

RADIO

STAGE

PICTURES

OUTDOOR

15 Cents

APRIL 18, 1936

The Billboard

The World's Foremost Amusement Weekly

LEE-KING DRUG CO.
NEWNAN, GA.



ENRICA and NOVELLO
Distinguished Dancers

Bruho of Hollywood Photo.



Paul Whiteman tops a list of outstanding orchestras now under the management of NBC Artists Service. Whenever you step out to buy a good dance band—step up to our “rhythm counter” and take your pick. Here's a wide selection of “name” orchestras whose tuneful rhythms offer you a variety of spicy syncopation or smooth melody—according to your individual preference.

RICHARD HIMBER
 ENRIC MADRIGUERA
 RUSS MORGAN
 HARRY RESER
 JOE VENUTI

“RED” MCKENZIE
 JOE RINES
 HAROLD STERN
 FRANK & MILT BRITTON

REGGIE CHILDS
 JOLLY COBURN
 IRVING AARONSON
 EARL HINES
And many others

These leading orchestras are now available for spring and summer dance tours. For further information communicate with Charles E. Green.

DANCE BAND DIVISION • NBC ARTISTS SERVICE

OF THE NATIONAL BROADCASTING COMPANY

RCA BUILDING • 30 ROCKEFELLER PLAZA • NEW YORK

The Billboard

Vol. XLVIII
No. 16

The World's Foremost Amusement Weekly

April 18,
1936

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

RAILWAYS ASK TRIAL PERIOD

Ringling-Barnum Rated Best In Years at N. Y. Inaugural

Unusual number of new acts and standardized ones greatly improved — only one import — taste shown in dressing — at Garden 25 days

NEW YORK, April 11.—Ringling Bros. and Barnum & Bailey Combined Shows commenced the annual tour by opening in Madison Square Garden Wednesday afternoon for a 25-day run to May 2. Altho the matinee was indexed as the official bow, the night production furnished the premiere trimmings, featured by the swankiest and most socially elect crowd in years. Four months of intensive rehearsal periods in Sarasota winter quarters were whittled down to three and a half hours of the best Greatest Show stuff seen here in more years than any sawdust oldie can remember. Reviewer says it's the best dressed, best produced and most entertaining. Show started at 8:14 and finished with Zaccchini's cannon projectile at 11:46.

Unusual number of new acts revealed, plus subtle developments on the standardized ones. These are described in detailed review that follows. Sole import, Chinese Naittos, tight wire, clicked heavily, Miss Nio Naitto, slim and pretty Oriental, standing out on one of the threads, two being used. Looks like new wrinkle in wire acts. All animal acts dolled up differently and fresh ideas worked in, many topical and provoking. Circus Saints and Sinners Club bought most of the choice boxes, realizing a (See RINGLING-BARNUM on page 34)

Racketeering Schools Are Target Of Clean-Up War in Hollywood

HOLLYWOOD, April 11.—War was declared here this week on several dozen racketeering schools of acting by the Academy of Motion Picture Producers, Board of Education and the Los Angeles Better Business Bureau. Tho no legal steps have yet been taken, it is asserted that various schools have been extracting fees from ambitious actors, particularly children, under various pretexts. In relation to racketeering on poten-

tial child screen players, common procedure is to obtain names of children interested in acting from school publications thru the dramatic societies. Scout for bogus acting school generally goes into raves over kid's performance and advises course of training in institution he's touting.

Promises even go to the extent of guaranteeing, verbally, work in pictures as extra or "bit" player. One of the spots under investigation charges a registration fee of \$10 in advance and covers up subsequent inability to find work for student by giving the applicant a sitting before still camera. Receipt for the \$10 covers half dozen photos, and when kick is registered operator of school turns over photos to (See RACKETEERING on page 10)

Spitz Elected KAO Pres.

Aylesworth chairman — closer interrelation is hoped with affiliates

NEW YORK, April 11.—The election on Wednesday of Leo Spitz and M. H. Aylesworth as president and chairman of the board, respectively, of Keith-Albee-Orpheum, an RKO subsidiary, and the cutting of the board membership from 13 to seven, will, it is hoped, effect a closer interrelation of RCA and RKO without upsetting the existing balance of power now teetering uniformly between M. J. Meehan, leading stockholder, and the RKO-RCA interests. The new setup also involves a rearranging of position as regards chief executive authority, which, under the old regime, was vested in the chairman of the board, a post held by Herbert B. Swope. The presidency, now (See SPITZ ELECTED on page 10)

Paging Professor Ponty

NEW YORK, April 11.—Career of Fred H. Ponty is studded with P's, including his own moniker. Made reputation with Paradise Park, Rye, N. Y., site of which he sold to Westchester County Park Commission, which built Playland. After that he spent some years as owner of Woodcliff Pleasure Park, Poughkeepsie, and now is associated with Kaydeross Park, Saratoga Springs.

Ponty waggily remarks at local headquarters here that he might be persuaded to change Kaydeross to Paydeross, to signify that spot will have pay attractions under his banner for the first time in its history. Incidentally, the man who has taken over Woodcliff Park is called Pierre.

Submit Own Reduced Rates

Would defer proposed ICC schedule for 18 months— heavy flood losses cited

WASHINGTON, April 13.—A stiff fight is in prospect by rail carriers in Eastern territory to the end that the effective date of reduced passenger fares and surcharges, June 2, be postponed by the Interstate Commerce Commission. In a petition filed in behalf of Boston & Maine; Chicago & Erie; Chesapeake & Ohio; Delaware, Lackawanna & Western; Erie; Lehigh Valley; Long Island; Maine Central; Montpelier & Wells; New York, New Haven & Hartford; New York Central; New York, Susquehanna & Western; New Jersey & New York; New York, Chicago & St. Louis; New York, Ontario & Western; Pittsburgh & Lake Erie; Pennsylvania; Pere Marquette; Rutland, St. Johnsbury & Lake Champlain and Wabash railways, the commission is asked to postpone effectiveness of its order for 18 months; that the commission's Section 13 orders relating to intrastate passenger fares or charges in New York, Illinois, Michigan, Ohio and Indiana be modified for an 18 months' experimental period and only to the extent necessary to permit the establishment and maintenance of experimental fares on the following basis:

- (a) Pullman surcharges be eliminated;
- (b) fares in Pullman cars, 3 cents per (See RAILWAYS ASK on page 69)

Projects Build Audiences, Take Ads; Response Is Encouraging

NEW YORK, April 11.—Encouraged by its hit shows and by reports from Washington, D. C., that there is no immediate danger of discontinuance, the Federal Theater Project here has begun building up an audience for its shows. In a series of letters to project workers Philip Barber, head of the local project, urges them to acquaint their family and friends with the WPA shows and also

to help the project build up a mail list for circularization. Up to now the project's main obstacle was the inability to spend money for newspaper advertising. However, a change of rule was obtained and the first ad appeared in *The Times*, *Sun*, and *World-Telegram* today. Ads listed the WPA's three best shows: *Murder in the Cathedral*, *Triple A Plowed Under* and *Chalk Dust*.

Twenty-one performers with the project's Popular Price Theater unit have left for jobs with outside shows, according to WPA Publicity Department, which (See PROJECTS BUILD on page 15)

Improved Show Revealed At Cole-Beatty's Opening

Chicago Stadium engagement starts light, believed due to holiday, altho pickup is noted at night — Clyde Beatty's animal act is again the big feature

CHICAGO, April 11.—Jess Adkins and Zack Terrell promised that the show which the Cole Bros.-Clyde Beatty Circus had assembled for the opening of the season at the Chicago Stadium would be a real one, and they kept their promise. The show opened this afternoon favored by grand spring weather. The performance was smooth and fast-moving thruout and there was an imposing array of meritorious attractions. Afternoon house was light, due undoubtedly to the fact that it was the day before Easter. A light rain started to fall late in the afternoon, but there was a very fair evening house.

This year's pageant, *The Serenade of Spain*, is a colorful extravaganza of music and dance, beautifully costumed and pleasingly presented. Alice Sohn and Julia Rogers are the prima donnas whose excellent voices came over the public-address system clearly. The pageant was staged by Rex de Rosselli. Music was arranged by Victor Robbins, whose band furnishes excellent music for the show, and Betty Jones directs the dancers. Wardrobe was designed by Mrs. H. J. McFarlan, and electrical effects are by Louis Scott.

H. J. McFarlan, equestrian director, handled the job well. Ray Dean, young announcer, has an excellent voice and splendid delivery.

William Soaper Sneed, well-known Circus Fan and friend of Jess Adkins and Zack Terrell, had the honor of blowing the whistle for the start of the engagement and he made an imposing (See IMPROVED SHOW on page 73)

In This Issue

Pages	Pages		
Bands	13	Magic	26
Broadway Beat, The	24	Minstrelsy	26
Burlesque-Tabloid	22-23	Motion Pictures	20-21
Carnivals	43-49	Motor Transportation	62
Chicago Chat	24	Music	13
Circus and Corral	32-35	Night Spots-Gardens	11-13
Classified Advertisements	50-52	Parks-Pools	36-39
Coin Machines	63-82	Pipes	60-61
Endurance Shows	27	Possibilities	26
Fairs-Events	40-42	Radio-Orchestra	6-10
Feature News	3-5	Repertoire	25
Final Curtain	28	Rinks-Skaters	39
Forum, The	27	Routes	29-31 and 59
General Outdoor	62	Thru Sugar's Domino	24
Hartmann's Broadcast	62	Vaudeville	14-17
Legitimate	18-19	Wholesale Merchandise	54-59
Letter List	53 and 58		

Screen Guild Recognition May Come Up at Labor Meet

Studio labor conference in New York—painter and utility worker recognition definitely scheduled—producers will oppose actors' demands—Casey east

HOLLYWOOD, April 11.—A committee of studio business managers, including Fred Pelton, MGM; H. K. Bachelder, 20th Century-Fox, and T. Keith Glennon, Paramount, was appointed here this week to accompany Pat Casey as producers' contact to the basic agreement meeting on motion picture studio labor slated for New York next Tuesday. Vital points of possible recognition of Screen Actors' Guild and the painters and utility workers' union, and the question of demands by the studio unions already recognized for shorter hours and increased compensation are expected to come foremost in the New York conferences.

Aside from the unions, the fireworks of the session are expected to concern the Screen Actors' Guild, with its more than 5,000 members. The Guild has not yet filed formal application for recognition, but it is known to be in communication with union chieftains. Should the unions pass 100 per cent on Guild demands the producers are reported almost certain to oppose.

It is expected that the unions now in the basic agreement will go to bat on the AFL program for a 30-hour week, as well as asking pay boosts. All groups are known to be dissatisfied with present scales and conditions.

Painters' union and utility workers already have made formal application to the internationals' committee, requesting inclusion in the agreement and the right to negotiate scales and conditions for their people. Whether or not their pleas will come before the producers' committee (See *SCREEN-GUILD* on page 10)

German Influence In Film Showing

NEW YORK, April 11.—The Film Library of the Modern Museum of Art on Tuesday and Wednesday presented at the Dalton School Auditorium, 108 East 89th street, *Hands* and *Sunrise*, produced in 1928 and 1927, respectively, illustrating the German influence on the development of the cinema in America. Both, even judged by modern standards, are striking examples of the advanced film technique developed by German studios during the post-war years. The entirely silent originally, the showings at the Dalton School had the advantage of RCA musical-synchronization.

Hands, directed by Stella Simon and Miklos Bandy, was produced in Berlin as an experimental work by Mrs. Simon, a New York photographer, who felt that the presence of actors' personalities involved a limitation of the cinema's possibilities. In this film all the action is accomplished by hands with fantastic effect. *Sunrise*, with George O'Brien and Janet Gaynor, produced by Fox Films under the direction of the German master, F. W. Murnau, from the Carl Mayer adaptation of the Hermann Sudermann novel, is today a powerful film excelling in photography, dramatic situation and poetic interpretation.

The final program of the series will be given over to talking pictures.

P. A.

Music Strike May Be Settled Soon

NEW YORK, April 11.—Strike settlement is expected within the next week between the music publishers and Local 802 of the American Federation of Musicians. Latter called out its pianists, copyists and arrangers in a strike to get a union contract and improved working conditions. Seven of the 28 publishers who have already signed with the local are members of the Music Publishers' Protective Association. It was stated today that a settlement between the MPPA and the local might be achieved by Wednesday (15).

Prominent band leaders gathered at local headquarters again today. They discussed the entire situation with executives of the local and continued in their promise of co-operation. This is tacitly meant as not favoring the publishers not yet in. Leaders included (See *MUSIC STRIKE* on page 10)

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 29 to 31) 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 sufficiently in advance to insure publication.

ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

Coast Raise Retroactive

LOS ANGELES, April 11.—New wage scale, with increase of approximately \$1 per day per man for projectionists operating under Local 150, IATSE, put into effect April 1 by Fox West Coast, will be retroactive with other concerns discussing new contract with union now.

Negotiations are expected to be concluded this week with Warner Bros., RKO-Hillstreet, Hollywood Pantages and Paramount theaters. Similar agreements are being worked out in San Francisco thru Arch Bowles, with F-WC, and Cliff Work, of RKO.

"Gus Edwards' Broadway Sho-Window"

(BROADWAY THEATER)
(Opened Sunday Evening, April 12)

Two-a-day vaudeville came back to Broadway on Easter Sunday night when Gus Edwards presented his "Broadway Sho-Window" at the Broadway Theater. Whether it will remain there for long depends upon how the public reacts to Edwards' "new talent" idea and the entertainment value packed in his method of presentation, which, strictly speaking, isn't vaude at all. It's rather the sort of revue-vaudeville which should develop in vaude's attempt to compete with legit musicals, including a chorus, skits, special number and general production. It obviously costs more on production than would probably had a better show if he had let his talent speak for itself in a series of regular vaude acts.

According to present plans, shows are in for from four to six weeks, if they make it that long, and will then be changed. That, however, depends on the b.-o. response of this first edition. Attempts at production cause it to drag pretty badly in spots, and most of the special material is a liability rather than an asset.

Fabello's Orchestra in the pit opens things with a grand overture, and then the chorus comes on for a number in which four of the kids, Jane Rich, Connie Lusby, Jane Alexander and Myra Lott, step out for specialties. Particularly worthy of mention is the Lott youngster, who sings and dances in top-notch style and steps out for many individual assignments in the course of the show. She is a real comer.

The Three Robbins open the show proper with their sensational whirlwind roller-skating turn, which rang down a tremendous and entirely merited hand at the opening, and then Ed Lowry takes over the emceeing after a bit of crossfire with Mary Louise Harper. Next on is Al Verdi, a rotund cellist, who scrapes both melody and comedy from his instrument, assisted by Thelma Lee, a striking blonde with a fiddle and a figure. Then comes the first onslaught of the special material, a would-be burlesque of "Dead End," labeled "Dead Head." It took up about 12 minutes. Things improve, however, with a real sock in the next spot, Bob Easton and Ondee Odette. Easton is a pleasant and personable fellow who serves to set off the charming work of little Miss Odette, a lovely and talented mite, who is all set to give Olive Brasno some real competition in midget circles. She sings charmingly, with beautiful diction, and she dances with her full-sized partner in an excellent routine. Evelyn Graves helps with the lines. The turn brought down the house.

Armida follows. She still mars her act with audience baiting, picking on members of the audience in a kiss number. It's this reporter's naive contention that patrons attend a theater to be amused, not to amuse others. Armida is too good a performer to spoil her work with a customer tease.

The first half is ended by a production called "Following Famous Footsteps," in which various of the performers imitate those who have already hit high. Joe Cook Jr. does Jack Donahue, Danny Drayson does Will Mahoney, Bill Bailey does Bill Robinson, Ruth and Billy Ambrose do Rogers and Astaire, Selma Marlowe does Eleanor Powell and Joe Dorris does Ray Bolger. They're all of them excellent, but the individual hit is Dorris, who does the most amazing dance imitation that their reporter has ever seen. He is, as a matter of fact, the individual hit of the entire show, the customers blowing off the roof for him, and with reason.

A production, including a nice song, "Spring Is in the Air," by Edwards, opens intermission, with the chorus performing, Ruth and Billy Ambrose doing standout work in a beautiful ballroom routine, and Selma Marlowe following with an amazing rhythm tap, which really amounts to an interpretative number. It includes some of the smoothest and loveliest work of its type yet seen hereabouts. If you can imagine a character tap, no less, you can get some idea of Miss Marlowe's work.

The Three Nonchalants sock over next with their ace comedy acrobatics and prove once more that they're well on their way to becoming the tops in their line. The three lads have the stuff, both from the comedy and the acrobatic angles, and they deliver beautifully. There follows another somewhat sad special skit, "Hollywood Follies," featured by the highly amusing pantomimic work of Al Verdi. Miss Marlowe next does her splendid Bolero tap, and Mark Plant appears to sing three numbers in a powerful voice. The finale is a courtroom scene in which the new talent is judged, a good enough way to round off the proceedings.

Milton Charleston is among the others appearing, his comedy talent wasted in the so-called skits. Others who fill out the skit casts include Scooter Lowry, Jay Golden, Larry Rich Jr., Haline Frances, the Deutch Twins, Myra Lott, Ann Metzger and Gerald Phillips.

There are six show girls, including the Misses Harper and Metzger, wandering around. The others are Roslyn Golden, Gretchen Kimmel, Constance Grandall and Eileen Graves.

The cute and lovely chorus includes, besides the four youngsters pulled out for specialties, the De Bald Twins, Dorothy Stone, Beatrice Grey, Barbara Coswell, Jane Miller, Gail Andrews, Lynne Carter, Aileen Barry, Evelyn Marsh, Marion Volk, Jean Scott and Bobette Walker.

Settings, bright and effective, are by Clark Robinson. Dances are by Bill Powers, with Eugene Conrad contributing the sketches and lyrics and Edwards himself doing the music. William Weaver designed the costumes.

A fuse blew out shortly before curtain time opening night and the proceedings were delayed for about three-quarters of an hour. Pleasantly so, however, for Georgie Price jumped into the breach and stepped out of the orchestra to entertain during the wait. "This," he said, "is better than being a broker." The audience thought so too, vociferously.

Practically everybody connected in any way with vaudeville turned out for opening night, filling the large house. Whether or not it will continue to be filled remains to be seen, and it's indicative of something or other that the customers seemed most at ease and most pleased when the acts were being presented in a straight vaudeville manner. But anyhow Edwards is trying to bring back two-a-day. It's something that very definitely should be brought back, and more power to him in his attempt.

EUGENE BURR.

Approve RCA Reorg Plan

Directors re-elected — A stock to be redeemed and B stock exchanged

NEW YORK, April 11.—Radio Corporation of America's plan of recapitalization, approved by an overwhelming majority of stockholders at a special meeting presided over by President David Sarnoff on Tuesday, calls for redemption of outstanding 7 per cent "A" preferred stock at a value of \$55 per share, plus accrued dividends, and the exchange of "B" preferred shares in return for one and one-fifth shares of a new \$3.50 Cumulative Convertible First Preferred and one share of Common for each share of "B" preferred. Joseph P. Kennedy, formerly of Securities and Exchange Commission, received \$150,000 for planning the recapitalization.

Regarding the redemption of "A," this is to be accomplished with cash now in the treasury and a five-year bank loan of \$10,000,000 borrowed at an interest rate of 2½ per cent yearly. As for the second provision, relating to the exchange of "B" preferred shares, the new First Preferred will bear dividends from April 1, 1936. Ranking ahead of all other classes of stock, it will have one vote per share and will be convertible at the rate of five shares of Common for one of First Preferred.

In addition to benefiting owners of Common stock by doing away with dividends (See *APPROVE RCA* on page 10)

Nixes Political Free Appearances

NEW YORK, April 11.—Vexing problem of asking performers to appear without salary at political rallies in the coming campaign will be aired at the next meeting of the new Allied Theatrical Division of the Tonkawa Club, Democratic organization in the 10th Assembly District. Douglas Leavitt, president of the theatrical division, says he personally is against free appearances of performers and will seek to have the club go on record officially in this matter.

Club has its second mass meeting Monday night at the Capitol Hotel. Besides Leavitt, officers are Aaron Kessler, Maud Dunn, John Butler and Harry Beasley, vice-presidents; Ernest Forrest, financial secretary; Jack Drucker, recording secretary, and Emil Casper, sergeant at arms.

Altho most of its 300 members are members of the Federal Theater Project and of the American Federation of Actors, the club has no connection with either, its officers point out.

ENRICA and NOVELLO (This Week's Cover Subjects)

ALTHO they have been working together as a team for the comparatively short period of three and a half years, Enrica and Novello have established themselves firmly as one of the leading dance teams in the show business. The partners, before teaming, were members of an adagio group that split up. In the first week of their existence as a dance duo they received a contract for a three-week date in Los Angeles. Native ability, plus the help given them by Paul Ash, saw them thru successfully. They scored a solid hit before the engagement was over.

After a year on the Coast, getting material and polishing off the rough edges, they came to New York—to arrive just in time for the bank holiday. Their first Eastern date paid them off in scrip. Soon after they played the leading New York theaters, Capitol, Roxy and Loew's State. Later the Loew office, thru Marvin Schenck, booked them for the Loew route, the contract believed to be the only one issued in 1934 without a layoff. In addition to the many theaters they have played they have been at the St. Regis and Waldorf-Astoria hotels in New York, Savoy in London, Les Ambassadeurs in Paris and numerous others.

Novello came to America in 1928 from Italy and was headed for Hollywood, but because he could not then speak English started to study dancing. Miss Enrica has been a student of the dance since a child.

TICKETS ROLL OR MACHINE FOLDED
100,000-\$17.00
SPECIAL PRINTED - CASH WITH ORDER
ELLIOTT TICKET CO. (408 LAFAYETTE ST., N. Y. C.)
RESERVED SEAT TICKETS (127 N. DEARBORN, Chicago)
PAD, STRIP TICKETS, COUPON (615 CHESTNUT ST., Phila.)
BOOKS RESTAURANT CHECKS

Local 802, AFM, Opens L. I. Office

NEW YORK, April 11.—Possibilities of another local of the American Federation of Musicians to govern Long Island were finally put away this week when Local 802, AFM, opened an office at Freeport, L. I. At the musicians' convention last year, as part of a political move by ex-officers of 802, agitation was started for a Long Island local. Move was defeated but still was causing talk.

Local is now in a position thoroly to police Long Island with its numerous summer resorts, but also it is said that the office, in addition to providing a meeting place for members, was expected to figure in improving relations between employers and musicians. Charles Dammeyer is manager of the new office.

Opening of the new office brought a turnout of local government officials, WPA and AFM representatives and various execs of Local 802. Included were L. C. Mountcastle, village trustee; Police Chief Joseph N. Hartman; Harry Suber, 802 treasurer; Max Arons, chairman of the 802 trial board; Dave Freed; Robert Stern, of the local, and Fred Birnbach, assistant to Joseph N. Weber.

AFM Revokes 9 More Licenses

NEW YORK, April 11.—The American Federation of Musicians revoked nine more agency licenses this week and reinstated one, Nick Elliott, local agent.

Latest licenses revoked are Robert H. Edson and Solomon & Hart, of this city; Chester Lorch, Louisville, Ky.; Marty Battle, Carbondale, Pa.; Holt Pumphrey, Richmond, Va.; Carl Burt, Buffalo; Joseph Sonsini, Pittsfield, Mass.; Southwestern Amusement Service, Dallas, and Frank Devlyn, Kankakee, Ill.

According to Bert Henderson, AFM official handling the new license system, there are not more than 1,000 licenses out.

TCMA Holds Fourth Regular Meeting

NEW YORK, April 11.—The Theatrical Concession Managers' Association met Thursday evening at the Hotel Edison, the fourth meeting since its reorganization. A board of trustees was elected at the meeting, the board comprising Edward Ross, Murray Cohen and Meyer Hamburg.

The organization is soliciting out-of-town membership, and its present membership includes practically all the concession managers of burlesque and legitimate theaters within a radius of 50 miles of this city; also the entire managing staff of the Jumbo concession.

SHOW PRINTING

The QUALITY KIND that attracts and gets the money. Finest Snow-White or Bright Yellow Poster Paper; Brightest, Flashiest Ink Colors. TENT SHOW HEADQUARTERS; DATES, POSTERS, CARDS, HERALDS, BANNERS. LOW PRICES—PROMPT SHIPMENTS Write for Price List and Route Book. **CENTRAL SHOW PRINTING CO.** MASON CITY, IOWA

WANTED

Juvenile Man and young General Business Man. Those doubling Orchestra or Specialties preferred. Other useful people answer. **BRUNK'S COMEDIANS** McLean, Tex., this week; Pampa next.

WANTED—A-1 Trap Drummer. State all and lowest salary. Join at once; week stands. Address **FRANK SMITH PLAYERS**, Trenton, Tenn.

WANTED People all lines, who double Orchestra preferred. Summer Stock, de luxe houses. Also Girl Musicians for Floor Show. **BOOB BRASFIELD**, 3rd Ave. Hotel, Roma, Ga.

WANTED FOR CANNON'S TENT SHOW. Chorus Girls, Sister Team, Musicians, Working Boys, Cook, quick. State all. Show opens April 27 in Pennsylvania. **FRANK D. CANNON**, Greensboro, Pa.

WANTED QUICK—Rep. People, all lines. State all and don't misrepresent. Long season. A-1 Canvasser to do one small Part. **PARAMOUNT PLAYERS**, Liberty, Tenn.

Late News Flashes

NEW YORK, April 13.—Sophie Tucker and her newly organized orchestra, directed by Jack Fulton, assisted by Miss Tucker's pianist, Ted Shapiro, has clicked solidly in Kansas City. Group is playing at the Mayfair Club, with a holdover keeping the band there until May 3. After this date Sophie will take the band to the Terrace Room, Chicago, opening May 8.

CHICAGO, April 13.—Announcement was made today that the Affiliated Broadcasting Company would definitely begin network operations April 18 with a full-day program schedule that will run from seven in the morning until midnight.

WPA Musical on Coast

LOS ANGELES, April 11.—Follow the Parade, first musical production of the Federal Theater Project in Los Angeles, will open tomorrow at the Mayan Theater, where it will succeed the project production of Conrad Sailer's play, *Censored*. Eda Edson conceived and supervised the entire musical production. Gene Stone and Jack Robson wrote the book and lyrics. Music is by Gene Stone and Jack Dale.

"Life" Arb Settled

NEW YORK, April 11.—The *Larger Than Life* arbitration, involving payment of somewhat less than \$1,500 to the cast, was settled recently. Payment to Ernest Truex of an amount under \$1,000 was reached by compromise, with the actor accepting a reduction of his original stipulated request. *Larger Than Life* played only seven performances. The management's attempt to deduct rehearsal expense money from the two-week guarantee was disputed by Equity on the claim that the players were held for Sunday and Monday rehearsals before the play was definitely called off.

Southern Show Bills Licked

NEW ORLEANS, April 11.—Two bills that could have caused considerable discomfort to theater operators and concessionaires in the State of Alabama went down in decisive defeat in the Legislature of that State this week and followed closely on the heels of last week's equally decisive defeat of another "annoyance" bill proposed in Mississippi.

Over at Montgomery the House of Representatives jumped so badly on the proposal to institute a 10 per cent tax on theater admissions and a 20 per cent tax on soft drinks that even its most fervent advocates advised its withdrawal for the term. Just a few days before the same House even refused to admit a vote on a bill to institute a 50 per cent tax on "jackpots" offered as admission inducements by movie houses. The ways and means committee of the (See SOUTHERN SHOW on page 9).

How Sweden Subsidizes Music; Graduated Salaries, Pensions

WASHINGTON, D. C., April 11.—The American consul at Stockholm reports that musical education in Sweden is promoted, wholly or largely, by the National Government. "Tradition rather than specific legislation has built up the legal background of government support of music, which takes the form of enabling legislation and financial subsidies, the principal ones coming from the government lottery."

Among the music organizations spon-

sored by the government are the Academy of Music, the Royal Opera, a music library and the Stockholm Concert House Foundation and Orchestral Society.

The Royal Opera alone cost \$549,000 this season; of this sum \$482,775 was expended in salaries. Every employee of these government-subsidized projects is eligible for membership in the pension fund. Employees who have been mem-

(See HOW SWEDEN on page 9)

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14.

The advertising rate of 50c an agate line remains unchanged.

YOUR IDEAL HOTEL HOME



ON CHICAGO'S INTERESTING NORTH SIDE

Motor routes from your home bring you right to the Sheridan Plaza Hotel. The Chicago, North Shore & Milwaukee Electric Station at Wilson Avenue is just two blocks west. Busses to the Loop stop at the door—fare 10¢. Enjoy residential quiet and social life in a fine hotel at moderate cost.

Room Rates
\$1.50
Single—Upwards

400
MODERN ROOMS
EACH WITH BATH

SHERIDAN PLAZA
HOTEL • 4605 Sheridan Road



WANTED!!!

To Join a Well-Known Riding Act—A GENTLEMAN BAREBACK RIDER. State age, height, weight and experience. Also send photographs. Address BOX 704, Billboard, 1564 Broadway, New York.

Down to the Very Minute Facilities for Printing

TICKETS

GET OUR PRICES

THE TOLEDO TICKET CO., Toledo, Ohio

WPA's "On Trial" Excellent Revival

CHICAGO, April 11.—Elmer Rice's first play, *On Trial*, originally produced here in 1914, was interestingly revived this week as the third offering of the American Repertoire Company, the federal theater unit operating at the Blackstone Theater. Rice's ingenious treatment of a trial and murder mystery, telling the story in alternate scenes of progress and retrospect, made the play (See WPA'S "ON TRIAL" on page 9)

HOTEL RALEIGH

Where You Can Sleep Anytime—DAY OR NIGHT
648 NO. DEARBORN ST., CHICAGO.
Single Rooms, \$5.00—Double, \$7.00 per Week. Unlimited free parking. 5 minute walk to Loop. Theatrical Booking Agencies located in hotel.

For SPRAINS RHEUMATIC PAINS, STIFF JOINTS, NEURALGIA, TOOTH-ACHE.

Use CROFTY FOOTBALL OINTMENT.

Made from a formula used by Scotch athletes for over 25 years. Remarkable for its wonderful, quick relief. Keep some on hand always. Does not smart or burn. 50c Jar. Send 15c for a Trial Size direct from **CROFTY LABORATORY**, 1632 West Adams Street, Dept. B, Chicago.

Dorothea Antel

226 West 72d St., New York City.
BIRTHDAY, EVERY DAY, CONVALESCENT GREETING CARDS.
In Boxed Assortments. 15 Exclusive and Original Cards to the Box, \$1.00. Special Discount on Large Quantities. WRITE FOR PARTICULARS.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by **MARTIN C. BRENNAN**, 198 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

WANTED By Lady, Gentleman Partner, middle aged, sober, some knowledge of Magic, etc. With car. **LA RAE**, care The Billboard, Woods Bldg., Chicago.

WANTED Tent Rep.—Character Woman with Specialties, Piano Player that doubles Band. B. & O. Leader. **J. R. APPLE-GATE**, Hot Springs, N. M., week April 13 to 18.

ADVERTISING—EXPLOITATION MAN Also Man with Sound Truck for Tent Theater. **MACK McCULLOUGH**, care The Billboard, 1564 Broadway, New York.

BEN WILKES STOOK CO., Under Canvas WANTS Dramatic People in all lines doubling Band and Specialties. Send all first letter. Low, sure salaries. Address 4180n, Ill.

All Stations and Networks Must Return AFM Licenses

Weber states that too much competition from station bookings is hurting regular orchestra booking field—NBC still negotiating, but two weeks may see end

NEW YORK, April 11.—The American Federation of Musicians has notified all radio stations and networks holding AFM band-booking franchises that the licenses have been recalled and are to be turned in. Notices were sent out this week under the signature of Joseph N. Weber, president of the Federation. Columbia Artists' Bureau had previously gone out of the field in arranging a deal with Music Corporation of America, National Broadcasting Company and the AFM are now discussing the status of this network's standing insofar as band bookings are concerned, but the network will definitely be out of the field within two weeks.

In New York, WOR and WHN have already been advised that their franchises have been withdrawn. This differs from revocation of a franchise, which follows only when the license holder has been guilty of going against an AFM regulation.

AFM states that the reason the franchises are being withdrawn is that the musicians felt that the broadcasters offered too much competition to other bookers by placing their network and remote broadcasting facilities at the disposal of any spot buying a station or network-managed band. Result has been that the musicians have been feeling a squeeze; that a select group has been getting the choice bookings and that it has become increasingly difficult for bands to build themselves up. It was also felt, it is said, that broadcasters should only broadcast and not book bands.

Still another thought, which was not confirmed, was that there was a definite possibility of broadcasters sponsoring a rump union. This could easily come about, it is pointed out, thru a condition which might arise when the broadcasters found themselves in control of the majority of choice radio band bookings, club and hotel bookings and studio staff jobs.

When it was pointed out that the AFM's move meant a definite break for Music Corporation, the answer was that the musicians were going to keep an eye on this situation and protect both musicians and other bookers. It was said that MCA would be watched so as to avoid any possible claim of monopoly by deals between MCA, CBS and Mutual for the latter two to broadcast MCA bands.

Charles E. Green, recently appointed head of the NBC band-booking department, retains his license as a booker granted him as president of Consolidated Radio Artists. Green disbanded this firm when he assumed his NBC post and is under a contract with the network. Presumably, this is one of the questions which the network and the AFM are still discussing. Green stated Friday (10) that he had been given no official word that NBC was discontinuing the department he heads.

Result of the decision by the AFM has been to raise a problem to artists' bureaus which book considerable private entertainment business and it appears that the AFM is going to lessen the stringency which was first to obtain. Under this stringency, the artists' bureau would not even have been able to book a pianist for such affairs and the clients would have been forced to go out and buy their own musicians. This is being remedied, it was stated at the AFM offices.

In addition to NBC and CBS, WHN, New York; WOR, WSAI, Cincinnati; WLW, Cincinnati; WMC, Memphis; WCAM, Camden, and WLS, Chicago, and others have been affected.

Weber took exception this week to a garbled report published in a theatrical trade paper (not *The Billboard*) in connection with the deal set by CBS and MCA. Local officials received a letter from the union chief in which this published misinformation was attacked, particularly in regard to a reference that the AFM only gave CBS a 48-hour notice to give up its band-booking affairs. The president denied this, pointing out that the AFM and CBS had been discussing the problem for some time and that there was no last-minute action taken, as indicated.

James Talks Radio To Midwest Clubs

GRAND RAPIDS, April 11.—E. P. H. James, advertising and sales promotion manager for National Broadcasting Company, New York, addressed the combined meeting on Tuesday of the Lions and Advertising clubs, virtually the entire membership turning out as well as the mayor of the city. On Monday James addressed the Women's Advertising Club in Detroit.

James spoke for about 45 minutes, going into interesting detail on NBC broadcasting statistics and other important items, some taken from the recent NBC book *Straight Across the Board*.

Among figures revealed were average expenditures of NBC advertisers since 1927, when it averaged \$48,205, to 1935, when the average was \$207,660, although five advertisers spent \$1,000,000 or more, 56 out of 148 sponsors spent an average of \$50,000.

Interesting to note was the fact that radio sets in homes now total approximately 22,500,000, all bought in 15 years, as against 11,000,000 telephones being installed in 56 years.

Philly Union Buys Time

PHILADELPHIA, April 11.—For the first time locally a labor union is buying radio time to gain sympathizers. The Bakers and Confectionery Workers' Union, affiliated with the AFL, starts a half-hour weekly series over WDAS on the 15th. Will provide entertainment from among its own members, copy emphasizing the union labor label in buying candy, bread or cake.

Penn A. C. Honors Bowes

PHILADELPHIA, April 11.—Major Edward Bowes has been selected as one of the recipients for this year's Penn A. C. Award of Merit for Achievement during 1935. Together with Dr. A. S. W. Rosenbach, famous bibliophile and collector, the gong man will receive the medal on May 18.

KVOS Asks U. S. Supreme Court To Take Look at Its AP Case

WASHINGTON, D. C., April 11.—United States Supreme Court will be called upon for final decision on whether a radio station can use news gathered by a press association or newspaper after a certain time has elapsed and the news in question no longer considered the property of the original gatherer, etc. KVOS, of Bellingham, Wash., has made application for certiorari and the case started by Rogan Jones will mean much to both sides when finally adjudicated.

Jones originally won when the Associated Press filed suit against him in the United States District Court in Washington. AP sought an injunction against news being taken from three of its newspaper members. District Court dismissed the complaint on the ground that no competition existed between KVOS and the newspapers in question. Subsequently the Circuit Court reversed the lower court and gave AP a preliminary injunction restraining the station from sending out any news

"Sold Out"

NEW YORK, April 13.—Studio audiences at both the NBC and CBS commercial shows are a complete "sellout" this week, demand reaching an all-time high despite the wealth of other attractions now current. While the broadcasts are free, it is conceded that few of the many thousands seeking tickets would object if there was a small tariff attached.

Easter week with the youngsters out of school contributed toward the demand, and for the first time many late repeat shows found the supply of tickets exhausted a week in advance. No expense has been spared by Rockefeller Center in decorating the Plaza and terraces around Radio City with flowers and shrubbery. Rabbits were also on hand for a while.

Plymouth Goes NBC; Buck Ford Program

NEW YORK, April 13.—Ed Wynn show sponsored by the Plymouth Division of Chrysler Corporation will move from the Thursday night spot on Columbia Broadcasting System to 9:30 p.m., EDST, on the NBC Red network May 12. Program remains the same, with Lennie Hayton Orchestra, King's Merry Men, Eight Lovely Girls and John S. Young as announcer and straight man. Wynn also will retain the Gulliver character and type of program.

The 9:30 p.m. Tuesday night period brings Wynn back to NBC and on the same time he was heard for Texaco for some seasons. In this case Chrysler places itself in the position of bucking the Ford half-hour program on CBS featuring Fred Waring. Time on NBC made available thru Texas Corporation bowing out.

WIP Gets Two More

PHILADELPHIA, April 11.—WIP grabs off two national accounts entering the spot broadcasting field. Ice Publicity Association, which has been using Mary Pickford on NBC to tackle the national market for ice refrigeration, has bought daily spots on WIP's Homemakers' Club on behalf of its local association. Account set by the Byron-Weil Agency is for 13 weeks.

Baltus Rolfs, Inc., of Milwaukee, manufacturer of Moth Wool, is introducing the product in the Philadelphia area with a 13-week daily participation in the Homemakers' Club. Cramer-Krasset Agency contacting.

Law for Laymen

CAMDEN, N. J., April 11.—Law in language that the layman understands is the purpose of a series of biweekly broadcasts over WCAM under the sponsorship of the Camden County Bar Association and the Junior Section of the New Jersey State Bar Association. Legal leaders will speak on the various phases of the profession.

Comedy Search In Full Blast

Summer fillers as well as new season material gives comedians break

NEW YORK, April 11.—Annual search for comedians for the air is on again, with possible tryouts for comparatively new names in the wind, and former headliners called up for another trial. Freddie Lightner, who has been on the air several times on one-time shots, may be given a trial on the Fleischmann yeast program as a possible successor to Frank Fay, who clicked on the show and landed his own account. Lightner auditions next week with material by Richard Mack, and in addition is to get a CBS commercial hearing in a fortnight. A previous audition was canceled when the comic caught cold.

Milton Berle is also listed for a trial. Drug concern is thinking of spotting him on a program and tries him out soon. Benton & Bowles audition a new group of four Monday (13), while Young & Rubicam are said to be in the market for funny men also.

Joe Palmer, who does a one timer with George Olsen on NBO tonight, comes east and is angling for a return to the air. Penner is getting a big sales push. Jack Pearl is also reported lined up for a return for Texaco.

Jack Oakie, screen comedian, left New York this week and altho slated to have gone on the dotted line for Gillette razor blades, said he hadn't signed when he left. He's looking for a commercial. NBC is currently giving Benny Rubin a buildup.

Third Honolulu Outlet Open for Biz May 29

HONOLULU, April 2.—Hawaii's third radio station and the first outside Honolulu, KHBC in Hilo, island of Hawaii, will be opened about May 29 by the Honolulu Broadcasting Company, owner of KGMB in Honolulu, according to Webley Edwards, KGMB station manager.

The new station, to be housed in a completely new plant, will have a hook-up with KGMB. Later negotiations may be made to affiliate with the Columbia Broadcasting System, for which KGMB is the Honolulu outlet, Edwards said. KHBC will have a 250-watt transmitter.

Fred Eilers, formerly of KYA, San Francisco, has arrived to become the resident manager, assisted by Mrs. Emily Eilers, also from KYA.

ABC Adds 20th Station

CHICAGO, April 11.—The new Affiliated Broadcasting Company signed Station WKBB, Dubuque, this week as the outlet for ABC programs in the Dubuque area, when this newest of regional networks begins operations some time before April 25. WKBB, which will be connected with the Wisconsin group of ABC stations, is the 20th station to affiliate itself with the new chain.

Installation of RCA central-control equipment was started last Saturday at the Radio Tower studios here, and Frank E. Golder, chief engineer of ABC, hopes to have it ready for testing within the next 10 days. Armand Bulserret, former conductor of the Old Heidelberg orchestra, has been appointed musical director of the chain.

Showerman East for NBC

NEW YORK, April 11.—I. E. Showerman has been appointed assistant sales manager of the NBC Eastern Division. He came here from the NBC Chicago offices, where he served as assistant to Kenneth Carpenter, sales manager.

LEE ANDERSON Advertising Company, of Detroit, is handling the Chrysler Airshow on CBS network. J. Stirling Getchell has the De Soto and Plymouth accounts, and it was inadvertently stated in these columns recently that the Getchell agency also put on the Chrysler show, credit for which should go to the Anderson organization.

Rockwell - O'Keefe in Jam As Local 802 Files Charge

Trial board recommends that big talent booking office be placed on unfair list as result of selling a band under union scale—another hearing set for Thursday

NEW YORK, April 11.—Trial board of Local 802, American Federation of Musicians, has recommended that Rockwell-O'Keefe, Inc., one of the largest talent firms in the country, be placed on the local's unfair list, with a second hearing before the trial board to take place next Thursday. The executive board of the local, after hearing the verdict, decided that certain evidence conflicted and that the heads of the booking firm, Tom Rockwell and Cork O'Keefe, return Thursday when Claude Hopkins, band leader figuring in the case, is to face them. The evidence causing the executive board to call for a rehearing was delivered by Hopkins.

Specific charges against Rockwell-O'Keefe and Hopkins are that the former booked the leader into the Cotton Club at a price below the union scale. The charges were brought by a member of the band, which played, it is alleged, at the spot for 49 weeks at the cut-rate price. About \$20,000 is involved. It is also alleged that the agents booked Hopkins into a picture short and that the price on this job was likewise below that specified. Answer was made by the agents that in paying the leader for this job certain sums were deducted which he owed them.

Both Rockwell and O'Keefe testified. One statement was that during last year, the firm booked a gross band business of \$1,000,000 and that their commissions from that and other bookings precluded any necessity whatsoever of having to cut rates. The agents also testified that their sole bookings with Hopkins were in handling him for one-nighters.

Hopkins, said a representative of the local, first "confessed" that he had been booked by Rockwell-O'Keefe at a "Joe Below" price and that his men had been paid accordingly. Later, said the spokesman, the defendant produced an affidavit signed by the leader that the deal was done on the up and up. This change led the trial board to the belief that coercion might have been used. Testimony also showed that Rockwell-O'Keefe had paid the 3 per cent unemployment tax and remote broadcasting tax for Hopkins. Latter, said the local rep, faces possible expulsion. If the agents are placed on the unfair list it means they would not be able to book their bands, which include Jimmy Dorsey, Casa Loma and Bob Crosby.

Max Aarons is chairman of the board, George Schechter a member and William McCaffrey secretary.

Amos 'n' Andy Leave Calif. For Chicago This Week

SAN FRANCISCO, April 11.—After almost two months of broadcasting from Palm Springs, Amos 'n' Andy leave the California resort on April 13 for a series of Pacific Coast personal appearances before returning to Chicago May 11.

Gosden and Correll and Bill Hay, their announcer, have been in Palm Springs since February 17 broadcasting twice daily over an NBC Red network at 7 p.m. (EST) and 8 p.m. (PST), playing golf, tennis and swimming. Hay returns to Chicago on April 13, but Gosden and Correll come here for a week's engagement at the RKO-Golden Gate Theater beginning Wednesday, April 15. From here they will go to Los Angeles for a week at the Orpheum Theater and then on to Denver, Colo., for five days at the Orpheum, reaching Chicago May 11.

Hugh Cross Rejoins "Gang"

WHEELING, W. Va., April 11.—Hugh Cross, heading the High Cross and His Gang organization, has rejoined the act after recuperating from a short illness at Hot Springs, Ark. Cross is heard twice daily on Station WWVA, this city, and also in theaters throught this vicinity.

Fast Work

BATON ROUGE, April 11.—Organized only a fortnight ago, the Southern Broadcasting System, comprising seven of Louisiana's largest stations, this week aired its first State-wide commercial program. Cotton, Inc., large chain bakery of Alexandria, presented the Southern University Male Quartet for a half-hour program beginning at 3 p.m. with a contract let for 12 more weeks.

NBC First Again

NEW YORK, April 11.—Gar Young, of the NBC Sales Promotion and Advertising Department, and M. L. Gaffney, on same job with CBS, decided upon a double release this week, said release pertaining to increases in the respective families, and to be sent out in same envelope. Each readied two stories, one for girl and the other for a boy. Tag line was request not to use the other inclosed release.

At 6:40 a.m. today Mrs. Gar Young presented a 9-pound, 5-ounce boy. Gaffney is not at his office either, but there is no word from the front. Mrs. Young and John Campbell Young are doing nicely at Women's Hospital.

Ban on Mex Outlet Mail Again Upheld

NEW ORLEANS, April 11.—Dismissal in the Southern Texas District Federal Court of the petition in which E. R. Rood, Laredo, Tex., astrologer, sought an injunction to restrain the Laredo postmaster from refusing to deliver mail addressed to Rood and returning such mail to its senders instead was upheld Saturday by the United States Fifth Circuit Court of Appeals at New Orleans.

The Laredo postmaster had stopped delivery of Rood's mail in answer to Rood's programs over the large Mexican radio station at Nuevo Laredo, under authority of a postal fraud order issued by the postmaster-general.

The soliciting or selling end of Rood's business is conducted from the Mexican station, which is just across the river from Laredo. The deliveries and receiving end of his business, however, is on the American side, where he uses the United States mail.

Pittsburgh's Dramatic Talent Built Up by Several Stations

PITTSBURGH, April 11.—Organized drama groups at the local stations serve as unlimited storehouses for talent at all occasions. Composed of players with experience gathered at local semi-pro groups, the performers not only fill in a number of sustaining spots but also participate in several commercials which materialized as a result of their growing popularity among radio listeners.

WCAE, Hearst-controlled station, is among the leaders in the drama group field. Known as the WCAE Players, this players' circle benefits from a wealth of publicity given it in Hearst's *Sun-Telegraph* and aside from its regular station feature activity dramatizes in whole or in part all the new features introduced in that paper. Ford Billings, manager of WCAE, states that this group is a real asset to the station. It has proven to be an excellent training source for announcers, many staff announcers being former members of the players' group. The latest graduate is Marx Hartmann, who has been named staff announcer, succeeding Ted Epstein. Hartmann, formerly with the Carnegie Tech Players, joined the station as a member of its drama department and the wide experience that followed earned him the promotion.

The station, Mr. Billings reveals, encourages city and district groups as well as individual performers to air occasional one-acters or parts of full-length plays and invites tryouts for the regular

drama group. Program Director Ed Harvey prefers to feature this group in as many programs as is possible, aware of the fact that it attracts a wide listening audience. Among the station's leading programs featuring the drama group are the *Magazine of the Air*, *Court of Human Relations*, *Short Story Dramatizations* and *Serials on the Air*.

KDKA is another drama field leader. Manager John Gihon feels that radio drama is setting new standards for other fields to copy. The KDKA Players, one of the oldest groups in the city, is widely known in the tri-State area. Speaking before the Congress of Women's Clubs here, Mr. Gihon stated that "drama in radio has opened a new field in entertainment which presents a challenge to writers and actors. It sets entirely new standards in artistic workmanship regarding playwriting and calls for actors who must be even better than the standardized type of stage and screen. Drama in radio, if it is to be convincing as a new art, must be even better than stage and screen presentations." The best method for any station to acquire such talent, Mr. Gihon added, is to maintain drama groups and coach them in the studios and before the mikes which at present is their only direct outlet.

WWSW, controlled by the Pittsburgh *Post-Gazette*, is the local non-network leader in drama. For years both amateur and professional groups have been airing

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

WMCA Gets Cigar Account

NEW YORK, April 11.—Webster-Eisenlohr Company, cigar makers, is giving up a series on WOR to take over a racing results program on WMCA, meanwhile planning to buy an additional program on WOR—Mutual. Latter deal isn't set.

WMCA is cutting down the length of its racing results program to a quarter-hour length, tobacconists taking the new program as of April 20 daily. Show used to run an hour.

Same firm is planning on *The Witch's Tale* for its Mutual program. This sketch, in about four years of broadcasting, has only been commercial once before, then for Martinson's coffee.

Understood that in going over to WMCA, Webster-Eisenlohr have left the way open for Lady Esther to spot Wayne King on WOR, previously held off because of time clearance difficulties.

E. C. Mills to Coast; Stop Over in Wash.

NEW YORK, April 13.—E. C. Mills, general manager of the American Society of Composers, Authors and Publishers, leaves today for a West Coast tour and will stop off in the State of Washington. This State has placed the affairs of ASCAP in a receivership, as per its anti-monopoly laws, and the case is pending in the courts.

Since the original charges brought against ASCAP, its officers have been indicted as part of the State's move against restraining the organization from doing business in the State.

Boss Gets Bombed; "Ghost" Gets Fired

CLEVELAND, April 11.—Following the bombing of the home of Monroe J. Rubbin, owner of WJAY, it was announced that the station in question would refrain hereafter from sending out its "ghost reporter" program which has been of a crusading nature. Show will continue but adhere strictly to light gossip of the town.

The "reporter" on the job has been ordered fired by Rubbin who stated that he believed gambling interests inspired the bomb being thrown at his house which was partially wrecked. Edythe Melrose, manager of the outlet, said the program would continue but along line mentioned above. The "ghost" is also credited with going so far as to telephone the authorities information which resulted in police raids being made.

Tele Field Test By RCA in June

NEW YORK, April 11.—David Sarnoff, president of Radio Corporation of America, in a statement at the annual meeting of RCA stockholders Tuesday, announced building of a new television transmitter on the Empire State Building, New York, and the presence of an experimental studio in the RCA Building as evidences of the company's intention to take television out of the laboratory.

Field tests will begin Monday, June 29, and with the aid of receivers located at strategic observation points it is anticipated that the technicians will be able to determine just what is necessary for a public television service.

Vic Dalton is said to be considering several deals for KMTR, with likelihood that station will change hands when financial arrangements are ironed out. Reported on the market for last few months, stumbling block is price.

their plays over WWSW and sent members from their ranks to join the WWSW Players. On countless occasions the group contributed invaluable aid in filling in at commercial and sustaining spots.

A similar story holds forth at WJAS and KQV, the city's two remaining stations, where drama groups are extremely active. George Heid is a leading director here, both coaching the groups and participating in their offerings.

Material Protection Bureau

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

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

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

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

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

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

FLETCHER HENDERSON AND HIS FAMOUS ORCHESTRA
NOW ON TOUR.
Management MOE GALE,
RKO Building, Radio City, N. Y.

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

FRED YANKEE AND HIS SOCIETY SWING ORCHESTRA.
Hollywood Theatre, Atlantic City, N. J.
With OLIVE WHITE.

LEITH STEVENS
Conductor
exclusive management
COLUMBIA BROADCASTING CO.

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

VICTOR Shell Oil Program.
WITH
AL JOLSON YOUNG
WEAF, Saturday, 9:30-10:30 P.M. NBC Network.
Harry A. Romm, Representative,
RKO Bldg., Radio City, N. Y.

charles carlile
Now Playing De Luxe Loew Theatres.

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

the Harlem Express! Himself
JIMMIE LUNCEFORD
AND HIS ORCHESTRA

the new king of Syncopation
Now Playing College Dance Dates.
DUKE UNIVERSITY, Durham, N. C., April 17-18.
Direction
HAROLD OXLEY, 17 E. 48th St., New York, N. Y.

Station Notes

Address All Communications to the New York Office

KDYL, Salt Lake City, presents a new slant on amateur programs with only students of Utah music teachers eligible. WTAQ, Green Bay, Wis., is sending all listeners who write comment on programs a new brochure containing managerial, commercial, artists and program data. JACK GRANEY starts his fourth year as baseball broadcaster for WHK, which has the exclusive rights on the Cleveland Indians games, all home contests, except Sundays and holidays, being broadcast. WHIO, Dayton, O., carrying the Jimmy Allen program for Krug Baking Company, is using DON CHASE to organize Jimmy Allen Clubs. Chase has been connected with the model airplane field for years. WOLO, Janesville, Wis., has been given a power boost up to 250 watts daytime. BRYSON B. RASH is now announcing for WLW-WSAI, Cincinnati. Formerly with KMOX, St. Louis. JEANNINE (Mrs. Tom Riehley) and a singer on Mutual for Pinaud, cosmetic house, is the mother of a boy born recently. WILLIAM C. WESTER, former sales and advertising executive with the Silver Tonsberg Printing Company, now on the commercial staff of WTAQ, Green Bay, Wis. Montgomery, Ward & Company sponsoring a series on WDNC, Durham, N. C. MALLORY CHAMBERLAIN put on five broadcasts from Tupelo, Miss., during the recent tornado in that section. WNBR, Memphis, carried the broadcasts. Recent staff changes at KGMB, Honolulu, brings these additions: LEO RUMSEY from KSFO, San Francisco; DICK MAGUIRE from KFJI, Klamath Falls, Ore., and DON FITZGERALD from KSL, Salt Lake City. WEBLEY EDWARDS, station manager, leaves May 29 on a six weeks' business trip to the Coast. BYRUM SAAM, until recently sports announcer with KTAT in Fort Worth, Tex., became a sports announcer for the Columbia Broadcasting System, thru WCCO, Columbia station, at Minneapolis, on April 13. Other recent changes in announcer personnel at Fort Worth radio stations include: RUSS LAMB, KFJZ announcer for a year and a half, has joined the staff of WBAP, Star-Telegram, station; BILLY HIGHTOWER, KTAT announcer, has moved over to the staff of KFJZ.

GEORGE BRAZEE, formerly with WFIL, joins the engineering staff of WIP, Philadelphia. JIM BEGLEY, KYW's assistant program director, on sick list due to appendix slicing. TOM STONE joins the WFIL, Philadelphia, announcing staff. Formerly with WMCA, New York. DOLLY STARK and LES QUIGLEY set by the Ayer Agency to air the Philly baseball games for Atlantic Refining over WIP, Philadelphia. CHNS, Halifax, N. S., has been celebrating a dual anniversary, viz. the 10th anniversary of the establishment of the station, and the 10th anniversary of the entrance into radio of MAJOR W. C. BORRETT, founder, and present managing director of the station. BORRETT was the whole announcing staff at the outset. The station is now a link in the Canadian Radio Commission chain, with studio and control rooms in a Halifax hotel. Eastern Canadian newspapers have been deluged with complaints that studio audiences are trespassing on the rights of radio listeners, and that the studio audiences are nothing more than theater claquees with an overdose of applause for no logical reason. Reception for all the Boston stations is remarkably clear at Yarmouth, N. S., and vicinity. Yarmouth, with a one-year-old station of its own, CJLS, is located at the junction of the Bay of Fundy with the Atlantic, and a terminal of a Boston steamship service. Reception from Boston stations is better here than elsewhere in Canada.

WWSW, Pittsburgh, erected a new radio tower, 157 feet high, scaled along the lines of WLW's antenna outside Cincinnati. FREDIA LAZIER, Pittsburgh radio songstress, won Paul Whiteman's professional audition contest in that city last week. She has been rewarded with a New York trip and will be a guest on Whiteman's program April 26. SALLY JO NELSON, formerly of WWSW and KDKA in Pittsburgh, has been signed as staff artist at WGN, Chicago. ROBERT WILBUR resigned as chief announcer at WCAX, Burlington, Vt. Place being taken temporarily by DON DALEY, former News reporter.

New Biz, Renewals

NEW YORK, April 11.—New accounts and renewals signed by National Broadcasting Company:

PROCTER & GAMBLE CO., thru Blackman Advertising, Inc., started April 6, Monday to Friday, 10-10:15 a.m. Vic 'n' Sade. WJZ and three stations. ENOCH MORGAN'S SONS CO., thru Maxon, Inc., starts April 17, Friday, 9:30-9:45 a.m. WJZ. Sketch.

New York Area

CLEMONS CLOTHES, Inc., thru Hirsch-Turpen, Inc., starts April 14, five half hours and two quarter hours weekly. Hillbillies. WMCA. U. S. RUBBER CO., thru Campbell-Ewald, announcements. WMCA.

CONSOLIDATED RAZOR BLADE CORP., Inc., thru W. I. Tracy, Inc., announcements. WMCA. V. E. MEADOWS, Inc., thru Frank A. McMahon, starts March 13, Monday thru Saturday, 12:15-12:30 p.m. Beauty Talk. WHN.

WANAMAKER SCHOOL OF BEAUTY CULTURE, thru Metropolitan Advertising Agency, renews, Sunday, 1:30-1:45 p.m. WHN.

Salt Lake City

FREEBOURNE, Inc., announcements, placed direct. KDYL. DODGE BROS. ELECTRIC CO., direct, announcements. KDYL. FLINT DISTRIBUTING CO., direct, announcements. KDYL. HOTEL UTAH FLOWER SHOP, direct, time signals. KDYL.

Dayton

DAIRY COUNCIL, direct, renewal, transcriptions. WHIO. FORSYTH DRY CLEANERS, announcements. WHIO. PENTON DRY CLEANERS, participations. WHIO.

DAYTON ELECTRICAL APPLIANCE STORE, announcements. WHIO.

FORD MOTOR CO., thru McCann-Erickson, announcements. WHIO. WISE SHOE CO., announcements. WHIO.

Newark

DRYDEN & PALMER, thru Samuel C. Croot Co., Inc., started April 6, participations. WOR. NEW YORK TELEPHONE CO., thru Batten, Barton, Durstine & Osborn, New York, participations. WOR.

FORD MOTOR CO., Edgewater, N. J., Branch, thru McCann-Erickson, starts April 13, Monday, Wednesday and Friday, 7:15-7:30 p.m. Victor Arden Orchestra. WOR.

UNITED DRUG CO., thru Street & Finney, starts April 28, Tuesday thru Saturday, 9:45-10 a.m., recordings. WOR.

BREYER ICE CREAM CO., thru McKee & Albright, time signals. WOR.

Detroit

HACK SHOE CO., on CKLW, Detroit, nine weekly spots, placed direct.

Grand Rapids

Station WOOD-WASH reports the following business:

GEORGE E. WELSH CO., direct, 300 announcements, as selected, started March 26.

UNITED AUTOMOBILE INSURANCE CO., direct, 100 or more 100-word announcements, three days a week.

GRAND RAPIDS FEDERATION OF LABOR, direct, four 15-minute programs thru the month of April.

GRAND RAPIDS GAS LIGHT CO., direct, 364 15-minute and 30-minute programs, five days a week.

Chicago

Station WGN reports the following new business:

FORD MOTOR CO., thru McCann-Erickson, Inc., a local commercial called the Ford V-8 Review, sponsored by the Ford Motor Co., taking Monday and

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

JUDY CONRAD
AND HIS ORCHESTRA
105th West on the Stage.
TOWER THEATRE, KANSAS CITY, MO.

WINGY MANNONE
(The New Orleans Swing King and His Swing Band) Now Playing at the Hickory House, New York. Doubling at the STORK CLUB. Recording for RCA Victor

Marie Almonte
THE SMART SET'S FAVORITE SONGSTRESS
NBC ARTIST
CURRENTLY at the CLUB DEAUVILLE

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

Friday from 8:15 to 8:30 p.m., beginning April 13 to and including July 10, 1936. JOHN T. SHAYNE & CO., Rhea Seeger and the Man About Town, a local commercial, taking Sunday from 1 to 1:15 p.m., beginning April 12 to and including April 4, 1937.

West Coast
DUART SALES CO., LTD., San Francisco (Creme of Milk Facial Cream), thru Howard Williams Advertising Agency, San Francisco, starts April 19 for 13 weeks, Thursdays, 8:30-8:45 p.m. (PST), CBS-Don Lee network of 12 stations. Program, The Passing Parade, news commentary series. Talent, John Nesbitt, commentator. First program, Sunday, April 19, 7-7:15 p.m.; second, Wednesday, April 22, 9-9:15 p.m., and every Thursday thereafter.

Philadelphia
ATLANTIC REFINING CO. (motor fuel), thru N. W. Ayer Agency; starts April 14 for 24 weeks, daily except Sunday, 3:30-5:45 p.m. Baseball games. WIP.

ICE PUBLICITY ASSOCIATION (ice refrigeration), thru Byron-Well Agency; started April 6 for 13 weeks, daily participation in Homemakers' Club. WIP.

BALTUS ROLFS (moth wool), thru Cramer-Krasset Agency; started April 6 for 13 weeks, daily participation in Homemakers' Club. WIP.

CITY OF WILDWOOD, N. J. (seashore resort), placed direct; starts May 30 for 103 broadcasts during the summer season. Remote pickups of resort features. WIP.

BAKERS AND CONFECTIONERY WORKERS' UNION (labor union), placed direct; starts April 15 for 13 weeks, Wednesday, 7-7:30 p.m. Music and talks. WDAS.

South
COTTON, INC. (bakery), Baton Rouge and Alexandria, La., direct, half-hour re- (See NEW BIZ on page 58)

Program Reviews

(EST Unless Otherwise Indicated)

Marion Talley

Reviewed Friday, 10:30-10:45 p.m. Style—Soloist and orchestra. Sponsor—Ralston Purina Company. Station—WEAF (NBC network).

A fifteen-minute show presenting Marion Talley, erstwhile soprano star of the cornstalks, plus an hour's worth of commercials. Now Miss Talley, by way of the Metropolitan and concert field, is of Hollywood and the pictures, the broadcast coming from the Coast. Miss Talley's present slimmness for pictures provides the sponsor with one of the silliest plugs for its product that has come by way of the loudspeaker in some time, since credit is given the product for bringing Miss Talley down from her once buxom capacities. It is hard believing for the listeners. That started the commercials and there was another following every number the soprano sang.

Obviously Miss Talley commands a listening group to start with and no reason why the audience shouldn't grow. First night only one song seemed to be done well; others did not reflect the singer as being at her best. A nasal quality in these faulty offerings was fairly obvious. *There Is No Night There*, a hymn, was very well done.

The copy of the commercials, save that one noticed, is all right, but the ballhoof should be cut in half—at least.

J. F.

Jack Hylton

Reviewed Sunday, 9-9:30 p.m. Style Variety show. Sponsor—Realsilk Hosiery Mills. Station—WJZ (NBC network).

In succeeding Charles Previn on the Sunday evening Realsilk stanza, Jack Hylton, of London, his orchestra and novelty purveyors, step into a big pair of shoes. Previn's job in the course of a two-year commercial left nothing to be desired, either as to music or entertainment, and so Hylton has his job cut out for him. The English leader has plenty in his favor and if he succeeds in striking a better balance on his program—that is as refers to novelties and straight dance offerings—should do a good job for the sponsor.

It seems that on the first show there was too much of the novelty and not enough of the straight orchestra work. What there was of the latter shone. But by bringing in a flock of vocalists, Hylton actually detracted from the standouts. Alec Templeton, blind pianist, and Pat O'Malley and his lyrical saga of the hungry lion. Templeton was a good old-fashioned smash click. Probably took the speaker-side listeners right out of their chairs. He combines the offerings of variously styled names into a single piece—thus he combined Bing Crosby and Louis Armstrong into one number that was a powerhouse. Voice simulations were uncanny. O'Malley's Albert and the lion bit is funny, even when heard for the 'steenth time.

Commercials are among the most persuasive on the air.

J. F.

"Gateway to Hollywood"

Reviewed Saturday, 7:30-8 p.m., PST. Style—Variety show. Sponsor—Fanchon & Marco. Station—KHJ, Los Angeles. (Don Lee Network.)

Latest takeoff on amateur-hour technique is being offered to West Coast listeners—in a full hour combination vaudeville show featuring tried and experienced professional entertainers hoping for picture, radio, cafe and vaude breaks as results of their appearances. Designed as a variety-opportunity hour which may give promising pro talent just a little boost toward stardom, show presents about 12 acts weekly, with winner being selected by mail and phone votes. Top vote-getter each week gets engagement at local Paramount Theater.

Paul Gerard Smith, screen writer and humorist, handles the show as emcee with ease, getting in lots of good laughs and comment. Opened first show with some old-time vaudeville reminiscences and followed with explanation of hour's purpose, swinging into theme song, *Wake Up and Sing*. Inviting listeners to write in their votes, emcee borrowed a leaf from Major Bowes' book and gagged with "all right, all right" and went thru business of "telephone number is . . ." Well-known guest enter-

tainer is slated for each week in addition to competitive slate. Guest for opener was Harry Green, dialect comic, who tried to give the lowdown on film entertaining.

Directed by Gardner Osborne, F. & M. radio booker, first batch of participants were the Airmen, male quartet; Bernadine Miller, song stylist; Leonard Pennario, kid piano player; Ethel Davis, comedy songs; Enrico Ricardi, tenor; Lynn Sterling, taps; Ann Traverse, operatic soprano; Windy Newsome, banjo, and Charles Lawman, baritone. All did well and hour shapes up pretty well. Should lure a wealth of real talent for this uncompetitive Saturday night spot.

S. P.

"Pittsburgh Backstage"

Reviewed Tuesday, 7:15-7:30 p.m. Sponsor—Jerome Wolk & Bros. Style—Chatter. Station—WJAS (Pittsburgh).

Walter Framer, Pittsburgh's free-lancing radio columnist, is featured in a weekly quarter-hour of breezy news chatter. The affair is sponsored by a leading furrier and the life span of this feature depends on the growing interest from listeners. Framer delivers highlights and sidelights of Pittsburgh's night spots, radio stations, theaters, etc., and for the most part are newsy and interesting items. Handicap here is the fact that Pittsburgh dailies are flooded with such features, eating up most of the entertaining bits dug up among the various bright spots. That Framer still manages to be newsy is to his credit and proves that he is putting in some real work to land exclusive chatter.

Jack Logan is the announcer, handling the brief commercials in a sincere, capable manner. It is hard to figure out, however, how the sponsor expects to sell expensive furs to the general run of listeners who are Winchell-minded. The poor response following the first three weeks is not criterion, the flood disaster turning normal conditions topsy-turvy.

S. H.

"The Melody Man"

Reviewed Monday, 6:15-6:30 p.m. Style—Musical memory contest. Sponsor—Mrs. Schlorer's, Inc. Station—WFIL (Philadelphia).

Sponsor, who hopes to sell mayonnaise with this one, is distinctly contest and give-away conscious. In buying "The Melody Man" (Wayne Cody) three times weekly in the evening she has plastered it so generously with copy its multiplicity borders the ruinous side. In fact, there is enough spiel during the quarter hour to flood a 60-minute show.

Cody has been conducting a musical memory contest for some time as an audience check for the station. Proving a terrific mail draw, Mrs. Schlorer decided to cash in on it for her product. And since Cody has a kiddies' audience for his "Jolly Man" show in the morning, a second contest was added for the juves.

Playing five oldies, first 25 correct guessers win a pair of ducats for a nabe movie house. When caught on its

initial bow the puzzlers included *Let Me Call You Sweetheart*, *Red Sails in the Sunset*, *The Farmer in the Dell*; *Yes! We Have No Bananas* and *Keep the Home Fires Burning*. Not taking chances, the number of words in each song are given; the *Sails* tune is prefaced with the note that the first word is a color, and just in case, you are told the "yes, we have no" song is about a fruit.

Second contest calls for a giveaway of two dogs each week for the best letters about the product. In order to enter the contests one must also send in a label. And it will be fun to see these trade-markers, since they are glued on the bottle.

In addition to plugging sponsor and product and explaining the contests, movie houses giving the oakleys get a plug for the pix and the 25 names are read, not forgetting their addresses. In spite of the nine-minute copy Al Stevens handles in surefire fashion, Wayne Cody makes the most of the few remaining minutes at the piano and clearly demonstrates why he continues to be such a mail pull. Less spiel by the copy-burdened announcer and more "spieling" by "The Melody Man" would make this one worth the while.

ORO.

Crumit New Englanders

Reviewed Thursday, 7:30-7:45 p.m. Style—Songs and Talk. Sponsor—New England Council. Station—WEAF.

New England States co-operating thru a central organization for the purpose of encouraging more people to spend their vacation in that territory. Frank Crumit, plus additional male voices and instrumentalists, handled the entertainment end, with Crumit also doing a bit of emcee and chatter with a guest. First broadcast of this once-a-week series had Rudy Vallee, who, of course, is a New Englander. On this second program Lowell Thomas was the guest. Talk is more or less informal and intended to interest the hearer in his or her vacation plans, with a view toward the Northeast trek.

Contest each week is a two-week free vacation to the one sending in the best letter of 100 words or less on "Why I want to spend my vacation in New England." Free vacation guide is sent to all contestants or others writing in. Since much of the conversation pertains to what is being sold, there is little commercial talk otherwise. Recent flood condition was minimized and the instant recovery cited. Fishing, etc., played a big part in the talk at one point.

Crumit does a couple of tunes and the numbers by the boys are harmonious and soft. Some of the accompaniment includes simulation of instruments by the voices. Each guest receives a special invitation to spend a two-week vacation by the owner of the Crawford House. The New England Council and governors of the six States also extend their invitation to the listeners for a visit. Evidently the sponsors are striving to prevent partiality and are avoiding plugging any one locality, depending upon the guide books to held make up the audience mind.

M. H. S.

Beatrice Fairfax

Reviewed Friday, 9:30-9:45 a.m. Style—Talk. Sustaining on WABC (CBS network).

Name, of course, is a trade-mark owned by the Hearst subsidiary, King Features Syndicate. Exactly two years

ago Beatrice Fairfax was being done on an NBC p.m. commercial for General Foods. At that time various social problems were discussed and advice given. It was somewhat along the lines of a fem *Voice of Experience*, but audiences were asked not to send any letters. Currently the program seems to be done by an older woman who does request letters. Particular item taken up at this period was whether a young man not earning enough to support a wife should pool his interests with a girl able to work and between the two of them carry on married life to their mutual advantage. Mother of the girl involved did not think her daughter should work after marriage. Miss Fairfax saw no reason why a young couple so situated could not carry on nicely. Later she mentioned something about women who could afford to remain at home, but who preferred to have a maid do the housework, altho she herself might rush home to cook the dinner. Announcer introduces Miss Fairfax, mentioning the King Features tieup, and organ music is heard at opening and closing. Closing was an announced rendition of a romantic tune.

Aimed especially at the women of the house, at a time when the kids if any have gone to school, it would seem that the Fairfax angle ought to have something on the ball for any of the food-stuffs or household accessory manufacturers. There is a bare chance that the *Advice to the Lovelorn* business fails to hold as a decade or two ago, but the material can always be adapted to suit.

M. H. S.

WPA'S "ON TRIAL"

(Continued from page 5)

a good one from a technical point of view. The quick changing of the scenes in flashbacks from the courtroom were accomplished by the use of two wagon stages, and the several settings were designed in good taste by Gordon Carter.

Again Harry Minturn's skillful direction and years of sound professional training were evident thruout the production. It is unfortunate that he hasn't better feminine talent to work with. None of the leading ladies or second women have risen above mediocrity in the three productions already presented.

Martin Burton, still guest starring here, was a capable actor in the role of the husband who kills his wife's seducer, played with true stock company villainy and heaviness by Rupert LaBelle. Charles Lum and Brent Wrenn stood out as the two attorneys, and Ruth Morgan played the 9-year-old daughter with childish simplicity and ability.

Genevieve Orgill overacted as the lying wife. Adelaide Clyman was adequate as the other wife. Among others in the cast were William Sexton, William Noltner, Leon Beach, Otis Gordinier, Courtney Campbell and Robert Merriman.

F. LANGDON MORGAN.

HOW SWEDEN

(Continued from page 5)

bers of the fund for 15 years may retire on an annual pension of from \$330 to \$840, at the following specified ages: 58, actors; 47, actresses; 50, ballet master; 41, dancers; 50, chorus singers, and 60, for administration personnel and orchestra players. All musicians are members of the Swedish Musicians' Federation.

Members of the boards of directors of the Stockholm Concert House Foundation and Orchestral Society receive no salaries.

Musicians' salaries are graduated, the men getting increases of \$12 a month at the end of six, nine and 12 years of service. Instruments are provided by the government, and musicians work seven months of the year, giving about 70 concerts in all.

SOUTHERN SHOW

(Continued from page 5)

House killed this bill while the Senate was seriously engaged in a heated argument during its hearing. Hundreds of merchants' organizations combined to fight the tax proposal on all business, including the theater admits.

At Jackson, Miss., last week House Bill No. 596, calling for the creation of a State board of censors to approve or disapprove all motion picture films publicly exhibited within the Commonwealth, didn't even reach the committees for consideration as the body adjourned.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, April 3, to Thursday, April 9, both dates inclusive.

Goody, Goody!	34	There's Always a Happy Ending	18
You Started Me Dreaming	29	But Where Are You?	16
Melody From the Sky	28	If You Love Me	16
Lost	27	Touch of Your Lips	15
Let Yourself Go	25	Every Minute of the Hour	14
Putting All My Eggs in One Basket	23	Yours Truly Is Truly Yours	13
Tormented	23	Christopher Columbus	11
You	23	Lovely Lady	11
It's Been So Long	22	You Hit the Spot	11
All My Life	21	Gonna Write Myself a Letter	10
What's the Name of That Song?	21	The Right Somebody To Love	10
It's Great To Be in Love Again	19	Don't Count Your Kisses	9
Let's Face the Music and Dance	18		

SHEET MUSIC best sellers will be found on page 13.

West Coast Notes; New Owners Enter

LOS ANGELES, April 11.—Sale of one radio station and reported change in ownership of another here will bring two new operators into the local independent field. Now before the Federal Communications Commission for ratification is sale of KFVD to J. F. Burke, Santa Ana newspaper publisher, for a price of \$35,000. Station is owned by Auburn-Cord, which also operates KFAC, not affected by the deal.

New program comes to KHJ this week with Jane Froman and Conrad Nagel as vocalist and emcee. Hour will be known as California's Period and is on style of amateur show, with auditions for program being held in 26 cities along Don Lee route and winners from each city being brought to Los Angeles each week for broadcasts. Six winners of auditions will appear each week, competing for \$500 grand prize. David Broekman's combo gets the assignment.

First annual Radio Ball was held at Palomar Ballroom here last week with more than 50 top ether acts in attendance. About 7,500 people turned out. Bob Burns, Bing Crosby and Johnny Murray took turns as emcee and did neat job of handling introductions. Mary Pickford brought out Beatrice Hagen, former Biltmore Bowl singer selected short while back as Radio's Baby star by local radio editors.

Don Lee network's much-talked-of Experimental Drama series tried a new stunt this week with actors doing their parts without scripts and ad libbing thruout. One page plot written by Vic Whitman was turned over to each player before broadcast and from then on actors were on their own. The series, incidentally, is turning out some of the best dramatic radio stuff ever heard on the Coast. Carol O'Meara, ace continuity man for KHJ, is most regular contributor and now has two of his air scripts under consideration for films. Bill Goodwin, Don Lee producer-announcer, turned in his resignation last week. Understood he will join Columbia production staff under Charlie Vanda. . . . Naylor Rogers planning a round-the-world cruise after washing up at KNX next month. . . . Jimmy Fonda has joined Lord & Thomas radio department. . . . Fred Mackay added to the cast of William Farnum's Drums, playing part of a long-missing son.

San Francisco

SAN FRANCISCO, April 11. — Capt. Gene Sullivan's "Sportsman's Corner," a weekly feature on KYA for approximately three years, goes NBC-KGO next Thursday at 8:30 p.m., under sponsorship of H. Sutliff Tobacco Company, to plug its Heine's blend tobacco. Contract, placed thru Charles R. Stuart Company, Inc., is for 52 weeks. Captain Sullivan will give information to sportsmen and a yarn or two during his weekly quarter-hour broadcasts.

Youthful John Nesbitt, who turns the spotlight on news and personalities of the past and present during his "Passing Parade" broadcasts over KFRC, is a busy fellow these days. His series, sponsored by Duart Sales Company, Ltd., goes CBS-Don Lee network on April 19 for 13 weeks. Using the same commentary feature, but different material, he will also be heard on NBC's basic Pacific Red network of five stations from KPO for 13 weeks, Sundays, 9-9:15 p.m., starting April 26. To top it, he's making a series of quarter-hour recordings of the feature at Titan Productions, Inc., for his sponsor, which the Howard E. Williams Advertising Agency will place on various stations thruout the country to plug Creme of Milk Facial Cream.

Agnes Vanucci, soprano, who speaks practically no English, but sings with equal facility in Italian, French and German, leaves by plane today for New York and a tryout at the CBS studios there. She got the opportunity when she won an amateur broadcast prize awarded in connection with Buddha's Amateur Hour, sponsored by Marin Dell Milk Company on KFRC. Once a month winners of the weekly show are judged in final competition. Ultimate winner receives the free air ride, all expenses paid for three days in New York and the tryout.

Harold Gelman, nationally known pianist and lecturer, has been given a Monday night quarter-hour music appreciation spot on KGGC. . . . Barbara Merkley, NBC harpist, was recently chosen the best dressed woman in local radio. . . . Incidentally, she's the daughter of a well-known stylist and designer.

Air Briefs

By JERRY FRANKEN

NO MORE publicity may be forthcoming for a while from the NBC press department on the Fred Allen broadcast as the result of differences between the network and Joseph Allen, advertising manager of Bristol-Meyers, the program's sponsors. Allen (J.) recently attended an Allen (F.) and noticed that a number of seats were unoccupied. After making inquiry he was told that the seats were being held for newspaper men, radio columnists and the like, as is customary on the part of both major networks for practically all the big shows. Understood that there was quite a "discussion" on the subject between the advertising manager of the company and Ben Pratt, NBC night press manager, Allen reported saying that he felt the tickets could accomplish more if given to druggists, who could help sell the products. It is stated that if the tickets for the press are withdrawn no publicity will be sent out by NBC.

General Mills, in addition to sponsoring the Newark minor league ball games on WINS this summer, is set on a series on WMCA for one of its products, broadcasting re-enactments of the out-of-town games of the New York clubs. Latter are still turning down proposals to broadcast the home games. This deal makes General Mills, already one of the largest national air users, one of the same insofar as local time is concerned.

Bob Taplinger, who planed for the

Coast last week to open a Hollywood office, invited a flock of radio names and newspaper men to the opening Giant game. In Taplinger's absence Lou Mindling is in charge of the office.

Mildred Munson, who, in addition to radio work, was doubling at the Rainbow Room, spent last week in a hospital resting from strain. She lost her voice and, besides losing out on her work, was kept from an MGM film test.

Other clinical notes are that Ed de Salisbury is back at his desk after a three weeks' illness and that Frank Cooper, the agent, is in the hospital for his second operation in that many months. . . . Phillip Whitten stays on at WHN, New York, as sales manager after Herbert Pettey joins the station as vice-president. . . . Roy Campbell's Royalists get a new NBC spot at the end of this month, Friday nights on the Red. . . . Alex Hyde resigned as assistant musical director of WHN, Joseph Jordan, formerly pit conductor at Loew's State, New York, succeeding him. . . . WBNX takes exception to claims advanced by other New York stations claiming priority on amateur script writers' and song writers' programs. WBNX says it was first by a year on both ideas. . . . Norman Pearce makes a comeback with a professional amateur show on WMCA. . . . Dave Driscoll now sports commentator for WOR. . . . Lanny Ross takes a vacation from Showboat June 15. A name comedian may replace him for the summer.

Chi Air Notes

By NAT GREEN

The Story of Mary Marlin leaves the air via CBS after June 28 and will return over NBC about the middle of September. . . . Wedding bells rang last week for Margaret Lamb, former Chi studio hostess now connected with the staff of WRC, Washington, and "Stew" Dawson, free-lance announcer. . . . Jack Brooks, vet WBBM tenor; "Jim Snider," philosophic hoosier character, and the Hoosier Squires, novelty five-piece rhythm band, will be featured in a new morning variety series over WBBM Tuesday, Thursday and Saturday, sponsored by the Snider Packing Corporation. . . . Earl Gammons, manager of WCCO, Minneapolis, stopped off to visit local studios on his way to Hot Springs for a vacation. . . . Attilio Baggiore, WGN tenor, will leave this week for a six-week tour thru the West. . . . He will wind up at Los Angeles, where he is to have the lead in a presentation of Sigmund Romberg's *Maytime*. . . . Lum and Abner resume their personal-appearance tour of Midwest theaters this week. . . . First mail from Pine Ridge, Ark., the Lum and Abner town, will be dispatched April 26. . . . The First Nighter will go off the air April 24, to return next September, at which time Don Ameche again will be heard with it, he having been signed for another year. . . . Bill Dooley, of the WBBM sales department, and Lillian Bresnahan, of the CBS music library, will say "I do" on June 6. . . . Guy Lombardo's Music will be heard over the air from the Palmer House, starting May 29.

The 2200th consecutive broadcast of Eddie and Fannie Cavanaugh's radio gossip program will be celebrated May 5. . . . April 12, by the way, was Fannie's birthday. . . . Al Pearce and his Gang have started a personal-appearance tour that will take them back to the West Coast. . . . They expect to be in New York in the early fall over NBC for an as yet unnamed sponsor. . . . Jack Hylton will be on the Real Silk program only a short time, as he plans to return to England for the summer about June 1. . . . It is probable he will resume the program on his return in the fall. . . . Alec Templeton, blind pianist with Hylton, will visit Vancouver, B. C., with his parents this summer and possibly will return to England for a short time, returning early in October for a concert tour. . . . Jack Lavin and Burt McMurtre were

the Paul Whiteman representatives here handling the Whiteman auditions. . . . Larry Larson, NBC organist, saw his wife off for a California vacation this week.

Jean MacGregor has returned to *Today's Children* after a long illness, replacing Louise Blocki, who while substituting for Jean generously wrote daily letters to the invalid, keeping her posted on the development of the show and making it possible for Jean to step into her part as soon as she returned. . . . *Even as You and I*, popular WISN (Milwaukee) sustaining program, has gone commercial, starting this week. . . . On his Radio Gossip program Sunday night over WCFL the writer of this column had a novel guest—Lobo, the movie dog, and his trainer Frank Moore. . . . Anne Seymour sails on April 20 for a brief vacation in Europe. . . . Wrigley has signed for a full hour's time—7 to 8 p.m.—over WIND for a new program dramatizing the Cubs games. . . . Title will be *Today's Cubs Game*. . . . The Tune Twisters of the National Barn Dance on WLS are to be known as the Novelodians, the name having been selected in a contest. . . . Jean Paul King, now announcing the *Ziegfeld Follies of the Air*, is at work on a new show for a sponsor who will air the program Coast to Coast.

SPITZ ELECTED

(Continued from page 3)

in the hands of Spitz, takes precedence over the chairmanship, held by Aylesworth.

The shakeup, which may be a preliminary to a similar action within RKO, was accomplished with the assent of all factions involved. Whereas RKO-RCA contributed five members to the board before, as did Meehan, each is now represented by three. One neutral member replaces the previous three. The lineup does not include Swope, who, tho requested to remain, declined on the ground that his reason for being with the company, namely, the establishing of good will between the major factions, had already been satisfactorily concluded.

In accordance with the idea of curtailing offices for purposes of closely knitting the organization there will be no vice-presidents. Leon Goldberg is treasurer, and assistant secretaries are Louis Joffe, Harry M. Pimstein and William Whit-

man. Major Leslie Thompson, former president of KAO, continues as Spitz's executive assistant, and assistant treasurers are W. J. Kernan, O. R. McMahon and H. E. Newcomb. Tho the offices of Nate Blumberg and other vice-presidents are abolished, the men who previously held the titles will be vested with the same powers. The new board membership has been obtained from members of the old, excepting Spitz, and comprises Aylesworth and L. P. Yandell for RKO-RCA, and P. J. Maloney, Malcolm Kingsberg and Monroe Goldwater for Meehan. Those going out, in addition to Swope, are David Sarnoff, RCA president; W. G. Van Schmus, manager of the Music Hall; Jay Eddy and Frank Altschul. As yet the post of I. E. Lambert, who resigned as secretary, is unfilled.

Future plans, designed to accomplish similar reorganization in RKO, may result in bringing W. J. Merrill and Peter Rathvon, of Atlas Corporation, into the RKO-RCA field.

RACKETEERING

(Continued from page 3)

student and is released from further obligation.

Many of the acting schools, it was pointed out, are legitimate training institutions; these are co-operating fully in the effort to stamp out racketeers. J. H. Thomas and Guy Hoyt, of the L. A. public school board, are working with the district attorney's office in the investigation and subsequent prosecution of the fake enterprises.

At the same time the Musical Arts Committee was organized this week for the purpose of stamping out racketeering in various musical schools in the community. Two members of this group will be named to work with d. a.'s investigating staff.

Andres de Segura was named temporary chairman of the musical group; Harold Hurlbut, secretary, and the board of directors includes names of majority of better music-school operators.

APPROVE RCA

(Continued from page 4)

dend arrears on "B" preferred, the recapitalization will probably account for an increase of nearly 6 per cent in outstanding Common shares, and in the event of complete conversion of all First Preferred stock an increase of about 35 per cent. Upon completion of these anticipated conversions First Preferred will be eliminated and Common will be sole owners of RCA.

The meeting re-elected as directors for a three-year term Newton D. Baker, Cornelius N. Bliss, Bertram Cutler and James G. Harbord. Remaining directors with terms not yet finished are Arthur E. Braun, John Hays Hammond Jr., Edward W. Harden, De Witt Millhauser, Edward J. Nally, David Sarnoff, James R. Sheffield and Frederick Strauss.

SCREEN GUILD

(Continued from page 4)

tee depends on a 100 per cents vote of approval by unions already in the agreement. This is expected.

Union insiders figure these two groups will be recognized, as the jurisdictional squabbling in AFL building trades department, which has kept them out in the past, was settled in the East over a week ago.

If the painters' union gets recognition it means that in Hollywood, local 644, the scenic artists' local 621, and the makeup artists' and hairdressers' local 731 all will come under the present closed shop arrangement. The utility workers have one studio local, 724. About 2,500 men are involved in these two union groups.

All unions are expected to move in the direction of a 30-hour week on a cumulative basis, with the aim of spreading employment among their members.

MUSIC STRIKE

(Continued from page 4)

Paul Whiteman, Carmen Lombardo, Hal Kemp, Carl Hoff, George Hall, Al Goodman and Irving Aaronson, while John O'Connor represented Fred Waring. Picketing of the office buildings continues.

Representative of the local said that an attempt was made this past week by the publishers to have their work, such as arranging and copying, done by Chicago. Local official, however, said that the Chicago employees, out of sympathy with the New York strikers, refused to do the work and sent the manuscripts back to the publishers.

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

Paul Whiteman in Rose's Texas Show

FORT WORTH, Tex., April 11.—Paul Whiteman and his orchestra were signed by the Board of Control of the Fort Worth Frontier Days Centennial April 6 to play a six-week engagement at the Fort Worth show, beginning when the event opens July 1. An option has been obtained by the board on a second six-week engagement by Whiteman. This is one of the first "name" attractions to be set for Billy Rose's *Frontier Follies*.

Whiteman's radio company will be brought here and his Sunday night radio programs will be broadcast from Fort Worth. Besides appearing in *Frontier Follies* the orchestra will play for dances to be staged twice daily by Rose in the cafe-theater. Whiteman's orchestra also will inaugurate the series of "Lonely Hearts" balls planned by Rose as a weekly feature.

'Jumbo' Continues Road Tour

CINCINNATI, April 11.—*Jumbo*, circused floor-show unit produced by Lew Kane at the Oriole Terrace, Detroit, continues its road jaunt this week at the Club Riverside, Milwaukee. According to James C. Rush, who is handling the booking, the show has about 10 more weeks in the Midwest.

Uses Own Invention Playing Night Spots

NEW YORK, April 11.—Bert Lynn, stage comedian, now playing New York night spots, is using an improved model of his own musical invention, the Vibrilynn. Says that the instrument produces new tonal combinations, with the base tones lower than those of a tuba and the high notes topping those of a piccolo.

Lynn's instrument, of strings, also uses electricity, enabling him to sustain a note or chord for a minute, which compares, he says, with the average 10-second maximum length of the average instrument. Vibrilynn resembles somewhat a balalaika. Lynn is not going to put his invention on the market, but is keeping it for his own use.

Open Mexico City Run

MEXICO CITY, April 11.—Raquel Rojas, daughter of Dr. Hugo Reisenfeld, has opened a two-week run at the Le Grillon, swankiest of local spots. She dances and her real name is Janet Reisenfeld. La Argentinita (Encarnacion Lopez), who is no relation to the famous La Argentina, opened a limited engagement at the same spot last week.

Managers To Gambol

NEW YORK, April 11.—Hotel owners and night club operators are meeting at the Sportiva Ball in the Hotel Biltmore here April 19 under auspices of Gaetano Vicciotti. Music by Fred Oliver's Orchestra.

Podell Plans Circuit

NEW YORK, April 11.—Jules Podell, owner of the local Kit Kat Club, says he will open a string of night clubs across the continent, alternating floor shows every other two weeks.

Bothwell Browne Producing

NEW YORK, April 11.—Bothwell Browne now staging floor shows for the Queen's Terrace, Woodside, L. I. Jack Rich emceeding and Ruth Wynn featured dancer in current show.

Willie and Gene Open

NEW YORK, April 11.—Willie and Eugene Howard make one of their rare night club appearances when they open a two-week engagement at the Versailles Club Thursday. Carolyn Nolte and Kenneth (Red) Norvo and band also in the show.

PHILADELPHIA, April 11.—Palumbo's Cabaret, first spot to take on non-union musicians in defying the musicians' union ban on "benefits," was last to fall in line and brought back Bobby Morro's crew on April 6.

Hot April Fuel Show

NEW YORK, April 11.—Black Cat Club, a village spot here, probably has the cleverest billings around. Show is called "April Fuel," the club being advertised as a "blazing furnace." Talent includes, Coffee and Cream, dancers; Four Tomcats, Lucky Rhythm Trio and the Mystic Mermaid, which is another version of the fish-bowl girl idea.

Abe Lyman Gets Big Reception in Chi

CHICAGO, April 11.—The gayest opening of the season in Chicago night spots was that of Abe Lyman and his orchestra at the College Inn of the Hotel Sherman tonight. Before an audience that packed the Inn to its capacity and with the band stand banked with flowers from numerous well-wishers, Lyman got off to a tremendous start.

Many stars of the stage, radio and sports worlds were present, among them being Harry Richman, Beatrice Lillie, Barney Ross, Hal Totten, Art Jarrett, Eleanor Holm Jarrett, Rocco Vocco and numerous others. Lyman's music made an instantaneous hit. The Inn's ice show has been augmented for Lyman's engagement and is a more brilliant performance than before.

Moss Buys Out Lyman

NEW YORK, April 11.—Joe Moss and his brother, Nat, bought out the Abe Lyman and Lou Brecker interest in the Hollywood Restaurant Thursday afternoon. Papers were signed just before Lyman left for Chicago to open at the College Inn. Nick Lucas and band succeeded the Lyman outfit this week.

Press Agents Have Blues; May Unionize Any Minute

Sore at chiseling owners—befuddled by own cut-throat competition—not enough paying spots to go around—dailies harder to crack—jobs insecure

NEW YORK, April 11.—The familiar mumblings of local night spot press agents that there ought to be a law against chiseling night club owners and against unfair competition have reached the point where the boys are talking about a p.-a. association to protect their rights. And, like the old story of belling the cat, none of the boys have been able to muster enough nerve to call a meeting. The local field is overrun with press agents. There are about 125 established night spot press agent with offices and everything. And there are another couple of hundred with their office in their hat and trying to edge into the better spots. Alto there are more than 1,800 night spots and dance halls in the city, only about 300 are important enough to take even occasional advertising in the dailies. And spots that don't advertise have practically no chance to land publicity space.

Freddy Mack's New Band - Acts Unit

NEW YORK, April 11.—Freddy Mack, emcee at the Roxy, New York, is organizing a new band along lines he believes have not been tackled, idea being to centralize the showmanship in the band and the band and additional acts comprising a double unit. Acts going with Mack already include the Randall Sisters, Lucille Beckwith and Del Casino.

Mack, who is in his 78th week as Roxy emcee, a record approached only by Dave Schooler, who stayed at the house for 51 weeks, will only use the band for local dates, doubling from the theater. He is holding a series of trade previews for a week starting April 17.

Night Club Reviews

Old Algiers, New York

This is one of the nicest of neighborhood cafes in the city. Built six years ago as the first of a projected new chain of Childs' restaurants, it is a large, yet intimate, atmospheric restaurant featuring dance music.

Spot has had a dance band the past couple of years, with Ben Caruso's six-piece orchestra in now. The orchestra dishes out rhythms that are thoroughly danceable and has no trouble pleasing. Plays for supper only. Richard de Cicco, Mickey Vogel and Eddie Doublier, swing trio, handle the vocalizing.

Adding of music here prompted hiring of a band at the Childs' Restaurant across the street. This spot (Old Algiers) is located at Broadway and 102d street and cost \$300,000 to decorate. It's divided into four large rooms with an Algerian street built in the center. This makes a floor show impossible, due to lack of visibility, altho the place is okeh for table-to-table entertainment.

Owners are planning to add entertainment, probably palm readers or sleight-of-hand artists.

Dinner 50 cents and up. Food and service excellent. *Denis.*

Walnut Room, Chicago

Phil Levant, carrying out his first assignment as a floor-show producer in the Walnut Room of the Bismarck Hotel, built a fast-moving and entertaining show around his musicians and two featured acts in the show that opened recently. Displaying new versatility and a flair for "swing" music, Phil and his orchestra made a decided hit with their comedy, novelty and vocal numbers.

At the mid-evening show caught Friday, Eddie Edwards, vocalist with the band, acted as emcee quite capably. Dick Dickson, singing drummer, offered a clever comedy specialty, *Old Man Mose*, assisted by the band boys. Shirley Allen, petite brunet songstress, was heard with Stanley Kastler, saxophonist, in a character song, *I'm Going To Dance With the Guy What Brung Me*, and Eddie Edwards sang *Irish Eyes* in pleasing voice.

Le Paul, card trickster, mystified the customers with his expert handling of the pasteboards. His suavity and amaz-

ing dexterity won heavy applause.

Roy, Rita and Roule, sophisticated dance trio, a tiny woman and two husky men, offer some startling routines, best of which is one they call the "Throw-Around Adagio."

Managing Director Roy Steffen of the hotel has shown wisdom in retaining Phil Levant, whose genial personality and the exceptionally pleasing dance music of his band have made him one of the most popular maestri the Walnut Room has had in a long time. *Green.*

Blue Room, Hotel Lincoln, New York

Tommy Dorsey and his orchestra succeeded the Isham Jones Band here last week. Dorsey and his 13 musicians provide the swellest dance music this reviewer has seen in quite some time. Dorsey himself lets loose on the trombone and makes the folks sit up and listen.

The Dorsey Band comprises four saxes, with one sax doubling on clarinet; three trumpets; three trombones, counting Dorsey himself; a guitar, drums, piano and bass viol. All of the boys are okeh, but it's the trombone portion that does so much to give the band distinction. The drummer is outstanding, the bass fiddle doing nice work, too. The band handles the swell arrangements capably, dishing out the sort of music that gets the customers out on the floor. When caught here, more than two-thirds of the people were dancing all the time.

A genial and modest leader, the bespectacled Dorsey leads the boys thru the swingy rhythms that include attractive hot climaxes and stretches of sweet stuff. He has Jack Leonard, "the mellow baritone," contribute some pleasant warbling. Leonard and another boy singer join with one of the trumpetists to form the Three Esquires, a likable rhythm vocal trio. Edythe Wright, youthful and pretty contralto, does nice work at solo vocalizing.

Between band sessions, the Barker Trio is on for thoroly pleasing instrumental music. A girl plays the bass viol and two boys handle an accordion and a violin. They use their own arrangements, avoiding the conventional style of harmony in favor of much trickier combinations. Trio has been here six

Three Cleveland Expo Spots

CLEVELAND, April 11.—George Young, of Backstage Club; Herman Pirchner, co-owner of Alpine Village, and Charlie Tend, owner-manager of the Lotus Gardens, are among first of local night spot operators to sign for night spots at the Great Lakes Exposition this summer. Pirchner will operate the Alpine Village, Tend will officiate at the Chinese Village and George Young will spread joy at the Spook Village.

Each of the three men plans to offer variety entertainment which will be constantly changed so as to reap best results in repeat biz.

months and also plays for lunch, dinner and supper. Girl's work, in particular, is outstanding.

Blue Room is one of three restaurants in the hotel. Dinner minimum is \$1. Supper is a la carte, with a 50-cent cover week days and \$1 Saturday and holidays. Room is a restful oblong place. Acoustics, incidentally, are excellent. *Denis.*

Diamond Roof, Wheeling

Mary Leonard, little brunet from Cleveland, is drawing a half grand nightly at the Club Diamond Roof, largest local night spot. But the half grand is people, not gold.

The Leonard girl is the bright spot in the floor show booked by Steven Drake out of Pittsburgh. She dances well. Here six weeks already. Raggs Gallagher is the emcee, with James and Peltz, dance team, and Billie Bugbee, blues warbler. Joe Mango's Orchestra is featured. *Yenke.*

Club Chatter

Now Booking Spring and Summer Dance Tours for All National Broadcasting Company Orchestras.

NATIONAL BROADCASTING COMPANY ARTISTS SERVICE

30 Rockefeller Plaza, NEW YORK, N. Y. Tel.: Circle 7-8300.

Write, Phone, Wire for Orchestras Available. Open Dates and Prices.

Now Booking Spring and Summer

IRVING AARONSON AND HIS COMMANDERS

Exo. Mgt.—NBC ARTISTS SERVICE 30 Rockefeller Plaza, New York, N. Y.

First Transcontinental Dance Tour.

FRANK and MILT BRITTON BAND

Exo. Tour Dir.—NBC ARTISTS SERV., 30 Rockefeller Plaza, New York, N. Y.

Featuring the Mound City Blue Blowers.

RED McKENZIE AND HIS ORCHESTRA

Exo. Mgt.—NBC ARTISTS SERVICE, 30 Rockefeller Plaza, New York, N. Y.

Broadcasting via NBC, Coast to Coast, Sundays, 3 to 3:30. Now Booking Spring Tour.

HARRY RESER AND HIS CLIQUOT CLUB ESKIMOS

Exo. Mgt. NBC ARTISTS SERVICE, 30 Rockefeller Plaza, New York, N. Y.

DOLLY BELL

DANCER EXTRAORDINARY. Permanent Address, Wilmette, Ill.

★ **LE PAUL** ★

Ace of Card Manipulators. Direction, NORTH & FLAUM—HARRY NORWOOD

• californian's chatter box

DICK BUCKLEY

(mc) now on tour

★ **ENRICA and NOVELLO** ★

DISTINGUISHED DANCERS!!!!

BETTY REAL and her RHYTHM

H. R. H. "Queen of Rhythm."

The New Band Sensation!

★ Presenting Rhythm in the REAL Manner. ★

Personal Representative, ANDY PINE.



NICK LUCAS, now heading the band at the Hollywood, New York, played another night spot on the same site as a guitarist in a band several years ago. . . . Freddie Zay, juggler, has succeeded Sherkot at the French Casino, New York. . . . Nancy Noland returns to the Governor Clinton, New York, for her fourth engagement there. Last one was for 13 weeks. . . . Sally Winston, singer, has joined the Club Deauville, New York, show.

MARIE ALMONTE has returned to the Club Deauville, New York, for her third engagement there. Just finished four weeks at the LaRue Restaurant. Isabel Brown, worked a half year around Washington, D. C., has gone into the Club Richman, New York, for a run. Richman show comprises Harry Bernie, Bobbie Dell, De Marco and Osborne, Bobbie LaMarr, Harvey Lee, Ted Hendricks and Jimmy Sherry. . . . Beauvel and Tova will remain at the Waldorf-Astoria, New York, until the first week in May. . . . White and Burns, now at the Hollywood Restaurant, New York, will stay over with the Nick Lucas show. Did a film short last week, too. . . . Larry Taylor is now on a sustaining program with the Nat Brusiloff Orchestra. . . . Alice Glover and Walter LeNay, just back from Florida, went into the Park Central, New York, last week.

GRACE MORGAN, singer, has signed for six weeks with the Paramount Pictures dramatic schools. In line for a film contract. . . . Joe E. Howard, with Mike Bernard at the piano, has joined the Gay Nineties, New York, show. . . . Count Orloff, magician, is now at Dan Healy's, New York. . . . June Lorraine, at the same spot, landed a load of publicity last week when Bette Davis raved over Miss Lorraine's impersonation of her. . . . Glover and LaMaye, dancers now at the Park Central Hotel New York, just back from a Miami engagement. . . . And the Eight Lovely Girls, also at the Park Central, are on the Ed Wynn program.

CLEVELAND RAMBLINGS — Hollenden's newest cocktail bar, to be known as the Vogue Room, is rapidly nearing completion and will be ready for its premiere within the next week. . . . Nick Pinardo, erstwhile head man at Backstage and Paddock clubs, has recovered from an extended illness and is once again making the rounds. . . . Lubeck Casino is the latest moist spot to open its doors in the local area. . . . Ambassador Club, West End gay spot, is presenting Leon La Verde and his group of fem impersonators. . . . Crawford Grill is readying itself for dancing and floor shows. The spot is to be thoroughly renovated prior to the summer season. . . . Jean Egli, head man of Hollenden's smart Parisian Bar, is reported as possible head man for the new Vogue Room at the same spot. . . . Cleveland Theatrical Association Club is becoming a popular rendezvous for visiting and local members of the theatrical profession. "Fatso" Voelker is head man. . . . Jimmy Ague, radio singer, has been booked indefinitely at the Samovar. . . . George Young, of the Roxy Theater and Backstage Club, will operate one

"THE DRINKS ARE ON ME"

HOFFMAN

The Doctor of Deception and His MAGIC BAR

Headlining Third Week CONTINENTAL ROOM HOTEL STEVENS, CHICAGO Mgt. MUSIC CORP. OF AMERICA.

"SOMETHING NEW UNDER THE SUN."

★ **BERT LYNN** ★

Featuring His Startling Musical Invention, THE ELECTRIC VIBROLYNN. Songs—Comedy—Dancing. DIXIE HOTEL, New York City.

of the many night spots at the Great Lakes Exposition, in addition to his Spook Village concession. . . . Vera Kelly, songstress, will migrate to New York's Gay White Way at the close of her local engagement. . . . Bill's Cafe, in the Barbary Coast area, is fast becoming that sector's most busy moist spot. Wonder if the barmaids have anything to do with the heavy patronage. . . . Billy Hargadon's lake-front P. & P. Cafe closed for several weeks for remodeling. Bill anticipates big biz on the lake front this summer and is busily engaged in making preparations for handling same.

CONTRIBUTIONS to this column must bear your signature. In accordance with an established policy of *The Billboard* all unsigned mail is automatically waste-basketed.

IT IS REPORTED that Jack Kearns, former manager of Jack Dempsey, will soon open a night club on Chicago's rialto. . . . Henry Halstead, CBS maestro, has been booked into the Jeff. (See CLUB CHATTER on opposite page)

Peter Iodice Adding Spots

DETROIT, April 11.—Peter Iodice, manager of the Amusement Booking Service here, reports 15 weeks of night spot work in Michigan and Ohio, where he has been concentrating upon locations in the last few months. The Iodice office offers approximately 10 weeks of work in the Detroit territory, spread over split weeks. Three new spots just added to the books include the Anchor Club at Sandusky, the Gloria night club at Columbus and the Club Lido at Dayton, all in Ohio.

Pomeroy-Grossman Shows In Pittsburgh and Detroit

NEW YORK, April 11.—Jack Pomeroy and Arthur Grossman are producing shows for two more night clubs. Oriole Terrace, Detroit, got its first show Saturday. It consists of Frank Hall, Mills Foursome, Edna Erico, Sherr Brothers, a team and 18 girls. And the Plaza, Pittsburgh, got the show Pomeroy had in Albany. Opened yesterday and consists of Bobby Gillette, Shirley and Richards, Audrey and Severn, Billy Vine and Roberta Jonay. Pomeroy goes to Atlantic City this week to close a deal to produce for a summer spot.

Halstead To Book Bands

ALBANY, N. Y., April 11.—Henry Halstead's Orchestra, Inc., New York City, has been granted a charter by the Secretary of State to organize and manage bands and orchestras. The project has a capitalization of 100 shares of stock, to which the subscribers are: Frances Fishman, Arlene Black and Arthur L. Fishbein, New York City.

Montmartre, N. Y., Folds

NEW YORK, April 11.—New Montmartre, swank flitery operated by Jack Adler, Nicky Blair and the Shuberts, has closed. Beatrice Lillie had a successful run of about 14 weeks, but the Elsa Maxwell show following did not draw. Miss Maxwell has sailed to open a night spot in France.

No Press Agent Needed

DALLAS, April 11.—Bobbie Peck, formerly with the Ringling-Barnum Circus and now operating the Midnight Frolics and Club Midnight, local nighteries, is undertaking a whirlwind publicity campaign in the Dallas dailies. A minor liquor charge, now being tried in the local court, has kept her name on the front pages for more than a week. She's getting better than two columns a day in each paper, besides pictures, streamers and feature stories. And it seems all of it is the result of Miss Peck pulling the State Liquor Investigator's leg when he attempted to climb over the bar in one of her clubs. Whether it's framed or not, the Midnight Frolics and Club Midnight are operating to capacity.

SHEILA BARRETT

Just completed fourteen weeks RAINBOW ROOM • RADIO CITY, NEW YORK

★ Opening CLOVER CLUB • HOLLYWOOD, CALIF., APRIL 29 Management — Charles Morrison

Sophisticated Ballroom and Classical Dance Styles.

BORRING and LAZUR

Now 15th Week WIVEL'S RESTAURANT, New York.

Available for NITE CLUBS and THEATRES The Greatest Laugh Provoking Revue Ever Produced, the "GOOD OLD GAY NINETIES REVUE" Featuring that Thundering Herd of Beef-Trust Beauties. Mgt. JIMMY DALEY ATTRACTIONS Albany, N. Y. 11 North Pearl Street.

Portraying Swaying Spain, Amorous Argentine. Colorful Cuba in Dance and Song.

SYLVITA FINA

46 West 64th St. New York City

EDWARD K. BICKFORD AND ALYCE CRANDALL

INTERNATIONAL DANCE STARS, With Their Own Revue. Now Nightly at Merry-Go-Round Club, Akron, O. Address Care Billboard, Cincinnati, O.

Grace Morgan

MUSICAL SATIRES

Permanent Address, HOTEL MONTCLAIR, New York. Wisc. 2-1200.

★ TAPPING HER WAY TO STARDOM. ★ Currently HOTEL COMMODORE, New York.

MARCIA WAYNE

HARRY MOSS

Head of the one-night booking department of CBS Artists' Bureau until its discontinuation. temporarily at 1619 BROADWAY • Tel.: Circle 6-1345 NEW YORK, N. Y. Contemplating immediate tour

JOE HAYMES AND HIS ORCHESTRA

15 Artists as a dual attraction with LORETTA LEE

BLANCHE ULTRA AND MODERN DANCERS

—New York American. Now at WALTON HOTEL, Philadelphia, Pa. **ELLIOTT**

—DON HUGHIE LES— **RAYE, PRINCE & CLARK** SONGS WELL SEASONED Mgt. Chas. V. Yates, 1560 Broadway

Bands and Orchestras

FREDDIE HANKEL and his orchestra have been engaged as the musical attraction of the Women's Pageant of Progress at Navy Pier, Chicago, opening April 18. . . . Anson Weeks and his orchestra, who closed at the College Inn, Chicago, April 10, have started on a one-night-stand tour of the Middle West and of Southern college dates. . . . A new singing trio, the Nash Sisters, has joined Weeks.

INA RAY HUTTON and her Melodears are playing theater and dance dates thru New England. . . . Tommy Tompkins and his orchestra open at the Arcadia, New York, April 18. . . . Cab Calloway, this week at the Apollo, New York, opens April 14 at Loew's State, then goes to Boston for theater and dance work. . . . Reggie Childs and his orchestra started April 11 at the Greyhound, Jeffersonville, Ky. . . . Harry Reser and his Eskimos play the Penn R. R. Officials' Ball May 1. . . . Mario Braggiotti starts a series on WOR April 21, from the station's studios. . . . Nick Licas is broadcasting over CBS from the Hollywood, New York. . . . Fred Yankee and his orchestra open a short stay at the Hollywood, Atlantic City, April 18 week-end. Yankee has set a deal with Olive White, of vaude, to conduct. . . . Palsades Park, New Jersey, isn't set on its band policy for this summer. May use name bands only on week bookings. . . . Dick Mansfield started at the Governor Clinton, New York hotel, last week. . . . Lucky Millinder is playing theaters in Norfolk, Richmond, Washington, Philadelphia and New York. . . . Benny Meroff plays Springfield, Mass., April 16, and New Haven, April 24, and is set for Shea's, Toronto, May 8.

CONTRIBUTIONS to this column must bear your signature. In accordance with an established policy of *The Billboard* all unsigned mail is automatically waste-basketed.

BUS WIDMER and his Clevelanders close their two-week engagement at the Hotel Gladstone, Casper, Wyo., on April 21. Band replaced Harry Collins and orchestra who, in turn, replaced the Widmer unit at the Mile-Away Ballroom in Grand Junction, Colo. . . . Phil Howard has begun his second full season at The Farm, Chicago. . . . Eddie Valjo has been signed for another winter season at the Hotel Don Ce Sar, St. Petersburg, Fla. Valjo's Ork closed a full season at that spot April 11 and is currently one-nighting north. . . . Kip Frazer is leading his six-piece combo at The Gardens in Traverse City, Mich., featuring three-way sax harmony. Kip is the proud daddy of Alexandra Jeannette, born March 21. . . . Grace Lee has rejoined Jerry Fodor's Band after spending a while with vaude units. Fodor and company are playing the Veterans' Club, Toledo. . . . Pat Darrell continues to emcee the floor shows and wield the baton at the Wonder Bar in Zanesville, O.

DEE PETERSON and band have moved from the Club Hollywood, Kalamazoo, Mich., to the Crystal Place, Coloma, Mich., prior to playing as the opening attraction at the House of David's elaborate new spot in Grande Vista. . . . Tiny Speck's 12-piece ork, featuring Irene Denning, Tommy Paul and the Sequin Sisters, are playing private functions thru Minnesota. . . . WDEL, Wilmington, Del., is airing the music of Ced Mills and band. Mills and his boys are set for another summer in Paris and on the high seas. Personnel includes Cliff Smith, Len Wahn, George Snyder, Morry Berger and Mills.

TOM COAKLEY, Pacific Coast maestro, who has held down the St. Francis Hotel spot in San Francisco for several months, quit the music game last week to practice law. Moves into the office of John L. McNab, prominent San Francisco barister, this week. Carl Ravazza, the band's vocalist, takes over the ork. . . . Russ Lyon, formerly sax player and vocalist with several name outfits, is leading his own 10-piece combo at Northwood Inn, Detroit. Will remain at Northwood until Memorial Day, when he begins a summer park campaign. . . . Walled Lake Casino, Walled Lake, Mich., will use two orks

thruout the summer season. Season opens April 17 with Tom Gentry and Carleton Coon Jr. set indefinitely. . . . Bart Woodyard and band are back from three months in Honolulu, where they worked the roof garden of the Alexander Hotel. Replaced Kenny Allen's combo at the Hotel Multinomah in Portland, Ore., for four weeks.

JAN GARBER and Little Jack Little have been signed for Catalina Island, California, this summer. Garber opens Decoration Day. . . . Shep Fields leaves Veloz and Yolanda at the Cocoanut Grove, Hotel Ambassador, Los Angeles, this week. George Hamilton is filling in at the Grove until George Olsen and Ethel Shutta go in next week. . . . Dick Jergens replaces Jimmy Dorsey at the Palomar Ballroom, Los Angeles, April 15. Moves in from the Hotel Olympic, Seattle. . . . Nick Stuart and band begin *Rio Grande Romance* for Victory Pictures soon. . . . Bob Kenny, ork leader, is vacationing in Hollywood. . . . Gene Morgan emceed the show and batoned the 50-piece band for the Long Beach, Calif., flood benefit last week.

LOYD HUNTLEY did not go into the William Penn Hotel, Pittsburgh, as announced here recently. Last-minute switch kept Huntley at the Statler, Buffalo, where he is completing a year of several months. MCA is closing a deal to put him into the Mount Royal Hotel, Montreal. . . . Jack Denny, now at the French Casino, New York, is closing a deal this week to buy a stone mansion on a 50-acre estate in Greenwich, Conn. Land includes a swimming pool and involves \$60,000, it is understood.

"Dime Night" and judging from attendance the new feature will be made permanent. Last Tuesday E. W. Mushrush was on hand to show the beginners some tricks in ballroom steps. Wednesday night amateurs were given an opportunity at entertainment features. Hal Bailey's Orchestra now is playing its 126th week at the spot.

LINCOLN, Neb.—R. H. Pauley, local boy, opened the long dark Star-Lite Ballroom, about eight miles south of town, on April 10. The spot is to be exclusively serviced by Frederick Brothers, out of Kansas City, Mo., it's understood. Opening band is Tom Gentry.

BRIDGEPORT, Conn.—According to plans disclosed this week, Walnut Beach Park in Milford, Conn., will make a strong bid for local summer night business. Primrose Brothers, drug-store operators, are constructing a large roof garden-ballroom in the center of town.

