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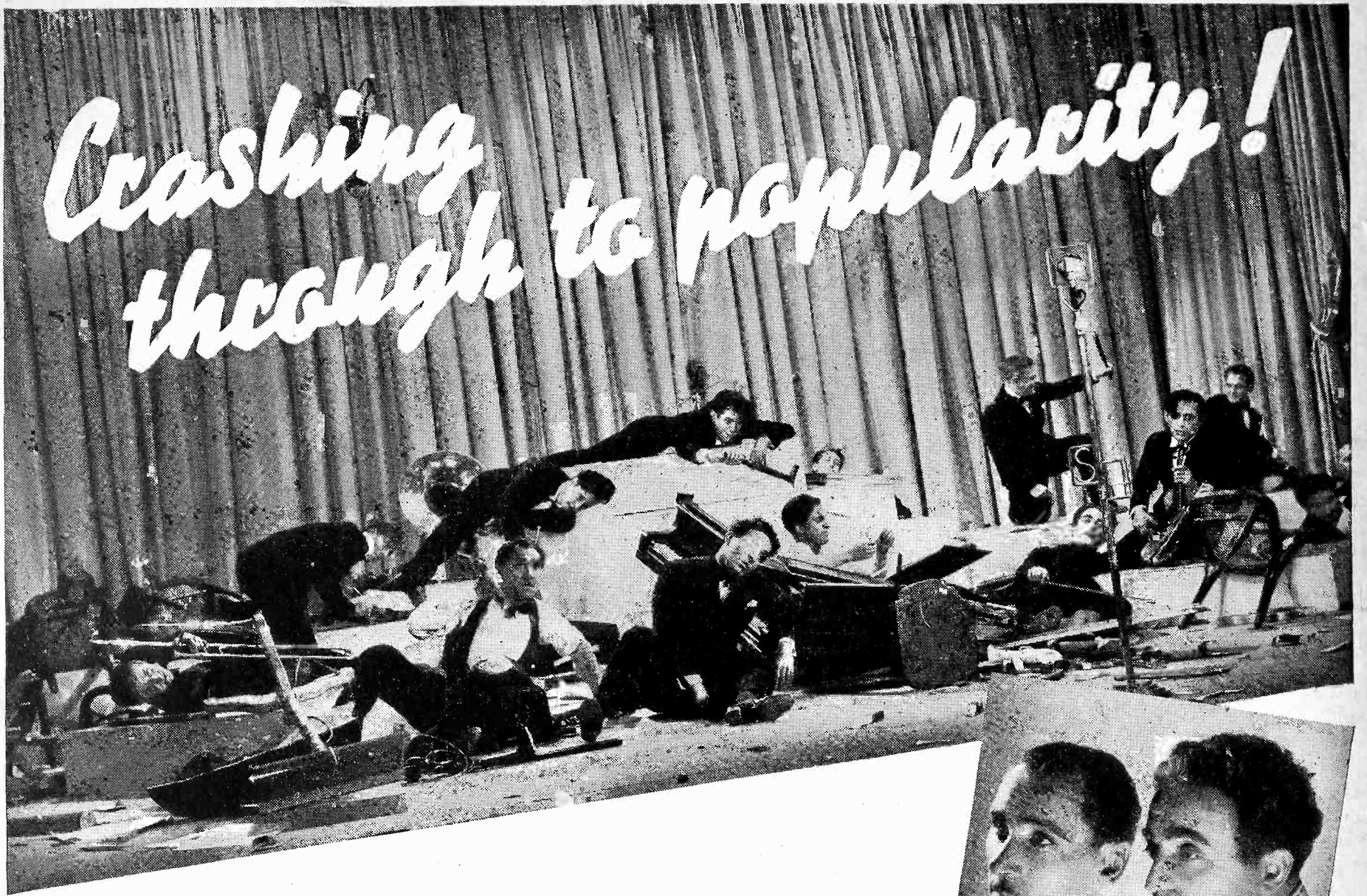
# The **Billboard**

The World's Foremost Amusement Weekly



—Hal Phye Photo.

SHEILA BARRETT



*The Clown Princes of Jazz!*

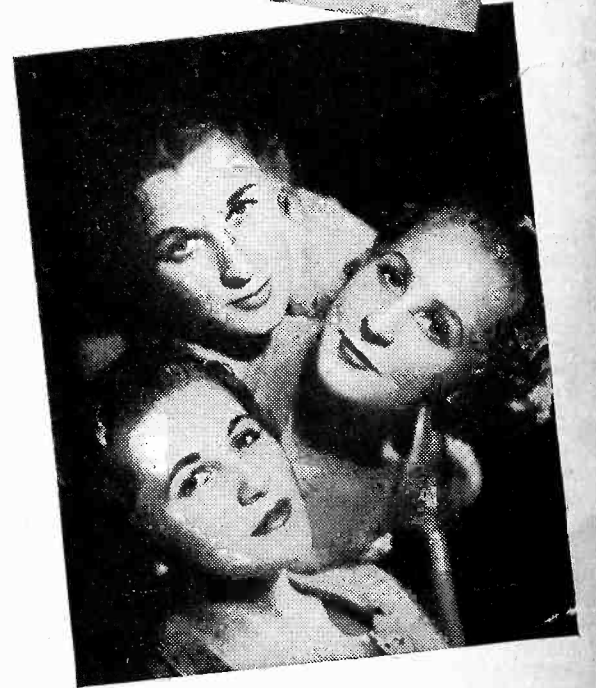
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# The Billboard

Vol. XLVIII  
No. 18

The World's Foremost Amusement Weekly

May 2,  
1936

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## MANAGERS RELEASE PACT

### Reduced Rates for Railroad Shows Up to Traffic Managers' Division

NEW YORK, April 27.—Relief for railroad carnivals operating in the East, long sought by the industry, took a change in complexion over the week-end as disposition of reduced rates for moves, in addition to other charges, notably demurrage, was switched from the jurisdiction of the freight rate committee of the Trunk Lines Association to the Traffic Managers' Division. Max Cohen, general counsel American Carnivals' Association, who announced the transfer, stated that the traffic body will hear the case the latter part of May, observing that there is "a good chance" for rate reduction. Mr. Cohen, who came in from his Rochester headquarters and left Sunday morning, will prepare the brief for the hearing.

On Saturday evening he visited the O. C. Buck Exposition in Yonkers, accompanied by L. H. (Doc) Cann, general

agent World of Mirth Shows, and Mrs. Cann, and Mortimer Weixelbaum, of the Virginia Dare Extract Company, and Mrs. Weixelbaum. In the afternoon the party made a tour of the extract plant in Brooklyn. Cann announced that L. C. Miller, formerly of West's World's Wonder Shows and one time in charge of radio promotion for a Brooklyn department store, joined the World of Mirth as secretary to General Manager Linderman and in charge of the front gate. He left here on Friday, entraining for Richmond, Va., winter quarters.

### Riverview, Chi, Will Spend Thousands on Improvements

Parachute ride to be spectacular new feature—other new rides to be installed—new lighting system—season opens on May 20

CHICAGO, April 25.—With thousands of dollars being spent in additions, improvements, landscaping and repairs, Riverview Park management is preparing for what it anticipates will be a banner year. Biggest single new feature is a spectacular parachute ride, temporarily named the Pair-o'-Chutes. Standing 219 feet, Pair-o'-Chutes tower will control six parachutes, which are guided to the ground with the aid of cables. This new ride is to be one of the main flash attractions for the coming season, with advertising and publicity campaign to stress its spectacular features. Last year, following two seasons of lake front competition with the World's Fair, Riverview

(See RIVERVIEW CHI on page 31)

### Franz Woska R-B Menagerie Super

NEW YORK, April 25.—Franz Woska, veteran wild animal trainer, has been named new superintendent of the Ringling-Barnum menagerie, S. W. Gumpertz, general manager, announced. Woska went to the post on Thursday here.

Trainer came here a dozen years ago from Hagenbeck in Germany to join the old Sparks Circus, with which he was connected up until it was barned a few years back. For the last few years he

(See FRANZ WOSKA on page 84)

### Continuance of WPA Theater Another Year Seems Assured

Washington assured unions of dough for another year—move for State control appeared halted—demands for Congress probe—N. Y., Los Angeles, New Orleans news

NEW YORK, April 25.—After a terrific rumpus raised by the actor and theatrical unions and project workers, it appears as tho the Federal Theater Project will be given another year, and again under Federal control. New fiscal year begins July 1 and the project workers had feared a bill would be introduced to curtail appropriations and also place the project under State control. This was considered dangerous because jobless theater workers are concentrated in six or seven States and State control was expected to mess up the fairly smooth running of the projects as they are now set up. Wires from Equity, the American Federation of Actors and others resulted in unofficial word from Washington, D. C., that the expected renewal of the project would not upset the existing administrations. Mrs. Hallie Flanagan, who recently returned from a tour of the South checking on theater projects, is under fire in Washington. She is still being attacked by the Federal Theater Veterans' League. The league's petition demanding her removal and that of Philip Barber was put in the hands of Senator James J. Davis this week. The senator asserted in the Senate that the theater project, especially in New York, was "spreading communistic propaganda" and demanded a Congressional investigation. Congressman Dickstein also attacked alleged Red tendencies in the project this week.

Despite the political rumpus, the government is understood to be highly

(See CONTINUANCE OF on page 9)

### Announce Own Terms Drawn Up For Dealings With Dramatists

Various methods outlined for taking care of film sale and distribution of picture dough—different procedure if show is backed by film company—other rules

NEW YORK, April 25.—Yesterday a majority of managers, represented by the League of New York Theaters, announced the terms of their new contract, drawn in opposition to that of the Dramatists' Guild, and calling for a classification of plays in two categories, namely, those produced independently and those produced with the aid of screen money. This document has been unpublished since the date of its drawing up, March 24, in the belief that a compromise agreement might have been accomplished. Altho

attempts in this direction have failed, it is not yet beyond the realm of possibility that the two factions will amicably settle their differences.

The salient feature of the managers' contract lies in its provisions governing the sale of plays to screen companies, and the allocation of the money re-

(See MANAGERS' PLAY on page 18)

### Ohio Set for Many Circuses

Eastern section will be mecca for at least six truck shows by mid-May

CANTON, O., April 27.—Eastern Ohio within another two weeks will be the mecca for major motorized shows, at least a half dozen invading this territory by mid-May. With industry at its best peak in more than five years, it is expected that the majority of the circuses will play much Ohio territory this season.

First in this season was the Barnett Bros.' Circus, which played Marietta April 21, the earliest tent show date in

(See OHIO SET on page 84)

### Whalen Is To Pilot N. Y. World's Fair

NEW YORK, April 27.—New York's 1939 World's Fair, a political football for several months, was taken out of the uncertain bracket when directors elected Grover Whalen chairman of the board and decided to increase board membership from 21 to 35.

New wrinkle permitted addition to the

(See WHALEN IS on page 77)

### Race Commissioner Goes to Bat For Massachusetts Horses, Dogs

WORCESTER, Mass., April 25.—A tremendous indorsement of horse and dog racing in Massachusetts featured the annual spring meeting of the State's Agri-

cultural Fairs Association, held yesterday in the Bancroft Hotel. Advocate was Charles F. Connors, chairman State Racing Commission, whose buildup of pari-mutuel betting shared after-lunch-honors with flood review furnished by Commissioner of Agriculture Howard Haines Murphy.

Summing up the meetings of the steeds and poodles, Commissioner Connors said that the Bay State realized more revenue than it had anticipated, with treasury receiving 3½ per cent of gross as its share. He remarked that the current year should prove even more fruitful, "as the people are betting mad, with a minimum of complaints and off-color activities registered."

Commissioner Murphy spoke of the toll exacted by the recent swollen rivers and said that his department is working in concert with a number of State agencies, including the PWA, Home Owners' Loan Corporation and the Red Cross, on rehabilitation, which takes in agricultural and fair interests.

Fourteen fairs, a record number for spring confabs of recent years, were rep-

(See RACE COMMISSIONER on page 84)

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# Whiteman-Waring-Lombardo Buy Music Publishing Firm

**Purchase Harry Engel, Inc., the three leaders owning 60 per cent of the stock between them—remaining 40 per cent may be sold—appears to be good move**

NEW YORK, April 27.—Final details will be set today on the unprecedented buying of a music publishing concern by well-known musical conductors, principals being Paul Whiteman, Guy Lombardo and Fred Waring, who have acquired the business of the Harry Engel music publishing concern. Firm was purchased thru a "dummy" and engineered by John O'Connor, who handles Fred Waring, O'Connor and Jack Lavin, who manages Paul Whiteman, will also be stockholders. Three leaders and O'Connor and Lavin will retain between them 60 per cent of the stock or more and the rest will be open to other musical directors, or as the chief stockholders see fit to sell. Consideration involved is believed to be approximately \$23,000, with about \$14,000 being cash and the rest in liabilities to be assumed, such as a printing bill of about \$5,000, royalties due writers and other incidentals.

Harry Engel has several years' seniority in the American Society of Composers, Authors and Publishers, having (See *WHITEMAN* on page 10)

## Equity Orders Screen Players To Join Guild

HOLLYWOOD, April 25.—Over the signature of Frank Gillmore, president, local Actors' Equity office has issued final pre-emptory notice to line up all legit players now in pictures to complete the recently arrived at mutual membership setup of the AFL actor bodies.

All former Equity members in pictures have been notified that if they join the Screen Actors' Guild by May 1, deadline, all back dues and penalties will be canceled and they will be restored to full membership in good standing. Under the new arrangement any member of either group entering the other's field must automatically become a member and be bound by the conditions of the other organization.

## Junior SAG Elects

HOLLYWOOD, April 25. — Officers of the Junior Screen Actors' Guild were re-elected without opposition this week at the organization's annual meeting, and 19 board members posted by the nominations committee also were passed in again.

## Guild Directors Resign From Acad

HOLLYWOOD, April 25.—The long-expected resignation of leaders in the Screen Directors' Guild from the Academy of Motion Picture Arts and Sciences leaped into the open last week with 30 top directors officially okeing the forwarding to the academy of resignations held in abeyance since the founding of the guild nearly two months ago.

Initial resignees are understood to be all but one of the original guild founders. One director decided to continue in both organizations. There will be no concerted move in the guild to get other members to bolt the academy. However, the subject is expected to come up at next week's meeting for final voting on the organization's new by-laws.

Guild spokesmen stated they felt the academy is outmoded and that since the guild is felt to be entirely satisfactory as a director body its leaders see no reason for continuing to pay dues to both groups.

Reason resignations were held at guild headquarters for two months is understood to be that the directors felt it would be bad taste to make any unfriendly move preceding or at the time of the academy's annual awards banquet.

## Screen Writers Ratify Consolidation Plan

HOLLYWOOD, April 25.—At a show-down meeting this week to which the insurgent conservatives in the Screen Writers' Guild had invited Marc Connelly, president of the Authors' League, and officers and board of the Writers' Guild, all conflicting opinions were smoothed over and the hatchet buried.

The conservatives, of whom 40 of the original 60 attended, voted unanimously to ratify the new league plan to consolidate all American writers' organizations.

The peace pipe was smoked after a three-hour session, at which all questions shot by the conservative group were answered by Connelly and Guild leaders. Altho the ratification was voted 100 per cent, Connelly and Guild leaders bound themselves to a promise of making a number of minor revisions in wording of the new setup after it has finally been approved.

## No Return of Double Features in Chicago

CHICAGO, April 25.—A story published in one of the trade papers last week to the effect that certain theater circuits here were going to double-feature film bills within two months is without foundation, according to executives of both of the organizations mentioned in the story.

"The story is entirely without foundation," said Walter Immermann, vice-president of Balaban & Katz, who was reported to have reached an alliance with the Allied Theaters group to start double-features, "and we have no intention of going into this practice now.

It is true that we have talked about the matter several times in the past three or four years, but as yet we have come to no definite decision."

"There is no truth to it," said Louis Abramson, secretary of the Allied Theaters group. "We haven't changed our stand against double features and are absolutely against the idea of bringing them back after our experiences with them several years ago. We have not discussed the matter for some time and certainly have not made any agreements with Balaban & Katz or anybody else for the return of the evil."

## WPA Play "Censored" Is Called Nutty and Profane

HOLLYWOOD, April 25.—From supposedly "stark realism" to absolute farce, introducing some of the screwiest and profanest stuff ever to come out of the theater, Conrad Seller's play *Censored* opened an indefinite stay at the Hollywood Playhouse this week under auspices of the Federal Theater Project.

There must be something to the piece, for A. H. Woods has taken it for Broadway consumption. This is the same house from which Woods extracted *Night of January 16*. *Censored* will be given complete overhauling and dialog acceleration by Woods' staff.

Laughter at the profanity was practically the only audience reaction to first act, given over to war scenes in France and wine cellar calisthenics with a French dame. Goes the limit in language and action. A minister, one of the cast, rises in audience during act, declares his disgust and departs. A few minutes later the play is "raided" by pseudo-police.

Playwright goes on trial for writing lewd piece in second session. Scribbler

is found guilty, but play is allowed to continue providing it is rewritten by Clementina Clutterbuck, a witness. She retitles it *Buttercups and Daisies*.

From here the play goes pansy, showing trenches equipped with God Bless Our Home mottoes, davenport, water coolers and doughboys dressed in white suits and red ties. A few songs and dances of no consequence are thrown in for good measure. This set is big laugh, with musketry adorned with bright ribbons and other feminine touches. Highly scented perfume is squirted into audience sector after trench is given thoro going over.

Starting with clever anti-war propaganda, nobody knows what it's all about at last curtain. It's just one of those things which raises laughs, not by dialog or any natural reason, but by sheer farce and ridicule.

Staging is by Alvin Laughlin. Prices, 25, 50 and 75 cents. Outstanding are Michael O'Shea and Pat Gleason as doughboys. *Seymour Peiser.*

## Showbiz Holds Up Nicely as Summer Slump Looms Ahead

NEW YORK, April 25.—Show business this week is having a few days' grace, and is mopping up whatever loose shekels are lying around before the real doldrums set in. Legit is in status quo, with Chartok's Gilbert and Sullivan company presenting *Pirates of Penzance* for its second week and Leslie Howard's youthful mistake, *Elizabeth Sleeps Out*, at the Comedy Theater, playing to little better than four walls. Pictures, characterized by a week of holdovers, are doing the best all-round business, with the sharp tho pleasant weather helping considerably.

The Capitol, with Shirley Temple in *Captain January*, and the Roxy, with *The Amateur Gentleman*, are both doing well. Center held over its *Message to Garcia*; Music Hall is still doing nicely with its second week of *Mr. Deeds Goes*

*to Town*, and the Paramount goes into its third week with *Destre*, coupled with Ethel Merman, Little Jack Little and Jane Cooper. This is very unusual, altho Para will probably do okeh. The State opened yesterday with *These Three*, Cab Calloway heading the vaude show—a five-show opener followed by six on Saturday, and probably five for the rest of the week. Business good.

Night spots have been picking up lately, now that the holidays are over, and several new spots opened. Activity is particularly noticeable in near-suburban areas, with many clubs dusting off and getting set for the summer trade.

For the miscellaneous items, Gus Edwards' *Sho-Window* grossed \$8,000 the second week, altho its expenses were considerably less than the first week's; and burlesque still garners a lot of trade, particularly in the Times Square area. The circus continues to maintain its percentage increase, 8 per cent or so, over the corresponding period of last year, and still has all next week to go. This afternoon the Garden was only a few seats short of a sellout, and the advanced sale for the remainder of the week assures a near-record take for the 25-day run.

# Studio Union Pact Renewed

**Chauffeurs, teamsters get raise — jurisdiction set — new unions refused**

NEW YORK, April 25.—A 10 per cent wage increase for IATSE and IBEW studio workers and a 15 per cent rise for union chauffeurs and teamsters, effective the coming year, was agreed upon by the film producers this week. The one-year renewal of the five-year basic studio agreement was the result of negotiations involving international presidents of the unions affected and the producers' labor committee.

This settlement of the dispute between IATSE and IBEW means that the fight for a 30-hour week for studio workers, a controversial point heretofore, will be abandoned in view of the wage increases, and the present 36-hour week maintained. The agreement in no way affects the provisions of the musicians', carpenters' and joiners' unions, the members of which will continue to work under their old conditions. Regarding sound men, both factions adjusted their difficulties so that IATSE controls operation of sound equipment and IBEW has supervision over construction, repair and similar items.

The five-year basic agreement holds until 1938, and in view of present opinion as expressed at the meeting no new crafts are likely to be admitted during that time. Various groups, such as the Screen Actors' Guild, the painters' and utility workers' organizations, had been seeking admittance.

## Richmond's Test On Sunday Pix

RICHMOND, Va., April 25.—Whether Richmond is to have Sunday moving pictures, as Norfolk and Roanoke already have, is to be decided in the higher courts in a test case, in which the defendant will be Charles A. Somma, veteran owner and manager of Richmond picture houses, and also managing director of the Virginia State Fair.

Manager Somma opened one of his theaters, the Byrd, last Sunday, for which he was fined \$5 by Police Justice Elben C. Folkes. The next step, according to present plans, will be an appeal before Judge John L. Ingram in Hustings Court May 8. In the meantime the Byrd will remain closed on Sunday, that being the specific condition in the \$500 bond required to be given by the theater owner.

Public sentiment seems to be largely in favor of Sunday movies in Richmond, and no complaint was made against the Byrd management for opening on the (See *RICHMOND'S TEST* on page 10)

## SHEILA BARRETT This Week's Cover Subject

BORN in Washington, D. C., Miss Barrett started her professional career as a show girl with the "Greenwich Village Follies" seven years ago at the Winter Garden, New York. She developed her ability for mimicry in her early teens and her entrance into this line of work, she claims, was in the nature of a lark from which she expected neither results nor encouragement.

Following her fling as a show girl, Miss Barrett entered vaudeville, played straight to Harry Conley and opposite William Gaxton in the sketch "Kisses" at the time the Palace, New York, was still the shrine at which vaudevillians worshiped. Then came excursions of her own in her clever demonstrations of caricature, or, as she aptly puts it, "my conception of personalities doing things they surely were not expected to do," adding her own ideas in the way of ad libbing and smart retorts.

Miss Barrett has appeared in England with "Round About Regent Street," a musical revue produced by George Black; swanky night clubs, leading hotels, and among her American revue engagements was a highly satisfying series of performances in Eddie Dowling's "Thumbs Up." While playing in the Dowling show Miss Barrett doubled into class night clubs.

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# Chinese Theater Revival on B'way, Maybe; Imported Actors

NEW YORK, April 25.—Encouraged by the mild success of *Lady Precious Stream*, its author and translator, Dr. Hsiung, is planning to import three Chinese dramatic companies from Shanghai to put on Chinese shows in English next year. One of the three companies may form the basis of a Chinese stock company here. The last permanent Chinese language stock company here was at the Thalia Theater on the Bowery a few years ago.

The only Chinese theater left here is a semi-pro troupe putting on an average of one show a month. Harry Ching is its director, with headquarters at 55 Mott street. Michael Rothman, assigned to unearth Chinese theater info for the New York City Guide Book being handled by the Federal Writers' Project, has dug up some interest dope.

The Chinese Theater in this city was at its height around 1927 when the Lock Tin Feu Troupe was playing the Thalia Theater and grossing about \$25,000 weekly at a 50-cent to \$2.50 scale. Its star, Wong Suh Fog, was getting \$20,000 for one season.

Old Chinese theater practices are being changed by American habits and the Chinese audiences today are divided, for example, in their method of applauding a show. The oldtimers stick to the practice of standing up and extending thumbs, others stamp their feet and the modernists clap their hands. When audiences are displeased they yell "Pa Tso" and leave in a body. When

the audience is bored it yells "Ma Ch'ien," meaning get going. And when the action is too fast it cries "Ma hou," meaning take your time. When a show is good the customers cry "Hao," meaning good, and when it is bad they cry "Tao-hao," meaning lousy, or raspberries. An amateur is a Shen-Yang and a ham is a Fan ch'uan.

## "Chalk Dust" Next Chicago WPA Show

CHICAGO, April 25.—*Chalk Dust* will be the third offering of the Theater No. 1, WPA unit occupying the Great Northern Theater, opening Tuesday evening, April 28, and following the four-week forced run of *Faust*, which closed tonight.

*Faust*, adapted and directed by Robert Breen, who also played one of the leading roles, was patronized less than any other WPA play so far produced here, playing to but a handful of people nightly.

While no actual box-office figures have been available, it is said that the greatest amount of money taken in at the Great Northern in one week was for the second week of *An Enemy of the People*, when the receipts reached \$300. *Faust's* biggest week was less than \$200, it was reported. The Blackstone Theater, housing the other federal unit, under the direction of Harry Minturn, has been turning out productions more popular with the theater-going public and has been enjoying nice business.

John Connor, who stood out in the *Faust* cast, will have the leading role in *Chalk Dust* opposite Kate Gratiot. Others in the cast are Gwen Cass, William Joy, Ben Howe, Alfred Clarke, Carlotta Pacelli, Dale Barnett, Violet LeClaire, Helene Jordan, Tom McDermott, Darell Lyall, Herbert Slade and Burton Wright.

## A. E. Kaye Resigns

NEW YORK, April 25.—A. E. Kaye, until now district manager for Skouras Theaters Corporation, has resigned from that post and left for Los Angeles, where he will handle his own theatrical business affairs.

## Wanted: Acrobatic Instructor

For New York City, to conduct children's and adult's classes. Arrange single and Adagio routines. Specialize in reducing and increasing weight. Steady position for reliable gentleman who can get results. In replying, state references, teaching experience and compensation expected. BOX 706, care The Billboard, 1564 Broadway, New York City.

**FOR SALE**—Dramatic Outfit, 45x110, Stakes, Slides, Quarters, Center Poles, Marquee with Poles, Side Wall, Benches and Chairs for 350, Stage Rigging, two sets Flat Scenery, Footlights, Wiring, Masking, two Ticket Boxes, Sledges, two Stoves and Pipe, Tool Box, Prop Trunk, Folding Stage Trailer 22x17, with 3-ft. Apron, Jacks, Stringers, etc.; one '29, one '30 Chevrolet Trucks, all good rubber. First \$600.00 gets it. RAY HOWELL, Miles, Tex.

**WANTED AT ONCE**—Orchestra Bookers for Washington, D. C., territory. Must make A-1 connections for first-class Bands, Hummel Family, Semi-National Radio Name of 7 Pieces, Capitolians, 10-Piece Band. Also Girls' Band of 8 Pieces and several first-class Floor Show Units. Will co-operate. Results demanded. Go-Getter wire immediately. CAPITOL AMUSEMENT ATTRACTIONS, 3622 11th St., N. W., Washington, D. C.

**WANTED** For JACK HART'S COMEDIANS, under Canvas: Young Ingenue and Juvenile Team with good Specialties. Musicians that double. Week stands. Sure salary; name it. Long season. Address JACK HART'S COMEDIANS., Coalgate, Okla.

**WANTED BLACKFACE** Must be good, sober, reliable. Sing, Dance, Double Music preferred. Salary? Yes; every night. O-QUAKA MEDICINE CO., Newton, Miss.

**WANTED** For Med. Show, Blackface Comedian. Will consider Team if one plays Piano, Magician, Useful Med. People all lines. R. E. WHORRALL, Box 434, Eldora, Ia.

**AT LIBERTY GEN. BUS. TEAM** Specialties. Man Drummer. Have Car and Trailer. State best offer. Can join on wire. BILLY FORTNER, Winona, Mo.

**WANTED** For Tent Season, two General Business Men, double Specialties or Orchestra. Low, sure salary. Others write. BURKE & GORDON, Thomasboro, Ill.

**HAPPY HOUR THEATRE, HOUSTON, TEX.** WANTED Piano Player (no boozers) and small Chorus Girls who can lead numbers. \$14.50. No. Matinees. H. B. POOLE.

**WANTED** Boss Canvasman; must be sober. DAVIS-BRUNK COMEDIANS, this week Paris, Ark.

**WANTED QUICK**—Three experienced Chorus Girls. Stock. Salary \$20.00. MANAGER PALS AND GALS REVUE, Carolina Theatre, High Point, N. C.

**WANT QUICK**—Tenor Sax, Trombone and Drummer. State if double Xylophones, Parts or Specialties. State lowest. Week-stand Tent Rep. BOB DEMORAST, JR., Colquitt, Ga.

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## Late News Flashes

NEW YORK, April 27.—The new owners of the Harry Engel Music Company have closed, with George Plantadosi to become general manager of the firm. Plantadosi is professional manager for the Warner subsidiary, M. Witmark & Sons, and is tendering his resignation forthwith. It is planned to eventually change the name of the Engel firm to Words and Music, Inc. Same offices will be retained at 1619 Broadway. Plantadosi will select his own staff this week.

LOS ANGELES, April 27.—M. D. (Doc) Howe will leave Fanchon & Marco no later than June 1 to go into business for himself. He has been with the organization close to 15 years, and prior to his present duties with the F. & M. agency he was general booking manager of the company's units and also served the firm as managing director of the Paramount Theater here. It is believed that Howe will go out on his own in the agency field.

## "Glorified Girls" Form Chicago Club

CHICAGO, April 25.—Chicago now has a branch of the Glorified Girls' Club of America, composed of alumnae of the Ziegfeld *Follies*. Six former Ziegfeld girls met Wednesday, talked over old times and formed the club.

The half dozen who met here for the first time since they left the Ziegfeld shows ranged from a member of the first *Follies* show to young Mitzi Mayfair, now appearing here in *At Home Abroad*. Mrs. Albert Russell Erskine Jr., who formerly was Meredith Howard, one of the famous Howard Twins, was elected president of the club. Mrs. E. J. Buchan, formerly Anabelle Whitford, original Gibson Girl and member of the first *Follies* company in 1907 and also in the shows of 1908, '09 and '10, was named vice-president, and Mrs. Joseph Boas, formerly Rae Price, British-born actress, secretary. In addition to these there were present Jessie Reed, now hostess at the Paddock Club; Faith Bacon, appearing at Colosimo's; Mitzi Mayfair, of *At Home Abroad*, and Mildred Borst, who was not in the *Follies* but in another Ziegfeld show.

Idea of the club is to renew old friendships and to help needy *Follies* girls.

## Screen Writers Blast Warners

HOLLYWOOD, April 25.—The gage of battle was tossed at Warner Brothers' Pictures by the executive board of the Screen Writers' Guild this week in an official statement blasting the company. The statement was issued after the board heard reports of an investigation by Guild leaders into the discharge of several Warner writers who had been signatories to a round-robin letter protesting the failure of studio executives to allow Sheridan Gibney to attend a sneak preview of *Anthony Adverse* on which he had worked for two years.

The statement follows: "Under a smoke screen of legality, (See SCREEN WRITERS on page 10)

## Percy Hammond Is Pneumonia Victim

NEW YORK, April 27.—Percy Hammond, 63, dean of American dramatic critics and considered one of the foremost writers in contemporary letters, died of pneumonia in New York at midnight April 25. Mr. Hammond, who was ill only a week, entered Rockefeller Institute a few days before his death. His wife died a few months ago.

A newspaper man for practically 40 years, Hammond was a dramatic critic most of that time, his career starting in Chicago when he was one of the group that brought fame to the Midwestern city's newspaper men.

On *The Chicago Tribune* he achieved fame as a writer and critic, his facile and flowing style, even tho his pen may have been dipped in dynamite, making him an obvious candidate for a critic's berth in New York. It took years, however, for his friends to convince him, the late W. O. McGeehan, then managing editor of *The New York Tribune*, making a trip to Chicago to sign him. Before this, Franklin P. Adams had been endeavoring for a long time to bring Hammond east. After a period of acclimatization Hammond found his niche in New York. It was at the top of the heap.

## Geisler 'Varieties' Set for Taft

CINCINNATI, April 25.—The George Geisler School of Dancing is readying its *Varieties*, of 1936 for presentation at the Taft Theater here May 18. Mrs. Lillian Geisler is in charge of production. The cast will include more than 50 students.

## 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.

**ARRANJAY'S DURABLE WIGS**  
 INEXPENSIVE — SANITARY.  
 "For Every Purpose."  
 Free Catalogue "B" upon request.  
 ROSEN & JACOBY, Inc.,  
 34 West 20th Street,  
 NEW YORK, N. Y.  
 (Tel.: CHelsea 3-8340)

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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.  
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 MASON CITY, IOWA

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**HOTEL CHELSEA**  
 THE CHARM OF THE CHELSEA

Is its atmosphere of cordiality and repose—enhanced by wide verandas overlooking fountains, lawns and The Sea. A beautiful dining room at the Ocean's edge serving a hountiful table of excellently prepared food.

Special Weekly and Monthly Rates

FROM \$6.50 With Meals and Bath. \$3.50 Rm. Only and Bath.

**ATLANTIC CITY**  
 JOEL HILLMAN • JULIAN A HILLMAN  
 & CHRISTIAN MYERS

**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.

**Mouth Clear No PAIN**

**THREE POINT SUCTION ROOFLESS**  
 Featherweight—No Gagging—Natural Taste—Holds Better. Singers, Speakers, like the extra tongue room, clearer mouth. All forms false teeth—Much Better by Mail. 60 Day Trial.  
 The Hod Laboratories, 1802 Krauss Bldg., Tampa, Fla.

**WANTED**  
 Sober Medicine Lecturer, not over 40, doctor preferred. Percentage. No ticket.  
**J. W. LIVINGSTON**  
 GRIFFIN, GA.

**WANTED**  
 A-1 Med. Lecturer. Must be sober and produce. Prefer Registered Druggist or a Doctor; others write. Reference, work on percentage. State age and percentage wanted. N. C. O'BAN, 11 Fulton St., Nashua, N. H.

**WANTED**  
 Experienced Med. Performers in all lines. Must change for two weeks. Prefer those who double in Music. Comedy Team, Blackface, A-1 Piano Player, Etc. No boozers, no advances. Show going out in May. Tell all, stating lowest.  
 N. C. O'BAN, 11 Fulton St., Nashua, N. H.

**WANTED**  
 Organized Dramatic Rep. Show (with or without canvas), year's work in cities under auspice for capable unit. Consider director capable of organizing and producing same. Can arrange season's work for outdoor attractions of merit, Donkey Baseball, Midget Autos, Dramatic. All bookings under bona-fide auspices. Will buy or lease equipment priced right for above. **SOVREIGN PRODUCTIONS, Box No. 26, Westerville, O.**

**WANTED**—Piano Player. Prefer young man, Specialties, Straights or Bits in Acts. Make salary right—it's sure. **FOR SALE**—House Car on one-ton truck. A-1 shape. First \$150.00 gets it. **ALVIN KIRBY, 2000 E. 52d St., Indianapolis, Ind.**

**WANTED**—A-1 fast-stepping Team for Tent Air-dome. Man Straights, Wife Parts, Single and Double Specialties. Those doubling Orchestra given preference. Join on wire. State all in first, lowest sure salaries. No advance; just stung. **DOC GREY, 513 Market St., Marietta, O.** Open May 4.

**WANTED** People for tent show opening May 7, Dillwyn, Va. Straight Man, Comedian, Chorus Girls and Musicians. Salary low but sure. All summer work, week stands. Write or wire **FRED WAYLAND, Dillwyn, Va.**

## NBC Closes Deal for Coast Outlets of McClatchy Firm

Group of five stations now part of CBS-Don Lee chain go under NBC banner in 1937—all excepting one will be optional for Red or Blue—KERN definitely for Blue web

NEW YORK, April 25.—Long-expected changes in Pacific Coast station affiliations came thru this week when Guy C. Hamilton, vice-president and general manager of the McClatchy Newspapers, closed his pending deal with National Broadcasting Company whereby five Coast outlets owned and operated by the McClatchy organization become part of either the NBC Red or Blue networks early in 1937. Stations involved are: KFBK, Sacramento, which has 5,000 watts; KMJ, Fresno, 1,000 watts; KOH, Reno, Nev., 500 watts; KWG, Stockton, and KERN, Bakersfield, both 100 watts. All but KOH join NBC on January 1, 1937, while KOH, only outlet in the State of Nevada, joins on February 15, 1937. Station KERN will be added to the NBC-Blue web, while the other four will be optional Red or Blue to advertisers and will also take sustainings from NBC on the same basis.

Outlets concerned are now on the Columbia Broadcasting System network thru the medium of the Don Lee affiliation. That a different setup was in the offing between Don Lee chain and CBS has been forecast in these columns last year. The James McClatchy Company owns newspapers in the same territory covered by its stations. Concern operated the first newspaper-owned station and was a pioneer in this respect. Newspapers include *The Sacramento Bee*, *The Fresno Bee* and *The Modesto Bee*.

Along with other recent acquisitions on the Coast which gave the NBC Blue a Coast-to-Coast coverage, NBC, compared to a year ago, has revolutionized its status in that territory and become a much more powerful factor apart from its higher-powered key stations originally part of the WEAf chain.

## Hearst No Like "Time" Mention

NEW YORK, April 25.—While Hearst newspaper radio columnists are still awaiting orders to resume columnizing, Hearst's radio attitude tangled up a bit more when all listings of the *March of Time* (CBS, daily, 10:30 p.m. EDT) were dropped. No Hearst paper carries that show, but on the Columbia network skips over the period. In connection with the columnists, those that are still being published, with the exception of Louis Reid (*New York American*), are doing tin-pan-alley stuff. Unconfirmed report is that they may be back Monday (27). Similar reports in the past few weeks, since the columns were eliminated, are still just reports.

Reason for Hearst dropping the *Time* listing is said to be the publisher's dissatisfaction with the treatment of him in the printed word by the magazine *Time*. Last week the program, apparently as a return gesture, dramatized parts of a recently published book unfavorable to the publisher.

Strange twist is that a recent *Fortune*, published by *Time*, devoted a large article to Hearst and was judged as giving him quite a good break.

## ABC Staff Additions

CHICAGO, April 25.—Neal Gordon Keehn, formerly assistant manager and program director of Station WCLO, Janesville, Wis., has joined the production staff of the Affiliated Broadcasting Company here. In addition to his production work he is supervising the broadcasts of farm news and markets and writing and announcing the *Sports Summary* each evening.

George Roesler, sales manager of the ABC chain, has engaged David F. Crosier, for the past six years radio director of Pedler & Ryan, Inc., New York, for the New York sales staff of the ABC. Previously Crosier was with CBS, and prior to that was in the publishing field. Roesler, who in addition to being ABC's sales manager also acts as station representative for several radio stations, has appointed C. L. Moon, formerly national representative for *The New York Evening Post* and *World Telegram*, as Eastern representative of the Roesler station organization.

## KGIR's Answer To Warner Suit

WASHINGTON, April 25.—NAB Reports, organ for the National Association of Broadcasters, is carrying in full the answer of Station KGIR, of Butte, which has been filed in the U. S. District Court of Montana in connection with the infringement suit brought against it by Remick Music Corporation (Warner Bros.' subsidiary). Infringement action is based on a performance of Percy Wenrich's *Put on Your Old Gray Bonnet*.

Answer mostly is taken up, after the usual denials, with the ASCAP situation, wherein it is averred that "exclusive and irrevocable assignments" of copyright were made by Wenrich to ASCAP, of which organization the station is still a licensee. That the question is not one involving the copyright act, but one of contracts, assignments, etc., and license agreements between the parties concerned. Also it was stated that the court was without jurisdiction because of this situation.

KGIR is an affiliated National Broadcasting Company station, and the answer also stated that it had no choice but to accept programs fed by NBC and which resulted in the alleged infringement.

NEW YORK, April 25.—Additional suits for infringement filed by Warner Bros.' music concerns the past week totaled 67 actions for damages amounting to \$102,700. Claims vary from the minimum \$250 to two for \$10,000.

NEW YORK, April 25.—Madame Sylvia, beauty and diet talker, has been signed by the Columbia Artists Bureau. She has been on the air for a number of years now, in addition to her other activities, including writing and lecturing.

## Rockwell-O'Keefe AFM License Restored After Two-Day Lapse

NEW YORK, April 25.—Band-booking franchise held by Rockwell-O'Keefe, Inc., revoked for two days this week by the American Federation of Musicians, has been returned. License was called in Monday (20) and restored on Wednesday after a conference between officials of the booking firm and the AFM.

Revocation action of the AFM, coming without warning, and in view of a still pending case against the firm of booking Claude Hopkins and his orchestra into the Cotton Club at a figure below scale, at Local 802, AFM, caused considerable talk and surprise. No reason was given at the time by the Federation but it has since been learned that the Chicago local pressed an issue involving alleged union infractions and thus brought about the revocation.

Neither Rockwell-O'Keefe nor the union would discuss the license matter this week. However, it was said in authoritative circles that the franchise was restored after the national body, thru Joseph N. Weber, president, had insisted that three conditions attend its return. Supposedly, these conditions are that the firm be prepared to show its books concerning band activities to the union at times of possible dispute;

## Bank Night on Air

NEW YORK, April 25.—Believed to be the first instance of a bank night idea getting into radio starts next week on the Clemons Clothes program with Zeke Manners' hillbillies on WMCA. The lottery thing has been used in picture houses for a long time now and just recently got into the legit stage as a gag to help a flop show, but until this time no station or advertiser has taken it up.

Total up to \$150 is to be paid out by the clothing firm, which requires its winners to both listen to the program and come to one of the chain's stores in order to collect—if anything.

First payout is to be \$5, then parlaying up to as much as \$150 provided there are no claimants for the smaller amounts.

## P.-R. Bureau Okeh For Another Year

NEW YORK, April 25.—Continuance of the Press Radio Bureau, set up two years ago by the American Newspaper Publishers' Association and the two major networks, for another year was assured at the ANPA convention this week, the publishers' radio committee reporting favorably on this continuance and recommending also that the bureau be enabled to expand. This means that outlying stations which previously couldn't afford PRB rates will now be given a break. It is construed as a competitive move against Transradio news service, competitor of PRB and which sells its news for advertising. Unless these outlying stations had a tieup with a local newspaper, the principal news source had to be Herbert Moore's Transradio service.

Continuance was expected. Networks are in favor of it and would be obviously, since it keeps them on the good-will side of the publishers and also means for the latter that commercial news sales will be held down.

ANPA radio committee's report failed to produce anything startlingly new. Attitude of the publishers against news sold for advertising was repeated, while the question of program listings as publicity, possible threats against the papers of facsimile or television, etc., were gone over again.

United Press, Associated Press and International News will continue to feed PRB with their services.

## Ommerle Joins CBS

NEW YORK, April 25.—Harry G. Ommerle, assistant director of radio broadcasting for N. W. Ayer & Son, Inc., has resigned to join the Columbia Broadcasting System as assistant director of program service. Ommerle, who has been with the advertising agency for five years, takes up his duties at CBS on Monday.

## Amateur Hour Over WENR

Chi sponsor, heavy user of radio, launching ambitious show—Arnold emcee

CHICAGO, April 25.—Beginning tomorrow, April 26, Chicago is to have one of the most ambitious amateur shows in the country aside from that of Major Bowes. It is to be known as Chicago's Own Amateur Hour and is sponsored by Morris B. Sachs, credit clothier. It will be broadcast over WENR thru the facilities of NBC. Gene Arnold, who gained fame as interlocutor of the old Weener Minstrels (now known as the Sinclair Minstrels), will be master of ceremonies.

Chicago's Own Amateur Hour is not strictly a new show, having been on one of the smaller local stations, WCFL, for a year and a half. But under the new setup it is being greatly elaborated and revamped into a show of major caliber, making it to all intents and purposes new.

Early performances of the amateur show were broadcast by remote control from the sponsor's store on South Halsted street. The novelty of the idea attracted such crowds that street traffic was blocked. It then was transferred to an auditorium seating 1,000 persons and has had a capacity visible audience week after week. The new show, which will be of one hour's duration, will be broadcast from Studio A, largest of the local NBC studios, where there is room for a visible audience of 500. It will be on the air every Sunday from 5 to 6 p.m. On the smaller show more than 1,000 amateurs have appeared out of a total of 15,879 auditioned. The prizes have been \$25 for first, \$10 for second and \$5 for third, the winners being selected by a special committee of judges. Later the visible audience was also given an opportunity to express its preferences and duplicate prizes were awarded when the choice of the audience differed from that of the judges. Beginning with the new show prizes will be of greater value, and a popular brand of watches will be distributed in addition to cash prizes.

An improved system of voting on the order of that used by Major Bowes also is being inaugurated. The air audience is to be given an opportunity to vote for its choice either by mail or by phone. A large switchboard and a special staff of operators have been installed to receive phone votes. Combined vote of air and visible audiences will decide the winners.

Schwimmer & Scott, the agency handling the broadcasts, say that the caliber of talent on the program has been improving steadily and contestants are coming not only from Chicago territory, but also from almost everywhere within a radius of a hundred miles. Auditions are held twice a week. Sachs, the sponsor, is retaining the Friday 8:30 to 9:30 p.m. spot on WCFL heretofore occupied by the amateur hour. It will be used as a source of professional engagements for prize winners from the WENR show. Organized touring companies may be the next step, according to the agency.

The sponsor, Morris B. Sachs, is one of Chicago's largest credit clothiers. His career reads like a Horatio Alger tale. Altho a comparatively young man, Sachs has been in business over 25 years, having started selling blankets from door to door. Today his business runs well over a million dollars annually. In his line he is one of the biggest if not the biggest users of radio talent in the country.

## WGN Seeks Power Increase

CHICAGO, April 25.—Station WGN, *Chicago Tribune* station, yesterday filed application with the Federal Communications Commission in Washington for a stepup in its power from 50,000 to 500,000 watts. The application estimated that the power increase would cost the station about \$500,000.

# Field Day for Women's Clubs As WNRC Power Is Conceded

**Committee representing femme organizations makes its awards for best programs at luncheon which includes radio and agency execs—Co-Op Analysis is rapped**

NEW YORK, April 25.—The power of the "hand that rocks the cradle" busted out in all its glory and basked in the acceptance of network president and advertising agency heads alike at the second Annual Awards Luncheon, held Wednesday noon at the Hotel Astor, by the Women's National Radio Committee. Four definite awards were made in as many classifications while one was passed up for this season. Many other programs received honorable mention. Of the 18 awards and runners-up, National Broadcasting Company won three of the four awards and took in all 13 including the honorable mentions as against Columbia Broadcasting System's one award and four among the runners-up.

WNRC was founded in September, 1934, by a small group of women, representatives of leading women's organizations. Currently it represents 27 women's clubs with an approximate membership of 20,000,000 women. Last year awards were made by a committee but this year several thousand ballots were sent to outsiders as well. Awards and classifications made Wednesday were:

**Best Program of Serious Music**—No award presented because no program measured up to the standard set by the Awards Committee.

**Best Program of Light Music**—Cities Service, NBC Red network, Friday, 8 p.m., EST.

**Best Non-Musical Program** (drama, comedy or variety)—Rudy Vallee-Fleischmann Yeast hour, Thursday, NBC Red network, 8 p.m.

**Best Educational Program**—American Town Meeting of the Air, NBC sustaining, NBC Blue network, Thursday, 9:30-10:30 p.m.

**Best Children's Program**—Wilderness Road, sustaining on CBS network, Monday to Friday, 5:15-5:30 p.m.

Reason for no award to best program of serious music let down the General Motors Sunday night concerts on NBC, which received the award last season. Possibly this was because last season also held a series of prominent guest conductors. The G.-M. symphony program, however, was mentioned as the one being in the lead nevertheless. Award for this type of program is for symphony music created especially for radio and does not take in the established organizations which may broadcast but which were not especially created for radio, such as a civic organization.

### Co-Operative Spirit

Some 500 guests attended the luncheon, including tables taken by networks and indie stations and advertising agencies, artists and representatives of the various women's clubs, the grand ballroom at the Hotel Astor being well filled. Part of the proceedings was broadcast and speakers included Mrs. Harold Vincent Milligan, chairman of the WNRC, who presided; Mme. Yolanda Mero-Irion, advisory chairman and founder of the committee; Lenox R. Lohr, president of NBC; William S. Paley, president of CBS; Alfred J. McCosker, president of Mutual Broadcasting System, and Anning S. Prall, chairman of the Federal Communications Commission, who made the awards for the committee. All of these mentioned were seated at the head table, as well as Edgar Kobak, vice-president of Lord & Thomas ad agency, and George V. Denny, director of the American Town Hall of the Air.

E. T. Smith, vice-president of Standard Brands, Inc., accepted the award for the Fleischmann program; Edgar Kobak on behalf of Cities Service and Messrs. Paley and Lohr for CBS and NBC respectively. Both made short talks. In every case the spirit of co-operation was strongly in evidence. Radio execs asked that the WNRC bear with them apace and both thanked the women for their interest and co-operation; also for their appreciation of the better things radio has done. Mme. Mero-Irion delivered the most important speech for the WNRC and said in part:

"It seems to me it is most important for me to stress two points in connection with our objectives. First of all, in all our criticism we have endeavored to be constructive. We have offered a substitute measure for whatever we have torn down. We have made a conscientious effort to ask for nothing which is im-

(See FIELD DAY on page 9)

### Watch 'Em Go By

DURHAM, N. C., April 25.—Ford autos are now represented by seven shows a week on WPTF here. Regular CBS network broadcasts with Fred Waring and a symphony orchestra are two. Alexander Motor Company, local outfit, has a dance request show on Sundays and another later that same afternoon. The same firm also has a show on Monday, Wednesday and Thursday.

All told it totals three hours weekly.

### Subcommittee Named For Copyright Report

WASHINGTON, April 25.—House Patents Committee has appointed its subcommittee to report on the recent lengthy hearings it held on copyright legislation, mainly the Duffy Bill.

This subcommittee, named by Chairman William L. Scrivich, of New York, is as follows: Representatives Fritz G. Lanham, Texas, chairman; Braswell Deen, Georgia; Thomas O'Malley, Wisconsin; Charles Kramer, California; J. Burrwood Daly, Pennsylvania; Randolph Perkins, New Jersey; William B. Barry, New York; Clarence J. McLeod, Michigan; Fred A. Hartley Jr., New Jersey, and Charles F. Risk, Pennsylvania. The subcommittee held its first meeting in executive session on this morning. It was scheduled to meet on Friday morning and, presumably, thereafter daily until some measure could be reported out. From information available touching the first meeting, there is an impression the subcommittee members wasted no time in getting down to brass tacks and this might be taken to mean they have hopes of reporting out legislation in time to give it a real start on the floor of the House, following, of course, upon action by the full committee and in time to get real consideration at this session.

It is known that a number of amendments, as had been expected, were taken up for discussion by the subcommittee. A number of amendments were suggested during the hearings. No information was available as to these amendments, in detail or the trend of discussion touching them.

## Statistics Show 92 Out of 100 People Are Home in Summertime

NEW YORK, April 27.—Facts and figures being gathered by Anderson Nichols & Associates for National Broadcasting Company by way of presenting a Summer Study and Comparison of Summer and Winter Audiences are expected to be completed and released by the NBC sales promotion department within the next 10 days. New broadside will go far beyond the usual presentation in favor of summer ether advertising and judging by the definite fact coming out to date.

Research organization establishes the fact that 92 out of 100 radio families are at home thruout the summer months, while week-day afternoons in the same period find more adults at home than in the winter months. That the former will be especially true this summer is indicated in many elaborate broadcasts planned from the Texas Centennial in Fort Worth, the Presidential election campaign speeches, Olympic contest programs from Germany and similar features.

**WNRC**  
NEW YORK

**INCREASED POWER**  
Now **5,000 WATTS** (1000 WATTS NIGHT)

National Representatives  
**E. KATZ SPECIAL ADVERTISING AGENCY**  
NEW YORK · CHICAGO · DETROIT · PHILADELPHIA  
KANSAS CITY · ATLANTA · DALLAS · SAN FRANCISCO

### Washburn Crosby Wins Duplicate Award Suit

MINNEAPOLIS, April 25. — In an action a few days ago in Federal District Court here Mrs. Oscar Ness, St. Paul, in a suit filed against the Washburn Crosby Company, Inc., defendant, claimed she was entitled to a duplicate award of \$10,000 first prize in a national contest sponsored by the Washburn Crosby Company, awarding prizes in return for names for "Radio's Nameless Mystery Baby."

The name which won first prize of \$10,000 in the contest, submitted by Mrs. E. M. Nelson, of St. Peter, Minn., was "Norita." Mrs. Ness claimed she also had filed the name "Norita." Washburn Crosby Company denied receipt of such entry from the claimant. After hearing the plaintiff's evidence, and before any evidence was presented by the defendant, the court directed a verdict in favor of the defendant.

### Whitaker Directs Sales For MacGregor & Sollie

SAN FRANCISCO, April 25. — MacGregor & Sollie, Inc., Hollywood transcription producers, have established offices here at 65 Presidio avenue, with L. Cy Whitaker in charge. Whitaker was general sales manager of the organization for many years prior to the organization moving its headquarters to Southern California last month. He will direct all sales promotional and publicity work from here. Harry Bechtel, formerly KYA chief announcer and funny man, has joined the transcription concern as assistant production manager, taking over his duties in Hollywood today.

Carlotta King, soprano and for nearly two years featured artist in a variety of NBC programs, bowed out last Friday night and has gone to Hollywood for a few weeks. From there she goes to New York and London. She's to concertize in England and also appear on the light operetta stage. She's the wife of Sidney King Russell, songwriter.

### CRC Puts Itself On Map From N. S.

NEW YORK, April 25.—The Canadian Radio Commission, contrary to the heretofore quiet style of operation, came to the front in a burst of glory via its handling of the rescue reports on the men entombed in the gold mine at Moose River, N. S. Frank Willis, of the CRC, did most of the reports cleared thru Halifax.

From Monday to Wednesday night the National Broadcasting Company alone, which took the half-hour reports, sent out 40 broadcasts, breaking into every show then on the air. Dramatic qualities of the situation drew nationwide attention, and the NBC schedule was the same on CBS, Mutual and indie stations which could get a CRC hookup.

Frequently, as in the case of the ESSO Reporter, a commercial news spot, the CRC graphic descriptions of progress would be given precedence by NBC, and if the ESSO Reporter squawked his five minutes would be started all over again as tho nothing happened, even tho his written news was not as late on the Moose Head situation as the bulletin that broke in on him. Consensus is that the CRC and Willis did a terrific job, comparable only to the great work of the rescue party.

### Philly Again Open to "Man in the Street"

PHILADELPHIA, April 25. — Former Mayor Moore tabooed sidewalk interviews and man-on-the-street broadcasts from the center-city, claiming they created too great a traffic hazard. But the present Mayor Wilson has never given it a thought, with the stations taking a chance on after-squawks. WIP is parking on the street-curb twice weekly, WDAS stopping them as they pass by the building housing the station. Mayor Wilson airs a weekly fire-side chat over WIP and is on most friendly terms with WDAS, but other stations not being in Hizzoneer's good graces are biding time.

### Ayer Agency Sets Staff for Ether

NEW YORK, April 25.—N. W. Ayer & Son advertising agency has set the lineup of its New York radio department to fill in for the departure of Douglas Coulter and Harry Amree to the Columbia network. Frederick Pflugfelder is now heading the department, with Prentice Winchell his assistant and in charge of programs.

Winchell is Stewart Sterling, who has written a number of detective serials for the air.

### Flamm's KMTR Deal May Mean WMCA Power Boost

NEW YORK, April 25.—Deal for the purchase of KMTR, 1,000-watt Hollywood station, by Donald Flamm, owner of WMCA, New York, is reported as having been set. On the Coast neither Flamm nor Dalton would comment, apparently waiting for federal approval first. Flamm is due back next week, it was said at WMCA this week.

Both WMCA and KMTR are on the same kilocycle niche, 570, but power of stations does not conflict. This may mean that Flamm is contemplating asking the FCC for a huge power boost.

NBC's statistics will go out in the form of an attractive book.

# Station Notes

Address All Communications to the New York Office

**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 KALCHEIM, Western Rep., Chicago.  
ROGER MURRELL, RKO Rep.

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

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

**VICTOR**  
At SHELL CHATEAU,  
Shell Oil's Program.  
**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** ★ W N E W  
"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.  
LOUISIANA STATE UNIV., Baton Rouge, La.,  
May 2, Direction  
HAROLD OXLEY, 17 E. 49th St., New York, N. Y.

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

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

**G**OODRICH tires has placed a show starring B. A. ROLFE and his orchestra on WDNC, Durham, N. C. . . . WBT, Charlotte, N. C., has moved its juvenile show, *Young America on the Air*, into the Criterion Theater, locally, on Saturday mornings. Show is sponsored by Southern Bearing and Parts Company for Norge refrigerators. . . . Frigidaire has increased its program on WPTF, Raleigh, N. C., to six times a week. . . . WROK, Rockford, Ill., is taking bows on the swell job it did in the recent Illinois elections. . . . WSM, Nashville, as a test for Walter Wade, of the Wade Agency, Chicago, made one announcement on the *Ole Opry House* program at 10:45 p.m. Response to an offer of a picture of the station's tower totaled 8,338. . . . JACK HOXIE, former picture star, broadcast on WBT, Charlotte, N. C., when the station put on a special broadcast from the circus grounds when the Sparks-Downie show played that stand. . . . BOB CUNNINGHAM is back actively at work as program boss of the Central States Broadcasting Company, having been in Chicago for a while for CBS. . . . NORMAN CRANE is now handling the *Sundial*, early morning show on WGST, Atlanta.

FREDERICK MACPHERSON, who recently made a tour of the world, writing a series of articles for English publications, has been added to the staff of KJBS, San Francisco, as operator and announcer. . . . J. LESTER MALLOY, formerly of the staff of KJBS, San Francisco, has joined KGGC, that city, as relief announcer, succeeding DONALD RALPH, who has gone over to KROW, Oakland, Calif., as full-time announcer.

GENE AND GLENN have a new contract with the Ford dealers of Iowa to continue their Monday, Wednesday and Friday evening broadcasts on WHO. . . . JOSEPH BANYASZ and his seven-piece Tambura Orchestra from Norwalk, Conn., have started a commercial on

WICC at Bridgeport, Conn. The tambura is a string instrument of Serbian heritage. . . . Melodians Male Quartet will start a commercial the coming week over WICC of Bridgeport, Conn., for the Long Merchandise Corporation of New Haven.

CHNC, New Carlisle, Que., and with studios at Dalhousie and Campbellton, N. B., has been increased to 1,000 watts, and with a new frequency of 960 kilocycles. CHNC started out with 200 watts three years ago, and is the only Canadian broadcasting entity with station in one province and studios in another province. The location is on the Quebec-New Brunswick provincial line. Dr. C. Houde, a New Carlisle physician, is managing director. Station uses both French and English in its daily programs, and has been one of the most successful of the smaller stations in Canada. The managing director continues his practice as a country doctor, as well as directing the station and studios!

KTRH, Houston, Tex., has asked to go to five kilowatts day and night. Now five kw. in the day and one kw. at night. . . . Students of the West Tech High School will take over management of WHK, Cleveland, including operations, for one day, May 23. Students have been studying radio technique for some time lately. Everything in a station's operations except sales and accounting will be handled. This is an excellent idea for other stations to try and is sure good-will help. . . . F. B. Washburn Company, candy firm, has started a new Saturday morning kid series on WAAB, Boston, show handled by EDDIE KASPER. There's a kid band, glee club and dramatic group on the program. . . . PAT BRANIN is now announcing for KDYL, Salt Lake City. . . . AL GODWIN, formerly on the announcing staff of the "Nation's Station," WLW, is now active in the same capacity for WWL, New Orleans.

## New Biz, Renewals

NEW YORK, April 25.—New business on the National Broadcasting Company: GENERAL BAKING CO., thru Batten, Barton, Durstine & Osborn, New York, starts May 25, daily except Sunday, 6:35-6:45 p.m. WEAF. Baseball results.

MODERN INDUSTRIAL BANK, thru Marshalk & Pratt, starts April 27, Monday and Wednesday, 7:30-7:45 p.m., on WEAF. Program not set.

### Newark

CHEMICAL CONTROL EASTERN DIVISION, Inc., thru Mackay-Spaulling, started April 24, participating in Allie Lowe Miles club. WOR.

BOSTON FOOD PRODUCTS CO., thru Ferry-Hanly, starts May 7, participating in Martha Deane program. WOR.

BATHASWEET CORP., thru H. M. Kieseewetter, starts May 19, three five-minute women's news periods weekly. WOR.

GREENWICH SAVINGS BANK, thru Metropolitan Advertising Company, renews, effective May 17, participating in Uncle Don program. WOR.

M. J. BREITENBACH COMPANY, thru Brooke, Smith & French, renewed, effective April 22, Wednesday, 12:45-1 p.m. Dr. Frank Payne. WOR.

D'ARRIGO BROTHERS COMPANY, thru Harold F. Lewis, renews, effective April 28, Tuesday and Thursday, participating in Martha Deane program. WOR.

NEW JERSEY BELL TELEPHONE COMPANY, renews, effective April 25, news broadcasts. WOR.

EX LAX, INC., thru Joseph Katz & Company, renews, effective May 19, Tuesday and Thursday, 4:45-5 p.m. *Strange as It Seems*. WOR.

### Chicago

Station WLS reports the following business:

THE ARMAND CO., thru H. W. Kastor & Sons, continuation order for 156 one-minute daytime electrical transcription announcements.

CRAZY WATER CRYSTAL CO., thru Rogers & Smith, 156 50-word daytime announcements.

BERNARD PERFUMERS, thru Hilmer

V. Swenson Co., continuation order for three two-minute daytime announcements weekly tf.

ZENITH RADIO CORP., thru H. W. Kastor & Sons, 72 one-minute daytime electrical transcriptions.

THE BAYER-SEMESAN CO., thru Thompson-Koch Co., 12 one-minute daytime announcements.

GARDNER NURSERY CO., thru Northwest Radio Adv. Co., 18 five-minute daytime electrical transcriptions.

ITASCA WEAVERS' GUILD, thru Rogers & Smith, two-minute daytime announcement.

MENTHO-KREOAMO CO., thru Beaumont & Hohman, continuation order for 174 one-minute daytime announcements.

FRED FEAR & CO., thru Menken Adv., Inc., four one-minute early-morning announcements.

ELEANOR MARTIN, thru Morenus Adv. Agency, continuation order for six two-minute daytime announcements weekly tf.

THE MURINE CO., thru Neisser-Meyerhoff, Inc., 234 20-word daytime announcements.

FORD MOTOR CO., thru McCann-Erickson, 26 quarter-hour evening programs.

SERVEL, Inc., thru B., B., D. & O., 26 quarter-hour daytime electrical transcriptions.

McKESSON & ROBBINS, Inc., thru H. W. Kastor & Sons, continuation order for 25 one-minute daytime electrical transcriptions.

CONSOLIDATED DRUG TRADE PRODUCTS, Inc., thru Benson & Dall, continuation order for 150 15-minute daytime programs.

TAX PAYERS' UNION OF ILLINOIS, thru the W. E. Long Co., 15-minute daytime program.

COUNTRY LIFE INS. CO., thru Critchfield & Co., continuation order for 39 five-minute daytime talks.

C. WAYLAND BROOKS, thru Frank-Guenther Law, five 15-minute evening political talks.

WILLIAM E. HULL, thru Mace Adv. Agency, four 15-minute political talks.

ROBERT McCORMICK ADAMS, direct, two 15-minute evening political talks.

COOK CO. DEMOCRATIC CENTRAL

**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.

**PHIL HARRIS**  
AND HIS ORCHESTRA,  
With LEAH RAY,  
Arcadia International House,  
Philadelphia, Pa.

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

Marie Almonte  
THE SMART SET'S FAVORITE SONGSTRESS  
★  
NBC ARTIST



**Alexander GRAY**  
"Performance by Chrysler"  
A CBS Super Air Show  
Every Thursday 8 P.M. EST,  
Coast to Coast  
Pers. Mgt. CBS Artists Bureau

...they all swing with  
**Tommy DORSEY**  
THURSDAYS, SUNDAYS, 11:30 P. M., WABC CBS NETWORK AND HIS ORCHESTRA  
The Blue Room  
★ HOTEL LINCOLN New York

COMMITTEE, thru Commercial Broadcasters, seven 15-minute political talks.  
J. PAUL KUHN, direct, one 15-minute daytime political talk.

### Cleveland

SCHICK INJECTOR, thru J. M. Mathes, Inc., announcements. WHK.

FORD MOTOR CO., thru McCann-Erickson, New York, transcriptions, 15 minutes weekly, 13 times. WHK.

LEVERING NASH MOTOR CO., direct, half hour daily. WHK.

CHIN'S CHOW MEIN, thru Powers-House, announcements. WHK.

NATIONAL RUG CLEANING CO., announcements. WHK.

SHAKER CHEVROLET CO., announcements. WHK.

PIPER BROTHERS, announcements. WHK.

APEX ROTAREX CORP., thru Maldrum & Fewsmith, announcements. WHK.

CHEVROLET MOTOR CO., thru Campbell-Ewald, Detroit, three 15-minute transcriptions weekly. WHK.

BENEFICIAL MANAGEMENT CO., (See NEW BIZ on opposite page)



# Program Reviews

(EST Unless Otherwise Indicated)

## Frank Fay

Reviewed Saturday, 9-9:30 p.m. Style—Comedian and orchestra. Sponsor—Standard Brands, Inc. Station—WEAF (NBC network).

Royal Gelatin brings Frank Fay to the mike on his own, and Fay has cut out for himself a prodigious job. Holding down the bag with a half-hour monolog with nothing in between but Fay doing a song or two is no mean accomplishment. There was much to the comedian's credit thruout the greater portion of the show. He purred along smoothly, revealed some clever ideas in technique, offering a little bit of travesty on the Hollywood ether reporters even to the extent of plugging a picture, "reviews" being part of the routine. Eddie Kay's Orchestra remained in the background thruout, coming in mostly for accompaniments and these cues were eased in softly, in a manner worthy of note and in keeping with the even tempo of the act. Fay sold his songs nicely. Further, he handled the credits in both comedy and in a personal appeal that may not be exactly new but sounded good and probably effective as to the femme audience that likes Fay.

Whether there are enough women who buy gelatin like Fay as he is a question. Perhaps there are many who believe that they are being cheated by a program that offers just one person for half an hour and want other talent thrown in as others do. In regard to Fay, he did his act as tho he were before an audience in a vaude house and where it would have clicked without question. It must be set down as a great personal feat for him. Allowing that there were a few weak spots at times, then the obvious step would be for the comedian to bunch his stronger material for the single and make up the rest of the time by bringing on his stooges for additional banter or a skit. Thus there will be no change in the billing as it were. Kay has a good outfit that is helpful when heard. M. H. S.

## Rubinoff

Reviewed Wednesday, 9-9:15. Style—Orchestra and solist. Sponsor—Chevrolet Motor Company. Station—WOR (Newark).

Another Musical Moments, this one starring Dave Rubinoff and orchestra, with Virginia Rea and Jan Peerce, alternating as vocal soloists. Locally, series is heard several times weekly on both WOR and WMCA. As is the habit with the motors outfits this season, live-talent shows are being followed up with the electrical transcription series on an unprecedented scale. Chevvy dealers are riding along with these transcribed shows on 375 outlets, released via World Broadcasting System.

Rubinoff's orchestra gives a good account of itself as usual, the recordings are okeh and in a great many spots it probably makes no difference whether it is ET or live talent. On this particular program Jan Peerce, tenor, offered one solo.

Credits here gave it all to the used cars for sale by local dealers and the guarantee that goes with it. This ties in with magazine advertising now current and which points out that nearly 2,000,000 used cars were sold by Chevrolet dealers the past year. Graham McNamee is on the disk announcing end and another voice is also heard from the station. Rubinoff generally is offering a diversified series of selections, including some symphonic arrangements, but not going overboard on the heavy stuff. In fact, the appeal is tempered to the middle-class folk, potentially used-car prospects. M. H. S.

## "Let's Have Rhythm"

Reviewed Saturday, 3-3:30 p.m. Style—Orchestra, organ and singer. Sustaining on KYW, Philadelphia (NBC Red network).

The greatest advance made in radio since it first became possible to buy radio sets on time payments has been in popularizing the Onyx Club Philharmonics. Let's Have Rhythm, with "rhythm" spelled s-w-i-n-g, is Philly's contrib to the Parley-Riley Symphonic

School, with the Top-Hatters taking the boys.

This swingchestra is an aggregation of rhythm riders on the studio staff who have enough lift to please the rabid West 52d street swingo mobs. Their arresting arrangements give tone and touch and prove that these 11 staff swingers make preparation and don't just vend stock stuff. Lads catch the beat from Jan Savitt's wand, altho he receives no billing. Maestro Savitt left a fiddler's chair in Stokey's Philly Orchestra for the WCAU-CBS music post, and despite the fact that Jan is being mentioned for a solo appearance with the New York Philharmonic, this turn-about to the ultra swing looms him as a dangerous threat in the field for honors.

Vocal folderols are contributed by Carlotta Dale, whose forte is blues peddling. Joe (Buddy) Kearns rates the spotlight for his very Goodmanish clarinetting. Interludes are supplied by Arthur Hinett at the console, claiming the "king swing at the organ" title. Entered with "Old Mose" and the oldie "Chinatown," both in fast tempo and well executed, altho in the home stretch "Fats" Waller has a better claim to the title. ORO.

## Zeke Manners and His Gang

Reviewed Sunday, 10:45-11:15 p.m. Style—Hillbillies. Sponsor—Clemons Clothes. Station—WMCA (Intercity network).

Hillbillies may come and they may go, but they also go on forever, finding favor in the sticks and in the big cities. This troupe is an offshoot of Pappy, Zeke, Ezra and Elton. Zeke Manners is of that gang, with Ezra still one of his sidekicks.

This show, mainly ad lib., is of the better nasology class, with plenty of knock-down, drag-'em-out laughs and okeh billy singing and music. It's well paced and doesn't take itself seriously, all reasons contributing to a successful series, which, to date, the program has been having. As to comment on the actual work done, the genus hillbilly is well enough known to preclude such a note.

Talent includes, besides those named, Gabe Drake, crooner; Ace Giddens and Hank Culpeper. Can dis be de troo? J. F.

## FIELD DAY

(Continued from page 7)

possible and we have borne in mind that radio is a business and that it is not the purpose of any woman's organization to interfere with the wheels of industry.

"Second, we are not a 'highbrow' group. Among our members we have women who did not have all the advantages of a higher education and if you could see some of our reporters' blanks we would not have to expand upon this point. However, even a woman without these advantages recognizes vulgarity, knows when her child is being adversely affected by the wrong sort of entertainment, or senses the insincerity of a radio advertisement which is based on the assumption that all women are nitwits.

"We sent ballots not only to our members, but to a list taken from the subscribers to our official publication, *Radio Review*. In addition, all who wrote for ballots received them. This means that the results may not be called the choice

of the membership of our organization alone, since many others had an opportunity to voice their opinions. We presented the tabulation of the poll to our Awards Committee, who selected the best program in each classification from the most popular group in each division. Since our purpose is to encourage the production of good radio programs, and the most popular is not always the best, it cannot be said that ours is a popularity contest under the circumstances. . . .

"However, the real offenders are the advertisers. It is not intelligent to expect to give everybody something in the same program to make them all happy. Some people prefer Schubert—others prefer jazz. Why not cater to one at a time?

"We are familiar with the commercial surveys and their ratings. However, our reports do not tally with them. Why General Motors and Ford have such low ratings when our figures show that they are among the prime favorites thruout the country is a riddle to us.

"Our contact with women all over the country gives us a constant checkup on audience reaction. We are guided by the reports we receive from our fellow-workers and, in turn, pass this information along to those who are interested thru the medium of our official publication, *The Radio Review*.

"We have said it often and we say it again with emphasis—we stand ready to do our share as liaison between organized womanhood and the radio industry. We have no financial interest in proving that one comedian eclipses another in popularity or that one singer has a larger following than another. Our sole objective is to encourage the production of better radio programs and we shall continue our efforts to that end. With the talent and the money which is available for the creation of good programs, of new programs, of interesting programs, of educational programs, and of entertaining programs, there is no reason why the American system of broadcasting cannot top all others.

Runners-up were the following: Light music—Fred Waring (NBC and CBS) Ford programs; Non-musical—Jack Benny, Fred Allen, Burns and Allen; Drama—Leslie Howard series sponsored by Hind's Honey and Almond Cream on CBS Sunday afternoon; Serials—*One Man's Family*, NBC; *Today's Children*, on NBC; Vic and Sade, NBC; *Forever Young*, on NBC; Education—American School of the Air, on CBS; Chicago University Round Table, on NBC; Children's program—American School of the Air (also mentioned in educational); Damrosch Appreciation Hour on NBC and *Singing Lady* on NBC. A surprisingly high vote was polled by the *Farm and Home Hour* on NBC, but not enough to enter the runner-up class.

News commentators, previously very popular with listening audiences of the WNRC, did not make a particularly good showing in the current poll. However, Gabriel Heatter received a sendoff by Mme. Irion, regarded as first, with Edwin C. Hill second, and Boake Carter third.

Most of the talks were broadcast and *The Radio Review*, edited by Luella Laudin, executive secretary, received a considerable plug.

Anning S. Prall, of the FCC, in handing out the awards for the WNRC, did not have as much time as expected to deliver his speech at length, but dwelled to great extent on freedom of speech in American radio, his remarks being picked up by daily papers.

## NEW BIZ

(Continued from opposite page)

thru Albert Frank-Guenther Law, Inc., three 15-minute news periods weekly. WHK.

BATHASWEET, thru H. M. Kelswetter,

three 15-minute news periods weekly. WHK.

GRAYBAR ELECTRIC CO., thru Geyer, Cornell & Newell, time signals. WHK.

## Dayton

STANDARD RADIO PARTS COMPANY, announcements. WHIO.

ISRAEL BROTHERS COMPANY announcements. WHIO.

RODGERS PONTIAC COMPANY, chain break announcements. WHIO.

KITCHEN AID MFG. COMPANY, participation in *Pantry Parade* twice weekly. WHIO.

CHEVROLET MOTOR COMPANY, thru Campbell-Ewald Company, 29 15-minute transcriptions with Rubinoff. WHIO.

FORD MOTOR COMPANY, thru McCann-Erickson Company, 26 16-minute transcriptions. WHIO.

## CONTINUANCE OF

(Continued from page 3)

pleased with the theater project. The project has been increasing its grosses right along and before long it hopes the receipts will cover the production costs. Four local shows are doing good business. They are *Murder in the Cathedral*, which closes May 2 at the Manhattan; *Macbeth* at the Lafayette Theater, to be followed by *Swamp Mud* and *St. Louis Woman*; *Chalk Dust* at the Experimental Theater, to be followed by Michael Blankfort and Michael Gold's new play, *Battle Hymn*, and *Triple-A Plowed Under*, to be followed by 1935 at the Biltmore Theater. *Class of '29* opens at the Manhattan May 15.

The project has taken over the Provincetown Playhouse and dropped the Willis Theater. Howard Wickes will teach technique; Marry Merrill, costuming, and Madelyn O'Shea acting at the playhouse, where drama directors for community groups will be trained.

The vaude and circus projects have been moved to new uptown quarters, with Charles Mosconi and Walter J. Diggs still in charge. Ralph Whitenead, national adviser on these projects, has been conferring with Washington officials on devising new presentation ideas for vaude and bring standards up to a point where vaude shows can be toured.

The music project is staging a six-day festival of American music thruout the city beginning May 3. Pop-priced symphony concerts will be given all next week. Prices, 25 to 75 cents.

C. B. Cochran has cabled from London offering to import the WPA version of *Macbeth* when the local run is finished.

LOS ANGELES, April 25.—Six local theaters will be operating shortly with WPA productions. Three houses to reopen under the project are the Hollywood Playhouse, now showing *Censored*; the Mason Opera House, opening Monday with *The Octroon*, and Figueroa Playhouse, which starts a series of Jewish, French and Mexican pieces next weekend with *For Business Reasons* done by the Yiddish unit.

Pirandello's *Six Characters in Search of an Author* will be followed at Musart in order by a Shakespearean festival, *Chalk Dust*, *The Bat* and *Laugh That Off*. *Follow the Parade*, current at the Mayan, will be succeeded by *If It Please the Court and Plantation Days*. Schiller's *Mary Stuart*, in a tieup with University of Southern California on educational plays, will be presented April 30 and May 1 at the university auditorium.

NEW ORLEANS, April 25.—Federal Theater Project play, *After Dark*, following two successful SRO nights in the Crescent City, will move on the road for a tour of Louisiana towns, with tentative bookings made for Sildell, Bogalusa, Baton Rouge and other larger centers. Show packed to a gross of approximately \$115 on a very small admish at two performances at the Little Theater and will play New Orleans legit house, The Tulane, before the road.

Paul Green's *Roll, Sweet Chariot*, with cast of 300 Negroes directed by Juan Villasana, is to be presented at a big downtown house on two nights, one for white and second for Negroes.

In addition to dramatics, FTP is also presenting the *Dixie Dandies*, minstrel troupe, backed up with a vaude company. Shows feature Jimmie Cooper and Prof. Felix Herman, nephew of the late Herman the Great, magician. After more than a dozen free performances this troupe is expected to take to road after May 5.

Bernard Szold, director of the project, states he is optimistic over the revived interest in legit.

# 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 17, to Thursday, April 23, both dates inclusive.

Goody, Goody .....	28	Is It True What They Say About Dixie? .....	16
You .....	28	Moonrise on the Lowlands .....	16
Melody From the Sky .....	26	Touch of Your Lips .....	15
All My Life .....	24	Sing an Old-Fashioned Song .....	14
It's Been So Long .....	18	There's Always a Happy Ending .....	14
Let's Face the Music and Dance .....	18	Yours Truly Is Truly Yours .....	14
You Started Me Dreaming .....	17	Lights Out .....	11

SHEET MUSIC best sellers will be found on page 13.

## West Coast Notes; CBS Busy at KNX

LOS ANGELES, April 25.—Looking much like an extensive campaign to challenge National Broadcasting supremacy on the West Coast, CBS began formulating plans this week to spend about \$1,000,000 here within the next few months. First step by Columbia will be taken in beautifying and enlarging its new KNX outlet to proportions of a miniature New York CBS setup. Options have been taken on several parcels of property adjoining KNX and plans are being drawn to attach two theater-type studios, each seating from 250 to 500.

Other features of the outlet's proposed new facilities will be announced next week by Herbert Ackerberg, manager of station relations for the chain, who has been here for the past several days.

The present KNX personnel will not be disturbed, Ackerberg stated. Probably it will serve as a nucleus for additional employees to be brought in from time to time. Regarding a studio head for the web's new link, Ackerberg pointed out that the choice will not be a New York man, but a Midwest network executive.

Talk of Vic Dalton's KMTR being taken over by Donald Flamm, WMCA, New York, operator, continues to gain strength in local radio circles. Flamm has been Dalton's house guest for several weeks and it is believed that Flamm's proposition is satisfactory and its ownership will change when okeh comes from Federal Communications Commission.

Political policy of KECA has been revamped this year and station is offering time for the first time in many years to political speakers. Regular rates will be charged, with station inviting all comers. Heretofore the outlet aired nothing but classical music and high-brow discussions.

Sam Moore, radio director for William Esty Advertising Company, is on the Coast to tie up picture names for ether time. . . . William Robeson, author of the popular Calling All Cars serial, is doubling in films at RKO for time being. Collaborating with David Lamson on screen play for *We Who Are About To Die*. . . . Bob Taplinger was in town for a few days to install his Coast representative. . . . Don Ameche staying in town for picture work after *First Nighter* program folded for summer.

### San Francisco

SAN FRANCISCO, April 25.—Local stations and networks, too, are steaming with activity as far as production goes. A bunch of new programs are on the air or are just about to start. Altho a few have sponsors, each show has been built with the hopes of catching the eye as well as ear of some kind advertiser.

*Seven Star Special*, a new quarter-hour musical, takes to the NBC-KPO airplanes tomorrow at 9:15 p.m. under sponsorship of Hastings Clothing Company, local men's shop. Contract is for 13 weeks and feature includes the Williams Sisters—Ethelyn, Alice and Laura—vocal trio, and Walter Kelsey's Swing Four in popular tunes. Kelsey, who plays the violin, is director of the foursome, which includes Walter Harrington, saxophone-clarinet; Paul Martin, banjo, and Edna Fisher, piano.

Another new Sunday feature, slated for tomorrow at 4 p.m. (PST) over a Coast-to-Coast NBC-Blue network, is "Echoes From the Orchestra Pit." It's entirely musical and includes a male quartet, two soloists and Emil J. Polak and his orchestra. Annette Hastings, soprano, and Ralina Zarova, Russian singer, are the soloists. Quartet includes Robert Stevens, George Nickson, tenors; John Teel, baritone, and Harry Stanton, basso. The 60-minute program will recall music of past decades.

A new weekly series, *Here's the Answer*, will be inaugurated from KFRC over the CBS-Don Lee network Monday at 3:45 p.m. Questions of every conceivable nature will be answered during the quarter-hour broadcast by Arnold Maguire, the "answer man," who will urge dialers to send him their problems.

*So This Is New York*, a comedy serial built around the adventures of a couple farmers, is being aired over KSFO thrice weekly under authorship of Bill Mayer. Helen Sawyer and Joe Walters are cast in the lead.

# Air Briefs

By JERRY FRANKEN

NELSON EDDY is set for Vicks chemicals in a show starting in the fall. . . . Jack Oakie auditions this week from Hollywood in a variety show, sponsor being Gillette razor blades. Program is regarded as pretty well set. Victor Young has the band assignment, while Hal Kemp is handling the show. Kemp, formerly with the NBC artists' service, is now on the Coast for Fanchon & Marco. . . . Al Pearce may return to the air for General Mills. . . . Feenamint (Health Products) has renewed on Mutual, and WOR, which has been taking the account but plugging another product, not the laxative, is going to take the Feenamint commercial for the summer at least. Station lineup on the MBS augmented hookup may also be changed, with WJJD being a possible replacement in Chicago for WGN, which has also refused to take the laxative spels. In New York WINS may be dropped. This Hearst station went on the show when it moved over from CBS. Benny Rubin, who m. c.'s as a guest May 3, will most likely go on the program permanently at the end of May, replacing Ray Perkins.

A. & P. stores have signed with Muzak (wired radio) to have the music playing in the food stores all day long. A pound of bacon and a Schubert serenade! Grocery chain wouldn't state last Saturday what the plans were, to use the regular Muzak recordings, made by Associated Music Publishers, or whether recordings by Harry Horlick and Kate Smith would be transmitted. . . . G. W. (Johnny) Johnstone, head of the WOR press department, will accompany

Gabe Heatter on his trip to Europe and back for broadcasts from the Queen Mary. They sail from New York May 16 on the Georgic, with broadcasts on Mutual to start May 26 and run until June 1. . . . Eddie McDowell, of the *Scamps*, married last week. . . . Walter Kelly is no longer program director for Bess & Schillin, Dick Marinus, his assistant, being stepped up to succeed him. . . . General Mills held a meeting last week in Chicago, at the CBS headquarters, to settle publicity plans for its daytime series starting June 1.

Walter Tibbles, sounds-effect man at WNEW, Newark, uses a record of a man talking to simulate the sound of monkeys gibbering. At the station they say his favorite record for this purpose is one of Martin Block's. No offense meant. . . . Erratum. Heinz didn't sign Fred Astaire and the account hasn't shifted from Maxon, Inc. It was Packard that signed him. . . . Edith Dick succeeds Beatrice Wane on the Wednesday night Lucky Strike show. . . . Montie Hellinger may move a cot into a WHN studio, what with doing ball game scores four times of an afternoon. . . . Eva Taylor will be given the featured spot in a new NBC series starting May 1. It's to be called *Drowsy Rhythm*. . . . Carol Dels and Terry Franconi will also start an NBC sustainer April 30. . . . Perry King back announcing for WMCA. . . . The Edith Davis who started on WOR last week is supposed to have been discovered by Julius Seebach as a manicurist. Well, that's what they say, anyway.

## Chi Air Notes

By NAT GREEN

Edwin Burke, long known in Chicago radio circles for his news broadcasts and other productions, has inaugurated a new series of Hollywood Chatter programs which will be heard over the Insull network and WIND at 10 p.m., starting April 28. . . . Paul S. Wilson, formerly affiliated with Paul H. Raymer & Company, and for six years a member of the Chicago NBC staff, joined the WBBM sales department a few days ago. . . . Johnny O'Hara is handling the baseball broadcasts on the new ABC network, replacing Shorty Fall. . . . Sponsors of the *Molly of the Movies* program on WGN are conducting a contest in which the first five prize winners will be given a trip to Hollywood with all expenses paid. . . . The *Vic and Sade* NBC dramatic sketch is adding four stations, WJZ, New York; WSYR, Syracuse; WHAM, Rochester, and WLS, Chicago. . . . Regular broadcast at 3:30 p.m., EST, continues and the broadcast over the four new stations will be at 9 a.m. . . . Bobby Brown, for the past five years director of the *Myrt and Marge* serial over CBS, assumed the newly created position of commercial program manager of the Chicago WBBM-CBS staff April 20.

*Melodies From the Sky*, a new musical program, featuring the WGN dance orchestra, directed by Harold Stokes, staff soloists and a special 12-voice male glee club, is replacing the *Funny Bone Follies* program on WGN. . . . The fast climbing Ranch Boys will be heard on the Paul Whiteman show May 10. . . . Lorado Taft, noted sculptor, will celebrate his birthday April 29 by greeting his Midwestern friends in a special broadcast over WLS at 12:45 p.m. . . . John Harrington, WBBM sports commentator, begins a new series of news broadcasts nightly except Sunday, starting April 27, 10:30, EST, when *March of Time* shifts to the 9:30 spot. . . . New series is sponsored by Penn Tobacco Company and set thru Ruthrauff & Ryan. . . . Vivian della Chiesa, 20-year-old lyric soprano, who came into prominence last year when she won in the WBBM-CBS Twin Winner contest, has signed an exclusive management contract with NBC artists' service, effective May 12. . . . *Flying Time*, now

heard daily except Saturday and Sunday over WENR and the NBC red network at 6 p.m., EST, moves to WMAQ and the red net, 5 p.m., starting April 27. . . . On the same date Spareribs, now heard over WENR at 6:15 p.m., moves to WMAQ and 5:15. . . . Klara E. Knecht, educational director of Cole Bros.-Clyde Beatty Circus, spoke over WBBM, Saturday, on *The Other Side of the Circus*.

Homer Griffith, popular "friendly philosopher" of the Chi airlines, who has been absent from the WBBM mike for nearly two years, returned with a new series that started April 19. . . . Charles J. Correll (Andy) bought an estate at Palm Springs, Calif., before he and Freeman Gosden left for Chicago last week. . . . Franklyn MacCormack, of the poetic WBBM *Nocturne* program, became a CBS network feature April 26 when the program shifts to a new time, 12:45-1 a.m. . . . Jap Gude, CBS publicity director, and H. Elliott Stuckel, CBS exploitation director, from the New York office, were Chi visitors for several days. . . . Donna Damerall, of *Myrt and Marge*, left Chicago Thursday and on Friday embarked at New York for a trip thru the Panama Canal to the West Coast. . . . Milton Charles, CBS organist, celebrates a birthday May 8. . . . Jack Hylton laid up with an attack of influenza. . . . Willis Cooper, *Lights Out* author, leaves for Hollywood Tuesday to write dialog for the movies. . . . When June Baker leaves Chicago on her annual vacation on May 12 her home management program on WGN will be taken over by one of the station's listeners to be selected from among several hundred applicants for the post. . . . The Beach & Bowers Minstrel Show, well known during the '80s and '90s, is being reincarnated in a program just starting over the ABC network. . . . Jim Ameche, young brother of Don Ameche, is heard in a new ABC program, *Spotlight*. . . . Beginning April 27 a new type of sports review will be presented every night at 8 to 8:15 over WIND. . . . It will be announced by Russ Hodges. . . . Walter J. Preston has been named national sales manager for WIND.

## WHITEMAN

(Continued from page 4)

joined as a member on his own in March, 1930. In 1934 Engel firm was in Class CC and drew about \$18,000. In 1933 he had *Farewell to Arms* and *Dream a Little Dream of Me*. In all he had 141 songs in his catalog then, but amassed 109,000 performances. Since then he is reported to have advanced to Class B. In this case the concern would have drawn a possible \$25,000 in ASCAP dividends. Whether this seniority will hold after the sale is a matter of conjecture and policy of the ASCAP board. The name of Harry Engel may or may not be retained, but permission to do so is held by the purchasers.

Currently it is not a matter of classification with the ASCAP members but is more a matter of "activity" of the catalog. From this angle the new ownership is a cinch to climb. Sure of a good plug, many top-notch writers and potential hits are sure to be attracted. While the purchase of a music publishing concern has been in the wind for some months, it is believed that the deal was hastened thru the reported threat that the Music Publishers' Protective Association, as a result of the American Federation of Musicians' strike amongst arrangers et al., would take advantage of the Copyright Act of 1909, which gives the copyright owner the right to keep others from making special arrangements of his works.

Since the leaders do not fancy playing straight commercial arrangements as printed, it is figured for one thing a house of their own with their own tunes would provide material not controlled by others.

At the time of the sale to the "third party" Engel did not know who were the real buyers of his firm. Concern was formerly known as Davis, Coots & Engel, Inc., and later as Kett-Engel, Inc. A general manager will be chosen shortly and arrangements made for the additional capital to operate.

## RICHMOND'S TEST

(Continued from page 4)

Sabbath. On the contrary, when the case was called in court there was quite a lineup of leading citizens who thought that Sunday movies would be a benefit to Richmond. One witness even testified that he thought opening the picture houses here on Sunday would increase the population of Richmond. This witness was John F. O'Grady, a civic leader, who is the father of 12 children. Said he: "I believe that Sunday shows would increase the population because parents would be encouraged to have large families if they didn't have to worry about the youngsters so much. All those kids running around the house on my day off just about run me crazy. There's nothing like having them in a show where I'd know they are safe."

## SCREEN WRITERS

(Continued from page 5)

using its privilege of contract layoff and discharge, the Warner studio has made it plain that a request by writers for fair treatment on the Warner lot will be met by discipline.

"With Guild shop under the proposed Authors' League amalgamation and under an enforceable minimum basic agreement with producers, producers will not be in a position to so flagrantly disregard the rights of screen writers nor the respect to which they are entitled as craftsmen. The board takes this opportunity to indorse strongly the demand of writers to see previews of the pictures they had a part in creating."

## 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.

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

# Up-State N. Y. Bookers To Form Protective Association

**Daley, Argyries, Grande confer—program asks \$20 a week minimum, with room and board—\$25, if without—play or pay—10%—5 cents a mile on jumps**

SYRACUSE, April 25.—Three up-State New York bookers met here last week to discuss organizing an Upper New York State Theatrical Bookers' Association, which will seek to regulate booking conditions, establish minimum wages and other working conditions and drive out "chiseling" talent employers and competitive office-in-hat bookers. Jimmy Daley, of Albany, called the first meeting, attended by Pat Grande, of Syracuse, and Arthur Argyries, of Rochester. Next meeting will be held Sunday, May 15, here. Tentative program of the association includes:

1. Blacklisting all acts booking direct.
2. Minimum wages for hotel and night spots of \$20 a week and room and board; and \$25 a week without room and board. Single night shows \$5.
3. Employer to pay transportation of acts from and back to booking office. If not, he must pay acts 5 cents a mile for the round trip.
4. Issuance of weekly lists of acts owing commissions for more than four weeks. List also to include info on night spots slow in paying off, acts booking independent, etc.
5. Use of play-or-pay contracts.
6. No public auditions or free shows.
7. Acts must supply complete set of photos.
8. Use of personal representative contract with play-or-pay clause guaranteeing 10 weeks' work in 15 weeks' period during summers when work is plentiful.
9. Acts must pay commissions within three days after completion of engagement.
10. Payment of wages immediately after engagement.
11. Maximum of 10 per cent commission on weekly dates, plus 50 cents on room-and-board jobs (figuring the room and board is worth \$5).
12. Employers to be charged with \$2 extra on each chorus girl to cover production cost. Extra \$2 goes to producer.

Proposed association will confine its activities to up-State, where there is tremendous booking activity each summer, due to summer spots on the lakes and in the Adirondacks. Lower State region, which includes the Catskill spots, is booked almost entirely out of New York City.

Other up-State bookers who will probably be approached are Harry Stone, Al Norton and G. Kramer, of Rochester; Izzy Cohen, of Syracuse; Wally Gluck, Frank Maxwell and Frank Murphy, of Buffalo, and Bob Robinson, of Albany.

## Opens Syracuse Office

ALBANY, April 25.—Jimmy Daley, operating a booking office here, will open a branch in Syracuse May 15. Daley will spend half a week in each office.

SYRACUSE, April 25.—Jimmy Daley's *Gay Nineties* Revue, with a cast of 20, opens May 1 at the Club Candee here for a four-week run. Marty Semon and Five Tiny Rosebuds featured.

## Detroit Ops To Fight Tax

DETROIT, April 25.—An organized group of local night club and garden operators is taking steps to bring on a test case in the fight against the 20 per cent federal tax on amusements. According to Donald B. Fredericks, attorney for the organization, the group will contend that the tax directed against places using an orchestra only is illegal.

## Schroeder Moves to Omaha

YANKTON, S. D., April 25.—Vic Schroeder, head of the local band booking agency bearing his name, announced last week that on May 15 he is moving his headquarters to Omaha, Neb. Will continue to operate an office here, altho two of his bands, Lawrence Welk and Jimmy Barnett, will accompany him to Omaha. The Leo-Terry combination will continue to work out of Yankton.

Reason for move is to annex Southern territory, making it possible for Schroeder-booked bands to have Northern and Southern district radio outlets. The Schroeder orks will continue to work ballrooms in Nebraska, Iowa and the Dakotas.

## Boys Mustn't Be Girls

PAWTUCKET, R. I., April 25.—Boys will be boys—but they won't be "girls" if Chief of Police Leonard Mills can stop 'em.

The chief has put a band on all female impersonators in local Class B liquor establishments (night spots). So far as known the ban hits only one establishment, but patrolmen have been instructed to pass the ruling along to any others where impersonators have been appearing.

Chief Mills' action follows an appeal made last week by Michael F. Costello, chief of the State Division of Intoxicating Beverages, asking authorities of all cities and towns in Rhode Island to eliminate impersonators from dine-and-dance establishments, such performances "not being conducive to morality."

## Another Spot in Worcester

WORCESTER, Mass., April 25.—Without a class night spot two years ago, with only one a year ago and with two today, this city will soon see the opening of its third first-rate night club when the Vendome opens on Park avenue, just outside an exclusive residential section of the city. The opening date is temporarily listed as May 14. William McEvoy, operator, is planning nightly floor shows and is negotiating for the appearance of Major Bowes units.

## Downey's Boston Week

BOSTON, April 25.—Morton Downey opens tonight at Lavaggi's Restaurant for a week. Sails May 6 aboard the Washington for Cobh, Ireland, opening a three-month tour of the British Isles. Opening date is Royal Theater, Dublin, week of May 18, followed by a two-week date at the London Palladium. Lavaggi's is Downey's first local night club appearance.

# Night Club Reviews

## Yacht Club, New York

On the site of the Thru the Looking Glass Club this spot is six weeks old and already threatening to become the new rage along West 52d street, which has more late hot spots than any other block in America. Operators are Al Fanchon, Daye Marden and Jerry Brooks.

Show is dominated by a striking personality, Henny Youngman, a tall, pale-faced young comedian with an unusual gift for rapid-fire gab. He utilizes a dry sly-humored delivery, ad libbing himself out of every situation and amazing the customers with his sharp comments. Altho his delivery is entirely different from Milton Berle's, Youngman nevertheless shapes up as a comedian who can give Berle a hot fight for fast retort honors any time.

Peggy Calvert, shapely blond singer, had no trouble holding the customers with her showmanly rendition of spicy lyrics written by her own pianist, George Walsh. In clear, crisp voice she sang *My Parents Forgot To Get Married*, *A Lesson in Algebra* and *The Hillbilly Virgin*. Handles herself well and knows the sort of stuff night club audiences want. Trudy De Ring, a full-figured redhead who affects an exotic style, did a couple of hip-waving and shimmy numbers while adorned in shape-revealing costumes. Her style, rather than her talent, put her over. Jack Goodwin, a handsome young pianist with a thoroly pleasing high baritone, entertained nicely. His ivory tickling is a real treat.

Sid Franklin, at the piano, leads his three other musicians for dance and show-music. He has Danny Albert, doing trumpet, clarinet and singing; Charles Macey, guitar, and Walter McClure, bass fiddle. A nice combo all around, dishing out the hot rhythms and spicing them up with vocalizing and guitar and clarinet standouts. Franklin is doing his own crazy number called *That's My Song Without Words*, which is a satire on *The Music Goes 'Round and Around*. It's a nutty number and, who knows, is liable to become another nut song hit.

Spot has a capacity of 120 and is jammed every night, but late. Features a \$1 dinner, with dance music, but no show. No cover or minimum. Food and liquor are okeh. *Dents.*

## Cafe Loyale, New York

L. H. Saltzman's restaurant at 43d and Fifth avenue is a mammoth place, seating around 1,000. Opens for dinner only except Saturday, when there is a luncheon. Entertainment consists of George Edmund's Orchestra and a vocalist, Pat Rossi.

The Edmund band, nine men, is a

pleasing outfit. It comprises a trumpet and three saxes, all of which double on the violin; piano, bass fiddle, drums and accordion. This permits building up a strong violin section, which is swell for the quiet waltz-style dance music wanted by the restrained middle-aged customers here. Edmund himself is a nice-looking young fellow, playing the fiddle and conducting in capable fashion. Rossi handles the vocal assignments, displaying a pleasant baritone voice. He is also doing a commercial over WOV daily. The band broadcasts out of this spot over WHN Tuesday and Thursday evenings.

Band has been here four months and appears to be quite popular. When Saltzman opens his Grove Club, Far Rockaway, this summer, the band will play the resort week-ends and continue in the Cafe Loyale week days.

Cafe is a comfortable, airy and modestly decorated room which manages to achieve a degree of intimacy despite its vastness. A celesta is used between dance sets, providing pleasant musical interludes. A far-flung p.-a. system fills the place nicely.

Dinner is \$1 and up. Food is swell; service is courteous. *Dents.*

## Continental Room, Chicago

The intimacy characterizing the Continental Room of the Stevens Hotel makes a fine setting for the new show that is being offered there. Ramon and Renita, famous dance stars, and Xavier Cugat and his orchestra and entertainers both are making their first appearances in Chicago and they, together with Goff and Kerr, sensational song stylists, have established themselves as artists of high caliber. The show they are presenting is one of the finest seen at the Stevens during the 1935-'36 season.

Ramon and Renita, coming to Chicago after long successive engagements at the Rainbow Room and the Trianon Room of the Ambassador Hotel and an entire season at the Colony Club in Palm Beach, introduce several graceful dances entirely new to Chicago. Most notable among their presentations are the Love Waltz, containing a new tempo which Ramon terms "single timing"; the Ronrico, a dance concoction of the Puerto Rican Beguin; the Brazilian Zamba and the Cuban Son. Prolonged applause forced them to many encores.

Xavier Cugat, "tango and rumba king," presents a wide variety of tango and rumba numbers, using all typical Cuban instruments. Antonio Lopez plays the bongo, Raimundo Gonzales the marimbala, Carlos Gonzales the viro, Alberto Calderon the conga, and Jose Pina the quijada with very pleasing effects. Carmen Castillo (Mrs. Cugat) sings Mexican and Argentine folk songs.

# Philly Spots Hope for Best

**Majority having trouble in hanging on for Democrat conclave—some fold**

PHILADELPHIA, April 25.—With this town's night clubs sprucing up for the Democratic Convention coin, the trend among the nabobs is for the intimate spot, newspaper ads expressing frankness in that the appeal is strictly to a discriminating clientele. While the majority of spots have thrown their budget overboard in weathering the Lenten season and hoping to hang on until the warm months, net result finds the Onyx Club, sepiat spot, closed by law, Town Casino shut down by the receivers, Ben Franklin Hotel yanking out the floor show, Walt Whitman Hotel ready to throw up the sponge and five gloomy houses once again blooming or in readiness to bow as swank, intimate clubs. Curious angle of entire trend in that night-living is going back to the old gold coast that harbored the speaks of yesteryear.

Prohibition estaminets being converted into select watering places may be attributed to the rumor that anything will go as soon as the Democrats get to town—meaning that gambling will be okeh for the nonce.

With legalized bitters, Benny Fogelman gave his place a swank name—"The Epicure." But with the speakeasy urge ever prevalent, he has reverted to former days and loudly proclaims his club as "Benny the Bum's." 1523 still continues at its same fast pace. Past month found the Venture Inn and 1214 catering to the select. 1418 went high-hat in reopening last week as the "Embassy Club."

First of the month will find the defunct Latimer Club christened as the Chez Mario. Mario Villani, who has been producing and emceeding the shows at the swank Arcadia International House, turns impresario at this spot. Rumored that Art Padula, domo at the Arcadia, is angeling the project. Morris Oxman is reopening the old Webb mansion as the Colony Club.

## Report Increase in Jobs

COLUMBUS, O., April 25.—Representatives of 26 musicians' locals from Ohio, Kentucky and West Virginia met in convention here early last week to discuss mutual problems. Delegates reported membership had increased and that there was a sharp increase in jobs for musicians, especially in the night club field. Fred W. Birnbach, representing the American Federation of Musicians, was guest speaker.

## New French Casino Show

NEW YORK, April 25.—Clifford C. Fischer is combing Europe on the lookout for talent for his new revue, *Folies Bergeres of 1936*, to go into the French Casino this summer. Current show, *Folies de Femmes*, will move to London. Jack Shapiro and Louis F. Blumenthal arrived from London last week with news that their new London French Casino had a successful opening.

## Ben Marden Show Set

NEW YORK, April 25.—Ben Marden, who is reopening his Riviera, Fort Lee, N. J., May 14, has lined up Dolly Kay, Gomez and Winona, the Hartmans, Al Bernie and Robbins Family for his opening show. Val Ernie and a name band will alternate. Georgie Hale is staging the dances.

Cugat's theme song and opening number is his own composition, *My Shawl*.

Completing the show, Jerry Goff and Jack Kerr feature their New York success, *The Amateur Hour*, which is very funny, and such popular songs as *Beat of My Heart* and *I'll Be Tired of You*, and some clever takeoffs of well-known artists.

The combination of these artists makes a show of outstanding merit. *Green.*

# Club Chatter

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30 Rockefeller Plaza, NEW YORK, N. Y. Tel.: Circle 7-3300.

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

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**IRVING AARONSON AND HIS COMMANDERS** DANCE TOURS

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

First Transcontinental Dance Tour.

**FRANK and MILT BRITTON BAND** "NUTS TO YOU."

Exc. Tour Dir.—NBC ARTISTS SERVICE, 30 Rockefeller Plaza, New York, N. Y.

Featuring the Mound City Blue Blowers.

**RED McKENZIE AND HIS ORCHESTRA** Now Playing FAMOUS DOOR, New York.

Exc. 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**

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**DICK BUCKLEY** (mc) now on tour

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The New Band Sensation! Pers. Rep.: ANDY PINE.

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

Now Playing CLOVER CLUB • HOLLYWOOD, CALIFORNIA.

Management — Charles Morrison

**WILLIE AND EUGENE HOWARD** have broken records at the Versailles Club, New York. . . . Westchester Embassy Club, Armonk, N. Y., opened its summer run Saturday. . . . The Josephine Baker Club, New York, has dropped its \$2 covert. . . . The Rainbow Room, Radio City, has gone informal for the summer. . . . Mary Harper has succeeded Billie Grafton as vocalist with the Lloyd Huntley Orchestra at the Statler, Buffalo. . . . Bobby Trotter is being featured in Elmer Dade's show at the Village Grove Nut Club, New York.

**JERRY BERGEN** and Billy Gray are rounding out 35 weeks at the Club Casanova in Los Angeles. Gray is also handling the emcee job on the *New Models in Talent*, tyro show heard over Station KHJ. Olive Cromwell, soloist at the Knickerbocker Lounge, makes her screen debut in Pacific's *Yellow Cargo*. . . . Joaquin Garay, who sang at the Agua Caliente Hotel last year and since then trouping with a vaude unit, opened last week at the Century Club in Los Angeles. . . . Judy Lawton is getting club offers after her turn with the Sally Rand unit in San Diego. . . . Fred Keating is being set for an engagement at the Rainbow Room of Radio City. Will emcee.

**GEORGE WALD**, young Los Angeles singer, who recently scored a hit as featured artist over WGN, Chicago, succeeds Eddie Martin as vocalist with Phil Levant's Orchestra at the Walnut Room of the Bismarck Hotel, Chicago. . . . Sammy Walsh, well-known entertainer, left Chicago last week for an engagement at the Chase Hotel, St. Louis. . . . A new night spot is to be opened late this week on Chicago's near north side by Jimmy Meo, orchestra director, and Herman Griffin.

**JERRY LESTER** is in his 29th week at the Greenwich Village, San Francisco. . . . Kay Griffith, soloist with Griff William's Hotel Mark Hopkins Ork, San Francisco, has been signed by Paramount Studios, Hollywood, under a long-term contract. She had been singing only a few months with the ork when Paramount talent scouts discovered her. . . . Armanda and Lita are offering a varied routine of specialty dances at the Embassy Club in San Francisco. Benny Shapiro has the orchestra and Vince Silk is emcee. . . . With Bobby Anderson officiating, little Club Moderne, San Francisco, has brought in a new floor show which includes Fay and Parvis, dance team; Arnie Hartman, accordionist; Tony, the street singer; Myrna, specialty dancer; Rosie Cohen, comedienne, and Bernice Marshall, bluester. Joe Merello, with his partner, Helen Grant, do an apache dance.

**JIMMY KELLY'S Paradise Club**, Brooklyn, N. Y., is still one of the most popular spots in the city. Operated by T. DeJull, the current show has Joe and George King, with robust but true voices in harmony; Jean Wardell, comely blues singer and formerly of the Wardell Brothers and LaCosta act; Cal Valentine, diminutive emcee, who is rather amusing and sings and strums a guitar expertly; Louise Rozell, petite and graceful dancer; Vivian Lane, sweet singer, who also accompanies herself at the piano; Elizabeth Uszkay, dainty Hungarian and Oriental dancer, and Joe King, comedian. Billy Wagner's Orchestra supplies the dance and show music capably. A *Boots and Saddle* number provides a rousing finale, the whole company coming out in Western costumes.

**GRACE MORGAN** replaced Georges Metaxa at the Hotel St. Regis, New York, Monday. . . . Dell Renay opened at the 18 Club, New York, Thursday. Jackie Osterman, just back from a vacation, went into the All-Stars Club, New York, last week. . . . Russell and Owens opened Monday at the Show Bar, Forest Hills, L. I., booked thru Marty Rubin, of the Jack Pomeroy Office. . . . Perzade and Jetan jumped from Cleveland to open at the Times Square Hotel, Rochester, Thursday. Booked thru Arthur Argyries.

**LARRY BLAKE**, young mimic from the Midwest, has hit New York and expects to open in a swank spot soon. Guest starred at the Yacht Club, New

York, last week and stopped the show cold with his marvelous work. . . . Peggy Calvert jumped into the Yacht Club Friday, replacing Bee Kalmus, who dropped out after her opening night. Miss Calvert is preparing for a European vaude tour.

**ARTHUR BORAN**, radio and night club mimic and comedian, has been booked by Columbia Artists' Bureau to appear with Ray Noble's Band for a couple of theater dates. Noble's unit is appearing at the Fox Theater in Washington this week. . . . Jack Dalton is singing and playing the guitar in both the Walnut Room and Bierstube of the Bismarck Hotel in Chicago, moving in last week from an extended engagement at the Milwaukee Athletic Club. . . . Connelly and Radcliffe are working theater dates for the Keith & Frisco offices in Boston. . . . Med and Nona, adagio artists, are filling a return date at the Wagon Wheel Club in Akron, O. Show includes Rita Zane, novelty dancer; Patton and Gilbert; tap team, and Jack Reid's Ork.

**REED AND MELE**, dancers, recently back from the Troc in Hollywood, go into the Hotel Biltmore, New York, April 27. . . . Charlotte Lamberton, deaf-mute dancer at the Hollywood Restaurant, New York, goes on the Ripley program next Sunday. . . . Ted Royal, radio band, is dickering for a summer hotel spot. . . . Mansfield Hotel, New York, has been redecorated and may add a show soon. . . . Al Aldrich is emceeing the floor show at Mardell's Cafe on Pittsburgh's Federal street. Just closed 14 consecutive weeks at the Metropolitan Cafe. . . . Peter Iodice, Detroit booker and producer, last week put another show into the Club Gloria in Columbus, O. Unit consists of Bardo and Cunningham, eccentric and comedy tap team; Don Amato, the human seal; Carmela, Spanish dancer, and Billie Bysher, blues singer. Ralph Donahoe was held over in the emcee capacity. This marks his 18th week at the Gloria. Harry Tyler, West Coast emcee, opened with a short and clever revue several weeks ago at the Coconut Grove, new Phoenix, Ariz., nightery. Besides Tyler the bill includes the Two Black Notes, colored hoofers; Amos Tyrell, baritone; George King, harmonica specialties, and Jimmy Murphy, singer of Irish ballads.

**DIXIE LEE**, blues singer; George Pearce, magician, and Jules Bauduc's novelty ork supplied the entertainment at the recent Ford and Lincoln Show in New Orleans. Grundmann's Attractions placed the show. Same acts are working the Frances Hotel in Monroe, La., this week. . . . Southern Booking Office, Inc., located in Memphis, Tenn., is handling a large amount of the band and attraction booking for the forthcoming Cotton Carnival in that city. . . . Paul Greene, contortion dancer, has been working Western New York State night spots lately. Recently closed a six-week stay at McVan's Club Padio in Buffalo. . . . Sir Edwards, English astrologist, continues to interest the patrons at the Chez Patee in Indianapolis. . . . *Jumbo Jr.*, floor-show unit composed of circus acts, is completing a two-week stay at the Dutch Village in Toledo, O. Show opened several weeks ago at the Virginia Hotel, Columbus.

**Freedman To Stage**

NEW YORK, April 25.—Zac Freedman will stage and produce the Miniature Musical Revue for Kay Parson's Show Boat this summer. Miss Parsons, whose Show Boat cruises enjoyed a successful season last summer, recently returned from a European tour.

**Fay Norman's Revue Continues**

TOLEDO, O., April 25.—The Grand Jury investigation of Ted and Bert Angus' New Casino Club was dropped last week. Charges of immorality in Fay Norman's *Gay Boy Revue* were unsupported, and the club continues turning away a surplus of customers.

**DONALD BAIN**, bird and animal sound imitator, recently in night clubs, is giving all his time to radio and film shorts. Now appearing on several radio programs.

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

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

Currently Appearing KING COLE ROOM, St. Regis Hotel, New York, N. Y.

**BLANCHE AND MODERN DANCERS** "a team of exceptional dances." —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

Sophisticated Ballroom and Classical Dance Styles.

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"SOMETHING NEW UNDER THE SUN."

**BERT LYNN** Featuring His Startling Musical Invention, THE ELECTRIC VIBROLYNN. Songs—Comedy—Dancing.

DIXIE HOTEL, New York City.

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**JOHNNY HAMP and ORCHESTRA** Now at Hotel Peabody, Memphis. On limited tour starting May 18th.

**Showboats Prepare**

ALBANY, April 25.—The S. S. Berkshire Showboat opens its summer run Decoration Day, making nightly trips out of this city. The Lake George Showboat will begin its season June 1.

## Whiteman Moves To New Offices

NEW YORK, April 25.—Paul Whiteman has opened his new suite of offices located at 17 East 45th street, same building which houses the Lennen & Mitchell ad agency. L. & M. handles the Whiteman Woodbury program. Suite has been handsomely decorated and furnished and is fully equipped for auditions, etc. The Jack Lavin Artists' Bureau, which is headed by Jack Lavin, Whiteman's manager, is housed in the same offices.

Lavin has signed Johnny Mercer to do the lyrics and music for Lew Leslie's *Blackbird* show, to be produced in London by Leslie and C. B. Cochrane. Rube Bloom is signed to work with Mercer and both sailed with Leslie yesterday on the S. S. Cynthia. Leslie also took over members of his cast.

## Ed Newman Reinstated

NEW YORK, April 25.—The American Federation of Musicians has restored the license of Edward Newman, local club booker.

## Musical Guild Established

NEW YORK, April 25.—American Guild of Musical Artists is now located at 551 Fifth avenue. Lawrence Tibbett was elected president at the organization's first annual meeting last week.

## Buck Re-Elected As ASCAP President

NEW YORK, April 25.—Annual election meeting of the board of directors of the American Society of Composers, Authors and Publishers held Thursday resulted in Gene Buck again being chosen as president. Buck has held this position for over a decade.

Others elected are: Louis Bernstein and Otto Harbach, vice-presidents; Joe Young, secretary; Robert Crawford, assistant secretary; Gustave Schimer, treasurer, and Sigmund Romberg, assistant treasurer. Nathan Burkan was re-elected general counsel and E. C. Mills, general manager. Positions of president, general counsel and general manager are the paying offices and the rest considered more or less honorary offices since they are members receiving dividends as either writers or publishers.

several weeks' stay. . . . Freddie O'Brien, formerly with Jan Campbell, is holding down a trumpet spot with Hy Greenwood's Gibson-Wood Orchestra at the Club Hollywood in Hartford, Conn. Ben Brill continues to sing the songs. . . . Bus Widmer has had his two-week engagement at the Gladstone Hotel, Casper, Wyo., doubled in length. . . . Unit is heard nightly over K DEN. . . . Hummel Family Orchestra, which has been playing thru Pennsylvania for the last several months, last week went under the exclusive management of Capital Amusement Attractions in Washington, D. C. Band will work within a 100-mile radius of the nation's capital. . . . Blue Steele will continue to play one-night stands indefinitely in Louisiana and Mississippi.

## Music News

If present negotiations go thru, a tieup will be made with the publicity department of the Roosevelt Campaign Committee involving the song, *She's a Democratic Party*. This is the same number published by Eugene West and which is showing glowing signs of winning universal approval. The work can make good on its own merits, but this additional exploitation should not be ignored.

Two newspaper men have turned song-writers, Edward Adolphe, of *The New York Herald-Tribune*, and Al Vann, of *The Radio Journal* and *Musical Merchandise*, collaborating on *Can I Be Wrong?* This week Glen Gray, Ray Noble, Freddie Rich, Vincent Lopez and Tommy Dorsey, among the name orchestra leaders, have scheduled the tune for their broadcasts. Noble and Gray are also going to record it.

Possessed with the gift of being able to remember things and places, persons, their characteristics and incidents associated with the routine of human endeavor, is no mean achievement in itself. But to be able to memorize something like 1,500 old songs, especially the lyrical and musical end, date of publication, history and their creators, is something else to point at. Harry Godfrey, employed in the stockroom of Jack Mills, enjoys this distinction. Just how he does it he cannot say, but he does it just the same. The other day he was asked about a song published over 25 years ago. In a jiffy he hummed the forgotten work, words and melody with surprising accuracy besides recalling the author and composer.

A new number by Phil Levant, Chicago orchestra leader, entitled *Afterglow* has been accepted by E. B. Marks for immediate publication. It is a fox trot, with Al Stillman and Buck Ram supplying the text.

Johnny Broderick, of the team of Arren and Broderick, has completed a new song entitled *And So It Ends*. A local publisher has it. Broderick is not a novice at the game of turning out popular music, and those who have heard the work claim it has all the foundation of a potential success. While on tour recently with the Wayne King unit the number was tried out and found immediate favor.

Many outstanding hits of a by-gone era are to be found in the new

Frank Parker folio published by Jack Mills. The songs include smashes that reached over the million mark in sale of copies, notably *That's What the Rose Said To Me*, which is already in for a healthy revival. At any rate some of the leader singers and radio artists of today are using it as an excellent augury for a number that won approval thruout the world.

Warner Brothers announces that the new musical celluloid, *Stage Struck*, which is now in the throes of completion, will have a score furnished by E. V. Harburg and Harold Arlen. Five original songs will be exploited.

Clarence Williams reports that *Every Day Is Mother's Day* has struck a new chord of popularity. It was published a year ago.

# Bands and Orchestras

FRANK AND MILT BRITTON are set for four weeks at the Dallas Exposition following Jan Garber's engagement. Deal handled by Charlie Green, of NBC Artists' Service. . . . Nick Lucas, appearing at the Hollywood Restaurant, New York, is being remoted to the West Coast nightly via KHJ, Los Angeles. . . . Louis Prima and band were the guests of honor at 146th week of *The Drunkard* revival in Hollywood, Calif. . . . Gus Arnheim is on the air thru KNX, Pasadena. . . . George Hendricks' Ork is supplying the dance tunes for the new Club LaSalle in downtown Los Angeles. . . . Lloyd Huntley moved from the Statler in Buffalo to Montreal's Mount Royal Hotel last week. Present contract, calling for a six-month-to-a year engagement, provides four airings a week over the Canadian network as well as two a week on Mutual. Phil Brito, featured vocalist with the Huntley crew, who announced recently that he was organizing his own band at the close of the Statler engagement, went along to Montreal.

DATE for opening of Griff Williams' Orchestra at the Aragon Ballroom, Chicago, not definitely set, altho the orchestra's bookers hope to get the band to Chi in time to open May 8, immediately following Freddy Martin's closing. . . . Al Kavelin's Orchestra closed its engagement at the Mayfair Room of the Blackstone Hotel, Chicago, May 20 and after playing some college proms will open at the Hotel William Penn in Pittsburgh. . . . Following Ben Pollack's brief engagement at the Congress Hotel, starting April 30, Pollack goes to the Peabody Hotel, Memphis. . . . Shep Fields and his orchestra are spending a few days in and around Chicago playing dance engagements. . . . Fields is en route east to open at the Hotel Pierre Roof in New York. . . . Seymour Simons and his vocalist, Mary Jane Walsh, were back in Chicago for a few days last week after a successful engagement in Dallas. . . . Seymour was bound for Detroit to pick up his three children and hie himself off to Northern Michigan for a summer vacation. . . . Mary Jane Walsh was New York bound to look things over. . . . So is Harry Sosnik after a vacation at French Lick. . . . Jimmy Green's Orchestra quelled an incipient panic among 100 dancing couples in the Tam o' Shanter Country Club at Niles, Ill., a few nights ago when fire destroyed the \$100,000 clubhouse. . . . Only when the last guest was out did the musicians retire.

PHIL LEVANT, who has scored quite a success at the Bismarck Hotel in Chicago, closes his engagement there June 1. Will begin a series of one-nighters immediately. . . . Barney Rapp has moved from the Book-Cadillac in Detroit to Dayton's Van Cleve Hotel for

members of the band double in song on trio, quartet and ensemble singing. . . . Bob Mohr is playing a couple of his own songs on his KNX broadcasts. The Mohr Ork is still under MCA direction. . . . Cab Calloway, Anthony Trini, Dick McGinley and Claude Hopkins are among the bands slated to appear at the River-view Ballroom in Neponset, Mass., this spring. . . . Red Pearce and band are closing at the Bavarian Room of the Hotel Jeff Davis in Tupelo, Miss., on May 22. All of Pearce's gang escaped injury in the recent tornado. . . . Billy Pan and band are filling an indefinite engagement at the Club Hollywood in Springfield, Mass. Personnel includes Pan, Paul Bates, Ray Napp, George Stone, Ray Lucier, Jack Lamarch and Ted Brooks.

BERNIE CUMMINS' Orchestra leaves the Edgewater Beach Hotel, Chicago, May 1 and will return to open the Beach Walk June 13. . . . During the six-week interim Frankie Masters' Band will furnish music. . . . Dick Dickson and his orchestra succeed Paul Tremaine at the Gloria Palace, New York, April 27, set thru Harry Moss. Moss is also booking Julian Woodworth, just closed at the Normandie, Boston, on a road tour. Another traveling group he is handling, Joe Haymes and his orchestra with Loretta Lee, is doing very well and is booked thru June, including a stand in Miss Lee's home town of New Orleans. Unit will also play numerous Texas Centennial cities.

A list of the best selling phonograph records appears on page 73 of this issue.



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Also a smart selection of Eton Jackets in white and colors.

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# Sheet-Music Leaders

(Week Ending April 25)

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. Love Is Like a Cigaret                 |
| 2. Melody From the Sky     | 10. No Greater Love                       |
| 3. You Started Me Dreaming | 11. It's Been So Long                     |
| 4. Goody, Goody            | 12. Eggs in One Basket                    |
| 5. You                     | 13. Let Yourself Go                       |
| 6. Tormented               | 14. Lights Out                            |
| 7. Touch of Your Lips      | 15. Is It True What They Say About Dixie? |
| 8. Beautiful Lady in Blue  |   |

PHONOGRAPH RECORD best sellers will be found on page 73.