CLUB CHATTER

(Continued from opposite page)
 ferson Hotel, St. Louis, thru the Columbia Artists' Bureau. . . . Joe Reo, emcee, who recently closed a Pittsburgh engagement, opened April 7 at the Lake-wood Country Club, Omaha, Neb. . . . Otto Street, formerly associated with the discontinued Club Cassano, downtown Cincinnati spot, has been named manager of the 19th Hole, Clncy. . . . Harry Richman flew to New Orleans on April Fools' Day, rehearsed a floor show around himself for several hours and then worked like a horse for the Protestant Bables' Home benefit there. The show, one of the largest of its kind ever presented in New Orleans, netted nearly two grand. . . . Pat Vernon is presenting his unusually clever dummy dance at the Blue Room of the Hotel Roose-

Music News

(Communications to New York Office)

Similarity of title of a song has started a wrangle between two local publishers. The number, or rather numbers involved, are sponsored, respectively, by Jack Mills and Clarence Williams. The Mills composition is called *It Ain't Nobody's Bizness What I Do*, with the one owned by the Williams concern captioned *Taint Nobody's Bizness If I Do*. The latter effusion was originally written in 1920 by Everett Robins and Porter Granger and taken over by Williams in 1922, thereby giving it a priority of 14 years. The Mills ditty is credited to J. H. Browne, John Sampsel and Morris Markowitz and copyrighted by Mills in 1936, altho previously published by its trinity of authors.

That a song is far from being dead, whether or not it has been placed in the archives of forgotten tunes, is illustrated in an antique French song, *Petite Tonkinoise*, originally introduced in the United States by the late Anna Held. When the celluloid, *The Great Ziegfeld*, was first broached it was decided to have the number form part of the musical score, with Luise Rainer, who impersonates Miss Held in the film, assigned to sing it. With the success of the picture definitely established, the composition under its Americanized version, *It's Delightful To Be Married*, and framed with clever English lyrics, is already on the way to popularity. E. B. Marks has it.

Leo Edwards has been installed in charge of the radio department of the Miller Music Publishing Company. Edwards, with his wide acquaintance in what might be called new show business, already has made several important contacts, thereby pleasing his immediate superior, the genial Will Rockwell, general manager of the firm.

George Piantadosi, of the Music Publishing Holding Company, announces that he has closed a deal whereby Merle Evans, musical director with the Ringling Bros.-Barnum & Bailey Circus, is permitted to play songs published by the Warner Bros. group of music-publishing subsidiaries during the season of 1936.

Jack Spatz, of Feist, will "throw a party" on May 17. Spatz is a popular contact man with the firm and regarded in the profession as an excellent "picker" of songs, having to his credit numbers that found immediate indorsement from Coast to Coast. The occasion of said party will mark his seventh year with the concern with all members of the staff invited.

Max Preval, of the Music Publishing Holding Company, is back in New York credited with many new tieups with radio stations and outstanding band and orchestra leaders. Licensed to use songs cataloged by the Warner Bros.

Evidently we are in for songs of character, or at least a slight variance from those that flourished in the days of illustrated slides. As a most recent example there is *Old Joe's Hittin' the Jug*, which Sherman, Clay & Company have just issued. The "lead" of the number is a shiftless Negro with a weakness for strong drink whose indiscretions are symbolized to prevailing rhythm and lyrics in kind. It is by Harry Stride and Jack Palmer.

Vincent Lopez has composed a new ditty entitled *Lopez Swing*, a modern piano novelty. Joe Davis is publishing.

Gloomy Sunday tune, better known as the Hungarian suicide song, is getting a good publicity break, latest move being one credited to a Congressman who wants it legislated out. Brunswick and other disks have put out as dirgelike a record as possible.

WANTED

Crystal Ball, Palm and Miff Readers; also Night Club Singers. Room and board guaranteed, plus good tips.

NEW HOWARD HOTEL
BALTIMORE, MD.

WANTED Marimba Player, Musicians all instruments. Band Presentation. Art Mowery, Bob Cromer, Dayton Schell, others write. Also Novelty Acts, etc. SUITE 604, 10 E. Ohio, Chicago.

Sheet-Music Leaders

(Week Ending April 11)

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

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

- | | |
|------------------------------|-----------------------------------|
| 1. Lost | 9. Let Yourself Go |
| 2. Goody, Goody! | 10. What's the Name of That Song? |
| 3. All My Eggs in One Basket | 11. No Greater Love |
| 4. Beautiful Lady in Blue | 12. Touch of Your Lips |
| 5. Melody From the Sky | 13. Love Is Like a Cigaret |
| 6. Lights Out | 14. Wah-Hoo |
| 7. It's Been So Long | 15. Tormented. |
| 8. Every Minute of the Hour | |

PHONOGRAPH RECORD best sellers will be found on page 67.

Ballrooms

CHICAGO.—Oh Henry Ballroom, located in Willow Springs, just south of Chicago, reopened last week with Emil Flindt and his orchestra furnishing music. The ballroom, under the management of John and Rudy Verderbar, has been completely redecorated, parking grounds have been resurfaced and the gardens have been terraced and landscaped. Neon lighting has replaced the old system and the entire place has taken on a new appearance. The ballroom will be open thru the spring and summer on Wednesday and Saturday nights and Sunday afternoon and evening.

Melody Mill Ballroom at 24th and Des Plaines, North Riverside, also has reopened, and on March 25 staged a big anniversary party celebrating its third year. Jack Russell's Orchestra is furnishing the music.

FT. WORTH, Tex.—Wayne King, Jimmy Joy and Gus Arnheim are among the bands that will play the Casino Park Ballroom here this spring. King is set for one night, April 16; Joy for three nights, April 17-19, and Arnheim for two weeks, beginning May 1. The King date is one of the two engagements he will play in Texas this year.

INDIANAPOLIS.—The Friday night feature at the Casino Ballroom here is

velt, New Orleans. Robbins Family, Lila Carmen and Patricia Gail complete the bill at the Roosevelt.

MARCIA WAYNE, tap dancer, held another two weeks at the Hotel Commodore, New York. Also signed for three Vitaphone shorts. . . . Georgie Tapps was out of the Paradise, New York, floor show a few days due to a sprained ankle. . . . Rolando and Verditta back in New York after taking a Bermuda cruise. . . . Perzade and Jetan jumped from Philadelphia to Indianapolis, opening at the Red Gables Casino for a two-week stay.

GILBERT KIAMIE and Dorothy Young, dance team, are being held over indefinitely at the Club Habana, Washington, D. C. . . . Georges Metaza opens April 14 at the Hotel St. Regis, New York. . . . Frances Maddux succeeds Sheila Barrett at the Radio City Rainbow Room, New York, April 15 and Paul Draper will succeed Hart and Holland. . . . Billy Gibson has joined the Black Cat, New York, show. . . . The Hollywood, New York, has started a series of "Benny Fields' Informal Sunday Nights," with guest stars and everything.

FRED LE QUORNE, New York dance teacher, is creating new routines for Bernhardt and Graham, Ruth and Billy Ambrose, Joe and Betty Lee and Rodrigo and Francine. . . . Latter is at the Brown Hotel, Louisville, for a return engagement.

TELLING TALES ON EUROPE

Act-Grabbing Prevails, as Seen By Tales Imported by U. S. Acts

Three Sailors, Senator Murphy, Diamond Boys are among those to feel the activity of the act lifters—Paris musicians very arty—a Spanish artist's revenge

NEW YORK, April 13.—American acts returning to native soil after appearances in Europe usually bring back tales of amusing (and some not so amusing) incidents they experienced or happened upon while abroad. Chief among recent stories concerns the prevalence of act-stealing by the European performers, comparable to the activity of that nature in this country. In addition, there are interesting stories of some difficulties encountered abroad, as well as sparkling tales of happenings among European performers. The Three Sailors tell of three Britishers who copped their act and then billed it as the Three Pirates. The Sailors felt that the foreign trio at least acknowledged the lifting in their billing. Senator Murphy's experience with the act grabbers establishes something of a speed record. Opening at 6 p. m. at the Palladium, London, he learned that three hours later part of his act was being done in a London suburban house.

When the Diamond Boys opened in London they indirectly were responsible for a boom in the lumber business. The boys do a falling plank bit, and soon after their opening there were countless European acts doing the same bit. Another London performer even had the cheek to go backstage of a theater and ask for an act's script, saying that if he didn't get it that way he'd copy it out front. Of course, he was compelled to do it the hard way.

Foreign musicians take their work very seriously. Lewis and Moore, while rehearsing their act before opening at the Empire, Paris, turned to the leader and asked that the music be jazzed a little more. The leader put down his baton and haughtily answered, "We are artists at heart—we do not play jazz." Then there was the experience of the Merriel Abbott Girls, who wanted the perk to run over their music again after the first show, only to get the reply that they had enough rehearsing and, besides, the musicians had to go out to eat.

Charlie Ahern and his millionaire tramp band opened in Italy, and after the first show the troupe went out to eat. On their return they found all their props in the alley and they were refused admission, the backstage doorman telling them they don't work there any more. Upon seeing the manager, Ahern was informed that they were canceled because of misrepresentation—that he hasn't got a band and that the members of the act weren't millionaires.

Cardini, when abroad, had difficulty with the French custom officials regarding permission to take in his cigars and playing cards used in the act. It took two days before he could get the okeh. For a while it seemed that Cardini would be forced to smoke all his cigars right then and there before the customs officials.

In Rome, where vaude audiences like their girl singers, a male singer found the audience whistling in protest. He tried his hardest to sing over the whistling, hoping that the audience would stop. However, the folks kept on and the singer finally yelled out that if they must whistle would they please keep in time with the music.

American performers bring back an amusing story from Madrid. A well-known Spanish performer was to give a concert at steep prices, but right before curtain time saw an attendance of about two people. Of course, the concert was called off. A week later the town was placarded with announcements of a free concert to be given by this artist, with the result that on the night of the show the house was jammed and police called to handle the mobs. As the curtain went up the artist came out and briefly stated, "For what you have paid you have seen enough." With that he walked off, having achieved his revenge, but he was almost mobbed later.

Detroit Attractions

DETROIT, April 11.—Major Howls and his 10 amateur acts is the latest contribution to the growing flood of local amateurs. The show is staged by Amos Jacobs, of WMBC, and appears every Sunday at the Loyal Theater here.

Recently Lew Kane, local booker, built a circus show for a theater tour, labeling the show "Jumbo."

Robinson Rep for Reeves & Lamport

NEW YORK, April 11.—"Doc" Phil Robinson, producer, has been designated by the Reeves & Lamport Agency of London as its exclusive American representative, with Robinson now affiliated with the Godfrey-Linder booking office.

In order to see acts for possible European bookings, Godfrey-Linder is booking five acts each Wednesday night at the Folly, Brooklyn, after trying it several weeks ago at the Bronx Theater, Bronx.

Despite reports to the contrary, the five acts showing on Wednesday night are being paid by the theater, according to Paul Waintraub, manager of the house, and the bookers. The Dows now book the house, altho Godfrey-Linder put the five acts in this last Wednesday night, but the latter office starts booking the house this Wednesday as a split-weeker, Wednesday and Saturday changes.

Among the acts booked by Robinson so far for European dates, with sailings in June, are Frank Melino, Burns, Moriarity and Dell, Dixie Four, Ned Norworth, Fields, Smith and Fields, and Ray Wally.

Oklahoma Firm Expands

OKLAHOMA CITY, April 11.—The King's Employment Service has enlarged its theatrical departments and moved into the Hales Building here. William J. Knapp, formerly of the Central Illinois Artists' Bureau, is handling night spot bookings here and in neighboring towns, while Ora E. Goode, head of the firm, is handling the vaude and tabloid bookings. The theatrical bureau of the firm will cover the Southwest, serving Oklahoma, Arkansas and Northern Texas.

Coogan-Grable Unit Booked

NEW YORK, April 11.—Altho Jackie Coogan and Betty Grable have returned to the Coast, their unit, *Hollywood Secrets*, produced by Fanchon & Marco, has picked up additional time. The show went into Fox's, Philadelphia, yesterday on a possible two-week booking.

Thurston and Raboid Unite Under Three-Year Contract

AUGUSTA, Ga., April 11.—Howard Thurston and Rajah Raboid have combined to present a joint show for the next three winter seasons, Raboid revealed this week. The contract was signed in Miami Beach, where Thurston has been recuperating from an illness. The merger will enable Thurston to carry on extensive theater bookings arranged by Abe Lastfogel and Sam Weisbrod, of the William Morris Agency, and permits him to conserve his strength by working a total of only 15 to 20 minutes, in five to eight-minute periods, with Raboid taking care of the rest of the time.

New combo will buy a large railroad car with two master staterooms and a large baggage compartment to permit

cooking, which is necessary due to Thurston's need for a special diet.

Show will be called Thurston the Magician, with Rajah Raboid, and will operate between October and April, with both parties free to work separately in the summer. Profits will be divided equally between Thurston and Raboid. Each party retains the right to his own billing, props and material after the contract expires.

Contract is effective only during the time Thurston does a magic performance, a clause which protects Raboid in case Thurston is too ill to work.

Raboid will do all outside-of-the-theater exploitation. Unit will carry enough material and performers to do either a full unit or an act.

Syracuse WPA Unit Booked For Up-State Smalley Time

SYRACUSE, April 11.—First vaude unit produced by the Federal Theater Project here has closed a deal with the Bill Smalley Circuit of up-State theaters. This is the first time a WPA vaude show has been booked for an entire tour of movie houses.

Tour opens at Smalley's, Johnstown, April 16 and 17; followed by Smalley's, Norwich, April 19 and 20; Lyric, Endicott, and Smalley spots in Fort Plain, Dolgeville, Sydney, Walton, Ilion, Lake Placid, Ticonderoga. Unit then works westward back to this city. Rex Lee, formerly of the John Van Arnam's Minstrels, which toured the up-State territory for years, is heading the show.

Acts are Doctor Martin, Five Silver Comets (Don Bryton, Robert and Francis Sears, Frank Dadado and Earl Page), Marty Lynch, Al Harvey and Marie Lee,

Collins and Thomas, Chief Tendehea and Reid; Three Rhythm Girls, with Jane Orr and Pet Miller, and Carl Krist and orchestra of 12. Alma Montague is now assisting Earl Arnold on publicity. Paul Poole, who is also local representative of the American Federation of Actors, is WPA vaude supervisor here.

Unit is booked on a percentage deal, acts getting their salaries from the WPA and the income from theater dates coming back into the project's treasury. Unit had dickered with Loew originally, but the deal was squelched by Ralph Whitehead, national adviser on WPA vaude, musical comedy and circus, who felt the Loew bookings would constitute unfair competition to acts not on the project.

The Smalley bookings are in towns where there is no other vaude playing.

"Name" Scarcity May Close Spots

Situation in RKO—Boston may go out—Howard has trouble in lining up shows

NEW YORK, April 11.—The difficulty in lining up sufficient attractions for its houses, following a heavy season of important bookings, may prompt RKO to switch several of its houses into straight film policies for the summer. Furthermore, it is of much concern to Bill Howard, the circuit's booker, who is having difficulty in rounding up shows for the theaters. The RKO Boston Theater, Boston, is expected to drop vaude for the summer, but would resume with the stage shows in the early fall.

The Boston Theater, under the guidance of Charles Koerner, has enjoyed a prosperous season with outstanding bookings, but rather than lose some of the profits with semi-attractions Koerner prefers to go straight pictures soon. So far this house is the only one slated to dispense with vaude for the summer, but there is a possibility of others, altho Cleveland and Chicago will probably continue.

Chicago, which resumed yesterday with stage shows, has not got its shows set yet for next week and the week following. Howard is trying to line up a show for next week, headed by Mitchell and Durant. RKO's *Folies Comiques* is going into the house for a two-week run starting May 15. The current show comprises Block and Sully, Buck and Bubbles, Mary Small, Jack and Betty, Ken Harvey and the 12 Aristocrats.

Cleveland, without any vaude opposition, is in a better position and will be able to go thru the summer. An indication of RKO's desperation for "names" is seen in the Eddie Cantor unit booking, a deal being made for a 50-50 split from the first dollar, the first time the circuit has made such an arrangement. Of course, Cantor's asking guarantee was \$20,000. The unit will play Cleveland May 15 and Chicago the following week.

Steamer Paris Takes Many Showfolk Over to Europe

NEW YORK, April 11.—There were many sailings today on the S. S. Paris. Among acts on the boat, heading for European engagements, are the Colleano Family, Four Trojans, Geraldine and Joe, Bobby May and Lols and Jean Sterner.

Others on the boat are George White, Bert Lahr, Harry Kaufman and Lupe Velez.

Edgar Allen Held in Bail on Larceny Charge

NEW YORK, April 11.—Edgar Allen, artists' representative, was held in \$50 bail yesterday by Magistrate Aurelio in West Side Court on a charge of accepting a \$300 fee to obtain a foreman's job in the Sanitation Department for William Pollock of Astoria, Queens. The summons was changed to a formal grand larceny complaint and the case was adjourned until April 25.

Pollock obtained a summons for Allen March 18, and the case was adjourned until April 25 because Pollock had left the city.

WATCH FOR OUR MONTHLY THEATRICAL SCHOOL DEPT. IN NEXT WEEK'S ISSUE

(Dated April 25)

Monthly Review of Dance Recitals—News of Dance, Music, Vocal, Drama Studios Thruout the Country—Business Angles for School Owners—News of Summer Courses for Both Teachers and Students.

Vaudeville Notes

DORIS ROCHE, Sammy Cohen's wife, now at the Paradise Restaurant, New York, has changed her name to Doris Rhodes and went on NBC sustaining Monday night. . . . Four Trojans left for Europe Saturday on the Paris, scheduled to open April 24 at the Empire, Paris. . . . They'll follow with dates in Italy and Switzerland. . . . Milton Berle had his attorney, Monroe Goldstein, write the Slate Brothers, objecting to their use of radio bits he claims as his own. . . . Tom Kennedy is now repping Red Skelton, who he claims is another Ted Healy. . . . Frank Belmont calls April 23 on the Ile de France, expecting to be gone for about five weeks, to contact for additional bookings abroad. . . . Naro Lockford, standard act for years, is rapidly recovering after a serious operation in Washington, D. C.

BILLY ROSE has offered Fanchon & Marco his *Jumbo* girls and horses as an act for the San Diego exposition. . . . Si Fox, former agent, is now out of show business and running a stationery store on Willoughby avenue in Brooklyn. . . . Jesse Kaye, F. & M. booker, went on to Detroit this last week-end to see the new Pearce-Tomlin-Knight unit. . . . Will Mahoney cabled to Young & Robbins for 10 suits to be shipped to him in London. . . . Evidently he's not an English dresser. . . . Paramount has booked a Major Bowes unit for a fifth repeat this year at the Michigan, Detroit, week of May 15. . . . Tip, Tap and Toe, recently in *Scandals*, have been booked by Paramount for Detroit and Chicago.

CHARLIE FREEMAN Paramount booker, left for the South Tuesday after postponing his trip a couple of days. . . . Cliff (Ukulele Ike) Edwards goes to work for Paramount May 8 at the Metropolitan, Boston. . . . Bell and Grey, dance couple, are now playing club dates in the East after finishing vaude and club dates in the West. . . . Eddie Jackson, Val Irving and Cy Reeve are now working on a series of 13 shorts for Universal. . . . Block and Sully are getting to be theater openers. . . . This week they're on the bill reopening the Palace, Chicago, to vaude, and this Friday they're on the reopening vaude bill at the Stanley, Pittsburgh.

(By China Clipper)

MARJORIE DE HAVEN, daughter of Carter de Haven, went to Honolulu to take charge of the 10 new Fanchon & Marco line girls at J. J. Franklin's King Theater. . . . She will be featured in specialties and is contracted for eight weeks. . . . Jay Brower replaced Rube Wolf last Wednesday as emcee with the F. & M. units, Wolf returning to the Coast after 17 weeks in Honolulu. . . . Wilbur Cushman, vaude booker, who has units rideherding over the country, is going to invest some of his dough in tourist camps. . . . He figures on putting his field man, Vince Markee, in charge. . . . Jimmy Allen will do personals with his picture, *Sky Parade*, starting at the Paramount, Los Angeles. . . . Some 2,000,000 kids belong to Allen's Cartoon Club and all potential customers. . . . Amos 'n' Andy have been nabbed for Orpheum, Los Angeles, April 22 by Sherril Cohen, manager. . . . Polly Moran returns to the Coast May 15 from Australian vaude. . . . Klayton Kirby, now dancing thru Mexico, writes of a new dance step he'll introduce on his return to the States. . . . Believes it will rival pop appeal of rumba.

MANAGER EDDIE WEISFELDT of the Riverside, Milwaukee, changed the name of the *Jumbo* unit to *Laugh, Town, Laugh* when it played his house last week.

LOS ANGELES BRIEFS: Jule Delmar, veteran booker, died here April 3. . . . More information in Final Curtain Department. . . . Klayton Kirby, currently dancing at National Theater, Mexico City, bringing back a midget orchestra for picture possibilities next week. . . . All the bandsmen are under five feet two. . . . Harry K. Morton, vaude player, gets break in Warner's *Love Begins at Twenty*. . . . After appearing for first time in public—at a Long Beach benefit—10-year-old Davi Jones, Welsh singer, was signed for vaude by F. & M. . . . Opens Paramount, here, Easter Sunday. . . . Maxine Lewis and Alexander and Santos Company are sailing

April 29 for Tivoli circuit tour. . . . Juoquin Garay bows off Orpheum stage this week to open at Century Club, Hollywood. . . . Due to tremendous success of badminton on local Paramount bill for three weeks' running, Fanchon & Marco making arrangements for Jess Willard, pro champ, and Bill Hurley, Coast top man, to play St. Louis, Denver, Chicago, and Roxy, New York.

JOHN DAILEY, Pittsburgh booker, moved his office Saturday from the Century Building into the Empire Building in that city.

Rogers Drive Opens; Governors Helping

NEW YORK, April 11.—The circuits opened their drive for money for the Will Rogers Memorial Hospital, Saranac Lake, this week with announcements that they had lined up indorsements from 44 governors thruout the country. The governors will act as honorary chairmen of the drive in their States during the drive week of May 22. A letter from Eddie Rickenbacker brought in the indorsements.

In addition, mayors, women's club leaders, civic leaders and other local officials will co-operate with representatives of the circuits. Major L. E. Thompson, chairman of the campaign, says this large active co-operation is due "to the great popularity of Will Rogers, the worthiness of the cause and the wholehearted support of the Will Rogers Memorial Commission."

Mark A. Luescher is handling the publicity of the drive, having taken quarters at 1619 Broadway.

In Saranac meanwhile the Rogers Fund has definitely taken over the san, replacing the regime of Harold Rodner, who had represented the circuits the past couple of years. There have been no changes in personnel as yet.

Berni Vici Sued for 97 Bucks

PITTSBURGH, April 11.—Joe Hiller, local booker, thru his attorney, Lou Little, is instituting legal action against Count Berni Vici, of the *Spices of 1936* unit, to collect alleged commission. Hiller claims \$97 is due him as part of his fee for booking the unit into the Casino Theater here week of March 6.

New Acts

Gifford and Pearl

Reviewed at the Grand Opera House, New York. Style—Hoke and singing. Setting—In one. Time—Fourteen minutes.

Gifford and Pearl, a capable hoke and singing team, scored easily here with songs and assorted nonsense. Gifford opens with an impression of a lady taking a bath, nicely done even tho the audience was apathetic. Other turns are ventriloquy and ballroom dance routines, amusingly burlesqued, and three songs, *I'm in the Mood for Love and River, Stay 'Way From My Door*. Both have powerful, smooth voices, and tho the numbers are interrupted with hoke they finally are concluded with good effect. A more than averagely good team. P. A.

"Stuff" Smith

— and his —

Onyx Club Swing Band Featuring JONAH JONES. Reviewed at the Roxy, New York. Style —Band. Setting—Full. Time—Twelve minutes.

"Stuff" Smith and his six-man outfit, septan crew that is one of the leaders in the current swing craze, come from the Onyx Club to play a short vaude turn that's a honey for them as likes swing music—as who doesn't right now? The stuff is hotcha, of course—and how. Three numbers are done, the middle one, *I'se a-Muggin'*, getting a heavy hand on its announcement alone. Tunes are the usual formless affairs of the swing variety, but they pack a real wallop. Last one, featured by hot horn-tooting,

PROJECTS BUILD

(Continued from page 3)

points out that the project is thus fulfilling one of its major purposes.

HEMPSTEAD, L. I., April 11.—Theater Project here is in its fifth week of its first production, *Remember the Day*. Show is touring Long Island. Second production, *Criminal at Large*, opens in Freeport April 21.

SYRACUSE, April 11.—Sixth production of the WPA project here, *The Old Maid*, broke the WPA record at the Civic University Theater here last week. Did capacity two of its four days. *Rebound* opened this week, with *St. Elmo* and *Her Majesty the Widow* to follow.

First vaude unit produced locally opened a road tour Saturday at the Auburn State Prison. The Smalley Circuit has booked the unit, opening in Johnstown next Thursday for a tour of several weeks.

BUFFALO, April 11.—The WPA has launched *The Life of Stephen Foster*, an all-Negro group of puppeteers. It is playing schools and civic clubs.

Local Federal Theater shows combined to stage a benefit for food sufferers last week at the Erlanger.

OAKLAND, Calif., April 11.—Local Federal Theater Project presented its first paid-admission variety show, *Plantation Days*, at the City Club Theater recently. Scale was 25 and 35 cents. Played two shows and was brought back for two more.

WASHINGTON, April 11.—Despite the fact units of the Federal Music Project are composed predominantly of musicians who were on relief rolls, the Works Progress Administration says music standards have not suffered greatly, proof of this being the three full-size Federal Symphony Orchestras in Boston and two in New York City. In addition, there are 100 players in the Philadelphia Symphony Orchestra and still other units are giving concerts in Chicago, Hartford, Syracuse, Buffalo, New Orleans, Los Angeles, San Francisco, San Diego and Oakland. In Boston *Madame Butterfly* and other operas are scheduled.

Opera units are being organized in Essex County, N. J., and San Diego County. WPA concert orchestras in performance, rehearsal or under authorization are now found in Detroit, Grand Rapids, Lansing, Omaha, St. Paul, Minneapolis, Duluth, Bridgeport, New Haven, Manchester, Atlantic City, Newark, Pater-

son, Yonkers; Durham and Asheville, N. C.; Greenville and Columbia, S. C.; Milwaukee, Birmingham, Cleveland, Cincinnati, Providence, Tulsa, Oklahoma City, Richmond; Joplin, Mo.; Jacksonville, Miami, Tampa, Atlanta, New Orleans, Holyoke, Lowell, Salem, Somerville, Springfield, Worcester; Portland, Ore., and San Antonio.

Enrollment in music and appreciation classes in New York has increased from 29,000, when Federal assistance was first made available, to 244,000 on January 1. Total of 50,000 persons in New England have sent in requests for services of WPA music teachers, with 69,000 in attendance at music classes in Mississippi in one month. Individual teaching projects are in progress in South Carolina, Ohio, Virginia, Florida, California, and, to an extent, in 30 other States.

NEW ORLEANS, April 11.—Dr. Nikolai Sokoloff, WPA music supervisor, announced this week the concert orchestra, consisting of over 100 musicians and the volunteer men's chorus of Jackson, Miss., will make an extensive trip thru Louisiana in behalf of the American Red Cross. Tours begins in the Mississippi Delta country. No admission charge, all money being taken thru free-will offering at concerts. The Jackson chorus consists of business men of that city who volunteered to accompany band.

MIAMI, Fla., April 11.—Miami Federal Theater, embracing the three southern counties of Florida, came into being January 15 with the arrival of Bernard Craven. Ten days after *Coquette* was in rehearsal.

The Federal Theater unit moved into the Temple Theater February 3.

Coquette opened at the Temple February 26 and ran for 10 days at prices ranging from 40 cents to \$1.10.

On March 3 the first vaude unit gave its first performance in Bayfront Park, a benefit for the crippled children of Dade County. The unit then opened with a 14-act two-hour show at the theater for a week's run at 25 cents admission.

The second play was *The Show-Off*. Under the direction of A. H. McAdam, one-act skits will be offered before local clubs as a means of advertising the Federal Theater.

Princess
YVONNE
"PSYCHIC WONDER"
OPEN TIME—DOC. M. IRVING
WALK 1311 ROOSEVELT BLDG.
MILWAUKEE, WIS.

"A Tempestuous Maze of Rhythm and Color."
RIMAC'S Rumbaland
Muchachos
Featured in C. B. Cochran's
"FOLLOW THE SUN."
UNITED STATES: Care of Harry Romm Office, RKO Bldg., New York City.
ENGLAND: Ciro Rimac, American Express, London.

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

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

topped the bunch and got the crew off to heavy applause. A sock for any type house. E. B.

Four Weigands

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

Four Weigands, a routine opener with three men and a girl, in the usual assortment of stunts including tumbling, balancing and teeter-board work. Thoroly efficient in what they do, the act requires more showmanship to click. Audience liked best their teeter-board catapulting, particularly a bit where one of the men is thrown somersaulting thru the air for a landing in a high chair on top of a pole.

A bit of reorganization or an injection of flash will help. P. A.

Earl Levere and Helen Ware

Reviewed at the Grand Opera House, New York. Style—Singing and instrumental. Setting—In one. Time—Twelve minutes.

Earl Levere and Helen Ware, mixed team, with the girl singing to the accordion accompaniment of Levere, and both varying their routines with gags and chatter. Act is a simple affair, but clicks, one of the reasons being the pleasant girlishness of Helen Ware. Levere's accordion is well-educated and the girl renders *Never Say Never, Lulu's Back in Town* and *Every Little Moment*. Has a thin voice which might be improved by a mike, but does okeh nevertheless. P. A.

AL PEARCE
and his Gang
NOW MAKING PERSONAL APPEARANCES
THIS WEEK.
Downtown Theater
Detroit.



Loew's State, New York

(Reviewed Friday Evening, April 10)

Last week it was Charlie Chaplin on the screen and NTG on the stage, and this week it's Mae West in the *Klondike Annie* film and Stepin Fetchit headlining the vaude bill. That's not a kid combination, considering that it's Easter Week and school is out. The five-acter is no great shakes, one of the times the booking office has slipped. Runs exactly 58 minutes, and the acts aren't a happy blend. Not enough sock to the bill, with the show running spotty, and the audience, usually a very friendly one, having cause to be apathetic.

Six De Cardos are a swell novelty opener, doing a flock of stunts that are different as well as clever. Keep moving all the time, with tumbling interspersing the teeterboard mainstay. And the teeterboard tricks are very novel, the sextet going thru novel formations and doing their aerials into barrels. They were received well.

Benay Venuta, who got her buildup on Jolson's air program and as Merman's replacement in *Anything Goes*, fares but mildly in the deucer. She hasn't any world-beater voice in straight singing, but she shows to better advantage in tricky arrangements. Appearance okeh—she's blond and sports a neat blue gown, altho she seems a little too heavy.

Carl Shaw, aided by Ray Dawley and Frances Arthur, does a very spotty act, and it's only his break-neck efforts that get the turn over big. He has no regard for his personal welfare, taking difficult falls and dancing in endurance fashion. That kind of effort is certain to please. On the other hand the rest of the act's comedy is just a hodgepodge, and it's too bad that he doesn't get a real act in his support. He got a prolonged hand anyway.

Stepin Fetchit, movie's colored lazy man, lived up to his character in the next-to-closing spot. It's a funny routine and a good vehicle for Stepin, who's aided by a colored page boy who does everything but collect Stepin's salary. Stepin, in his lazy fashion, struts about the stage, talks in his peculiar way and does his act from an easy chair. His rambling is often unheard, but funny just the same. A couple of times he shows life, especially in his dancing bits. The audience liked him.

Havana Royal Orchestra, a takeoff on the Havana Casino ork of seasons back and like most rumba outfits, closes and is a pretty fair turn. The 15 men, including the leader, play delightful Cuban music, which is always so contagious, and they're pretty good also on handling the American swing music. Specialties also from the DeLimas, okeh ballroom team, who are best in their bolero and in a brief whirl number, and from two girl singers, Hilda Jordan and Rosario Orillana. Nothing to distinguish them, but one is a cute lass who does a Cuban song and a nice rumba routine, while the other has a beautiful soprano voice. Latter, with handling, probably will go places.

Business just fair at this third show opening day. Ruby Zwerling and his pit boys play the show nicely.

SIDNEY HARRIS.

Palace, Chicago

(Reviewed Friday Afternoon, April 10)

Vaudeville returned in glory today to the Palace stage, ending a five-week experiment with screen fare when stage shows were eliminated from the bills. This experiment proved to RKO officials that even the dyed-in-the-wool screen fans like a little variety with their celluloids.

Motivated by the sensational box-office success of *Top Hat*, the powers that be harbored the thought that when the next Fred Astaire-Ginger Rogers film came along they would get along without stage shows and accordingly dropped them when *Follow the Fleet* opened its run. However, it didn't work out the way they had expected. Box-office results for the first week were satisfactory, but each succeeding week the customers showed up less and less. Many people refused to buy tickets when they learned that only pictures were being shown. Others, it is said,

A boxed review of Sunday evening's opening performance of Gus Edwards' "Broadway Sho-Window," New York, appears on page 4 of this issue.

learning of the stageless policy after they had purchased tickets, demanded their money back. The experiment is over and stage shows are back, not the usual five-act bill, but six acts for the reopening.

In the absence of Danny Russo, regular maestro of the orchestra, who is sojourning in California, Dan Garamoni waded the stick over the boys in the pit.

The Twelve Aristocrats opened with a classy routine and were followed by Ken Harvey, whose splendid banjo playing of three numbers sent him away to a big hand. Buck and Bubbles drew heavy applause with their comedy stuff, Buck's piano playing and dancing and Bubbles' singing and comedy stepping. The Aristocrats returned for a waltz routine and their adagio throw finish.

Mary Small chalked up a hit in the next spot with the singing of five numbers and drew a big hand. Block and Sully did their typical nitwit dialog, some of it pretty old, and did a bit of singing and dancing. Unfortunately they have been off the stage so long that they seem to have lost the feel of the audience. One bow at this show. Earl, Jack and Betty closed with roller-skate work, featuring twirls by Earl and Betty and Jack's splendid one-leg spins. Act closed with the spinning of volunteers from the audience, with Gypsy Davidson a big factor in the amusement.

F. LANGDON MORGAN.

Roxy, New York

(Reviewed Friday Evening, April 10)

A short but pleasant holiday show on the stage this week, supporting Jane Withers in *Gentle Julia* (20th Century-Fox) as the holiday kid attraction on the screen. And so far as the stage show goes it's dominated completely by the work of the Gae Foster Girls, the house troupe. Tho the other performers are all up to specifications, the Foster kids are the stars of the show because of the amazing bicycle number with which they end the proceedings. It's been said here before that the Roxy's house troupe is the most versatile bunch of youngsters that this reporter has ever encountered; this week they outdo themselves. All 24 kids ride bikes in intricate formations, and, not content with that, they do all sorts of trick riding (the whole troupe of them, ending with eight of the youngsters astride two machines each. It's one of the most amazing chorus tours de force that this reporter has seen, and it was rewarded by one of the heaviest hands ever heard in the house.

Preceding it, there's an interesting history of the bike, read by Freddy Mack, emcee and band leader, from the pit, with members of the 12 Cosmopolitans (six lads and six gals) demonstrating on a variety of ancient machines. The Foster kids and the Cosmopolitans open the show with an outstanding tap session, and the house troupe also appears in a brief bit that serves to introduce Lela Moore.

"Stuff" Smith and his Onyx Club Swing Band, featuring Jonah Jones, headline with a session of hot music that's tops in its line and brought forth plentiful and deserved applause. Frank Gaby dishes the show's comedy in his usual capable style and socks across heavily when he goes into his ventriloquial stuff. He's aided by Kay Stuart, a pretty and capable foil, and by an energetic stooge in the balcony. Lela Moore, introduced by a production flash, does her male-and-female "Dance of the Lovers," an intriguing and unusual number, beautifully performed. She does stuff, however, that would probably bring howls if it were performed by two people, and the whole thing seems hardly in place in an Easter show obviously aimed at the kid trade.

That's no criticism of Miss Moore, but simply of her current booking.

The week's amateur winner is Frank Parker, a young lad who sings two numbers in what should turn out to be an excellent radio voice—tho what it would sound like without the aid of a mike is probably something else again.

House was okeh the supper show opening day.

EUGENE BURR.

Earle, Philadelphia

(Reviewed Friday Afternoon, April 10)

(First Show)

Earl Carroll brings a tabloid edition of his *Vanities* to the stage program this week. The sketches and production numbers are new, while most of the music comes from his *Sketch Book* of last summer.

Al Sexton opens the show singing *Beautiful Girls*, which cues a showgirl parade in striking costumes. Ten chorus boys follow with a parody song, *What Becomes of a Beautiful Boy?* The gal chorines join them for a *Swing It* dance number.

Billy House, comedy star of the revue, on next in a sketch set in a steamer's cabin.

The second production number follows, with the girls costumed as gypsies and the men doing a Mexican dance. Highlight is the work of Lucille Page, who tap dances while doing contortionist stunts.

The Cirillo Brothers appear before the curtain, chant a parody of *She'll Be Coming Round the Mountain* in comic hillbilly style, then drop their mountaineer clothes for tails and go into a tap routine.

A comedy wedding scene follows, then Charles Carrer steps out for his smooth cocktail juggling act, getting a good hand.

Sexton comes back to chant *Lights Out*, while the chorines, in scanties, enact a moonlight dance scene.

Top act of show is next, with Billy House portraying a judge at a murder trial. Buster West has the next spot before the curtain, going into his comedy dancing after being inspired by Lucille Page's stuff.

A military drill brings back the full cast and cues the Carroll finale of introducing the stars.

The show was clipped here to allow Carroll, making a personal appearance, to select a girl from the audience to compete for a Warner Bros. screen test.

The film is *Leathernecks Have Landed*.

H. MURDOCK.

Paramount, Los Angeles

(Reviewed Tuesday, April 7)

With the Jan Kiepura-Gladys Swarth-out picture, *Give Us This Night*, proving a washout and being yanked ahead of time, complete new bill came into the Paramount two days early instead of the customary Thursday opening.

Show opens with music from the pit by substitute orchestra replacing Al Lyons' combo, which is on the air Tuesdays with Mary Pickford's *Parties at Pickfair*. Fanchonettes come on for novel formations and riding of those off-center-wheel bicycles so popular out here now and bounce about stage for several minutes getting in each other's way but nevertheless making it amusing.

Williams and Charles take the next spot as tramps with a novel musical act consisting of luring rhythmic tunes from bottles, glasses, bells and automobile horns. They do well, going thru several numbers with bells hooked to all parts of their anatomy. Punch of act is portion done on dark stage with colored lights attached to bells, flashing on and off.

Vera Van, returning to the West Coast after a session on Broadway and New York radio chains, takes over next and sings *With All My Heart, I Love You Truly* and *Solitude*. Offers as encore *Let Yourself Go*, with Fanchonettes forming a dancing background.

Tho getting but agate type in the house's newspaper ads, Charlie Carter occupies fourth spot, and as far as the customers were concerned he was the star of this bill. He's an impersonator and destined to be one of the best. His

opener of Chevalier singing *Louise* was one of the best, even to facial expressions. Followed with Jimmy Durante doing *Inka Dinka Do*, which almost took down the house. Next mimicked Joe Penner and then the Mills Brothers singing *Tiger Rag*. Prolonged applause brought him out again for a bow, but retired, pleading fatigue, without encore.

Avalon Boys, quartet, come next with several harmony numbers and solos. Boys are fair entertainers and should prove a good bet for night clubs. Fanchonettes close show.

Picture is *Three Hours by Air*.

SEYMOUR PEISER.

Paramount, New York

(Reviewed Saturday Afternoon, April 11)

(First Show)

Box-office combination clicks this week at the Paramount, with a strong picture, *Desire*, and Ethel Merman, Little Jack Little and Jane Cooper in the flesh. Miss Merman is usually a strong candidate at this house. Business Saturday was overflowing and the trade was fighting to get in.

Stage show runs about 40 minutes. Little, a whispering baritone who grew up and for the past year and a half has had his own band, serves either as singer or pianist in practically all the band numbers. The orchestra, by way of necessity, because it is built around Little, is strictly a personality affair, and its style, while distinctive as to arrangements in the main, is patterned after Little's vocal and piano deliveries. Thus nothing the band does stands out as musically socko, but rather impresses as good playing and co-ordination thruout. Mainly the sax section that leads.

Can't be said that any too much originality was used in framing the show, which relies on old stand-bys. That means the usual medley of pops, Little's singing and playing, imitations of other bands and a scorcher for the close. Last number impressively staged, blacked out to have a single spot on Little in a fleetly played piano solo. Band imitations played better than the average.

Jane Cooper, of the picture *Collegiate* and the legit's *Scandals*, succeeded in landing a swell reception. She is a better than average tap dancer. Miss Merman delivered as is expected and customary and was warmly received. Her medley reviewing the numbers she sang showed once again how fortunate she has been as to composers.

JERRY FRANKEN.

125th St. Apollo, New York

(Reviewed Thursday Evening, April 9)

Current show is a "brown and white" revue staged by Leonard Harper and built around a mixed line of 28 girls and the Willie Smith Orchestra. It's a presentation show, the band opening on the stage after playing behind a drop the first few minutes and then shifting into the pit for the rest of the show. A few blackouts are thrown in, giving the show a pleasing informal style.

The girls, 12 white and 16 brown, are nice lookers and are given tasteful costumes. Best number is the black and white modernistic scene, with the shapely white girls in gleaming satin and the brownies on background platform. Number is built around a *Death Takes a Holiday* dance by white ballroom team. Team does good work, combining sensuous poses with staccato rhythms and then reaching a climax when the lights go out to reveal a skull mask on the male dancer's face. Same team returns later for an extremely rough apache number.

Smith's band, with Smith at the piano, is a hotcha outfit of 12 men. Feature hot rhythms, brass dominating and the bass viol lending great rhythmic thumping. Its *Finger Busted* number is outstanding.

Midge Williams lent a sweet voice and ingratiating personality to several blues numbers. Swell delivery. Should have no trouble making the grade. A boy also contributes some fair warbling early in the show.

Florence Hill, dusky wiggle and tap dancer, socked over her specialty with ease. Plenty of exuberance in addition to talent and looks.

A white girl guitarist and singer, spotted early in the show, was an easy hit, her dimpled personality and bell-like voice putting over the ballads and rhythm ditties to solid applause.

Ray and Trent, two white boys doing hand-to-hand balancing and lifting, are far superior to most of the similar teams seen around. Work with smooth-

R K O
T H E A T R E S

1270 Sixth Ave.

Radio City, New York

ness, going thru an interesting routine of difficult floor and standing-up lifts. Lead Belly, featured, made a fair impression. He "sang his way out of jails in Texas and Louisiana." Strumming his own guitar accompaniment, he chants in screechy monotone his own ballads. Strictly a novelty attraction.

Three Flats and One Sharp, colored quartet, were easily the hit of the show. They harmonize odd arrangements, three of the boys playing accompaniment on a bass viol, guitar and tambourine. Tricky arrangements and smart delivery make them stand out, their encore number, *Miss Otis Regrets*, being a peach.

Blackouts interspersed thruout the show were handled by Pig-Meat Markum, corpulent comedian, and his partner, John Mason, with Jimmy Anson doing straight. Boys did a fair job. Their material is not so hot.

Picture was *Prisoner of Shark Island* (20th Century-Fox). Audience about 95 per cent colored. Business about three-fourths. PAUL DENIS.

Oriental, Chicago

(Reviewed Friday Afternoon, April 10) (First Show)

Ray Perkins and his National Amateur Hour winners are making their first appearances before local audiences this week and it was interesting to note that on opening day, despite the fact that it was Good Friday, they outdrew the previous Major Bowes unit that played here two weeks ago. The amiable Perkins expertly pilots his ambitious fledglings thru their chores, letting his humorous quips fall where they may and tying the offering together with his showmanship.

He is assisted in the proceedings by Jack Sheldon, who looked like he needed a little more rehearsing at the first performance. The gags between the two were the slowest part of the show.

Harold Greenberg opened the show and his playing of *Carnival of Venice* on the trumpet drew heavy applause. Marie Vernon, a petite brunet, followed with the singing of *I'm Shooting High* and a tap routine. Herman West and Margaret Fallon, next, contributed several impersonations. West's impressions of George Givot, Ned Sparks, Joe Penner and President Roosevelt were fine and his vocal inflections were perfect. Fallon didn't fare so well, as only one of her imitations sounded like the person she was trying to do. Catherine Hoyt sang *If I Should Lose You* and took a couple of bows, and Martin Burnett, a young trickster, gathered good applause with card tricks and sleight-of-hand work, including the cigaret-from-the-air bit.

Ray Perkins took the spotlight here and played and sang a combination of *With All My Heart* and *Goody Goody* and then introduced Eileen O'Day, clever little blond swing singer, who did *Better Do It Now*. Little Miss O'Day is professional timber and should go places. She took a heavy hand.

Joe Smith made a hit with some speedy tap dancing; Joe Lamondi sang an aria from *La Tosca* and *Alone* to a big hand, and the show closed with Texana and her Hillbillies, five boys and a girl, who contributed typical mountain music in New Jersey fashion. F. LANGDON MORGAN.

Grand Opera House, N. Y.

(Reviewed Friday Evening, April 10)

A fair bill this week, with the four-act show providing a variety of comedy, singing, hoke, acro and dancing. Four Weigands, three men and a girl, lead off with a routine opener specializing in tumbling, hand and head-to-head balancing and teeterboard work. Latter, coming toward the end of the act, is the best turn of all, with one of the boys catapulting the other thru the air to a somersault turn and a landing atop a high chair held by a third member of the troupe. A little more showmanship needed.

Gifford and Pearl, capable hoke and singing team, in the second. Gifford's nonsense begins with an impression of a lady taking a bath, a good bit of pantomime, but the audience had not yet warmed up. The girl, in a blue gown, sang a few numbers, including *I'm in the Mood for Love*, and Gifford obliges with *River*, *Stay Way From My Door*. Voices of both register very well, being powerful, true and peppy. Thruout the vocalizing there are interruptions wherein bits of hoke are injected into the proceedings, but the songs are carried

thru. Two of the best comedy turns are a ventriloquist routine, with the girl as dummy, and a burlesqued ballroom waltz. Team went off very well.

Earl Levere and Helen Ware, mixed team, with the girl singing to the accompaniment of Levere's accordion and both indulging in gags and chatter. A modest act, clicking nevertheless. Ware is a brunet with a somewhat thin tho pleasing voice and might use a microphone to advantage. Sang three numbers, *Never Say Never*, *Lulu's Back in Town* and *Every Little Moment*.

Pearl Regay and Company, presented, according to the billing, by Hattie Althoff, comprises a five-people dance flash with three girls and two men. Opener is a ballroom waltz, slow paced and showy, by Regay and both men. Acro hoofing next by team of two girls, leading to the sock adagio flash, *Indian Love Call*, performed years ago by Regay in the show *Rose Marie*. Good setting and lighting, and the men throw Regay around for a swell hand. A fair act.

Pictures were *Woman Trap* (Paramount) and *Her Master's Voice*. Business continues good.

PAUL ACKERMAN.

London Bills

(Week of April 6)

Raye Saxe, versatile musical novelty, with many original and punchy bits, makes his debut at the Holborn Empire and hits solidly. Forsythe, Seamon and Farrell, with their slick and excellently routined comedy, singing and dancing melange, are show-stoppers at both the Gaumont, Lewisham, and the Trocadero. Will Mahoney's *Why Be Serious?* unit plays a quick repeat successfully at the Brighton Hippodrome.

The Four Ortons, with their novel comedy wire-walking act, and Al Trahan and Yukona Cameron, with sock and easily digested comedy, remain the outstanding hits at the Palladium. Roy Tracey, American comedian, with a swell act and plenty of personality, is a successful headliner at the Theater Royal, Edinburgh. Hap Hazard and Mary Hart, novel and funny comedy and wire originality; Dave Seed and Company, comedy act, and Don Miguel Galvan, singing guitarist, all find hearty approval at the Pavilion, Glasgow.

The Gaudsmith Brothers, with their funny pooches, click plenty at the New Victoria here. Kirk and Lawrence, comedy and roping act; Dezso Retter, "the man who wrestles with himself," and Jack (Screwey) Douglas are three American turns successfully sharing honors at Manchester Hippodrome.

Paris Bills

(Week of March 30)

Believe it or not, but a pacifist poet, Maurice Rostand, is a sock show-stop op the Alhambra program. This is his second appearance there this season, and this time he's reciting encores. The evening's laugh is that immediately following Rostand's impassioned plea to do away with toy soldiers, tin cannons, etc., the curtain goes up to reveal a backdrop depicting an American battleship with huge cannons pointed at the audience, the set for the Three Sailors. Anyway, the Sailors mop up the stage, with one another and garner a good load of laughs with their hokum. Larry Adler back again and show-stopping with his superb harmonica playing. Chaz Chase and Rebla, crazy juggler, held over from preceding bill and still going strong. Dewolf, Metcalf and Ford are one of the cleverest dance trios seen here. Jean Devereaux also reveals exceptional dance talent, her spins and twirls being marvelous both as to speed and grace. Leatrice and Lorraine Pearl also on for two dance numbers, which are quite tame.

Adriano and Charlot undoubtedly are well in the front ranks of bounding trampoline acts. Besides superb work of both on the canvas, the girl is a remarkable understander in hand-to-hand balancing bits. Other novelty acts are "Ponpon," an admirably trained dog with remarkable balancing ability; the Two Lugasos, neat double trapeze number; the Cresso Brothers, equilibrists, and Bel Argay, clay modeler. Elyane Celis, doubling from the Casino de Paris, scores nicely with several good song numbers, and Jean Clement is on for a brief song plug. Prior and his Joyous Provincials, a musical number, are more provincial than joyous.

Reviewing the ABC from an international standpoint is unfair to the house, as its audience demands a program strongly flavored with the old-fashioned

French music-hall sort of entertainment. Current bill pleases its public with such local favorites as Cora Madou, excellent singer, who is accompanied by the pop songwriter, Vincent Scotto; St. Granier, good comedian, in songs and witty patter; Ded Rysel, ditto, and Arletty, talented comedienne in a witty comedy sketch by the celeb author, Jean Cocteau. Raymond Baird scores an outstanding hit with his splendid playing on saxophone and clarinet. Lemerrier also scores with songs in French and English and reveals himself a clever black-face comedian with amusing eccentric hoofing. Menito, illusionist, sells his cigaret, cigar and ball tricks in showmanly fashion, and De Campo and Dodge get by with modest hokum comedy bit. The Comedians' Harmonists, male sextet, harmonize and gag amusingly, and Pech cartoons acceptably. Helen Vanel, "arty" dancer, on in two weird but novel dance creations.

Good bill at the Bobino, headed by the amusing clowns, the Jovers. Raymond Baird doubling from the ABC. June Roberts, American acro dancer; Pierre Dac, comedian, and Martonot with his "musical waves" also on the program.

Picture houses offering rather mild fare. Rex has the Parnell Ballet from the Casino de Paris. Tommy Dale, xylophonist, and the Ida May's Midship Girls, aerial flash, are at the Paramount. Gaumont Palace has the Popescus, horizontal bars; Andre Renaud, pianist, and Jose Moreno, who juggles on a slack wire.

Berlin Bills

(Week of April 6)

The Scala and the Wintergarten, premier vaude houses here, both have strong bills for the month of April.

Grock, world-famous musical clown, heads the Scala program. He is still a force to be reckoned with and attracts good business besides giving an okeh show, altho a bit too long. Four American acts in the program and all hits. Stanley, Toni and Mae Four score a whale of a hit with their versatile and sensational aerial revuette. Max and his Gang play a repeat and register solidly with smart canine tricks and acrobatic prowess on the part of Max. Harris Twins and Loretta are well liked for their original adagio and acrobatic posing act. The Three Jades are a trio of boys, one American and two French, who have teamed up in Europe. They have a socko whirlwind acrobatic and tumbling session that's a panic here.

Chief attraction at the Wintergarten is that of Peggy Taylor and the Kitchen Pirates, thrilling adagio originality. The standard bearer takes more chances than any rival and the whole routine is daring in the extreme. Boys are new to the act, but work with Miss Taylor as if they have been with her for years. Joe Jackson Jr., with a replica of his father's world-famous act, is a comedy riot here and gets the heartiest laughs in the show.

Apollo, Dusseldorf, has a great attraction in the Ganjou Brothers and Juanita with their very appealing "Porcelian Romance."

Chi Morris Office Moving

CHICAGO, April 11.—After being located in the Butler Building for the past 10 years, the local William Morris office, under the management of Morris S. Silver, will move to new quarters in the Real Estate Board Building on May 1. Will J. Harris, producer of the *Kit Kat Club Revue* currently at the State-Lake Theater here, who has had adjoining offices, will move to the State-Lake Building April 17.

Mexican Booker Returns

NEW YORK, April 11.—Mary L. Shank, local representative of the Alameda Theater and the El Retiro and the El Grillon clubs in Mexico City, returned here last week from a six-week trip to Mexico. She set a number of American acts to play those spots, and the most recent to leave for Mexican bookings were the Hedley Trio and Blair and Paige. Rolls and Dorothy are scheduled to sail Thursday.

Chicago Show Held Over

CHICAGO, April 11.—Despite Holy Week, business was so good at the Chicago Theater with a stage show headed by Xavier Cugat and his Latin-American Orchestra that they are being held over

A Hotel OF HOMES

—NOT MERE ROOMS

... favored by show people ... combining the charm of over-sized rooms, usually 13x20, with large foyer and the convenience of a complete serving pantry. Accessibly located only a block from Broadway, yet away from the noise and din of Times Square.

Monthly Rates: Single, from \$55 Double, from \$75

Do yourself a good turn — inspect the BELVEDERE today.

HOTEL BELVEDERE

319 W. 48th St., New York City Penn. 6-5900. JOS. REYNOLDS, Manager.

JUST OUT!

McNALLY'S No. 19 BULLETIN

PRICE ONE DOLLAR

NEW, BRIGHT, ORIGINAL COMEDY For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club Reviews, Radio and Dance Band Entertainers. Contains:

- 15 Screaming Monologues.
- 7 Roaring Acts for Two Males.
- 6 Original Acts for Male and Female.
- 23 Sure-Fire Parodies.
- Great Ventriloquist Act.
- A Roof-Lifting Female Act.
- Trlo, Quartet and Dance Specialty.
- Musical Comedy, Tab and Burlesque.
- 16 Corking Minstrel First-Parts.
- McNally Minstrel Overtures.
- A Grand Minstrel Finale.
- 41 Monobits.
- Blackouts, Review Scenes, Dance Band Stunts, Hundreds of Jokes and Gags.

Remember, McNALLY'S BULLETIN No. 19 is only one dollar; or will send you Bulletins Nos. 10, 11, 12, 15, 16, 17 and 19 for \$4.00, with money-back Guarantee.

WM. McNALLY

81 East 125th Street, New York

STAR COMEDY LIBRARY

You Cannot Buy Better Material. No. 1—MONOLOGUES. No. 2—ACTS FOR TWO MALES. No. 3—ACTS FOR MALE AND FEMALE. No. 4—GOOD STORIES. No. 5—COMEDY BLACK OUTS. 25c each or the 5 for \$1. Guaranteed satisfactory or money refunded. JAMES MADISON 1378 Sutter St., SAN FRANCISCO, CALIF.

SCENERY TO RENT

For All Operas, Plays, Minstrels, Musicals, Dance Reviews. Lowest Rentals! Newest Settings! Unexcelled Service. Address AMELIA GRAIN, Philadelphia, America's Scenery Rental Service.

TAP

DANCING BY MAIL. Reg. or Adv. Tap, \$1. Sample Tap Lesson for Reg., including Standard Time-Step and Break, 25c. Reg. Waltz and Fox-Trot, \$1. Hal Levy studied here. Send for List "B." KINSELLA ACADEMY, 2526 May St., Cin'tl, O.

NEW MATERIAL

Let me write new laugh lines in your act which will mean more money for you. New Gags, Monologues, Acts, Parodies, Etc. Sensational! Sure Fire! Testimonials from top-notch people. Write me to write for you today. HARRY C. PYLE, 804 W. 180th St., N. Y. City.

SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains, Operating Equipment SCHELL SCENIC STUDIO, Columbus, O.

for a second week. Besides Cugat and his orchestra, the bill consists of Georges and Jalna, Paul Duke, Carmen Castillo, Charita and Consuelo and Tomas. Cugat opens for six weeks at the Stevens Hotel here on April 17 and will be featured in the Continental Room there.

'Folies' 25Gs for Cleveland

CLEVELAND, April 11.—RKO's own unit, *Folies Comiques*, wound up its first week at the Palace Theater here Thursday night with an approximate gross of \$25,000. This figure was accomplished despite a snowstorm and the fact that it was Holy Week.

Dramatists Vote Changes But Refuse Negotiations

Approve council's suggestion for 60-40 split of film dough—nine more managers sign League agreement, making 71 in all—deadlock looms as long-drawn war

NEW YORK, April 11.—Nine more managers this week signed the agreement with the League of New York Theaters which provides that all signatories must use only the League's contract form in buying new plays, and the authors, at a mass meeting of the Dramatists' Guild at the Hotel Shelton Wednesday, officially ratified the Guild council's suggested amendment to the Guild contract, providing for a 60-40 split in film rights, rather than the sliding scale which had originally been set. These were the dramatist-manager war, which looms as a long-drawn battle and perhaps the most important controversy in the legit field since the actors' strike in 1919.

The managers, objecting to the change from the former 50-50 cut of picture dough, and objecting also to the Guild's insistence that the author have the power to dispose of the play to films, have set up a united front that includes practically every first-line producer. Those who signed this week were Thomas Kilpatrick, Martin Beck, Harry Moses, Harold K. Berg, Herman Shumlin, Charles Hopkins, George Bushar, John Tuerk and Charles Harris, making a total of 71 managers who have hancocked the agreement.

The dramatists, in their Wednesday meeting, made five changes in the contract which they had originally drawn up. In addition to the flat 60-40 film dough split, they ruled that all other subsidiary rights should also be cut 60-40, instead of 50-50, as originally provided. Altho refusing to invest power to film sale in the manager, they made a change allowing the producer to object to film release that would interfere with the New York or road run of the play, with recourse to Joseph R. Bickerton Jr. as arbitrator in case of a stymie. In addition, they left the question of English royalties open, the setting five per cent as the minimum, and ruled to allow the American manager to co-produce with an English colleague, instead of barring him entirely from participation unless he produced solo, which was the original condition. The last amendment affected the "death and disability" clause they had written into the new contract, which provided that, in the event of the manager's death, all rights reverted to the author. That's out now, but the author still gets all rights if the manager goes bankrupt.

The meeting also adopted a resolution which extended "felicitations and hopes for closer co-operation" to the American Newspaper Guild.

Prior to the dramatists' meeting Dr. Henry Moskowitz, adviser to the League of New York Theaters, sent the following wire to Sidney Howard, Guild president, again offering arbitration: "Replying to your letter of this date, will you please state to your members at Dramatist Guild meeting this afternoon that if you will negotiate contract the League of New York Theaters will send its criticisms and recommendations of the existing agreement to you immediately upon receipt of your consent to negotiate and in advance of a meeting between a committee of the Dramatists' Guild and a committee of the managers."

Howard said that the telegram "didn't mean a thing" in view of the fact that it failed to specify what contract was open for negotiation and implied that the entire matter was open for discussion.

Dr. Moskowitz, in reply, said that it would not be the managers' fault if there were still a controversy, and stated that the League's contract committee would meet within a few days to discuss the latest developments.

L. A. Grand Op Razed

LOS ANGELES, April 11.—Workmen today were beginning the demolition here of the Grand Opera House, now a shabby relic of the days when it was the town's theatrical pride. A troupe of Mexican players ended an engagement at house yesterday. Site will become a parking lot. Theater opened in 1884 by Mme. Rhea and has been used by Sarah Bernhardt, Richard Mansfield, Kate Castleton and Joseph Jefferson.

Burlington Summer Spot

BURLINGTON, Vt., April 11.—After several years of effort residents of this city have at last been assured of a summer theater this season, bids for its construction being offered this week. Funds are being raised by popular subscription, and it is reported that the University of Vermont, anxious to tie its summer school in with the theater, will render financial aid. Also unconfirmed rumors that Columbia University is interested in this project.

Promoters Harold B. Putney, of New York, and Harlie E. Wilson, of Burlington, report approximately 800 associate members at present. Plan to use system similar to that of the Dorset Players. Season tickets will be available at approximately \$11. No price set for single performances.

Equity's Breese Resolution

NEW YORK, April 11.—Equity's council at its meeting on Tuesday passed a resolution of sympathy for Mrs. Edmund Breese, wife of the late star of *The Night of January 16*, in recognition of the actor's services to Equity over a period of many years. Breese was one of the original founders of the organization and remained a staunch supporter of the administration's policies to the end.

Coast Op Casts Set

LOS ANGELES, April 11.—Casts have been set for four weeks of light opera here at Philharmonic beginning May 4. First piece, *Merry Widow*, will have Helen Gahagan, John Ehrle, Richard Powell, William Hain and Billy Griffith. *Naughty Marietta* has Francia White, William Hain, Richard Powell, Paul Keast, Esther Howard and Billy Griffith. *Maytime* features Charles Purcell, Charlotte Lansing, Paul Keast and Attilio Braggiore. George Huston, Francia White, Bobby Jarvis and Thelma White are in *Desert Song*.

Edwin Lester produces, Alonza Price stages, Louis Kroll conducts and Andria Awan does the sets.

Chicago Shows Climb to Three

Prospects slim for balance of spring season—"Boy Meets Girl" still going

CHICAGO, April 11.—Loop legit shows, which dwindled to one lone production during the latter part of Lent, will be upped to three with the passing of Easter Sunday. The one show that survived Lent was *Boy Meets Girl*, which has continued to build up nicely and is slated to continue indefinitely. *The Great Waltz* made a splendid record, with 14 weeks to its credit. It closed a week ago.

Opening tonight at the Grand Opera House is *At Home Abroad*, with Beatrice Lillie, Herb Williams, Mitzi Mayfair and Ethel Waters. It is in for four weeks, with a possibility of more. On Monday night *Winterset* opens at the Harris for two weeks.

Beyond these shows there are no definite bookings at present, and it looks as if the balance of the spring season will be slim.

From Out Front

By EUGENE BURR

By the time that this gets itself printed, shipped and circulated the great city of Boston will have decided whether or not *Tobacco Road*, that much-banned drama, is fit to be seen by the pure citizens of the home of the ban and the cod: *Tobacco Road* has not been seen or read by the gentlemen who decide on such matters in the Hub, and in that respect it is a test case. According to the usual procedure, the censor boys go over a show before it hits their spotless town, and, if it fails to measure up, they gently indicate to the producer that he may as well skip that week in his itinerary. That procedure, tho usual, has been labeled illegal, so the Sapolio-minded boys of the censor board have decided to abide by the law. They can ban a play after it has shown, but they can't keep it from showing, once anyhow.

The whole fuss raised by *Tobacco Road* seems silly and wryly ludicrous. Once it was possible to wax indignant over an officialdom which bans as immoral a statement of conditions, at the same time blinking at those very conditions in real life. Now it hardly seems worth while. So many cities have decided that *Tobacco Road* would deflower their womankind and corrupt their young that indignation palls. One can only smile wanly and hope wistfully that some day America will do as much to ban evil conditions as it now does to ban books and plays which tell about them.

Several of the *Tobacco Road* bannings have presented rather comic spectacles, notably that in Newark, where the director of public safety insisted that the moral aspects of the play fall within his legal province, and so proceeded to bar the show from the city. An injunction was obtained, preventing him from carrying out his pre-showing ban, whereat he is said to have blown up, after the manner of gas-balloons and public-moralists, and dared the show to come in.

By the time this appears the show will have gone into Newark, too, and the whole affair will have been settled one way or other. But the crux of the matter was the director of public safety's threat that if the play were put on in his hallowed precincts he'd pinch the actors.

An even funnier spectacle was presented by Representative Braswell Deen, of Georgia, when the show played in Washington last week. Representative Deen, who comes from the section depicted in the play, was naturally upset, so he broke his session-long silence in Congress to launch into a harangue which seems to be the flower of back-country oratory. It has to be read to be thoroly appreciated, but it makes the Congressional Record almost worth reading.

The season will indulge in a last spasmodic gasp over the week-end and will then snuggle calmly into its deathbed and await the inevitable end. The current series of Gilbert and Sullivan revivals opened Friday, and *On Your Toes* followed a day later. Gus Edwards chose the somewhat annoying date of Easter Sunday for the opening of his vaude-musical melange, *Showtadow*, while the week of April 13 has *Summer Wives*, *Lady Luck* and *Bury the Dead* scheduled. But beyond that there are only a few scattered items. Shorter and shorter each season grows the span of the legitimate theater. Once, two dozen shows during the summer was considered alarmingly weak. Now the season starts in the middle of October and ends before the final days of March. If it grows much shorter it will be signalized simply by what may come to be known as Legit Week on Broadway.

"Road" Gets More Trouble

Attacked in Congress—Albany trial postponed—Hub and Newark cases coming

NEW YORK, April 11.—*Tobacco Road*, which is rapidly becoming the stormy petrel of 20th century drama, battled on four fronts this week, with no decisive victories either way except in Washington, where it repelled the offensive of moralists, policewomen and Georgians to finish a sellout week at the National Theater. In Boston there were preparations for what may become a hot skirmish when the show goes on there Monday night. Similar preparations were going on in Newark, where the first battle had already been won by the play. In Albany hostilities were temporarily suspended when the trial of the show's company manager was postponed.

Most spectacular fireworks took place in Washington, where the play achieved the distinction of a congressional debate—if you can call it a debate when one orator fails to get anyone to oppose him. The orator in question is Representative Braswell Deen, Democrat, who hails from the very section which is depicted in the play. Representative Deen didn't see the show himself, but he sent a couple of spies to catch it, and their reports curdled his blood, if his congressional remarks may be taken as criteria. "We never lived thataway down in our part," he is reported as exclaiming in Congress, and then launched into a long and extremely impassioned speech in which he called "upon the bar of public opinion and public justice to render its decision against the appearance of *Tobacco Road* in the nation's capital." He was particularly upset that the play's showing coincided with cherry blossom time, when thousands of visitors crowd the capital, and he asked his fellow congressmen to join him in demanding that the district attorney of the District of Columbia prevent further showings of the play. He defended the morals of the tobacco section, and said that his own brother is a sharecropper there.

It was, he said, the first time in this session that he has opened his mouth.

Earlier Miss Rhoda Milliken, leader of the city's female police, had tried to stop the show, but a posse of six assistant district attorneys went to see it and gave it a clean bill of health.

Another posse, a committee of seven this time, will see the show at opening performance in Newark Monday, where it will play backed by an injunction forbidding Safety Director Michael P. Duffy to ban it. On Wednesday Duffy will appear before Vice-Chancellor Alfred A. Stein to argue against the injunction being made permanent. Duffy, when confronted with the injunction several weeks ago, exclaimed in fine moralistic fervor that he dared the show to come in and that, if it did, he would arrest the actors.

Irving N. Becker, company manager, who was arrested in Albany when he presented the show for its second scheduled performance after city officials had banned it, will not be brought to trial until April 15, the case having been postponed. Becker is out on \$500 bail.

Meanwhile in Boston *Tobacco Road* is becoming something of a test case, being the first show to open there without getting a previous o. o. from the censors. The city which put up the bars against *Strange Interlude*, *Within the Gates* and *The Children's Hour*, among others, will get a chance to see the hillbilly epic, but according to reports the producers have voluntarily deleted some stuff. The management's local office, however, indignantly insists that the only script change has been the deletion of a single cussword.

New East Pitt Theater Tax

PITTSBURGH, April 11.—City council in East Pittsburgh levied a new yearly amusement tax on theaters last week. The new ordinance places a \$50 tax on theaters with more than 500 seats and \$25 on houses with fewer than 500. The money will help pay salaries, according to council.

OUT-OF-TOWN OPENINGS

"Her Week-End"

(Philadelphia)

By Anne Nichols and Alford Van Ronkel. Produced by Anne Nichols. Directed by Anne Nichols. Scenery by Cirker & Robins Studios. Theater, Erlanger, two weeks, beginning April 6.

Cast: Marjorie Peterson, Carol Stone, Damian O'Flynn, Roy Roberts, A. Joseph Londin, James Spottswood, Thomas P. Dillon, Percival Lennon, Millicent Manners, Alfred Kappeler, Jessie Royce Landis.

Millie Marlowe, nice girl but a gold-digger, has ensnared Senator Dexter into an engagement. The Senator's son, cut to break the engagement, takes an assumed name and visits Millie and her demure roommate, Jean. He falls in love with Jean, complicating his quest. Then a newspaper reporter friend enters the scene, learns of the difficulty, poses as the Senator's son to Millie and attempts to break off the engagement. At the same time he falls in love with the girl himself. In the second act climax, he "frames" a situation where the girl seems unfaithful to the Senator and there's an explosion. In the third act, with the aid of the Senator's real love, a poised lady of wealth, the affair is straightened out, the reporter getting Millie and the son getting Jean.

Local opinion is that *Her Week-End* is about half as good as *Abie's Irish Rose* and may therefore run twice as long. Odds, however, are against a second miracle. Play is noisy, disconnected and its situations and dialog are naive. Constant redirection has left cast up in the air most of the time and reports have it that during the week there will be more revision and cast changes.

MURDOCK.

"The Noble Experiment"

(Hollywood)

Author, Edward Earle Tree. Producer, Spotlight Theater Group. Director Edward Earle Tree. Opened March 30 for two weeks at Spotlight Little Theater.

Cast: Henrietta Norman, George del Rigo, Rita Carlyle, Reese Thomas, David Mortimer, Jack Rhyne, Paul Salzbarg, Fritz Dugan, Niles Andrus, Kaethe Phillips, Ralph Borzage, Gene Crotty, Eddie Mahlon, Edmund Castle, Robert Eckles, Francis Curtis, Florence Horne and Marilyn Davis.

Story deals with a curious scientist trying to get the lowdown on psychology and environment. He takes a group of 20 men and women killers to an island off French Guiana, where they are forced to start living all over. It is scientist's theory that they can never be reclaimed. One slayer becomes leader of group and sex, thievery, murder and profanity get mixed up and story wanders about in a daze.

The play suffers considerably by reason of dialog which apparently has been toned down to meet demands of the censors. Result is loss of virility and realism, with murderous yeggs talking in polite and stilted phrases. Piece will never get any farther than spot in which it is now.

PEISER.

BROADWAY RUNS

Performances to April 11, inclusive.

Dramatic	Opened	Perf.
Bitter Stream (Civic Rep.)	Mar.	30... 16
Boy Meets Girl (Dort)	Nov.	27... 162
Call It a Day (Morosco)	Jan.	28... 91
Children's Hour, The (Elliott)	Nov.	20... 593
Co-Respondent Unknown (Ritz)	Feb.	11... 71
Dead End (Belasco)	Oct.	28... 194
End of Summer (Guild)	Feb.	17... 64
Ethan Frome (National)	Jan.	21... 95
First Lady (Music Box)	Nov.	26... 163
Fresh Fields (Empire)	Feb.	10... 72
Idiot's Delight (Shubert)	Mar.	24... 23
Lady Precious Stream (49th Street)	Jan.	27... 88
Libell (Miller)	Dec.	20... 181
Love On the Dole (Longacre)	Feb.	24... 56
Moon Over Mulberry Street (Second Engage.) (44th St.)	Jan.	13... 104
Mulatto (Vanderbilt)	Oct.	24... 197
One Good Year (Fulton)	Nov.	27... 159
Postman Always Rings Twice, The (Lyceum)	Feb.	25... 55
Pride and Prejudice (Plymouth)	Nov.	5... 186
Russet Mantle (Masque)	Jan.	18... 100
Saint Joan (Beck)	Mar.	9... 40
Three Men on a Horse (Playhouse)	Jan.	30... 513
Tobacco Road (Forrest)	Dec.	4... 1018
Victoria Regina (Broadhurst)	Dec.	26... 125
Musical Comedy		
Follies (Winter Garden)	Jan.	30... 81
Gilbert and Sullivan Rep.—The Mikado (Majestic)	Apr.	10... 3
Jumbo (Hippodrome)	Nov.	18... 209
May Wine (St. James)	Dec.	5... 148
On Your Toes (Imperial)	Apr.	11... 1
Scandals (New Amsterdam)	Dec.	25... 126

Ann Arbor Fest Plans Announced

ANN ARBOR, Mich., April 11.—Six productions in five weeks will be given here during the seventh annual Ann Arbor Dramatic Festival to be held this year, May 18 to June 20, according to an announcement by Daniel L. Quirk Jr., chairman.

Opening the season will be Edward Woolf's current New York offering *Libel*, which will feature Katharine DeMille, daughter of Cecil B. DeMille. The second play will be *Party* by Ivor Novello, starring Eddie Garr. Other musical comedy stars are being contracted for this engagement, according to Robert Henderson, director for the season.

The third production will be *Hamlet*, with Ian Keith in the title role. Estelle Winwood will play Queen Gertrude, and Whitford Kane will be the first grave-digger, both of them to play these roles in Leslie Howard's production of *Hamlet* next fall. Costumes are to be designed by Norman-Bel Geddes, while Keith himself will edit the play.

Miss Linwood will then be featured in the next production, *The Distaff Side*, playing her original role. Margalo Gill-

Season Is Already Washed Up But Summer May Show Strength

NEW YORK, April 11.—A season which started out as the turning point in the falling fortunes of the legit stage is petering out dismally two months before its time, with few shows definitely scheduled from now until June and even fewer figured as opening. Seasons in the past have tended to end earlier and earlier each year since the start of the depression, but this one folded more suddenly and more completely than any. Season in any case was never notable for the number of shows opening—total will probably be down from the previous year—but chiefly for the number of hits and the heavy b.-o. success they scored.

List of coming attractions now reads like the roll call of distinguished Jews honored by Hitler—to all intents and purposes there aren't any. Last night the Gilbert and Sullivan repertory, under the management of S. M. Chartock, opened at the Majestic with *The Mikado*, to continue as long as the G. & S. fans hold out, and tonight *On Your Toes* goes into the Imperial as the spring's only major musical. Next week *Summer Wives* opens, while *Her Week-End*, Anne Nichols' successor to *Abie*, is doubtful, with chances that it may be pulled in Philly unless contemplated rewrite is okeh.

Walter Hampden will bring *Cyrano* in

French Theaters Win Relief

PARIS, April 4.—On the exact date set for the closing of all theaters in a protest against high taxes, March 20, the Chamber of Deputies passed a measure which, while not so generous as desired, offers a slight reduction in the famous "poor" tax. Details of the new project are a bit vague but provide for a tax on radio publicity, a part of which will go to certain cities to replace a decrease in the amount of the "poor" tax collected from all amusement places. So far as can be judged at present, the "poor" tax, in Paris at least, will be reduced from 10 per cent to 8 per cent. It is up to the city authorities to agree to the application of this new measure, but Paris and many other cities favor the measure and will arrange for its application shortly.

Gov. Legit Aid in Again

NEW YORK, April 11.—Walter C. Jordan, on behalf of the Committee for the Recovery of the Legitimate Theater, is attempting to convince Federal Theater Project authorities of the advisability of creating a fund to aid managers in producing shows. Latter, in order to avail themselves of this service, will be required to deposit a sum as security. The idea, which in its fundamentals has been advanced before, is slated for discussion some time next week.

Semi-Pro Show Casting

NEW YORK, April 11.—*Creation*, a play by Ivan Sokoloff, is being cast by the United Theater. Tryouts are being held Monday and Friday evenings at 7:30 p.m. and Sundays at 3 p.m. at the Rebel Arts Studio, 44 E. 21st street, New York. Direction is under Ben-Ami. Outfit is semi-pro, but hopes for Broadway showings.

Censor Reminisces

DETROIT, April 11.—Lieut. Lester Potter, Detroit police censor and now the oldest censor in active practice in the country, celebrated his 26th anniversary on the job Tuesday. Potter was interviewed in all the local newspapers and reminisced widely, calling *The Captive* and *Tobacco Road* the most important plays he had ever banned.

more will also appear in the production.

Following this *Parnell* will be offered, with Miss Gillmore as the heroine, *Katie O'Shea*. Effie Shannon will be featured in the role of Aunt Ben. The last play of the season will be *Night of January 16*.

Two Equity Slates, Maybe

Opposition may put strong lineup in field for council posts under new procedure

NEW YORK, April 11.—Possibilities that there would be an independent slate in the field in the coming Equity elections to oppose the administration lineup which has been presented by the administration - controlled nominating committee increased this week, with the opposition bloc in the actors' organization pressing plans for contesting the election, tho no formal presentation of opposition candidates has been made as yet. The opposition, however, if opposition there is, will be offered on a new plan. In last year's election the now defunct Actors' Forum group presented its own set of candidates and met with scant success at the polls. Any opposition candidates this year, however, will be offered an individuals rather than as the nominees of any group or bloc.

This means that each candidate will present an individual nomination petition, signed by the required number of names. In this way, it is thought, a sizable following may be built up for the individual candidates. According to rumors concerning the personnel of the opposition slate, it should develop into a powerful faction. Those spoken of as independent candidates are Allyn Joslyn, John Brown, Anne Revere, Alexander Kirkland, Edith Van Cleve, Mary Morris, Sam Jaffee, Paul McGrath, Sheppard Strudwick, John B. Litel, Edward McNamara, Richard Gordon, Eric Dressler and Burgess Meredith.

If these are nominated as independent candidates it is possible that several of them may beat out the administration's nominees, thus creating a split vote. Several opposition candidates were elected to the council two years ago when the nominating committee decided on a compromise slate.

Regular candidates, put up by the nominating committee, are Beverly Bayne, E. J. Blunkall, Robert T. Haines, Maida Reade, J. Malcolm Dunn, Richard Sterling, Clyde Fillmore, Reed Brown Jr., Robert Keith, Bretagne Windust, Katherine Warren, Dudley Clements, Richard Whorf and Lilly Cahill.

The administration when it heard of the plan for nominating opposition candidates individually asked for an interpretation from its legal department. The legal department decided that the method was constitutional.

its low grosses, helped by the fact that it's in the Forrest, which figures a percentage of its take as profit from the Forrest Hotel bar, connected with the theater by a doorway in the dividing wall.

Current season's strong starters may also help, with *Boy Meets Girl* a cinch to span the bathtub spell; *Dead End*, despite heavy production, also likely, with others such as *Call It a Day*, *Ethan Frome*, *First Lady*, *Pride and Prejudice* and *Co-Respondent Unknown* looming as possibilities. Several of last category may continue with cast changes.

In addition, there are several shows which would have bridged the summer except for refusal of stars to work during hot spell. In this class is *Idiot's Delight*, Theater Guild's newest hit, which will be closed around July 1 because of the insistence of Alfred Lunt and Lynn Fontanne on getting a vacation. Katharine Cornell will probably close her selling-out *Saint Joan* before the heat wave, and Helen Hayes' withdrawal from *Victoria Regina* would mean the untimely folding of that current smash.

Alviene School of Theatre

(Stock Theatre Appearances While Learning.) Graduates: Lee Tracy, Fred Astaire, Peggy Shannon, Una Meekel, Zita Johann, Etc.

DRAMA, SPEECH, MUSICAL COMEDY, VOCAL AND DANCE. Real professional training—the only School in the United States presenting its students a week in each play, plus Talking Pictures and Technical Training in Voice, Diction, Make-up, Pantomime, Diacets, Dancing, Acrobatics, Characterization, Fencing and twenty allied study subjects. Special Courses for Teaching, Directing and General Culture.

EMINENT FACULTY. Write for Bulletin to SECRETARY BELL, 66 West 85th St., New York.

OLD PLAYS

Over 1,000 famous old Melodramas, Comedies, Farces, etc., fast running out of print, for sale at 25 cents each. Send for Free List of titles.

SAMUEL FRENCH

25 West 45th Street, New York.

WINDOW CARDS

IN FLASHY COLORS. We specialize in them; in fact nothing but Quick Service, Low Prices. Write for Big Free Catalog, showing several hundred stock designs in color.

BOWER SHOW PRINT 12 ADE STREET FOWLER-IND.

AMERICAN ACADEMY of DRAMATIC ARTS

FOUNDED IN 1884 BY FRANKLIN H. SARGENT

THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

SPRING TERM STILL OPEN

For Catalog address the Secretary, Room 145 D, Carnegie Hall, N.Y.

News of the Week

According to Clifford R. Powell, of the miscellaneous business committee of the New Jersey State Legislature, there is a very good chance of the censorship bill going thru. Provisions in the measure call for a viewing of all films to be shown in the State by a board composed of three people, one of them a woman. The bill will be reported very soon, and in the event it meets with favor it will be ready for final passage next week.

Now that RKO has negotiated for distribution of Walt Disney product, the former will not renew its contract with Van Beuren Cartoon for color subjects. Under the old agreement four more Van Beuren cartoons will be delivered and then the department may be closed. The decision has no bearing on Van Beuren product other than cartoons.

A movie *Mardi Gras*, managed by George Y. Henger, of Standard Theaters, Inc., of Oklahoma City, and participated in by all theaters in that area, started Saturday and will last for 35 days. In addition to feature films, there will be a medley of song and dance shows, girl revues, weddings on the stage, etc.

Richard Barry's suit against United Artists, Howard Hughes, Marshall A. Neilan, Joseph Moncure March and Caddo Company, Inc., charging infringement of copyright and requesting each of the above named to pay \$250 for every showing of *Hell's Angels*; was dismissed recently by United States District Judge William Bondy.

Tim McCoy's new contract with Imperial Films calls for eight pictures a year for a period of three years. It is possible that color will be used in some of the productions, which will be in charge of William Pizor and Clifford Sanforth.

The flood-stricken movie houses in the Pittsburgh district are almost back to normal, with most of the damaged theaters now operating as usual. Warners, having spent over half a million dollars to repair the flood-ravaged Stanley and Ritz theaters, reopened both houses on Saturday. Loew's Penn reopened on the same day, and the Harris-William Penn resumed operation last week. By next week both the Alvin and Fulton will be in operation again.

The State Theaters' \$440,000 damage suit in Lincoln, Neb., charging collusion and conspiracy against Fox, Universal, RKO, Warners, MGM, United Artists and Paramount, film distributors; Lincoln Theaters Corporation; J. H. Cooper, of New York, and Bob Livingston, Lincoln, exhibitors, was dismissed in Federal Court here this week without prejudice to further action.

The trial date had been set for April 27 and a rush is on now to get the sister suit for \$1,353,000 filed by Independent Theaters, Inc., ready by the May court term. Charges are that Indie and State controlled half the houses here, but the defendants had 90 per cent of the product.

A decision throwing the suit of Jacob Schreiber against Co-Operative Theater of Michigan and others out of court was handed down this week in the United States District Court. The ruling was given by William S. Sayres Jr., standing master in chancery, who has had the case under advisement for about a year.

The suit alleged restraint of trade on the part of the Co-Operative booking group, the Cohen brothers' circuit of (See *News of the Week* on 4th Col.)

THEATRE EQUIPMENT NEW & USED

MOVING PICTURE MACHINES, SOUND EQUIPMENT, SCREENS, BOOTHS, OPERA CHAIRS, SPOTLIGHTS, STERE OPTICONS, FILM CABINETS, PORTABLE PROJECTORS, M. P. CAMERAS, GENERATOR SETS, REFLECTING ARC LAMPS, NEWSREEL, REFLECTING FARE CARDERS, FILM CEMENT, TICKETS, MAZDA LAMPS AND SUPPLIES.

Everything for the Theatre
WRITE FOR FREE CATALOG "B"

MOVIE SUPPLY COMPANY
844 S. WABASH AVE. CHICAGO, ILL.

WANTED
Single or Double Dissolve Stereopticon with Arc Lamp. Give make, age, condition and lowest price. MAYFAIR, 5917 Market Street, Philadelphia, Pa.

"THE GREAT ZIEGFELD"

(MGM)

TIME—183 minutes.

RELEASE DATE not given.

PRODUCER—Hunt Stromberg.

PLOT—The life, sentimentalized, telescoped and toned a bit, of the glorifier of the American girl, together with an outline history of the shows he made famous—the *Follies*, the *Midnight Frolic*, etc. Starts with Ziegfeld managing Sandow, the strong man, and follows him thru his career as side-show impresario, all the way up. Start of *Follies* in 1907 gets attention and so does meeting with and publicizing of Anna Held. His marriage is detailed and his fluctuating financial condition. Broke, he makes his comeback and then four years later dies.

CAST—William Powell, Myrna Loy, Luise Rainer, Frank Morgan, Fannie Brice, Virginia Bruce, Reginald Owen, Ray Bolger, Ernest Cossart, Joseph Cawthorne, Nat Pendleton, Harriet Hoctor and others. Difficulties of portraying real personages beautifully surmounted. Powell excellent, the lacking Ziegfeld's bite. Loy somewhat submerged, but fine. Pendleton, as Sandow; Rainer, as Anna Held, and Morgan, as a rival producer, stand out. So does work of Brice, Bolger and Hoctor.

DIRECTOR—Robert Z. Leonard. A mammoth, amazing and magnificent job.

AUTHORS—Screen play by William Anthony McGuire. Considering the difficulties, a splendid piece of work.

COMMENT—The screen's top. Production numbers the most gorgeous yet filmed. Lacks humor, but stands as a typical ace Ziegfeld show. Three-hour running time passes before you know it.

APPEAL—Everyone.

EXPLOITATION—Countless obvious angles, all combining to make this a box-office sensation.

"THE SINGING KID"

(FIRST NATIONAL)

TIME—84 minutes

RELEASE DATE—April 11.

PLOT—Al Jackson, the Broadway singer, is the finest and best-hearted guy in the world, but his fiancée runs out on him and his trusted manager sticks him with a fortune in back taxes. Under the stress and strain his voice breaks, so he goes to the country, where he meets a sweet gal playwright and her little niece. With love and care his voice returns, but he loses the gal (momentarily) when there's a mixup as he tries to get her play produced. Everything's okeh, tho, when his next show opens.

CAST—Al Jolson, Edward Everett Horton, Allen Jenkins, Sybil Jason, Beverly Roberts, Lyle Talbot, Claire Dodd, Wini Shaw, Joseph King, Four Yacht Club Boys, Cab Calloway and his band and others. Jolson works like a Trojan, at best when he's trouping, tho his voice suffers by comparison with others. Little Miss Jason makes La Temple look like an amateur. Calloway excellent as ever, while Yacht Club Boys steal the picture with two numbers. Miss Roberts, a new ingenue find, is charming and lovely.

DIRECTOR—William Keighley. Effective and novel ideas for the production numbers and a pace that makes you forget there's supposed to be a story.

AUTHORS—Story by Robert Lord, Warren Duff and Patsy Flick. Musical numbers by E. Y. Harburg and Harold Arlen. The three guys who did what's called the story could just as well have spent their time sleeping, but the musical numbers are catchy and excellent.

COMMENT—Despite the "story," the musical sections and the personalities involved put it over nicely.

APPEAL—Musical addicts and general.

EXPLOITATION—Jolson and the Warner musical routine.

Film Consensus

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

Name	Favor- able	Unfa- vorable	No Opinion	Comment
Moonlight Murder (MGM)	6	4	6	"Ranks high in all departments."—Hollywood Reporter. "Good program picture."—Post.
Snowed Under (Warner)	7	6	7	"Pleasant program."—N. Y. Exhibitor. "Loud, witless and tiresome."—Times.
Boulder Dam (Warner)	7	5	7	"Good action and thrills."—Showmen's Trade Review. "Dullest of the month."—Herald-Tribune.
Comin' Round the Mountain (Republic)	5	0	2	"Good average Western."—Film Curb. "Should draw average trade."—The Billboard.
Song of the Saddle (Warner)	9	0	1	"Good Western."—N. Y. Exhibitor. "Excellent Western."—Showmen's Trade Review.
Lucky Terror (First Division)	0	1	4	"Okeh Gibson."—N. Y. Exhibitor. "Average Western."—M. P. Daily.
Fire Trap (Empire)	6	0	1	"Should interest patrons."—M. P. Herald. "Routine effort."—The Billboard.
Mystic Mountain (Lenauer)	1	4	2	"Beautiful mountain scenery."—M. P. Daily. "Beautifully photographed."—World-Telegram.
The Jester King (Capitani)	0	2	2	"Fair entertainment."—The Billboard.
Everybody's Woman (Novella)	0	2	1	"Draggy."—Variety.

Exhibitors' Organizations

MPTOA's New York conference with representatives of distributor companies is scheduled for Saturday, April 18, date of the current issue. Major distributors have already received invitations, and at the time of going to press high hopes were held that the meeting would be productive of better trade relations between exhibitors and distributors. Among those slated for the conference committee representing MPTOA are Ed Kuykendall, president; Charles E. Williams, of Omaha; O. C. Lam, of Rome, Ga.; Lewen Pizor, Philadelphia; Morris Loewenstein, secretary of MPTOA; L. C. Griffith, Oklahoma City; Jack Miller, Chicago, and Morgan Walsh, San Francisco.

Fred Wehrenberg, president of the St. Louis MPTO, which also includes Eastern Missouri and Southern Illinois, was instrumental in St. Louis battle which killed four bills harmful to the motion picture industry. The contemplated measures provided for two projectionists in theaters, a levy on rented product of one-tenth of a mill, doing away with standing-room admissions, and a cent tax on admissions scaled from 25 cents up.

Independent MPTO of Connecticut has a constitution and body of rules ratified in New Haven recently by members. The newly formed organization will soon hold a general discussion meeting to which one or more speakers will be invited.

Relief for victims of tornado-stricken areas in the South, particularly for those inhabitants of Tupelo, Miss., hardest hit of the ravaged areas, was to have been contributed by approximately 150 theaters by means of special showings Sunday, April 12, according to a decision made at the convention of MPTO of Arkansas, Mississippi and Tennessee. The action was decided by 150 attending exhibitors, presided over by M. A. Lightman.

Two plans by which members of Independent Exhibitors, Inc., New England unit of Allied, can save on their public liability insurance have been worked out. One plan calls for a straight 10 per cent reduction from manual rates based on seating capacity. The other plan calls for a 25 per cent reduction from manual rates, with the exhibitor settling all claims up to \$25 and the insurance company paying all claims above \$25 from the first dollar. These plans are based on seating capacity instead of admissions as most policies are now written.

NEWS OF THE WEEK

(Continued from 1st Col.)

opposition houses; some 10 exchange companies, including all but one of the national companies, and various individuals. It took some 30 days for evidence alone in court, but nothing had been heard of it for several months.

An important ruling, which had been expected, establishing or denying the right of exhibitors to book co-operatively, was not given, since the court ruled that the federal courts lacked jurisdiction, largely on the ground that it is not an interstate business that is affected.

Confirmation of the leasing of the United Artists Theater, Detroit, first-run house, by Loew's Theaters was given this week by Frank J. Downey, divisional manager for Metro-Goldwyn-Mayer. The new house will be taken over on August 1, 1937, when the present lease expires. It has been operated practically since its opening, about 1928, by the Publix group, now United Detroit Theaters.

No plans to add subsequent-run houses are known here. Loew has never had a local theater and the new move is looked upon by some as an invasion of a new territory in order to get an outlet for MGM pictures, altho no trouble in booking has been reported. A straight picture policy is anticipated for the theater, which has never housed a stage show.

"LITTLE LORD FAUNTLEROY"

TIME—100 minutes. (UNITED ARTISTS) RELEASE DATE—March 6.
PRODUCER—David O. Selznick.

PLOT—The story of this classic should be generally known, but for those who have forgotten it centers around a little chap of English and American parentage. Still in his early teens, a while after his father dies he is informed that he has inherited the title of Lord, and he and his mother go to England to his grandfather, the Earl. Latter is a grouchy individual who has no use for the lad's mother, but it takes the youngster to put warmth and friendliness into the old gent. Result is that the Earl does Boy Scout deeds and later on even takes the mother into his household. The lad's Lordship is threatened for a time by an impostor, but the ruse is soon discovered.

CAST—Freddie Bartholomew, Dolores Costello Barrymore, Henry Stephenson, C. Aubrey Smith, Guy Kibbee, Mickey Rooney, Una O'Connor, Eric Alden, Jackie Searl, Ivan Simpson, E. E. Clive, Constance Collier and others. Ideal casting, with Bartholomew and Costello brilliant in starred roles. Others glove-fit.

DIRECTOR—John Cromwell. Masterfully done and perfect throat, except for slow opening and melodramatic exposure sequence.

AUTHORS—Based on Frances Hodgson Burnett story, with screen play by Hugh Walpole. Excellent treatment.

COMMENT—One for the 10-best records, a picture produced superbly all around. All audiences will take it to their hearts, the ladies especially will enjoy a good cry.

APPEAL—General. More for adults, but it's real kid stuff, too.

EXPLOITATION—Play up the background of the story, its fame, etc. Plug Bartholomew and Costello, the latter on her return to the screen. Plenty of opportunity for an exploiter on the Fauntleroy type.

"A MESSAGE TO GARCIA"

TIME—84 minutes. (20TH-FOX) RELEASE DATE—April 10.
PRODUCER—Darryl M. Zanuck.

PLOT—Sent by President McKinley to deliver a message to General Garcia of the Cubans, Lieutenant Rowan encounters terrible difficulties in the jungle. He is aided by a renegade and deserter from the U. S. Army, Sergeant Dory, and by Lita, daughter of a murdered Cuban general. Krug, a mercenary employed by the Spaniards, endeavors to stop Rowan, finally capturing him when Dory unknowingly delivers him into his hands at what was formerly Garcia's headquarters. While Rowan is being tortured Lita is brought in from the jungle to watch his suffering, but both keep mum until Krug accidentally finds the message. Dory saves the day but is killed when he brings Garcia and his troops. The message is delivered.

CAST—Wallace Beery, Barbara Stanwyck, John Boles, Alan Hale, Herbert Mundin, Mona Barrie, Enrique Acosta, Martin Carralaga, Blanca Vischer, Jose Luis Tortosa, Lucio Villegas, Frederick Vogeding, Pat Moriarity, Octavio Giraud. Beery is his usual likable rascal in a hand-made part. Stanwyck lovely as the Cuban girl who speaks perfect English. Boles couldn't be bad in his part. Hale perfect.

DIRECTOR—George Marshall. A good job, providing plenty of suspense and good camera work in an obviously plotted affair.

AUTHORS—Screen play by W. P. Lipscomb and Gene Fowler, from Elbert Hubbard's essay and the book by Lieutenant Andrew S. Rowan. Quite a cosmopolitan crew for a sort of Latin-American de luxe Western.

COMMENT—Better than average meller, with names to insure draw.

APPEAL—Family.

EXPLOITATION—The three starred players and the historical incident.

"SMALL-TOWN GIRL"

(MGM)

TIME—89 minutes. RELEASE DATE—April 10.

PRODUCER—Hunt Stromberg.

PLOT—Kay, fed up with small-town life, goes out with a half-drunk lad on his way back from the Yale-Harvard game and ends up married to him. To avoid scandal it is decided that they stay together for six months while the lad's former fiancée travels. Kay really falls for the lad after a cat-and-dog start, but he still sticks to the former flame. Kay helps him in his work, etc., but when she sees it's useless she goes away. So he comes and gets her and they stay married.

CAST—Janet Gaynor, Robert Taylor, Binnie Barnes, Andy Devine, Elizabeth Patterson, Frank Craven, James Stewart, Isabel Jewell, Charles Grapewin, Nella Walker, Robert Greig, Edgar Kennedy, Willie Fung and others. Gaynor surprisingly good in a role that avoids some of her usual saccharine. Taylor unpleasant. Rest okeh, with Fung, an Oriental, stealing a large part of the picture.

DIRECTOR—William A. Wellman. Okeh in the lighter sequences but too detailed for the featherweight material.

AUTHORS—Screen play by John Lee Mahin and Edith Fitzgerald, from the novel by Ben Ames Williams. Hokey made generally amusing by the playing and direction.

COMMENT—Pleasant but too long. Cutting for the nabes will help it.

APPEAL—General.

EXPLOITATION—Gaynor, Taylor and the novel.

"THE UNGUARDED HOUR"

(MGM)

TIME—88 minutes. RELEASE DATE—April 3.

PLOT—The wife of a rising young prosecuting attorney gives a black-mailer money for letters her husband once wrote to the blackmailer's wife. While doing it she becomes an important witness in a murder trial, being the only one who can alibi the guy her husband's convicting. Meanwhile her husband is implicated in the murder of the blackmailer's wife. At the last moment the gal clears the man on trial, and her husband is exonerated when the blackmailer is tricked into giving himself away as his wife's murderer.

CAST—Loretta Young, Franchot Tone, Lewis Stone, Roland Young, Jessie Ralph, Dudley Digges, Henry Daniell, Robert Greig, E. E. Clive, John Buckler and others. Young and Tone, in the midst of an English cast, seem ridiculously out of place, the more so since they give woefully bad performances. All others okeh and then some—but Daniell, as the blackmailer, calmly tucks the picture under his arm and walks off with it.

DIRECTOR—Sam Wood. Has achieved some amazingly effective results from impossible material.

AUTHORS—Screen play by Bernard Merivale from a play by Ladislaus Fodor. Fodor, as usual, turned out a hunk of highly polished tripe. The adaptation did little or nothing with it, being incoherent and disconnected.

COMMENT—Saved by the direction and subsidiary performances.

APPEAL—Those who can be interested in what's going on at the moment, without bothering about its merits as a whole.

EXPLOITATION—Names. Play up Daniell as a new screen personality. He's tops.

"GIVE US THIS NIGHT"

TIME—73 minutes. (PARAMOUNT) RELEASE DATE—March 7.
PRODUCER—William LeBaron.

PLOT—Antonio, fisherman, is befriended by Maria and Bonetti, singer and composer, and given a chance to sing in a new opera. The yodelers fall in love, but Antonio steps out of the way when he learns Bonetti also loves the girl, taking a powder the eve of the opera. His mother, who previously had opposed his going because her husband, also a tenor, had deserted her when he became famous, prods her son into returning. The opera is on when he returns, but he forces the flop tenor to give him his costume, rescues the opera.

CAST—Jan Kiepura, Gladys Swarthout, starred. Philip Merivale, Alan Mowbray, Benny Baker, featured. Michellele Burani, William Collier Sr., Sidney Toler, John Milern, Mattie Edwards, Chloe Douglas. Singing okeh. Mowbray fair as the washed-up opera star. Merivale nicely repressed as the elderly composer. Sidney Toler swell in a comic opera bit as a policeman. Benny Baker has nothing to do and does it as usual.

DIRECTOR—Alexander Hall. Hall didn't muff an opportunity to get in a song. Spoils the picture, which would have been bad enough anyway.

AUTHORS—Screen play by Edwin Justus Mayer and Lynn Starling. Music and lyrics by Oscar Hammerstein II and Erich Wolfgang Korngold. Story okeaks with age and humdrum. Music from *Il Trovatore* (Verdi) is still swell.

COMMENT—Kiepura sings at sea, while fishing, sailing, hauling in nets and anchors, while in jail, while eating, running, wading, dressing, taking exercise, rehearsing. In fact, he sings so much that the customers will want to scream and walk out. Miss Swarthout's voice is good. Typical hack stuff.

APPEAL—Singing lovers.

EXPLOITATION—The stars.

"GENTLE JULIA"

(20TH CENTURY-FOX)

TIME—64 minutes. RELEASE DATE—April 3.

PLOT—Julia, the town belle, is sought in marriage by an unscrupulous lad who wants her money, but her young niece favors the local boy who runs the village paper. The niece, thru various harum-scarum tricks, manages to show up the phoney, and the right boy gets the gal.

CAST—Jane Withers, Tom Brown, Marsha Hunt, Jackie Searl, Jackie Hughes, George Meeker, Harry Holman, Hattie McDaniel and others. Withers cute thruout and in flashes amazingly good. Hunt, a pretty and charming lass, looks something like Lillian Gish did years ago. For the rest, the kids take the play away from the adults.

DIRECTOR—John Blystone left it a series of disconnected comedy episodes, which was probably the best thing to do in view of the material, particularly since he handled the comedy so well.

AUTHORS—Screen play by Lamar Trotti from the novel by Booth Tarkington. Emphasis has been placed entirely upon the kid, with the title character emerging as simply a pretty stooge. It's okeh this way for laughs tho.

COMMENT—The series of little comedy episodes make for constant fun, even tho the story is so weak as to be at most non-existent. You forget the latter because of the way the comedy is played up in its excellent handling.

APPEAL—Family trade heavy.

EXPLOITATION—Withers, the book and certain of the comedy situations.

"O'MALLEY OF THE MOUNTED POLICE"

(20TH-FOX)

PRODUCER—Sol Lesser.

TIME—59 minutes. RELEASE DATE—March 27.

PLOT—Routine number X2 for oat operas. This time George O'Brien, as a Mountie, joins in with a gang of muggs to try to catch the murderers of another Mountie. He falls in love, has the usual entanglements and winds up safe and sound, with the outlaws in the calaboose.

CAST—George O'Brien, Irene Ware, Stanley Fields, James Bush, Victor Potel, Reginald Barlow, Dick Cramer, Tom London, Charles King, Olin Francis, Crauford Kent. Customary Western acting. Potel recently played in another picture in which his part was almost identical.

DIRECTOR—David Howard. Formula. Even the usual good open scenes missing.

AUTHORS—Story by William S. Hart. Screen play, Dan Jarret and Frank Howard Clark. One of the oldest Western stars writes one of the oldest themes for a present-day oat star.

COMMENT—Picture probably ran under \$20,000 as to cost and will, like all O'Brien starrers, mop up the Western biz.

APPEAL—Male chumps.

EXPLOITATION—O'Brien and his shoulders.

"THE MYSTERIOUS AVENGER"

(COLUMBIA)

TIME—55 minutes. RELEASE DATE not given.

PLOT—Ranny Maitland, a Texas Ranger, is detailed to clear up a nest of cattle rustlers in Medicine Springs. Simultaneously he receives a note from his father, whom he has not seen for years, asking aid in a similar situation in the same locality. Arrived on the spot, Maitland finds that his father has just been mysteriously killed while in conference with Lockhart, another rancher. The substance of the conversation revolved around the fact that both men, who had previously accused each other of stealing cattle, were admitting they were wrong. Nevertheless Lockhart is jailed on suspicion of murder along with his son, who, thru the villainies of the real killer and rustler, Brophy, is made to appear responsible for the missing cattle. Ranny proves the innocence of father and son, marries the daughter and accounts satisfactorily for Brophy.

CAST—Charles Starrett, Joan Perry, Wheeler Oakman and Hal Price. Uniformly bad.

DIRECTOR—David Selman. A minor effort.

AUTHORS—Screen play by Ford Beebe from the story by Peter B. Kyne.

COMMENT—Horse opera without distinction.

APPEAL—May get by in the usual channels.

EXPLOITATION—Obvious routine job.

Hirst Riled at BAA Ruling On Routing of Corio Show

Claims unfairness—closes the one-nighters—BAA denounces complaint—reveals reasons for its stand—Hirst seeks redress, refers matter to attorney

NEW YORK, April 11.—Following many minor disputes between the Burlesque Artists' Association and the Independent Burlesk Circuit this season, a major controversy arose this week when Issy Hirst, head of the circuit, accused the actor organization of being unfair in its demands. His accusation was directed at a ruling made on the Ann Corio show, *Girls in Blue*, which ruling, he claims, necessitated his discontinuance of the Pennsylvania one-nighters on the wheel. On the other hand, the BAA reveals that Hirst has no cause for complaint, and that its actions in this matter were guided by a sense of fairness to its performers and a regard for the regulations of its organization.

The Corio show laid off this week after playing Philadelphia instead of moving right on to the one-nighters, which now comprise four instead of six days. And the show was informed during its layoff that there was a possibility also of going into the Variety, Pittsburgh, which was expected to be reopened tomorrow. Hirst claimed that the flood brought about this change in the routing of the show, and that he sought to co-operation of the performers since they had already played the other dates on the wheel.

The BAA claims that the flood had nothing to do with the layoff, and that it seemed that the one-nighters were trying to avoid Holy Week. Furthermore, that the Corio show got its notice, and that it could not be reopened unless it had two consecutive weeks to follow, which at the time was not indicated. It was said later that Hirst was supposed to have received definite word that the Pittsburgh house would be reopened.

The Orpheum, Reading, and the Lyric, Allentown, are the two-day stands on the one-nighters that have been closed. Williamsport and Mahanoy City have been closed since the flood. With this change in schedule the Pittsburgh house is to reopen tomorrow with the *Legs and Laughter* show, including Vic Plant, Billy Foster and Dolly Dawson in the cast.

Hirst claims that he is turning this matter over to his attorney. He made several attempts this week while in New York on Tuesday to bring about a change in the BAA decision.

NADJA

BURLESQUE'S BYWORD

for
Diversified and Outstanding Talent
and
Bigger and Better Business

"VIRGINIA" WOODS

The Golden Girl With the Golden Voice.
Burbank Theatre, Los Angeles, Calif.

MARY WOODS

THE VERSATILE SENSATION.
Burbank Theatre, Los Angeles, Calif.

JEANNE PARDOU

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

MAC DENNISON

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

BILLIE BIRD

CALIFORNIA NIGHTINGALE.
Dances, Talks, Strips and Plays Guitar and Clarinet.

AL LE ROY

Back East and Doing Straight.
Direction—NAT MORTAN.

BOOTS BURNS

THE GAL FROM DALLAS.
A New Independent Circuit Sensation.

NELLIE CASSON

Stripping, Singing, Talking, on the
Indie Cirk—Dir. PHIL ROSENBERG.

EDDIE LAMARR

JUVENILE BARITONE.

"ESTA-ALJA"

SINGING—STRIPPING—TALKING
Direction—DAVE COHN.

Court Pans Burly In Award Decision

BOSTON, April 11.—The Massachusetts Supreme Court this week upheld a lower court's award of damages of \$2,500 to Fofa Louka, Greek tragedienne, for unprivileged display of her photograph, against the Park Entertainments, Inc., which operated the Park Theater, burlesque house. The Minsky-Weinstock firm of New York was interested in the theater. In upholding the award the court defined tragedy and burlesque.

The court stated "tragedy is the highest type of dramatization, and the tragedienne is the highest type of the acting profession," but on the other hand "burlesque is not art and is not acting. Burlesque means scanty costumes for the chorus, too scanty"

Burlesque Reviews

Republic, New York

(Reviewed Tuesday Afternoon, April 7)

Burlesque in the Minsky-Hirst manner, as the Republic presents it this week, is undisguised burlesque, that is to say it is not camouflaged by a barrage of girls. Mostly dialog and spicier than a tamale, with sufficient strip numbers and girl picture flashes to build it into a production. The Hirst show this week is *Footlight Flashes*, while the Minsky house principals are Margie Hart, George Broadhurst, Pat Patee and Betty Jayne Rowland.

Footlight Flashes goes to town on its dialog, but in all is a nicely produced show. At this showing has but two strip gals. Rest are comedy and song and dance production people. Rags Ragland and Maxie Furman are the comics, a pair of boys who are skillful laugh workers, knowing just how to dish it out for the burlesque audiences. Ragland has always been one of this re-

viewer's favorite comics, and Furman is quite a hand at it himself, also doubling at eccentric stepping.

The comics are cleverly fed by Bert Grant, an ace straight man. He's got the appearance, the speaking voice and the knowledge of bits. Franklyn Hopkins, who sings the show in mild fashion, doubles as bit feeder also. In addition, there are two talking women, Alma Maiben and Dolly Hendricks, both doing clever work.

Maxine De Shon is the show's feature, and she's gorgeous. Tall, blond and beautiful, she makes a lovely picture in her strip number, and what's more she sings a song good enough to be in the front prim ranks. For hotcha in stripping, there's Boots Burns, a dynamic Texan, who does good work and sort of shocks the folks with her song.

Marvin Lawler, a young lad recently seen at the Apollo next door, is the show's specialty, doing very clever tap (See *Burlesque Review* on opposite page)

Burly Briefs

COO-COO MORRISSEY went into the Gaiety, New York, Friday in place of George Murray for one week, as Al Pharr is returning. . . . Jack Ryan closed Thursday to make way for John Head, who was engaged several weeks ago. . . . Billy Fields has regained his health, opening Monday in Baltimore with a Hirst unit. . . . He commuted last week between Camden and Philly for rehearsals. . . . Charles (Red) Marshall held what he termed his 16th birthday party last Wednesday at the Theater Grill in Union City, N. J. . . . Dyna (Mite) Dell, the California stripper, replaced Markie Wood at the People's, New York, last Friday.

ESTA ALJA closed Sunday at the National, Detroit, after a six-week run and headed for New York for some Dave Cohn bookings. . . . Honey DuVall closed at the Gaiety in Detroit Friday. . . . Court action has been started against the motorist who recently in-

Two New Shows Start Out on Tour of Indie

PHILADELPHIA, April 13.—The Independent Circuit sent out two new shows today, one opening at the Howard, Boston, and the other at the Gayety, Baltimore. The Boston show includes Frank Silk, Hinda Wassau, Billy Wallace, Johnny Cook, Milt Bronson, Ted Blair, Dolores Weeks, Ginger Sherry and Arlene Dale.

The Baltimore show comprises Billy Fields, Mike Sacks, Connie Ryan, Alice Kennedy, Anna Smith, Mae Brown, Patricia Morgan and Herb Leipzig.

Casino, Toronto, Slated To Open April 27

DETROIT, April 11.—Jim Bennett, burlesquer, is scheduled to open April 27 at the newly built Casino Theater, Toronto, Ont., with a policy described as musical revue rather than burlesque. The house will have a stock policy, Bennett said. He will produce the show for the Allen Theaters, Ltd., and Ella Sears (Mrs. Bennett) will produce the numbers.

Bennett is assembling a line of 16 girls here. Six principals will be used in addition to Bennett. Those signed so far include George Schiller, now producer at the National Theater here; Bobby Vail and Iona O'Donnell.

Four acts of vaude on a full-week basis will be used, booked thru Jack Dickstein, of the Gus Sun Booking Office here.

N. S. BARGER, burlesque theater and show operator in Chicago, was a New York visitor April 6 week in deep daily consultations with the Wilners and producer Allen Gilbert.

U-Notes

By UNO

CHARLES (RED) MARSHALL and Murray Leonard, with *Going to Town*, Indie show, have offers for Rialto, Chicago, along with Louis Stewart, in June from Milt Schuster; for Atlantic City from Max Quitner; for Hollywood, Calif., from the Minskys, and for England from agent Frank Belmont, but will make another tour of the Hirst wheel after May 2.

JUNE CARROLL, sister to Joan, now with Minsky shows, and Jean, who married recently and retired, soon to emerge from the chorus to shine as a new stripping principal.

TOMMY RAFT, comedian, and Gus Schilling, character man and stage director at the Star, Brooklyn, stopped shows all week of April 3 with a specialty consisting of guitar playing, dances and gags.

ADRI ANN (Valentine) has changed the name of her new night-club venture in Youngstown, O., from the Penthouse to the Adriana.

PHIL SILVERS, comic with *High Jinks*, Indie show, is mourning the loss of his dad, who died in Brooklyn March 24. Ditto Lonnie Parker, chorine with the same show, over the loss of her mother in Chicago the same week, and Germaine Hevey over the loss of her mother, who passed away in Plymouth, Eng., also in the same week and all during the Worcester engagement. This is the same show in which Buddy Wade, another chorine, was burned to death a few months ago when her costume caught fire.

ZONIA DUVAL effected a new style of hairdress at the Eltinge, New York, last week. She calls it a Grecian pompadour.

EDDIE LYNCH, because of his proficiency in the producing of *Life Begins at Minskys*, first as a Miami Beach attraction, then as a presentation unit, is to produce two other units for vaude.

MARGIE PENNETTI and Frankie Clark, two former burlesque topnotchers, have, like Marian Baum and Anna Fink, taken over a kitchen concession in a bar-grill. Theirs is on West 46th street, while the other is on West 45th street, New York.

HARRY (STINKY) FIELDS, comic, has a hobby of collecting backstage props. His collection at home is like a Minsky storehouse.

MOTHER ELMS, the backstage solace to all performers in burlesque in Greater New York houses, who will have reached the age of 99 May 20, lost her pocketbook last week in a 42d street, New York, crosstown car. The bag contained all she owned, including a \$10 bill and a letter from Ann Corio sent her a few years ago when Miss Corio first reached stardom and which Mother Elms had treasured and saved ever since. Gaiety Theater, New York, management and employees, front and back, contributed enough to send Mother home smiling.

AL GOLDEN JR. replaced Bob Rogers, who in turn replaced Jimmie Francis, of Bartel and Francis, in *Going to Town*, Indie show, recently. Same cast had Murray Lewis comicking opposite Charles (Red) Marshall the last three weeks in place of I. B. Hamp, who re-

(See U-NOTES on opposite page)

LILLIAN DELMAR

TALENT PLUS SEX APPEAL.
Always a Show Stopper.

NEW—NEW—NEW DYNA (MITE) DELL

The Hill-Billy Grooning Stripper.

NEW IN THE EAST TOMMY RAFT

ECCENTRIC COMEDIAN.
Also Plays Instruments, Sings and Dances.

JEAN DELMAR

The Million-Dollar Personality Stripper.

Tab Tattles

CHARLES (KID) KOSTER, who closed a long season in advance of Walter Huston's *Dodsworth* at the Taft Theater, Cincinnati, recently, is now out ahead of *Going Hollywood*, which showed the Shubert, Cincinnati, last week. The Kid is all set for an advance post with *The Great Waltz* when it hits the road out of Chicago in the fall. Koster is well known in the tabloid field. . . . Willma (Willie) Horner, who deserted the tab ranks some five years ago to become a principal woman in burlesque, cheered us with several visits to the tab desk last week. Miss Horner left the Queen City Thursday for Cleveland to open for George Young at the Roxy Theater Friday. Willie is gradually getting back to fighting weight, following the long layoff occasioned by injuries sustained in a bad fall at a Boston theater more than a year ago. . . . Pedro and Luis, for the last 15 months with *45 Minutes of Broadway*, lost all their wardrobe recently when making the jump from Endicott, N. Y., to Paterson, N. J., when their trunk fell off the top of a bus. . . . Frank and Earl Taylor's *Oa-La-La Continental* has just been given some time by Frederick, of Kansas City and Cleveland. Show has been out a year without closing. Company is still headed by Buddy Lake, who was with the troupe at the opening. . . . Nat L. Royster's new unit, *The Serenaders*, meeting with success in the Pennsylvania country, opens for Bob Shaw, of the Sun office, at the Indiana Theater, Richmond, Ind., April 25. Shaw has the company set for 30 days in Ohio and Indiana. . . . Union trouble has closed the Palace, Jacksonville, Fla., which has been playing tab units three days a week. Musicians' union demanded that the house employ three to four local musicians as "stand-ins" whenever a stage unit played. As the units carry their own stage band of from five to six pieces, the Sparks interests contended that there was no place in the show for the local musicians and declined to submit to the union's demands. . . . Owen Bennett is routing *Jolly Jesters* thru the South. In the outfit are Jack Gregory and Company, Collins and Anita, Jerry Manning, the DeLane Sisters, Margery Marr and the King's Jesters ork. . . . Gordon Dewey, in advance of Paige & Crider's *Capers of Mirth*, is piloting the troupe toward the New England States for the summer. Show opens on the fairs for Bob Shaw, of the Sun office, in August. Featured with the unit are Paige and Jewett, comedy unicyclists; Hal and Raby Crider, novelty knockabout and acrobatic turn; Grace Neal, blues singer, and Eileen and Martha, sister team. . . . Featured with Jimmy Hodges' *Miami Nights*, currently in Pennsylvania territory, are Nina, bubble dancer; Jerome and Bozo, acrobatic novelty duo; the Carrolls, knockabout act; Charles Shaeffer and Company, dancers; the Phillip Morris Trio and the Gene Postalwaite Orchestra.

OUR good friend Mack D. Ferguson graciously shoots us a column from down yonder in the Carolinas, which, besides giving the news from down that way, will bring many pleasant memories and not a few laughs to some of the oldtimers in the tab business. Writing from Charlotte, N. C., under date of April 5, Mack reports: "Still on John R. Van Arnam's *Uncle Ezra Jones*' unit and no closing date in sight. Business has been exceptionally good all the way from Maine to Miami and back. We hardly know what it means to lay off even a day. So I often have to pinch myself to see if it's really true. Have been out since May 12. . . . While playing Spartanburg, S. C., recently we ran across Harry (Red) Corley and wife, Marie; also Buford Maxwell. Red and Marie had us out to the house for a feed and then paid us a visit at our hotel. We put Henry Prather and wife, Elizabeth; Chuck Morrison and Pat and Mickie Gallagher on the pan and gave them a good going over. . . . We recalled the time the writer ate all of the Gallaghers' beans while Pat was busy fixing up another little matter. . . . Then we remembered the birthday party Pat and Mickie gave for their daughter, Lana Lois, in Onancock, Va., and how Bert Melville drank too many cups of Mickie's 'lemonade punch.' Bert was trying to get the 'Senator' in condition for his stump speech, but had to call

for cold towels before the 'Senator' got warmed up. . . . Right here let me give you the recipe for Mickie's 'punch' in case you ever need a mild drink for an afternoon tea. Here tiz—one-quarter lemon, one spoon of sugar, one Coca-Cola; mix with three gallons of Eastern Shore moonshine; serve in iced-tea glasses. . . . Forgot to say that Red Corley has his own band in Spartanburg, playing at one of the night spots on week-ends, but believe Red and Marie's ears are itching for the sound of 'half hour.' . . . Many of Bud Davis' friends will be interested to know that Bud is now connected with the Martin Theaters, Inc., in Columbus, Ga. When our unit toured the Martin Circuit recently Bud was with us with the exploitation truck, letting the natives know that *Uncle Ezra Jones* was in town. Bud was formerly with many well-known shows, including Reno's Funmakers and Johnnie J. Williams. He is now living on a steak diet, is married and the father of a fine boy. . . . In Salisbury saw Boots Walton, who is to be with the Rubin & Cherry Exposition this season. . . . Here in Charlotte had dinner with the well-known agent and promoter Bert Melville, referred to before in these items. Bert is now ahead of *Greenwich Village Follies*, current in Ohio territory, but starting soon on a trek south. . . . Earl Martin would like for it to be known that he is personal representative for Billy T. Hall while the latter is in Southern territory. This is in addition to his other duties as tenor with our unit and chief 'lobby punster.' . . . You folks who know him perhaps won't believe it, but Dome Williams is watching his waistline and refusing, quite often, to partake of the cup that cheers. . . . In closing, will say that I will have to have further proof that Henry Prather is on the wagon. . . . Dome Williams wants to know if Paul Workman still insists on turning over beds and wrecking rooms in general when on a friendly visit."

Fire Closes Hurley, Kilch in Bad Shape

LOUISVILLE, Ky., April 11. — Fred Hurley, whose Gayety Theater here was badly damaged by fire last Saturday night, has given up the idea of transferring his company to the Drury Lane Theater, this city, due to the fact that it would have taken him at least two weeks to get the house into shape. As it is, Hurley has always concluded his local burlesque season a day after Derby Day, which this season falls on May 2. Hurley, however, may take the Drury Lane for next season. Joe Kilch, straight man, who was badly burned about the face, arms and body in the fire which completely destroyed the Gayety stage, is confined at St. Anthony's Hospital here in a serious condition. It is doubtful if he will ever work on stage again. For a time this week it was feared that he would succumb to his injuries. It was also thought that he might lose his eyesight, but doctors say his sight will not be greatly impaired.

Hurley lost all of his equipment in the fire. Part of it is covered by insurance. It is doubtful if the house will be rebuilt.

Worcester To Fold With Indie Shows

WORCESTER, April 13.—The Worcester Theater here folds with its burlesque policy after playing out this week. Its closing will have marked a four-week run of Independent Burlesque Circuit shows, the starting date having been March 23.

Prior to getting the Indie shows, the house had a brief run with stock, which followed in the road shows of early this season.

Managers Seek To Strengthen EBMA

NEW YORK, April 11.—The Eastern Burlesque Managers' Association met Thursday night here, with H. K. Minsky, president, calling and presiding over the meeting. Sam A. Scribner, honorary chairman of the group, is at present in Pinehurst.

It is understood that the meeting was called for the purpose of keeping the organization together, to devise some plan for making it a 100 per cent organization. The report is that the group seeks the co-operation of the Burlesque Artists' Association, along the lines of not permitting performers to work in theaters not affiliated with the EBMA.

BAA To Hold Charity Ball June 14 in N. Y.

NEW YORK, April 11.—The Burlesque Artists' Association, striving to establish a benevolent fund for its membership, has decided to get it under way by holding a ball tentatively set for June 14 at the Manhattan Opera House here.

The organization has been called upon many times since September to do charitable deeds for needy members, and the June affair will be the start of an attempt to take care of needy performers.

BURLESQUE REVIEW—

(Continued from opposite page) dancing. He'll be yanked from burlesque before long. His stepping is A-1 and besides he's a good-looking boy. He does two numbers, both registering big.

As to the house principals, Broadhurst handles one spot in grand style and goes over big. He does a bit and then swings into his eccentric rhythm routine. Miss Hart, a favorite here, is another lovely bit of femininity, doing her disrobing act very tastefully and with much class. Miss Patee, recently at the Paradise Restaurant, does several production dances cleverly and also does a disrobing turn very nicely. Then there's Miss Rowland, a cute lass, who strips okeh and socks in addition with a tap on toe routine.

The 15 chorines work hard and nicely, outstanding in one number, where Furman calls on a couple to do specialties. The dark-haired kid sings a nice song. The five showgirls do their parading very effectively, adding to the color of the show.

Running time clocked at an hour and 32 minutes this matinee.

SIDNEY HARRIS.

Rialto, Chicago

(Reviewed Friday Evening, April 10)

This house is celebrating its first anniversary this week under the direction of N. S. Barger, who previous to taking over its operation managed and conducted the destinies of the Star and Garter Theater here, a house that was known far and wide in burlesque circles and is now closed.

Consistently good shows have been the rule here rather than the exception and both Barger and Fred Clark, his producer, have strived to constantly improve each weekly production. It is well to repeat here that Clark has accomplished miracles on the Rialto's small stage with effective use of scenic and lighting tricks, and Ida Rose's 18-girl chorus is now one of the liveliest and best looking lines in these parts.

Among the performers who have been here since the house opened with a burlesque policy are those two assassins of grief, Charlie Country and Kenny Brenna, and there are no funnier burly comedians extant; Jack Buckley, one of the best straight men in the

business; Buster Lorenzo, tenor, and Ada Leonard, featured strip artist.

After the opening number, which featured the chorus in pastel shades of cellophane costumes, a comedy scene, "Hello, Bill," utilizing Lorenzo, Brenna, Countess Alabasi, Jack Buckley and Dorothy Sevier, got lots of laughs. This was followed by another chorus routine and the old tried and true comedy scene "Promotion," with Country, Buckley and Sevier.

Marjorie Lee, a newcomer, was next with a fair strip number. She has the equipment but somehow doesn't effectively make as much use of it as is possible.

Sandwiched between scenes and production numbers were several specialty acts, among which were Irene and Martha, with a high-kick acrobatic routine; Nelson's boxing cats, a three-round bout between two felines and their fine perch and balancing act.

Among the production numbers were an organ scene, in which Buster Lorenzo sang *The Lost Chord* and *Song of Songs*; a drill with glittering shields by the chorus, which led up to a chain dance of Oriental flavor by Grisha, and "The Easter Parade," which was the buildup for Ada Leonard's strip specialty, done to the tune of *Song of India*.

Comedy scenes included "Joe the Bartender," by Country, Brenna, Sevier and Buckley; "Crazy House," with Brenna, Jackson, Marjorie Lee, Lorenzo, Alabasi, Buckley and Country, and "How Could You Do It?" with Brenna, Country, Harry Jackson, Lee, Alabasi and Sevier. All got a good share of laughs.

The finale made effective use of colorful set pieces and brought back Irene and Martha for a cigaret-out-of-the-air bit and a modernistic dance. Jack Buckley sang and Countess Alabasi contributed a hip-waving routine, with all on stage for the close.

F. LANGDON MORGAN.

U-NOTES—

(Continued from opposite page) turned April 12 at Minsky's, Brooklyn, after a pneumonia battle. The bits in the show allow Phil Stone, tenor, to comedie via stuttering character. Dolores Dawn leaving for a Paradise Restaurant (New York) engagement, to start April 27.

LOUISE STEWART, after being birthday-gifted by Murray Leonard with Chelsea fox fur neckpieces, opened April 9 in Buffalo at the Palace for Dewey Michaels as extra attraction on a fortnight's engagement.

HERMAN FERBER, when *High Jinks*, Indie show, disbanded April 18 at the Republic, New York, entrained immediately for the Roxy, Toronto, where he opens April 19 as character singer and book pro via a contract that keeps him there until July 1. In the cast will be Inez Marvin, Hello Jake Fields, Billy Ainslee, Kay Lopez, Billy DeShawn, Frances Parks and others.

VIRGINIA ROBERTS, who closed for Jack Kane at the Colonial, Indianapolis, March 13, has jumped into Los Angeles after vacationing for several weeks in Portland, Ore. She is slated to begin an indefinite engagement for the Daltons at the Follies, Los Angeles.

BURLY BRIEFS—

(Continued from opposite page) at the Palace, Buffalo, April 16. . . . Dorothy Dee, who just closed a six-week engagement at the Roxy, Cleveland, opened at the Gayety, Minneapolis, April 11. . . . June Rhoades closed at the Gayety, Minneapolis, April 10. . . . Evelyn Cushway closed at the Gayety, Detroit, April 9. . . . Rance and Gordon opened at the Roxy, Cleveland, April 10, booked by Milton Schuster.

WANTED TALENT

WANT AT ONCE—Young Girl Dancer for Specialty. Must be good looking and have good shape. CAN USE good Comedian, Comedy Juggler and other Single Novelty Acts. Also young, good-looking Chorus Girls. Write: tell all. Photo if possible. GENERAL AMUSEMENT CO., 34 West High Street, Springfield, O.

WANTED SISTER TEAM

With Specialties, GIRL SINGER who yodels, TENOR SAX doubling Clarinet, SOUBAPHONE, ACCORDION doubling Brass. Versatile People write. Send late photo. Tent Show, Opens May 12. J. R. VAN ARNAM, 521 Onelda Street, Syracuse, N. Y.

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14.

The advertising rate of 50c an agate line remains unchanged.



IN THE March 21st stanza of this column discussion was revived of the matter of membership card interchangeability among the actors' unions affiliated with the Associated Actors and Artistes of America (Four A's). We promised to print from time to time comment on this article received from the heads of the various unions. In the April 4th issue appeared excerpts from the very enlightening statement made by Elizabeth Hoepfel, president of the Grand Opera Artists' Association. Miss Hoepfel put herself on record as being in favor of a vertical union to cover all branches and crafts connected with the show business. This week we present, exactly as penned, a statement from the grand old man of Equity and the Four A's, Frank Gillmore. It is a source of keen disappointment to this protagonist of the movement to verticalize the union setup that Mr. Gillmore studiously avoids any reference to this phase of an important problem in unionization. Perhaps at some time in the near future Mr. Gillmore will be prevailed upon to favor our readers with his views on a vertical union for the amusement industry.

Says Mr. Gillmore for the nonce:

I greatly appreciate the spirit of your article in The Billboard dated March 21st, but I venture to suggest that it is not a complete picture.

Let us take the case of the actor you describe "whose easily adaptable talents make it possible for him to work several months in a legit show, swing over to vaudeville for what is these days a very brief jaunt; then maybe a few weeks making a picture, and completing the cycle by a string of engagements in night clubs." I fear I cannot grieve too deeply over the charges which any such talented artist would have to meet for dues to the various organizations he must join. They are as follows: Equity, \$18; American Federation of Actors, \$12 or \$1 a month; Screen Actors' Guild, \$30—but this last amount is cut in two because the Guild pays his dues to Equity while he remains within the Guild's jurisdiction.

Therefore the grand total is \$45 a year. And for that sum he is helping to protect actors and, incidentally, himself in many fields. Even that amount can be reduced by securing Honorary Withdrawal Cards. For instance, he will not have to pay anything to Equity and to the Screen Actors' Guild while he is in vaudeville and night clubs; that is, if he remains there for any period of time. But even if he pays it all the greatly talented actor in question is not being unduly taxed since his salary is not contemptible and I venture to remind you that there are some unions whose annual dues are even larger than the total mentioned above. To the best of my knowledge and belief, the initiation fees of the three combined unions amount to \$80, but this is paid only once.

We disagree with Mr. Gillmore when he contends facetiously that "the greatly talented actor" does not deserve the sympathy of unionists with their eyes towards the future. The organizations combined in the Four A's should employ every resource to encourage 100 per cent affiliation on the part of actors whose talents make it possible for them to swing with ease from one field to another. These are, indeed, the strong talent factors of tomorrow. To lose their sympathy and consistent loyalty is to burn bridges in advance of the actors' march to a brighter, more secure future. It is up to the various organizations rather than the individual actor to become adjusted to new conditions with regard to the increased need for interchangeability of membership cards. The case of an actor who can switch with ease from films to vaude to legit and night clubs is not quite as uncommon as possibly Mr. Gillmore would lead us to believe. There are many actors who fit into this category but union circles do not hear about them as regularly as expediency dictates because the average actor does not join a labor union unless he is practically forced to do so by binding union agreements made with those who hire him. In other words, Equity, with the legit field in its lap neatly sewed up, cannot possibly see as clearly as it should the plight of such organizations as the Screen Actors' Guild and the American Federation of Actors, new projects that are far from being entrenched in their respective fields and that need the helping hand that only the Four A's can give them. It is our contention in regard to the Guild that altho it is under the protecting wing of Equity it has to eat for two stomachs, its own and (to mix metaphors) the tall swinging its horse back in the East. Whatever advances have been made by the AFA can be chalked up to the resourcefulness and energy of its officers rather than to its affiliation with the Four A's. In other words, the labor setup in actordom today is to be compared to oarsmen pulling their own oars in their own boats rather than a crew working rhythmically together in the same boat. The Four A's can borrow a few tricks from the recently merged writers' groups. Its future is at stake.

BROADWAY can learn much from the Ringling-Barnum Show if only it would desist for a while from blowing its own horn and look into the other fellow's plant. The perennially successful enterprise now headed by Sam Gumpertz is not a perfect organization. There probably isn't one in the whole wide world that is perfect. But it represents, perhaps, the closest we will ever come to perfection. The Big Show does its share of business every year it breezes into town. It is not overloaded with big names. It pays no staggering salaries. Even on the business end no single man is tempted to consider himself more important than the show. It's the show that draws them in; it's the show as a whole that entertains them, and every single factor in the show working as closely as geared wheels of a huge machine is what makes this still the greatest show on earth. The routing of a circus performance is a gigantic task. It involves getting up about 20 cumbersome acts to run as smoothly as unembellished sing-dance turns on a theater apron. The circus makes few concessions to passing whims of a fickle public. Perhaps great things could be done at the circus by a Billy Rose, a John Murray Anderson or an Earl Carroll. Certain spots can be speeded up—and the circus stagers know it. But to speed up here, to consolidate there and to modernize features that are older than your grandpap would represent progress in one direction but ruin in another. To remain a circus that draws old and young, moron and sophisticate and a circus that needs no stars with salaries that are the envy of kings few basic features can be changed with impunity.

Necessary as it is the star system has contributed greatly to the ills of the film business. Vaudeville was pushed into the back row because it grew up to depend on so-called box-office names. It is quite possible that vaudeville would today be a tremendous industry if the persons who controlled its destiny several years ago worked toward an ideal of well-rounded entertainment instead of wasting their resources on devastating competition for names.

Broadway and the amusement branches that make it the world's most famous street can indeed learn much from a show that manages to keep its personnel practically intact from season to season and constantly listens to the beating of the public's pulse. It is not thru force of habit alone that millions of persons patronize the Big Show's ticket wagons year after year. The Big Show prides itself on its reputation as a wholesome force in American life. Its shows are scrupulously clean in the moral sense, its dealings with the public are above reproach—and on these two factors alone it rests the crux of its bid for continued public support.

Legit managers are not consistently aware of the public's needs; theater managers generally betray their ignorance of the public's tastes by erratic changes of policy. The day of good-will building in the theaters seems to be fading rapidly. Yes, Broadway and the so-called indoor branches it represents have much to learn from an institution that is 53 years old and still going strong.

The Broadway Beat

By GEORGE SPELVIN

MIKE MARCO tells of an amazing offer made him relative to a stunt to buck the Dionne quintuplets. . . . A Mexican promoter offered to line up six expectant mothers in an outlying district and give to the world a set of "sextuplets." . . . Promoter was sure they would all look alike and even if the babies were dissimilar the hoax would be foolproof long enough at least to clean up at the nearest exposition in the States, perhaps at San Diego. . . . But Mike no bite. . . . Pantomime comic left a Montreal night spot in a huff when the management suggested that he double as gigolo for some of the elderly dancing mothers. . . . San Dody, formerly of Lewis and Dody, now selling insurance. . . . Phil Bernstein has set up a pugilists' hangout in a Longacre Square building, a club where all interested in boxing may find recreation. . . . Gus Edwards' rehearsals of *Sho-Window* drawing many old proteges, including Eddie Cantor.

The inexperienced pickets parading past buildings housing music publishers is taken as a gag by most passers-by. Very small percentage of sheet music put out is sold in New York City, some 90 per cent of it being purchased in the smaller towns. Real picket job intended to curtail such sales would mean picketing the department and other stores having music counters. And how about the jobbers? What Local 802 of the AFM will really accomplish, however, is to attract attention to numerous aliens among the arrangers and copyists who really feel sheepish about it all. It must be admitted that 802 at least has a good press agent who has been grabbing all the space in the dailies, giving the version of 802 a break as against the Music Publishers' Protective Association, which is representing many smart publishers.

Sax Rohmer in town on the tall end of a West Indian cruise. Fu Manchu could help his author chop down that 25 grand which Uncle Sam expects as income tax on royalties earned here from *Collier's* and the movies. . . . But they still read the doings of the Chink terror in every language. . . . Parking lot adjoining Jack Dempsey's restaurant is sometimes the scene of one or two corking acts doing their stuff and then passing the hat. Recent Sunday had an escape artist and a magician doing their stuff to an amusing line of patter, while the hat passing brought about \$3 at each round. Escape artist used strait-jackets, chains and various knotted tieups by members of the audience and then the magus would go into his spiel, show running 45 minutes in all on what they called the "coffee-and circuit." . . . Harry Kent has temporarily deserted the acting field by taking a fling at the printing craft.

Annual appearance of the Big Show at Madison Square Garden makes hardened show busybodies and others in and around Times Square drop everything else for a trek to the arena these afternoons and nights. Eddie Cantor beat most of the celebs to the punch by attending the opening matinee. He was in a box occupied by S. W. Gumpertz, Ringling Circus general manager. First drama defender spotted was Robert Garland, of *The World-Telegram*. Candid cameras did their stuff and outnumbered the elephants and clowns. . . . Easter seems to be the right season for the Broadway mob to let down their hair and forget about 10 percenting, or the time they knocked 'em dead in Pooch City, Neb. When it comes to the nostalgic (novelist stuff) tanbark, Broadway is just another great big boy bouncing around at all angles.

Don't forget to brush those matzoth crumbs off your vest.

Chicago Chat

By NAT GREEN

HOW in the world is a guy goin' to get any work done with a circus in town and stars of the white tops droppin' in for a friendly confab? . . . Answer is, there ain't goin' to be no work done—at least we're going to take time out to have a real visit with the boys, for it's not often we have the opportunity. . . . Nevertheless, this column has to be filled (Why? a kibitzer asks over my shoulder), so if Milt Schuster, whose office is directly across the street, will pull down the blind so that gorgeous platinum blonde won't take my (alleged) mind off my work, this column may get somewhere. . . . It's been a hectic week, starting off with the Xavier Cugat party, where I broke bread and clinked glasses with the rumba king himself and his charming wife, Carmen Castillo, and met such celebs as Burton Holmes, Guy Robertson, Carlos Molina, Benny Goodman and sundry others. . . . Then a party at the Tavern Club, overlooking the lake, for Jack Hylton and his bunch, with Pat O'Malley, Peggy Dell and others of the Hylton aggregation proving that the British have a fine sense of humor and are adept at repartee. . . . Next a pleasant 125-mile drive to Rochester, Ind., where Jess Adkins and Zack Terrell proved themselves pleasing hosts and convinced the press of Indiana and Chicago that they have a show that's going to make circus history.

Wednesday at that font of news, the Coffee Shop, where among others were foregathered Hal Olver and Sam Stratton, of *At Home Abroad*, and Beauvais Fox, of *Boy Meets Girl*, and Sam informs me the show is pretty well sold out for three weeks. . . . Roscoe Ates, the screen and stage comedian, and his blond daughter at a near-by table mightily amused at the salty repartee between the old photog and a clerical friend, Father Rengel, whose infectious laugh Al Jolson would give a fortune to possess. . . . Clyde and Harriet Beatty dropped in for coffee and a chat. . . . Clyde has a new car he's quite proud of. . . . Harriet, who is making her debut as an animal trainer, has a swell act, but she is charmingly modest about it. . . . There's a girl who is going places! . . . Thursday night: A look-in on the Ted Lewis show in the Terrace Room of the Morrison, at the invitation of Willard Ruten, who with Leonard Hicks is doing great work in putting that spot on the map. . . . Ted Lewis is a showman to the core and he's putting on a great show. . . . Friday: That cute little (?) trick, Gypsy Davidson, popped in at the opportune moment for a much-needed bracer. . . . She's back in vaude and doing her stuff at the RKO Palace. . . . Jack Lavin, Paul Whiteman's manager, dropped by to say hello and good-by—he's a busy guy handling the Whiteman auditions. . . . Frank Burke, exploitation man par excellence, called to enthuse over the great co-operation he's getting from Joe Coyle, famous joey, in publicizing the Women's Pageant of Progress. . . . Joe and Lobo, the movie dog, are set to do a stunt on State street—Lobo will release several hundred gas balloons advertising the women's show. . . . Bernice Herwitz phones that Ernie and Mrs. Young are driving to Dallas, stopping at several cities en route. . . . And here's a special messenger bearing an invitation to a reception for Abe Lyman on the Sherman roof at 5 o'clock. . . . Well, we hate to break away from work—but you know how it is!

Morgan Closes Mystery Show

JACKSONVILLE, Tex., April 11.—J. Doug Morgan Show, presenting mysterious Smith and Company, magic and mental attraction, closed in Carthage, Tex., last Saturday after only a few weeks' tour.

Show was brought back to headquarters here, where it is being reorganized to open soon under its former policy.

The openings with the mystery show were big, Manager Morgan reports, but the public just didn't seem to want to see a magic performance in a Morgan tent and the balance of the engagements were a flop.

The show equipment is completely repainted and all paraphernalia is in first-class shape.

Billroy Show Briefs

GREENVILLE, S. C., April 11.—Merrily we roll along; quite smoothly, in fact, despite the threatening flood waters and devastating storms along the way.

We escaped the tornado's fury and resultant havoc by a narrow margin and consider ourselves extremely lucky. The storm which brought disaster and death to Cordele, Ga., our second day out, necessitated canceling of that stand and we moved on to Macon.

Business has been fair, even the inclement weather continues to day-and-date us. Up to the present writing Macon, Ga., Friday of last week, and Greenwood, S. C., Wednesday of this week have provided our best.

In Macon, home and winter quarters of the Downie Bros.' Circus, Charles Sparks, owner-manager; Roy Lanahan, producing clown, and many other well-known circus folk were out to see for themselves. Comment was complimentary in every respect.

Other recent visitors included Frank Norris, Bert Bertram and son and Bob Ward.

Lillian (Ain't That Awful) Chaplin—she of the nimble hoofs—celebrated her 21st birthday this week.

Puzzle me this: Why Edith Farley, 48 hours ahead, seems so anxious to get back to friend hubby, Archo? Why Cal West suddenly decided to make parade? Why Gretchen Nicholson's life is so sad?

JOHN D. FINCH.

Showboat in Vicksburg, Miss.

VICKSBURG, Miss., April 11.—The Dixie Belle Showboat is tied up at the Clay street landing here, presenting a series of dramas and musical comedies under auspices of the Vicksburg Little Theater. Prices are \$1 for reserve and 75 cents general admission. George Clements is president of the theater group.

ROSALIE NASH PLAYERS

WANT useful People in all lines. Must double B. & O. or Specialties. Musicians, B. & O.; strong Trumpet and Trombone. Working Men that can drive trucks. We have our own Cook House and pay all, so make salary in keeping and name lowest. Everyone lends a hand or moves. Michigan till September, then South till Xmas, so a long season to rent tent show people. Rehearsals May 7, 8, 9. F. NASH, 2217 Bonny Castle Ave., Louisville, Ky.

WANTED A-1 Post-Stepping TEAM for Tent, Airdome, Man Straights, Wife Parts, Single and Double Specialties. Preference those doubling Orchestra. Other useful people write. State all in first letter. Salary sure. **DOC GREY, 513 Market St., Marietta, O.**

WANTED AT ONCE

FOR TILTON-GUTHRIE PLAYERS. Flashy Drummer to double Stage. Wire answer Western Union, La Harpe, Ill.

TENT OUTFIT WANTED

Will lease or buy complete Equipment, including Trucks, Light Plant, Nothing under \$50x100. No junk. Tell all first communication. Address **LINTON DE WOLFE, Gen. Del., High Point, N. C.**

DICK & MIDGE LANHAM

At liberty for Rep. DICK—Leads, Heavies, as Cast. Drums. MIDGE—Leads, Ingenues, as Cast. Xylophone Specialties, Single and Double. Car and House Trailer. Salary your best. Reliable Managers write care Club Lido, Texarkana, Ark.

WANTED MUSICAL TEAM

For Med., one double Piano. Woman must be good in all acts. No booze. State all in first. **DOC HELDT, care General Delivery, Waynesboro, Miss.**

NEW PLAYS CIRCLES AND TENTS

A Life at Stake, 5-3; Lend Me Your Baby (fast farce), 5-3 or 4; Life Is Like That, 5-3; Jekyll and Hyde (new version), 4 or 5-3; Mother Love, 5-4; Don't Count Your Chickens, 4-3—All one set. Falling in Love, 5-4-2; Coat of Love, 4-3-2. All positively new; 30 others. Send for complete list. Lowest royalties.

UNITY PLAY COMPANY, Little Neck, N. Y.

Rep Ripples

JACK HOLMES, of Mickey Mouse fame, was a visitor at the Lucius Jenkins camp in Tifton, Ga., last week. Jimmie DeForrest, of the tent show bearing his name, also stopped off at the Jenkins camp one day recently.

SALLY HUGHES opened her moving picture and vaudeville show in Georgia April 13. Doc Powers is slated to get going with his outfit in the same territory this week.

LELAND HARRIS, who last appeared in Houston with the Phil Duncan Players, was billed as guest artist with the Monroe Hopkins Players there last week. Mitzle LaGarde and William DeArms are slated to leave the Hopkins show shortly to take to the road.

BILL AND BEULAH CUMMINGS are in Corpus Christi, Tex., after closing with the Stout Jackson Tent Theater at Robstown, Tex. They will rest for a few weeks before launching their free platform show.

HARRY HAMILTON, for many years identified with repertoire shows and for several seasons manager of the Nancy Boyer dramatic stock company, will be contracting press agent ahead of the Lewis Bros.' Circus this season. He is now in Jackson, Mich., making ready to leave there with the advance fleet within the next two weeks.

CARL L. WILLIAMS, of the traveling picture show bearing his name, reopened his outfit at Lawrenceville, Ga., Monday after a several weeks' layoff occasioned by the death of Mrs. Williams' mother in Harrison, O. The Williams show will continue to play schools and CCC camps in Georgia with a program of straight pictures. Mr. Williams was a visitor at the home office of *The Billboard* in Cincinnati Thursday of last week. He and the missus departed the next day for Lawrenceville.

MILT TOLBERT SHOW, H. D. Hale, manager, is carded to usher in the season this week at Dothan, Ala. Lew Childre will be featured with the outfit, with Billy Wagoner handling the advance.

CLIFF (BOZO) ROBERTS and wife, Sidonia Benson, and daughter, Betty, who have been working the Lido Cafe, Hull, Que., all winter, are slated to start south for the tent season soon.

JAMES HAMILTON, agent and bannerman, closed last week with the Jack and June Alfred Comedians in Texas and is now sojourning in Shreveport, La., where he will take a short rest before taking to the road again.

Tony Lamb Leases His Outfit

TIFTON, Ga., April 11.—Tony Lamb, who closed his tent outfit at Metcalf, Ga., April 3 after a two-month tour, has leased the show to Paul and Lester, who will continue with the outfit in the smaller towns thru this State. Show reopened this week at Brookfield, Ga., to disappointing business. Tony and Lola Lamb have left for West Virginia to join the Kay Bros.' Circus.

Westport Group Opens June 29

WESTPORT, Conn., April 11.—The Westport Country Playhouse opens its sixth season June 29, according to a dispatch from Lawrence Langner, now on the high seas on his way from the West Indies. The season will be for 11 weeks.

Kansas City Jottings

KANSAS CITY, Mo., April 11.—Bob and Gladys Peagin are recent arrivals, having closed with the Tilton-Guthrie Show.

Grace Brennan has signed with Silvers Comedy Company for the summer run under canvas.

Wally Wallace and Betty Kyle, formerly with Jack Daul's circle, have joined Cliff Carl's Comedians for the summer.

Mr. and Mrs. Wayne Hinkle have joined Herb Walters' Comedians touring Oklahoma.

Jack Pearson, former manager of the Pearson-Gotchy Players, is now located in Atlanta.

Roscoe Patch, former director for the Original McOwen Stock Company, has signed with the George Sweet Show for the tent season.

Billy Carrol, for many years with J. Doug Morgan and the Allen Bros.' Comedians, is a recent arrival. Billy is expected to blaze the trail for a Midwest tent rep this season.

Lawrence and Deborah Deming are recent arrivals, having closed with the Hull Show in Texas.

Mr. and Mrs. M. L. Mitchell sojourned briefly in the city en route to South Sioux City, Neb., to make preparations for the opening of their company for the regular tent season thru the Dakotas.

Ted North Players are slated to reopen next week at Arkansas City, Kan.

Billy Fortner has closed his Southern Missouri circle and it is said he will be out under canvas this summer.

Billy (Toby) Young opened his No. 1 show this week at Pryor, Okla.

The Allen Players, under the management of Nig Allen, are now in their 10th week of circle stock in and around Dodge City, Kan., and are reported to be doing nice business.

Mr. and Mrs. Hal Stone, who have been vacationing in Florida, will not open the canvas season in the South as they did last year. It is reported they will motor north at an early date and organize in an Iowa spot to play their summer territory.

The Jack Wolever circle, which has been in operation for some time in Southern Kansas, closed last week.

Hugh Philput recently joined the Ward Hatcher Players in Iowa.

Everett and Mae Evans have closed with the Princess Stock Company and were seen on the local rialto this week.

Gaynor McCauley recently joined Walters' Comedians, now touring Oklahoma under canvas.

Neale Helvey Players have closed a four-month stock run at Waterloo, Ia., and opened at Burlington, Ia., for an indefinite stay.

Gus and Lucelia Locktee, formerly with Ted North and Cliff Carl, are in Chicago, playing the clubs until the tent season opens.

The Bash Players, who have been circling in Nebraska for many years, will open the tent season in May.

Jack Vivian, manager of Allen Bros.' Comedians, is at his home in Montier, Mo., where tentative arrangements are being made for the opening of the season some time in May.

Mr. and Mrs. Harvey Brandon left here this week for Western Nebraska to open their circle for the season in Colorado.

Tilton-Guthrie closed their Iowa circle recently and will open under canvas in May.

Florence Denny has taken over the management of the vaude and club departments of Wayne's Theatrical Exchange here.

Mr. and Mrs. Billy Baucom left this week to rejoin the Ted North Players at Arkansas City, Kan.

Phil and Peggy Hart, well-known rep and tab team, were spotted on the main stem this week.

Harry Goldie, who has been here for several weeks recuperating from an at-

Stock Notes

MADELINE SKELLY FOUST'S original three-act play, *A Job for Joe*, will be presented by the Y Playhouse in Pittsburgh May 17, 18 and 19 as its last production of the season. Show is being directed by Al Golden.

JOHN WINTHROP, formerly with the George Sharp Players in Pittsburgh, is playing with Pauline Lord in *Ethan Frome* on Broadway.

MANUEL BRESTONE, formerly with the Carnegie Tech Players in Pittsburgh, is in New York working in WPA productions.

POLLY BAUERSMITH, formerly with the Carnegie Tech Players in Pittsburgh, is now a staff member of Station WCAE in that city.

REGIS JOYCE has landed a part in Broadway's forthcoming *Summer Wives*.

MARGARET DAUM has gone into New York, where as Margaret Downe she will turn up on Broadway shortly in a series of Gilbert and Sullivan revivals.

English After N. O. House

NEW ORLEANS, April 11.—Paul English, who formerly had out the Paul English Players under canvas and of late year's head of the dramatic department of Louisiana State University, is negotiating with Col. Tom Campbell, agent for the Erlanger interests here, for the reopening of the local Crescent Theater with a stock company in the fall. English says he has the backing of North Louisiana oil interests.

Sharp Back in Columbus, O.

COLUMBUS, O., April 11.—George Sharp Players open a return engagement at the P. T. Barnum Music Hall in the Hotel Virginia April 13. The troupe will again present *The Drunkard*, the same bill which ran for 28 consecutive nights on a previous engagement in the local hotel. The Sharp Players have just concluded a run at the Chez Ami, Buffalo, N. Y. Following *The Drunkard*, the Sharp Players will do *Why Girls Leave Home*.

tack of the flu, recently rejoined the Neale Helvey Show at Burlington, Ia.

Lester Ayers recently closed with Billy Fortner's Comedians in Southern Missouri to join the M. & M. Show in Nebraska.

Roy E. Hogan is now in his 12th week of circle stock in and around Springfield, Mo. It is probable he will be under canvas this summer.

Joe and Eva Thompson left here recently to join B. L. Dickson's Chicago Stock Company in South Dakota.

Glen Martin recently joined Jimmie Murphy's Comedians at Sioux Falls, S. D.

Olaf Carlstrom has abandoned his plans for a three-night-stand show this summer in Nebraska.

Gladys and Austin Rush have joined the Jack Hart Players at Forman, Ark.

Mr. and Mrs. Bob LaThey have signed with Choate's Comedians for the summer.

Jack Ripley Players, who have been circling all winter out of Rock Rapids, Ia., will open the tent season early in May.

Lula Nethaway, well-known character woman, is sojourning in Omaha.

Harvey Twyman and B. L. Dickson have dissolved partnership and each will have out his own show this season.

Jack and Maude Brooks Company is slated to open the new season in May.

Al Unruh and Art and Mae Newman have joined the Harvey Twyman circle in Watertown, S. D.

Big Ole Company, management of Joe Hoffman, is circling out of Calumet, Mich.

Jimmy Murphy, who has been circling out of Sioux Falls, S. D., is reorganizing his show and moving to a Montana base.

Jack Campbell has closed with Jack Wolever's Players and has signed with the Ward Hatcher Players for the summer.

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14.

The advertising rate of 50c an agate line remains unchanged.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

HARRY E. CECIL, of Detroit, known to his host of magic friends as the "world's worst magician," was badly bungled up and his new automobile was reduced to scrap iron in an auto crash at Rochester, Mich., April 5. He is confined at the Jefferson Clinic and Diagnostic Hospital, East Jefferson and Dubois streets, Detroit, and will be forced to remain there at least two months on a diet of liquid foods. His friends are urged to drop him a cheery note. Harry says he escaped death in the crash only by a miracle.

PROF. EUGENE SONDA, mentalist, is now in his third week at the Victory Theater, Denver.

DANTE writes from Stockholm, Sweden, under date of March 27: "Just finishing our second month in Stockholm to big business. Everything is rosy. Was surprised to hear of Charles Carter's death in Bombay, as it is just a year ago that we saw him in Hongkong. We were friends for many years and I am indeed sorry of his passing."

HUNTINGTON has returned to Omaha after concluding a tour thru the Southwest and Mexico. He plans to reopen in the fall for the third consecutive season under the direction of Austin A. Davis. Huntington reports that he has just wound up a delightful week with W. C. (Dorny) Dornfield, who was in Omaha to emcee *Footlight Parade*, a feature of the electrical exposition. The Omaha magi staged a party in honor of Dorny at Herb Fischer's home there.

LITTLE JOHNNY JONES, magician, is filling a four weeks' engagement at the Nixon Cafe, Pittsburgh. He offers his regular magic act and emcees the floor bill.

PAUL DUKE worked the Chicago Theater, Chicago, last week, following a week at the Michigan Theater, Detroit. Will continue vaude in the Midwest.

ANDRE ROOSEVELT - CYRIL VON BAUMAN Expedition into Africa is taking along a raft of magic tricks and novelties with which to amuse the natives. Expedition heads did their shopping last week at Max Golden's place in New York.

L. WATERS, The Great, is regaling audiences with his sleight-of-hand tricks in the New York area. He's featuring his lemon trick. Has been playing club dates booked by the American Federation of Actors.

TOMMY MARTIN, who recently closed a four weeks' run at the Cafe Versailles, New York, opened for eight weeks at the Chez Paree, one of Chicago's swankiest night spots, April 10. Martin, one of the best known of the younger magicians, has had unusual success in the past year, working constantly with the exception of three weeks. He sails for Europe in June, opening at the Palladium, London, July 6, to be followed by a six months' tour of the Continent.

WILLIAM THORNTON is presenting a sophisticated series of watch and clock manipulations and illusions with *Hollywood Holiday*, Wilbur Cushman unit.

JACK GWYNNE stopped off at the magic desk recently while en route with his act to Chicago after spending a few days at home in Pittsburgh. Gwynne opens this week at the Mayfair Casino, Cleveland, for a fortnight's engagement. Unable to troupe his pet lion, Sheila, thru the recent sub-zero weather, Jack has placed the animal in charge of Bert Nelson, wild animal trainer with the Al G. Barnes Circus.

RHODE ISLAND ASSEMBLY No. 26, SAM, held a business meeting at its new quarters, 118 North Main street, Providence, March 23 to discuss by-law changes, the forthcoming national con-

vention at Springfield, Mass., and other matters of importance. Following the business session an informal program was presented by various members and by Prof. Ozarf, of Wrentham, Mass., who, with Keith Clark, was a guest at the meeting. Clark, appearing with his wife at Fay's Theater, Providence, that week, delighted the SAM-ers with card manipulation and flourishes not used by him in his professional routine and told of his interesting experiences in Germany, Russia and elsewhere in Europe. Clark set out from Providence March 26 for a 600-mile auto trip to Toronto to fill a booking there.

FRED MERRILL, who closed with the Blackstone show at Tulsa, Okla., five weeks ago, is now operating an outdoor advertising plant in Colon, Mich., covering all of Southwestern Michigan.

EL-WYN and his mammoth spook show has been set in Ohio houses by his hustling manager, K. L. Burk, from April 1 to June 2. Burk has booked the mystery attraction in every RKO, Warner, Paramount-Publix and Schine theater in the State playing stage shows. El-Wyn is booked for the Shubert, Cincinnati, late in May. Company plays all one-night stands, giving a midnight performance only. A proposed trip to England has been canceled. The Ohio tour opened at the Warner Palace Theater, Lorain, O., April 1.

MARQUIS THE MAGICIAN and Company returned to Lima, O., last week after finishing a seven months' tour of eight States, during which time the troupe traveled 11,200 miles with a loss of only 10 days. Despite the worst weather conditions in many seasons, the thermometer at several spots ranging as low as 35 below zero, the show was greeted by good crowds in the Northwest territory, Marquis reports. He says, too, that it was the best season he has ever enjoyed. Company is slated to resume this week on a tour which will keep it going until July, when Marquis and members of his show are planning on taking a foreign cruise before beginning next winter's grind.

MORTON CLARK, former president of the Quad Cities Magicians' Club (Davenport, Rock Island, Moline and East Moline), has left Davenport, Ia., to establish residence in Lima, O.

WHEN PAUL ROSINI and George Marquis recently met at the Hotel Schroeder, Milwaukee, they recalled the time, many years ago, when they made their first effort to stage a full evening show and just before curtain time they had to give back the money to the few people who attended because neither Rosini nor Marquis could pay for the hall.

MARDONI, well-known lycetum magician, is presenting his escapes and mental act in John Hix's "Strange as It Seems" Show at the San Diego exposition.

CARYL S. FLEMING, president of the Pacific Coast Association of Magicians, left April 9 from his Los Angeles headquarters for an annual business tour of the Coast. Will make stops at Sacramento, Tacoma, Seattle, Spokane, Portland, Oakland, San Francisco, Victoria and Vancouver. He will participate in shows at each city and plans to spend 10 days in Seattle preparing for the association's annual convention there in July.

LI-KING-SI is at the Nouveau Casino in Nice, France.

MYSTERIOUS HOWARD, of Chattanooga, is now working alone in Texas schools. He worked seven shows in one day at Big Springs, Tex., recently—four schools, a luncheon club and two bridge clubs.

LORING CAMPBELL writes from Madison, Wis., that he has just finished 27 weeks of solid booking, with several more weeks still to go. In the 27 weeks Campbell played 309 engagements in 12 States, covering a distance of 26,000 miles. The first three months of the



GLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For RADIO

FREDRIC FRADKIN—Former concert master of the Boston Symphony Ork seen in a sketch about an old music master at the Lambs' private Easter Gambol. A violinist of superb genius who ought to be a good bet on the air.

KEN HARVEY—also seen in the Lambs' Gambol. Plays the banjo as never heard before, his *Rhapsody in Blue* arrangement being outstanding. Has swell personality. Would be dynamite anywhere—radio, vaude or revue.

For FILMS

CARL EMORY—who turns in such a swell performance in the WPA show *In Heaven and Earth*, at the Willis Theater, Bronx. Nice looking, tall, forceful personality, good diction and a good performer. Should be good in character juvenile roles.

For LEGIT

MUSICAL

WALLY AND VERDYN STAPLETON—an Astaire-Rogers type of dance team caught at Loew's State, New York. Clean tap dancers, doing effective routines that stamp them as stylists. Both are tall and look good in evening clothes. Scored heavily at the State.

CYRIL SMITH—caught at the Lambs' Gambol. Looks like a bank clerk and does biting satirical recitations in cockney dialect. Material is marvelous. Should be excellent in a show or on the radio.

HERBIE FAYE—formerly in vaude and now in burlesque. Caught at the Galety, New York. A slight bespectacled dry-humored comedian, he ought to do well in a revue. Grand at ad libbing, handling lines and situation comedy equally well.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

AL TINT opened Monday night of last week at the Cave Night Club, Newark, O., where he was visited by Jack Ault, dancer, formerly with the Al G. Field and Coburn minstrels, and Eddie Ewald, also formerly with the Field show and currently emceeing the show at the Royal Cafe, Newark, opposite the spot where Al is working.

MURRAY (SLIM) LIVINGSTON, the old-time minstrel lad, pens from Pittsburgh under date of April 8: "It's years and years since I remember writing your column, but I couldn't restrain myself any longer. I am still doing my original single act, "Old Deacon Low-Down," working for the agents around Pittsburgh and Cleveland. I am about the last of the burnt corkers around this district with the exception of Sam Reed, who is on a WPA show, doing a great act with his charming wife. By the way, one of the WPA units is using the old *Razor Jim* afterpiece, starring Bert Otto, of med fame, and it is going over big. Regards to John Swor, Jack Goode, "Cracker" Quinn, "Smoke" Gray, Chet Spencer and any others I have missed."

JACK (SMOKE) GRAY, minstrel vet, reports that the KWK Minstrels, one of the most popular programs on the St. Louis air waves, are now being featured on an hour's program instead of a half hour as before. Bennie Ford, formerly of WLS, Chicago, is a new

year he played in North Dakota, Northern Minnesota, Wisconsin and Upper Michigan, with the temperature at times hovering as low as 48 below zero. "We drove every day," Loring writes, "and only missed one date. We were just lucky, I guess. Say, where do all the magicians and would-be magicians come from? I've been doing magic for 20 years and this makes my 12th year on the road as a professional, and I've never met so many men, young and old, doing magic as I have this season. Most of them have never heard of any of the magic societies or trade papers. All they know are tricks and they all think they are plenty good."

member of the minstrel cast. Gray is doing endman with the troupe.

E. JACK DEVINE, veteran minstrel, stock and rep performer and a resident of Erie, Pa., for the last 19 years, has been working for some time to line up a federal theater project for six counties in the northwestern part of Pennsylvania. He says he has lined up enough talent for two vaude units and the use of the newly decorated Galety Theater, Erie, has been offered him. Devine is now awaiting word and funds from Washington.

"HI-BROWN" **BOBBY BURNS** long-distances from Owenton, Ky., to say that he has been keeping busy these days producing home talent minstrels in that State. Bobby also inquires as to what has become of the Tint-Gill feud.

MAX TROUT, now at his home in Battle Creek, Mich., is still seriously contemplating launching a 40-people minstrel in the fall. Trout reports that he has already arranged for the necessary capital to put the thing across. We wonder if he has reference to the \$1,600 bonus money he has coming in June.

PAT HALLISEY, veteran burnt-cork artist, is now barkeeper at the Alt Heidelberg Cafe in downtown Cleveland.



NEWER FUNNIER Minstrels

America's unrivalled selection of complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog.

Denison's Plays and Entertainments are known everywhere. Established over 60 years. Send for Catalog.

T. S. DENISON & CO.
623 S. Wabash Ave.
Dept. 150, Chicago, Ill.

BE A MAGICIAN

New No. 5 Professional Catalogue 25c. IRELAND, 481 N. Clark St., Chicago, Ill.

Large Professional Magic Catalogue, 25c
MAX HOLDEN, 220 W. 42d St., New York City.

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Jeffersonville, Ind.

Paraphrasing the remark of a late statesman that "What this country needs is a good 5-cent cigar," I'll say, and I know the majority of show people and the circus-going public will agree, that what this country needs is

Field Is Seen For Some More Rail Circuses

half a dozen good 10 or 15-car railroad circuses. They want to see those elaborate, hand-carved, mirrored tableau wagons and cages with sunburst wheels headed for the circus lot in the early morning, drawn by four, six and 8-horse teams of sleek dapple-grays with brass-studded harness and the drivers with both fists full of lines. There should be profitable business in these big United States for a few shows of the same type as the Harris World Famous Nickel Plate Show of the early 1900's, with its ten cars, high-class one-ring performance, one performing elephant of massive size and that matched team of large Siberian camels, six or eight of them, that drew that elaborate band wagon and lion den combined in parade. The schoolboy of today, with his oiled hair, girl friend and picture-show poetry, has missed something in his young life. Those camels were decked out in attractive Oriental robes with jeweled trappings. The side show, museum of wonders and "Giant Galaxy of Creation's Climax Marvels" and menagerie were under one top.

C. E. DUBLE.

Richmond, Ind.

I have been interested in some letters in The Forum concerning stories of circus life in the movies. I was one of the many disappointed with *The Mighty Barnum*. Recently I saw *O'Shaughnessy's Boy*; it was supposed to be the story of a railroad circus, but it showed two of the leading characters crawling into a sleeping trailer

Disappointed By Film Tales Of the Circus

such as is used on motorized shows. I am glad to read of the old-time novelty acts, especially the juggling acts. I believe that Frank La Dent, Kara and Rastelli could juggle more objects than the others. I think some of the road shows should pay more attention to the advance work. The writer has seen five shows, both indoor and outdoor, come to a sudden closing because of inefficient work in advance.

GEORGE W. RUSSELL.

New Sharon, Ia.

Readers of *The Billboard* here and there never tire of the many Forum letters from troupers and laymen, even tho many comments are pregnant with reminiscences of other and more glamorous days in showdom. Asked as to "where are the stars of yesteryear?" one doesn't have to

Loyalty of The Old Guard Never Wavers

scan the long roll of the unemployed or go to the relief ranks; the answer is found in the words of Eddie Foy, on his farewell tour, as he answered a curtain call at the Orpheum, Kansas City, tears trickling down his furrowing cheeks, "The sweetest thing in life is memory." I was told at more than one State office of the WPA drama project: "Actors and actresses are simply too proud to file on relief and our lists have been filling up slowly." But one finds his big thrill in seeing on those WPA lists such a long honor roll of the great ones of yesterday—names that had box-office value—names that packed the old theaters from pit to dome. (And, by the way, no theater has a right to be called such until it can boast its "nigger heaven" or more dignifiedly, "peanut gallery.") Recalling a night when I saw a production of *The Mikado* at the old Grand Theater in Atlanta and in that same newsboys' haven away up in the dome a noted baritone singer was having the time of his life crushing goober hulls with a party of friends! Times without end the loyalty of these

good old-time troupers has been shown when such catastrophes as the Galveston flood, San Francisco earthquake, St. Louis tornado, Iroquois fire and the late disastrous floods of the Eastern States have wrought their fury on life and property. Among the first and last to rally, giving "till it hurt," were the Thesplan folk—and none did his bit as a publicity gesture either. If loyalty for his fellows when suffering comes is only one attribute of a trouper's life, then heroism may be classed as the second. He does nothing half-heartedly. Reviews of the recent dramatic productions by WPA units in various cities give ample proof. It heartens one to see such names as Mabel Paige, Guy Hickman and many, many more who were among the sterling stock and rep players of yesteryear helping to make the new plays such works of art as they would have had them in the days of Jessie Bonstelle and the Payton - Spooner - Winninger - Rentfrew repertorians. Indeed, the smart reviewers, recently graduated from the ranks of canned drammer journalism, have caused to thank the WPA for giving these good old "diehards" the opportunity to resurrect long-sleeping art in some of these projects. But they need show no great surprise in their columnar raves, for "age cannot wither nor custom stale" an art that has survived the onslaughts of midnight rides on freight cabooses, bobsled drives in sub-zero weather and last-minute emergency rehearsals in chilly town halls, when the leading lady did everything from *Juliet to Topsy*. Grim necessity makes a more resourceful mother than some of the robots who give birth to canned entertainment.

As I think of one roaring, thunderous, murky and lightning-illuminated winter night in Medford, Ore., when I made a

wild drive from a remote inland town to rejoin the Clara Mathes Stock Company after the bridges had gone out, telephone communication had been cut off and the only means of transportation was of the horse-and-buggy type, I am wondering just where the surviving members of that loyal little band of 14 are tonight. Will Marsh, Clara, Ed Fribbels, Harry Rowe, Frank Condon—where are you? I saw Del Lawrence, our leading man, on the screen recently, whitehaired but mellowed in artistry, and it was as if I were listening to a voice from Shadowland, as indeed it was. I'd love to shake his hand again! And look into the brown eyes of his Madeline! One of the old-time legitimates was kind enough some weeks ago to refer to my letter about *Bible Drama and Pageantry* on this page, but I have mislaid his name. Would love to hear from him, and thanks for the further information. A minor correction: The star of *Shepherd King* was Wright Lorraine, not Dwight. Yes, it is as Henry E. Dixey told a critic, following his fine success as Capocomico in *A Thousand Years Ago*: "It isn't a 'comeback' at all. Some of us haven't been away. It is the manager who is coming back." Give the old trouper a shop to work in and half a meal ticket and he'll show the cockeyed world a few things yet!

THOMAS ELMORE LUCY.

Houston, Tex.

Who was the first President of the United States to approve the circus? Another one did also. Who was he? What were the shows receiving exclusive Presidential indorsement? Who trained the royal Bengal tigers with which Van Amburg performed on the floating palaces of the Ohio and Mississippi rivers? Were those big cats really royal Bengals? Who fed chopped feed to horses and all other animals and in it used asafetida? Who was the very first boss hostler? Which was first, the dirt or curb ring? Who got up the canvas ring?

Going Back To Ask Some Circus Posers

DOC WADDELL.

Endurance Shows

Conducted by DON KING, Cincinnati, Office

Contestants Stranded; Another "Runout Powder"

RACINE, Wis., April 11.—Typical of the type of walkathon promotion that has brought so much grief and woe to the endurance show field is the latest flop of a group of alleged operators who recently ran a show here.

Walkathons as a type of entertainment have brought pleasure to countless thousands of enthusiastic fans throuth the country. Their human-interest appeal made them great drawing cards, and the field today would be healthy and prosperous were it not for certain chiseling promoters and their seemingly endless ability to create "heat" and leave communities a few steps ahead of creditors and local enforcement agencies.

In order to aid in protecting contestants, staff people, etc., against a repetition of the local incident, *The Billboard* is reprinting, in part, an article appearing in *The Milwaukee Journal* under Racine date line of April 4:

"Seek arrest in walkathon. Racine police say showmen disappeared with prize money. Police here Saturday were trying to serve warrants on the promoters of the Race of the Nations walkathon after four members of the orchestra, 12 contestants and several others connected with the show were left stranded without resources. Friday night was to have been pay day for the employees, as well as the date when contestants were to have received \$1,750 in prizes as advertised in the walkathon posters. It was the closing night of the show and all equipment was removed Saturday. Police are seeking I. L. Fox, S. M. Fox and Louis Gluskey." (The spelling of the last name may not be quite correct.)

EDITOR'S NOTE: Promoters associated with the operation of the above-mentioned show and responsible for the "burning" of but another spot are not in any way to be confused with a number of operators in the field who are reliable, recognize their responsibilities

and run clean shows along thoroly legitimate lines.

FRIENDS OF THE KIDS in Bell, Calif., and Balboa Beach are inquiring as to the whereabouts of Patsy and Hobo, Elmer Dupree and Hughie Hendrixson.

MRS. MAE EMANUEL, Red Baker's mother, writes from Birmingham, Ala.: "I have not heard from my son in over a year and it is important that I get in touch with him at once. Friends have told me he was recently in Worcester, Mass. Any news of him sure will be appreciated."

JIMMIE BURKE, Dallas, would like to get in touch with Billie Lang, Lew Henderson immediately, care the Letter List.

FRANK LAURICELLA drops a few lines from San Jose, Calif.: "Guess I'm retired from the walks but I sure miss them. Have a fine business now, a good-sized market. Harry Pala, an old-time walker, is my butcher and a darn good one. Was visited last night (5) by Bert Glazer and Ardeth LeRoy. There sure is a bunch of kids here from the different shows. San Jose is full of them. Nice folks, too. I think if it were up to the people alone this town would have another show. George Pughe was really well liked by a lot of people here. Wonder what has become of Merritt Smith and wife, Moon Mullins, Eddie and Janice Watson, Lennie Paige, Frankie Little, Jimmy Joy, Peggy Brandt, Eddie and Lou White. Sure want to thank Dick Edwards for his kindness and friendship. The break in my leg has healed in first-class shape."

THE RACE OF NATIONS "contest" in Racine, Wis., finished with Jack and Penny Gerguson coming in first, with Al Gilbert and Anita O'Day runners-up. Prize money, according to our informant, was not paid, as the promoters were said to have left town "unexpectedly."

PORKY DEVLIN, trainer, formerly with the Ray O. Alvis organization,

42d YEAR

The Billboard

Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation Published Every Week

By The Billboard Publishing Company

R. S. LITTLEFORD, President and General Manager.

E. W. EVANS, Secretary-Treasurer.

A. C. HARTMANN, Editor

Outdoor Depts., 25 Opera Place, Cincinnati, O.

E. E. SUGARMAN, Editor

Indoor Depts., 1584 Broadway, New York, N. Y.

Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.

Phone, Main 5306. Cable Address, "Billyboy," Cincinnati.

BRANCH OFFICES: NEW YORK—6th Floor Palace Theater Bldg., 1584 Broadway. Phones, ME 4-1116, 3-1617, 3-1618. CHICAGO—8th Floor, Woods Bldg., Randolph and Dearborn Streets. Phone, Central 8480. ST. LOUIS—300 Arcade Bldg., 8th and Olive Streets. Phone, Chestnut 0448. DALLAS—401 Southland Life Bldg., 1416 Commerce Street. Phone, 2-8202. PHILADELPHIA—B. H. Patrick, 7222 Lampport Road, Upper Darby, Pa. Phone, Madison 6895.

LONDON—Bert Ross, care "The Performer," 15 Charing Cross Road, London, W. C. 2. SYDNEY, AUSTRALIA—Martin O. Brennan, City Tattersall's Bldg., 198 Pitt Street. PARIS—Theodore Wolfram, Hotel Stevens, Rue Alfred-Stevens.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the United States, U. S. Possessions, Canada and Countries in Pan American Postal Union. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Fifty Cents per Agate Line. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than four lines accepted. Last advertising form goes to press noon Monday.

No telegraphed advertisements accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. XLVIII. APRIL 18, 1936. No. 16

drops a card from Philadelphia to say it is important that he hears from Ray, R. O. Barnes, Jimmy Carr, Bill Williams, Louis McReynolds, Eddie Burke and Egg Rockhill. His daughter, Helen M., would like to hear from Mary Jones and Buddy Saunders.

BILLIE WHITE, vacationing at New Haven, Conn., would like to hear from Joe Garry and Marie Kuta via the Letter List.

MRS. J. ALIOTA writes: "Friends are trying hard to get in touch with Teddy Webb, as his wife is very seriously ill in Galesburg, Ill."

FRENCHY POULIOT postcards: "Having spent three weeks visiting my folks in Detroit after the close of the Worcester, Mass., show, I am now settled in Spencer, Mass. My partner, Betty Lankey, is home with her folks, having withdrawn from the Endurance field after three years as my partner. Sure miss all the many friends I made in walkathons. I can always be reached care the Letter List. Would like to hear from the Van Raams and folks of the Ross and Haydon organizations. What has happened to the business?"

CHIC ABBOTT, writing from South Bend, Ind., says he is now working with bands and would like to receive word from friends via the Letter List.

DANNY BILELLO, formerly with Crockett shows, is now working at Mother Hubbard's Cupboard, Randolph, Mass., and would like word from friends. Says Phyllis is fine.

BILLY BALDWIN opened Friday emseeing the Mile-a-Way Club, Grand Junction, Colo., on a five weeks' date.

OPENING
Virgin Spot April 28
SHORT, FAST SPRINT SHOW
Contact
WALTER PICKER
Albany Hotel, Denver, Colo.
No transportation, collect wires or phone calls. Will keep contestants after April 25.
Those knowing Emsees Moon Mullins, John Paul Jones, Dead Pan Kelley, Judge Maxie Capp come on. Jerry Martone contact.

The Final Curtain

ARNOLD—Edward D., 73, well known in musical circles for many years, in Detroit April 4. He served as band leader and cornetist in various musical organizations. Survivors are a daughter and a son. Burial at Romeo, Mich., his birthplace.

Jule Delmar

Jule Delmar, 61, veteran New York vaude booker, in Los Angeles April 3 after a year's illness with a heart ailment. He was confined in French Hospital, New York, for five months prior to going to the Coast two months ago.

Deceased was vaudeville booker for the Keith and United Booking Offices for 28 years. He remained with the circuit when it became Keith-Albee-Orpheum and later when it took its present RKO title. He also booked the S. A. Lynch and Sparks circuits in the South for many years, the time often being referred to as the Delmar Circuit.

Delmar was born and educated in Buffalo and in 1895 became manager of Celoron Park, Jamestown, N. Y. Later he constructed and operated a string of summer theaters in New York, Pennsylvania and Ohio. He also managed theaters in Cleveland and Syracuse. During his services in the United Booking Offices he was considered the outstanding benefit booker. He is said to have raised more than \$1,000,000 for the New Rochelle (N. Y.) Police Benevolent Fund during the 13 years that he conducted the annual shows for the department.

In addition to his duties as a booker Delmar also served as agent for such names as Elsie Janis, George Evans, Johnston Bennett, James J. Corbett and others.

Funeral services and burial in Hollywood Cemetery, Hollywood, April 7. Surviving are his widow, residing in New Rochelle, and three daughters, Mrs. Ruth Paterson, Dorothy Delmar and Mrs. Clarine Rhodes.

BARRETT—Hooper Cummings, 84, who, in association with his brother, William C., built the Cadillac Hotel, 43d street and Broadway, New York, April 4 in New York. Known as the Barrett House, the building, which opened in 1883, was the birthplace of Eugene O'Neill. Broadway celebrities, including James O'Neill, the actor, and Diamond Jim Brady, were frequenters of the place. At the turn of the century the managers of the Cadillac, a structure alongside the Barrett, took over the latter and incorporated the two structures under the Cadillac name. For a period of years the combined buildings were known as the Wallick Hotel, but about 1915 the name Cadillac was restored. Survived by a sister, brother and stepson. Services April 6 at Saratoga Springs, N. Y.

BAUMEISTER—Mrs. Stephanie, 88, mother of Joe Baldwin, for many years in musical comedy and now in vaudeville with Wally Bristol, recently in Glenville,

Conn. Survived by two other sons, Rev. Father Baumeister, of Glenville, and Julius Baumeister, of Bridgeport, Conn., and two daughters, Alexa Werner, New York, and Mrs. Stephanie S. Bues, of Bridgeport.

BGLINGER—Arthur M., 63, former operator of the Majestic and Bijou theaters, Appleton, Wis., for 17 years, April 4 at St. Petersburg, Fla., where he was spending the winter. Survived by a daughter and two sons.

BROTT—Charles (Tex), foreman the Whip riding device with Hennies Bros. Shows, at Texarkana, Tex., April 2, following a heart attack. Funeral services from East Funeral Home, Texarkana, in charge of showfolks and body sent to his father at Omaha for burial.

COLVILLE—George Charles, 62, known professionally as Charles Colville, dramatic stock and vaude performer, at the City Hospital, St. Louis, April 4 from complications arising from a broken hip sustained February 18, when he slipped on the ice while putting a load of coal into the basement of his home. He was for many years in stock as a comedian and character man and also toured in vaudeville with his wife as Colville and MacBride. Surviving are his widow, Harriette, and two daughters, Charlotte Philpot and June Colville. Burial in Calvary Cemetery, St. Louis.

CORCORAN—Edward F., 45, prominent in Philadelphia theatrical and motion picture circles, at Syracuse, Kan., April 3 of a heart attack while en route to Philadelphia from Hollywood. He was formerly a Philadelphia newspaper man, but for the last 15 years has been Eastern representative for Paramount Pictures. Corcoran was one of the founders of the Philadelphia Variety Club. Funeral services in Philadelphia April 13. Surviving are his widow, Mrs. Ethel Corcoran, and one daughter, Rosemary, both of Atlantic City.

CURRAN—Frank, 72, father of Homer Curran, West Coast legit producer, after a long illness in Los Angeles March 31. Widow and another son, C. K. Curran, survive.

DAGENAIS—Mrs. Myrtle, 53, mother of Gilbert (Gil) Dagenais, night club singer, suddenly in Portland, Ore., March 29. She had been despondent after a long illness. Survived by her husband, a son and a daughter.

DEHNOFF—William R., 85, one-time music publisher, in Brooklyn April 6. Among popular songs published by Mr. Dehnoff were *Baby Mine*, *The Old Rustic Bridge by the Mill* and *When the Tide Comes In*. Survived by a sister, Mrs. Theresa Dodge.

DOHERTY—James, tenor singer, in New York April 6. Doherty was a member of the American Federation of Actors.

DREW—Cleon, 33, April 3 in Burlington, Vt., following a short illness. He was a member of Al Hooper's Orchestra, now playing the Hotel Sherwood Grill, Burlington. Survived by his widow and one daughter.

FORD—John, who had a show with Winters' Exposition Shows last year, April 3 at Providence Hospital, Beaver Falls, Pa. Relatives are asked to get in

EDMUND BREESE

Edmund Breese, veteran actor of stage and pictures for more than 40 years, and last seen as District Attorney Flint in "The Night of January 16," died April 6 of peritonitis at the Hospital for Ruptured and Crippled, New York. He was 64.

Mr. Breese, the son of Josephine Busby and Renshaw Breese, was born in Brooklyn June 18, 1871. An attempt to begin his professional career at 12 was vetoed by his mother, who unsuccessfully tried to make him go thru the usual phases of formal education. Breese, therefore, did not make his first stage appearance until 22 at the Grand Opera House, Eureka Springs, Ark., as Adonis Evergreen in "My Awful Dad." After a few years with the company of Madame Rhea he made his New York debut as Albert in "Monte Cristo," produced at the Grand Opera House by James O'Neill.

His association with O'Neill lasted four years and included roles in "Virginius" and "When Greek Meets Greek." Following an engagement in stock at the Castle Square, Boston, Breese returned to New York in 1903 in "Romeo and Juliet" at the Knickerbocker Theater. Other engagements the same season were in "Trilby" and "Dr. Jekyll and Mr. Hyde," followed by "The Taming of the Shrew," with Ada Rehan and Otis Skinner, and "The Adventures of Gerard," the last another O'Neill venture. The opening of the 1904 season saw Breese touring with Robert Edson in "Strongheart" and "The Lion and the Mouse." Later years were spent playing in important cities throughout the United States. He was in "Chivalry" in 1925.

Breese's cinema career, begun in 1925, covered both the silent and talking picture eras. "The Spell of the Yukon," "The Shooting of Dan McGrew," "Kismet" and "The Public Defender" were some of his pictures.

He was one of the oldest members of Actors' Equity, being present at its inception, and also held memberships in the Lambs and Screen Actors' Guild.

He is survived by his widow. Funeral services were held March 18 at The Little Church Around the Corner, New York.

MARILYN MILLER

Marilyn Miller, one of musical comedy's latter-day immortals and a scintillating figure in the Broadway parade during the heyday of Florenz Ziegfeld, died April 7 at Doctors' Hospital, New York, after an illness of several weeks. She was 37.

Miss Miller, whose real name was Mary Ellen Reynolds, was born in Findlay, O., and began her stage career at Dayton, O., when four years old as Miss Sugarplum in a vaudeville team, "The Five Columbians." The other members were her mother, father and two sisters.

Her introduction to New York occurred in 1914, when contract difficulties involving an engagement for a London show, "Oh, Joy," precipitated a change of plans and the family appeared instead at the Lotus Club, where Lee Shubert spotted the young dancer and signed her to appear at the Winter Garden. The date was June 10, 1914, and the production "The Passing Show of 1914."

Her association with Ziegfeld started in 1918, when the noted producer engaged her for a small part in the "Ziegfeld Follies" at the New Amsterdam Theater, New York. Two years later, as the star of "Sally," Miss Miller established herself and the years following saw her in a number of lavish musical shows, including Barrie's "Peter Pan," at the Knickerbocker, 1924; Charles Dillingham's production of "Sunny," 1925; Ziegfeld's "Rosalie" and "Smiles," in 1928 and 1930, respectively, and "As Thousands Cheer," 1931. Previous to the latter show Miss Miller went to the Coast to make motion pictures of "Sally," "Sunny" and "Her Majesty, Love."

She was married three times. Her union in 1919 with Frank Carter, an actor, terminated with the latter's death in an auto accident; in 1922 she married Jack Pickford; motion picture actor, whom she divorced five years later, and a few years ago she married Chester L. O'Brien, who was in "As Thousands Cheer."

She is survived by her sister, Mrs. Clare Montgomery; her mother, Mrs. Carb Miller; her father, Edwin D. Reynolds, and another sister, Mrs. Ruth Sweeney. Funeral services were held April 9, followed by burial at Woodlawn Cemetery, Westchester, N. Y.

touch with Veterans of Foreign Wars, Beaver Falls.

FOX—Arthur, 55, known in private life as Arthur Kelly, Shakespearean actor for many years, April 3 in New York. Mr. Fox had appeared with Walter Hampden and Robert B. Mantell.

Arthur Barton

Arthur Barton, dramatist known in private life as Arthur Hartmann, and whose best-known play, "Wonder Boy," written in collaboration with Edward Chodorov, was produced at the Alvin Theater on Broadway by Jed Harris in 1931, died April 8 in New York City. He was 32. Mr. Barton, considered a promising author with a distinct flair for dialog, was mentally depressed thru fear that he was becoming blind.

Barton's career was varied and since the age of 16 he had worked as seaman, salesman, vaudeville performer, journalist, theatrical agent and press agent. In addition to "Wonder Boy," which was a burlesque on Hollywood gleaned from his experiences in the publicity departments of Columbia and Fox Films, he also dramatized "Winesburg, O." and "Man Bites Dog," in collaboration with Sherwood Anderson and Don Lockhiler, respectively.

He is survived by his widow, Miriam; a son, Arthur Jr.; and two brothers, Robert and Louis, the latter a doorman at the Hippodrome, New York.

GEIGER—Richard H., 71, baritone with the New York Civic Opera Company for 20 years, at his home in Mt. Washington, Pittsburgh, April 1. He also sang with the Reaves American Band and was a professor of music in Pittsburgh. Funeral services April 4. Survived by his widow, Mrs. Mabel Gilligan Geiger; three daughters and one sister.

HANSON—Harold A. Sr., 81, father of Al Hanson, assistant to General Manager Skouras of Fox-West Coast Theaters, at Inglewood, Calif., March 4 of heart attack.

HARCOURT—Fred C., 41, auditor for Thearle-Duffield Fireworks, Inc., at his home in Chicago April 7 following several relapses after a stroke suffered two years ago. He was born in Superior, Wis., May 20, 1895. When a young man he was auditor for J. Alex Sloan, auto-racing promoter, and later shifted to the World Amusement Service Association. When this firm dissolved he became auditor for Thearle-Duffield, holding the post 15 years. Funeral was in Bartholomew's Episcopal Church and burial April 11 in Mt. Hope Cemetery, Chicago. His widow; two sons, William and Fred Jr., and one daughter, Nancy Carrol, survive.

HARMATI—Sandor, 43, symphony orchestra leader, violinist and composer and professor of music at Bard College, Annandale, N. Y., April 5 at Flemington, N. J. In 1922 Mr. Harmati won the Pulitzer Prize in music with his *Symphonic Poem*. He was well known for helping unemployed musicians and for his championing of American music. In the latter capacity he was a director of

the unemployed musicians' symphony orchestra at the Metropolitan Opera House, New York. In 1927 he was a representative to the International Society for Contemporary Music at Frankfurt, Germany. He was born in Budapest. Surviving are his widow and his father.

HESE—Baron William, 51, screen character actor, April 3 in Los Angeles following a leg amputation.

HOWARD—Laura, 58, mother of Mrs. Carl L. Williams, of the Carl L. Williams traveling picture show, recently at her home in Harrison, O., after a seven weeks' illness following a stroke. Burial in Harrison. Survived by her daughter and a son.

LARONDE—B. G., manager of the Casino Music Hall of Algiers, Algeria, in Algiers March 17.

LAWRENCE—Henry E., 32, electrical engineer in NBC's television department, of an electric shock in the Empire State Building, New York, April 8. Survived by his widow, Margaret, and a son, Richard.

MANCELL—Sylviane, 11, stage and screen actress who spoke Shirley Temple's lines in French versions of the latter's films, in Paris April 18. Her mother was Edith Mancell, actress.

MOODY—Wallace E., 60, singer, composer and music critic, at his home in San Diego, Calif., April 9. He was engaged for several years in light opera work in Chicago and also sang with the Imperial Quartet. Surviving is his widow, Sally, also a musician.

MORRELL—Robert (Bobby), 20, broth-

(See FINANL CURTAIN on page 62)

T. W. Ballenger

Toland W. Ballenger, widely known circus man, died at his home in London, O., April 6 following an illness of heart disease. He was 63. He had not done any trouping for several seasons, owing to ill health.

He started in show business in 1893 as orchestra player with a small med and minstrel show. He played with a number of minstrel, magic and medicine shows and was a musician with Howe's Great London Circus. Later he joined the Pawnee Bill Wild West, John H. Sparks, Welsh Bros., and Forepaugh-Sells Bros.' circuses as musician. He then worked for minstrel and rep shows in the band and orchestra. He joined the Sparks Circus in 1898, remaining one year.

In 1910 he was appointed assistant manager of the Dode Fisk Shows. He then became general agent of Sparks Circus and served 20 years in that capacity. He continued as general agent of the show in 1929 after it had been bought by the American Circus Corporation, and also was general agent of the show in 1930 under the Ringling management. In 1931 he was general agent of Charles Sparks' Downie Bros. Circus.

He was a member of the Chandler Blue Lodge of Masons, London; Scottish Rite and Aladdin Temple (Shrine), Columbus, O., and Elks' Lodge, Bloomington, Ind. Survived by his widow and four children. Interment in Kirkwood Cemetery, London.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; t—theater.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A
 Adler & Taubman (Ambassador) NYC, h.
 Adreon, Emilee (French Casino) NYC, nc.
 Ahi (Leon & Eddie's) NYC, nc.
 Albee Sisters, Four (Shubert) Cincinnati 13-16, t.
 Alexander & Santos (Lyric) Indianapolis, t.
 Allen, Bobbie (Jungle Inn) Youngstown, O., nc.
 Allen, Jean (Swanee Club) NYC, nc.
 Allman, Alfreda (Kit Kat Club) NYC, nc.
 Almonte, Marie (Club Deanville) NYC, nc.
 Aloma, Princess (Wivel's) NYC, re.
 Ames & Arno (Uptown) Chi, t.
 Amstel, Felix (Russian Troyka) New York, nc.
 Andrews, Ted & Catherine (Barbizon-Plaza) New York, h.
 Anger, Harry, Girls (Hipp.) Toronto 13-16, t.
 Anise & Aland (Connie's Inn) NYC, nc.
 Apollon, Dave, Revue (Fox) Detroit 13-16, t.
 Arden, Dorothy (Grosvenor House) London 1-30, nc.
 Arena & Martinez (Anna Held's) NYC, re.
 Armstrong, Maxie (Connie's Inn) NYC, nc.
 Arnaut Bros. (Globe) Stockton, Eng., 13-18, t.
 Avery, Gertrude, Diamond Revue; Randolph Avery Band (National) Greensboro, N. C., 15-18; (State) Greenwood, S. C., 19-21; (Carolina) Greenville 22-25, t.
B
 Bacon, Faith (Colosimo's) Chi, nc.—
 Baduc, Ray (New Yorker) NYC, h.
 Bailey, Bill (Ubangt) NYC, nc.
 Bain, Betsy (Guest House) Easton, Pa., re.
 Baird, Bill (Columbia) Alliance, O., 16-17; (State) Sandusky 18-19; (Ma.) Chillicothe 23-24, t.
 Baker, Josephine (Chez Josephine Baker) NYC, nc.

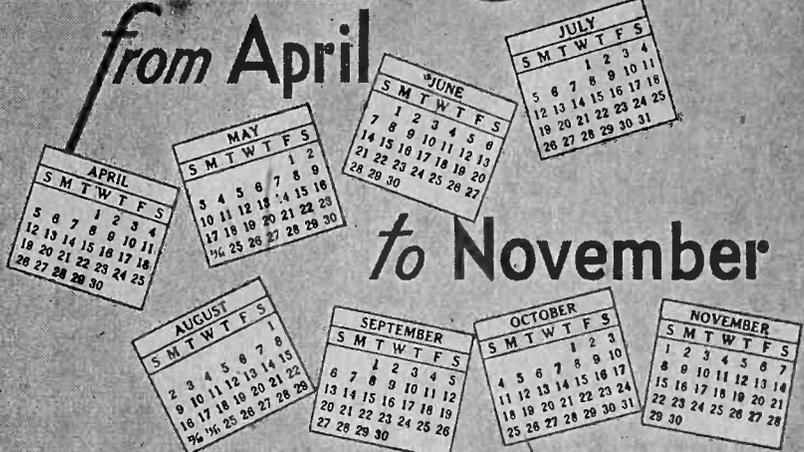
Bowes, Major, Amateurs (Pastime) Columbus, Ga., 16, t.
 Bowes, Major, Amateurs (Tivoli) Chi, t.
 Bowker, Betty (Man About Town Club) NYC, nc.
 Bowly, Al (Rainbow Room) NYC, nc.
 Bowman, Patricia (Fox) Washington, D. C., 13-16, t.
 Bradna Boys (Strand) Shreveport, La., 15-16, t.
 Brady, Bill (Versailles) NYC, re.
 Bredwins, Three (French Casino) NYC, nc.
 Brent, Jerry (Bar Intime) New York, nc.
 Brent, Romney (Wyndham's) London 1-30, t.
 Briefer, Gertrude (Hollywood) N. Y. C., re.
 Bring, Lou (Cafe Venezia) NYC, nc.
 Brooks, Margaret (Hipp.) NYC, t.
 Brown & Ames (Hipp.) Toronto 13-16, t.
 Brown, Arthur (Hector's Club New York) New York, nc.
 Brown & Brown (Anna Held's) NYC, nc.
 Brown, Evans (Red Gables) Indianapolis, nc.
 Brown, Isabel (Club Richman) NYC, nc.
 Brown, Troy (Kit Kat Club) NYC, nc.
 Browne, Louise (Gaiety) London 1-30, t.
 Browning, Mitchell & Wilson (Leon & Eddie's) NYC, nc.
 Bryant, Rains & Young (Astor) Reading, Pa., 13-16, t.
 Brydon, Louise (Hickory House) N. Y. C., nc.
 Bunchuk, Yasha (Fox) Washington, D. C., 13-16, t.
 Burkes Sisters (Earle) Washington, D. C., 13-16, t.
 Burn, Billie, & Dennis White (Hollywood) NYC, re.
 Burns, Dave (Wyndham's) London 1-30, t.
 Burrage, Alice Hathaway (Chateau Moderne) New York, nc.
 Butterworth, Anne (Lindy's) Boston, re.

C

Calvo, Pilar (El Chico) New York, nc.
 Caperton & Columbus (St. Moritz) N. Y. C., h.
 Cardona, Kay (Dizzy Club) NYC, nc.
 Caremina, Lena (Club Gaucho) New York, nc.
 Carleton & Juliette (Benj. Franklin) Phila, h.
 Carlisle, Una (Dizzy Club) NYC, nc.
 Carlson, Jack (French Casino) NYC, nc.
 Carol, Nita (Shelton) NYC, h.
 Carlos & Marchon (Jack Dempsey's) NYC, re.
 Carr, Billy (Paddock Club) Chi, nc.
 Carroll, Della (Harry's N. Y. Bar) Chi, nc.
 Carroll, Earl, Vanities (Earle) Phila 13-16, t.
 Carroll, June (Penthouse) Baltimore, nc.
 Carroll, Nita (Snelton Hotel) NYC, h.
 Carroll, Florence (Gresham) Boston, h.
 Carroll & Shalita (Morrison) Chi, h.
 Carson, Jack (Tower) Kansas City, t.
 Castain & Crane (Larue's) NYC, re.
 Castillo, Carmen (Chicago) Chi, t.
 Castle, Billy (Chateau Moderne) N. Y. C., nc.
 Caston, Bobbie (Connie's Inn) NYC, nc.
 Catalina, Rose (606 Club) Chi, nc.
 Chadwick, Jean (Cocoanut Gardens) Chi, nc.
 Charles & Barbara (Biltmore) St. Louis, cc.
 Charles, Ernest (Normandie) New York, nc.
 Cherie & Joe (French Casino) NYC, nc.
 Chicken Sisters, Three (State) Cleveland 13-16, t.
 Chita (Anna Held's) NYC, re.
 Chlyo, Princess (Cocoanut Grove) Boston, nc.
 Chmara, Gregory (St. Moritz) NYC, h.
 Cholet, Paul (Ritz) Muskogee, Okla., 15-18, t.
 Christine, Bobette (Chateau Moderne) NYC, nc.
 Chuck & Chuckles (Connie's Inn) NYC, nc.
 Clambake Seven (Lincoln) NYC, h.
 Clara Donna (Kit Kat Club) New York, nc.
 Clare, Phyllis (St. Regis) NYC, h.
 Claudet, Marguerite (McCurdy) Evansville, Ind., h.
 Clay, Marjorie (Colosimo's) Chi, nc.
 Codolban, Cornelius (St. Regis) New York, h.
 Coleman, Arlene (Wivel's) NYC, nc.
 Colleen (Liberty Inn) Chi, nc.
 Comeford, Marie (New Yorker) New York, h.
 Conchita, Senorita (Riverside) Milwaukee, t.
 Connors Jr., Chuck (Tin Pan Alley) New York, nc.
 Consuela & Tomas (Chicago) Chi, t.
 Conti, Jean (Meurice) NYC, re.
 Continental Varieties (Club Chicquot) NYC, nc.
 Conville, Frank (Tower) Kansas City, t.
 Coogan, Mac (Edison) New York, h.
 Cook, Gloria (Hollywood) New York, nc.
 Cooper, Betty Jane (Paramount) NYC 13-16, t.
 Corday & LaMonte (Jungle Inn) Youngstown, O., nc.
 Cordona, Kay (Dizzy Club) NYC, nc.
 Cornwell, Frank, Trio (Biltmore) NYC, h.
 Cortez, Al & Tom (Hickory House) NYC, nc.
 Costelli, Lewis (Tivoli) Chi, t.
 Costello, Don, & Girls (Century) Baltimore 13-16, t.
 Cotter, Hazel (Riverside) Milwaukee, t.
 Covert & Reed (Hollenden) Cleveland, h.
 Covey, Edna (Grosvenor House) London 1-30, nc.
 Crider & Paige Capers of Mirth (Hollywood) Atlantic City 18-20, t.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Balleff, Nikita (St. Moritz) NYC, h.
 Banks, Sadie (Old Rumanian) NYC, cb.
 Baprie & Lamb (College Inn) Chicago, nc.
 Barnes, Eddie, & Fred Steger (Yacht Club) NYC, nc.
 Barnett, Marty (Oriental) Chi, t.
 Barocas & DeFridas (Tap House) Elmira, N. Y., nc.
 Baron & Blair (Waldorf-Astoria) NYC, h.
 Baroness Von Brennecke (Club Normandie) NYC, nc.
 Barren & Lane (Hollywood) N. Y. C., re.
 Barrett, Sheila (Radio City Rainbow Room) NYC, nc.
 Barrett & Smith (Commodore Club) Detroit, nc.
 Barrie, Katherine (Weyliff) New York, h.
 Barrina, Olga (Buckingham) NYC, h.
 Beale St. Boys (Broadway Room) NYC, nc.
 Beaujean, Pierre (Buckingham) NYC, h.
 Beauvel & Tova (Waldorf-Astoria) NYC, h.
 Beck, Danny (Club Minuet) Chi, nc.
 Bee, Connie (Broadway Room) New York, nc.
 Behm, Arthur (Gay Nineties) NYC, nc.
 Belford, Beulah (Tivoli) Chi, t.
 Bell & Grey (Club Triangle) Rochester, N. Y., nc.
 Bellamy, Lita (Tap House) Elmira, N. Y., nc.
 Bell's Hawaiian Follies (Academy) Lynchburg, Va., 16-18; (Roanoke) Roanoke 20-25, t.
 Belostozky, Boris (St. Regis) NYC, h.
 Bennett, Ethel (Old Rumanian) NYC, cb.
 Benny, Jack (State) Cleveland 13-16, t.
 Beno, Ben; Cookeville, Tenn., 13-18.
 Bentley, Gladys (Ubangi Club) New York, nc.
 Berg, Alphonse (French Casino) NYC, nc.
 Berle, Milton (Paradise) NYC, re.
 Bernard, Bobby (Biltmore) NYC, h.
 Bernard & Henrie (Colony Club) Chi, nc.
 Bernard, Mike (Gay Nineties) NYC, nc.
 Bernie, Dave, Girls (Club Sharon) N.Y.C., nc.
 Bernie, Harry (Club Richman) NYC, nc.
 Berry, Robert (Buckingham) NYC, h.
 Bessinger, Frank (New Yorker) New York, h.
 Bert & Jay (Colonial Village) Peoria, Ill., nc.
 Beauvel & Tova (Waldorf-Astoria) NYC, h.
 Bickford & Crandall (Merry-Go-Round) Akron, O., nc.
 Blanche & Elliott (Top Hat) Union City, N. J., nc.
 Blanchard, Eddie (Club Elegante) NYC, nc.
 Blanchard, Terry (Normandie) New York, nc.
 Blane, Rose (Hollywood) New York, re.
 Blue, Jack (Blakeland Inn) Denver, nc.
 Bo Brummels (Barrel of Fun) NYC, nc.
 Boole, William (Tivoli) Chi, t.
 Boreo, Emil (London Casino) London, nc.
 Boring & Lazar (Wivel's) NYC, re.
 Boston Sisters, Three (Gang Plank) NYC, nc.
 Bowes, Major, Amateurs (Arcadia) Harlingen, Tex., 16, t.
 Bowes, Major, Amateurs (Capitol) New London, Conn., 15-16, t.



Including All Special Numbers



30 Copies less than 7¢ each

Special Offer Coupon
 Until April 30th
 You Save \$2.50

The Billboard Publishing Co.,
 25 Opera Place,
 Cincinnati, O.

Please mail The Billboard for the next 30 weeks for which I inclose, not the \$4.50 thousands pay at the regular single copy price, but only \$2.

Name New
 Address Renewal
 City State My occupation is

Regular rate: One Year, \$5. Single Copy, 15 cents.

MAIL THIS COUPON NOW

Crone, Roberta (Jungle Inn) Youngstown, O., nc.
Cropper, Roy (Wellington) NYC, h.
Cross & Dunn (Versailles) NYC, nc.
Cugat, Carmen (Waldorf-Astoria) NYC, h.
Cugat, Xavier, & Orch. (Chicago) Chi, t.

D

Dailey, Cass (Hollywood) New York, nc.
Dale, Maryon (Chateau Moderne) NYC, nc.
Dale, Sunny (Tower) Kansas City, t.
Dalton, Jack (Athletic Club) Milwaukee, c.
Dancing Debutantes (Nut Club) NYC, nc.
Danny & Edith (Kit Kat Club) NYC, nc.
Danwill Troupe (American Music Hall) NYC, mh.
Dau, Rilla (Club Gauch) New York, nc.
Davis, Eddie (Leon & Eddie's) New York, nc.
Davis, Lew (Lang's) Albany, N. Y., h.
Daw, Dorothy (Broadway Room) N. Y. C., nc.
DeFrees, Lois (Dizzy Club) NYC, nc.
DeCamp, Ronnie (Old Rumanian) NYC, cb.
DeCardos (State) NYC 13-16, t.
De Cicco, Richard (Old Algiers) NYC, nc.
DeMarco & Osborne (Club Richman) NYC, nc.
DeMarcos, The (Plaza) NYC, h.
DeVega & Ynez (Le Mirage) NYC, re.
De Vito & Denny Co. (Hackney Empire) London 20-25, t.
De Wald Twins (Village Barn) New York, nc.
DeWitt, Millicent (606 Club) Chi, nc.
Dexter, Bert (Strand) Shreveport, La., 15-16, t.
D Sisters (Strand) Shreveport, La., 15-16, t.
Diamond, Ted & Mitzl (Brown Derby) Boston, Di Michael, John (Casino Venezia) N.Y.C., nc.
Dickson, Dorothy (Saville) London 1-30, t.
Dietrich, Norma & Orville (Tower) Kansas City, t.
Dimitri & Helen (Club Gauch) New York, nc.
Dolan, Jackie (State-Lake) Chi, t.
Dolores (Marquette Club) Chi, nc.
Don & Dorice (Brown Derby) Boston, nc.
Donahue, Red, Co. (Colonial) Dayton, O., t.
Donaldson, Joe (Cecil) Mason City, Ia., 15-16, t.
Doner, Kitty (Lido) Montreal, nc.
Doris & Wally (Bradford) Boston, h.
Dosh, Freddie (Uptown) Chi, t.
Dossena, Adeline (Club Minuet) Chi, nc.
Doublier, Eddie (Old Algiers) NYC, nc.
Dougherty, Marie (Jimmy Dwyer's Rendezvous) New York, nc.
Dova, Ben (Grosvenor House) London 1-30, t.
Dove, Evelyn (Connie's Inn) NYC, nc.
Doyle, Howard (Oriental) Chi, t.
Drake, Connie (Deauville) New York, nc.
Drena & Her Dancers (London Casino) London, nc.
Drew, Cholly (Number One Bar) NYC, nc.
Drew, Doryce & Freddy (Penthouse Supper Club) Baltimore, cb.
Drew, Hotcha (Connie's Inn) NYC, nc.
Drum, Dotty (Hector's Club New Yorker) New York, nc.
Duffin & Ruth (St. Francis) San Francisco, h.
Duke, Paul (Chicago) Chi, t.
Dunn, Johnnie (Cecil) Mason City, Ia., 15-16, t.
Duval, Ade (Empire) Liverpool, Eng., 20-25; (Empire) Sheffield 27-May 2, t.
Duval, Sheila (New Town Bar) New York, nc.

E

Eagles Harmonica Sextet (Tivoli) Chi, t.
Earle, Fortune & Pope (Marbro) Chi, t.
Earle, Peggy (State-Lake) Chi, t.
Easter & Hazleton (Penthouse) Baltimore, ne.
Eberle, Eleanore (Lido) Montreal, nc.
Edwards, Jack, Revue (Palais Royale) Akron, O., nc.
Efanti, Hilda (Anna Held's) NYC, nc.
Eldridge, Patsy (Tap House) Elmira, N. Y., nc.
Elida Ballet (Fox) Washington, D. C., 13-16, t.
Elissa, Senorita (Nini's French Cabaret) New York, c.
Endor & Farrell (Savoy-Plaza) NYC, h.
Enos, Rue, Trio (Shrine Circus) Des Moines, Ia., 13-18.
Eno Troupe (Shubert) Cincinnati 13-16, t.
Enrica & Novello (Fox) Washington, D. C., 13-16, t.
Erma, Gypsy (New Town Bar) New York, nc.
Errante, Charles "Happy" (Place Elegante) NYC, nc.
Esquires, The Three (Lincoln) NYC, h.
Estelle & Leroy (French Casino) N. Y. C., nc.
Evans, Rex (Beachcomber Bar) NYC, nc.
Evans, Steve (Lyric) Indianapolis, t.
Everett & Conway (Shrine Circus) St. Joseph, Mo.; Lincoln, Neb., 19-24.
Everett, Ruth (Town Casino) NYC, nc.

F

Fallon & West (Oriental) Chi, t.
Farrell, Frances (Town Casino) NYC, nc.
Farrell, Marita (French Casino) New York, nc.
Farrell, Bill: (Place Elegante) New York, nc.
Fast & Stuart (Frolics Cafe) Niagara Falls, N. Y., c.
Feindt, Cilly (French Casino) New York, nc.
Felicia & DelRey (Club Avalon) Cleveland, nc.
Fermin & Mary Lou (El Toreador) N.Y.C., nc.
Fetich, Stepin (State) NYC 13-16, t.
Flames, Three (Shubert) Cincinnati 13-16, t.
Fields, Benny (Hollywood) NYC, re.
Fields, Irving (Buckingham) NYC, h.
Fields, Lillian (Monte Carlo) NYC, nc.
Fio-Rito, Ted, & Orch. (Stanley) Pittsburgh 13-16, t.
Fiorella, Mario (Hollywood) NYC, nc.
Flske, Dwight (Savoy-Plaza) NYC, h.
Five Nit Wits (Tin Pan Alley) New York, nc.
Fletcher, Tom (Village Barn) New York, nc.
Flore, Dany (French Casino) NYC, nc.
Folarty, Alec (Weylin) NYC, h.
Folies Comiques (Pal.) Cleveland 13-16, t.
Fordham, Louise (Number One Bar) NYC, nc.
Fox, Dorothy, & George Breton (St. Moritz) NYC, h.
Foy, Boy (Michigan) Detroit 13-18, t.
Francis, The Mystery Man (Shelton Corner) New York, nc.
Franks, Four (A. B. C.) Paris 10-30, t.
Frank, Polly (Prince Edward Casino) London 2-30, re.
Frazee Sisters (Royale-Frolics) Chi, nc.
Frazier, Jack (Bernice) Miami, Fla., h.
Freddy & His Dogs (French Casino) New York, nc.
Forsythe, Seamon & Farrell (Gaumont Pal.) London 6-18, t.
Fry, Bob & Virginia (Man About Town) New York, nc.
Furman & Lorraine (Gay Nineties) NYC, nc.

G

Gaby, Frank Co. (Roxy) NYC 13-16, t.
Gales, Six (Strand) Shreveport, La., 15-16, t.
Gall-Gall (Radio City Rainbow Grill) NYC, nc.
Gamble, Dick (Bradford) Boston, h.
Garcla, Louis (Congress) NYC, b.
Gardner, Grant, Co. (Lyric) Indianapolis, t.
Gardner & Kane (Colonial) Dayton, O., t.
Gardner & Reed (Dizzy Club) New York, nc.
Gaston & Edouard (Monte Carlo) NYC, c.
Gay, Sally (Park Plaza) St. Louis, h.
Gay Nineties Quartet (Gay Nineties) NYC, nc.
Gaylene Sisters (Palladium) London 1-30, t.
Georges & Jalna (Chicago) Chi, t.
Geraghty, Bob (Pal.) Manchester, Eng., 20-25, t.
Ghezzi Bros. (Holborn Empire) London 20-25, t.
Giants of Rhythm, Three (Connie's Inn) New York, nc.
Gibson, Billy (Granada Inn) Atlanta, nc.
Gilbert, Bob & Florette (Delmonico's) NYC, re.
Gilbert, Ethel (Gay Nineties) NYC, nc.
Gilbert, Gloria (Prince Edward Casino) London 2-30, re.
Gilford, Jack (Paradise) NYC, re.
Gilmore, Patricia (Leon & Eddie's) NYC, nc.
Giovanni (Palmer House) Chi, h.
Girl Friends, Three (Lido) Montreal, nc.
Gleason, Art, Town Scandals (Ottumwa) Ottumwa, Ia., 15; (Orph.) Dubuque 17-19; (Rialto) Newton 21; (Cecil) Mason City 22-23, t.
Glory, Camille (Broadway Room) NYC, nc.
Glover, Alice, & Walter Le Nay (Park Central) NYC, h.
Goff, Jerry, & Jack Kerr (Yacht Club) NYC, nc.
Gold & Primrose (Grand) St. Louis, t.
Gonan, Inez (Silver Cloud) Chi, nc.
Gonzales, August, & Don Rangel (McAlpin) NYC, h.
Gooding, Sally (Kit Kat Club) NYC, nc.
Goodwin, Jack (Yacht Club) NYC, nc.
Gould Sisters (Hi-Hat Club) Chi, nc.
Graumann, Saul, Co. (Shubert) Cincinnati 13-16, t.
Gray, Frank (Club 429) Chi, nc.
Gray, Helen (Versailles) NYC, re.
Gray, Margaret, & Oliver Gardner (Radio City Rainbow Grill) NYC, nc.
Gray, Maxine (Pennsylvania) New York, h.
Gregory, Kay (Morrison) Chi, h.
Green, Terry (Park Central) NYC, h.
Greenwood, Dawn, & Dorothy Jeffers (Paradise) NYC, re.
Griffin, Joe (Pal.) Manchester, Eng., 20-25, t.
Grovettes, The (Park Central) NYC, h.
Growler Man, The (Gang Plank) NYC, nc.
Gyldenkrone, Baron Ebbe (Wivel's) N.Y.C., re.
Gypsy Albert Trio (Beverly Bar) NYC, nc.

H

Hacker, Monty (Orph.) Dubuque, Ia., 17-19; (Cecil) Mason City 22-23; (Paramount) Waterloo 24-26, t.
Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.
Hall, Bob (Morrison) Chi, h.
Hardy, Moore (Gabriel's) NYC, nc.
Harrington, Pat (Gang Plank) NYC, nc.
Harris, Irve (Place Elegante) NYC, nc.
Harris Twins & Loretta (Scale) Berlin 1-30, t.
Hart, June (Colonial Village) Peoria, Ill., nc.
Hartmanns, The (St. Regis) New York, h.
Hauser, Violette (Riverside) Milwaukee, t.
Havana Royal Orch. (State) NYC 13-16, t.
Hayes, Evie (Pal.) Manchester, Eng., 20-25, t.
Hazard & Hart (Pal.) Blackpool, Eng., 13-18, t.
Healy, Chuck (Torch Club) Canton, O., nc.
Healy, Dan (Broadway Room) New York, nc.
Healy & Garnella (Grand) St. Louis 17-23, t.
Healy, Nancy (Syracuse) Syracuse, N. Y., h.
Herman, Irving (Man About Town Club) NYC, nc.
Hess, Edith (Cedarwood Cabin) Melaga, N. J., nc.
Hildegard (Galety) London 1-30, t.
Hill, Pat (Kit Kat Club) New York, nc.
Hilliard, Harriet (Lexington) NYC, h.
Hirsch, Jack (Old Rumanian) NYC, cb.
Holland & Hart (Savoy) London, h.
Hollis, Bessie (Riverside) Milwaukee, t.
Holly, Edna Mae (Ubangi Club) New York, nc.
Hollywood Holiday (Cecil) Mason City, Ia., 15-16, t.
Hollywood Horse (Biltmore) Providence, R. I., h.
Honan, Helen (Earle) Washington, D. C., 13-16, t.
Horn, Freddie (Brass Rail) Ogdensburg, N. Y., re.
Hot Feet, Four (Kit Kat) New York, nc.
Howard, Kathleen (Deauville) New York, nc.
Howard, Vivian (Number One Bar) NYC, nc.
Howe, Dorothy (Bossert Grill) NYC.
Howell, David (Archmont Club) NYC, nc.
Hoyt, Jackie, & Sister (Oriental) Chi, t.
Hunt, Pee Wee (Radio City Rainbow Room) NYC, nc.
Hurok, Jemma (Sherry-Netherland) NYC, h.
Hutton, Ina Ray, Unit (Earle) Washington, D. C., 13-16, t.
Hyde, Herman, Co. (Colonial) Dayton, O., t.

J

Jack & Jill (Grand) St. Louis, t.
Jackson, Lawrence (President) New York, h.
Jackson, Joe (Holborn Empire) London 13-18, t.
Jacksons, Three (Tower) Kansas City, t.
Janis, Jack (Hipp.) Coventry, Eng., 13-18; (Shakespeare) Liverpool 20-25, t.
Janleys, The (Hipp.) Toronto 13-16, t.
Jarrett, Lucille (Madeleine's) New York, nc.
Jean, Terry & Tully (Astor) Reading, Pa., 13-16, t.
Johnson, Al (Casino Venezia) NYC, nc.
Johnson, Jay (Silver Tavern) Chi, nc.
Jones, Dick & Dotty (Delmonico's) NYC, re.
Johnny & George (Kit Kat Club) NYC, nc.
Johns, June (Frolics Club) Toledo, O., nc.
Johnson & Dean (Connie's Inn) NYC, nc.
Jones, Little Johnny (Nixon) Pittsburgh, nc.
Jordan, Sylvia (Old Rumanian) NYC, cb.
Julienne (St. Moritz) NYC, h.

K

Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
Kalmus, Bee (Yacht Club) NYC, nc.
Kanazawa Japs (Ritz) Muskogee, Okla., 15-16, t.
Kantor, Lee (Nut Club) New Orleans, nc.
Karre, LeBaron, Co. (Gaumont & Rex) Paris 4-17, t.

Kauff, Benn (Place Elegante) New York, nc.
Kay, Beatrice (Tony's) NYC, nc.
Kaye, Johnny (Trotta's) Baltimore, Md., nc.
Kaye, Sibil (Village Nut Club) NYC, nc.
Kay, Sylvia, & Carroll Dean (Nut Club) NYC, nc.
Kayne, Don (Capri) Lawrence, Mass., re.
Kedrova, Lili (St. Moritz) NYC, nc.
Kehr, Holly & Charles (Radio City Rainbow Grill) NYC, nc.
Kelly, Nancy (Hi-Hat Club) Chi, nc.
Kenanedy, Billie (Howdy Club) New York, nc.
Kennedy, May (Butler's Tap Room) NYC, nc.
Kenny, Lillian (Hotel Montclair) NYC, h.
Kent, Billy (Torch Club) Canton, O., nc.
Kew, Estelle, & Accordions (Grand) St. Louis, t.
Khmara, Gregory (St. Moritz) New York, h.
Kimris (Hipp.) NYC, t.
King of Beasts Wild Animal Circus (Loew) Montreal 13-16, t.
King, Bert (Shelton) NYC, h.
King, Blanche (Brill's) Newark, N. Y., nc.
King's Jesters (Morrison) Chi, h.
Kirk, Lynn (Hipp.) Toronto 13-16, t.
Kirkland, Paul (Fox) Washington, D. C., 13-16, t.
Kirkwhite, Iris (Casino de Paris) Paris 1-30, t.
Kit Kat Klub Revue (Ritz) Muskogee, Okla., 15-16, t.
Kito Japs (Astor) Reading, Pa., 13-16, t.
Knight, June (Downtown) Detroit 13-16, t.
Knoll, Chan, Trio (Strand) Shreveport, La., 15-16, t.
Koban, Great (Strand) Shreveport, La., 15-16, t.
Komisarjevskaja, Elena (St. Moritz) NYC, h.
Kortez, Nadia (St. Regis) NYC, h.
Krajakaks, Five (Connie's Inn) NYC, nc.
Kramer, Dick (Lebus) New York, re.
Kramer, Ida (Swanee) NYC, nc.

L

LaFleur, Arthur (Hipp.) NYC, t.
La Palomas (Deauville) New York, nc.
LaRue, Bobby & Kenn (Derby Club) Hot Springs, Ark., nc.
LaVerne, Jean (Jungle Inn) Youngstown, O., nc.
Labato, Paddy (Barton's Paradise Club) Youngstown, O., nc.
La Fleurs, The (State-Lake) Chi, t.
LaMae, Trixie (Butler's Tap Room) NYC, nc.
LaRue & LaValle (Delmar Club) Galveston, Tex., re.
LaVola, Don: Kansas City, Mo.; St. Joseph 13-18, t.
LaZellas, Aerial (Shrine Circus) Des Moines, Ia., 11-13.
Lalage (Prince Edward Casino) London 2-30, re.
LaMae, Walter (Park Central) NYC, h.
Lambert, Helen (Man About Town) NYC, nc.
Lamberton, Charlotte (Hollywood) NYC, nc.
Lamerton, Marguerita (Hollywood) NYC, re.
Lamont, Lester (Club Richman) NYC, nc.
Lamonte, Jean (Jungle Inn) Youngstown, O., nc.
Lane, Lillian (Dizzy Club) New York, nc.
Lane, Ted (Hickory House) New York, nc.
Lang & Lee (Grand) St. Louis 17-23, t.
Large & Morgner (Hipp.) Baltimore 13-16, t.
Larmita & Mullet (Oasis) Detroit, nc.
Larson, Al (Top Hat) Union City, N. J., c.
Lassiter, Frank & Warren (Paramount Astoria) London 13-27, t.
Lawler, Alice (Caliente Club) NYC, nc.
Lawrence, Lucille (Swanee) NYC, nc.
Lawton, Reed (Le Mirage) NYC, re.
Lazar, Leo (Place Elegante) NYC, nc.
Lazer & Lee (Dickinson) Great Bend, Kan., 15-16, t.
Laurie Jr., Jack (All Stars Club) NYC, nc.
Lavana Sisters (Riverside) Milwaukee, t.
Lee, Ada (Royale-Frolics) Chi, nc.
Lee, Bob (Wivel's) NYC, re.
Lee, Harry (Blakeland Inn) Denver, nc.
Lee, Jeanette (Ritz) Muskogee, Okla., 15-16, t.
Lee, Joe & Betty (Biltmore) NYC, h.
Lee, Linda (Hotel Biltmore) NYC, h.
Lee, Syble (Cecil) Mason City, Ia., 15-16, t.
Legon, Jemi (Adelphi) London 1-30, t.
Leed, William (Dizzy Club) New York, nc.
Lemond, Joe (Oriental) Chi, t.
Leonard, Edna (606 Club) Chi, nc.
Lenora Dandies (Pennsylvania) Phila, h.
Lenti, Steve (Place Elegante) New York, nc.
LeRoy Sisters (Paddock Club) Cleveland, nc.
Leonard, Jack (Lincoln) NYC, h.
Leu, Paul (Windmill) Pittsburgh, nc.
Levolo, Pat & Willa (Capitol) Atlanta, Ga., t.
Lewis, Ann (Kit Kat Club) NYC, nc.
Lewis, Norman (Chez Paree) Hartford, Conn., nc.
Llazed Arabes (State) Cleveland 13-16, t.
Lido Girls (Club Richman) NYC, nc.
Light Brigade (McAlpin) NYC, h.
Lilley, Joe & Harold Woodall (Number One Bar) NYC, nc.
Lime Trio (Met.) Boston 13-16, t.
Liptova, Schura (St. Regis) NYC, h.
Lischeron & Adams (Royale-Frolics) Chi, nc.
Little, Little Jack, & Orch. (Paramount) NYC 13-16, t.
Livingston, Mary (State) Cleveland 13-16, t.
Lodjensky, General (Sherry - Netherland) NYC, h.
Long Jr., Nick (Adelphi) London 1-30, t.
Lopez & Anita (Brill's) Newark, N. Y., nc.
Lorna & Carr (Capri) Lawrence, Mass., re.
Lorraine, Bill, & Ed Furman (Gay Nineties) NYC, nc.
Lorraine, Jackie (Chez Paree) Hartford, Conn., nc.
Lorraine, June (Broadway Room) NYC, nc.
Lowell, Alice (All Stars Club) NYC, nc.
Lowery, Fred (Ambassador) New York, h.
Lubina, Ada (St. Moritz) New York, h.
Lucky Boys, Six (Marbro) Chi, t.
Lydia & Joresco (Plaza) NYC, h.
Lynch, Louise Dudley (Stork Club) NYC, nc.
Lynn, Ginger (Paddock Club) Chi, nc.

M

McCabe, Sara Ann (Biltmore) NYC, h.
McCormick & Kidd (Will Oakland's Casino) Paterson, N. J., nc.
McCoy, Elena (Chateau Moderne) NYC, nc.
MacDonald, Grace & Gay (Leon and Eddie's) New York, nc.
McGill, Billie (Wonder Bar) Owasso, Mich., nc.
McGlynn Sisters (Broadway Room) NYC, nc.
Macks, Sensational (Granada) London 13-18, t.
Maddux, Frances (Savoy Plaza) New York, h.
Mae, Edna (Paradise) NYC, re.
Mae Trio (Riverside) Milwaukee, t.
Magnante, Charle (Waldorf-Astoria) NYC, h.

Mahoney, Will (Pal.) Manchester, Eng., 20-25, t.
Malina, Luba (Hollywood) New York, re.
Mangean, Hazel, & Girls (Pal.) Manchester, Eng., 13-18, t.
Mandell, Kitty (New Town Bar) New York, nc.
Manders, Jean (Colonial Village) Peoria, Ill., nc.
Manhattan Four (Palmer House) Chi, h.
Mann, Sid (Mon Paris) NYC, nc.
Manners, Gene, & Bernice Lee (Paradise) NYC, re.
Manya & Drago (Palmer House) Chi, nc.
Mara & Renaldo (Jimmy Kelly's) N.Y.C., nc.
Maravellas (El Chico) New York, nc.
Marcy Bros. & Beatrice (State-Lake) Chi, t.
Mardo, Al (Grand) St. Louis, t.
Marguerite & Arthur (Embassy Club) Toronto, nc.
Mario & Floria (Ambassador Hotel) NYC, h.
Marlowe, Arlene (Club Minuet) Chi, nc.
Marlowe, Gwen (Village Nut Club) NYC, nc.
Marsh, Carolyn (Palladium) London 1-30, t.
Marshall, Everett (Fox) Washington, D. C., 13-16, t.
Martin, George Andre (Michigan) Detroit 13-16, t.
Martin, Marlon (Hollywood) NYC, re.
Martin, Muriel (Dizzy Club) New York, nc.
Martin, Tommy (Versailles) NYC, nc.
Martinet & Crow (Grosvenor House) London 1-30, nc.
Masked Countess, The (Leon & Eddie's) NYC, nc.
Mason, Jack, & His Playboy Revue (Club Richman) NYC, nc.
Masters, Frankie (Uptown) Chi, t.
Maurice & Cordoba (Savoy-Plaza) NYC, h.
Maughan, Dora: (Thru the Looking Glass) New York, nc.
Mavery, Jackie (Kit Kat Club) NYC, nc.
Max & His Gang (Scala) Berlin 1-30, t.
Meade & Meeres (Adelphi) London 1-30, t.
Mele, VI (Commodore Hotel) NYC, h.
Melzers, Flying: Hopkinsville, Ky., 13-18.
Mercedes, Eileen (Caliente) NYC, nc.
Mercer, Mary (Hickory House) New York, re.
Merman, Ethel (Paramount) NYC 13-16, t.
Merrick & Allen (Dickinson) Great Bend, Kan., 15-16, t.
Metaxa, George (State) Cleveland 13-16, t.
Michel & Hero (Hansa) Hamburg, Germany, 1-30, t.
Miller, Joan (Jimmy Kelly's) NYC, nc.
Miller, Marion (606 Club) Chi, nc.
Miller Sisters (Hipp.) Toronto 13-16, t.
Mills, Tommy (Place Elegante) New York, nc.
Minor, Frank (Barrel of Fun) NYC, nc.
Monachia & Shoemaker (Nixon) Pittsburgh, nc.
Monroe, Freddie (Club Richman) NYC, nc.
Monson, Mildred (Radio City Rainbow Room) NYC, nc.
Montgomery, Anne (Brill's) Newark, N. Y., nc.
Monty, Paul (Man About Town Club) NYC, nc.
Moore & Larrye (Connie's Inn) NYC, nc.
Moore, Lela (Roxy) NYC 13-16, t.
Moore, Wally & Grayce (Capitol) Lynn, Mass., 13-16; (Modern) Brockton 22-25, t.
Morale & Morale (Riverside) Milwaukee, t.
Morales, Felix (Riverside) Milwaukee, t.
Moreno, Consuelo (El Chico) New York, nc.
Morgan, Marion (Colosimo's) Chi, nc.
Morgan, Patricia (Barrel of Fun) NYC, nc.
Morris, Dwight (Gabriel's) NYC, nc.
Mossman, Earl (Colonial Village) Peoria, Ill., nc.
Munoz & Balan (Club Gauch) NYC, nc.
Mura, Corinna (Waldorf-Astoria) NYC, h.
Muriel, Mimi (Meurice) NYC, re.
Murphy, Edna (New Yorker) New York, h.
Murray & Alan (Del Monico's) NYC, re.
Murray, Arthur, Dancers (Vanderbilt) NYC, h.
Murray, Betty (Jimmy Kelly's Village Rendezvous) New York, nc.
Music Hall Boys (St. Moritz) New York, h.
Musical Maniacs, Three (Caliente) NYC, nc.
Musical Rogues, Three (Essex House) NYC, h.
Myers, Jack, & Marion Wilkins (Hotel New Yorker) NYC, h.
Myra (Tillie's Chicken Grill) New York, nc.

N

Nadine & Girardo (Biltmore) NYC, h.
Natascha (Gay '90s) Chi, nc.
Naylor, Marjorie (Hickory House) NYC, nc.
Nazarenka, Tasha (St. Regis) NYC, h.
Nedell, Bernard (Wyndham's) London 1-30, t.
Neeley, Phil (Hollywood) NYC, re.
Neiss Troupe (Colonial) Dayton, O., t.
Nelson, Nelle (Hi-Hat Club) Chi, nc.
Nesbit, Evelyn (All-Stars Club) NYC, nc.
New Yorkers, Three (Stork Club) NYC, nc.
Newell, Bobbie (Brass Rail) Ogdensburg, N. Y., re.
Newdahl, Clifford (Club Normandie) NYC, nc.
Newman, Harry (Beverly Bar) NYC, nc.
Niles, Noma (Swanee) NYC, nc.
Noble, Leighton (Waldorf-Astoria) NYC, nc.
Noble, Ray, & Band (Met.) Boston 13-16, t.
Nolan, Nancy (Governor Clinton) NYC, h.
Norman, Karyl (Cafe La Rouge) Brooklyn, N. Y., nc.
Norton's Speedster Revue (Chateau) Rochester, N. Y., nc.
Novoa, Fantasia (El Toreador) NYC, nc.

O

O'Dell, Dell (King Edward) Toronto, Can., h.
O'Doherty, Molly (Chesapeake House) NYC, re.
O'Neil, Cackles (Hollywood) NYC, re.
O'Rondons, Three Flying: Wichita, Kan., 13-18.
Odley, Guy (Jack Dempsey's) NYC, re.
Oldfield, Emmett (Dorchester Hotel) London 1-30, nc.
Olympia Boys, Three (Riverside) Milwaukee, t.
Oolala Continental (Capitol) Grand Island, Neb., 16; (Orph.) Parsons, Kan., 18; Pittsburgh 19-20; (Gillols) Monett, Mo., 21; (Coleman) Miami, Okla., 23, t.
Orda, George (St. Regis) NYC, h.
Original Rhythm Boys (Weylin) NYC, h.
Ortons, Four (Palladium) London, t.

P

Paderewski, George (Yacht Club) NYC, nc.
Pady Twins (Tap House) Elmira, N. Y., nc.
Pagano, Paul (Orlole Terrace) Detroit, nc.
Page, Powell & Nona: Bedford, Eng., 20-25; (Empire) Holborn 27-May 2, t.
Page, Sid, Co. (State-Lake) Chi, t.
Paige, Helen (Delmonico's) NYC, re.
Palmer, Grayce (Marquette Club) Chi, nc.
Palmer, Kay (Vanderbilt) NYC, h.
Pape & Conchita (Riverside) Milwaukee, t.
Parker, Lew (Astor) Reading, Pa., 13-16, t.