## More Than 40 "Name" Orks Invaded Vaude This Season

*All circuits the buyers, and not only limited to the Paramount—supply greater than any other source—can be built into whole shows—return of stage-band policy*

NEW YORK, April 25.—While the position of "name" orchestras in vaude has been made important mostly thru the policy of the local Paramount Theater, a closer look-in on the field shows that orks have played an even bigger part in the field than just being confined to the Paramount. More than 40 musical outfits have profited this season from vaude, with all circuits the buyers. The supply of orks as headline attractions is greater than any other source, and they can be built in a way to fill out a whole show, specialties being thrown in. Circuits are continuing to comb the ork field, with the result that vaude is practically back to the stage-band policy, the leader as the m. c. and specialties working in front of the band.

Among the orks that have been and are playing vaude this season are Fred Waring, Ray Noble, Guy Lombardo, Eddy Duchin, Jan Garber, Buddy Rogers, Little Jack Little, Phil Spitalny, Hal Kemp, Isham Jones, Dick Himber, Abe Lyman, Johnny Green, Benny Meroff, Rudy Vallee, Ozzie Nelson, Will Osborne, Ted Lewis, Horace Heidt, Casa Loma, Ben Bernie, Al Pearce, Ted Flo-Rito, Ted Weems, Bob Crosby, Jack Denny, Jack Hylton, Gus Arnheim, Phil Harris, Anson Weeks, Xavier Cugat and Ina Ray Hutton. Among the colored bands busy in the field are Cab Calloway, Duke Ellington, Louis Armstrong, Don Redman, Jimmie Lunceford, Pats Waller, Earl Hines and Stuff Smith.

Orchestras as "name" attractions are an extensive source in view of the fact that most of them have acquired reputations via the radio, with some of them getting added buildups by appearances in films. Radio's biggest output of attractions is orchestras, and radio is the biggest developer. While the movie industry is a big source of attractions, personal appearances of movie "names" are always shadowed by the possibility of cancellations because of film assignments.

Furthermore, the circuits have an easier time in booking bands, aside from the supply angle. Whole shows can be built easily around bands simply by employing several specialty acts to round out the running time. However, in the majority of the cases the circuits have been using the bands in the place of only two or three acts, using a couple of standard acts ahead.

### 500 at Butterfield Funeral

DETROIT, April 25.—The funeral of the late Colonel W. S. Butterfield was held Thursday afternoon at Battle Creek with an attendance of about 500, including representatives of practically every branch of the theater world, as well as personal friends of the deceased.

Among those coming from a considerable distance were Jules Levy, general sales manager of Radio Pictures; Austin Keough, general counsel of Paramount; B. C. Alexander, of Alexander Film Company; Boyle Woolfolk, Chicago booking agent, and Henderson M. Richey, general manager of Allied Theaters of Michigan, who returned from Minnesota.

Practically every exchange manager and dozens of supply-house men, theater exhibitors and others attended from this territory, leaving Film Row the most deserted it has ever been known upon a business day in Detroit.

There were no honorary pallbearers. All active pallbearers were selected from close business associates and personal friends.

The funeral was held in the Masonic Temple, followed by burial at Oakhill Cemetery. Three truckloads of floral tributes from Detroit alone were typical of the hundreds received, while telegrams of condolence reached an uncounted number. All houses of the Butterfield Circuit were closed for the day.

### Keating Into Rainbow Room

NEW YORK, April 25.—Fred Keating, who has been on the Coast in pictures and vaude, will open May 6 at the Rainbow Room in Radio City on a four-week contract. F. & M. arranged the booking.

## Megley Warner Talent Scout

NEW YORK, April 27.—Macklin Megley, vaude producer, has been definitely assigned the post of Eastern talent scout for the Warner studios, according to Jake Wilk, in charge of Eastern affairs for Warner. He succeeds Mildred Webber, whose resignation takes effect this Friday, but Megley will not take over the post until May 11.

Miss Webber resigned her post to join the William Morris Agency, talent scouting in the legit and movie fields. However, she will not go into the Morris office until late in May, during which time she will vacation.

Megley, a veteran vaude producer, is currently on the pay roll of the RKO Boston Theater, Boston, but his duties of staging the shows there end May 11, when the house goes into a straight picture policy for the summer.

### Kid Actor Allowed To Continue Richmond Date

RICHMOND, Va., April 25.—Eight-year-old Jackie Merkle, billed as the "mental marvel," won a victory in the higher court this week when he was allowed to continue his performances at Loew's Theater here after his manager, Harold Rose, had been fined \$10 by Judge J. Hoge Ricks in Juvenile Court on the charge of violating Virginia's child-labor laws. Jackie had been appearing at Loew's, sponsored by *The Richmond News-Leader*, after having received front-page publicity in both local papers by answering questions fired at him in the city rooms of each by many "inquiring reporters."

It developed that Jackie received no compensation for his appearances, which were described as just an "educational exhibition." The slightest evidence of any gain would make the lad's performances a violation of the act, the higher court ruled. Commonwealth Attorney Haddon held that the spirit of the law had been violated because the young performer had participated in a commercial theater project.

## Actors as Foreign Agents; Murphy, Oliver and Vernon

NEW YORK, April 25.—The recent entry of Senator Murphy into the ranks of European agents, doubling as a performer, brings to light the fact that there are several performers doubling as agents, with one even more important inasmuch as he is a circuit representative. While there are cases of agents doubling as bookers and bookers doubling as agents, this situation of artists doubling as agents is new.

Murphy, who has been appearing in Europe and is over there again, established a connection with Charles Tucker, a London agent, and while here recently was contacting acts and agents for authorizations for European booking. One of his bookings is Peggy Calvert, who is scheduled to go across in July for six weeks, playing the Palladium and Savoy

### Ironic Twist

NEW YORK, April 27.—Macklin Megley's stepping into the berth of Eastern talent scout for Warner films, succeeding Mildred Webber, has a peculiar twist to it. About six years ago Miss Webber was Megley's secretary in RKO's production department.

## Edwards House Changing Policy

NEW YORK, April 25.—Gus Edwards' Broadway Sho-Window, winding up its second week tonight with about eight grand in the till, will go into Friday openings this Friday with an almost entirely new cast and change shows every week. The eight grand for the second week was better than the first week's 10 grand considering that the expenses were much lighter.

Tonight Mark Plant and the Three Nonchalants leave the show, with Eddie Rio and Brothers coming in. Starting Friday, tho, only Ed Lowry and Joe Dorris will be retained, as will Bill Powers and Clark Robinson on the production staff. The *Following Famous Footsteps* production number will be retained also.

The show will comprise new talent, standard acts and production, with Edwards and his executive staff auditioning new talent on Monday nights at 11:30 and standard acts Wednesday nights at the same time.

Sunday's guest artists, a Sunday night policy, included Eddie Cantor and Parkyakarkus, Eddie Rio and Brothers, Elaine Arden, Jack Osterman, Herman Timberg and Junior and Pat Rooney.

### Shubert, Cincy, Switching To New Stage-Show Policy

CINCINNATI, April 25.—Shubert Theater here, which has been operating under a policy of unit shows and pictures all season, switches to a new setup beginning May 1.

Under the new arrangement the pit orchestra will be augmented to 15 men and will work the stage under the leadership of Jack Sprigg, who successfully piloted the musical crew at the Albee Theater here several years ago. Appearing with the band as a regular feature will be Ben Yost's Varsity Eight, glee-club unit.

The stage band and octet will be supplemented each week by three or four standard vaude turns. Under the new policy the shows will be produced by Cliff Boyd, popular Shubert manager.

### Arno's Buffalo Renewal

BUFFALO, April 27.—Arno, who came into the Shea's Buffalo Theater as guest conductor and soloist on a two-week option, has been renewed to a three-month contract. His appearance here marks his first stand as featured maestro. He was formerly violinist with Rudy Vallee and associate conductor at the Michigan Theater, Detroit, and the Paramount, New York. He is presented over the WBen airwaves in a half-hour sustaining period each Saturday evening.

## Riot Closing Paris House

*French acts demonstrate against Alhambra—resent foreign act bookings*

PARIS, April 25.—A demonstration by French vaude performers at the Alhambra Theater here on Tuesday, protesting against the employment of foreign performers, chiefly Americans, will probably result in the house closing May 7. This closing date was gleaned from sources close to Kurt Robitschek, owner of the house, altho it has not been established whether the closing is an order of the Ministry of Labor or Robitschek's own decision in view of this week's demonstration and others in the past.

During Tuesday's performance some demonstrators swung from the balcony by ropes into the higher-priced section and shouted that the theater violates the French law requiring half of its acts to be French. The show, in particular, comprised the Two Shangs, Fritz and Bobby, Ida May Midship Girls, Gus Erpap, Two Lindstroems, Barr and Estes, Molly Picon, Olvido Perez, Spadaro, Gracie Schenck and Brothers, Pills and Tabet, Walter Dare Wahl and the Three Top Hatters.

There have been other demonstrations in past months for a like cause, and it was only recently that Robitschek sent for Harry Foster, English agent, who appeared before the Ministry of Labor. Foster explained the need for international acts on a show, and his appearance quieted the situation down a bit.

Robitschek and Foster have explained on numerous occasions that there isn't enough of a French supply of acts for the 12 and 13-act bills that run for two weeks at the Alhambra. Furthermore, inasmuch as the theater is in a competitive spot with the ABC and Empire theaters, the condition is further aggravated.

### Pennsy WPA Units Bringing Squawks

PITTSBURGH, April 25.—Current indications are that the two WPA vaude units now touring Allegheny County will be extended for another four months when their first expiration date is reached May 15. That date, however, will also mark the beginning of an attempt on the part of some local bookers to force the WPA authorities to effect some admission price for their units. At present admission is free. Bookers claim that the units constitute unfair competition.

On the WPA side the defenders of the current policy point out that the units are playing only settlement houses and school auditoriums and never attempt to book theaters and thus invade the competitive field. The bookers come back with the argument that no matter where these units are presented prospective theater customers are always on hand to see the show free. Most settlement houses, they claim, are located near neighborhood theaters where the operators cannot buck unfair competition.

The arguments will be heard next month, when more time for the projects is to be planned and a number of changes are to be effected. One of the changes, backed 100 per cent by the professional actor, is the hiring of more non-relief performers who are badly in need of work. At present only 10 per cent nonrelievers are represented in the personnel of each unit. As a result, the unemployed professional points out, many cast members are only amateurs.

### Schenectady's Vaude Out

NEW YORK, April 25.—Another stand has been dropped from the RKO books, this time the three-dayer, Proctor's, Schenectady. No show went into the house Thursday, and it is likely that they will not be returned until the fall. The house is overloaded with picture product and thus forced to run a double-feature policy.

# Bowes Unit in 1st Plane Hop

**Increased use of planes for show jumps seen—much publicity marks event**

PITTSBURGH, April 25.—A historic event marking the progress in the transportation of stage units took place this week when the Major Bowes Unit No. 3 came into Pittsburgh from Indianapolis yesterday on two chartered TWA Douglas planes and opened on time at the Stanley Theater. *The Billboard* was the only amusement trade paper on hand to witness the event, its Pittsburgh correspondent flying into Indianapolis and returning by plane with the performers.

The unit filled a date in Danville, Ill., closing there Thursday night. Regular bus or train transportation would have delayed the troupe's arrival into Pittsburgh until late Friday, necessitating the cutting of two or three stage shows. The local Warner office learned of this situation and went into conference with C. E. McCollum, district traffic agent of Transcontinental & Western Air, Inc.

The Major was contacted in New York and practical rates reached. The rest of the job fell into the laps of Joe Feldman, Warner's chief publicist here; Don Wermuth, his assistant, and Mr. McCollum.

The Warner boys mapped a huge publicity campaign to mark the event, and McCollum arranged for the planes and made it his point to be on hand in Indianapolis to insure the full operation of his plans.

Newspaper wire services were contacted to broadcast the news and local writers invited to join in the first flight that ever transported a stage unit.

The unit left Danville, Ill., by bus after the last show on Thursday and reached Indianapolis at 1:30 a.m. on Friday. Following a few hours' rest at the Lockerbie Hotel the performers were taken to the airport, where the two TWA planes awaited them. They posed for pictures for Indianapolis dailies and took off for Pittsburgh at 7:12 a.m., reaching the Smoky City two hours, less two minutes, later.

Mayor William N. McNair and several city officials were on hand to officially welcome the troupe. Don Wermuth, of the Warner office, awaited the planes with reporters and cameramen, who took dozens of pictures. An auto parade from the airport into the city and thru the downtown streets was next in order. A luncheon, attended by airline and city notables, climaxed the event. Mayor McNair congratulated both Warners and TWA for the major parts they played.

Interested parties in the show business predict that general air transportation by show units is highly probable. McCollum revealed that the popular prices for chartered planes will enable many a high-priced unit to travel by air.

## Cantor Unit Cast

NEW YORK, April 25.—The Eddie Cantor unit has lined up its cast for its RKO weeks in Cleveland, May 15, and Chicago, May 22. Besides Cantor, the unit will include Parkyakarkus (Harry Einstein), Jimmy Wallington, Bobbie Breen, Betty Jane Cooper and the Stanley Twins.

## Ambassadeurs Acts Sail

NEW YORK, April 25.—Three acts for the Ambassadeurs, Paris, show left here yesterday on the Ile de France, the acts being Mabel Scott, Jigsaw Jackson and Grace and Nickie Romoff. Robert Williams and dog, Red Dust, also going into the Ambassadeurs, sailed today on the Volendam.

## Edgar Kennedy Act

NEW YORK, April 25.—Edgar Kennedy, film comedian, is being submitted by F. & M. for vaude dates. Patricia Alwyn is to assist him in the act, which may open for RKO May 20 at the Palace, Chicago.

# Vaudeville Reviews

## Loew's State, New York

(Reviewed Friday Evening, April 24)

Loew's wonder house, the State, has another healthy week ahead of it, thanks to the combination of *These Three*, the Merle Oberon-Miriam Hopkins-Joel McCrea film, and the 50-minute vaude show headed by Cab Calloway. Five shows today and probably six tomorrow, with five-a-day scheduled for the balance of the week. Despite the fact that the film had a run at the Rivoli up the street, it should draw aplenty here. And the Calloway "name" is a b.-o. booster. At this fourth show opening day there was a crowded house.

While Calloway's act can ordinarily be stretched to take up a whole show, the booking office has spotted three other acts ahead of it. And despite the fact that Calloway stays on 30 minutes, the whole show is clocked at 50 minutes to the dot.

Janet May, aerialist, is the starter and after okeh webbing and ring tricks she goes into the punch of her turn. She knocks off 51 one-arm plunges, a session that brings her a heavy hand.

Sylvia and Clemence, two young lasses, are in the deucer with a cute act, which also has its punch in the closing minutes. Cute performers, these kids, and they're showmanly workers. They mug a lot, hoke around and come thru with nice dance routines. Finish is punchy acrobatic.

Johnny Burke still gets laughs and a nice hand out of his very familiar monolog, the one about the war days, the draft, etc. Of course, it's the way

he sells it in that squeaky voice of his. He went over big, the applause extending into the Calloway act.

Calloway and his 14 bandsters give their act a terrific swing opening with the playing of *White Heat*. Then there are more musical numbers, specialty people and Cab's hopping around in front of the ork and his singing. He's not hi-dee-hoing so much now, maybe because his voice is huskier. The specialty people include Nicodemus, whose Stepin Fetchit takeoff and other bits go very big; Leitha Hill, who sings a swell song to the piano player's side remarks; Dynamite Hooker, who's a fast and intricate eccentric hoofer, and Ralph Brown, a nice tap dancer. All in all an outstanding colored act, with that truckin' finish a humdinger.

Ruby Zwering and his pit boys play the show well. SIDNEY HARRIS.

## Paris Bills

(Week of April 13)

Distinct American flavor at the Alhambra, with Molly Picon, Walter (Dare) Wahl and Barr and Esther scoring smash hits on a program that is good from start to finish. Miss Picon sings in French and Yiddish and puts all her numbers across easily. Wahl and Emmett Oldfield are a smash show-stop in their zany hokum acrobatic turn, and Barr mops up with his eccentric hoofing and ludicrous mugging, while Esther scores with her peppy dancing. Pills and Tabet show improvement since their sojourn in America. The Three Top Hatters, seplan hoofers, are good tappers

# New Acts

## Tommy Howe and Co.

Reviewed at the Bronx Theater, Bronx. Style—Oriental novelty. Setting—Full stage. Time—Ten minutes.

A three-men and two-girl Oriental acrobatic turn, which goes thru expert plate-twirling, juggling and lariat routines. No Risley work. A novelty for an act of this kind is contributed by one of the men, who does a fair tap dance, featuring familiar Will Mahoney falls. Seems a good idea and pleasantly breaks the routine setup.

Closer is a showy bit wherein one of the men jumps thru a series of knife-studded hoops. A good hand here.

P. A.

## Vivian and Ross

Reviewed at the Bronx Theater, Bronx. Style—Dancing. Setting—In two. Time—Ten minutes

A mixed team offering ensemble and solo novelties. Ross comes thru best with a derby and smoking cigar turn, done under dim lights, and the girl's forte is acro work, altho she occasionally works with Ross in tapping routines. It's a fair team and did okeh here for an opener.

Ross closes the act with a stunt he calls the flying split, announcing that he is the only one to do it. Consists of

an acrobatic split accomplished by leaping from a table to the floor. Looks tricky enough. P. A.

## Havana Royal Orchestra

Reviewed at Loew's State, New York. Style—Band flash. Setting—Full stage (special). Time—Sixteen minutes.

This band outfit, strictly Cuban, is reminiscent of the Havana Casino ork of seasons back, tho it's unlikely that it will have the success of its predecessor. However, this act is a fair enough turn, and probably needs more work to get it into real shape. Offers contagious rumba music and holds its own on swing music, with dance and song specialties thrown in to break up the all-music.

The band comprises 15 men, including the leader, who's of the quiet variety. In the musical numbers the band shows itself to be capable and, in addition, plays swell accompaniment for the specialty people. Latter comprise the De-Limas, who show up best in their bolero and brief whirl number, and two girl singers, Hilda Jordan and Rosario Drillana. No telling who's who, but one is a cute lass who does a typical Cuban song-and-dance, while the other has a beautiful soprano voice which should get her places.

Closed the show here and did okeh.

S. H.

# Edwards' Sho - Window Accepts AFA "Closed Shop" Agreement

NEW YORK, April 25.—Sho-Window, Inc., operating the Gus Edwards vaude revusical at the Broadway Theater, signed a "closed shop" agreement with the American Federation of Actors Wednesday. Sam Levy, treasurer of the corporation, represented the theater and Ralph Whitehead the AFA. Jack Howard, AFA organizer, has been assigned to represent the performers backstage.

Whitehead says it is hoped that this agreement will be the first of a series covering a circuit of indie operators using pop-priced vaude thruout the country. The backers of the Broadway Theater have other theater interests in the Midwest and have discussed with Whitehead the possibility of stimulating greater public interest in vaude. The

Broadway venture is an experiment whose success or failure will probably influence the backers in sinking more money in other vaude ventures.

Whitehead says the AFA is now getting a definite response on its "Save Vaudeville Campaign" propaganda. Vaudeville fan clubs have been started in quite a few cities, and the various WPA vaude shows have served as further stimulants. During his proposed organizing trip this summer Whitehead has arranged for confabs with many indie exhibitors who have shown an interest in experimenting with vaude policies. He hopes to interest enough of them to enable starting an indie circuit which can guarantee steady bookings to standard acts.

but offer nothing sensational or novel. Spadaro offers a medley of music, clowning and hokum that is funny and nets him a good hand. Olvido Pérez scores with clever wire walking, working exceptionally high. The Two Lindstroems on for comedy skating number in which they use novel type of skates resembling ice skates.

Gracie Schenk and Brothers are an excellent adagio and acrobatic dance trio doing difficult tricks, tho badly routine. The Two Schenks click solidly with good routine of difficult balancing tricks. The Ida May Midship Girls, aerial flash, offer eye appeal and act scores thru its neat routines and precision of the girls. Gus Erpap tears paper into complicated designs, and Fritz and Bobby offer a very weak accordion number.

Lucienne Boyer tops the bill at the ABC and as usual scores a show-stop. She undoubtedly is the best of the French singers of pop songs. Also scoring a wild show-stop are the Four Franks, best quartet of hoofers spotted here in years. They make the public sit up and take notice and keep them roaring with comedy bits and gags. Christiane and Duroy click solidly with their amusing dance parodies, and Duroy interpolates a few witty jokes. Rudi Grasl pleases with his excellent and amusing imitations of musical instruments. Ila and Eugene on in good acro dance routine. Rather weak numbers are those of Charlie and Johnnie, piano and songs; Lipinskaya, and a tedious sketch starring Suzanne Dantes, who is far better than the material given her. Teddy Parent entertains with clever patter and imitations, and Nello and partner close the bill with their gabby bike number.

Mild nabe fare at the Bobino, with Damia, sob singer, heading a bill of warblers, and the Two Harries doing hand-to-hand routine. Raquel Meller at the European, and the Omanis, equilibriumists, at the Petit Casino.

For the first time the de luxe Champs Elysees flicker palace, the Marignan, is offering a stage show, with Ray Ventura and his Collegians on the stage. Paramount has the Two Runners, equilibriumists, and Tommy Dale, xylophonist. The Skating Hamiltons, Diane Belli and Ryauz, adagio, and Concha and Concha, contortionists, are at the Gaumont Palace. Rollet and Semsey, acro dancers; Two Harlequins, contortionists, and the Two Burleys, acrobats, are at the Rex. Grecia and Mario, dance duo, are at the Cigale.

## Roxy, New York

(Reviewed Friday Evening, April 24)

With *Jumbo* closed, the Roxy took over a couple of its acts, with the result that this week's stage show has a definite sawdust flavor. It's a nice show and it also includes the Gae Foster Girls' bicycle routine, held over for the third week. That bicycle routine, incidentally, is something that would have gone over terrifically in *Jumbo*.

Headlining is A. Robins, the clown who cemented his reputation when he appeared in the Billy Rose opus, getting rave reviews on all sides. He rated them, and he still does. With his many trick contrivances and his imitations of musical instruments, he creates a session of enjoyable hilarity and goes off to heavy applause. Other *Jumbo* act is the opener, Dodo and Doheos, magnificent dancing horses, excellently handled by Dr. Ostermayer, their trainer. They brought frequent "ohs" and "ahs" from the customers and drew down fine returns.

Further comedy is offered by Jeanne, Jack and Joe, two lads and a girl, who dance and clown amusingly, the boys doing some really excellent stepping and the girl (a very pretty lass) offering nice

(Continued on next page)

## Paramount Spot-Booking Shows Into New Towns

NEW YORK, April 25.—The Paramount office is spot-booking a lot of stage shows into new spots, as seen by the booking of Duke Ellington and band into Marion and Middletown, O., today and tomorrow. Recently Duluth and Superior have been getting shows, including a Major Bowes unit. *Our Gang Kids* and the Dave Apollon unit.

The Bowes units have been spot-booked into a number of new spots by Paramount, and among other towns being spot-booked recently are the Iowa theaters in Des Moines, Davenport, Sioux City and Waterloo.

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Week of April 24  
Metropolitan Theatre  
Boston, Mass.

Personal Management

**ARTHUR S. LYONS**

(Continued from preceding page)  
contortionistic comedy. Only other pro act is Dorothy Crooker, who appears in the mid-section flash with her amazing uniped control work, which has been seen and applauded at this house before. It's a terrific routine and the customers rewarded it fittingly.

Week's amateur winner is Michael Lomenzo, a youngster who has a boy soprano voice, some fast tap-dancing ability and a stage presence as brash as Milton Berle's. When called on for a begoff he horsed around with Freddy Mack, band-leading emcee, who is back at the house after a week's vacation, ad libbing until Mack cracked, "Who's the pro here, you or I?" Young Master Lomenzo is going to get somewhere on the stage if self-confidence means anything.

The Foster Girls, house troupe, do only one full routine in addition to their grand bicycle number. It's a Mexican affair, hot and well performed, in which some of the kids are pulled out for brief specialties. They also do brief introductions for the Crooker and Dodo and Doheos turns.

Picture is *The Amateur Gentleman* (UA), and the house was good the supper show opening day.

EUGENE BURR.

### Uptown, Chicago

(Reviewed Friday Afternoon, April 24)

This house, which is a full-week again, is presenting the current bill in stage-band form, with all acts working in front of Cecil Davidson's seven-piece symphony and the stage attractively dressed with the set used by Xavier Cugat at the Chicago Theater two weeks ago.

Howard Wesley and Company, reviewed at the Oriental Theater a short time ago, opened. Singing by the three girls at the start is particularly weak. Outstanding among the variety of dancing offered was the tap tango by Howard, Sydell and Bernice and the aerials and turns by Bernice. Some rerouting would help a lot. One bow.

Master Eugene, xylophonist, malleted out an overture, a medley, which could be improved with some newer tunes, and closed with the fast playing of *Tiger Rag*. Also contributed a bit of tap dancing. Good hand.

Benny Ross and Maxine Stone kept them laughing in the next frame. Benny opened with an impression of Gershwin playing *When Day Is Done* and was the butt of some funny remarks over the public-address system by Jack Sherman, who was heard several times but never seen during the act. Maxine Stone's languid lazy character is a gem, but it's a shame she doesn't dance just a bit more. Act is funny and clean thruout and drew a very good hand.

Jackie Green, who has improved greatly since his first appearances with Benny Davis, held the next-to-closing spot. Opening with *I Feel a Song Coming On*, he followed with clever impressions of George Jessel, George Givot, Al Jolson singing *A Quarter to Nine* and Eddie Cantor. Jackie has a swell one on Harry Richman which he should capitalize on while playing Chicago but didn't do at this show. Nice applause.

The Tokyo Troupe, a well-known Japanese troupe working under another name, are tops for their kind of work. Colorfully costumed, the three women and two men did excellent foot juggling and perch work and left to sound applause.

F. LANGDON MORGAN.

### Bronx, Bronx, N. Y.

(Reviewed Friday Evening, April 24)

A definite upturn in the quality of acts at the Bronx Theater for this viewing, as well as better production and lighting. All in all, the customers got a good run for their money, what with the screen support of *The Informer* and *Collegiate*.

Opening spot to Vivian and Ross, a mixed team of hoofers offering ensemble dances and solo novelties. Ross clicks best with a familiar derby and smoking cigar turn, and the girl with an acro bit. Got fair hands for both and closed with Ross doing a flying split, which he accomplishes by jumping from a table to the stage.

Garner and Garner, colored mixed team, introduced as having been in the old musical *Shuffle Along* and with the floor show of Connie's Inn, gag, sing and dance thru the second. Female is of the Aunt Jemima type, is fairly personable and comes thru best with *He's My Harlem Hot Shot Man*. Also surprises with a tap dance, a fast number considering her weight. Male offers a soft-shoe novelty, otherwise presenting the same material as his partner. A fair act.

Cornell and Smith, the former occasionally emceeing, take over the third with a turn which begins as a magic act and winds up as a gag session. Smith, a stooge with a low-slung pair of pants, gets quite a few laughs with his hoke and mugging. Ace number was a hoke singing turn, during which the stooge burlesqued Egyptian dance posturings to good effect.

Tommy Howe and Company, Oriental acro troupe, comprising three men and two girls, for the closer. Juggling, plate twirling and lariat work, with the exception of using a strip of paper in the latter rather than a rope, were the usual items and were performed expertly. A novelty for an act of this kind was a dance turn done by one of the men featuring Will Mahoney falls. Received a good hand for the closing turn, in which a man jumped thru a series of knife-studded hoops.

PAUL ACKERMAN.

### Grand Opera House, N. Y.

(Reviewed Friday Evening, April 24)

Mostly bush-league stuff this half except for the next-to-closing Marshall Montgomery working his familiar and entertaining ventriloquy. The only act to cut much ice with the house and get any results to speak of. The closing flash showed possibilities in its principals, but three in the act worked as tho they were at a dance-school graduation.

*Radio Fun*, a neighborhood act that

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has been around some time, hasn't changed its routine since first caught and still remains limited to the family trade. Usual hoke of a "committee" from the attending populace, plus some amusing antics by a planted stooge, prolong the act. Principal stunt is still passing the electric current thru a girl's body to light gas torches.

Ming and Toy, Chinese mixed duo, pleasant enough musical act. The girl sings a pair of numbers and her voice is all right to listen to. Act is also meant for the smaller spots. The man accompanies and solos on the accordion.

Montgomery worked in a naval uniform, the dummy in a sailor suit. Plenty of laughs in his dialog with himself, including a slightly "blue" line or two. Drinking while singing and whistling evoked the usual hand.

Clark and Eaton Revue is okeh for the man and woman featured, but the three other girls in the act, each with specialties, a tap routine by a blonde, okeh Russian terping by a redhead and an acrobatic specialty by a brunet, don't help much, only the redhead impressing as having any professional standing at all. The man and woman who have several excellent routines, mostly of the throw-around variety, and could either work alone or better the act with improved support. **JERRY FRANKEN.**

**Kedzie, Chicago**

(Reviewed Saturday Afternoon, April 25)

With the downtown theaters repeating on each other's acts and booking back the same ones after a short absence, this week-end vaudeville stand is about the only place here you can catch a new act. Bills for the most part are small timish, and there are some gosh-awful ones, but occasionally a clever act with possibilities turns up. Current show is strictly family stuff.

Monte and Carmo, midget duo, opened with a slight impression of Laurel and Hardy and then went into comedy acrobatics and tumbling and finishing with legitimate hand-to-hand balancing. Good hand.

George LeRue deuced. Started with a song, *I'm Just a Victim of the Talkies*,

and followed with a tap routine with handsprings, did a Popeye impression with one-arm stands and closed with aerial somersaults, his feature trick being the making of two complete somersaults in opposite directions at the same time. Went over big.

The Grant Family is practically the old Barney Grant and Company act, with Ma and Pa Grant as the nucleus of the new act. Pa and Ma and a boy sing *Poor Old Jesse*, the boy jigs and Ma and Pa come back for their funny burlesque acrobatics. Another boy is introduced as Cousin Wilbur, who sings and rattles the bones, and Ma and Pa return to accompany the two boys on mandolin and harmonica as they do a rube dance. Good hand.

Murray and Fane, man and woman talking and singing act, were next-to-closing. Talk is just fair. The man has an annoying way of exploding after each joke that should be remedied. Girl sings nicely and the act closes with sock steps by the man. Nice hand.

The Broadway Steppers, four girls and one man, a Nick Bolla dance flash, closed. A blond sister team opened with a song and some high kicks, followed by a boy and girl Russian team. After a piano interlude the sister team did an acrobatic routine, the boy and girl returned for a modernistic number and all were on for the finale. **F. LANGDON MORGAN.**

**Earle, Philadelphia**

REVUE PARISIENNE UNIT  
(Reviewed Friday Afternoon, April 24)  
(First Show)

George Choos' *Revue Parisienne*, augmented by Roger Pryor, film star, and Gypsy Roma-je, singer at Benny the Bum's, one of the local leading night spots, offered colorful entertainment that pleased a near-capacity house at Earle today.

Bert Walton emceed the show and keeps it smoothly paced. Opener is a brief dance by the 12 Dare-Devils, six boys and six girls, followed by Gypsy Roma-je in a medley of Paris songs, the main number being *Paris in the Spring*. She concludes with a comedy dance.

Helen Denizon follows with a toe dance, leading to a living tableau with three showgirls, in scanty costumes, appearing as gleaners in a wheat field. Ray Royce, billed as the happy inebriate, does a drunk dance with some acrobatic evolutions which stopped the show. An unprogramed trio, two men and a girl in plerrot costumes, cleverly mixed some violin playing with dancing and acrobatics.

The Dare-Devils then followed with their best number of the afternoon, a tap dance to rumba tempo. Cuban costumes were employed and joined the rich background for a real flash. Walton then followed with a comedy skit, using three stooges and one of the showgirls. Of the blackout variety, it was good for a quick laugh.

Pryor is next on and scored with his ingratiating appearance and crooning. He told a few amusing stories and sang *Eenie Meenie Minee Mo*, *No Other One* and *Isn't This a Lovely Day?*

Helen Denizon then performed a graceful bubble dance of the ballet variety, and for a flash finish the showgirls posed with bubbles upstage. Nellie Arnaut and Brothers did their amusing bird act, delineating the rivalry of the two male birds for the petite female.

The Dare-Devils then appeared in a waltz routine that swung into a difficult group adagio which was heartily received by the audience. Walton returns with his dead-pan stooge, Jack Lyons, and after some moments of mortuary humor Lyons scores with his bass singing of *Alone*. With Walton supplying the gestures, he has a comedy finish with *Starlight*.

In the finale Walton reintroduces the soloists for a good curtain.

The photoplay is *Big Brown Eyes*. **H. MURDOCK.**

**Orpheum, Los Angeles**

(Reviewed Wednesday, April 22)

Taking advantage of their two months' vacation in Palm Springs, recently completed, Manager Sherrill Cohen has booked Amos 'n' Andy into the Orpheum here, with show beginning today. Duo played to a packed house thruout day, and evening show had customers standing in the aisles, with inner lobby roped off for waiters. Promises to be best week for this house in over two years.

Opener is taken by Healy and Mack, acrobatic team. They do a pleasing

horizontal bar routine, ending with girl doing giant-swing turnover. Punch of act is chair-balancing stunt 10 feet up with girl doing acrobatics from her partner's shoulders.

Myers and St. John take deuce spot in a rubber legs and acrobatic dance pattern. Nothing unusual here except the ease with which one of the boys throws his legs out of joint.

Medley and DuPree take over next in an old-style girl and boy cross-fire chatter routine. There's a little singing and comedy thrown in, but best feature of the act is a tramp stooge, who'd be plenty good solo. He has a beautiful high tenor, clear as a bell. Sings a couple of Irish mother songs.

Gregory and Raymond, dealing in sheer novelty music, open fourth. These boys, with the aid of an ordinary automobile pump, lure dulcet music from tire tubes, rubber gloves, rubber bands and whatnots. As relief they break by playing a musical saw and dance a bit.

Last spot, plus many extra minutes, goes to Amos 'n' Andy. Opens with Bill Hay, their radio announcer, introducing the pair from screen. Next comes their theme song, *Serenade*, and then comes the team, drawing a terrific ovation. They appear in street clothes and without Negro makeup, show their broadcast routine and run thru two broadcasts. Unlike most straight air performers, they have a definite stage presence and get across excellently. Every few moments, at show caught, audience broke into applause and left the boys grinning and beaming between words. Truly, it looked like Amos 'n' Andy were having a better time than the customers. Pair take several bows, expressing their pleasure and regret at not being able to stay longer. **SEYMOUR PEISER.**

**Lyric, Indianapolis**

(Reviewed Thursday Afternoon, April 23)

HORACE HEIDT REVUE

One of the most entertaining stage bands seen here in many a moon has given the Lyric customers this week something new in both arrangement and delivery of popular tunes. Horace Heidt, the veteran band leader who recently returned from the Coast, brought back with him a band of 15 men who are not only expert musicians but also splendid entertainers. In addition, the unit carries a glee-club octet; Bob McCoy, vocalist; the Campbell Sisters, harmony trio, and Elizabeth Hughes, singing harpist.

Heidt is delightfully informal in his emcee work, as are most of the other contributions. Following his theme song identification, Heidt opens with *I'd Rather Lead a Band*. Next comes *Wahoo*, featuring the Campbell Sisters (Ethel, Myrte and Jean) at one mike and Art Thorson and Jerry Bowne at another. Art amuses with his Englishman's version, as does Jerry with his hot bit. Dick Morgan joins with his girlish nonsense. Big hand.

*Blue Danube* came next and scored heavily. Spotted in this one are Gene Sergumard's sub-tone clarinet, the glee club and vocals by Bob McCoy and Elizabeth Hughes. Very well handled.

A highly original tone color arrangement of *Sylvia* followed, imbued with solos of Sergumard's sub-tone clarinet, Ernie Passago's trombone and Warren Lewis' trumpet. Heavy applause.

Drummer Bernie Madison is featured next, machine-gunning *St. Louis Blues* with his drum sticks all over the stage and pit ork platform a la Jack Powell. He then draws attention with his lighted drum brushes dancing on the dark stage to the tune of *Lights Out*. The Campbell Sisters turn in an impressive vocalization.

More pep with a toymaker novelty, in which the entire band brings plenty of laughs playing toy instruments. A welcome turn. Bob McCoy comes next to the front to deliver *Wagon Wheels* in a fine bass voice. Earned a heavy hand.

While the Heidt outfit also offers imitations of other name bands, its presentation style is quite different. Heidt in rhyme urges the boys to find an original playing label. Before they do the ork offers takeoffs of such band leaders as Guy Lombardo, Ray Noble, Hal Kemp, Duke Ellington, Ted Flo-Rito and Casa Loma to the tune of *So This Is Heaven*. Next are featured the different sections of the band in their own creative styles, a high spot in the bill. Their music is so invitingly different and so entertaining that it is readily digested by any band-saturated audience. The sax quartet toots *Nola*, and

the three trumpets deliver *Parade of the Wooden Soldiers* in triple-tonguing style taught by Herbert Clark, former soloist for Sousa. Three bows.

The glee club and ork boys then pipe *Diana* in singing ensemble fashion and then turn on the heat on their instruments with *Horace Don't Allow Hot Music in Here*. Jerry Bowne tops this one with his mean strutting and cross-fire with Heidt.

Another novelty is *The Changing of the Guard*, in which the glee-club boys go thru military maneuvers with their wooden guns. Another sure-fire number. Alvino Rey is next to score with his singing and talking guitar, strumming *Stardust* and *Wabash Blues*. A show-stopper which few guitar players can equal.

More hot music with *Zazu*, in which the entire aggregation partakes. Versions by band include those of Harlem, Park avenue, China and South Sea Islands. Thorson, Bowne and Morgan, of the band, repeat with individual specialties of this song. Curtains draw on this one, but thunderous applause unfolded it again to let the band add *Lost and Goody*, *Goody* to their program. Charles Goodman is the featured vocalist at both turns and is particularly good in the latter number.

Business good at this viewing. Screen had *Charlie Chan at the Circus* (20th Century-Fox). Manager Ted Nicholas reports that the band is switching several numbers at each show to make way for repeat business.

The entire show, including some screen shorts, is over three hours long. Heidt's time runs about an hour. **SAM HONIGBERG.**

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# MANAGERS' PLAY PACT

## Announcement of Agreement May Force Guild Negotiations

Meetings held after announcement—plays with picture dough get different terms from those independently produced—dramatists have choice of procedures

(Continued from page 3)

ceived. Instead of the straight 60-40 arrangement favored by the dramatists, the disposition of money resulting from the sale of an independently produced play would be determined by a percentage agreement between author and producer. In no case, however, would the manager receive more than a 50 per cent cut of such a play. And, as was stipulated in the old Dramatists' Guild agreement which became invalid after March 1, an arbiter would handle the sale, giving the play to the highest bidder in the open market.

When a play is financed either wholly or in part by film money, the managers' contract is more complex in its provisions and offers the author a choice of methods, of which he is obligated to pick one. These are (1) An agreement by author, manager and screen company regarding sale and price, with perhaps an added clause calling for more money based on the length of the play's run in weeks; or, a sale to be consummated for a price solely dependent on the run of the play.

(2) The dramatist is given the opportunity to name a price to be paid him for the screen rights of the play. This is to be paid before the producer receives his cut.

(3) A two-out-of-three decision, involving the manager, author and arbiter, may be made regarding the minimum price after the play has run three weeks

in New York. In case of one dissenting vote it shall be overruled by the other two. Also, the motion picture company wholly or partly financing the play will have first option, and in the event it does not take up the option, the play may be sold in the open market. A former agreement between manager and author will take care of the money accruing.

With the publication of this contract, the League of New York Theaters announced that it was still open to negotiations, as indicated by the statement:

"The agreement (managers' contract) as drawn makes no mention of the Dramatists' Guild, since that body has to date refused to recognize any body but its own. In the event of successful negotiation between the two groups, the contract would then be drawn between them."

According to observers, the possibility of amicable settlement is good and both factions are drawing together.

## Pitt's Best Legit Since '30

PITTSBURGH, April 25.—Ringing down the curtain on the current legitimate season here with University of Pittsburgh's Cap and Gown show, *Out for the Count*, tonight, Manager Harry Brown reveals that this has been the best year for legit here since 1930. While an attempt will still be made to bring a sixth production early in May to fill the subscription season of the Theater Guild and the American Theater Society the legit season closes unofficially tonight. Tomorrow a two-a-day run of Metro's *The Great Ziegfeld* opens an indefinite engagement.

The Nixon had 22 full weeks, most of them highly profitable. Theatergoers have been spending more money and coming in greater numbers. Before the flood several attractions established new highs for individual days in the week.

Topnotchers this season were *The Great Waltz*, George White's *Scandals*, *Anything Goes*; *Tobacco Road*, which held forth for three weeks; *Idiot's Delight*, and *Dear Old Darling*.

## Parsons', Hartford, Razed

HARTFORD, Conn., April 25.—Workmen started razing Parsons' Theater, the leading playhouse for 40 years, this week. Opened April 1, 1896, by DeWolf Hopper in *Dr. Syntax*. All leading stars and plays came there. George M. Cohan opened many of his plays in historic theater. City is now without a dramatic house.

## From Out Front

By EUGENE BURR

The managers have finally announced the terms of their own basic agreement with the dramatists (as opposed to the basic agreement adopted by the Dramatists' Guild) and, tho the wisdom of the move has been doubted in some quarters, they have practically forced renewed negotiations between the two groups. The terms of the managers' pact can be found in a news yarn somewhere else in this issue. They're worth reading.

This corner's sympathies, if they lean in any specific direction, lean toward the creative artist, a category which includes the dramatists if you want to stretch a point or two. It certainly includes some of the dramatists. But, in all justice, such general sympathies can't be allowed to dictate an attitude in a case like this. Despite any original sympathy with the play-writing boys, this reporter can't see how anything could be much more equitable than the terms offered by the managers in their own basic agreement. They seem eminently fair—more equitable, certainly, than anyone had a right to suppose they'd be. The manager's agreement seems to be an honest and a just pact.

Meanwhile, at present writing, negotiations are still going on.

To turn to an entirely different subject, this corner is still a bit balmy from the effects of one of the most terrific emotional experiences it has ever undergone in a theater. The thing occurred yesterday (Friday) afternoon, up at the Manhattan Theater, where the WPA project's *Murder in the Cathedral* was giving a special professional matinee.

The play, which was originally covered by *The Billboard's* conscientious and able Mr. Denis, had very little to do with the experience in question. Rather, it was the result of the magnificent production conceived by Tom Adrian Cracraft, directed by Halsted Welles and supervised by Edward Goodman. More specifically, it was the result of the amazing and altogether excellent acting of the WPA cast, and particularly of the acting of Mr. Harry Irvine, who plays the archbishop.

Mr. Irvine's performance is one that easily and immediately takes its place among the 10 best of the season. With majesty, power, great insight, sincerity, intelligence and calm strength he goes thru a part which might very easily have been made a cheap and mealy-mouthed display of stage rhetoric. Shedding the clear light of quiet beauty all about him, he makes the archbishop a moving and outstanding tragic figure, a colossus in the pygmy theater of our day. And this achievement, mind you, is rather Mr. Irvine's than that of T. S. Eliot, the author.

At the conclusion of the play yesterday afternoon, when Mr. Irvine stepped forward to take his bows, a hard-boiled Broadway professional audience stood up and cheered—literally stood and cheered—as this reporter has seldom if ever heard an audience cheer in a theater. It was an eye-clouding, heart-warming, thrilling and entirely deserved tribute to an amazing example of the acting art.

As for the play itself, it has been previously reported. If this corner's views differ somewhat from the original appraisal that hardly matters. Mr. Eliot has certainly woven into his work lines heavy with the bright gold of poetry. He has just as certainly descended perilously close to nonsense verse in other passages. His poetry and his concept are both definitely abstract, and thus sharply contrasted with the poetry and concept of *Winterset*, America's recent contribution to poetic drama. Mr. Eliot's work gives the impression of being, rather than drama, visible music or audible dancing. That, one fears, is a highly abstract description—but then Mr. Eliot's work is a highly abstract piece.

Also, one doubts his complete honesty as a poet (rather than as a violently reactionary propagandist) because of a cheap satirical trick which completely breaks the mood of his second act. If he were a poet rather than a propagandist that break would never have occurred—and even as a propagandist he falls down rather badly, since his satire turns out to be directed devastatingly against himself. And as for his underlying mood, Mr. Eliot takes masochistic delight in the blood of self-immolation, hymning the perverted beatitude of suffering and, in his sometimes magnificent language, indulging in a ringing affirmation of the non-existent.

But that hardly matters; it doesn't matter at all to anyone who was present at the Manhattan yesterday afternoon. What does matter is Mr. Irvine's glorious performance, which represents the theater at its greatest, most inspiring best.

## Quick Change

NEW YORK, April 25.—Claudia Morgan, of the cast of "Call It a Day," is replacing Ilka Chase in "Co-Respondent Unknown" while still remaining in her original play. She appears in acts one and three of "Co-Respondent Unknown" at the Ritz and in act two of "Call It a Day" at the Morosco. Miss Chase recently underwent an operation for appendicitis.

## Equity Indie Slate Drawn

Full set of names now in— all indies grouped on separate ballots—kicks voiced

NEW YORK, April 25.—The list of independent nominees for the Equity council, opposing the regular ticket, is now filed, the procedure differing somewhat from last year in that the candidates were nominated by separate petitions containing different names, whereas last year a full slate was drawn up. The vote will be taken May 25 at the annual Equity meeting.

The independent ballot, containing a number of very strong names, is made up of the following: Richard Gordon, Allyn Joslyn, John B. Litel, Burgess Meredith, Mary Morris, Paul McGrath, Edward McNamara, Ann Revere, Shepperd Strudwick and Edith L. Van Cleve. Nominees for replacements are John H. Brown, to serve until 1937; Edward Everett Hale, also until 1937; Eric Dressler, until 1938, and Alexander Kirkland, until 1939.

When the ballots go out the regular nominees will be on one slip of paper and all of the independent candidates will be grouped on another, a procedure which, observers figure, will cut down on the number of split votes received.

Unofficial squawks concerning the method of sending out the ballots have been heard from certain independents, the malcontents claiming that it is unjust to place the nominees all on one form, insofar as each was named by a separate petition containing different names, and they stand for individual policies. Paul Dullzell, executive secretary of Equity, when questioned as to the legality of the procedure, stated it was legitimate.

## Three Theaters Auctioned

NEW YORK, April 25.—The Astor, Bijou and Morosco, adjoining theater properties on the northwest corner of Broadway and 45th street, were bought yesterday by Robert E. Dowling, of the City Investing Company, at an auction terminating foreclosure proceedings. The bid was \$800,000 above a first mortgage of \$1,000,000, and the theaters were previously owned by the Astor-Bijou-Morosco Theaters Realty Company, headed by Frank V. Storrs. Dowling has no definite plans as to what he will do with the three houses.

## "Awake and Sing" In Chicago May 4

CHICAGO, April 25.—Chicago legit shows probably will be down to one after next week. At *Home Abroad*, *Boy Meets Girl* and *Winterset* are all set to close May 2, and the only show set to come in is *Awake and Sing*, the Clifford Odets drama staged by the Group Theater of New York. It is to open at the Selwyn Theater May 4 as the sixth and last offering of the American Theater Society's subscription season.

This will mark the first appearance of the Group Theater in Chicago.

At *Home Abroad* is having a very good run here, playing to near capacity most of the time. *Winterset* has not done so well, its tragic theme not having a popular appeal.

The *Boy Meets Girl* Company will not disband but will go on a spring tour that will include Minneapolis, Dayton, Indianapolis, Columbus and Detroit.

The A. H. Woods production *The Night of January 16* will come to Chicago some time in May for a spring and summer run. Date and house not yet announced.

## Stone City House, Historic Spot, Goes

CEDAR RAPIDS, Ia., April 25.—Shades of Jenny Lind, Tom Thumb and other stage notables of four decades ago are brought to mind in the destruction of Columbia Hall, erected at Stone City in 1893 by Former State Senator John A. Green, now deceased. The building, which was a combination hotel and opera house, is being torn down and brought to Cedar Rapids from Stone City, 25 miles northeast of here, to furnish material for a modern apartment house. The old hall is estimated to contain a half-million tons of stone.

Back in 1869 "Johnny" Green, a hustling young Irish marble and stone cutter, came west from Boston and located at Stone City, site of a large stone quarry. It was not long until he became owner of an extensive quarry himself. He built a beautiful stone house on top of a large hill and proved such a genial host that he found it necessary to erect another building to house his guests, many of whom were stage luminaries of that period.

From New Orleans he brought the erstwhile famous Cox Brothers, to paint a curtain for his "opry house." The artists sat atop the high hills surrounding the Green quarries and painted scenes that included the village of Stone City and adjacent farms. That same canvas is still intact.

The walls of the old building are two feet thick, with some of the partitions and cross walls of stone. George Albright, who now owns the property, believes it contains enough stone to erect a 10-story building.

## Extra "Pride" Salaries

NEW YORK, April 25.—As a result of an extra performance given April 17 by the cast of *Pride and Prejudice* for the purpose of having the presentation filmed in order to guide its screen production in the MGM studios, the cast will receive a full week's salary in addition to the usual salaries paid.

# The New Plays on Broadway

## ETHEL BARRYMORE

Beginning Monday Evening, April 20, 1936

### BURY THE DEAD

#### —And— PRELUDE

"Bury the Dead," a one-act drama by Irwin Shaw, preceded by "Prelude," both staged by Worthington Miner and Walter Hart, and performed by Actors' Repertory Company. "Prelude" developed by members of the acting company, with dialog arranged by J. Edward Shugrue and John O'Shaughnessy, and music arranged by Fred Stewart. Presented by Alex Yokel.

#### Cast of "Bury the Dead"

- First Soldier.....John O'Shaughnessy
  - Sergeant.....Robert Williams
  - Second Soldier.....Robert Porterfield
  - Third Soldier.....Joseph Kramm
  - Fourth Soldier.....Joseph Wolff
  - Priest.....Edwin Cooper
  - Rabbi.....Samson Gordon
  - Private Driscoll.....Robert Thomsen
  - Private Morgan.....David Sands
  - Private Dean.....Douglass Parkhurst
  - Private Webster.....James Shelburne
  - Private Levy.....Bertram Thorn
  - Private Schelling.....Frank Tweddell
  - Captain.....Neill O'Malley
  - First General.....Aldrich Bowker
  - Second General.....France Bendsten
  - Third General.....George O. Taylor
  - Doctor.....Erik Walz
  - Stenographer.....Booth Whitfield
  - Bevins.....Garland Smith
  - Charlie.....Jay Adler
  - Reporter.....Will Geer
  - Editor.....Gordon Nelson
  - First Whore.....Dorothy Brackett
  - Second Whore.....Herta Ware
  - Radio Announcer.....Erik Walz
  - Bess Schelling.....Kathryn Grill
  - Mrs. Dean.....Mary Perry
  - Joan.....Rose Keane
  - Julia Blake.....Lesley Stafford
  - Katharine Driscoll.....Norma Chambers
  - Martha Webster.....Paula Bauersmith
  - A Voice.....William Hunter
- There Are No Intermissions. Time: The Second Year of the War That Is To Begin Tomorrow.

#### Cast of "Prelude"

- "Blinky".....Robert Thomsen
  - "Basket".....Frank Tweddell
  - "Poppy".....Will Geer
- Also: Jay Adler, Paula Bauersmith, France Bendsten, Aldrich Bowker, Dorothy Brackett, Norma Chambers, Edwin Cooper, Zaida Cotton, Samson Gordon, Kathryn Grill, William Hunter, Rose Keane, Joseph Kramm, Gordon Nelson, Neill O'Malley, Douglass Parkhurst, Mary Perry, Robert Porterfield, Anthony Ross, David Sands, James Shelburne, Garland Smith, Lesley Stafford, Lucille Strudwick, George O. Taylor, Bertram Thorn, Erik Walz, Herta Ware, Sally Washington, Booth Whitfield, Robert Williams and Joseph Wolff.

This is a show that has excited quite a bit of interest, even before it opened. *Bury the Dead* is a one-acter which was entered in the New Theater League anti-war play contest recently. The work of a 23-year-old unknown, it was recently put on by members of the acting company then appearing in *Let Freedom Ring*. The two performances presented convinced the troupe that it had something worth while. Struggling for a means for producing the show on a professional basis, it found its solution in sponsorship by Alex Yokel. With money from the profits of *Three Men on a Horse* in his pocket, Yokel is now able to gratify his ambitions to do something substantial but not necessarily commercial.

*Bury the Dead* is a biting, vigorous, moving indictment against war. More than that, it is a good show. It sustains interest thruout, spewing its bitterness with mounting fury and reaching occasional heights of poetic beauty. This is surprising in view of the rather ordinary performances and the many irrelevant sections of dialog and situation.

Briefly, the play concerns six soldiers at the front in the "next war" who are killed, buried and then rise in their graves to torment the war lords. The generals beg the men to lie down and not embarrass the army; the minister and the women of the soldiers also beg them to permit burial. But the soldiers stand grimly in their graves, affirming bitterly their desire for life and denouncing the stupidity and futility of war. The curtain lowers as the dead soldiers climb out of their grave to join with the living in proclaiming their united fight for a better life.

It is fantastic, of course, and reminds us of *Miracle of Verdun*, in which "dead" soldiers returned home. But in its queer plot it finds its great strength. The plot situation becomes a firm base for its harrowing details, its ribald

humor and its sharp expose of the war machine. The play is a surprising product for a 23-year-old mind. It will be interesting to watch his development as a playwright.

The entire act is staged before a four-section unit set, with the orchestra pit representing the grave, the apron the battleground, the background the scene of quick blackout scenes, and the raised background set the silhouette of war trenches against the evening sky. The action thus achieves a unity, and the ever-present grave and trenches serve as vivid symbols of war.

The play is preceded by a curtain raiser called *Prelude*, which pads out the evening to the usual time. *Prelude* is interesting mainly because it is a group effort. It was developed by the acting company rather than written by any one or two people. It has three maimed veterans in a hospital reminiscing. Over the radio come speeches, songs and comment, while in the background move people illustrating war scenes. This technique builds up a mood for the main one-acter, and, as such, it is excellent. But as a play standing on its own it is fairly dull. Lacking dramatic quality, it is really little more than a stage newsreel.

The Misses Norma Chambers, Paula Bauersmith and Lesley Stafford, along with Neill O'Malley, Will Geer and James Shelburne, turn in good performances. The others are adequate.

PAUL DENIS.

## MAJESTIC

Beginning Monday Evening, April 20, 1936

### THE PIRATES OF PENZANCE

(Repertory revival)

An operetta written by W. S. Gilbert and composed by Arthur Sullivan. Staged by Frank Moulan. Settings designed by Franklin Ambos and constructed by Edward Golding. Costumes designed and executed by Brooks Costume Company, from sketches by Billie Livingston. Musical conductor, J. Albert Hurley. Presented by S. M. Chartock. Richard, a Pirate King.....Herbert Waterous Samuel, His Lieutenant.....John Eaton Frederic, a Pirate Apprentice.....Roy Cropper Major-General Stanley, of the British Army.....Frank Moulan Edward, a Sergeant of Police.....William Danforth Mabel, General Stanley's Youngest Daughter.....Vivian Hart General Stanley's Daughters: Kate.....Dean Dickens Edith.....Frances Baviello Isabel.....Gertrude Waldon Ruth, a Piratical Maid-of-All-Work.....Vera Ross General Stanley's Daughters, Pirates, Policemen, Etc.—Misses Jane Ann Edwards, Dorothy Forsythe, Geraldine Bork, Marion Ross, Evelyn Adler, Elfrida Anabel, Mildred Burke, Kay Curl, Margaret Henzel, Emily Marsh, Celia Schiffrin, Gertrude Waldon, Georgia Dieter, Edith Maison, Jean Matus, Frances Wade. Messrs. Joseph Olney, Norman Van Emburgh, David Milton, John Willard, Bruce Barclay, August Loring, Paul Curtis, LeRoy McLean, John Moore, John Cardini, Siegfried Langer and Joseph Scandur. ACT I: A Rocky Seashore Off Cornwall. ACT II: A Ruined Abbey (Moonlight).

Miss Wilella Waldorf, of *The Post*, owns a phonograph and the various sets of Gilbert and Sullivan recordings performed by England's D'Oyly Carte Company, of all of which she seems inordinately proud. It appears that she likes the records better than she does the phonograph, but she tries to make it up to the latter by calling it a gramophone, thus indicating that it's almost as English as the records. Armed with fond memories of her possessions, she reviewed the production of *The Pirates of Penzance*, which is the second item of S. M. Chartock's current series of Savoy revivals at the Majestic, and set out to demolish the upstart American presentation by comparing it to magnificence of the D'Oyly Cartians' canned vocalizing. This is a procedure which is currently considered quite smart, but no one else has yet managed to go to quite the lengths traveled by Miss Waldorf. She even took Brooks Atkinson, of *The Times*, to task for suggesting that Mr. Chartock's singers might be pretty good. It's of course obviously impossible for them to be any good; they're Gilbert and Sullivan singers who are native Americans.

But Miss Waldorf, by evil chance, picked the most unfortunate possible time for her tirade, finding herself in the position of a poker player who is trying to bluff out a pair of deuces against a straight flush. For she managed, in her magnificently sweeping

## BROADWAY RUNS

Performances to April 25, inclusive.

Dramatic	Opened	Perf.
Bitter Stream (Civic Rep)	Mar.	30... 32
Boy Meets Girl (Coit)	Nov.	27... 178
Bury the Dead (Fulton)	Apr.	18... 9
Call It a Day (Morosco)	Jan.	28... 107
Children's Hour, The (Elliott)	Nov.	20... 609
Co-Respondent Unknown (Ritz)	Feb.	11... 87
Dead End (Belasco)	Oct.	28... 210
Elizabeth Sleeps Out (Comedy)	Apr.	20... 8
End of Summer (Guild)	Feb.	17... 80
Ethan Frome (National)	Jan.	21... 111
First Lady (Music Box)	Nov.	26... 179
Idiot's Delight (Shubert)	Mar.	24... 39
Lady Luck (Adelphi)	Apr.	13... 16
Lady Precious Stream (49th Street)	Jan.	27... 104
Libel! (Miller)	Dec.	20... 147
Love on the Dole (Longacre)	Feb.	24... 72
Moon Over Mulberry Street (Second Engage.) (44th St.)	Jan.	13... 120
Mulato (Vanderbilt)	Oct.	24... 213
One Good Year (Fulton)	Nov.	27... 175
Postman Always Rings Twice, The (Lyceum)	Feb.	25... 71
Pride and Prejudice (Plymouth)	Nov.	5... 202
Russet Mantle (Masque)	Jan.	16... 116
Saint Joan (Beck)	Mar.	9... 58
Summer Wives (Mansfield)	Apr.	13... 16
Three Men on a Horse (Playhouse)	Jan.	30... 529
Tobacco Road (Forrest)	Dec.	4... 1034
Victoria Regina (Broadhurst)	Dec.	26... 141
Musical Comedy		
Follies (Winter Garden)	Jan.	30... 97
Gilbert and Sullivan Rep., 19 The Mikado (Majestic)	Apr.	10... 11
Pirates of Penzance, The	Apr.	20... 8
May Wine (St. James)	Dec.	5... 164
On Your Toes (Imperial)	Apr.	11... 17

denunciation, to attack the choral work—and the choral work happened to be as good as any that has ever been heard hereabouts. This reporter owns the D'Oyly Carte recordings, too (tho he can't manage to work up a lather of pride over the fact), and he knows them backwards and forwards by dint of repeated playing. The magnificent recorded work is, in all honesty, no better than the magnificent work that Mr. Chartock's chorus, male and female, is doing this week at the Majestic.

And not all the honors go to the chorus either. The first act (which was the only one Miss Waldorf saw) is routine Gilbert and Sullivan at best with the exception of the chorus interludes. But the second act hits a high which the present company hasn't achieved in years, if ever. Miss Vivian Hart's rendition of *Stay, Frederic, Stay* is about as fine as anything this reporter can remember (that's a measured statement), and she is ably seconded by Roy Cropper. Mr. Cropper, incidentally, does excellent work thruout the second half after a weak first-act start. He, along with Herbert Waterous and Vera Ross, make *The Pirate's Lair* and *A Paradox* perfect examples of effective Savoy singing. As for William Danforth and his sergeant of police, it remains a comic masterpiece.

Frank Moulan, who directed according to tradition, is an eminently acceptable major-general. He slowed the tempo of the first-act patter song somewhat, but that is easily excusable, since it made the words clearly distinguishable, which hasn't always been the case. He also left out the second verse of *Comes the Lonely Breeze*. John Eaton displays a fine and well-handled voice as Samuel, while Dean Dickens, Frances Baviello and Gertrude Waldron are acceptable as the major-general's three chief daughters.

The performances of the Misses Hart and Ross and the Messrs. Danforth, Waterous, Cropper and Moulan are (again in all honesty) excellent. They may seem like routine G&S because of the still painfully thin orchestra and the routine method of presentation. But if they had the great good luck to be recorded, along with the splendid chorus work, they would come perilously close to equaling the of-course-unequaled D'Oyly Carte recordings.

If you don't mind routine production and a thin orchestra—if, in other words, you can be satisfied with splendid Savoy singing and performing, even if it does come from this side of the Atlantic—the current revivals should prove eminently enjoyable. EUGENE BURR.

## COMEDY

Beginning Monday Evening, April 20, 1936

### ELIZABETH SLEEPS OUT

(Revival)

A comedy by Leslie Howard. Staged by Preston Clark. Scenery constructed by Jensen Studios. Presented by J. Emerson Smythe. Vane.....Edward Parker Mrs. Case.....Irene Britton May Tweedie.....Marie Perrin Elizabeth Tweedie.....Mercedes Ferrara George Appleway.....Frank Armstrong Amelia Tweedie.....Frances Turner Worthington Smythe.....Dudley Barry Wrigley.....Robert Bruce The entire action takes place in the morning room of the Tweedie residence.

Time: November, 1926. ACT I—3:30 A.M. ACT II—6:30 P.M. the Same Day. ACT III—7:30 A.M. the Following Day.

Written by Leslie Howard and first presented some nine years ago with the author in the cast, *Murray Hill* in its latest edition is ready for an immediate departure. A flimsy if somewhat pleasant farce under conditions of adequate production, the current offering fails lamentably and impresses as nothing more than an amateur attempt. Based on the time-worn expedient of mistaken identity, an element useful to farces since the beginning of the type, the plot meanders thru a day or two of life with the Tweedie family, a group of aged spinsters, with no clear idea of the way babies are made. Elizabeth Tweedie, however, youngest of the old maids, has a secret life. She reads *The Police Gazette* and gives indications of a Freudian curiosity.

Into this circle of lavender, old lace and repressions comes Worthington Smythe, a relative, to claim an inheritance left to him by a departed aunt. But this aunt, a regular Tweedie, had empowered the other females of the clan to veto the inheritance in the event the young man was found to be morally delinquent. When George Appleway, the family lawyer, finds he is a drunkard, he keeps him under cover for a while and substitutes a young undertaker as the heir. Amelia, the adolescent of the Tweedie circle, marries the mortician, but later finds that he is a wealthy society buck; and Elizabeth, she of *The Police Gazette*, spends a drunken, roistering night with the genuine Worthington, and seems considerably relieved in the morning.

*The Playbill*, in telling something of the cast, is a model of naivete. Mercedes Ferrara, who plays Elizabeth Tweedie, starred in South Africa with *Fata Morgana*; and Frances Turner, when on the coast, declined two movie offers to gain more stage experience.

All in all, a miscarriage as far as the box office is concerned.

PAUL ACKERMAN.

## New Opera for Detroit

DETROIT, April 25.—*The Dybbuk*, the latest operatic work of Lodovico Rocco, who has been pronounced by European critics to be one of the outstanding young Italian operatic writers, will have its world premiere in English on May 6 in the Masonic Auditorium here. It is being introduced to American audiences by the Detroit Civic Opera. Following the Detroit premiere it will be given in Chicago and New York.

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## Exhibitors' Organizations

MPTO of Arkansas, Mississippi and Tennessee, which has been sponsoring benefit shows to aid those areas stricken by the recent tornado, particularly Tupelo, Miss., reports that 40 theaters have raised about \$5,000 already, of which \$2,600 has already been received. The rest of the money will probably have been turned in at the time of going to press.

According to Nathan Yamins, who spoke at a meeting of Independent Theater Owners of Connecticut April 22, the new organization will join Allied. This will be the first time Allied will have a Connecticut chapter.

On April 20 Allied of Iowa and Nebraska held its spring convention at the Kirkwood Hotel in Des Moines, and on April 21 a conference was attended by the exhibitors at the Loyal Hotel in Omaha.

At a meeting of the board of directors of Allied of Northwest at Omaha recently a vote was taken favoring a cancellation privilege of 25 to 33 per cent. Another topic of discussion was the Legion of Decency, which, according to Leo Wolcott, president of the unit, is not doing a good job in its attempt to provide good family films.

John J. Gillette, of Tooele, Utah, and vice-president of Intermountain Theaters' Association, has been named a member of the MPTOA board of directors for his territory.

Allied Theater Owners of Iowa and Nebraska, aided by MPTOA, will conduct a campaign this summer favoring greater cancellation privileges, abolition of score charges and various other trade practice and legislative items. An attempt will be made to conduct meetings in different parts of the territory. It is hoped that something will be done to stop holding back of product and to pass a favorable law on preferred play dates.

At a meeting of the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware at the Hotel Bellevue-Stratford, Philadelphia, April 24, President Lewen Pizor, in his capacity as member of the trade conference, gave a report to about 75 exhibitors present. Walter Vincent also spoke.

Nathan Yamins at the New Haven meeting of IMPTO, April 21, presided over by Harry Lavietes, discussed outstanding problems facing all independents. Among the items mentioned were taxation, insurance, insufficient number of prints, ASCAP difficulties, score charges, block booking, clearance and preferred play time. A resolution was taken to formally apprise Congress of IMPTO's approval of the Duffy Bill.

Announcement of new officers of Intermountain Theater Association reveals that Stanley Robbins, of the Egyptian Theater, Ogden, Utah, has been elected president, succeeding E. C. Huish, of Eureka, Utah. Other officers are John H. Gillette, of Tooele, vice-president; John Rugar, Park City, treasurer; Beverly S. Clendenin, secretary. Huish remains as director, together with Joseph Lawrence, Stanley Rich, I. H. Harris and A. F. Johnson.

Circuit Court of Kansas City has granted the Midway Theater, Kansas City, a permanent injunction against IATSE and Local 498 prohibiting picketing of the house. Previous to this order a temporary injunction was given on the ground that Paul Milberger, owner, served as projectionist himself.

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## "CAPTAIN JANUARY"

(20TH-FOX)

TIME—77 minutes.

RELEASE DATE—April 17.

**PLOT**—Star, a little girl, was washed up in a wreck to Captain January's lighthouse and is kept by the old man, who loves her. A nasty lady truant officer tries to get her away, but she passes her examinations and stays with the old man until he loses his lighthouse post. Then a friend wires her long-lost relatives to get her, and they do, much to her unhappiness, until they hire Captain January as skipper of their yacht.

**CAST**—Shirley Temple, Guy Kibbee, Slim Summerville, Buddy Ebsen, June Lang, Sara Haden, Jane Darwell and others. Little Miss Temple turns on the affected sweetness and light until you practically howl for Jane Withers to come and stick her tongue out at somebody. Ebsen's dancing okeh, but he's hardly a romantic lead. Kibbee and Summerville excellent.

**DIRECTORS**—David Butler and Sam Heltman. It's all cling and no cake. And Shirley is so, so sweet when she does musical numbers. Dances and songs are dragged in by the hair.

**AUTHORS**—Screen play by Gladys Lehman and Harry Tugend, based on a story by Lura E. Richards. The story is perfunctory, simply giving La Temple a chance to sing, dance and tug at susceptible heartstrings.

**COMMENT**—Tear-jerking saccharine that's nauseating when it isn't boring. But that won't stop it from pulling them in.

**APPEAL**—Temple fans, which seems to include everyone but confirmed misanthropes like the writer of this review.

**EXPLOITATION**—Temple. You can also spend a little time on the story, which is fairly well known.

## "THE AMATEUR GENTLEMAN"

(UNITED ARTISTS)

TIME—100 minutes.

RELEASE DATE—April 17.

PRODUCER—Marcel Hellmann.

**PLOT**—John Barley, ex-prize fighter in regency England, is accused of a robbery he didn't commit and condemned to death, according to the laws of the day. So his son, Barnabas, pretends to be a gentleman, mixing with the quality in the hope of nabbing the high-born culprit who put his pa on the spot. He finally does it, after being accused of murder and falling in love with the lovely Lady Cleone Merdith.

**CAST**—Douglas Fairbanks Jr., Elissa Landi, Gordon Harker, Basil Sydney, Hugh Williams, Athole Stewart, Frank Pettingell, Coral Brown, Irene Brown, Margaret Lockwood and others. Fairbanks does a nice job and Landi is lovely. Others all okeh.

**DIRECTOR**—Thornton Freeland. Maintains nice action pace thruout.

**AUTHORS**—Screen play by Clemence Dane from a novel by Jeffrey Farnol. Called a free adaptation, but it's rather a complete mutilation. About as much like Farnol's novel as a cup of tea is like 20-year-old Scotch.

**COMMENT**—Why do film companies take a much-read and much-loved book and then change it so completely so that every reader of the book is bound to resent the picture? An entertaining enough effort on its own, but judged in relation to the book from which it is supposed to be taken it's a complete washout.

**APPEAL**—Costume fans mainly.

**EXPLOITATION**—Don't mention the novel. Everyone who's read it will leave the theater cursing the film.

# 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
Things To Come (UA)	10	2	2	"Appeal mainly to intelligent audiences."—Harrison's Reports. "Highflown nonsense."—American.
Mr. Deeds Goes to Town (Columbia)	18	0	2	"It's a wow!"—Film Curb. "Will send grosses soaring."—Box Office.
Desire (Paramount)	16	1	1	"Right good entertainment."—Film Curb. "Forgets all about action."—Harrison's Reports.
Peg of Old Drury (Paramount)	10	1	0	"Engaging."—Sun. "Interesting and colorful."—American.
The Witness Chair (Radio)	3	5	7	"Fails to deliver."—M. P. Daily. "Fair murder melodrama."—Harrison's Reports.
Murder on the Bridle Path (Radio)	4	4	6	"Disappointing."—World-Telegram. "Plenty of fun."—Post.
The Girl From Mandalay (Republic)	3	4	2	"Very little action."—Film Daily. "Done many times before."—Film Curb.
Silly Billies (Radio)	1	11	6	"Depends on stars' draw."—N. Y. Exhibitor. "Will have little appeal."—Harrison's Reports.
King of the Pecos (Republic)	2	0	4	"Will be well received."—Film Curb. "Surefire for the alfalfa boys."—The Billboard.

## News of the Week

It appears that the new St. Louis conspiracy and restraint of trade suit recently filed by Attorney-General Roy McKettrick at Jefferson City Supreme Court against General Theatrical Enterprises and Vitagraph, Warner subsidiaries, and RKO and Paramount will be delayed because of ambiguities in the naming of the defendants. Some film organizations, while not specifically charged with illegal trade practices, seem to be involved. One complication is that the previous St. Louis dispute involving the Fanchon & Marco houses is implicated. Doubt rests as to whether the Supreme Court will okeh the petition. The hearing was originally scheduled for April 30.

In the first annual statement made by Paramount in five years it was revealed that Paramount Pictures, Inc., realized a net profit of \$3,153,167 for 1935. A reserve of \$2,500,000 has been set aside for product not yet released. According to John E. Otterson, president, this reserve money would, under normal procedure, be charged against 1936 figures, but in the present case this money, resulting from the expensive production of certain pictures, was regarded as incidental to the studio reorganization. With this in view, the \$2,500,000 has been taken out of 1935 profits and set aside as a reserve to take care of excessive 1935 financial items.

This financial statement does not take into account the Paramount Broadway Corporation or Olympia Theaters, Inc.

The Bailey Corporation, which operated the Bailey Circuit of several movie houses in the rural areas of Louisiana, Alabama and Mississippi, has been dissolved. The Baileys will continue operations as individuals.

By the vote of 147 to 85 citizens of Monticello, Ark., last week favored showing of movies on Sunday. The proposal to legalize Sunday shows was previously defeated in a city election by a bare 22 votes.

James R. Grainger, whose general-sales-manager agreement with Universal Pictures terminates in June, recently signed another, insuring his continuance in the same position for a period of three years.

On April 28 Emanuel Cohen signed up as a producer for Paramount in an agreement stipulating production of eight films per year for three years. This is a direct outgrowth of President John E. Otterson's investigations into West Coast production.

The Ambassador Hotel, Los Angeles, April 23 housed about 1,000 people in its Florentine Room for a testimonial dinner in honor of Carl Laemmle. The affair was under the auspices of the Academy. Will H. Hays gave Laemmle a figured script in recognition of his devotion to the industry, and various speakers extolled the career of the pioneer, touching on the ups and downs experienced thru the years. Among those present were Irving Thalberg, who served as toastmaster; Frank Lloyd, Rupert Hughes, Herbert Rawlinson and George Eastman. The party closed with shots from Laemmle's pictures, ranging from *Hiawatha* to *King of Jazz*.

Loew's financial report covering 28 weeks ending March 12 shows a significant increase of \$687,701 over the same period for the previous year. This year's net profit is \$5,033,033 and is only \$2,546,705 short of Loew's net of \$7,579,743 for the whole fiscal year which terminated August, 1935.

MGM's sales convention will probably be held at the Palmer House in Chicago, beginning May 11.

Action on Virginia's blue laws is under way again. Charles A. Somma, part owner of the Byrd Theater, Richmond, has appealed a small fine for playing *The Witness Chair* on Sunday. An attempt will be made to obtain a court ruling as to whether the ban on Sunday shows is constitutional.

Judge John L. Ingram on May 8 will listen to the case.

**"I MARRIED A DOCTOR"**

(WARNER)

TIME—83 minutes.

RELEASE DATE—April 25.

**PLOT**—A very free adaptation of Sinclair Lewis' *Main Street*, previously brought to the screen in a far better version. Emphasis here is not on the social satire which made the novel and the original version outstanding, but upon tear-jerking entirely. Carol, filled with the higher things of life, rebels against the conventional and muffling life of what is now known as Williamsburg. She takes up with the rebellious farmhand, Erik, and there follow misunderstandings with her husband. She finally submits to her environment.

**CAST**—Pat O'Brien, Josephine Hutchinson, Ross Alexander, Guy Kibbee, Louise Fazenda, Olin Howland and others. O'Brien and Hutchinson are excellent, but subsidiary characters are less successful.

**DIRECTOR**—Archie L. Mayo. Emphasizes, as the script does, the personal angles of the story. His attempts to bring in the background look awkward and are unconvincing. Some excellent tear-jerking sequences, but that's about all. Little or no coherence.

**AUTHORS**—Screen play by Casey Robinson, based on Sinclair Lewis' *Main Street*. See above for switch in emphasis, which has made a powerful work into just another movie. Robinson's chief contribution is some good dialog.

**COMMENT**—Okeh, but not what it could or should have been.

**APPEAL**—The women.

**EXPLOITATION**—Central situation. Don't do too much on the *Main Street* basis, since lovers of the novel will be disappointed and disgruntled.

**"PANIC ON THE AIR"**

(COLUMBIA)

TIME—55 minutes.

RELEASE DATE—April 10.

**PLOT**—Hand-tailored for the double-header trade, this is the oldie about the reporter who solves murder mysteries for the police and gets the news first. Only the reporter is a radio newscaster and not a legman. Jerry Franklin, the genius of pen and word, gets the proper solution of mysterious code on a \$5 bill which has caused the murder of the wife of a one-time racketeer, recently dead in jail. Code indicates the storage place of the boodle, and just as the murderer is to be turned in the gang captures Franklin and his party and ties them up whilst they go after the dough. Reporter gets away in time to broadcast from a phone booth and get the thugs.

**CAST**—Lew Ayres, Florence Rice, Benny Baker, Edwin Maxwell, Charles Wilson, Murray Alper, Robert Emmett Keane, Gene Morgan, Eddie Lee. Ayres okeh in an obviously conceived and poorly written part, failings of which can't be blamed on him. Rice, has little to do and is awkward on that. Baker as usual. Lee is a Chinese valet named McNulty.

**DIRECTOR**—D. Ross Lederman. Maintains a good pace for a three-day picture.

**AUTHORS**—Story by Theodore Tinsley and screen play by Harold A. Shumate. More from Hollywood on the brutal antics of gunmen and the heroism of story-book newspaper men.

**COMMENT**—Inexpensive affair that should return a good profit from the bargain neighborhood houses.

**APPEAL**—Boom-boom addicts.

**EXPLOITATION**—Sell the phony Winchellian inside, and routine stuff.

**"SKY PARADE"**

(PARAMOUNT)

TIME—70 minutes.

RELEASE DATE—April 17.

**PLOT**—Speed Robertson and Scotty Allen, aviation heroes during the war, continue flying after the armistice, first barnstorming with carnivals and finally risking a trans-oceanic flight. The plane cracks up, Scotty is killed, and upon Speed and Jerry, a girl parachute jumper who had joined the men at a country fair, falls the task of rearing Scotty's son, Jimmie. Years later Speed perfects an automatic pilot, a safety device he wants to turn over to the American government. Casey, who has harbored a grudge against Speed since the days of the war, steals the plane with the automatic gadget in order to sell it to a foreign power. In a scuffle aboard the plane between Casey and the real pilot both are killed. Jimmy, who had been hiding aboard the ship, receives instructions over the wireless from Speed and brings the ship down safely. Happy ending climaxed by the long-delayed marriage of Speed and Jerry.

**CAST**—Jimmie Allen, William Gargan, Katherine DeMille, Kent Taylor and Grant Withers. Gargan's role of minor importance until film is half over, but is major character thereafter. Adequate cast.

**DIRECTOR**—Otho Lovering. Good. Pace, action and suspense. Fine airplane shots.

**AUTHORS**—Screen play by Brian Marlow, Byron Morgan and Arthur Beckhard from story by Robert M. Burt and Willfred G. Moore.

**COMMENT**—Exciting, idealized yarn of aviation industry.

**APPEAL**—Immense kid trade and good general draw.

**EXPLOITATION**—Jimmie Allen radio tieup, and swell shots.

**"TOO MANY PARENTS"**

(PARAMOUNT)

TIME—72 minutes.

RELEASE DATE not given.

**PLOT**—A simple and sentimental yarn of rich young boys, sons of millionaire parents, and the pathetic lives they often lead in boarding schools affording little opportunity for parental contact. George Ernest's father pays little attention to the kid, neglecting to see him at Christmas, etc. George, a very sensitive fellow, finally decides to commit suicide. He paddles a canoe over a waterfall, but the old man saves him.

**CAST**—Buster Phelps, George Ernest, Billy Lee, Howard C. Hickman, Porter Hall, Colin Tapley, Frances Farmer, Henry Travers, Lester Matthews, Douglas Scott, Jonathan Hale, Mabel Forrest, Lillian West, Frank Mayo, Bradley Metcalfe and Lois Kent. Kids do some fine work.

**DIRECTOR**—Robert F. McGowan. Very sympathetic handling of a tear-jerking theme. Gets a lot of swell work out of the youngsters.

**AUTHORS**—Virginia Van Upp and Dorothy Malloy adaptation of story by George Templeton and Jesse Lynch Williams.

**COMMENT**—Good neighborhood stuff.

**APPEAL**—General.

**EXPLOITATION**—Obvious child-parent tieup

**"MOONLIGHT ON THE PRAIRIE"**

(WARNERS)

TIME—63 minutes.

RELEASE DATE not given.

**PLOT**—Ace Andrews, suspected of the murder of "Butch" Roberts, joins a medicine show and leaves town, thus confirming belief in his guilt. The show fails, and Ace, stranded in a near-by village, meets Roberts' widow, Barbara, who is in trouble because Buck Cantwell, the foreman, together with hired help on her late husband's ranch, prevent her from taking possession. Owing to a clause in Roberts' will, failure of the mother and her young son to appear on premises at a specified time will result in a transfer of the property to Cantwell. Andrews and his partner, Small Change, champion the cause of the distressed lady and finally establish her as the rightful owner. The ousted villains make things hot for a while by rustling the cattle, but are ultimately rendered null and void by Andrews, who also fixes the murder of Roberts on one of the bad men. Marriage.

**CAST**—Richard (Dick) Foran, Sheila Mannors, George E. Stone, Joe Sawyer and Gordon Elliott. All wear nice bandanas.

**DIRECTOR**—D. Ross Lederman. Reaches the customary low on Westerns.

**AUTHORS**—Story and screen play by William Jacobs. Music and lyrics by M. K. Jerome and Joan Jasmyn.

**COMMENT**—Very ordinary effort.

**APPEAL**—Limited to the usual trade.

**EXPLOITATION**—Routine.

**"LAWLESS RIDERS"**

(COLUMBIA)

TIME—58 minutes.

RELEASE DATE not given.

**PLOT**—Thieves hold up a stagecoach, shoot the driver and leave the panic-stricken horses careening away madly with Edith Adams, a terrified and good-looking piece of fluff. Ken Manley puts away his harmonica, gets into the way of his horse a few times, but finally mounts and rescues the girl. This is the beginning of a beautiful friendship. In town the same villains rob a bank and pin the guilt on Ken by knocking him on the head, placing a money bag near him and calling the sheriff. Aided by Iris pals, Ken breaks jail and rounds up desperadoes, who by this time are ready to kidnap Edith. Ingenious yarn.

**CAST**—Ken Maynard, Geneva Mitchell, Harry Woods and Frank Yaconelli.

**DIRECTOR**—Spencer Gordon Bennett. A record low.

**AUTHOR**—Story and screen play by Nate Gatzert. Probably wrote another simultaneously with his left hand.

**COMMENT**—Words fail.

**APPEAL**—For the very naive and kid trade.

**EXPLOITATION**—Routine.

**"GALLANT DEFENDER"**

(COLUMBIA)

TIME—60 minutes.

RELEASE DATE not given.

**PLOT**—Johnny Flagg rescues Barbara McGrall in the usual get-acquainted sequence, thus getting under way a feud with the villains, headed by Munro. In accordance with the trite Western routine, Flagg is accused of a murder and spends a lot of time proving he is innocent. Climax comes with the hero doing okeh for himself, the villain getting into the way of a bullet, and Barbara doing a Cupid with Johnny.

**CAST**—Charles Starrett, Joan Perry, Harry Woods, Edward Le Saint, Jack Clifford, Al Bridges, George Billings and George Cheesboro. Run of the mill performance all 'round.

**DIRECTOR**—David Selman. Not enough action and too much emphasis on plot and dialog. Production otherwise above par.

**AUTHORS**—Ford Beebe adaptation of story by Peter B. Kyne.

**COMMENT**—Drags too much in spots.

**APPEAL**—Loses out on the kid trade thru lack of pace.

**EXPLOITATION**—Routine.

**"HI, GAUCHO"**

(RADIO)

TIME—60 minutes.

RELEASE DATE not given.

**PLOT**—Lucio, an Argentine cowboy, falls in love with Inez, lovely daughter of an aristocratic Castilian family. In addition to her family being against the match because of the difference in social station, the girl is already betrothed to Don Salvador, a feeble old man of high rank in the court of Spain. En route to claim the girl, Salvador is kidnaped by Escuerra, a notorious bandit, who takes the old man's clothes and presents himself to Inez's family as the prospective groom. Lucio, however, gums up marriage with a series of serenades and some volatile love making. The legitimate Don Salvador is finally recaptured from Escuerra's men and makes such a ridiculous figure when brought to the assembled gathering that Inez's mother consents to her daughter's match with Lucio.

**CAST**—John Carrol, who tries to be dashing in the old Fairbanks way; Steffi Duna, who is fit for something better, and Rod LaRocque.

**DIRECTOR**—Thomas Atkins. Has given the production a superficial brilliance which does not cover its hackneyed basis.

**AUTHORS**—Screen play by Adele Buffington; story by Thomas Atkins.

**COMMENT**—A continuous round of balconies, patios, rose-in-the-hair business, etc.

**APPEAL**—Misses everything but the Western trade, and should have more action for that.

**EXPLOITATION**—Old-world love convention.

# BAA on Basic Agreement As EBMA Lists Membership

**Actor group confers with lawyer on changes—will deal with managers soon—Oxford, Gaiety, Gotham, Union City, Irving Place and Peoples not members of EBMA**

NEW YORK, April 25.—Negotiations between the Burlesque Artists' Association and the Eastern Burlesque Managers' Association on the matter of the basic agreement are expected to get under way in a short time, since the EBMA has definitely established to the actor group its actual membership. Recently it appeared that the BAA would negotiate individually with all theaters, but the reorganization of the EBMA, apparently brought on by the BAA's attitude, forestalled individual negotiations. It is expected that theaters, not affiliated with the EBMA will receive stricter terms from the BAA this coming season.

Sam A. Scribner, who heads the manager group, wrote Tom Phillips, head of the BAA, last week, listing the membership of the managers' organization. Comprises the Republic, Apollo and Elling here; Werba and Star, Brooklyn; Howard, Boston; Empire, Newark; Bijou and Trocadero, Philadelphia; Gayety, Baltimore; Gayety, Washington, D. C.; Variety, Pittsburgh, and the week of Pennsylvania one-nighters. Baltimore and Washington dropped out of the EBMA last season, while Pittsburgh and the one-nighters are new to the organization.

This list does not include the Hudson, Union City, and the Oxford, Brooklyn, which were members last season. Union City, however, is expected to come in, but there is some doubt about the Oxford becoming a member. Other non-members include the Gaiety, Minsky's Gotham, Irving Place and Peoples.

The BAA, claiming that the next step is to get the basic agreement signed, is getting together with its lawyer to make some changes in last season's agreement, changes that would eliminate disputes that came up during the season. The current agreement, which was just an understanding between the BAA and EBMA, expires August 31.

## Toronto's Burly-Vaude Show

DETROIT, April 25.—Opening bill at the new Casino Theater, Toronto, being booked by the Gus Sun Office here by Jack Dickstein, includes four acts of vaude in addition to the burlesque show. The Warner Family, August Silvi, Jack Gregory and Company, and Handers and Millis open the house. Jim Bennett is producing the show.

### IT'S JUST TOO BAD!

Five houses want me yet this season as added attraction and I have only one week open (May 17). What'll I do?

#### NADJA

"The Girl Who Revolutionized Burlesque." PALACE THEATRE, Buffalo, April 30. Perm. Addr., Knickerbocker Hotel, New York, N. Y.

#### "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, Songs, Talks, Strips and Plays Guitar and Clarinet.

#### BOOTS BURNS

THE GAL FROM DALLAS. A New Independent Circuit Sensation.

#### NELLIE CASSON

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

A PERPETUAL SHINING STAR

## IRENE AUSTIN

THE LADY DAINTY OF BURLESK

AT THE GAIETY, BROADWAY, N. Y. CITY, INDEFINITELY.

## Holly Leslie Replaces George Schiller in Detroit

DETROIT, April 25.—Holly Leslie opened Thursday as producer at the National Theater, replacing George Schiller, who produced the shows for the last four years. Schiller goes to the New Casino Theater, Toronto, while Leslie comes in from seven months at the Palace Theater, Buffalo.

Sally O'Day opens Monday at the National, from the Palace at Buffalo, taking the place of Lillian Murray, who goes to the Star, Brooklyn. Frank Buckridge, for 18 years stage carpenter at the National, has returned to work, but is handling the electrical end until able to resume his old job. Meanwhile John L. Doyle, formerly business agent for the stagehands, who is again a candidate for the office this year, is handling his old job temporarily.

# U-Notes

By UNO

MRS. FRED BINDER, wife of Fred (Falls) Binder, comedian, currently with *Beauty Parade*, is mourning the loss of her mother, who passed away at her home in Cincinnati April 17, after a six-years' illness.

ALLEN GILBERT, producer expert of the ultra shows at the Apollo, New York, has acquired the entire book and musical score of *Re-No-Vated Ladies*, which he will put on shortly in keeping with his ideas of a clean continuity, better-than-burlesque show a la musical comedy.

MRS. ABE MINSKY, as is her annual custom, sponsored a benefit at Minsky's Gotham, New York, by way of a midnight show April 18 in aid of the Fifth Street (New York) Day Nursery. Among a big array of star entertainers volunteering were Milton Berle, Ann Corio and Sam Moss. The BAA okehed the gratis performance.

JOE KOSTELL, promoted from barker to manager in place of Charles Lauk and with Sam Funt as his co-manager at the Gaiety, New York, and Mrs. (Dolores Hall) Kostell have adopted Joan, a 7-month-old youngster, to brighten their Brooklyn home.

JOAN ARNOLD, one of the eye-fuls and more ambitious of the showgirl clan at the Apollo, New York, has taken up tap and acro dance routines from Johnny Mattison for a prospective cabaret berth.

ERMA VOGEELEE gifted herself with a Chelsea silver fox cape last week, and KENZA VINTON ditto with a Chelsea fur coat and neckpieces.

ED JORDAN, former Columbia wheel comic, now promoting a mammoth outdoor attraction for the township of Woodbridge, N. J., to take place June 27-July 4, in behalf of the Woodbridge Stadium Commission, Inc. Also busy with a number of contests to be held on the site, the ground for which has already been selected. The commission's officers are Stephen Hruska, president; Konrad Stern, vice-president; James Rauchman, secretary, and Charles R. Brown, treasurer.

GABY FIELDS, wife of the late Nat Fields, sends news about Solly Fields, her son. Writes that Solly is now writing radio programs in Chicago for WIND's Little Red Schoolhouse program. (See U-NOTES on opposite page)

# Burlesque Reviews

## Irving Place, New York

(Reviewed Tuesday Evening, April 21)

A hot show this week. Plenty of nudity and rowdy comedy. Grover Franke staged the show and did a neat job considering the limitations imposed by the strip-blackout-ensemble pattern.

Quite a few big numbers are more than pleasing, Franke utilizing flashy sets and effective girl groupings and lighting. Dance routines are simple, the girls doing little more than prancing around and posing. There are 11 of them, all nice looking and fairly spry. Five haughty blondes take care of the fancy parading and posing. The chorus girls sport abbreviated costumes and, in a couple of big scenes, also do posing.

Margie Hart is given feature spot, doing only one number each half. In the first she strips a beautiful gold and red-lined gown, and in the second a lovely green outfit. She has easily the best wardrobe in the show. It was Gladys Clark, the little dynamic blonde, however, that stood out with her poise and showmanship. In particular, her clever comedy talk is a delight. She knows her burly fans and how to handle them.

Mimi Lynn, a statuesque brunet, caught the customers by surprise when she revealed a stunning figure. Stopped the show cold. Helen Green, a vigorous shake-and-strip gal, also knows what to do. Marie Cord revealed a pleasant soprano voice and also a slim figure when dropping her fashionable gowns. Lolita,

a dashing brunet, did some fair singing before going into her strip specialty. Misses Clark, Lynn, Green and Lolita also did nice work in the blackouts.

Charlie McNally carried the burden of most of the comedy effort. He is a veteran comic who knows how to get the most of old material. He was given able assistance by Jimmy Dugan and Charlie Kane. Jack Teller had the singing assignment but could hardly be heard, either because he lacked a mike or because the band was too loud.

The nudity goes the limit. The customers expect the limit and get it by persistent applauding. The comedy was better than average but it is still raw. Perhaps if the theater gave the comics a chance instead of making them intermissions for the girl numbers then there might be a change. Show needed strong specialties, too. Not a bit of real singing or dancing talent in the entire show.

The six-piece orchestra in the box did a good job of accompaniment. Comprised piano, drums, sax, bass fiddle, trombone and trumpet.

Lobby displays are neglected, which is a bad thing if the house expects to build up favorites. Most of the names listed are out of the show, which must be confusing to customers. There is no way of knowing who the individual comics are either. Might be a good idea to introduce the specialists and comedy staff at the end of the first half.

House two-thirds full. Admission 25 cents to a buck 10. PAUL DENIS.

# Burly Briefs

SID ROGERS, burly comedian for 25 years, is now associated with Frank Dubick at the Empire Vaudeville Exchange and Universal Producing Company in Buffalo. . . . Joan Barlow, Gay LaBar and Tiny Fuller at the Palace, Buffalo, this week. . . . Countess Nadja opens at the house April 30. . . . Jack Cadden, personal representative of Countess Nadja, spent some time in Rochester, Minn., for his health.

CHARLIE FOX, manager of the Gayety, Milwaukee, is mourning the loss of his brother Mike, who died of heart trouble in Milwaukee last week. . . . Evelyn Cushway and Joan Colette opened at the Rialto, Chicago, April 24. . . . Margie Lee closed at the Rialto April 23. . . . Countess Alabasi will be featured at the Roxy, Cleveland, beginning May 1. . . . Wilma Horner closed at the Roxy, Cleveland, April 22 and went to her home in Pittsburgh for a short rest. . . . Arthur Clamage,

operator of the Gayety, Detroit, and George Young, manager of the Roxy, Cleveland, were recent Chicago visitors.

. . . Bobbie Pegram, Bert Saunders and Dorothy DeHaven are opening at the Roxy, Cleveland, May 1, booked by Milton Schuster. . . . Arthur Clamage will reopen the Avenue, Detroit, in about two weeks. Schuster is assembling the entire cast. . . . "Chuck" Wilson, well known in burly, is working a night club in Buffalo. . . . "Chuck" Gregory is closing as producer at the Palace, Buffalo, and will be succeeded by Russell LaVallee.

JACK BECK, personal representative for Issy Hirst on the one-nighters, who is vacationing in Baltimore, had the entire cast of *Follies of Pleasure*, appearing at the Gayety Theater, up to the Free State Brewery here last week for a party. . . . Art Kadden, of the brewery and a friend of Beck's, sponsored the free beers and trimmings. . . . Harry Pollard closed with *Legs and Laughter* show at Gayety, Baltimore, and was replaced by Harry White. . . . Nelle Casson reports that she has bought a new car and will drive home to Bessmer, Ala., in two weeks, when she closes on the Indie Circuit. . . . Joe Levitt has been appointed manager of the *Merry Whirl* show. . . . Larry Nathan, former (See BURLY BRIEFS on opposite page)

# "RENEE"

A REAL BOX-OFFICE BOOSTER AND A FEATURE ALL OVER THE INDIE CIRCUIT Milt Schuster Books Me Westward and Jack Beck Eastward It It's a "Renee" It's a Sure Winner

## EDDIE LAMARR

JUVENILE BARITONE.

## "ESTA-ALJA"

SINGING—STRIPPING—TALKING. Direction—DAVE COHN.

## DYNA (MITE) DELL

The Hill-Billy Grooning Stripper.

## TOMMY RAFT

EGGENTRIC COMEDIAN. Also Plays Instruments, Sings and Dances.

## JEAN DELMAR

The Million-Dollar Personality Stripper.

## BOWER SISTERS

HARMONIZING STRIPTSES. At The Elling, New York City, indefinitely.

# Tab Tattles

**ELMER COUDY**, for many years with the A. B. Marcus Show, is now confined at Sunshine Sanitarium, Grand Rapids, Mich. He will be there for some time and his many friends are urged to drop him a cheery note. Mrs. Coudy has continued with the Marcus Show, which opened April 4 at the Lirico Theater, Mexico City, for a six-week run with options. . . . Bud Brownie, tab and burly funny man, is now on a WPA theatrical project in Omaha. . . . Paul Robinson, the "harmonica king," in the past with various tabs, is now working the ether lanes with Elmer and Zeb Norton, billed as the Berks County Boys. The lads have just finished a 13-week contract with NBC on the Coast-to-Coast Blue network and were featured recently with Rudy Vallee on the Fleischmann hour. They are now making a Vitaphone short for Warner Bros. and on April 26 began an extended engagement for the Columbia Broadcasting System, doing three programs a week. . . . Bob Conn, who has been taking the baths in Hot Springs, Ark., for the last five weeks, has gained 10 pounds during his stay there. He expects to leave Hot Springs around May 1. Bob says he has two offers, one at a night spot in Panama and the other with a unit on the Cushman time. . . . We were surprised with a visit the other day from Maurice Bair and his charming wife, who were featured last week with their dancing turn at the Glenn Hotel, Newport, Ky., just across the river from Cincinnati. Maurice, who started out with the Billy Leicht tab, in the same town of Newport nearly 10 years ago, has been sticking close to the night club field for the last several years.

**PEARLE and Griffin**, who joined C. Herbert's *A Night in Calienta* at the Capitol Theater, Atlanta, the week of February 2, are urged to communicate immediately with Earle M. Holden, Capitol Theater manager, in regard their three children which were left at an Atlanta boarding house several months ago. It's a matter of grave importance. . . . Billy Purl's mother died suddenly at Charleston, Ill., April 23 and at the time of this writing efforts are being made to locate Billy. . . . Buddy Rilee, tab and burly straight man, currently with Henry Prather's troupe at the Princess, Youngstown, O., wants his friends to know that he isn't the Buddy Riley, straight man, who was killed by a train at Jefferson City, Mo., the other week. . . . Henry Prather is still on the water wagon, but you are warned not to offer him your last drink—that is if you want it very bad. . . . It is reliably reported that Curley Burns was caught sitting on a trunk in the Green Room of the Savoy Hotel, Youngstown, the other day, knitting on a sweater. Youse guys can use your own judgment. . . . Billie Allen, formerly featured in tabs and burlesque, has quit show business to take up a housewife's duties at her home in Columbus, O.

**FRANK AND LILLIAN MALEY** have left the Cotton Watts tab at the Roxy Theater, Knoxville, to join the Jack Kelly tent show in Michigan for the summer. . . . Jack and Bebe Foley have closed with the same show to jump into Dayton, O. . . . Geneva Phillips, chorine, who recently underwent a serious operation at a hospital in Washington, Pa., is now recuperating at her home, 75 West Wheeling street, Washington. . . . Wesley Brown and George Bartlett, both of whom have been with Cotton Watts for a long stretch, were visitors at the tab desk last Friday. They were in town scouting around for people to open for Watts at the Roxy, Knoxville, this week. . . . The two Wiggins girls, Naomi and Kathryn, are keeping busy in the night spots in and around Ocean Park, Calif. Their sister, Elsie, is in her second year as singing hostess at Ben Rafalo's Cat and the Fiddle Club on Cincinnati's Central avenue, where her hubby, Carl Frank, pianist, has been leading the band for the same length of time. . . . Joe Bova, drummer, also well known in tabdom, also is in his second year with the Cat-and-the-Fiddle ork.

**JOE FREED**, comic, and Alba Bradley, straight woman, off the Indie Circuit and back to stock, this time at the Eltinge, New York. Opened April 24.

## U-NOTES

(Continued from opposite page)

gram under the direction of Viola Roth's Dramatic School. That he is also doing comedy sketches for the ABC chain. That among the Fields family of writers are Dorothy, Herbert and Joe, now in Hollywood grinding out scenarios, and that Solly is the second Fields to leave burlesque for radio, the first being Sidney, now with Eddle Cantor.

**JEAN DELMAR**, at the People's, New York, week of April 17, got heavy applause in two spots, one in a complete bronze makeup as the Golden Girl and the other in her strip specialty, in which she employed a new routine of dances.

**KAY LOPEZ** writes from the Roxy, Toronto, telling how much she likes the engagement.

**ALLEN FORTH**, straight man at Minsky's Gotham, New York, threw a party at his home April 18 for Billy Ogden, juvenile with Bert Smith's tab, and Evelyn Fitzgerald, who were married that morning in All Saints' Church, New York.

**TED BLAIR**, singer with an Indie show playing Union City, N. J., week of April 19, was sent to Bellevue Hospital, New York, April 22.

**GINGER SHERRY**, in Union City, N. J., with an Indie show week of April 19, was honored by a visit from her former high-school pals, a delegation of 15, headed by Mitzie Wurst, from Clifton, N. J.

**EVELYN EBBETS**, chorine, during the evening show of April 18 backstage of Minsky's Brooklyn fell off a three-foot platform and was unable to finish out the midnighter following. It was her last night for the Minskys and she was slated to join the 42d Street Apollo, New York, showgirl crew the week after.

**ANN LEE** writes from Washington of how Hinda Wausau, owner of a new car, jammed 'em in at the Gayety there and that she will spend a week with her and Rube Bernstein in New York before Miss Wausau leaves for Hollywood. Also that she still is a good cook of ole Southern biscuits and chicken.

**IRVING SELIG**, comic at Minsky's Gotham, New York, celebrated a birthday April 17 backstage.

## BURLY BRIEFS

(Continued from opposite page)

advertising manager of Indie's Pennsylvania circuit, is now in Baltimore publicizing Glick's Greater Exposition Shows, which will spend the next four weeks there.

**ROXANNA** (former Mrs. Kingfish Levinsky) was given a farewell party at Zeisse's Hotel, Philadelphia, last week by Managing Director Tony Aquaviva. . . . Among the guests were Mrs. Goldie Clickman (Roxanna's mother), Issy Hirst, Issy Weinstein, Abe Minsky, Joseph Feltman, Charley Hirst and Jack Austin. . . . Dave Fishman was m. c., while entertainment and music were provided by the hotel staff. . . . Arlie Rappee, in her 10th week at Sanky's night club, Terre Haute, Ind., intends to head home to Dallas in June for the Centennial, where she'll meet up with Boots Burns, another lass from Dallas. . . . They were reared together.

**JACK MONTAGUE**, comic, who died April 19 at the State Sanitarium, Sabillasville, Md., was sent to the Boston home of his wife, Anna La Montague, mother of his two children, who arranged for the burial. . . . Gus Flaigg, producer for Hon Nichols in Baltimore, appealed to all Indie companies to help Mrs. Montague meet the bills, and a benefit show was sponsored at a house in Baltimore. . . . George Broadhurst, with the Minskys' vaude unit, dropped out of the show in Easton, Pa., with Lou Costello being obliged to carry on alone until a replacement could be made. . . . Abe Minsky, co-owner of the Galety, New York, went to Atlantic City for a couple of days last week.

**BARBARA DOANE** and Ann Valentine replaced Erma Vogelee and Crystal Ames Sunday at Minsky's Gotham, New York. . . . Mimi Lynn left the Irving Place, New York, Thursday and opened at the

Galety, New York, the day following. . . . She replaced Esta Alja, who is expected to go into the Star, Brooklyn. . . . Harry Stratton replaced Rob Faye at the People's, New York, Saturday. . . . Betty Jayne Rowland and Arthur Rogers go into the Eltinge, New York, this Friday, both booked by Nat Mortan. . . . Peggy Hill, Dolores Leland, Lolita Cordova and Peanuts Bohn closed at the house Friday. . . . Tommy Raft left the Star, Brooklyn, Friday. . . . Mickey O'Neil went into the Werba, Brooklyn, Sunday.

**H. K. MINSKY** left New York last Wednesday for a trip to Norfolk, Va., to once over his vaude unit. . . . Gene Schuler, while waiting for his pipes to mend, has developed into a crackerjack checker player at the BAA quarters.

## Saranac Lake

By BETTY HUNTINGTON

Harold Rodner, of NVA Fund, New York, paid us a visit last week. After he had witnessed some of the sorrow and suffering of the sick he made a speech to the patients which was most humane and which gave us a chance to know the real Harold Rodner, not as a man to be feared, but to be admired and respected for his untiring efforts in our behalf.

Bill Janney is another patient who had the courage to take bilateral pneumothorax, and after two weeks of this treatment the "medicine men" seem to think it beneficial.

Sylvia Abbott and Garry (Esquire) Sitgreaves are the next two slated for the rib. Both are in fine physical condition for it and welcome the opportunity.

Rita (Our Baby) Prefracy passed away last week a victim of this dreaded disease. She had the pleasure of a visit from her brother, Victor Prefracy, who was at her bedside just prior to her death. The love and devotion between brother and sister was one of the most beautiful phases of their lives. We all mourn our "little sister," for she was loved by everyone and left a host of friends behind.

Eddle (Four Carltons) Ross is doing great after his first section of the rib and expects to go back shortly for a second stage.

Mayor Thomas Ward of Saranac Lake and Mrs. Ward returned last week from Miami, where they have been spending the winter months.

Please check on your health to avoid "the cure" and write to those you know in Saranac Lake.

## Wayne Agency Placements

**KANSAS CITY, Mo., April 25.**—Recent placements made by the Wayne Theatrical Exchange include: George Corwin, Jane Elizabeth Mast, Cleo Madsen, Wallace D. Morrow, Benton and Clark, Joseph Haggerty Jr. and Herschel Cayton with the Abe Rosewall Company; Jerry Ketchum and Tod Watson with Christy Obrecht Players; Glen Morris, Jack Bell and Blanche Bradley with Jack Hart's Comedians; Ross Robertson, Frances Valley, Pup Shannon, Dorothy Dumas and Paul Weiss with Jack Kelly Stock Company; Keith Gingles, Edna Booth, Cecil Kenyon and Margie Montgomery with Justus-Romaine; Louis Ostranger, Helen Gentry, Bob Gentry and Tillie Paoli with the Cliff Carl Comedians; Freddie Poole, Lillyan Poole, William DeArms and Mitzie LaGarde with the Tilton-Guthrie Players; Billy Wight and Amber Wight with the Frank Ginnivan Dramatic Company; Jack Gould with the Norma Ginnivan Dramatic Company; Dick Caldwell and Evalyn Easter with the Frank Smith Players; Octavia Powell with George Sweet Players; Frank Jones with the Shanklin Stock Company; Bush Burrichter and Trixie Maskew with the M. & M. Shows; Wayne Huff and Loretta Huff with the R. J. McOwen Stock Company; Glenn Martin with Jimmie Murphy Players; Jack Wolever and wife with Eddie Wilson Players; Gene Bradley and Audrey Carver with Dickson-Chicago Players; Cecile and Ruth Phelps with the Jacobson Players; Everett and Mae Evans with Scotty's Comedians; the Walkiki Novelty Boys with the Hazel Hurd Players; Eddie Fitzgerald with Tilton-Guthrie Players, and Ben Favish with the Frank Smith Players.

## Kansas City Jottings

**KANSAS CITY, Mo., April 25.**—Pete Wight has closed with the Nolan Comedy Company in Kansas. He sojourned briefly in the village en route to Indiana to join the Frank Ginnivan Show for the summer run under canvas.

Harvey Brandon's Comedians, who recently opened in Western Nebraska, will play a few dates in that territory before jumping to the western slope of Colorado for the summer.

Harry O. Brown Show will begin rehearsals at an early date to open in Wisconsin for its annual tour of that State under canvas.

Ralph Dennis, who has been operating a circle in Western Kansas all winter, will open under canvas in that territory in May.

P. C. Franklin, advance man, sojourned in the village this week en route to Peoria, Ill.

Trixie Maskew and Bush Burrichter are carded to leave this week-end to join the M. & M. Players at South Sioux City, Neb.

Helen Gentry has closed with the Cliff Carl Show and was spotted in the rialto.

Bob Brewer has signed for the season with the George Sweet Show, now rehearsing in Iowa.

The Dore Sisters, formerly with the Roberson Players, are recent arrivals here.

Billy De Arms and Mitzie LaGarde, formerly with Allen Bros. Comedians, are joining the Tilton-Guthrie Players for the under-canvas run thru Iowa.

Choate's Comedians are in rehearsal at Cambria, Ill., and will open under canvas about May 4.

S. Fidler, former vaude show manager, is launching a motorized three-night repertoire company to play Mid-Western territory.

Roster of the Frank Smith Players, who opened recently in Tennessee, includes Mr. and Mrs. Frank Smith, Jeanette Reese, Dick Shankland, Chick Pellette, Dick Caldwell, Evelyn Easter, Nona Nutt and Oscar Howland.

The Crago Players, who have been circling all winter in Wisconsin, are making tentative arrangements for their annual tent season thru that State.

Christy Obrecht Players, who opened in houses recently in Minnesota, will open the tent season about the middle of May.

Larry Nolan, manager of the Nolan Comedy Company, spent a day in the city recently on business.

Bill, Pete and Amber Wight left here this week to join the Frank Ginnivan Show in Indiana for the season under canvas.

Rosewall-Terhume Show began rehearsals this week at Lexington, Mo.

Jimmy Reynolds left here recently to join the Larry Nolan show in Kansas.

Skippy Lamore will begin rehearsals for the season May 6 at Colon, Mich. Besides Mr. and Mrs. Lamore, the cast includes Bill McInroe, Emile Conley, (See KANSAS CITY on page 25)

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# Thru Sugar's Domino



AS A BUSINESS the night club field has made tremendous strides the last two seasons. As a channel of employment for performers and musicians it has become so important that it almost eclipses the theater field. This mushroom growth has been accompanied by certain evils. These are evils that affect directly the performer but which, if permitted to flourish, will act as a boomerang to those who are responsible for them: the night club operators.

The legalization of the sale and dispensing of alcoholic drinks has been primarily responsible for the revival of prosperity in night clubs and cafes. Despite their very evident shortsightedness in other matters, night club operators were shrewd enough from the very beginning of their latter-day careers to emphasize talent as an element of vast importance in their policies. Their basic fault lies not with their neglect of talent as a drawing factor but rather with their slipshod methods of doing business with the performer. In some cases it is conceivable that the night club operator inflicts hardships on the performer because of his unshowmanly background; also because of the technic derived from the speakeasy era. When squawking was an unheard-of remedy due to the close alliance of the speakeasy with the underworld. Despite the extent of the talent traffic in the speakeasy field performers entered it with the clear understanding that they were out of the pale; that they had to take their chances and that show business officially was not interested in their activities.

But the speakeasy is no longer a factor in the night club field. It has not entirely been wiped out but it has dwindled to pigmy proportions. The night club of today is not only legalized but regulated even more closely than dairies and abattoirs. This regulation does not extend, however, into the talent aspects of night club operation. As a result we have a situation in most States whereby night club operators are doing a little act calling for a full dress front for Government surveillance over alcohol sales and all kinds of shady capers in back, where they buy and exploit talent.

\* \* \*

The performer is the goat as usual. As usual, too, he seems to be the only one who can remedy the situation. The American Federation of Actors is doing a splendid job organizing the night club field, improving conditions where possible and opening the way to a movement that will eventually force the night club owner to play ball according to the book of rules or quit. But the AFA is not the only weapon at the disposal of the actor suffering from the lack of system in the night club booking field and from the poor sportsmanship of the men who run the clubs. There isn't one factor in the present situation that cannot be remedied by appealing to the proper local authorities. In other words, every unfair and prevalent practice constitutes a violation of local business, employment and contract laws. An organization such as the AFA will eventually accomplish much towards making profitable operation impossible for a chiseling night club impresario, but immediate relief is within the power of the actor with intelligence and guts.

\* \* \*

We doubt whether most actors are forced to play dates without getting in advance written, enforceable contracts. But the sad feature of the situation is that they do just that. They fall for the glib line of the agent, the stalling of the employer—and take the easiest way out: forgetting about the matter. The result, when trouble arises, is that the actor has nothing to back up the presentation of his case. A slip of paper with the name and address of a night club, a date and a stipend noted thereon is not a contract. A letter requesting an act's services is not an easily enforceable contract. A 'phone call (begging pardon for our obviousness) is not a contract. In fact, the only kind of a contract any self-respecting and not too hungry performer should sign is what we used to know in the good old days of vaudeville as a play-or-pay agreement. The actor who refuses to carry out his promise to perform should be liable to damages equal at least to the agreed salary. The employer who changes his mind should be permitted that privilege but his contract should bind him to pay damages equal to the wages involved in the unexecuted instrument. Until the day arrives when all night club booking is done with play-or-pay contracts, the field will remain the jungle that it now is. Employers distrustful of actors and actors plagued by uncertainty every time they open an engagement and thruout the period of their employ in spots whose owners are as difficult to spot as a West Point cadet on parade.

\* \* \*

No real progress will be made in the night club business (we are not thinking of the performer alone) until the free audition racket is wiped out. There are few clubs that are not in some way involved in this deplorable practice. A slick idea it is, but nothing more deeply tinged with chiseling was ever revealed in the show business in our day. So unsystematic is the night club booking field, so subjugated is the actor that few of his fraternity revolt when they are requested to put on their act at a certain club on the chance that the owner might like them and put them to work. Nothing about salary, nothing about length of engagement. Nothing (most of the time) but a lot of applesauce handed out by the agent who might or might not be working in with the owner of the spot on a fee basis for bringing in the suckers. No act should be forced to give a free audition to a paying audience. This is unfair to the actor; unfair as well to the public. The public is entitled to see tested and proven talent. The night club owner, intent on chiseling a few measly dollars out of the gullible actor, loses sight of his public. Which makes him a poor business man as well as a lousy sport.

Free auditions represent a means employed by the night club owner to add to the substance of his show without paying the extra tax in the form of wages. If actors would insist on being paid for all public auditions the element would be eliminated entirely of poor fools working night after night without a penny to show for it. When one considers that this racket is worked in many reputable clubs almost every night in the week, with from two to five acts involved each night, the size of the free audition "industry" can be visualized. The agents are responsible, the owners are the inspiration and, as usual, the actor is the goat.

\* \* \*

Forced mixing of young girls (many of them even below the legal age of night club employment) is another practice in the night club field that bids fair to throw an important industry on its ear if something is not done to wipe it out. This is not a religious tract; neither is it a treatise on morality. We speak as a business man when we claim that forced mixing is poor practice. It definitely places the night club involved in the category of a resort of ill fame. It restricts patronage. It holds the night club owner open to the demands of grafting politicians and other leeches in offices of public trust. In certain spots and under certain circumstances mixing should not only be permitted but it is more or less necessary. But there are all kinds of mixing. On one point any man who knows the business of catering to the public will have to agree: that mixing should never be compulsory. And every man with the slightest amount of decency in his soul will also agree—without ifs, ands and buts—that girls of ages near the borderline of legal infancy should not be permitted to mix under any circumstances. A full-grown woman who hires herself out as a hostess is understood to know what she is up against when she takes the job, but a woman who is hired

(See SUGAR'S DOMINO on page 27)

# The Broadway Beat

By GEORGE SPELVIN

WITH all this international to-do about sanctions against Italy, leave it to an Italian restaurant on 44th street to feature a box of cigars named, of all things, Sanctions. . . . The Jerry Franklin (Lew Ayres) who is the demon reporter in *Panic on the Air* at the Globe is absolutely not to be confused with *The Billboard's* Jerry Franken. . . . As if there were a chance that anyone might. . . . Broadway was up to its armpits in school-girls during the recent Easter vacation. . . . Random thought: Multiply the minus qualities of 14th street audiences by about 10, and you can get some idea of the gang that goes to the Folly, Brooklyn, and dares the performers to get applause. . . . J. Wynne-Jones, associated with the film industry for a quarter of a century, is now reception manager of the Hotel Knickerbocker. . . . Harold Rosenthal is no longer with the Al Grossman office. . . . Bert Henderson is sporting some new and fancy pipes that he bought in Canada. . . . Donald Bain is so busy with radio work that he's temporarily shelved his hillbilly act. . . . Irwin Shaw, the 23-year-old author of *Bury the Dead*, received his training with the Collective Playwrights group—which, Mr. Spelvin's second assistant keyhole-peeper-inner insists, proves that left-wing groups are beginning to produce real talent.

The finale of the last showing of *Jumbo* found Jackie Osterman hopping into the arena to congratulate Jimmie Durante, for no particular reason so far as Billy Rose could see. Billy, who figured that he was entitled to the spotlight himself, if anybody was, gently but firmly shoved Osterman out of the said spot. After all, the Hipp is no night club, informal or otherwise. Incidentally, the animal fever stuck to quite a few of the name acts in the show. Paul Whiteman ended up by keeping the beautiful white horse he rode, getting him as a present from Rose and naming him Popcorn. But it necessitated hiring a groom to mind Popcorn—and both the horse and the groom do nothing but "stall" around. The animal fever spread even to quadrupeds not connected with the production. A stray alley kitten of motley coloring wandered into the Whiteman dressing room a few months ago, and the maestro beat Durante to its adoption. Right now the kitten is in White Sulphur Springs enjoying a vacation after its confining stay in the Hipp dressing quarters. Speaking of the Hipp, what about a grand revival of vaude there, now that it's been back on the map? Make it an all-dumb act or acrobatic carnival—and keep the *Jumbo* settings.

Sax Rohmer hobbled aboard the *Berengaria* Wednesday of last week, with a touch of gout or something of the sort. . . . One Jack Nelson got the jitters recently when someone told him he was stopping in the very room in a New York hotel where a famous murder had been committed. . . . The name of the victim was given incorrectly (a living guy's name was substituted) but the Chicago lad still jittered. . . . Speaking of jitters, what about those creepy broadcasts every half hour from the Canadian Radio Commission, detailing the progress of the mine rescuers? . . . It was a good job of reporting, but the drama and tragedy were literally too real to make for comfortable listening. . . . Milt Luban has been elected chairman of the Living Newspaper unit of the City Projects Council. . . . The federal Writers' Project is preparing a calendar giving a day-to-day history of the theater. . . . Dorothy Bryant had to give away her dog recently, and is broken-hearted about it. . . . Wendell Goodwin has blossomed out as a fashion plate. . . . Pat Rooney may either go into the Gus Edwards show or lease a summer spot at Sheepshead Bay. . . . Eddie Fisher is out on the Coast for Warners. . . . It looks as tho spring had finally arrived. . . . Where are you going on your vacation?

# Chicago Chat

By NAT GREEN

THE amateur idea in radio is not dead, in the opinion of a wealthy Chicago sponsor, and it will be interesting to see what Gene Arnold does with the new hour show starting on WENR April 26. . . . The phone voting idea used by Major Bowes is being adopted. . . . Mention of Gene Arnold brings to mind the sad plight of the Sinclair Minstrels since Gene left the show. . . . Gus Van, who succeeded him, is a swell entertainer but rather out of place on the minstrel show—in fact, he didn't like the idea of going on it in the first place. . . . He concludes his time shortly and the sponsors are going to adopt the guest star policy. . . . They're not inclined to pay any real dough for artists, however—expected to get 'em for \$75 or \$100, and their tinkering is apt to put the minstrels on the skids.

Quin Ryan and Harold Stokes, of WGN, are all hopped up over the start of the yachting season. . . . Quin's boat, the 38-foot Kerry Dancer, was launched Saturday, and Stokes' *Roxanna II* will cleave the water some time this week. . . . Abe Lyman and his band haven't hit it off so well at College Inn and it's doubtful if they will remain the expected six weeks. . . . Vivian Gardner, erstwhile radio-ed of *The Wisconsin News* and militant Newspaper Guild strike picket, down from Milwaukee on Guild biz. . . . Tough luck, the loss of one of Clyde Beatty's tigers—but not half as tough as the Stadium biz the first two weeks of the show. . . . Peter Hilton, ad manager of the Hitz hotels, in town. . . . Production of *Venus Adonis* by the Bell Stage Players brings back memories of old, as the author, Anson Van Alstyne, is the son of Egbert Van Alstyne, who composed *In the Shade of the Old Apple Tree*. . . . Alexander Dean, who recently staged *Russet Mantle* in New York, assisted in preparing the manuscript for its premiere. . . . Van Alstyne hopes to sell his opus to a Broadway producer. . . . Death of Alexandra Carlisle in New York revived memories of her career in Chicago. . . . While playing in *The Fool* here in 1924 she married J. Elliott Jenkins, scion of a prominent Chicago family, and retired from the stage for 10 years except to play *The Tragedy of Nan* at a local theater in 1926. . . . Jenkins met a tragic death in 1934.

When Benny Goodman leaves the Congress on April 30 Dave Pollack goes in for eight days, then Duke Ellington takes over the baton. . . . Louise Fazenda and her husband, Hal Wallis, manager of Warner Bros. Hollywood studios, stopped off for a brief visit on their way east. . . . They sail for Europe aboard the S. S. *Staatendam* from New York May 1. . . . Wallis is taking along the first prints of *Anthony Adverse* and *Green Pastures* and will arrange for Continental bookings for the two films. . . . Ernest Klempner, noted Austrian artist, has painted a portrait of Moissaye Boguslawski, celebrated concert pianist. . . . Burgess Meredith, featured in *Winterset*, goes to Hollywood in July to star in RKO's screen version of the play. . . . Helen Jepson, who first came into the operatic spotlight several years ago when she succeeded Mary Garden singing *Thais* with the Chicago Opera Company, headlined the Marshall Field & Company Choral Society in the historic Auditorium a few nights ago and won the acclaim of the packed house. . . . Miss Jepson is going to take movie tests in New York this month, and altho she's already slim she wants to lose 10 pounds.



## Gurtler Picks Elitch's Cast

DENVER, April 25.—Announcement has been made of this season's cast at the Elitch Garden Stock Theater by Arnold B. Gurtler, manager. Gurtler recently returned from New York where he signed up the company. Kenneth MacKenna will be leading man, and Irene Purcell, leading woman.

Other members of the company will be Lynn Kendall, second woman; John Seager, second man; Phyllis Welch, ingenue; Harry Richards, juvenile; Frank Wilcox, character man; Edith Gresham, character woman; Forest Orr, comedian; G. Bradford Ashworth and Lucian Self, technical directors in charge of scenery. George Somnes, of both pictures and stage, will direct.

This season, as before, will probably offer stiff competition to the local motion picture houses. In the last six years the attendance has been increasing steadily and a new record is looked forward to this season.