Parra, Emile (Starland) Winnipeg, Can., nc.
 Parsons, Kay (Gay Nineties) New York, nc.
 Passing Parade (Strand) Shreveport, La., 15-16, t.
 Pat & Marilyn (Euclid Club) Bay City, Mich., nc.
 Paul, Frank, Band (Dickinson) Great Bend, Kan., 15-16, t.
 Payne Bros. (Ritz) Muskogee, Okla., 15-16, t.
 Peabody, Eddie (Shubert) Cincinnati 13-16, t.
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
 Peppers, Three (Kit Kat Club) NYC, nc.
 Peppy & Peanuts (Leon & Eddie's) NYC, nc.
 Pearce, Al, & Gang (Downtown) Detroit 13-16, t.
 Pearce & Carthy (Hipp.) Toronto 13-16, t.
 Pepper, Jack (Earle) Washington, D. C., 13-16, t.
 Perfect, Rose (Hipp.) Brighton, Eng., 13-16, t.
 Perkins, Ray (Oriental) Chi, t.
 Perle, Mildred (Cecil) Mason City, Ia., 15-16, t.
 Fernu, Lempi, & Flashes of 1936 (Ritz) Brunswick, Ga., 16; (Mojeska) Augusta 17-19, t.
 Perona, Anthony (Gabriel's) NYC, re.
 Phelps Twins (Colony Club) Chi, nc.
 Picon, Molly (Alhambra Music Hall) Paris 10-23, t.
 Pierce & Harris (Hollywood) New York, nc.
 Pirooska (French Casino) NYC, nc.
 Plaut, Jerry (Dizzy Club) NYC, nc.
 Plybon-Allen Girls (Grey Wolf Tavern) Sharon, Pa., nc.
 Pope & Thompson (American Music Hall) NYC, mh.
 Potter, Lisa (Club New Yorker) NYC, nc.
 Powell, Claire (Paddock Club) Chi, nc.
 Powell, Jack (Century) Baltimore 13-16, t.
 Powell, Ruth Sue (Ritz) Muskogee, Okla., 15-16, t.
 Princess Ahl (Leon & Eddie's) NYC, nc.
 Pryor, Roger (Marbro) Chi, t.
 Purl's, Marie, Say It With Ladies (Royal) Columbus, Ga., 16-18; (Gordon) Rome 20-21, t.
R
 Radio Aces (Morrison) Chi, h.
 Rafael (Sherry-Netherlands) NYC, h.
 Ramage, Gladys (Linger Bar) Sheboygan, Wis., nc.
 Ramon & Lucinda (El Toreador) NYC, nc.
 Randall, Andre (French Casino) N. Y. C., nc.
 Randolph, Amanda (Black Cat) New York, nc.
 Ranson, Glenda (Broadway Room) NYC, nc.
 Ray & Harrison (Shubert) 13-16, t.
 Ray, Kathleen (Tivoli) Chi, t.
 Raye, Allen (Biltmore) New York, h.
 Raye, Gilbert & Vicky (Club Madrid) Buffalo, N. Y., nc.
 Raymond, Lou (Village Nut Club) NYC, nc.
 Raymonds, Three (Jimmy Kelly's) N.Y.C., nc.
 Rea, Kit (Park Central) NYC, nc.
 Reasons, Three (Jack Dempsey's) NYC, re.
 Redmond, Russell (State-Lake) Chi, t.
 Reed, Billy (Dizzy Club) NYC, nc.
 Reed & Blane (Wellington) NYC, h.
 Rees, Jack (Normandie) New York, nc.
 Regan, Jimmy & Eileen (Beverly Gardens) Beverly Park, Pa., nc.
 Renault, Francis (Everglades) Cleveland, nc.
 Rene & George (Town Casino) NYC, nc.
 Revue International (Dickinson) Great Bend, Kan., 15-16, t.
 Reynolds, Mickey (Strand) Shreveport, La., 15-16, t.
 Rhodes, Doris (Paradise) NYC, re.
 Rhythm Boys (Weylin Hotel) NYC, h.
 Richards, Charlie (Bowery) St. Louis, nc.
 Richardson Sisters (Ritz) Muskogee, Okla., 15-16, t.
 Richman, Harry (Chez Paree) Chi, nc.
 Rhodes, Dorothy (Kit Kat Club) NYC, nc.
 Rich, Gloria (Tivoli) Chi, t.
 Rimaes, Ciro (Adelphi) London 1-30, t.
 Robbins Family (Paradise) NYC, re.
 Roberts, Dave & June (Bat Gormley's) Lake Charles, La., nc.
 Robin, Betty (State-Lake) Chi, t.
 Robinson, Adolphus (Tivoli) Chi, t.
 Robinson & Martin (Hipp.) London 1-30, t.
 Rocky Twins (Versailles) NYC, re.
 Rodrigo & Francine (Park Plaza) St. Louis, h.
 Rodrigo, Nano (Radio City Rainbow Room) NYC, nc.
 Rogers, Buddy, & Band (Boston) Boston 13-16, t.
 Rogers, Edith (Strand) Shreveport, La., 15-16, t.
 Rogers, Jimmie (Mon Paris) NYC, nc.
 Rohckast, Marianne (Club Normandie) NYC, nc.
 Rollins, Mimi (Leon & Eddie's) NYC, nc.
 Rolph, Wynne (Wivel's) New York, re.
 Romer, Bill, Orch. (Ottumwa) Ottumwa, Ia., 15; (Orph.) Dubuque 17-19; (Rialto) Newton 21; (Cecil) Mason City 22-23, t.
 Romero & Juliette (Monte Carlo) NYC, nc.
 Rooks & Rooks (Riverside) Milwaukee, t.
 Rooney, Riding (Riverside) Milwaukee, t.
 Ross, Benny, & Maxine Stone (Michigan) Detroit 13-16, t.
 Ross & Edwards (Hipp.) Toronto 13-16, t.
 Ross, Dr. (Waldorf-Astoria) NYC, h.
 Rossi, Pat (Cafe Loyale) NYC, re.
 Rousseaux, Jaime (Radio City Rainbow Grill) NYC, nc.
 Rowe, Dorothy (Bossert Grill) NYC, nc.
 Royal Hawaiians (Dizzy Club) NYC, nc.
 Rush, Ann (Paddock Club) Chi, nc.
 Rush, Edna (Colony Club) Chi, nc.
 Russell, Frank (Gay Nineties) NYC, nc.
 Russian Choir (Sherry-Netherlands) NYC, h.
 Russian Fantasies (Dickinson) Great Bend, Kan., 15-16, t.
 Ryan, Rosy (Black Diamond) Scranton, Pa., nc.
S
 Sadovskaja, Lidia (Sherry - Netherlands) NYC, h.
 Salac Bros. (Cecil) Mason City, Ia., 15-16, t.
 Salama, Andre (St. Moritz) NYC, h.
 Saluto, Frankie (Barrel of Fun) NYC, nc.
 Sandino & Fairchild (Firenze Restaurant) NYC, re.
 Santelli, George (Hotel St. Regis) NYC, h.
 Santos & Elvira (Jimmy Kelly's) N. Y. C., nc.
 Sargent, Kenny (Radio City Rainbow Room) NYC, nc.
 Savage, Jean (Southern) Baltimore, h.
 Savage, Helen (Club Minuet) Chi, nc.
 Sawyer, Bobby (Gabriel's) NYC, nc.
 Saxe, Ray (Finsbury Park Empire) London 13-16, t.
 Schloss, Chick (Silver Cloud) Chi, nc.
 Scott, Mabel (Ubangi Club) NYC, nc.

Scott, Virgie (Ubangi) NYC, nc.
 Seal, Spud (Cecil) Mason City, Ia., 15-16, t.
 Seed, Dave (Hipp.) Coventry, Eng., 13-18; (Shakespeare) Liverpool 20-25, t.
 Sewell, Walter (Tivoli) Chi, t.
 Shaw, Carl, Co. (State) NYC 13-16, t.
 Shawn, Jack (Club Royal) McAllen, Tex., nc.
 Shelton, James (Club Normandie) NYC, nc.
 Shipstad & Johnson (College Inn) Chi, nc.
 Shore, Willie (606 Club) Chi, nc.
 Simon, Arlette (French Casino) NYC, nc.
 Skidmore, Kay (Hotel Piccadilly) NYC, h.
 Small, Frank, Revue (New Yorker) N.Y.C., h.
 Smart Set Four (Radio City Rainbow Grill) NYC, nc.
 Smith, Alma (Connie's Inn) NYC, nc.
 Smith, Beasle (Connie's Inn) New York, re.
 Smith, Bill (Fifth Avenue Hotel) New York, h.
 Smith, Chubby (Swanee Club) NYC, nc.
 Smith, Joe (Oriental) Chi, t.
 Smith, Stuff, & Orch. (Roxy) NYC 13-16, t.
 Smith & Sully (Dizzy Club) NYC, nc.
 Snyder, Billy (Hi-Hat Club) Chi, nc.
 Snyder, Marguerite (Hotel Shelton) N.Y.C., h.
 Sodja, Joe (All Stars Club) NYC, nc.
 Songwriters on Parade (Century) Baltimore 13-16, t.
 Sonia, Gansser, & Andre (French Casino) NYC, nc.
 South Sea Strollers (After the Show) Chi, nc.
 Spelle, Mary Lou (French Casino) NYC, nc.
 Spirits of Rhythm, Six (Jack Dempsey's) NYC, re.
 St. Claire, Putnam (Ubangi) NYC, nc.
 St. Onge, Joe, Trio (Grand) St. Louis, t.
 Stadler & Rose (Hansa) Hamburg, Germany, 1-30, t.
 Stanley, Toni & Mae Four (Scala) Berlin 1-30, t.
 Stanley Twins (Michigan) Detroit 13-16, t.
 Star, Barney (Ritz) Muskogee, Okla., 15-16, t.
 Stearns & Dean (Hi-Hat Club) Chi, nc.
 Steel, John (Chesapeake House) NYC, re.
 Sterling Rose Trio (Goodwill Expo.) Warren, O., 14-17.
 Stevens, Jimmy (Oasis) Detroit, nc.
 Stewart, Bubbles, & Sisters (Empire) Newcastle, Eng., 13-18, t.
 Stewart, Larry (Leon & Eddie's) N.Y.C., nc.
 Stewart Sisters (Dizzy Club) NYC, nc.
 Stiles, Beebe (Show Bar) Forest Hills, L. I., nc.
 Stone, Bernice (Savoy Hotel) London 13-26, nc.
 Stone, Harold (Chateau Moderne) NYC, nc.
 Stone & Kane (Cecil) Mason City, Ia., 15-16, t.
 Stone, Mary (Paddock Club) Chi, nc.
 Stone, Neil (Howdy Club) NYC, nc.
 Stoner, Percy (Barrel of Fun) NYC, nc.
 Stretch & Strain (Junction Inn) Mountain View, Calif., nc.
 Stuart-Morgan Dancers (State) Cleveland 13-16, t.
 Sullivan, Bobby (Swanee Club) New York, nc.
 Suter, Ann (American Music Hall) NYC, mh.
 Swann, Evelyn Eppee (Vanderbilt) NYC, h.
 Swedish Bellringers (Marbro) Chi, t.
T
 Table Tooners (Chateau Moderne) NYC, nc.
 Tanya & Emmett (Club Troyka) NYC, nc.
 Tapps, Georgie (Paradise) NYC, re.
 Tappan, Maxine (Ambassador) New York, h.
 Taylor, Peggy, Co. (Wintergarten) Berlin 1-30, t.
 Tegner, Michael (Number One Bar) NYC, nc.
 Tennill, Frank (New Yorker) NYC, h.
 Teplova, Schura (St. Regis) NYC, h.
 Termini, Joe (Pavillon) Liverpool, Eng., 13-18, t.
 Terris, Norma (Versailles) NYC, re.
 Thais (Nut Club) NYC, nc.
 That Quartette (American) NYC, mh.
 Theodore & Denesha (Montclair) NYC, h.
 Thompson, Kay (St. Regis) NYC, h.
 Thornton, Billy, Co. (Cecil) Mason City, Ia., 15-16, t.
 Tic, Toc and Toe (Paradise) NYC, re.
 Tien, Paul (Old Rumanian) NYC, nc.
 Tiffany, Charles & Virginia (Lotus Tavern) Longview, Wash., nc.
 Timberg, Herman, Co. (Century) Baltimore 13-16, t.
 Tint, Al (DePalmas) Columbus, O., nc.
 Tomlin, Pinky (Downtown) Detroit 13-16, t.
 Toots & Al (Kit Kat Club) NYC, nc.
 Toropova, Nadine (St. Moritz) NYC, h.
 Torrance, Johnny & Edna (Roosevelt) New Orleans, h.
 Tracy, Gale & Leonard (Royale-Frolics) Chi, nc.
 Trask, Billy (Number One Bar) NYC, nc.
 Travers, Jane (Versailles) NYC, nc.
 Trembley, Frank (Dickinson) Great Bend, Kan., 15-16, t.
 Treys & Violeta (El Toreador) NYC, nc.
 Truckin' (Chez Josephine Baker) NYC, nc.
 Tscherkassy, Alexis (St. Moritz) New York, h.
 Turry, Dorothy (Chateau Moderne) NYC, nc.
 Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.
V
 Valencia, Magda (Club Gaucho) New York, nc.
 Valerie, Armand (Town Casino) NYC, nc.
 Valley, Vivian (Club Normandie) NYC, nc.
 Valors, Two (Hipp.) Brighton, Eng., 13-18, t.
 Van Fossen, Harry (Grand) St. Louis, t.
 Van Loon, Willem (Chez Josephine Baker) NYC, nc.
 Varkas, Juliane & Leon (Lido) Montreal, nc.
 Vasio & Yoanna (Nixon) Pittsburgh, nc.
 Velas, Ester (Roosevelt) NYC, h.
 Veloz & Yolanda (Ambassador) Los Angeles, h.
 Venuta, Benay (State) NYC 13-16, t.
 Vernelle & Donaldson (Versailles) NYC, re.
 Vernon, Pat (Roosevelt) New Orleans, h.
 Verrill, Virginia (Hotel New Yorker) NYC, h.
 Vestoff, Florida (Broadway Room) NYC, nc.
 Vietro, Tony (Chateau Moderne) NYC, nc.
 Villano & Lorna (Savarin Club) Buffalo, N. Y., nc.
 Vincent & Joan (Silver Cloud) Chi, nc.
 Vinlegra, Fermin (El Toreador) NYC, nc.
 Vogel, Mickey (Old Algiers) NYC, nc.
 Vox & Walters (Shubert) Cincinnati 13-16, t.
W
 Wages, Johnny (Ambassador) Cleveland, nc.
 Wagner Sisters (Ritz) Muskogee, Okla., 15-16, t.
 Wahl, Dotty (606 Club) Chi, nc.
 Wahl, Walter Dare (Alhambra Music Hall) Paris 10-23, t.
 Waite, Kenneth, Troupe (Riverside) Milwaukee, t.
 Waldron, Jack (Hollywood) NYC, re.
 Walders, Darlene (Femina) Vienna, Austria, 1-30, t.
 Walker, Buddy (Club Sharon) NYC, nc.

Walker, Kirby (Hickory House) NYC, nc.
 Wallace, Frank (Butler's Tap Room) NYC, nc.
 Walsh, Clara Bell (Ambassador) NYC, nc.
 Walsh, Sammy (Hollywood) NYC, nc.
 Wamy, Donna (Cameo Club) Cleveland, nc.
 Ward, Aida (Kit Kat Club) NYC, nc.
 Ward, Helene (Italian Garden) Pittsburgh, nc.
 Warren, Ronni (Chez Paree) Hartford, Conn., nc.
 Watson, Hot Foot (Ubangi) NYC, nc.
 Wayne, Marla (Commodore) NYC, h.
 Wayne, Wanita (Town Casino) NYC, nc.
 Webb, Nella (Normandie) New York, nc.
 Webster, Hazel (Number One Bar) NYC, nc.
 Weire Bros., Three (Michigan) Detroit 13-16, t.
 Wells, Dickie (Ubangi) NYC, nc.
 Wence (Fox) Detroit 13-16, t.
 Wentworth, Dorothy (Wivel's) NYC, re.
 Wesley, Howard, Co. (Lyric) Indianapolis, t.
 Weylin Knightcaps (Weylin) New York, h.
 Whelan, Jackie (Happy's) Glendale, L. I., nc.
 Whirlwinds, Four (Alhambra) London 1-30, t.
 White, Ann (Town Casino) NYC, nc.
 White, Eddie (Hipp.) Toronto 13-16, t.
 White, Jack (Broadway Room) NYC, nc.
 White, Jerri (Dizzy Club) NYC, nc.
 White, Lillian (Hipp.) Coventry, Eng., 13-18; (Shakespeare) Liverpool 20-25, t.
 White, Paul (Connie's Inn) New York, nc.
 White, Teddy (Normandie) New York, nc.
 Whitman, Flo (Gay 90's) Chi, nc.
 Wilcke, Gus (Gay Nineties) NYC, nc.
 Wilkinson, Dudley (Versailles) NYC, nc.
 Willard, Clarence E. (Jack Dempsey's) NYC, re.
 Williams, Dorothy (Jack Dempsey's) NYC, re.
 Williams, Dorthea & Chic (Jackhammer Club) Indio, Calif., nc.
 Williams, Jane Rowene (Commodore) NYC, h.
 Williams, Jerry (Man About Town Club) New York, nc.
 William, Robert (London Casino) London, nc.
 Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc.
 Winehill, Cliff (Colonial) Dayton, O., t.
 Woods & Bray (Syracuse) Syracuse, N. Y., h.
 Woods, Ginger (Marquette Club) Chi, nc.
 Woods, Johnny (Biltmore) NYC, h.
 Wright, Charlie (Hotel Weylin) NYC, h.
 Wright, Edythe (Lincoln) NYC, h.
 Wynn, Natalie (Club Deauville) NYC, nc.
 Wytton, Victoria (Dizzy Club) NYC, nc.
Y
 Yeva, Princess (State-Lake) Chi, t.
 Yorke & King (Lyric) Indianapolis, t.
 Yost's Varsity Eight (Pennsylvania) NYC, h.
 Young, Irwin (Valhalla) NYC, nc.
 Youngblood, Gene (Nut Club) New Orleans, nc.
 Youse, Alfred & Dorothy (Starland) Winnipeg, Can., nc.
Z
 Zay, Freddy (French Casino) NYC, nc.
 Zeller & Wilburn (Dickinson) Great Bend, Kan., 15-16, t.
 Zudella (Louise's) Detroit, nc.
 Zuegrled (Riverside) Milwaukee, t.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)
A
 Abbott, Vince: (Club HIMac) Chi, nc.
 Abrams, Al: (Arenas Bar) Miami, Fla., c.
 Adams, Johnny: (Greyhound Lines) Dayton, O., re.
 Adcock, Jack: (Yorktown Tav.) Elkins Park, Pa., nc.
 Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc.
 Antobal's Cubans: (Chez Josephine Baker) NYC, nc.
 Arias, Ramon: (Otis Tunnel) Chi, c.
 Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc.
 Ashman, Eddie: (Sharon) New York, nc.
 Aven, Al: (Greyhound) New York, h.
B
 Bannen, Al: (Mayflower) Akron, O., h.
 Barnett, Jimmy: (Opera) Belmont, Ia., 15; (Pla-Mor) Rolfe, Ia., 16; (McNabb) Carroll, Ia., 17, b.
 Barron, Blue: (Paradise) Rochester, N. Y., re.
 Barron, Duke: (Wagon Wheel) Nashville, nc.
 Batkin, Alex: (St. Moritz) New York, h.
 Becker, Bubbles: (Sir Walter) Raleigh, N. C., h.
 Ender, Val: (Antoine Club) San Francisco, nc.
 Benson, Ray: (Chez Josephine Baker) NYC, nc.
 Berger, Jack: (Astor) New York, h.
 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
 Biagini, Hank: (Graystone) Detroit, b.
 Black, Art: (Yacht Club) Detroit, nc.
 Black, Bob: (Pere Marquette) Peoria, Ill., h.
 Botta, Charlie: (Club S-X) Chicago, nc.
 Brandwynne, Nat: (Stork) New York, nc.
 Breese, Louis: (Weylin) New York, h.
 Brigade, Ace: (Steamer Island Queen) Cincinnati.
 Brooks, Billy: (Hill Top Club) San Antonio, Tex., nc.
 Brooks, Bobby: (Weylin) NYC, h.
 BuccaDeers: (George Vanderbilt) Asheville, N. C., h.
 Bunchouk, Alex.: (Russian Eagle) NYC, re.
 Burkhardt, Johnny: (Utah) Salt Lake City, h.
 Busse, Henry: (Chez Paree) Chicago, nc.
 Byard, George: (Old Country Club) Phoenix, Ariz., cc.
C
 Candulla, Joel: (Hollywood) Miami, Fla., cc.
 Carlson, Merle: (Rainbow) Denver, b.
 Carper, Don: (Old Country Club) Phoenix, Ariz., cc.
 Carlton, Duke: (Club Nightingale) Wausau, Wis., nc.
 Carroll, Frank: (Maples Inn) Lakeside, Que., Can., nc.
 Caruso, Ben: (Old Algiers) NYC, re.
 Cavanaugh, George: (Webster Hall) Detroit, h.
 Chassy, Lon: (Greenbrier) White Sulphur Springs, W. Va., cc.
 Christie, Geo.: (Club Silhouette) Chicago, nc.
 Coakley, Tom: (St. Francis) San Francisco, h.
 Codelban, Cornelius: (St. Regis) New York, h.
 Cole, Eddie: (Panama Cafe) Chi, nc.
 Coleman, Emil: (St. Regis) New York, h.
 Collins, Harry: (Mile-Away) Grand Junction, Colo., b.
 Compton, Helen, & Bryn Mawr Orch.: (State) NYC, t.
 Conrad, Judy: (Tower) Kansas City, t.

Continental Gypsies: (L'Aiglon) Chicago, c.
 Contreres, Manuel: (Mayfair Casino) Cleveland, nc.
 Cornelius, Paul: (Club Joy) Lexington, Ky., nc.
 Courtney, Del: (Bal Tabarin) San Francisco, nc.
 Covert, Mike: (Seneca) Rochester, h.
 Cross, Maury: (Mayfair Casino) Cleveland, nc.
 Cugat, Xavier: (Chicago) Chi, t.
D
 Dalley, Frank: (Meadowbrook) Cedar Grove, N. J., nc.
 Damar: (Madeleine) New York, nc.
 Dantzig, Eli: (St. George) Brooklyn, h.
 DeBabary, Joska: (Biltmore) NYC, h.
 De Torre, Emile: (El Chico) NYC, nc.
 Delman, Cy: (Whitehall) Palm Beach, Fla.
 Denny, Jack: (French Casino) New York, cb.
 Dickinson, Carroll: (Sunset Cafe) Chi, nc.
 Dictators, The: (885 Club) Chicago, nc.
 Dolen, Bernice: (Vanderbilt and Sherry-Netherlands) NYC, h.
 Donahue, Al: (Bermudiana) Bermuda, h.
 Dornberger, Charles: (Paradise) NYC, cb.
 Drummond, Jack: (Club Loftus) Albany, N. Y., nc.
 Dubrow, Art: (Chop House) Hartford, Conn., nc.
 Duchin, Eddie: (Plaza) NYC, h.
 Duerr, Dolph: (Lake Shore) Cleveland, h.
 Dugoli, Benny: (Cormaine) Niles Center, Ill., c.
E
 Emerson, Mel: (Ten Eyck) Albany, N. Y., h.
 Engles, Charles: (Marquette Club) Chi, nc.
 Ernie, Val: (Maxim's) New York, h.
 Eslick, Jay: (Paul's Inn) San Diego, Calif., re.
F
 Farmer, Willie: (Leon and Eddie's) New York, nc.
 Ferdinando, Angelo: (Great Northern) NYC, h.
 Fiddler, Max: (Towne Club) Pittsburgh, nc.
 Finch, Freddie: (Club Paramount) La Salle, Ill., nc.
 Fischer, Art: (Dutch's) Chi, c.
 Fio-Rito, Ted: (Stanley) Pittsburgh, t.
 Fodor, Jerry: (Veterans' Club) Toledo, O., nc.
 Four Aces: (Roxy Club) Chi, nc.
 Franklin, Sid: (Yacht Club) NYC, nc.
 Freeman, Jerry: (Palm Island Casino) Palm Island, Fla.
 Frisco, Sammy: (Tuite & Dean's) Chi, c.
 Freitas' Hawaiians: (Thelma Todd's) Santa Monica, Calif., re.
 Fulcher, Charlie: (Club Casine) Greenville, Miss., nc.
 Funk, Larry: (Oriole Terrace) Detroit, nc.
 Funk, Wash: (4444 Club) Cincinnati, nc.
 Furry, Wendell: (Showboat) Jacksonville, Fla., nc.
G
 Gardner, Dick: (Lord Baltimore) Baltimore, h.
 Gasparre, Dick: (Savoy Plaza) New York, h.
 Gandy, Bill: (Colonial Inn) Trenton, N. J.
 Gendron, Henry: (Guyon's Paradise) Chi, b.
 Gilberto, Don: (Toreador) New York, nc.
 Gitlin, Irving: (Pierre) New York, h.
 Golden, Neil: (Queens-Terrace) Woodside, L. I., N. Y., cb.
 Gordon, Gray: (Lookout House) Covington, Ky., nc.
 Gotthel, Manfred: (Monte Cristo) Chicago, r.
 Graham, Eddie: (Nut Club) New York, nc.
 Gray, Glen: (Rainbow Room) NYC, nc.
H
 Hagelston, Charles: (Post Lodge) Larchmont, N. Y., ro.
 Hall, George: (Taft) New York, h.
 Halstead, Henry: (Jefferson) St. Louis, Mo., h.
 Hamp, Johnny: (Peabody) Memphis, Tenn., h.
 Handelman, Phil: (Fifth Avenue) NYC, h.
 Hanson, Earl Barr: (Miami Biltmore) Miami, Fla., h.
 Hanson, Lloyd: (Marcus Whitman) Walla Walla, Wash., h.
 Hargraves, Bobby: (Kit Kat Club) NYC, nc.
 Hartley, Hal: (Fairmont) Hull, Que., Can., cc.
 Harris, Claude: (Joey's Stables) Detroit, nc.
 Harris, Phil: (Netherlands Plaza) Cincinnati, h.
 Havana Royal: (State) NYC, t.
 Henderson, Fletcher: (Grand Terrace) Chi.
 Herbeck, Ray: (Multimah) Portland, Ore., h.
 Hess, Edith: (McCleans) Pensacola, N. J., nc.
 Hessberger, George: (Old Heidelberg) Milwaukee, re.
 Hill, Harry: (Inglaterra) Peoria, Ill., b.
 Hill, Teddy: (Ubangi) New York, nc.
 Hines, Earl: (Grand Terrace) Chi, nc.
 Hoist, Ernie: (MIerocco) NYC, nc.
 Hopkins, Josh: (Broad St. Tavern) Pawtucket, R. I., c.
 Howard, Ben: (Silver Tavern) Chi, nc.
 Hudson-DeLange: (Coronado) Houston, nc.
 Hulwi, Bill: (620 Club) Minneapolis, nc.
 Hummel Family: (Stouton Beach) Slippery Rock, Pa., b.
 Hylton, Jack: (Drake) Chicago, h.
J
 Janis, Freddie: (Parody Club) Chicago, nc.
 Johnson, Charlie: (Small's Paradise) New York, nc.
 Johnson, Jerry: (Kenmore) Albany, h.
 Johnson, Johnny: (Commodore) New York, h.
 Jourdan, Bill: (Wooden Shoe Club) Chi, c.
K
 Kane, Allan: (Brevoort) Chicago, h.
 Kavanaugh, George: (Webster Hall) Detroit, h.
 Kavelin, Al: (Blackstone) Chicago, h.
 Kaye, Sammy: (Cabin Club) Cleveland, nc.
 Keller, Jack: (Westchester Biltmore) Rye, N. Y., cc.
 Kerwin, Gene: (After the Show Club) Chicago, nc.
 King, Bert: (Shelton) NYC, h.
 King, Jack: (Bon Air C. C.) Wheeling, Ill., c.
 Kirkham, Don: (Blakeland Inn) Denver, nc.
 Klein, Jules: (Statler) Detroit, h.
 Knapp, Orville: (Waldorf) Brooklyn, N. Y., h.
 Korbin, Van: (Madison Casino) Chicago, c.
 Krauss, Eddie: (Cocoanut Gardens) Chi, nc.
 Krumin, Costya: (Russian Bear) New York, re.
 Kyser, Kay: (Trianon) Chi, b.
L
 La Marr, Frank: (Arcadia) NYC, b.
 LaPorte, Joe: (Lombardy) New York, h.
 Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
 Lamb, Drexel: (Club Lido) Jackson, Mich., nc.
 Lang, Lou: (Bossert) Brooklyn, N. Y., h.
 Lang, Syd: (Hi-Hat Club) Chi, nc.
 Lane, Eddie: (Governor Clinton) New York, h.
 LaPorte, Manny: (Manna-Bar) Ardmore, Pa.
 La Salle, Frank: (Wivel) New York, nc.
 LeRoy, Howard: (McCurdy) Evansville, Ind., h.
 (See ROUTES on page 59)

Russell Will Open April 16

Holiday declared by mayor of Rolla, Mo.—strong performance lined up

ROLLA, Mo., April 11.—Russell Bros.' Circus will open here April 16. The day has been declared a holiday by the mayor, and stores and schools will be closed.

Reb Russell, who, with his horse, Rebel, will be featured in the Wild West concert, is making personal appearances at the Rolla Theater today in connection with his latest picture, *Outlaw Rule*. He and other members of the show personnel were guests at a luncheon Wednesday of the Hub Club, local civic organization.

The big show lineup promises the strongest performance in Russell Bros.' history. Gene Enos is equestrian director. Albert Hodgini Jr. and his riding act, and Walter Jenner's seal, Buddy II, headline the contingent of new acts. Bob Fisher's Five Fearless Flyers and Captain Dalbeanie's famous wagon-wheel act will be back in featured positions. Frank Miller has enlarged his string of menage horses and has them working nicely with an attractive group of girl riders. The elephants will be worked by Bobby Warriner, Irene Purdue and Elvin Welch. The Connors Trio has enlarged its trampoline. Buck Baker will be producing clown. Show has elaborate new wardrobe and program will be presented with an eye to beauty and splendor. L. Claude Meyers is again bandmaster, and Babe Hutchinson, caliphophone player, will be featured vocalist.

Many units have been added to rolling stock, including a fleet of specially built semi-trailers for elephants, horses and other led stock. All have handsome paint jobs, some with scenic designs and others with silver lettering with blue outlining on background of red. A new unit has been added to light plant that will increase the electrical output 50 per cent. Numerous pieces of special paper are being used and an attractive 16-page rotogravure herald has been issued by the show for the first time this season.

A radical departure is being inaugurated by Manager C. W. Webb in the way of a Side Show. An Indian Village will be carried, with several scores of redskins of various tribes shown in their (See RUSSELL WILL on page 42)

Morton-Hamid Buffalo Advance Sale Is Big

BUFFALO, April 11.—The Morton-Hamid Circus will be held here next week at the Broadway Auditorium, a change of location from Bob Morton's preceding shows, which were at the 106th Armory. Four extra performances have been arranged due to heavy advance sale.

Morton-Hamid will furnish the show for the Knights of Columbus at New Haven, Conn., at the Arena. In Philadelphia show will be given at the Arena, and in Springfield, Mass., in the Armory. Indoor engagements will terminate the middle of May.

This is Morton's 18th year in the indoor fraternal circus business. He will present shows this summer and fall.

First Profitable Canton Shrine Show in Three Years

CANTON, O., April 11.—First profitable indoor circus here in three years under Canton Shrine Trumdrum auspices concluded last Saturday night in the city auditorium. The show was promoted and directed by Paul M. Lewis. Attendance was only fair at the opening Monday night, but built up to a near-capacity house Friday night. Saturday matinee was the best in the three years' circus effort of the local Shriners.

Orphans and crippled children from institutions here, in Alliance and Massillon were guests of the Shriners at the Saturday matinee. K. C. De Long, Massillon Circus Fan, lent valuable assistance in that city.

Barnes Business Better Than This Time Last Year

LOS ANGELES, April 11.—A fine break in weather, in marked contrast to that of last year at this date, has been dished up to the Al G. Barnes Circus and the result was much better business. Straw houses recorded at Santa Ana and Long Beach; a turnaway at opening matinee in Los Angeles and straw matinees each day and night houses capacity. The papers have given the show fine publicity.

Six young women drum majors have been added and are heading the first spec, *Spirit of '36*. Jack Grimes and Bernie Head have obtained many reading notices and pictorial spreads. Studio writers with camera men are on lot and in backyard daily. Film and other folks have been attending—Charley Murray, Wallace Beery, Freddie Bartholomew, Rochelle Hudson, Mr. and Mrs. M. D. (Doc) Howe, Fay Wray, William Powell, Richard Cromwell, Sid Grauman, Bill Newberry, Ben Piazza, Bob Bagnolio, William Wellman, Harry Brand, Robert Ellis, Tom O'Brien, Margaret Murphy, W. D. Haines, Al Burk, Ida Lupino, Sally Blane, Norman Foster, Clark Gable, Franchot Tone, Gilbert Brown, John Talbot and George Hines.

Following usual custom, the Pacific Coast Showmen's Association sent huge floral horseshoe to the show, also honoring President Theo Forstall, who is treasurer of the circus. The Baldwin Park Chamber of Commerce and Boosters' Club came with band of 60, gave parade and concert on hippodrome track and also presented big floral horseshoe. Manager S. L. Cronin received numerous wires of congratulations.

The Side Show has done, it was stated, a record business, Long Beach being one of the biggest day's business ever done. Duke Drukenbrod sets a hot pace.

Leonard Karsh, on front door of big show handles the crowds most capably and considerately. George Tipton is feeding 585 folks. Eddie Woekener and his fine band obtain much applause during concerts preceding performances.

Rice Bros.' Show

JACKSON, Tenn., April 11.—The Frederick Duo scored a hit with their musical act at the Rotary luncheon. They were emceed by Bill Hilliar. City and county school children had special annual gathering Friday. In addition to visiting Rice Bros.' winter quarters, the children, 4,000 in number, enjoyed a show in the armory featuring Jim Williams and his dogs and Jimmy Thomas, clown. Mrs. E. Walter Baird entertained the women of the show with a tea in her suite at the New Southern Hotel. Mrs. Elizabeth Webb and Mrs. Vonnie Miller assisted the hostess.

Charles Goss, of Standard Chevrolet Company, East St. Louis, Ill., spent a day with General Manager Ray Marsh Brydon. The tornado which worked such havoc in Dixie reached out in a somewhat mild form and for a while Sunday night it seemed as tho some of the living trailers would be overturned. Fortunately the menagerie and big top were not up, so no damage resulted to the show property.

Entire show was erected Tuesday morning and rehearsals started imme-

Mix Business Big; Tom Rejoins Show

WATSONVILLE, Calif., April 11.—Weather has turned warm and the Tom Mix Circus is back to the old stride of packed houses. At Fresno two shows were given in a deluge of rain, the downpour continuing until last day in San Francisco. The last day in San Francisco show had two straw houses.

Tom Mix rejoined show in San Mateo after an illness, spending his complete stay in San Francisco in St. Francis Hospital with flu bordering on pneumonia.

Mr. and Mrs. Dail Turney enjoyed their stay in San Francisco with relatives of Mrs. Turney. Mr. and Mrs. Harry Baker enjoyed a delightful Sunday morning breakfast at home of Myrtle Johnston, editor of Home Economics at *The Call-Bulletin*, known as the Ann Welcome columns, and show received a nice "break" in her radio broadcast. Newspapers very generous in San Francisco and elsewhere.

Dan Pyne is doing excellent work in press department and in getting schools dismissed for matinees. E. R. Conroy is doing nice work contracting. Jack Austin and brigade are getting an excellent showing of paper in the best spots. P. N. Branson, general agent, visited show in Palo Alto. San Mateo, Palo Alto and Santa Cruz proved excellent dates.

Superintendent Denny Helms has his department functioning with clockwork precision. Jack Burslem is turning in gratifying receipts, and Mr. and Mrs. Clifford's Cafe on the midway is largely patronized. The dining department, under direction of Chef Hanson, is "tops." Jeff Barnhardt is purchasing agent.

A knitting club has been started and Juanita Hobson is president of the Looney Club.

Mrs. Dail Turney left for Los Angeles, where her new home has been completed. Mrs. Jim Turney is head of the wardrobe department.

Ted Metz's Side Show is proving a great attraction, and the 18-month-old chimp is stealing the show.

Topeka Big for Polack

ST. JOSEPH, Mo., April 11.—Polack Bros.' Circus played to capacity for the Shrine at Topeka, Kan., last week. At Leavenworth show had to hold over an extra day for matinee and night performances. Show opened for the Shrine at St. Joseph today. New acts joined here, making almost an entirely new cast. Show is being enlarged for Western tour.

The Olympia Boys and Belle Wheeler, featured the last four years, left to join Kane's *Jumbo* unit at Milwaukee.

Visitors are unanimous in praise of the beauty and general completeness of the equipment. Tent housing the Merchants' Exhibit has been open all week. Mme. Bedini and Sir Victor, with their beautiful stock, arrived early in week, as also did Mr. and Mrs. Brooks (Athleta), Mary Miller and her Olympians and other performers.

Show starts its tour here today after giving a preview performance Friday night. Full details of the opening will appear in next issue of *The Billboard*.

Owners of Motorized Circuses Confronted by Many Problems

WASHINGTON, April 11.—That motor truck replacement is assuming the proportions of a major problem in connection with the motorized circus is evidenced by the abandonment of the parade by practically all motorized shows. The motorized circus became extremely popular about 1929, and many of the shows purchased considerable quantities of equipment—an expensive investment—payments for which covered a period of years. With the unusual development in motor truck design, shows now find themselves with equipment which, while it will cover the road, is so obsolete in appearance that it creates the wrong public impression. As

a result, the tendency is to hide the old-fashioned trucks rather than displace them.

In addition to worn-out equipment, the motorized showmen are faced with the fact that the recent flood, one of the greatest disasters in years, has greatly restricted spring territory. It represents a large destruction of property.

Last February the problem of the motor truck became the problem of the Interstate Commerce Commission. This means stabilization, altho there is still a long road to travel away from chaos. Most circus operators hold that a move should not be longer than 150 miles, (See *Owners of Motorized* on page 63)

Arrivals at Quarters Of Bockus & Klonis

MANCHESTER, N. H., April 11.—More new arrivals here for the Bockus & Klonis Circus. Ben R. Jones, secretary-treasurer, arrived Sunday night, bringing with him from Louisville, Ky., Larry Kohler, steward; Irish Dedee, who is in charge of front door, and Cledys Mo-Laughlin, ticket seller.

With the arrival of the blues and reserved seats, all property is now at quarters. The spread of canvas will arrive next week.

General Agent James Swafford has started on the road, carrying a great line of newspaper material.

William Schultz and his troupe will arrive here in a week or so.

F. Stanley Reed, banner man, has a fine line of banners for opening date here.

Dr. Olzendam, who is connected with the Milk Fund committee here, under which auspices the circus will open, is showing much activity in getting things in shape.

Kuhn To Start April 20

KANSAS CITY, April 11.—Eddie Kuhn, of this city, will open his motorized circus April 20. He has not picked his opening spot, but it will be in or close to this city. Show will be transported on 20 new motor trucks. Kuhn bought a new tent and seating equipment; dogs, ponies, monkeys and a few wild animals. His circus at first will be a dog and pony show, but he hopes to branch out as the years pass. His wife and five-month-old son will tour with them.

Pittsburgh Show Canceled

PITTSBURGH, April 11.—The annual Shrine Circus, scheduled for week of April 20 at Syria Mosque here, has been canceled due to conditions caused by the recent flood. Promoter James N. McGrath states. The Shriners in charge of the show have been badly hit by the disaster and as a result are busy with rehabilitation work.

Annon, Sinsel Buy Interest in Silver Show

CLARKSBURG, W. Va., April 11.—Karl Annon and Charles Sinsel have bought an interest in Silver Bros.' Circus and will join immediately. Many new improvements are anticipated and much new territory will be played.

Annon was contracted with Eddy Bros.' Circus as agent but canceled to look after his interests.

Special Day for Press At Cole-Beatty Quarters

ROCHESTER, Ind., April 11.—Press Day at Cole-Beatty quarters April 6 was a field day for publishers, editors and cameramen from surrounding cities, including Chicago. Al Dean had converted the office dining room into a buffet lunch, and the news and picture hounds voted him a master chef.

Program included Liberty horse act by Jack Joyce; dog and pony act, Leo Powers; elephant acts, Eddie Allen, and the new elephant-lion-tiger riding act by Harriet Beatty.

Among those attending were W. H. Hohenadel, Rochelle, Ill., editor *White Tops*, with CFA members William Sneed, B. L. Wilson, Chicago, and Don S. Howland, South Bend; Nat Green, of *The Billboard*, Chicago; Harry Atwell, Chicago; E. F. Naun and C. I. Centro, South Bend, Studebaker Picture Service; O. H. Ryan and Norman Alley, Chicago, Hearst Metrotone; Bill Robertson and Red Felbringer, Chicago, Paramount; Anthony Caputo, Ralph Saunders and Carmer Florentine, Chicago, Pathe; John L. Cutter, Indianapolis, United Press, and Jep Cadou, Indianapolis, International News.

Press representatives included Karl Kae Knecht, *Evansville* (Ind.) *Courier Journal*; William Kellogg, Park Williams and J. C. Milnor, *Fort Wayne* (Ind.) *Journal-Gazette*; Mary E. Bostwick, *Indianapolis Star*; Harold Feightner, *Indianapolis News*; James Doss, *Indianapolis Times*; Drysdale Brannon, *Marion* (Ind.) *Chronicle*; Joseph Mossman, *Marion* (Ind.) *Tribune*; Joseph M. Stephenson and Joe Donahue, *South Bend* (Ind.) *News-Times*, and Dean L. (See *SPECIAL DAY* on page 52)

LARGEST AND FINEST ASSORTMENT OF LITHOGRAPHED

POSTERS & CARDS

FOR

INDOOR CIRCUS

THE BEST DISPLAYED POSTERS, CARDS AND BUMPER CARDS, MUSLIN AND FIBRE BANNERS PRINTED FROM TYPE ON NON-FADING PAPER WITH PERMANENT INKS.

WRITE FOR PRICES

THE DONALDSON LITHOGRAPH CO.

NEWPORT, KY.
OPPOSITE CINCINNATI



With the
Circus Fans

By THE RINGMASTER

CFA,
President, FRANK H. HARTLESS, 2930 West Lake Street, Chicago, Ill.
Secretary, W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

John Hammill, of Britt, Ia., 60, former governor of Iowa and prominent circus fan, died suddenly (was stricken with heart disease) in his room in a hotel at Minneapolis April 6. Survived by widow.

Fred Schlotzhauer, CFA, of Oquawka, Ill., made the Cole opening in Chicago. Elmer Kemp, CFA, of Trenton, N. J., undertaker and county coroner, made the newspapers by embalming Bruno Richard Hauptmann.

Circus fans saw final rehearsal of acts at Cole-Beatty quarters at Rochester, Ind. Fans driving from Chicago were Bill Sneed, Burt Wilson and W. H. Hohenadel, accompanied by Nat Green, of *The Billboard*, and Ray Dean, announcer on Cole show. Harry Atwell made the trip the day before. Other fans at quarters were Karl Kae Knecht, of Evansville, and Don Howland, of South Bend.

Hugh A. Barnhart, CFA and publisher of *The News-Sentinel* of Rochester, was journalistic host appointed by Managers Adkins and Terrell, assisted by Bob Hickey of the show, for the open house to newspaper men and women.

This column recently ran an item stating that Don Howland, circus fan of South Bend, Ind., had accompanied Dr. and Mrs. Tom Tormey, of Madison, Wis., on a trip to Florida. Don writes and wants to know "how come" and states that he is not in Florida, but is on the road working every day.

John Tetlow, circus fan of Peoria, Ill., was in Chicago on business April 6.

Frank H. Hartless returned to San Antonio, Tex., after a business trip in the East.

of All Styles
TENTS
Satisfaction Guaranteed
Get Our Prices Before You Buy

DIZE AWNING & TENT CO.

1512 S. Main St., WINSTON-SALEM, N. C.

TENTS

SHOW and CARNIVAL

NASHVILLE TENT & AWNING CO.

Nashville, Tenn.
HARRY HUSBAND, Mgr.

Quality Tents

for the CIRCUS, CARNIVAL & CONCESSIONS

ERNEST CHANDLER

186 WOOSTER ST. NEW YORK CITY

TENTS

150 First-Class TENTS, all sizes, ready to ship. We buy for cash—we work—we sell for cash. That is how we can sell better TENTS for less money. Write us what YOU want.

KERR MFG. CO., 1954 Grand Ave., Chicago.

Show **TENTS** WRITE FOR PRICES

Fulton Bag & Cotton Mills

Manufacturers Since 1870
ATLANTA ST. LOUIS DALLAS
MINNEAPOLIS BROOKLYN NEW ORLEANS KANSAS CITY, KAN.

TIGHTS

KOHAN MFG. CO.,
290 Tenth Place, BROOKLYN, N. Y.

James M. Cole Show
Will Open in Cleveland

CLEVELAND, April 11.—Due to delay in obtaining equipment, the James M. Cole Circus will not open at Detroit April 17 for a 10-day engagement as originally scheduled, but will start here May 1, showing for 10 days at the Stadium on the lake front. Show will be under auspices of the Civil Service Employees' Association.

Dexter Fellows Tent Tattles

By FRED PITZER

NEW YORK, April 11.—The big night for the Dexter Fellows Tent has come and gone and the best I can say is that "a good time was had by all," because it was a new experience, after the circus, to munch hot dogs, guzzle beer, snip pretzels and crunch potato chips knee-deep in tankard on the very spots where a little while before we had witnessed wonderful acts.

Entering the Garden with my party, the first one I spied was Orson Kilborn just back from the West . . . down to the Kid Show another surprise was to see Warren Wood selling programs . . . doing the rounds of the freaks, some of them regulars, a few new . . . the pygmy elephants get my eye . . . then up to my box No. 17, where I am the guest of Chris Dalton . . . then like kids, we "drank" in the great show.

Immediately following the performance the Dexter Fellows group began gradually gathering in the center ring. While we were waiting for Freddy Kanen, the Garden concessioner, to make ready the steamers for the hot dogs and tap the keglets, some of the celebrities present, including our own immaculate Tony Sarg, Frank Buck, Bob Ripley, Bert Lehr, Dexter Fellows, Fred and Ella Bradna, Merle Evans, Meyer Davis, Arthur J. Burks, Ed Bodin and a host of others, were introduced. When word was given that the hot dogs and beer are ready there was a scramble that beat all of the races on the track in the display before closing, Lenny Traube leading the bunch and making the distance in 2.05, three seconds better than the world's record.

There was some dancing on the stages and a few individuals, where frankfurters had gone to their heads, began doing stunts on the rigging that the courageous Wallendas wouldn't attempt.

During the night we learned that 160 tunes are played by the band during the show and 16 Chinese are among the artists; that 150 butchers are used in

OPEN DATES—AFTER MAY 17th
UNTIL FAIR SEASON

WILL H. HILL

AND HIS TWO HEADLINE ACTS

Featuring the Two Famous Baby Elephants; Judy, the Original Wire-Walking Elephant, and Tulsa.

SECOND ACT

Five Blue Ribbon Ponies, Ten Clever Dogs, Finest Trappings. Presented in showmanship manner. Transported in \$15,000.00 Show Bus. Lends itself to great exploitation. Interested in hearing from responsible people only.

Write or Wire

WILL H. HILL

P. O. BOX 225
MOUNTAIN LAKES, N. J.
PERMANENT ADDRESS

the Garden and that \$3,500 worth of gold was used in making Col. Tim McCoy's saddle. Want to congratulate Joe and Harvey Mayer on the excellent program. Roland Butler's famous clown head is on the cover and it carries a fine article on the circus by Frank Braden. There are many more articles and lots of pictures.

Polack Booked for Lincoln

LINCOLN, Neb., April 13. — Polack Bros.' Circus has been signed by the Sesostris Shrine to present its show indoors at the Fairgrounds Coliseum. This is the first time the Shrine has attempted a show here in a good many years, all previous indoor circuses being presented by the Elks. Practice had been discontinued altogether, however, during the last few seasons. Trev Gillespie, postmaster here, is handling the publicity.

Bus Sleeper for Eddy Band

TRENTON, N. J., April 11.—Among the many new pieces of rolling equipment now being built at the winter quarters of Eddy Bros.' Circus is an overland sleeper for the accommodation of members of big-top band. This is fitted with 12 comfortable berths, lavatory and other modern conveniences.

Hall Show in 14th Season

GRAND TOWER, Ill., April 11.—Hall's Trained Animal Circus and Menagerie, motorized, made a 650-mile jump from Georgia and played here April 1 to good business, despite cold and rainy weather. Will show the Dakotas and Minnesota during the summer. Show is in its 14th season and carries 40 trained and wild animals. Management recently bought callopo from Al F. Wheeler.

USED TENT LIST

Of March 10, 1936,
IS NOW OBSOLETE
So Many of Those Tents Have Been Sold We Are Making You a New List,
BUT—DON'T WAIT FOR IT
WRITE—WIRE—PHONE
BAKER - LOCKWOOD
17th and Central, KANSAS CITY, MO.
America's Big Tent House
EASTERN REPRESENTATIVE—A. E. CAMPFIELD, 152 W. 42d St., N. Y. C.

The Lanquay Costume Co.

159 North State Street, 404 Capitol Building,
CHICAGO, ILL.

Everything For Theatrical Wardrobe
RHINESTONES—SPANGLES—TIGHTS

Driver Made Tents and Banners TENTS -- BANNERS

CHARLIE DRIVER, Manager,
O. HENRY TENT & AWNING CO.
4611-13 N. Clark St., Chicago, Ill.

"CLOWN STUNTS & GAGS" \$1

A Gold Mine of Over 25 Funny, Up-To-Date Ideas. OGDEN, 133 Forest, Keansburg, N.J. Postpaid

MOTORIZED

Write for our Finance Plan. CHAS. GOSS, Standard Chevrolet Co., East St. Louis, Ill.

RINGLING-BARNUM

(Continued from page 3)

neat amount for its charity work. In its pews and others were concentrated most of the evening-garbed spectators. Following the show they staged a beer party in center ring, with about 300 attending. Biggies among them were Frank Buck, Robert L. Ripley, Bert Lehr, Tony Sarg, Joe Cook and others. Alfred E. Smith, New York's former governor, was the prize catch of the afternoon show, grabbing most of the daily newspaper review leadoffs.

Surprise sensation was Freddie Willo, of Willos Perch act, who doubled on a teeth stunt aloft that drew gasps. S. W. Gumpertz, general manager, huddled with Pat Valdo and Fred Bradna, his production chiefs, and started to shave down running time to three hours after the first few performances.

Complete list of personnel, including administration staff, Clyde Ingalls Side Show, Merle Evans Band, Col. Tim Mc-

Coy's Wild West and working departments will appear in the next issue.

Detailed Review

DISPLAY 1.—INAUGURAL PAGEANT. While one of the most brilliant premiere audiences in recent years stirred in thrilled anticipation the equestrian director's whistle let out a blast, the house lights were switched on, the trumpeters sounded their call—and the spec, *The Durbar of Delhi*, started on its circuit of the hippodrome track. The Garden clocks pointed to 8:14 but this was one occasion when few permitted their eyes to rove higher than the top of the highest float in the colorful procession, embracing most of the tame livestock of the Big Show and the entire performing personnel. Few noticeable changes have been made in the costuming and trappings, but everything looks brand new and the touch added last year of having three girls, dressed as drum majors, lead the procession is happily retained. This year's show, on the whole, is dressed in far better taste than its predecessors. Whether or not *Jumbo* had anything to do with this is difficult to say, but this important improvement brings the biggest show of 'em all closer to the idealization of circudom hippodromized by Billy Rose. Merle Evans' band contributed much towards making this an auspicious start for a show that in size, novelty and resources knows no equal even in an era that is "modernized" to the saturation point. Sam Gumpertz, hitting his stride at last as the rightful heir to the Ringling-Barnum tradition, has much to be proud of in the blossoming out of this year's edition of his hardy perennial.

DISPLAY 2.—EQUESTRIANISM. The Loyal-Repenski nad Reiffenach troupes offer their introductory bareback stunting in this classic display. Under the doubling title of the Justin Brothers, two men of the Loyal-Repenski manage perform on one horse in Ring One. The Bruce Brothers, who are members of the Reiffenach family, duplicate the work of the Justins in Ring Three and in the center ring the fusing of the Loyal-Repenski and Reiffenach families is represented by seven riding girls on five horses. Floral hoops held by the riders add to the color of the display and stunting is featured by two-high formations. The center-ringers hide under the thin billing disguise of *The Imperial Viennese*.

DISPLAY 3.—WALTER GUICE TROUPE. Even in this rarely changing stanza of the Big Show symphony the touch of modernization is applied. The comic factors are dressed differently and there seems to be considerably more pep and action here than in former seasons. Guice works on the aerial bars above Stage One, assisted by a girl and two flying zanies. Over Stage Two is another straight aerialist, assisted by a pair of stunting funnymen. Following the noisy and mirthful finish by the comedians over both stages the straights give a thrilling exhibition of swinging before their graceful drop to the nets. The unbilled girl in the Guice division does a highly satisfactory job of catching. Between performing spasms of the Guice aerialists, comedy boxing of highly rated laugh value takes place on the end rings.

DISPLAY 4.—ELEPHANTS. Captain Lawrence Davis, headman over the bull contingent this year, reveals himself both as a sterling showman and a skillful handler of pachyderms. The Hunt girls, Bonnie and Gloria, work five bulls apiece in the end rings, and Captain Davis, ably assisted by Erika Loyál, engineers the doings in the center ring, also using five animals. The work in the three rings is beautifully synchronized and there is a rhythm to the whole display that one cannot help sensing. Emphasis is placed on stunts involving the big fellows swinging the three girls in the crook of their trunks. Bonnie Hunt steps out for a solo spotting in her stunt calling for one of the bulls to swing her in his trunk violently from side to side as he lumbers over half of the hippodrome track. A highly amusing finale is a baseball session engaged in by three appropriately panoplied bulls. The finale pyramid on the track, participated in by all the bulls, drew a loud hand.

DISPLAY 5.—GIRL AERIALISTS. This aerial ballet display represents a sincere attempt on the part of the Big Show to introduce a genuine novelty in routining and production. The all-girl contingent is beautifully costumed and the artists are drawn from various aerial troupes of the Big Show. Jennie Rooney, one of the most attractive personalities in the show, is seen here in bold relief over the center ring, working high in cloud swinging and thrilling spins. Over the end rings are duplicate five-girl troupes on parallel bars. Over the two stages are troupes of four girls apiece on revolving ladders and apportioned evenly over the spheroid length of the hippodrome track are seven girls on single swinging ladders. The parallel-bar girls are billed as *The Belmont Girls* and *The Five Melbournes*; Miss Rooney is billed as *Mlle. Jenee* and the daring artists on the revolving ladders are billed one stages one and two, respectively, as *the Floretta Troupe* and *Palmero Troupe*.

DISPLAY 6.—PARADE OF FREAKS. This brief display represents, as usual, Clyde Ingalls' opportunity to exhibit his congress of human oddities. Familiar faces here and again Jack Earle, the lofty pillar of freakdom, does his clowning with Major Mite as the others of the Side Show tent make their way single file around the track.

DISPLAY 7.—ACROBATIC AND BALANCING ACTS. Here we have a pot-pourri of doubling turns, fashioned to fill out the running time in the absence of a heavy-billing feature, but doing more than justice by its mission. Tumbling and pyramid work feature the routine of the Robertos in the center ring. There are 14 men. The Bells (three men) and the Harts, also a trio, employ tables to aid them in their balancing and tumbling in Ring One. The Nelson Brothers, assisted by a similarly dressed midge, are back of Stage One, with Harry Rittley in the foreground, building up his shaky table structure as the others are working and getting in the display's final punch with the classic fall. On Stage Two are the Canestrellis, whose ladder balancing comprises their forte. Two men and a girl here. A combination involving seven men in fast acrobatic work fills Ring Three and is billed as the *Pierrots* and *The Mikado Troupe*.

DISPLAY 8.—PYGMY ELEPHANT. This is the single item of this year's show that proved somewhat disappointing. The falling might apply only to this performance, however. While billed as a family of African pygmy elephants, the display is confined to a single member of the species. This comparatively tiny fellow makes a circuit of the track abreast of a normal-sized member of the Big Show herd. The contrast is striking, of course, but some explanation should have been given via Ingalls' stentorian voice for the absence of the others.

DISPLAY 9.—HIGH-SCHOOL HORSE ACTS. Dorothy Herbert, outstanding equestrienne of the Big Show, is given the feature position here. In the center ring she exhibits her horsemanship and the training of her charges, wearing a military costume that blends with the wardrobe of the 22 riding girls spread around the track. Erna Rudyhoff gives a splendid account of herself in Ring One as she cues an obedient horse to perform graceful steps and curtsies, and a dog, seemingly of Great Dane breeding, duplicates the horse's stunts. Ella Bradna makes a pleasing picture on a white horse in Ring Three. The synchronous routine of the featured women in the three rings and the girls riding the high-school horses around the track is followed by solo bits by Rudyhoff, this year's leading horse trainer, and Miss Herbert. Rudyhoff features slow, graceful work in his session and Miss Herbert gives a convincing demonstration of her ability in fast and furious riding.

Timed as a novelty between displays rather than as part of Display Nine, Dorothy Herbert achieves one of the thrill highlights of the show by driving nine horses Roman style in two circuits of the track. Miss Herbert is astride four of the steeds, there are three directly in front and two in the lead. She was accorded one of the most enthusiastic hands of the evening.

DISPLAY 10.—NAITTO TROUPE. One of the few new acts in this season's colorful array. Con Colleano is temporarily withdrawn from the Big Show scene and the supporting wire artists are also absent. The Naitto Troupe of four performing girls and an assisting ground man fill the void with consider-

ably more than sufficiency. Nio Naitto, the bright and particular star of this act, is the most sensational tight and slack-wire artist of her sex this reviewer has caught in recent years. The act is set up with two wires, which are worked simultaneously most of the running time. The Oriental misses feature hand-to-hand balancing on the ground and wire, table hurdles on the wires and flipovers. One of the most engrossing stunts is a two-high twist with Miss Nio as understander. She starts from the floor, balancing her partner on her head, walks up the ladder to the wire in this position and as she walks across the wire swings hoops with both hands and later juggles objects with a third girl on the wire platform. She winds up this stunt balanced on one foot, continuing to swing the hoops with her hands and the free nether limb. Towards the finish two girls jump rope simultaneously on the two wires and Nio follows with an announced back somersault feet to feet. Sensational swinging on a slackwire by the daring star brings the highly satisfying display to a close.

Reflecting again the management's dressing-up urge there is staged between Displays 10 and 11 an amusing and colorful pantomime with full-grown and midget zanies dressed as fowl and assisted for the achievement of comedy effects by a Chihuahua dog and genuine fowl. The pantomime is duplicated with slight deviations on the two stages.

DISPLAY 11.—DOG AND SEAL ACTS. They leave the Big Show from time to time but most of them return rigged out in bigger and better trappings. Last year the esteemed Pallenberg bear troupe returned for a successful season in the Garden dates and this year Alf Loyal and his superbly trained dogs are reliving old times with the Big Top. A smart piece in staging is this blending of the Loyal act and Captain John W. Tiebor's highly educated seals. Tiebor formerly had a display to himself and this was not fair to him or his flapping charges. Seals work too slowly to be left on their own in the vastness of the Garden or Big Top. Brought together with the dizzily paced Loyal act the combination is ideal, as the reception at this performance convincingly proved. The Loyal doggies are in the center ring, with Alf and the missus handling them as smoothly as seems humanly possible. First there are seen six dogs, masquerading as horses, in a Liberty routine. Then one of the black pooches gives a fine exhibition while circling the ring on the back of a horse. The dog catches apples and knives in his snout and then uses his head as a peg for hats thrown by Loyal. Another member of the Loyal kennels balances on a slack rope with his hind legs and in the mirth-provoking finale the entire dog company uses a runway for leaps to a trampoline. Biggest laughs of the show in this spot. Captain Tiebor works with three seals on Stage One and his son also has a trio of the bewhiskered fellows on Stage Two. Among the innovations in the always interesting Tiebor routine are a hula number, a single-spin balancing stunt on a piano stool revolved by the seals, and a cart and wagon bit by pairs of seals on both stages. Tiebor's fast-playing seal in the *My Country 'Tis of Thee* finale had the house roaring with glee.

DISPLAY 12.—PERCH AND AERIAL ACTS. Working on the ground in the center ring are the Walkmirs, trio starting their second season under the Gumpertz aegis. Theirs is one of the most elaborate perch contrivances in this part of the world. The male understander alternates between head and shoulder balancing. In one stunt a girl does iron-jaw swinging from the top of the perch; in another she balances atop a revolving crystal sphere and in the finale of the Walkmirs' routine the man balances a forehead perch with his two girl partners balanced on their backs on a bar at the top. The Antaleks are opposed to the Olvera Brothers in the end rings. Three girls and a man comprise the Antalek act, using floor perches balanced on the man's feet. In one stunt the male understander balances the three girls and as their finale this troupe present Maria Antalek in a shoulder-perch stunt where-in she balances two girls. The Olveras contribute their usual fine stunts with perches that seem to exceed all others in height. Over the two stages are the Willos (mixed team working on a hanging perch) and Torrence and Victoria, whose routines are very similar.

DISPLAY 13.—LIBERTY HORSES AND (See RINGLING-BARNUM on page 49)

EDDY BROS. CIRCUS

WANT, to join on wire, GENERAL AGENT. Must be close contractor. Two more BILLERS who drive trucks. MUSICIANS—Strong Cornet, Baritone and Sousaphone. Others write. Experienced Circus MECHANIC, Wild West Unit for Concert with own transportation. One strong Double Trapeze Act. Must double two or more. WORKINGMEN who drive come on. Address 2050 South Broad St., Trenton, N. J.

2 MEN WANTED

To Sell Merchants' Tickets for Jersey City's Largest Spring Event.

PURE FOOD SHOW AND INDUSTRIAL EXPOSITION

In New Jersey's Newest Armory. Situated in the Heart of Jersey City.

This will be the first Show of ANY KIND to be held in this Armory. Event is extensively advertised. Good proposition to live wires. For details address W. HAMILTON, 1200 Broadway, New York, N. Y.

CIRCUS PROPERTY FOR SALE

Two small Black and White Shetland Ponies, Chariot and Red Harness. One January Act, small White Mule, Shetland Pony and Cart. One 35'x35' White Tent, practically new. Several small Animal Cages. Three Monkeys, some Parrots and Squirrels. Entire lot cheap.

BUCK TAYLOR, Doylestown, Pa.

TENT FOR SALE

110x120 Round End Dramatic, 14-Oz., extra heavy roped; Stage 30x15 Drapes, Steel Center Poles, Quarter Poles and Side Poles, and everything in excellent condition, carefully packed in bags. This Tent will give lots of service. W. B. MARTIN, care Room 7, 30 So. High St., Akron, O.

LEWIS BROTHERS CIRCUS WANTS

Working Men all departments, Truck Drivers, Banner Painter, Man to Letter Trucks, Dancing Girls for opening Spectacle, Side-Show Acts to feature. Working Men and Painter come on, all others write. 803 Reynolds Bldg., Jackson, Mich.

WANTED—For Motorized Circus, fast Tumbling Act, good Wire Act doing two or more, Bar Performers, Riding Act, Prop Boys, Wild West Concert, Trap Drummer, good Pit Shows, Jerry Burrell, William Kane, Texas Joe Clark write. FOR SALE—Grab, Popcorn, Ball Game, Custard, Palmist. TED WORTH, 195 Chestnut St., Springfield, Mass.

OPRY CHAIRS

Used but good, \$1.00 Each, F. O. B. here as they are. Extra charge for packing.

THE R. H. ARMBRUSTER MFG. CO. SPRINGFIELD, ILL.

FOR SALE

USED TENTS AT A BARGAIN. Sizes: 20x40, 30x60, 40x80 ft. Address MT. VERNON TENT & AWNING CO., Mt. Vernon, Ill.

FOR SALE—One 60'x100' Top, Sidewall and all kinds of Tent Show Equipment. Cheap. Must be sold quick. What do you need? BILLY TOPP, Nashua, Ia.

CALL — BOCKUS & KILONIS WILD ANIMAL CIRCUS — CALL

All Persons Contracted For Report to the Following Heads of Departments Not Later Than MONDAY, APRIL 27, 1936.

Band Men to AL MASSEY, Manchester, N. H. Side Show to DOC J. H. OYLER Manchester, N. H.

Animal Men to WM. SCHULTZ, Manchester, N. H.

All others, including Performers, answer call to CIRCUS, P. O. Box 143, Manchester, N. H. Circus Opens Thursday, April 30, Manchester, N. H.

Cook House People to LARRY KOHLAR, Manchester, N. H.

Property Men and Working Men come on and report to GEORGE MANCHESTER, Winter Quarters, Crystal Lake Park.

The Corral

By ROWDY WADDY

QUITE A NUMBER of the old-time top-notchers have dropped out of rodeoing.

TWO RODEOS slated for next fall in the Northwest are at Washtucna and Lacrosse, Wash.

CONGRATS to Chester Byers. He's one of the oldtimers still "with it" in big-time contesting and still winning honors and purses.

ACCORDING to a recent syndicated press dispatch, Mabel Strickland became suddenly ill while working in a picture filming at Hollywood.

"TEX" A. SCHUBACH writes that while he was playing the Princess Theater, Texarkana, Tex., with his "Wonder Dog Rex," recently, a lot of wardrobe, a prop gun, pair of Mexican trousers and about 4,000 photo cards of "Rex" were stolen from the back of his car while it was parked in front of a hotel.

VERNE ELLIOTT, arena director at the recent rodeo held in connection with the Southwestern Exposition and Fat Stock Show in Fort Worth, Tex., is now acting in an advance capacity for the Frontier Days celebration to open in Fort Worth in July. At present Elliott is supervising relics and antiques to be used in the various museums devoted to early Texas history. Elliott also has the job of getting buffalo for the show.

NOTES FROM X-Bar-X Rodeo Show—Managing Director Al Jones advises that 10 weeks of still spots will be played in Ohio and Pennsylvania before fair dates start and will open in June. There have been some additions to the stock; in all, 50 head, including buffalo. Hands at quarters have been breaking and training stock. At quarters at Canfield, O., are Billy and Beverly Harnett, Ray and Ann Doering, Slim Fitches, Pete Calvin and Al and Grace Jones.

WORD COMES that Guy Weadick has been engaged to stage the Rodeo and Stampede at Yorkton, Sask., in July, following the Stampede at Wolf Point, Mont., and Lethbridge, Alberta, follows Yorkton. At Lethbridge last year Weadick staged a success for the fair management and, according to report, he holds an option on it for this year until May 1, altho it is expected the deal will be closed in the near future. Another Canadian point that is considering the staging of a rodeo some time this summer, and on which Weadick has been figuring, is Vancouver.

ACCORDING to recent announcement, participants in a three-day rodeo to be staged at Oklahoma City, Okla., April 22-24, in connection with the annual celebration of the opening of Oklahoma, will include: Major Gordon W. Lillie (Pawnee Bill), Pete Knight, Nowata Slim, Rose Davis, Vaughn Kreig, Peggy Long, Ruth Roach, Iva Belle Jacobs, Florence Randolph, Pauline Nexbit, Donald Wilcox, Ken Williams, Johnny Farthing, Hugh Bennett, Eddie Curtis, Gene Ross and Tom Gilbert and Bob Hulett directing the activities.

NOTES FROM quarters of Raum's Circus-Rodeo—Everything in preparation for the season moving along nicely. The roster includes: Staff—C. L. (California Jack) Raum, owner and manager; L. L. Curtis, publicity; R. M. Carter, publicity and press; Carrol Green, charge of billing; Wayne Perryman, lithographer; Art Perryman, billposter. Arena—Jack Raum, arena director; Billy Hammond, rough string; Red Harrington, bronks and steers; Gene Allman and Toots Ayers, bulldogging; Joe Bird, menage and jumping horse trainer; Jack Davis, ring stock; Edythe Cooper, Isis Bird, Dorothy Bird and Jennie Hughes, trick riders and menage; William O'Brien, Jim Thomas and Tom Salem, grooms; Hilliard Brothers and Bob Hold, tumbling and bucking auto; Jim Black Hawk, Indian roper; LaVerne Totten, rifle and pistol shot; E. (Fee Wee) Lunsford, clowning thruout and working high-jumping elk. Show will move on two trucks and three semi-trailers and will have 40 head of stock and 35 people.

PITTSBURGH—The publicity campaign of the rodeo to be staged in Duquense Garden, April 16-22, by the Harris-Eskew outfit has been in full force. New paper was ordered and boards in the city contracted for and a local depart-

ment store has donated a window for a rodeo display. Tex Sherman, well-known publicity director, is in charge of the campaign and with the assistance of a staff every city and hamlet for a 100 miles around Pittsburgh is being billed. Mayor William McNair is to act as honorary arena director for the opening and society and high city officials have bought out box seats for the opening performance. Local newspapers are co-operating with the event. Jim Eskew arrived here last week with a truck load of saddles and a huge stuffed buffalo, which will be displayed in a department store window. Bill Parks and his wife, Mary, arrived and Bill is building the corrals, to have all in readiness for the stock when it arrives. Announcement is made that the Shrine has bought out the night performance of Friday (April 17) for its orphan children and members.

SAN DIEGO, Calif.—Frontier Days and International Rodeo at the California Pacific International Exposition, April 3-5, had the following participants: Calf Roping—Fred Wood, Simon Hogue, Jess Byrd, Cecil Owsley, Port Parker, Jess Hill, Richard Merchant, Breezy Cox, Buck Sorrells, Tommy Rhodes, H. Westfall, Lawrence Conley, Asbury Bowman, Hugh Bennett, Everett Bowman, Dave Stout and Al Allen. Bareback Bronk—Eddie Woods, Cecil Henley, Al Hayes, Smoky Snyder, Lee Farris, Blondy Brunzell, George Forrester, Fox O'Callahan, Frank Brown, Brown Cox and Bob Fulkerson. Steer Roping—John Traylor, Fred Wood, Simon Hogue, Jess Byrd, Cleve Helm, Sage Cornett, Jess Hill, Richard Merchant, Breezy Cox, Harry Knight, Buck Sorrells, Tommy Rhodes, H. Westfall, Lawrence Conley and Asbury Schell. Bronk Riding—Pete Knight, Harry Knight, Eddie Woods, Cecil Henley, Wesley Spurgeon, Roy Brainard, Jack Myers, Lee Farris, Buck Tiffin, Doff Aber, Pat Woods, Bill Truan and Wait Stuart. Steer Wrestling—Tommy Thompson, Lonnie Allen, Breezy Cox, Skeet Bowman, Everett Bowman, Holloway Grace, Al Allen, George Wilderspin, Howard Brown, Whitey Hoffman, Hugh Bennett, Lee Farris, Cherokee Alcorn and Lloyd Saunders. Steer Riding—Robert Browne, Bill Lawrence, Eddie Woods, Al Hayes, Dick Griffith, Smoky Snyder, Lee Farris, Frank Brown, Pat Woods, Blondy Brunzell and George Forrester. Wild-Cow Milking—John Traylor, Simon Hogue, Jess Byrd, Cleve Helm, Cecil Owsley, Jess Hill, Breezy Cox, Buck Sorrells, Tommy Rhodes, H. Westfall, Richard Merchant, Hugh Bennett, Everett Bowman and Lloyd Saunders. Bell Calf Roping—Simon Hogue, Jess Byrd, Littrell, Lawrence Conley, Hugh Bennett, Everett Bowman, Ralph Bennett, John Bowman, Hugh Strickland and Clay Carr. Larry Belger was rodeo director; Hugh Strickland, arena director; Abe Lefton, announcer. Winners, first day: Bronk Riding—Pat Woods, Doff Aber, Cecil Henley. Calf Roping—Hugh Bennett, Port Parker, Asbury Schell. Bareback Bronk—Fox O'Callahan, Blondy Brunzell, Lee Ferris. Steer Roping—Jess Hill, Lawrence Conley, Howard Westfall. Steer Wrestling—Skeet Bowman, Everett Bowman, Breezy Cox. Steer Riding—Eddie Woods, Smoky Snyder, Al Hayes. Wild-Cow Milking—Cecil Hensley, R. Merchant, Buck Sorrells. Calf Roping—Asbury Schell. Finals: Best all-round cowboy—Everett Bowman, first; John Bowman, second; Jess Hill, third. Calf Roping—John Bowman, Asbury Schell, Bill McFarlane and Breezy Cox tie for third. Steer Roping—Jess Hill, Fox O'Callahan. Steer Wrestling—Everett Bowman, Skeet Bowman, Lonnie Allen. Wild-Cow Milking—Charley Jones, Buck Sorrells, Hugh Bennett. Bronk Riding—Eddie Wood, Earl Thode, Pete Knight. Bareback Bronk—Blondy Brunzell, Fox O'Callahan, Lee Farris. Steer Riding—Smoky Snyder, Al Hayes, Dick Griffith. John Bowman won the bell calf roping event. Nearly \$5,000 in prize money was paid to contestants. Homer Holcomb did the clowning, assisted by his mule, "Mae West."

Under the Marquee

By CIRCUS SOLLY

THE LEVOLOS (Pat and Willa) will be with Bockus & Kilonis Circus.

RAY BLANKENSHIP will again be with Russell Bros.' Circus.

ARCHIE AND MARION BLUE will be with Cole-Beatty Circus this season.

JUSTUS EDWARDS will be with Russell Bros.' Circus, doing some publicity and front-door contacts back with show.

TOM THORNTON, producing clown of Joe B. Webb Circus, was forced to close with the show and return to his home in Dallas because of illness.

FRANK H. BOARD postcards that Downie Bros. has been contracted for Pulaski, Va., April 25, first circus there in two years.

JOHN GEARHART has joined the advance of Seal Bros.' Circus as boss billposter. Show has six men and three trucks on advance.

WICK LEONARD and family are operating a wild animal farm at Andover, Mass. Will open April 18 with 12 animal acts and many cages of animals.

MELVIN D. HILDRETH and wife were guests of John Ringling at the opening of the Big One at Madison Square Garden, New York.

JACK LOVING is seriously ill at General Hospital, Cincinnati, and will undergo an operation. Letters from his acquaintances will be appreciated.

AN EFFORT to bring the Circus Fans' Association convention to Bradford, Pa., July 4, is being made by the Fans of that city, under leadership of Art Hagerty.

IN CLOWN ALLEY at the Canton (O.) Shrine Circus were Slivers Johnson, Ed Raymond, Barney and Jimmy Arenson, Moree Trio, Marion Wallick, Carmen and Crowley and Red Malloy.

EARL R. BEHEE, of Flying Behees, recently visited his son, Clayton, at San Antonio, Tex., who is practicing with the Codonas. States that Rose Sullivan is doing a two and a half.

TIM McCOY, of Hollywood, before planing east March 28 to join Ringling-Barnum Circus, completed the last of his series of eight Western films for Puritan Productions. He will resume his screen career after the circus closes in the fall.

ED RAYMOND, clown, last two seasons with the Barnett Circus, played Canton (O.) Shrine Circus and went from there to Chicago for the indoor engagement of the Cole-Beatty Circus. He may rejoin the Barnett show following the Chicago show, he said.

MRS. MARIE LOTER is doing fine following a major operation and will be with Barney Bros. as soon as she is able to travel. Her son, Dick, also will be with show. Mrs. Loter would like to hear from friends, her address being 426 S. Venice boulevard, Venice, Calif.

KENTON C. DeLONG, advertising manager of *The Evening Independent*, Masion, O., attended two performances of the indoor circus staged by Paul M. Lewis at the city auditorium in Canton, O., auspices of Shrine Trumdrum. States that it was pleasing entertainment and the show made a nice piece of money for the Trumdrum. Show had plenty

of exploitation in newspapers. This end was handled by Rex McConnell. He landed stories in daily papers in eight cities outside of Canton, besides almost daily stories in *The Canton Repository*.

HARRY VILLEPONTEAUX, with Purcell's stage circus, states that the car in which he was riding was struck by a passenger engine at main street crossing in Carbondale, Ill., and that the railroad settled immediately. He adds that crossing watchman gave him signal to cross. Car was damaged.

A PENNSYLVANIA electric engine pulled the Ringling train from Washington to Jersey City. Train left Washington 9:30 Saturday morning, April 4, and made an average speed of 45 m. p. h. with 36 cars. Willie Carr, 24-hour man, made Washington arrangements, later leaving for New York.

FRANK D. OPIE, who has been in hospital since January, is on road to recovery. However, it will be necessary for him to remain in hospital several more months. Will appreciate hearing from his trouser friends with circuses and carnivals. Address is Drawer A, Williamsburg, Va.

LEO ABERNATHY, national president of the Billposters and Billers Union, is back in his office in Pittsburgh after spending several days in Toledo, O., where a short-lived wage misunderstanding existed. "Everything has been worked out satisfactorily," Mr. Abernathy reports.

HAP RUGGLES, drummer, formerly with Spud Redrick on the Barnes show, is now with Victor McLaglen's (movie star) motorcycle dare-devils and will show in Coliseum, Los Angeles, April 26. Vic is packing 21 men. All are motorcycle riders and they drill and do stunts while "rolling" from 22 to 60 miles an hour.

POLACK BROS.' CIRCUS had a big week at Leavenworth, Kan., auspices of Shriners. On Saturday of the engagement, the Shriners were hosts to 400 orphans from the orphanages of Kansas City and Atchison, Kan. Cleve Williams, warrant officer of Fort Leavenworth, entertained the orphans from St. Vincent's Orphanage at Leavenworth.

A FLORIDA estate tax lien for \$103,197 against the estate of the late Richard T. Ringling was filed at Sarasota April 4. He left an estate which included an undivided one-third interest in Ringling-Barnum Circus, Ringling Bros.' property at Sarasota and the circus headquarters there. A federal tax lien for \$124,198 was filed March 14.

KEN MAYNARD'S show will open in Van Nuys, Calif., May 2, and play there this season week-ends, Saturdays and Sundays. *The Van Nuys News* will publish an exploitation section pertaining to the show, which will be distributed to more than 15,000 homes April 30. This will include two-colored action pictures, also "spot" pictures. There will be from 12 to 16 pages in the opening advertising sheet, which will be standard newspaper size.

MACK KASSOW, formerly on Gorman Bros., arranged a Side Show in connection with the film *Charlie Chan at the Circus* for the RKO Albee Theater, Brooklyn, last week. The layout appeared on the mezzanine floor and attracted attention. Lineup included Major Mite and Helen Hoy, midgets; Belle Bonita and lion in cage; Hip Raymond and Al Florenz, clowns; Ajax, Punch and Judy; Al Tomlinia, giant; Edna Blanche, snake, and Mrs. Kassow's illusion, which was a lobby bally. Kassow will direct concert type Side Show at Frank Wirth's Shrine in Hartford, Conn.

FOR RENT—Candy Stands, Novelties, Candy Sweets, Lunch, Balloons. Address ATTERBURY BROS. CIRCUS, Dakota City, Neb.

ROY ROBERTS

WIRE ME QUICK. ATTERBURY CIRCUS, Dakota City, Neb.

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14.

The advertising rate of 50c an agate line remains unchanged.

PLANS NEW NAAPPB BUREAU

Department for Revolutionizing Industry, President Baker's Idea

List of members being studied with view of appointing committee to gather and dispense modern methods for revitalizing field and giving needed impetus to business

FROM NAAPPB APRIL BULLETIN

CHICAGO, April 11.—Recent Boston convention of New England section, National Association of Amusement Parks, Pools and Beaches, appears to have stirred up considerable controversy concerning the creation of a bureau to gather and dispense new ideas to the industry. In a recent interview President Harry C. Baker advised that the chief executive of the recreation men has some very definite ideas concerning the advisability of such a move and at present is studying a list of members with the expressed thought of appointing a committee to work out a practicable plan. It has long been buzzed in the park and pool industry that something is needed to revitalize the business. Everyone concedes the fact that Mr. and Mrs. John Q. Public want to play but appear just a little tired of the same old whirl; a new twist must be placed in the track somewhere. Yet amusement men have been a little reluctant to make any radical moves for fear of committing costly mistakes. However, an undertone, demanding something new, seems to be growing stronger by the minute.

Thru a confidential source it has been tipped off that President Baker, collaborating with Paul C. Morris, Playland, Rye, N. Y., and other colleagues, has worked out such a plan and expects to explode it upon the industry as soon as details are thoroly worked out.

From what little can be learned, the boys expect that the idea will greatly aid in revolutionizing the park and pool business. It is understood that the big thought behind their plan is to offer something new in the way of constantly changing sure-fire programs and stunts. Taking their cue from the movies, with their colorful transformations, the park men feel that when they are finished a real array of activities will result that will give an impetus to the business that has been needed for a long time.

When questioned, both Mr. Baker and Mr. Morris admitted that the idea is in the making, but refused to say just what their planning involved, how costly a program would result and what money-making possibilities might be in store, both declaring that they do not want to make public at this time anything that might be misconstrued. When the cat will be let out of the bag seems to be a bit enigmatic.

Capitol Beach Policy Same

LINCOLN, Neb., April 11.—Capitol Beach Amusement Park's opening here is tentatively set for May 16. Usual plan of selling season swimming tickets will be used, said Manager Hoyt Hawke. Pool and dance pavilion will be managed by Ralph Beechner again. Frederick Bros., Kansas City, are dickering for a plan on two weeks with each band for the spot this summer, same as last year. Nearly the entire play concentrated on dancing and pool last season.

Shellpot Landmarks Going

WILMINGTON, Del., April 11.—The dance hall in old Shellpot Park, once Delaware's largest and oldest amusement park, established nearly 50 years ago, is being torn down. Dining pavilion, where once was held the first dance marathon in this section, will also be demolished. Only building left will be the stone mill, which was there long before the park was thought of. Two years ago the Scenic Railway and several buildings were destroyed by fire. Buildings are going to make way for real estate development.

BOSTON.—Paragon Park, Nantasket, will open the season on May 23. Renovation and painting are in progress. George Hamid office is booking all attractions, as it has been doing for 25 years.

Even Jack

ATLANTIC CITY, April 11.—This city is going after Canadian biz in a big way with special promotion stunts and advertising in Canadian newspapers. Latest is announcement of Mayor C. D. White that Canadian money is acceptable and that if merchants get hold of it it can be turned in to the city treasury at its like value in U. S. currency. Hotels report a rise in Canadian bookings. Mayor ordered that during this month flags of the Dominion be displayed along the eight-mile Boardwalk. Hotels joined and have lobby displays. Luncheon and parade will be staged by the city for Canadian visitors and Mayor White invited John Buchan, Lord Tweedsmuir and Governor-General Designate of Canada here for the occasion on April 16. A kilties band and city officials will lead the parade. Hotel men are enthusiastic about the mayor's proposal on Canadian money.

Leaders Like Plan on Risk

Commitments for NAAPPB liability insurance setup meeting generous response

FROM NAAPPB APRIL BULLETIN

CHICAGO, April 11.—By comparing the records available in the offices of Executive Secretary A. R. Hodge of the National Association of Amusement Parks, Pools and Beaches, in the Hotel Sherman here, and those of John Logan Campbell, Baltimore, who is the agent responsible for the new public liability insurance being offered to members of the NAAPPB, it has been ascertained that among outstanding parks, pools and beaches that have been definitely committed to or are considering the new plan are the following, and it might be added that a majority of them already have made definite commitments:

Acushnet Park, New Bedford, Mass.; Harry C. Baker, Inc., and Affiliates, New York; G. A. Boeckling Company, Cedar-Point-on-Lake-Erie, Sandusky, O.; Carlin's Park, Baltimore; Columbia Gardens, Butte, Mont.; Crescent Park, Riverside, R. I.; Crystal Pool, La Grange, Ill.; Custer Specialty Company, Inc., Dayton, O.;

(See LEADERS LIKE on page 38)

Philly Openings as Usual Despite Weather's Holdback

PHILADELPHIA, April 11.—Parks in this vicinity, where work has been held back somewhat by weather, will be ready for scheduled openings.

Woodside Park bows on April 18. Besides overhauling and painting, one of the two Carousels has been removed and in its place a Cuddle-Up ride has been installed. Fireworks will be the usual weekly feature on one night.

Willow Grove Park is renewing all dirt walks with cement. New fronts are going on a number of rides and general painting is on. Park will open weekends on April 25, with regular opening on May 30.

N. Y. Concerns Chartered

ALBANY, N. Y., April 11.—Charters of incorporation have been granted to Bay Parkway Exhibition Company, Inc., Manhattan; amusement enterprises; shareholders given as Jacob Bendersky, Sylvia Mitnick, Norma Felner, New York. Ken-Whip Corporation, Manhattan; outdoor and indoor amusement features; promoters and shareholders given as Harry B. Kurzrok, Mortimer Bernstein, Joseph Berger, New York. Hyde Park Amusement Long Island, Inc., New Hyde Park, New York; amusement devices; shareholders given as Sam Zinner, Sam Katz, Rose Zinner, Bronx, N. Y.

High Point Opening May 1

HIGH POINT, N. C., April 11.—In City Lake Park, opening on May 1, rides and concessions will be under management of R. D. (Bob) Penny. Rides were new last season, but are getting a coat of paint for the opening. Roster includes Manager Penny; Reba Graham, assistant manager; E. L. (Army) Diggs, in charge of all mechanical and electrical work, and Mrs. E. L. and Daisy Bell Diggs, penny arcade.

BUCHANAN, Mich.—Bear Cave Park, Inc., has been organized to conduct amusements, with capital stock given as \$10,000, by H. B. Overmyer, South Bend, Ind.

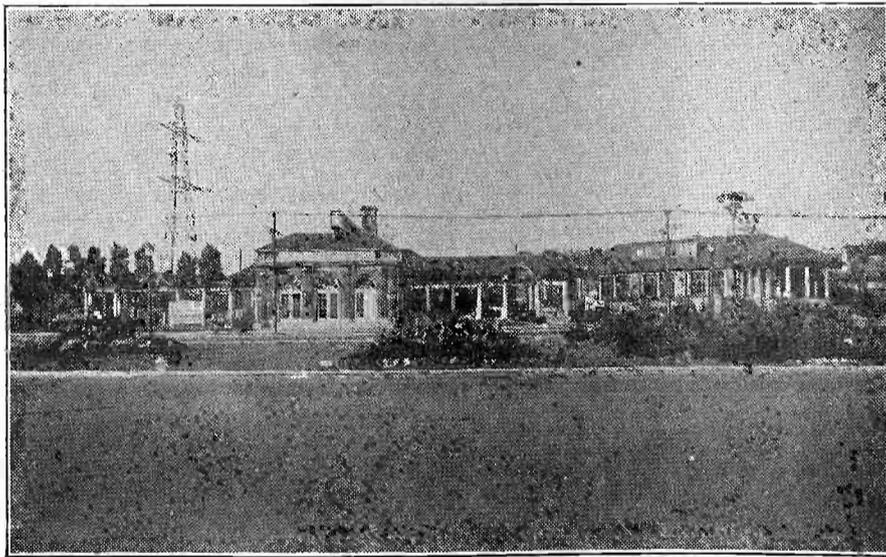
PARIS — Twelve passenger steamers have been put into service along the Seine River from the Hotel de Ville of Paris to river resorts and parks at St. Cloud and Suresnes.

Rock Springs Pavilion Open

EAST LIVERPOOL, O., April 11.—Virginia Gardens, dance pavilion in Rock Springs Park, Chester, W. Va., across the river from here, will inaugurate a pre-season dance period the middle of April, with several private affairs scheduled before the regular season opens on Decoration Day. First road band will be Emil Velazo and his CBS orchestra. Pavilion has been completely renovated, according to R. L. Hand, park manager.

Puritas Springs Is Ready

CLEVELAND, April 11.—Puritas Springs Park was ready for opening on Easter, with all amusements in operation. There will be dance sessions in pavilion every Sunday afternoon and evening and all features will operate. There is roller skating every Sunday, Wednesday, Friday and Saturday. Sunday operation will be the policy until the middle of May.



SUNNYSIDE PAVILION, which is to be reopened by Bill Beasley, Beasley Amusement Company, in Sunnyside Park, Toronto, and who announced that \$50,000 will be spent on remodeling the structure. Plans provide for three ball-rooms, use of three bands and an elaborate floor show.

Junior Park Men's Convention

By CY D. BOND
Sales Manager, Dodgem Corporation

There was a junior park men's convention in New York City on March 25. It started in the afternoon, with George Lauerman, of Chicago, and myself in Harry Baker's office. This afternoon session was serious, for Harry is working his head off on the liability insurance problem for parks this summer. It is a real job and amusement park owners ought to co-operate in every way possible with the national association, for it is a real honest-to-goodness program.

The evening session of this convention was for no reason whatever. It started in my room in the Paramount Hotel at 6 p.m., and I am not going to tell when it closed. The country was well represented. There were Arnold B. Gurtler and his son (a real fellow) from Elitch's Gardens, Denver; Elmer E. Foehl, general manager of Willow Grove Park, Philadelphia; Herbert Schmeck, chief engineer of the Philadelphia Toboggan Company, Germantown, Pa., and George Lauerman. Harry Baker wanted to attend but had a previous engagement.

We were soon under way and the meeting began. It seems that Arnold Gurtler was in New York to get the

best shows and actors for the theater in Elitch's for the summer; he would not give us the lowdown on the cast he is picking, but it developed that among other things he is planning in the park this summer he wants a water curtain for the Old Mill. None of us knew much about this water-curtain business. (It seems it is a curtain of water operated with an electric eye; those in the boats heading for this water curtain think they are going to get all wet, but on arrival at the curtain the water is shut off and they pass thru dry.) As we could not tell him where to get a water curtain, he called up Fred Fansher, who knows where to get about everything that is connected with rides in the amusement parks, and right away Fred knew where to locate fellow who had a water curtain.

There was a lot of argument about the possibility of this electric eye not working, someone getting a ducking, etc., but it did not faze Arnold in the least. Some time when you meet him just ask him about the water curtain which he bought in New York. The

(See JUNIOR PARK on page 38)

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Postman Rings Again

Received a letter from a reader who raised a most interesting swimming-pool problem. Altho the letter was unsigned, postmarked Evanston, Ill., and usually anonymous communications aren't worth publishing, this one is. And I have every reason to believe that the author neglected to sign his name rather than purposely send it unidentified.

"Have been reading your column for a number of months and have been waiting for you to write something about pool devices which are detrimental to the tank," it read, in part. "I refer to slides, floats and the like which are on the market and which, to my mind, are more harmful to bathing establishment than aids. Now I know, Nat A. Tor, that some concerns which handle such devices advertise in your publication and I am wondering whether you are refraining from mentioning this because of that. I notice that you have written about many angles of swimming business and think it is about time that you say something about this. Unless, of course, the advertisers have your hands tied. I should like to hear what you have to say about this."

I regret that this letter came unsigned, for I would like personally to answer the man or woman who wrote it. It's the type of epistle that demands such an answer. However, until the writer comes forward the answer will have to be made here.

At that I am glad of the opportunity afforded me by the letter. First of all, let me hasten to say that at no time during my three years with this publication have my editorial comments ever been censored by the advertising department. It is upon this fearless platform that *Billyboy* has been built.

Whether it is advisable for pools to have various slides and floats in the water, I think, is a question entirely up to each natatorium. Many large pools, I know, could very easily house even more floats than they do. Floats and slides are most certainly not a detriment, as my unsigned letter writer would have it, when there is enough room, but when a pool man who operates a very small tank attempts to put in a number of slides, then I must agree that it's wrong. It's up to the individual pool whether slides and floats pay. And it's all a matter of common sense whether they pay in your particular proposish.

Big-Headed Pools

Every now and then some pool owner claims the largest natatorium in his territory. Some are boastful enough to claim that distinction over the entire country or even the world. Magnus pool, Rye, N. Y., is latest to come forward and claim being the largest pool in the East. What with Palisades (N. J.) Amusement Park pool being advertised as the largest pool in the world, something seems wrong somewhere. So once again I issue a call for figures and statistics. Does someone actually know the largest pool in the world?

Is It the Ruth?

Donald Ruth, former George Washington (N. Y.) High School swim ace, is making plans to build a combination garage-swim pool in New York City next season, which will be first of its kind. Very good idea, if true. Ruth's theory is that tired motorists will relish a dip after driving. Blue prints call for inclosed tank with solarium on the roof, with elevators to lift cars to the roof. Local hotels without pools and garages are now being contacted by Ruth to go in with him on this project.

Dots and Dashes

Wonder if Fred Jackson is still at Progress Plunge, Denver, despite rumors to the contrary. . . . Lisa Lindstrom, Olympic swim flash, is latest of the aquatic fraternity to announce her engagement. . . . Long Beach (L. I.) Chamber of Commerce still insists on bathing tops for men this summer, regardless of popularity in other near-by spots of shirtless swimming. . . . New York Schools of Music band signed for Manhattan Beach, N. Y., prior to appear-

ances of its big name orchs.—And Junior Dowden is publicizing Steeplechase outdoor pool, Coney Island, N. Y., again this summer, with dad lending a helping hand.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Enough rain to make even an Ethiopian feel uncomfortable, but natives are cheered by the thought that it has always stopped in the past. . . . Long Island State park commissioner's exec secretary, Benjamin Van Schaick, beginning to send out publicity, and that's a real sign of spring. . . . Walt Whitman's home, one of Long Island's most historical spots, is on the block. Present owner has announced that if somebody does not buy it for a shrine it will be peddled for roadhouse use. . . . Auto track at Roosevelt Field is in process of construction and should be completed shortly. There'll be six grand stands, with track to be one of the standouts of its kind in the country. George Marshall, Washington sportsman, is moving spirit behind project.

Long Island's Tercentenary celebration, marking passing of the third century since the first white person settled here, will be a great event if plans, presently being mapped, are put across in desired style. Arrangements call for a gigantic ball in Hotel St. George, Brooklyn, to start off the occasion. Monster parade on the program, too.

Lou Saltzman, vet showman, operator of Cafe Loyale, New York City, and a former police commissioner in Long Beach, has taken over Grove Club, Far Rockaway, for summer operation. In addition to large clubhouse and bathing pavilion, there is a restaurant and facilities for dancing and entertainment. While some people talk depress, Saltzman charts plans in a manner that rightfully rates him as the Babe Ruth of his type of biz in Long Island territory.

ROCKAWAY BEACH: Looks like town will go without a real side show this summer. Boardwalk Museum, long operated by a freak emporium, being torn down. . . . Oriental Hotel, Seaside, ditto. . . . Lotta legal this and that scheduled for courts over estate of late Ed Roache, bathing pavilion king. Amounted to \$3,000,000. . . . Lot of the concessions were broken into the season past, owners now opening the places discover. . . . Henry and Irving Prince, ex of the Prince Hotel, Arverne, will take over Park Inn; Rockaway Park. . . . Bungalow renting in Edgemere is "very okeh," reports Charley Gilman. . . . About \$150,000 is to be spent filling in the beach at Arverne between Beach 60th and 70th streets.

LONG BEACH: There's to be further delay in start of construction of Boardwalk from present indications. WPA officials have given their disapproval to present low bidder, and it remains for city council to take next step. . . . Philip Kohut has been named new police commissioner by Mayor Gold. A restaurateur with a rep, Kohut had post once before, and knows the trials and tribulations the position has. . . . Long Beach is trying to induce name people in show biz to reside here for summer, figuring on basking in resultant publicity. . . . Concessioners' licenses will be issued shortly. . . . Rob Heywood in from Florida with a tan heavy enough to permit him to sing mammy songs without makeup.

Summit Drops Parking Fee

AKRON, April 11.—H. W. Perry, lessee of Summit Beach Park here, said the ballroom will open for the summer in the middle of April, and midway, including rides and concessions, will start the season on Decoration Day. The ballroom has been renovated. Mr. Perry said a kiddie ride will be added and probably a Loop-o-Plane. Akron Transportation Company will run busses to the park entrance this season. Parking charge will be eliminated for the first time.

PLATTSBURG, N. Y.—Walter H. Brault has for the seventh season been appointed superintendent of Plattsburg Bathing Beach on the highway from New York to Montreal on Lake Champlain and which draws big from Montreal, averaging 9,000 visitors on Sundays.

RIDEE-O RIDE — THE SURE-PROFIT BET IN RIDES
 A Proven Money-Maker. Ask Present Owners.
 LOOP-THE-LOOP—KIDDIE AUTO RIDES—CAROUSSELLES.
 Portable or Permanent Models.
SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.

DODGEM
 STEADY PROFITS AND DEPENDABLE PERFORMANCE!
 CAN YOU ASK FOR MORE? . . . You'll find them both in the new DODGEM BOAT RIDE—the outstanding amusement park success for 1936.
 Investigate this amazing money-maker at once.
DODGEM CORP.
 706 DAY STATE BLDG., LAWRENCE, MASS.

PLEASURE BEACH PARK BRIDGEPORT, CONN. — WANTS —
 Rides, Concessions, Shows, and what have you? Always a Good Season.
PLEASURE BEACH PARK CO., HARRY C. BAKER, Pres., Suite 523, 205 E. 42d St., New York, N. Y.

Auto - SKOOTER - Water SHOWMEN
 GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.
LUSSE BROS. INC., 2809 North Fairhill Street, Philadelphia, Pa., U. S. A.
LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, April 11.—Thousands that swarmed into the resort for Palm Sunday and a large part of whom stayed the week are expected to reach the half-million mark by Sunday afternoon, as hotels report bookings 82 per cent ahead of last year. WPA workers will count auto, train and airplane passengers in a checkup.

Steel Pier is leading the way with a semi-summer show, together with opening of big Ford exhibit, movies, orks and illusion specials. Auditorium ice rink opened, as well as two swimming pools. . . . Buddy Rogers and his band unit made a hit at Steel Pier last week, packing houses at all performances and running ahead of expectations, according to Manager Endicott. . . . Jules Falk, of the pier, is preparing for another big season of opera under the slogan "From Circus to Opera."

General Manager Louis St. John, Central Pier, closed with Encyclopedia Britannica for a large exhibit on the pier this summer, with Mayor White presiding at opening. . . . Steel Pier Ford Exhibit will use a disappearing girl and car illusion. . . . DuPont re-opened exhibit in Haddon Hall this week with 6,000 additional square feet on Boardwalk. . . . Lou Cunningham, secretary to Mayor White, who has been taking charge of the city publicity bureau, is in a hospital with an infected foot but expects to be back on the job in another week. . . . William C. Hunt, owner of Ocean Pier and several theaters in Wildwood, announced his candidacy for the State Senate.

Ice hockey season ends in the Auditorium tonight but skating continues. . . . Summer policy will be decided upon the return of Manager Phil Thompson from the West Indies. . . . Gypsy palmist and phrenology booths have opened and side-show owners who would like to locate here are squawking that they are still banned while gypsies, included in the same ordinance, are allowed to stay. Owners of possible renting sites may ask lifting of the ban. . . . One of the features of Children's Week will be a national "freckles title." What a chance for youngsters of outdoor showfolk!

DETROIT.—Incorporators with Louis L. Kerner, of the Kerner family connected with management of Eastwood Park here, in the new Flint Park Refreshment Company to operate stands in parks, are Charles Rosenzweig and Samuel Kutzen.

LOOP-O-PLANE
 A Money Maker That Draws and Holds the Crowds on Your Midway
RUBIN & CHERRY'S Loop-O-Plane
 Gross \$14,227 in 10 Weeks
LOW OPERATING AND COST!
GREATER NET PROFITS!
 AFTER SEASONS OF OBSERVATION CONSERVATIVE LEADERS HAVE ADOPTED IT . . .
F. E. Gooding, Rubin & Cherry, Conklin's Canadian Show, Cetlin & Wilson, Foley & Burk and hundreds of others.
PUTS NEW LIFE AND EARNINGS IN A PARK
Write To ROBIN REED, Jobber
BOX 237 SALEM, OREGON
EYERLY LOOP-O-PLANES.
FOREIGN REPRESENTATIVES WANTED

HAND'S PARK
 FAIRMONT, MINN.
 Will open June 14th by giving away a Hudson-Terraplane. Concessions, Rides, Baseball solicited.

MAKERS OF MECHANICAL SHOOTING GALLERIES
W.F. MANGELS CO. CONEY ISLAND, N.Y.

FOR QUICK DISPOSAL
 MINIATURE RAILWAY,
 4 Cars, Track, complete to operate. Price, \$2,000.00.
PRESTON T. HESS
 R. F. D. No. 1, Bethlehem, Pa.

PARIS Exposition, 1937 For Amusement Concessions.
 Address, 34 Boulevard Bonne Nouvelle, Paris.

EASE IS TO REBUILD

Move To Repair Ravages of Flood

Restoration of all buildings ordered by trustees—Nash sees better season

SPRINGFIELD, Mass., April 11.—Reconstruction and restoration of all buildings and repair of damage to plant and equipment caused by the recent disastrous Connecticut River flood was voted in a special meeting of Eastern States Exposition executive committee and board of trustees.

Joshua L. Brooks, president, and Charles A. Nash, general manager, were directed to begin the reconstruction task immediately and to proceed in plans and programs already under way for the 20th Anniversary Exposition on September 20-26, which will also bring to a close Springfield's Tercentenary Celebration.

While flood damage to the exposition plant was extensive, all buildings and the entire tract in West Springfield will be restored in readiness for the annual fall show.

"I see no reason why fair conditions in the Connecticut Valley should not be somewhat improved over 1935," declared General Manager Nash. "I do not think that we will reflect the tremendous improvement that the Middle West showed last year, for that was principally due to the amount of money that the government was paying out to the farm public.

"However, with a good break in weather, our fairs down here should do somewhat better than last season, I believe. This feeling is largely based on the fact that the Middle Western money should be starting to work its way back to our section."

Higher Receipts Reported For '36 Pennys Farm Show

HARRISBURG, Pa., April 11.—State Farm Show receipts this year exceeded those of any show since 1932 and nearly equaled the record receipts of the first show in the Farm Show Building in 1931, Howard G. Eisaman, Farm Show director, reported to the Farm Show Commission.

Receipts from the 1936 show totaled \$55,793.35, compared with 1935, \$52,169.61; 1934, \$49,513.90; 1933, \$46,229.94; 1932, \$56,471.18; 1931, \$57,392.46.

Receipts from this year's show were commercial exhibit fees, \$40,206.21; competitive exhibit fees, \$4,631; State agencies, exhibit fees, \$3,825; concession revenue, \$4,197.57; service charges, \$2,167.93; net proceeds from sale of exhibits, \$135.54; commission from sale of exhibits, \$508.30; sale of publications, \$121.80.

MAFA Bids Active Workers

BOSTON, April 11. — When Massachusetts fair men gather in Worcester on April 24, many actively engaged in operation of fairs are expected to attend sessions, which are open to all, whether or not members of Massachusetts Agricultural Fairs Association. Meetings will be in the Hotel Bancroft and first business session is scheduled at 11 o'clock. Reports and discussion of suggested standards for premium lists will occupy the forenoon, with luncheon at 12:30 and afternoon meeting at 2 o'clock.

NEW ORLEANS—Fourth annual Louisiana Live-Stock Show, to be held at Jefferson Race Track, Shreveport, a few miles out of New Orleans, has booked the Flying Howards, Alice Sisty and Her Famous Horses, Mildred D. Chrisman and Acrobatic Goats, with Pat Chrisman in roping, and The Piers, acrobats.

Maritime Exhibition Body Brought Back by Canadians

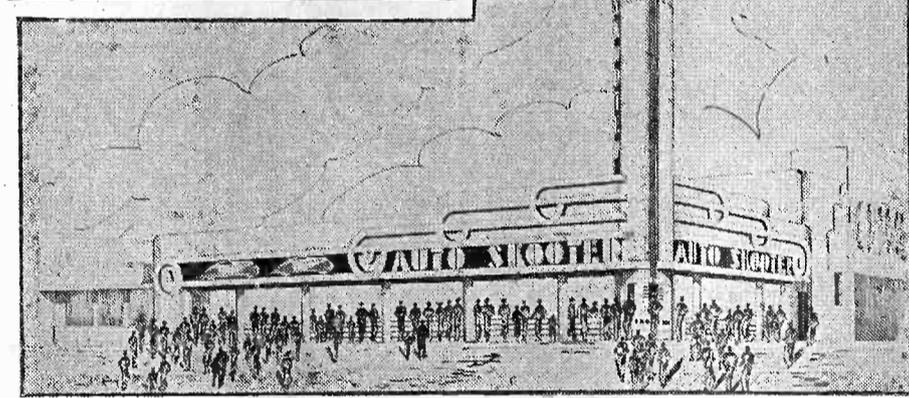
ST. JOHN, N. B., April 11.—Maritime Exhibition Association has been revived here after a lapse of four years. Smaller county fairs will be allowed membership as well as Class A and B fairs, to which membership had been limited formerly.

New president is C. F. Bailey, Fredericton, N. B., president of Maritime Winter Fair, revived last year in Amherst, N. S., after three years. E. Frank Lordly, secretary-manager of Nova Scotia Exhibition Commission, sponsoring Halifax, N. S. Fair, is vice-president. A. W. MacKenzie, Truro, N. S., secretary-treasurer of Maritime Winter Fair, is secretary-treasurer. Only member of the executive committee of four years ago is G. William Frost, secretary-treasurer-manager of St. John Exhibition. H. A. Porter, St. John, and H. D. Biden, Halifax and Amherst, formerly president and vice-president, have left the fair field.

Association will hold two meetings annually, spring and fall, next to be in Amherst during the Maritime Winter Fair in November.

Mo. State Booked by Young

CHICAGO, April 11.—Ernie A. Young has secured a contract to furnish his revue, a fireworks display and a number of acts for the grand-stand show of Missouri State Fair, Sedalla.



LUSSE AUTO SKOOTER BUILDING, which will house exhibits of Lusse Bros., Inc., on the grounds of Texas Centennial Exposition, Dallas, June 6-November 29.

More Than 100,000 Square Feet Are Sold for Great Lakes Expo

CLEVELAND, April 11. — Lincoln G. Dickey, general manager of Great Lakes Exposition, said that more than 100,000 square feet of exhibition space have already been sold, with three months still to go. Some of the country's leading corporations have taken large blocks of space, Peg Willin Humphrey, associate director in charge of space sales, reported.

Construction on a seven-way entrance has started, and Albert Gonsior, chief of construction, said it would cost \$30,000. Stretching across entire Mall front, this structure, 460 feet long, with seven great pylons rising 70 feet, the entrance will be most impressive. Flanking center shafts will be four smaller pylons, 30 feet in height; ticket booths, exposition offices, press headquarters and waiting rooms will occupy space at the pillars and between the last large pylon and smaller shafts on both ends of the entrance.

Almon R. Shaffer, associate director in charge of amusements and concessions, reported signing of additional amusements and concessions, biggest being by the Goodyear Company, Akron, which will have a fleet of "Baby Blimps" carrying passengers over the grounds, running on a regular day and night schedule. Other contracts signed list H. H. Hammond, Geauga Lake, O., Tumble Bug Ride and Water Skooters; Herman R. Zapf, Penny Arcade; George Howard, old-time Punch and Judy show; Chin's, chow mein and Chinese

Fort Worth's Contracts Let

Construction to start on novel cafe-theater feature for Frontier Days

FORT WORTH, Tex., April 11.—Contracts for construction of an open-air cafe-theater for Fort Worth Frontier Days Show were awarded this week to three local contractors on a cost plus 10 per cent profit basis, estimated cost to be \$150,000. Contractors will get 10 per cent, half to be paid in Centennial bonds. Structure will be of Spanish-American architecture of 1850-'80 period and of redwood lumber and stucco.

There will be a 130-foot circular stage, floating on water, and a fan-shaped auditorium edged with a two-story

(See FORT WORTH'S on page 42)

After Nebraska Again

LINCOLN, Neb. April 11.—Fur is flying again here in an attempt to get Nebraska State Fair Board ousted from a stronghold of years of self-perpetuation. This time it's being pushed by Tom Leadley, of The Nebraska Farmer, agricultural publication, who made his opening address to and drew applause of local retail credit men and the agricultural society. Basis of argument is same as it has been for years, that there's need of new blood and ideas and a man with show-business experience at the head.

Sun Bookings Show An Increase of 100%

SPRINGFIELD, O., April 11.—Outdoor act bookings to date exceed those of the last four years by 100 per cent at this time in the season, said General Manager Bob Shaw, Gus Sun Booking Agency, of this city.

Having the contract for Ohio State Fair, Columbus, he said one of the biggest shows in many years will be presented there.

Among other bookings are grand-stand attractions for Ebensburg (Pa.) Fair, part of attractions for Illinois State Fair, Springfield, and many other outstanding fairs, said Mr. Shaw.

Ward Beam Goes Op In Watertown, N. Y.

NEW YORK, April 11.—B. Ward Beam, of the local outdoor booking agency bearing his name, will direct and manage Jefferson County Fair, Watertown, N. Y., he told *The Billboard* this week, following a recent meeting of the fair's directors in which his selection was okehed.

Mr. Beam said agricultural interests of the fair will not be disturbed. This phase of operation will continue under supervision of the fair board. Mr. Beam is in charge of attractions, midway, exploitation and kindred matters. He announced the event will be expanded to seven days and six nights, with opening niched for Sunday, August 9. Fair has been conducted four days and nights previously. Several new features and novelties will be added to the program.

Booker, who established his own agency less than six months ago, is a veteran projector of auto races, and is best known for his International Congress of Dare-Devs, which have played fairs thruout the country. Spot he has annexed is one of the oldest in the Empire State, dating from 1818, and is in a rich farming and dairy section.

Flood Hits Old Point Expo

PITTSBURGH, April 11. — The old Exposition Building at the Point has been seriously undermined by flood waters, H. L. Seaman, superintendent of the bureau of building inspection, reported. Walls cracked and foundation sank noticeably at one corner. This structure and all other buildings at the Point will be dismantled for a new Exposition Hall, which a committee of local civic and commercial leaders are planning to build. Project was indefinitely delayed when the PWA turned down a request for a loan of \$6,250,000.

New Loop Formed in Kansas

COLBY, Kan., April 11. — Western Kansas-Nebraska Fair Circuit Association was organized here at the fourth annual meeting of Western Kansas Fair Circuit, with J. B. Kuska, Colby, president, and Willis S. Spitsnaugle, Wakeeney, secretary. Dates have been set for member fairs, McCook, Colby, Wakeeney, Stockton and Norton. Other fairs represented but not members were Beaver City, Hastings and Northwest Kansas Free Fair. Harness races open to the world will be for purses of \$100 and up with added money. Purses for running races will be increased over those of 1935.

A NEW ACT recently arrived in New York is the Santanellos, mixed aerial quartet, who are under direction of Arthur L. Hill. They're from Belgium.

Dallas Speeds Midway Work

Expo fun zone structures taking shape—progress is beyond harm thru rain

DALLAS, April 11.—Ground breaking for midway attractions at Texas Centennial Exposition became a daily feature after April 1, with such shows as the Dufour & Rogers Warden Lawes Crime Prevention Exhibit, Midget City, Little America and others getting off to an early start.

Plans for the interior of the Chrysler wing of the Travel and Transportation group have been completed and David S. French, personal representative for Walter Chrysler, is here to supervise activities. Harry Wood Stevens, director and founder of the Old Globe Theater Players, made a hurried visit to Dallas over the week-end of April 3 to address Dallas Shakespeare Club, local sponsor of the show, and to consult builders on final plans for the English Village which will be created.

Otto Mueller's Nuremburg Restaurant is nearing completion, while roof of Gulf-Exposition radio studios is being finished. Ford, federal and other buildings are ahead of schedule, while the city has maintained a fast pace on civic center structures. State building is moving with high speed. Exposition officials, previously worried over the spring rainy season, now have no fears. According to one executive, "It can rain from now to June 5 and not hurt the show."

Two famous colored orchestras have been booked. Cab Calloway will present his musicians for daily shows in the band shell on June 19-22, for which an admission charge will be made, playing for dances in the arena on the last three nights. Duke Ellington will bring his band to the shell on October 18-20. Nights the Ellington band will play for dances in the arena on a portable dance floor. Both bands were booked by Mills Artists, Inc.

Indoor Fireworks in Novel Effect for Henie Act in Chi

CHICAGO, April 11.—Sonja Henie, Norway's queen of ice, thrice Olympic champion and undefeated in figure skating for a decade, appeared in five performances in Chicago Stadium April 2-5. Her finales at each show were garnished with a gorgeous pyrotechnical display by Thearle-Duffield Fireworks, Inc.

Spinning and pirouetting on the tip of her left skate on a specially built Thearle-Duffield stage, the fireworks of colored gerbs and huge sparklers blended in with her flesh-colored tights, covered by an abbreviated skirt effect of white chiffon velvet, and her blond hair, held tight by a ribboned white chiffon hat, could all be seen in replica at one end of the arena following the star's bows in the center.

Jack Duffield was in charge of the exhibition, assisted by pyrotechnical experts from the company's studios. This indoor fireworks event proved so unusual in its import that numerous others acts of various types will use this method for sets when brilliancy is required. It was a thrilling and picturesque effect, and the 60,000 spectators who saw Miss Henie's performance will remember it many a day.

S. D. Is Okeh, Says Hiscox

WASHINGTON, April 11.—J. W. Hiscox, federal commissioner for California Pacific International Exposition, who returned here for a short stay, is enthusiastic over Balboa Park, San Diego, as a setting for the expo. He reported outlook good for 1936, with coming vacation season promising to swell attendance thru visits of delegations from all over the country, one having recently come from Canada.

RUBE LIEBMAN has been active for Barnes-Carruthers in Iowa territory, working out of Des Moines, on grandstand attractions contracts at fairs and celebrations.

Siegfried Scouts in Europe

CINCINNATI, April 11.—The Great Siegfried, ski jumper and internationally known as Siegfried L. Steinwall, who advises that he is returning from a tour in Europe, reports little demand for American acts, especially in parks, in the Northern countries of Europe because they have had most of the best in past years. He has been scouting for new items in winter sports equipment, being interested in importing. He will play fairs and parks this season and may go to Scandinavia during summer. He found conditions good in England and Sweden, where some parks play four big acts at a time and from two to four weeks each. In Germany he found acts playing cabarets and night spots, taking in several places from 9 p.m. until 2 a.m., and at low salaries.