## Houston Pickups

HOUSTON, April 25.—Dorothy Link drew a fat role in the Hopkins' current bill and many of her local admirers visited the show this week.

Jimmy Hull and wife, whose Hull's Comedians are in driving distance, have been in and out several times recently.

C. E. Hale, erstwhile agent and publicist, has been visiting Houston friends after closing of the Robert LaThay winter show.

J. P. and Rita McDonald came in for the week-end. Their opy is also in a near-by city.

The Stucke-Brock Show is scheduled to take the road out of here in just a few days. The new elaborate stage trailer is the latest thing of its kind. Included in the personnel will be Mr. and Mrs. Monte Stuckey, Dr. George Brock and wife, Steve Power and Billy Bough.

## Capt. Bill Menke Will Again Operate Golden Rod Showboat

PITTSBURGH, April 25.—Capt. J. W. Menke, now making his home in Wilkesburg, near here, reports that he changed his mind about selling his Golden Rod Showboat and instead will operate it himself in the Western Pennsylvania territory beginning about May 15.

His brother, Ben, now in Paducah, Ky., will join him this season and the policy will call for one-night stands in small river towns. Capt. Bill Menke, by the way, was a real hero during Pittsburgh's recent flood, saving more than 25 persons from flooded downtown buildings in his skiff.

## Sharp Back in Columbus, O.

COLUMBUS, O., April 25.—George Sharp Players have returned to Columbus to resume presentation of *The Drunkard* in the P. T. Barnum Music Hall of the Hotel Virginia. Three new faces are in the cast—P. T. Tobias, Ross Ofthus and Bill Walters. Other members of the troupe are Irene Cowan, Mabel Korman, Norman Porter, John Coleman, May Smith, Danny Perkins and Roy Gordon. Later the company will offer a revival of *Why Girls Leave Home*.

## Sweet Players Begin Canvas Trek May 11

STORM LAKE, Ia., April 25.—Mr. and Mrs. George D. Sweet, who spent the winter at their home in Hot Springs, Ark., have arrived at their show headquarters here to begin rehearsals for the 1936 tent season, which is slated to get under way May 11. They report that things are lining up well and that they have made a good selection of plays and people for the new season.

Those already engaged for the forthcoming tent trek are Vincent Dennis, Myles Putman, Art Kavanaugh, Roscoe Patch, Roy Cairns, James Holsman, Jim Coughlin, Jack Whitmore, Glen Preston, Lloyd Carlson, John Coupe, Octava Powell, Ruth Kavanaugh, Gertrude Dennis and Mrs. Roy Cairns.

## Rep Ripples

HARRY P. ROSE, who has just closed a 20 weeks' season with his own cowboy band, reports that he will launch his Rose Bros.' Tent Show around May 25. Outfit will be enlarged and everything will be newly painted, Harry says. Program will feature script bills and vaudeville.

MR. AND MRS. GUY STANLEY are resting in Indianapolis after closing with the Kirby Players.

F. D. WHETTEN, veteran rep show manager, opened the season with his Kiddle's Circus in Illinois April 11. Business has been fair, despite the cool weather, Whetten says.

DAVE HEILMAN, well-known agent, has joined the Cliff Carl Comedians in Kansas after a few weeks' vacation spent in Kansas City, Omaha and Lincoln, Neb. Heilman has a circle stock out of Florence, Kan., during the winter. The Cliff Carl Comedians will open under canvas at Council Grove, Kan., April 30 with a company of 12.

AL S. PITCAITHLEY has joined the Jack Kelly Show, which began rehearsals at Laingsburg, Mich., Monday. Opening is set for May 7. Pitcaithley has been playing vaudeville and club dates in and around Detroit for several weeks.

KENNEDY SISTERS' SHOW is now making one-nighters thru Texas with *Uncle Tom's Cabin*.

ROY BUTLER, now en tour with the Crosley Little Theater, typewrites from Memphis: "Finally caught the W. I. Swain Show and had a fine chat with W. I. His son, Kennedy, is doing comedy. He is funny and knows all the answers. The Bernards, Hazel and Victor, are on the show and deliver. They seem to get younger with the years. The Lowes are a clever and youthful team and the Vans, mother and son, are a clever combination. Mrs. Swain was ill when we arrived. Carl still rattles the ivories to perfection. Altho the show was working short, due to the departure of a team, it was highly entertaining and brought back memories of the big Swain show, at one time the largest rep in the business. Now heading towards Menke's showboat to see Mae Kennis Menke and also hope to bump into the Tolbert show."

## KANSAS CITY—

(Continued from page 23)

pany, have dissolved partnership. The show will not troupe this summer. Mr. Gray has joined the Hila Morgan Show, and Mr. Darr is expected to be ahead of a Midwest tent opy this summer. Eddie and Lois Lane and Emma Mae Cooke.

Perce Hall and Nellie Kempton have joined the Dickson circle, now showing the Dakotas.

Monte Stuckey is making tentative arrangements for the launching of a med show in Southern territory.

Harry Hugo Players will open the tent, season the latter part of May in Nebraska.

Collie and Rosalie have signed with the Jimmy De Forrest Players for the summer run thru the South.

Goldie Gorrell, character woman, is sojourning at Mystic, Ia. She will be seen with a tent opy this summer.

George Temple, formerly with Harry Dunbar Show and now convalescing in a Colorado sanitarium, would be glad to hear from friends. His address is Craig Colony, 6101 W. Colfax, Edgewater, Colo.

H. V. Darr and Norman Gray, former managers of the Darr-Gray Stock Com-

## Bryant Showboat Begins New Season

CHARLESTON, W. Va., April 25.—Bryant Showboat is ushering in its 1936 season with a three-week engagement in Charleston. From here the floating theater will move down the Ohio River towards Cincinnati, where it is slated to begin its eighth summer season late in May.

Appearing in the Bryant cast this season are Billy Bryant, Betty Bryant, Josephine Bryant, Violet Bryant, Arthur Hayes, W. Arthur Hynes and Rodney Cabell. Capt. Sam Bryant's health is preventing him from appearing in various tear-jerkers. Capt. Billy Bryant is breaking in his 15-year-old daughter, Betty, as leading woman this season.

The Kanawha Players, recently ousted from their playhouse here by fire, have made arrangements to produce their scheduled fifth play of the season, *Louder, Please*, on the Bryant Showboat for three nights next week.

## Copley Players Present "Storm Child" Premiere

BOSTON, April 25.—Departing from the usual custom of presenting established plays, John Craig II presented the world premiere of *Storm Child* at the Copley Theater Friday night of last week. The play is the work of two young playwrights, John Houston and Griff Morris Jr. The play's success as a socko drama for Broadway is a trifle doubtful. However, with some doctoring it has possibilities.

William Parke, New York director, was brought to Boston by Mary Young to assist her in directing. Cast includes Miss Young, Eric Kalkhurst, Philip Huston, Muriel Williams, Marion Willis, Mary Daly and Milton Parsons.

Story concerns a young girl hired as a governess to take care of the child of Mr. and Mrs. Claypoole, who live a secluded life in an old abandoned light-house on the Jersey Coast. In time she learns that she has been hired by a pair of crazy people to care for a child that doesn't exist.

Entire cast handled the parts well, with particular honors going to Muriel Williams, who, as the governess, has a difficult role.

## Billroy Show Briefs

KINSTON, N. C., April 25.—Breezed into Wilmington, N. C., Sunday, and found the Original Floating Theater, under the management of Charley Hunter, docked around the corner, just a block from hotel at which we stopped.

And, so, having settled—"down the gang and aboard" for a lengthy visit with Captain Charley, who Mr. Wehle afterwards spoke of as "the most personable host in show business." In fact, Mr. Wehle was so smitten with the tales of the pleasant existence led aboard and his host's hospitable manner, that he is thinking seriously of laying off next year and vacationing along the rivers with Captain Charley and his gang.

Had a general get-together at the hotel that night, of course, and many familiar faces were noted. Among them were Mr. and Mrs. Charley Hunter, Vic Vichner, Mr. and Mrs. Jimmy Braswell and Marshall Walker and wife. Marshall is producing the concerts on the floating theater. Sid Lovett and crew members were also back for a visit with us.

In Wilmington the writer was a guest of relatives that he hadn't seen in years—Mr. and Mrs. Emmett Littleton and son, Howard. Latter warbles twice a week over the local radio station.

Quite a reunion in Goldsboro, N. C., with Paul and Gladys Scott, who were formerly with this company when it first hit the road as a one-nighter. Paul is at present out of show business and doing quite well with a good job.

JOHN D. FINCH.

## Stock Notes

ELIZABETH ROWLES, of the Carnegie Tech Players, Pittsburgh, has been acclaimed as queen of the spring carnival, an annual feature of the Carnegie Tech University. Miss Rowles is now rehearsing for the lead in the forthcoming *Brittle Heaven*.

ROBERT ALLEN GREEN celebrated the second anniversary of the Kilbuck Theater in Pittsburgh last Sunday. Mr. Green, the group's organizer, is continuing as director.

MORRIE FIERST, former manager of the Pittsburgh Playhouse, is now assistant supervisor of the No. 2 WPA vaudeville and stock unit, playing settlement houses and school auditoriums in and around Pittsburgh.

FRANKLIN M. HELLER, formerly with the Carnegie Tech Players in Pittsburgh, will work for Thomas Wood Stevens' Shakespearean Repertoire Company in San Diego, Calif., this summer. He will be featured in *Henry VIII* and *Falstaff*.

THE PITTSBURGH PLAYHOUSE will operate under Equity's banner for the first time beginning next season. Three Broadway players will be added by Herbert Gellendre, director of the group.

PAULA BAUERSMITH is now being featured in Irwing Shaw's one-act play *Bury the Dead* in New York.

## Otis Oliver's Observations

Otis L. Oliver, well known in repertoire circles and now on an 11,000-mile Coast-to-Coast jaunt, shoots in the following observations: "Just missed Harley Sadler's opening at Coleman, Tex. . . . Texas is infested with auditoriums with large stages. Road-show managers, note. . . . Dust and wind blew with us 600 miles into El Paso. Tent-show managers' menace. . . . Brunk billed all along way. . . . El Paso looks ripe for tent permanent stock run. . . . Pleasant memories—my 34-week run at the Crawford there 17 years ago. . . . Jean Cullen called home from El Paso due to illness. Found Frieda McOwen in stock at the White Theater (airdome) in Phoenix. One bill a week. Opened Christmas. Nice show. Business picking up with warm weather. . . . Frieda likes Arizona. . . . Brunk's Comedians pitched at Tempe, Ariz., home of Teachers' College. Show routed into Colorado for the summer. . . . Reports nice business. . . . Arizona looks prosperous. . . . Ed Williams, tent rep manager, is at home in St. Louis. Dropped out of sight. Why? . . . Beatrice Abbey now in commercial lines, Chicago. . . . Not a magician billed along the last 900 miles. . . . Missed Willard at Pecos this season. . . . Leaving Arizona next week. One of the five States surviving floods, storms, cold, etc. Not a single loss. Why not airdome territory?"

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**E. J. SHARKEY, Players Theatre, Detroit, Mich.**

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**ROSALIE NASH PLAYERS** WANTS AT ONCE General Business Team, double B. & O. or Specialties; Single Woman. Leads or Ingenues; Trombone, B. & O. We pay all, so state all. No time to dicker. **S. F. NASH, 2217 Bonny Castle Ave., Louisville, Ky.**

## WANTED

Man for Parts who can play some instrument and fake a little piano. Join on wire. Others will. State lowest. **BILLY BLYTHE PLAYERS, all this week Windsor, Pa.**

## 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)

RHODE ISLAND ASSEMBLY No. 26, SAM, paid homage to the memory of Howard Thurston with an impressive moment of silence at the opening of the Assembly's monthly meeting April 13 at the Providence Biltmore. In the program of magic offered by the members during the evening, C. Foster Fenner paid his personal tribute to Thurston and performed several sleights which he had first seen done by Thurston at the old Keith Theater in Providence in the late '90s. Other members who appeared on the program during the evening were Curt Covell, Harry Sheer, Sam Kilbanoff, Waldo Rouviere, Harry Belleville and Fred Poole.

APRIL 17 found friendly rivals together in Providence when Cliff Hard, president of Rhode Island Assembly No. 26, SAM, and a group of members of that organization were guests at a meeting of Ring 44, IBM, held at the home of William E. Baker in North Providence. The Bakers' basement theater provided an admirable setting for the show presented by the IBM-ers for their guests. The veteran John Davidson opened the program, followed by William Satchel, Harry Ballin, Eddie Rowe, Robert Smithson, William Walters, Al Delage, Norman Malone, Frank Carney and William Baker. President Hard, in a brief speech, brought greetings to the host organization from Rhode Island Assembly and expressed hopes that the "friendly and pleasant rivalry of the two organizations shall always continue." C. Foster Fenner, of the SAM delegation, closed the show, which was followed by refreshments served by Mr. and Mrs. Baker.

MR. AND MRS. GEORGE E. MATTHEWS, professionally known as Mme. Zetta and Company, have opened at the New Howard Hotel, Baltimore, for an indefinite engagement. Mme. Zetta is featured in the hotel's Little Gypsy Tearoom each afternoon and in the Wonder Bar before the regular floor show each night. The turn is booked for a run at a Washington and New York hotel following the Baltimore date.

JOHNNY PLATT, after several weeks of our-of-town night-club engagements, has opened at Von Thennen's, Chicago, for an indefinite run.

EVANS BROWN, musical magician, is now in his 13th week of an indefinite engagement at the Red Gables Night Club, Indianapolis. He played there for six weeks last fall. Brown now has a girl partner and the two entertain around the tables with accordion and Italian harp during orchestra intermissions. Brown has been doing a magical specialty in the floor shows, with a weekly change of program.

MYSTERIOUS HOWARD, of Chattanooga, Tenn., is now working schools in Colorado after touring for two years in the Lone Star State. He had the pleasure of meeting Morey Jamison at Trinidad, Colo., recently. "He has the most complete collection of magic I have ever seen," Howard postcards.

OMAR NARAYANA, mentalist, after a week's engagement at Frick's Variety Store, St. Louis, is now doing his buried-alive stunt at the Club U-Know in that city. He will remain buried indefinitely. At the time of writing (April 21) he was down 168 hours. A St. Louis radio firm has entered into the spirit of the thing by offering a radio to the person guessing nearest the number of hours that Omar remains buried. Doc Rich is handling Omar's advance.

BLACKSTONE has been playing the Mort Singer Iowa houses and just finished a four-day engagement at the Orpheum Theater, Sioux City. He opens at the Orpheum, Davenport, May 1 for

## BE A MAGICIAN

New No. 5 Professional Catalogue 25c. IRELAND, 421 N. Clark St., Chicago, Ill.

Large Professional Magic Catalogue, 25c  
MAX HOLDEN, 220 W. 42d St., New York City.

four days and then goes into the Iowa, Cedar Rapids, for three days, starting May 5. Dates in Kansas City, Denver and Salt Lake City will follow. He is being booked by Harry Greben, Chicago representative of Pantages-Rogers, Inc.

GEORGE PEARCE, popular Southern magician, headlined a stage show at the Ford-Lincoln auto show at the Municipal Auditorium, New Orleans, April 18 to 24.

DE ROCROY is at the Empire Music Hall in Paris.

PAUL D'AIRVAULT, magician, has a neat show at the Gingerbread Fair in Paris.

CHEFALO is at the Ronacher in Vienna.

LEONARD PEARSON is presenting his ventriloquial novelty in night clubs in and around Chicago until next September.

MENTOR, mentalist, has been broadcasting from CHSJ, St. John, N. B., radio station, for the last four weeks, doing two 15-minute programs daily. Mentor is sponsored by a firm manufacturing a stomach remedy.

ALF KAMM and wife are back at their home in Pittsburgh, after a six months' tour with their magic show. They closed recently in Hopkinsville, Ky. Kamm reports that conditions on the road have improved considerably. He will be in Pittsburgh this summer, acting as special exploitation man at Kennywood Park.

BIRCH AND COMPANY concluded their winter's tour at Corning, O., April 22. "We have had a great tour," Birch writes, "and, the most fortunate thing of all, we missed the terrific weather and roads of the Northern States. We also missed the Georgia tornadoes by several days, and the floods in Tennessee and Kentucky. We have several irons in the fire for the summer, but have made no definite arrangements as yet. We want to rest a bit, build some new illusions and repaint and redecorate the show in general." E. L. Sperry, Birch's advance man, is now booking next November and December. September and October have already been filled, Birch says.

HOWARD E. ROBINSON, Atlanta, is being featured with his card and billiard ball manipulations with the *Greenwich Village Follies*, playing Georgia dates.

"WAND No. 2," willed by the late Howard Thurston to Claude D. Noble, of Detroit, will be presented by the latter to Henry Ford for the Greenfield Village Edison Museum. The wand is one of a set of three wands given to Thurston by Harry Kellar.

COL. DELBERT E. HILL, who has been playing schools and halls in and around Chicago with his magic and Wild West Circus, is closing his show April 29. Col. Hill will have the concert with the Lewis Bros.' Circus this summer.

NORTH CAROLINA MAGICIANS have not given up trying to land the IBM convention for their State. At the IBM conclave to be held in Batavia, N. Y., early in June the Tar Heel magi promise to wage a stern battle to grab off the 1937 convention. They propose to take it to High Point, N. C., and, according to reports, they are being supported in their plans by the local Chamber of Commerce, the Merchants' Association and the various civic organizations. A. Coke Cecil, Bunker and Wallace are leading the fight to take the meeting down south.

HAD THE PLEASURE of catching the El-Wyn Spook Show at the Shubert Theater, Cincinnati, Thursday midnight of last week. An indefatigable worker, El-Wyn makes his spook attraction an entertaining vehicle rather than a hodge-podge of meaningless mysticisms. His efforts were well received by the 2,000 patrons that packed the Shubert. Originator of the straight spook-show idea, El-Wyn, known offstage as Elwin C. Peck, has enjoyed a phenomenal success with the venture.

EDITORIAL  
DEPT.



CLEANED 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 FILMS

JOE DORRIS—dancing comedian in Gus Edwards' *Sho-Window*, now at the Broadway Theater, New York. Scored the individual hit of the show with his imitation of Ray Bolger. Amazing dancer with an ingratiating personality and a distinct flair for comedy who rates a film try as a hoofing comic.

MARION CLEVELAND—Marie Dressler type of comedienne, now appearing in vaude. Seems a natural for films. Sings, gags, mugs and is crammed with personality. Caught recently at the Grand Opera House, New York, in an act with a Casper Milquetoast foll, she scored terrifically and had to beg off.

## For LEGIT

### MUSICAL

THREE NONCHALANTS—three lads now in Gus Edwards' *Sho-Window*, at the Broadway Theater, New York. Essentially floor acro-

bats, the boys shape up as excellent comedians as well. They do an amazing routine of gymnastics, coloring their ace stunts with break-neck falls, etc., so placed in the routine that the whole thing makes for a hilarious session. Could be spotted to advantage in a revue.

## DRAMATIC

BRUCE KIMES—recent graduate of the American Academy of Dramatic Arts, where he was seen to advantage in a number of the student presentations. A stylized player, he is at his best in light comedy, at which he far outshines a good percentage of the pros who attempt it. Has an excellent sense of timing and can point up smart lines to get more out of them than the author put in.

CECILIA MICHEL—petite brunet who did excellent work in a student recital recently given by Fay Foster Studios at Aeolian Hall, New York. Did a monolog sketch called *The Job*, which permitted her to run the well-known gamut of emotions—fear, joy, despair, etc.—rising above her material and giving it a living quality.

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

"THE REASON I IGNORED Al Tint-osky's (the Moscow Mimic) last notice was because I figured it didn't merit a comeback," Sam (Fish) Gill writes from Ottumwa, Ia. "All that he did was use my cracks that I used for him and substituted my name where I had his, thereby showing no originality. Merely the work of a novice, proving what I have always said—that brains are inherited. Let's do a double, Al. My brains and your sunny face should make a great box-office combination."

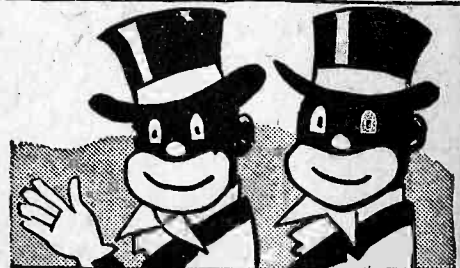
ARTHUR J. BURNS, a member of the old Paramount Minstrels 20 years ago and inactive for several seasons, with the exception of staging a few local shows in and around his home stand, Gardiner, Me., writes from that town, as follows: "Federal unit No. 1 out of Portland, Me., played the Veterans' Home at Togus, Me., with that old minstrel favorite, Bart Crawford, as manager and director. Also with it was John Jenkins, banjoist, who has been granted permission by Mr. Ettinger, father of the late blackface Eddie Ross, to use the name of Blackface Eddie Ross Jr. I wonder if Vaughn Comfort remembers playing Augusta, Me., with the Honey Boy Show, when he and the late Jim Corbett each had a ball club on the show and played at the driving park in Augusta and the time he had the little boxing match with Jim at second base. I may be back in harness soon, but at present I'm helping out the politicians here in Maine for the primary election in June."

BILL TERRY, formerly a singer with the Neil O'Brien and Al G. Field Minstrels, is now operating the Ho-Ho Club in Biloxi, Miss. Bill was for several years chief steward on the American Line's transatlantic passenger ships and after that was general superintendent of housing and feeding for the government at Muscle Shoals. "I was away from minstrelsy almost entirely then," Terry pens, "only to dwell in the past in your column. Were it not for

an occasional reminder by you, minstrelsy would be lost to all of us. Ask Al Tint does he remember when he was a member of the Dan Fitch stock in Birmingham. Barton Isbell, former singer with the Field show, is near me here in the U. S. Veterans' Home. He's looking well now but has been mighty sick. Regards to Bert Swor, Jack Richards and Bill Church."

CLOD LYN, of the trio Buck, Lyn and Friend, and the missus are now playing the Grand Cafe in Phoenix, Ariz. Lyn was with Max Trout's show two years ago. He was married to his red-headed partner last May.

EDDIE POWERS, tuba and bass fiddle, formerly with John W. Vogel's Big City Minstrels, is still located in Huntington, W. Va. Powers is custodian of a club there, which has its walls plastered with lithos and programs of many minstrel shows of the past.



## AMERICA'S SNAPPIEST Minstrel Shows

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## Wanted For The Dixie Minstrels

Colored Musicians, Slide Trombone, Trumpet and Saxophone. Prefer those who can double. All-round Comedians, also Stage Manager. Prefer one who can really manage. Also Boss Canvas Man, white. Cedartown, Ga., week of April 27.  
J. P. PADGETT, sole owner.

# 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 372, Cincinnati, O.

## Glens Falls, N. Y.

What was probably one of the finest equipped canal boat shows to tour this State was known as Three Cousins Big City Show. It was owned jointly by J. B. Overrocker, C. F. Cooper, both of Melrose, N. Y., and W. F. Hurley, Chicago. These owners were cousins, thus the title. First two named were retired farmers; the third was a retired grain elevator operator. Presumably, there was plenty of money back of the venture. Their boat was equipped with everything for the comfort of the ensemble, staterooms, etc. This was a tent show and carried a band and orchestra. Company included such well-known performers as Deforest West, of this city; Frank Carman, hoop roller, also of this city; Judd Norwood and William Lavelette, comedians; William Eagan, William Mraco, Harry Share, William Kaufmann, Agnes French, Lillian Taylor and others. Show opened with a minstrel first-part and olio consisted of 10 acts, mostly circus numbers. The old-time agent, Gordon Ryder, was in advance and the paper was new and original. Show rehearsed and opened in Melrose in June, 1903, and closed in the same town the following September, having toured as far west as Buffalo, meeting profitable business. I believe that this show did not go out again, but for what reason I cannot state; possibly for lack of experience rather than money. The writer is wondering why these waterway shows have been discontinued. Seemingly the canals are more accessible than before the advent of the barge canal, and tent shows are just as well patronized as in the old days.

WALTER BROWN LEONARD.

## Sylva, N. C.

I think the following makes up the largest and most complete list of circus train wrecks available: P. T. Barnum, Bangor, Me., 1882; Sells Bros., London, Ky., 1882; Nathan & Company, Wolcott, N. Y., September 23, 1882; John Robinson, St. Louis, Mo., November 4, 1887; John Robinson, Brazil, Ind., November 5, 1887; Barnum & Cook, Potsdam, N. Y., September, 1889; Cook & Whitby, Richland Center, Wis., July 7, 1892; Cook & Whitby, Magill, Wis., July 8, 1892; Walter L. Main, Tyrone, Pa., May 30, 1893; Walter L. Main, West Coast, 1894; Buffalo Bill, Altoona, Pa., June 1, 1901; John H. Sparks, Veedersburg, Ind., September 1, 1902; Sells-Downs, Choctaw, Okla., September 20, 1902; Great Wallace, Shelbyville, Ill., July 16, 1903; Great Wallace, Durant, Mich., August 6, 1903; Barnum & Bailey, Richfield, Neb., August 12, 1903; Norris & Rowe, Saskatoon, Sask., Canada, July 1, 1906; Carl Hagenbeck, Tiger Creek, Ark., October 25, 1906; Cole Bros., Ashburn, Ga., November 10, 1906; Hagenbeck-Wallace, Big Rapids, Mich., July 24, 1907; Hagenbeck-Wallace, St. Paul, Minn., June 25, 1908; Yankee Robinson, Merrillan Junction, Wis., June 9, 1911; Sells-Floto, Havensville, Kan., September 16, 1915; Hagenbeck-Wallace, Gary, Ind., June 26, 1918; James Patterson, Girard, Kan., May 6, 1922; Hagenbeck-Wallace, Mason City, Ia., July 11, 1922; Al G. Barnes, Canaan, N. B., Canada, July 20, 1930; Braes, Guadalupe, Mexico, November 19, 1930; Ringling Bros.-Barnum & Bailey, Charlotte, N. C., October 21, 1932.

## Portage, Wis.

Many of the frontier-day showfolk of Portage and Baraboo, Wis., including such old-time Ringling fans as former Mayor Adolph Andro, Baraboo, and former Mayor Hank Niemeyer, Portage, are still discussing what town has the distinction of having had the first circus headquarters in the United States. Ringlings opened their first season as a railroad show on May 3, 1890, in their home-quarters town, Baraboo, 18 miles from Portage. As we remember,

they played some 54 stands in Iowa that year. Gollmar Brothers, cousins of the Ringlings, kept on with their wagon show. Johnnie, Tom and Henry Marshall, Portage musicians, all were in the big show band in the early days of the Ringlings and afterward starred in their own show, *Night With the Circus*, under the caption of Lester, Van Cleve & Marshall, organizing in Portage. But we in Portage still maintain for our city the honor of being the oldest circus city in the U.S.A. It was in 1854 that Hiram Orton, a sailor on the Great Lakes, who made his home in Portage, established what later developed into the famous Orton Bros. Circus, with Doc Gilcoson and Charley Tubbs on the promotion staff. Miles Orton, a son of Hiram Orton, became one of the greatest bareback riders in the business. Nellie Orton, manager of the Orton Troupe appearing here with the Sells-Sterling Circus not long ago, confirmed the statement that Portage was the first circus headquarters town in this country, and it was pointed out that Orton Bros. made their first appearance in the spring of 1854 on the lot adjacent to the present fairgrounds, where circuses, including the Ringling and Barnum shows, have since exhibited and which is now being transformed into an amusement and city park at a cost of \$30,000. *The Billboard* some time ago gave us a story on the first circus headquarters town, the Portage honor was not disputed and many of the circus fans would like to hear from others, inasmuch as Orton Bros. will be en tour again this season.

H. H. (HANK) NIEMEYER.

## Wilmington, Calif.

I have read with interest letters in *The Forum* regarding the Norris & Rowe Circus because I was the first band leader with the first Norris & Rowe show. I wonder whether any members of that band are still in the business. Roster included Joe Geisler, tuba; James Kearns, baritone; George Beck, trombone; Scott Ayres, alto; Al Evans and myself, cornets; Tom Kearns, Eb clarinet; Frank Smith, small drums, and Bill Scott, bass drum. The show was then billed as Norris Bros. Equine and Canine Paradox. My old route books have been lost and my memory as to dates and seasons may not be correct; however, I think the first Norris show went on the road in 1894. It was a two-car show, one 30-foot and one 35-foot car. I trouped with the show as band leader and cornet player until 1899 or 1900. Show opened the first season in Rochester, N. Y., with a 100-foot round top, and when I left it had been enlarged to a 100-foot round top with two 50-foot and one 40-foot middle pieces and had grown to a 12-car show.

## Band Leader With Original Norris Show

Ernest C. (Pop) Mesle left Miami for New York April 20. He is set to manage a new company which is to operate several walk shows in and around New York.

Column is a little "shy" this week. Come on folks, drop us a line and let's have all the latest news.

How about a writeup on the new Hugh A. Talbot show at Springfield, Ill.? What say, Hugh?

Eddie Worthington cards from Mason, O., that he would like word from Carolina Webster. Pronto says Eddie.

It was an animal show all the time I was with it. Trainers during that period were Joe Geisler, equestrian director; George (Shrimp) Settler, bulls, and C. I. and Andre Norris. First boss canvasser was Wesley Emerson. William Scott was one of the first clowns doing a rube act. I met Scott with the Hagenbeck-Wallace show season of 1927 and so far as I know he is the only person with the original Norris show who is trouping today.

DR. CHARLES F. WATSON.

## Waupun, Wis.

In a recent issue of *The Billboard* I noted the item regarding yodeling in minstrelsy. The writer was a member of the Haverly-Cleveland minstrel troupe back in 1888. Our two editions of end men were: First, John Queen and Harry Budworth; second, Pete Mack and Frank Cushman. The latter, possessor of a most pleasing voice, gave impersonations for his bit in the first part. Among them was one of "Chris Leibecker," and it was then that he used his gift of yodeling. I believe this pre-dates the item published. I wonder what has become of those old-time troupers.

J. E. BOXHEIMER.

## Page, W. Va.

The recent letter in the *Forum* regarding Sells & Gray Circus and Willie Sells by Thaddeus H. Gerig was very interesting and, as I have collected some material on Sells & Rentrifrew and Willie Sells, I can add that, as stated by Mr. Gerig, the Sells & Gray Circus was offspring of Sells & Rentrifrew, but Sells & Gray originated earlier than 1896-'97.

## Thinks Sells & Gray Was Out Before 1896-'97

To me one of the "green spots on memory's waste" is my visit to an afternoon performance of Sells & Rentrifrew in 1892, and the best information I can get is that Sells & Rentrifrew were out only two seasons, so Sells & Gray must have originated not later than 1894. In 1898 Willie Sells was general agent for Walter L. Main's big railroad circus, so between 1892 and 1898 Willie Sells had out Sells & Rentrifrew, Sells & Gray and Sells & Downs shows. The date Willie Sells had out Sells-Floto I do not have. The 40th Anniversary Number of *The Billboard* carries the clipping, "William Sells, 45, known as 'The Chesterfield of the Circus Arena,' . . . died February 17, 1908, in New York City of acute gastritis. Interment at Topeka, Kan." In addition to Mr. Gerig's letter I read another account of Willie Sells' death which said he died under mysterious circumstances. Willie Sells, Willie DeMott and my father-in-law, Willie Walleit, the three Willies, filled the three rings in riding acts on the Forepaugh Circus during one season. Montgomery, famous later as Montgomery of the team of Montgomery and Stone, was a child acrobat with his brother on the Sells & Rentrifrew Circus. As Sells & Rentrifrew was forerunner of several leading circuses in America, it is hoped that someone familiar with Sells & Rentrifrew will write more on it.

H. F. TROUTMAN.

# Endurance Shows

Conducted by DON KING, Cincinnati, Office

"HAVE BEEN READING the Endurance Shows column for some time and want to tell you it is most interesting," writes Gloria from New London, Conn., of the team of Jackie and Gloria. "We sure would appreciate Charlie Smalley getting in touch with us at the Egg Harbor, N. J., walkathon, which opens this Tuesday."

MRS. FREDDIE SIMS writes from Kalamazoo that she would like to hear from John and Doris Agrella, Harry Newman and Harry Feldberg. Also a line from P. Paulino. Mrs. Sims was recently visited by Mary E. Schrage.

JIMMY CARR, Moulin Rouge, Juarez, Mex., writes he would appreciate contacting kids passing thru El Paso. Jimmy is active in the club field and says they are about set to open another new club.

MRS. CHARLES D. SMITH, Washington, N. J., says she has heard rumors of the death of Mickey Sheehan, contestant in George L. Ruty walkathons. She would like word in the column. Also notes from Muggsy Hurley and Itssy Bacharach.

JOHNNY RAY wires from Atlantic City that it is very important that Freddie Hall get in touch with him at once, also that there is a letter for Fred in the Letter List.

## 42d YEAR

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LONDON—Bert Ross, care "The Performer," 18

Charing Cross Road, London, W. C., 2. SYDNEY.

AUSTRALIA—Martin C. Brennan, City Tatter-

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Wolfram, Hotel Stevens, Rue Alfred-Stevens.

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blication office before noon Monday.

The Billboard reserves the right to edit all adver-

tising copy.



Vol. XLVIII. MAY 2, 1936. No. 18

## SUGAR'S DOMINO

(Continued from page 24)

for her talent as a performer cannot be forced to mix. This is a matter of law as well as fair practice. . . .

\* \* \*

More on night club conditions soon. Suffice for the present to state that the more night club performers learn about their rights the sooner will their liberation take place. We know of no better school than the AFA.

# HAL J. ROSS RAY DUNLAP

## OPEN MAY 7

Most Beautiful Setup in Our Career

\$1,750.00

In Cash Prizes

On Highway 13, on Outskirts of Chester, Pa.—with 2,000,000 to draw from.

Write now to

HAL J. ROSS

Walnut Park Plaza Hotel,

Philadelphia, Pa.

## WANTED

Contestants who can entertain for mammoth show opening in heart of Oakland, Cal., about May 20. Not an endurance contest, but a new kind of thrilling show that takes up where Super-Walkathons leave off. Plenty of floor money and big prizes. No collect wires.

## TWO M. C.s WANTED.

JIMMY JOHNSON, wire immediately; your money refunded; or air mail.

Restaurant Concession to let on low terms to good person.

## R-M-S AMUSE. CORP.

Hal Spears, Pres. & Gen. Mgr.

625 14th St., Oakland, Calif.

# The Final Curtain

**BARNES**—Henry Ward Beecher, 66, conductor and composer of national reputation, April 21 in Rickley Memorial Hospital of the Ohio Masonic Home, Springfield, O. When Warren G. Harding was President Barnes organized and conducted the President's chorus in Chicago. He also organized and directed the chorus which sang at the dedication of the Edward W. Bok carillon and tower in Winter Haven, Fla.

**BARTON**—James, 58, musician and portrait painter, in Hartford, Conn., April 17 of a heart ailment following an illness of a week.

**BASSETT**—Mrs. Philomena, 76, widow of Frederick F. Bassett, at her home in Chicago April 22 of heart trouble. She had been ill for some time. Her husband died April 10 and she passed away without knowing of his death. Burial in Mt. Carmel Cemetery, Chicago. Mrs. Bassett was the mother of Mrs. Dick Lee (Georgie Noble), whose daughter, Hope Parker, is a dancer in Chicago night clubs.

**BROWN**—Milton, 32, leader of the Musical Brownies, fiddle band heard daily over Station WBAP, Fort Worth, Tex., in a Fort Worth hospital April 18 of pneumonia resulting from injuries sustained April 13 in an automobile accident. Brown began his career in 1929 as singer with the Light Crust Doughboys on WBAP. He organized his own band 18 months later and has recorded for Victor and Decca. Survivors are an infant son, his parents, two brothers and a sister, all of Fort Worth. Brown was divorced in March from the former Helen Hames, singer.

**CARPENTER**—Grant, 72, veteran screen writer and former newspaper man, April 21 in Los Angeles.

**CARROLL**—William (Billy), 67, veteran advance agent and publicity man, April 19 of heart failure at the Gladstone Hotel, Kansas City, Mo. He was widely known in repertoire circles, having piloted the J. Doug Morgan Stock Company and Allen Bros. Comedians for many years. He had been in Kansas City just a few days. Remains were shipped to his home in Jacksonville, Ill., where interment was made. Survived by a brother and two sisters.

**COBB**—Pollack Wilson, 67, at the Lutheran Hospital, St. Louis, April 16 of paralytic stroke and heart attack while on the lot of Majestic Mighty Midway Shows, on which he operated several rides. He had been in show business all his life. Was for many years a circus performer, but for the last 15 years operated rides on various carnivals. Funeral services April 21 from the Hoppe

## Alexandra Carlisle

Alexandra Carlisle, internationally known actress whose real name was Alexandra Swift and who appeared on Broadway this season with Philip Merivale and Gladys Cooper in "Othello" and "Macbeth" and about two months ago in the WPA show "A Woman of Destiny," died April 22 in New York. She was 50. For some years Miss Carlisle had been suffering from heart trouble.

An American citizen by marriage, Miss Carlisle was a native of England and began her stage career there in "As You Like It" in 1903. Important stages of her early career were her success in "The Morals of Marcus," 1903; roles as Portia and Olivia in the Sir Herbert Beerbohm Tree productions of "The Merchant of Venice" and "Twelfth Night," 1908, and a command performance before King George V in "Money," 1912.

Her successful American debut in "The Mollusc," at the Garrick Theater, 1908, was followed by another series of appearances in England. In 1913 she returned to New York in "Bought and Paid For," followed by "Driven," "Rosemary," "David Garrick," "If I Were King" and others. Playing the leading role, she produced "Nan" at the 39th Street Theater in 1918, and subsequently appeared in "Respect for Riches," "Three" and "The Truth About Blayds." She forsook retirement in 1932, but suffered a heart attack playing in "Criminal at Large" at the Belasco, New York. The same year she received a gold medal awarded by the American Academy of Arts and Letters for excellence in diction.

She was married three times, first to Joseph Coyne, an American actor; then to Dr. Albert Pfeiffer, a dentist, and last to Elliott Jenkins, radio manufacturer. Surviving are a niece, Mrs. Ellis Coode, and an adopted daughter, Elizabeth Ann Pfeiffer.

Funeral Parlors, St. Louis, and interment in Oaklawn Cemetery, that city.

**DEVEREUX**—Catherine (Katie), 22, dancer and drummer with George Hendry's act, the Royal Scots, at Billings Hospital, Chicago, April 19 of a rare malady. Funeral services and burial at Elmhurst, Ill., April 21, with the Daughters of Scotia officiating. Nettie MacPherson, also a member of the Royal Scots, attired in full Highland regalia, played the farewell lament on the Scottish bagpipes. Surviving are her mother, three brothers and a sister, Lillian, vaudeville dancer.

**DUNCAN**—Elaine Wightman, 24, wife of Roy Duncan, director of the Roxy Theater orchestra, Salt Lake City, and prominent in theatrical and musical circles there, at her home in that city April 15. Funeral services in the Second Ward of the Mormon Church. Survived by her husband and a daughter, 3. She had been ill for some time, but pneumonia was the direct cause of her death.

**ELLIOT**—Arthur, 78, retired actor, formerly associated with Daniel Frohman, John Drew, William Faversham and other notables of the theater, in Bennington, Vt., April 18. Elliot's American career followed a period during which he toured in New Zealand, Australia and South Africa. Some of his New York appearances were *Upstairs and Down*, 1918; *Three Faces East*, 1919; *The Champion*, 1921, and *The Fool*, 1922.

**ELWYN**—Charles (Gimmie), 55, at the home of his mother in Oakland City, Ind., April 15. He had been in ill health

as a research expert in the fields of radio and television, at Asheville, N. C., April 10.

**HOGAN**—William J., 76, theater owner of Newcastle, N. B., recently at his home in that city. Three years ago one of his legs was amputated and last October he was stricken with paralysis, sinking gradually since then. Surviving are four sons, four daughters and his widow.

**HUDGINS**—Wesley, 47, at Big Springs, Tex., April 5 of heart trouble. He was with the T. J. Tidwell Shows for 15 years and before that had been with T. J. Tidwell on the Clara E. Brown Shows. His home was at Grand Saline, Tex. Survived by his widow, two sons, three brothers and one sister, all of Grand Saline. Burial in Big Springs April 7.

**JACOBS**—Elsie Page, 44, wife of Arthur G. Jacobs, Technicolor engineer, suddenly in Hollywood April 12.

**JELIKOVSKY**—Samuel, 45, KGER Jewish Hour singer, April 20 in Los Angeles.

**LAKE**—Frank, 87, film actor, in Hollywood April 19. Survived by a cousin, Lynton Wright Brent, actor.

**KEENAN**—Gertrude, 56, instructor in piano, organ and theory at the Eastman School of Music, Rochester, N. Y., and well known in Western New York music circles, of a heart attack April 12. Survived by two sisters and a brother.

**KELLY**—Mrs. Frank, formerly owner and operator the Empress Theater, Salida, Colo., in that city recently.

**LEPLEE**—Louis, former Paris cafe-concert manager and of late manager

## COL. WALTER S. BUTTERFIELD

Colonel Walter S. Butterfield, president of Butterfield Theaters, Inc., comprising a chain of more than 90 theaters in the State of Michigan, and a veteran vaudeville operator, died April 21 in Boston. He was 73.

Born in Columbus, O., Butterfield entered show business as program boy and usher at the Grand Opera House in his home town. He quickly rose to become treasurer, and shortly afterward held the same position at the Comstock Opera House in the same city. When the latter house burned down Butterfield went to New York, where, thru the offices of Sam Cohen, whom he had once befriended, he secured a job as treasurer of the Chicago Academy of Music, and later as treasurer of the Alhambra, both houses part of the Jacobs-Proctor circuit.

Ousted thru politics, Butterfield returned to New York, became associated with a road show, "A Breezy Time," and after a few more such ventures emerged with enough money to begin his theater circuit in Michigan. After a minor attempt in Fond du Lac, Wis., he opened the Hamlin Theater in Battle Creek, Mich. It was the first of a series of vaudeville houses which finally totaled 12 during the heydays.

In 1926 Butterfield combined his own circuit with nine others. Subsequently he organized another association, Butterfield Theaters of Michigan. As head of both companies he controlled more than 90 theaters at the time of his death.

Butterfield was married three times. His first wife died about 1904, his second was divorced, and this third, whom he married seven years ago, survives him, together with their six-year-old daughter. Four other daughters by his earlier marriages also survive. Interment and services were held April 23 at Battle Creek, Mich.

for last two years. "Gimmie" had been with all the larger circus bands. The last 15 years he was with Roy D. Smith's Scotch Highlanders Band. He formerly was with Ringling Bros.-Barnum & Bailey, B. E. Wallace, Barnes and many others. Interment in Montgomery Cemetery, Oakland City. He leaves his mother, a sister and a brother.

**FELDERMAN**—Adolph, 67, owner of the Eighth Street Trick & Novelty Shoppe, Philadelphia, in that city April 20 from a heart attack. He was well known to many magicians.

**FERNY**—Jacques, well-known Paris cafe-concert singer and songwriter, in Paris April 8.

**GLUCKSMANN**—Mrs. Minna, 80, who for years supplied theatrical and circus performers with costumes, recently in New Orleans. Survived by five sons, one a projectionist and another a stage electrician. Burial in New Orleans April 10.

**GORDON**—Mrs. Robert, youngest sister of Esma Wilson (Mrs. Arnold Maley), aerialist with the Cole Bros.-Clyde Beatty Circus, April 24 at her home in Atlanta, Ga., following the birth of twins, one of whom lived. Miss Wilson left that night for Atlanta.

**GUIPTY**—Madeleine, celebrated French stage and screen star, in Paris April 12. Since 1890 she has appeared in the leading Paris theaters and in numerous film productions.

**HARTMAN**—Ed, 41, boss canvasman of the Cole Bros.-Clyde Beatty Circus, was killed instantly when a truck in which he was riding collided with a touring car near Rochester, Ind. His mother survives.

**HILLHOUSE**—John Ten Eyck, 56, engineer associated with the Western Elec-

tric Company as a research expert in the fields of radio and television, at Asheville, N. C., April 10.

**LLOYD**—Dr. Clinton E., dean of the School of Theater Arts at the Duquesne University, at his home in Pittsburgh April 23. Dr. Lloyd was nationally known as an actor, producer and author. He had been affiliated with the university for the last 22 years and was regarded in theatrical circles as an outstanding authority of Shakespearean dramas. In his early years, after barnstorming thru the Middle West and playing in stock productions on the Pacific Coast, he headed a company of his own and later went into vaudeville. Funeral services April 27. Survived by three children, one of them, Rollo Lloyd, a featured screen actor now working in Hollywood.

**LOCHBAUM**—Otto, old-time theater man associated with road shows and a film distributor, of heart failure recently in San Francisco.

**MCCARTHY**—Fred (Spic), 35, in show business for several years, April 18 at General Hospital, Kansas City, Mo., of stomach ulcers and yellow jaundice.

**MCCORMICK**—Otto Kirby, concessioner, last season with State Fair Shows and Western State Shows, in a hospital at Los Angeles after a several weeks' illness of emphysema and toxine poison. He had been in show business 17 years. Survived by his widow, Nellie, in show business; his parents, two brothers and a sister. Burial in Inglewood Cemetery, Inglewood, Calif.

**MARIEN**—Mme. Marie, wife of Prof. Jose Marien, first concertmeister of the Cincinnati Symphony Orchestra, at her home in Deurne-Nord, Belgium, April 2.

**MALLOY**—Daniel, 65, carpenter at

Paramount Productions, in Hollywood April 14 after a lingering illness.

**MARCELOU - GOUTCHAROWA**—Helene, ballet mistress at the Gaite Lyrique Theater of Paris, in Paris April 13.

**MARCROFT**—Clyde Le Vern, 36, representative for Vitagraph Pictures, Inc., was killed in Billings, Mont., April 13 when a truck ran into him while he was photographing a picture. Survived by his widow and a son, Clyde, and his mother, Lydia Page Marcroft, of Salt Lake City. Body was taken to Salt Lake City for burial.

**MONTAGUE**—Jack, 41, burlesque comedian, April 19 in the State Sanitarium, Sabillasville, Md. His last engagement was seven weeks ago, when he played six weeks at the Hudson, Union City, N. J. Survived by his widow, Anna, and two children. Funeral and interment in home town, South Boston, Mass.

**NOYES**—Joseph H., 67, film worker at 20th Century-Fox Studio, in Westwood, Calif., April 18 as a result of an automobile accident.

**PALMER**—Harry W., 54, concert pianist, April 17 at West Long Branch, N. J., from injuries sustained when struck by an automobile.

**PHILLIPS**—Clyde, animal and bird trainer, April 21 at his home, Pine Beach, N. J., of heart failure. He toured this country and Europe for many years with his bird act, known as Naynon's Birds. His last tour was with a Fanchon and Marco Trees unit. Survived by his widow, Mabel Prettimen Naynon; a sister and his mother.

**QUINN**—Paul, 66, vaude and legit veteran, at General Hospital, Los Angeles, April 20. He started in show business in 1890 with a minstrel troupe, later going into legit to play the original McFadden in *McFadden's Flats*. For many years he toured vaude circuits in *Lemon City*.

**REEVES**—James, 35, film studio worker, was electrocuted on the set in Hollywood April 23 when the arm of a crane against which he was leaning came in contact with a power line carrying 33,000 volts.

**REIMERS**—Georg, 76, noted actor of the Austrian National Theater, April 15 in Vienna.

**RESPIGHI**—Ottorino, 56, prominent Italian composer, in Rome April 18 of a heart ailment. He was also a conductor and pianist of note. A number of his operas, among them *The Sunken Bell* and *La Fiamma*, have been presented in this country.

**RILEY**—Buddy, 32, of Lima, O., tab and burlesque straight man, recently at Jefferson City, Mo., when struck by a Missouri-Pacific train.

**SAVAGLIO**—Bruno, 51, music teacher, composer and member of Simmons and Italian-American bands, Kenosha, Wis., April 15 in an Oshkosh, Wis., hospital. Survived by his widow, six sons and four daughters.

**SCHWARTZ**—Albert Richman, 50, screen character actor, in Hollywood April 20.

**SIMPSON**—Fred H., 40, formerly with the J. A. Coburn and Al G. Field minstrels, at Hines Memorial Hospital, Chicago, April 13 after an eight months' illness with cancer of the liver. Burial in Forest Home Cemetery, Chicago. His mother, Mrs. Frank DeGrove, survives.

**SMITH**—Gladys, wife of William Smith, keeper of the lion inclosure in Detroit Zoological Park and an invalid for some time, at her home in Detroit. Survived by her husband and six small children. Burial in Grandlawn Cemetery, Detroit.

**STEWART**—David L., concert and orchestra violinist, recently at his home in Toledo, O. He was a member of the musicians' locals in Toledo and Milwaukee. Survived by his widow, May Kirby, who formerly appeared in vaudeville as a singer; his parents, a brother and a sister. Burial in Willow Cemetery, Toledo.

**SULC**—Frank, 66, radio actor on Station WEDC, April 20 at his home in Chicago from injuries sustained two weeks previous when he was pinned beneath an auto while changing a tire.

**TIDDEN**—Grace, wife of Fritz Tidden, film publicist, in Los Angeles April 9.

**TRIPLETT**—Lillian M., 65, wife of William E. Triplett, at the Coney Island Hospital, Coney Island, N. Y., April 14 following an operation for a throat infection. She had been ill only three days. Mr. and Mrs. Triplett tramped for many years in stock and repertoire. They were married at Mount. Ayr, Ia., April 4, 1896, while a member of the Orris Ober Stock Company. Funeral services under auspices of the Actors' Fund of (See FINAL CURTAIN on page 64)

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. Allen, Jean (Swanee Club) NYC, nc. Allen, Martha (Fifth Avenue) NYC, h. Aloma, Princess (Wivel's) NYC, re. Alvarado, Lala (Silver Cloud) Chi, nc. Ames & Arno (Oriental) Chi, t. Ambrose, Ruth & Billy (Hotel New Yorker) NYC, h. Amstel, Felix (Russian Troyka) New York, nc. Andrews, Ted & Catherine (Barbizon-Plaza) New York, h. Anger, Harry, Girls (Loew) Montreal 27-30, t. Anise & Aland (Connie's Inn) NYC, nc. Anson, Bill (State-Lake) Chi, t. Anthony, the Bird Man (McAlpin) NYC, h. Apollon, Dave, Co. (Minnesota) Minneapolis 27-30, t. Arden, Don, Trio (Northwood Inn) Detroit, nc. Armand & Maria (Bruns' Palm Garden) Chi, r. Armstrong, Maxie (Connie's Inn) NYC, nc. Avery, Gertrude, Diamond Revue; Randolph Avery Band (Paramount) Hickory, N. C., 29-30; (Carolina) Charlotte May 1-3; (State) Salisbury 4-6, t.

B

Bacon, Faith (Colosimo's) Chi, nc. Baduc, Ray (New Yorker) NYC, h. Bailey, Bill (Ubangi) NYC, nc. Bain, Betsy (Viking) Phila, nc. Baker, Josephine (Chez Josephine Baker) NYC, nc. Baker, Kenny (Met.) Boston 27-30, t. Balleff, Nikita (St. Moritz) NYC, h. Baker, Babe (Howdy Club) NYC, nc. Baker, Don (Paramount) NYC, t. Banks, Sadie (Old Rumanian) NYC, cb. Barnes, Eddie, & Fred Steger (Yacht Club) NYC, nc. Baroness Von Brennecke (Club Normandie) NYC, nc. Barrie, Katherine (Weylin) New York, h. Barrina, Olga (Buckingham) NYC, h. Barry, Jimmy (Loew) Montreal 27-30, t. Barstow, Dick & Edith (State-Lake) Chi, t. Barto & Mann (Lyric) Indianapolis, t. Beale St. Boys (Broadway Room) NYC, nc. Beaujean, Pierre (Buckingham) NYC, h. Beauvel & Tova (Waldorf-Astoria) NYC, h. Bee, Connie (Broadway Room) New York, nc. Behm, Arthur (Gay Nineties) NYC, nc. Bell & Grey (Rose's) Binghamton, N. Y., nc. Bell's Hawaiian Polles (Central) Pennington Gap, Va., 30; (Granada) Bluefield, W. Va., May 1-2, t. Belostozky, Boris (St. Regis) NYC, h. Benny, Jack (Met.) Boston 27-30, t. Beno, Ben; Lebanon, Tenn., 27-May 2. 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. Bigelow, Bob, & Larry Lee (Gay '90s) NYC, nc. Blanche & Elliott (Top Hat) Union City, N. J., nc. Blanchard, Eddie (Club Elegante) NYC, nc. Blanchard, Terry (Normandie) New York, nc. Blank, Sol (Place Elegante) NYC, nc. Blane, Rose (Hollywood) New York, re. Blue Blowers, Seven (Orph.) Winnipeg, Can., t. Blue, Jack (Blakeland Inn) Denver, nc. Boran, Arthur (Fox) Washington, D. C., t. Boreo, Emil (London Casino) London, nc. Boring & Lazur (Wivel's) NYC, re. Boston Sisters, Three (Gang Plank) NYC, nc. Bower Sisters (Eltine) NYC, nc. Bowes, Major, Amateurs (Stanley) Pittsburgh 27-30, t. Bowes, Major, Amateurs (Shea's Hipp.) Toronto 27-30, t. Bowker, Betty (Man About Town Club) NYC, nc. Bowly, Al (Rainbow Room) NYC, nc. Bradna Boys (Saenger) Hattiesburg, Miss., 29-30, t. Bredwins, Three (French Casino) NYC, nc. Brent, Jerry (Bar Intime) New York, nc. Brian & Winsome (Commodore) NYC, h. Brito, Phil (Mount Royal) Montreal, h. Briester, Gertrude (Hollywood) N. Y. C., re. Bring, Lou (Cafe Venezia) NYC, nc. Brooks, Billy (Silver Cloud) Chi, nc. Brooks Twins (Yacht Club) NYC, nc. Brown & Ames (Riverside) Milwaukee, 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. Browning, Mitchell & Wilson (Leon & Eddie's) NYC, nc. Brydon, Louise (Hickory House) N. Y. C., nc. Budd, Arthur (Barrel of Fun) NYC, nc. Buddy & Jean (Golden Spot) Chi, nc. Burke, Johnny (State) NYC 27-30, t. Burn, Billie, & Dennis White (Hollywood) NYC, re. Burrage, Alice Hathaway (Chateau Moderne) New York, nc. Burrill, Sally (State-Lake) Chi, t.

C

Calloway, Cab, & Orch. (State) NYC 27-30, t. Calvo, Pilar (El Chico) New York, nc. Caperton & Columbus (St. Moritz) N. Y. C., h. Cardona, Kay (Dizzy Club) NYC, nc. Carenina, Lena (Club Gaucho) New York, nc. Carlisle, Una (Dizzy Club) NYC, nc. Carlton, Jack (French Casino) NYC, nc. Carol, Nita (Shelton) NYC, h. Carlos & Marchon (Jack Dempsey's) NYC, re. Carlton Sisters (Beacon) Vancouver, Can., t. Carol, Myla; Winnipeg, Can., 27-30. Carr, Billy (Paddock Club) Chi, nc. Carroll, Earl, Vanities (Boston) Boston 27-30, t. Carroll & Howe (Loew) Montreal 27-30; t. Carroll, June (Penthouse) Baltimore, nc.

D

Carroll, Nita (Shelton Hotel) NYC, h. Carson, Jack (Tower) Kansas City, t. Carville Sisters (Orph.) Winnipeg, Can., t. Castain & Crane (Larue's) NYC, re. Castle, Billy (Chateau Moderne) N. Y. C., nc. Caston, Bobbie (Connie's Inn) NYC, nc. Catalina, Rose (606 Club) Chi, nc. Charles, Ernest (Normandie) New York, nc. Cherie & Joe (French Casino) NYC, nc. Chicken Sisters (Met.) Boston 27-30, t. Chita (Anna Held's) NYC, re. Chivo, Princess (Cocoanut Grove) Boston, nc. Chmara, Gregory (St. Moritz) NYC, h. Christine, Bobette (Chateau Moderne) NYC, nc. Chuck & Chuckles (Connie's Inn) NYC, nc. Church, Bill (Princes Club) Detroit, nc. Clambake Seven (Lincoln) NYC, h. Claudet, Marguerite (McCurdy) Evansville, Ind., h. Clauser's, Joe, Collegians (Cecil) Mason City, Ia., 29-30, t. Clay, Marjorie (Colosimo's) Chi, nc. Codolban, Cornelius (St. Regis) New York, h. Coghill, Homer (Orph.) Winnipeg, Can., t. Cole, Lester, Co. (Earle) Washington, D. C., 27-30, t. Coleman, Arlene (Wivel's) NYC, nc. Collins & Anita (Francis) Monroe, La., h. Collins, Chink (Connie's Inn) NYC, nc. Comeford, Marie (New Yorker) New York, h. Connors Jr., Chuck (Tin Pan Alley) New York, nc. Conti, Jean (Meurice) NYC, re. Cook, Alline (Greenwich Village Inn) NYC, nc. Continental Varieties (Club Cliquot) NYC, nc. Coogan, Mac (Edison) New York, h. Cook, Gloria (Hollywood) New York, nc. Cooley, Marion (Stork Club) NYC, nc. Cooper, Betty (Paramount) NYC 27-30, t. Cordona, Kay (Dizzy Club) NYC, nc. Cornell, Wes (After the Show Club) Chi, nc. Cornwell, Frank, Trio (Biltmore) NYC, h. Cortez, Al & Toni (Hickory House) NYC, nc.

Route Department
Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATION OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; t-theater.

E
Easter & Hazleton (Penthouse) Baltimore, nc. Eberle, Eleanor (Lido) Montreal, nc. Eckert, Fay (Club Moderne) Utica, N. Y., nc. Efanti, Hilda (Anna Held's) NYC, nc. Elaine & Douglas (Beacon) Vancouver, Can., t. Edda Ballet (Century) Baltimore 27-30, t. Elissa, Senorita (Nini's French Cabaret) New York, c. Elon, Marvin (Marquette Club) Chi, nc. Ellsworth, "Rocky" (Casino) Chi, nc. El-Wyn (Strand) Delaware, O., 30; (Pal.) Marion May 1; (Ohio) Mansfield 2; (Bucyrus) Bucyrus 4; (Pal.) Ashland 5; (Columbus) Alliance 6, t. Endor & Farrell (Savoy-Plaza) NYC, h. Enos, Rue, Trio (Police Circus) St. Louis 27-May 3. Enos Troupe (Uptown) Chi, 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. Everett & Conway (Shrine Circus) Ft. Scott, Kan.; Fayetteville, Ark., 4-8. Everett, Ruth (Town Casino) NYC, nc.
F
Farrell, Frances (Town Casino) NYC, nc. Farrell, Marita (French Casino) New York, nc. Farrell, Bill; (Place Elegante) New York, nc. Faye, Vivian (Fox) Detroit 27-30, t. Feindt, Cilly (French Casino) New York, nc. Felicia & DelRey (Club Avalon) Cleveland, nc. Fenwick & Kocher (Cecil) Mason City, Ia., 29-30, t. Fermin & Mary Lou (El Toreador) N.Y.C., nc. Fields, Benny (Hollywood) NYC, re. Fields, Irving (Buckingham) NYC, h. Fields, Lillian (Monte Carlo) NYC, nc. Fiske, Dwight (Savoy-Plaza) NYC, h.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Costello, Don, Revue (Fox) Phila 27-30, t. Covert & Reed (Hollenden) Cleveland, h. Crooker, Dorothy (Roxxy) NYC 27-30, t. Cropper, Roy (Wellington) NYC, h. Cross & Dunn (Versailles) NYC, nc. Cugat, Carmen (Waldorf-Astoria) NYC, h.
D
D Sisters (Saenger) Hattiesburg, Miss., 29-30, t. Dailey, Cass (Hollywood) New York, nc. Dale, Maryon (Chateau Moderne) NYC, nc. Dalton, Jack (Blsmarck) Chi, h. Dancing Debutantes (Nut Club) NYC, nc. Danny & Edith (Kit Kat Club) NYC, nc. Danwill Troupe (American Music Hall) NYC, mh. Dau, Rilla (Club Gaucho) New York, nc. Davidson, Trudye (Paddock Club) Chi, nc. Davis, Cele (After the Show Club) Chi, 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. DeMarco & Osborne (Club Richman) NYC, nc. DeMarcos, The (Plaza) NYC, h. DeRing, Trudy (Yacht Club) NYC, nc. DeVega & Ynez (Le Mirage) NYC, re. Denise Dancers, Six (Beacon) Vancouver, Can., t. Dexter, Bert (Saenger) Hattiesburg, Miss., 29-30, t. Dimitri & Helen (Club Gaucho) New York, nc. Dion & Sparkettes (Chateau Club) Rochester, N. Y., nc. Dixon, Dixie (Jungle Inn) Youngstown, O., nc. Donaldson, Joe (Paramount) Abilene, Tex., 29-30, t. Donegan, Nellie, & Seven Wonder Girls (Stadium) Chi, until May 3. Doner, Kitty (Lido) Montreal, nc. Dosh, Freddie (Chicago) Chi, t. Dougherty, Marie (All-Stars Club) NYC, nc. Dove, Evelyn (Connie's Inn) NYC, nc. Drake, Connie (Deauville) New York, nc. Draper, Paul (Radio City Rainbow Room) NYC, nc. Drena & Her Dancers (London Casino) London, nc. Drew, Cholly (Number One Bar) NYC, nc. Drew, Hotcha (Connie's Inn) NYC, nc. Drum, Mitty (Hector's Club New Yorker) New York, nc. Duffin & Ruth (St. Francis) San Francisco, h. Dunn, Francis (Barrel of Fun) NYC, nc. Dunn, Johnnie (Paramount) Abilene, Tex., 29-30, t. Duval, Ade (Palladium) London 4-8, t. Duval, Shella (New Town Bar) New York, nc.

Grauman, Saul (Lyric) Indianapolis, t. 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, Bennett (Barrel of Fun) NYC, nc. Green, Jackie (Uptown) Chi, t. Green, Terry (Park Central) NYC, h. Greenwood, Dawn, & Dorothy Jeffers (Paradise) NYC, re. Grey, Lorette (Cecil) Mason City, Ia., 29-30, t. Gwydion, Baron Ebbe (Wivel's) N.Y.C., re. Gypsy Albert Trio (Beverly Bar) NYC, nc. Gypsy Lee (Dizzy Club) NYC, nc.
H
Hacker, Monty (Orph.) Sioux City, Ia., 28-30; (Liberty) Oklahoma City, Okla., May 2-5; (Ritz) Muskogee 6; (Dickinson) Herington, Kan., 7, t. Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc. Haines, Mitzl (Hollywood) NYC, re. Hale, Teddy (Morrison) Chi, h. Hanson, Fred, Band (Orph.) Winnipeg, Can., t. Hardy, Moore (Gabriel's) NYC, nc. Harrington, Pat (Gang Plank) NYC, nc. Harris, Irye (Place Elegante) NYC, nc. Hart, Carl (Number One Bar) NYC, nc. Hart, June (Colonial Village) Peoria, Ill., nc. Hartmans, The (St. Regis) New York, h. Hashi & Osal (Avalon) Grand Junction, Colo., 29-30, t. Haymond, Billy, Co. (Beacon) Vancouver, Can., t. Healy, Dan (Broadway Room) New York, nc. Healy, Nancy (Commodore) NYC, h. Heat Waves (Commodore) NYC, h. Hector & Pals (Marbro) Chi, t. Heidt, Horace, & Orch. (Pal.) Cleveland 27-30, t. Heller, Jackie (Oriental) Chi, t. Herbert, Grace & Charlie (Paddock Club) Chi, nc. Herman, Irving (Man About Town Club) NYC, nc. Hess, Edith (Cedarwood Cabin) Melaga, N. J., nc. Hilliard, Harriet (Lexington) NYC, h. Hin Low, Florence (Royale-Frolics) Chi, nc. Hirsch, Jack (Old Rumanian) NYC, cb. Hoghton, Dorothy de (Lotus) Washington, D. C., re. Holst Twins (Cecil) Mason City, Ia., 29-30, t. Holland & Hart (Savoy) London, h. Hollis, Marie (Tower) Kansas City, t. Hollywood Holiday (Paramount) Abilene, Tex., 29-30, t. Holly, Edna Mae (Ubangi Club) New York, nc. Hollywood Horse (Brown) Louisville, Ky., h. Howard, Joseph E. (Gay '90s) NYC, nc. Howard, Kathleen (Deauville) New York, nc. Howard, Vivian (Number One Bar) NYC, nc. Howard, Willie & Eugene (Versailles) NYC, nc. Howe, Dorothy (Bossert Grill) NYC. Howell, Adelaide (Sherry-Netherland) NYC, h. Howell, David (Archmont Club) NYC, nc. Hubert, Elsie (All-Stars Club) NYC, nc. Hudson Wonders (Earle) Washington, D. C., 27-30, t. Hunt, Pee Wee (Radio City Rainbow Room) NYC, nc. Hurok, Jemma (Sherry-Netherland) NYC, h. Hyde, Herman, Co. (State-Lake) Chi, t.
J
Jackson & Clifford (Orph.) Winnipeg, Can., t. Jackson, Lawrence (President) New York, h. Jameson, Dixie (Club Silhouette) Chi, nc. Jarrell, Ford; Winnipeg, Can., 27-30. Jarrett, Lucille (Madeleine's) New York, nc. Jeanne, Jack & Joe (Roxxy) NYC 27-30, t. Johnson, Al (Casino Venezia) NYC, nc. Jones, Dick & Dotty (Delmonico's) NYC, re. Johnny & George (Kit Kat Club) NYC, nc. Johnson & Dean (Connie's Inn) NYC, nc. Johnson, Jay (Silver Tavern) Chi, nc. Johnson, Mae (Kit Kat Club) NYC, nc. Johnson, Rose (Club Dixie) San Francisco, nc. Johnson, Winnie (Connie's Inn) NYC, nc. Jones, Isham, & Band (Michigan) Detroit 27-30, t. Jones, Little Johnny (Nixon) Pittsburgh, nc. Jordans, Musical (Avalon) Grand Junction, Colo., 29-30, t. Jordan & LaSalle (Bat Gormley's) Lake Charles, La., nc. Jordan, Sylvia (Old Rumanian) NYC, cb. Joy, Ardis; Winnipeg, Can., 27-30. Joyce & Freddie (Kit Kat Club) NYC, nc. Julianne (St. Moritz) NYC, h.
K
Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c. Kalmus, Bee (Yacht Club) NYC, nc. Kantor, Lee (Nut Club) New Orleans, nc. Kauff, Benn (Place Elegante) New York, nc. Kay, Beatrice (Tony's) NYC, nc. Kay, Mary (Von Thenen's) Chi, nc. Kay, Sylvia, & Carroll Dean (Nut Club) NYC, nc. Kaye, Johnny (Trotta's) Baltimore, Md., nc. Kaye, Sibyl (Village Nut Club) NYC, nc. Kayne, Don (Capri) Lawrence, Mass., re. Kedrova, Lili (St. Moritz) NYC, nc. Keene Twins, Vic & Lamar (State-Lake) Chi, t. Kehr, Hollyn & Charles (Radio City Rainbow Grill) NYC, nc. Kenenedy, Billie (Howdy Club) New York, nc. Kennedy, May (Butler's Tap Room) NYC, nc. Kenny, Lillian (Hotel Montclair) NYC, h. Khmara, Gregory (St. Moritz) New York, h. King, Bert (Shelton) NYC, h. King, Blanche (Brill's) Newark, N. Y., nc. King's Jesters (Morrison) Chi, h. Kirkland, Paul (Riverside) Milwaukee, t. Kitaro Japs (Earle) Washington, D. C., 27-30, t. Knight, June (Mainstreet) Kansas City 27-30, t. Knoll, Olan, Trio (Saenger) Hattiesburg, Miss., 29-30, t. Koban, Great (Saenger) Hattiesburg, Miss., 29-30, t. Komisarjevski, Elena (St. Moritz) NYC, h. Korte, Nadia (St. Regis) NYC, h. Krajakaks, Five (Connie's Inn) NYC, nc. Kramer, Dick; (Lebus) New York, re. Kramer, Dolly (Paul's Inn) San Diego, Calif., nc. Kramer, Ida (Swanee) NYC, nc.

L

La Palomas (Deauville) New York, nc. LaMae, Trixie (Butler's Tap Room) NYC, nc. LaRue, Bobby & Kenn (Derby Club) Hot Springs, Ark., nc. LaVerne, Jean (Jungle Inn) Youngstown, O., nc. LaVola, Don: Ft. Scott, Kan.; Fayetteville, Ark., 4-9. LaZellas, Aerial (Police Circus) St. Louis 24-May 3. Labato, Paddy (Barton's Paradise Club) Youngstown, O., nc. Lamar Trio (Electric) Kansas City, Kan., 29, t. Lambert, Helen (Man About Town) NYC, nc. Lambert (Fox) Phila 27-30, t. Lambertson, Charlotte (Hollywood) NYC, nc. Lambertson, Marguerite (Hollywood) NYC, re. Lamont, Lester (Club Richman) NYC, nc. Lamonte, Jean (Jungle Inn) Youngstown, O., nc. Lane, Emily (Plaza) NYC, h. Lane, Lillian (Dizzy Club) New York, nc. Lane, Ted (Hickory House) New York, nc. Larfe & Morgner (Fay) Providence, R. I., 27-30, t. Larmita & Mullet (Oasis) Detroit, nc. Larson, Al (Top Hat) Union City, N. J., c. Lathrop Bros. & Virginia Lee (Marbro) Chi, t. Lavere & Handman (Colonial) Dayton, O., t. Lawler, Alice (Caliente Club) NYC, nc. Lawrence, Lucille (Swanee) NYC, nc. Lawton, Reed (Le Mirage) NYC, re. Lazaro, Leo (Place Elegante) NYC, nc. LaPearl, Harry, & Clowns (Arena) Phila; (Circus) Springfield, Mass., 4-9. Laurie Jr., Jack (All Stars Club) NYC, nc. LeBeau & Louise (Grand) St. Louis, t. Lee, Bob (Wivel's) NYC, re. Lee & Harvey (Club Richman) NYC, nc. Lee, Joe & Betty (Biltmore) NYC, h. Lee, Linda (Hotel Biltmore) NYC, h. Lee, Loretta (Michigan) Detroit 27-30, t. Lee & Starr (Bowery) Kansas City, nc. Lee, Syble (Paramount) Abilene, Tex., 29-30, t. Leed, William (Dizzy Club) New York, nc. Leonard, Edna (606 Club) Chi, nc. Lenora Dandies (Pennsylvania) Phila, h. Lentl, Steve (Place Elegante) New York, nc. Leonard, Jack (Lincoln) NYC, h. Leslie Sisters (Bradford) Boston, h. Let's Have a Party (Beacon) Vancouver, Can., t. Leu, Paul (Windmill) Pittsburgh, nc. Lewis, Ann (Kit Kat Club) NYC, nc. Liazed Arabs (Met.) Boston 27-30, t. Lido Girls (Club Richman) NYC, nc. Light Brigade (McAlpin) NYC, h. Lightning Duo (Orph.) Winnipeg, Can., t. Lilley, Joe & Harold Woodall (Number One Bar) NYC, nc. Lime Trio (Chicago) Chi, t. Liptova, Schura (St. Regis) NYC, h. Lischeron & Adams (Royale-Frolics) Chi, nc. Little, Little Jack, & Orch. (Paramount) NYC 27-30, t. Livingston, Mary (Met.) Boston 27-30, t. Lodziensky, General (Sherry - Netherland) NYC, h. Logan, Marjory (Stork Club) NYC, nc. Lopez & Anita (Brill's) Newark, N. Y., nc. Lorna & Carr (Capri) Lawrence, Mass., re. Lorraine, Bill, & Ed Furman (Gay Nineties) NYC, nc. Lorraine, June (Broadway Room) NYC, nc. Lowery, Fred (Ambassador) New York, h. Lubina, Ada (St. Moritz) New York, h. Lucas, Nick (Hollywood) NYC, re. Lutes Bros. (Cecil) Mason City, Ia., 29-30, t. Lydia & Joresco (Plaza) NYC, h. Lyman, Abe, & Orch. (Pal.) Chi 27-30, t. Lynch, Louise Dudley (Stork Club) NYC, nc.

M

McCabe, Sara Ann (Biltmore) NYC, h. McCormick & Kidd (Will Oakland's Casino) Paterson, N. J., nc. MacDonald, Grace & Gay (Leon and Eddie's) New York, nc. McGill, Billie (Wonder Bar) Owasso, Mich., nc. McGlynn Sisters (Broadway Room) NYC, nc. McGrath, Ruth (Barrel of Fun) NYC, nc. McKay, Doreen (Paradise) NYC, nc. Mack, Buddy (Cecil) Mason City, Ia., 29-30, t. Mack, Jimmy (Avalon) Grand Junction, Colo., 29-30, t. Madden, Joe (Grand) St. Louis, t. Maddux, Frances (Radio City Rainbow Room) NYC, nc. Mae, Edna (Paradise) NYC, re. Magnante, Charlie (Waldorf-Astoria) NYC, h. Mandell, Kitty (New Town Bar) New York, nc. Mann, Sid (Mon Paris) NYC, nc. Manners, Gene, & Bernice Lee (Paradise) NYC, re. Mara & Renato (Jimmy Kelly's) N.Y.C., nc. Maravellas (El Chico) New York, nc. Marguerite & Arthur (Embassy Club) Toronto, nc. Marlene Sisters (Avalon) Grand Junction, Colo., 29-30, t. Marlowe, Gwen (Village Nut Club) NYC, nc. Martin, Dorothy, Co. (Lyric) Indianapolis, t. Martin, Marion (Hollywood) NYC, re. Martin, Muriel (Dizzy Club) New York, nc. Martin, Tommy (Versailles) NYC, nc. Marvo (Orph.) Winnipeg, Can., t. Masked Countess, The (Leon & Eddie's) NYC, nc. Mason, Glenn (Cecil) Mason City, Ia., 29-30, t. Mason, Jack, & His Playboy Revue (Club Richman) NYC, nc. Masters, Frankie, & Band (Marbro) Chi, t. Maurice & Cordoba (Savoy-Plaza) NYC, h. Maughan, Dora: (Thru the Looking Glass) New York, nc. Mavely, Jackie (Kit Kat Club) NYC, nc. Martin, George Andre (Chicago) Chi, t. May, Janet (State) NYC 27-30, t. Med & Nona (Wagon Wheel) Akron, O., nc. Mele, Vi (Commodore Hotel) NYC, h. Melody Men, Eight (Beacon) Vancouver, Can., t. Mercedes, Eileen (Caliente) NYC, nc. Mercer, Mary (Hickory House) New York, re. Merman, Ethel (Paramount) NYC 27-30, t. Meroff, Benny, & Orch. (Paramount) New Haven, Conn., 27-30, t. Metaxa, Georges (St. Regis) NYC, h. Miller, Joan (Jimmy Kelly's) NYC, nc. Miller, Marty (Turf Club) Pittsburgh, nc. Mills, Tommy (Place Elegante) New York, nc.

Mitchell, Connie (Avalon) Grand Junction, Colo., 29-30, t. Mitchell & Durant (Fox) Detroit 27-30, t. Molina, Carlos, & Orch. (National) Louisville 1-4, t. Monforti Sisters (Anne Millstone's) Chi, nc. Monroe, Freddie (Club Richman) 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 & Revel (Michigan) Detroit; (Chicago) Chi 1-7, t. Morales Bros. & Little Daisy (Francis) Montreal, Can., 2-8, t. Moreno, Consuelo (El Chico) New York, nc. Morgan, Marion (Colosimo's) Chi, nc. Morgan, Rita (Madison Casino) Chi, nc. Morgan, Stuart, Dancers (Met.) Boston 27-30, t. Morris, Dwight (Gabriel's) NYC, nc. Morton, Alvira (Avalon) Grand Junction, Colo., 29-30, t. Mossman, Earl (Colonial Village) Peoria, Ill., nc. Munoz & Balan (Club Gaucha) NYC, nc. Mura, Corinna (Waldorf-Astoria) NYC, h. Muriel, Mimi (Meurice) NYC, re. Murphy, Edna (New Yorker) New York, h. Murray & Alan (Del Monaco's) NYC, re. Murray, Betty (Jimmy Kelly's) Village Re-dezvous) New York, nc. Murray, Lee (Riverside) Milwaukee, t. 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. Nascha (Morrison) Chi, h. Nash, Nyra (Century) Baltimore 27-30, t. Naylor, Marjorie (Hickory House) NYC, nc. Nazarenka, Tasha (St. Regis) NYC, h. Nelson, Nelle (Hi-Hat Club) Chi, nc. Nesbit, Evelyn (All-Stars Club) NYC, nc. Nevins, Jean (Brun's Palm Garden) Chi, r. New Yorkers, Three (Stork Club) NYC, nc. Newell, Bobbie (Brass Rail) Ogdensburg, N. Y., re. Newdahl, Clifford (Club Normandie) NYC, nc. Newell & Arive (Silver Cloud) Chi, nc. Newman, Harry (Beverly Bar) NYC, nc. Nice, Florio & Lubow (Fox) Washington, D. C., 27-30, t. Niles, Noma (Swanee) NYC, nc. Noble, Leighton (Waldorf-Astoria) NYC, nc. Noble, Ray, & Orch. (Fox) Washington, D. C., 27-30, t. Nolan, Nancy (Governor Clinton) NYC, h. Nolte, Carolyn (Versailles) NYC, nc.

THE THREE NONCHALANTS

Dir.: MUSIC CORPORATION OF AMERICA.

Norman, Karyl (Cafe La Rouge) Brooklyn, N. Y., nc. Norton & Kane (Alexander Young) Honolulu, T. H., h. Norton's Speedster Revue (Chateau) Rochester, N. Y., nc. Novoa, Fantasia (El Toreador) NYC, nc.

O

O'Doherty, Molly (Chesapeake House) NYC, re. O'Donnell, Dorothy (State-Lake) Chi, t. O'Neil, Cackles (Hollywood) NYC, re. Odley, Guy (Jack Dempsey's) NYC, re. Ondrea & Michell (Hi-Hat Club) Chi, nc. Ocala Continental (Criterion) Oklahoma City, Okla., 27-30, t. Orda, George (St. Regis) NYC, h. Original Rhythm Boys (Weylin) NYC, h. Orlins, Toddy (Nut Club) NYC, nc. Orloff Trio (Avalon) Grand Junction, Colo., 29-30, t. Ortons, Four (Palladium) London, t. Our Gang Kids (Chicago) Chi, t.

P

Paderewski, George (Yacht Club) NYC, nc. Padilla, Leandra (Brun's Palm Garden) Chi, r. Pady Twins (Tap House) Elmira, N. Y., nc. Page, Harriet (All-Stars Club) NYC, nc. Page, Powell & Nona (Alhambra) Paris May 4-23, t. Paige, Helen (Delmonico's) NYC, re. Paige, Reggie (Anne Millstone's) Chi, nc. Palmer, Gracye (Marquette Club) Chi, nc. Palmer & Doreen (Hollywood) Lansing, Mich., nc. Palmer, Kay (Vanderbilt) NYC, h. Parra, Emile (Starland) Winnipeg, Can., nc. Parries, Jean, & Dean Goodelle (Vanderbilt) NYC, h. Parisienne Revue (Earle) Phila 27-30, t. Passing Parade (Saenger) Hattiesburg, Miss., 29-30, t. Pat & Marilyn (Euclid Club) Bay City, Mich., nc. Paul, Danny & Gene (La Patee Club) Washington, D. C., nc. Raye, Gilbert & Vicky (Club Diamond) Wheeling, W. Va., nc. Peabody, Eddie (Riverside) Milwaukee, t. Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc. Pendleton, Andy (Gabriel's) NYC, nc. Perlee, Mildred (Paramount) Abilene, Tex., 29-30, t. Perona, Anthony (Gabriel's) NYC, re. Phelps Twins (Colony Club) Chi, nc. Pickford, Merry (Trotta's) Baltimore, c. Pierce, Al, & Gang (Mainstreet) Kansas City 27-30, t. Pinto, Louis (Cocoanut Gardens) Chi, nc. Pirofska (French Casino) NYC, nc. Plaut, Jerry (Dizzy Club) NYC, nc. Plybon-Allen Girls (Little Hobbrau) Canton, O., nc. Pope & Thompson (American Music Hall) NYC, mh. Potter, Lisa (Club New Yorker) NYC, nc. Rover Boys (Jack Dempsey's) NYC, re. Prince & Princess Orella (Connie's Inn) NYC, nc. Princess Ahi (Leon & Eddie's) NYC, nc. Pryor, Roger (Earle) Phila 27-30, t.

R

Radio Aces (Morrison) Chi, h.

Rafael (Sherry-Netherland) NYC, h. Rainbow Revue (Avalon) Grand Junction, Colo., 29-30, t. 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. Raul & Renee (Cat & Fiddle) Cincinnati, nc. 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. Read, Jimmie: Winnipeg, Can., 27-30. Reasons, Three (Jack Dempsey's) NYC, re. Regan, Jimmy & Eileen (Beverly Gardens) Beverly Park, Mich., nc. Rebel, Margot (Harry's N. Y. Cabaret) Chi, nc. Reed, Billy (Dizzy Club) NYC, nc. Reed & Blane (Wellington) NYC, h. Rees, Jack (Normandie) New York, nc. Reese, Peggy (Riverside) Milwaukee, t. Relly, Thrower & LaDayne (National) Louisville 1-4, t. Rella, Dorothy & Lou (Colonial) Dayton, O., t. Remy, Dick & Dot (Oriental) Chi, t. Rene & George (Town Casino) NYC, nc. Reynolds, Helen, & Seven World Champions (Stadium) Chi, until May 3. Reynolds, Mickey (Saenger) Hattiesburg, Miss., 29-30, t. Rhodes, Doris (Paradise) NYC, re. Rhythm Boys (Weylin Hotel) NYC, h. Rhythm Makers, Seven (Saenger) Hattiesburg, Miss., 29-30, t. Richards, Charlie (Bowery) St. Louis, nc. Richman, Harry (Chez Patee) Chi, nc. Riddell, Lou (Club Silhouette) Chi, nc. Rhodes, Dorothy (Kit Kat Club) NYC, nc. Roark, Edith (Yacht Club) NYC, nc. Robbins Family (Paradise) NYC, re. Roberts, Dave & June (Francis) Monroe, La., h. Robertson, Guy (Fox) Detroit 27-30, t. Robins, A. (Roxy) NYC 27-30, t. Robinson, Bill (Earle) Washington, D. C., 27-30, t. Robinson, Florence & Bob (Chicago) Chi, t. Rock, Mildred (Marquette Club) Chi, nc. Rocky Twins (Versailles) NYC, re. Rodrigo, Nano (Radio City Rainbow Room) NYC, nc. Rogers, Buddy, & Band (Downtown) Detroit 27-30, t. Rogers, Edith (Saenger) Hattiesburg, Miss., 29-30, t. Rogers, Jimmie (Mon Paris) NYC, nc. Rohckast, Marianne (Club Normandie) NYC, nc. Rollins, Mimi (Hollywood) NYC, re. Rolph, Wynne (Wivel's) New York, re. Rosita & Fontana (Ambassador) NYC, h. Ross, Benny, & Maxine Stone (Uptown) Chi, t. Ross, Dr. (Waldorf-Astoria) NYC, h. Ross, Pierre & Shuster (Colonial) Dayton, O., t. Rosseau, Sue (Dutch's) Chi, nc. Rossi, Pat (Cafe Loyale) NYC, re. Roth, Lynn (After the Show Club) Chi, nc. Rousseaux, Jaime (Radio City Rainbow Grill) NYC, nc. Rowe, Dorothy (Bossert Grill) NYC, nc. Royal Hawaiians (Dizy Club) NYC, nc. Royal Swedish Bellringers (Tower) Kansas City, t. Rubacha, Anna (Cocoanut Gardens) Chi, nc. Rush, Edna (Colony Club) Chi, nc. Russell, Frank (Gay Nineties) NYC, nc. Russian Choir (Sherry-Netherland) NYC, h. Ryan, Rosy (Black Diamond) Scranton, Pa., nc. Ryan, Sue (Oriental) Chi, t.

S

Sadovskaja, Lidia (Sherry - Netherland) NYC, h. Sae, Letty (Fenmore) Boston, re. Salama, Andre (St. Moritz) NYC, h. 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. Savo, Jimmy (Century) Baltimore 27-30, t. Sawyer, Bobby (Gabriel's) NYC, nc. Scott, Catherine (Kit Kat Club) NYC, nc. Scott, Mabel (Ubangi Club) NYC, nc. Scott, Virgie (Ubangi) NYC, nc. Seal, Spud (Paramount) Abilene, Tex., 29-30, t. Shawn, Jack (Club Royal) McAllen, Tex., nc. Shay & Peters (Tower) Kansas City, t. Sherman, James (Club Normandie) NYC, nc. Sherman & McVey (Cecil) Mason City, Ia., 29-30, t. Shipstad & Johnson (College Inn) Chi, nc. Siegfried & Co. (Fox) Washington, D. C., 27-30, t. Silhouette Frolics (Orph.) Winnipeg, Can., t. Simon, Arlette (French Casino) NYC, nc. Sims, Lee, & Ilomay Bailey (Chicago) Chi, t. Sirens of Synopation, Seven (Avalon) Grand Junction, Colo., 29-30, t. Skeeter & Ray (Avalon) Grand Junction, Colo., 29-30, t. 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, Bessie (Connie's Inn) New York, re. Smith, Bill (Fifth Avenue Hotel) New York, h. Smith, Chubby (Swanee Club) NYC, nc. Smith & Sully (Dizzy Club) NYC, nc. Snyder, Billy (Hi-Hat Club) Chi, nc. Snyder, Marguerite (Hotel Shelton) N.Y.C., h. Sonia, Gansser, & Andre (French Casino) NYC, nc. Spelle, Mary Lou (French Casino) NYC, nc. Spirits of Rhythm, Six (Jack Dempsey's) NYC, re. St. Claire, Putnam (Ubangi) NYC, nc. Stalac Bros. & Pearl (Paramount) Abilene, Tex., 29-30, t. Stearns & Dean (Grand) St. Louis, t. Steel, John (Chesapeake House) NYC, re. Sterling, Frank (Beacon) Vancouver, Can., 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, Chas. & Helen, Revue (National) Louisville 1-4, t. Stone & Kane (Paramount) Abilene, Tex., 29-30, t. Stone, Mary (Hi-Hat Club) Chi, nc. Stone & Vernon Foursome (Century) Baltimore 27-30, t. Stone, Harold (Chateau Moderne) NYC, nc. Stone, Neil (Howdy Club) NYC, nc. Stover, Ginger (Cecil) Mason City, Ia., 29-30, t. Stretch & Strain (The Rancho) El Cerrito, Calif., nc. Strong, Edna (Morrison) Chi, h. Sullivan, Bobby (Swanee Club) New York, nc. Suter, Ann (American Music Hall) NYC, mh. Swann, Evelyn Eppee (Vanderbilt) NYC, h. Sykes, Harry (Grand) St. Louis 1-7, t. Sylvia & Clemence (State) NYC 27-30, t.

T

Table Tooners (Chateau Moderne) NYC, nc. Tanner Sisters, Three (Bat Gormley's) Lake Charles, La., nc. Tanya & Emmett (Club Troyka) NYC, nc. Tapps, George (Paradise) NYC, re. Tappan, Maxine (Ambassador) New York, h. Tascott, Betty (After the Show Club) Chi, nc. Tegnor, Michael (Number One Bar) NYC, nc. Tennill, Frank (New Yorker) NYC, h. Teplova, Schura (St. Regis) NYC, h. Terris, Norma (Versailles) NYC, re. Thais (Nut Club) NYC, nc. That Quartette (American) NYC, mh. Theodore & Denesha (Montclair) NYC, h. Thomas, Eloise (Anne Millstone's) Chi, nc. Thomas Sisters (Orph.) Winnipeg, Can., t. Thompson, Kay (St. Regis) NYC, h. Thornton, Billy, Co. (Paramount) Abilene, Tex., 29-30, t. Tic Toc Girls (Park Central) NYC, h. Tien, Paul (Old Rumanian) NYC, nc. Tiffany, Charles & Virginia (Roxy) Salt Lake City 4-10, t. Times, Square Topics (Cecil) Mason City, Ia., 29-30, t. Tint, Al (Jungle Inn) Youngstown, O., nc. Tomlin, Pinky (Mainstreet) Kansas City 27-30, t. Toofs & Al (Kit Kat Club) NYC, nc. Toropova, Nadine (St. Moritz) NYC, h. Tracy, Gale & Leonard (Royale-Frolics) Chi, nc. Tranger, Don (Villa Valencia) Springfield, Ill., nc. Trask, Billy (Number One Bar) NYC, nc. Travers, Jane (Versailles) NYC, nc. Treys & Violeta (El Toreador) NYC, nc. Truckin' (Chez Josephine Baker) NYC, nc. Tscherkassy, Alexis (St. Moritz) New York, h. Tulley, Marion (Paddock Club) Chi, nc. Turry, Dorothy (Chateau Moderne) NYC, nc. Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

U

Unicus Troupe (Coliseum) St. Louis 27-May 3.

V

Valaida (Grand Terrace) Chi, nc. Valda (Club de Lisa) Chi, nc. Valencia, Magda (Club Gaucha) New York, nc. Valencia, Armand (Town Casino) NYC, nc. Valley, Vivian (Club Normandie) NYC, nc. Van Loon, Willem (Chez Josephine Baker) NYC, nc. Vance, Valerie (Leon & Eddie's) NYC, nc. Varkas, Juline & Leon (Lido) Montreal, nc. Vasilio & Yoanna (Nixon) Pittsburgh, nc. Velas, Ester (Roosevelt) NYC, h. Veloz & Yolanda (Mark Hopkins) San Francisco, h. Vernelle & Donaldson (Versailles) NYC, re. Verrill, Virginia (Hotel New Yorker) NYC, h. Vestoff, Florida (Broadway Room) NYC, nc. Vietro, Tony (Chateau Moderne) NYC, nc. Villa, Celia (Chateau Moderne) NYC, nc. Villano & Lorna (Savarin Club) Buffalo, N. Y., nc. Vinagra, Fermin (El Toreador) NYC, nc.

W

Wages, Johnnie (Moose Temple) Erie, Pa. Waldron, Jack (Hollywood) NYC, re. Walker, Buddy (Club Sharon) NYC, nc. Walker, Kirby (Hickory House) NYC, nc. Walker, Mildred (Colony Club) Chi, nc. Wallace, Frank (Butler's Tap Room) NYC, nc. Wallace, Gene (Silver Cloud) Chi, nc. Walsh, Clara Bell (Ambassador) NYC, nc. Walsh, Sammy (Hollywood) NYC, nc. Ward, Alga (Kit Kat Club) NYC, nc. Ward, Helene (Italian Garden) Pittsburgh, nc. Watson, Hot Foot (Ubangi) NYC, nc. Wayne, Wanita (Town Casino) NYC, nc. Webb, Nella (Normandie) New York, nc. Webster, Hazel (Number One Bar) NYC, nc. Wecker, Florence (Ambassador) NYC, h. Wells, Dickie (Ubangi) NYC, nc. Wencil, Ray (Silver Tavern) Chi, nc. Wentworth, Dorothy (Wivel's) NYC, re. Wesley, Howard, Co. (Uptown) Chi, t. Weylin Knightcaps (Weylin) New York, h. Whalen, Jackie (Happy's) Glendale, L. I., nc. White, Anna (Club Deauville) NYC, nc. White, Ann (Town Casino) NYC, nc. White, Jack (Broadway Room) NYC, nc. White, Jerri (Dizzy Club) NYC, nc. White, Jerry (Gay '90s) NYC, nc. White, Lew (Paramount) Springfield, Mass., 27-30, t. White, Paul (Morrison) Chi, h. White, Teddy (Normandie) New York, nc. Whitman, Flo (Gay '90s) Chi, nc. Wickes, Gus (Gay Nineties) NYC, nc. Wilbert, Raymond (Lyric) Indianapolis, t. Wilkinson, Dudley (Versailles) NYC, nc. Willard, Clarence E. (Jack Dempsey's) NYC, re. Williams, Dorothy (Jack Dempsey's) NYC, re. Williams, Dortha & Chic (Jackhammer Club) Indio, Calif., nc. Williams, Jerry (Man About Town Club) New York, nc. William, Robert (London Casino) London, nc. Williams, Judy (Paradise) NYC, nc. Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc. Winton & Diane (Schneider's) Detroit, c. Woods & Bray (Shoreham) Washington, D. C., h. Woods, Johnny (Biltmore) NYC, h. Worth, Wyle & Howe (Loew) Montreal 27-30, t. Wright, Charlie (Hotel Weylin) NYC, h. Wright, Chuck (Club Silhouette) Chi, nc. Wright, Edythe (Lincoln) NYC, h. Wynn, Natalie (Club Deauville) NYC, nc. Wynton, Victoria (Dizzy Club) NYC, nc.

Y

Young, Irwin (Vahlalia) NYC, nc.

Young, Joe (Grand) St. Louis, t.
Youngman, Henry (Yacht Club) NYC, nc.
Zaranova, Erika (Radio City Rainbow Room) NYC, nc.
Zay, Freddy (French Casino) NYC, nc.
Zetta, Madame (New Howard) Baltimore, h.
Zudella (Louise's) Detroit, nc.

Gray, Glen: (Rainbow Room) NYC, nc.
Grunau, Harry: (Torch Club) Canton, O., nc.
Hall, George: (Taft) New York, h.
Halstead, Henry: (Jefferson) St. Louis, Mo., h.
Hamilton, George: (Mark Hopkins) San Francisco, h.

Ohman, Frank V.: (Pavillon Club) Miami Beach, nc.
Olson, Walter: (New Julius) Gardenville, N. Y., re.
Oliver, Eddie: (Reno) Reno, Nev., cc.

San Carlo Opera Co.: (Syria Mosque) Pittsburgh 1-2.
Three Men on a Horse: (Worcester) Worcester, Mass., 29; (Bushnell Aud.) Hartford, Conn., 30-May 2.
Three Men on a Horse: (Garrick) Phila.
Three Men on a Horse: (Park) Youngstown, O., 29; (Shea) Bradford, Pa., 30; (Shea) Jamestown, N. Y., May 1; (Shea) Erie, Pa., 2.
Tobacco Road: (Plymouth) Boston.
Tobacco Road: (Shubert) New Haven, Conn., 27-May 2.
WinterSet: (Harris) Chi 27-May 2.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

Abrams, Al: (Arena Bar) Miami, Fla., c.
Adcock, Jack: (Yorktown Tav.) Elkins Park, Pa., nc.
Alvin, Danny: (Gold Coast Embassy Club) Chicago, 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.

Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Phil: (Netherland Plaza) Cincinnati, h.
Heidt, Horace: (Pal.) Cleveland, t.
Herbeck, Ray: (Multomah) Portland, Ore., h.
Hess, Edith: (McCleans) Pensauken, 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.
Hoffman, Earl: (Bon Air) Chi, cc.
Holst, Ernie: (El Morocco) NYC, nc.
Hopkins, Josh: (Broad St. Tavern) Pawtucket, R. I., c.
Howard, Ben: (Silver Tavern) Chi, nc.
Huntley, Lloyd: (Mount Royal) Montreal, h.
Hylton, Jack: (Drake) Chicago, h.

Pancho: (Pierre) NYC, h.
Panico, Louis: (Olympic) Chicago, b.
Parham, Tiny: (Club Havana) Chi, nc.
Parker, Johnny: (Knickerbocker) Chicago, nc.
Pearce, Red: (Jeff Davis) Tupelo, Miss., h.
Peary, Bob: (Graemere) Chi, h.
Pecoraro, Dick: (Monte Rosa) NYC, re.
Perry, Ron: (St. Moritz) New York, h.
Peterson, Dee: (Anchor Club) Sandusky, O., nc.
Pizzita, 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.

Bannen, Al: (Mayflower) Akron, O., h.
Barron, Blue: (Paradise) Rochester, N. Y., re.
Bass, Paul: (Anna Held's) NYC, re.
Batkin, Alex: (St. Moritz) New York, h.
Bender, 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.
Black, Art: (Yacht Club) Detroit, nc.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Bonroe, Larry: (Chester's Tavern) Cincinnati, nc.
Botta, Charlie: (Club S-X) Chicago, nc.
Brandwynne, Nat: (Stork) New York, nc.
Breese, Louis: (Weylin) New York, h.
Brigode, Ace: (Steamer Island Queen) Cincinnati, nc.
Bromberg, Sammy: (Von Thenen's) Chi, nc.
Brooks, Bobby: (Weylin) NYC, h.
Buccaneers: (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.

Holst, Ernie: (El Morocco) NYC, nc.
Hopkins, Josh: (Broad St. Tavern) Pawtucket, R. I., c.
Howard, Ben: (Silver Tavern) Chi, nc.
Huntley, Lloyd: (Mount Royal) Montreal, h.
Hylton, Jack: (Drake) Chicago, h.
Janis, Freddie: (Parody Club) Chicago, nc.
Jergens, Dick: (Palomar) Los Angeles, b.
Johnson, Charlie: (Small's Paradise) New York, nc.
Johnson, Johnny: (Commodore) New York, h.
Jones, Isham: (Michigan) Detroit, t.

Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
Ramos, Ramon: (Forge Club) Miami, nc.
Rapp, Barney: (Van Cleve) Dayton, O., h.
Ravazza, Carl: (St. Francis) San Francisco, h.
Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
Redell, Herbie: (Casino) Chicago, c.
Redman, Don: (Connie's Inn) NYC, nc.
Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
Regis, Del: (Anchorage) Phila, nc.
Reichman, Joe: (Statler) Boston, h.
Resh, Benny: (Club Lido) Syracuse, N. Y., nc.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
Richards, Barney: (Limehouse) Chicago, c.
Rines, Joe: (Mayfair) Boston, nc.
Ringer, Johnny: (Casino Venezia) NYC, nc.
Ritorf, Staa: (Club Rajah) Chi, nc.
Robbins, Ted: (Club Monarch) Boston, nc.
Rodriguez, Jose: (LaRue's) New York, nc.
Rogers, Buddy: (Downtown) Detroit, t.
Rosenthal, Harry: (LaRue's) New York, re.
Royal Arcadians: (Allyn House) Hartford, Conn., b.
Russell, Jack: (Melody Mill) Chicago, b.

INDEPENDENT BURLESK

Beauty Parade: (Variety) Pittsburgh 27-May 2; (Gayety) Baltimore 4-9.
Follies of Pleasure: (Empire) Newark, N. J., 27-May 2; (Howard) Boston 4-9.
Hello, Paree: (Howard) Boston 27-May 2; (Hudson) Union City, N. J., 4-9.
Jolly Girls: (Bijou) Phila 27-May 2.
Legs & Laughter: (Gayety) Washington, D. C., 27-May 2; (Empire) Newark, N. J., 4-9.
Melody Maids: (Hudson) Union City, N. J., 27-May 2; (Werba) Brooklyn 4-9.
Merry Whirl: (Gayety) Baltimore 27-May 2; (Gayety) Washington, D. C., 4-9.
Rounders: (Werba) Brooklyn 27-May 2; (Republic) NYC 4-9.
Sporty Widows: (Variety) Pittsburgh 4-9.
They're Off: (Republic) NYC 27-May 2; (Bijou) Phila 4-9.

MISCELLANEOUS

Baker, M. L. Circus Side Show: Newport, Tenn., 27-May 2.
Bragg Bros.' Show: Wentworth, N. H., 27-May 2; W. Rumney 4-9.
Dressen & Purcell Circus: Eureka, Ill., 29; Chenoa 30; Minonk May 1; Gridley 2; Mason City 3; Delavan 4; Havana 5.
Fred's Kiddie Circus: Earlville, Ill., 29.
Harlan Med. Show: Brownsville, Pa., 27-May 2.
Lewis, H. Kay, & Hollywood Varieties: Los Angeles, Calif., 27-May 1.
Lucy, Thos. Elmore: Wheaton, Kan., 1-2.
(See ROUTES on page 76)

RIVERVIEW, CHI

(Continued from page 3)

spent a large amount in redecoration and rebuilding. Many World's Fair features were added. This year several new rides, as yet unnamed, are to be added to the attraction roster, as well as a complete lighting system. Plans for lighting are to keep in step with the modern trend, with effects being produced thru indirect lighting. All paint jobs on rides and attractions are being planned in harmony with this idea. A big standard attraction, the regular Chute-the-Chutes, is being completely rebuilt and will be a brilliant new flash.

Landscape ideas are being incorporated to add even more to the park's beauty. Idea, of course, is to add weight to the claim that the "world's largest amusement park" is also the "world's most beautiful." With new electrical fountains and additional lighting systems, the management feels that strong claims can be well substantiated, and that regular patrons as well as park newcomers will be thrilled by the complete sweep of newness.

Spectacular new features will be the streamlined cars which are to be introduced for the first time this season on several rides. Combining great new safety principles with modern streamline effects, the rides will be a unique feature on the calendar. Scientifically planned, these cars, built under direction of President George A. Schmidt and his son, William Schmidt, are expected to cause much comment.

Price policies generally are expected to be the same as last season. Bank Night feature, which proved so successful toward the latter part of the 1935 season, is to be continued Saturday nights. Special new Sunday night idea also is being considered as an additional attraction for the park customers as well as those using the picnic groves. Season will open on May 20, with present plans to continue the usual two weeks beyond Labor Day, with Mardi Gras and Carefree Carnival idea to be incorporated.

Name Bands Only at Saltair

SALT LAKE CITY, April 25.—Saltair Resort will book only out-of-town orchestras this year, said manager Thomas M. Wheeler. Grand opening on Decoration Day will see new music policy in vogue, traveling bands at intervals. Admission will remain same for railroad and auto at gate, but dancing will be 50 cents a couple, a higher rate than ever before. A new miniature electric train, which will run on the sands under the pavilion. Altho the lake is higher than last year, the resort is still out of the water. An electric train will take bathers to deep water as was done last year.

DRAMATIC AND MUSICAL

At Home Abroad: (Grand) Chi.
Awake and Sing: (Ford) Baltimore 27-May 2.
Ballet Russe: (Auditorium) Chi 29-May 6.
Boy Meets Girl: (Selwyn) Chi.
Nazimova: (English) Indianapolis, Ind., 29; (Hipp.) Terre Haute 30; (Hartman) Columbus, O., May 1-2.
Night of January 16: (Shubert) Boston 27-May 2.
Old Maid: (Playhouse) Wilmington, Del., 29.
Personal Appearance: (Plaza) El Paso, Tex., 30; (Rialto) Tucson, Ariz., May 1.
Personal Appearance: (Shubert) Newark, N. J., 27-May 2.

Calloway, Cab: (State) NYC, t.
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.
Castle, Jay: (Wagon Wheel) Nashville, Tenn., nc.
Cavanaugh, George: (Webster Hall) Detroit, h.
Chassy, Lon: (Greenbrier) White Sulphur Springs, W. Va., h.
Chester, Bob: (Webster Hall) Detroit, h.
Childs, Reggie: (Greyhound) Jeffersonville, Ind., nc.
Christie, Geo.: (Club Silhouette) Chicago, nc.
Codelban, Cornelius: (St. Regis) New York, h.
Cole, Eddie: (Panama Cafe) Chi, nc.
Coleman, Emil: (St. Regis) New York, h.
Conrad, Judy: (Tower) Kansas City, t.
Continental Gypsies: (L'Algon) Chicago, c.
Cornelius, Paul: (Club Joy) Lexington, Ky., nc.
Courtney, Del: (Bal Tabarin) San Francisco, nc.

Kavelin, Al: (Blackstone) Chicago, h.
Kaye, Sammy: (Cabin Club) Cleveland, nc.
Keener, Lee: (Madison) Jefferson City, Mo., h.
King, Bert: (Shelton) NYC, h.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Klein, Jules: (Statler) Detroit, h.
Knapp, Orville: (Waldorf) NYC, h.
Korbin, Van: (Madison Casino) Chicago, c.
Krauss, Eddie: (Cocoanut Gardens) Chi, nc.
Krumin, Costya: (Russian Bear) New York, re.
Kysner, Kay: (Trianon) Chi, b.

Sales, Lew: (Club Minuet) Chicago, nc.
Sand, Carl: (Chateau) Chicago, h.
Sanders, Joe: (Blackhawk) Chi, c.
Schneider, Sol: (Old Rumanian New York, re.
Scholl, Jack: (Coronado) St. Louis, h.
Schreiber, Carl: (Oriental Gardens) Chicago, c.
Schulman, Julius: (Veney Park) St. Petersburg, Fla., h.
Scoggin, Chic: (Jefferson) St. Louis, h.
Selzer, Irving: (Dixie) New York, h.
Singer, Lou: (Three Little Pigs) Hollywood, Calif., nc.
Smith, Joe: (Copley Plaza) Boston, h.
Smith, Joseph C.: (Versailles) New York, cb.
Smith, Stuff: (Onyx) NYC, nc.
Snyder, Frankie: (Winona Gardens) Chi, nc.
Souders, Jackie: (Uptown) Portland, Ore., b.
Spaeth, Karl: (Marco's Grill) Detroit, nc.
Sterney, George: (Plaza) New York, h.
Stone, Al: (Leghorn Farms) Trenton, N. J., ro.
Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.

Covert, Mike: (Seneca) Rochester, h.
Crosby, Bob: (New Yorker) NYC, h.
Cugat, Xavier: (Stevens) Chi, h.
Dailey, Frank: (Meadowbrook) Cedar Grove, N. J., nc.
Damar: (Madeleine) New York, nc.
Dantzlg, Eli: (St. George) Brooklyn, h.
Darrell, Pat: (Wonder Bar) Zanesville, O., nc.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
DeBabary, Joska: (Biltmore) NYC, h.
De Torre, Emile: (El Chico) NYC, nc.
Deane, Alan: (Lookout House) Covington, Ky., nc.
Delman, Cy: (Whitehall) Palm Beach, Fla.
Denny, Jack: (French Casino) New York, cb.
Dickerson, Carroll: (Sunset Cafe) Chi, nc.
Dictators, The: (885 Club) Chicago, nc.
Dolen, Bernice: (Vanderbilt and Sherry-Netherland) NYC, h.
Donahue, Al: (Bermudiana) Bermuda, cb.
Dornberger, Charles: (Paradise) NYC, cb.
Dorsey, Tommy: (Lincoln) NYC, h.
Dubrow, Art: (Chop House) Hartford, Conn., nc.
Duchin, Eddie: (Plaza) NYC, h.
Duerr, Dolph: (Lake Shore) Cleveland, h.
Durst, Henry: (3 States Club) Rodessa, La., nc.

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.
LaPorte, Manny: (Manna-Bar) Ardmore, Pa.
LaSalle, Frank: (Wivel) New York, nc.
LeRoy, Howard: (McCurdy) Evansville, Ind., h.
LeBrun, Duke: (La Salle) South Bend, Ind., h.
Lee, Larry: (Beverly-Wilshire) Beverly Hills, Calif., h.
Lehmas, Al: (Granada) Chi, b.
Leipold, Arnie: (Chez Ami) Buffalo, N. Y., nc.
Levant, Phil: (Blismarck) Chicago, h.
Lewis, Ted: (Morrison) Chi, h.
Light, Enoch: (McAlpin) New York, h.
Lindeman, Udo: (Gloria Palast) New York, cb.
Lishon, Henri: (Royale Frolles) 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, 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.

Terry, J. Frank: (McVan's Club Radio) Albany, N. Y., nc.
Terry, Ron: (St. Moritz) New York, h.
Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
Tinsley, Bob: (Colosimo's) Chicago, nc.
Tompkins, Tommy: (Arcadia) NYC, b.
Toppas, Al: (Nut House) Chicago, nc.
Torney, Bob: (Cesa Loma) South Bend, Ind., nc.
Toscuna, Tommy: (All Stars) NYC, nc.
Trask, Clyde: (Gibson) Cincinnati, h.
Travers, Vincent: (French Casino) NYC, nc.
Tremaine, Paul: (Gloria Palast) New York, cb.
Turner, Al: (Bachelor's Club) Pittsburgh, nc.
Turner, Jimmie: (Last Round Up) Detroit, nc.

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.

McCarn, Grace: (Chinese T Gardens) Detroit, re.
McCoy, Clyde: (Roseland) NYC, b.
McGill, Billie: (Jefferson Inn) Detroit, nc.
McKenzie, Red: (Famous Door) NYC, nc.
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.
Mansfield, Dick: (Governor Clinton) NYC, h.
Maples, Nelson: (Ye Olde Tavern) Fort Wayne, Ind., nc.
Marsico, 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, b.
Martin, Ted: (Childs' Paramount) NYC, re.
Masters, Frankie: (Marbro) Chi, t.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Meir, Harvey: (Gayety Village) Chi, c.
Meo, Jimmy: (Royale-Frolles) Chicago, nc.
Meroff, Benny: (Paramount) New Haven, Conn., t.
Messner, Dick: (Park Central) NYC, h.
Meyers, Jack: (Club New Yorker) New York, nc.

Uhlar, Paul: (Club Mayfair) Detroit, nc.
Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.
Veil, Tubby: (Brun's Palm Garden) Chi, c.

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.
Fodor, Jerry: (Veterans' Club) Toledo, O., nc.
Four Aces: (Roxey Club) Chi, nc.
Franklin, Sid: (Yacht Club) NYC, nc.
Frisko, Sammy: (Tuite & Dean's) Chi, c.
Freed, Carl: (Loew) Montreal, t.
Freitas, Hawaiians: (Thelma Todd's) Santa Monica, Calif., re.
Fulcher, Charlie: (Club Casine) Greenville, -Miss., nc.
Funk, Larry: (Ortolo Terrace) Detroit, nc.
Funk, Wash: (4444 Club) Cincinnati, nc.

Miller, Joe: (Casa Blanca) Chi, nc.
Miller, Russ: (Edgewood) Treton, N. J.
Miller, Walter: (Breakers) Palm Beach, Fla., h.
Minor, Frank: (Barrel of Fun) NYC, nc.
Molina, Carlos: (National) Louisville, 1-4, t.
Monroe, Jerry: (Boulevard) Union City, Mooney, Art: (Oasis) Detroit, nc.
Morgan, Russ: (Biltmore) NYC, h.
Moyer, Ken: (Ringside) Ft. Worth, Tex., nc.
Mullaney, Johnnie: (Brevoort) Chi, h.
Murphy, Dick: (Tampa Terrace) Tampa, Fla., h.

Wallace, Roy: (Avenue Tavern) Indianapolis, nc.
Watts, Kenny: (Dicky Wells) Harlem, New York, nc.
Weeks, Ranny: (Cocoanut Grove) Boston, re.
Weems, Ted: (Palmer House) Chicago, t.
Welky, Wee Willy: (Columbia) Columbia, N. J., h.
Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
West, Nell: (Riley) Ft. Wayne, Ind., t.
White, Dave: (Oasis Grill) New York City, re.
Williams, Joe: (Mark Twain) Hannibal, Mo., h.
Willis, Herbie: (Kibby Klub) Jackson, Mich., nc.
Wilson, Sammy: (Edison) New York, h.
Winston, Jack: (Blackstone) Ft. Worth, Tex., h.
Woods, Howard: (Robert Treat) Newark, h.

Gardner, Dick: (Lord Baltimore) Baltimore, h.
Gasparre, Dick: (Savoy Plaza) New York, h.
Geering, Bob: (Jockey Club) Dayton, O., re.
Gendron, Henry: (Guyon's Paradise) Chi, b.
Gilberto, Don: (Toreador) New York, nc.
Gitlin, Irving: (Pierre) New York, h.
Golden, Nell: (Queens-Terrace) Woodside, L. I., N. Y., cb.
Gotthelf, Manfred: (Monte Cristo) Chicago, r.
Graham, Eddie: (Nut Club) New York, nc.

Nagle, 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.
Newman, Ruby: (Rainbow Grill) Rockefeller Center, N. Y., nc.
Niebauer, Eddie: (Casino Moderne) Chicago, nc.
Noble, Ray: (Fox) Washington, D. C., t.
Nolan, Bob: (Gibson) Cincinnati, h.
Norvo, Red: (Dempsey's) NYC, re.

Yuhasz, Johnny: (Durant) Flint, Mich., h.

# JAMES COLE SHOW ON RAIL

## Leases 15 Cars From H-W Show

*Some animals also taken over — quarters will be established at Detroit*

DETROIT, April 25.—James M. Cole, general manager of the James M. Cole Trained Wild Animal Circus, signed a contract for the lease of equipment and animals of the Hagenbeck-Wallace Circus on Monday, he told *The Billboard* correspondent in headquarters in the Tuller Hotel here. It includes Cheerful Gardner with 10 elephants, 18 head of horses for ring stock, ponies, dogs and other animals, making up practically the entire menagerie with exception of the cats. Cole has plenty of lions, tigers and similar animals with the Manuel King act, which headlines the show.

Fifteen railroad cars from the Hagenbeck show will be used. Purchase of special truck equipment was being negotiated in Detroit this week, but details were withheld. The value of property leased from Peru is estimated at about \$200,000. The deal was negotiated thru Ralph J. Clawson, manager of winter quarters.

The Cole show has purchased all canvases from the Baker-Lockwood Company, including a 150-foot round top, with three 50s, seating about 6,500; a 70-foot round top with three 30s for the menagerie, and a 60-foot round top with two 30s for the Side Show.

The show will establish permanent winter quarters here, Cole stated this week, and a contract was being signed to lease property at the Michigan State Fair grounds this week.

The show goes to the Cleveland Stadium for the first showing, returning to the Coliseum here May 18.

## Main at Blossom Festival

WINCHESTER, Va., April 25.—Arrangements have been completed for the showing of Walter L. Main Circus on the opening day of the Shenandoah Valley Apple Blossom Festival here (dates are April 30-May 1). Elephants, camels, horses, ponies, cowboys and Indians will take part in the parade. Walter L. Main will lead the parade to celebrate the 50th anniversary of the circus bearing his name.

## Morton-Hamid Show Draws at New Haven

NEW HAVEN, Conn., April 25.—The Morton-Hamid Circus, held at the Arena under auspices of Knights of Columbus this week, was a big hit. There was a fair opening-day turnout. Tuesday attendance picked up, and by Wednesday night circus had them with a standing-room-only sign. Carl Reickert, who handled local arrangements for the show, arranged for extra seating for remainder of week. Matinees held up as well as the overflowing evening shows.

Among acts were Mickey King, Dr. Bernard's elephants, Capt. Proske's tigers, Tudor Sisters and Avery, Flying Flemings, Pallenberg's bears, Ullaine Malloy, Hoaglan's Hippodrome, Will Morris and Bobby, Margaret Ann Robinson, the Globe of Death unit and others.

## James M. Cole Advance

CLEVELAND, April 25.—The James M. Cole Circus started billing last week for its engagement at the Stadium, opening May 1. Claude Morris is manager of Car No. 1, with 12 men; Charles V. Turner, Car No. 2, with six men; Gene Staats, manager of brigade, with four men. Last season Morris had brigade on the Ringling show; Turner, the brigade on Hagenbeck-Wallace, and Staats has had brigades on most of the larger shows.

## Earl Shipley Retiring

CHICAGO, April 25.—After 23 years as a circus clown, Earl Shipley is retiring from the game, he announced this week. He has been well known for years as a clever producing clown with Sells-Floto, Hagenbeck-Wallace and other circuses, and he is now playing what he says probably will be his final engagement with the Cole Bros.' show in the Stadium.

Shipley is going with an enamel ware concern as salesman. "The hardest thing about retiring," he said, "will be saying good-by to the boys on the closing night here."

Shipley's friends, while wishing him success in his new field, believe that he will find it difficult to resist the lure of the white tops permanently.

## Buffalo Show Big For Morton-Hamid

CINCINNATI, April 25.—Bob Morton, of the Morton-Hamid Circus, reports a most successful Buffalo Shrine engagement week of April 13. Eighty-seven thousand people paid to see the show. There was a sellout every night and capacity matinees. An extra show had to be given to take care of the overflow. The gross receipts will exceed \$36,000, or \$7,000 more than last year. It was the fourth year that Morton handled the show. George A. Hamid was in Buffalo and assisted Morton on opening night. The show moved to New Haven, Conn., for Knights of Columbus. Philadelphia follows and reports from Henry Robinson and Vernetta Morton indicate a big week.

The Buffalo show included Hoaglan horses and Garland Entry, Hoaglan's menage horses, ballet of 40 girls, 50 singing property men—first time that Morton went a la Jumbo; Harry LaPearl, who furnished eight clowns; Randow, six clowns; Mickey King, Ullaine Malloy, Joe Hodgini and company, comedy riding; Dr. Bernard's elephants, Pallenberg's bear and dog acts, Honey Family, the Arleys, Tudor Family, Flying Flemings, Martin and Martin, Carl Solt and wife, William Morris and company, Capt. Proske's wild animals, Torelli's dog and pony circus, Roberti dog and pony circus, Eddie Keck and company, Emerson Family, American Eagles, Miss Deitch and 16 dancers; Golda, wire; Merrill Bros. and Sister, Margaret Ann Robinson, Borrelli, Prevost. One hundred and 60 people and 100 animals were in the show.

## R-B Gross Makes 1935 Record Cry

NEW YORK, April 25.—Flushed by terrific returns during Easter week, Ringling-Barnum set out for a serious attack on the heavy take attained here last year at Madison Square Garden. *The Billboard's* prediction of a three-quarter-million-dollar gate for the 50 performances is expected to come about, or approached, at the very least, with General Manager Gumpertz stating that the early level of 8 per cent increase is being maintained straight thru.

Local daily featured the \$750,000 figure predicted in this publication in the April 11 issue. Unofficial tabulation of the holiday chukkers showed that the 14 performances in that week drew \$230,000, or about \$33,000 per day, high mark coming on Saturday with a 50 grand take. Current week, while not in the same batting class with Easter, which has always been the top money-getter, is showing its heels to last season's corresponding period. Next week, the finish stanza, will definitely tell the tale of records battered, matched or neared, but it is freely stated that the local engagement can't help but be in the fancy purse bracket no matter what happens.

## Three-Hour Program

Moving with clocklike precision under the arenic deftness of Fred Bradna and (See R-B GROSS on page 42)

## More Shows Get Started

*Russell has two big houses at Rolla, Mo.—Seils' biz good at Macon, Mo.*

ALTON, Ill., April 25.—Russell Bros.' Circus got off to an auspicious start in Rolla, Mo., its home town, April 16. Breaking a two-year opening day jinx of rain and mud, bright skies prevailed and a chilling temperature that made topcoats desirable failed to keep the crowds away. Rolla, a town of 4,000, and its surrounding countryside turned in an 85 per cent house in afternoon and capacity at night. Among many visitors were Mrs. Albert Hodgini Sr. and Mrs. Harold Van Orman (Harriet Hodgini), here to see Albert Jr. off with his new bareback riding act.

Since taking the road business has been consistently good and in some stands exceptional, considering the abnormally cold and windy weather the first week.

From the entry to the show's climaxing feature—Bob Fisher and his Five Fearless Flyers—the program moved with snappy precision under the able guidance of Gene Enos. The Hodgini act clicked; Walter Jenner and his educated seal, Buddy, drew stirring rounds of applause; Frank B. Miller's menage number stood out strong as always; the aerial offerings were exceptional and there were many bright novelties. Buck Baker, aided and abetted by his trick vehicular gadgets, put out an unending variety of clown numbers. A flawless musical setting for the entire proceedings was provided by L. Claude Meyers, beginning his sixth season as bandmaster for the show.

Reb Russell, his record as an all-American football player augmenting his fame as a cowboy and movie star, (See MORE SHOWS on page 41)

## Wirth Produces Hartford Show for Seventh Year

HARTFORD, Conn., April 25.—Frank Wirth's Circus opened a week's engagement for the Shrine at the Armory on Monday. It is the seventh consecutive year that Wirth has produced the show. Ticket sale exceeded all expectations.

The program included Victor Zaccini, cannon act; Poodles Hanneford and company, riders; Five Eagles, high-wire; Kurtzo and Kurtzo, pole act; Great Dejit, Christiansen's dogs, Hill's ponies, Lady Barbara's ponies and mules, Adele Nelson and Hill's elephants; the Karolis, perch; Winifred Colleano, Great Cahill, Orva and Minerva, Ricardos, Bubbles and Great Wilson, aerialists; Honey Family and Five DeGuchis, acrobats; Ray Goody, Miss Olga and Dolores, wire; Vittoria and Georgette, Four Randows, Laddie Lamont, Hip Raymond, Tony Leland, Minerva and brother, Billy Rice and Shorty, comedy acrobats; Brengk's Golden Horse, riding mechanic; Ted Merchant and company, Wild West act; clowns, Billy Rice, Hip Raymond, Laddie Lamont, Eugene Randow Trio, Tony Deko, Vittoria and Georgette, Gil Conlinn and John Ernst. Max Kassow in charge of concert, featuring Gibb Sisters.

Will Hill was emcee and music furnished by Joe Basile's band.