Fair Grounds

SHREVEPORT, La.—Louisiana State Fair Association, thru President W. R. Hirsch, has extended an invitation to President Roosevelt to visit the fair when he comes south late in summer to see Texas and Arkansas Centennials.

MCKINNEY, Tex.—To turn its attention to Texas Centennial, officials of Collin County Free Fair Association decided to defer the 1936 event and to resume in 1937, said President W. P. Abernathy.

MILLERSBURG, O.—Premiums for Holmes County Fair have been revised and will be higher than last year. J. A. Mullet, Baltic, resigned as a director and superintendent of sheep department and will be succeeded by Walter Long, said Secretary H. C. Logsdon.

WOOSTER, O.—Work on a new grand stand on Wayne County Fairgrounds is expected to start as soon as a committee considers bids of 10 contractors, said G. A. Starn, chairman. Funds are provided by a special 1 mill levy, passed by voters last fall.

WEATHERFORD, Tex.—Parker County Fair, which has lapsed since 1933, will be resumed in October, said Secretary F. U. McCutcheon.

DETROIT—A circuit of nine weeks of fairs has been announced by Harry B. Kelley, secretary of Southern Michigan Fair and Racing Circuit, of which former Gov. Fred W. Green, Ionia, is president. Circuit has arranged race dates to allow race men, exhibitors and concessioners to follow the loop without conflict. Milford, Ionia, Marshall, Jackson, Hastings, Saginaw, Centerville, Hillsdale and Fowlerville are included.

PARIS — Swedish government has signed for participation in Paris Exposition of 1937 and will have a national pavilion of distinctive design for exhibits. Promoters are pleased with the announcement that the United States will also officially take part.

LUXEMBURG, Wis.—Directors of Kewaunee County Fair here voted \$2,500 for improvements to grounds and buildings before the 1936 annual.

WILMINGTON, Del. — Elsmere Fair grounds near Elsmere, long out of use and once site of Delaware State Fair, are being conditioned for racing and exhibition purposes. Grand stand and track are being improved for use this summer. It is said that more than \$50,000 will be spent on the plant. Chalmer D. Cauffiel, owner of the track, will not say what the track is to be used for. It appears that the grounds will be the first racing plant to be in operating shape since horse racing was legalized in this State. The last events there were automobile races several years ago.

LEIPZIG, Germany — Leipzig Spring Fair on March 1-9 broke all records in number of buyers attending and volume of business transacted. Total number of visitors exceeded the 1935 fair by tens of thousands. On the side of national economy and business in general, success of this year's exhibition is bound to have a perceptible influence on large sections of European as well as overseas trade in finished products. Number and novelty of the exhibits left all records far behind.

Fort Worth Rosebuds

By WALTER K. SIBLEY

Napoleon, Dolfuss, Billy Rose—all cast in the same mold—diminutive, cyclonic, dynamic, brain mastodonic. . . . Frontier Days, the Rose production, which is to be Fort Worth's part of Texas Centennial celebration, has surely got this thriving city all agog. Talk to a citizen of Fort Worth five minutes and four minutes of the conversation is about Frontier Days. . . . Drunken sailors never spent money as Fort Worth is spending it to make Frontier Days the greatest event of its kind.

'Tis rumored that Rose is being paid \$100,000 salary to stage the production. . . . One unit of this show is to cost \$165,000. A revolving stage to be built in this unit to cost \$60,000. One of the units of Frontier Days is to have as part of the attractions 100 buffaloes. The Billy the Kid gambling hall will cost more than \$100,000 to reproduce. . . . History of Texas and Musical Rodeo will be the most unusual and gigantic production ever conceived. The Old Style Circus will harken back to the days of '49, but will have the most thrilling and hair-raising acts of modern times. The Old Opery House will be a replica of the theater of wild and woolly Texas, but the performance will be "Rosarian." Restaurant will seat 3,000. Will have a gigantic stage, a monstrous sunken pool, where water performances will be given. Will be decorated as only an artist of the caliber of Johnson, of Radio City, who is now on the job working night and day could do it. John Murray Anderson has been called back from a European trip to stage productions. Under the magic wand of Billy Rose, the Prairie, adjacent to the city, will take on the aspect of 100 years ago, everything and everybody in character.

One whole floor of the beautiful Sinclair Building is being used for headquarters of Frontier Days and it certainly is a hive of industry. . . . J. Ed Brown, erstwhile director of concessions in San Diego, who is handling the concession end for Billy Rose, should give a fine account of himself. . . . Only the most prominent stage, screen and radio stars will be engaged to take part in performances. Many name bands have already been engaged. Frontier Days will not be in competition with any other Texas Centennial production, it will be such an unusual production. Frontier Days will stand on its own feet. There seems to be as many millionaires in Fort Worth as there are fish in the ocean. . . . Thirty years ago a cowtown, today a metropolitan city. If Billy could only pick up this whole thing and transport it to New York for the proposed World's Fair, what a sensation! Fort Worth Chamber of Commerce is using an entire floor in a large building. Thirty young women and a battery of telephones to take care of Frontier Days' business. . . . It looks to me as tho Frontier Days is going to be a great show. To my mind, the only thing that will stop it is money giving out, but from where I sit the Bank of England is nearer broke than these Fort Worth enthusiasts.

Fair Elections

PHILADELPHIA.—Tri-County Fair Association of Eastern Pennsylvania elected

G E O R G E

AMERICA'S LEADING OUTDOOR BOOKING-PRODUCING BUREAU "House of Hamid Hits"

H A M I D

1560 B'WAY NEW YORK, N. Y.

WANTED INDEPENDENT FIRE COMPANY FAIR AND CARNIVAL

JUNE 11-20, INC., SOUTH WILLIAMSPORT, PA.

Concessions of all kinds, Shows of all kinds with own equipment, Bingo, Frozen Custard, Candy Apples, Ball Games, Rides (Loop-o-Plane, Kiddie Rides, Ferris Wheel, Merry-Go-Round, Etc.), Cook House, Free Acts. Address C. N. REAMER, Sec., 2214 Riverside Drive, Williamsport, Pa.

William Gross, Flourtown, president; John Kasitz, Kimberton, vice-president; Samuel M. Glass, Spring Mill, secretary; Edgar Mitchell, Barren Hill, treasurer.

ST. CROIX FALLS, Wis.—J. A. Mack was re-elected president of Polk County Fair Society; N. J. Larson, vice-president; Wallace Larson, treasurer; Conway Stannard, secretary.

JEFFERSON, Wis.—Jefferson County Fair Association re-elected William Hoard president; William Higgins, vice-president; Ernest Nass, secretary-treasurer; John Grell, William Triefoff, William Boese and William Leonard, directors.

STRATOSPHERE MAN

WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT.

Finishing With 500 Ft. Slide for Life. Available for Fairs, Parks and Celebrations. Address care of The Billboard, Cincinnati, O.

'SFREE'

Send for Used Tent Booklet.

ARMBRUSTER TENTS ABOVE EVERYTHING!

R. H. ARMBRUSTER CO. SPRINGFIELD, ILL.

WANT

Riding Devices of all kinds, also Concessions, for Fourth of July Celebration, July 4-5, two days. Sponsored by the American Legion. Address all inquiries to PHILIP L. SCHERER, Winthrop, Minn.

WANTED

For Colorado's Greatest Celebration, THE FIESTA ALARADO JULY 2-3-4, ALAMOSA, COLO.

Excellent proposition to Circus, Rides, Aerialists, Acrobats and others. No Carnival. Write C. L. DYNES, Sec'y, Chamber of Commerce.

WANTED CIRCUS or CARNIVAL

FOR OUR JUNE SUMMER FESTIVAL

JUNE 16, 17, 18. Write JACK KAMPRUD, Crosby, N. D.

WANTED CARNIVAL

4TH OF JULY WEEK, MAIN STREET, FLORENCE, KAN., Under Business Men's Club. Write H. F. MCCREADY, Box 36, Florence, Kan.

WANTED

Good, clean Carnival to play Rockport, Mo., June 29 to July 4, inclusive. Give details in first letter, the amount of Rides, Shows and Concessions. American Legion 4th of July Celebration. Large crowds assured. Write O. A. LOOMIS, Rockport, Mo.

LUCILE ANDERSON

America's Premier Lady High Diver. Some Open Time. Direction ARTHUR L. HILL, 235 West 46th Street, New York, N. Y.

WANTED SHOWS

For Jay County Fair, Portland, Ind., August 9 to 14, inclusive. MIKE ANKROM, Secretary.

WANTED

Rides, Concessions, Shows. American Legion Celebration, July 4 and 5, Platteville, Wis. Write S. R. MUSSEHL.

NEWS NOTES

CALIFORNIA PACIFIC

International Exposition

SAN DIEGO

By FELIX BLEY. Office, Press Building. Residence, Riviera Apartment Hotel, 1312 12th Avenue, San Diego.

Rodeo, Circus Are Profitable

Special events draw big and returns heavy—first Bank Night is success

SAN DIEGO, April 11.—Last week was a gala one at the exposition, with attendance increasing daily. Engagement of the Al G. Barnes Circus by Executive Manager Wayne W. Dailard brought a profit from the three-day engagement of more than \$12,000 for the exposition. Successful culmination of Frontier Days and International Rodeo over the weekend, which drew more than 8,000 daily to the grand stands, is another instance of Mr. Dailard's foresight in staging big attractions. Because many hundreds were turned away at the Sunday event a second three-day rodeo will be presented on June 26-28.

Rodeo Carnival Night was celebrated on Friday, when all persons attired in Western costumes were admitted free to grounds. About 125 rodeo participants were seen. The 44-piece Indian band from Sherman Institute, Riverside, and a group of Indian dancers took part preceding the contests and also appeared at the House of Hospitality auditorium Friday and Saturday nights.

Hughes Praises Show

First Exposition Bank Night was a success. Several thousand people crowded into Spanish Village for the gate award at 9 p.m. on Thursday. Elwood T. Bailey, executive vice-president, explained the rules.

Children's Day on Saturday featured many special events, chief among them Kids' Rodeo Roping for a gold trophy, with Harry Foster, commander of San Diego Council, American Legion; Abe Lefton, announcer for Frontier Days and International Rodeo, and Homer Holcomb, trick roper, judges. Children in costume were admitted free. Other events included shooting clay pigeons in the exposition shooting gallery. Meglin Kiddies gave a program of song and dance in the House of Hospitality, assisted by the Bel Canto Sextet, Jose Arias and his Troubadours. All youngsters were admitted free to *The Last Supper* exhibition, with Kirk Steiner telling the story.

Daily series of breeches buoy life-saving rescue demonstrations by picked men of the United States Coast Guard is being held. On April Fools' Day a goofy musical instruments contest in the Palace of Entertainment provided much amusement. Featured on Sunday, Alaska-Yukon Day, Harriet Malstrom, queen for the day, climaxing an open-house period, screened the last motion picture of Will Rogers and Wiley Post, which she took when the distinguished

pair arrived in Dawson. The delegates attended a dinner in the Days of '49 Camp.

Elwood A. Hughes, general manager of Canadian National Exhibition, Toronto, was a interested visitor last week and highly praised the exposition. President Frank G. Belcher returned to his desk after an absence of nearly a month, due to illness.

Mission Play Booked

Manager Dailard announced that the Mission Play of California, annual attraction for more than 20 years in San Gabriel, will be brought to the exposition for an unlimited engagement and will be presented in Ford Bowl. The stage is being rebuilt for the spectacle. More than 75 people appear in the cast proper, while scores of others will be used in mass stage gatherings. This will mark the first time in history that the piece has been played outside of San Gabriel.

Management announced that beginning on May 17 agricultural products raised in San Diego County will be good for admission prices and concessions, in connection with a county-wide observance of Farm Bureau Day.

Cafe of the World offers Val Dage's company in a floor show, including Nadine Bruce, songs; Jeanette Edenshon, soprano; Jade Wynn, torch singer; Fred Ward, crooner; Grace Meek, adagio and Spanish dancer; Adelle Walker, soprano; Don Eddy, Lillian Dorinda, song and dance; DuValle and Tregg, novelty dancers, and Lucky Gypsy and his band, with Neely Edwards, emcee. Jose Arias and his Troubadours went to Palm Springs to play a series of engagements on behalf of the exposition. Another musical feature of Sunday was an hour's concert by Royal A. Brown, exposition organist, at console of the Spreckels outdoor organ.

FORT WORTH'S

(Continued from page 40)

roofed horseshoe structure containing boxes. Covered section where the boxes will be located will be 320 feet around; facade will be 280 feet. At each side of the stage will be kitchens and dressing rooms.

A tank in front of the revolving stage will be 30 by 43 feet and nine feet deep to permit diving. Water will go under the stage, which will be moved forward on metal tracks. A canal will lead from the tank to one side of the structure, where a small turning basin will be provided for boats to be used in front of the stage when the show is not going on. There will be a 16-foot space in front of the pool where acts can be presented while stage scenery is being shifted.

Bond Campaign On

Contracts have been awarded to the same contractors for a \$43,500 rodeo building for musicalized rodeos. It is to be U-shaped, stadium type of concrete, Texas pine and California redwood. Roofed grand stand will seat 3,000. Two railroad tracks at open end of the arena will be used to shift scenery.

Third building will be Gay '90s Casino, where cowboy square dances will be called to the music of old range songs. Billy Rose, meeting with local committees and interviewing prospective talent, is hunting a number of real noblemen with titles for the cafe-theater. Chamber of Commerce is campaigning to sell \$200,000 Centennial bonds to augment the \$400,000 bonds subscribed by business firms to pay expenses of the show until it opens.

J. Ed Brown, in charge of booking shows and concessions, expects to assign the first concessions soon. Application for transportation privileges has been made by Bowen Motor Company, which has a contract for the Dallas expo. P. F. (Pink) Williams has asked for citrus drinks concession; Gulf Brewing Company has bid for the beer concession, and Western Union is making plans for space. Others who have applied for space are Walter Dearmin,

package goods; S. S. Mallaird, several shows and cafe; Monty J. Wax, log-rolling exhibition; Harry A. Illions, rides; Beckmann & Gerety, rides, and Herb L. Usher, concessions.

The Midway or Frontier Street is to be more than three blocks long and 40 feet wide, Mr. Brown said. Visitors to Frontier Days headquarters this week included Lew Dufour and Joe Rogers, Dallas; Stanley Graham; Nat D. Rodgers, Streets of All Nations, Dallas; Joe Wolken, who has privileges at Arlington Downs race track and some at Dallas Centennial; Jack Lucas, Sid Wolf, Jack Stanley, S. S. Mallaird, D. O. Smith, Walter K. Sibley; Paul Massman, director of shows, concessions and exhibits in Dallas, and Hart Miller and S. Mulligan, recently in San Diego and now in Dallas.

WILL MORRIS and Bobby, after playing some Bob Morton indoor circus dates, will play parks and fairs thru George Hamid, opening on May 17 at Playland, Rye, N. Y.

MORE THAN

(Continued from page 40)

nese, English, Scotch, Welsh, Australian and Norwegian Village groups.

The exposition got a break when *The Cleveland Plain Dealer* presented a full-page rotogravure preview of buildings on April 5.

First move for federal government participation in the exposition came on April 9 from Washington, where the Senate passed a bill, introduced by Senator Robert J. Bulkley, to appropriate \$275,000 for federal exhibits. It is expected that the bill also will pass the House.

RINKS

(Continued from page 39)

this nation. Well, I am convinced, after seeing the flock of Careys, that the three-generation item is correct. They have two rinks in Philly, Carman and Circus Garden, Frankfort. Jesse Carey always wanted to be a rink magnate, and he has his wish. Jesse is the old long-distance champion who, until a few years ago, would rather skate a 100-mile race than eat. This pale-faced little man is the dad of the champion miler, Malcolm Carey, and Malcolm is the daddy of Malcolm Jr., about 11 years old, and, after seeing this youngster work out the other night along with professional men and amateurs, I will be sadly mistaken if Malcolm Jr. doesn't step right out in front of his pa before another three years. The Careys offer the finest kind of hospitality in their home and have all the trimmings with which to dispense it. On such occasions Jesse always has the skating rink librarian, E. M. Mooar, at his elbow to give him the correct dope if he gets into a tight place. Jesse likes to be called 'Pop,' and I don't blame him. He has his family with him all the time, at home and in business. He has been a pillar in rinking business. I remember him when he was knee-high to a duck, and that was not so very long ago. The week was most pleasant, with E. M. Mooar managing Carman Rink, right across the street from the Carman Theater, where I was playing, and the new Frankfort Rink, with a new Hammond musical setup just installed, managed by Malcolm. We did plenty of debating about the business today, and I am under the impression that rinking went to the cleaners in grand style."

EAST LIVERPOOL, O., relay team defeated outfits from Sharon and New Castle, Pa., in Winland Auditorium Rink, East Liverpool, O., on March 29. The triangular roller skating meet was feature of the "Out-of-Town Skaters' Jamboree," which attracted skaters from all over the tri-State district, and packed the spacious rink. East Liverpool took the lead and held it for most of the 50-lap race; New Castle finished second. East Liverpool team is composed of Red Rhodes, captain; Curley Molan, Pete Pollock, Dick Boulton, and Guy Looman as substitute. The Sharon team is composed of Tony Benneck, Ed Husbeth, Herbert Huck and Bill Serb. New Castle team is Jack Lynn, Carl Campbell, Wilbur Perry and "Bones" Barnes. In preliminary races Dorothy McGrew, East Liverpool, defeated Thelma Broun, New Castle, while Ruth Hall, East Liverpool, defeated Eleanor Kennedy and Betty Turner, Sharon. New Castle Roller Rink is managed by Lynn Irwin; Sharon Roller Rink is under management of Jim Henderson, while Dick Dillon and Lew Platt handle the East Liverpool

rink. In a statement to newspaper men Manager Jim Henderson, Sharon Rink, pleaded for closer co-operation among rink managers so as to further popularize skating. Henderson introduced his original "One to Ten" group skate in Winland Rink, and it met instantaneous favor from the crowd. He said that his "Mystery Week" and other novelties had doubled his business. With most Western Pennsylvania rinks closed Sunday nights due to blue laws, East Liverpool rink is a popular haven for Pennsylvania skaters.

GORDON WOOLLEY Roller Skating Rink in McCullough Temple Bowling Alleys, formerly the Odeon, Salt Lake City, is doing big business, management making a feature of church and society nights after regular hours for private parties.

JOE LAUREY, long-distance star, and he intend to roller skate from Chicago to Louisville, Ky., soon to enter a roller derby, advises Bill Henning, skate department manager of Arcadia Gardens Roller Rink, Chicago. They claim a record of skating from Milwaukee to Chicago in 8 hours and 5 minutes in 1935. Joe will be paced to Louisville by two other skaters, who will enter the roller derby. A farewell party for Joe will be held in Arcadia Gardens.

IN DETROIT the Weismuller-Haft Roller Skating Corporation has been formed, with capitalization given at \$25,000. Organizers are Adam Weismuller and A. C. Haft Jr., former proprietors of Arena Gardens. Name of the operating company only is changed, with no change in ownership. Rink will continue to operate as Arena Gardens, with Fred Martin continuing as manager.

JOHNNY UEBEL, Dover (O.) roller-skating star, and his brother, Floyd, had things their own way at the recent northwestern district meet in Findlay, O. Johnny, after qualifying for the championship event by winning the first race, was pitted against his brother for the title. He won in two minutes for the mile. In Land o' Dance Rink, Canton, O., on April 4 Johnny put on a speed exhibition, defeating a motorcycle in a mile match. He has arranged a race with Johnny Dragon, Akron, in the Canton rink.

On Rollers in England

By CYRIL BEASTALL

I spent an enjoyable day in Colonnade Rink, Leamington Spa, on March 28. This rink is in beautiful surroundings, and Charlie Bright, former pro speed champion on rollers, who is in full charge, certainly is doing some fine business there.

Floor space is not large, 100 by 90 feet, but accommodations for spectators and skaters are really excellent; musical reproduction thru several speakers is loud and clear.

I recently had some books relating to roller activities many years ago passed on to me by Dick Deveson, floor manager of Herne Bay Rink, and a few figures from the Roller Skating Annual of 1910 (height of the then boom) make interesting reading. I will give a few details regarding number of roller rinks in operation today in England and in 1909-'10 season.

Today we have in this country just over 100 roller rinks open; of these the majority are small. Eleven have main floors with dimensions of over 12,000 square feet. In the season of 1909-'10 we had 390 rinks operating, 46 of which were in Greater London. Leeds, Liverpool and Blackpool each had seven rinks open, and many cities had five and six rinks going in those days.

I was keenly interested in the recent notes in these columns from Earle Reynolds. One of my old books has quite a lot to say about his skating, and there are also some pictures of that well-known oldtimer in the same book. I would very much like to hear from him.

RUSSELL WILL

(Continued from page 32)

native dances and at various forms of handicraft. In addition, Otto Gray and his Oklahoma Cowboys have been contracted as a special Side Show feature, and Ray O. Lyons, formerly of Pine Ridge, S. D., now associated with Pawnee Bill at Pawnee, Okla., will have an extensive display of Indian handiwork. Side Show will have a new, specially painted banner line.

WANTED
CARNIVAL AND SHOWS FOR ITALIAN RELIGIOUS CELEBRATION AT HAMMONTON, N. J., Week of Monday, August 10.
Annual Celebration of Feast of Our Lady of Assumption. Everything open. Apply RALPH SANTILE, Sec'y Lady of Assumption Society, 221 French St., Hammonton, N. J.

EIGHTEENTH ANNUAL COUNTY VOLUNTEER FIREMEN'S CONVENTION
LYKENS, June 12-13
Concessionaires get in touch with LIBERTY HOSE COMPANY No. 2, Lykens, Pa. Mammoth Celebration Planned.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Majestic Shows Caught in Flood

COAL CREEK, Tenn., April 11.—Majestic Exposition Shows were fortunate in none of its members being drowned and not great damage to paraphernalia in a flood, following a cloudburst, here early Monday. Chris M. Smith, of the show company, gives an account of the flood as follows:

"Coal Creek, for which the town is named, turned tyrant at 3 a.m. Monday and sent a muddy, slimy deluge rushing onto midway with such force and speed that it seems almost a miracle there was no loss of life and complete destruction of the shows, rides and other paraphernalia. The timely warning of Chief of Police Ross Elliot and quick action of Manager McHendrix doubtless saved lives. The water rose to six feet in less than an hour—above the counters of the cookhouse and corn game, which were on the highest part of the lot. At the first warning, living quarters, including sleeping tents, housecars and trailers, were given primary consideration and all hands set about to take them to high ground, which feat was accomplished in wonderful time. Chief Elliot had a 'wrecker' from a near-by garage on the job in a few minutes. The cars and trailers of Clarence Sargee and the missus, Joe Karr and family, Mr. and Mrs. Perry Madison, Manager McHendrix (See MAJESTIC SHOWS on page 45)

Feverish Opposition Looms at Pittsburgh

PITTSBURGH, April 11.—Indications point to a carnival "war" in this city for the first time in years. The Johnny Jones Exposition and Dodson's World's Fair Shows are scheduled to play day-and-date engagements here, opening around May 11. The Dodson outfit will use the North Side lot, formerly used by Jones, which organization will hold forth at the East Liberty circus grounds.

While there are no indications of slicing of established gate admissions and show and ride prices, the competition promises to be feverish.

J. C. Simpson's Eye Operation Successful

BIRMINGHAM, Ala., April 11.—James C. (Jimmy) Simpson, who recently underwent an eye operation, was removed from hospital to his room at Molton Hotel last Saturday. "My eye is 100 per cent, thanks to a wonderful doctor and wonderful care," says the well-known general agent. He has received a great number of letters, telegrams and postcards from his world of showfolk acquaintances. Is expected to be released from treatment within a few days. Mrs. Simpson's sister, Mrs. William Bachman, and Mrs. Lulu Gerson came from St. Louis to be with her during husband's hospitalization.

Breezes With Marks

CINCINNATI, April 11.—W. M. (Billy) Breeze has changed his plans as announced a few weeks ago and is now with Marks Shows as general agent. Missus is slated for the same show as special agent.

PARIS, April 11.—The outdoor event of the season is always the inauguration of the Gingerbread Fair, biggest and most important of the Paris street fairs, which starts tomorrow at the huge Place de la Nation and along the wide parkways of the Cours de Vincennes. As usual a torchlight parade with several bands and groups of marchers will take place the opening night.

The big street fair at Bethune has more than 80 rides and other attractions, among which are five Auto Skooter and two Water Skooter rides, Caterpillar, Mont Blanc, three Freak shows, Diving Show, Motorcycle Wall and Illusion Show.

BALTIMORE, April 11.—Decker's Museum, after a winter season here, closes tonight. Decker states that he is satisfied with the results he has had this winter but that he is anxious to get under way with the outdoor season just ahead. He will have three tent shows with the William Glick Shows April 20.

Mr. and Mrs. Frank Downie Injured in Auto Accident

LOS ANGELES, April 11.—Frank J. Downie, of Downie Bros.' Tent and Awning Company and an official of the Pacific Coast Showmen's Association, and his wife, Vera, secretary the Ladies' Auxiliary, PSCA, are in a hospital here suffering injuries received early this week when their car was struck by another auto. Downie received cuts and bruises and injured bladder and his condition has been reported as critical. Mrs. Downie received bruises and cuts, 18 stitches used in her face and neck.

MURFREESBORO, Tenn., April 11.—Bruce Greater Shows have contracted for this year's Rutherford County Fair, to be held here in September.

THREE SHOWS IN NEW SEASON

Bunts Shows in South Carolina

GREAT FALLS, S. C., April 11.—Bunts Greater Shows, exhibiting here this week, opened their season recently at Winnsboro, S. C., where, despite high winds and rain, they had a fair average of business. The management has complimented the personnel, particularly the workers on rides and other attractions, on keeping tents from being blown down or otherwise damaged during windstorms the show has encountered since opening. The show was to start its engagement here Monday but heavy rains prevented erection of the attractions early in the week.

The staff: W. J. Bunts, manager; Mrs. W. J. Bunts, secretary-treasurer; L. McAbee, general agent; R. G. (Doc) Felmet, special agent; Johnny Bunts, superintendent transportation; Charles Craig, (See BUNTS SHOWS on page 45)

Cetlin & Wilson Fortunate During Tornado in Southeast

Main force of twister practically surrounds fairground winter quarters at Greensboro, N. C.—some show and concession equipment damaged—owners' autos ruined

GREENSBORO, N. C., April 11.—Miraculously, the Cetlin & Wilson Shows, which wintered at the fairgrounds here, did not suffer great damage to their paraphernalia during the tornado that struck this city early last week. The storm was a part of the freakish and devastating twister that dealt death to many people and ruin to properties as it bouncingly pounced upon various cities of the Southeast. An executive of the show stated that the storm would not affect the show's opening as scheduled, at Reidsville, N. C., tonight. However, the terrific windstorm did some notable damage, as follows, according to the show executive:

The main force of the tornado hit on all sides of the fairgrounds, demolishing everything in its path, but missed the winter quarters. Rip Winkle lost three concession frames. One panel of the Hot Harlem front was ripped a little. The marquee entrance for the Pony Ride was broken and Doc Weber's living trailer was turned over but no one hurt. The roof of the building in which were stored the Ferris Wheel, several fronts and Winkle's concessions, was torn off. The building in which the office wagon was located was lifted in the air and landed about 30 yards away, but the wagon was not scratched. J. W. Wilson and I. Cetlin had the misfortune of having their new Dodge cars demolished when the garage in which they had them fell in and both were covered with tons of brick. Misfortune hit Sam Serlen's equipment, stored in a garage, when his truck was turned over and wrecked and his corn game frame entirely destroyed. A tree fell on the top of I. Firesides' car but no damage done.

John R. Ward At Memphis, Tenn.

MEMPHIS, Tenn., April 11.—The John R. Ward Shows have started their new season with playing lots here, having opened last week. Business has been fair when weather permitted. Cold nights and some rain were handicaps. The show will make its first road stand next week in Arkansas. A roster will be given later by a member of the show company.

Alamo Shows Have Fair Business on Macon Lots

MACON Ga., April 11.—Alamo Shows, under management of J. L. Johns, which opened here on March 14, are continuing to play to fair business on neighborhood lots after two weeks in (See ALAMO SHOWS on page 45)

Bench Bentum Act Booked

CINCINNATI, April 11.—The Bench Bentum Diving Sensations is booked with William Glick Shows for 18 weeks, starting at the opening stand, Hagerstown, Md., April 20. Following this engagement will be with Endy Bros. Shows for eight weeks. During the summer act will be equipped for winter indoor events. The roster includes Bench Bentum, high and fancy diving; Jerry O'Brien, high fire dive; Fred Beatle, clown; Arlene Karson, springboard diving; Blanch Grau, springboard diving; Jack Calderier, properties; Harry Calderier, electrician.

Simon Krause Returns

HAVANA, April 11.—Simon Krause advised recently that he had severed his connection with Royal Palm Shows and would return to the United States to have his attractions with some carnival company. Krause also stated that he would bring his own carnival to Cuba next winter.

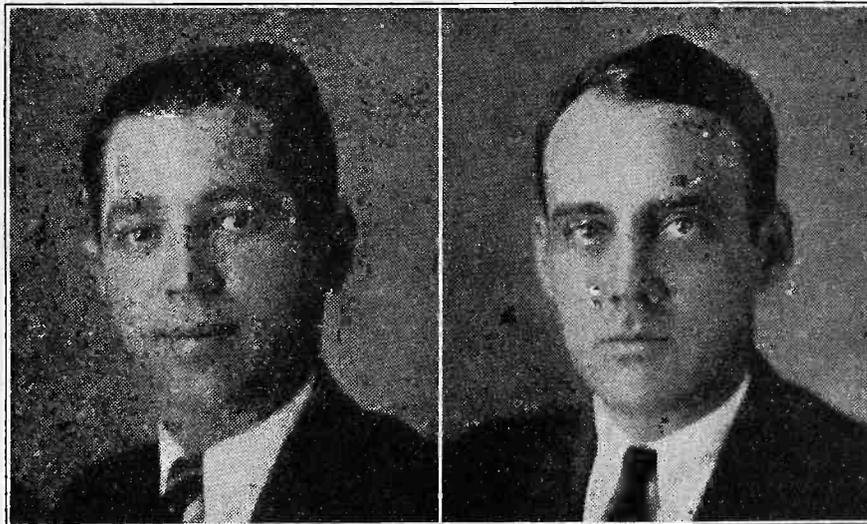
Show Changes Title

GARY, Ind., April 11.—In order to have a distinctive title, the amusement organization managed by W. M. Tucker, which had been captioned Central States Shows, has adopted a name-title, the Al G. Hodge Shows. The show will play its opening engagement at Indianapolis for eight days, starting tonight, under auspices of Veterans of Foreign Wars. Tex Walker is general agent. Show is motorized.

Intermountain New Show

PORTLAND, Ore., April 11.—Intermountain Shows is a new amusement organization, succeeding the Greater Kennedy Shows and under the guidance of Margie Kennedy-Wood, who has spent many years in show business in the Northwest. The attractions, besides shows and concessions, will include a new Big Ell Wheel, Merry-Go-Round and Tilt-a-Whirl. Fred Wood is the manager and Frank Ward the general agent. An executive of the show advises that it will play spots in Idaho, Montana, Nevada, Oregon and Washington.

TEMPLE, Tex., April 11.—J. George Loos, general manager Greater United Shows, has closed contract for the Central Texas Exposition to be held here, sponsored by the Chamber of Commerce and Board of Civic Development.



I. CETLIN AND J. W. WILSON, whose Cetlin & Wilson Shows suffered some damage but, miraculously, were not destroyed during the recent devastating tornado at Greensboro, N. C.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

LILLIAN, N. C., Week Ended April 11, 1936. Dear Charlie:

What a week! Bad lot, bad auspices and bad business. The last three weeks' business very poor due to cold and rain. Have had three different assistant managers in the office the last three weeks. Whoever has \$500 in cash can hold the position next week.

Our auspices here, Annual Easter Egg Frolic. Our committee turned out to be bad eggs as far as co-operation was concerned. No ticket takers showed up, all knockers, and they demanded 1,000 passes for their friends. Said they didn't have a worry in the world except our guarantee. In the past the date had always been a winner (for the auspices).

Many new faces on the midway. A new "crime" show joined. It was a crime to even open it up. But true to its slogan, "Crime doesn't pay," it played a bloomer. Ventriloquist Slim joined with his rolldown. The only one-man concession operator on the lot. Knows all the cracks. By throwing his voice he works both the inside and outside of the booth.

Ballyhoo Brothers promised the show children a real Easter, so decided to play here Easter Sunday. A shortage of eggs and money almost ruined their plans. Saturday night our watchman found 20 crates hidden in the weeds behind the show. Never could figure out why the 10 local young men ran when he approached. It's still a mystery (See BALLYHOO on page 45)

Midway Confab

By THE MIXER

LOOKS LIKE additional "smoke" (figuratively) at the "Smoky City" this spring.

Cliff and Gertrude Karns have named the new arrival in their family Martha Ellis Karns.

AMONG attractions in Side Show, managed by her husband, William Kessler, with Coleman Bros.' Shows will be Lady Tanya, mentalist.

MAE MACK is still located at Dillon Beach, Calif., where she plans to remain until late summer, then return to the road with some carnival.

LOUIS E. TEACHOUT was leaving Dansville, N. Y., last week to rejoin Strates Shows Corporation as stock clerk, mail man and salesman *The Billboard*.

A certain ex-midwayite now has a hotel in Mississippi. Says it's both fire and heel proof.

J. H. AUSTIN has resigned as general agent for J. J. Colley Shows. "No hard feelings, as Manager Colley is a fine man," stated Austin.

JACK (RED) MORAN passed thru Cincinnati last week en route to Pitts-

MORRIS MILLER advises that Miller Bros.' Shows have already booked their Fourth of July Celebration engagement at Vincennes, Ind., auspices American Legion.

THE MIXER'S THANKS to T. Mehl, who made a trip from Atlanta to Gainesville, Ga., shortly after the tornado and sent some descriptions of the havoc wrought by the storm at Gainesville.

C. C. SMITHSON and wife, of rabbit racer note, after spending the winter at Tampa, Fla., have been visiting acquaintances at Waycross, Ga., for a few weeks.

RECENT VISITORS to winter quarters of Howard Bros.' Shows were Ralph A. Wall, Paul McNealy, Mr. Gates and M. Butterfield, who made a motor trip from Gallipolis, O.

ELIZABETH (LIZZIE) FENN (widow of the late Jake Fenn) is still located at Montgomery, Ala., where she has had steady occupation for some time. Plans attending the opening of Rubin & Cherry Exposition at Atlanta, Ga.

THIS YEAR finds the return of George E. Karkeet to the carnival field, with Joyland Shows (Roscoe Wade and Harry

years selling novelties in and around Cincinnati, plans a return to the road this season. Years ago Albert was almost a "fixture" with Todd & Paul Shows and Paul's United Shows.

JOHNNY DEIGNAN is recuperating (almost completely recovered) at Benld, Ill., from a long siege of illness (says "I nearly got the 'gong'"). Praises Mr. and Mrs. E. E. Farrow and others of Wallace Bros.' Shows for kindnesses shown him during his sickness.

Several show letters intended for publication were written and mailed last week relative to the current week (last week) stands. Show letters (as during a number of past years) should be concerning completed weeks—for example, those written and mailed last week should have been on the previous week stands.

R. L. EDWARDS, owner-manager R. L. Edwards Attractions, informed a representative of *The Billboard* that his show this year would not open until late in May, probably not until Decoration Day. Said he planned a later opening in an effort to get away from the cold and rainy weather.

DEE LANG'S FAMOUS SHOWS had a "world of showfolk visitors" during their two weeks' stay at Fourth and St. George streets, St. Louis—one of the execs started to write all names, but became exhausted sharpening his pencil. The Dee Langs have cycles of friends in showdom.

MR. AND MRS. JOHN T. HUTCHENS, after spending a pleasant winter at Cassville, Mo., home town of Hutchens' mother, recently returned to winter quarters of Endy Bros.' Shows for another season with that company with their Modern Museum. Hutchens plans again playing some parks on Sundays, as last year, between Endy Shows' stands.

J. J. (DOC) KELLEY and the missus (Mae—known as "India Ola") recently returned to their home at Thornton, Ind., from spending the winter in Georgia. Probably will have their shows and concession with a midway organization in the Central States. Doc proudly tells of 1936 being his 40th year in show business.

FRANK AND FLORENCE MEEKER were to leave Crowley, La., where they spent the winter and where their seven-year-old son, James, attended school, last week for Kokomo, Ind., to join Midwest Shows, Frank having the band and Florence presenting her aerial free attraction. Last season they were with Pan-American Shows.

"IRISH JACK" LYNCH has been visiting shows in the Southeast this early spring. Among them Johnny J. Jones (in quarters), J. J. Page, Smith's Greater Atlantic and Small & Bullock. At Laurens, S. C., visited "Sugar Bill" Walker's eating emporium—Bill has been off the road since the closing of the Melville-Reiss Shows some years ago.

C. C. McCLUNG, formerly operator of various kinds of shows, is away from carnivals. However he has not stopped trouping. Has had his motorized traveling Zoo playing independent in Alabama and headed northward. Carries 50 cages of animals, some really rare species. Cages painted a bright red and the trucks aluminum.

GUY W. VAN ZILE and the missus have returned to Hamilton, Ind., after spending their winter vacation in Florida—for a while at Cocoa, where they frequently visited with Arthur and Mrs. (Bingo) Avery, of cookhouse and other concession note. Incidentally, Guy had his first trouping back in 1903 with the

WHEELS
Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price,
\$12.00

BINGO GAME
75-Player, complete, \$5.25. Including Tax.

Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
Send for Catalog No. 235.
CANES
Heavy Convention Walking Canes. Dark Mahogany Finish.
Price Per Gross, \$24.00.
SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1936.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$6.00
Analysis, 3-p., with Blue Cover. Each03
Analysis, 8-p., with White Cover. Each15
Forecast and Analysis, 9-p., Fancy Covers. Ea. .05
Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold & Silver Covers. Each .30
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystals, Oulja Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.
FORTUNE TELLING WITH CARDS. Same Binding, 24 Pages. Samples, 25c.
HOW TO BECOME A MEDIUM. Same Binding, 30 Pages. Sample, 30c.
ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO.
Instant Delivery. Send for Wholesale Prices.

BINGO CORN GAMES

100 CARD SET, \$3.00
200 CARD SET, 6.00
300 CARD SET, 9.00

All Sets complete with Calling Numbers and Tally Sheet. We pay the postage. Please remit with order.

GEO. W. BRINK & SON
1454 Gratiot Ave., DETROIT, MICH.
Dept. BC.
(Over Thirty Years in Business.)

ASTRO FORECASTS

Zodiac Wall Charts, in three colors, on paper (\$2.25), Cloth (\$6.50) and board (\$6.50) size 28" by 42". Smaller charts, 65c up.
Buddha Papers, 1-3-4-7 and 35-page Readings.
Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts
124-Page Illustrated Catalogue, and new 8-page Supplement. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None Free.

NELSON ENTERPRISES

198 S. Third St. Columbus, Ohio

HUBERT'S MUSEUM

228 West 42nd Street,
NEW YORK CITY.

WANT AT ALL TIMES
FREAKS AND NOVELTY ACTS WITH
SALES ABILITY.

Write Us.

SHOOTING GALLERIES

AND SUPPLIES.

Write for Circular Real Targets. G. W. TERPENING, 118 Marine St., Ocean Park, Calif.

HIGH DIVER AT LIBERTY

DARE-DEVIL OLIVER, World's Premier High Diver, at Liberty for 1936. Address 2811 53d Ave., N., St. Petersburg, Fla.

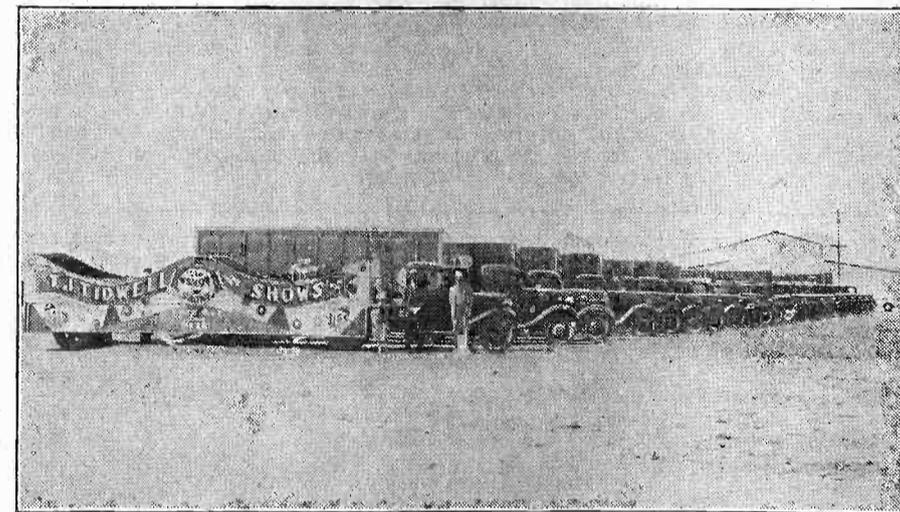
100 to 3000 Cards

BINGO Pads and Cards, Lap Boards, Paper Markers, Magic Slum, Look-Backs, Books, X-Rays, Trick Cards. SYL-MAGIC, 189 Eddy, Providence, R. I.

SECOND-HAND SHOW PROPERTY FOR SALE.
\$35.00 Bumper Game with Track. Working order. Fauschner Guess-Your-Weight Scale. Fine condition. \$14.75 Umbrella Tent, 9x9', Sewed Fir. & Wind's. \$ 2.50 Flood Light, 10", Portable. Bargain. 15c Each. Display Pennants on Streamer, Beautiful Colors. Send list.

We buy 50 Second-Hand Concession Tents, all sizes; all make Skates. WEIL'S CURIOSITY SHOP, 20 South Second, Philadelphia, Pa.

AMERICA'S LEADING
PAINTERS OF CIRCUS-CARNIVAL
BANNERS
MILLARD & BULSTERBAUM
2894 W. 8th St.
CONEY ISLAND, N. Y.



TWENTY-TWO UNITS of the motorized transportation fleet of the T. J. Tidwell Shows. Also in the picture, left to right, Mrs. T. J. Tidwell, T. J. Tidwell and General Agent H. G. (Buck) Buchanan.

burgh to join Peerless Exposition Shows, with which he will have the Side Show.

O. F. FRIEND infoed that he was preparing to start his 20th year in show business April 18 with Conklin's All-Canadian Shows, with Side Show.

THE SHOOTING MANSFIELDS have signed to do free acts with R. H. Miner's Model Shows and last week were at Phillipsburg, N. J., the show's quarters city.

AFTER BEING ABSENT from the road for two seasons, Speedy Reynolds, motor-dromist, is making a re-entry, being scheduled to join West's World's Wonder Shows. Won't do any riding, however.

Charles (Candy) Johnson, night custodian of Manager Jesse Wrigley's "Crime" show on Big State Shows, with big drop in mercury, the night chill shivering his frame, went to coffin containing "Bonnie Parker" (wax figure) at bedtime, saying: " 'Bonnie,' hate to disturb you, but I need more than canvas to shelter me and I have to take your bed."
He placed "Bonnie" out in the cold, crept into the coffin, closed down the lid and slept and snored the night thru.

THERE HAVE BEEN oodles of showfolk in Atlanta, Ga., lately, says F. J. Bligh—"Show men, ride men, concession men, performers and candy butchers by the score."

Mills) in Michigan, after a 20 years' absence. Last 18 years was connected with police department in Michigan.

JAMES KELLEY, formerly connected with Model Shows of America and Johnny J. Jones Exposition, is operating a restaurant at Jacksonville, Fla., and says he will not be on the road this year.

IMOGENE BIRNEY recently left Zim-dars Shows at Conway, Ark., with which she had a snake show. From Heber Springs, Ark., Imogene infoed that she was joining another show in that territory.

AMONG ARRIVALS lately to Volunteer State Shows were R. J. Cousins, with a Whip and a Kiddie Ride; Arthur Anderson Jr., with Ferris Wheel; Cherokee Charlie, Roy Fallhart and Whitey Pelley with concessions.

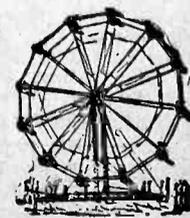
CAPT. MILTON V. NELSON, sword swallower, recently finished a pleasant winter season with Fred Miller's traveling museum. After a rest will put in the summer at Riverview Park, Chicago.

JOE ROWAN, last season working promotions with Knepp & Dehnert Shows and later on fairs work with Krause Greater Shows, had a pari-mutuel position at race tracks at Miami for the past winter.

ALBERT KREUST, formerly operator of Merry Widow Swings, shooting gallery and high striker with carnivals, of late

THE "MONEY-HUNTER"

Ask any Ride-Man what ride he would take if he had but one choice and he'll tell you: "Give me a No. 5 BIG ELI Wheel." When it comes to getting the money, no ride outranks the No. 5 BIG ELI. That is one reason why it is still going strong after more than 35 years. You can't go wrong with a BIG ELI.



ELI BRIDGE COMPANY,
Builders of Dependable Products,
800 Case Avenue, JACKSONVILLE, ILL.

Paul & Darling (Fred, Paul and Harry Darling) Minstrels nder canvas.

MRS. O. N. CRAFTS recently entertained a number of women of Crafts 20 Big Shows at a breakfast in honor of Mrs. Estelle Hanscom, whose birthday event was celebrated, at the palatial home of Mr. and Mrs. Paul Stake, relatives of the Crafts and who reside in San Diego. Among those attending, besides Mrs. Crafts and Mrs. Hanscom, were Mrs. Ethel Fern Krug, Mrs. Ruth Korte, Mrs. Ethel Myers, Mrs. Mary Ludington, Mrs. Janet Galord, Mrs. Grace Cole, Mrs. Ella Stake and Mrs. Ethel Bishop. A large number of San Diego friends of Mrs. Crafts also attended.

THE FOLLOWING ACTS have been booked with carnivals by the Jack Schaller Attractions, according to word from Jack Schaller: Four Sensational Jacks (Ray Marion, Bob Blackstone, Jack Brick and Peewee Lamar) to Rubin & Cherry Exposition, Four Aces (Milo Jones, Marion Wood, Bob Cunningham and Al Keenan) to Oscar Buck Shows; Four Queens (Tony Strueby, manager; Boots Strueby, Fritzay Asay, Agnes Galaske and Susan Arlick) to Conklin's All-Canadian Shows; Four Devils (Eddie Viera, Bob Hughes, Al Grey and Mary Nickerson) to Marks Shows.

HOUSTON PICKUPS—Doc Shugart, whose shows are playing near-by towns, has been visiting his old friend Harry Poole and other local showmen. . . . Big State Shows have set their attractions up on North Main again. This time at North Main and Conroe road, which is proving a good spot. . . . Ira Burdick's All-Texas Shows continue their Houston engagement to satisfactory business, according to an exec of the show. . . . Adger (Red) O'Dell, long connected with prominent carnivals, is with the federal theaters here, doing a line of parts and a vaude specialty.

INCIDENTAL to the death of Charles (Tex) Brott, foreman the Whip ride with Hennies Bros.' Shows, Mrs. Noble C. Fairly wrote a fitting tribute, which was read during funeral services for him by Rev. L. O. Leet. Following are some excerpts: "In his passing one has been called who will be greatly missed, as he was esteemed by all who knew him. . . . Most any hour of day or night one could see him around his ride, in a suit of 'greasy' overalls. . . . But inside he had a 'heart of gold' that beat true, loyal and honest to all. . . . 'Tex,' we will miss you. . . . At daybreak we will pull out for the next stand. . . . But 'Tex,' old boy—you understand—the 'show must go on.'"

PICKUPS FROM SHREVEPORT—The winter quarters of United Shows of America a beehive of activity. . . . Max Goodman will have a modern "Sportland" with that show this season, including 60 pin games. . . . Simon Ehrlich, of the Ehrlich-Saenger theatrical enterprises and for a while associated with Castle-Ehrlich-Hirsch Shows, suffered a slight stroke recently, but is now showing very little effects of it. . . . Gertrude Karns and her hubby, Cliff, received nearly 1,000 congratulatory letters, postcards and telegrams on the new arrival in their family. . . . Nan Solomon's hotel on Greenwood road is a favorite gathering place of members of United Shows of America, and Nan often speaks praise words of Bill and Iva Rice and Sis Dyer.

PICKUPS from Kaus United Shows prior to their season opening last Saturday—Four of the rides and some concessions were taken to a date at Morehead City, N. C., reported good business. . . . The new 1936 Chevrolet arrived for General Agent W. C. Kaus, also the Dodge truck for transformers and the new Chevrolet truck. . . . Jobber Midgets and J. Maye's A B C House have been added to the list of attractions. . . . W. O. Parent's cannon act has been contracted for free attraction. . . . Among arrivals have been Mr. and Mrs. Ray McWethy (purchased another Dodge truck and a nifty living trailer), Mr. and Mrs. Roy NanSycle and their agents, J. Burns, B. McPhillips, J. Callahan, Mr. and Mrs. "Slim" Barnard, Kirk Hudson and his Motordrome riders, Mr. and Mrs. J. Love, E. B. Roberts and family and R. (Reno) Aikens.

TEXAS "PICKUPS"—The Flying Valentines with the Big State Shows are Freddie and Ray Valentine, fliers, and Henry Robbins, catcher. . . . Luke

Dogelia is operating a filling station at Bryan, Tex. R. F. (Doc) Seyfer is advertising manager of a mercantile firm at Houston. . . . Meyer Schlom, former contracting circus agent, is with a loan store at Houston. . . . Blackie Daley is with the U. S. unit putting on theatrical shows roundabout Houston. . . . Ed Wright, dining tent caterer at fairs and carnivals, operates a fleet of fruit-hauling trucks out of the Texas Rio Grande Valley. . . . Tony Prince, old circus clown, off the road, doing clown advertising for a dairy products company at Houston. . . . Mr. and Mrs. William Luther have joined the Shamrock Shows with their concessions. . . . Mr. and Mrs. Arthur Haas are for present located in Iowa. Mrs. Haas (formerly "Lotta," now "Loretta,") this summer will be at the park at Clear Lake, Ia. . . . Roy Gray, director general, and Doc Waddell, publicist, of Big State Shows, scored a hit with their smiles and wiles at the recent Temple, Tex., fair meeting. . . . Hoy Runyon and wife go with Bob Hurst's carnival with their concessions. . . . Tom Morris, of Dallas, out of the show game, has returned to his occupation before going with Hagenbeck-Wallace Circus as auditor. Has the auditorship of a large corporation in the North.

Conklin's All-Canadian Shows

HAMILTON, Ont., April 11.—Seventy men are in winter quarters, putting the finishing touches to all the equipment. During the past winter the Caterpillar, Lindy Loop and Tilt-a-Whirl rides were disposed of and in their places for the new season will be Heyday, Ridee-O and dual Loop-o-Plane, which along with the Rocket Plane, Kiddie Auto Ride, Swooper, Twin Ferris Wheels, Merry-Go-Round and Chairplane will give a strong array of rides. With but one exception, every show will have complete new canvas. "Life" and the Ernie and Len platform show will have modern panel fronts. One of the outstanding shows will be Congress of Wonders. "Patty" and Frank decided to have novel lighting and ordered approximately \$3,000 worth of neon. All shows and rides will have neon sign entrances, also quite a few of the concessions will have small neon signs. A representative from the Wurlitzer Company is overhauling the organs used by the Conklin Shows. "Much music" will be the motto at the entrances and at every ride. A new feature this year is that each ride and show will have special tickets, printed for their own particular use. Show will leave here April 15 for its opening at Windsor, Ont., April 18. Every day engagement has been contracted until October 3. Conklins this year have a long list of fairs, 23 in all. The publicity staff has been working for some time and has prepared a novel system of publicity. The same staff will be in charge of all operations again this year. M. M. WEBB.

BALLYHOO

(Continued from page 43) tery why they brought them there. The eggs were boiled at the cookhouse. Every actor and actress on the show ordered to report with their makeup boxes and colors and "make up" the eggs. Our menagerie kangaroos doubled as rabbits and the day was saved.

Thursday being pay day on the show, the press department has decided to always run the five bosses' pictures in the papers that day, also to leave several copies on their desks. Management just purchased (on the cuff) 10 new wax figures. Promised our committee in the next town some new faces.

MAJOR PRIVILEGE. P.S.: It hasn't been verified by the staff, but I think the show's legal adjuster will soon become a part owner. Heard Pete Ballyhoo tell him that he would have to take some interest in the show.—M. P.

MAJESTIC SHOWS

(Continued from page 43) and wife, Pop Stebbler and family, and Specks Bell and family came out early and on their own power. The "wrecker" brought out those of Buddy Sims and the missus, Johnny Hobbs and family, Mr. and Mrs. Jack Conway, Joe Goodman and wife, and Red Sims, and several of the trucks. On high ground and out of danger were Fondaw and Gladys (free act), Barney Google and his crew, Mr. and Mrs. Carl McGill, Charley Lee and wife, and the Minstrel Show bus,

PRICED FROM \$750.00 up



ALLAN HERSHELL CO.
1936 DE LUXE KIDDIE AUTO RIDES
MODEL OUTSELL ALL OTHERS—75 Satisfied Customers.
Made in four different sizes for 1936. Model "A" De Luxe 10-Car, seating 14 large children. Sells for only \$1,250.00, F. O. B. North Tonawanda. Model "B" De Luxe 8-Car, seating 12 children. Sells for \$1,000.00, F. O. B. North Tonawanda. Smaller 8-Car Model for \$750.00. Special 20-Car Model for \$2,150.00 furnished on special order.
All models equipped with smooth acting clutch, the only practical drive.
ALLAN HERSHELL CO., Inc.
NORTH TONAWANDA, N. Y.

FRUIT CONCENTRATES
ATTENTION! CONCESSIONAIRES AND PARK MANAGERS WHO OPERATE SOFT DRINK OR ICE BALL STANDS.
Get started right this year. Use Gold Medal Fruit Concentrates, the kind that have the True Fruit Flavor. They are low in price, easy to make, yet you will say that they are the finest you have ever used.
Stock Flavors, Orange, Lemon, Lemon-Lime, Cherry, Grape and Root Beer. Price \$2.00 per QUART, makes 48 gallons of drink. Sample sufficient to make six gallons of drink, 35¢ each, any three for \$1.00.
SEND FOR YOURS RIGHT AWAY.
GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati

LIGHTING PLANTS
1 to 50 K.W. Self Starters Terms Arranged
"SURELITE" E. B. KELLEY COMPANY, INC.
4387 Vernon Boulevard, Long Island City, N. Y.
Chrysler Engines Special Distribution Panels Photographs on Request

with most of the personnel of that show. Sammy Hyson's housecar and Jim Braden's truck were beyond reach, in about four feet of water, a couple feet above the lowest part of the lot. Before noon, however, the water started to recede and went away almost as rapidly as it came. About \$500 will cover the property loss, including Burchman's (Side Show) living quarters, two small show tops stretched on the ground ready to be erected, but floated away, and perishable goods in concession tops. "Wednesday evening the show was again ready to open, with a carpet of shavings and sawdust."

BUNTS SHOWS
(Continued from page 43) lot superintendent; George Otterman, electrician. The Conley Trio, on high trapeze, presents the free acts. Little Billie Bunts sells *The Billboard*. Shows include: Hi Johnson's Side Show, Mabel Mack's Hippodrome, Dolly Dimples, fat girl, Capt. Denham's Mechanical City, Minstrel Show—Nappy Robinson, front; George Baldwin, stage manager; "Low Down" Johnson, band leader; Charlie and Laverne, 12-year-old tap dancers, featured; in all carries 15 people. Athletic Show, with Sam Cintrenalli and Indian Jo Jo. The names of rides and their rosters are not at hand, but will be given later by a member of the show company. Among concessioners, the Swicgoods are again with the show with cookhouse.

ALAMO SHOWS
(Continued from page 43) the business district on a new lot at Third and Arch streets. Show is operated by a corporation formed here recently under the name of the National Carnival Corporation of Georgia. The incorporators are Johns, J. J. Gill and J. E. Brady, the latter two being local business men. There is a minimum capitalization of \$1,000 and maximum of \$5,000. Petition for incorporation was handled thru Attorney Paul M. Conway. There are two rides, a Ferris Wheel, operated by E. Young, and a Chairplane, owned by Johns. Four shows: Leo-Leola; Musical Comedy, managed by Joe Swanson; Minstrel Show, managed by Billy Arnett, and Snake Show, operated by the management. Management operates many concessions, and among the independent concessioners is David A. Wise, with two. The staff: J. L. Johns, manager; R. F. McLendon, assistant manager and secretary; Frank Bizzell, general agent; George Cole, electrician; Jerry Johnson, lot superintendent. Two shows, Jobber's Midgets and Carl Clark's Trained Animal Circus, played the downtown location and closed to join outfits farther north.

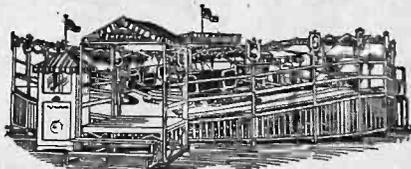
NOT STOCK POSTERS . . . NO TWO ALIKE



Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks
We will submit designs, created exclusively for your show.

H.W.M POLLACK POSTER PRINT SHOW PRINT DIVISION
BUFFALO, N.Y. PHONE GRANT 8205

"Going To Town"



This New TILT-A-WHIRL
With a Blaze of Flash—Streamlined Cars—Chromium Plating—Durochrome Decorations—Animated Signs—All Timken Bearings—Masterful Engineering. 100% Portable.
SELLNER MFG. CO., Faribault, Minn.

CONCESSION CARNIVAL TENTS
Our Specialty for Over 46 Years.
UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

LOOP-O-PLANE
FOR PROFITS. ROBIN REED, Box 237, Salem, Ore
WANTED—A-1 Front Man and Ticket Seller, for Trained Animal Circus. **BIBLE'S ANIMALS**, care Sol's Liberty Shows, Cape Girardeau, Mo., April 11-18; Carbondale, Ill., week April 20.
End your correspondence to advertisers by mention *The Billboard*.

Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Calif., April 11.—George A. Hamid, general amusement booker of New York, accompanied by Elwood Hughes, general manager Canadian National Exhibition, Toronto, visited the fun zone last week, being piloted by W. J. (Billy) Collins, of the Graham Enterprises. . . . Joe Glacy, manager Hix's "Strange as It Seems" Show, has added Nomora, recently arrived from Japan with trained birds, and Caroline Rascon, Mexican giant. . . . Julius Kaufman is arranging his "Movie of You" concession in Spanish Village. . . . Jimmie Hurd, talker on shows at Coney Island, N. Y., visited friends on the midway last week-end en route to Dallas. . . . Eddie Comstock will be manager of Nudist Colony in Zoro Gardens when Billy Collins is in Dallas and Cleveland looking after the Graham interests. Jack Frazier will be Comstock's assistant, with Whitey Woods as chief talker. . . . Harry (One-Gun) Foster, besides his other duties, has been appointed manager of operations.

Victor Roper, last season manager of the Doll House, is one of the lecturers at the Boulder Dam exhibition. . . . Pearl Alten, Ginger Rogers' double with the Fanchon & Marco *Hollywood Revue*, known as "Sweetheart of the Midway," was taken seriously ill and a blood transfusion was necessary and every showman on the midway volunteered. She is on the way of recovery and her room in Hoffman Memorial Sanitarium is always full of flowers cut from the exposition grounds by orders of General Manager W. W. Dillard. . . . Mr. and Mrs. John Krutzler are the owners of the Palisades Cafe. Gene, artist who works with pencil and colored crayon, is the special attraction. . . . Bill Kelso, of *Hollywood Secrets*, had a breakdown and is a patient in Mercy Hospital. . . . The Showmen's Dutch Treat Club, composed of every showman on the fun zone and the exposition officials, had an interesting meeting last week in Granada Cafe with 100 per cent attendance. It was decided to start a fund to be able to give quick relief to showmen and concessioners should such occasion arise. Ralph Stevens, of the Fanchon & Marco *revue*, was appointed chairman of a committee to devise means to raise funds. . . .

F. Eugene Sykes, of Scranton, Pa., indoor and outdoor showman, was a recent midway visitor. . . . Capt. Jim Moore, old-time showman, who is in the exposition activities department, has become popular with officials and fair visitors.

The Kangaroo Court worked overtime last week. Every showman, concessioner and exposition official was arrested by Police Officer Ernest Swinson and "Constables" Jack May, L. B. Utter and A. J. Humke and brought before "Judge" Burton Woods charged with not being properly attired for celebration of Frontier Days and International Rodeo. The fine was a wide-brimmed sombrero. Larry Belger was "prosecuting attorney," Harry Foster "defense attorney" and Oscar Kantner "balliff."

It was *Auld Lang Syne* for Fred Heitfeld, popular master of ceremonies, at the exposition last Saturday. At a farewell luncheon in the Casa del Rey Moro 40 friends and associates bade him good-by. He is leaving for Dallas, where he will take up duties as a lecturer for Harry P. Harrison, who has charge of ticket sales at the Texas Centennial Exposition. A fine tribute was paid Heitfeld by Elwood T. Bailey, executive vice-president of the exposition, before presentation of a farewell gift from the many friends who attended the luncheon. The gift was a handsome wrist watch, and Bailey expressed the feeling of those present when he handed over the memento—"As the minutes tick by your friends in San Diego will be thinking of you, Fred." Heitfeld was one of the first members of the exposition special events department, coming to the fair soon after its inception last year.

POLLIE & LATTO SHOWS

Opening Saturday, May 2, Battle Creek, Mich. CAN PLACE one more Flat Ride, Pit Show, one more Bally Show, also Concessions. Opening for Photo Gallery, Custard, Grand Stores and Stock Wheels. Address POLLIE & LATTO SHOWS, Care Hotel Milner, Battle Creek, Mich.

Hennies Bros.' Shows

Texarkana, Tex. Week ended April 4. Auspices, American Legion. Weather, chilly. Business, bad.

"Putting in a week" is all the Texarkana engagement might be called, but made pleasant with many visitors. But it was also made sad by the death of one of the show's most valuable ride men, Charles (Tex) Brott, an employee of the Hennies boys for many years—long before they owned their own carnival company. "Tex" was stricken with a heart attack on Wednesday night after the show had closed, from which he never fully regained consciousness. Funeral services held on Saturday, with more than 200 of the showfolks in attendance, and his body was shipped to his father in Omaha. There were more than two score of beautiful floral offerings, and Earl Strout's Band played at the services. Noted among the visitors on the midway were Dave Lachmann, general agent Mimic World Shows; Dick Hawk, agent for Ralph Miller Shows; Mrs. John R. Castle, Bertha Grubbs, Mrs. Eddie Madigan, Mrs. Oscar Halverson and Mrs. Bobby Chandler, of United Shows of America. Irving Ray, of the same show, visited at Longview last week, and Mrs. Jim Dunlavey and her daughter, Mrs. Harry W. Hennies, visited United Shows at Shreveport. Col. Ike Heibron and Mr. and Mrs. K. J. Haddad were nightly and welcome visitors to the lot and during the week entertained with a lovely dinner to Mr. and Mrs. Orville W. Hennies and Mr. and Mrs. Joseph S. Scholibo. Mrs. Hazel Martin was a bit under the weather at Texarkana but recovered quickly. Fred Gruber is in charge of the billing crew for the show this season and doing a nice job of advance posting. All of which is from an executive of the show.

Smith's Greater Atlantic

Sumter, S. C. Week ended April 4. Weather, rain; windstorm on Wednesday. Business, fair.

For their fifth week of the season, Smith's Greater Atlantic Shows had a bad-weather stand at Sumter. Windstorm struck the midway about 7 a.m., Wednesday, and every bit of canvas was blown down. However, Manager Smith was on the job and by late afternoon all shows were again ready to operate. Damage to canvas was estimated at about \$1,000. With favorable weather Sumter would have been a good stand. All of which is from an executive of the show.

Golden State Shows

Ventura, Calif. Engagement ended April 5. Location, Meta and Garden streets. Auspices, American Legion. Weather, heavy wind and rain two nights. Business, averaged fair.

On arrival was greeted with heavy downpour of rain, and owing to lot having recently been plowed the ground was in a terrible condition, but with plenty of cinders and sawdust the lot was in fairly good shape for the opening. Friday very heavy rains prevented opening, but despite strong winds and occasional showers Saturday business held up remarkably well. Sunday had ideal weather and there were big crowds and good business for everybody. Phil Williams, who was secretary and treasurer of the show, has been appointed general agent and went ahead from Ventura. Ray Smith, the last three years with Conklin's All-Canadian Shows, is now in the office. Phil will be missed around the show, having made many friends by his courtesy to everyone and his willingness to oblige. Orville N. Crafts flew up from San Diego on Saturday to look the show over and everyone gave him the credit for Sunday's nice weather—said he must have brought it with him. Harry Fink, well-known retired showman, and the

missus drove up from San Fernando to pay the show a visit. Omer Davis and his wife very proud of the baby carriage drawn by their favorite dog for the transportation of the six-month-old baby; baby carriage painted with title of show and proves quite a ballyhoo when uptown. Incidentally, Omer is making a very good job of handling the Scooter and, despite the amount of work required to erect it, is generally the first to be ready. Rumor has it that one of the department heads is about to get married, and Joe DeMouchelle is already on the job trying to arrange a public wedding. All of which is from an executive of the show.

Big State Shows

Houston. Engagement ended April 5. No auspices. Lot, 4000 block, Washington avenue. Attendance, good. Weather, two nights very chilly. Business, gratifying.

Showgrounds, virgin. Pay gate (first time in show's history) proving okeh. The Valentins, flying and casting act, more than making good. Director-General Roy Gray to Freeport. Landed Centennial Regatta week there. Jesse Wrigley, manager, and his charming wife, Wanda, given surprise and shower Thursday, remembering their marriage one year ago. Preston Ray joined, in charge kiddie rides. Ed Wright building new tent cafe. Madame Odus added two readers to her palmistry booth. William Dearmin increased concession row to 24 stands. George Puryear has Motordrome equipment completed at Austin, and will join with two men and two girl riders, first town out of Houston. Robert Young, chief electrician, increased light plant another generator. Two novelty-lighted Ferris Wheels at entrance to "garden of rides." William Gambien Sr. and William Gambien Jr. still directing painting and decorating department. Senior Gambien recovering from badly fractured left arm. Fell from ladder when lettering high show front. Visitors: Mr. and Mrs. Ed Mosley, Tom Gilperson, Steve Trotta, Mr. and Mrs. William Luther, Rev. E. S. Baker, J. G. Richardson, H. B. Warfield, Victor W. Parker, Meyer Schlom, R. F. (Doc) Seyfer, Clarence (Red) Shelton, J. T. Denena, Luke Degelia, Hon. George Bradley, Tony Prince, Mrs. Benny Fox and her four children, her husband and his sister (Betty and Benny, high-air endurance dancers), Blackie Daley, Mr. and Mrs. "Hi" Wallace, Jack Rooney, Horace and Julius Pfeiffer, people of Jim Hull's tent dramatic company and of Monroe-Hopkins dramatic company, Hoy Runyon and wife, Mr. and Mrs. John E. Norman, P. A. Priest and family, Ralph Miller and Dick Hawk.

DOC WADDELL.

P. J. Speroni Shows

ROCK FALLS, Ill., April 11.—With the opening date April 25 close at hand the last-minute details now being taken care of. Everything has been repainted and overhauled and checked. The show will open with 5 rides, 6 shows and approximately 15 concessions. Fritz Nurnberg will again be general superintendent. Several new trucks have been added to the fleet. Show trucks painted orange and black as in past years. The advertising car is a beauty. Esther L. Speroni just returned from a booking trip. Arthur Reagan is in charge of the crew getting her string of concessions in shape for the road. He will again be manager of her cookhouse after opening, his sixth consecutive year in that capacity. This will be the opening spot. The writer predicts this show will be among the flashiest and neatest framed of its size on the road. Manager Speroni believes in plenty of paint. All of which is from an executive of the show.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 11.—Developments in the railroad transportation situation have been rapid and numerous within the last few days. Originally the Eastern railroads which were mostly affected by the rate-reduction order of the Interstate Commerce Commission adopted a policy of opposition. Since then most of the carriers receded from this position and it is fairly definite that they will offer a compromise of 2.8 cents per mile, which is splitting the difference between the 2-cent ordered rate and the present rate of 3.6 cents per mile. To this date the attitude of the ICC toward the compromise is not known, but it is our judgment that it may be favorably received. If a partial reduction works out satisfactorily it will be a basis for the full reduction ultimately, inasmuch as the Baltimore & Ohio Railroad has contended from the beginning that it favors the 2-cent rate. Incidentally, our information is that the Baltimore & Ohio is ready to put the reduced rates into effect by June 2, the date specified in the ICC order.

In last issue we mentioned that the railroads were attempting to compete with motorized trucking interests by offering free pick-up and delivery service. This service was to have gone into effect on April 1, but the ICC has suspended operation of it until November 1. The motor operators were largely instrumental in preventing the present adoption of the free pick-up and delivery service by contending that to allow it would create in the railroads a transportation monopoly. What the ultimate view of the ICC will be toward this now complicated situation is difficult to tell—if it is certain, tho, that with motorized carriers now being subject to the ICC jurisdiction a long and hotly contested battle between the various interests is in the making.

In the meantime motorized carriers and bus lines have launched a widespread advertising campaign, and from literature being issued by them, copies of which have come to our attention, it appears that they are making a widespread appeal, particularly to communities that are not serviced by railroads, of which there are approximately 45,000 in the United States.

The latest move in this battle was made by the New York, New Haven & Hartford Railroad when it applied to the United States District Court at New Haven on April 4 to obtain a court order directing the ICC to postpone operation of the reduction order. Judge Carroll C. Hicks, of that court, granted permission to the railroad to apply to the Interstate Commerce Commission directly for a postponement.

Meanwhile the matter is eliciting considerable interest on the part of carnival owners, both motorized and on rail.

Al C. Hansen Shows

Nashville, Tenn. Week ended April 4. Auspices, American Legion Band. Location, Fifth avenue, North, adjoining ball park. Pay gate. Weather, all varieties, including snow. Business, fair, when weather permitted.

Attaches of the show were treated to a bit of winter tramping here when heavy snow fell on Thursday night. Rest of week was cold and rainy, so weather spoiled what otherwise would have been a profitable week. A truck haul from this location to West Nashville for final stand in Tennessee. Long list of visitors here, including J. C. McCaffery, general agent Rubin & Chery Exposition, who stopped off for a couple of hours while en route to Atlanta; Dick Harris, of Bruce Greater Shows, and William Rogers, local carnival magnate. Gladys Hansen, who is attending St. Cecilia Academy here, was hostess to her fellow students on Saturday afternoon and all had an enjoyable time. The writer, Walter B. Fox, has received a communication from Robert (Bobbie) Berkshires, whose address is P. O. Box 7, Leavenworth, Kan., that he would like to hear from his many friends in the show business on a matter of importance.

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14.

The advertising rate of 50c an agate line remains unchanged.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, April 11.—Treasurer Lew Keller presided at Thursday's meeting. Vice-President Jack Nelson could not be present on account of the death of his father. The meeting was well attended and committee reports showed real co-operation.

Secretary Strelbich has prepared a statement of the finances of the League covering the past 16 months. Copies will be made and sent to the membership.

Application of Sam Taylor was presented by Brother Harry Ross. The ways and means committee has the signs ready for the various shows and these will be sent out at once.

President Patty Conklin advises that he will make effort to attend one more meeting ere they stop for the summer.

Letter from Brother Jimmie Simpson states that he is on the road to recovery; feeling fine and hopes to be out in a short time.

Brother Joe Rogers has been appointed chairman of the 1936 Cemetery Fund Drive, with Brother Jack Benjamin as co-chairman.

Sympathies are extended to Vice-President Jack Nelson in the death of his father.

Brother Harry Ross is in town on a buying trip. Left for Canada with Brother Paul Olsen. Others to follow in a few days are Brothers A. R. Cohn, Peter Pivor, Pinkey Blitz, Al Kaufman and Ray Oakes.

Brother C. A. Mann in for a call, also to attend the meeting. . . . Brother Frank M. Knight on the sick list. . . . Patty Ernst still in the American Hospital. . . . Brother Frank Conklin was in town for a few days. . . . Brother Tom W. Allen, of St. Louis, in for short call. . . . Brother Will Wright advises that the Golden State Shows got away to a nice opening.

Brothers Irving Maltz and Joe Murphy left for Detroit. Will work in that territory for a while. Brother Lou Leonard off for Florida, where he will open with Royal American Shows. . . . Brother Jack Maxwell writes that he is with Cetlin & Wilson Shows. . . .

Brother John Lorman resting after a strenuous political campaign. Will be with the Gooding Greater Shows for the season. . . . Ralph Woody, George Terry, Charles Owens and Joe Foote still around but probably will soon get going for the season.

The date of the closing meeting is gradually approaching. One by one the brothers are leaving and soon the callers will be few and far between.

Members of the League were well represented at the opening of a wonderful performance by the Cole Bros.-Clyde Beatty Circus. This evening of superb entertainment was thru courtesy of the circus management and was highly appreciated by the brothers.

Brothers, the message to you as you start your season's work is talk and sell the Showmen's League wherever and whenever you can. In this way the goal of 300 or more new members for the year will be attained. Another reminder: If you have not paid your dues better do so at your first opportunity. This is an important duty.

As shows start on their way the League's greetings and best wishes are extended to all showmen. May your season prove up to your every expectation!

LADIES' AUXILIARY

CHICAGO, April 11.—Members of the Auxiliary met in the regular biweekly social Thursday. Bunco was played and there were plenty of nice prizes. Mrs. Ida Cook was the hostess.

Don't forget the big Farewell Party in the Showmen's League rooms on April 25. Mrs. Leah Brumleve is chairlady of this affair. A large attendance is expected.

President Francis Keller is urging all members to give co-operation on the drawing books. They must be in by April 25, on which date the Mix Master will be awarded. Out-of-town members, please give this your attention.

Mrs. William Carsky is here again after several months' absence. Her genial presence was missed.

Cleora Miller is reported on the road to recovery.

Rubin & Cherry Exposition

ATLANTA, Ga., April 11.—Heavy rains and continued cool weather has somewhat hampered the stupendous task of getting the big show ready for the road, but the augmented force of workmen, under direction of Manager Joe Redding, Bert Minor and P. J. McLane, is working overtime nightly to complete the job, and everything will be ready for the opening on April 18. J. C. McCaffery, general representative, arrived for a conference with Rubin Gruberg and was optimistic over the coming season's prospects. Mrs. Joe Redding arrived from West Palm Beach, where she spent the winter. Nate Miller was here regarding the booking of a new 24-car Skooter ride, which will arrive at winter quarters in a few days from Philadelphia. Jake Gruberg and his assistant, Carl Parsons, and a crew are readying the new cookhouse—much chromium, and spick and span, with new tent and furnishings. Among visitors have been Arthur A. Atherton, en route to Montgomery from Augusta; Walter Davis, en route to Augusta; Ned Torti, of Wisconsin de Luxe Corporation; Jack Murray, conferring with Charles Shepherd, manager the "Public Enemies" show. Charles De Kreko, veteran fun show manager, has his Crystal Maze in fine shape. Jack and Leona Halligan have arrived. Halligan will manage the new Illusion Show and "Lady Leona" will be the feature attraction. Bob Sherwood and daughter, Ann, arrived. Bob will manage the "Pair-o-Dice Minstrels" and Ann will be a star feature with Cleo Hoffman's Flaming Youth Revue. Capt. Frank J. Lee and his "Jonah," captive whale, and marine exhibit, here after a prosperous season en route. Captain Lee will be the contracting press agent one week in advance of the show, and will also handle the radio, school and newspaper tieups in advance. The writer will be publicity director two days ahead and back with the show. L. (Peazy) Hoffman is billing Atlanta and all suburbs for the opening engagement. J. J. (Chick) Allen here with his concession crew and framing some attractive stands. Mike Benton, president Southeastern Fair, and J. Oscar Mills, of park attractions, daily visitors to winter quarters. Samuel G. Eddy (Determination Eddy) will be manager the "Congress of Freak Oddities," and some of his people, including Madam Zola, giantess; John Walters, elephant-skin man, and "Andy Gump" have already arrived. Rubin Gruberg placed an order with Jerry Kohn, of Fulton Bag Cotton Mills, for new tents and other equipment to be delivered before and after the opening, the order being one of the largest ever placed by any carnival owner. Lonnie Wilson will again be superintendent of Pullman cars. Elmer Rhodes, ride foreman, busy at winter quarters. Harry Coffin's "Life Begins" and "Two-Headed Baby" ready for another big season under Rubin & Cherry banner.

WALTER D. NEALAND.

Members of Auxiliary Feted at Parker Home

KANSAS CITY, Mo., April 11.—Members of the Ladies' Auxiliary of the Heart of America Showman's Club were recently entertained at the home of Mrs. C. W. Parker at Leavenworth, Kan. They met at the Coates House Hotel here and drove to Leavenworth. Were entertained at bridge during the afternoon. Prizes were awarded to Bird Brainerd, Thelma Fronke, Alta Nelson and Elizabeth Rice. After a delicious 6 o'clock dinner they left for this city to attend the last business meeting of the auxiliary of the season. Those present: Myrtle Duncan, Martha Walters, Hattie Howk, Alta Nelson, Margaret Haney, Helen Brainerd Smith, Luella Riley, Beatrice Fogel, Juanita Strassburg, Harriett Calhoun, Thelma Fronke, Elizabeth Rice, Bird Brainerd, Gertrude Allen, Lucille Hemmingway, Louise Allen and Mrs. C. W. Parker.

Dumas-Reid Open Unit

DETROIT, April 11.—Dumas & Reid's Happyland Shows opened their first unit this week on a lot at Fenkell and Wyoming. Four more units are being put into condition for the season at their winter quarters.

CALL-RUBIN & CHERRY EXPOSITION-CALL INAUGURATING 23rd ANNUAL TOUR SATURDAY, APRIL 18th, UNTIL SUNDAY, APRIL 26th, 8 Days & Nights AT THE DOGWOOD FESTIVAL-ATLANTA, GA.

Auspices Chamber of Commerce and the Combined Civic Clubs. Thousands of visitors will be present. Committee is spending \$25,000 advertising this annual event.

WANTED

Legitimate Concessions of all kinds. Merchandise Wheels that will work for stock only. Can place Guess-Your-Weight Scales, Candy Floss, Photo Gallery, Fish Pond, American Palmistry. Steve Kutney and Harry Saunders, wire at once.

WANTED

Sober, reliable Ride Help, Talkers. Other useful experienced Show People.

WANTED

FOR SALE OR LEASE—Reasonable Terms—One Beautiful Private Car; 2 Stateroom Cars; 1 Pullman Sleeper; 2 Steel Stock Cars, 72 feet long; 1 Steel Box Car, 70 feet long, Warren make, suitable for circus, used only 3 seasons; 1 Fine Wagon Show Front, 48 feet, suitable any attraction; 1 3-Abreast Merry-Go-Round, Mangels make, suitable for any flat car show or park, with center pole mounted on wagon; 1 Lindy Loop; 1 Dangler, English make; 40 Box, Half Box and Stake Wagons; 1 Transformer Wagon with Cable and Switch Boxes; 1 35x90 and 1 40x90 Tents, complete with Sidewall, and other Show Property. All excellent condition. Terms to reliable people.

WANTED—Sober Boss Canvasman Who Knows His Business. No Boozers Need Apply

RUBIN GRUBERG, President.

RUBIN & CHERRY EXPOSITION, Robert Fulton Hotel, Atlanta, Georgia

VOLUNTEER STATE EXPOSITION

WANTS Whip Foreman to join at once, also Help for Caterpillar, Scooter and other Rides. CAN PLACE IMMEDIATELY A-1 Special Agent with past reputation. We co-operate 100%. Own Cook House. Charlie Noel communicate. WANT High-class Showmen, with or without own outfits. Will finance Showmen with worth-while new ideas. (No Girl Shows.) Attractive proposition to Bingo that has flash. Also other legitimate Concessions only. Musicians and Performers for Minstrel join at once. People in all departments who want to connect with a show in which drinking is not tolerated, then we are pleased to place you. Maryville, Tenn., this week; Greenville next. Both uptown locations. ROY BLAKE, Directing Manager.

Washington, D. C.,—Junction Park, Pa.,—Pittsburgh, Pa.

Circus Grounds, Fla. & 5th Steel Capital of the World Exposition Park, N. S.

SHOWMEN AND CONCESSIONS—Here are the three outstanding still dates in the East, followed by the greatest route of Celebrations and Fairs on the North American Continent, closing Armistice Week. Ten days and nights in Washington, opening April 22. Powerful auspices every city. Immediate correspondence invited.

DODSON'S WORLD'S FAIR SHOWS

This Week, Norfolk, Va.; Then Washington, D. C.

Kansas City

KANSAS CITY, Mo., April 11.—J. Stevens left for San Antonio, Tex., where he will take charge of rides for Toney Martone, who bought three rides and will play the Battle of Flowers at San Antonio and then come north.

Abner K. Kline, who represents the Loop-o-Plane, arrived from the Northwest.

Mrs. Hess, of Omaha, is stopping over here.

Morris Ventling and Tommy Cook left to join the J. L. Landes Shows at Abilene, Kan. Landes sent one of his new truck and trailer outfits here to pick up a new ride that he will have on his midway this summer.

Cliff Adams left to join the J. L. Landes Shows.

H. S. Smith left for Dallas, where he will superintend construction of a Coaster ride for John Miller.

C. A. Johnson was a visitor here for a few days.

Manager Henry of the Coates House is making many changes and improvements in the hotel. The fifth floor will be remodeled for kitchenettes.

John McHale spent a day here.

Jack Moon has returned from his Southern tour.

Central State Shows

Elmore City, Okla. Week ended April 4. No auspices. Weather, cold. Business, good last two days.

Because of cold weather did not open until Friday night. Heavy attendance Saturday afternoon and night. Merry-Go-Round and corn game took top money of their respective departments. This the closing stand of the winter-early spring season. Will start regular tour at Tecumseh, Okla., April 13. P. M. Moser, owner-manager, is looking forward to a good season. Cecil Goree, general agent, is expected back within a few days from Newcastle, Tex., where his brother has been sick. The Merry-Go-Round and Kiddie Ride have been overhauled and newly painted. Other rides will receive going over while on the road. WILLIAM M. SUTHERLAND.

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Bingo Blackboard, cloth, size 24x36 (Rolls up) 2.00. Bingo Record Sheets, 24x36, 20 for 1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.

19 W. Jackson Blvd., Chicago

CANDY FLOSS & CORN POPPERS

Cheapest, best, genuine; many models; 10 patents. Floss, \$45 up. Gasoline Poppers, \$28. Elec., \$30. Also Burners, Parts, etc. Guaranteed. Catalog Free. NATIONAL FLOSS MACHINE CO. 310 East 35th St., New York City

C. H. Tohill's Attractions

LOCKPORT, N. Y., April 11.—After digging out of the recent record snowfall, work at winter quarters was resumed, and the equipment is rapidly being prepared for the new season. General Agent Coleman advises that he has had a successful booking trip. William Peshong has booked a number of concessions with the show, which will open about the middle of May. All of which is from an executive of the show.

LEADING CARNIVALS

Philadelphia

Crafts 20 Big Shows

WHICH INVITE
Your Investigation and Inspection

BECKMANN & GERETY SHOWS
World's Largest Carnival Attractions
Opening the Season of 1936 at
THE FIESTA SAN JACINTO AND BATTLE OF FLOWERS
San Antonio, Tex., April 20
Can Use Competent Ride Help of all kinds after April 15th.
Address:
BECKMANN & GERETY SHOWS,
301 Duval St., San Antonio, Tex.

WORLD OF MIRTH SHOWS • Strongest, Largest, Finest—Now or Ever
All people holding contracts with this show are advised to get in touch with me at William Byrd Hotel, Richmond, Va. Show train will leave on May 1.
MAX LINDERMAN, Gen. Mgr.

JEFFERSON COUNTY FAIR WATERTOWN, N.Y.
UNDER PERSONAL MANAGEMENT OF
B. WARD BEAM
NOW 7 DAYS NOW 6 NITES
AUG. 9-10-11-12-13-14-15
Advertised 100 Miles in All Directions
MANY NEW FEATURES
NATION'S PREMIER REVUE—EVERY NITE. A. A. A. AUTO RACES, ONE DAY. FIRST TIME IN THIS SECTION—THREE DAYS HORSE RACING—TWO DAYS AMERICA'S GREATEST THRILL SHOW.
CONDITIONS BEST IN MANY YEARS
SPACE NOW ON SALE
Get in early and get choice locations, Novelties, Cookhouse, Grab, Custard, Legitimate Concessions of all kinds. No exclusives, except grand stand.
Write
B. WARD BEAM, Mgr.
Jefferson County Fair, Watertown, N. Y.
Boonville (N. Y.) Fair, Week Prior to Watertown. Gouverneur, Week After, Then Malone.

Zimdars Greater Shows WANT
WILL BUY OR BOOK Tilt-a-Whirl. WILL BOOK Rides: Pony Track, Loop-the-Loop, or any Flat Ride. Shows: Fun House, Mirror, Monkey or Dog and Pony Circus, Motor-drome, Illusion, Unborn, Midget or Fat People, Model Farm or City, or any Show that won't conflict, with or without outfit. CAN PLACE Grinders, Talkers, Accordion Player and Drummer. Effie Moore wants Band Musicians for Minstrel Show. Concessions that will put out stock come on. Ed Melvin writes Vic Miller. This show has one of the best 4th of July Celebrations in the North, and will give you a long string of Minnesota, Iowa and Southern Fairs. WILL BUY Show Tops. Address this week, Newport, Ark., or per route.

Tilley Shows WANTS
One or two more Shows. Have complete outfit for Athletic Show. Want Manager for same. Concessions—Frozen Custard, Stock Wheels, Grind Stores. Show opens April 25, East Peoria, Ill. Address BOX 635, Ladd, Illinois.

—: GREAT CONEY ISLAND SHOWS :—
WANT FOR STRAWBERRY SECTION OF LOUISIANA, INCLUDING INDEPENDENCE THIS WEEK, WITH HAMMOND, AMITE AND PONCHATOULA TO FOLLOW.
Shows of merit with own transportation, capable People to organize and operate Colored Minstrel, Athletic and Side Shows. Have new Canvas and Banners complete. Capable Concession Agents for Stock Wheels, Coupon Bowling Alley, Cigarette Gallery and Ball Games. WILL PLACE legitimate Concessions of all kinds except Corn Game. Will sell X on Cook House. Celebrations start at Bells, Tenn., Strawberry Festival, May 11, and include Dyersburg, Tenn., Cotton Carnival, with Celebrations and Fairs lasting until November. Send all wires or mail to Hammond, La. WILL BUY Steam Calliope for cash, or other Show Paraphernalia wherever stored.

GOODING GREATER SHOWS
WE HAVE OVER FIFTY FAIRS, THE BEST IN THE TERRITORY WE PLAY.
WANT Fat Man and Woman for Fat Show. State lowest salary. Have complete outfit, 86' Panel Front, with 400 Lights in it; 20x80 new Khaki Top, big flash. Cost \$2,000 to build. Want Show to put in it which does not conflict with Ten-in-One. WANT Grinder and Ticket Sellers and two Talkers. Will book any Show with merit on low percentage. CONCESSIONS WANTED—Long Range Gallery, 4 for 10c Picture Machine, Name Pennant Machine, Scales, Taffy Candy, Cotton Candy, Novelties and Peanuts, or any new Concessions.
CONCESSION AGENTS WANTED FOR LEGITIMATE WHEELS AND GRIND STORES.
Make all replies to **DAVE TENNYSON, Kentucky State Fair Grounds, Louisville, Ky.**

LOUIS J. BERGER **CHARLEY G. ZIEGLER**
LOUIS J. BERGER SHOWS
OPENING SATURDAY, APRIL 18, HAZEL PARK, 9-MILE ROAD, DETROIT, MICH.
WANTED
Merry-Go-Round, Chairplane, Loop-o-Plane, Cook House, Corn Game, Side Show, or any Show of merit with own outfit. Week of April 27, Oakdale, 8-Mile Rd. and Oakland; Week May 4, Ferndale; Week May 11, Pontiac, Mich. Address **LOUIS J. BERGER, 708 Fox Theatre Bldg., Detroit, Mich.**

PHILADELPHIA, April 11.—Opinions still persist that carnivals will operate in the city this season. General agents of a number of shows still in and out, keeping track of the situation.

Joe Payne left during the week to join the Marks Shows, where he will act as legal adjuster. His pocket billiard parlor will be operated in his absence by a manager.

Max Gruberg left this week for the opening of his shows.

Mr. and Mrs. Ike Faust passed thru the city on their way south to join one of the shows, with which they will have concessions.

Fred Percival, who winters in the city, will again have concessions with the Endy Bros.' Shows, where he has been the last three years.

Matthew J. (Squire) Riley, of Strates Shows, after a short stay in the city, left for the opening stand. Reported most all booked up for the season.

Western States Shows

Kingsville, Tex. Week ended April 4. Location, heart of town. Weather, some cold nights. Business, fair.

First show to exhibit in the heart of the city in eight years. The way people turned out when weather permitted showed that they were outdoor show hungry. Warmed up Friday and 2,500 people passed thru the front gate to be on hand to witness the cellophane wedding, which was staged by Albert Wright. Mr. and Mrs. Clayton joined with their flashy platform, featuring Snooky, chimpanzee, who worked in pictures and is a fine entertainer. Johnny Hollers, show electrician, has all the wire in tip-top shape and has installed a system where he saves two hours putting up and tearing down by plugging in the shows and concessions instead of cutting up cable. Peck Goodwin enjoyed a good week with his Athletic Show. **SOPHIE MULLINS.**

Golden West Shows

PUEBLO, Colo., April 11.—Bill Bishop has returned from winter quarters in Denver and stated that the opening will be May 2 instead of May 15. While in Denver he purchased five new show tops, also a public-address system. Mr. Bishop reports work in winter quarters is in full swing and everything will be in readiness in plenty of time for opening date. Glen Winn, ride superintendent, reported that the rides will be in fine shape. Slick McDonald, of snake show note, has signed for his World of Oddities, which will make the list of shows number seven. Dock Estep purchased a 40x60 top and is building a hardwood floor for his Black Hills Night Club. He will carry a five-piece band. Mr. Bishop left for Western Kansas and Northern Nebraska on a booking trip. Mrs. Rose Winn, secretary-treasurer, has returned from Nebraska to her Denver home and reports things in fine shape there. A. Austin and wife joined with three concessions, making the total 19. **DICK BARNES.**

Curl Greater Shows

LONDON, O., April 11.—Under supervision of Don Wagner, work at winter quarters is well under way and there is assurance that everything will be in tip-top shape for the opening in May. Overhauling and painting of the four rides is going along nicely. Manager W. S. Curl is the proud owner of a most attractive and convenient housecar, the interior so arranged that, besides being a "home on wheels," it can serve as an elaborate office for the show. A new futuristic lighting effect will be used on the shows and rides this year. The show fronts will be beautiful. Ike Chapman will soon arrive with his nifty corn game and four other concessions. Bobby Burns is headed back to the show with two concessions. Jack Martin and wife will again be with the show with their photo gallery. Cedora, mentalist, will have an attractive concession. Mrs. Curl will have her elaborate new pop-corn machine on the midway. The writer, Doc Edwards, has been successful in booking engagements. The show's sound truck presents a very attractive appearance. The show's five motor trucks for transportation are all shipshape.

San Diego, Calif. Four days, ended April 4. Location, water front show-grounds. Auspices, American Legion. Business, fair.

Entire show moved over the mountain pass from Calexico and set up in time for the opening night. The trip was made with a minimum amount of trouble to Sam Hinson, master mechanic, and his crew, by Mack Doman, superintendent traffic, assisted by Roger Warren. Mr. and Mrs. O. N. Crafts remained with the long line of trucks until the trip was completed, which required two days in transit, owing to the steep inclines and winding roads. The San Diego engagement is for a period of 12 days, with a fleet of battleships and cruisers in port. The Acroplane ride arrived here from winter quarters and was erected for operation by Johnny Gilliland, who will be in charge this year. W. H. McCormack, manager of the Giggie House and Josh's Barn, fun castles, remained in hospital at Calexico, where he was taken last week ill from a slight pneumonia attack—latest reports, is on the way to recovery. Frank Warren, Bruce Renick and a number of the boys from the Crafts rides at the San Diego Exposition visiting the lot nightly. W. Wachtman (Hoop la Slim) left last week with his digger concession for Arizona territory. Gene Blakesley and the missus serving some real meals in the cook-house. Louis Wald and Monte Morgan plan a new concession. Mrs. Eva Rockwell doing quite well with her hoopla. Phil Stopeck's bowling alley still clicking. Mrs. Walter Klenck is operating three ball games this season, with painted banner back drop and well stocked with plaster novelties. **ROY SCOTT.**

Weer Shows

SOUTH BEND, Ind., April 11.—The Weer Shows will be larger this year under the management of Mabel R. Weer, with an array of brilliantly lighted show fronts, now being built in winter quarters. The rides are all being repaired and painted under the direction of Sailor Harris. Show will include six major rides and some kiddie rides, eight shows and some concessions. Will play the best still, celebration and fair dates in Ohio, Indiana and Michigan. The midway will have a large illuminated entrance arch. Fred and Earl Smith, artists, will decorate the show fronts and all scenery. William Weaver, James Davis and George Mantyck are repairing and painting under the direction of Sailor Harris. J. H. Duane, general agent, has just returned from a successful trip in Michigan. Show will open in Benton Harbor May 4. All of which is from an executive of the show.

THE MAJESTIC EXPOSITION SHOWS

R. G. McHENDRIX, Manager.
WANT Money-Getting Attractions. Have for immediate use one NEW 20x40 Outfit, complete, for good Show. WILL PLACE Penny Arcade, Flat Rides, Loop, with or without transportation. WANT SCENIC ARTIST, Colored Musicians and Performers. INDUCEMENT to legitimate Concessions, including String Game, Fishpond, Cigarette Gallery, Lead Gallery, Photo Machine, etc. WILL PLACE Diggers, Ice Cream, Custard, Candy Apples. "You know the coal fields for this class of stands." GUARANTEED ROUTE Coal Fields and "payroll" spots, till our EARLY FAIR Dates. Write or wire Tazewell, Tenn., this week.

MOHAWK VALLEY SHOWS WANTS

TO JOIN AT MARTINSVILLE, VA., Shows, Side Show, Snake Show, Motor-drome, Minstrel, or any Novel Show. Will furnish outfit. CAN PLACE Kiddie Rides or any Flat Ride that will not conflict. Concessions. Opening for Cook House, Corn Game, Custard, or any legitimate Concession. CAN PLACE high-class Free Act for the season. Edyth Siegerst, wired you and wrote you. Answer. Like to hear from good 6-piece Band. Wire or write **LEO BISTANY, Conway, S. C., week of April 13; Martinsville, Va., week 20.**

PEARSON'S SHOWS WANT

Cook House, Ball Game. For Sale, three Tents, 16x24, 18x30, 30x80, good condition, khaki, cash. Show opens May 2, Pana, Ill. Winter Quarters, Ramsey, Ill.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Dallas

DALLAS, April 11.—Dave and Sally Stevens were visitors for several days the latter part of last week after visiting friends in San Antonio. Were en route to their home in Kansas City.

Elmer Day passed thru late last week en route to San Antonio to join the Beckmann & Gerety Shows for another season.

Slim Johnson and Hymie Schreiber, of Midwest Merchandise Company, in this territory. Expect to return to Kansas City soon.

T. Riley and Louise Hickman spent a week in Springfield, Mo., visiting Mrs. Hickman's folks. They returned Monday.

Ed Hall closed with the Texas Kidd Shows and returned to this city for a brief rest prior to joining Byers Bros.' Shows in Missouri.

M. G. Dillon, co-owner of the Shamrock Shows, was in the city for a day last week, purchasing equipment and supplies for the show.

Sam Zimmerman spent the latter half of last week here. Had been in San Antonio for the last few weeks.

Frank Downs left last week to join Western States Shows at Kingsville, Tex. Had been in the city for two months.

Louie Elseman is connected with the Bingo Place at San Antonio and doing nicely.

Weather very unfavorable — dust-storms, cold and rain—bad on shows in and around here.

Zimdars Greater Shows

Conway, Ark. Week ended April 4. Auspices, Fire Department. Location, heart of town. Weather, rain, cold, dust storms. Some business.

With favorable weather this would have been a good spot. Sailor Harris added two large performing monkeys to his Side Show. Among recent visitors were Noble C. Fairly, of Hennies Bros.' Shows; R. A. Miller, Pan-American Shows; Dave Lachman and S. Doyle, Mimic World Shows; Doc Ward and his Pinheads, en route to Kansas City, and Kid Burns and others of Legette Shows, who passed thru on their way to Ola, Ark. CHARLES SEIP.

Wallace Bros.' Shows

Milan, Tenn. Week ended April 4. No auspices. Location, inside city limits. Weather, cloudy and cold winds. Business, practically nil.

The second week of the season was a bitter disappointment, and one of the worst ever encountered by this show. Attendance would not average over 50 persons nightly, regardless of the several pay days during the week and the free gate. The addition of V. C. Burlingame's Loop-o-Plane, with neatly framed lights and fence, enhances the appearance of the midway greatly. Among visiting friends on the midway were Mr. and Mrs. E. E. (Legs) Motley, of Rice Bros.' Circus. MARTIN A. WIRTH.

W. E. West Shows

McLOUD, Okla., April 11.—With the opening date set for April 18, winter-quarters activities are in full swing, with the addition of an extra crew. Ride Superintendent Strawberry Roan, in charge of the McCloud quarters, is doing a commendable job. Has a crew busily engaged in constructing, remodeling and painting the attractions to conform with ideas of Owner W. E. West. A crew of five men is working at the Oklahoma City quarters, building and painting concessions. New arrivals: Mr. and Mrs. W. J. Swisher, Mr. and Mrs. Milton Clevenger, Mr. and Mrs. "Little Jack" Little. The show is routed for dates in Kansas and Nebraska, and will carry a complete new line of paper. EDGAR MEEKS.

RINGLING-BARNUM

(Continued from page 34)
PONIES. Tremendous improvement noted in this display, with Rudy Rudy-noff making a particularly good impression thru his whip work in the center ring. Rudy-noff paces 10 black and whites and drew a strong round of applause with the stunt wherein a blindfolded horse finds his place in the consecutively numbered procession around the ring. Adolph Delbosq and Gordon Orton are each assigned 10 horses in the outer

rings and on the two stages Frank Asher and Anna Hutchinson pace six ponies apiece; prop riders being mounted on all. The finale of this display brings Dorothy Herbert in for another spasm of concentrated attention. She is on the back of one of the larger bulls, who is balanced on a tub in the center ring; four horses are also balanced on tubs as the entire company of quadrupeds performs an intricate Liberty routine, filling every inch of the ring. The bull balances on his hind legs as the horses are led from the ring.

DISPLAY 14.—AERIAL ACTS. Few deviations from last year's routine noted here. The Buehring Troupe of two men and a girl perform on a double horizontal bar over the center ring, iron-jaw stunts being included in their stunting. Ed and Jennie Rooney make a pleasing picture on a double trap over Stage One; the Randleys also do double-trap work over Ring Three; Amerika Olvera performs on a wide trap over Ring One and Mlle. Gillette devotes the early running time to cloud swings over Stage One, winding up with her sensational set miss while flying to a trap. Both the Rooneys and Randleys feature breakaway finishes.

DISPLAY 15.—POSING ACTS. The outstanding example of the dressing-up touch applied to this year's Big Show is this display. Probably due to the staging genius of Leo Spurgat, who is credited with the gold and silver groupings in the three rings. Instead of clumsy waits in darkness, as characterized this display in former years, the Sandoval Troupes are on the two stages, working in spots as the concealed changes are made in the rings. These are trio combos, who punctuate their posing with acrobatic touches.

Between Display 15 and the Wild West period Freddie Wilo claims rapt attention with a stunt that is sure to be the thrill highlight of the show wherever it plays. Wilo walks to the track alongside of the center ring. While lying prone on a platform he grasps an iron-jaw bit and is lifted to midair by his feet and jaw. The foot harness is kicked off and Wilo remains suspended by his teeth as he is swung to the very top of the arena. As he is on his way to the rafters he switches from the jaw hold to a single toe hold and back to the jaw hold for planche-type kicks as he is gradually lowered. No net is used thruout the stunt. Because of its newness this stunt is an even greater thrill item than Mlle. Gillette's set miss and breakaway. It should be heavily featured thruout the season.

DISPLAY 16.—WILD WEST. Colonel Tim McCoy enters the picture this year as the box-office magnet for this concert attraction. Outside of McCoy and his microphoned announcements and six-horse catch with an overhand throw, the Wild West session is little changed from other years. The running time of the roping, trick riding and whipcracking exhibition is 22 minutes. An Indian family take up some of the time with their war dance and the Australian Waites make the best of the brief period allotted to them with their familiar whipcracking routines.

DISPLAY 17.—HIGH-WIRE ACTS. Its familiarity rather than its lack of thrill value accounts for limited space here to the work of the Wallendas and their

NOW BOOKING

HUMAN ODDITIES and CURIOSITIES

for the

"RIPLEY ODDITORIUM"

At Texas Centennial Central Exposition, Dallas, Tex.
SEASON JUNE 6 TO NOVEMBER 29, 1936
WRITE FULL PARTICULARS—SEND PHOTOGRAPHS. ADDRESS
FRANK ZAMBRENO
666 LAKE SHORE DRIVE, 28TH FLOOR, CHICAGO, ILL.

DENNERT & KNEPP COMBINED EXPOSITION, INC.

OPEN SATURDAY, APRIL 25, AT COVINGTON, KY.; NEWPORT, KY., SPRING FESTIVAL TO FOLLOW.

CAN PLACE any Show of merit. What have you? WANT Motordrome and Dancers for Broadway Revue.

ON ACCOUNT OF DISAPPOINTMENT WANT AUTO KIDDIE RIDE, Pony TRACK & RIDE-O-WILL BOOK Custard, Photo Gallery, Penny Arcade, Cotton Candy, also any other legitimate Grind Stores. Rates reasonable.

WE HAVE 14 FAIRS BOOKED IN WEST VIRGINIA, VIRGINIA AND NORTH CAROLINA. CAN PLACE Ride Help for Caterpillar and Tilt-a-Whirl. FOR SALE—Portable Lindy-Loop, used only two seasons. Cost \$9,000.00; will take \$750.00 cash.

Address all mail and wires BOX 22, Covington, Ky.

assisting troupe, the Grotofents. Helene Wallenda, with her three-high bit, is still one of the strongest items in the show.

DISPLAY 18.—EQUESTRIANISM. Throwing aside doubling disguises, the bareback riding troupes vie with each other here to exhibit their skill in the rings. The Walters, paced by a woman, are in Ring One; the Loyal-Repenski Troupe is in the center ring and the Reiffenachs are in Ring Three. Loyal-Repenski act is definitely outstanding here. They crowd—all eight of them—on one broad-backed horse, they also ride three high and the straight of the act is featured in a two-high balance. Their windup is a back somersault by the man from two-high to a horse being paced in tandem style.

DISPLAY 19.—ACROBATIC ACTS. This year Roberta Yacopi emerges with a new act—the Royal Bokera Troupe. It works in the center ring. Two camels sandwich a platform mounted on wheels as they circle the ring. The 11 men and single girl of the troupe perform most of their balancing and pyramid building on the mobile surface. The Yacopi Troupe is still the big feature of the display on Stage One. They are seen in three and four-high formations and their sock is still the 300-pound tandem somersault. Opening-night nervousness probably accounted for three misses, but when they finally made it they brought down the house. The Yom Kam and Jim Wong Troupes, distinguished by their green and white costumes, are responsible for fast tumbling and Riskey work in Ring One; the Uyenos make a pretty picture in their Riskey, table and stool kick-aways on Stage Two, and in Ring Three are the blended Romeos and Maschinos, six men in tumbling feats.

DISPLAY 20.—PARADE OF CLOWNS. This year clown production is high above par. The crazy numbers are imbued with novelty, striking originality

Raffle Wheels



Finest Made
for Parks,
Carnivals,
Bazaars.
36" in
Diameter.
Balanced
Ball
Bearing.
30 Numbers.
Beautifully
Finished in
New Colors, Highly Lacquered.

Special Price \$12.00
FELT LAYDOWN FOR WHEELS, 30
Numbers, \$2.00

M. B. WATERMAN & CO.,
Manufacturers,
526 S. Dearborn St., Chicago, Ill.

TURN

to Page 33 immediately for important notice on "Open Dates" on America's Most Outstanding Animal Attraction.

and excellent pantomimic technic. The brief interlude permitted the zanies here—due to the lateness of the show—was over all too soon.

DISPLAY 21.—FLYING ACTS. An interesting shift in rigging pattern made here. The Flying Concellos work over the center ring east to west instead of north and south. This makes them stand out better and also involves visual advantages for the audience. Antoinette's two and a half somersault is featured in the Concello act and the Otaris, over Ring Three, still sock it over with their flying from all points of the compass. Six men and three girls in the Otari act, two girls and three men in the Concello act and four men and three girls in the Flying Comets, a Concello-sponsored turn working over Ring One.

DISPLAY 22.—JUMPING HORSES AND HIPPODROME RACES. Altho billed as Displays 22 and 23, this familiar interlude is combined in one here due to elimination of many features of former years. Routine as viewed at this performance was, in order: Three girls and man as steeple riders; Dorothy Herbert in blindfold hurdles; wild horses leaping over burning logs followed by Herbert on an unsaddled steed; 22 ponies let loose over the hurdles; Roman riders in a race and the inevitable pair of chariot riders.

DISPLAY 23.—HUGO AND MARIO ZACCHINI. Again Hugo and his recently emerged brother are shot thru the mouth of a cannon into a net across most of the arena's length. The Zacchinis cannot very well improve the thrill value of their stunt, but they have gained in showmanship considerably. Index of act's value is that after these several years they still stay for it.

Museums

Philadelphia Houses

PHILADELPHIA, April 11.—Museums here are having good business. South Street Museum has in the big pit a new colored revue, in specialties; Bally Boys, musical entertainers; Neil Johnson, bag punching; electric chair demonstration; Mme. Verona, mentalist; in the annex, dancing girls.

Eighth Street Museum has Capt. Hanson and trained dog; Shackles, strait-jacket and handcuff demonstration; Leo, magician; Poses Plastique; a version of the illusion *Sawing a Woman in Half*; in the annex, dancing girls and Mary Morris.

Dime, Newark, N. J.

NEWARK, N. J., April 11.—Played to very good houses over last week-end. The weather was a little chilly but fair, and that also helped business. The lineup this week: Prof. Villani, magician;

Margie White and her revue, second week; LaBelle Rosita, illusion; Pete Robinson, living skeleton, second week; Joe, the Prospector, hill-billy music; Zenda, mentalist; Oriental Revue in the annex. Melvin Burkhart, the Human Knot, was a visitor. Now at the Madison Square Garden with Ringling-Barnum Circus. The writer completes his engagement here next week as emcee. He and the missus will be with the Art Lewis Shows the coming season. GEORGE E. MOORE.

Morris Miller's, Traveling

SHARON, Pa., April 11.—Morris Miller's Museum is closing a week's engagement at its West State street location here tonight. Advertising and the co-operation of the local paper helped boost the box-office receipts. On Monday women were admitted free when accompanied by ticket-buying men. Proved a healthy word-of-mouth advertising stunt.

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$1.00. CASH WITH COPY.
Effective with June 6 issue the minimum will be \$2.00 Cash with Copy.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

PIANO-VOCAL SCORES FROM MELODY, \$2.00
—LEE, 109 Judson, Syracuse, N. Y. my16

AGENTS AND DISTRIBUTORS WANTED

AGENTS—STICK-ON-WINDOW SIGNS; 500% profit; free samples. METALLIC LETTER CO., 439 N. Clark, Chicago. x

AGENTS, SALESMEN, PITCHMEN ALWAYS ON the lookout for good sellers—Send 35c for the item still going strong since 1931. Address GOOD SALES, Box 136, Station V, Cincinnati.

AMAZING! NEW DISCOVERY MAKES toughest meat deliciously tender in few seconds without pounding; restaurants, taverns, etc., saving many dollars on meat bills. Gold mine for agents. Write for free sample and trial offer. TENDRA KITCHENS, Dept. A-643, Cincinnati, O. x

ATTENTION, SUBSCRIPTION SALESPEOPLE—Individuals or with crew. America's best Poultry Journal wants agent east of Mississippi River. Write for proposition. C. L. ROYSTER, 538 So. Clark St., Chicago, Ill. x

BIG MONEY APPLYING GOLD INITIALS ON Automobiles. Easiest thing today. No experience needed. Free samples. "RALCO", 1084 Washington, Boston, Mass. tfnx

CARTOON BOOKLETS, \$2.50 HUNDRED—Snappy Readers, Novelties, Peppy Diplomas. Assorted samples, 25c. BUK, Box 2, Station W, New York. ap18

EARN \$5.00 TO \$25.00 WEEKLY SELLING Loyal Angora Yarn. Write LONG ISLAND FARM PRODUCTS, Rosedale, N. Y. my2x

FREE "FOLDER OF OPPORTUNITIES"—WRITE FAIRMOUNT, 9-11 Hester, New York. ap18x

GOOD INCOME SILVERING MIRRORS, PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write GUNMETAL CO., Ave. C, Decatur, Ill. tfx

HOTTEST STUFF! CARTOONS, PHOTOS, BOOKLETS. Lowest wholesale; samples, 25c. TRIPPE, Guntersville, Ala.

IMPORTED PHOTOS—BOOKS, CARTOONS, Novelties. Catalog 10c. BROWNS, 353 W. 47th, Chicago, Ill. x

MAGIC RUN PREVENTATIVE FOR HOSIERY sells every woman; repeats. Sample, particulars free. NEVIN LABS. (1103), 210 5th Ave., New York City.

MAKE GOOD MONEY TAKING ORDERS—Shirts, Ties, Underwear, Dresses, Hosiery, Raincoats, Pants, Uniforms. Sales kit free. NIMROD CO., Dept. 43, 4922-28 Lincoln Ave., Chicago. ap25x

MAKE MONEY WITH FRUIT JAR MOUSE Traps and Five Purpose Tool; samples 15c each. DeGRAW, 1432 Elmwood, Berwyn, Ill. x

MEN WANTED AT ONCE TO CALL ON STORES with biggest line 5c and 10c necessities. Self-selling counter displays: Aspirin, Razor Blades, Handkerchiefs, Household Cement, 101 different items, many new, exclusive. Up to 125% profit. Experience unnecessary. Big catalog free. PROCOPAX, Dept. 131-YD, 1956 S. Troy, Chicago. x

NEW DOT AND DASH SYSTEM—PERFECT Showcard Writing by making squares. No skill. Wonderful demonstrator. Illustrated Folder, 10c. WM. KALENSCHER, 188 Beach 110th St., Rockaway Beach, N. Y. ap18x

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. ELITE, 214 Grand St., New York. my30x

PITCHMEN! SOLICITORS! MAKE EXTRA money with new Stamping Outfit. Stamp checks, plates, fobs. Catalog 69-B free. C. H. HANSON, 303 W. Erie, Chicago. x

SALESBOARD MEN—PUT AND TAKE JARS. 1,300 Puts, 700 Takes; 80% to player. Retail profit \$28.85; costs \$3.50. Sell outright \$6 or operate 50-50; nets you \$14.40. Big jar, big tickets, handsome label. Lightning seller; big repeats. Order sample and you'll repeat by dozens. TOM THUMB, Nauvoo, Ill. ap18x

SELL NOVELTY FUN CARDS, NOVELTIES, ETC. Sample list 10c. NATIONAL, Box 500-B, Cincinnati.

UNUSUAL BOOKS, BEST SELLERS, COPY 26c, twelve different titles, \$1 postpaid; adults only. THRIFTY BOOK STORE, 215 S. Alamo, San Antonio, Tex.

100 PROFITABLE MAIL ORDER AND LOCAL Business Ideas; free literature. PRUITT PRESS, Elburn, Ill. ap18x

ANIMALS, BIRDS AND PETS

A FRESH LOT GILA MONSTERS, HORN TOADS, Mixed Fixed Snakes. SNAKE KING, Brownsville, Tex. ap25

ALLIGATORS, LOW PRICES—FAT HEALTHY stock. Same old stand. No CODs. FLORIDA ALLIGATOR FARM, Jacksonville, Fla. my30

ANIMALS, BIRDS, SNAKES—EVERYTHING for shows. SNAKE KING, Brownsville, Tex. ap25

ARMADILLOS, \$1.75; HORN TOADS, \$1.50 dozen; Jabalines, \$12.00; Wild Cats, \$8.00; Lynx Cats, \$15.00; Ringtail Cats, \$12.00; Donkeys, \$18.00; Gila Monsters, \$3.50; Fox Squirrels, \$8.00 pair; Gray Squirrels, \$8.00 pair; Rattlesnakes, den, \$5.00; Harmless Snakes, den, \$10.00; Chinese Dragons, large, \$6.00; Tame Double Yellow Head Parrots, \$10.00 each, or \$75.00 dozen; Canaries, males, \$3.50 each, or \$36.00 dozen. NATIONAL PRODUCTS COMPANY, Laredo, Tex.

ARRIVING FROM AFRICA ABOUT MAY 20TH with a large cargo of Chimpanzees, Monkeys, Snakes, etc. Have at quarters now Large Baboons and numerous Monkeys. Send for list. WARREN BUCK, 420 Garden Ave., Camden, N. J.

AUTHENTIC RIPLEY FREAKS—LIVE HORNED Rooster, Two-Faced Pig and Horned Rabbit, mounted. Photos, 10c. ROY BROWN, Charlotte, Mich.

CHINESE MOUSE CIRCUSES—FIRST AMERICAN appearance. UNIVERSAL, 849 Cornelia, Chicago.

FOR SALE—VERY TAME INDIAN SUN BEAR. KAHLERT, Box 235, Keyport, N. J.

SMALL CUB BEARS FOR SALE. RELIABLE BIRD CO., Winnipeg, Can. ap25

YANKEE TERRIERS, ALSO BULL PUPS, \$10—TONNS KENNELS, Dallas, Tex. ju6x

BOOKS

DYNAMIC BREATH CONTROL INSTITUTE—Vocalists, Musicians (Woodwind, Brass), Dancers, Actors, Public Speakers, Athletes. Free booklet. P. O. BOX 1347, Allentown, Pa. x

GET SCHERL'S BEAUTY BOOK WITH VALUABLE Formulas and Home Treatments, 50c, postpaid. JOHN GREINER, Box 242BB, Ogden, Utah.