## Riddle Opens to Big Crowd

POPLAR BLUFF, Mo., April 25.—Jack Riddle's Society Circus unit opened here April 11 in center of town for the merchants and drew the largest crowd the town has seen in years. Clarence Auskings has joined as general agent. The Pan-American Shows were in the city and most of the folks were at the Riddle show in afternoon. The Riddle folks paid the carnival a visit after the night show.

## Midget Billboard Agent

CINCINNATI, April 25.—Jackie Stevens, known to the public as "Little Lord Leo," small perfectly formed man, is *The Billboard's* agent as well as mail agent with Rice Bros.' Circus, in addition to entertaining folks in the Side Show. He is *The Billboard's* smallest agent in the circus business.

## 42 New Trucks On Rice Bros.

LEITCHFIELD, Ky., April 25.—The first week of the season was a disappointment to the management of Rice Bros.' Circus from a financial standpoint, weather conditions being the principal factor in the lack of patronage. Wind, threatening clouds, rain, floods—with resultant boggy lots—however, did not prevent the show from moving regularly and opening each day on scheduled time. Visitors during the past week included Charley Goss and Frank House (president of the Standard Chevrolet Company of East St. Louis), from whom General Manager Ray Marsh Brydon purchased nine more trucks, making actually 42 new Chevrolet trucks on the show.

## Roster of Departments

A complete roster of the staff and department heads as well as other attaches follows:

Big Show: Executive staff—Ray Marsh Brydon, general manager; Champ Simpson, treasurer; W. D. Story, secretary; Ted Reed, general superintendent; William J. Hilliar, contracting press agent;

(See 42 NEW TRUCKS on page 43)

## Schwarz Show Reorganized

MOBILE, Ala., April 25.—The Harry Haag Three-Ring Circus, organized here by R. C. (Bob) and Sam Schwarz, with Harry Haag as general manager, returned here the early part of the week after a brief tour in Southern Mississippi. The show has been reorganized, according to Bob Schwarz, using the old name of the Great American Shows.

Schwarz said that his brother, Sam, will be the new general manager. Two lions and a leopard will be added. At Biloxi, the top of the big tent was badly damaged and a new top has arrived. Schwarz also announced that Dick Kenon, banner man, was no longer connected with the show.

## Dorothy Herbert, Beatty To Be Made Texas Rangers

GAINESVILLE, Tex., April 25.—Two stars of the circus world will be made Texas Rangers in ceremonies in New York and Chicago next month.

Dorothy Herbert, of the Ringling-Barnum Circus, will receive her commission as a Texas Rangerette in Madison Square Garden May 1. Clyde Beatty, of Cole Bros.-Clyde Beatty Circus, will be commissioned a Texas Ranger at the Chicago Stadium May 3.

The commissions, signed recently by Governor James V. Alford of Texas, will be presented by Joe M. Leonard, president of the Gainesville Chamber of Commerce, who will also present the circus stars with Texas cowboy hats, the gifts of the Gainesville Community Circus, which exhibits at the Texas Centennial Exposition in Dallas in June.

Leonard, a member of the Circus Fans' Association, will be a member of the party aboard the Texas Press Association Centennial special train, which will make a tour, April 26-May 7, of the North and East in the interest of the Centennial Exposition.

Members of the Circus Fans' Association and the Circus Saints and Sinners' Association in New York and Chicago have received invitations to participate in the ceremonies.

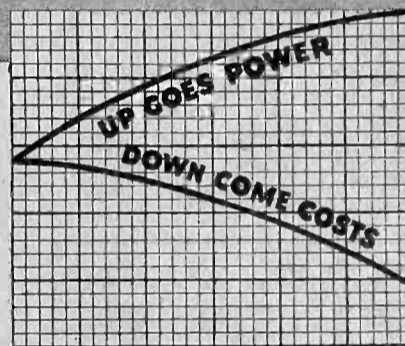


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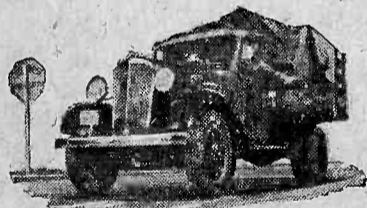
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By THE RINGMASTER

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Chicago, Ill. Norwich, Conn.  
(Conducted by WALTER HOHENADEL, Editor  
"The White Tops," care Hohenadel Printing Com-  
pany, Rochelle, Ill.)

Harper Joy, past president of CFA, was made an honorary member of the Hotel Greeters of America at a banquet held in Spokane, Wash., April 13. Harper writes that he had a chat with Ed Maxwell, contracting agent for Al G. Barnes Circus, when he arranged for the appearance of the show there May 25.

George H. Barlow III, circus fan of Binghamton, has returned home from a trip to New York City, where he saw the circus in the Garden four times. Writes that he was given a nice reception by Pat Valdo, Fred Bradna, Merle Evans and Manager S. W. Gumpertz, and on this trip also saw Jumbo for the third time. Barlow, who was instrumental in organizing the Pat Valdo Tent, CFA, in Binghamton, has obtained quite a few new members.

Bugs Raymond, CFA, and Walter Buckingham, national secretary of Norwich, Conn., spent April 19 in Hartford, where they met members of the Shrine Circus, which played there that week under the banner of Frank Wirth. Buckingham advises that Bockus & Kilonis Circus has contracted Norwich for May 14.

When Circus Fan George Scholderer, of Binghamton, N. Y., visited Sarasota, Fla., recently, his friend Fred Bradna played a joke on him by having Jack Earle (Texas giant) and a midget meet them at the station. Earle and the midget led the Scholderers around the corner and there were Fred and Ella Bradna waiting on the outside. Scholderer was much amused by this. He and Bradna did some deep-sea fishing while there and saw all there was to be seen of the art museum and winter quarters.

R. H. Mueller, circus fan of California, Mo., writes that he made Russell Bros.' Circus at Jefferson City and stated he believed that the show is rightly advertised as "the greatest show on earth for the price."

Stan Rogers, CFA, of Hollywood, made the Al G. Barnes Circus when it showed there.

The Felix Adler Tent, of Paterson, N. J., will hold a meeting the early part of May, at which time they expect to arrange for a party to go to Atlantic City when the Big One shows there May 23.

Joe Minchin writes that he spent a few days with Al Butler, contracting agent for Ringling-Barnum, when he came to Paterson to arrange for the show June 6. He also had a nice visit with Frank Ketrov, contracting agent for Kay Bros., which will show in that vicinity early in June.

**Shows for Wheeling, W. Va.**

WHEELING, W. Va., April 25.—The familiar circus-day scenes shall not pass from the old big top grounds on Wheeling Island. That is the edict of ex-Congressman Carl G. Bachmann, federal receiver for the State fairgrounds.

The receiver announced that the huge parking grounds north of the fairgrounds will be cleared of flood debris in time for the first circus date. Cole-Beatty will be there May 23.

Bachmann also stated that Ringling-Barnum will show on the Island grounds in July, but a definite date has not yet been selected.

**Cole Attendance Continues To Build**

CHICAGO, April 25.—Attendance at the Cole Bros.-Clyde Beatty Circus continues to build. Matinees have been light and night houses fair. Show is running in great shape and performance has received many compliments. The spectacular burst of fireworks, which is the finale of the spec, is put on by the Thearle-Duffield Fireworks Company.

Beatrice Lillie, star of *At Home Abroad*, visited the show a few days ago and liked it so well she said she was coming back.

Harold Barnes, young wire-walker with the show, has bought a movie camera and will give Ray Dean, the real "camera fiend" of the circus, some competition.

The handsome beau brummel generally to be found around the front door is Noyells Burkhart, and he's as efficient as he is handsome.

Some swell stories have been breaking in the local dailies during the last few days. Nice work Robert E. Hickey and Ora Parks are doing.

Albert Powell's trapeze act could be made an outstanding feature of the show but is lost as it is now spotted. Powell is a talented performer and his one-leg catch a thriller.

The girl riders in the menage numbers make a very smart appearance in their nifty white outfits. Two of the featured high-school numbers are the Carloca horse ridden by Jean Allen, and King Cole, ridden by Ann Butler.

The palm for dead-pan clowning goes to Emmett Kelly, whose pantomime work is superb. Kelly with his pantomime, Otto Griebing and his auto and soldier bit, and Chester Barnett and his hind-foot dog, Trixie, are the acme of modern clowning.

A real veteran of the white tops is Jack Pfeifferberger, who has charge of the back door. Jack has been trouping with the bigger ones for so many years he's lost track of 'em.

Many of the acts that are playing the Stadium will not be with the show on the road. Among those only in for the building are the Belford troupe, the Davenport riding act, the Peerless Pottery, Florescue, Earl Reynolds' two roller-skating acts, the Arab act, Ted Elder, Ira Millette (two acts) and Albert Powell.

The high-school horses presented under direction of John M. Smith are ridden by Mary Kinko, Joyce Elmore, Billie Cooke, Hilda Nelson, Esma Wilson, Pat Lindsay, Ruby Cutshall, Lorette Tucker, Bobbie Patterson, Dorothy Carter, Claire Lavan, Georle Sweet, Martha Large, Maybelle Kestler, Edna Sullivan, Billie Burton, Viola Barnett, Mabel Ellet, Jean Evans, Alice Foster, Bertha Denham, Wanda Wentz, Norma Humes, Cyse O'Dell, Audrey Gallerger, Betty Stevens, Jean Fisher, Jessie Goodenough and Anna Butler.

In Clown Alley are Jimmie McCoy, Horace Laird, Mal Bates, Wells Bros.' Trio, Glen Kinko, Otto Griebing, Emmett Kelly, Art Lind, Chester Barnett, Clint Barnes, Joe Lewis, Walter Goodenough, Spencer Allen, S. W. Bailey, Three Harddigs, Paul Le Roy Trio, Joe Short, Smiley Daly, Bert Lamson, Earl Shipley, Roy Barrett, Raymond and Marcus, Herb Adair, Sid Wertz, Tom Milleta, Frank Morris, Bob Marks, Joe Hart, Al Consolvo, Fred Hinton, Al Wilson, John St. Clair and Lem Buckley.

The new foreign riding act reached New York a few days ago and is expected to join the show here April 29.

Clyde Beatty had the misfortune to lose one of his tigers, which contracted pneumonia and died. The show also has lost one menage horse and a seal.

**RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS**

MADISON SQUARE GARDEN  
NEW YORK CITY,  
Until Saturday, May 2.

BOSTON GARDEN  
BOSTON, MASS.,  
May 4 to 9.

THE GREATEST SHOW ON EARTH

**NEW, UNUSUAL AND EXCEPTIONALLY**

ATTRACTIVE DESIGNS IN  
PICTORIAL PAPER AND  
CARDS FOR

**CIRCUS CARNIVAL RODEO AUTO RACES**

THE BEST DISPLAYED

POSTERS, CARDS AND  
BUMPER CARDS, MUSLIN  
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PRINTED FROM TYPE ON  
NON-FADING PAPER  
WITH PERMANENT INK.

The  
**Donaldson Litho. Co.**

NEWPORT, KY.  
Opposite Cincinnati, Ohio

**Des Moines Show Over Big**

CHICAGO, April 25.—Performers returning from participation in the Zaga-Zig Shrine Circus held in Des Moines, Ia., April 13-18, report that the show proved a big draw and was a fine performance. Show was held in the Coliseum and general admission was 40 cents. (Program and staff appeared in last week's issue.)

In the concert the Del Rios, three "living dolls," were a big sensation. This attraction was handled by Clint W. Finney.

**Barney Bros.' Advance**

OSKALOOSA, Ia., April 25.—The new advertising car of Barney Bros.' Circus has all modern conveniences for the accommodation of six men. A small truck is used for country routes and outside billing, also a Chevrolet coupe.

The crew is in charge of Al Clarkson, with Don Hinrich, special agent; J. J. Smith, Rube Andrews, Shorty White, billposters; Charles Basham, Marion Holland, lithographers; Bert Armstrong, in charge of mailing.

General Agent John D. Foss spent two days with the advance the past week.

**IABP&B, Local No. 115**

TOLEDO, April 25.—The International Alliance Billposters and Billers, Local No. 115, organized September 4, 1934, now has 14 members. Officers are Carl Miller, president; Joe Brown, vice-president; William E. Clayton, business agent; Edgar J. Hahn, secretary; Bruce H. Chandler, treasurer; Adam Reinhart, sergeant at arms; Guy Henderson, chairman of trustee board, Charlie Mohr and Harry Mullenger, trustees; shop committee — Bob Dohr, chairman; Harry Mullenger and Art Rice.

**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.

**RINGLING BROS**  
 AND  
**BARNUM & BAILEY**  
 Combined **CIRCUS**

**SEASON OF 1936**

*TRAVELING THOUSANDS OF MILES AND SPENDING THOUSANDS OF DOLLARS IN COMBING THE EARTH FOR FEATURES TO AMAZE AMERICA'S AMUSEMENT-GOING MILLIONS —*

**HOWARD Y. BARY**

**Chief Foreign Scout of The World's Largest Circus**

and

**Importer of The First Family of African Pigmy Elephants Ever Brought Out of the Jungles.**

*The Idol of American Youth*

**COL. TIM MCCOY**

**The Screen's Greatest Western Star**

*PERSONALLY HEADING HIS THRILLING NEW CONGRESS OF ROUGH RIDERS AND INDIANS AT EVERY PERFORMANCE.*

**THE GREATEST SHOW ON EARTH**

# RINGLING BROS AND BARNUM & BAILEY Combined CIRCUS

SEASON OF 1936

## THE YACOPI

ACCLAIMED WITHOUT EQUAL  
THE WORLD OVER

## THE BOKARAS

A  
SENSATIONAL  
NOVELTY

Under Exclusive Management of Roberto Yacopi

## THE FLYING CONCELLOS

CENTER RING ATTRACTION

### WORLD'S GREATEST FLYING ACTS

Featuring Miss Antoinette Concello. Only lady aerialist in the world to accomplish double full-twisting somersault and two and one-half somersaults with pirouette return.

Address all communications to ART CONCELLO, 801 W. LOCUST ST.

BLOOMINGTON, ILL.

## RANDOLL'S

FLYING COMETS

Europe's Most Astounding Flyers

### 10-The Great Otari Troupe-10

presenting

Their Original and Famous Maltese Cross Featured With

RINGLING BROS. - BARNUM and BAILEY CIRCUS

SEASONS 1934-'35-'36

## CAPTAIN LAWRENCE DAVIS

Superintendent of Elephants

presenting

"MODOC," the 4 ton piccolino dancer, and other features

## DOROTHY HERBERT

### 9 GUICE TROUPES 9

Aerial Bars and Comedy Riding Acts

The One and Only  
**HARRY RITTLEY**

# THE GREATEST SHOW ON EARTH

# RINGLING BROS AND BARNUM & BAILEY Combined CIRCUS

SEASON OF 1936

**RINGLING BROS. AND BARNUM & BAILEY CIRCUS**

*presents* **A NEW SENSATION!**  
THE LAST WORD IN IRON JAW

**THE GREAT  
FREDERICO**

"Surprise sensation... on a teeth stunt aloft that drew gasps. The thrill highlight of the show." — From The Billboard's Opening Review.

"It is something exceptional in iron jaw." — Variety Review. ★

*The Great* **FREDERICO**

**ASTOUNDING TEETH FEATS ALOFT!**

*Absolutely Unrivaled!!!*

## ALF LOYAL

*Personally Presenting*

HIS FAMOUS, OUTSTANDING RINGLING BROS.  
AND BARNUM & BAILEY CIRCUS ACT

*Getting the biggest laughs on the world's biggest show!*

## AUSTRALIAN WAITES

*The Most Copied Act in the World...*

*Stock Whip Manipulators Extraordinary!*

(BILLY WAITE)

*Routine, Ideas, Presentation and Original Features Fully Protected.*

*The*

## WALLENDAS

FIRST TIME WITH RINGLING BROS. AND  
BARNUM & BAILEY CIRCUS

## RUDY RUDYNOFF

*and*

## ERNA RUDYNOFF

*Greetings to our friends all over the world*

# THE GREATEST SHOW ON EARTH

# RINGLING BROS AND BARNUM & BAILEY Combined CIRCUS

SEASON OF 1936

## THE NAITTOS

★  
FIRST TIME  
IN  
AMERICA

with  
SENSATIONAL  
NIO  
(Four Girls and One Man)

★  
THE "TOPS"  
IN  
TIGHT WIRE

*The Exotic Queen of Balance on the  
Flying Trapeze » » »*

### ★ MISS AMERICA OLVERA

- ★ JUST FINISHED TRIUMPHANT TOUR OF ENGLAND, GERMANY AND FRANCE
- ★ NOW 3rd SUCCESSIVE SEASON WITH RINGLING BROS. AND BARNUM & BAILEY CIRCUS



*Again—a feature of the Big Show!*

### Mile. GILLETTE

*In Her Sensational 75 Foot Leap*

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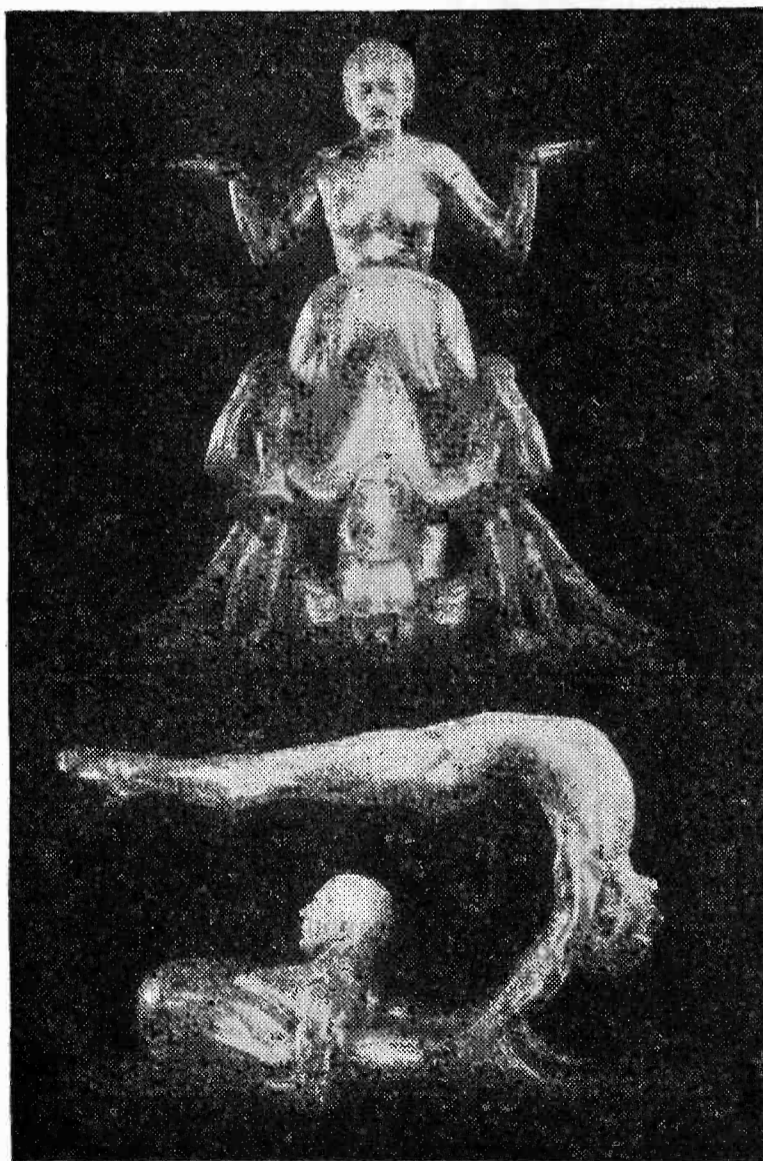
# THE GREATEST SHOW ON EARTH

# RINGLING BROS AND BARNUM & BAILEY Combined CIRCUS

SEASON OF 1936

## THE SPURGATS THE WONDER OF DIAMONDS

POSING and CONTORTIONIST ACT



**3rd SEASON**  
Producer of every type of painted statue  
(with 34 girls) in the Ringling Bros. and  
Barnum & Bailey Organization

**THE ONLY ACT OF ITS KIND  
IN THE WORLD**

*Manager*

**LEO SPURGAT**

*Perm. Address: Room 401, 1560 Broadway,  
New York, N. Y.*

# THE GREATEST SHOW ON EARTH

# RINGLING BROS AND BARNUM & BAILEY Combined CIRCUS

## SEASON OF 1936

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# THE GREATEST SHOW ON EARTH



# Dexter Fellows

(CSCCA)

## Tent Tattles

By FRED PITZER

NEW YORK, April 25.—In the April 16 issue of *The New York Herald Tribune* the sportswriter, Richards Vidmer, has an interesting article on the Big Show's giant, Jack Earle. . . . And in *The World-Telegram* of April 11 the writer has his physog on page 10 and his opinions about collecting circusiana as a hobby. . . . Billy S. Garvie postcards that he visited New York City during the Easter holiday and while here visited Dexter Fellows and the Big Show. About the latter he writes, "This year's circus is great," and Billy knows his circuses just as Davis, of Hartford, knows his elephants' tails and hairs.

I see by a herald of the Central Park Menagerie and International Circus that the opening spec is referred to as "The Grand Hippozoomatic Cavalcade." Put that in your circus pipe and inhale it.

We have received the April issue of *The Program* and Bim Pond seems to be getting better and better as an editor. . . . In *The World-Telegram* of April 20 cartoonist Denys Wortman, in his Metropolitan Movies, shows Jack Earle the giant at a party and expressing regret that he "feels conspicuous without his evening clothes." On the wall is a sign reading Circus Saints and Sinners' Club. Denys is a member of the Tent.

An Al G. Barnes herald comes from Jim Chloupek and a Clark herald (wagon show) from McClintock, who writes: "May call you up while in New York en route to Havana early in May." He always did want to see some of those Havana circuses. . . . Ray Schindler makes a flying trip to Albany. . . . In one-page program of Welch, Delavan & Nathans' National Circus of 1847 I find N. Johnson listed as "Director of the Circle." Aha, Director of the Circle!

If you don't know it, Helen Wallenda, who is topmouther in that thrilling scene where the Wallendas are three high on a wire near the roof in the Garden, did that stunt for the first time in six months at the matinee opening in New York City. She confessed that she was mighty jittery, not so fearful about herself, but because now she has at home a little bundle of blessedness which she brought into the world last February.

The one man who is busy these days wining and dining the circus folks is Frank V. Baldwin Jr. As a host Frank Jr. can't be beaten. . . . One of the occupants of Chris Dalton's box at the opening night was Al Campbell, a great singer and brother-in-law of John Worland, famous leaper.

At the time of finishing this column our Fall Guy committee is out gunning for either Sir Hubert Wilkins, Lincoln Ellsworth, Max Schmeling or Bim Pond.

### MORE SHOWS

Continued from page 32)

proved a worthy special attraction and caused them to stay in large numbers for the rodeo after-show. The menagerie blossomed out in a new top, with cages beautifully refurbished and specially lighted. The Side Show emerged this season as an Indian Village, with a large group of redskins of various tribes doing war and festive dances, archery and handicraft, augmented by a program of native American cowboy and hillbilly songs and music. New banner line, a new marquee and neat concession stands gave the midway a flashy appearance.

### The Program

No. 1—Tournament. The circus in kaleidoscopic review, presented with much color and glitter.

No. 2—Reb Russell. Introduction of the Western movie star and his marvel horse Rebel traversing the track with rears and sidepassing.

No. 3—Military Ponies. Pleasing routines presented by Hazel King in Ring 1 and Frank B. Miller in Ring 3.

No. 4—Trampoline. A spirited offering by the versatile Conners Trio, with comedy that draws many laughs.

No. 5—Elephants. The big fellows in fast-moving routines presented by Bobbie Warinner in Ring 1 and Mickey Perdue in Ring 3.

No. 6—Aerial Ballet, featuring Ethel Jennier in Ring 1, Frances Fisher in Ring 2, Roberta Reynolds in Ring 3.

Special polychromic illumination at night.

No. 7—Clowns. Playful antics centering around Buck Baker's mechanical dummies mounted on a special joy wagon.

No. 8—Liberty Horses. Beautiful equine exhibitions by Frank B. Miller in Ring 1 and Hazel King in Ring 3.

No. 9—Slides. Rennot in his backward footslide and Reckless Violetta sliding down a cable from the dome of the tent while suspended by her teeth.

No. 10—The clowns again.

No. 11—The Great Dalbeanie. A perennial favorite of Russell Bros., balancing on a wagon wheel up a flight of stairs with two jumps to the ground. Always good for a big hand.

No. 12—Thrills in the Air. Two really outstanding trapeze acts. Over Ring 1, Ethel Jennier, who is announced as the only woman trapeze artist doing a standing ankle drop and somersault in mid-air, catching on a suspended rope. Over Ring 3, Miss Athleta, heel and toe artist, who finishes with a sensational plunge, catching by her heels. Truly distinctive.

No. 13—Walkaround by the clowns.

No. 14—Hodgini Riding Act. The Hodgini family tradition is carried on in great style by the youthful Albert Jr., gracefully assisted by Claudine Hayes and Helen Kilps. Act has lots of class and stunning wardrobe. Bertie's somersaults, Arab tail jumps and jump-ups on his spirited-finish horse draw big hands.

No. 15—Concert announcement. Cowboys, cowgirls, Indians, ropers and whip crackers in lineup with Reb Russell and Rebel.

No. 16—Iron jaw, featuring Bertha Conners over Ring 1 and Ethel Jennier over Ring 3.

No. 17—Pachydermic pastimes. Feature elephant act in center ring, worked with grace and skill by Bobbie Warinner and Elvin Welsh.

No. 18—Walkaround, featuring miniature automobile with Topsy, trained chimpanzee and mascot of the circus, at the wheel.

No. 19—Buddy, the Seal. Tremendously popular is this remarkable exhibition by Walter Jennier and humorous charge, announced as "the seal with the human intelligence." Acrobatic and talking stunts and musical finish draw many laughs and liberal applause. Buddy enters in an automobile and the act proceeds with much showmanship.

No. 20—Menage. A truly remarkable array of high-school horses, trained and presented by Frank B. Miller. Riders are Mr. Miller, Hazel King, Bobbie Warinner, Mickey Purdue, Genevieve Hughes, Lola Hunt and Bertie Hodgini. Tom Hunt and his trick mule, Mae West, furnish comedy element. Miller's riderless, reinless dancing horse, Golden Nugget, is given special announcement. Special musical score, arranged by Hazel King, accompanies the act.

No. 21—Wire Act. A pleasing exhibition on the silver strand by the Conners Trio. Finishes with teeter-board double somersault by Jimmy Conners.

No. 22—Unsupported Ladder. Worked on track by Dalbeanie to the accompaniment of more antics by the clowns.

No. 23—Agility on Horseback. A fast, flashy Indian riding and juggling act by the Hodginis, with Bertie catching rings and oranges on his sword, throwing knives at targets and juggling three fire sticks. Act moves with swift tempo.

No. 24—Crazy Clown Number. Final presentation of clown alley—Buck Baker, producing clown, with Freddy Everhart, Eddie Bondurant, Tommy Thornton, Johnny Delmar, Jack Crippen and Topsy, Bud Dray, Jimmie Conners and Tom Hunt.

No. 25—Fisher's Five Fearless Flyers. This troupe of aerialists turns in a high-class, finished performance. The routine is characterized thruout by much charm and personality, with fine wardrobe. Bob Fisher's blindfolded somersault and Eldon Day's triple into the net give a thrilling finish.

Reb Russell is holding a large percentage with his rodeo after-show each day and puts on a fast-moving 30-minute program that sends the customers home pleased. Reb does trick and fancy riding, trick shooting and presents his horse, "Rebel," in a fascinating series of tricks. Others in the lineup include Genevieve Hughes and Lola Hunt, trick and fancy riding; Tom Hunt and his mule, Mae West, in comedy numbers; Tom King, horse roping; Glen Paden, horse catches; Bertie and Claudine Hodgini, rope spinning and Australian whip cracking, and a selected group of performing Indians.

# RICE BROS. CIRCUS

## WANTS TO JOIN AT ONCE

Working Men in all departments. Best of board and weekly pay in money. Riggers, Seat Men, Sailmaker, Assistant Big Top Boss Canvasman, capable Electrician, Property Boys, Side Show Ticket Sellers. Enlarging Big Show Band. CAN PLACE real Circus Musicians all instruments. CAN USE few real Clowns, Impersonators to work come-in. Kitty Robinson or Ray Glaum wire. WANT two more fast Seat Butchers for Big Show. CAN PLACE two Single Girls, Iron Jaw, Ladder, Spanish Web, or Cloud Swing. Like to hear from Rojas Troupe. For Advance can place two more A-1 Combination Billers. All persons that are good Truck Drivers given preference. All reply to RAY MARSH BRYDON, General Manager, Rice Bros. Circus, Lebanon, Ky., Wednesday; Lancaster, Ky., Saturday.

# 100 Billposters and Bannermen Wanted

Six to ten weeks' work or longer. Must have had circus experience. Amateurs, tourists, short-handed-brush New York locals, save stamps. Pay your own wires, or write

NED ALVORD, Agent, Fort Worth FRONTIER Centennial, Sinclair Bldg., Fort Worth, Texas.

### The Personnel

Executive Staff. Manager, C. W. Webb; assistant manager, Richard Webb; superintendent of personnel, Pauline Webb; general agent, R. M. Harvey; legal adjuster, Harry W. Seymour; secretary, James H. Webb; treasurer, Ray Blankenship; equestrian director, Gene Enos; superintendent of maintenance and transportation, E. A. Peterson; lot superintendent, George Werner; superintendent of front door, George Williams; superintendent of inside tickets, Robert O'Hara; superintendent of concessions, Harry Doran; superintendent of police, Ernest Webb; leader of big show band and mail agent, L. Claude Meyers; manager of Side Show, James Milne; press representative, William C. Antes; press back with show and special promotion, Justus Edwards; superintendent of wardrobe, Jack Crippen; contracting agent, Herman Q. Smith.

Advance. No. 1 car, Francis Kitzman and crew of 12 billers; special agent, Joe C. Webb; programer, Elmer Meade, and three assistants.

Tickets. Sellers, Ray Blankenship and James H. Webb; front door, George Williams and M. W. Sydow; U. S. tax box, Edna Antes; inside tickets, Robert O'Hara, L. W. Hutchison, Charles (Dad) Eyer, Irene O'Hara, Hazel Peterson, Babe Hutchison, J. E. Brooks; head usher, Pat Dray, with 10 boys; Side Show ticket sellers, W. C. Jackson and Grady Hardin.

Big Show Band. Leader, L. Claude Meyers; trumpets, Fred Dupile, Horace Wharton, Ernest Olson, Avery Fletcher; baritone, Richard DeCarlo; bass, Harry Murray; trombones, George Ritter, Jack Adams; drums, Bill O'Brien; air calliope, Babe Hutchison.

James Milne is manager of Side Show (Russell Bros.' Annex and Indian Village); first opening, Larry Westfelt; second opening, Tom King; ticket sellers, W. C. Jackson and Everett Blew; ticket taker, Grady Hardin; 45 Indians in full regalia and with a picturesque background of tepees presents a varied program of war and festive dances, exhibitions of handicraft and other native sports and pastimes. The Indian show is augmented by a presentation of American folk music by Billy Parish's hillbilly band, in which novel instrumentalizations are featured. Change in Side Show policy is proving popular.

Concessions. Superintendent, Harry Doran; cashier, Dorothy O'Brien; No. 1 stand, Stanley Lahah; Circus Cafe, Glen and Dorothy Booth, Jack Hawthorn, Elsie Kitzman; No. 2 stand, Chuck Goetz; novelties, Wyman Taylor; candy floss, George Steinberg; pop corn, Charles LeStarge; frozen custard, Sam Sergis, Bob Lane; seat butchers, Nick Padjen, Bob Curtis, Jack Curtis, Everett Parker, John Walker.

Dining Department. Steward, Frank O. Dungan; chef, Charles Oliver; assistant chef, Oscar Griss; fireman, John Coyers; superintendent of dining tent, Mary Dungan; head waiter, Ike Butler; waiters, U. G. Orr, Alonzo Tyler, Lewis Woods, H. C. Steel, Buster Eaves, Lloyd Truett, Alva Gilmore, Gerald McGlashan; dishwashers, Ed Yoyal, Vincent Serafin, William West, Burton McLeod.

Working Departments. Boss canvasman, A. H. (Wishie) Wyche; assistant, Mark Wilson, and 35 men. Side Show boss canvasman, John Baker; sailmaker, Tom Murray. Chief electrician, R. A. Jones; linemen, Johnnie Jenkins, Ernest Geren, Raymond Hardester. Head car-

penter, George Sutton; assistant, John Sutton. Head mechanic, J. B. Kennedy; assistants, L. E. Sweeney and H. G. Goram. Superintendent of gas and tires, Joe Brasher; assistant, E. C. Campbell. Blacksmith, Tom Cassidy. Boss painter, Alex De Beers. Superintendent of props, Roy Gibson; assistant, R. Strand. Loader, Charles Schwartz. Prop men, William Thompson, Granville Ryno, Frank Thomas, Willie Woods, Ray Knapp, Patty Donovan, Fred Martin, Wayne Fish, Al Stone, James W. Swalm, H. R. Roberts. Head groom, Joe Brady; ring stock, Barney Henderson, T. W. Emerson; Wild West, Roy Hart, James McGuire; Hodgini act, Chester Brooks; pony boys, Tilden Hanse, Leroy Brown; pony ride, Nick Magnacca. Superintendent of menagerie and boss elephant man, Elvin Welsh; assistant, Charles Saltz; cages, Hugh S. Davenport, Roy Lilly.

### Seils-Sterling Circus

MACON, Mo., April 25.—Seils-Sterling Circus opened here April 18 to capacity matinee and fair night house. Canvas is all new. Among features are Theresa Morales, Flying Beckmans; Hodgini Brothers, riding act; Aerial Ortons, Lindemann Brothers' three groups of high-school horses and elephants, Arthur Heller's 15-piece band, Ray Herman's clowns.

The cookhouse is new. Willie Carroll is steward; Art Miller, contracting agent; Al Beck, legal adjuster; Jack McFarland, banner man; F. Robert Saul, press agent.

King Balle's Annex did big business.

### Martin Bros.' Show Set

BINGHAMTON, N. Y., April 25.—The Martin Bros.' Circus being organized here with quarters at Castle Creek, 10 miles away, has completed its full assortment of canvas. Big top is a 50x80; menagerie, 50x30, and Side Show, 40x20; also a cookhouse, padroom, marquee and various concession tents.

The show will move on five trucks and trailers, and in addition there will be private cars and house cars. About 15 people will be carried. Trucks, trailers, props, ringbanks, etc., are painted in silver and red. There will be 16 sections of blues, seven-tier high, and several sections of starbacks.

The circus will be composed mostly of animal and clown numbers. There will also be a spec and some aerial numbers. Show will open near here early part of May.

ROCKY MOUNT, N. C., April 25.—Announcement has just been made by Norman Y. Chambliss, manager of the North Carolina State Fair and other fairs in North Carolina, whose home is in this city, that he has arranged for the Morton-Hamid Indoor Circus to show here under auspices of the Kiwanis Club, of which Chambliss is an active member.

Among the acts will be Hill's elephants, Wilbur's Circus, Aunt Jemima and her Pancakers, Pallenberg's bears, Royal Doberman Pinschers, Osaki and Taki, Will Morris and Bobby, Merrill Brothers and Sister, Mlle. Golda.

Arrangements have been made to give away a new Chevrolet auto on Saturday night of circus week. The circus will be billed for 40 miles.

All profits will be given over to the building of a recreation hall at the Eastern Carolina Training School for Boys, a State institution.

# Under the Marquee

By CIRCUS SOLLY

**THE LLOYDS** have contracted their Side Show with Reo Bros.' Circus.

**BOTH** the Ringling-Barnum and Cole-Beatty shows have a dandy lineup of clowns.

**WESLEY LAPEARL** will be with Doc Oyler's Side Show on Bockus & Kilonis Circus.

**BILLY FREEMAN** will have charge of band and minstrels in Side Show of Bockus & Kilonis Circus.

**MILTON KOLB** and wife will have pop corn and peanuts, with a new outfit, on Jones Bros.' Wild West Circus.

**FIRST CIRCUS** to be booked for Binghamton, N. Y., this year is Ringling-Barnum June 25.

**THE PRESENCE** of Billy Rose in Chicago last week gave rise to the report that he may put his *Jumbo* show, in a more or less condensed form, in some Chicago theater.

**AT CLOSE** of Shrine Circus in Des Moines, Ia., Frenchy Pless, who had charge of props, and his assistant, Steve Anderson, left for Minneapolis to join Cecil Gray.

**J. C. CLARK** writes that E. H. Jones was in Atlanta, Ga., April 18 and purchased a steel sleeper, to be used for Cooper Bros.' Circus, which will take to road after middle of May.

**EVENING PRESS** of Portland, Me., in issue of April 10, carried an interesting story, illustrated, of Clarence C. (Cad) Hill and Charles F. Ross, who do much of the banner art work for shows.

**JUDGE A. B. PALMER**, on front door of the Cole Bros.' Side Show, is a winter as well as summer trouper. During the past winter he was out with a Chicago *Daily News* crew.

**ONE OF THE** twin daughters of Jack Hunt, manager of the State-Lake Theater, Chicago, appears in a newsreel now being shown in Chicago theaters. She and her sister are with the Ringling show.

**ED McELROY**, Little George Harmon and Eddie Frodell were at Shrine Circus, Des Moines, and are now at Police Circus, St. Louis. They are presenting acrobatic table act and comedy boxing. Park and fair dates will follow.

**C. C. EMRIE** attended opening of Russell Bros.' Circus at Rolla, Mo., and greatly enjoyed the performance. Was shown every courtesy by William B. Antes and Justus Edwards, who are handling publicity.

**THERE ARE** reports current that the Roy LaPearl Jumbo Circus and Exposition, which Harry LaPearl tried to promote last year, may become a reality this summer. Rumor says it will be staged somewhere on the lake front, under auspices.

**WENDELL GOODWIN**, who trouped with circuses, first as a clown, then as a lecturer and then as a press agent, writes a column, the *New York Beat*, which appears in 20 weekly papers. Quite often he writes some very interesting matter about the white tops.

**FLYING VALENTINOS** (George and Lorraine Valentine, Jerry Pelt and Oscar Jordan) played the Shrine Circus, Des Moines, and this week are at the St. Louis Police Circus. Will tour the East, playing celebrations, parks and fairs. They are traveling in new V-8 car and truck.

**FAMOUS ROBBINS CIRCUS**, which opened at Milledgeville, Ga., April 11, played the following stands in that State in order named—Griffin, Marietta, Cartersville and Dalton. E. W. Adams saw show en route from Griffin to Marietta as it passed thru Atlanta. Fine weather prevailed at all these stands. Adams will join the Cole-Beatty Circus at Rochester, Ind., opening stand under canvas, May 4. He will, as usual, be in the

ticket department. States that this will be his last season on road.

**JENNY McCLUSKEY**, who fell from a 20-foot pole night of April 20 at the Shrine Circus, Hartford, Conn., was discharged from Hartford Hospital the following day. It was thought that the woman's hip had been fractured, but examination showed that she suffered only a bad bruise. She fell when her partner tripped as she was being twirled thru the air on the pole.

**FRANK PORTILLO**, Washington, D. C., clown, is working with a group of 100 boys, training them as clowns for the forthcoming Community Center Circus, in which 1,200 children are expected to take part. He has been encouraging the boys to take in the Big Show when it comes to town and has created a great deal of interest in both circuses, which are held the same week.

**PADDY LOVELL**, last season special officer on Hagenbeck-Wallace, has been in Washington, D. C., the last two weeks. While there he worked as prop man for Frank Portillo on his recent White House engagement and also at the Young Democrats' Circus Ball. His decoration of the main ballroom of the Willard Hotel received high praise from many of the officials present at the ball.

**HARRY POTTER**, whose act, the Peerless Potters, is one of the outstanding features of the Cole Bros.-Clyde Beatty Circus, has a copy of *The Chicago Tribune* of April 5, 1903, among his collection of circus literature. The issue contains a full single column ad of the Ringling Bros.' Circus, which played the Chicago Coliseum April 9 to 25 and featured the spec *Jerusalem and the Crusades*.

## R-B GROSS

Continued from page 32)

Pat Valdo, performance has been shaved exactly 30 minutes and now runs three hours flat from an 8:15 starter. Afternoon shows are correspondingly nicked. *The Billboard* reporter clocked actual waits on Wednesday evening and found a total of only six minutes, with nearly half picked up by the clown stops with skillful ammunition and the remainder virtually negligible as far as the public sight is concerned. The jokeys, incidentally, have this year perfected a wide bag of tricks and change of pace, contributing political and topical briefs with customary drollery and letter-perfect effect. Excelling in this department are the Bells, Bluch, Denaro, Felix, the Harts, Jerome, Tosky and Wenzel, who are capably supported by their tall whiteface mates and the lilliputian people.

Ralph A. Gram, this year's new announcer, has attained the Garden "feel" and is in readiness for the canvas dates to open up with a full repertoire. Voice sharp and clear, with plenty of English on it as a result of his radio work. He was also in radio production.

Hundreds of circus, show world and outside biggies have been streaming in from day to day. Courtney Ryley Cooper, circus author and G-man publicist, spent a few days back stage, Mrs. Cooper with him. In their company was Larry Laram, rancher of Cody, Wyo., who visited his fellow rancher of the State, Col. Tim McCoy. Morris Gest, the theatrical producer, has had a number of visits with Mr. Gumpertz. Billy Rose, *Jumbo* producer and Fort Worth expo impresario, dropped in between train trips.

Frank McIntyre, boss of the front door; Chick Bell, reserved seats, and Bobby Worth, of ushers and exchange, are hitting their stride as one of the smoothest public-catering machines in the business, aided by Curly Stewart, in addition to the Garden front-of-the-house staff headed by Von Rosenberg. These and the others who knew Billie Burke are mourning the loss of that genial trouper, a local familiar.

Jack Earle, giant of Clyde Ingalls' array of platformers, is getting a heavy publicity play as a result of his paintings and sketches, and arrangements have been made to exhibit them as a one-man show in a local gallery beginning May 11, when the show starts under

tops in Brooklyn. Press crew, headed by Roland Butler and rounded out by Dexter Fellows and Frank Braden, are telling the town all about it, thus furnishing an opportunity to slide in an interesting feature in addition to a load of other stunt on the circus.

**Tanbarkings**—After teasing the crowd with his derby "boomerang" in the comedy riding, Walter Guice was greeted from one of the center boxes by a wag who started to throw his own derby into the arena as an ape performance, but his partner held him back and Guice walked off with a wide smile and hand-claps. . . . Watching the show the other night was Judge Oscar W. Ehrhorn, of the U. S. District Court here, accompanied by Mrs. E. and Blackie, the young hopeful. The gavel-pounder runs the fair in Orangeburg, N. Y., and is immediate past prey of New York State's association of fairs. . . . Edward Johnson, contracting p. a., left for Boston and other points which will follow the Brooklyn stand. . . . Evelyn Joyce was out of menage and jumps with a cold. . . . Dorothy Rouland, of aerial ballet, was being watched proudly by mammy and pappy. . . . Daisy Polidor claims less than 98 changes in costumes.

The Merle Evanses are celebrating their 10th year in the marriage biz. He's the band maestro. . . . Babe Siegrist goes right from principal riding to flying-return activities. . . . Backstagers are calling it the Rooney ballet, Eddie being the deviser of the on-high-and-around aerialistics. . . . Orrin Davenport, Shrine circus producer, a visitor. His riding turn is on Cole-Beatty.

Assisting Superintendent Larry Davis on elephants is George French, and herd workers are Jimmy Swanson and George Lafferty. Bull men are Julius Angles, Paul Barrows, Bernard Baker, Zanard Curtis, Don Cole, Nick Ditmore, Danny Dewey, John Davis, James Ellis, Charles Filby, Mike Falco, Frank Healy, Frank Jones, George Johnson, Claude McMichael, Joe Martin, C. H. McCormick, Gean Nowlton, Val O'Brichowski, Thomas O'Neil, Leonard Priwme, Frank Roberts, Jack Spencer, George Smith, Clements Taylor, George Weaver, Verne and Monroe Williams, Fred Wells, Arthur Walsh and Stephen Wigh. Clifford Whittaker is assisting the Africans on pygmies.

Bobby Worth's "this way" staff will get started in Brooklyn, as usual, local and Boston Gardens using their own crews. Working under Worth's direction will be Al Tucker, Bill Sikes, Cleon Hart, Mark Johnson, Harry Lowndes, Myles Bennett, Clarence Saunders, DeVaughn Carlton, Smiley Carlton, Joe Bergman, Jack Mitchell, Stroud Hester, L. Bane, Harry Beatty, Tommy Martin, Ralph Wagner, Jack Meinhardt, Dale Scerist, Joe Farnan, E. Terry, Ed Thorpe, M. Hazelrigg, Leo Gindle, R. McKnight, F. Howe, Jack Walton, H. Lundgren, K. Grinnell, J. Kinsley, W. Healy, Don Regan, Stuart Ross, Jack Buckley, Howard Lewey, Leonard Meck, D. Weatherly, C. Shelton, Warren Wood, C. Chancey, A. Drake, R. K. Carlton, A. L. Bradley and F. Greenamyer. Some of the above mentioned are working here in other capacities.

Complete lineup of advertising and publicity staff and billers appears in the show's special section in this issue.

## Bill Penny and Indians Arrive at Maynard Quarters

**LOS ANGELES**, April 25.—The arrival of Bill Penny and 38 Indians for the Ken Maynard Show last Wednesday night drew much attention. All the local dailies had staff and camera men there. On Saturday a special parade permit was obtained for the Indians and Wild West contingent to make a night parade down Hollywood boulevard.

At the Metropolitan Airport, where the workshops are located, a large force is at work. Bob Curson and Neal Eastman, new arrivals, now handling crew, building concession stands. Jack Goodrich and crew are getting the wagons ready for paint shop. So far the paint shop has turned out the two ticket wagons, four cages and the big band wagon.

At the ranch Johnny Agee reports the several big horse acts as being ready for the opening. Bert Dennis has 12 head of menage horses going thru intensive training. Charley Murphy has charge of the menagerie. Joe Metcalf and Curly have broken a fine elephant act. Rube Dalroy, pending opening of show when

# Peeping In

ON THE PERFORMERS' CLUB OF AMERICA

By BERT CLINTON

**CHICAGO**, April 25.—Next Tuesday evening the annual meeting, at which the nomination for officers will be made, will be held in the club's headquarters.

Jack Klippel wrote from New Haven, Conn., that he is working with the Bob Morton Circus.

J. P. Snyder stopped in for a visit on his way to play the Police Circus in St. Louis. Other members of the club playing the Police Circus are Art Attila, Louie Fletcher, Joe Wilbur, Ishikawa, Katsumi Sata and the Toyama Troupe, Eddie Ruton's Dogs, Betty Thomas and the De Melos.

Griffiths, Stewart and Wells are now with the *Manhattan Revue* unit playing Indiana and Ohio territory.

President Toby Wells and Secretary Bert Clinton visited the Cole-Beatty Circus as guests of Arnold Maley, of executive staff of show, last Monday evening and visited with many of the acts, a large number of whom are members of the club.

Walter Powell wrote from Paris that he will be there until May 4 and then goes to Berlin.

Rich Barnesdale has left Chicago to join a circus playing Southern territory and will play fairs later.

Bluch Peters and Paul Bonel are readying their act for the outdoor season.

Nick Machadon, who met with an accident at opening performance of the Al G. Barnes Circus in San Diego and fractured four ribs, is coming along okeh and will soon be back in the act.

The Great Ardell opens his outdoor season shortly with his high pole act.

The Erma Flowers Troupe opens shortly with some park engagements and has a nice string of fairs already set.

Sensational Wishards, flying act, are rehearsing in the club's gym.

The Eddie Billetti Troupe opens in the East next week.

Dave Winnie is playing Southern territory with a unit.

Joe Madden arrived in town after an absence of several weeks.

Our maestro brother, Al Bishop, has been confined in the American Hospital and has undergone two operations for tumor of the throat. He is under the personal care of Dr. Max Thorek and is coming along nicely.

Joe Taketa Trio is with the *Shanghai Stars* revue playing Ohio territory.

he will clown the show, is at the big gate. Charles Redrick has band of 16 in rehearsal. Rehearsals of the Wild West and circus numbers began this week.

The new menagerie setup, new Side Show, canopy style, set up last week, very flashy affair. Jack and Al Bennett are feeding 37 at cookhouse. Twelve head of bronk stock arrived. Two old-time stagecoaches are on the lot and two eight-oxen hookups are working daily, dragging covered wagons.

The Van Nuys Chamber of Commerce last Friday night had Ken Maynard as guest, and he and Steve Henry, *The Billboard* representative, were introduced and made talks. Leo Haggerty is assisting Harry B. Chipman with the advance. Chipman is making fine newspaper tie-ups.

Last Friday 250 persons were guests of Maynard at the Diamond K Ranch, and barbecued buffalo was the piece de resistance. Attending were staff and feature writers of local papers, camera and staff photographers of the newsreels, many from the films and other invited guests. After the barbecue Maynard and acts from the show entertained.

**PROVIDENCE**, April 25.—Palestine Temple Shriners will again sponsor its annual indoor circus, with Rhodes-on-the-Pawtuxet as the scene of the event. Earl C. Whelden, who has been general chairman of the indoor show since its inception 12 years ago, is again filling that position. Proceeds are used by the Shriners in financing its Convalescent Home for Crippled Children at Springfield, Mass.

# The Corral

By ROWDY WADDY

THERE WILL BE oodles of work for both rodeo and Wild West showfolks this year.

CHIEF W. P. WINNESHIEK advises that his All-Indian Band will play 24 weeks with the Harris-Eskew Rodeo, starting with the Pittsburgh engagement.

MR. AND MRS. MONTIE MONTANA have been at Palm Springs, Calif., about two months, riding and roping at the Desert Inn Stables. Between motion picture work will participate in rodeos this summer.

COL. DELBERT E. HILL, who has been playing indoor dates in and around Chicago, is closing to prepare for opening his Wild West contingent with Lewis Bros.' Circus on May 4. Says he will carry 10 people, including some Indians.

EN ROUTE from Fort Worth, Tex., to Pittsburgh, to join the Harris-Eskew Rodeo, Oklahoma Curly Roberts stopped off at St. Louis for a few days' visit with the rodeo folks there at the Arena. He and others, including the Brahma Twins and Lloyd Shimerhorn, during a layoff of Harris-Eskew will play a couple of weeks of dates, then back to the H-E outfit at Woodstown, N. J. Curly expects to go to Dallas for the Col. W. T. Johnson's Rodeo there June 6-22.

CLEVELAND.—Art Mix has opened his Rodeo headquarters, the show to be presented for 12 days, beginning April 29, at the Equestrian on Cleveland's West Side. The town is well plastered with paper and window cards and a healthy advance ticket sale is reported by Mix and other rodeo officials. Show is being presented under K. of P. auspices, and Jack Knight will be in charge of the business administration, including press and publicity.

ST. LOUIS.—Attendance at the Rodeo staged at the Arena here, under direction of Milt Hinkle and Art Mix, was not up to expectation. Only the names of contestant winners in the finals were obtainable, as follows: Bulldogging—Howard McEvery, Shorty Ricker, Rube Roberts. Calf Roping—Bill Eaton, Mike Fisher, Walter Hannon. Bucking Horse Riding—John Jordan, Slats Jacobs, Olle Rice. Steer Riding—Carl Dykes, Hike Wolnick, Curley Bill. Cowgirls' Riding—Rose Davis, Rose Weir, Alice Adams.

DALLAS—Col. W. T. Johnson is putting forth every effort to make the rodeo he will stage at the Texas Centennial Exposition here one of the largest he ever staged. He is notably adding to his already large ownership of stock. Recently brought 100 head of bulldogging steers from Mexico. He is also adding some new bucking horses to his string and lots of good Brahma bulls. His stock is now located at Birdnest Ranch, Spafford, Tex., and in fine shape. Colonel Johnson expects to ship a majority of the stock here about 20 days before the start of the engagement. A member of Colonel Johnson's staff comments that prospects for the Centennial Exposition here look great, and that the Rodeo will entertain its full quota of the visitors.

PITTSBURGH.—Herbert S. Maddy, personal representative the Eskew-Harris Rodeo, which played a 10-day engagement at Duquesne Garden here, stated that business has far exceeded the operators' expectations. The estimated attendance for April 17-21 was 18,400, with rest of days to be added. The opening night was covered by the Pittsburgh papers. All of them sent reporters and photographers to cover the event. Percy Moore suffered a couple of rib fractures opening night in steer-wrestling contest and was taken to Mercy Hospital for treatment. Al Workly was gouged in the right eye by a steer's horns during steer-riding contest Sunday afternoon and was taken to Montefiore Hospital—Jim Eskew arranged a private room and nurse for him and ample medical care—doctors said that the eye would be saved. Howard Harris Jr.'s pony was stolen on opening night but was recovered by the police the following day. Tex Sherman did announcing on opening night and Monty Reger announced for the remain-

der of the engagement. Music furnished by W. P. Winneshiek and his 10-piece band. Before the opening performance, Blackie Russell received word of his father's death in Mullin, Tex., but true to show tradition, played his part. A fine belt buckle was presented to Tex Sherman in appreciation of the work he has been doing for legitimate rodeos. Results for the first six days: First Day—Calf Roping, Junior Eskew, Doc Blackstone, Vic Blackstone. Steer Wrestling, Bill Parks, Doc Blackstone, Jack Jackson. Bronk Riding, Bill Parks, Jack Jackson, George Ward, Tommy Horner. Steer Riding, Jack Jackson, John Hriba, Lucky Boy Williams, Howard Weyman. Second Day—Calf Roping, Junior Eskew, Doc Blackstone. Steer Wrestling, Bill Parks, Lucky Boy Williams. Bronk Riding, Bill Parks, Larry Cullen, Blackie Russell, Curley Hatchell. Steer Riding—Lucky Boy Williams, Pancho Villa Jr., Al Workly, Jay Mitchem. Third Day, Afternoon—Calf Roping, Doc Blackstone, Vic Blackstone, Bill Parks. Steer Wrestling, Bill Parks, Slim Welch, Jack Jackson, Lucky Boy Williams. Bronk Riding, Lucky Boy Williams, George Ward, Curley Hatchell, Tommy Horner. Steer Riding, Buttons Yonick, Al Workly and John Hriba split. Third Day, Evening—Calf Roping, Doc Blackstone, Junior Eskew, Vic Blackstone. Steer Wrestling, Lucky Boy Williams, Slim Welch, Curley McCall. Bronk Riding, Jack Jackson, Howard Weyman, Lucky Boy Williams, Larry Cullen. Steer Riding, Buttons Yonick, Howard Weyman, and Jay Mitchem and John Hriba split third and fourth. Fifth Day—Calf Roping, Vic Blackstone. Steer Wrestling, Jack Jackson, Slim Welch, Curley Hatchell, Lucky Boy Williams. Bronk Riding, Slim Welch, Lucky Boy Williams, Curley Hatchell. Steer Riding, John Hriba, Buttons Yonick, Edward Vassar, Jay Mitchem. Sixth Day—Calf Roping, Doc Blackstone, Vic Blackstone, Junior

Eskew (riding bridleless horse). Steer Wrestling, Slim Welch, Blackie Russell, Doc Blackstone, Jack Jackson. Bronk Riding, Bill Parks, George Ward and Lucky Boy Williams split first, second and third; Howard Weyman, fourth. Steer Riding, Larry Cullen; Curley Hatchell and Buttons Yonick split second and third.

## 42 NEW TRUCKS

(Continued from page 32)

W. R. Henry, superintendent of privileges; John Dusch, band leader; Whitey Gibson, front-door auditor.

C. M. Bowman, in charge of reserved seats, with assistants George Griffin, W. R. Henry, Arthur Hornblower, Arthur Gentry and Tom Sinnett; Owen (Slim) Webb, master of transportation—assistants Charley Bass, Arthur Fishpaugh and Frank Ford; H. E. Newberry, chief electrician and master mechanic—assistants Ford Holland, Sam McNeff and Curley Jones; Richard Towns, chief usher—assistants, Robert Smith, Cecil Jonnel, Bill Carr and Arthur Lukey.

W. O'Day is boss canvasman; Curley Chaplin, assistant boss canvasman; John Elann, assistant. Seats, Charles Brown, James Liggett, Levi Taylor and Charles McDonald. Stake and chain, Henry Rucker. Canvasmen, George Armstrong, Joe Collins, Fred Ragan, Amos Ragan, Herbert Hall, Sherman Faidley, Edward Walker, Jasper Howard, T. A. Winfrey, Dewitt Bush, Clayton Warner, James Sellers, Henry Teagen, James Greer, Herman Hawkins, Henry Davis, Arthur Joel, Buster Smith, Luke Brown, A. Treadwell, Fred Allen and Sammy Levy.

Jimmie La Rue is boss property man—assistants, Fred Meadows, Bill Shan, Louis Wheeler, Buck Gilbert, Furnoy Rushing, Sargay Poschitzky, Lynn Davaney. Menagerie, J. E. Smith, superintendent of menagerie and elephants; John McCarthy, assistant. Cages, Blackie Swanson. Madame Bedini's ring stock, Emil Sayer, head groom; John Corrigan, assistant. Taylor's ring stock, W. H. Day, head groom; William Davis, assistant. Pony department, Jim Williams in charge; assistants, Jerry Sweetland, Neal Walker, Oliver Mellings, Paul Fazez, Ed Hays, Henry Sutliff, Lem

Blackwood, Fred Estell and Walter Trumble. James Kelly Davis, mules. Dogs, Smokey Davis, Van Gossage and John Cornell.

Cookhouse, Jack Walsh, steward; Clarence Bun, head waiter; H. E. Shingles, first cook; Gebby Dee Lee, pastry; Mack Harckcock, third cook, and Amos Elkins. Waiters, Jack Skunder, Eddie Bensum, Barney Whitsett, John Williams, Floyd Hapsin, Robert Clark, Arthur Crawford, U. S. Jones, George Deagon and Pete Smith. Camp fire, Sullivan Jones.

Side Show, Ray Cramer, manager; tickets, George Foster, No. 1 box and second openings; Doc Reed, No. 2 box; Andred Haley, doorman; Ross Heath, inside lecturer. Acts, Marlor Scotch Highlanders, Billy MacRae, Jean Marlor and Walter Marlor; Little Lord Leo, English midget; Laury Johnson, sword swallower; Ruth Duncan, ganteas; Elizabeth Webb, *Mysteries of Bagdad*; Tony Cullar, iron tongue and fire worshiper; Mlle. Lizette, with giant pythons; Tazola, ape man; Jo-Ho and Wa-Hoo, pygmies; Musical Rambards, with chimes, glasses and bells. John Dugan is manager of Annex, with following dancing girls, Pauline Dugan, Elizabeth Ramp, Marge Showles and Edith Holstein.

Tex Donahue is boss canvasman of Side Show; assistants, Roy Young, Floyd Mack, Jack Hastings, Charley Alexander, James Bald, George Blalock, Whitey Hall, Clyde McKinley, Curtis Palmer, Tom Allen and Charles Atlas.

## Accidents on Rice Bros.

LEITCHFIELD, Ky., April 25.—There have been several accidents on Rice Bros.' Circus. Ria Duffey, with Duffey Sisters, while doing one of her aerial numbers on opening night in Jackson, Tenn., fell and suffered a broken pelvis bone, double fracture of arm and other injuries. She was rushed to the hospital. She will remain in a cast for several weeks.

Jitney Wright, rider, suffered a broken hand while doing one of his daring feats on a muddy track during the concert. Bill O'Day, boss canvasman of big top, suffered crushed toes when a center pole caught his foot.

Jimmie LaRue, boss property man, suffered a severe scalp wound when a large iron bar fell on his head. Carl Kelley, camp-fire cook, was burned when his clothing caught fire while cooking. He was rushed to a hospital in Louisville and the report is that he will soon recover.

## Barnett Bros. in Snow Storm at Marietta, O.

MARIETTA, O., April 25. — Barnett Bros.' Circus played here April 21, under adverse weather conditions, to fair business. There was an all-day snow and sleet storm. Show will be in Eastern Ohio next week. Outfit is understood to be headed east with the New England territory as its objective.