PERSONAL MAGAZINE—CATALOG, PHOTOS, Cartoons, 15c. BOX 290-B, New Haven, Conn. x

BUSINESS OPPORTUNITIES

ANY FORMULA WANTED, 3c; CIRCULAR free. METRO, C126 Cannons, Louisville, Ky.

HOW TO MAKE MONEY IN YOUR SPARE time—Our 100-Page Book, "Treasury of Ideas," tells you how. Price 50 cents. Circulars free. H. W. WARREN, 15 Park Row, New York. my2

SELL BY MAIL! BOOKS, NOVELTIES! BARGAINS! Big Profits! Particulars Free F. ELFCO, 525 South Dearborn, Chicago. tfnx

STOP SQUEALING—START CROWING! Unusual "plan." No canvassing! Work half days—home. Prepare for surprise! NATIONAL FOLIO-D, Metr-Sta, Los Angeles. ap25x

TURN IDEAS INTO CASH; FREE LITERATURE—MARTINEZ-B, San Bernardino, Calif. ap18

WHERE TO BUY AT WHOLESALE 500,000 ARTICLES. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 925 Broadway, New York. my30x

WILL PAY MAN OR BOY EACH TOWN TO distribute circulars. To debar curiosity seekers, inclose dime, for details, contracts. CENTRAL SALES AGENCY, Bedford, Ind.

CARTOONS

ENTERTAIN WITH TRICK CHALK STUNTS and Rag Pictures. Catalog free. BALDA ART SERVICE, Oshkosh, Wis. ap25

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. NICKEL SPORTLANDS OR WAGON Wheels, \$10.00 each. YANKEE SALES, 111 Merrimon Ave., Syracuse, N. Y.

ACTION JR., GOLDEN GATE, SUBWAY, Rebound, Sensation, Lightning, Signal, Gridiron, Pushover, Live Power, \$3.50 each. Beamlight, Beacon, Chicago Express, Builder Up, Neontact, \$5.00 each. Pay Tables: Rockets, \$8.00; Black Sportsman, \$12.00; Put and Take, \$10.00; Carioca, \$15.00; Gold Rush, \$12.50. Counter Games: Mills Tickette, \$3.50; Potluck, \$2.00; Sweepstakes, \$3.50; Penny Standard, \$2.00; Puritan Baby Bell, \$1.50. 1/3 down and the balance C. O. D. DIEDRICK SUPPLY CO., Chaska, Minn.

BALLY DERBYS, \$70.00, BARGAINS, LIKE brand new; Jumbos, \$50.00; Prospectors, \$45.00; Pamco Parlays, \$70.00; latest models, Bally Rambler, \$75.00; Paces Races, \$290.00; Golden Harvest, \$70.00; Rockola 46, \$45.00. Every machine guaranteed perfect, large supply of other machines at lowest prices. Write for complete price list. CHARLES PITTLE, New Bedford, Mass. ap25x

BARGAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write for new list. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. my9

CHAMPIONS, REPAINTED AND REBUILT, \$10.50 each; Rockets, \$9.50; Traffic "A", \$13.50; Red Arrow, \$12.50; Put-N-Take, Plus and Minus or Carioca, \$14.50; Pamco Parlay Jr., \$42.50; Typewriter (10c coin-operated typewriter), \$49.50; Watling Single Jack Pot 5c, \$22.50; Watling Twin Jack Pot 5c, \$32.50; Watling Twin Jackpot 10c, \$25.00; Mills OT 5c, \$35.00. One-third cash with order. CHICAGO VENDING CO., 233 E. 95th Street, Chicago.

COIN-OPERATED MACHINES BOUGHT, SOLD—CHARLES PITTLE, New Bedford, Mass. ap18

COIN-OPERATED MACHINES, BOUGHT, SOLD. JARL, 1704 Leavenworth, Omaha, Neb.

DAVAL PENNY PACKS, \$5.50 EACH; GROETCHEN Penny Smokes, \$5.50 each; lots of five, \$25.00; all in good condition. Caille Doughboy, 5c and 25c play, \$35.00 each. Will trade Cigarette Machines for Mills Blue Front Mystery Slots, 1c, 5c or 25c play. M. PARDEE, P. O. Box 874, Norfolk, Va.

ELECTRIC SHOCKERS, \$3.00; OTHER BARGAINS. BERG, 871 North LaSalle, Chicago.

ELECTRIC BAFFLE BALLS WITH CHECK SEPARATORS and Mint Vendors, \$29.50. WALKER SALES CO., Waco, Tex.

EXHIBIT PLAY BALL, \$35; TRAFFIC A, \$17; Totem Counter Ticket, \$9. SILENT-SELLING, 548 Massachusetts, Indianapolis.

FOR SALE—RECONDITIONED MUTOSCOPE Cranes and Merchantmen. Very attractive prices. Write today. BOX 693, Billboard, 1564 Broadway, New York. tfn

FOR SALE—TEN SUPERIOR CIGARETTE MACHINES, \$5.00 each; Eight Tickettes, \$4.00 each. Perfect working condition. H. R. HOTT, 449 E. Main St., Circleville, O.

I BUY ANYTHING IF THE PRICE IS RIGHT—Spot Cash. CHARLES PITTLE, New Bedford, Mass. my2x

INDIANA OPERATORS, ATTENTION—REAL bargains in Used Automatic and Non-Automatic Pin Tables, Counter Machines, Supplies. See us before you buy. BUSINESS STIMULATORS, 3868 E. Washington St., Indianapolis, Ind. x

LATE MUTOSCOPES, \$60.00; CIGARETTE MACHINES, all models, \$15.00 up; Master Peanut Machines, aluminum finish, \$2.50. PENNY CIGARETTE COMPANY, 4242 Market St., Philadelphia, Pa.

MACHINES PERSONALLY RECOMMENDED—Bally Derby, \$75.00; Prospectors, \$37.50; Pamco Parlay Jr., \$45.00; Mystery Three, \$47.50; Cocktail Hour, \$75.00; Daily Double, \$27.50; Ace, \$25.00; Gold Rush, \$18.00; Champion, \$12.50; Sportsman, \$10.00 to \$20.00; Pearl Harbor, \$27.50; Rangers, \$40.00; Sure Shots, \$20.00; Match the Dial, \$20.00; Giant, \$39.50; Traffic A, \$15.00; Smack 'Em, \$12.50; Rockets, \$9.50; William Tell, \$15.00; Skyscrapers, \$5.00; Rocketite, \$5.00; Army and Navy, \$5.00; Flying Trapeze, \$5.00; Hold and Draw, \$12.50; Wagon Wheels, \$10.00; Win-o-Pack, \$10.00; Texas Leaguer, \$8.00; 21 Venders, \$5.00; The Ritz, \$5.00; Natural, \$5.00. UNITED AMUSEMENT COMPANY, 3411-15 Main Street, Kansas City, Mo. x

MILLS 1c SINGLE JACK POT VENDER, \$16.50; Jennings Single Jack Pot Little Duke Vender, \$16.50; Western Electric Slot Machine Planos, \$37.50; International Traveling Crane, Electric, No. 3, \$47.50. One-Shot Tables; Jumbo, \$49.50; Put and Take, \$15.00; Carioca, \$15.00; Red Arrow, \$16.50. W. I. HOOKER, 224 E. Washington, High Point, N. C.

MILLS, DIMES, QUARTERS SILENT ESCALATORS, perfect. Thirty-Five Dollars. O'BRIEN, 97 Thames St., Newport, R. I.

ONE-SHOT PIN BALL, RUN THREE WEEKS, like new; Bally Derby, \$69.50; Pamco Parlay, \$69.50; Parlay Jr., \$34.50; Mammoth, \$49.50; Repeater, \$49.50; Giant, \$37.50. W. I. HOOKER, 224 E. Washington St., High Point, N. C.

MILLS, ETC., J. P. MACHINES, \$8.50—JOHN CONTE, 319 E. 7th St., St. Paul, Minn.

PEANUT, BALLGUM, CIGARETTE VENDERS, Games, Diggers. NOVIX VENDERS, 1193 Broadway, New York. ap18

WANTED—ALL TYPES OF SLOT MACHINES for cash. CONNECTICUT AMUSEMENT MACHINE CO., 294 N. Main St., Waterbury, Conn. ap18

WANTED—LATE MODEL DICER MACHINES. EXHIBIT NOVELTY CO., 1123 Broadway, New York. ap18

WANTED—BOWLS, SKILLS, LITE-A-LINES. BROOM SERVICE, 838 Chenango, Binghamton, N. Y.

WANTED—WHIRLPOOL MACHINES OR Whirlpool Boards. Have for sale Rodeo, Bonanza, Sharpshooter and Foot Ball Boards; also 25 Kings 6 Jr., \$15 each; like new. A A A NOVELTY & SALES CO., 2166 N. Illinois St., Indianapolis, Ind.

WANTED—1,000 ADVANCE MODEL D BALL Gum Venders. COLEMAN NOVELTY, Rockford, Ill.

WANTED—25 HOCKEYS, 25 JUMBOS, 10 Aces, 10 Pearl Harbors, Slots, 25c play, with front or side vendors. ALBERT WEPPEL, 11 Broadway, New York. ap25

WANTED—USED PENNY PEANUT MACHINES in good mechanical condition. Advise kind, price and quantity. SOUTHERN CONFECTION CO., P. O. Box 1432, Memphis, Tenn.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send for our bargain list. GOODBODY, 1826 East Main, Rochester, N. Y. my2x

WILL TRADE \$2,500.00 TRUCK HOUSE CAR for \$1,500.00 worth of late model Slots or Automatic Pay Tables. PEASE MFG. CO., Breckenridge, Minn.

WILL SACRIFICE 15 GABLE JUNIOR PHONO-graphs, A-1 condition, at \$95.00 each. 1/3 cash, balance C. O. D. AUTOMATIC MUSIC CO., 93 River Street, Woonsocket, R. I. my9

5 MODEL P10 WURLITZER SIMPLEX, USED very little, \$150.00 each. 1/3 deposit with order. TOPEKA AMUSEMENT CO., 1403 No. Logan St., Topeka, Kan.

25 MILLS OFFICIAL TABLES, NEVER UNPACKED. LOT, \$197.50. Single, \$8.50. COLEMAN NOVELTY, Rockford, Ill.

COSTUMES—WARDROBES

COLLEGE GOWNS FOR SALE—LINDNER, 425 Seventh Avenue, New York.

FOR SALE—MASQUERADE, THEATRICAL, Costume business, established 1862, in city of 110,000. Complete. Reason for selling, advancing years. BOX C-25, Billboard, Cincinnati.

ORIENTAL—BEAD, SPANGLE, RHINESTONE trimmed, \$3.00. ETHEL BOATRIGT, Bend, Ore.

RED BAND CAPS, \$1.50; COATS, \$2.00; Musicians Mess Jackets, \$2.00. Minstrel, Scenery, Costumes, Trunks. WALLACE, 2416 North Halsted, Chicago.

FORMULAS

CHEESE-COATED POPCORN, INSTRUCTIONS, 25c. W. J. LYNCH, Springfield, Ill.

Important Announcement

Effective with June 6 issue the minimum classified commercial advertisement accepted will be \$2. CASH WITH COPY.

The rate of 10c a word remains the same.

FORMULAS, PLANS, IDEAS — LITERATURE free. H. BELFORD, 4042 N. Keeler, Chicago. ap18x

FORMULAS — ALL KINDS, GUARANTEED; catalog free. KEMICO, B-66, Park Ridge, Ill. x

NEWEST GUARANTEED FORMULAS, ANALYSIS, Research. Biggest catalog free. Special prices, leads. GIBSON, Chemist, BH-4704 No. Racine, Chicago. x

PLAY SAFETY FIRST, BUY 10 MONEY-MAKING Formulas, 50c. DOC ROSS, Box C-23, Billboard, Cincinnati.

SUCCEED WITH YOUR PRODUCTS—MAKE sell them. Formulas, Analytical Service. Catalog free. Y. THAXLY CO., Washington, D. C. ap25x

WART REMOVER FORMULA, \$1.00 — BULLOCK, 4911 College, Kansas City, Mo.

FOR RENT, LEASE OR SALE

DANCING STUDIOS, PROFITABLE, FOR SALE —Quality clientele; established 5 years; owner leaving for Europe. Apply FRED SCHIBLY, Modern Dancing Studio, 1249 Lexington Ave., New York. x

FOR RENT—COMPLETELY EQUIPPED 400-Seat Theatre; \$80.00 Monthly. BOX 395, Rochester, N. Y.

NEW SHOW LOT AT PITTSFIELD, ILL., WRITE or see ART BENN.

PARK NEAR CANTON — SELL OR LEASE. ANDERSON AGENCY, Canton, O.

FOR SALE—NEW GOODS

BALL GUM, FACTORY FRESH, 12c BOX—AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. my2x

BARBECUES — INTERIOR AND EXTERIOR models. PEERLESS STOVE CO., Columbus, O. my16

BARGAINS — GENERATORS, MOTOR GENERATORS, Exhaust Fans, etc. Ask for quotations on your needs. ELECTRICAL SURPLUS COMPANY, Dept. 50, 1885 Milwaukee Ave., Chicago.

CORN POPPERS AND GASOLINE BURNERS, Stoves, Tanks, etc. Wholesale. IOWA LIGHT CO., 111 Locust, Des Moines, Ia. my2x

FROZEN CUSTARD CO., 869 THOMAS, Memphis, Tenn. New Combination Frozen Custard and Ice-Cream Machines, \$175. ap18

FROZEN CUSTARD MACHINE—BRAND NEW Crema Model. Originally \$175.00. Will sacrifice. WILLIAMS CUSTARD CO., 1429 N. Clinton Ave., Rochester, N. Y. my2

GASOLINE BURNERS—HOLLOW WIRE Coffee Urns and Steam Tables. CARTER, 16 E. Marshall, Richmond, Va. ap18

LARGE AERO-CAR TYPE TRAILER, \$700.00. Sleeps 6. PHILLIPS, Oak Lawn, Ill. ap18

NEW LAUGHING MIRRORS FOR PARKS, Carnivals. C. J. MURPHY, Elyria, O. ap18

PHOTO OUTFITS—4 FOR DIME STRIPS, OUR new Photostrip Machines, either 1 1/2x2, or 2 1/2x3 1/2 sizes, complete, \$140.00. All supplies at cut prices. WABASH PHOTO SUPPLY, Terre Haute, Ind. ap18

SAVE ON DIRECT POSITIVE SUPPLIES BY buying from one source. Rolls, 1 1/2"x250", \$4.75; 5x7 Enlarging Paper, \$5.40 gross. Stock absolutely fresh. Mounts, Mirrors, Cameras, Booths, Visualizers, etc. Catalog on request. MARKS & FULLER, INC., Dept. 1, 44 East Ave., Rochester, N. Y. x

1,000-WATT FLOODLIGHTS, \$7.50; HEAVY Rubber Covered Carnival Cable cheap. SURPLUS, 938 N. Homan, Chicago.

FOR SALE—SECOND-HAND GOODS

FOR SALE—\$200.00 COTTON CANDY Machine for \$75.00 cash. BEWLEY'S, 10 North Main St., Tulsa, Okla.

HENRY E-Z FREEZE FROZEN CUSTARD Machine. A-1 condition. A bargain. H. H. HARRIS, Kinsley, Kan.

ICE CREAM MACHINE—EMERY THOMPSON, 40 Quart. REISMAN, 526 Surf Ave., Coney Island, N. Y.

PHOTO STRIP CAMERAS WITH F.2 LENS AND Enlarger, both complete, \$60.00. THE IDEAL PHOTO, La Fayette, Ind.

POP CORN AND POTATO CHIP EQUIPMENT—LONG-EAKINS, 1976 High St., Springfield, O. ap25

POPCORN POPPERS, ALL KINDS—NORTH-SIDE CO., 2117 Harding, Des Moines, Ia. ma9x

PORTABLE SKATING RINK FLOOR, HARD wood maple, A-1 shape, size 50x100, will sell cheap. JAMES CICERO, Dreamland Park, Indiana, Pa.

SIX WHIRL-O-BALL JUNIOR ALLEYS, 15 FT., excellent condition, practically new, \$100 each. SALTZMAN'S AMUSEMENTS, Rahway, N. J. ap25

TURNSTILES, NON-REGISTERING, MARVELOUS condition, \$25.00 each. WABASH FILM EXCHANGE, 1018 South Wabash Ave., Chicago.

\$275.00 STRIP PHOTO OUTFIT, \$95.00 — HASSAN, Box 971, Parkersburg, W. Va. ap18

FOR SALE—SECOND-HAND SHOW PROPERTY

A GOOD USED BALLOON OUTFIT FOR SALE. JOHNSON BALLOON CO., Clayton, N. J. ap25

A-1 SHOW EQUIPMENT—EVERY DESCRIPTION, sacrificed. UNIVERSAL, 849 Cornelia, Chicago.

ADULTS CHAIR PLANES, KIDDY CARROUSELS, Aeroplanes. CALVIN GRUNER, Pinckneyville, Ill. ap25

BALLOONS, PARACHUTES, INFLATORS, Stunt Apparatus. THOMPSON BROS.' BALLOON CO., Aurora, Ill. Established 1903. ap25x

BALLROOM AND STAGE LIGHTING EFFECTS—Crystal Showers, Spotlights, etc. NEWTON, 253 W. 14th St., New York. my9

BARGAIN — THAYER MAGIC BIG TENT, other Show Material. LEVANT, Thompsonville, Mich.

BARGAIN — ONE TON COVERED SHOW Truck, Chevrolet, and House Car. MOSELEY BROS., Keokuk, Ia.

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and Used, out or indoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 W. Thompson, Philadelphia, Pa. my2

FOR SALE—CHAIR-O-PLANE, COMPLETE, 16 Seats, fine shape. Taylor Ball Game, very good condition. Both priced to sell. HAL GRAHAM, Ware, Ia.

HANLEY STRIP PHOTO ENLARGER, Visualizer. HENDERSON, 3128 Cuming, Omaha, Neb.

LARGE IMPORTED ORGAN WITH FEW HUNDRED yards of standard music; like new, sell for \$350.00. KREMER, 33-28 157th Street, Flushing, N. Y.

LAUGHING MIRRORS FOR PARKS, CARNIVALS, etc. C. J. MURPHY, Elyria, O. ap18

PUSH POLE TENT, 35x70, 400 SEATS; 20 REELS Pictures; House Car, completely equipped; all in perfect condition; owner in other business. GILMORE, 36 Prospect Ave., Buffalo, N. Y. x

SEE ADVERTISEMENT CARNIVAL PAGES—WEIL'S CURIOSITY SHOP, 20 South Second, Philadelphia, Pa. tfn

STARBACKS, BLUES; SIXTEEN THIRTY-FIVE, Sixteen Twenty-Five Tents; Cookhouse; Generator; Sleeping Trailer; very reasonable. C. W. CONKLIN, Wichita, Kan.

HELP WANTED

A-1 LECTURER—WORK OFFICE, HELP MANAGE; single man preferred. Must know med. business. Real outfit. Write, state what basis you will work on. PRINCESS BAREFOOT, Box 424, Terre Haute, Ind. x

ENTERTAINERS FOR CLUBS AND PRIVATE parties, also orchestras. Bring photos. ART-WAY ATTRACTIONS, Room 504, Woods Theatre Bldg., Chicago.

MAGICIAN—CAPABLE ACTOR. CLEAN CUT, experienced. References essential. Others don't apply. ENDICOTT, 2-2427.

PEOPLE FOR SMALL TENT SHOW; FAMILY preferred; start immediately. State kind of acts and lowest salary. LAMB SHOW, Willacoochee, Ga.

PUBLICITY AGENT, MANAGER, MAN OR woman, good organizer for unique act; recently arrived from Europe. BOX NY-64, Billboard, New York, N. Y.

SENSATIONAL RIDING ACT WANTS AGENT-Booker. GRACE DIECK, Suring, Wis.

WANTED—GROUND ACTS AND CONCERT Team. ATTERBURY CIRCUS, Dakota City, Neb.

WANTED AT ONCE—FREAKS FOR MUSEUM, also Motorized Show. JIMMIE HELMAN, 1113 Pennsylvania Ave., Baltimore, Md.

WANTED—ENTERTAINERS FOR NIGHT CLUB. Write THE ARCADE, Ottumwa, Ia.

WANTED—GIRL, OR BOY TO WORK AS GIRL, in Aerial Act. Will teach good amateurs. 3301 So. Harvey, Oklahoma City, Okla.

YANKEE-SMITH CIRCUS—TWO ACTS DOING three or more; also Pony, Monk or Goat Acts; one good agent. Plainville, Conn.

HELP WANTED—MUSICIANS

TEACHER—FRETTED AND STRING INSTRUMENTS, salary, permanent position. A. FERRY, Withers bldg., Norfolk, Va.

WANTED—MUSICIANS, ALL TYPES, EXCEPT Fiddles, Arrangers. Phone undersigned, Netherland Plaza, Cincinnati; on April 17th, from 10 a.m. to 12 noon for appointment. H. H. BRANDENBURGH.

MAGICAL APPARATUS

ASTROLOGICAL FORECASTS 1936-'37—SAMPLE copy, 30c. MATTHEW, 1037 E. Vernon Ave., Los Angeles, Calif. ap18

MAGIC, ILLUSIONS, APPARATUS—NEW Bargain lists, stamp. MCKWADE, 600 Martinique, Dallas, Tex. ap18

NEW 124-PAGE ILLUSTRATED CATALOGUE, plus 8-page supplement, Mental Magic, Mindreading, Spirit Effects, Horoscopes and 33-page 1936 forecasts. Graphology sheets, books, crystals and lucky pieces. Most complete line in world. New catalogue, 30c; none free. NELSON ENTERPRISES, 198 S. Third, Columbus, O. ap25

PUNCH, VENTRILOQUIAL AND MARIONETTE Figures. Lists free. PINXY, 64 West Erie, Chicago.

MAIL ORDER OFFERINGS

MONEY-MAKING OPPORTUNITIES; LITERATURE. SILVESTER, B-11, Old Bridge, N. J.

MISCELLANEOUS

PHOTO COPIES MADE FROM ANY PHOTO-graph, large or small. One hundred, size 2 1/2x3 1/2, for \$3.00; one hundred, size 5x7, double weight, silk finish, for \$8.00. Satisfaction guaranteed. OLIVE BROS., Willmar, Minn.

M.P. ACCESSORIES FOR SALE

BARGAINS—USED SOUND FILM PROJECTORS, 16 and 35 MM., Sound Heads, Amplifiers, Horns. Catalog mailed. S. O. S. CORP., 1600 Broadway, New York.

BARGAIN — MOTOR-DRIVEN \$300.00 Professional Silent Projectors; while they last, \$150.00 each; like new. Finest Semi-Portable Sound Projector. Write ZENITH THEATRE SUPPLY, 308 W. 44th, New York.

LIMITED QUANTITY — LIKE NEW PROFESSIONAL 35 MM. Silent Motor-Driven Projectors with Lens, Lamp, only \$24.50; Sound Heads, Amplifiers, Portable Projectors; Nickel-Plated Power's 6B Mechanisms, \$35.00; Theatre Equipment. MOTION PICTURE PRODUCTS, 346 West 45th, New York.

THE NEW 1936 ACME MODEL SA AND MODEL SAW Sound-on-Film Portable Projectors; positively the last ounce of refinement in research and development from the world's greatest gigantic engineering and manufacturing organizations. WESTERN FEATURE FILM & SUPPLY CO., 1018 S. Wabash Ave., Chicago. my2

TWO HOLMES SOUND FILM PORTABLES AND Accessories complete, \$250.00; act quick. BUECHELE, 126 Avalon, Peoria, Ill.

UNUSUAL BARGAINS IN USED, OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue S free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. my2

M. P. FILMS FOR SALE

SOUND-ON-FILM PRINTS AS LOW AS \$15.00, perfect; Silents, \$1.00 reel. OPERA HOUSE, Millbridge, Me.

SUPERSPEED PANCHROMATIC 16 MM FILM, 100 ft., \$3.75; other Films from \$2.19. Bargains in new, used equipment. Send for circular. FOTOSHOP, -136 1/2 -D West 32d, New York. x

16 MM FILMS BOUGHT, SOLD, EXCHANGED—Catalogue 10c. FOTOSHOP, 136 1/2 -D West 32d, New York.

M. P. (TALKIES) FILMS

SOUND FEATURES AND SHORTS, PERFECT condition, lowest prices. Lists. ZENITH THEATRE SUPPLY, 308 W. 44th St., New York.

SOUND ROAD-SHOW SPECIALS—ALSO WESTERN Action Features. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. ap25

TALKING COMEDIES, CARTOONS, REASONABLE, good condition. REGAL, Merchants Bank, White Bluffs, Tenn.

M. P. ACCESSORIES—FILMS WANTED TO BUY

HIGHEST PRICES PAID FOR USED STILL AND 16 MM Movie Equipment. Send description. FOTOSHOP, 136 1/2 -D West 32d, New York.

WANT—2 SEMI OR PORTABLE PROJECTORS. Pay cash or trade Pin games. F. SHAFER, Sumner, Ill.

MUSICAL INSTRUMENTS

JUST OUT — MUSICAL RHYTHM SPOONS, can be played professionally as novelty in orchestra or at home with radio. Sample 25c postpaid, no stamps. EVANSVILLE NOVELTY CO., 308 N. St. Joseph, Evansville, Ind.

PERSONALS

TONY BRILL—COMMUNICATE WITH MANAGER, LaSalle Hotel, Peoria, Ill.

WANTED—CLIFF HALL'S COMEDY GERMAN Senator Monolog, pronto. BARNES, 1419 Summerdale, Chicago.

PARTNERS WANTED

EXPERIENCED—FROZEN CUSTARD CONCESSION. Coney Island, fully equipped, capital, \$1,200.00. BOX 702, Billboard, 1564 Broadway, New York.

PARTNER WANTED WITH CASH OR DRAMATIC tent equipment for established review. Show routed, booked and sold up to November. No risk proposition to right party meaning business. Write BOX 446, Owenton, Ky.

SPANISH MALE DANCE PARTNER, 5 FT. 4 IN. or less. BOX 703, Billboard, 1564 Broadway, New York City.

SALESMEN WANTED

BIG PROFITS SELLING BABY RUTH, BUTTER Finger and other Candy Bars. Steady employment. CASTERLANE BROS., 1916 Sunnyside, Chicago. x

SCENERY AND BANNERS

DYE DROPS, LIKE NEW, ALL SIZES, \$10 TO \$20. SCHELL SCENIC STUDIO, Columbus, O. tfn

HEADQUARTERS FOR SHOW BANNERS, NEW, Used. UNIVERSAL, 849 Cornelia, Chicago.

SCENERY CURTAINS, \$10.00; BEAUTIFUL Maroon Velvet Cyke, complete, \$100.00. Trunks. WALLACE, 2416 North Halsted, Chicago.

SIDE-SHOW BANNERS — COMPARE OURS with others. NIEMAN STUDIO, INC., 1236 S. Halsted St., Chicago. ap18

TATTOOING SUPPLIES

30 TATTOO PHOTOS MEN, WOMEN, \$1.00; Supplies. ZEIS, 912 Furman, Rockford, Ill.

TENTS FOR SALE

HEADQUARTERS FOR TENTS, ALL SIZES, SACRIFICED. UNIVERSAL, 849 Cornelia, Chicago.

NEW SIDE WALL, 6.40 OZ. NEW DRILL HAND roped, 8 foot, \$24.00; 10 foot, \$28.00; 100 ft. long. Tents, all kinds. KERR CO., 1954 Grand Ave., Chicago. my9

THEATRICAL PRINTING

BUMPER SIGNS—FIFTY 6x24", \$2.65 CASH, postpaid. SOLLIDAYS, Knox, Ind.

CATO SHOW PRINT FOR WINDOW CARDS, sheets, 3-sheets, etc. Individually designed paper. Cato, N. Y. ap25

ENVELOPES AND LETTERHEADS, 1,000 EACH printed, \$3.95 cash. HUSTLER, Advance, Ind. x

FLASHY WINDOW CARDS, 14x22, HUNDRED, \$3.00. TRIBUNE PRESS, Fowler, Indiana.

MERCHANTS' TICKETS — 5,000, \$4.50; 100 Envelopes, 100 Letterheads, \$1.00. All prices postpaid. No C. O. D. Write your wants; our prices satisfy. PROGRESS SHOPPRINTERS, Bedford, Ind.

WINDOW CARDS, 14x22, 100, \$2.50—50% deposit, balance C. O. D. BELL PRESS, Winton, Pa.

200 (14x22) 6-PLY CARDS, \$6.00; YOUR copy. DOC ANGEL, Ex-Trouper, Leavittsburg, O.

1,000 LABELS, 1x2, 3 LINES, 60c MONEY ORDER; extra lines, 10c each. I. SKEBA PRINT, 209 Lawrence, Rome, N. Y.

1,000 4x9s, \$1.10; 100 14x22 CARDS, \$2.90—GRESSMAN, Washington, N. J. ap25

WANTED TO BUY, LEASE OR RENT

TRACK MERRY-GO-ROUND FOR SALVAGE—FRANCIS BRIGGS, Lyndon, Ill.

WANT TO BUY—8-CAR PORTABLE WHIP, other rides, must be cheap. A. ANDERSON, Northern Hotel, Chattanooga, Tenn.

WANT LEASE—40x60 OR 50x80 TENT, STAGE, Seats. MOORE, 98 Bey, Callatin, Tenn. x

WANTED — CANDY FLOSS MACHINE OR other good money maker; full particulars. BOX C-521, Billboard, Cincinnati. ap25

WANTED LOCATION FOR SPORTLAND OR Penny Arcade. GREENFIELD, 776 Crown St., Brooklyn, N. Y. ap25

WANTED—ERIE DIGGERS. E. BRIGGS, 3471 Pratt St., Omaha, Neb.

At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY—PARK MAN Concession Manager. Good reference. WM. J. DYCKES, Corry, Pa. ap18

AT LIBERTY—A-1 Advance Agent, years of experience, I get results. Working now; would consider change. Have good car, get many miles on a gallon. Sober, reliable, hustler not afraid of hard work. Will consider any reasonable proposition for the summer. BOX C-29, Billboard, Cincinnati, O.

PARK MANAGER, age 35, in park business 19 years. Can book picnics, banquets, etc. Handle general concessions. Know restaurant business a to z. Handle dance bands, boat house, launches, refreshments. Can buy right. Keep positive check on receipts. Handle help, but a driver. References and photo if desired. Open now. State your top. MANAGER, care J. E. PACKARD, 139 How St., Haverhill, Mass.

THEATRE MANAGER or Advance Agent — 18 years' experience, close contractor. Booker exploitation and publicity expert. Salary \$40. V. J. QUINN, 469 Deming Place, Chicago.

AT LIBERTY BANDS AND ORCHESTRAS

MODERN FIVE-PIECE ORCHESTRA. Sober and neat young men. Steady summer position at resort or hotel. RAY SMITH, Lansdale, Pa.

POPULAR UNIVERSITY OF

Illinois Campus Orchestra wants steady summer booking. Hotel or summer resort. 7 or 10 men and vocalists; features. State terms. Further particulars on request. BOX 200, Waterman, Ill.

BERMUDIANS, 8 AND LEADER, SMOOTH swing, country club style, smart appearance, mess jackets, blue and gold stands, amplifiers, four vocalists. Available June 1st for hotel or club. ALAN CLEGG AND HIS, 191 Main Street, East Orange, N. J.

JOSH HOPKINS DOWN EAST YANKEES—FAMOUS 6-Piece Rube Orchestra, specializing in memorizing oldtime and modern dance music, challenging any unit to play a greater number of tunes from memory, now featured at the German Club, Pawtucket, R. I. Wants locations in New England for summer season, seashore resorts or parks preferred. Fine attraction for cabarets, nite clubs, theaters, etc. Write 76 Fisher, North Attleboro, Mass.

AVAILABLE for summer location—A Six-Piece Swing Band, absolutely professional and the kind that will make your dance crowd come back night after night. Salary not less than \$150.00 per week. This is no trick outfit. Write me a letter. Address OTIS DELLINGER, 1509 3d St., Dodge City, Kan.

DIRECTOR-LEADER band and orchestra for musical productions, vaudeville units, fairs or reliable circus. Can furnish band or orchestra, modern, age 31. A-1 Cornet Soloist, plenty of experience in all lines, union, single. State all in first letter. LOUIS RIDLEY, 1527 N. California Ave., Chicago, Ill.

FOUR-PIECE ORCHESTRA—Sax, Trumpet, Drums and Piano, Uniforms, Racks and good Library. A good show band. We're on our sixteenth week at the Show Box in South Bend and packing it every night in the week, but we desire a change. We will go anywhere on a good reliable offer. Wire or write AL RIOCI, 402 West Eighth St., Mishawaka, Ind.

NATIONALLY KNOWN 10-Piece Dance Band at liberty. Spring and summer bookings, road work and location only. Best offers considered. Address ORCHESTRA LEADER, Decatur, Mich.

RAY NIESS and His Orchestra—Perfect synchronized rhythm. Features Eleven Men, Choral Ensemble, Vocalists and Specialties. Presentation, radio and dance experience. Present location two years. Will cut or augment. Union; state all first letter. 6605 So. Green St., Chicago, Ill.

"SWEETHEARTS OF JAZZ," popular musical entertainers, featuring three-piece Rhythm Dance Orchestra. Available April 20, Hotel, Resorts, Cafe, Nite Club. Featuring Vocalist, Reliable, Union. BOX C-27, Billboard, Cincinnati, O.

THE COLLEGIANS—Louisiana's finest dance orchestra; full instrumentation, 14 sober young men, directed by experienced violinist, who is conservatory graduate with master training. Finest references. Available June 1st for hotel or club. Write or wire RALPH R. POTTLE, Head Music Dept., Southeastern Louisiana College, Hammond, La.

8 TO 12-PIECE Resort Orchestra—Plenty of swing with special style on sweet numbers. Neat, entertaining, reliable, best of references. A sure attraction wherever used. BOX C-28, Billboard, Cincinnati.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—TICKET SELLER FOR COMING season; circus preferred. Can drive truck. E. HINTON, Box 138, Edgewood, Ill.

BEAUTIFUL, CLEAN, Best Trained Ponies, Dogs, Monkeys, Birds. Here's what you want and you will get the best at PAMAHASIKA'S STUDIO, 515 W. Erie Ave., Philadelphia, Pa. Wire, write or telephone SAGmore 5538. Do it now!

FRANK GNATEK, 17 1/2 years old, desires position with any circus. Will do any kind of work or clowning. Some experience. 49 Dartmouth St., Westfield, Mass.

HIGGINS DAUL—3 or 4 Circus Acts. Circus or med. show. Contortion, Acrobats, Aerial and Balancing. General Delivery, Battle Creek, Mich. ap18

MAN, 20, 5 ft. 5 1/2 in., 165 lbs. Tumbler, Clown, Trampoline. Anything; learn acts; double or triple in circus. Speak, write French and English; no drinks. ERNEST PAQUIN, 330 Granite St., Manchester, N. H.

MOTORDROME Roller Skater with two years' experience at liberty for coming season. Hard worker and dependable. ERWIN MATHEWS, Box 1100, Shreveport, La.

PAMAHASIKA'S STUDIO, 515 W. Erie Ave., Philadelphia, Pa., or telephone SAGmore 5538 for your needs. You will get the best. Do it now!

PROF. PLANCK & GROSS' Hill Billies in Song, playing Violin, Harmonicas, Drums, Bones, Flute, Accordion, Banjo, Rube Comedy and Ventrilocuism. After May 15. Open for Circus. Troupers are we. 231 Dean St., Brooklyn, N. Y.

AT LIBERTY DRAMATIC ARTISTS

WANTED—IN SCHOOL OF experience, an initial acting start. Twenty-three, male, French-English speaking, height five-nine, weight one-fifty, dark. L. H. PAQUETTE, 171 North Bend St., Pawtucket, R. I.

HEAVIES, Characters, Character Comedy. Capable Director. Age, 42. Height, 6 ft. Weight, 154 lbs. Specialties. State salary. JUSTIN HULL, 407 First, Peoria, Ill.

AT LIBERTY MAGICIANS

FEATURE MENTAL ACT—Box office builder for any type of show. Oriental presentation. Will work private readings on percentage, but want salary for act. PRINCE YOSE, Box 22, Peoria, Ill.

AT LIBERTY MISCELLANEOUS

AT LIBERTY—Versatile Novelty Team. Salary or percentage or will split with lecturer or team. Have outfit complete. GLENNY AND FORD, Billboard, Cincinnati.

PAMAHASIKA'S STUDIO, 515 W. Erie Ave., Philadelphia, Pa. Tel. SAGmore 5536. We will gladly furnish your needs.

AT LIBERTY M. P. OPERATORS

AT LIBERTY—EXPERIENCED OPERATOR, married, sober, dependable, industrious; any equipment, prefer small town. OPERATOR, 210 So. Main, High Point, N. C.

AT LIBERTY MUSICIANS

LADY ACCORDIONIST

wishes theatre, radio or park work. Beautiful Instruments, Good Wardrobe, car and house-car trailer, the latest. ACCORDIONIST, 154 So. LaSalle St., Aurora, Ill. ap18

ALTO SAX-CLARINET—SUMMER OR STEADY job. Age 30. Address 201 W. 75TH ST., New York City. ap25

DRUMMER, AGE 21, UNION, DESIRE STEADY work; no panics. BOX 42, Farnsworth, Tex.

DRUMMER—SWING, SWEET OR RIDE, PLENTY flash, read, new pearl outfit. Drums, Bells, Big Toms, Temple Blocks, etc. Don't drink; age 24; have car; cut. Anything you have. Write or wire BIRD ROSE, 12 W. Eubel Ave., Apt. B, Evansville, Ind.

FINE SWING TENOR, ALTO, CLARINET—AGE 20, union, single; prefer North. JACK BAKER, care Caddo Hotel, Shreveport, La.

MAN, 33, DESIRES WORK AS PIANO ACCOMPANIST (reader) to singer of either sex. Or will join group of minstrels, orchestras, etc. Single; anywhere. BOX CHI-34, care of Billboard, Chicago, Ill.

MODERN TRUMPET, BEAUTIFUL TONE, GOOD range, good reader. Young, experienced, reliable, single, union. DICK CHAPMAN JR., Corliss Apts., East Grand Forks, Minn.

PROFESSIONAL DRUMMER—15 YEARS' experience. Played with M. C. A. bands, musical comedy, rep shows, or what have you? Young, single, sober and reliable. Can cut it with anything. Join immediately. Only steady, reliable job considered. Modern outfit and appearance. Wire or write, stating all, immediately. BEN FAVISH, 3792 Talman Ave., Bellaire, O.

SWING TROMBONE—SELLOUT SINGER, MODERN takeoff, tone, range, read, etc. Age 24, neat, reliable, experienced. Anywhere for right band. LYLE GRIFFIN, White, S. D.

TEACHER AND DIRECTOR ALL WIND instruments, studio, music stores or schools. Experience in radio, vaudeville and concert with country's leading orchestras. Organizer of musical units. References and photo, age twenty-eight, personality. State full particulars. BOX C-26, care Billboard, Cincinnati, O.

TENOR SAX, CLARINET—READ, FAKE, TAKE off, nice tone. Club or dance band. Can join immediately. Write or wire ORVILLE REINOEHL, Diamond Springs, Calif. ap18

TENOR SAX AND CLARINET—EXPERIENCED, age 24. Write or wire MLIOTT MITCHELL, Princeton, Ky.

TROMBONIST—LEGITIMATE, DANCE OR good band. Consider job and music outside, tone, read, reliable, age 28, single. ART MOYLE, 2033 St. Louis Ave., Hibbling, Minn.

TRUMPET, TENOR, DRUMS, BASS FROM disbanded name band. Trumpeter does vocals, Tenor man arranges, Drummer has Vibraphones. Will go anywhere, together or will separate. Union, age average 22. Strictly swing. MUSICIANS, 75 Thomas St., New Bedford, Mass.

YOUNG LADIES TRIO—VIOLIN, CELLO AND Piano; union. Address MUSICIANS, 2339 Locust, Terre Haute, Ind.

TRUMPET DOUBLING VIOLIN—MODERN style, tone and fast reader. Wire or write. LES ROBINSON, 187 N. W. 35th St., Miami, Fla. ap25

CLARINETIST AND VIOLINIST doubling Piano wants work at any reasonable figure until September first. Both can do solo or ensemble, classic or light popular. Sober and reliable. BOX 762, Garden City, Kan.

DRUMMER with concert Vibraphones—23 years' old, single, reliable, sober, experienced. Have car, library, amplifying system. Join on wire. PETER STOCK, 6489 Kercheval, Detroit, Mich.

JOHNNY SITAR and His 7-Piece Union Orchestra wants steady summer booking. Hotel or summer resort. Could augment if necessary. Further particulars on request. JOHNNY SITAR, 71 Mountain St., Swoyerville, Pa. ap25

MUSICAL DIRECTOR-LEADER for vaudeville, units, musicals, productions, Guest Conductor. References, modern. Former pit director for Loew's, etc. SANDY KURTZ, 451 Kingston Ave., Brooklyn, N. Y.

STRING BASS Man wants job with good Hillbilly band or Hawaiian. Can cut anything. Young, sober and reliable. JAMES PARKER, 15540 Center Ave., Harvey, Ill. my9

TENOR SAX, age twenty-two, take anything that pays off. Night club or summer resort. MUSICALIAN, Room 301 James Hotel, Chattanooga, Tenn.

THIRD ALTO SAX MAN, with Alto-Tenor Baritone and Clarinet. Age 25. Sober and reliable. Lots of experience with fine sax sections. Good reader and good tone. Will go anywhere on reliable offer. Cut or pack. Wire or write ALFRED RICKER, 402 W. 8th St., Mishawaka, Ind.

VIOLINIST—Leader, good reader, tone, young, experienced; dance location desired. State all. STEPHEN WITALKA, 512 Blackstone St., La Salle, Ill.

AT LIBERTY PARKS AND FAIRS

AERONAUTS, BALLOON

Ascensions and Parachute Drops. Lady or Gent. Trapeze Performance in Mid-Air. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. ap18

BALLOONISTS—BOYS AND

girls schooled by old heads. Book early. THOMPSON BROS.' BALLOON CO., Aurora, Ill. Established 1903. ap25

COASTER OPERATOR DE-

sires position. Honest, sober, reliable, 14 years' experience. Salary or percentage. R. EDDY, 2130 Cass Ave., Detroit, Mich.

EXPERIENCED PUBLICITY

man for fairs, expositions. ARTHUR C. PATTERSON, 414 East 3d Street, Duluth, Minn. ap18

FIRST-CLASS ROLLER

Coaster Operator and Ride Manager desires, position managing a ride or rides; capable of managing a small park; available at once. BOX C-24, The Billboard, Cincinnati, O.

A FEATURE UNIT ATTRACTION—CAPT.

George Webb, America's Premier Net High Diver, Famous Comedy Ford; Dog, Pony and Monkey Circus; High Trapeze, Revolving Ladder, Slack Wire and a very fine Revue with Singers, Dancers and Comedians. Book unit or any act. Fairs and celebrations in Minnesota, Wisconsin, Iowa or North Dakota. Write CAPT. GEO. WEBB, No. 27 West Summit Ave., St. Paul, Minn.

AMERICA'S FOREMOST AERONAUTS—BALLOON Ascensions reasonable. TYRONE BALLOON CO., 1509 Oak St., Toledo, O. my2

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. my30

AT LIBERTY FOR FAIRS, PARKS, CELEBRATIONS—Complete Circus, Unit or Acts of all kinds. Carry own stages and P. A. systems. Write us for prices. DRESSEN PURCELL FREE ATTRACTIONS, Chillicothe, Ill. ap18

BALLOON ASCENSIONS—NOW BOOKING parks, fairs and celebrations. Boy and girl Parachute Jumpers. Trapeze performance in mid-air. Write or wire JACKSONVILLE BALLOON CO., Jacksonville, Ill. ap25

BALLOON ASCENSIONS DAY OR NIGHT—Now booking fairs, parks, celebrations. DRESSEN PURCELL ATTRACTIONS, Chillicothe, Ill. ap18

DOUBLE TIGHT WIRE—LADY, SLACK WIRE, Rolling Globe. Gent, juggler, Magician. As good as the best. Write for prices and literature. THE CHRISTYS, Keokuk, Ia. my9

SOUND SYSTEM SERVICE—MICROPHONE, Phonograph, radio; motor-generator equipped 1 1/2-ton, 131-inch panel truck. Four complete systems, high fidelity amplifiers, velocity microphones, eleven horns, 100 audio watts output; capable reaching 50,000 people, inside or outside audience. Reasonable rates for dependable contract. R. D. WAGNER, 1909 N. Capitol, Washington, D. C. ap25

3 KRESSELLS—TWO FREE ATTRACTIONS.

One Sensational Aerial Act, also Clown Comedy Acrobatic Table Act with 3 Tables. Managers and secretaries write to address 134 North Delaware St., Indianapolis, Ind.

A THREE ACT COMBINATION, consisting of a High Trapeze and Swaying Pole, 180 feet high, with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robing and Disrobing on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish bond to guarantee our appearance. Address BOX C-389, Billboard, Cincinnati, O. ap25

AERIAL COWDENS, double Trapeze, Comedy Revolving Ladder, Illuminated Swinging Ladder. All standard acts. Celebration managers write for prices. Literature on request. Address Billboard, Cincinnati, O. my30

AT LIBERTY to accept offers for fairs and parks—A Novelty Act; merit and quality. LAMONT'S COCKATOOS AND MACAWS, 7 W. Delaware St., Chicago, Ill. ap18

DAREDEVIL DICK LASHUA—Sensational Acts. Available for parks, fairs, celebrations, carnivals. Have developed a new act for this season that will hold any audience speechless. Also feature One-Mile Delayed Opening Parachute Jump. Have own transportation. Go anywhere. Prices reasonable. Particulars on request. 275 Sawyer St., New Bedford, Mass. ap18

FOR ANIMAL AND BIRD ACTS, Circus Acta. You get the best at the PAMAHASIKA STUDIO, 515 W. Erie Ave., Philadelphia, Pa. Tel. SAGmore 5536.

WESTERN ELECTRIC Public Address and Music Reproducing Systems. Most complete sound service ever offered. Carry 14 Speakers, 6 Microphones, 3 Complete Amplifying Systems. Can do street advertising. Serving such well-known fairs as Virginia State, Lewistown, Ebensburg, Stoneboro, North Carolina State, South Carolina State, Southeastern Expositions, Atlanta, etc. Write for descriptive circular and prices. State your dates. ROELLER'S AMPLIFYING SERVICE, Pottstown, Pa. my2

1936 NEW IDEAS Comedy Table Rock Act and Clown Specialties. RAYMOND AND MARCUS, April 1 to May 3, Cole Bros.' Circus Stadium, Chicago, or care Billboard, Cincinnati, O.

AT LIBERTY PIANO PLAYERS

PIANIST—Just finished season in Palm Beach. Good Reader, Concert, etc. Hotel, Radio, Theaters, etc. Write. State everything. LARRY SCHEBEN, General Delivery, Little Rock, Ark.

YOUNG MAN—Pianist, union, wide professional experience, all lines, both classic and dance. Alone or orchestra, weekly salary must be guaranteed. RAYMOND DEMPSEY, Franklinville, N. Y. ap18

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—MED. LECTURER, STRAIGHT OR system, fast convincing talker, good demonstrator. Wife and I do musical and hokum doubles and singles; specialize on Violin, Piano, Chimes, Piano-Accordion and other novelty instruments. Man does Swede Comedy or Straight in acts. Lady does Straights or Characters in acts, doubles Piano. Experienced med. people. Man, age 40; lady, 30; positively strive to please. Want sure, fair salary as team; percentage for lecturing med. sales. Join at once anywhere in Northwest for season, as combination team and lecturer or as team only. No commonwealth considered. LeROY ELLIOTT, 168 So. Main, Juneau, Wis.

SPECIALTY TEAM—MAN, SINGER, YODLER, Comic Characters, Monologues, Sketches. Woman, Piano-Accordion and Piano, Sings some. Plenty singles, doubles. Have car; go anywhere. HAL FRAZER, 1846 Jefferson, St. Paul, Minn.

GRAHMS—Have De Vry talkie outfit, complete, films, pick up, etc., Comedy Singing, Talking, Instrumental, Singles, Doubles, change for week, black or white in acts. Experienced, reliable; would consider 50-50 split with party that has 30x50 top outfit complete. Let's hear from you. 58 Charles St., Totowa, N. J. ap18

MUSICAL TEAM, doubling Piano, Straights, Soubrette; also Single Novelty Man. Immediately available. Team playing Xylophone, Musical Whisky Bottles, Handsaw. Plenty good Comedy Talking Doubles. Excellent flashy instrumentalists. Man is good Straight Man and real reading vodvil singer. Lady small; wonderful appearance; real singing dancing Soubrette. Single Man presents Fire-Eating, Mentalist, Comedy, Female Impersonations; double Rube and Toby Comedy. All young, absolutely sober, reliable, standard performers, have transportation, living facilities, know acts, bits, afterpieces and have plenty modern wardrobe, change specialties two weeks. Straight Man produce if necessary. State salary for Team and Single. EMPIRE ENTERTAINERS, General Delivery, Augusta, Ga.

PAMAHASIKA'S BIRD CIRCUS, the original and greatest in the world. The act that makes everybody talk. Don't overlook the Famous Pamahasika's Real Acting Birds. GEO. E. ROBERTS, Manager, Pamahasika's Studio, 515 West Erie Ave., Philadelphia, Pa. Telephone, SAGmore 5536.

SPECIAL DAY—

(Continued from page 32)

Barnhart, Goshen (Ind.) Times and Democrat.

Chicago representatives included Kirk Earnshaw, Herald and Examiner; Dave Smith, Times; Fred Gresco, Tribune; Ruth Carpenter and Don Newton, Daily News, and Jane Reticker, Evening American.

While the show plays Chicago Ernie Sylvester and crew of painters will finish all parade and rolling stock in time for the road swing, leaving here night of May 4, with first setup at South Bend on the 5th.

Arrival of the advance car from Chicago is set for April 18, when it will be restocked with paper. Billing for the opening under canvas for the show here will start April 20.

NEED A WIFE—OR JUST A JOB?

Altho "matrimonial" advertisements are not accepted for publication in The Billboard here's a musician who secured not only a good job but a wonderful wife thru a small At Liberty Ad in The Billboard. Read his own explanation: "The At Liberty Ad you ran for me six weeks ago produced the following results: 23 wires, 18 letters, 4 postcards, a phone call, a job and a wonderful wife."

We're glad we helped you, Mister Trumpet Player. How about sending us a piece of wedding cake?

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

Merchandise Men See Big Boom In 1936 Resort Season Business

NEW YORK—The premium-merchandise industry here is preparing for one of its greatest seasons this summer when the resort season will be in full swing.

It is generally believed that resorts this year will show the decided preference for better merchandise which has been developed all during the winter months. Many premium men believe resorters will be in a much better position this year to spend money than they have been in some time.

This in itself, one of the leading premium merchandisers stated, is sufficient reason for a general boom in merchandise sales. It is generally conceded that the outdoor season always brings bigger merchandise sales.

The increase in general merchandise sales this year has been very great in many lines. The industry has so many new items that fit perfectly into the resort season that it is believed the increase will be tremendous in this direction also.

Many new outlets are expected to open. The tendency in the past has been to depend strictly upon those outlets which have been using premiums for many years. This year, most of the premium wholesale firms report, there will be many new users of merchandise in various forms specializing at the resorts and that these will boom sales generally.

Many firms report acceptance of large orders from the general stores in resort towns. Some of these orders have been more than doubled over past years. This, it is believed, is the general tendency at this time.

The small-town stores are the first to sense the return of better conditions in the resort districts.

It is also believed that the coin-machine industry thru its many outlets will open another large path for merchandise sales in the resort districts.

Already digger, pin game, salesboard operators and others are preparing for the resort season. Many of them have placed large advance orders for merchandise to be used to stimulate the play on their machines.

Concessioners and carnival men have already visited with their leading wholesalers in this area, and some of the orders that have been placed for future shipment are among the largest ever received from this field.

The sportlands and arcades expect to continue a great business at leading resorts surrounding this city. At Asbury Park and Atlantic City in New Jersey some of these are already dusting off their counters and report that all they

want is a better deal from the weather man than they enjoyed last season. They anticipate using more merchandise this year than ever before.

Monticello and Sullivan County in general this year it is hoped will be as crowded as last season. The sales of merchandise in this county are expected to jump to tremendous proportions.

Coney Island, Long Branch, Rockaway, Far Rockaway and the other leading spots on Long Island are reported already preparing for the coming season. Here again merchandise men are preparing for some large business.

In general the entire industry reports that it hopes to enjoy its greatest resort year.

Design, Utility, Beauty In New Giftware Items

The new metal giftwares are depending more and more for their share of public acceptance upon the clever combining of usefulness with a compelling eye appeal. Manufacturers of many of these items formerly made entirely of metal are calling upon such other materials as cast resin, catalin and thermoplastic materials for use as a very practical medium of decoration. The color and warmth these materials have added to redesigned lines of staple giftwares and the new articles which they have made possible have contributed largely to the tremendous pickup in popularity of this goods in recent weeks.

The premium-merchandise industry, cognizant of the new trend, is enjoying (See DESIGN, UTILITY on page 57)

Items of "Invisible Value" Make Biggest Impression as Premiums

A secret of the successful use of premiums is in the selection of items of invisible value. By invisible value we mean evaluation that looks like more than the actual price of the article. In contrast to such articles are those of visible evaluation. For example, a well-known brand of cigarettes would be known to be a 15-cent article; a necktie could be appraised by the lay consumer as not worth more than 50 cents, etc.

But some commodities are very difficult to appraise. Books are a good example of this class of merchandise and books make exceptionally fine premiums for this reason alone—likewise because of many other reasons we will point out in this article.

You can use a line of books as premiums with the advantage of having articles with established appeal. Almost everyone prizes the ownership of a book of the right kind. Man and woman, young or old, can be attracted by books.

Books cover such a wide range of various types that we will outline the complete category here. The general classification embraces dictionaries, atlases, diaries, scrap books, photographic albums, Shakespeares, classics, juvenile fiction, standard references, adult fiction, cook books, geographies, histories, humor, etc. Of course, the line can be extended to include many of the novelty books, but the foregoing is pretty much all-inclusive for the premium user to consider.

It is really astonishing what low prices prevail among some of the publishers producing books on a large volume scale. For instance, there is a producer of dictionaries turning out a 384-page dictionary costing the premium-user only a nickel. Naturally, this looks like many times the price to the

Rubber Consumption Up in United States

Rubber consumption in the United States for the year 1935 amounted to 497,150 tons, or 53 per cent of the total world consumption, which totaled 937,777 tons, according to figures compiled by Commodity Exchange, Inc. This is the first time since 1932 that the proportion of U. S. consumption has reached over 50 per cent of world absorption.

35,000 at New Orleans Gadget Convention

NEW ORLEANS, April 11.—Displaying new creations ranging from ponderous machines to happy little thoughts like carbon paper rejuvenators and electric roach and mouse traps, more than 300 inventors, wives and their guests attended a four-day meeting of the Southern Division of the National Inventors' Congress at Hotel Roosevelt, April 1-4. Albert G. Burns, Oakland, Calif., national president, called the affair a great success and said that thousands of dollars' worth of the gadgets displayed were sold as 35,000 visitors passed thru the display rooms that took up most of the mezzanine floor of the hotel. At final day meeting resolution adopted called for formation of a State society of Louisiana inventors that made up the greater percentage of the attendance here, while Dr. W. A. Lurie was named president of the division.

Awards made for best entries were: Special awards, Charles L. Fry, Necedah, Wis., 11-second auto wheel changer; Charles R. Miner, San Francisco, carburetor patents, and Charles Peters, (See 35,000 AT on page 57)

Big Season for Leather Goods

The outdoor season is bringing smiles to the faces of the leading merchandise distributors of leather goods who are already capitalizing on what promises to be the greatest season in years for these items. As a matter of fact no previous season has ever had the complete line of leather gifts and leather accessories, the variety of colors and the multiplicity of designs to offer the trade that is available this year.

Among the newer leather items in the smaller class, for instance, are scrap baskets, book-ends, travel picture frames, jewel boxes, telephone and bridge pads, desk sets, etc., in addition to the perennially popular handbag. The latter item is now offered in such a profusion of colors and a variety of styles that even this staple item has been found to have a much broader appeal than formerly thought possible.

For the outdoor showman, as well as the salesboard operator, the 1936 line of leather items and specialties offer one of the most powerful appeals for sustained and lively patronage, for the reason that there are items for men and women, boys and girls—articles of genuine usefulness as well as gifts that are strictly in the luxury class.

Premium men, too, are taking advantage of the new trend in luggage which calls for a matched ensemble. Predictions of greatly increased tourist and travel trade this season have stimulated leaders in the industry to the adoption of many unique and effective methods for the promotion of leather luggage units. A favorite is the awarding of leather items, key cases, portfolios, brief cases and other luggage articles, by travel clubs, civic organizations, trade associations and the like to their members in return for some service, usually the obtaining of one or more new members. In addition, leather goods generally continues to retain position among the leaders for appeal and value in the premium merchandise field.

Also in favor of leather accessories and the like have been the efforts of manufacturers to awaken in the minds of all traveling Americans an appreciation that the luggage they carry represents their position.

Price Variance Problem

The variance in price on certain popular items is becoming a problem thruout the industry.

There is a movement afoot to bring about a more stabilized condition, wherein the entire industry will be assured a better profit on sales and in this manner offset the cutthroat methods in some quarters.

The leading wholesalers report that the premium industry must sooner or later recognize these facts and attempt their cure or the prevailing condition may bring about chaos.

It seems that every time an item gains popularity the variation in price becomes so great and draws to so close a margin that it becomes unprofitable to handle it as a feature item.

This has not only hurt the wholesaler but has had a great detrimental effect upon the manufacturer. He must protect his product. If one division he sells to pushes the item out of existence with price cutting then he must eliminate that division if possible and resort to other divisions where he feels he will be given a better deal.

This price variance is brought about by lack of organization. There is suspicion existent among wholesale merchandisers and as yet there hasn't been a successful organization formed to combat this sort of misunderstanding.

Until some sort of association is formed whereby the wholesalers will (See PRICE VARIANCE page 57)

Use of Premiums 20% Ahead of 1935

NEW YORK—At the meeting of the Premium Advertising Association of America at the New Weston Hotel here recently, T. C. Dunnington, of Young & Rubicam, Inc., advertising agency, assured the manufacturers that the use of premiums would reach record proportions this year.

Dunnington outlined the recent growth of interest in premiums among national advertisers and stated that this was due in great part to the public acceptance of premiums generally.

He felt that premiums would be used to an even greater extent than last year, when previous volume records for the industry were shattered. He stated that public enthusiasm for premiums had so greatly increased that they had become a definite necessity for volume sales of merchandise.

He predicted that all large manufacturers of drug, grocery, tobacco and (See USE OF PREMIUMS on page 57)

(See ITEMS OF on page 58)

CRAZY NEW NOVELTY PAYS Fortune To Salesmen!

PITCHMEN-DEMONSTRATORS DISTRIBUTORS-MERCHANTS

Amazing "LASSO"

Makes Cowboy Tricks Easy

You won't believe your eyes! Yet with a simple twist of the wrist you can perform like an expert all the thrilling tricks cowboys do with their rope lassos! (Not a rope, yet gives SAME effect.) Wedding Rings, Corkscrews, Skipping through Loops—the whole bag of tricks, easy with RO-clever, astonishingly simple, this latest craze spreads like wildfire the more you do it, the more you like it. Youngsters wild about it—grownups, too! Demonstration draws a crowd! Everybody buys! Profits come fast!

WILD 10c SELLER!
Yes—10c! One dime. High as 200% profit for you! Sells with machine gun speed—5, 10, 25 sales at a demonstration. With RO-LO you figure profits by the minute. Merchants grab RO-LO for fast, sure profits—for resale and as sales builder. New display, adv'g. sales plan. SEND 10c for sample for quick action! Or rush \$1 for 20 RO-LOS, prepaid. Brings \$2 quick! (Satis. guar.) **PROT. TER.** If you're FIRST to qualify! **ACT NOW!**
RO-LO SALES, Dept. 436, Oak Park, Ill.

NEW Items

New Line of Gift, Stationery Wares

A new and distinctive line of gift and stationery wares produced in a simulated hand-tooled leather effect has just been shown for the first time by the General Bindery, Inc. It is reported that for quality, workmanship, material and design this new merchandise is unexcelled. All 12 items in the line are in two-toned brown, hand colored with antique bronze, and are offered in sets of a dozen of any one piece or packed in a case containing one piece of each item. The complete list is offered in a design that is typical of designs produced by the ancient craftsmen. Included in the line are a handsome work organizer, glove or handkerchief box, desk portfolio, cigaret or card box, letter tray, library box, personal portfolio file, nest of three waste baskets, double-fold desk pad and a scrapbook album. So durable and low priced are these articles of synthetic leather for premium and award purposes that their acceptance to date has exceeded all expectations.

"Auto Pipe" a Hit

The Auto Pipe, designed to prevent ashes from blowing in a motorist's eyes or falling out to burn upholstery, rugs or clothes, is the latest hit with smokers. An automatic plunger presses the tobacco in the pipe and throws out all nicotine and ashes after each smoke. It can be put in the pocket when lighted with perfect safety. Streamlined in appearance, it is a good digger item because of its combination of strong appeal and low price. Made by Ash Brothers.

Radio Baseball Score Book

One of the newest low-priced premium items on the market and one that is destined for real popularity is the Radio Baseball Score Book, just introduced by the Shelby Salesbook Company. The cleverly designed books are for the use and convenience of radio fans in keeping scores of baseball games that are broadcast and contain pages for 21 complete games. The book is available in covers of marble jute, bristol board or goldenrod duratex, on which sizable space is allowed for an advertising message.

Toyco Dog Head Balloon

One of the latest balloon novelties is the Toyco dog head balloon featured by the Toycraft Rubber Company. A Tip-Text novelty, it is equipped with inflatable ears, the entire balloon inflating to eight inches in diameter. Intended for premium or resale use, the novelty is available in red, blue, orange and yellow.

Reel-O-Yarn

When demonstrated in knitting classes, etc., this clever device practically sells itself. Knitting is the rage now among women everywhere and gadgets such as Reel-O-Yarn, made by the Dayton Wheel Company, which make it easier and more convenient to handle yarn, are sure to be fast sellers. Item is readily attachable to table top or chair arm.

Striking Effects With Novel Glass Treatment

A novel type of glassware is being introduced by the Haviland Glass Company, consisting of glass finished in wide varieties of colors by the application of a coating to the surface of the glass. This is ordinarily done by the precipitation of one or more of some 20 metals, selected to give the desired color range, and deposited directly upon the surface of the glass. This is commonly done on the inner surface, eliminating wear and

(See NEW ITEMS on page 61)

Your New MONEY SAVING GUIDE

WILL BE READY APRIL 25th

Send for it Today!

Our new 1936 Catalog will present the finest and most extensive lines of Imported and Domestic Merchandise we have ever offered. An indispensable guide to the newest and best selling Novelties and Specialties on the market.

OUR PRICES DEFY COMPETITION!

If you're a live-wire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to send for your free copy.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

GET A LOAD OF THESE WITHOUT A DOUBT—THE BEST BUY IN RADIO TODAY.

This 1936 Sensational Airplane Dial Radio amazes all who hear and see it. Volume production makes this buy possible. Take advantage now before prices advance. There's nothing in the market today costing 3 times as much that can touch it.

5 TUBE RADIO 5 R C A LIC. TUBES

With Dynamic Speaker.

Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current. Super-Tone Quality; Powerful Dynamic Speaker. No ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons. Catalogue on request.

PLAYLAND SUPPLY CO. 118 E. 28th St., NEW YORK CITY.

\$6.45 In Lots of 6
\$6.95 Sample Deposit.
F. O. B. New York. 25% Deposit. Order Now Before Prices Advance.

A NEW MODERN BED-LITE

with the appeal that SELLS!

This new Hy-Art Bed-Lite is the latest in smart modern design. Made of genuine Chromium fittings with a glareless, frosted glass cylinder and completely wired, including bulb. Its smart appearance, its adaptability to every type of interior makes it an item that is irresistible to your customers. And there's a wide profit-margin for you at our low price of **12.00** Per Doz.

JOBBERS:—Write for special discount prices.

HY-ART LAMP & SHADE CO., 35 West 31st Street, New York, N. Y.

Pres-A-Lite Table Lighter Deal

A lively, profitable deal. Three big, colorful Plaskon Desk Lighters with chrome Base, on special cutout Board. Lighters fully guaranteed. Pay out 40 Packages of Cigarettes. Take in \$30.00. Can be resold to dealers at \$7.50 to \$15.00. **\$4.50** Cost to you complete only. . . .

Order No. B16.

Three Deals for \$13.00. Less 2% Cash, F. O. B. Chicago, 25% Deposit on C. O. D. Orders.

JOSEPH HAGN COMPANY
"The World's Bargain House"
217-225 W. Madison St. CHICAGO

Ready!

WILL BE OFF THE PRESSES IN A FEW DAYS! GREATEST PREMIUM MERCHANDISE CATALOG OF ALL TIME! CAN BE SHOWN TO CONSUMER! SEPARATE CONFIDENTIAL PRICE LIST FOR THE TRADE WITH CATALOG! SAVE MONEY! RUSH YOUR NAME AND ADDRESS TODAY!

New Morris Struhl Catalog

MORRIS STRUHL 114 PARK ROW NEW YORK, N. Y.

ATTENTION

JOBBERS—DISTRIBUTORS—WHOLESALEERS
BUY QUALITY TOILETRIES DIRECT AT LOWEST PRICES.

3 Oz. Brilliantine, amber, red, green.	\$5.00 Gr.	Dr. Hill's Mag. Tooth Paste, Large Size	\$7.50 Gr.
4 Oz. Lotions and Shampoos	6.00 Gr.	2 Dram Perfume, Individual gold foil Box, 12 Ass. Odors in Display Carton	7.50 Gr.
6 Oz. Bay Rum, Quinine Hair Tonic, Etc.	8.00 Gr.	6 Oz. Shampoo	8.00 Gr.
8 Oz. Special French Lilia	7.75 Gr.		
Fuller's Brushless or Lather Shaving Cream, Jumbo Size	9.00 Gr.		

25% deposit with order. Standard terms to rated accounts. We send no samples. Merchandise guaranteed satisfactory or money refunded.

DR. HILL'S LABORATORIES, 180 N. Wacker Drive, Chicago.



SPECIAL
Low Prices to Quantity Users
CARNIVALS CONCESSIONAIRES THEATERS, RADIO SPONSORS, WRITE!

MANICURE SETS

FAST SELLERS ALL STYLES LOW PRICES SHAPES and SIZES

Large and Complete Line **10c to \$1.00**

Designs and Styles include the popular Roll-ups; Leather and Imitation Leather Zippers; Leather Button Sets; Vanity Manicure Sets and many others. New feature is the Manicure Set in a smartly designed modern wood box, which can be re-used as a Cigarette Box. Amazingly low priced.

JOBBERS SPECIAL PACKAGES
Special Price Discounts to Jobbers and Quantity Buyers. ★ Designed to Your Own Requirements.

Write for Illustrated Circular.

THE MILLERAND CO., Inc.
150 W. 22nd St., New York, N. Y.

MARABOU and FEATHERS

SUITABLE FOR STUFFED TOY and DOLL MANUFACTURERS

★ **COLUMBIA TRADING CO.**
35 East 20th St., New York, N. Y.
Phone: AL 4-6722.

Free samples and quotations on request.

French Flapper Dolls

No. 76—Miss Broadway.

\$18 doz.

Doll 29 inches high, dressed in fine Satin, Ruffles and Lace. A "Knockout" Value. The year's biggest sensation. Brilliant colors and elaborate costumes draw the crowds. Line up with this item—it will double your business.

JOBBERS AND DISTRIBUTORS WANTED.
25% Deposit With Orders.

Standard Doll Co. Inc., 36 EAST 22 ST. NEW YORK, N. Y.

ELGIN WATCHES, \$1.65 EACH

7-Jewel, 18 Size, White or Yellow Cases.
7-JEWEL, 16 SIZE ELGINS & WALTHAM, \$2.35.
FLASH CARNIVAL WATCHES, 50c Each.
Send for Price List.

CRESCENT CITY SMELTING CO.,
Old Gold and Silver Buyers and Refiners,
113 N. Broadway, St. Louis, Mo.

A Pleased Customer
Is Our Best Advertisement

NEW TRANSPARENT NEON-LIKE SIGNS
Day and Night
8"x14", Costs 4c; Retail 25c.
Over 1,000 Designs. Largest Selection of Stock Signs in the U. S. Sample and Catalog free. **L. LOWY.**
Dept. 641, 8 West Broadway, New York.



SOLD as trading of merchandise itself is the idea of giving away premiums in connection with the sale and distribution of merchandise. I might go so far as to state that the use of premiums as sales stimulation is the backbone of all merchandise distribution today. Whether such stimulus is disguised as the free sample tube of cold cream of a large cosmetic house or is represented by a free trip to California, all expenses paid.

In fact, I might go on to say that premiums govern our own life from the day where a good-hearted parent buys us a box of Cracker Jack, and we with the greatest delight look for the hidden tin whistle they have among the candy, up to the day where one as a portly coin-machine distributor goes to the convention in Chicago and drives away with a brand-new Dodge, having had the lucky admission ticket to the banquet.

While at all times premiums have been used in connection with the distribution of merchandise, it is an established fact that the use of premiums as a sales stimulator reaches unforeseen heights during and after the years of a general world-wide depression as we have seen in 1931 to 1934 and the effects of which we are just trying to overcome. With the confidence of the buying people at low ebb and with everyone holding on a little tighter to money it needs an added stimulus to induce people to make their ordinary purchases and restore the buying power which is so necessary for the general recovery of all industries.

Premium Use on Increase

The last few years have seen a tremendous increase in the use of premiums as sales stimulators and from all indications I can safely state that with the returning buying power of the public there will be the strongest endeavors of the various industries to be among the first to benefit by the returning recovery and make up for the lean years past.



Eric Wedemeyer

One only has to scan the merchandise pages of *The Billboard* for the past 12 months to note the amazing increase in merchandise advertising for premium users. Even more surprising is the variety of industries which use the premium idea to stimulate sales and promote patronage.

Here we have a radio station giving away a beautiful thermometer to every listener that has sent in his comment on a certain program. There we find one of the largest automobile companies placing an order for a million small toy automobiles which are a miniature image of its own product. How many bicycles, hunting knives, roller skates, air pistols, boy scout and baseball suits are given away annually by the various large publications to stimulate and increase circulation can only vaguely be guessed by some past statistics. I would safely say that the figure runs into many millions.

Success Thru Gifts

A permanent feature of the opening of a restaurant or a night club is the giving away of beautiful individual gifts which you find on your table, thus making the opening night a success and usually creating satisfied patronage. We all know of the magnificent display of chinaware, cooking utensils, vacuum cleaners, bridge lamps, etc., which we have seen in the lobby of our favorite theater at one time or another. I suppose that every one of us has received over a period of years at least a dozen mechanical pencils from our insurance company, our broker, our travel agent, and even our delicatessen man on the corner assures us, from time to time, with gold-imprinted key container, that he appreciates our patronage and likes to keep us for a customer.

One of the leading gasoline companies not so long ago gave away 10,000,000 vest-pocket flashlights, one with every purchase of five gallons of a new type gasoline which the company had just introduced.

Results of Campaign Up to the Premium

As far as results of any premium campaign are concerned they can best

be assured with the popularity of the merchandise itself, the sale of which has been stimulated by the use of premiums. Doubling and holding the increased attendance of a theater might be a good proof. Increased circulation and the tremendous growth of various national publications might even be a better proof. But the satisfied sales manager having just reported to his board of directors a tripling of sales of tooth paste, or cold cream, or gasoline, or any other commodity will surely be the

and beach concessions and arcades are quick to follow suit. With this spring season the visiting public will witness a wonderful transformation of the old type cheap-looking arcade by brilliant amusement centers where quality merchandise is on display and the skillful player is rewarded with a prize which he is proud to take home.

Along with the transformation of the cheap penny arcade into a clean, flashy amusement center goes the transformation of the attendants. Today you have clean-looking attendants, many times with good-looking uniforms, to cater to the visiting public, courteously drawing its attention to the various attractions and games.

Following the Premium Trail

By Eric Wedemeyer

best authority as to the great advantage of using premiums in connection with the distribution of the products of his company. From the high-salaried sales manager of a large company down to the manager of a neighborhood theater they all know what it means to their concern to make lasting friends and customers by giving away a little gift or present.

What I have said about the use of premiums in the general merchandise field is even more true in our own amusement industry. In fact, I can speak with much authority, since my own concern has grown with the industry and since I watch every

Eric Wedemeyer, importer and manufacturer, is well known to the coin machine field. He was born in Germany in 1902, served the last year of the war with the German army on the Russian front, studied law at the University of Hamburg, traveled over the world and settled in the United States in 1924. For seven years he was connected with one of the leading New York importers, going into business for himself in 1931.

A pioneer in promoting the operation and distribution of automatic merchandisers of the digger and crane type, the Wedemeyer organization today lays claim to being the largest supply house for the premium and digger trade.

branch of it grow to bigger and better proportions as the years go by, including the sportland, playland, park and beach concessions, and above all the automatic merchandising devices of the digger and crane type and pin games.

Novel Merchandise Makes the Sportland

The tremendous popularity of sportlands is known to all the readers and in many interviews with the owners and managers of same I have been assured by them that the success of their sportland has been chiefly due to the attractive display of new and novel merchandise with quality not lacking. Sportlands for the last three years have had the best and also a new style of amusement centers,

manufacture. In the past few years automatic pay-off devices on pin games have in many instances replaced the giving of premiums. But since authorities frown upon any devices which pay out cash it is to be hoped that the idea of giving merchandise prizes for high scores on pin games is being taken up again by the greater part of operators thruout the country, since merchandise consumption benefits our industries and is instrumental in bringing about and completing the impending recovery.

The best criterion of the high benefits which the use of good premium merchandise embodies is the digger business. The rules of good and ethical merchandise which is so essential to the successful management of sportlands, beach arcades or pin game units are of equal importance in the automatic merchandising branch of our industry. Let me outline to you briefly the standard regulations which should govern any operator of diggers and cranes: First, keep your devices stocked at all times with an ample supply and variety of good, clean merchandise. Your digger should stand out in any surrounding whether it is a drug store or a hotel lobby. Lights should be bright and all glasses crystal clear.

New Items Essential

When the customer is attracted the next step is to make him play your digger. For that reason you must have at all times a new supply of items. You must be on the lookout for anything that is novel. Watch your magazines for advertisements, and see to it that you are always the first to introduce new merchandise to the public thru the medium of your digger. Beware of the mistake that many operators have made in using inferior and cheap merchandise. Gain the good will of your customer by giving him his money's worth at all times. Remember every item that your device dispenses to the player is a good-will ambassador for you. The player will show it to his friends and relate the fun and suspense he had in obtaining this piece of merchandise and his friends will soon be customers of yours, too.

Also watch your public and select your merchandise for each individual location. A certain class of merchandise may be very popular in one location and at the same time it may not find favor in the eyes of the player in another—and, remember, don't forget the ladies. They are ardent players and they are lovers of all the little things that shine and sparkle.

It is surprising to note the variety of items now being used in diggers and cranes, whereas five years ago, when I started to promote the sale of better and higher priced merchandise for the use in diggers, the Eastman Vest Pocket Kodak was the best and only good item in a digger.

Diggers Small Gift Stores

We find now an abundance of good numbers which amaze the public and create good will all around. The average digger today is absolutely a miniature gift store in itself. From the little 10-cent ivory elephant to the \$15 electric razor of national repute you have a line of thousands of different articles. There are combination cigaret cases and lighters which retail for \$12 apiece, electric clocks, pipes of the finest briar, ladies' and men's jewelry, accessories such as ties, handkerchiefs, silk stockings, all suitably wrapped for automatic merchandising purposes. In fact, we have for use in diggers an assortment of merchandise that not the keenest digger operator (See FOLLOWING THE on page 61)



TYPICAL DISPLAY OF HIGH CLASS Wedemeyer merchandise for the premium and digger trade, as shown at the 1936 coin machine convention, Hotel Sherman, Chicago.

B & N'S APRIL VALUES

SUN GLASSES—1 Doz. to the Card. Per Dozen. **\$.90**
 BLUE STEEL DOUBLE EDGE RAZOR BLADES—5s. **2.50**
 TINCTURE OF IODINE—Large Size. Per Gross. **4.00**
 WHITE SHOE POLISH—4-Oz. Bottle. Per Gross. **4.00**
 No. 2 BAKING DEAL—Your Profit per Deal \$1.78. Consists of 8-Oz. Bottle Vanilla, 4-Oz. Bottle Lemon Emulsion, 3-Oz. Can Black Pepper, 1 Stainless Steel Paring Knife. Cost per Deal **27c**
 Please include 25% deposit on all C. O. D. orders.
 Order From This Ad or Write for Our Big Free Catalog.

B & N SALES — Same Day Service

DALLAS, TEX.—1914 Main St.
 CLEVELAND, O.—1444 West 3d St.
 CINCINNATI, O.—1005 Vine St.
 CHICAGO, ILL.—115 South Wells St.
 DETROIT, MICH.—527 Woodward Ave.
 MILWAUKEE, WIS.—1006 No. 3d St.
 ST. LOUIS, MO.—112 North Broadway.
 PITTSBURGH, PA.—987 Liberty Ave.
 Order From Your Nearest Branch

NOTES FROM SUPPLY HOUSES

Because we are looking for new outlets and greater distribution, says a representative of General Laboratories, we are offering genuine General Radios at extremely low prices. There are four models in the General Laboratories' line and all have airplane dials, dynamic speakers, and walnut cabinets. Distinctive features in these sets, says their representative, are the filter system and choke which make the hum level on the General Radio comparable to that of much higher priced sets.

There is a definite trend back towards feather trimmed dolls, says S. Weissman, of Columbia Trading Company. Within the past few weeks he has had many requests for marabou from manufacturers of boudoir and stuffed dolls. The Columbia Trading Company specializes in marabou and feathers.

Serving trays in a variety of new designs are being offered by Henry Fingold Company. These trays are all oil-painted on glass with handles matching the design color scheme. They are being favorably received wherever shown.

Lumarith Lamp Shades

Featured at the New York Lamp Show held at the New Yorker Hotel recently were Lumarith Lamp shades, known for their mellow, soft colors. This type of shade material, made by the Celluloid Corporation, is of the same basic form as the Cellanese fabrics. During the past year it has been used extensively in industry because of its remarkably practical characteristics, and the current year promises a much wider use of this material.

Pen Only Needs Yearly Filling

A new type of fountain pen, which needs renewal of its ink supply only about once a year, is being introduced by the Camel Pen Company. This new pen had its initial introduction in the East, and reports, according to the manufacturer, are that it has gone over big.

PRICE VARIANCE

(Continued from page 54)
 agree to abide by a set minimum profit when necessary there will never be a healthy condition in the sales division of the premium industry.

Something should be done to overcome this annoying price variance.

USE OF PREMIUMS

(Continued from page 54)
 other products would use more premiums than ever before due to this fact.

Howard W. Dunk, secretary for the premium manufacturers' association, stated that 1936 business was already 20 per cent ahead of the corresponding period for last year and that the gain would be held to the close of the year.

He predicted that there would be a \$600,000,000 volume for 1936, compared to the \$500,000,000 of 1935. The figure for 1935, he said, was the largest for any similar period in the history of the industry.

35,000 AT

(Continued from page 54)

North Bergen, N. J., a set of new magic tricks.

Merit awards: Edmond Michel, New Orleans, keyless, electric, burglar-proof

lock; F. D. Lapeyre, New Orleans, card table that closed its legs with two motions; Fritz Harnisch, New Orleans, two-cycle motor; Ray Henning, New Orleans, angle indicator and beer cooler; A. W. Daines, New Orleans, greasing equipment; G. T. Overing, New Orleans, battery lines connector; E. J. Serpas, New Orleans, auto oiler; C. B. Hill, Dallas, food mixer; T. E. Kron, a letterhead that folded itself into its own mailing envelope, and A. Du Rocher, Norco, La., electric timing device.

Other devices worthy of honorable mention were C. R. Minor, Frisco, a hot-air dirigible and 16 lesser important gadgets; Necedah Novelty Company, a saddle chair that folded into a single stick and a new ball on rubber game called "Try It," whereby player sought to bound ball thru hole of triangular shape stick; Dr. Lurie, New Orleans, a belt buckle that opens and closes by spring button; a jimmy-proof lock that moves into strike to release itself, pliers with a guard to deflect cut metals and glass holders that fit on side of tables.

Captain William H. Onion, New Orleans, had a great combination of scissors and comb and a new type of bifocal spectacles; Rev. Holt, of Newellton, La., a kiddie-propelled Merry-Go-Round; O. Nedland, New Orleans, a combination of tobacco and gum as a confection; Mrs. Mary Stevens, New Orleans, double-faced twist-proof tie which can be worn one side today and other tomorrow; C. J. Reilly, New Orleans, an easy-slip nipple for nursing bottles; Ernest Swann, Dallas, an adjustable ventilator and windshield; Herwig's water-bike, successfully demonstrated while here; B. F. Nicholls, New Orleans, everlasting safety razor; C. G. Roniger, New Orleans, carbon paper rejuvenator; Carl Sutter, New Orleans, a cylinder mouse and roach trap that electrifies them; unnamed inventor had a fly swatter that got them even if they were in an acute corner.

DESIGN, UTILITY

(Continued from page 54)
 excellent success in the way of decorative home giftwares by featuring, among others, the following few which seem to be getting the most attention this season:

A clever magazine scroll rack that will accommodate up to 50 magazines of various sizes and hold them upright with its self-expanding scroll coils. The metal is polished chromium, with a handle of blue translucent cast resin. The same substance is used for handles for a round tray to carry liquor and soda bottles, glasses, etc. There is also a copper incense burner with contrasting knob of ivory cast resin.

Catalin, too, is making rapid strides in popularity and is now being widely featured in toilet articles such as powder containers, compacts, rouge boxes, as well as toothbrush handles and brush backs of every description.

Another popular substance being used extensively in gift merchandise such as pen and pencil sets, novelty dishes, compacts and the like is the comparatively new thermoplastic material. Because of its intricate process of manufacture the original colorful designs produced are difficult of imitation and thus provide an individuality that lends rare value to gift merchandise.

HERE ARE BIG VALUES!

Ingersoll MITE WATCH

1.50 Each
 Sample Watch **1.60** Each
 Former Wholesale Price **\$3.33** Each.

B1W78 — Chromium-Plated Case with Open Link Metal Band Silvered Dial with Glit Figures. Unbreakable Crystal. Each in Box with Original \$5.00 Price Mark.

Cash in on This Fast Seller

Per 10-50 Gross
 No. B4C12

Midget Vest Pocket Flashlight. 3 in. overall, 1/2-in. diameter, metal case, enameled in colors, nickel-plated ends. Complete with Bulb and Batteries. 2 dozen assorted colors in carton.

N. SHURE CO.
 Adams and Wells St.
 CHICAGO

A HANDBAG LEADER!

186—Newest Woven Plaid Fabric, also tapestry and fancy homespun patterns, with heavy cord running thru material. Sateen lined. Can be had in rust, blue or green color effects. Two seasons wood handles which fit right over arm. Size 19 1/2"x11", \$86.40 Gross; **\$7.50** Dozen.
 Order today. Write for full information about our complete line.

VARIETY HANDBAGS, Inc.
 164 Madison Ave., New York, N. Y.

Present BIG Favorites for PREMIUMS

Appealing Articles you can use to help get MORE Business

S51N—Electric Sandwich Toaster. Ea.90c
 C1377—Catalin Handle Stainless Steel Knife and Fork Sets. (12 in set.) Set.90c
 B33—8-Quart Aluminum Waterless Cooker. Each98c
 S8901—"Reverso" Two-Slice Electric Toaster. Each.90c
 B26—Table Flatware Set. (26 Pieces.) Set.95c
 B27—"Three Way" Cooker (French Fryer, Double Boiler, etc.). Each. .95c
 B510—Walnut Magazine Basket. Ea. 95c

Note: We are now ready to fill your orders for April Fool's Day Novelties. Write for Prices.

LEVIN BROTHERS
 TERRE HAUTE, INDIANA

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES

Assorted Models. Regular Size. Polished Steel, 2 Blades, Brass Bolsters and Lined.

A New Deal — Big Buy Per Dozen, \$2.25
Five Dozen for \$10.00

Send for New Catalog.

ROHDE-SPENCER CO.
 Wholesale House,
 223-25 W. Madison St., Chicago.

NEW SPRING ITEMS FREE 1936 CATALOG

● GIANT MOTH CAKES, ASSORTED COLORS. Per Dozen. **44c**
 ● LOWEST PRICES, GARGLED GOODS, BLADES, NOTIONS, SOAPS, ETC.
 ● HOUSE-TO-HOUSE ITEMS, GOGGLES, CANDY DEALS.
 ● LATEST STYLE ELECTRIC CLOCKS AND LAMPS.

● MERCHANDISE FOR SIDE-LINE SALESMEN. Per Gross. **60c**

CHAMPION SPECIALTY CO.
 814-A CENTRAL ST., KANSAS CITY, MO.

On Individual Cards

CORN-GO
 CORN & CALLOUS REMOVER
 Stops the Pain Instantly

Leonard Sales Co.
 232 North 9th St., Philadelphia, Pa.
 Write for Distributors' Prices. Pre-paid Sample, 10c.

SPECIAL DEAL:
 2 Doz. CORN-GO; retails 25c. \$6.00
 1 Doz. FOOT CREAM; retails 25c. 3.00
 1 Doz. FOOT POWDER; retails 25c. 3.00
COMPLETE DEAL, \$2.00.
 Ask your Local Jobber About CORN-GO.

GREATEST MONEY-MAKER EVER OFFERED

FREE YOU GIVE A **50c PREMIUM** WITH EVERY PEN.

PLUNGER VACUUM—
 A Push & A Pull—Pen Is Full.
CLEANS AS IT FILLS.

BIG PROFITS
 Drop Indicator Records Ink. Tells When To Refill.

JACKWIN PEN CO.
 50 W. 28th St., New York, N. Y.

Complete Plan and Sample Outfit, **50c**
 Stamps or Money Order.

STEINBERG-CARLTON
 Another Scoop!

AUTOMOBILE RADIO

MODEL NO. 1405

Be among the first to get in on Steinberg-Carlton's latest scoop. Greatest value in an Automobile Radio Set ever offered! And it allows you a greater margin of profit than any other set on the market. Will work anywhere from 6-volt battery; in car, truck, tent, camp, boat, beach or farm. Can be installed easily in 5 minutes.

One outlet sold 20,000 of the old model of this set in six months. And this is a newer, better, sturdier, more sensitive, more powerful set. It costs you less. And you make more on it!

Order today! First come, first served. Right now is your chance to clean up and make more money on a Radio Set than you ever made before. Rush \$5.00 deposit, Balance C. O. D.

STEINBERG-CARLTON RADIO CO.
 412 Kaickerbocker Ave. BROOKLYN, N. Y.

LIST PRICE	YOUR COST
\$34.50	\$16.25
Your Profit	\$18.25

CONCESSIONERS » » »
TIME MEANS MONEY

Stop Shooting at the Moon!!! For Pre-Listings of Season's New Flash write for your copy of New 1936 Catalog Today. Include Your Show, Park or Permanent Address.

WISCONSIN DE LUXE CORP.
 1902 North Third St., MILWAUKEE, WIS.

Advertise in The Billboard—You'll Be Satisfied With Results.

Here's our Guarantee and Challenge

No Matter Where You Are You Can Buy Merchandise From Us in New York Delivered to You at a Lower Price Than You Now Pay. If This Is Not So We Guarantee To Make Good the Difference.

For your GENERAL MERCHANDISE, NOTIONS, SUNDRIES, TOILETRIES, RAZOR BLADES, NEEDLE BOOKS, etc., order from previous ads or at lowest prices advertised and we will ship accordingly.

20 Years of Price Leadership is your assurance of getting the Best Values on the market. Postal brings FREE Catalog. Now Located in NEW YORK only

MILLS SALES CO. 901 BROADWAY, NEW YORK, N. Y. ESTABLISHED 1916 Branch, 85 ORCHARD ST. NEW YORK

ITEMS OF

(Continued from page 54)

Island, Swiss Family Robinson, Alice in Wonderland, Little Women, Grimm's Fairy Tales, etc.

As radio giveaways or as offerings with or without the product advertised, books are one of the most intriguing articles to offer. The reason is obvious. Radio is showmanship and dramatizing one's story. What could be better than the romance woven into books, the very titles of which spell drama and are bound with human interest?

Premium users cannot go wrong by considering articles with invisible value and books are but an example of what is meant by "invisible value." Any item on which there is NO DEFINITE PRICE FIXATION in the mind of the public falls under this general classification and is much more certain to produce results than an item on which the public is as familiar in the matter of price as is company offering the premium. Other good premium items, on which the price varies so much that they might well be considered as being within the category referred to in this article, are radios, silverware, glassware, pictures, statuary, cameras and the many scores of items advertised in these pages from week to week.

NEW BIZ, RENEWALS

(Continued from Radio Section)

citals by Southern University Male Quartet, Sunday at 3 p.m., WJBO, Baton Rouge, and six additional stations of the

Southern Broadcasting System. (KMRD, WDSU, KALE, KMLB, KPFC and KVOL, all in Louisiana.)

WESTINGHOUSE ELECTRIC CO., thru local distributor, 15-minute transcription weekly, Monday, 9:45 a.m. Program, Grace and Eddie Albert, the Newlyweds. WSMB, New Orleans.

U. S. RUBBER CO., New York, thru Campbell-Ewald, Detroit, 13 one-minute spots, began April 5. WSMB, New Orleans, and WBRC, Birmingham.

GRUEN WATCHMAKERS' GUILD, Cincinnati, thru De Garmo-Kilbourn Corp., New York, 13 one-minute spots. WSMB, New Orleans.

TEXAS CO., thru Hauff-Metzger, Inc., New York, 13 weeks, transcription. Program, dramatics. WWL, New Orleans; WJBO, Baton Rouge; KWKH, Shreveport; WJDX, Jackson, Miss.; KTHS, Hot Springs, Ark.; WAPI, Birmingham, and five other Southern stations.

WALGREEN DRUG STORES, Shreveport, direct, remote from store one time, April 4. KWKH, Shreveport.

FERN-EATON BEAUTY SALON, Little Rock, direct, 15-minute beauty talks on Sunday at 5 p.m. KLRA, Little Rock.

HEMENWAY'S FURNITURE STORES, Alexandria, La., direct, increasing daily Transradio news broadcasts from three to five times six days a week. KALÉ, Alexandria.

LOUISIANA COCA-COLA BOTTLING CO., New Orleans, direct, daily broadcasts for 77 road games played by New Orleans Pelican baseball team, featuring Jack Halliday. WSMB, New Orleans.

TEN-MINUTE SHOE REPAIRING CO., Shreveport, La., direct; renews, 15-minute transcription concert, 4:45 p.m. Sunday. KTBS, Shreveport.

RIVE & RIVE PIPE ORGANS, New Orleans, 15-minute organ program, 5:45 p.m. Saturday, began April 4. WWL, New Orleans.

CELOTEX CO., New Orleans, direct, 15-minute augmented band concert by company's employees on Thursday nights. WWL, New Orleans.

ROI TAN CIGARS, American Tobacco Co., Inc., New York, thru Lawrence C. Gumbinner Agency, New York; two spots daily, beginning April 6. WWL, New Orleans.

GODCHAUX SUGARS, INC., Reserve, La., direct, 13 one-minute spots. WWL, New Orleans.

MURINE CO., INC., thru Nelsser-Meyerhoff, Inc., Chicago; six one-minute spots weekly for 13 weeks, beginning April 6. WWL, New Orleans.

MAYER, ISRAEL CO., New Orleans, direct, 15-minute program, Friday at 5:45 p.m. Kiddies' adventure stories. WSMB, New Orleans.

LETTER LIST (Continued from page 53)

- McGowan, Vernon
McKee, Alvin
McIntyre, Keith
McKernan, Wm.
McLaughlin, Donald & Gene
McLaughlin, L. B.
McLendon, R. F.
McLeod, Jack
McNally, Luther V.
McNally, Arthur P.
McPherson, Eugene
McSpadden, John R.
MacDonald, Wm. D.
Mace, Herbert
Macerial, Bob
Machel, Bob
Mack, Wm.
Maggard, Jack
Mahoney, J. L.
Major, A. R.
Maller, Frank
Mansell, J. L.
Manson, Mickey
Marcelles, Bud
March, Walter
Marcum, C. E.
Marcus, Will
Manson, Sidney
Markley, Dave
Marko, Geo.
Marks, B. D.
Marks, Steve
Mars, Walter J.
Martell, Jerry
Martin, Harry
Martin, Tom
Mason, Dick
Mason, Dr. H.
Mason, Ralph
Matthews, J. H.
Maximo, Mechanical Man
Maxwell, J. B.
Maxwell, Jack
May, Jackie
Meade, Tommy
Meeker, Frank
Mendelson, Louis
Mengel, Jay
Mercer, Chas. W.
Merriel, Paul
Merrill, Speedy
Metts, A. J.
Meverden, Lloyd
Meyers, Ben F.
Meyers, Fred
Miller, Billy
Miller, Capt. M.
Miller, Chas. Joe
Miller, Fred M.
Miller, F. W.
Miller, Leo
Miller, Leon
Miller, Mervin
Miller, Ralph
Mills, Robt. A.
Milton, Billy
Mimdo
Minkin, Sam
Minsky Supreme
Mintz, Staring Show
Mitchell, Eli
Mitchell, Frank O.
Mitchell, Geo. M.
Mitchell, Larry
Mitchell, Louis
Mitchell, Mike
Mitchell, Miller J.
Mitchell, Miller F.
Mitchell, Steve G.
Mitchell, Tennis
Mitchell, Tom
Mitchell, Tony J.
Mitchell, Wm. S.
Mix, Art
Money, Frankie
Monte, Johnny
Monts, Geo. B.
Moore, Ben E.
Moore, Blackie
Moore, B. L.
Moore, Mack
Moore, Montie
Moore, Thomas
Moore, Tommie E.
Moore, Walter C.
Mooney, Harry
Morgan, Chas.
Morgan, Frank L.
Morosco, Ritchie
Morris, H. C.
Morris, Jimmy
Morris, Joe D.
Morris, Milton
Morris, Ted
Morrison, Chas.
Morrison, Dave L.
Morse, Geo.
Mortenson, Mort
Motts, Fred
Mounts, Clark
Mr. Q
Mueller, Tex
Mullins, Jack
Mummaw, Walter
Mund, Sunny
Mundi, Dr. Leon
Munson, Ted
Murdoch, Robt. K.
Murphy, D. J.
Murphy, J. L.
Murphy, Jos.
Murray, Arthur
Murrey, Earl
Murrey, Jess
Naboone, R. J.
Nash, Johnnie
Nation, Al
Neal, Roy
Neilson, Douglas
Neibert, Clarence
Neibert, Barney
Nelson, Bert
Nelson, (Hough House)
Nelson, Douglas
Nelson, Whitey
Nepo, Geo.
Neto, Natale
Nieberly, Louis J.
Nolan, Larry
Northrup, Jesse
Nye, B. H.

- Rogers, Bill
Rogers, Eldie
Rooney, Chas. H.
Rogers, Seigel
Roland, N. P.
Rooney, Jimmy
Rosche, Frank R.
Rosche, Frank
Rose, Harry & Sally
Rosen, Billie
Rosenbach, Harry
Rosenbach, Wm.
Rosenberg, Geo.
Rosewall, Abe
Ross, Harry
Ross, Jack
Ross, Phil
Ross, Tom
Ross, Tony F.
Ross, Wm.
Rossa, Jos.
Rossi, Joe
Rotnour, J. B.
Round Tree & Shorty
Rowan, Walter W.
Royer, Archie
Ruffing, B. H.
Russell, Geo. L.
Russell, Hall
Russell, James H.
Russell, Tussie
Russo, Phil J.
Ruston, Jas. R.
Ryan, Ray E.
Salinger, David
Salisbury, Wm.
Samson, Guy
Sanderson, C. L.
Sangor, Harry
Santini
Sartell, Oscar
Savoldi, Joe
Scatterday, R. O.
Schaffer, Chas.
Schaffer, Herman
Schaffner, Neil E.
Schelhe, Louis
Schneeman, Lester
Schneider, Vic
Schofield, Jos.
Schreckengost, Arden
Scott, B. M.
Scott, Richard
Scott, Walter Red
Sears, Howard
See, Bunny
Sells, Virgil
Sexton, R. J.
Seymour, Tommy
Seymour, W. O.
Shapiro, Dave
Shannon, Dick
Sharkey, Ted
Sharpe, Maxie
Sharrack, Lowell
Shelton, Wm.
Shelton, Daoc & Mitzi
Shelton, Toby
Sherwood, D. D.
Shiels, Floid
Shields, P. A.
Shmidt, Louis H.
Shunatone, Chief
Shufro, Nate
Shuttie, Ferris
Siegrist, Billy
Sigel, C. S. Doc
Sigourney, Tom
Siladi, John
Silvers, J. H.
Silvers, Jack
Simon, Leo
Simpson, E. R.
Simpson, Sam
Singleton, Harry D.
Sizemore, Asa
Skeeter Kell Co.
Sleight, Robt.
Slerling, Doc B.
Slossor, Shots
Sloute, Verne L.
Small, Leo
Smith, Ben
Smith, Bill
Smith, Fletcher
Smith, Floyd
Smith, Harry K.
Smith, Herbert R.
Smith, Herman Q.
Smith, J. Lacy
Smith, Lloyd T.
Smith, O. M.
Smith, Rollin
Smith, Texas Jack
Smith, T. J.
Smitty, J. D.
Smith, Steve
Snobak, John Mex
Snooks, Kid
Snow, Howard
Snow, Roy
Snyder, Dutch
Snyder, Merle O.
Solomon, Tildon S.
Sordlet, Hank
Spangler, Dr.
Spartan, Chas. E.
Spear, W. A.
Spellman, Dave
Spencer, Bill
Sperry, Red
Sperry Players
Spring, Tony
St. Johns, Art
Stanley, Clipper
Stanley, Mark
Stanley, Goldblock
Stanley, Paul
Steel, Bob
Stegeman, Roger
Steinberg, Abraham
Stephens, G. W.
Stephens, Jr. J. R.
Stephens, Speedy
Stetson, Jack
Stevenson, J. D.
Stewart, Ed J.
Stewart, John
Sty, Jos.
Stone, J. M.
Stone, Jimmy S.
Stork, David
Storm, Frank
Street, Wm.
Streets, Willie
Strong, Ervin
Struel, Frank
Stuff, Clifford
Sullivan, Texas
Sullivan, Jack
Summers, W. S.

- Sutton, Chas.
Swain, W. I.
Swan, Jack
Swan, Tex
Swanger, Harry
Sweeney, Tom
Swindell, Geo. H.
Swore, Cliff
Tait, D. W.
Tate, Gilmore
Taibert, B.
Taylor, R. Ferris
Taylor, Wm. B.
Teer, Jimmie
Teeters, Freeman
Templeton, Patrick G.
Terrell, Billie
Terry, G. H.
Tervay, Eugene
Thomas, Bob
Thomas, H. O.
Thomas, Jack E.
Thompson, Mike
Thompson, Ross
Thornhill, Loui
Tinnell, Dan
Todd, Edward
Todd, Jas. Buster
Todd, Homer
Tolmack, Benny
Tom, Geo.
Towe, Paul
Traffon, Frank H.
Traugott, Dave
Traver Carnival
Tronson, Rube
Trutty, Jos.
Tubbs, Ed
Tullis, Wm. A.
Turner, Lynn H.
Tweedy, Chas.
Twist, Egan
Tye, Louis
Tyler, Tobias
Tyree, O. H.
Usher, Herb
Valare, Bud
Van Allen, E. W.
Van Dyke, Robt.
Van Houstes, Sam
Van, Jack G.
Varnell, Chick
Vance, Francis
Vermont, Slim
Victor-Victoria
Vincent, Joe
Vinson, Happy
Virgil, the
Voltaggio, Morris
Vondey, Fred
Waddell, Tony
Wagoner, M. E.
Waldron, Frank
Walker, James Tim
Walker, Thos.
Walters, Sidney
Walz, Doc
Ward, Del
Ward, Dick
Ward, T. F.
Waters, Frank
Watkins, Ira
Watkin, Pierre
Watson, P. W.
Watts, Ira M.
Wax-Ize Products Co.
Webb, Joe B.
Webb, Taft
Weber, Harry S.
Weiss, Carl
Weldon, Prof. A.
Wentworth, W. L.
Wesselman, L. B.
West, Buck
West, Vernon
Western, Bill or Gill
Western, S. J.
Westman, Ray
Wetter, Victor
Wetzel, Baldy
Wheary, Harry
Wheaton, Charley
Wheeler, Ned
Whiley, Oscar
White, Clyde J.
White, Earl S.
White, G. W.
White, Ray
White, William
Whitehead, Bob
Whiteman, Wm.
Whitford, O. Pete
Wilkie, Paul
Wilkins, Grover C.
Wilkins, Jimmy
Willander, John
Williams, Burl
Williams, E. E.
Williams, Jim
Williams, John
Williams, Clarence
Williams, Jr. B. F.
Williams, Fred X.
Williams, Harry
Williams, Slim
Williams, Lawrence
Williams, Les O.
Williams, Lou & Jean
Williams, Sunnie
Williams & Williams
Willie-West & McGinty
Willis, R. L.
Wilson, Bob W.
Wilson, Colis
Wilson, Blackie
Wilson, Clyde
Wilson, E. B.
Wilson, Earl
Wilson, Robt. W.
Wilson, Robt. Carl
Wilson, Windy
Wilton, G.
Winchell, F. E.
Wing, Robt. G.
Wingert, Billie
Winnaman, Sully
Winstead, E. S.
Winters, John
Winters, the Juggler
Winters, T. J.
Wise, Ralph
Wise, Whitie
Wolfe, T. A.
Woodard, Bennie
Wood, Douglas A.
Wood, Edgar R.
Wood, Frank
Wood, Maurice
Wood, R. F.
Wood, Ray
Wood, (Clown)
Woods, Punk
Woods, R. L.
Wunder, Tom & Betty
Woodburn, Thos.
Wori, Geo. H.
Worsley, I. A.
Wright, Chas.
Wright, George
Wright, Jack
Wyatt, Carl & Louise
Wylie, F. C.
Yancey, Beeman
Yancey, Geo. P.
Yogi, Rajah
Yonko, Leo
York, Capt.
Young, Billy Toby
Young, Edw. L.
Young, Eddie
Young, Fred H.
Young, George
Young, Harry
Young, Roscoe
Youngs, Aerial
Zangar
Zaylor, W. T.
Zenoz, L.
Zogl, Prince
Zorn, Harry
Maguire, Bunny
Mason, Martha
Miller, Beth
Miller, Bobbie
Mjler, Carroll
Mohler, Delsie
Murphy, Lorraine
Owen, Mardell
Parker, Geraldine
Price, Edna
Pringle, Violet
Raff, Emma
Reddick, Madam Ray
Reno, Dolores
Reynolds, Violet Mae
Schmidt, Rose
Schmelzer, Margaret
Selletti, Madeline
Sisty, Alice
Smith, Agnes
Higgonbothen
Stanford, Irma Lee
Stevenson, Mrs. Ed
Stewart, Celeste
Stewart, Louise
Ventry, Alice
Viola, Lady
Waltzhauser, Dorothy
Waterman, Emily
Waters, Betty
Wells, Billie
Wilson, Marilyn

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway.

Ladies' List

Gentlemen's List

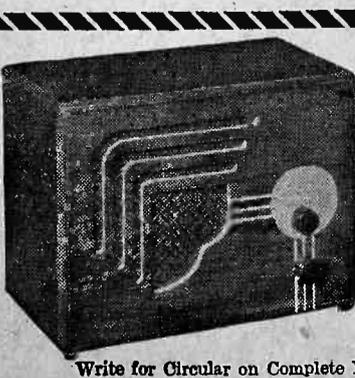
MIDWEST MERCHANDISE COMPANY'S SPECIALS

- B100-BEACON MAGNET & MINGO BLANKETS. Case Lots, Each. \$ 1.50
B101-BEACON S H A W L S. Case Lots, Each. 1.90
B102-17-Piece TEA SETS, Large Pot. Case Lots, Per Set. 1.00
B103-RADIOS, beautiful cabinets, Ea. 6.50
B104-DUMMY CABINETS for Above Radios, Each. 1.00
B105-TABLE LAMPS, Big Assortment as Low as, Each. .50
B106-8-Quart STEAM COOKERS, Dozen 11.50
B107-LUNCHEON S E T S, 5-Piece, Linen finish, display box. Doz. Sets. 4.20
B108-Heavy PARADE CANES, best quality. Gross 16.50
B109-PARADE CANES, medium wt., Silver inlaid handles. Gross. 10.00

- B110-PARASOLS, Floral Cloth. Gr. \$ 8.50
B111-PARASOLS, Rayon Silk. Gr. 16.50
B112-BALLOONS, Circus and Carnival Prints. Gross. 2.50
B120-STICKS, Gross. .25
B113-TOSS UP BALLOONS, large feet, assorted. Per Gross. 4.50
B114-CANDY, large, flashy giveaway. Per thousand packages. 10.00
B115-POCKET KNIVES, 1 and 2 blades. Assortment 100 for. 5.00
B116-TOOTH PICK KNIVES, 3 blade, Jap. Gross. .75
B117-DICE ASH TRAYS, 4 in box. Per Gross Boxes. 4.50
B118-WHIPS, lash, imported. Gr. 4.50
B119-BOUNDER BASE BALLS. Doz. 1.15
B121-BASE BALLS, Special. Dozen. .80
B122-SWAGGER STICKS, Bright Colors. Gross. 6.50

We have on hand for immediate shipment: Bingo Cards, Hoop la Blocks and Hoops, Cane Rack Nets and Rings, Knife Rack Rings, Stock Wheels, Dart Boards, Snow Cone Machines and Supplies, Fruit Drink Powders, Juice Joint Glasses and the most complete line of carnival merchandise ever presented. Order from this ad, using numbers as listed; thank you. 25% with order, balance C. O. D. Our Representative, MR. E. (SLIM) JOHNSON, will be in Dallas for several weeks. Address care The Billboard.

MIDWEST MERCHANDISE CO. 1026-28 BROADWAY, KANSAS CITY, MISSOURI.



NEW! FIRST TIME AT THIS! AMAZING LOW PRICE!

Genuine 5-TUBE GENERAL RADIO

LATEST MODEL. For the first time in radio history you can buy High Quality Genuine General Radios at the price of ordinary sets. Latest Model. Modern. Smart walnut cabinet. A. C. D. C. Illuminated airplane dial. Built-in antenna. Offset Dynamic Speaker giving full, undistorted tonal quality. All R. C. A. License Tubes. Metal Ballast. Get aboard this Fast, Big Money Maker. Write for Circular on Complete Low-Priced, High Quality Line. \$6.95 in lots of six \$7.25 SAMPLE SET 25% with order, balance C. O. D.

GENERAL LABORATORIES 240 West 23d St. New York, N. Y.

Cole, Harry G. Comstock, Vernon Copeland, Wm. Corey, Tex Cranwill... Langevin, Alfred Layman, Forest Kadir, (Armless) Leafar, Allan Lorraine, Fred MacAllister, Pat Marcus, C. W. Billy... Curran, Barry Dahl, Myrtle Daley, Erefret Bill Davenport, James Davis, C. Dehdennis, A. Peters, Harry Dillon, Thos. P. Erlich, Robert Fagan, R. L. Fair, Willie Fink's Comedy... Gerber, H. Girard, Henri Goad, Dude Goodwalt, Sidney Hamilton, Al Hanley, Hobart Haren, David Hastings, Guyler Hayes, Albert Hecter, Albert J. Huyler, Frank Jansen, Hen, & Co. Kattlip, Clarence Kelley, Jack Kempton, K. S. Kiamy, Stanley Kish, James Klein's Midway Attractions... Knight, Herb. M. Klein, J. Koran, L. C. La Mont, Jack J. La Rue, Bobbie (Morris) Lamont, Laddie Lagasse Am. Co.

Davidson, Mrs. George E. Duncan, Essie Fay Eaton, Mrs. Edw. Ellis, Miss Jackie Glasscock, May Gore, Thelma John, Elsie Layne, Mary Liberty, Lenis Madden, Alma Mason, Mrs. Dora Lea Mellon, Mrs. A. J. Meyers, Della Morgan, Minnie Mullin, Mrs. John Myers, Eloise Poole, Mrs. Bill Reeves, Mrs. Curtis J. Rooney, Minnie H. & Chas. Stewart, Mrs. Ray Swires, Mrs. Carl Wilson, Mrs. E. N. Wilson, Mrs. Walter W. Zimmer, Florence... Mooney, Art: (Oasis) Detroit, nc. Morgan, Russ: (Biltmore) NYC, h. Moyer, Ken: (Ringside) Ft. Worth, Tex., nc. Nagel, Harold: (Rainbow Room) New York, nc. Nance, Ray: (Dave's Cafe) Chi, c. Navarre, Ted (Roseland) Brooklyn, N. Y., br. Navarro, Al: (Belvedere) Baltimore, h. Nelson, Ozzie: (Lexington) New York, h. Newman, Ruby: (Rainbow Grill) Rockefeller Center, N. Y., nc. Niebaur, Eddie: (Casino Moderne) Chicago, nc. Noble, Ray: (Met.) Boston, t. Nolan, Bob: (Gibson) Cincinnati, h. Norris, Joe: (Eastern Star) Detroit, nc. Norvo, Red: (Dempsey's) NYC, re.



Gerber, H. Girard, Henri Goad, Dude Goodwalt, Sidney Hamilton, Al Hanley, Hobart Haren, David Hastings, Guyler Hayes, Albert Hecter, Albert J. Huyler, Frank Jansen, Hen, & Co. Kattlip, Clarence Kelley, Jack Kempton, K. S. Kiamy, Stanley Kish, James Klein's Midway Attractions... Knight, Herb. M. Klein, J. Koran, L. C. La Mont, Jack J. La Rue, Bobbie (Morris) Lamont, Laddie Lagasse Am. Co. Mail on hand at CHICAGO OFFICE 600 Woods Bldg., 52 West Randolph St. Ladies' List: Astrella, Mrs. Bayer, Buella Bordeaux, Miss Mitzie Brashear, Mrs. Eula Burt, Estelle Clark, Sylvia Clayton, Mrs. Clarence Collins, Mrs. Ruth Coon, Lorraine Dayton, Madalyn Dixon, Jean Duncan Sisters Freitas, Mrs. Gertrude L. Ervil Hugges, Mrs. V. L. Hutt, Myrtle Krandall, Betty Leland, Tony Leslie, Mrs. Holly Lucano, Louise McCarty, Mrs. Billie Mack, Mae Maidie, Miss Nourse, Mrs. Regan, Mrs. Stella Ritter, Mildred Robertson, Virginia Rollet & Dorethea Shaw, Mrs. Darline Sherman, Betty J. Sinclair, Peggy Szita & Ann Tuttle, Florence Wilson, Mrs. Frank Zindra, Rose

Ohman, Frank V.: (Pavilion Club) Miami Beach, nc. Olson, Walter: (New Julius) Gardenville, N. Y., re. Oliver, Eddie: (Reno) Reno, Nev., cc. Pablo, Don: (Merry-Go-Round) Akron, O., nc. Pancho: (Pierre) NYC, h. Panico, Louis: (Olympic) Chicago, b. Parham, Tiny: (Club Havana) Chi, nc. Parker, Johnny: (Knickerbocker) Chicago, nc. Paul, Eddie: (Columbia) Cleveland, b. Peary, Bob: (Graemere) Chi, h. Pecoraro, Dick: (Monte Rosa) NYC, re. Perry, Ron: (St. Moritz) New York, h. Peterson, Dee: (Grande Vista) St. Joseph, Mich., nc. Pizitta, Julia: (Robert Morris) Trenton, N. J., h. Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re. Prima, Louis: (Famous Door) Hollywood, Calif., nc. Purvis, Jack: (Thru Looking Glass) New York, nc. Conway, John Culver, W. C. Cummings, J. H. Cutler, Louis Crone, E. Davis, Graham Day, Doc Dickerson, Ralph Dogget, W. A. Donnelly, Russell Evans, Dick Farris, Hank & Anne Gere, H. S. Gillies, Robt. L. Gillip, Art Green, Al Griesbaum, Lester Gunnerson, Richard E. Halstrom, Dave Heller, Geo. (Red) Hendrickson, Everett E. (Tex) Howard, Oscar V. Hyme, L. H. Ingleton, Bob Johnson, Geo. Johnson, Lee Kerns, Jerry King, G. W. Kriswell, Roy Krug, Clarence H. LaBarie, B. Lasley, Ted Lee, Tommy Litts, G. F. Lorenzo, Jack MacDonald, Mac Mase, Link Mayes, R. J. McDonald, Slim H. McKinley, Joe McLaughlin, Bill McPeak, Robt. E. Miller, B. E. Miller, Fred T. Murphy, Neil Nichols, W. S. Parker, C. A. Pelham, Nigel Phillion, Ed Phillion, Jim Phillips, Frank Reynolds, L. O. Roth, John Saunders, P. B. Scott, C. B. Scoville, Earl Scully, Tom Smith, C. L. Spriggs, Harry Trohouse, Chief Vann, Don Wentworth, W. L. Whitney, Gordon Wilson, J. D. Wilson, Robert (Blackie) Wilson, Windy

Now Ready! 3500 ITEMS Moth Preventatives, Disinfectant, Fly Swatters, Fly Ribbon, Razor Blades, Novelties, Sun Glasses, Jewelry, Sales Boards, Etc., Etc. SEND FOR FREE CATALOG. LOWEST PRICES IN THE COUNTRY. DOUBLE-EDGE BLUE STEEL BLADES - 5s. Guaranteed \$2.95 Quality, 1,000 SINGLE-EDGE BLADES - 5s. Colophoned, with Back. 100 FLY SWATTERS - With Long Handles, Doz. 20c FLY RIBBON - Best Quality, 100 73c MOTH TABS - 10c Self-er. Doz. 23c 25% Deposit With Orders. BENGOR PRODUCTS CO. 10 E. 17th St., Dept. K, New York City

MAIL ON HAND AT DALLAS OFFICE 401 Southland Life Bldg. 1416 Commerce St. Ladies' List: Adams, Mrs. Lou Ella Hooper, Mrs. Juanita Kelley, Mrs. Edith Kennedy Sisters Tent Show Kramer, Sally McDowell, Mrs. Thelma Phillon, Mrs. Opal Ragan, Madaline E. Baglan, Eva Shaffer, Mrs. Lill Statterfield, Mrs. Irene Stewart, Mrs. Armenia Talley, Rosa Lee White, Mrs. Viola Wilson, Mrs. Emily Woods, Opal Yurkovic, Ann Adams, Mrs. Lou Ella Hooper, Mrs. Juanita Kelley, Mrs. Edith Kennedy Sisters Tent Show Kramer, Sally McDowell, Mrs. Thelma Phillon, Mrs. Opal Ragan, Madaline E. Baglan, Eva Shaffer, Mrs. Lill Statterfield, Mrs. Irene Stewart, Mrs. Armenia Talley, Rosa Lee White, Mrs. Viola Wilson, Mrs. Emily Woods, Opal Yurkovic, Ann

Gentlemen's List: Adams, J. C. George, Frank Haley, George Henry, Pinhead Hester, Joe Hobison, C. C. Kirkan, O. Kline, Ernie Lacoma, Chris Lynn, W. E. Bud Madison, James Martin, Peter McCue, Tiger McFadden, Texas Morris, Wallace Osborne, Walker Pitts, Eddie Portwood, Jack Rehn, George Runge, H. E. Scott, Harold G. Spring, Eddy Taylor, Rex Wallace, Hi Wallace, Jerry Ward, Hank Wells, Fred L. Whittinghill, J. C. Williams, Frank

Woods, Howard: (Robert Treat) Newark, h. Yankee, Fred: (Hollywood) Atlantic City, t. Young, Sterling: (Mission Beach) Los Angeles, b. Yuhasz, Johnny: (Durant) Flint, Mich., h. Zarin, Michael: (Waldorf-Astoria) New York, Zatul, Joseph: (Biltmore) New York, h. Zwilling, Sid: (Bellevue) Belleaire, Fla., cc. Zwolin, Ted: (Moulin Rouge) Detroit, c.

Gentlemen's List: Alyn, Kirk Edensfield Jr., Danny Anderson, M. Ashters, Harry Ashton, Harry Aterbury, Robert Bee Jr., F. H. Belote, Howard Whitey Bennett, George Bentely, George Bernier, Chas. Blow, Chick Bowan, Charles B. Breitenstein, W. D. Brown, Jack C. W. Brown, Vernon Burke, C. H. Cain, John Connors, Steve Cress, Harry M. Davis, Ed Davis, Jack DePreister, Lawrence Demnati, Haddo Dornfield, W. C. "Dorny" Drifty, Kid Russell W. Durrant, George Dyer, John S. Eagle, Nat T. Elvin, Albert M. Evans, Bill Edwards, Earl Epstein, Maurice Frank, J. J. Franks, Mr. & Mrs. Frank Fraser, Donald Freitas, Al Germano, Tony Gerard, Jay Gilmore, J. Glaser, Marcus Glovitch, John Goebel, Arthur V. Goldstein, Morris Gomer, Horse R. Gould, Joseph Graham, Hal Grayson, Eddie Greenwood, Capt. Harrison, Dale Harmer, Jack Harrison, Harrington, Ben (Red) Hannan, John Homoki, Joseph Adams, Bonita Bennett, Marie Brown, Mrs. Mary Carter, Frances Cole, Mrs. Edw. R. Daniels, Mrs. Doris Deck, Madge

Gentlemen's List: Adams, J. C. George, Frank Haley, George Henry, Pinhead Hester, Joe Hobison, C. C. Kirkan, O. Kline, Ernie Lacoma, Chris Lynn, W. E. Bud Madison, James Martin, Peter McCue, Tiger McFadden, Texas Morris, Wallace Osborne, Walker Pitts, Eddie Portwood, Jack Rehn, George Runge, H. E. Scott, Harold G. Spring, Eddy Taylor, Rex Wallace, Hi Wallace, Jerry Ward, Hank Wells, Fred L. Whittinghill, J. C. Williams, Frank

At Home Abroad: (Grand) Chi. Boy Meets Girl: (Selwyn) Chi. Children's Hour: (Biltmore) Los Angeles 13-18. Hampden, Walter: (National) Washington, D. C., 13-18. Nazimova: (Nixon) Pittsburgh 13-18; (Cox) Cincinnati 22-25. Night of January 16: (Shubert) Boston. Old Maid: (Lyric) Knoxville, Tenn., 15; (Temple) Birmingham, Ala., 16; (Erlanger) Atlanta, Ga., 17-18. Personal Appearance: (Normal School) Emporia, Kan., 16; (Arcadia) Wichita 17; (Convention Hall) Tulsa, Okla., 18. Personal Appearance: (His Majesty's) Montreal, Can., 13-18. Three Men on a Horse: (Garrick) Phila. Three Men on a Horse: (Hanna) Cleveland 13-18. Three Men on a Horse: (Masonic Aud.) Rochester, N. Y., 15; (Capitol) Albany 16-18. Tobacco Road: (Plymouth) Boston 13-18. Tobacco Road: (Shubert) Newark, N. J., 13-18. Winterset: (Harris) Chi 13-25.

MAIL ON HAND AT ST. LOUIS OFFICE 890 Arcade Bldg., Eighth and Olive St. Ladies' List: Adams, Bonita Bennett, Marie Brown, Mrs. Mary Carter, Frances Cole, Mrs. Edw. R. Daniels, Mrs. Doris Deck, Madge McCoy, Clyde: (Roseland) NYC, b. Martel, Red: (Famous Door) NYC, nc. McRae, Jerry: (Edgewater Gulf) Biloxi, Miss, h. Mack, Austin: (Harry's N. Y. Cabaret) Chicago, c. Mann, Milton: (Village Barn) New York, nc. Mannone, Wingy: (Hickory House) NYC, nc. Mantes, Gus: (Birch Gardens) Albany, N. Y., nc. Manuti, Al: (Man About Town) New York, re. Maples, Nelson: (Ye Olde Tavern) Fort Wayne, Ind., nc. Marsic, Al: (Club Mirador) Homestead, Pa., nc. Marshall, Bill: (Bellevue Stratford) Phila, h. Martel, Gus: (Stork) New York, nc. Martell, Paul: (Arcadia) New York, b. Martin, Freddie: (Aragon) Chi, h. Martin, Ted: (Childs' Paramount) NYC, re. Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re. Meadow, Frank: (Barrel of Fun) New York, nc. Meir, Harvey: (Gayety Village) Chi, c. Meo, Jimmy: (Royale-Frolics) Chicago, nc. Messner, Dick: (Park Central) NYC, h. Meyers, Jack: (Club New Yorker) New York, nc. Middleman, Herman: (Nixon) Pittsburgh, c. Miller, Russ: (Edgewood) Treton, N. J. Miller, Walter: (Breaker's) Palm Beach, Fla., h. Mohr, Bob: (Deauville Club) Santa Monica, Calif., cc. Monroe, Jerry: (Boulevard) Union City, N. J., h.

Gentlemen's List: Adams, J. C. George, Frank Haley, George Henry, Pinhead Hester, Joe Hobison, C. C. Kirkan, O. Kline, Ernie Lacoma, Chris Lynn, W. E. Bud Madison, James Martin, Peter McCue, Tiger McFadden, Texas Morris, Wallace Osborne, Walker Pitts, Eddie Portwood, Jack Rehn, George Runge, H. E. Scott, Harold G. Spring, Eddy Taylor, Rex Wallace, Hi Wallace, Jerry Ward, Hank Wells, Fred L. Whittinghill, J. C. Williams, Frank

INDEPENDENT BURLESK: Beauty Parade: (Worcester) Worcester, Mass., 13-18; (Hudson) Union City, N. J., 20-25. Corio, Ann, Show: (Orph.) Reading, Pa., 18. Follies of Pleasure: (Gayety) Baltimore 13-18; (Gayety) Washington, D. C., 20-25. Gayety Girls: (Bijou) Phila 20-25. Hello, Paree: (Gayety) Washington, D. C., 13-18; (Empire) Newark, N. J., 20-25. High Jinks: (Republic) NYC 13-18. Jolly Girls: (Werba) Brooklyn 13-18; (Republic) NYC 20-25. Legs & Laughter: (Variety) Pittsburgh 13-18; (Gayety) Baltimore 20-25. Melody Maids: (Empire) Newark, N. J., 13-18; (Howard) Boston 20-25. Merry Whirl: (Bijou) Phila 13-18; (Variety) Pittsburgh 20-25. Rounders: (Howard) Boston 13-18. They're Off: (Hudson) Union City, N. J., 13-18; (Werba) Brooklyn 20-25.

ROUTES (Continued from page 31) Leafar, Allan: (The Farm) White Plains, N. Y., ro. LeBrun, Duke: (La Salle) South Bend, Ind., h. Lee, Larry: (Beverly-Wilshire) Beverly Hills, Calif., h. Lehmas, Al: (Pershing) Chi, h. Leopold, Arnie: (Chez Ami) Buffalo, N. Y., nc. Leo-Terry: (Oasis) Austin, Minn., 14; (Aud.) Hartington, Neb., 16; (Club) Ramona, S. D., 17, b. Levant, Phil: (Bismarck) Chicago, h. Lewis, Ted: (Morrison) Chi, h. Light, Enoch: (McAlpin) New York, h. Lindeman, Udo: (Gloria Palast) New York, cb. Lishon, Henri: (Royale Frolics) Chi, nc. Little, Little Jack: (Paramount) NYC, t. Livingston, Jimmie: (Club Chalfonte) Pinehurst, N. C., nc. Lombardo, Guy: (Roosevelt) New York, h. Lond, Mort: (S. S. Zee) Chi, nc. Lopez, Antonio: (Tampa Terrace) Tampa, Fla., h. Lopez, Vincent: (Ambassador) New York, h. Lube, Jacques: (Princess) Bermuda, h. Lucas, Nick: (Hollywood) NYC, cb. Lyman, Abe: (College Inn) Chi, nc. Lyon, Bob: (Commodore) Vancouver, B. C., Can., cb. Lyon, Russ: (Northwood Inn) Detroit, nc. McCarn, Grace: (Chinese T Gardens) Detroit, re.

Gentlemen's List: Adams, J. C. George, Frank Haley, George Henry, Pinhead Hester, Joe Hobison, C. C. Kirkan, O. Kline, Ernie Lacoma, Chris Lynn, W. E. Bud Madison, James Martin, Peter McCue, Tiger McFadden, Texas Morris, Wallace Osborne, Walker Pitts, Eddie Portwood, Jack Rehn, George Runge, H. E. Scott, Harold G. Spring, Eddy Taylor, Rex Wallace, Hi Wallace, Jerry Ward, Hank Wells, Fred L. Whittinghill, J. C. Williams, Frank

MISCELLANEOUS: Birch, Magician: (College Aud.) Jefferson City, Tenn., 15; (Aud.) Newport 18. Bragg Bros.' Show: E. Haverhill, N. H., 13-18; Warren 20-25. Cairo, Magician: Meriden, Conn., 13-18; Hartford 20-25. Daniel, 2-10, Magician: Alsey, Ill., 13-18. Hoffman, Magician: Hammond, Ind., 14-18; E. Chicago 21-22; Dyer 23; Oalumet City, Ill., 24. Lewis, H. Kay, & Hollywood Varieties: Yuma, Ariz., 15-16; San Diego, Calif., 17-19; Los Angeles 20-26. Lucy, Thos. Elmore: Wheaton, Kan., 16-18. (See ROUTES on page 68)

OAK RUBBER CO. HY-TEX



New HYPLANE BALLOON

The youngsters are wild about this one. Undoubtedly Hyplane will be the biggest money getter this season. Inflates 25" from nose to tail. Wing span, 24". Assorted color balloons. Two-color print.

For Sale by Leading Jobbers.

The OAK RUBBER CO. RAVENNA, OHIO.



HEADQUARTERS FOR SPECTACLES and GOGGLES

We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Catalog BF43. Optical Specialties

17 N. Wabash Ave., Chicago, Ill.

ELGIN—WALTHAM

WRIST WATCHES

Brand-New Cases, Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.

H. SPARBER & CO., 108 North 7th Street, St. Louis, Mo.

2.95

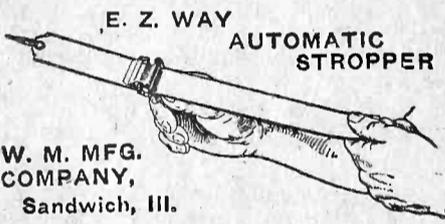
Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct 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 353, Hamilton, Ontario.

E. Z. WAY

AUTOMATIC STROPPER



W. M. MFG. COMPANY, Sandwich, Ill.

SOAP.

PLAIN, PRIVATE LABEL OR STOCK.

Write for Prices.

NUTRO MEDICINE CO. 16 South Peoria Street, CHICAGO, ILL.

MEN AND WOMEN

You may stand on your head to read this ad, but if you answer it, it will put you back on your feet financially. For 25 cents coin (not stamps) we will send you enough material, along with instructions, to take in \$250.00 before you need spend one more cent. Hire some one else to do the work on a commission basis. An entirely new and profitable proposition.

COMMUNITY ENTERPRISE Laurium, Mich.

MEDICINE MEN

Write for Catalog. The House of Dependability Since 1895. Obtain our Prices on your Private Label Remedies.

THE QUAKER COMPANY

Manufacturing Pharmacists, 220-222-224 George St., CINCINNATI, O.

MEDICINE HEADQUARTERS

A Complete Medicine Show Line. Immediate Service. Wholesale Catalogue upon request.

GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, 137 E. Spring St., Columbus.

AMERICA'S LEADING MANUFACTURER OF FELT RUGS

Lowest Prices. Sample, \$1.35. Postage Prepaid. EASTERN MILLS, EVERETT, MASS.

WILL ROGERS 1,000 LATEST JOKES.

10,000 Laughs; Wiley Post Eulogy, 4c, sells 15c. Sample 10c. Veterans' Magazine, Joke Book. Going good. **VET.'S SERVICE MAG.,** 157 Leonard St., New York.

SILVERITE SIGNS COST 5c—SELL 25c

List Free. \$5.00 per 100, Postpaid. SILVERITE SIGN CO., 417-O South Dearborn Street, Chicago.

LOOK—JOKE—FUN

April Fool will soon be here. The joke fans will never find a device that will measure up to the calibre of our Auto Joker, or Whiz Bang, for its thrill and fun. Also now contracting Display Fireworks for Fourth of July, Parks, Fairs, etc. "From the Door of Our Factory to You."

ILLINOIS FIREWORKS COMPANY, P. O. Box 792, Danville, Ill.

PITCHMEN

by BILL BAKER

(Cincinnati Office)

DOC LEON STREETS . . . pipes from Monticello, Ark.: "Have had our med opera open for four weeks. Weather conditions are bad but am still managing to get money with Arkansas Ozark herbs. Doc Check Williams helps me with the lectures. Others on the show are Slim and Jelly Null, comics; Tina Rose Streets, soubret, singing and dancing; Mrs. Streets, straights and characters; Check Williams and missus doing doubles, singles and double bango, and Mrs. Williams knocking the natives silly with her wonderful mental act, and last but not least is Tommy the Wonder Dog, the dog that sings and plays a musical instrument. If you think the latter statement is too strong wire the mayor of Monticello or Pine Bluff. I am the only med show to play Pine Bluff in 16 years. Doc Williams and wife, Madam Lure, spent the winter in Florida. They started west to put Tommy in pictures but decided to stay with me a while. A soldier's reader is good in this State, but you must prove residence in the State. Without it the law requires a State and county reader, the county reader being good for six months or any part thereof. And it is rather stiff. Would like to hear from Doc Franklin Streets."

"I AM WRITING ON behalf of my brother, Arthur," tells Howard E. Cox from Detroit. "Art has been confined to the Herman Keifer Hospital here and may be there for several months. His condition is not as serious as his wife's, but the doctor said that rest was the only thing, and that is something he hasn't been getting lately." Sorry to hear of your confinement, Art. I know that the boys will be glad to write and keep you in touch with happenings on the "outside."—Ed.

J. W. SWISHER . . . and his brother, Cliff, are working med and mugs in the coal capital, Charleston, W. Va. They report biz good, but the mines close two to three days a week. "Waiting for the girls to leave school so we can move north," ends J. W.

C. W. MEADOWS (Charley the Pencilman) now has a drug store in Detroit and is doing well. Incidentally, he handles magazines and features *The Billboard*. More power to you, Charley!

LA VAUGHAN BOLDEN pipes from Kirklint, Ind.: "Smoky Pittman and Mary played here last summer and the show was well liked. It has been rumored around these parts that he was killed last winter in the South in an automobile wreck. I watch *The Billboard* for news but so far have not seen an account of the wreck. Would appreciate it very much if anyone could send in news regarding Pitt and Mary."

HARRY A. DAWSON . . . with the Keith Players, writes from Paragould, Ark.: "The Frank C. Keith show closed for a three-day period to reorganize, following a four weeks' stand at Jonesboro, Ark., where the show had the poorest business in the 26 years of its existence. The show then reopened here March 30 to good crowds, but high winds managed to eventually spoil the first week's business. Prospects for the next two weeks are bright, however. The

roster now includes Frank C. Keith and missus, Capt. Frank Halloway, Cliff Willson and missus, Blackie Proctor, Bessie Mae and Harry A. Dawson, Jimmy and Lena Stephens, Billy Brumley and Glen and Irene Pennington, Art Holloway and wife left for Minnesota to open their regular season under canvas. Mrs. F. C. Keith entertained with a dinner on Palm Sunday. The guests included Mr. and Mrs. Leo Thompson, of the Thompson Show; Louis Funderburk, Ray Lamb and wife and P. A. Wharton, of the Lamb Players; Bessie Mae and myself and Frank Halloway. That same evening a terrific rain and hail storm inundated the lot to a depth of more than three inches but no serious damage resulted."

CHIEF VAN RED FEATHER . . . writes in from Dayton, O., telling of a recent visit to Columbus, O., where he paid a visit to the Consolidated Drug Company, P. R. Devore's new plant. Red Feather has been doing business with Devore for more than 12 years.

PROF. JACK E. SHARKEY . . . pipes from Taunton, Mass.: "Still rolling along. Going good with my advertising stunt. Even carry the keister around at night and am doing fair. Have not sold a chameleon since the missus died in 1918. Would like to read pipes from Mike Healy and Carney (Fat) Anderson. Let's read pipes from more of the old-timers."

"HAVE HAD SNOW . . . every day for a week," cards George J. (Heavy) Mitchell from Gary, Ind. "Plenty of cold weather with it. It seems that my old friend Otis (Scotty) Scott and I are the only ones who care to fight the lake breezes in these parts. Well, after so long a time one gets used to it. I am depending on the weather man. He has promised better days soon. Had a line from Mary Ragan, also Pat Dana. Mary is in Detroit and Pat is in Fort Worth."

"JUST A LINE . . . from an oldtimer who has carried a pitch case for 25 years and who never misses *The Billboard*," shoots Jack McKay from Newark, N. J. "In the issue of April 4 I was glad to read where my old boyhood pal Morris Kahntroff is back in harness again. To me there is none better in the business and I have met them all."

"BEEN HERE IN . . . the coal fields the past four weeks, pitching on the streets and doing very well," scribes Doc Franklin Street from West Frankfort, Ill. "Expect to take the show out next week if weather permits, then worth north. Expect to show around Chicago this summer. Have Jolly Fannie Hatfield back this season, so I know I will have a good show."

HARRY CORRY PIPES . . . from El Dorado, Ark.: "Am back on the Hennies Bros.' Shows for my third season. Did very well in both my previous seasons. My roster includes Marvin South, assistant auctioneer and tip man, and Leon Hardison as stock man. Am very glad to hear Gene Golin is out of the hospital and feeling good. Hope he keeps his health and puts on a lot of weight so he will be the same jolly

Gene of three years ago. I read with interest of the new club on the Coast, the Jam Men's Recreation Club. Was surprised to see I am not a member as Jerry Russell would have given me membership in the said club. But I suppose the club is only for capable men and as the parade has passed me by I will take a membership in the gummy gahoo club. Ha, ha. Just a little good-natured rib, boys. Sure would like to read 'em from Crandall, Jones and all the boys."

"IT'S BEEN A LONG . . . time since I sent in a pipe," cards P. M. (Lone Wolf) Hart, Sulphur, Okla. "Have been working Texas for fair takes all winter. Been in Oklahoma since March 20. Lawton, Frederick, Walters are fair. Ardmore has a large Saturday crowd but no money. Will be in Ada over Saturday (4). And in Seminole for first Monday. Probably a couple more spots hereabouts, then will head east. Looks like a good season ahead."

"ONE INCH OF SNOW . . . and plenty of talent here," tells Mary Ragan from Detroit. "Curley Bartok has the lot on Woodward, The Detroit Kid, Tommy Hoy, can give us all the laugh. He has a swell trailer. Chick and Doro-

CIRCUS SPECIALS

STREETMEN SUPPLIES CELEBRATION NOVELTIES



- No. 826 — Mickey Mouse Toss Up, large size, Gross \$7.00
- No. 1212 — 25" All-Silk Parasols with Flowers. Doz. . . . 1.25
- No. 397 — Mickey Mouse Silk Parasols, large size. Dz. 1.80
- No. 1889 — Metal Hat Fur Monkeys, 7 1/2" Doz.35
- No. 21 — Bamboo Parade Canes, heavy quality, Gr. 8.00
- No. 23 — Men's Wht. Maple Cane, Black Crook Handle. Gr. 8.00
- No. 1685 — Whistle Lash Whips, best quality. Doz.60
- No. 1682 — Snake Lash Whips, Loop Handle. Doz.50
- No. 107 — Regulation Cowboy Hats, all new felt. Doz. . . . 1.50
- No. 9 — Streetmen Special Balloons. Gr. 2.50
- No. 8 — Mouse Balloons with Ears. Gr. 2.75
- No. 131 — Miniature Straw Hats. Doz. .35
- No. 3380 — Ivoryite Charms, all kinds with strings. Gr.90

FREE CIRCUS BULLETIN UPON REQUEST

Special Texas Centennial Bulletin with All the Latest Creations Sent Free. 25¢ deposit on all Orders, bal. O. O. D.

GOLDFARB NOVELTY CO.

"The House of Service"

116 Park Row, New York

IT SELLS PLUNGER FILLER VAC

ZIPI ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS.

JOHN F. SULLIVAN NEW YORK CITY.

488 Broadway Fast Service Sully.

AGENTS--PITCHMEN---Just Patented CREED LAWN MOWER SHARPNER

Small Tool to Sharpen Lawn Mowers. Simple to operate. Every home owner a prospect. Sells for 50c. Costs you \$2.00 per Dozen, F. O. B. Chicago. Shipped Express C. O. D. 50% deposit with order. Write

CREED-SHARPNER, 1917 Newcastle Ave., Chicago, Ill.

GET THIS QUICK

Here's a sensational seller that makes quick profits for direct salesmen, pitchmen and premium users. Genuine Leather Ties, richly embossed, look finer than silk. Snappy style, long wear, cleaned with damp cloth. 50c gets you one, with complete Sales Kit, Samples and Details of SURE PROFIT Plan. Write NOW!

NU-MODE TIE CO., Dept. 81, 1833 N. 12th Street, Milwaukee, Wis.

GET IN ON MY NEW BANKER PENS and BANK YOURSELF A LITTLE MONEY. Everything in the Fountain Pen Line—Vacuum & Plunger Fillers. Send for my New Price List.



JAS. KELLEY, the Fountain Pen King, 487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

APEX IS BEST



Combination Glass Cutter and Sharpener, with Boxes. Gr. . . . \$7.00

Knife Sharpener and Envelope. Gr. 3.25

BERK BROS. 18 East 17th St., New York, N. Y.

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14.

The advertising rate of 50c an agate line remains unchanged.

thea, among America's foremost astrologers, are here. Betty Bartok is in Florence Crittendon Hospital and the stork is expected soon. Betty says I am to be the godmother."

"JUST TO LET . . ."
our friends know where we are," cards Carl Hays from South Hill, Va. "Were in Florida all winter. Sheet not so bad. Bought a factory job trailer at Sarasota this winter. Saw Morris Kahnroff, Whitey Johnson and Bob Noell all working and getting good money. Would like to read one from Guy Peterson."

"AFTER 25 YEARS . . ."
as an actor in practically every branch of show business I am shooting my first pipe to these columns," tells Billy Morning from Tremont, Pa. "I arrived here March 31 to begin rehearsals and prepare for the coming season with Doc Tex Worthe, with whom I had a fine season last summer. Everything is now ready for Doc to blow the starting whistle on what we confidently expect will be the best year outdoor show business has had since the good old days. This year Doc Worthe expects to get away from the usual type of platform show in that he will use a hillbilly revue and orchestra, together with a number of vaudeville acts. I would like to read 'em from Roy Shrimplin, Dave and Hilda Swan and the bunch around Columbus, O. Drop a line, folks, and let us know how you are, what you are doing and what your plans are for the coming season."

"READ L. KIDD'S . . ."
Baltimore pipe," says Ambrose Peterson from San Francisco. "It is plenty hard to get a spot here. You can't work Kearney or Market streets and we are all just about getting by. Was thru the Middle West and Oregon and Washington last summer. Better there than here. Will leave for the North soon. Have just been putting in the winter here. Glad to hear that Frank Libby has joined the store workers. Frank could get money if he were to install his joint on the Mohave Desert. Kitteredge is working Oakland. Had a cold, wet winter here. Give me Fresno in the future."

"BLEW IN HERE . . ."
on April Fool's Day and sure was a fool for heading this way," tells James E. Miller, St. Louis. "However, I have plenty of company here. A few of the capable boys around town are Barney Kaplan, with a new joint, assisted by Joe and Tex; Mickey McDonigle, the card wizard, just passing thru; Bert Glauner and wife, working shops and doing okeh; Doc Johnston and wife, getting ready to leave; Frank Libby, just out of the hospital but not able to get around yet. Frank says you just can't keep a good man down and, of course, we all know Libby is a good man when it comes to cutting glass and getting those quarters. Joe Smith is still here and getting his share. Another good guy, Henry Degras and wife are here with cement; Fred Miller, with flukum; Doc Quack and Meltzer, inhalers, and empty-nine more. Barney Kaplan is leaving here to tie up with the Texas Centennial at Dallas, and Little Tex, his partner, leaves for Cleveland to tie up with the doings to be held there this summer. These boys are really getting the money, which shows there is still plenty if you have something new and know how to handle it. My feet are itching to be with a big top now that the warm breezes are blowing again. But think I can get more by sticking with the old reliable radio health garter. Will leave here shortly and as they say in the movies, 'Time Marches On.' Would like to read a pipe from Hightower and Joe (Count) Kenner."

"READ MORRIS KAHNTROFF'S . . ."
pipe and sure was glad to learn he is doing so well," scribes Gene Gollin, St. Paul, Minn. "Not many can make the statements Morris did and mean them. But when Morris says it you can depend on it, boys. He has what it takes,

**CONVENTIONS
COMING EVENTS**

*And Other
LISTS
Will Appear in
the Next Issue*

and there's a lot of us who are lacking in that certain something. Remember Fargo and Fessenden, N. D., Morris? Some spots they were. If only we had had more stock when we were in Fessenden. But it is not what we have had in the past, but what we have today that counts. Ray Martz is working in a Minneapolis chain store with tie forms and getting his spring b. r. Paul Thilmoney is working rabbits for Easter but stopped long enough to get a glass of 3.2 and how he loves it. So Harry Corry is back on the Hennies Bros.' Shows. Glad to hear it. Always glad to read a cutup from Harry. And let's hear from some of you other fellows also. I am sure you boys don't want the old column to die for want of news, especially when there is plenty of it after a long winter. Would like to know where 'Kansas City' Tom Sweeney is. Also wonder what has become of my old partner 'Terrible' Terry Harris. Would like to read one from him. Others who should pipe in include Ben Schwadron, Hymie, Arizona Bill, Jack Williams, etc. Like a lot of others who are with it, for it and against it, I enjoy reading Pipes. So let's hear from all of you fellows. Dave Kritzik, who used to be with Gelman Bros., has opened his own novelty house here and is doing well."

"AM READY TO LEAVE . . ."
here soon and expect to wind up in Detroit," tells John H. Jones from New Orleans. "Glad to read 'em from Jimmy Ross, Al Rice and Frenchy. This has been the toughest winter I have had for some time. Mostly due to poor health, but business here has been lousy, too. Wonder where Jack Gilbert is. Hope the boys in Chicago are getting it. Would like to make one more pitch on Maxwell street. Only a few of the workers left here now."

DOC CARLTON V. LAMONTE . . .
pipes from Goldville, S. C.: "The Thomson & LaMonte Show made its official spring opening here March 26 but found gold as well as silver somewhat scarce. Have had plenty of rain to hold us back. The company had 16 weeks off to eat and play pinochle. And they did plenty of both. Have added a new office and living trailer to the outfit and hold open house to all troupers."

NEW ENGLAND JACK MURRAY . . .
shoots one in from Westerly, R. I., to let us know he is still alive and kicking. Says that in another four years he'll be 60 and has yet to see that man who can outsell him on the subs.

F. L. (FERGY) FERGUSON . . .
traveling representative of the General Products Laboratories, Columbus, O., stopped in for a visit last Friday. Fergy spent several months in the South this winter visiting the folks down around Miami and thruout other sections of Florida, then gradually working his way northward thru Georgia, the Carolinas, Virginia, Pennsylvania, etc. His latest trip has been thru Indiana and Illinois territory. "Everywhere I go," says F. L., "it is apparent that med shows are expecting one of the best seasons of recent years and, in my opinion, based on observations made thruout the entire eastern half of the country, this optimism is fully warranted. The season of 1936 looks like a real winner for outdoor showfolks. Our own business has been coming along fine, with March being the largest month in the company's history."



ELGIN-WALTHAM
RAILROAD MODEL 16 - SIZE
7 JEWEL . . . \$ 2.50
15 JEWEL . . . 3.25
17 JEWEL . . . 3.50
DEPOSIT REQUIRED - BALANCE C.O.D.
SAMPLE WATCH \$50 EXTRA - QUANTITY BUYERS WRITE

BORKMIDSECO 45 W 45 NYC

LEADER TIES - SLIP-NOT-TIES
Patented.
The Ties with the Ready-Made Knots. Hold their shape forever. Silk lined. Latest spring patterns—woven materials—atin stripes—jacquards—plaids and solid colors. Best 50c sellers—repeaters. Young and old go for it in a big way.
\$2.50 per dozen postpaid
Send for sample dozen & be convinced. Money refunded if not satisfied.
M. LEVINE, Inc. (Manufacturer of Neckwear)
13 North 13th St. Philadelphia, Pa.

FOLLOWING THE

(Continued from page 56)

would have thought of using four years ago. The foregoing should only serve to prove what I have stated in the beginning of my article, namely, that the use of premium merchandise is continuously growing and will always embrace newer branches of general merchandise distribution.

As far as our own industry is concerned, this coming season will substantiate to the largest extent the assertions and predictions made in this article. Sportlands and playlands will be bigger and more elaborate. Parks and beaches will enjoy a larger patronage. Pin games will hold their place as the foremost medium of amusement, and surely last but not least diggers will have a better year.

**Give Public Plenty for
Its Money**

Let us be prepared to do our share in the development of our industry. Let us preserve the standards and observe the ethics of good merchandising which are so essential for the well-being of our industry. Let us, above all, preserve the good will and patronage of our public by giving it the most and best for its money and preserve its patronage by rewarding it with finer merchandise always. In short, let 1936 be a bigger and better premium year.

NEW ITEMS

(Continued from page 55)

allowing the color to join with the crystalline effect of the glass to give a striking effect. The new process has been developed for mirrors, candlesticks and a variety of novelty merchandise. The company is planning national distribution.

Saddle Chairs

Necedah Novelty Manufacturers are marketing a unique type folding stool-chair, known as the Saddle Chair. Item is ideal for every automobile and should prove especially handy for all outdoor shows. Chairs are three-legged units with a canvas form fitting seat shaped like a saddle. Chairs fold into 22-inch length and weigh only one and a half pounds. Come in two sizes, the kiddie size being only 16 inches in length when folded. Because of their compactness and light weight they can be carried in the car or stored in the trailer with a minimum of inconvenience. Price low.

Bo-Lo Hat

Premium users and specialty salesmen will hear much of the new Bo-Lo hat before the hot weather season ends next summer. Item is a cross between a hat and a cap, with visor in front and no brim. The Bo-Lo is very light in weight and features an adjustable suspension arrangement that enables the hat to readily fit all head sizes. It is thoroly waterproof and can be obtained in many different colors. Excellent as premium giveaway or for straight sales purposes. Made by Borkland Corporation.

New Type Electric Toy

Meet "WINKY," the animal with the flickering electric eyes. WINKY is a sensational new stuffed toy originated and manufactured by the National



CAMEO RINGS
Still the Most Outstanding Seller of All Time. These Beautiful Rings Come in 12 Distinct Patterns, Chrome or Gold, Men's and Ladies' Sizes.
\$2.00 Doz. \$22.50 Gross
Send \$2.00 for 12 Samples No. 71.
Send for our New Catalog—showing hundreds of beautiful items suitable for Re-sale—Premiums—Prizes, etc.
HARRY PAKULA & CO.
5 North Wabash Avenue, Chicago, Ill.

SELTZER TABLETS
— BULK —
These Tablets are absolutely stable and are intended to be packed in cellophane envelopes and mounted on cards.
NUTRO MEDICINE CO.
16 South Peoria St., Chicago

BOB HOFELLER
Has Something New for You in
SOAP
Write, wire or phone for details
HOFELLER PRODUCTS
12 South Clinton St., CHICAGO, ILL.

RADIO LINE NOISE ELIMINATOR
Big Seller on Demonstration.
\$65.00 PER THOUSAND F. O. B. CHICAGO
SAMPLE, 10c.
NU-TONE LABORATORIES
115 S. Market St., CHICAGO

MEDICINE MEN!
Becker Products Are Better. Complete Line, Prompt Service. Write for Price List.
BECKER CHEMICAL CO. (Est. 1890)
235 Main Street, Cincinnati, O.

French Fancy Novelty Company. **WINKY** is a dog, a bear, a rabbit, or it may be some other animal. Just pat him on the head or stroke his ears and he will answer by his flickering eyes. **WINKY** is complete with batteries, winking unit and electric eyes. Ordinary flashlight cells are used for the electricity. Good novelty item.

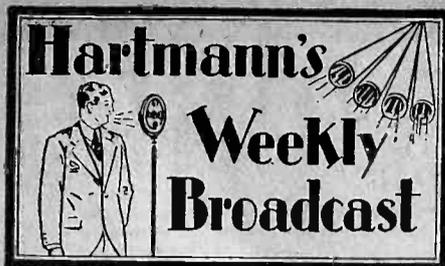
Washes Hands Without Water

A new hand lotion, which is said to be a knockout, is being introduced by Dopkins & Company. It washes, whitens, softens and perfumes the hands without water.

NEW PEN SENSATION!



Grodin Plunger-Fill Vacuum Fountain Pens
Just Pull the Plunger and the Pen is Full! Our Price on this is as unusually low as is our complete line of Pens, Pencils and Combination Pen and Pencil Sets.
Write Today for Full Particulars.
GRODIN PEN CO., 396 Broadway, New York, N. Y.



REGULAR readers of this column will probably recall the comments in our issues of March 28 and April 4 on the contracts which George Jennier, clown, signed with both the Lewis Bros. Circus and the Rice Bros. Circus, the documents being dated just nine days apart, February 19 and 28, respectively. Space was offered Jennier for an explanation, but the offer went unaccepted.

However, Jennier has since notified Paul Lewis, general manager of the Lewis Bros. Circus, that he was "very sorry but will have to cancel my contract for the coming season. I will not be able to troupe with a circus for some time, as I am in bad health and do not know when I will be in shape to work. I hope this will give you plenty of time to replace me, which I guess will not be hard to do. I am staying down here for a short time, after which I expect to go to some friends of mine in South Carolina. I will not be with any circus this season, at least not very soon. Wishing you a real good season, I am."

The cancellation letter was dated at Havana, Fla., March 7, posted at Attapulugus, Ga., April 8 (a month later), and on back of the envelope a return address was given as Anderson, S. C.

Jennier, under the contracts, was to begin work with the Lewis show May 2 and with the Rice circus "on or about April 11." No word has been received from the Rice management about a cancellation, but if Jennier will not be able to troupe, as he says, for some time on account of bad health, one would judge that he will not be with the Rice show, whose contract calls for starting of work three weeks earlier than the Lewis document.

OF ALL the messages of sympathy received by him following the storm that played havoc with the Krause Greater Shows at Miami, Fla., Manager Ben Krause probably valued none more highly than a letter from Lamar B. Dozier, president of the Junior Chamber of Commerce of Sarasota, Fla., a town which the Krause show has played on several occasions and the Sara de Sota Pageant and Fair there the last two years. The Dozier letter, dated March 10, was not only sympathetic, but offered financial help, which speaks well for the reputation established by Krause.

With the salutation, "My dear Mr.

Krause," it reads: "All of the Junior Chamber boys, including myself, of course, were very sorry to read in this morning's paper of the freak storm which apparently did such heavy damage to your show late yesterday afternoon. It looks like you are having more than your share of tough luck this season, and we sincerely hope that better days lie ahead.

"Mr. Glenn and myself were talking this morning and we thought perhaps if you were running pretty short in your personal funds that we might be able to arrange a loan from the Junior Chamber or Pageant Fund until you get on your feet again. If you need a little help please advise me and Mr. Glenn and I will see what we can do."

A BIG problem with the Ivan Circus in Australia is transportation. The methods of loading and unloading are very ancient, and it is probably because of this fact that only one performance a day is given. What is needed badly, they say, is a good American train-master and loading crew.

Another interesting point about the show is that it carries no wild animals—nothing but trained domestic animals. The advertising matter informs the public that wild animals can be "seen and smelled" at the zoos, which, by the way, are plentiful in Australia.

The official title of the show now is Ivan Bros. Top of the World International Circus and Equestrian Revue. The home of the show is Melbourne, Victoria.

FINAL CURTAIN

(Continued from page 28)

er of Jack Morrell, card worker, April 4 in Cleveland. Besides his brother, he is survived by his parents, Mr. and Mrs. A. G. Morrell. Burial in Riverside Cemetery, Cleveland.

MORTENSEN—Eva, 39, wife of Martin Mortensen, Detroit pianist, was instantly killed by a hit-and-run driver in that city April 5.

MURPHY—William Robert, 52, music, dramatic and literary editor, April 1 of heart disease at his home in Philadelphia. Mr. Murphy was a charter member of the Philadelphia Operatic Society and author of *Stories of the Operas*. Survived by his mother and a brother.

ROBERTS—James H. Roberts, veteran blacksmith and horseshoer, for 20 years with B. E. Wallace and later with other circuses, at Peru, Ind., April 7, when he stumbled and fell down basement steps, sustaining a fractured skull.

ROBINSON—David (Mousey), 26, comedian, at Norwalk Hospital, Norwalk, Conn., April 3 after being struck by an automobile at Darien, Conn. He was returning to New York after appearing at the Loew Globe Theater, Bridgeport, Conn. He was a native of Providence.

STIEFF—George, 72, retired motion picture theater operator, April 2 at his home in Middleport, O., following an illness of several weeks. He operated and managed theaters in Central and Southern Ohio. Burial in Middleport.

VERSCHLEISER—Ben, 48, film pro-

ducer, in Hollywood April 3. Entered picture business 16 years ago with Harry Cohn and in 1923 became production head for the Grand and Asher studios, later quitting to start his own productions at Fine Arts Studio. Following that he was associated with World-Wide, Monogram and Universal, his final production at the latter studio being *Three Kids and a Queen* last fall. His widow; a son, Alfred, and two daughters, Irma and Blanche, survive.

VIDITO—Mrs. Anna, mother of Mrs. J. E. Trout, of Heller's Acme Shows, March 25 at Indianapolis after several years' illness.

WERRENATH—Mrs. Aretta Camp, 83, mother of Reinald Werrenath, noted baritone, at French Hospital, New York, April 6. Mrs. Werrenath's husband was George Werrenath, opera singer of the 19th century, and she herself sang and composed lyrics. Survived by her son, Reinald, and two sisters. Services April 8.

WOCKENFUSS—Max, 55, for the last five years a member of the Metropolitan Opera Orchestra, of heart disease in Queens, N. Y., April 9.

Marriages

ANDERSON-MORGAN—George Anderson, nonprofessional, and Thelma Morgan, night-club entertainer, April 6 in Cleveland.

BANNISTER-WELT—Harry Bannister, theatrical producer and former husband of Ann Harding, film star, and Leah Welt at Phillipsburg, N. J., six months ago, it was disclosed last week. Miss Welt was associated in an executive capacity with Bannister during the production of *The Drunkard* in New York last season and is now engaged in the same capacity in the production of *Murder in the Old Red Barn*, current at the American Music Hall, New York.

CLAYTON-KLEIN—Bernard Clayton, pianist with Will Lamont's Orchestra in Washington, Pa., and Edna Klein, nonpro, in Wellsburg, W. Va., April 2.

DZURIK-PAUL—Joseph Dzurik, in charge of candy concessions at all Loew theaters in Bridgeport, Conn., and Florence Elizabeth Paul, candy concessioner at the Loew Globe Theater, Bridgeport, in Brewster, N. Y., March 14.

KLUSMEYER-SCHLATTER—George Klusmeyer, business manager of the Cincinnati Conservatory of Music, and Mrs. Rheah Schlatter, singer, in Cincinnati April 4.

MURAIRE-ESTHER—Jules Muraire, popular French comedian under the stage name of Raimu, and Mlle. Esther in Paris March 28.

RUSSELL-BLATT—Ben Russell, De- (See MARRIAGES on page 69)

Motor Transportation Dept.

We solicit your co-operation by sending us letters concerning difficulties and complications you encounter while traveling the highways or visiting cities and towns. We want to know the problems of showmen, so we may publish information of interest to all. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.

illustrated booklet just published by the Four Wheel Drive Auto Company. In vivid color and graphic detail a story of automotive safety is brought to the reader. Statistics regarding 1935 highway accidents and causes of such are shown in a clear and forceful manner.

OWNERS OF MOTORIZED

(Continued from page 32)

and that safety would require eight hours; also a driver ought not to proceed faster than 35 miles per hour, because it takes a good hundred feet to stop several tons of truck and cargo at that speed. An unskilled driver will forget that he has to ease the brakes on the trailer first until it drags on the tractor; otherwise, the trailer will jack-knife around the tractor and the entire outfit will go into the ditch. Failure to recognize this important point has resulted in disastrous accidents.

The motorized circus operator is likewise involved in troubles arising from the complicated mass of conflicting State laws. For example, a show operating between Illinois and Minnesota must be equipped with Minnesota license plates, a Wisconsin Public Service Commission plate, an Illinois plate with metal figures inserted indicating the maximum gross load. Frequently a Chicago city sticker or a St. Paul sticker on the windshield is required. If a unit is found on a highway licensed for another road, it must be stopped until the entire matter is straightened out. If in Indiana the public service fee card falls out of its metal holder, there is apt to be an arrest and a fine of \$31. In Michigan he must switch on green trailer lights; in Illinois, he must not.

One substantial commercial operator of trucks co-operates with the Rock Island Railroad. Every night in Chicago 12 to 15 loaded trailers are brought to the Rock Island yards and moved up a ramp on several flat cars. These cars, with the trailers only, move thru the night some 180 miles away, where in the morning the tractors hook on again to handle the shipments. The railroad receives about \$45 per flat car. It is quite possible that in the future the motorized circus will be combined with the railroad and long jumps will be made by steam. There is no question but that the truck will carry a show faster on distances from 5 to 200 miles than will the railroad.

The motor carrier act gives the commission authority to set up whatever safety requirements it deems necessary. Hours of labor, etc., are likewise fixed. Therefore, it is inevitable that the motorized circus, produced in the economic boom days, must reorganize its entire system, replace obsolete equipment and completely revise its method of doing business.

CHEVROLET sales in March, 126,119 units, were the highest for any month in the history of the company. A new record was set also for first-quarter sales, which totaled 272,149, a gain of 97,839 over the same period last year. The previous high record for a single month had stood ever since May, 1928, totaling 122,437. The largest previous first-quarter record was 248,875 units in 1929. Sales of used cars by Chevrolet dealers were 165,170 in March, and 481,834 (a new record) in the first quarter.

SAFETY is the theme of a 24-page

TOM MIX CIRCUS WANTS

Account of Enlarging Big Show Performance

Acts of all kinds, Riders, Acrobatic Troupes, Aerialists, Novelty Animal Acts, etc. Performers doing two or more acts given preference. We furnish transportation and trailer accommodations. Write, stating all, per route in Billboard.

CETLIN & WILSON SHOWS

MARTINSVILLE, VA., WEEK APRIL 20

Want Ferris Wheel Foreman and experienced Ride Help. Address all this week, Reidsville, N. C. George Donahoe, answer this.

BARFIELD'S COSMOPOLITAN SHOWS

WILL FURNISH ALL ATTRACTIONS FOR THE SPRING FESTIVAL, GRIFFIN, GA., WEEK APRIL 27.

This will be used as an organization spot, preceding Spring Opening at Rossville, Chattanooga. WANT Shows, especially Colored Minstrel with Band. Salary for Band for Midway Work. WILL BOOK Tilt-a-Whirl, Whip, Loop-o-Plane or any Flat Ride. Also Legitimate Grind Stock Concessions. Talkers and Acts for Side Show. Additional Route to those interested. Address C. E. BARFIELD, Box 4702, or wire Western Union, Jacksonville, Fla.

LATLIP SHOWS WANT

BINGO to join at once. Must have outfit and stock. Show opens here, in the heart of Charleston, W. Va., Saturday, April 18. Work 50/50 after nut. Wire, don't write. Long season with good route. Address 209 Elm Street, Charleston, W. Va.

COREY GREATER SHOWS WANTED FOR TWO UNITS—Merry-Go-Round, Chair-O-Plane, Loop-o-Plane, Tilt-a-Whirl, Kiddie Auto Ride, Pony Track, Motordrome, Flea Circus, Fat Girl, Ten-in-One, or any Shows of merit. Frozen Custard, Photos, Long Range Gallery, Cigarette Gallery, Candy Floss, Ice Cream, Stock Wheels, Ball Games, Fish Pond, Bowling Alley, Pitch-Tilt-U-Win, Hoop-La and legitimate Grind Stores of all kinds. Reasonable rates. Address E. S. COREY, New Commercial Hotel, Cresson, Pa. Bell Phone, Cresson 9088. P. S.—John Hoff, Mabel Mack, Jimmie Helman; Sealo, Cecil Purvis write.

WANTED WHITE MUSICIANS

All instruments. Join at once. Wire or write CHAS. CLARK, Band Leader, Dodson Show, Norfolk, Va. Pay your wires, I pay mine.

BUD HAWKINS CIRCUS WANTS

Pony Act, Bucking Mule, with transportation; Big Show Acts doing two or more, complete Side Show with own transportation. WILL BUY Blue Seats or Star Backs. Grease Joint open. BUD HAWKINS, Murray, Ky.

CENTANNI GREATER SHOWS

OPEN APRIL 23d, CARTERET, N. J. WANTED—Fish Pond, Hi-Striker, Hoop-La, Popcorn, Jelly Apples, American Palmistry, Devil Bowling Alley. A few choice wheels open. Wanted Shows with their own outfits, 75-25. Also wanted Oriental Dancing Girls and Ride Help. Will be on the lot from April 20 on. MICHAEL CENTANNI, 927 Broadway, Newark, N. J. Telephone: Humboldt 3-9711 from 10 to 12 a.m.

REO BROS. CIRCUS WANTS

People for Wild West Concert, Clowns; Musicians for Big Show Band, Circus Acts doing two or more, useful Circus People. Cook, Grab Joint, Novelties, Candy Apples, Photo Privileges for sale. BOX 193, Upper Darby, Pa.

COIN OPERATED

VENDING

SERVICE

MUSIC

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by TOM MURRAY—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

NADA Mulls Trade Matters

Formulates plans to halt bootlegging, price cutting—national board is favored

CHICAGO, April 11.—One of the most important meetings of coin machine distributors since the recent show was the quarterly meeting of the National Automatic Distributors' Association held in this city April 4 and 5.

Practically all the members were present, including representative distributors from all parts of the country who are joining the organization. As a result of the meeting many of the problems now confronting the distributors should be solved for the betterment of the industry.

NADA is a co-operative group but is not interested in collective buying. Its only interest is to maintain an association devoted to the distributors' interests and the promotion of ethical business practices within the industry. The NADA platform, which has been published from time to time, includes such worthy plans as the elimination of bootlegging into outside territories, respect for territorial rights on the part of its members, the proper handling of legal problems and to assist the various related branches of the industry by bringing about a more harmonious condition thru closer co-operation.

The distributors who make up NADA comprise about 60 per cent of the total coin machine buying power, and with this majority of purchasing power working along harmonious lines the major ills covering distribution can be easily solved.

In the two-day session the distributors will discuss the following:

Detroit Group Selects Name

DETROIT, April 11.—The name Greater Detroit Vending Machine Operators' Association was selected at a meeting of operators of vending and service machines held last week at the Detroit Leland Hotel.

The following officers were elected: M. L. Joslin, manager of the Pack-It Shop, president; Samuel Paul, Stewart & McGuire, vice-president; Frederick E. Turner, secretary, and B. L. Howes, of Howes-Shoemaker Company, treasurer.

Directors were elected as follows: Ray Meeuwenberg, W. J. Langdon, general manager of Automatic Canteen Company; David Goldberg, of Peerless Automatic Sales; Oakes Heath, cigaret operator. One other director will be selected later to represent the music-machine field. The association also decided to take in jobbers and manufacturers as associate members. Only operators will be qualified for full membership, however.

This is the first new unit organized in this special field in Detroit and also the first unit to be organized in Michigan in accord with the plans of the Automatic Merchandisers' Association to reorganize along the line of local groups.

Secretary Turner said: "The association will concentrate now upon enrolling operators and will attempt to secure a little more uniform commission arrangement in one or two small fields where unfair conditions now occur. Most of the recent complaints seem to come from the music machine operators.

"We want to get ready to report to the other State groups upon tax measures which will probably be with us at the next session of the Legislature."

"Thanks!" Says Tom

I want to express my hearty thanks to everyone who sent messages of congratulations upon my appointment as editor of The Billboard's coin-machine department. Just as soon as time permits I will acknowledge all of these good wishes and congratulations with a personal letter.

I want all the coinmen to know that their interest and thoughtfulness is appreciated beyond measure by The Billboard and myself. To tell you the truth, there is hidden away deep in my heart an appreciation of your kindness that just can't be expressed in words.

My whole desire will be to live up to your expectations and I'll do my very best to give you interesting and valuable news in the coin-machine section of The Billboard, the magazine you all love and respect.

1937 Show Advisory Committee Selected

CHICAGO, April 11.—President Walter Tratsch of the National Association of Coin-Operated Machine Manufacturers has announced the following as an advisory committee to make plans and arrangements for the 1937 coin-machine convention: A. G. Bradt, A. E. Gebert, L. W. Gensburg, F. C. McClellan, J. H. McMahon, N. Marshall Seeburg and T. M. Stoner.

The slogan of "bigger and better," which has guided the show committees of the last two years, is again in evidence. The last two shows have been conducted under the direction of NACOMM, with Joe Huber as convention manager, and each has been far ahead of any previous show in attendance, enthusiasm and beneficial results to the industry.

At the 1936 show the registration was in excess of 9,000, or more than 50 per cent greater than in 1935. Forty-six of the 48 States were represented in the registration list, as well as the District of Columbia, five Canadian provinces, Mexico, Australia, British West Indies, England, France, South Africa, Sweden and Venezuela.

At the banquet, which is always the climax of convention week, the Hotel Sherman served 2,421 dinners compared with approximately 1,600 the previous year.

Several new ideas have already been proposed for improving the 1937 convention, the dates for which have been set tentatively as January 11, 12, 13 and 14.

Washington Coinmen Organize; Temporary Officers Selected

WASHINGTON, April 11.—After months of deliberation and untiring effort local amusement machine operators and distributors proudly announce the inauguration of the Amusement Machine Operators' Association of Washington. Action on the local association followed a hastily gathered group of operators several days ago, which this week materialized into a going association with temporarily elected officers.

Officers elected thus far include Melvich Mandell, temporary president; Hirsh de La Vieux, of Oriole Coin Machine, temporary secretary, and John Stephanos, temporary treasurer. Resolutions were passed appointing Jacob Sandler as attorney for the association and another resolution adopted established dues of \$5 per month to be assessed upon each member regardless of the number of machines he may operate.

Members present at the initial meeting of the association, which took place at the fashionable Ambassador Hotel, conducted the executive business ef-

N. Y. Coinmen Enthused Over Efforts To Legalize Games

Amendment introduced in Assembly by original sponsor, Senator Esquirol—General O'Ryan opens fight to legalize prize awards—press reports progress

NEW YORK, April 11.—Great enthusiasm was manifest here with the surprise news report in *The New York Times* that General O'Ryan, acting as special counsel for the coin-machine industry, has started his fight to legalize pin-ball games by the introduction of an amendment to the Esquirol-Robinson slot-machine bill at Albany. Senator Joseph A. Esquirol, original sponsor of the bill, introduced the amendment to the Legislature at Albany last week. Both Senators Esquirol and Robinson, original sponsors of the slot-machine bill, will be asked to carry thru the amendment into the Assembly and the Senate.

Games Back in Nocona, Tex.

NOCONA, Tex., April 11.—Pinball machines, which were shut down recently by the Nocona city commission, are again in operation. All of the machines have 1936 license receipts posted on them. Local operators are working in a real businesslike manner.

Harrisburg Judge Favors Pin Games

HARRISBURG, Pa., April 11.—A pin game ruling of State-wide importance was handed down here Tuesday when Judge William M. Hargest in Dauphin County Court ruled that pin games are not subject to the State's mercantile tax. Decision was made on an appeal of J. Albert Klucher, proprietor of a local drug store, from whom the State attempted to collect \$20 a year for the first machine and \$10 for each additional device.

Judge Hargest disagreed with the contention of the State that the machines are subject to the tax because the act of 1907 provides for the licensing of billiard and pool rooms, bowling alleys, nine or ten-pin alleys "or any other alleys or place on or in which any game is played with the use of balls and pins or other objects."

"It would be a far cry from a bowling alley or a nine or ten-pin alley to the pin game standing on four legs, about five feet long and two and one-half feet broad," the court ruled. "The two things are totally different."

N. J. Ops Happy As Tax Plan Fails

TRENTON, N. J., April 11.—"With the Bergen County Republicans and members of the Democratic minority voting against it, the luxury tax bill introduced by Assemblyman Henry Young Jr., of Essex County, was defeated again tonight by the House," *The New York Times* reports.

The report considerably cheered the coinmen thruout this State, due to the fear that the amount of the tax would cripple profits and work havoc on the industry at this time.

The bill was designed to produce \$11,000,000 each year for emergency relief.

There would also be a tax levy on cigarets, cosmetics and amusements. The amusement tax, it is believed, would have been about 10 per cent of the gross receipts from the games in this State.

The bill has already been defeated three times, but in each case the introducers changed their vote so that they could move for reconsideration.

The coinmen of the State are anxiously awaiting further developments in this city and wondering whether any further attempts will be made to introduce other bills taxing amusements.

Dade County Association Functioning in A-1 Shape

MIAMI, April 11.—Coin Machine Operators' Association of Dade County is functioning nicely. The new organization is composed of the outstanding coin-machine men of the county.

Association held a banquet at the Royal Palm Club here recently, with William Gray, A. H. Bechtol and Walter W. Tratsch present as special guests.

W. D. Bartlett is president of the association; George Buchman, vice-president, and D. F. Saxon, treasurer.

(See Washington Coinmen on next page)

RAY'S TRACK



The Sensational 9-Horse, Automatic Payout Race Horse Game.

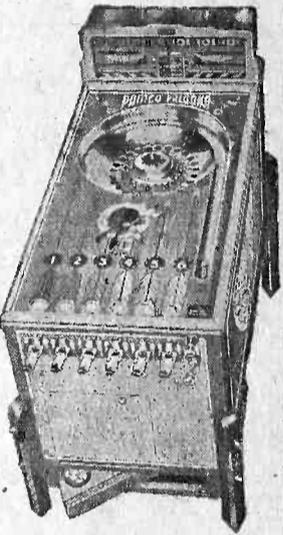
The greatest sensation in All Coin Machine History. Write for Complete Details and Prices!

\$500

Ray's Track Opens a New Big Boom Era for You. IT'S THE SENSATION OF 1936.

PAMCO PALOOKA

1 or 5 Ball Play. Cash in With This Game of Games.



\$189.50

WRITE NOW—Get Full Details and Prices of all BALLY Hits! Teaser—Harvest Moon—Golden Harvest—Bally Baby.

- ALSO—
- RED SAILS \$119.00
 - DAILY RACES 125.00
 - PINCH HITTER 119.00
 - RACES 125.00
 - SNOOKER 99.50
 - BIG RICHARD 89.50
 - HOLLYWOOD 89.50
 - TYCOON 149.50
 - ALL STARS (Cash Payout) 115.00
 - BALLY BABY 17.50
 - BALLY MULTIPLE 142.50

ALL SENSATIONAL GAMES! FOR FAST DELIVERY WIRE ORDERS!

JOBBERS Write for Quantity Prices. PROMPT DELIVERY

If 1/3 Deposit In Form of Postal, Express, or Telegraph Money Order Is Received With Order, Balance C. O. D. See Our Classified Ad.

MOSELEY VENDING MACHINE EXCHANGE, Inc.

Manufacturer's Authorized Distributors, 80 Broad Street, RICHMOND, VA. Day Phone, 34511. Night Phone, 55328.

Fort Worth Operators Give Tom Murray Party

FORT WORTH, April 11.—It was a happy and also a sad party given in honor of Mr. and Mrs. Tom Murray by the Fort Worth Operators' Association Friday night, April 3, at the exclusive Meadowbrook County Club. It was a farewell party for the Murrys, who are moving to Chicago to reside and where Tom has taken over the job of editing the coin machine section of *The Billboard*.

One of the banquet tables groaned under its load of beautiful gifts presented to Mr. and Mrs. Murray. Harvey Mize, manager of the Electro Ball Company's Fort Worth office, paid high tribute to Tom and expressed regret that the city of Fort Worth and the Southwest were losing his close personal contact. In responding to Harvey's speech Tom assured the members of the association that he would always be with them in spirit and would continue to serve them thru the columns of *The Billboard*.

Not Needed in El Paso

EL PASO, Tex., April 11.—When Texas Rangers appeared in this city recently and interfered with the operation of coin machines Sheriff Chris P. Fox protested the presence of the Rangers in a letter to L. G. Phares, head of the State Department of Public Safety, in Austin. Fox warned State officials that Rangers are neither wanted nor needed in El Paso.

The two Rangers were immediately called to Austin to explain their visit, which Phares said was not authorized. Police and sheriff's deputies have not molested machines in this city in several months.

WASHINGTON COINMEN

(Continued from preceding page) It is expected that at the next meeting, when a larger representation is expected, by-laws will be drawn up and committees appointed to handle various ramifications of the association's work.

Others attending meeting, besides the officers mentioned above, include Ken Willis, of the Pacific Novelty Company; Robert Griffin, William Heffner, Leon Trochinsky, Frank Charles, William Enfante and Phil Edilstein.

At the banquet April 21 Chairman Mandell says regular meeting dates will be set for the purpose of general discussion and exchange of ideas on the part of both operators and distributors.

"An exchange of opinion," Mr. Man-

How Do You Due?

Some members pay their dues when due.
Some never overdue.
Some never due.
How do you due?
FRED O. CHANDLER, Secretary,
AMA of Iowa.

dell said, "is helpful in any business. I look forward with much optimism to a more complete understanding of business problems between distributors and operators as the work of the association progresses. We feel more than hopeful that the association in the next few weeks will prove a workable and highly valuable institution for Washington coin men."

NADA MULLS

(Continued from preceding page)

tors formulated definite plans for the future relative to bootlegging and price cutting, which have caused unsettled conditions thruout the entire country, next in importance to the legal problem. Not only have the distributors been hurt but the manufacturers as well, since it has resulted in less sales.

The members went on record to work out an interlocking agreement whereby those injured in various territories by unethical practices would be given assistance, as well as NADA members in overlapping territories devising trade agreements for operation within their allotted areas. It is believed these two measures alone will prove helpful in combating present conditions and place the industry on a higher level.

Much time was given over to the placement of serial numbers on machines, it being held that they should be put on the front of each machine just below the coin chute. By putting the serial numbers in a conspicuous place it is felt that each machine could be more easily traced if stolen or brought into territory thru unethical practices.

NADA went on record to support the movement for the establishment of a national executive board, as suggested by the national council of CMOA. However, it was held that such a board should be equitable in membership so far as the manufacturers, distributors and operators are concerned. By limiting the membership to the presidents of the three already existing trade associations, with one member of each selected at large, and one manufacturer, distributor and operator who is not a member of either group or is in any way remote-

ly connected with any member of the same, it was felt that such a nine-member board should be acceptable to the industry.

The board of directors was authorized to study over a special publicity and advertising program as devised by R. L. Wilds, NADA managing director. Plans call for putting the same in effect as soon as possible.

At the conclusion of the two-day meeting President J. D. Lazar called attention to the fact that the majority of the members would be in New York next week and suggested that NADA hold a special meeting to take up some issues not covered at Chicago. It was then decided to hold the meeting at the Hotel New Yorker, but the exact date was not set.

Following are the officers of NADA: J. D. Lazar, president; William Marmer, treasurer; S. Carl Mantell, M. M. Marcus, Carl Trippe, David S. Bond and I. H. Rothstein, members of the board, and R. L. Wilds, managing director. The association maintains its national headquarters in the LaSalle-Wacker Building, Chicago.

N. Y. COINMEN

(Continued from preceding page)

considered unusually favorable, for they believe that the amendment will restore large sales of merchandise in this territory.

All forces have joined together to help put thru the amendment, and it is reported that many of the cities up-State have enthusiastically joined in the necessary work to help put thru the bill.

The press reported that the millions of dollars invested in the industry are at stake and that the livelihood of many men is involved. It is hoped that this appeal will gain the favorable reaction of the Legislature and the executives.

The most comprehensive press report on the matter was published in *The New York Times* of April 2, as follows:

"Major Gen. John F. O'Ryan, former police commissioner, disclosed yesterday that he had reconsidered an earlier refusal and become special counsel to the pin-game industry, with dictatorial power to set its house in order.

"As the first move in a campaign to purge the industry of racketeering elements General O'Ryan announced that he had asked Senator Joseph A. Esquirol to introduce an amendment to the Anti-Slot Machine Law specifically exempting bagatelle games from its application. The amendment would forbid the giving of cash prizes but would permit merchandise awards of nominal value.

"General O'Ryan's acceptance of the post as special counsel to the Amusement Service Corporation, a co-ordinating body for the industry, came after manufacturing plants had pledged their co-operation by promising not to sell, lease or service the games of any operator who refused to abide by the law or the regulations laid down by the special counsel.

"The manufacturers were not included in the plan at the time of the original offer to General O'Ryan in January, and he believed that any effort to control the industry would be futile without their aid.

"The Amusement Service Corporation, according to General O'Ryan, was organized for the double purpose of servicing the licensed bagatelle games and of withholding service from those not qualified by character and conformity with the law. It aimed also to withhold from the latter the right to acquire these games. John A. Fitzgibbon, a major distributor, is president of the corporation.

"General O'Ryan said the regulations he would promulgate would set standards far above the minimum requirements of the law.

"I know that I shall have the allegiance and support of most of the industry in the drive against chiselers, racketeers and outlaws," the general added. "And the reason for that is not idealistic but economic. The honest jobbers, distributors and operators know that they cannot compete on even terms with those who carry on without licenses and in contravention of the law."

"He declared that thousands of men were dependent on the industry's survival for their livelihood and that millions of dollars had been invested in bagatelle properties. Failure to enact the proposed amendment would give racketeers a 'new lease of life,' General O'Ryan predicted, and would confront the city with a situation comparable to that created by prohibition."

henry w. seiden & co.

INCORPORATED



1753 WEST NORTH AVENUE ARMITAGE 0014 CHICAGO, ILLINOIS, U. S. A.

Apr. 3, 1936.

The Billboard,
Chicago,
Ill.

Gentlemen:

I realize that regardless of how much merit a product holds, maximum results cannot be achieved without a carefully prepared advertisement in the leading publication of that particular industry.

In introducing the SEIDEN TRAILER, which is being given away to my customers without obligation, the writer followed the suit of successful coin machine manufacturers and placed his ads in the best weekly coin machine magazine published -- the BILLBOARD. Like many others, I believe the BILLBOARD to be indispensable in this quickly moving field. It keeps one in touch with the important events in the coin machine industry in a brief and concise manner written in an interesting way that appeals to its readers. In short, it stands alone in its field.

Naturally, I anticipated a good many inquiries as a result of my ads, but certainly did not figure on the avalanche of inquiries so far received -- thanks to BILLBOARD'S wide distribution.

I am now planning an extensive advertising campaign and with the aid of BILLBOARD I know the results will far exceed my expectations.

Sincerely,
HENRY W. SEIDEN & CO. INC.

Henry W. Seiden
Henry W. Seiden - President

HWS:CL

B PARTS and SUPPLIES B

- Ball Gum (1/2 Case, 50 Boxes) .. \$ 8.00
- Batteries (Eveready) (Sat of 25) .. 5.00
- Bumperettes, Per Dozen 1.00
- Collection Books, Per Dozen 1.20
- Looks 1.00
- Marbles (No. 7/8) Per Dozen60
- Marbles (No. 1) Per Dozen 1.20
- Steel Balls (No. 5/8) Per Dozen .. .38
- Plunger Springs, Per Dozen 1.20
- Penny or Nickel Slots 2.00
- Rebound Springs, Per Dozen 1.00
- Rubber Suction Cups, Per Dozen .. 1.00
- 50 Tubular Coin Wrappers, 1,000 .. .65
- Electropak 4.95
- Stancor Inverter 1.30
- Time Clocks 2.00

B BESSER NOVELTY CO. B

3020 OLIVE ST., ST. LOUIS, MO.

- PACE'S RACES, Serials Over 1,300... \$225.00
 - SEEBURG RACE HORSE 30.00
- ONE-BALL TABLES.
- Jumbos \$40.00
 - De Luxe 48" 40.00
 - Pearl Harbors 25.00
 - Ten Grands 60.00

- SLOT MACHINES.
- War Eagles (50 or 100 Play) .. \$40.00
 - War Eagles, (10c Play) .. 45.00
 - Dutchess (50 Play) 30.00
 - Blue Fronts (50 or 100 Play) .. 60.00

TREADWAY NOVELTY CO.

413 Main St., Joplin, Mo.

Illness Cuts Attendance at Texas Association Meeting

Earl Reynolds is elected president of Lone Star State group—jobbers and distributors organize to halt unfair practices, with Fisher Brown at the helm

SAN ANTONIO, April 11.—Annual meeting of the Texas Coin-Operated Vending Machine Association was held at the Plaza Hotel, this city, last Sunday. The attendance was small, only 50 delegates being on hand to participate in the discussions. Illness to a great extent was responsible for the small attendance. From Dallas alone came five reports of absence because of illness. Seems as if the minor flu epidemic selected most of its victims from the ranks of coinmen. The ops' meeting opened at 2:15 p.m., Sunday, with Second Vice-President Earl Reynolds presiding. President Fisher Brown and First Vice-President Roy Jones were unable to attend. Brown is ill at his home in Dallas and Jones was called to Jefferson City, Mo., where his brother is seriously ill.

Earl Reynolds outlined the problems to be discussed during the meeting and the problems Fisher Brown had planned to discuss. He pointed out the need of closer harmony within the ranks and the absolute necessity of conducting the State and local organizations on a co-operative basis. He also emphasized the need of local organizations thruout the State and for local organizations to depend upon themselves to straighten out local difficulties and not depend upon the State association, but, instead, to let the State body devote its time and energy to matters pertaining to State affairs.

Harry Turner, Dallas, followed with a talk on finances as discussed with President Brown at his sick bed. Secretary Backman gave a financial report and read the annual report. He then explained in detail some of the remarks of Reynolds and Turner.

Election of officers was next. The results were as follows: Earl E. Reynolds, Dallas, was unanimously elected president; John Backman, secretary; Pat Newnam, San Antonio; Harry Turner, Dallas; M. A. Walker, Waco; Lloyd Blackwell, Houston; H. J. Cloer, Fort Worth; Dick Durham, Corpus Christi, and Dick Warnecke, San Antonio, vice-presidents. Jimmy Stelle, of Stelle & Horton, Houston, was unanimously elected sergeant at arms. This position provides that the successful candidate furnish the refreshments on election day. Mr. Stelle performed his duties very nicely.

Following the election, Reynolds continued in the chair and first paid tribute to Tom Murray, former editor of *The Automatic World* and now editor of the amusement machines division of *The Billboard*. O. J. Branch, Murray's successor, was introduced from the chair, as was Gregg Wellinghoff, of *The Billboard*. The matter of selecting attorneys to

represent the State association was discussed and then tabled to a forthcoming meeting of the president and seven vice-presidents, who, according to the by-laws, have the power to make the appointment.

The ops' meeting then adjourned to the banquet room where an excellent dinner was served. H. W. Thompson, San Antonio, served as toastmaster. A brief talk was made by the newly elected president, Earl Reynolds, also Ed Furlow, of Electro Ball, Dallas; O. J. Branch, *Automatic World*, Fort Worth, and Gregg Wellinghoff, of *The Billboard*, Dallas.

Boots and his Buddies, colored orchestra, furnished the musical numbers for the banquet and also for the floor show, which consisted of Billy Elliott, accordion player; Kay Taylor, acrobatic and tap dancer; Dorothy May Simang, songs.

The San Antonio local of the State association is deserving of much praise for the excellent way in which it handled all the arrangements for the meeting, banquet and entertainment. They spared no time or expense in presenting the best in everything. The losers are those who failed to attend.

On Monday the jobbers and distributors met to organize a jobbers and distributors' organization for the purpose of offering better conditions to the jobbing and distributing industry; to protect them in their respective duties and, most important of all, to stop unfair trade practices now fast becoming an unfavorable condition in the Southwest. The framework of the new organization was built, but actual operating policies were not definitely set. Fisher Brown was elected president; John Backman, secretary and treasurer, and Harold Dally, Houston, vice-president. A name for the organization will be selected at a later date, at a meeting to be called by Fisher Brown.

It is the object of the organization to take in the Southwestern States, including Texas, Oklahoma, Arkansas, Louisiana and probably New Mexico. All suggestions and discussions were tabled until the first official meeting which Brown will call.

Highlights

Jimmy Stelle, now of Houston, but a former San Antonian, conducted a sight-seeing tour of the town, pointing out interesting subdivisions which were formed by him. He proudly drove the delegates down Stelle avenue, a street named in his honor.

Gay Paree and Riverside Gardens, popular nighteries, opened the doors to the coinmen on Sunday night, dedicating floor shows to the visiting machine men.

Automatic Amusement Company, of Memphis and Fort Worth; Electro Ball Company, of Dallas, and Earl Reynolds, Dallas, had entertainment rooms during the two-day meeting, serving lunches and refreshments and distributing souvenirs.

H. E. Wedewen, of the Fisher Brown organization, Dallas, is a wiz on the piano.

The women were beautifully gowned the night of the banquet and dance, and the men came around as if the occasion were just another buffet luncheon. Takes the coin-machine women to display the silks and satins, lovely flowers and other feminine frills.

Thanks from the delegates to the San Antonio boys for a lovely evening; to the hotel for its many courtesies; to the officers of the organization for their efforts in making everybody happy and to the nighteries of the Alamo City for the hospitality shown.

THERE IS ONLY ONE SKEE-ROLL



Size of Alley: 14'x2 1/4' wt. 355 lbs.

The three dimensional bowling game that everyone can play and enjoy. Entirely automatic—The player does everything himself. Skee-Roll requires no ballyhoo. The set-up and the players furnish the flash that draws the crowds. Legitimate in every way—9 balls for 5c gives every player his money's worth.

ORDER NOW FOR EARLY DELIVERY

SEND FOR CATALOGUE

NATIONAL SKEE-BALL CO.
CONEY ISLAND, NEW YORK

FACTORY CLOSE-OUTS

PRICES CUT 50% AND MORE
Brand New Machines All in Original Crates.

PAY TABLES		NON-AUTOMATIC TABLES	
ACES	\$47.50	BLUE RIBBONS	\$19.50
CARIOCAS	33.50	BLUE STREAK	17.50
CHAMPIONS	27.50	CASTLELITES	22.50
DO OR DON'T	29.50	CHICAGO EXPRESS	22.50
DAILY DOUBLE SRs.	67.50	CRUSADERS	37.50
GOLDEN HARVEST	69.50	C. O. D.	19.50
MAMMOTH	69.50	FRISKY	21.50
PROSPECTOR	57.50	FLEET	17.50
PUT 'N' TAKE	29.50	SCORE A-LITE	19.50
ROCKETS	27.50	STREAMLINE	16.50
REPEATERS	79.50	TRAFFIC C	22.50
SPORTSMAN	31.50	TURN TABLES	19.50

TERMS: 1/3 Cash Deposit, Balance C. O. D.
Write for Give-Away Prices on Used Machines.

OPERATORS SERVICE SYSTEM
World's Largest Coin Machine Distributors.

632 Madison Avenue, MEMPHIS, TENN.

• • FOR QUICK SALE • •

38 JUMBOS . . \$34⁵⁰ Each □ 12 PUT-N-TAKES. \$6⁹⁵ Each

All in perfect condition. 1/3 cash. Wire or write.

COIN MACHINE SALES CO.

310 M. & M. Building, HOUSTON, TEX.

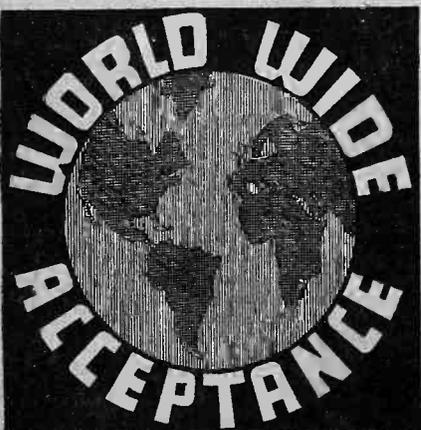
RE-CONDITIONED GAMES

Exhibit Base Ball	\$35.00	Fortune	\$40.00	Stampede	\$17.50
Ticket	35.00	A. B. T. Triple Bank	22.50	Squadron	25.00
Electric Baffle Ball	35.00	A. B. T. Big Shot	22.50	Scroam	20.00
De Luxe 48'	37.50	Mystery Three	32.50	Head-Lite	25.00
Glant	27.50	Repeater	57.60	Rock-Ola 21	18.00
Pamco Parlay Jr.	45.00	Gold Rush	15.00	Big Game	18.00
Trojan	45.00			Peppi Harbor	17.50

Other games too numerous to mention, write for list. One-third deposit, balance C. O. D.

CAROLINA'S AUTOMATIC SALES
44 VALLEY ST. ASHEVILLE, N. C.

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



In one short year ELECTROPAK has grown from just an "idea" in the brain of an Epco engineer to a practical, useful, MONEY SAVING device that is in daily use throughout the entire world! Wherever Pin Games are found, you will find ELECTROPAK.

ELECTROPAK has achieved this world-wide acceptance not merely because it was the ORIGINAL—but because every test has proved it to be the BEST battery eliminator ever built for Pin Games.

And now two new engineering achievements of the utmost value to operators—ELECTROLOK and EPCOFUSE—are following ELECTROPAK'S lead and receiving an enthusiastic reception from operators, jobbers and manufacturers throughout the world!

YOU NEED—
ELECTROPAK—to eliminate battery expense and losses.

ELECTROLOK—to foil pay table cheaters and protect your profits.

EPCOFUSE—to eliminate all hazards.

See your Nearest Jobber, or Write Us TODAY.

ELECTRICAL PRODUCTS COMPANY,
6527 Russell Street, DETROIT, MICH.

Weekly MUSIC Notes

Moore Seeburg Distributor For Oregon and Washington

CHICAGO, April 11.—Upon his return from the Pacific Coast "Ed" C. Johnson, vice-president and general sales manager J. P. Seeburg Corporation, reported the appointment of Jack Moore as exclusive Seeburg distributor for Oregon and Washington.

Mr. Moore, one of the most popular men in the automatic phonograph business, has an exceptionally large following. Located in Portland, Jack's office and showroom is the meeting place for the old and new music operators of that territory. "A feller can get more of a music education around my place of business just listening to the operators than he can by going to some of those high-brow musical conservatories," he said. "These men know the automatic music business. Their response to the new, beautiful Seeburg line of High

Fidelity Symphonolas is unprecedented." "The most convincing proof of Mr. Moore's statement is the tremendous orders that he has been sending in to us," stated "Ed" Johnson. "Jack is a great fellow and I am especially happy to have a man of his fine reputation and ability representing us as an exclusive distributor in Washington and Oregon."

Seeburg Opens L. A. Office

CHICAGO, April 11.—The J. P. Seeburg Corporation announces the opening of its own offices at 822 Olympic boulevard, Los Angeles. Formerly represented by a Coast distributor, Seeburg is now in a position to render perfect service to Coast music operators. Frank Brighan will travel the entire Coast representing Seeburg and using the new company offices in Los Angeles as his headquarters. The Los Angeles office will be alternately managed by J. P. Seeburg and "Ed" Johnson.

Texas Music Notes

DALLAS, April 11.—Harry Drollinger recently had an inquiry for phonographs from Corpus Christi. Following up the lead, he met two music ops named H. F. Briggman and J. A. Heath. After a handshake and a short chat it developed that Drollinger and Briggman had been boyhood friends in Fort Wayne, Ind., and that the Drollinger family was a customer of Briggman's meat market (Briggman's father). That's been 35 years ago. Now Briggman and Heath are operating a number of Wurlitzer Simplex machines in and around Corpus Christi.

Drollinger is leaving Dallas next week for a four-day fishing trip with W. F. Daniels, another Corpus Christi music operator. Daniels added another music operator to his crew this week, making four in all operating 125 music machines of all makes.

Tom Beck, who started operating for himself about a year ago, is now one of the leading music operators in Texas. While Beck has other coin machines, the major end of his business is music.

J. A. Juarez, of Laredo, Tex., is a newcomer in the music operating field. He recently purchased 25 music machines and has installed 15 in Laredo and 10 in the territory.

L. F. Massoni, of Galveston, another newcomer in the music field, is not a stranger to the coin-machine field. Massoni has operated coin machines for years but recently added music to his route.

Ernie Petering Visits Cincy

CINCINNATI, April 11.—Relatives and friends of Ernie Petering, former Cincinnati and now sales manager de luxe of the Wurlitzer Manufacturing Company, were pleased to have him with them during the Easter holidays.

Evidently he mixed a little business with pleasure, for when spotted by *The Billboard* man he was strolling down Vine street with the big Wurlitzer Simplex operator of Cincinnati and vicinity, Harry Cohen, president of the Ohio Specialty Company. Both seemed especially pleased, which would indicate another carload of Simplex machines will be making its way into Cincinnati soon.

National Places Phono Order

DETROIT, April 11.—National Coin Machine Corporation here has placed an order with the Mills Novelty Company for 50 of its latest model coin machines known as Do-Re-Me. Four of the new machines have been delivered. Eddie Clemons, of the National Company, reports business very good. The firm has just moved to a new location at 2429 Fifth street.

Radio Song Census

Selections listed represent *The Billboard's* accurate check on three networks, WJZ, WEA and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday April 3, to Thursday, April 9, both dates inclusive.

Goody, Goody!	34
You Started Me Dreaming	29
Melody From the Sky	28
Lost	27
Let Yourself Go	25
Putting All My Eggs in One Basket	23
Tormented	23
You	23
It's Been So Long	22
All My Life	21
What's the Name of That Song?	21
It's Great To Be in Love Again	19
Let's Face the Music and Dance	18
There's Always a Happy Ending	18
But Where Are You?	16
If You Love Me	16
Touch of Your Lips	15
Every Minute of the Hour	14
Yours Truly Is Truly Yours	13
Christopher Columbus	11
Lovely Lady	11
You Hit the Spot	11
Gonna Write Myself a Letter	10
The Right Somebody To Love	10
Don't Count Your Kisses	9

Music Operations Increase In New York City Territory

NEW YORK, April 11.—Operations of music machines have increased tremendously in this city.

It is believed that with the arrival of the summer season, with many of the small cabarets releasing their orchestras and with the opening of the roadhouses and taverns along the roads to the resorts, there will be the greatest influx of music machines ever in this area.

Operators have been purchasing machines here at a rapid rate. Many of these are finding their way into all sorts of locations in this city. General reports are to the effect that the profits are among the best which the men have ever experienced.

Locations have been opened which formerly never featured any sort of music. Some of these are small restaurants. Almost every tavern is said to contain a brand-new musical instrument at this time.

Operators here have refitted their offices, showrooms and repair departments to meet the need of music-machine operation. Many showrooms have become stockrooms for records. Offices have been changed to meet with conditions in the music-machine field.

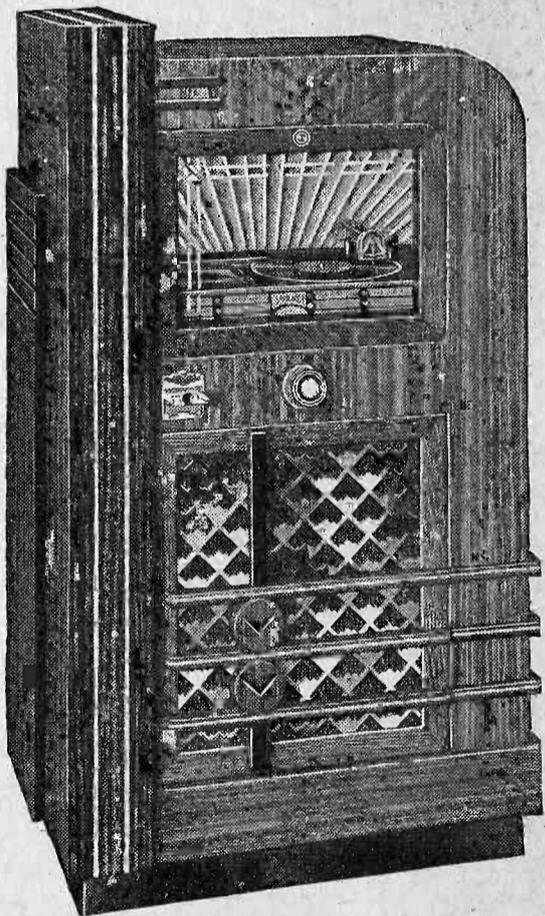
Leading distributors here are opening elaborate and flashy showrooms, moving to more impressive locations and some into the larger buildings in the city.

The general belief is that the music machine will be the outstanding coin-operated device this summer. Thousands of dollars are being invested by the ops here in this sort of equipment. Some of them have already passed the 200 mark of machines out on location. The bigger ops are already settling down to an extended run for their phonos.

Calloway Visits New York

NEW YORK, April 11.—Cal Calloway, well-known music machine operator from Orlando, Fla., was seen making the rounds here this week. Calloway, who is also a talent scout for American Record Corporation, was busy making special recordings for music-machine operators. He was especially enthusiastic over a new number, *You've Got To Get High To Sing*, recorded by Chic Bullock and his Levee Loungers for Melotone. Cal claims that when the operators hear this recording they will go for it in a big way. Several other recordings were made by Southern Negro talent, playing original down-home Negro blues.

THE SEEBURG FRANCHISE IS MORE VALUABLE



SYMPHONOLA MODEL "C & D" MODERNISTIC

the Instrument without "Service Headaches"

J. P. SEEBURG CORPORATION

1502 DAYTON STREET

CHICAGO - ILL.

★ THE LEADER FOR OVER 30 YEARS! ★

BABE'S BARGAIN BUYS

ACTION	\$4.00	BALANCE	\$10.00
ELECTRO	4.00	KINGS	10.00
GOLDEN GATE	4.00	KINGS of the TURF	10.00
CRISS CROSS Aika	7.50	PAR GOLF	10.00
MAJOR LEAGUE	7.50	HOP SCOTCH	15.00
SIGNAL SR.	7.50	SCREAMO	15.00

1/3 Deposit, Balance C. O. D.

PHONOGRAPH EXCHANGE SELL OR BUY

Reconditioned Machines
Introductory Offer
WURLITZER'S
SIMPLEX — P12 — 3 months old, like new. Ea. \$199.50
WRITE OR WIRE YOUR NEEDS

BABE KAUFMAN 455 West 42nd St. Tel. ME 3-0468
NEW YORK CITY

Homer E. Capehart Mixes Cow-Punching With Business

CHICAGO, April 11.—Homer E. Capehart, vice-president of the Rudolph Wurlitzer Manufacturing Company, just returned from one of his periodic trips to the Pacific Coast, says the invigorating Western air is full of fine reports about the 1936 Wurlitzer-Simplex Automatic Phonographs.

Highlight of the trip, Capehart reports, was a visit Mrs. Capehart and he made to the 5,600-acre San Joaquin Ranch of the San Francisco Wurlitzer-Simplex operator, E. T. Mapo. Mapo, when he isn't busy bottling up locations for phonographs, hies himself to his ranch near Stockton—rustles cattle, rides bronchos and raises prize polled Herefords.

Inviting the Capeharts to witness a bit of old-time Western life, Mapo hustled them off to his ranch, staged a show reminiscent of the Wild West days. Not to be outdone, Homer Capehart, ex-cow puncher himself, surprised Mapo with a bit of trick riding and fancy roping.

Mapo's real hobby, Capehart says, is raising prize Herefords. He buys one Hereford for every Simplex instrument he put in a location. The 500 head in his herd already testify to the fact that Mapo knows how to make automatic music pay.

Los Angeles

At Mohr Brothers, Mack, getting ready for a business trip, states that he and Major had prepared an extensive itinerary for next several weeks. Sales on Wurlitzer phonos exceptionally good around the Mohr Brothers' salesrooms.

Jack McClelland, National Amusement Company, states that business is good and that they have just received a carload of Bally Derbys. Sales on this pumber and Rock-Ola's Multi-Selector phono are very good and that a considerable number have been booked for May delivery. George Schwartz is now vice-president of the National firm.

Sol Gottlieb reports a fine sale on the Dave Gottlieb Daily Races and California Exhibit Company's Big Shot. Paul

Henry, general sales manager for Sol, is making a business trip to Southern California cities.

Irving Bromberg says that the Los Angeles house and the San Francisco branch are enjoying a fine volume of business.

Will Canaan is much pleased with the good business being done with merchandise units. Will sticks to the venders in a big way.

A. F. Klassen, at the Advance Products Company, is making a trip to San Francisco and Northern California cities.

Ed Daveny, at the Western Vending Machine Company, is leaving on a jobbing trip. Says Gem Venders are going nicely.

Paul Laymon and the missus going along fine and are optimistic for 1936.

At California Exhibit Harry Stearns states that Big Shot is enjoying a tremendous sale. A new game is now in the experimentation department and is slated to be released soon. The game is a five-baller with a hand payout.

At Pacific Amusement Manufacturing Company Herb McClellan informs that the firm is enjoying a fine sale on Big Palooka and that the new game Zeros, designed by Harry Osbrink, had been tested for three months and is thought to be a winner.

Western Vending Machine Operators' Association is rapidly building into an important organization. The meetings are largely attended and much interest is shown in the various discussions.

Joe Orcutt and Tom Wall, of the California Games Company, state that their operating business is showing a steady and profitable growth.

Walter Ross, of Long Beach, Calif., has returned from a prospecting trip to Texas points and has decided to again engage in operating in Long Beach.

Howard Stewart, local operator, has gone to the desert for four weeks to recuperate from a recent indisposition.

"BOOK AUDITS Show Surprising Profits"...



says big CHICAGO OPERATOR

"An audit of our books shows surprising profits on 1935 Wurlitzer. 1936 model better still. It's a peach."

Mr. and Mrs. Slone, Slone-Berts, Chicago, Ill.

Sold only to OPERATORS

Why not cash in on the big profits that are being made in automatic music since repeal?

Write, wire or phone for Wurlitzer-Simplex proposition — the most astounding proposition in the automatic phonograph industry from the standpoint of quality—price—co-operation that means success.

RUDOLPH WURLITZER MANUFACTURING COMPANY
NORTH TONAWANDA NEW YORK

10 Best Records for Week Ended Apr. 13

	BRUNSWICK	VOCALION	VICTOR	DECCA
1	7636—"I Don't Want To Make History" and "I'se a Muggin'." Hal Kemp and orchestra.	3191—"Goody, Goody" and "Is It True What They Say About Dixie?" Wingy Mannone and orchestra.	25245—"It's Been So Long" and "Goody, Goody!" Benny Goodman and orchestra.	729—"Christopher Columbus" and "Froggy Bottom." Andy Kirk and 12 Clouds of Joy.
2	7634—"There's a Small Hotel" and "It's Gotta Be Love." Hal Kemp and orchestra.	3190—"Sweet Violets" and "Honeysuckle Rose." Putney Dandridge and orchestra.	25273—"I'se a Muggin'" and "Count One and Two." Paul Whiteman, the Teagarden Boys and Trumbauer's Swing Band.	727—"Goody, Goody!" and "What's the Name of That Song?" Bob Crosby and orchestra.
3	7631—"It's Been So Long" and "You." Freddy Martin and orchestra.	3189—"Dinner for One, Please, James" and "A Beautiful Lady in Blue." Putney Dandridge and orchestra.	25252—"Wah - Hoo" and "What's the Name of That Song?" Paul Whiteman and orchestra.	711—"We Saw the Sea" and "Wah-Hoo! Top Hatters" Trio.
4	7630—"Gloomy Sunday" and "Desire." Hal Kemp and orchestra.	3178—"I'd Rather Lead a Band" and "Let Yourself Go." Bunny Berigan and Boys.	25277—"The Touch of Your Lips" and "Yours Truly Is Truly Yours." Ray Noble and orchestra.	703—"Lights Out" and "West Wind." Victor Young and orchestra.
5	7627—"Love Is Like a Cigarette" and "Kissin' My Baby Good-Night." Duke Ellington and orchestra.	3179—"It's Been So Long" and "Swing, Mr. Charlie." Bunny Berigan and Boys.	25254—"Wake Up and Sing" and "A Melody From the Sky." Eddie Duchin and orchestra.	739—"Lost" and "The Touch of Your Lips." Jan Garber and orchestra.
6	7626—"The Touch of Your Lips" and "Lost." Hal Kemp and orchestra.	3170—"I'm Putting All My Eggs in One Basket" and "I Hope Gabriel Likes My Music." Stuff Smith and Onyx Club Boys.	25243—"I'd Rather Lead a Band" and "Get Thee Behind Me, Satan." Richard Himber and Ritz-Carlton Orchestra.	738—"The Hills of Old Wyoming" and "The Old Oak Tree." Jan Garber and orchestra.
7	7621—"My Heart Is Keeping Company" and "Goody, Goody." Freddy Martin and orchestra.	3169—"I'se a Muggin'" and "I'se a Muggin' Musical Numbers Game." Stuff Smith and Onyx Club Boys.	25271—"Lost" and "No Greater Love." Guy Lombardo and Royal Canadians.	712—"My Blue Heaven" and "Stomp It Off." Jimmie Lunceford and orchestra.
8	7614—"Wah - Hoo!" and "Yours Truly Is Truly Yours." Leo Reisman and orchestra.	3159—"Ol' Man Mose" and "Please Believe Me." Wingy Mannone and orchestra.	25260—"Knick Knacks on the Mantel" and "There's Always a Happy Ending." Rudy Vallee and Connecticut Yankees.	699—"I'm Putting All My Eggs in One Basket" and "But Where Are You?" Jan Garber and orchestra.
9	7610—"I'd Rather Lead a Band" and "I'm Building Up to an Awful Letdown." Fred Astaire with Johnny Green and orchestra.	3146—"Moon Over Miami" and "I Feel Like a Feather in the Breeze." Art Karle and Boys.	25253—"West Wind" and "Sing an Old-Fashioned Song." Fats Waller and orchestra.	697—"Let's Face the Music and Dance" and "It's Been So Long." Ted Fio-Rito and orchestra.
10	7609—"I'm Putting All My Eggs in One Basket" and "We Saw the Sea." Fred Astaire with Johnny Green and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.	25236—"I'm Getting Sentimental Over You" and "I've Got a Note." Tommy Dorsey and orchestra.	694—"Indian Love Call" and "Rose-Marie." Ted Fio-Rito and orchestra.

SELLING OUT ALL USED GAMES AND SLOT MACHINES

- | | |
|-------------------------------|------------------------------------|
| Beacons . . . \$ 4.75 | 1-BALL PAYOUT GAMES. |
| Dealers . . . 4.75 | Red Arrows . \$10.75 |
| Signals . . . 4.75 | Carloads . . . 16.75 |
| Subways . . . 4.75 | Mills Equities 18.75 |
| Army & Navy 6.75 | Gold Rushes. 18.75 |
| Cris-Cross-A-Lites . . . 6.75 | King Fishes. . 22.75 |
| Sensations . . 6.75 | Gold Awards. 22.75 |
| Rebounds . . . 7.75 | Giants 22.75 |
| Star-Lites . . . 7.75 | Rodeos 23.75 |
| Batter-Ups . . 8.75 | A. B. T. Combinations . . 26.75 |
| Tri-A-Lites . . 9.75 | COUNTER GAMES. |
| Tit-for-Tats . 9.75 | Turf Flashes \$11.75 |
| Jockey Clubs 8.75 | Cigarette Machines . . 8.75 |
| Over & Unders 10.75 | Baby Criss-Cross . . . 10.75 |
| Spotlites . . . 11.75 | Selectems . . . 5.75 |
| Balance 12.75 | I. O. Ue 5.75 |
| Twenty-Ones. 12.75 | SLOT MACHINES. |
| Cyclones . . . 12.75 | Mills J. P., 5c & 25c Play \$17.50 |
| 5 & 10s 14.75 | Page J. P., 100 Play . . 23.50 |
| 1-2-3s 14.75 | Jennings J. P., 5c Play . . 19.50 |
| Cheer Leaders. 15.75 | |
| Gold Medals. 16.75 | |
| Lucky Stars . 18.75 | |
| Tricks 22.75 | |

PLEASE NOTE—We guarantee every machine to look like new and be in perfect condition.
TERMS 1/3 Deposit With Order, Balance C. O. D.
OHIO SPECIALTY CO.
129 W. Central Pkwy., CINCINNATI, OHIO

BASEBALL SALES TALLY CARDS

and all kinds Coupons for Operators. Daily and Weekly Series. Names, and Numbers in Nat. and Amer. Leagues, with either Amer. Ass'n, Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tips, Games, etc., galore. Get new copyrighted confidential Course of Instructions. Just out—"HOW TO START IN THE BASEBALL TICKET BUSINESS." Price, \$50.00. Full particulars FREE! Make \$300.00 weekly. Send \$2.00 NOW for \$5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est., 1919. Ref.: Dun & Bradstreet). Season is here. Rush! Wire or write
FERGUSON MFG. CO., Dept. 10
322 N. Senate Avenue, Indianapolis, Ind.

WANTED

Mills Escalator, Blue, Grey, and Extraordinary Mystery, with or without Gold Award WOLF REIWITZ, 1885 Mission St., San Francisco, Calif.

BLOOD PRESSURE

COIN MACHINES. Original, patented. The biggest hit of the year. Hundreds now on display. Ideal for resorts, amusement centers, etc. Operated with or without an attendant. Income as much as \$150 per week. Now at \$39.50. Send for illustrated circular. **LAUFMANOMETER CORP.**, 4632 Park Avenue, New York City.

BARGAINS

From Our PRINCIPAL DEPARTMENTS and many
CLOSE-OUTS

We are considered one of the Biggest Operators in our Line. We handle a diversified class of merchandise and list below a few of the thousands of items we carry.

Quantity	Description	Amount
	Blades, Dbl. Edge, Popular Brands, 1,000	\$2.60
	Blades, Single Edge, 5 to a Box, Cellophaned, 1,000	4.95
	Blade Hones, The Better Kind, Bxd. (50c Val), Gr.	4.75
	Shav'g & Dent. Crms, 350 Sizes, Ass't. Brands, Gro.	4.75
	Shaving Soap, Individually Boxed, Gross	1.80
	Shaving Brushes, Individ. Bxd. 6 in. Dis. Ctn. Doz.	1.56
	Styptic Pencils, Attractively Labeled, Gross	.45
	Soaps, Milled, Assorted, Gross	1.65
	Hand Soap, Litho. Can, Full 4 Lbs. Dozen Cans	1.10
	7-Gate Wonder Assmt. of Soap, Fine Quality, Box	.09
	Fly Spray, 16-Oz. Cans, Attract. Lbl'd. Doz.	1.05
	Fly Ribbon, In Sealed Tubes, 100	.75
	Fly Swatters, Fine Wire Mesh, Gross	2.25
	Moth Tabs, 150 Size, Ass't. Odors, Cello. Wrpd. Gro.	3.00
	Moth Crystals, Large Can, Dozen	.70
	Bowl Deodorizers, Ass't. Colors, Cello. Wrap, Gro.	3.60
	Moth Ball Hangers In Mesh Bags, with Rings, Gross	2.10
	Shoe Laces, Amer., 27 In. Paired & Banded, Gross	.36
	Shoe Polish In Cans, Black, Brown, Tan, Ass't. Gross	3.50
	White Shoe Polish, 4-Oz. Bottles, Dozen	.40
	1,200 Yds. White Thread, 16 Spools to Box, Spool Elastic, 1/4 In. 3 Yard Lengths, Dozen	.06 1/2
	Snap Fasteners, 12 Sets, In Handy Met. Slide Ea. Slide Pin Cushions, Porcelain, Ass't. Doz. Lots, Each	.02 1/2
	Darning Kit, Pin Cush. & Mirror Combination, Doz.	.60
	Army & Navy Needle Books, In Env. Priced 25c, Gro.	1.15
	N'de Thr'd's, Ea. In Disp. Folder, Comp., Spec. Gro.	.40
	Phonograph Needles, 50 to Pkg. Gross Lots, Ea. Pkg.	.01
	Tie Slide & Collar Comb. Set, Carded, Gross Sets	1.95
	Lapel New Swanky Watch, Latest Style, Each	.98
	Necklaces, with Clasps, Gro. Assorted	2.75
	Billfold, Leather, with Zipper 50c Value, Dozen	1.80
	Men's Fancy Hose, Attr. Dsgns, 1st Qual. Dz. Pks.	.68
	Powder & Perfume Combination, 50c Val. Ea. Set	.04
	Tooth Pick Knives, 3-Blade, Imported, Gross	.70
	Lucky Charms, Ass't. Ivory Type, 2 Grades, Gross	.80, .95
	Mechanical Pencils, Silver, 12 to Display Box, Dozen	.25
	Pencil Sharpener, Globe Shape, Gross	3.25
	Pencil Leads, Red or Blue, 12 Tubes on Attr. Cd. Gr. Data Stamps, Individually Boxed, Dozen	3.60
	Index Memo. Books, Imp'd. Special, Doz. Lots, Each	.03
	Ink, Red and Blue, Paste, Etc. Special, Dozen	.33
	Sun Visors, Assorted Color Peaks, Dozen	.66
	Sun Glasses, Individ. Carded, Fine Convex Cases, Doz.	.84
	Indoor Baseballs, Leather Cover, Each	.10
	Swimming Tubes, Ass't. Colors, 50c Value, Each	.08
	Pocket Combs, Black, Each in Case, Dozen	.34
	Bobble Hair Pins, 12 on Card, Gross Cards	1.10
	Fuse Plugs, 10 to 20 Amps, 100	1.25
	Machine Oil, 16-Oz. Btl., Refined, Doz. Lots, Each	.06
	Flavoring Extracts, High Qual., 16 Oz. Dozen	.72
	Coffee, 1-lb. Bags, Grud. Lb.	.15
	Parasol Covers, Assorted Color Handles, Gross	3.00
	Mercuric & Iodine, Glass Rod., Assorted, Gross	3.00
	Choc. Laxatives, 8 Tabs in Tin, 10c Size, Gro. Tins	2.65
	Latex Bandage, in Individ. Cello. Boxes, Special, Doz.	.40
	Merchandise for Side Line Salesmen, Gross	.45

Wise Buyers Will Take Advantage of These Un-usual Specials and Will Rush Us Their Orders for Them. 25% Deposit on C. O. D. Orders.
NO BRANCHES OUTSIDE OF NEW YORK

MILLS SALES CO.
901 BROADWAY, NEW YORK, N. Y.
ESTABLISHED 1916 Branch, 85 ORCHARD ST. NEW YORK

Prudent's Amusement Shows
OPENS MAY 20th
Have opening for Shooting Gallery and a few more legitimate concessions. Would like to hear from someone with a small show. Address all to MIKE PRUDENT, 124 Cedar Avenue, Patchogue, N. Y. Phone Pat. 315.

EYERLY LOOP-O-PLANE
Write for Our Special Finance Plan. ABNER K. KLINE, 3024 Olive St., Kansas City, Mo.

HAPPYLAND SHOWS
Now Booking for 1936.
Address 3633 Seyburn St., Detroit, Mich.

MOTORIZE
Write for Our Finance Plan, CHAS. GOSS, Standard Chevrolet Co., East St. Louis, Ill.

Jackpot for Electric Eye

CHICAGO, April 11.—Exhibit Supply Company announces a jackpot for its Electric Eye. This jackpot vends gold tokens in addition to regular payouts when jackpot combination is hit. "This feature," says Leo J. Kelly, sales manager of the firm, "makes the Electric Eye a most versatile type of coin machine. We supply it as a ticket and token combination machine or as a straight token payout. The ticket combination can be changed to vend tokens only in just about 60 seconds. This permits the operator to adapt the machine for any territory condition. The jackpot can be attached to any Electric Eye now in the field and can be removed or replaced quickly and easily by the operator as conditions warrant."

ROUTES

(Continued from page 59)
Mel-Roy, Magician: Concordia, Kan., 15; Beloit 16; Mankato 17; Kensington 18; Osborne 20; Alma, Neb., 21; Holbrook 22.
Ricton's Show: Suwanee, Ga., 13-15; Woodstock 16-18.

REPERTOIRE

Billroy Comedians, Billy Wehle's: Hartsville, S. C., 15; Bennettsville 16; Dillon 17; Mullins 18.
Bishop Tent Show: Berkeley Springs, W. Va., 13-18.
Princess Stock Co.: Mulberry, Ark., 13-18.
Sadler's Own Co.: Brady, Tex., 13-18.
Toby's Players: Pryor, Okla., 13-18.

Additional Routes

(Received too late for classification)
Felton, King, Magician: Morrilton, Ark., 13-18.
Harlan Med. Show: White Cottage, O., 13-18.
McNally Show: Brookeville, Md., 13-18.
Marine-Firestone Co.: Breckenridge, Tex., 13-18.
Rayaltos Concert Co.: Warsaw, Ind., 13-18.
Sharpsteen Show: Brooklyn, Mich., 13-18.
Shugart, L. A., & Sons Show: (Fair) Carlton, Tex., 17-18.
Wamby, Donna: (Grand) Canton, O., 13-18.

CIRCUS AND WILD WEST

Atterbury Bros.: Ida Grove, Ia., 25.
Barnes, Al G.: Pasadena, Calif., 14; Glendale 15; Ventura 16; Santa Barbara 17; San Luis Obispo 18; Salinas 19; San Jose 20; Palo Alto 21; San Mateo 22; San Francisco 23-26.
Cole Bros.-Clyde Beatty: (Stadium) Chicago, Ill., 11-May 3.
Downie Bros.: Macon, Ga., 16.
Kay Bros.: Portsmouth, Va., 15; Suffolk 16; Petersburg 17.
Mix, Tom: Alameda, Calif., 14-15; Oakland 16-19; Martinez 20; Stockton 21; Sacramento 22; Grass Valley 23; Roseville 24; Woodland 25.
Polack Bros.: St. Joseph, Mo., 13-18.
Ringling Bros. and Barnum & Bailey: (Madison Sq. Garden) New York Apr. 8-May 2.
Russell Bros.: Rolla, Mo., 16.
Seal Bros.: Emporia, Kan., 17-18; Newton 20; Hutchinson 21; Lindsborg 22; Minneapolis 23.
Sells-Sterling: Macon, Mo., 18.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given.)

Alamo: Perry, Ga.
B. & M.: Okemah, Okla.; Wetumka 20-25.
Bach, O. J.: Glens Falls, N. Y., 25-May 2.
Barfield's Cosmopolitan: Jacksonville, Fla.; Griffin, Ga., 27-May 2.
Barker: Anna, Ill.; Benton 20-25.
(See ROUTES on page 70)

Concessionaires...
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

ANDERSON-SRADER SHOWS, INC.
OPENING MAY 6 AT ELLIS, KAN.
WANT capable Manager for Pitt Show who can furnish Attractions. CAN PLACE legitimate Concessions. WILL BOOK Loop-o-Plane. Have open date for a 4th of July Celebration. Address all mail to Ellis, Kan.

P. J. SPERONI SHOWS
Side Show People, Minstrel or Musical Show. Will furnish outfits to any money-getting Attractions. Stock Concessions, Merchandise Wheels. Opening here April 25th. Address Rock Falls, Ill. CAN USE Concession Agents for Grind Stores.

McMAHON SHOWS WANT Jungle Land or Pit Show. Will furnish outfit. Cook House, on account of sickness. Also Electrician. Concessions that don't conflict. **McMAHON SHOWS**, Marysville, Kan.

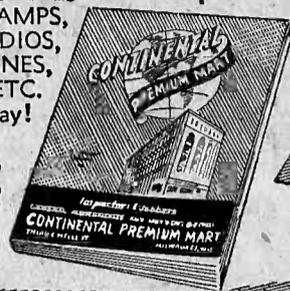
GOLD MEDAL SHOWS
Opening St. Louis April 10.
Address 390 Arcade Bldg., St. Louis, Mo.

LOOP-O-PLANE
FOR PROFITS.
ROBIN REED, Box 237, Salem, Ore

CONCESSIONAIRES
CORN GAME OPERATORS
COUPON - GRIND STORES
PITCH - NOVELTY MEN

Are you a live wire operator? Then you should not be without our NEW 1936 BUYERS GUIDE—it's a book of values—contains thousands of new items for all users AT AMAZINGLY LOW PRICES—BEACON BLANKETS, LAMPS, CLOCKS, CHROMEWARE, RADIOS, PLASTER, CHINA, SLUM, CANES, BALLOONS, NOVELTIES, ETC. Send for your free copy today!

New Catalog Ready
APRIL 25th



SEND FOR IT TODAY

ALL ORDERS SHIPPED THE DAY RECEIVED!

CONTINENTAL

PREMIUM MART 3RD & WELLS MILWAUKEE, WIS



CANDY CRUSHED CHERRIES
SUNSET CHOCOLATES
Contains Chocolate Crushed Cherries, in a Beautiful Box, Wrapped with Assorted Colored Cellophane.
100 to carton—Per Carton \$5.00
20% Deposit, Bal. C. O. D. Send for FREE Illustrated Catalog.
DELIGHT SWEETS, Inc. NEW YORK CITY
50 EAST 11th St.

CLARKSVILLE, TENN., TOBACCO FESTIVAL

WEEK OF APRIL 20.
24,000 Admissions Last Year. More Expected This Festival—Tobacco Higher Price. WANT CONCESSIONS—Exclusive Photos, \$15.00 Week; \$30.00 Cash Deposit Required. WANT Hawaiian Show with own outfit. WANT Plant. Show People. Tex Lynch wire. WANT Athletic Show Manager, no boozehead. Join on wire. Frank Zorda wants Ten-in-One People and Acts. Prof. Rossi wants Cornet, Trombone and Bass for White Band. Wire. We have 15 Fairs, starting July 20. Address
F. H. BEE SHOWS, Inc., Russellville, Ky., This Week

GOLD MEDAL SHOWS

CAN PLACE Pony Track, Gasoline Miniature Autos, Big Snake, Mechanical City, Life or Unborn, or Other Meritorious Grind Shows.
CAN ALSO PLACE SEVERAL MERCHANDISE WHEELS. Strictly Stock Concessions.
Address OSCAR BLOOM, Manager, care Marion Roe Hotel, St. Louis, Mo., This Week; Belleville, Ill., Next Week.

KELLEY'S GREATER SHOWS

OPEN SATURDAY, APRIL 18, AUSPICES W. O. W., OWENSBORO, KY.
(Not Connected with Dixie Bell Show)
HENDERSON, KY., Auspices J. O. U. A. M. Next; Then EVANSVILLE, IND., Auspices Little Tammy Democrat Club. THE BIG ONE.
WANT Merry-Go-Round, Ferris Wheel and Rides not conflicting. Special offer for Athletic Show, 10-in-1, Geek or Money-Making Show, Babe Labor wire Mart., Pop Edwards wire. Louis Magolis, Polish Fisher and others come on. Concessions all open, including Cook House and Corn Game, account disappointment. Coleman Lee, our agreement still stands. J. Weaver wants to hear from Blackie Stienfelt, Bill Scott, Red Watson and others that know me. **KELLEY'S GREATER SHOWS, Owensboro, Ky.**

ART LEWIS SHOWS, Inc. LAST CALL

OPENING APRIL 24.
Now Booking SHOWS That Don't Conflict, CONCESSIONS That Are Legitimate. Rates Reasonable. One More HIGH FREE ACT. Write or wire ART LEWIS, Manager, Stratfield Annex Hotel, Bridgeport, Conn. Have 10 good Fairs. We operate 12 Rides. RIDE HELP write AL ROGERS. Everybody Contracted Report to Our Winter Quarters at 55 Green Street, Bridgeport, Conn.

WANTED AT ONCE

To join on wire, two Managers, one for Circus Side Show and one for Illusion Show, on percentage basis. We have both shows complete and beautifully framed, but you must have people with you, or will book high-class Sideshow with your own outfit. Don't write, wire

GRUBERG'S WORLD'S EXPOSITION SHOWS

Greensboro, N. C., Where We Open April 18.

WANTED

Cook House, Concession Agents, Ride Help. Will furnish Sideshow outfit, new Top, all complete to party who can place money-getting Show in it. Man for Fun House, Laughing Mirrors, all framed complete. Musicians for Colored and White Band. This is a 45-truck show, carrying three big Free Acts. Long season, 15 Fairs. Address

CRAWFORD FRANCES GREATER EXPOSITION SHOWS

Granite City, Ill., this week; Alton next week. Headed for Michigan.

Is Your Subscription to The Billboard About To Expire?

Eastern Chatter

"Just write a slogan" caught the eyes of many of the boys everywhere, and Jack Fitzgibbons has been bombarded with slogans every day since. Of course, there were \$2,000 worth of games being given away for the best one and perhaps that may have been the reason for the deluge. All those letters, plus getting out his new edition of *The Bally Coin Chute* and preparing for the big Silver Anniversary Celebration at the new Bally Building, had Jack in a turmoil.

Harry Rankow, of the Electro-Hoists, reports that he received a peach of a letter from Dave Simon relative to the way his Hoists have been earning Dave big bucks. Harry claims that this is one testimonial that he is going to have framed.

The Skill-Ball bowling game, which Ben and Dick Steinberg have been working at so industriously for these many months, has already gained a large number of enthusiasts who believe that these big babies will do a real money-making job on location. The Steinberg brothers claim that Stirling will "go to town" with Skill-Ball.

Mike Murves is back again at the old stand. It's been pretty hard to catch him in, but, from all reports, he will be getting down to the offices very regularly henceforth.

"Mac" McCormick, of Greenville, N. C., writes in to say that his 60-record carrying case is going great guns with the music ops. "In fact," Mac says, "we're bringing in parts by the carload and hope to soon be shipping the cases by the carload, too."

Dave Margolis and Joe Elsen are in London. It is hoped that the boys will remember all their friends with Bond Street shirts and ties on their return.

Willie Blatt has just been chosen exclusive distrib for Daval Manufacturing products in this area. That gives Willie one of the best lines in the business. He is featuring the new Box Score, which is said to be mechanically perfect and one of the best of all the baseball games.

The reason that you haven't seen Archie Struhl around is because he has hidden himself across the street, where he is readying his firm's new catalog for the presses. Archie claims this will be the best and biggest catalog Morris Struhl has ever presented to the trade, and he means it.

Dave Stern, of Royal Distribs, claims that he has been selling Northwestern merchandisers as fast as he gets them in. Dave is already the pistachio-cracking champ of the biz and now also wants to be the sales champ. Dave's warned about that other ambitious guy in history.

Al S. Douglis and Dave Helfenbein spent a few days in town visiting with their new distributor and also discussing the market situation here. Both Al and Dave claim that they are preparing some very pleasant surprises for the boys. Good luck, Daval.

Sam Broudy, of Jersey Trading Company, Newark, is preparing a great surprise for one of the largest cities in the East. He'll be ready with his announcement within a week, he claims. Big doings.

Meet you guys at Fitz's party, the Silver Anniversary Celebration.

Production Well Under Way on Round 'n' Round

CHICAGO, April 11.—Activities at the Shyvers Manufacturing Company, 2226 N. Racine avenue, are certainly in evidence. Things are really humming and Ken C. Shyvers, amusement machine designer and inventor and general manager of the organization, is one busy man whipping into shape the big factory wheels turning on the production of Round 'n' Round.

This new Shyvers number is a honey. It has features that will cause you to blink your eyes and wonder. Ken says it's the baby to cool off hot territory and adds that if you doubt his word a sample order will be convincing.

MARRIAGES

(Continued from page 62)

troit nonpro, and Jean Blatt, Pittsburgh stock player, in Pittsburgh March 29.

WILSON-GETTY—H. Douglas Wilson, nonprofessional, and Ann Rork Getty, former film actress, in Las Vegas, Nev., April 7.

WILSON-YOUNG—Arthur Wilson, circus performer, and Adelaide Young, aerialist, at Cleveland April 3.

Births

A 7½-pound daughter to Mr. and Mrs. Dave Hillmen April 7 in Hollywood. Father is film executive.

To Mr. and Mrs. Robert Palmer a 6-pound 13-ounce daughter in Hollywood. Father is casting director at RKO studios.

A daughter to Mr. and Mrs. Mack Elliot April 6 in Los Angeles. Father is still cameraman for Walter Wanger productions.

A son, 8 pounds 12 ounces, to Mr. and Mrs. Allan Burden in Los Angeles April 7. Father is affiliated with L. E. Behymer, West Coast impresario. Mother is former Dorice Lawes, English musical comedy actress.

A daughter, Joan Patricia, to Mr. and Mrs. Edward P. Dempsey, of Bridgeport, Conn., recently. Dempsey was at one time well known in band and orchestra circles.

A boy, 11 pounds, to Mr. and Mrs. Harry J. Watson at Lansing, Mich., March 31. Watson has been in the circus and advertising fields and for more than a year has had his own advertising plant.

Late Deaths

(The following items were received at press time. More details in the next issue.)

TITERTON—Mrs. Nancy Evans, 34, wife of Lewis H. Titterton, National Broadcasting Company executive, found murdered April 10 at her home in New York.

New York Notations

NEW YORK, April 11.—J. Maxwell Joice, film and legit press agent, was scheduled to leave this week for Lake Winnepesaukah, Ga., near Chattanooga, Tenn., to take over a five-month assignment as assistant manager and director of promotion work.

Friends of Frank E. Banks, who died recently, were recalling the fact that he built the various shows, including the circus which Billy Campbell and Mabel Hall took to Canada some years ago.

Henry (Duke) Hyatte informs from Boston that he will manage the Crime Show with Art Lewis Shows for his second season with that outfit. Reports a good lecture season during fall and winter on radio, service clubs, churches and high schools, making his fourth year of lecturing in New England.

Will Hill, Hill's Society Circus, goes to Trenton, N. J., next week to play Charlie Hunt's date for Tall Cedars. After that he will play Hartford and Waterbury, Conn., for Frank Wirth.

Golda Honey, tight-wire artist, will appear at the Hamid-Morton Shrine Circus in Buffalo next week. The engagement will mark her first since her almost fatal injury at Elmira (N. Y.) Fair last September. She was in such a serious state that doctors informed her she would not walk for a year.

William Hamilton, who was part of the concession combine on World of Mirth Shows last season, is connected with the Pure Food and Industrial Exposition, which will be held in the new armory in Jersey City, N. J., next month. It will be the first event in the State structure. Capt. P. J. Ehrhardt is boss of the project.

Brieses in Auto Crash

CINCINNATI, April 13.—Art Brieses, Thearle-Duffield Fireworks, Inc., advised *The Billboard* that Mrs. Brieses, their daughter and himself were "progressing satisfactorily" after an automobile collision in Nashville, Tenn., on April 9 in which they were injured. They were returning from Florida. Their car was badly damaged. They expected to return to Chicago on Saturday and Art plans to return to Nashville for the car which, it is estimated, can be repaired in two weeks.

Dodsons Inaugurate Tour at Norfolk

NORFOLK, Va., April 12.—With an array of five free attractions, their brilliant illumination seen for many blocks and an attractive list of shows and riding devices, Dodson's World's Fair Shows inaugurated their tour for 1936 here Saturday night. Despite threatening weather around 3,000 persons passed thru the commodious circus-style marquee entrance. Dick Collins, the company's press representative, stated that C. G. and M. G. Dodson were highly pleased with the start of the new season.

The free attractions consist of Zachini's cannon act; Mills and Mills, high wire; Dare-Devil Daniels, high perch pole; Diavolo, high dive, and Great Fussner, spiral tower with foot-rolling globe. Two bands furnish music on the midway. The pay-attraction lineup includes 21 shows and 14 rides. There are many concessions. Collins will furnish a complete roster of the show for a later issue.

Carlos Suffers Stroke

PHILADELPHIA, April 11.—K. P. (Kit) Carlos, artist, formerly for many years with shows as painter of pictorials on show fronts, banners, etc., of late years located here with his family, is in Philadelphia Presbyterian Hospital, having suffered a stroke Tuesday, caused by a blood clot on his brain. His residence is at 2031 Arch street.

R-B Take Better Than '35

NEW YORK, April 13.—Ringling-Barnum Circus completed its 10th performance last night, representing one-fifth of its 50-performance engagement, with a slightly better take than during the corresponding period last year. Beginning with today's matinee it's Easter week pomp, with capacity houses anticipated. Show hasn't had one clear day since Wednesday opening, today being the sixth straight rainy day.

RAILWAYS ASK

(Continued from page 3)

mile, and (c) fares in coaches, 2.5 cents per mile, except on the Long Island Railroad 3 cents per mile. Amusement industry will watch this proceeding with interest.

The petition as to the experimental time suggested and with reductions but not to the 2-cent rate in prospect sets forth that the reduction of passenger fares proposed is of a drastic character; if enforced would effect a serious reduction of revenue; that there is no basis for the assumption that the revenue loss so sustained would be offset to any substantial extent by net earnings out of revenue from passenger travel secured as a result of reduced fares; that the belief the railroads' net from passenger traffic would be increased by a reduction required under the commission's order is based on assumption; that fare bases proposed for the experiment preserve more nearly than the bases ordered by the commission the present spread between the basis applicable in coaches; that on this account they avoid serious and unsatisfactory features of the bases ordered by the commission; that the financial situation does not warrant the serious risk to their revenues which would result from the commission's order, and that the extraordinary flood catastrophe, which has supervened the commission's decision, emphasizes the importance of refraining at this time from its enforcement.

Further, that the present basis of fares is commission prescribed and the Pullman surcharges have had the commission's approval and have been enforced in sundry States by commission orders; that current fares fail to return to the carriers the expenses properly attributable to the service and a reasonable profit and therefore cannot be held unreasonable when tested by any accepted standard, and that the commission has based its order upon a novel conception of a new theory of unreasonableness, which is believed to involve not the exercise of the power of regulation but an unwarranted interference with managerial discretion not warranted by ICC Act and not constitutionally permissible if the Act, properly construed, undertook to confer such power upon the commission.

The petition of carriers goes into detail as regards damages from flood waters, loss of revenue and the like. A hint is given in the petition that pe-



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Effective March 16 there is a 10% Federal Excise Tax on Venders as Well as Bells.

Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGITE" Chicago

GUARANTEED USED MACHINES

Screamo ... \$14.50	Genco Baseball \$10.00
Par Golf ... 12.00	Fifty-Fifty ... 14.00
Chicago L ... 9.00	Big Game ... 13.00
21 Game ... 11.00	Cheer Leader ... 12.00
Ball Fan ... 12.50	Dealer ... 7.00
Cavalcade ... 5.00	Champion ... 12.50
Five and Ten ... 13.00	1/4 Dep. with Order.

Best Trade Allowances on New Machines.

VEECH SCALE CO., Decatur, Ill.

STOP! LOOK! LISTEN!

GREAT INTERNATIONAL SHOWS

The First Show to Open Philadelphia in 4 Years. Strong Auspices. Choice Locations. Long Season. Democratic National Convention in June. WANT Shows. Will furnish outfit to reliable showmen. Rides. Legitimate Concessions. NO RACKET of any kind. Sell exclusive Cook House. Strictly Merchandise Wheels. Palmistry. WANT Sensational Free Attraction, High Dive preferred. Talkers and Grinders. Write or wire TOM HASSON, South St. Museum, 1319 South St., Philadelphia, Pa.

TED MERCHANT WANTS

Cowboys, Cowgirls and Indians, for Concert. People with stock and transportation given preference. Give full details in first letter with photo. Show opens April 30. Care Billboard, New York City.

FOR SALE CHEAP—One of the best Swing Trailers on the road. 18 ft. long, built-in Wardrobe and Closets. Also 4 Iron Claw Diggers, equipped for show purposes. Can be seen all this week at Watertown, Tenn. O. L. SMITH, Capital City Shows, Watertown, Tenn.

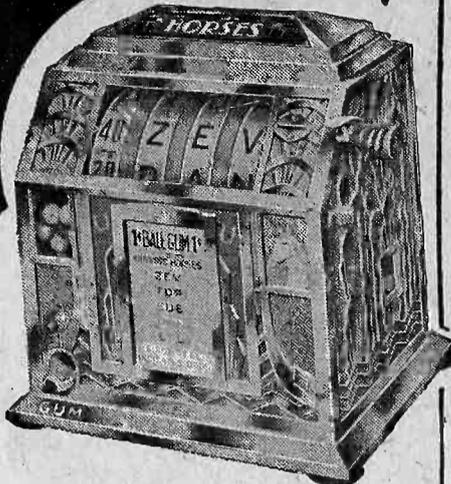
WOLF GREATER SHOWS

Now Booking Shows and Legitimate Concessions. All open. BOX 2725, Bloom & Lake Station, Minneapolis, Minn.

tioners would "regret the necessity for litigation with the commission in this matter," and that petitioners are desirable of going as far as possible in the way of experimentation as to fares under the circumstances set forth. From the West comes a petition of the Yosemite Valley Railroad Company, operating from Merced to El Portal, Calif., a distance of 77.61 miles, in which it is set forth that 90 per cent of its total number of passengers travel over the road in June, July and August; that 13.19 per cent of its revenues comes from passengers, the passenger business being seasonal and largely in the transportation of tourists to and from Yellowstone National Park. It asks permission to retain fares of 6.2 cents per mile one way or 4.3 cents round trip for both passenger and Pullman cars as allegedly necessary to its successful operation.

GET IN THE BIG PROFITS RACE

WITH BUCKLEY'S NEW HORSES



THE ODDS CHANGING VENDER WITH A 4 WAY COIN CHUTE

\$17.50

10% Excise Tax added. Register and double door, \$1.50 additional.

Snap up those locations with this truly sensational counter machine. The players go for those big odds over and over again. HORSES pays from 4 to 30. The 4-way chute takes pennies, nickels, dimes and quarters. The player is awarded according to the coin played. You may also have HORSES with a straight penny or nickel coin chute. (Specify when ordering.) HORSES vends a ball of gum with each coin inserted. Order yours now —get used to big profits again!
Prompt Shipment Guaranteed!

BUCKLEY MFG. CO.

2160 W. Washington Blvd. Chicago, Illinois



KRAUSE GREATER SHOWS

WANT TO JOIN IN HAPEVILLE, GA., NEXT WEEK—Ten-in-One Show, Girl Revue, Law and Outlaw Show or any other show not conflicting. Opening for Ferris Wheel, Tilt-a-Whirl or Small Ride. Opening for legitimate Concessions. From Hapeville, Ga., we jump to Kentucky and we are in Akron, O., week May 18. First show in Akron this year. After that will play Home Weeks and Celebrations in Pennsylvania and Fairs starting week August 10, until Thanksgiving Week. Will furnish outfit for Girl Show. Address, this week, Ocala, Fla.

SOUTH STREET MUSEUM

WANT for balance of season, until June 10, good Side-Show Attractions, Freaks, Novelty Acts, Fast Mind-Reading Act, Talkers, Lecturer, Oriental Dancing Girls. Long summer season to follow. Send photos. Write or wire
TOM. HASSON, South St. Museum, 1319 South St., Philadelphia, Pa.

MILLER BROS. SHOWS WANT

OPENING APRIL 25 AT GREENVILLE, S. O., SESQUI-CENTENNIAL CELEBRATION.
WANT, account disappointment, Eli Wheel and Tilt-a-Whirl, or any Flat Ride. Shows of all kinds. Will furnish complete new outfit, 24x100 Pit Show Tent with 120-ft. Banner Line for Pit Show. Finest outfit on the road.
CONCESSIONS—All Wheels open. Good opening for Bingo Game, Frozen Custard. All kinds of Concessions come on. This is a good spot for Concessions. Mills working full time. WANT one more sensational High Free Act. WILL BOOK small Carnival complete. WANT two more Promoters for Celebrations. Write or wire MILLER BROS. SHOWS, care Carolina Hotel, Greenville, S. C.

WANTED

Ride Men, Merry-Go-Round, Eli Wheel, Advance Man, Secretary, Shows, with or without outfits; Cook House, Corn Game, Concessions and Agents
KING'S UNITED SHOWS
PARIS, ILL.

WANTED

A GOOD, CLEAN CARNIVAL.
For Week of July 4.
Large crowd expected. Address
C. L. BICKHART
Chanute, Kan.

GOLDEN BELT SHOWS

LAST CALL—OPEN SATURDAY, APRIL 18. WILL BOOK OR BUY Ferris Wheel. WANT Show with own equipment. All people contracted, report at once. WANT Ride Help. CAN PLACE Concessions except Cook House and Bingo. Good proposition for Tilt-a-Whirl. Long season. Have 8 Fairs, some open dates. Secretaries, get in touch with us. Wire HARRY MILLER or JOE TURNER, Golden Belt Shows, Ava, Mo.

FALLS CITY SHOWS

Want for Derby Day and Mardi Gras Week, LOUISVILLE, KY., APRIL 25 TO MAY 10, Tilt-a-Whirl, Chairplane, Shows of all kinds, Cook House, Concessions of all kinds. Address
MONROE EISENMAN.
Care Louisville Hotel, Louisville, Ky.

LARKIN SHOWS WANT

Kiddie Merry-Go-Round, Athletic Show, Scales, Taffy, String, Lead Gallery. Anything new in Concessions or Shows. Fun House, Loop-o-Plane, one Flat Ride, any kind. Opening May 18. **LARKIN SHOWS, 346 Garfield Ave., Battle Creek, Mich.**

WANT QUICK

BAND LEADER. Wire, Don't Write. KAY BROS. CIRCUS.
Portsmouth, Wednesday; Suffolk, Thursday; Petersburg, Friday; all Virginia.

WANTED FOR RIDDLE CIRCUS UNIT

General Agent. Must have car and pay his own. Good percentage to right man. Wire **JACK RIDDLE, Poplar Bluff, Mo.**

SOUND TRUCK FOR SALE

Chevrolet De Luxe Panel Body Truck, equipped with General Air Wheels, High Power Amplifier, 12-ft. Horns, Automatic Record Changer, Ribbon Microphone and self-contained Power Supply. First-class condition. Price, \$850. **H. GULLICK, 233 W. Huntington St., Philadelphia, Pa., or Apt. 410, 128 DeHart Pl., Elizabeth, N. J.**

It Helps You, the Paper and Advertisers to Mention The Billboard.

A New Racket

H. Z. Smith, of Mason City, Ia., member of the Automatic Merchandisers' Association of Iowa, reports a new racket as follows:

"Five men enter a location, group around a machine and begin to play it. While they are closely congregated around the machine they use a thin steel tool of some sort, unlock the door of the cash box, take out the money and place the door back in position."

Mr. Smith says he is positive that they use a small piece of steel and not a duplicate key, because he has been obliged to dig the steel out of some of his locks.

French Show Dates Set for May 25-28

CHICAGO, April 11.—According to reports reaching us from Rene Godin, editor of the French coin-machine publication *La Revue De L'Automatique*, Paris, France, the French coin-machine exhibition will be staged in Paris at the Hotel Continental May 25-28. Monsieur Godin will again manage the show, which was an acknowledged success last year. This year the show will have more room and many more exhibitors can be allowed in without crowding.

Monsieur Godin was a visitor to the American show in Chicago last January. Since that time he has visited the coin-machine shows held in London and Leipzig. He informs *The Billboard* that the London show was the bigger of the two foreign gatherings. Many machines he saw at the Chicago show were exhibited at the London show. Cranes and diggers were in good number and all types of arcade and sportlands equipment looked to have a better success than in Chicago. The Leipzig show was nothing to compare with the Chicago and London shows. Games are severely regulated in Germany and the business does not look so well under such strict regulations. One of Germany's largest manufacturers was not an exhibitor at the Leipzig show.

The French coin-machine editor invites American manufacturers of coin-operated devices to give some thought to the Paris show and asks the question, "Is not Paris the center of Europe?"

ROUTES

(Continued from page 68)

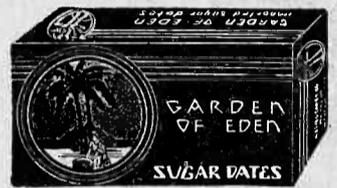
- Beckmann & Gerety: San Antonio, Tex., 20-25.
- Dee, F. H.: Russellville, Ky.
- Berger, Louis J.: Hazel Park, Detroit, Mich., 18-25.
- Bruce: Boaz, Ala.
- Buck, O. C.: Yonkers, N. Y., 16-18.
- Bunts Greater: Clinton, S. C.
- Byers Bros.: Perryville, Mo.; Festus 20-25.
- Campbell United: Fairmont, N. C.; Newport News, Va., 20-25.
- Capital City: Watertown, Tenn.
- Central State: Tecumseh, Okla.
- Cetlin & Wilson: Reidsville, N. C.; Martinsville, Va., 20-25.
- Colley, J. J.: Minco, Okla.; Elmwood Park, Oklahoma City 20-25.
- Conklin's All-Canadian: Windsor, Ont., Can., 18-25.
- Crafts 20 Big: Taft, Calif.; Bakersfield 21-26.
- Crowley United: Lexington, Mo.
- Dickerson Show: Emporia, Va., 13-18.
- Dixie Expo.: South Pittsburgh, Tenn.
- Dodson's World's Fair: Norfolk, Va.; Washington, D. C., 22-May 2.
- Endy Bros.: Hartsville, S. C.
- Evangeline: Clarksville, Ark.
- Frances, Crawford, Expo.: Grapite City, Ill.; Alton 20-25.
- Glick, Wm., Expo.: Hagerstown, Md., 18-25.
- Gold Medal: (18th & Ann sts.) St. Louis, Mo., 13-16; Belleville, Ill., 17-25.
- Golden Eagle: Erie, Kan.
- Golden Gate: Glasgow Junction, Ky.
- Golden State: Ventura, Calif.; San Luis Obispo 21-26.
- Golden Valley: Meridian, Miss.; Macon 20-25.
- Great Coney Island: Independence, La.
- Great Olympic: Jackson, Tenn.; Bemis 20-25.
- Great Sutton: Osceola, Ark.
- Gruber's World's Expo.: Greensboro, N. C., 18-25.
- Hames, Bill: Breckenridge, Tex., 13-18.
- Hansen, Al C.: Hopkinston, Ky.; Princeton 20-25.
- Happy Days: Murfreesboro, Tenn.
- Hennies Bros.: Springfield, Mo.
- Hilderbrand United: Los Angeles, Calif.; Wilmington 20-26.
- Hodge, Al G.: (Morris & Pa. sts.) Indianapolis, Ind.
- Hurst, Bob: Joinerville, Tex.
- Imperial: Cairo, Ill.
- Joe's Playland: Oilton, Okla.; Cushing 20-25.
- Jones, Johnny J., Expo.: Charlotte, N. C.; Washington, D. C., 20-May 2.
- Kaus: New Bern, N. C.
- Kelley's Greater: Owensboro, Ky.
- Krause Greater: Ocala, Fla.; Hapeville, Ga., 20-26.
- Lang, Dee, Famous: Wellston, Mo., 13-26.
- Landes, J. L.: Abilene, Kan.; Manhattan 20-26.
- Lattip, Capt.: Charleston, W. Va., 18-25.

SOUND SYSTEMS



20 WATT PORTABLE COMPLETE \$37.50
Sound Equipment of Every Description. Write for Latest 1936 Catalog.
MACLIN ENGINEERING COMPANY
1457 BROADWAY NEW YORK CITY

GARDEN OF EDEN SUGAR ROLLED DATES



Flashy Celophaned Box (8 x 4 x 1 1/2). A Strong Intermediate Give-Away. Guaranteed to stand up in all weather. Packed 100 to Carton.

\$4.00 Per Carton

25% Deposit With All Orders, Balance C. O. D. Send for Free Illustrated Catalog.
MARVEL CANDY CO., INC.
101-103 Wooster St., N. Y. City

WANTED FOR REVUE

Girls who are capable of doing Specialties, Youth and Looks Essential. Musicians for Small Orchestra. Good Straights. Must Sing. People who have worked for me, write.

ETTA LOUISE BLAKE

Care Strates Shows Corp., Portsmouth, Va., April 16-18.

MUSICIANS WANTED

White, for Big Show Band. Trombone, Clarinet, other Musicians wire. For Sidshow Minstrels, Colored Trumpet, Tuba, Girl for Minstrels. Also Oriental Dancer, Side-Show Boss Canvasman, Seat Men and Riggers. **FOR SALE—80' Round Top with three Middle Pieces. Wire MANAGER TRUCK CIRCUS, April 16, Dalton, Ga.; 17, Dayton; 18, Harriman; 20, Lenoir City; all Tennessee.**

TILT-A-WHIRL. Late Model. \$1,800.00 Cash or \$2,000.00 on Time. **BOX 2725, Bloom & Lake Station, Minneapolis, Minn.**

WANT CORN GAME

THE MAJESTIC EXPOSITION SHOWS, Clinton, Tenn., This Week; Tazewell, Next.

- Liberty National: Mortons Gap, Ky.
- Majestic Expo.: Clinton, Tenn.; Tazewell 20-25.
- Majestic Midway: (13th & Branch sts.) St. Louis, Mo.
- Marks: Richmond, Va.
- Metropolitan: Gainesville, Fla.
- Midwest: Wagon Mound, N. M., 13-15; Roy 16-18; Mosquero 20-22.
- Mimic World: Lake Charles, La.
- Mohawk Valley: Conway, S. C.; Martinsville, Va., 20-25.
- Page, J. J.: Johnson City, Tenn.
- Reading United: Gallatin, Tenn.
- Regal United Am. Co.: Gilmer, Tex.; Pittsburgh 20-25.
- Rubin & Cherry Expo.: Atlanta, Ga., 18-26.
- Sheesley Midway: Salisbury, N. C.
- Shugart, Doc: Fostoria, Tex.
- Siebrand Bros.: Clovis, N. M., 13-18.
- Silver State: Las Vegas, N. M.
- Smith's Greater Atlantic: Kershaw, S. C.
- Snapp Greater: Picher, Okla.
- Sol's Liberty: Cape Girardeau, Mo.; Carbondale, Ill., 20-25.
- Southern Attrs.: Strand, Okla.
- State Fair: Kingman, Ariz.
- Strates Shows Corp.: Portsmouth, Va., 16-18.
- Tidwell, T. J.: Midland, Tex.; McCamey 20-25.
- Tilley: E. Peoria, Ill., 25-May 2.
- Wallace Bros.: Murray, Ky.
- Ward, John R.: W. Memphis, Ark.; Collierville, Tenn., 20-25.
- West Bros.' Am. Co.: W. Frankfort, Ill.
- West, W. E.: McCloud, Okla., 18-25.
- West's World's Wonder: Norfolk, Va.
- Western State: Alice, Tex.
- Winters Expo.: Aliquippa, Pa., 18-25.
- Work, R. H.: Lawrenceville, Va.; Baltimore, Md., 20-25.
- Zeiger, C. F., United: Indio, Calif.
- Zimdars Greater: Newport, Ark.; Charleston, Mo., 20-25.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.,

DEPENDABLE GAMES! TRUTHFUL ADVICE TO THE OPERATOR!

We have no corner on telling the operator the truth about games. . . . He ought to get that from everyone. . . . Whether or not he does, we leave him to Judge. . . . We do know, though, he gets it here. . . . If you deserve credit, it is available for you. . . . Write and tell all in the first letter. . . . Don't make us guess how many games you own and operate, but let us have the whole dope the first time you write. . . . That saves time, and make it easier for both of us.

Lee S. Jones

P. S.—Use our credit plan, and in a short time you will pay cash!

LIKE EXPLODING SHRAPNEL IT'S HITTING EVERYWHERE

THE BILLION DOLLAR NUMBERS GAME NOW PLAYED ON DAVY'S NEW

CLEARING HOUSE



U. S. TREASURY REPORT.
Treasury balance...\$2,903,262.54.79

THE NUMBER FOR TODAY IS 479

Storekeeper clips U. S. Treasury Balance, as above, from daily paper and places into score card position on machine. Player turning up 479 gets \$4.00 for 1c. If 79 comes on last 2 reels he gets 5 to 1. If 47 comes up on first 2 reels he gets 5 to 1. Or storekeeper can let player choose any 3 numbers at same odds, played same way.

BASED ON THE U. S. TREASURY BALANCE EXACTLY AS IT APPEARS ON THE FRONT PAGE OF YOUR DAILY NEWSPAPER. FAMILIAR TO EVERYONE—EVERYWHERE. HOLDS THE STOREKEEPER'S ATTENTION—CAPTIVATES THE PLAYERS—AND PAYS THE . . .

3000 BIG BARGAINS AT WHOLESALE PRICES.

1936 SPORS wholesale catalog

Hundreds of items from many parts of the world are shown in Spors Catalog, 196 pages chock full of Fast Sellers and 15 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—send for it Today.

SPORS COMPANY
WHOLESALE IMPORTERS AND MANUFACTURERS
11 CENTER—MINNESOTA

SPORS CO.,
3-36 Erie St.,
Le Center,
Minn.

Congratulations to Tom Murray Continue

"Congratulations, you old fat rascal, on your new connections with *The Billboard*. Why did you hold out on us with good news? Hope you do not hold out on us in your new activity. We are with you 100 per cent and will take a drink to you tonight at Nickelbuilt."

HARRY I. DROLLINGER.

"Congratulations on your assignment with *The Billboard*. Best wishes and lots of luck from Kentucky's oldest distributor."

J. E. COBB,
Kentucky Springless Scale Co.

FACTORY DISTRIBUTORS FOR

Multiple . \$142.50	Double Score . \$115.00
All Stars . 115.00	Dalley . 125.00
Bonus . 115.00	Hollywood . 89.50
Peerless . 115.00	Races . 125.00
Pamco Pa-looka . 189.50	Silver Cup . 99.50
Pinch Hit-ter . 119.00	Monopolee . Write

Freight Prepaid Anywhere In U. S.

AMERICAN DISTRIBUTING CO.
559 Clinton Av., N. Rochester, N. Y.
969 Main St., Buffalo, N. Y.

"After the first rush of congratulatory messages have been received we come along with these few remarks to indicate our pleasure with your new appointment. *The Billboard's* influence in the coin machine field has always been recognized. We are happy that your broad experience in the industry is going to be utilized and amplified thru *The Billboard's* national coverage. If you get lonesome for the Texas cowboys all you have to do is to go out to the stockyards and we know that will change the atmosphere. Seriously speaking, Tom, we surely are pleased that you have joined up with *The Billboard*."

R. G. NORMAN,
Rudolph Wurlitzer Manufacturing Co.

Texas Trade Twinkles

Earl E. Reynolds, newly elected president of the Texas Coin Vending Machine Operators' Association, who left his sick bed to attend the Texas meeting, suffered a relapse and is again confined to his room in the Jefferson Hotel, Dallas, with flu.

Fisher Brown, past president of the State association, who was unable to attend the meeting because of illness, was able to return to his office Wednesday of last week.

Maury Gottlieb and Sarah Gottlieb, of National Sales & Distributing Company, Dallas, also on the sick list the past week, returned to their duties early this week.

S. H. Lynch, president of Electro Ball Company, is dividing his time between his home and his office. Suffering from the flu, but manages to spend some time each day at the office.

Abe Kolber, who spent a week in a Dallas hospital, has returned to his home.

A belated report states that M. C.

"In the wide-open spaces where men are men and women are glad of it, men like Tom Murray stand out as leaders in all their contacts and associations.

"May I extend my hearty congratulations to *The Billboard* on securing the services of Mr. Murray, and to Mr. Murray may I offer the best of good wishes in his new and broader field?"

KEN C. SHYVERS.

"I tell you I got a great lift today when, as secretary of this association, I unfurled the wrapper from *The Billboard* and learned all about your promotion. May I add my voice for myself and associates and wish you a lot of good luck on your new job? May I? Ain't I?"

W. P. CONSIDINE,
Secretary Vending Machine Operators' Association of Chicago.

Phillips, of Tyler, is at Morningside Hospital, Tulsa, Okla., the result of a recent auto accident. Phillips will appreciate hearing from his Texas friends.

BIGGEST ODDS IN HISTORY 400 TO 1

\$20.00 PER DAY AND BIGGER \$30.00 PER DAY PROFITS ALREADY REPORTED!

RUSH YOUR ORDER TODAY

Get Busy—Don't waste another day—**CLEARING HOUSE** is already **PROVED** a sensational money-maker! **RUSH YOUR ORDER!**

\$1750 EACH

Plus 10% Federal Excise Tax. With Double Door and Coin Counter, \$2.00 Extra.

DAVAL MFG CO. 200 SO. PEORIA ST. CHICAGO

CLEARING HOUSE

THE NUMBERS GAME SENSATION

Biggest odds in history—400 to 1. Played on last 3 numbers in U. S. Treasury balance. Storekeeper features these new numbers daily. Keeps players' interest because of new numbers. Or storekeeper can let player choose his own 3 numbers and play same way. It's the **BIGGEST** money maker ever built. Enclose 1/3 deposit, balance shipped C. O. D. for a sample NOW! **CLEARING HOUSE** is **FULLY GUARANTEED!**

\$17.50

Plus 10% Federal Excise Tax. Double Door and Coin Register, \$2.00 Extra.

SUPREME VENDING CO., Inc.

557 Rogers Ave., BROOKLYN, N. Y. | 922 8th Ave., NEW YORK, N. Y. | 1416 Webster Ave., BRONX, N. Y.



THE TALK OF THE INDUSTRY

PUNCHETTE \$19.75

ORDER YOURS TODAY

MARKEPP Co. 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O.
1410-12 CENTRAL PARKWAY CINCINNATI, O.



IDEAL'S NEW DISPLAY ROOM—Photo shows the front part of the large new showroom of the Ideal Novelty Company, St. Louis, recently inaugurated with a gala two-day party and celebration by Carl Trippe, Ideal owner-manager.

Jersey Trading Prepares For Grand Opening in Philly

PHILADELPHIA, April 11.—Samuel Broudy, president Jersey Trading Company, wholesaler to the premium trade in New Jersey, announced today the opening of his new Philadelphia offices in a three-story building at 900 North Franklin street.

The complete building has been taken over by the firm in conjunction with the Penn Distributing Company, well-known coin-machine jobber. The main floor, Mr. Broudy reports, will contain display rooms and the showrooms for games.

He also reports that they will have the largest variety of premium merchandise in the country on display. Second and third floors will be devoted to the warehouse. The second floor is also supposed to contain the repair department of the Penn Distributing Company.

Harold Landau, who is Mr. Broudy's assistant, will be placed in charge of the Philadelphia offices. Harold has won favor of the coinmen in New Jersey. His knowledge of the business, it is claimed, will stand him in good stead as head of the firm's offices in this city.

The firm will have a grand opening party April 20, which it claims will be the greatest of its kind ever held in this city. Invitations have been sent to all operators in this territory.

Jersey Trading Company, Mr. Broudy says, will now be in a much better position to service all its friends in Pennsylvania, Maryland, Delaware and other surrounding States. These offices will contain complete stock and will be in constant communication with their Newark headquarters.

LAST CHANCE!
TO GET OVER \$2,000.00
WORTH OF BALLY GAMES FREE

DUE TO POPULAR DEMAND WE ARE CONTINUING THIS CONTEST

To MAY 1st, 1936

RUSH YOUR ENTRY IN TODAY

HERE'S ALL YOU DO . . . JUST WRITE A SLOGAN FOR OUR FIRM!!!

HERE'S AN EXAMPLE OF A SLOGAN ALREADY SUBMITTED . . .

"Don't Dally—Buy Bally"

Your Slogan can win. Decision of the Judges will be final. All Slogans become the property of Fitzgibbons Distributors, Inc. RUSH YOUR SLOGAN TO US NOW!

REMEMBER APRIL 16th OUR SILVER ANNIVERSARY PARTY AT THE NEW BALLY BLDG. BE SURE TO ATTEND. MEET YOUR FRIENDS THERE.

» THE PRIZES «

- 1st Bally PARI-MUTUEL**
(Operator's Price, \$177.50)
 - 2nd Bally MULTIPLE**
(Operator's Price, \$167.50)
 - 3rd Bally BONUS**
(Operator's Price, \$115.00)
 - 4th Bally PEERLESS**
(Operator's Price, \$115.00)
 - 5th Bally DERBY**
(Operator's Price, \$115.00)
- AND 50 CONSOLATION AWARDS OF \$10.00 EACH.**

in trade on any Bally payout game. Will be accepted by us or your jobber.

FITZGIBBONS DISTRIBUTORS INC. 453 W. 47th ST. NEW YORK CITY

PAY TABLE HEADQUARTERS FOR THE ENTIRE EASTERN STATES

- Genco's SILVER CUP
- Western's SNOOKER
- Gottlieb's DAILY RACES
- Keeney's DOUBLE SCORE
- Chicago Coin's STRAIGHT 8
- " " BIG CASINO
- " " TRACK ODDS
- Pacific's PAMCO PALOOKA
- " PINCH HITTER
- Evans' ROLETTE
- California Exhibit's BIG SHOT
- Exhibit's BIG RICHARD
- " BULL'S-EYE

WRITE FOR PRICES AND DETAILS TODAY!

USED PAY TABLES! Write for our New, Complete List—Great Bargain Buys!

GEORGE PONSER COMPANY

11-15 EAST RUNYON ST. (Tel.: Bigelow 3-2335), NEWARK, N. J.

DEAL WITH CARL - ALWAYS A SQUARE DEAL

WINNERS I PERSONALLY RECOMMEND

Multiple \$142.50	Peerless \$115.00	Reliance Dice Game, 5c \$119.50
All Stars 115.00	Tycoon 149.50	Bally Baby 17.50
Bonus 115.00	Races (Western equip.) 125.00	Harmony Ball 69.50
Pamco Palooka 189.50	All Late Type New Mills Slots for Immediate Delivery. One-Third Deposit, Balance C. O. D.	

UNITED AMUSEMENT COMPANY, 3411-15 Main Street, KANSAS CITY, MO.

Bally Jumps Output On Payout Dice Game

CHICAGO, April 11.—Jim Buckley, sales manager of Bally Manufacturing Company, sends a cheering message to operators who have been trying to get delivery on Reliance, Bally's payout dice game. "Tell them," says Jim, "we will

soon be in a position to make immediate delivery.

"We have already taken additional factory space and increased our production facilities more than 100 per cent and are working on plans for further increases in our output of the machine.

"Meanwhile we can only ask operators to be patient and schedule their orders well in advance of desired delivery date."

7 GREAT BARGAINS

Seven more sensationally convincing reasons why you save money when you buy from Electro-Ball! Each of the active, wanted games offered here has either been completely reconditioned or is brand new. Quantity limited!

- NEW, ORIGINAL CRATE—
- INDICATOR, 10-ball, automatic pay. \$19.50
- PLAY BALL, 10-ball, automatic pay. 34.50
- RECONDITIONED—
- MYSTERY THREE, 1-Ball \$29.50
- SKILL KATCH COUNTER GAME, automatic pay, floor sample. 29.50
- Mills Indian Head Slot, Bell, Gold Award, Even Pay. \$57.50
- Mystery Pay. \$65.00

BIG SHOT . . . a great automatic pay, 1-ball game. Reconditioned . . . like new! Extra Special. \$54.50

DAILY LIMIT . . . another "hot" 1-ball automatic pay game, renewed completely \$59.50

One-third cash must accompany order. Bank exchange or money order. No personal checks, please. Balance C. O. D. Write for our complete list.

ELECTRO BALL CO., Inc. 1200 Camp, Dallas, Texas

New Orleans

Newly organized Dixie Coin Machine Company is dedicating its new and spacious office and display room at 1006 Poydras street April 14. Everybody connected with the coin-machine business in this territory has been invited to partake of spaghetti and meat balls prepared a la Julius Pace and to drink Italian red wine served a la Sam Gentilich. Firm comprises Julius Pace, president of the local coin machine operators' association, and Sam Gentilich and Harry Batt, operator of the city's only sportland. Company will distribute the lines manufactured by Bally, J. H. Keeney, Groetchen and PAMCO. All of the latest models are now on display.

A deep secret was uncovered the other Sunday afternoon which nearly cost a would-be baseball umpire his life. Following the capture of a double-header by the New Orleans Novelty nine before noon, both games by close scores, and the afternoon defeat of the Dixie Novelty Company team by 4 to 3, one of the losers investigated minutely and found out that the umpire in each instance was an employee of the New Orleans Novelty Company. He had disguised himself so well that he had fooled even his fellow workers except for Mark Boasberg. And so suspicion fell on Mark, especially since he was called safe at the plate in the 10th inning to win the game by a close margin.

Bally's new baseball game, All Stars, is proving a hit in these parts. With the arrival of the first machine early in the week, many visitors came to the distributor's office here to see what all the fuss was about. "It's the McCoy," was one big operator's comment. Baseball is in the air, on the field and at Bally locations.

Joe Maggio, of the operating firm of Maggio & Soldano, is a finished musician, having played solos in some of the leading bands ever heard in this section, but today there is no symphony that sounds so sweet to his trained ears as the tingle of the nickels as they drop into his coin machines.

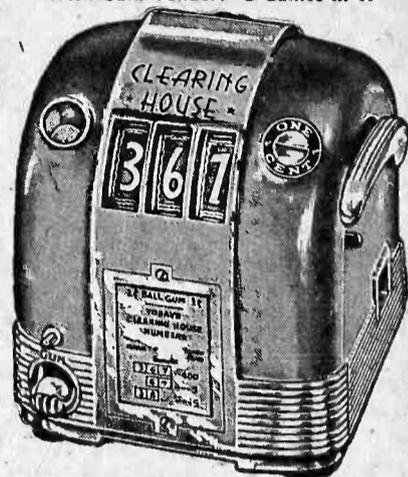
S. E. Sullivan, territory sales representative of Buckley Manufacturing Company, Chicago, has just finished calling on the operating trade in North Louisiana. He reports conditions good. Mr. Stivers, Buckley's new Orleans branch manager, is still in Havana helping Pat Buckley establish a new branch office that already reports a brisk demand for all kinds of games and machines. Buckley is also doing missionary work in several South American republics to good results. Stivers and Buckley are due back in New Orleans in another 10 days and should then be ready to make a full report on their findings.

S. W. Comeaux and Frank Mumfrey report a brisk demand for Buckley's Cent-a-Pack cigaret vender and believe that the best business is still ahead. That's optimism that can't be beat.

Milton Shott, of Louis Elgy Amusement Company, has joined the New Orleans Music Machine Operators' Asso-

CLEARING HOUSE

With Gum Vender! 3 Games in 1.



Double Door and Register, \$2 Extra. See Daval's Ad for Description **\$17.50**

ORDER YOURS FROM

GERBER & GLASS
 914 DIVERSEY BLV'D.
 CHICAGO, ILL.

Shott, the new in the music field, is well known in the pin machine game and has plenty of friends.

William J. Benson is a new operator in the local coin music-machine field, with headquarters at 331 Baronne street.

Frank M. Williams, former Indiana operator for Calle Bros. Company, called on the New Orleans office of C. & N. Sales Company this week. Frank is seriously considering entering the operating field in this section of the country.

Daval's Stock Exchange In Wall Street Location

NEW YORK, April 11. — When the Daval Manufacturing Company Stock Exchange game was first introduced here someone suggested that one of the games be located in close proximity to the Stock Exchange on Wall Street, this city.

One of the games has been placed in the restaurant across the street. The clerks from the stock exchange have adopted the game and are using it during their lunch hour for entertainment.

It is reported to be a "busman's holiday for the clerks on the exchange" by the operator of the game. He claims that after marking the big board all day long from the ticker tape on the market they play the game to see the automatic totalizer in the game do the same thing and gather a sort of satisfaction from seeing someone else do the marking up of stocks.

The location is reported to be one of the best which this operator has ever had. He feels that if the game will remain in this same spot for the next 10 months it will still be the leading game.

He also reports that one of the customers' men on the market has used the game for demonstrating how simple it is for stocks to continue up.

From London Town

In the House of Commons recently a member of Parliament asked whether the attention of the home secretary had been drawn to resolutions passed by various courts of quarter sessions calling for legislation to deal with automatic gaming machines and whether it was the intention of the government to introduce legislation to this effect in accordance with the recommendation of the Royal Commission on Lotteries and Betting. In reply it was stated that the home secretary could not undertake to introduce legislation on the subject.

The council of Deptford, a London borough, is to install hair-cream machines at all its baths. These machines will deliver a certain amount of hair cream upon insertion of a penny in the slot.

Hollingsworth's Automatics, Ltd., prominent London jobber, has moved into larger premises. Its business has grown to such an extent that the old quarters were far too small.

Edward Graves has been appointed organizing manager of the third annual London Coin-Operated Machine Exhibition to be held February 23, 24, 25 and 26, 1937. Mr. Graves held a similar position with the first two shows, so it looks as tho he is out to emulate Joe Huber's non-stop run with the American show.

British Automatic Machine Operators' Society has retained the services of an attorney with considerable experience in handling court cases concerning automatic machines. Members are now able to obtain legal advice free.

The Paris coin machine exposition, to be held May 25, 26, 27 and 28, will be visited officially by a party of members of the British Automatic Machine Operators' Society. Arrangements will be in hands of Secretary Edward Graves, who organized a similar visit last year.

L. V. (Hopscotch) Hodgson expects to be in London right thru the summer season. He plans a visit to Bertram Mills tenting circus with Edward Graves, who is No. 1 of the British CFA, to which "Hopscotch" also belongs.

Biggest operating concern in Britain is the British Automatic Company, Ltd., which has machine concessions on all the railway systems as well as at numerous seaside resorts. Company's 49th annual general meeting was held in London March 27, and the report showed a great improvement. No dividend had been paid by company until 4 per cent was allocated for the 15 months to December 31 last.

At the meeting Major R. D. K. Curling, M. C., chairman and managing director, revealed the fact that the company operated no less than 13,000 weighing machines and that they had given a satisfactory revenue. The amusement machine business, he said, is expanding, and increased revenue was anticipated from this source during 1936. This department was highly competitive and great care had to be exercised in selecting most suitable types of machines and most suitable sites in order to obtain maximum results. B. A. C. vending machines had also shown improved returns. This Major Curling attributed to the trouble taken by the firm to give only best possible value in articles supplied.

British Automatic Company has many old servants with long service and, so that they may be provided for in retirement, has established an insurance fund and scheme. One old servant just retired was foreman of the works at Dublin, Ireland, and had nearly 50 years' service.

Order for Daily Races Comes in a Box of Cigars

CHICAGO, April 11.—If you had been in Dave Gottlieb's office the other day and watched him open a big box of

cigars which just came in the mail you'd perhaps have seen one of the most surprised men in the coin-machine business. There, right on top of 100 of the choicest cigars ever made in Havana, was an order for 25 Daily Races machines.

But it wasn't the order that caused the excitement. It was the cigars! They were sent by a Southern jobber who thought he would show his appreciation for the splendid business he's doing with Gottlieb's latest machine. As Dave said: "An order from a jobber who has already bought hundreds of my Daily Races is in itself a compliment, but when you add cigars such as these, well, it's going some."

Inclosed also was a letter to Gottlieb which read, in part: "... The multiple coin chute idea on Daily Races is going over tremendously here. I've seen as much as \$1 in the chute before the ball is released, which I think sets up a record for income on a single release. . . . These cigars are just a token of my appreciation, and should your next machines prove as good money makers as Daily Races you can expect more of these smokes. Good luck!"

Dave is treasuring the name of the jobber, for he is going to make sure of taking him up on that offer. Incidentally, if you are planning to drop in on Dave and sort of inquire about the smoking qualities of those cigars with an idea of perhaps having one between your teeth it'll do no good. They didn't last thru the day.

IMPROVED SHOW

(Continued from page 3)

figure as he stood on the track and gave the signal for the grand entry. Victor Robbins' Band headed the pageant, and there followed the usual kaleidoscopic array of picturesquely costumed men and women and gayly caparisoned animals.

Clyde Beatty's group of lions and tigers is the outstanding attraction of the show. There is no spectacular riding act, but it is expected a feature act will arrive before the close of the engagement here. Show as a whole is considerably better than last year's.

THE PROGRAM

Inaugural pageant, *The Serenade of Spain*.

No. 2—Comedy acrobatic acts: Ring 1, the Otto Trio; Ring 2, Harddig Troupe; Ring 3, Le Forneau Company; Stage 1, Adolphus Trio; Stage 2, Three Comiquimos. Clowns on tracks.

No. 3—In center ring Harriet Beatty's animal act, a lion and tiger riding an elephant. This is a new feature and was well handled. In Rings 1 and 3, performing ponies, worked by John Smith and John Joyce. On Stages 1 and 2, trained dogs, worked by Veg Powers and Mae Curtis.

No. 4—Lady principal act. Ring 1, Ernestine Clark; Ring 3, Elizabeth Hanneford in graceful equestrian feats.

No. 5—Cliff Thompson, giant, and Jumbo the Second, African elephant in track walkaround.

No. 6—Four troupes of seals, worked by Jack Joyce, Albert Mann, A. Fleet and Walter Radde.

No. 7—Aerial tournament. Ira and J. Millette, balancing feats on trapeze; Mlle. Esma Wilson, graceful muscle grind; Albert Powell, contortionistic equilibrist; Gene Evans, aerial novelty; iron-jaw numbers that included the Edwards Sisters and Misses Denham, Lucky, Ellett, Barnett, Barnett, O'Dell, Sullivan, Cooke, Cutshall, Lindsay, Daisy, Goodenough and Sharon; ladder gymnastics by a score of graceful girls.

No. 8—Clyde Beatty's group of lions and tigers. A thrilling exhibition handled with consummate skill and showmanship by Beatty. Featured the roll-over-tiger and the rearing lion, first to be seen with any circus and a distinct novelty.

No. 9—Wild West exhibition by a troupe that included Jimmy Foster, Edward Hornett, Earl Doering, Mabel Hornett, Albert Jones, Estelle Jones, Mary Doering, Christine Elder, Louise Mann, Cecil Tatum, Frank Gilbraith, Al Stevens, Estelle Tatum, Sultan Shakhmanoff, Prince Orskioffski, Ralph Clark and Alice Foster. Climaxed by Ted Elder jumping two horses over a flaming automobile.

No. 10—Center ring, Prof. Dennie Curtis and his taximeter mule, an act that is always surefire for laughs. Ring 1, Wells Brothers, horizontal bars; Ring 3, Le Roy Brothers, horizontal bars; Stages 1 and 2, Smiley Daly and Raymond and Marcus, comedy equilibrists

SEE THAT YOUR JOBBER HAS YOUR ORDER NOW

THANK YOU

FOR THE HUNDREDS OF ORDERS RECEIVED! THEY WILL BE FILLED IN THE ORDER IN WHICH THEY HAVE BEEN RECEIVED! MONOPOLEE WILL PAY FOR ITSELF IN JUST A FEW DAYS ON ANY LOCATION!

IT WILL BE THE PAYOUT SENSATION OF ALL TIME!

A 1-SHOT AUTOMATIC PAYOUT WITH A MULTIPLE COIN SLOT PLAY!

Capitalize on the Popularity of the Home Game Craze That Has Swept the Entire Nation!

WRITE OR WIRE TODAY FOR FURTHER INFORMATION!

CHICAGO COIN CORP.

1725 DIVERSEY BLVD. CHICAGO ILL.

Cable Address CHICOCO

on the swaying tables.

No. 11—Mlle. Cyse O'Dell, petite aerial gymnast, in graceful one-arm planges.

No. 12—Performing elephants. Four in Ring 1, worked by Wanda Wentz; eight in center ring, worked by Jean Fisher; five in Ring 3, worked by Betty Stevens. Finishing with long mount on the track.

No. 13—Bareback riding. In center ring the Lulu Davenport troupe; Ring 1, the Clarks; Ring 3, Elizabeth Hanneford.

No. 14—High pole act. Florescue, climaxing with head stand on the swaying pole.

No. 15—The Eugene troupes of aerial bar acts, the old aerial comedy standbys.

No. 16—Clown number. Clown band led by Otto Griebing.

No. 17—Wire act. Harold Barnes, the young man who made his debut in fast company on the Cole show last season. A graceful and clever performer whose act is a real feature. He has improved in many ways since last year and is destined to become a real star of the silver thread.

No. 18—Liberty act. Three groups of eight horses each put thru their paces by Trainers John Smith, Jack Joyce and James Foster. A pleasing equine display.

No. 19—Walkaround by Chester Barnett and his dog Trixie, who walked around the entire arena on his hind legs.

No. 20—The Great Gretonas. Without a doubt one of the greatest high-wire acts in existence. Their exploits high above the heads of the audience gave them some thrilling moments during their performance. The head stands on the wire, the bicycle work and other tricks were all marvelously done, but the last stunt was a supreme feat of balancing that brought cheers.

No. 21—A combination of athletic and gymnastic exhibitions. In center ring the Six Belfords with a swell Risley offering featuring the kicking of three men off to a somersault. Ring 1 had the Dobs Comrades in teeterboard and other equilibristic feats; Stage No. 1 held the Reynolds troupe of seven girls in fast and skillful roller-skate work; Stage 2 had Nellie Donavon's troupe of

OPERATORS

You Lose Money If You Do.

6 Jewel Men's Wrist Watch.

High-Grade Movement, and a 500-Hole 5c Salesboard. Complete. No. B110.

\$3.45

Send for Our New Bargain CIRCULAR.

Full of Many New 1c and 5c Salesboards

Send 25% Deposit with Order.

LEE-MOORE & CO.

180-182 West Adams St., CHICAGO.

roller-skating girls, and Ring 3 the Nine Desert Arabs did the usual line of Arabian acrobatics and formations.

No. 22—Menage. On the hippodrome track and in the three rings an array of well-trained high-school horses did a variety of interesting things that showed evidence of patient and careful training.

No. 23—Clown walkaround with many new, grotesque and clever getups.

No. 24—Aerialists. Over Ring 1 the Imperial Illingtons, three people, and over Ring 3 the Flying Harolds, also three people, both groups displaying daring accomplishments on the flying trapeze. Over center ring the Peerless Potters with some great tricks, turns and somersaults on the aerial bars.

No. 25—Series of novelty races including a jockey race, Shetland ponies and monkey riders, riderless horse against a jockey and Roman standing races.

Complete staffs will be published in the next issue.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

MAD CAP

**STONER'S
GREAT
NON-PAYOUT
GAME!**

\$47.50



STONER

CORPORATION

Aurora, Illinois



1c or 5c Peanut Vender. 1c Gum Vender.

**IMMEDIATE DELIVERY!
MAD CAP \$47.50**

Operate Cigarette, Gum and Peanut Machines in addition to Pin Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

MERCHANDISE MACHINES

Soap Vender Proving Big Success in Detroit

DETROIT, April 11.—National Dispensing Corporation, manufacturer of the National Soap Dispenser, has closed with Alfred A. Amlinger, of Detroit, to operate the machines in Wayne County.

Since the appearance of the ad in *The Billboard* last week the company has received inquiries from all over the country from prospective operators. The company has gone into production to the point where it is making 100 machines a day and can easily increase this production as business warrants.

The new machine has proved satisfactory on tests and is meeting with good will from both manufacturing plant owners and employees. It relieves the plant of much trouble and is welcomed for that reason. The machine serves out a generous portion of soap for one washing for one cent.

Clifford B. Watson, business manager of the company, was in Chicago last week in the interests of the development of a new type of vender for use with other types of soap for non-industrial washrooms.

Service Men Outfitted In Attractive Uniforms

PITTSBURGH, April 11. — Canteen Merchandising Machine Company here has outfitted its employees with smart uniforms with the word Canteen attractively sewed on the cap and on the front of the coat.

The salesmen who call on the locations to refill the machines are also walking advertisements for the firm.

Detroit

The Astro Vends, a new type of fortune telling coin machine, is being distributed here by G. E. Leveque. The machine allows a monthly change of the booklet which is given out. The machine is controlled to operate at a dime.

The Detroit Sports Shop, operated by Jack Katz and Ed Witte, has been closed. The spot was Detroit's first sportland and until a few weeks ago the only one in town. Katz went to St. Louis, where he is now operating a route of pin games and small vending machines.

D. Robbins & Co. Report Heavy Sales on 2-in-1 Vender

BROOKLYN, April 11.—D. Robbins & Company, Brooklyn, report that they have already taken orders in New York City alone for more than 500 of their new 2-in-1 penny bulk merchandise venders. The water-proof construction, plus slug protection features of the machine, appeals to operators who have found such features necessary for profitable outdoor locations.

The 2-in-1 Vender is modernistically designed and can be placed on counters, against the wall or on a floor stand. Dave Robbins is highly enthusiastic about his new vender, as practically every operator and jobber in New York tells him that he has a winner. D. Robbins & Company are now allotting exclusive distributing rights to sales organizations outside of the metropolitan New York area.

Henry C. Lemke, operator of the Lemke Coin Machine Company, is spending four days a week on the road, covering Michigan, prospecting for new locations for his various routes of machines. The store, where he does a large jobbing business, is being operated by Mrs. Mary B. Lemke. Jack Meyers has been made a partner with Lemke in the operation of the machine routes and will be direct supervisor of service for all machines. He will not be connected with the jobbing end of the business, however. Meyers comes to Detroit from Toledo, where he has been in the operating end of the business for several years.

Charles Hodgkins, manager of A. P. Sauve Company, coin machine jobber, reports that business has improved considerably in the last few weeks. More machines are being sold, especially in the pin game field, and there is a bigger demand for vending machines as well. This reflects general increased patronage of machines by the public, which is causing operators to buy again.

Barron To Job Duette

CHICAGO, April 11.—Jerry Werthimer, of the Ad-Lee Company, Inc., manufacturer of the popular Duette twin vending machine, is happy to announce that the E. T. Barron Company of Minnesota has arranged for quantity shipments for Minnesota operators.

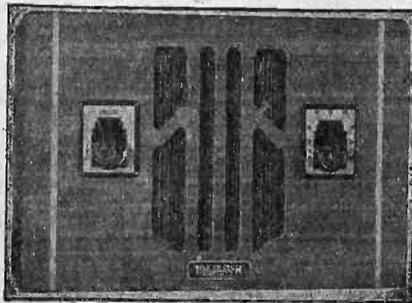
Mr. Barron is highly enthused over these venders. He says that he is convinced that Duette will be a very popular number with his firm and recommends it whole-heartedly. He believes it will be highly profitable for operators, because it is really two machines in one, getting twice the money because it vends two products, while the ordinary vender vends just one. In Duette each compartment is individual and has its own coin chute. A wide variety of bulk candy and nuts may be vended.

Ben J. Marshall, Detroit jobber, and James Ashley, of the American Novelty Company, also a jobber, went to Chicago last week to attend the jobbers' association meeting.

A meeting of the Detroit Skill Game Operators' Association was held last week at the Detroit-Leland Hotel. The session was devoted to routine business, but no important statement of accomplishment was issued. The organization plans to hold a big social party for members in about two months.

O. H. Feinberg, sales representative for Stewart & McGuire, cigaret machine manufacturers, was ill last week.

**EVERYONE IS INVITED TO ATTEND THE GRAND
OPENING OF OUR 3 STORY PHILADELPHIA BLDG.
MONDAY, APRIL 20TH**



RADIO SPECIAL!

\$6.75 Sample Majestic International 5-Tube, R. C. A. Licensed, Dynamic Speaker, Marvelous Reception, GUARANTEED for 90 DAYS! A REAL BUY. Cabinet of high polish Walnut. Order NOW! WRITE For FREE CATALOG

JERSEY TRADING CO.

11-15 E. Runyon St., Newark N. J. 900 N. Franklin St., Philadelphia, Pa.



JUMBO PROFITS

Fastest Selling Novelty Item of Today
400-Hole 5c Six Cutout Board, complete with 6 JUMBO FOUNTAIN PENS, four times as large as ordinary pen. Takes in \$20.00. Pays out \$4.50 worth of cigarettes (30 Packages). Nets \$15.50.

Operator's Special Price \$4.75 for Sample, \$4.50 in Lots of 10 or More. ORDER NOW.

H. G. PAYNE COMPANY

312-314 BROADWAY NASHVILLE, TENN.

Irvington Moves To License Smoke Venders

IRVINGTON, N. J., April 11.—Police licensing and regulation of cigar and cigaret vending machines are provided in an ordinance introduced this week by Public Safety Director Balentine at a meeting of the town commission. A public hearing was set for April 24.

Calling for a \$2 license fee for each machine installed, the ordinance further requires that the serial number, the owner's name and address and the location of the machine be given police.

Violators, according to the ordinance, will pay a fine of not more than \$150 or serve not more than 90 days in jail. Each day's violation would be considered a separate offense.

INDEPENDENCE



with TOM THUMB

Many have started with one Tom Thumb Vender, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects—The 1936 Tom Thumb is the finest miniature vender you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unsightly machines are barred. Exclusive features, precision manufacture, lasts years. Write immediately for bulletin giving you the inside story.

Pat. App'd For. FIELDING MANUFACTURING CO. Dept. 6, Jackson, Mich.

EXPERIENCED Merchandise Vending Machine Route Salesmen, financially able to get sample outfit, travel and appoint NEW operators of entirely NEW Combination 5c and 1c Bulk Vender. Elaborate national set-up. Fair price. Liberal commissions. Address J. W. S. LANGLEY, 307 W. Fort Street, Detroit, Mich.

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



WINNERS!

★ Looking for the winners? For tables that will put you on top in your territory? You have them here. Right here. **HOLLYWOOD** and **DITTO**. A one-shot and a non-payout. **HOLLYWOOD**, with its Star Award Panel and Clog-Proof Pay Unit, is taking in money at record speed. Operators report **HOLLYWOOD** pays for itself in 2 to 5 days. Without question, it is the fastest, smoothest one-shot in the business today. And yet, it is only \$89.50—which, as you know, is \$25.00 to \$50.00 less than any other table of equal quality.

★ As for **DITTO**, shrewd operators recognize it as the best non-payout table on the market. It's the number game. 10 scores to shoot for and 1,000 ways to make those scores. Plus a super perfect mechanism that never goes wrong. A profit maker like **DITTO** is a bargain at \$57.50, but volume production makes possible the low price of \$44.50.

★ See your nearest Rock-Ola Distributor today!



ROCK-OLA MANUFACTURING CORPORATION ★ 800 N. Kedzie Ave., CHICAGO, ILL.

Association Holds Meeting at Halifax

HALIFAX, N. S., April 11.—The Nova Scotia Coin Machine Operators' Association met here April 3, with the following operators present: L. Bickerton, F. J. Elliott, W. Spence and J. A. Caouette, all of Amherst, and J. Goldie, S. Mintz, A. Paros, E. R. Bibber and F. P. Hanlon, all of Halifax. Operators not represented but who sent notice that they wished to join the association were F. H. Durston and W. J. Walsh, both of Halifax.

The meeting was called to order by F. J. Elliott. B. H. Strang was elected temporary secretary and F. P. Hanlon temporary treasurer.

The following members were chosen by vote for officials of the new organization to be known as the Nova Scotia Skill and Amusement Coin-Operated Machines Association: President, J. A. Caouette; first vice-president, F. P. Hanlon; second vice-president, S. Mintz; secretary-treasurer, B. H. Strang; assistant treasurer, Miss S. Goodwyn. Executive committee: E. R. Bibber, F. J. Elliott, L. Bickerton. Above officers to serve in their official capacity from April 3, 1936, until April 3, 1937.

The members discussed the importance of an association and the means of raising funds for retaining legal advisers to fight Bill No. 79 now before the Nova Scotia Legislature. Each operator agreed to contribute \$200 to cover legal expenses to oppose the bill. F. J. Elliott, F. P. Hanlon and J. A. Caouette were selected as the executive committee to make arrangement with attorneys. Hickey, Russell & Lovett were retained as counsel to represent the operators before the Legislature.

You Can Learn Things From the Back-Yard Men

CHICAGO, April 11.—There was once an old colored man who bargained with a landlord and accepted terms whereby the darky was to cut all the weeds from a large residence lot. The colored man only looked at the weeds in the front yard, and when he got to the back yard he found the weeds much higher and thicker than they were in the front. After the job was finished the old fellow mopped his forehead and said to the landlord: "Mistah, I sho made a mistake by not looking at de back yard."

So that's the point of this story. It is one thing to talk to the head man of a business but another to get back in the factory of any place and see how the shipping clerk feels about it. These boys in the back can tell you things—things that really count and mean something.

On a recent visit to the American Sales Corporation, 936 Wrightwood avenue, here, John Malec, who has been with Lee S. Jones, the genial manager of American Sales Corporation, for 15 years, was found busily engaged in trying to satisfy draymen, expressmen and transportation men, all awaiting shipments which were going out. Naturally to be in the midst of such shipping activities it was necessary to be in the back yard. Malec is one of Lee's right-hand men and is a very competent shipping clerk. It was really remarkable how this super shipping clerk handled all detail and chaos with such ease, and after he was thru with his shipments Malec rested in his office and talked shipping detail and other matters. One of the most interesting things he had to say was that he had shipped approximately 2,200 Bally games during the last four months and had received but two in return for credit because of their not working correctly. This is an amazing record and one of which Bally is proud. Moreover, this information came from this shipping clerk entirely unsolicited, and when one gets that dope from shipping clerks, who are always more critical than bosses, you have some real truth. Malec credits this remarkable record

on Bally games to the fact that D. J. Moloney—is the able superintendent of the Bally plant. As nearly everyone knows, he is the father of Ray Moloney, popular president of the Bally organization, and it is a question of who showed better judgment, Ray by having D. J. for father or D. J. for having Ray for son, but in either case D. J. Moloney has only experienced help in the Bally factory. Malec happens to know about that because he sent a friend of his to the Bally factory for a job. This boy, like many others under present circumstances, offered to work for low wages. He asked for 30 cents per hour, and D. J. said: "We don't have any 30-cent-an-hour factory workers. You may start at 40 cents an hour, which is our minimum, but you must show that you can make good." So possibly that's one of the many reasons why Malec and American Sales Corporation received only two Bally games back out of 2,200 shipped.

If you want to find out how a business is really conducted always go to the back end where shipments go out. That's more interesting than talking to the front-yard man. Besides that, Lee's bar is in the back, which also makes visits more interesting.

Sam May Clicking in New Job With Western

CHICAGO, April 11.—"Smiling" Sam May, nationally known coin-machine man, is clicking nicely in his new position with the Western Equipment and Supply Company here, nationally known producer of marble games and counter units. Sam says that he is proud of his new connections and desires to meet all his old friends at the Western plant and on his travels. One would have to search far to find a man with more amusement-machine experience than Sam May. He has been in the business since 1914 and during that time his activities have covered a large scope of the coin-machine field. With Sam on the job as traveling representative for Western Equipment, activities around the factory should keep humming. Sam May knows coin-operated ma-

TIC-TAC-TOE WITH MARBLES



The newest idea in Counter Games. Combines the old Criss-Cross game with Roulette. ODDS CHANGE AUTOMATICALLY EVERY GAME. Plays pennies, nickels, dimes, quarters. Get it from your jobber or write

EXHIBIT SUPPLY CO.
4222 W. LAKE ST., CHICAGO

FOR SALE

(8) Exhibit Supply Merchantmen Diggers, guaranteed mechanically right, serial numbers up to 1445. \$95.00 each; 1/3 cash with order, balance O. O. D. Also (5) Select-Ems. \$30.00 each; (1) Exhibit Whirlpool Ticker Game, \$30.00; (1) Exhibit Rodeo Ticket, \$30.00; (1) Exhibit Aces Ticket Game, \$40.00; (2) Mills Ticketette, \$3.00 each; (1) Turf Flash, \$3.00; (1) Contact Sr., \$10.00; (1) Castlillo, \$5.00; (2) Rapid Fire (Exhibits), \$12.50 each; (3) Drop Kicks, \$3.00 each; (1) Rockolite, \$5.00; (2) Flying Traps, \$4.00 each; (1) Exhibit Dealer, \$5.00; (1) Cannon Fire (Mills), \$3.00; (3) Rebounds, \$3.00 ea.

R. E. FIELD
TOWERS APT., FORT LAUDERDALE, FLA.

chines and is considered one of the best judges of amusement machines anywhere. He is anxious to meet all his old friends and make new ones for Western.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

PRICE TALKS! WHY PAY MORE? DAILY RACES

Leading distributors, jobbers and operators will tell you Daily Races is the best money-getter; out-earning any other single or multiple coin slot, one-ball payout table on the market today!

THE LOWEST PRICED MULTIPLE COIN SLOT ONE BALL PAYOUT WITH CHANGING ODDS

The First Game With Mechanical Arrangements for Regulating Payouts—Adjustable for Tight or Liberal Rewards

Real horse-race atmosphere . . . real horse-race action! Play 'em "across the board"—3 times the opportunity for the player to win. And the Operator's chance to collect not merely one nickel on each play, but as many as 8, 10, 15, 20 and upwards. Here's how DAILY RACES is played: Put a nickel into the slot . . . immediately the massive, colorful light-up rack flashes your horse and shows odds for Win, Place and Show. BUT, if you're not satisfied with the odds, insert another nickel and take a chance at increasing the odds. With each nickel inserted an additional horse flashes on the rack and the odds change. As many as all eight horses can be played. After eight horses are being played, each additional nickel gives the player an opportunity to change the odds. Pays as high as 40 to 1.

DAILY RACES has one of the most beautiful, dazzling playing fields ever seen. Ten brilliant colors really makes it a game of spectacular beauty. Get in on this "sure-thing" . . . Place DAILY RACES today—the game that accomplishes more than products selling for as high as \$500.00.

SUNSHINE DERBY GOING STRONGER THAN EVER

The outstanding one-ball automatic payout with player changing odds that is the profit-sensation of the day. Operators all over the country are making real money with SUNSHINE DERBY for it's the **\$8950** LOWEST PRICED payout in its class. Get yours today! 50"x24".



50" x 24"
\$125

Electro-Pak equipped (batteries optional).
D. C. Adaptapak, List Price \$12.50 Extra.
(One Adaptapak can serve any number of machines in the same location.)

Ticket Game, \$135.00.
Check Separator, \$5.00 extra.
Mint Vender, \$10.00 extra.
May Be Had in 2 or 3-Ball Play, \$5 Extra.

D. GOTTLIEB & CO. 2736-42 N. PAULINA ST. CHICAGO, ILL.



SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$19.30 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

**Takes in \$24.00
Costs You \$2.90**

One-Third Cash with Order, Balance C. O. D.

Bill Blatt Featuring Two New Daval Games

BROOKLYN, April 11.—Bill Blatt, "the Little Napoleon of the coin-machine business," who has just taken over representation of the products of Daval Manufacturing Company for this area, is featuring two of the firm's new pin games at this time, which are gaining the acclaim of the operators here. They are the Stock Exchange and the new Box Score baseball pin game. The Stock Exchange is considered one of the best high score straight play pin games of the year. Wille Blatt claims that the game is started in a big way and that with conditions definitely improving the operators are sure to use this game in large number.

He is also enthusiastic over the new Box Score baseball pin game, due to the fact that the game has now been perfected and that it is considered the last word in pin-ball manufacture. Games are now out on test locations in the city and reports are to the effect that the locations are thoroly sold on the game.

All the original features have been retained and many improved. The light-up backboard on the new Box Score is considered the most elaborate of any pin game ever built.

"It actually plays the game of baseball," Blatt reports, "and the season is now here for a game of this kind, especially since it registers the winning runs on its own meter arrangement."

Harry Gittleson Passes

NEW YORK, April 11.—Sportland owners and concessioners in the New York section were all sorry to learn of the passing last week of Harry Gittleson, partner in the firm of Karl Guggenheim, Inc. Harry was in the trade for years and enjoyed a wide popularity. Before entering the premium line he conducted an extensive theater-ticket speculating business and in his day was regarded as an expert in the ticket-selling business. He originated selling methods that were adopted by others and used for years. Gittleson was 62 years of age and leaves a widow and two sons. The Karl Guggenheim firm will function as usual.

BIG VALUES!

Put 'N Takes, late model \$10.00	Gottlieb 10-ball Liberty Bell . . . \$15.00
Do or Don'ts. 10.00	Stampedes . . . 20.00
Sportsman, oak finish . 10.00	De Luxe 46 . . . 35.00
Mammoths . . . 40.00	Trojans . . . 30.00
	Fortunes . . . 40.00

ONE MILLS DANCE MASTER, PRACTICALLY BRAND NEW \$150.00

Write for our Prices on Used Slots and Other Games. 1/3 Deposit, Balance C. O. D.

BIG STATE NOVELTY CO.
1304 Throckmorton, FT. WORTH, TEX.

A CINCH! FOR JOBBERS & OPERATORS



FOUR WILDFIRE SELLERS IN ONE— Three sizzling new Lapel Watches on a 150-Hole Salesboard with no blanks! It's a push-over! Board takes in \$20.25 and gives Nos. 1 to 15 free. All other Nos. 15c Straight. Each punch pays out 5c in merchandise. Watches complete with leather thong, baked enamel case and guaranteed American-made movement. Board, complete, \$4.05. In Dozen Lot, \$3.90. Each. Send 25% deposit with order, balance C. O. D.

GARSHER NOVELTY CO.,
10 South 4th St., MINNEAPOLIS, MINN.

THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS, Jackpot Bells—Counter Size Machines—AMUSEMENT PIN GAME TABLES OF EVERY DESCRIPTION.

ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.

BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.

HAVE YOU SEEN BANK NITE?

A Salesboard with repeat play! Tops and further information will be furnished by writing to any of the offices listed below. State your business.

GLOBE PRINTING COMPANY

1023-27 Race St., PHILADELPHIA, PA.
418 South Wells St., CHICAGO, ILL.

1352 N. E. First Ave., MIAMI, FLA.
22 West 23d St., NEW YORK, N. Y.

248 Marletta St., N. W., ATLANTA, GA.
3502 1/2 McKinley St., TACOMA, WASH.
227 S. Presa St., SAN ANTONIO, TEX.

JUST-RITE MONARCH AUTOMATIC PAYOUT

TABLE, with JACKPOT, Only \$39.50. Regular Price \$79.50. Most Beautiful and Best Working Payout Table Ever Made. Many Outstanding Features. Brand New, Direct From Factory. Seven-Day Money-Back Guarantee.

TENNYSON MANUFACTURING COMPANY

220-222 West Huron Street,

CHICAGO, ILL.

TIT-TAT-TOE, with 2,000 Balls of Gum . . . \$17.50
FLEET, RELAY, GOLDEN GATE, JACK RABBIT . . . 4.00

BIG BERTHA, LIVE POWER, CAN-NON FIRE, IMPACT, BULLET . . . \$ 5.00
BEAT ACES . . . 10.00
PLUS AND MINUS . . . 15.00
NEW BABY CRISS-CROSS . . . 13.00

SOUTHERN AUTOMATIC SALES CO.
542 S. Second Street, Louisville, Kentucky.

1000000 A DAY

with EXHIBIT'S Perfected **BIG RICHARD**

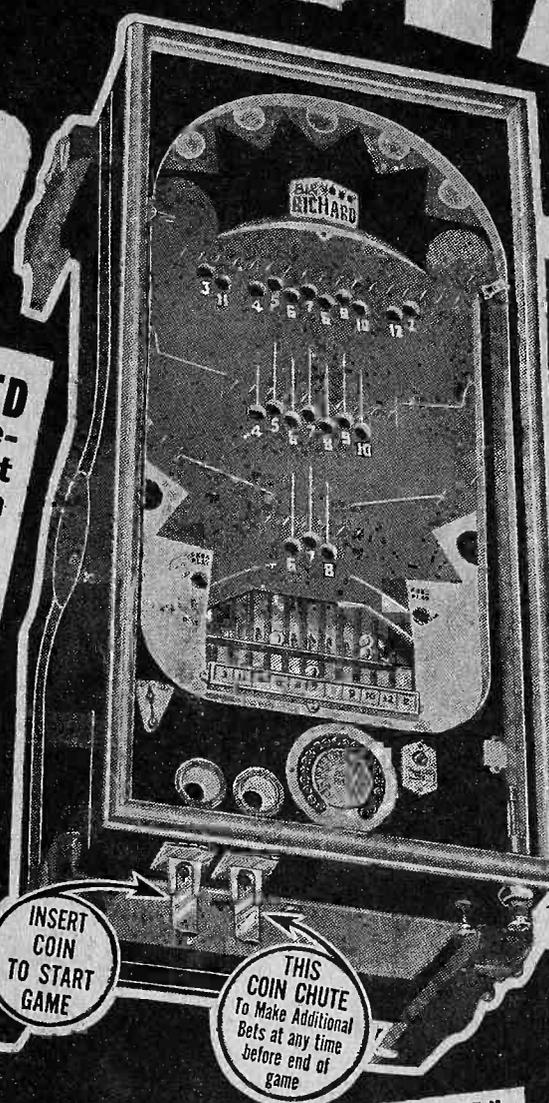
TAKES THE PLAY AWAY FROM ALL OTHER PAYOUT TABLES
(The Newest Included)

AGAIN WE REPEAT 'BIG RICHARD' is the greatest game of all time. It's income capacity is beyond all known bounds—greater than any pin table ever devised.
THINK OF IT! 20 COINS PER GAME \$60.00 PER HOUR!!!

WE HAVE PROVED you must have something different to get **TOP MONEY** from locations.

YOU'LL NEVER KNOW what big collections are—till you put 'BIG RICHARD' on your **SPOTS.**
DON'T BE FOOLED changing holes and pins doesn't make a great game. 'BIG RICHARD' is **NEW** from top to bottom **DEMAND IT** from your **JOBBER**

'BIG RICHARD' will positively make more money than you ever made before with anything else. **PROVE IT TO YOURSELF**—get the improved perfected 'BIG RICHARD' on location immediately.



INSERT COIN TO START GAME

THIS COIN CHUTE To Make Additional Bets at any time before end of game

\$18 a DAY
\$90 a DAY
\$65 a DAY
\$20 a DAY
\$40 a DAY
\$22 a DAY

EXHIBIT SUPPLY CO. 4222-30 W. LAKE STREET CHICAGO

ONLY 12500 ORDINARY LOCATIONS PAY FOR IT IN LESS THAN A WEEK

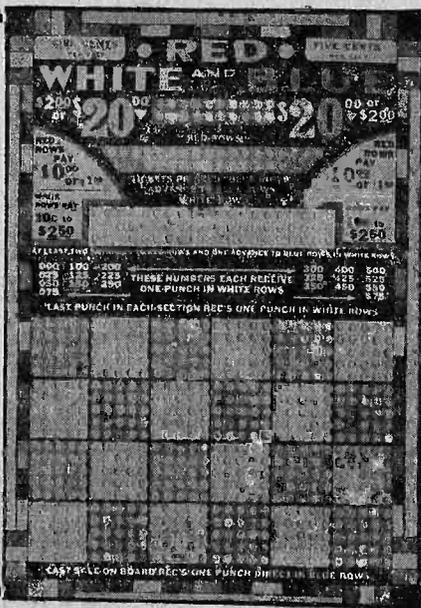
MISSOURI and SOUTHERN ILLINOIS DISTRIBUTORS for SUPERIOR SALESBOARDS
Jobbers—Write for special prices

ILLUSTRATION SHOWS "RED, WHITE and BLUE BOARD"
A Beauty and a Money-Maker.
Takes in, 600 Holes at 5c. . . . \$30.00
Pays Out (Average) 14.03

PROFIT (Average) \$15.97
A Thick Board, with Easels and Celluloid Protector Over Jackpot.
\$2.25 Plus 10% U. S. Tax.
We Prepay Transportation Charges on Orders of \$50.00 or More Net.

The Above Is Only One of the Many Sure-Fire Superior Boards.
A Complete Line Carried in Stock at All Times—Ready for Immediate Delivery.
Write for catalog and prices today

IDEAL NOVELTY CO.
1518 Market St., ST. LOUIS, MO.



EVANS' WINNERS

- ★ **CLIPPER** Follow the big Clipper Ship on its flight. A ten-ball pin table. 42"x21". (Illustrated) **\$41.50**
- ★ **POKER-ENO** Try your skill at getting a real poker hand on the light-up rack. 5 balls. 42"x21" **\$39.50**
- ★ **LITE-A-BASKET** A snappy basketball game with new Fieldlight Scoreboard, 10 balls. 42"x21" **\$43.50**
- ★ **ROLL-ETTE** A perpetual life, automatic payout with the fascination of real roulette. Three coin chutes. Triple earning capacity. 45"x20" **\$262.50**

H. C. EVANS & CO.
1522-28 W. Adams St. CHICAGO

PIN BALL MACHINES \$2.00 EACH :: KEEP READING!

SIXTY-FIVE PIN BALL GAMES, NO TWO ALIKE—\$10.00 BUYS FIVE OF THESE. AND THEY WILL WORK. CASH IN FULL ON THESE. Guaranteed Reconditioned Automatic and Amusement Games at Close-Out Prices—Just What You Have Been Waiting For. Check Over Games Below and Then Wire, Phone, or Write Your Requirements. SHIPMENT SAME DAY ORDER RECEIVED. (If Games Are Not Listed Here, Write for Our Complete List.)

19 *Jennings Sportsman \$18.50	30 Mills Tickettes, \$5.50 EACH, OR 5 FOR \$25.00.
2 *Jennings Flying Turt 18.50	3 *Keeney Repeaters \$79.50
3 *Liberty Bells, 10 Balls 11.00	18 *Rockets, New Style 11.50
18 A. B. T. Autodart Ticket Games. 15.50	7 *Bally Champions 11.00
14 A. B. T. Autoflash Ticket Games. 17.50	8 Jr. Flying Colors 7.00
7 *Mills Ten Grands 77.50	31 *"A" Model Traffic 14.50
11 *Bally Jumbos 49.50	24 *"B" Model Traffic 13.50
17 *Bally Derbys 83.50	7 *Bally Ramblers 92.50
3 A. B. T. Archers 15.50	4 Bombers 21.50
2 A. B. T. Autocounts 9.00	3 Mail-Keys Kickers 3.95
6 Sink or Swim 4.95	5 One-Two-Three 4.95
5 *Mills Pearl Harbors 32.50	1 Tango 7.00
4 *Jennings Daily Limits 99.50	7 "C" Model Traffic 7.00
8 Mills Triple Slot Troubadour Phonographs, Perfect Condition. 167.50	21 Penny Packs 8.75
4 *Bally Golden Harvest 47.50	5 Chester Pollard "Play Golf" Machines 17.50

(Games marked thus * are Automatic Payout and can be supplied to Pay Out Cash or Checks. In Placing Orders, Specify Which Wanted.)
TERMS: 50% Certified Deposit With Order. We Ship C. O. D. for Balance.

THE VENDING MACHINE COMPANY, 205-15 Franklin St., FAYETTEVILLE, N. C.

WE HAVE THE MOST COMPLETE LINE OF PENNY ARCADE MACHINES AND PIN GAMES IN THE COUNTRY!—Write for Price List!

SPECIALS!

Punching Bags, Fortune Telling, Athletic, Rifles, Microscopes with Reels, \$10.00 and up.
Drop Pictures.
CRANES:
Buckley, International (Microscopes), Electric Holst, Iron Claws, \$20.00 and up.

Fair Play \$15.00	Chicago Express \$6.50
Hop Scotch 11.00	Spot Lite 6.50
Barrel Roll 11.00	Frisky 6.50
Cross Roads 11.00	Cavalcade 6.50
Gross Country 10.00	Balance (Mills) 6.50
Screamo 10.00	Army and Navy 6.00
Big Game 9.00	Major League Jr. 6.00
Travel 8.00	Beamite 5.00
Tri-A-Lite 7.50	Chokers 45.00
Fifty-Fifty 7.00	Super 8 5.00
Rook-Ola's 21 7.00	Big Bertha 4.00
King of Turf 6.50	

Full Cash With All Orders for \$12.00 or Less. Over \$12.00, 1/3 Cash, Balance C. O. D.

MIKE MUNVES CORP., 145 Park Row, New York, N. Y.

THE BASEBALL SEASON IS HERE AGAIN AND HERE'S THE GREATEST BASEBALL GAME EVER MADE!

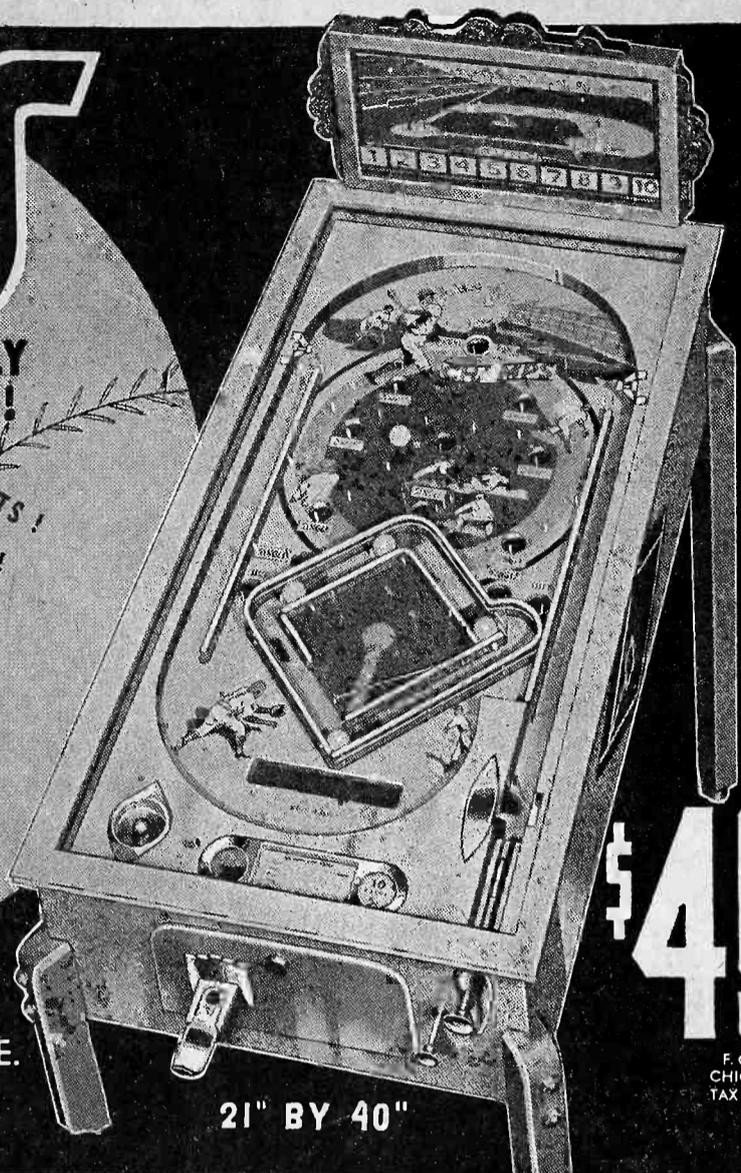
Genco's CHAMPS

Ten Ball Play!

Play real baseball on a most realistic table. Capable balls actually run the bases... Singles, doubles, triples, home runs and sacrifice hits advance the players around the diamond. All runs are shown in lights on the beautiful, appealing rack. All payouts are permanently recorded inside the machine where the operator can check them. Genco's Champs is, beyond a doubt, one of the most beautiful of all games. Your players want to play—give 'em the best baseball—give 'em Genco's Champs.

ALL PAYOUTS PERMANENTLY RECORDED ON A REGISTER!

TEN BALL PLAY! SACRIFICE HITS!
 TWO BAGGERS! THREE BAGGERS!
 "CAPTIVE" BALLS RUN BASES!
 HOME RUNS!
 ORDER TODAY—DON'T DELAY!



\$49.50

F. O. B. CHICAGO TAX PAID

GENCO Inc.

2625 N. ASHLAND AVE. CHICAGO, ILL.

21" BY 40"

IT'S DERBY DAY!

A PRIME FAVORITE IN ANY LOCATION! RIDE THIS HARLICH WINNER TO NEW PROFIT RECORDS.

\$25.00 TO SHOOT FOR

No. 664—DERBY DAY, 600 Holes, Takes in \$30.00; Average Payout, \$10.26; Average Gross Profit, \$19.74.

Price \$2.66 Plus 10% Tax

Price includes Easels and Fraud-Proof Tickets for the \$25.00, \$5.00, "Parlay" and "Daily Double" Tickets.

A Harlich Jumbo Board, the best in salesboards. Extra thick, with extra large, easy-to-read tickets for profit makers.

Write, stating your line or business, to

HARLICH MFG. CO.
 1401-17 W. Jackson Blvd., - - CHICAGO, ILL.

5¢ DERBY DAY 5¢
 DAILY DOUBLE ROWS \$25 OR \$1
 PARLAY ROWS \$500 OR \$100
 MUTUEL ROWS \$25-50-125
 JACKPOT \$1000



BEAUTIFULLY COLORED PILLOWS

On High Luster Satin, Dozen \$6.00 | On Quality Sateen, Dozen \$4.00 (Size 20x20, Including FRINGE.)

FREE CATALOG—LARGE VARIETY DESIGNS—MOTTOES—COMICS—PATRIOTICS, "ROOSEVELT," etc. 25% Money Order Deposit Required, Balance O. O. D.

For Quick Action, Wire Money With Order. **WESTERN ART LEATHER CO.** 1648 Arapahoe St. (Manufacturers), DENVER, COL.



PUT 'N TAKE

400 Hole Form 3875
 Takes in \$15.00
 Average Payout 7.54
 Price with Easel 1.10
 Plus 10% Federal Tax.

CHAS A. BREWER & SONS
 LARGEST BOARD and CARD HOUSE in the WORLD
 6320 Harvard Ave., Chicago, U. S. A.

PUT 'N TAKE
 JACK POT \$500
 JACK POT PAYS \$500
 JACK POT \$500

BARGAIN SPOT
 ELECTRIC BAFFLE-BALL
 \$44.50

BARGAINS IN RECONDITIONED MACHINES

PAYOUTS.	Score-A-Lite \$ 7.50	Screamo . . . \$17.00
Do or Don't \$15.00	TICKET GAMES.	Cheer Leader 14.50
Put 'N Take 15.00	Play Ball . \$38.00	Criss-CrossLite 8.00
Carloca . . . 15.00	Whirlpool . 35.00	Hi-Lite . . . 20.00
Sportsman . 15.00	COUNTER GAMES.	Big Game . . 13.00
(Non-Visible)	Tickette . . \$ 6.00	Banker . . . 22.50
Rodeo, 1 Ball 25.00	Select 'Em 5.00	Zoom 15.00
Jumbo 48.00	PIN GAMES.	(Fir. Sample)
Giant 32.50	Kings of the . . \$13.50	Beacon . . . 7.50
Traffic 18.00	Turf 8.00	Frisky . . . 12.00
(Tkt. & Piyot)	Five & Ten . . 14.50	Fifty-Fifty . 14.50
Treas. Ship . . 24.50	C. O. D. . . . 8.00	William Tell. 13.00
Varsity 24.50	Six-Sixty-Six. 17.00	Fly Trap, Sr. 8.50
Champion . . 12.50	Hi-Hand . . . 15.00	William Tell. 13.00
Plus & Minus 15.00	Scrimmage . . 20.00	Criss-Cross . 5.00
Stampede . . 24.50	Chicago Expr. 9.00	Plain 5.00
Cross Country 13.00	Kings 12.00	

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversy Blvd. CHICAGO, ILL.
 First With the Latest New Games—Get Your Name on Our Mailing List.

READY FOR IMMEDIATE DELIVERY

Mills' Tycoon, Double Header, Ten Grand, Keeney's Repeater, Groetchen's Punchette.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.

BASEBALL TALLY CARDS

All kinds of Coupons for Operators. 120 Tickets, Names and Numbers, American and National Leagues, \$13.20 per Gross. We make all kinds of Tip and Jackpot Cards.

Write for Quantity Prices. Distributors Wanted.

TRI-STATE NOVELTY CO., INC. BRISTOL, VA.

SOUTHERN OPERATORS KNOW THAT AUTOMATIC MAKES FIRST DELIVERIES ALL NEW GAMES.

CREDIT EXTENDED RESPONSIBLE OPERATORS
 Multiple Peerless Bonus All Stars Bally Derby Repeater Double Score Mammoth Electric Eye

AUTOMATIC AMUSEMENT COMPANY
 683 Linden Avenue, MEMPHIS, TENN. 1304 Throckmorton Street, FT. WORTH, TEX.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

For HEAVY LONG TIME EARNINGS —

Invest in These

"PAMCO"

CHANGING ODDS PAYOUT MACHINES!!! PINCH HITTER • PALOOKA • RED SAILS

Just out—a radically DIFFERENT 1 or 5-Ball Payout Table—"PINCH HITTER"—with (1) AUTOMATIC CHANGING ODDS—(2) SKILL-CONTROLLED ODDS—then (3) ODDS that CHANGE by CHANCE. Imagine! THREE DIFFERENT ODDS COMBINATIONS possible on a single coin with 1-Shot "PINCH HITTER"! More in the 5-Ball Model! Ready for IMMEDIATE DELIVERY at

In GREATER DEMAND than ever—in HEAVIER PRODUCTION as each day passes—"PAMCO PALOOKA"—6-Coin Chute Bowl-Type Payout Table is now being ORDERED in QUANTITY lots by BELL Machine and Pay Table Operators. "PAMCO PALOOKA" is Super De Luxe—a REAL "BUY" at

in POPULAR DEMAND—so much so—we've DOUBLED PRODUCTION on this splendid 1 or 5-Ball Payout Table—"RED SAILS"! Should be PROOF enough for Alert Operators, that "RED SAILS" is STEADILY INCREASING in EARNING POWER! "RED SAILS" is READY for IMMEDIATE DELIVERIES at

\$119

CHECK SEPARATOR AND CHECKS EXTRA. ELECTROPAK EQUIPPED AT \$5 ADDITIONAL.

\$189⁵⁰

CHECK SEPARATOR AND CHECKS EXTRA. ELECTROPAK STANDARD EQUIPMENT.

\$119

CHECK SEPARATOR AND CHECKS EXTRA. ELECTROPAK EQUIPPED AT \$5 ADDITIONAL.

Write! Wire! Place Your Order TODAY for SPEEDY DELIVERIES!!!

PACIFIC

AMUSEMENT MANUFACTURING CO.
4223 West Lake Street
CHICAGO • ILLINOIS
1320 South Hope Street
LOS ANGELES • CALIF.

REBUILT GAMES

THIS WEEK'S SPECIALS

- TRAFFIC, A or B\$14.50
- ROCKETS or CHAMPIONS 9.50
- PEARL HARBOR 23.50
- SPORTSMAN (Non-Visible) ... 12.50
- MILLS EQUITY 18.50
- A. B. T. AUTODARTS 18.50
- EXHIBIT'S GIANT 28.50
- MILLS TICKETTE, Like New... 3.95
- FLYING COLOR, JR., New 7.50

RUSH YOUR ORDERS
1/3 Down, Balance C. O. D.

GERBER & GLASS
914 DIVERSEY BLVD. - CHICAGO

TRADE YOUR OLD PIN TABLES FOR NEW

Save Money—Buy Direct From Distributor. Western Shells, Harmony Bells, Keeney Double Score, Mills Tycoon, Daily Races. We are distributors for all Leading Manufacturers. 18 Years of Dependable Service. **BADGER BAY CO., GREEN BAY, WIS.**

READ THIS FOR BARGAINS

4 Derbys, \$80.00 each; 4 Jumbos, \$45.00 each; all above Ticket and Cash Models. Two Trojans, \$40.00 each; Three Stampedes, \$35.00 each; One Pamco Parlay Jr., \$40.00. All the above used one to three weeks. All shipped in original cartons and guaranteed in perfect condition.

BARNES NOVELTY CO.
MALONE, N. Y.

FOR SALE

- Totem Counter, Ticket \$5.50
 - Kings 8.00
 - Balance 8.00
 - Tickolite 6.00
 - Chicago Express 6.00
 - Catch-N-Match \$ 4.50
 - Cross Country .. 8.00
 - Cross Cross-A- 8.00
 - Lite 6.00
 - Zoom 18.00
 - Autoflash, tape. 17.00
- 1/3 cash with order, balance C. O. D.
WANTED FOR CASH—Ball Fan, \$7.00; Tricks, \$15.00; Big Game Hunter, 5c, \$22.50.
NATIONAL NOVELTY CO.
Freeport 1798. Merrick, L. I., N. Y.

A. M. A. of Iowa Holds Meeting

DES MOINES, April 11.—Regular monthly meeting of the A. M. A. of Iowa was held recently in the Old Settlers' Room at the Kirkwood Hotel here. A business meeting was preceded by a dinner, followed by routine business and the discussion of the proposed A. M. A. of Iowa Mart.

The committee reported satisfactory progress and it was decided to interview manufacturers at an early date relative to samples for the new Mart display room which is expected to be ready at the time of the association's annual meeting.

Several new members were signed up at the close of the meeting.

Stuart, of National, Sailing for Australia

CHICAGO, April 11.—H. L. Stuart, of the National Amusement Company, Los Angeles, will sail April 24 on the S. S. Lurline for Sydney, Australia, where he will open distributing offices. With Stuart at the helm in the foreign city the undertaking should be successful. The office is expected to open the latter part of May.

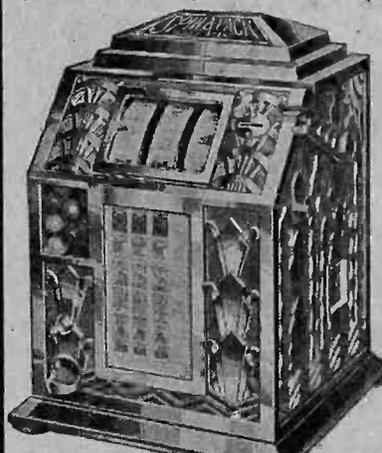
Jack McClelland, of the National Amusement Company, and his wife left Chicago Tuesday to return to the Coast. They spent more than a week in the Windy City, calling on various manufacturers. Jack was well pleased with his visit, having purchased more than \$40,000 worth of machines. He spent considerable time with his good friends Ray Maloney and Jim Buckley, of the Bally Manufacturing Company.

Jack gave a lecture on the advantages of the new Hollywood egg shampoo to restore falling hair and demonstrated his ability on several members of the Bally organization.

The National Amusement Company has enjoyed exceptionally good business recently, which has made it necessary to enlarge its display and stock rooms.

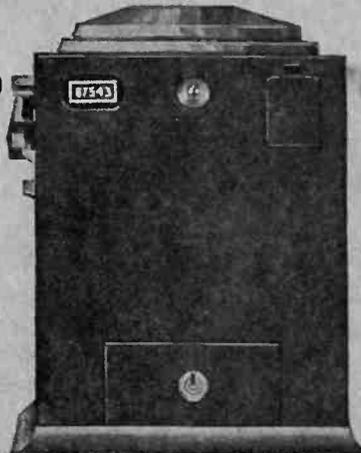
"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

Hundreds of locations waiting for this new, 10 stop Reel Cigarette Machine. SPIN-A-PACK location tested and guaranteed for 2 years against mechanical defects. Average payout 50%. Double Door and Register are made for the purpose of allowing the operator to leave key with location for lower door. Register keeps track of all plays. Register shows through special window. Operator retains key for upper door. No one can tamper with register.



Plain Model, Single Door

Plain Model,
\$12.00
With Register and Double Door,
\$1.50 Extra



Double Door and Register

BALL GUM
15c a box (100 pieces)
CASE LOTS,
100 Boxes,
\$12.00.
1/3 Deposit With Order.

CLEARING HOUSE

WITH GUM VENDER. Three Games in One

- (1) CLEARING HOUSE AWARD, with the tantalizing odds of 400 to 1.
 - (2) CIGARETTE AWARD, with maximum odds of 150 to 1.
 - (3) BEER AWARD, with maximum odds of 100 to 1.
- Average Total Payout 50%.

HOW THEY WILL GO FOR IT!
Get busy while it's hot! Be first in your territory to clean up with CLEARING HOUSE!

Order Today!

\$17.50 Register and Double Door
\$2.00 Extra

BALL GUM—Box of 100, 15c. Case of 100 Boxes for \$12.
1/3 Deposit, Balance C. O. D.

SICKING MFG. CO., INC.

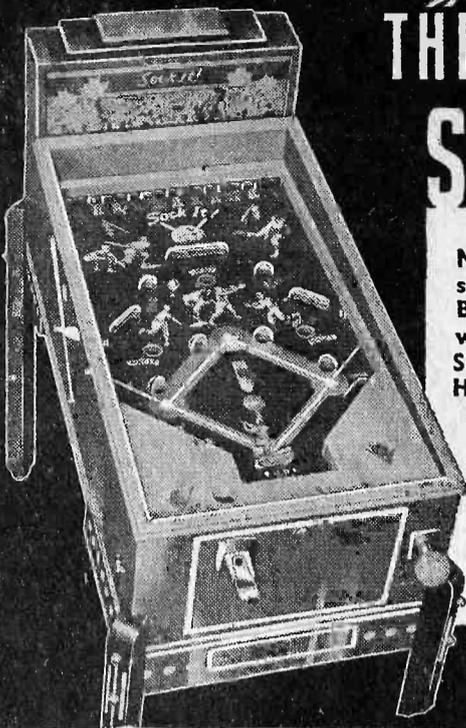
1922 Freeman Ave., Cincinnati, Ohio
AMERICA'S OLDEST DISTRIBUTORS—EST. 1896



When Writing to Advertisers Mention The Billboard.

The Big 4 of Automatic Payouts - THE SMARTEST "BUYS" YOU CAN MAKE!

SOCK IT! SNOOKER



No plunger—as player inserts coin a steel ball is automatically pitched. Batter strikes at ball by turning knob which swings a bat. Ball hit into Single, Double, Triple, Sacrifice or Homer pockets, automatically pays out as high as \$1.50. Ball is automatically pitched until hit by player. Beautiful Cabinet, 22" x 48".

A 1-Ball Automatic Payout Triumph! 100% all skill play. As coin is inserted, a section of backboard lights up to show certain holes will pay higher awards if made. For example, \$1.50 now rewards \$2.00, \$1.00 now rewards \$1.50, etc. Big 1 inch bronze ball is used. SNOOKER HAS ALREADY PROVEN A BIG SUCCESS! De Luxe Cabinet, 22" x 48".



\$99.50

CHECK SEPARATOR, \$5.00 ADDITIONAL

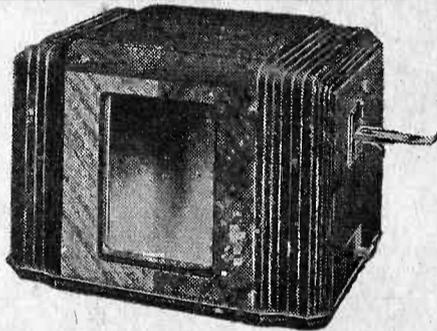
Immediate Delivery!

HARMONY BELL

The most marvelous automatic payout machine ever produced! Upon insertion of coin, lighted figures rapidly flicker all over "Magic Mirror." Automatically pays out as high as \$1.00. If operated with phonograph, win or lose, player always gets music for his coin. May be operated individually or with phonograph.

\$72⁵⁰

Equipped With Stancor Univerter.
Check Separator, \$5.00 Additional.



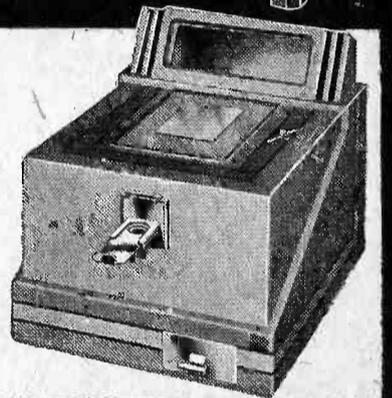
All Western Payout Games Have Western's Fast, Positive, Payout Unit

PUNCH "A" LITE

A terrific money maker wherever it's placed! All the player does is punch a hole with the attached steel key. "Magic Mirror" lights up every punch. Automatically pays out as high as \$1.00. Only one punch per each coin inserted.

\$49⁵⁰

Check Separator, \$5.00 Additional.



WESTERN EQUIPMENT & SUPPLY CO. 925 WEST NORTH AVE. CHICAGO, ILLINOIS

IMMEDIATE DELIVERY—new MILLS hits
★ DIRECT from MILLS eastern DISTRIBUTOR

- ★ TYCOON \$149.⁵⁰ ★
- ★ DOUBLE HEADER 115.⁰⁰ ★
- ★ TEN GRAND 98.⁵⁰ ★

TICKETTES . . . \$5.00 LOTS OF ca. FIVE \$6.00 Single

Slightly Used. All With Latest Mechanisms.

1/3 Deposit, Balance C. O. D. • Wire, Phone, Write • Rush Your Orders!

UNITED AUTOMATIC SALES CO.
693 BROADWAY (TEL.: GRamercy 7-7072) NEW YORK, N. Y.

Coinmen To Co-Operate In Foreign Trade Week

NEW YORK, April 11. — Merchants' Association of this city has named C. A. Richards as chairman of a committee to help sponsor Foreign Trade Week here. The importance of foreign trade to the nation and especially to the Port of New York will be brought closer to the average man during this week.

The United States Department of Commerce is expected to lend its aid to the importance of this week.

It is also believed that all leading distributors and manufacturers of coin machines in this city will take advantage of the week in bringing home the importance of the large shipments many are making to foreign countries.

Bill Blatt, of Supreme Vending Company, Inc., who does a large foreign business, will issue a special pamphlet wherein he will attempt to bring about a much better understanding of the importance of the export business to this industry.

Other important foreign shippers here, such as the International Mutoscope Reel Company, Inc., where A. A. Berger heads a special export department, are also expected to use this week for stimulating greater interest and also bringing their foreign business to the attention of the Merchants' Association of this city.

It is also hoped that the rest of the coin machine industry who have relations with foreign countries will make use of this week to create greater interest in coin equipment.

Bally Releases New Changing-Odds Games

CHICAGO, April 11.—Operators will welcome the news of the Bally Manufacturing Company's latest one-shot releases, Hialeah and All-Stars, both of which feature changing odds and both of which are available in payout or ticket models.

Hialeah may be played by from one to

Brainteaser No 7

When Rodney Harris was asked how big the fish he caught was (see Page 32, April 4 issue), he replied: "The head is as long as the tail and one-half of the body. The body is as long as the head and the tail together. The tail measures 12 inches in length. How long is the fish?"

Answer to No. 6:
Seven sandwich men in dodging traffic became all mixed up. As we now see them they carry no message. What is being advertised.
Answer: SALE NOW GOING ON.

eight people, and according to the makers, will take eight or more nickels per game even when played by only one player, as it is actually to the player's advantage to deposit several nickels thru the multiple coin chute.

Eight horses are displayed on the backboard and when the first nickel is deposited No. 1 horse lights up, while the odds indicator spins, showing the odds for win, place and show. If another player desires to get in the game—or if first player is not satisfied with the odds—or wants to cover additional horses—additional nickels are deposited. One horse lights up for each coin deposited and odds change on every pocket.

After eight nickels have been played and all eight horses are covered additional coins may be played in order to change odds—or to get the Daily Double, which comes up at surprise intervals only after all eight horses are covered. Payouts are doubled when made while Daily Double is lit, 40 to 1 paying 80 to 1, and, according to location tests, players are said to make a strong play for the Daily Doubles, resulting on average play per game of eight coins.

All-Stars, as the name implies, is a baseball game, one-ball play, featuring changing odds, a double award pocket and a mystery award pocket. The game is said to be making a big hit everywhere and is expected to exceed Bally's Derby in popularity.

The GEM It's a Jewel for Profit Making

A REAL BUY AT \$12.95

F. O. B. Chicago

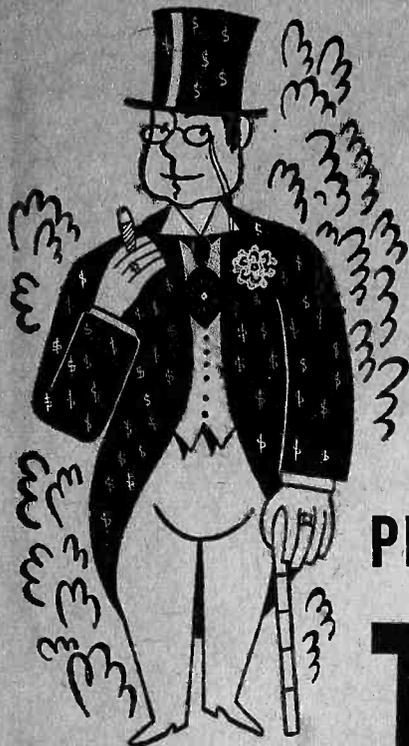
The GEM of all Penny Play Cigarette Machines and a Jewel in class and design. Silent operation—built for life-time service—7-day refund offer.

BUY GEMS—
Make Steady Year 'Round Profits



GARDEN CITY NOVELTY MFG. CO.
4331 RAVENSWOOD AVE. CHICAGO, ILL.

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



PLACE YOUR MONEY ON MILLS . . .

TYCOON

CAN BE DELIVERED IMMEDIATELY BY THESE JOBBERS

Samson Novelty Company, Ltd.*
Robin Hood Court, Shoe Lane
London, England

Northern Sales Company*
306 Pine Street
Green Bay, Wisc.

Moseley Vending Machine Exchange*
00 Broad Street
Richmond, Va.

A. P. Sauve Company*
3002 Grand River Avenue
Detroit, Michigan

Al Haneklau*
2030 Olive Street
St. Louis, Mo.

*Mills Novelty Company
J. P. Ryan, Mgr.
1182 Market Street
San Francisco, Calif.

*Vending Machine Company
209 Franklin Street
Fayetteville, N. C.

*Gulf Coast Distributing Company
3402 St. Charles Avenue
New Orleans, La.

*United Automatic Sales Company
693 Broadway
New York, New York

*Birmingham Novelty Company
1715 Third Avenue N.
Birmingham, Ala.

*Atlas Coin Machine Company
1209 Washington Street
Boston, Mass.

*United Amusement Company
3411 Main Street
Kansas City, Mo.

*Keystone Novelty & Mfg. Co.
26th & Huntingdon Streets
Philadelphia, Pa.

*Northern Repair Company
1250 Third Street N.
Minneapolis, Minn.

*Heinz Novelty Company
650 Linden Avenue
Memphis, Tenn.

*Silent Sales Company
Silent Sales Building
204 Eleventh Avenue S.
Minneapolis, Minn.



PRICE \$149.50

HIALEAH

BALLY QUALITY—the same smooth-operating, trouble-proof construction you get in Ace, Prospector, Jumbo, Bally Derby, Peerless, Bally Bonus, All-Stars and Mutiple—plus the greatest array of profit-producing features ever built into a pin game! That's HIALEAH! Read the details and convince yourself!

1 TO 8 PLAYERS per game! Because HIALEAH has NO OUT-HOLES! When 8 players play, one player is bound to win! EXTRA NICKELS every game! You don't need 8 players to get 8 or more nickels per game. One player all by himself can feed 8, 10—well, figure it out your-

CHEAT-PROOF!

New exclusive Escalator SHOWS LAST 12 COINS played! This Exclusive HIALEAH feature alone will quickly pay for your machine by eliminating slug loss.

IN-A-DRAWER MECHANISM

Coin mechanism, payout mechanism anti-tilt, sound effect, cash-box and Electro-Pak in one big roomy drawer, permitting speedy, easy adjustments and inspections.

"JIFFY" CHECK SEPARATOR

Every HIALEAH machine can be instantly changed from CASH-PAYOUT to CHECK-PAYOUT. No extra equipment. No extra cost. All you need is a screw-driver and three minutes of your time.

**ELECTRO-PAK
EQUIPPED** A.C. or D.C.

**PAYOUT \$139.50
MODEL**

(A. C.—PAK)

**TICKET \$149.50
MODEL**

(A. C.—PAK)

D. C.-PAK—\$2.50 EXTRA
F. O. B. CHICAGO.

self! Read HOW IT'S PLAYED—and you'll see that HIALEAH gives the player a real incentive to play extra coins—first to try for bigger odds—second to cover more horses and thus increase possibility of scoring a winner—and third to double the award by hitting the DAILY DOUBLE! FULL - AUTOMATIC PAYOUT entirely in cash or checks. An 80-to-1 winner on HIALEAH means 80 nickels or 80 checks tinkling out into player's hand! COMPLETE ODDS CHANGE for every coin played—a change in the value of EACH AND EVERY POCKET. Odds Indicator spins and shows 24 DIFFERENT ODDS on every spin. BIG ODDS always in sight!

BIG ODDS hold the play! HIALEAH offers 40-to-1 top—80-to-1 on DAILY DOUBLE! BIG, DOMINATING SIZE! The 50 in. by 26 in. size made popular by Bally. Stands out in any location! Gets attention! Holds play by its wide, roomy fields, permitting plenty of ball action.

You've made money on every Bally 1-Shot Game—and you'll make more money than ever on HIALEAH! Imagine smashing your own Jumbo and Bally Derby collection records! You'll do it with HIALEAH!

BE FIRST! WIRE YOUR ORDER TODAY!

BALLY MANUFACTURING CO.
2640 BELMONT AVE., CHICAGO, ILL.

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966)
JOHN A FITZGIBBONS, INC., Eastern Distributor, 453 W. 47th St., New York, N. Y.

HERE'S HOW IT'S PLAYED

Deposit coin—and No. 1 Horse immediately lights up on Backboard Selection Chart, while Odds Indicator spins and shows odds for Win, Place and Show.

If another player desires to get in the game—or if the first player is not satisfied with the odds—or wants to cover additional horses—additional nickels may be deposited. ODDS CHANGE on ALL pockets every time a nickel is deposited—and one horse lights up for each coin played.

After 8 nickels have been deposited and all 8 horses are covered, additional coins may be played in order to change odds—or to get the DAILY DOUBLE, which comes up at surprise intervals Only after all 8 horses are covered. Payouts are doubled when made while DAILY DOUBLE is lit—40-to-1 actually pay 80-to-1.

Player wins by shooting ball into pocket marked with any one of the Horse Numbers flashed on Selection Chart—and collects WIN, PLACE OR SHOW ODDS, depending on section of play-field in which payout is made.

"AUTO-BUMPER" SPRINGS "actionize" the ball at every bump. These amazing new specially tempered springs have almost as much kick as an electric kicker!

FULL-SCENIC PANEL shows a complete bird's-eye view of a race track in gorgeous colors with horses galloping right at you!



by Bally

NEW
ESCALATOR
SHOWS
LAST
12
COINS



Exclusive
**DAILY
DOUBLE**
feature

Gets 10 to 15 nickels every play — as **DAILY DOUBLE** comes up only after all 8 horses are covered — and **DOUBLES** the payout! 40-to-1 top increased to 80-to-1 on **DAILY DOUBLE!**

**NO
OUT-HOLES**
•
**NO SPECIAL
TOKENS**

Every pocket a winner—that's why **HIALEAH** actually gets 10, 15, 20 nickels per game. Payouts made entirely in cash or checks—another exclusive **HIALEAH** feature.

**ODDS
CHANGE**
ON *Every* POCKET
EACH TIME COIN
IS DEPOSITED

Odds change on ALL pockets—not merely on each group of pockets. And **EXTRA SUSPENSE** is gained by fact that player does not know the odds till they **SPIN INTO VIEW.**

TENT SHOWMEN MEDICINE MEN!

Sidney C. Anshell

Who gave you the "BALLY" Candy Package, the idea that has actually made you individually many thousands of dollars—has a brand-new sales proposition for you for this season and the years to come that will make you greater profits than you ever dreamed were possible.



CHEST O' GOLD

IS A STRAIGHT MERCHANDISE
SALES PROPOSITION
(NO CANDY)

THAT IS SO ENTIRELY NEW
that its tremendous possibilities

must be actually experienced to be realized.

Through our extraordinary purchasing organization throughout the world we purchase merchandise direct from the makers' workshop to be enclosed in "CHEST O' GOLD" enabling us to give such extraordinary value in this proposition as to be absolutely astounding.

"CHEST O' GOLD"

THE FIRST AND ONLY SALES PROPOSITION ever created that actually gives tremendous value in merchandise to each and every member of your audience at every performance! And for a dime!

Some of the Many Articles in Each Case of

"CHEST O' GOLD"

- | | |
|--------------------------------------|---|
| Silk Hosiery | Gold Plated Rings with Semi-Pracious Stones |
| Silk Lingerie | Gold and Silver Bracelets |
| Brassieres | Pearl and Jade Ear Drops |
| Panties Step-Ins | Ear Rings |
| Ladies' Silk Garters | Gold Plated and Nickel Safety Razors |
| Men's Silk Neckties | Pocket Compasses |
| Silk Handkerchiefs | Vanida Pearls |
| Silk Sox | Peter Pan Pearls |
| Silk Scarfs | Costume Jewelry |
| Silk Suspenders | Exotic Perfumes |
| Pearl and Bone Handled Pocket Knives | Cosmetics |
| Leather Wallets | Beaded Bags |
| Leather Memo Books | Leather Hand Bags |
| Leather Key Cases | Silk Hand Bags |
| Silver Belt Buckles | Imported Vases |
| Leather Belts | Miniature Statuary |
| Fountain Pens | Imported Novelties |
| Fountain Pen Sets | Domestic Novelties |
| Propel and Repel Pencils | Toys—Games |
| Gold Plated Cuff Buttons | Dressed Dolls |
| Gold and Silver Tie Clasps | Baby Dolls |
| Fountain Pen Flash Lights | Incense Burners |
| Pocket Flash Lights | China Ware |
| Pocket Cigarette Lighters | Glass Ware |
| Table Cigarette Lighters | Silver Plated Bon Bon Dishes |
| Briar and Rosewood Smoking Pipes | Silver Plated Crumb Trays |
| Cigar and Cigarette Holders | Silver Plated Sugar and Creamers |
| Imported Cigarette Cases | Silver Plated Salt and Peppers |
| Imported Cigarette Boxes | Miniature Roulette Wheels |
| Manicure Rolls | Silver Plated Picture Frames |
| Toilet Articles | |
| Babies' Silk Shoes | |
| Gold Plated Signet Rings | |

Hundreds of Other Articles of Extraordinary Value and Merit!

\$200 to \$500 Per Week PROFIT
FOR EVERY TENT SHOW AND MED. SHOW
OPERATOR IN THE U.S.

"CHEST O' GOLD"
SELLS TO YOUR AUDIENCE
AT 10c PER PURCHASE
COSTS YOU
\$50.00 PER THOUSAND
DELIVERED PREPAID
Packed in Units of 200 Packages
25% Deposit Required on all Orders
Balance C. O. D.

WE GUARANTEE
THE SALE OF
"CHEST O' GOLD"
to 100% of your audience at
each and every performance.

CHEST O' GOLD
can be returned
at any time at
our expense for
full refund.



A PRODUCT OF
GENERAL CONCESSION CORPORATION