# 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.

SHOWMEN with trucks, semi-trailers and housecars from out of State are not permitted to operate in Louisiana under the 30-day visitor's permit. Col. E. P. Roy, superintendent of the Louisiana Highway Commission, Baton Rouge, is authority for this statement. When queried by E. W. Babbitt about such a permit for his Model T Ford one-ton truck, Col. Roy answered as follows:

"You are advised that this department is without authority to issue a 30-day permit for an out-of-State truck to operate in Louisiana. Under the law this department can issue only a four-day permit for any truck to enter Louisiana. Thirty-day permits are issued to automobiles operating in this State strictly for pleasure purposes when the owner thereof makes application to the secretary of state and pays a fee of \$1.

"However, this department will issue you a four-day permit to pass thru Louisiana en route to Texas provided you are not doing any business in Louisiana or hauling any goods for hire. Due to no reciprocal agreement existing between the States of Mississippi and Louisiana covering commercial vehicles, we do not usually issue permits to Mississippi trucks. However, if you desire to only pass thru Louisiana and you are not operating for hire or doing business in Louisiana, we will issue you a permit for this purpose if you will request same from this office advising the date you wish to enter the State."

JOHN J. McCLOSKEY has built a trailer which when traveling is only 6½ feet wide, 11 feet long and 51 inches

from ground to peak. It opens in a few minutes to a large bungalow type trailer 13x15½ feet, with 6½-inch ceiling. It has cabinet and storage space, kitchen with running water, dinette, inner-spring studio couches, toilet, etc., and is wired for light and electric appliances. No tools are required. The trailer is built entirely of wood and metal, weighs 1,400 pounds and has knee-action wheels. The side rail-guard telescopes at each end. When the trailer is opened this extends full length of roof for an aerial. An airplane castor wheel in front relieves the tow car of all load and reduces gasoline consumption. McCloskey is of the opinion that some troupers could build one of these trailers for a cookhouse. He thinks a 14-stool L counter would leave plenty of room for customers and working space.

THE MAINE DEVELOPMENT COMMISSION, at Portland, announces that Maine's 22,401 miles of automobile roads are "in better shape than is normal at this time of year," despite havoc wrought by last month's flood. Repair crews have brought highway conditions back to normal and even better, the commissioner said.



**BALL JOINT**  
Auto Trailer Coupler \$1.95  
(Rocky Mt. States West, \$2.25. Postp'd)  
Adjustable Bumper Hitch \$1.35  
This hitch can be put on, taken off, or adjusted to 6 different positions with a wrench. Postpaid, \$1.35. Without Ball (Rocky Mt. States West, \$1.50.)  
Write for Catalog on Trailer Hardware and Camping Trailers.  
**ZAGELMEYER AUTO CAMP CO.**  
765 S. Henry Street, Bay City, Mich.

**WANTED RODEO**  
Evenings, July 3 and 4. Write WM. RIDER, Spencerville, O., giving description of your outfit.

## COL. W. T. JOHNSON'S World's Championship Rodeo, Inc.

TEXAS CENTENNIAL, DALLAS, TEXAS, JUNE 6 TO 21

### PRIZE LIST—10 DAY MONEYS (20 PERFORMANCES)

<b>BARE BACK BRONK RIDING.</b> Purse, \$1,000.00. Entrance Fee, \$10.00. First, \$50.00; Second, \$30.00; Third, \$20.00.	<b>STEER WRESTLING.</b> Purse, \$2,500.00. Entrance Fee, \$50.00. First, \$100.00; Second, \$60.00; Third, \$40.00; Fourth, \$20.00.
<b>COW GIRLS' BRONK RIDING.</b> Purse, \$1,100.00. Entrance Fee, \$10.00. First, \$50.00; Second, \$30.00; Third, \$20.00; Fourth, \$10.00.	<b>FINALS:</b> First, \$300.00; Second, \$200.00; Third, \$100.00.
<b>CALF ROPING.</b> Purse, \$2,800.00. Entrance Fee, \$50.00. First, \$100.00; Second, \$60.00; Third, \$40.00; Fourth, \$20.00.	<b>STEER RIDING.</b> Purse \$1,500.00. Entrance Fee, \$10.00. First, \$60.00; Second, \$40.00; Third, \$30.00; Fourth, \$20.00.
<b>FINALS:</b> First, \$800.00; Second, \$200.00; Third, \$100.00.	<b>WILD COW MILKING.</b> Purse, \$1,000.00. Entrance Fee, \$10.00 per Team. First, \$50.00; Second, \$30.00; Third, \$20.00.
<b>BRONK RIDING.</b> Purse \$2,300.00. Entrance Fee, \$20.00. First, \$70.00; Second, \$60.00; Third, \$40.00; Fourth \$30.00; Fifth, \$20.00; Sixth, \$10.00.	In the case that rain would prevent having 20 performances, Day Moneys will be on the actual number of performances.

# RISK PLAN BETTERED

## Two More Advantages Included; Premium Points Are Moderated

*Former stiff requirements changed in liability insurance setup of NAAPPB, announces Secretary Hodge—industry's leaders believe future gains will be made*

CHICAGO, April 25.—Sec'y A. R. Hodge, Nat. Ass'n of Amusement Parks, Pools and Beaches, has just advised that two other big advantages have been added to the public liability insurance plan, being sponsored by the NAAPPB, during the past week. First, those who desire excess coverage above the amounts prescribed in the regular plan may obtain a very attractive coverage at greatly reduced cost. Second, whereas this plan, as originally provided, did not require the payment of any premiums until 15 days after coverage had gone into effect, a finance plan has been arranged at a nominal fee, in accordance with which the assured is called upon to pay only one-third of the premium on the due date and the balance in semi-monthly payments up to August 15.

"These advantages, while, of course most welcome to all concerned, do not minimize the attractiveness of the basic most attractive features of the plan, a 10 per cent saving above standard board rates right from the offset, both in basic rate and minimum premiums, and a participation of 60 per cent in the net profits of the undertaking, plus the elimination of the customary additional charge of 25 per cent where co-insurance is required," said Secretary Hodge.

"Another big advantage lies in the fact that the committee representing the association will have much to say in the future with reference to basic rates and the classification of individual risks so far as credits are concerned.

"All in all, the new risk plan promises to be a lifesaver for the industry, and it is the unanimous feeling of the leaders of the industry that the advantages to be gained are only the beginning of much better things to follow. Those who have not received full details of the plan should write immediately to the secretary of the National Association of Amusement Parks, Pools and Beaches, Suite 317, Hotel Sherman, Chicago."

### Weather Hampers Kennywood

PITTSBURGH, April 25.—Kennywood Park opened on Saturday to fair crowds, despite unseasonable weather. Outdoor rides were not in operation. Concessions, Arcade and the theater did more business than expected. Of two new rides, the Loop-o-Plane will begin operation tomorrow and Noah's Ark will be open on May 15, first day of picnic season. Remodeled ballroom reopened with Baron Elliott and his orchestra.

### Big Picnics Edgewater Aim

DETROIT, April 25.—Edgewater Amusement Park, being prepared for the season's opening, will follow an intensive program of promotion and publicity this year, said Manager Paul Heinze, who is planning special efforts for large industrial and fraternal outings.

### Want Bingo Back at Beaches

MILFORD, Conn., April 25.—Police commissioners were asked by concessioners to grant permits for Bingo games at Milford beaches and action is pending. Several seasons ago an ordinance prohibiting Bingo was passed and several owners changed their game concessions. They now contend that with churches, clubs and other organizations holding Bingo parties regularly, the same privileges should be extended to concessioners.

### Glazier To Open on May 29

LAKE ORION, Mich., April 25.—Park Island will open on May 29, said President Douglas Glazier, with Don Phillips' 11-piece orchestra for the season in the ballroom. Free acts and fireworks will be featured on Decoration Day. R. (Hustling) Haynes, formerly in the park field, who will assist in promotion work, also has taken over the publicity end.

## Better Biz To Bring Early A. C. Opening

ATLANTIC CITY, April 25.—This resort will stage earliest summer opening since days of the first big automobile invasion and the seasons, which have yearly been shortening, will get a new lease of life and added months. Last year most theaters, piers and concessions opened last week in June and continued until Labor Day. This year amusement men figure the big pre-summer conventions are well worth going after, together with what looks like an early upturn of biz.

President Frank P. Gravatt, Steel Pier, said it would go to town on Decoration Day on, and he has already booked for Marine Ballroom Wayne King and Ray Noble for that week-end and is going after name bands and acts thruout June.

Million-Dollar Pier may open on Decoration Day and continue with week-end attractions. Burlesque will get off to an early June start in the Globe Theater, with Joe Quittner again in charge. Yachting Center will be open for Decoration Day and remain so. City is trying to line up something for the Auditorium, to start on Decoration Day. All night spots will be open on Decoration Day, while the Tuna Club, new fishing center, announced clubhouse and facilities would open next week for the summer.

ATLANTA—Lucky Teter's Hell Drivers, who opened the season with new stunts to good business on two Sundays in Lakewood Park here, went to Birmingham for an engagement, to be followed by Teter's entry in the Indianapolis 500-mile race on Decoration Day.

## Why an Equipped Playground?

By CHARLES F. KELLER JR.

Sales Manager Park and Beach Supply Company, Inc.

"It is a child's God-given right to play." Those words, spoken by a man well known in planned civic recreational circles, speak for themselves. With the recollection of those words comes the thought, "God provides the children—man must provide the playgrounds," as spoken by a colleague.

None of us can deny that the planned recreational movement as inaugurated and carried on by our municipalities is a wonderful success. As proof of this, visit your city playgrounds during summer months and see children at play and then go away with the realization of what a daily patronage of its like would do to your depression-ill amusement park. You will find a crowd at the playground every day.

Did you ever stop to realize that a scant 10 years ago the playground movement for cities and towns was just becoming a reality on a major scale? The advent of free planned recreational activity provided for the leisure hours of the child and took many patrons from your park. It was no longer necessary for mother or dad to take the children to the amusement park to en-



DOUGLAS GLAZIER, who is starting his ninth season as pilot of Park Island, Lake Orion, Mich., and who was active in amusement business in the State of Washington a number of years. He declares management that give patrons full value for money spent are headed for better times and the prosperity formerly enjoyed by amusement park operators.

## Sandy Beach Sale Involves Big Sum

BELLEFONTAINE, O., April 25.—Sale of S. L. Wilgus Company's Sandy Beach Park, Indian Lake, to Horvath & Greiner Company, Cleveland, Detroit and Toledo, is said to involve a quarter-million dollars.

Property involved, said French L. Wilgus, includes present boardwalk, concessions along the walk, site of a large dance pavilion destroyed by fire last September and a half interest in the steel bridge connecting the boardwalk to the Plaza Hotel across a motorboat channel from the park.

Extensive plans for improvements and rebuilding of the dance pavilion are said to be contemplated by the new owner.

DETROIT—Eastwood Park's preview opening on Easter Sunday was well attended, but suffered from bad weather. Its official opening was last Friday. Paul Waltz and his band will play in World's Fair Ballroom for first weeks of the season.

### Parkless Valley

WHEELING, W. Va., April 25.—There's gold in "them thar mountings" around Wheeling for an amusement park, declares Secretary Rawley Holcombe, Chamber of Commerce. In the rich industrial valley, of which Wheeling is center, there is not now a single amusement park. The St. Patrick's Day flood just about erased State Fair Grounds Park on Wheeling Island and there have been no efforts to restore it. Roller Coaster and some other rides appear to be intact, but many concession buildings were washed away.

## Cincy Operators In Pool Protest

*Proposed public tanks for adults bring a delegation in opposition to plan*

CINCINNATI, April 25.—Swimming pool owners and their attorneys were in city hall Tuesday to protest to the public recreation commission against establishment of adult public swimming pools, as proposed by Councilman Nicholas Klein at last session of council, which referred the matter to the commission.

Delegation was headed by Attorney Walter D. Murphy, counsel for Coney Island; Walter Schmitt, attorney for Mrs. Louis A. Phillips, owner of swimming pools in western hills, Walnut Hills and Avondale, and Attorney Samuel Smith, representing Chester Park. Mrs. Phillips and pool owners also were in the party. They were told that the regular weekly meeting of the commission, scheduled for Tuesday, was postponed. The delegates said they would appear before the commission at its next meeting.

Attorney Murphy said that all Cincinnati owners of swimming pools lost money last year. He added that their business would be ruined and their large investments lost if the city were to go into the swimming pool field in competition with them. To do this, he said, the city would have to use money from taxpayers to build pools and part of this money would be taxes paid by the present swimming pool owners. He contended that this certainly would be unfair. He questioned whether it would be legal.

He pointed out that there has been no public demand for public pools and he questioned whether city officials would be doing right to spend thousands of dollars for pools that were not asked for by the people and that were not needed.

## Big Outing to Canton Again

CANTON, O., April 25.—Carl Sinclair, general manager of Meyers Lake Park here, announced another much-sought booking, annual outing of the Amalgamated Association of Iron Sheet and Tin Workers on June 28. More than 20,000 attended in 1934 here when Mrs. Cornelia Pinchot, wife of former Governor Pinchot of Pennsylvania, spoke. Mr. Sinclair reports bookings heaviest in several years and predicts a better season than last year for Eastern Ohio.

## Loss Is Heavy in Maryland

WILLIAMSPORT, Md., April 25.—J. A. Colbert, who owned all the equipment, is the heaviest loser thru recent floods which practically destroyed Conomack Park here.

## N. O. Spot After New High

NEW ORLEANS, April 25.—Director Harry J. Batt said he had scheduled more than a dozen free acts to play Pontchartrain Beach, beginning with what he terms the biggest opening in its history. Extensive improvements have been made. Mr. Batt hopes to top a new high attendance mark set last year. He predicts at least a 50 per cent rise, basing this on opening of several more convenient roads to the beach. A picnic park, with hundreds of trees planted, is a part of a \$27,000,000 lake project financed by the State.

# VETERANS BONUS BONDS

WILL BE ACCEPTED AT PAR VALUE AS PAYMENT ON OR IN FULL ON THE GREAT

# LOOP-O-PLANE

A Sure, Fast Money Maker

Out of 15 Dual Loop-O-Planes manufactured, sold and exported last year  
 8 Crossed Over \$10,000.00  
 3 Crossed Over \$12,000.00  
 1 Crossed \$15,000.00 in 9 Weeks

Over a hundred owners of single units made excellent profits. Over 75 parks and shows available for bookings.

WRITE

**ROBIN REED, Jobber,**  
 BOX 237, SALEM, OREGON

Eyerly Loop-O-Planes  
 Foreign Representatives Wanted

## Amusement Park Owners

### LAST CALL!

Before Wrecking.

### FOR SALE

BEST OFFER FOR IMMEDIATE DISPOSAL.

All Equipment in White City Amusement Park:

- DODGEM
- VENICE
- CHUTES
- FUN HOUSE
- MERRY-GO-ROUND
- MYSTERIOUS SENSATION
- MECHANISM OF 3 COASTERS
- BAT-EM-BALL
- PENNY ARCADE
- PIG GAME
- RABBIT GAME
- ROLLODOWN
- SKI BALL ALLEY

MAKE OFFER

**WHITE CITY AMUSEMENT PARK**

6300 SOUTH PARK AVE.,

Chicago, Ill.

## LAST CALL

FREAKS—MIND READERS—CURIOSITIES, AND ALL GOOD WORKING ACTS.

### Season Opens May 20

Would Like To Contact All People Who Worked For Me Before.

SEALO PLEASE WIRE ME.

**HARRY G. DUNSE**

Care Riverview Park, Roscoe and Western Avenue, Chicago.

## ATTENTION

### CUSTARD OPERATORS

Turn immediately to Page 51 for an announcement about the century's most important development in the Custard, Sherbet and Ices business.

**MAKERS OF MECHANICAL SHOOTING GALLERIES**  
 W.F. MANGELS CO. CONEY ISLAND, N.Y.

**PARIS** Exposition, 1937 For Amusement France. Concessions.  
 Address, 34 Boulevard Bonne Nouvelle, Paris.

## LOOP-O-PLANE

FOR PROFITS.  
 ROBIN REED, Box 237, Salem, Ore.

It Helps You, the Paper and Advertiser to Mention The Billboard.

# The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

## Small-Headed Diver

Considering most divers I have met, it is refreshing to receive a letter like the one from Bill McNulty, Boston, regarding the world's championship high-diving meet to be held starting on Decoration Day in Palisades (N. J.) Amusement Park. Apparently Bill's name was added thru error to the long list of prospective entries, for he writes:

"Thanks for the compliment in sending me data on the big diving derby, including the entry blanks with written suggestions that I promptly send in my entry. Also the reference in your column that I have not yet mailed my candidacy for the laurels, but am expected to.

"Altho I have been active in swimming as a swimmer and later as a coach, instructor and pool manager, including services in all three, for the millionaire families of Bar Harbor and New York, my high diving wouldn't get me a percentage of .000. When you are arranging a competition for the world's worst in diving send me a couple of entry blanks, one for my shadow and the other for myself. In the meanwhile quit shooting blanks at me, as I am out of range. In other words, not hot enough.

"I'd like to see Capt. Smiles O'Timmons, one-legged and one-armed high diver, in your tournament. He's one of the best I have ever seen from a high perch despite his dual disability. I don't know where his parking space is, but I saw him at two fairs. Yours till *The Billboard* gets bored, etc."

Okeh, Bill; I'll scratch your name from the prospective entry list. But I should like to hear from Captain O'Timmons. If any reader knows his whereabouts I'll greatly appreciate his address. Also I am still waiting to hear from Walter Condona, who gave his last address as Jessup, Md. Entry blank sent to him at that address has been returned.

Last calls are in order, too, for those who have received entry blanks but have yet to fill them out and send them in. For only a short time remains between now and the contest.

## Long Beach Short

Millions of visitors who have been accustomed to bathing free each summer at Long Beach, L. I., for many years will have to pay for the privilege hereafter. City council meeting last week, attended by about 500 of the community's 4,000 taxpayers, decided to fence off the entire strip of beach it owns. Plan is to install turnstiles at street ends of the beach, five miles in length, and charge admission, yet to be decided. City owns the beach from the privately owned water-front lots out to high-water mark.

Decision to obtain a little revenue from the beach front was due to cost of maintaining the beach, which taxpayers have had to pay and which they feel is a burden which should be shared by residents of other cities who come out only for a swim. This is especially so of many New York City residents who journey to Long Beach on Saturday and Sunday. Long Beach has been paying 50 life guards five bucks a day during each summer as well as expenses of beach cleaners and extra police protection.

## Goldberg in the Hills

Al Goldberg, praise agent, is said to be getting \$500 a week from Joseph P. Day to publicize Manhattan and Oriental beaches, Coney Island, N. Y., this summer. To the majority of pool men that sum seems prohibitive, but after you've read the names of those two beaches almost daily all summer long you'll realize that it pays to pay for proper publicity and exploitation rather than gamble half-heartedly. One of the first moves of Goldberg was to get out a most attractive circular. In this bulletin are contained season rates, offering an easy-payment plan. Bath-houses at the Day beaches can be purchased for \$10 down; \$5 to be paid on (See POOL WHIRL on page 49)

## Steel Pier's Baldwin Grands

ATLANTIC CITY, April 25.—Another record was shattered by Steel Pier when

# G E O R G E

AMERICA'S LEADING OUTDOOR BOOKING-PRODUCING BUREAU  
 "House of Hamid Hits"

PARKS - FAIRS - CELEBRATIONS  
 CIRCUSES - PAGEANTS - UNITS  
 "The Acme in Acts"

# H A M I D

1560 8'WAY  
 NEW YORK,  
 N. Y.

## Want PIER AND BOARDWALK Want

SKILL AND GROUP GAMES

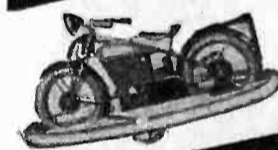
Want—One party to take over all games. Refreshments, Ice Cream, Candy Popcorn, Sportland, Skee Ball, Novelties. Business good—7 days.

**D. J. MAHER**

RECREATION PIER

LONG BRANCH, N. J.

## DODGEM



DODGEM CORP.

706 BAY STATE BLDG., LAWRENCE, MASS.



Acclaimed by successful managers to be the most profitable ride in the park.

## ALCYON LAKE PARK WANTS

Rides and Concessions of All Kinds Long Season.  
 ALCYON PARK, INC PITMAN, N. J.



## 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.



WATER SKOOTER.

## Orange Lake Park, NEWBURGH, N. Y.

OPENS MAY 30—OPEN EVERY DAY

Have location for Loop-O-Plane and Tilt-A-Whirl. For information write or wire  
 H. T. LE VAN, Gen. Mgr.

## ROLLER COASTER CANDY JAM MAN FOR SALE or LEASE WANTED

Solid Month of Picnics Booked. Will Sacrifice to Close Estate.  
 All Equipment Furnished.

### SAUTER PARK COMPANY

8614 South Broadway, St. Louis, Mo.

it received a shipment from the Baldwin Piano Company, Cincinnati, of the largest single order of grand pianos known to the country for use by a single amusement enterprise. They were lined up on the Boardwalk and attracted a throng before they were placed in the theaters, dance halls, radio studios and lounges of the pier. Three are concert grands like those used by name concert artists. The pianos will replace the same number which have been in use on the pier for more than 10 years. Steel Pier has signed the greatest array of bands in its history for the marine ballroom, besides which there will be an operatic orchestra, two pit orchestras, a Hawaiian ensemble, a Filipino ensemble and several other novelty music units.

Zuckie Zeller wire. Also Agents for legitimate Wheels and Grind Stores. Wire at once. Park opens May 2.  
 LACY KERNER, Flint Park, Flint, Mich.

FOR SALE — CUSTARD MACHINES. Henry Master Commodore Ammonia Compressor, complete, 5-gallon. Also Latest Ice and Salt Machine, chromium all around, 10-gallon. Both demonstrators. Low price. T. GANIM, 308 Fifth Avenue, New York.

### FOR SALE

8 and 3-Hole Frigidaire Ice Cream Cabinets. Low price. T. GANIM, 303 Fifth Avenue, New York.

## RIDES WANTED

on Rental or P. O. for stationary spot. Apply or write to ALBERT TRONT, 21-23 E. Boardwalk, Long Beach, Long Island, N. Y.

## LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

# American Recreational Equipment Association

By R. S. UZZELL

Jumbo closed at the New York Hippodrome after an amazing season. Its interest to our fraternity is the profitable experience of cashing in on a name. Jumbo is the word that compelled attention. Now at Coney Island, N. Y., "Bar-num's Museum" is bidding for attention on the same principle. It's a wax show sailing under a name that will always have a touch of magic in our industry.

Coney Island has 11 Skooter and Dodgem rides. Unfortunately they are price cutting to such an extent that it will hurt. Can't we organize the beaches so they won't kill one another? Operating under a fixed cash rental leaves no margin for a price-cutting war. Sunday operation along the Atlantic seaboard this season has as yet not been profitable. We have had three cold Sundays in succession.

## Clason Point Passes

Clason Point Park, Westchester County, New York, on Long Island Sound, is rapidly disappearing under hands of building wreckers. It is historic and in its day was a money producer. It was allowed to get the reputation for being "tough," and the swimming pool, which has produced, was not modernized. A short distance away Joseph P. Day built a modern pool with filtered, chlorinated and flowing water. He drove away the toughs and at the inception of this operation gave his patrons handball courts, tennis and clean wholesome surroundings. He succeeded in a great way. One of his big assets is a separate and safe pool for kiddies.

A committee of the New York Legislature, appointed to look over the site and plans for New York Exposition, is ready to report to the Legislature and will recommend that an appropriation be made for the exposition. This will start things going. Now for a New York City and a federal appropriation; then we shall be ready to issue bonds. There will be an exposition in this city and, we hope, opened on scheduled time.

## Progress on Exhibit

A most harmonious meeting of the two committees on the annual convention exhibit was held in New York on April 21. One committee headed by George H. Cramer, president of American Recreational Equipment Association, and the other headed by Harry C. Baker, president of NAAPPB, met at the office of R. S. Uzzell, executive secretary of AREA. The afternoon was consumed in a thoro discussion of management, conduct, hours when open and division of expense and profits of the exhibit. Details will not be announced until ratified by both organizations. It was only a meeting of committees and in no way a general meeting.

The results of the deliberations are sure to promote a harmony and co-operation such as the organizations have not yet enjoyed. Mr. Cramer showed his devotion to the cause by making the trip from North Tonawanda, N. Y., at this busy season when, like most of us, he has numerous demands on his time by the rapidly mounting details of his own business. Mr. Baker, as usual, gave

freely of his time and thought, as personal sacrifice, to the work of making each of our organizations of greater service and usefulness to its individual members. He said, just before adjournment, that more had been accomplished in the brief time allotted to this meeting than he had seen in any of our meetings.

Mr. Cramer said he would start to work at once for a real exhibit and a program for the AREA meeting in December that would create new interest and show our members that we are really doing something worth while for them. We are determined to redeem all promises and make some more valuable ones.

## Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Tercentenary Celebration, scheduled to get under way in June, eclipses the 1939 World Fair at present. Fair sponsors letting down on publicity until Tercentenary passes over. . . . Nassau County Old Home Week, set for earlier part of June, with some novel things designed. . . . Holmes Airport being put into shape over in Jackson Heights for a busy summer. . . . Work being sped on the new auto race track at Roosevelt Field. . . . Citizens of Central Park, L. I., want name changed to Bethpage, charging that similarity in name with Central Park, New York City, causes a great deal of confusion.

Jones Beach official opening slated for May 30, bathhouses to be ready for use on week-ends, starting on May 15. Central Mall opens on June 13. . . . Mineola Fair grabs the last week in September. . . . More building in Nassau County than in any other county in the country during 1935. . . . All Beach clubs are in the heat of summer membership drives. . . . Over in Broad Channel, Long Island's beer mecca, it looks like the foamy liquid will go at five cents per glass in many places. . . . Name band in Pavillon Royal sure, but not yet selected.

ROCKAWAY BEACH: City of New York has appropriated \$150,000 for filling in the beach washout in the Arverne sector. Sand will be pumped from Jamaica Bay. . . . Adam Krebs, photog, is around taking snaps. . . . Long Island Daily Press preparing for first beach party here. . . . Rentals slow.

Playland Park will do week-ends until about June 10, when it will be open daily thru summer. . . . Cornaga Grill, Far Rockaway, doing peak biz. . . . Boardwalk's been repaired in the Seaside section. . . . Joe Follet up from the South. . . . Rheinhardt concessions at Beach 45th street completed and will be ready shortly. . . . Arverne Boardwalk Theater opens on June 20 or thereabouts. . . . Bunch of 'Walk lads tramped into Madison Square Garden, New York City, to see Art Hubell, once of the Boardwalk Museum here, now with Ringling show.

LONG BEACH: Jack Dempsey and family will occupy a penthouse at Lafayette street, and Long Beach figures on coming in for some fat publicity thru presence of the Manassa Mauler. . . . New bids for Boardwalk erection advertised, and population is wondering where folks will do their promenading in summer, without any 'Walk around now. . . . Jack Fink, ex-operator of the Lido Theater, is new public works commissioner. . . . Feud between mayor and city treasurer so hot now it's smoking. More writs flying around town than sea gulls.

## Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, April 25.—Week after Easter week-end, unusually slow, showed less decline this year and gave amusement interests renewed hope for continued biz up to summer opening. Renewed action along Boardwalk in shops, games and concessions was noticed while piers started summer alterations.

When Phil Thompson, Auditorium manager, returns from a West Indies cruise the first proposition on his desk will be that of a rolling-skating derby for the hall this summer. Mayor C. D. White wants to make the Auditorium pay a summer revenue without direct opposition to individual amusement interests. . . . Doc Irving, Princess Yvonne

and Yvonne Jr. were here over the week-end and Doc announced the princess would return to a resort spot for summer. . . . Doc and Princess Yvonne have become as much a fixed feature of the resort as the Emmett Welsh Minstrels of the old days.

Lawrence Warrell, many years with Apollo Theater and later Garden Pier, will open Alcyon Park, Pitman, on Decoration Day, with rides, swimming pool and concessions. . . . Frank MacGuire, formerly of Apollo, is making an Egg Harbor amusement spot click. . . . George Litot, one of oldest Penny Arcade men of the Boardwalk, is having his place done over, preparatory to early opening. . . . Larry Brumell, scale man, said Easter biz was a wow and trade is keeping up.

Frank B. Hubin, old-time showman, is back on the Boardwalk after absence of many years, has a nice layout in downtown station district and meets plenty of oldtimers every afternoon. . . . City wants a \$25,000 deposit if the Auditorium is to consider Jai Alai, the Cuban game, this summer. . . . Huge sea-lion sign board of Steel Pier on White Horse pike is now a good luck charm for mainland fire fighters. . . . Big blaze which threatened the area was checked a few yards from the massive claw figure without any damage.

## Coney Island, N. Y.

Beginning with Easter Sunday, week-end operation was put into effect by majority of show and ride skippers. Sabbath biz has been surprisingly good, thus spurring rentals and construction. Nevertheless there are still a number of empty spots, but ratelors hope picture will change on or about May 30, official opening for the resort.

Dave Rosen, owner of Wonderland Circus Side Show, reports pre-season take better than during corresponding period last year. He's made his front 7 1/2 feet wider and 10 feet deeper. Attractions appearing under his banner are Cleve, Seal Boy, featured; Felicia, Girl Turned to Stone; Chief Woof Oo and his Ugandi natives; Olga, Girl With Invisible Head; Zada, sword box, and Eddie Davis, magician, who's also inside lecturer. In the annex is Freda-Fred-Van. On Rosen's staff are Buster Castle, talker and assistant manager, and Billy Milton, talker. Bally beaux are Billie Vivian and Jean Abrahams.

Sam Wagner and Louie Newman, veteran projectors of World Circus Side Show, sprang for the first time on Sunday and gathered a good share of April's shekels. The other side-show boss in this sector is Fred Sindell, who will have a pair of shows, as will Rosen.

Charlie Miller, pilot of Luna Park, is readying the place for an end-of-the-month inaugural.

## Old Orchard Beach

By THE MAGIC EYE

Howard Duffy getting park in shape for 1936 season. New rides being installed and everything painted like new, H. D. being one manager who is not afraid of paint. . . . Marine Ballroom on pier will, as usual, furnish best in dance music. First-run talkies will be a feature of Pier Theater. . . . A good many oldtimers will be seen at their concession stands this season. . . . Santini will be on Whiteway with his death-defying casket. . . . Sam Ames will have pin games at the same stand. Louie the Barber may be seen walking around the beach on week-ends. Swell fellow, too. . . . Remember The Magic Eye is around once more (Samuel Ames, take notice). The Magic Orb sees all, knows all. Au revoir until next time—and watch this space grow as the season progresses.

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

JOE (IRON MAN) LAUREY and Libby Hoover left Grant Park, Chicago, at 1:15 p.m. on April 21 to roller skate to Louisville, Ky., via highways, on Chicago heavy-duty rubber-tire roller skates. They expected to finish their jaunt on the night of April 24 at Sefferino's Fontaine Ferry Park Rink. This would give them two or three days' rest before they enter the transcontinental roller derby opening in Louisville on April 28. Among the crowd that saw the couple off were Stanley Swigon and Bob Ware Jr., who saw them thru the Chicago park system.

OUT OF A FIELD of 24 winners of semi-finals, the finals in the annual golden skate contest in Winter Garden Rollerway, Dorchester, Mass., on April 3 were won by Edith Bechtold and Charles Chabot, who were awarded gold-plated Chicago roller skates, suitably engraved. Winter Garden evened the score with the Annex, its sister rink in Dorchester, by winning the latest athletic carnival, each rink now having won one carnival apiece, score in both instances being 5 to 4. At the last meet Winter Garden won tug-of-war, couples, turtle, wheelbarrow and ladies' speed races, total of five events won. Annex won chariot, leapfrog, three-legged and men's speed races. Each rink had won four races and were tied in the turtle race and another heat was necessary to decide the carnival winner. Turtle race was run a second time and Louis Burke won it and the deciding point in the meet. These carnivals have proved popular with skaters and will be held thruout summer.

AT HIS show in the Chicago Stadium Mayor Kelly invited Helen Reynolds and her Seven Wonder Champions to entertain his Chicago Patrol Boys, who are credited with saving hundreds of school children's lives every year. Reports say there were 2,500 Patrol Boys with their parents in the Stadium, with 11,000 or more trying to squeeze in. After the show the mayor immediately went backstage and congratulated Miss Reynolds on "the finest skating I have ever witnessed."

SKATING HAMILTONS, American roller-skating team, are at the Gaumont Palace in Paris, while the Two Lindstroems are at the Alhambra in comedy skating in which they use a type of roller skates resembling ice skates.

JIM CICERO, manager of Ebensburg (Pa.) Roller Rink, considered the largest between Harrisburg and Pittsburgh, reports increased business as a result of an advertising campaign. Newspaper stories are being planted in neighboring towns and window cards placed for miles surrounding the rink.

## On Rollers in Europe

By CYRIL BEASTALL

From April 1 to 5 the ninth European and first world's roller-hockey championship was held in Stuttgart Stadium, Germany. I am informed that the U. S. A. had invitations to compete in the world event but that negative replies were received.

Tournament was a huge success, 16,000 spectators being present on the closing night to see England take the honors by defeating Germany 4-0 in the deciding match. Italy finished second and Portugal third.

Seven countries were represented, Germany, Italy, Switzerland, Portugal, Belgium, France and England.

A running commentary on matches was broadcast over radio and many prominent people were in attendance. (See RINKS on page 49)



**RICHARDSON BALL BEARING SKATE CO.**

Established 1894.

3312-3318 Ravenswood Avenue, Chicago, Ill.

**The Best Skate Today**

**WANTED** 10,000 Pairs used Rink Skates, Chicago or Richardson. Pay cash. **WEIL'S CURIOSITY SHOP**, 20 S. 2nd St., Philadelphia, Pa.

**LOOP-O-PLANE**

FOR PROFITS. **ROBIN REED**, Box 237, Salem, Ore.

**RINK MEN WHO HAVE ONCE HAD A**

**"CHICAGO"**  
TRADE MARK REG. U.S. PAT. OFF.  
**EQUIPMENT**  
WILL HAVE NO OTHER.  
THERE IS A REASON.  
**CHICAGO ROLLER SKATE CO.**  
4427 W. Lake St., Chicago, Ill.

**Beating Back**

ALBION, N. Y., April 25.—Two years ago wavering between quitting and taking one more chance, Orleans County Fair Society last week proved itself out of the red by announcing a \$1,000 increase in premium list and additional race purses. Annual was one of those hard hit by depression and waning interest, but clung to its own identity, while a number of smaller ones in the territory combined. Secretary Wilbur W. Mull said the fair is on a good footing, with revived interest making financial success certain.

**Showmen Add Area in Dallas**

**Dufour, Rogers increase space for Garden and Maze—rooms shortage denied**

DALLAS, April 25.—Dufour & Rogers have contracted for additional footage on Texas Centennial Exposition grounds, amounting to 6,000 square feet, the added area to have a restaurant and beer garden. Work has started on the building, to be completed in plenty of time for the opening.

Crystal Maze is another attraction Dufour & Rogers added during the past 10 days. It will be on an elaborate scale with many novel features.

Dufour & Rogers' restaurant in the heart of the midway was opened today to the public, Centennial officials and employees. Air cooled, it will be one of the best patronized eating places on the grounds because of this feature alone.

Texas newspaper men and business men will tour 17 States, starting on April 26; to invite the country to the exposition, good-will train to be headed by Governor Allred. An advance guard of news men, to herald arrival of the train, is already on the road. Long Horn Band, University of Texas, will go along.

Rumors that Dallas will be unable to accommodate all visitors are unfounded, housing committee having records of more than 50,000 available rooms of desirable types and prices. One of the outstanding publicity breaks for the exposition is the page advertisement in Ringling Bros.-Barnum & Bailey "throw-away," with several million circulation, page being given to the expo by the circus executives.

**Brown Quits Post At Ft. Worth Show**

FORT WORTH, Tex., April 25.—After awarding the biggest part of the concessions for the Frontier Days Centennial to Charles L. O'Reilly and Jacob L. Beresin and considering the most important concession work accomplished for the local show, J. Ed Brown resigned on April 16 as head of concessions. His plans are indefinite, but it is said he will be in Dallas several weeks.

A. T. Lowry, who always has had charge of concessions at Southwestern Exposition and Fat Stock Show here and who has been in the office with Mr. Brown, now has charge of concessions.

Mr. Brown is considered to have made excellent concession arrangements with O'Reilly and Beresin, as far as the local show management is concerned, calling for advance payment of \$25,000 by O'Reilly and Beresin, as well as 15 per cent of receipts during engagement to the show board. The Eastern concessioners are to spend about \$175,000 on 40 booths for drinks, sandwiches and novelties.

**Nebraska Starting Earlier**

LINCOLN, Neb., April 25.—Nebraska State Fair board has launched first publicity for the September show, an unheard-of action so early and indicative that it has some cash. Secretary Perry Reed said Barnes-Carruthers would provide the grand-stand show. After goading by the fair's press agent, Otho DeVilbiss, the board will feature a thrill act.

**MO. ENLARGES SHOW**

**Judge Says Marshals Couldn't Halt Runaways**

BLOOMSBURG, Pa., April 25.—State Supreme Court reversed a lower court decision and held that Columbia County Agricultural, Horticultural and Mechanical Association cannot be held liable for alleged injuries to a woman struck by a runaway horse in a race at Columbia County Fair, Bloomsburg, in September, 1930.

Justice Drew declared that race-track marshals ride "plow horses" and couldn't catch runaway horses even if they wanted to, and the other justices pointed out that muddy tracks ordinarily don't postpone races.

Altho the plaintiff was awarded \$2,000 by a lower court, affirmed by Superior Court, the Supreme Court held that Columbia County Fair was not liable.

ZANESVILLE, O.—Frank A. Bowen was elected president of Putnam Amusement Company, sponsor of Putnam Pumpkin Show, for the fourth consecutive term, was honor guest at a dinner and presented with a Masonic ring by trustees as a tribute to his services. For several years he was with Sparks Circus.

**Features New in Sedalia Carded For Augmented Grand-Stand Bill**

**Extended entertainment policy among numerous changes, including revue and additional acts—racing interest enhanced by new track—rebuilt midway to open**

SEDALIA, Mo., April 25.—Completion of attractions bookings for 1936 Missouri State Fair, announced by Secretary Charles W. Green, will provide by far the largest entertainment program in Sedalia in many years. Some features have never been presented during the 36-year history of the fair. Entire entertainment policy has been materially altered by switching the Horse Show into the Coliseum, seating about 5,000. A stage, 60 by 80 feet, is under construction in front of the grand stand to accommodate the most elaborate night show ever booked here, headed by Ernie Young's Trip Around the World revue and band, plus six acts.

**Young Revue for Two More**

CHICAGO, April 25.—Ernie Young's New Revue will be featured at North Dakota State Fair for Grand Forks, week of June 22, it was announced by Ernie Young. The Young office also has signed a contract with Tulsa (Okla.) Four-State Fair on September 19-25.

To be played in conjunction with the night revue, Young is furnishing the Four Robeys, Charles Trio and a clown who will work the grand stand. Sidney Belmont has contracted to furnish the Gretonas, high wire, who will work at rear of the revue stage; DeKohl Troupe, Jordan Trio's whirlwind skating act and McElroy Comedy Trio. Three loudspeaker systems will be utilized for bally and sound reproduction, one inside the grand stand, one on grounds in front of the grand stand and third in the Coliseum.

**Thrill Day for Kids**

Children's Day, opener, will have pet parades and drawing of a Shetland pony, saddle and bridle, presented by the fair. Afternoon will feature Hinck's Thrill Day program with dare-devils in a two-and-one-half-hour thrill show. Opening and Sunday nights will present the second Missouri State-wide Beauty Pageant in the Coliseum, with about 250 entrants.

Another innovation is an extra day of racing, featuring six running races, Monday afternoon. Annual State band contests, with \$500 in cash prizes, will be staged on Monday and Tuesday. Grand-stand revue will open Monday night, playing thru Saturday night's closing, featuring a public wedding on final night.

Final Saturday will present J. Alex Sloan's auto races, with Jack Story announcing, and Champion Race Driver Gus Schrader among entrants. Mel Vaught's State Fair Shows will be on the new midway, starting Friday night before the fair's opening.

**Budget Is Boosted**

Interest in Missouri racing is greatly enhanced by the new half-mile track being added to Sedalia's standard mile track, as a part of a \$104,000 WPA project which has been under way on the grounds.

For the second time Missouri State Fair will operate under a 25-cent gate and "Everybody Pays" policy, given credit largely for a 1935 attendance that broke nine years' previous records. Budgets in virtually every department have been hiked in anticipation of an attendance exceeding 300,000. Premium book will be distributed about six weeks earlier than usual and publicity will be started earlier.

**Des Moines Making Outlay**

DES MOINES, Ia., April 25.—Bids are to be received by Iowa State Fair board for \$10,000 worth of improvements, said Secretary A. R. Corey. About 3,600 feet of eight-foot fence is to complete new fencing entirely around the grounds. Roofing totaling 41,500 square feet will be placed on the live-stock pavilion and 13,200 square feet on a new storage house.

AFTER playing fairs, Neeld's Concert Band, says Conductor James Neeld, will go on extended concert tour, a short one last season having been successful. Fourteen pieces, newly uniformed in white and gold, and traveling in two seven-passenger Packard sedans and new trailer, may be augmented for concerts. Among fairs booked are those in Lawrenceburg, Tenn.; Florence, Ala., and Ebensburg, Pa., latter thru Gus Sun Agency.



FRONT OF DUFOUR & ROGERS CRIME PREVENTION EXPOSITION, as conceived by artist, the elaborate exhibit to be one of the midway attractions at Texas Centennial Exposition, Dallas. Warden Lewis E. Lawes, noted penologist and authority on criminology, who will sponsor the enterprise, plans to be in Dallas for the June 6 opening and to remain several days.

**Chi Women Present Successful Navy Pier Pageant of Progress**

CHICAGO, April 25.—Chicago's first Women's Pageant of Progress, conceived and produced by members of leading women's organizations here, closed tonight after a successful week. Staged on the huge Navy Pier, the exposition was planned to raise funds for the newly organized Chicago Milk Fund. Virtually all women's organizations of Chicago and Cook County lent aid and the result was a huge advance sale of tickets that assured success. Display space was sold to some 175 exhibitors, practically all of whom had displays appealing primarily to women.

Nearly a quarter-mile of the pier's upper deck was utilized. Portions were transformed into woodland grottos, with blooming wild flowers and purling fountains. At strategic points in the exhibition hall stages were erected on which a great variety of entertainment was presented afternoon and evening.

At one end a complete small circus was presented twice daily. Archie Rote was ringmaster. Grover McCabe was boss props, and acts included Happy Harrison's mule and dogs; Volera Brothers, aerial bar and traps; Joe Coyle (Koko)

and his clowns, Harry Ferris, Fred Delmont and Lindsay Wilson, and Hallie McCabe and Katherine Brown, iron-jaw and swinging ladders.

Entertainment on stages included Lobo, movie dog, in many clever stunts taught him by his trainer, Clarence Moore; Stamm and LaRue, adagio; Don, Donna and Don, symphonic waltz; Bobby McLean, speed skater; Russ Jones and Grace Harvey, trick and fancy ice skating; London Puppet Players, presenting Punch and Judy; Tripoli Trio, instrumentalists and singers; Three Byrons, comedy knockabouts; Joe Coyle and clowns; Al Sweet, White Hussar, and a colorful fashion show, with Freddie Hankel's Orchestra.

Show was produced by John Ross Reed, who directed *Wings of a Century* at the 1934 Chi World's Fair. Fashion show was produced by Jack B. Mallon, Mallon-Friel Studios. Wade Booth was emcee. Ballet, Parade of the Mannequins, was composed of Mary Vandas girls.

Walter Bermingham was publicity director of the exposition, and Frank (See CHI WOMEN on page 49)

**STRATOSPHERE MAN**  
 WORLD'S HIGHEST TRAPEZE AND SWAY-  
 ING POLE ACT.  
 Finishing With a 500 Ft. Slide for Life.  
 Available for Fairs, Parks and Celebrations.  
 Address care of The Billboard, Cincinnati, O.

**WANTED**  
 Rodeo, Carnival, Thrill Company, or  
 Auto Races.  
**LATTER PART OF MAY  
 OR EARLY JUNE**  
 Sponsored by Fair Association.  
 C. C. HUNTER, Taylorville, Ill.

**CARNIVAL WANTED**  
 Must be big, clean, with good fronts and no grift,  
 to play Streets, June 29-July 4, Auspices American  
 Legion. First in years. Dodson, Gooding,  
 Gruberg, Krause, etc. Write **G. R. CLARK,**  
 Box 275, Effingham, Ill., and tell all in first  
 letter.

**WANTED**  
**FIRST-CLASS CARNIVAL FOR  
 NEWMAN FAIR**  
 SEPTEMBER 1 TO 4, INCL.,  
 To Be Held This Year in Beautiful Memorial  
 Park, with Pay Gate. Address  
**W. C. BOOTON, Pres., Newman Fair Assn.,**  
 Newman, Ill.

**WANT**  
 Carnivals, Rodeos, Circuses, Midget Autos,  
 Etc. Now booking Attractions for Modern  
 Racing Plant, 3/4-Mile Track in City of  
 45,000. For dates write  
**JOE E. WALSH**  
 330 Frances Bldg., Sioux City, Ia.

**'S FREE**  
 Send for Used Tent Booklet.  
**ARMBRUSTER TENTS ABOVE EVERY-  
 THING!**  
**R. H. ARMBRUSTER CO.**  
 SPRINGFIELD, ILL.

**WANTED**  
 Good Carnival for Week of July 4th,  
**A. C. ROBERTS, Secretary,**  
 Richland County Fair Association, Olney, Ill.

**WANTED**  
**SHOWS, RIDES, CONCESSIONS,**  
 August 10-14, Five Days and Nights,  
 Address  
**W. H. SANFORD, JR., Secy.**  
**NESHOBA COUNTY FAIR ASSOCIATION,**  
 Philadelphia, Miss.

**WANTED**  
**HIGH-CLASS ACTS FOR FAIR.**  
 Labor Day Week, 1936.  
 Write **L. W. CATTAN, Sec'y,**  
 Shawano County Fair, Shawano, Wis.

**CIVIC CLUB AND AMERICAN LEGION FIRST  
 ANNUAL CENTENNIAL**  
 In the Heart of Two Big Paydays, 7,500 People  
 Working Full Time. One Week, Starting May 11-16.  
 WANT Shows with own outfits, Big Snake, Motor-  
 drome, Mechanical World, Wax, Organized Min-  
 strel with Band, Animal Show, (No Girl). All leg-  
 itimate Concessions open—Photos, Scales, Custard,  
 Corn Game, Hoop-la, Cotton Candy, Apples, etc.  
 Have Rides contracted. All replies to **THOMAS C.  
 ALLISON, Old Hickory, Tenn.**

**ACTS WANTED**  
**Allegheny County Firemen's Convention**  
 JULY 4TH TO 11TH.  
 Write  
**R. J. HOGENMILLER,**  
 120 Brownsville Rd., Mt. Oliver, Pa.

**WANTED RIDES**  
 Of all kinds for our FREE FALL 4-H FAIR, Sep-  
 tember 9, 10, 11. Communicate with  
**ALBERT FREHSE, Salina, Kan.**

**ANNUAL CELEBRATION**  
 Three Big Days,  
 JUNE 9-10-11, 1936, **JERICHO SPRINGS, MO.**  
**F. M. DAVIS, Secretary.**

It Helps You, the Paper and Advertisers to Men-  
 tion The Billboard.

NEWS NOTES  
**CALIFORNIA PACIFIC**  
*International Exposition*  
 SAN DIEGO

By **FELIX BLEY.** Office, Press Building. Residence, Riviera Apartment Hotel,  
 1312 12th Avenue, San Diego.

**Mark of 559,000  
 Beaten by Gates**

*Sally Rand engagement ex-  
 tended another week—bid  
 for Louis-Schmeling bout*

SAN DIEGO, April 25.—Special events  
 in last week's schedule brought large  
 crowds. Sally Rand held the spotlight  
 as the free attraction, appearing four  
 times daily. Wayne W. Dallard, execu-  
 tive manager, announced that he had  
 extended the engagement of Sally Rand  
 for another week, with Judith Lawton,  
 baritone, and the Sally Rand ballet. At-  
 tendance up to and including April  
 19 was 559,499, management announced.  
 In a final audition at the exposition  
 radio studios to select talent to appear  
 on San Diego County's program of "Cal-  
 ifornia Nights," now being produced each  
 Monday over Columbia-Don Lee Broad-  
 casting System, there were selected from  
 more than 500 Barbara Steinbach, pian-  
 ist; Norman Steinbach, marimba player;  
 Ken Gardner, baritone; Kay DuVal,  
 blues singer; Carmen Conger, lyric so-  
 prano; Robert Leib, violinist, and Jack  
 Ogden, tenor.

**Polo Free Attraction**

Thursday, bank night with a \$1,000  
 gate prize, brought out a throng at the  
 end of the amusement zone. Children's  
 Day on Saturday had a variety of spe-  
 cial programs, including a balloon-blow-  
 ing contest on the fun zone, with 500  
 youngsters participating. Sally Rand  
 judged finals and awarded a prize to  
 the winner. Meglin Kiddies topped off  
 the day with a colorful program in the  
 House of Hospitality.

Indoor polo made its debut before a  
 huge crowd at the athletic field on Sun-  
 day. Executive Manager Dallard, who  
 formerly played with Chicago and  
 Riviera teams and is rated one of the  
 best players on the Coast, was captain of  
 the Exposition Reds, with President  
 Frank G. Belcher as No. 3 man on the  
 team, opposing the Coronado aggrega-  
 tion. Trophies will be awarded indi-  
 vidualy and when the series is ended a  
 master trophy will be presented to the  
 championship team. The games are free  
 attractions.

**Big Match Is Sought**

Yuma Band of 45 pieces in the  
 Spreckles organ amphitheater on Sunday  
 dedicated the initial program to the  
 late Joseph de Luca, who in 1935 was  
 leader of California Pacific International  
 Exposition official band.

The exposition management has of-  
 fered \$1,000,000 for a Joe Louis-Max  
 Schmeling bout to be held in San Diego  
 in June. President Belcher and Manager  
 Dallard admitted that a group of citizens

**Legion Successful in Ohio**

CELINA, O., April 25. — Celina Post,  
 American Legion, conducting 1936 Mer-  
 cer County Fair here under a contract  
 with Mercer County Agricultural Society  
 and county commissioners, held its first  
 fair last year and the Legionnaires erect-  
 ed a grand stand seating 4,000, a 40-stall  
 horse barn, repaired and repainted all  
 buildings, and so managed the annual  
 that, despite three days' rain, all purses  
 and premiums were paid and net profit  
 of more than \$1,200 was shown, said  
 Secretary C. W. Vale. Legion fair board  
 has further improved grounds and track  
 and booked high-class attractions for  
 midway and grand stand.

LIBERTY, Tex.—Liberty County Fair  
 re-elected C. A. Chambers president for  
 a third term; Wilfred Price, vice-presi-  
 dent; M. P. Karkowski, secretary-treas-  
 urer; E. W. Chamness, re-elected man-  
 ager; Mrs. R. C. Tims, assistant man-  
 ager. Great Southern Carnival Company  
 is booked.

had agreed to post a guarantee of \$150,-  
 000. Negotiations are being handled in  
 New York by Mike Marco, of Fanohon &  
 Marco. Mr. Dallard said he hoped to  
 make arrangements whereby the match  
 could be brought to San Diego on a  
 "share the profits" basis rather than the  
 exposition taking full risk. A conference  
 will be held in a few days. All ex-  
 penses attached to promoting the bout  
 would be paid by the exposition.

Globe Players' repertoire for the week  
 included *As You Like It, The Taming of  
 the Shrew, All's Well That Ends Well,*  
*A Midsummer Night's Dream and Mac-  
 beth.*

**Tampa Enters AAA Circuit**

TAMPA, April 25.—Dirt-track races  
 at Plant Field on April 19 marked in-  
 clusion of Tampa in the AAA Circuit for  
 the first time and opening of the 1936  
 Southeastern championship program.  
 More than 3,000 spectators turned out  
 for the five-event card. In the feature  
 15-mile race Vern Orenduff, Paterson,  
 N. J., took first, with Floyd Davis,  
 Springfield, Ill., second; Johnny Moretti,  
 Atlantic City, third, and Bob Sall,  
 Paterson, fourth; time, 17 minutes 16.2  
 seconds. Officials were Senator Fred  
 Nordman, Ormond, chief steward and  
 official representative of the AAA;  
 George Serjeant, Tampa, referee; Ed  
 Liddon, Sneads, steward; Bill Jessee,  
 De Land, chairman of scoring and  
 timing.

**Indiana Board in Building  
 Snag Over Street Car Loop**

INDIANAPOLIS, April 25. — State  
 board of agriculture struck a snag in its  
 plan to build a brick horse barn south  
 of the Coliseum when Indianapolis Rail-  
 ways, Inc., objected to the board's or-  
 ders to move its loop of tracks. Stable  
 site runs into space occupied by the  
 tracks and the board contends that un-  
 der an old contract it needs give only a  
 60-day notice to the company to move  
 tracks, while company officials contend  
 that under a new law they are entitled  
 to a year's notice. Tracks now enter  
 the grounds and the board contends they  
 should be moved to a vacant lot south  
 of 38th street and not enter the grounds.  
 Board has appointed Mrs. Calvin Per-  
 due, Acton, director of the girls' 4-H  
 Club school and Mrs. Eulalie Mull,  
 Manilla, and Mrs. Lella A. Geaddis, Pur-  
 due University, on the school's advisory  
 board.

No admission will be charged for the  
 fair this year on Saturday and Sunday  
 after 6:30 p.m. The board has added  
 \$2,900 to horse-racing purses, increasing  
 total to \$39,500.

**Games Climax in Hillsdale**

HILLSDALE, Mich., April 25.—Recon-  
 ditioning of Hillsdale County Fair-  
 grounds is on, and Secretary H. B. Kel-  
 ley said advertising sign boards have  
 been set up all over the territory. The  
 fair, in its 17th year, builds up inter-  
 est steadily thru a series of baseball  
 games. Twilight games are held daily on  
 May 15 to June 30, with baseball three  
 nights a week and soft ball the other  
 three. During July and August a week-  
 ly Community Day will be held on the  
 grounds, with contests between cities in  
 the territory, with the winners playing  
 off during fair week.

GREENVILLE, S. C.—C. A. H. (Bill)  
 Poe is captain of American Legion Post  
 Drum and Bugle Corps, which will spon-  
 sor a Fourth of July Celebration here,  
 also celebrating payment of veterans'  
 bonus.

*Fort Worth Rosebuds*

By **WALTER K. SIBLEY**

FORT WORTH, Tex., April 25.—Fron-  
 tier Days, Fort Worth's part of Texas  
 Centennial Celebration, situated on the  
 old Camp Bowie grounds, is beginning  
 to take shape, hundreds of workmen be-  
 ing actively engaged in construction. . . .  
 Harold Johnson, designer of the *Jumbo*  
 sets and pictorial scheme and prime fac-  
 tor in the art schemes of Radio City the-  
 aters, is directing artists, architects,  
 draftsmen and technical men. . . . John  
 Murray Anderson has returned from his  
 European trip in the Billy Rose interests  
 and is on the job. Watch the fur fly  
 now. . . . Prognostication: Frontier  
 Days will astonish the world; financial-  
 ly, well, I don't know, but, artistically,  
 it will start a new era in outdoor show  
 business. . . . I am not even sure that  
 this event is to be run for profit. If it  
 is merely the effort of a loyal bunch of  
 Texans, who take this method as their  
 contribution to the Centennial Celebra-  
 tion, chalk it up as a monumental suc-  
 cess. . . . 'Tis rumored around Dallas  
 that officials of the Centennial Exposi-  
 tion there have decided to "fight fire  
 with fire," and if rivalry for attractions  
 gets hot the public will get the benefit,  
 as it will mean bigger and better shows  
 and music at a small price of admission.  
 . . . Saw one of the noted Duffields  
 around the Sinclair Building. Kinda  
 looks as tho there will be some real  
 pyrotechnics here. . . . Every announce-  
 ment over WBAP, Fort Worth radio sta-  
 tion, winds up "The Frontier Days City."  
 . . . Saw Harry Hargraves and his busi-  
 ness partner, Reicher, conferring ear-  
 nestly with J. Ed Brown. They must  
 have been discussing California sunshine  
 or somethin'. . . . If we don't have  
 rain down here, they say all sorts of dire  
 calamities are to happen. Well, I'll  
 chance them; Texas looks pretty good  
 to me after 100 years of the same thing.

**Liebman Sees Busy Season**

DES MOINES, Ia., April 25.—Ernest  
 (Rube) Liebman, of Barnes-Carruthers,  
 told newspaper men here that outdoor  
 acts are anticipating a better season this  
 year than any since 1914. "I've been in  
 touch with show people and I know how  
 they feel," he said. "They haven't felt  
 better in a long time, anyhow, not since  
 1914. It's a sign times are good."

**Brown Heads Florida Exhibit**

CLEVELAND.—Florida National Ex-  
 hibits at Great Lakes Exposition here in  
 some ways will surpass the showings at  
 Chicago's A Century of Progress or in  
 Rockefeller Center, according to Earl W.  
 Brown, after conferences with Governor  
 Sholtz; Nathan Mayo, commissioner of  
 agriculture, who will have charge of the  
 agricultural and horticultural displays,  
 and other leaders in Florida. Mr. Brown  
 will manage the Cleveland exhibit, as he  
 did the exhibits in Chicago and New  
 York.

SIoux FALLS, S. D.—South Dakota  
 State Racing Commission awarded Sioux  
 Falls Racing Association all holiday  
 dates for the season. Plant plans to  
 operate pari-mutuel running races on  
 dates covering July 4 and Labor Day.  
 Joe E. Walsh, full-time manager in  
 charge of promotion and rentals, reports  
 that the three-quarter-mile track has  
 been improved to a point where it is  
 one of the best in the Middle West.  
 Rodeos and other attractions with local  
 sponsorships will be booked.

**RIDES WANTED**

For THE BIG STONE COUNTY AGRICULTURAL  
 FAIR, September 2-3-4-5, 1936.  
**F. W. WATKINS, Secretary, Clinton, Minn.**

**WANTED SHOWS**

For Jay County Fair, Portland, Ind., August 9 to  
 14, inclusive. **MIKE ANKROM, Secretary.**

**WANTED** Concessions, Shows, Free Acts,  
 July 2 to 4; September 10 to  
 12. Write **ENTERTAINMENT COMMITTEE,**  
 Box 277, Edina, Mo.

**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.**



# Great Lakes Space Moves

**Complete sellout for exhibits and fun zones predicted—post office to be built**

CLEVELAND, April 25.—For Great Lakes Exposition only 56,000 square feet of exhibition space remains to be sold, said Lincoln G. Dickey, general manager. With two months to go before opening, a complete sellout is assured, he added. Amusement zone space sales are far in advance of schedule and a sellout is predicted by Almon R. Shaffer, associate director.

Additional contracts have been awarded to Buskirk Aquarium Company, Forrest Tree Protection Company, L. Warnke Company, C. L. Bryant Corporation, Cleveland Metal Specialties, Beech-Nut Packing Company, Zone Coal and Supply Company, Messmore & Damon Company and The Shows, Inc.

At a luncheon in the Hotel Cleveland, attended by more than 300, United States Senator Robert J. Buckley said that Uncle Sam would erect a post-office building within the grounds, in addition to the agricultural and horticultural appropriation already allotted.

The World a Million Years Ago show has signed for 10,000 square feet in the amusement zone. Building will house some 37 replicas of prehistoric mammals, reptiles and people. M. A. Lebensburger, New York showman, will supervise construction, show to be staged by Messmore & Damon, with G. H. Messmore in charge. Beech-Nut Packing Company will present a miniature circus with some 500 specially modeled figures, 300 of which move mechanically, to be displayed in a glass case. C. R. Wooten, manager of Beech-Nut exhibits department, designed and built it.

Harold Miskell's Beauty Parade, a squad of good-looking yeomanettes in flashy middie uniforms, are doing a real job greeting all visitors.

Visitors registered included Senator Buckley, Congressman Stephan Young; Theo De Witt, vice-president and managing director of De Witt-operated hotels; Tom Manning, NBC announcer; Dr. F. R. Moulton, Chicago; Earl W. Brown, National Florida Exhibits; Harry Langley, aerialist, and Charles B. Singer, president of Toyland, Inc.

# Fair Grounds

COLUMBUS, O.—State emergency board released \$50,000 for construction of a horse barn on Ohio State Fairgrounds, funds having been made available by the Legislature.

WOOSTER, O.—Wayne County Agricultural Society authorized a contract for constructing a new grand stand on the fairgrounds. Approval was given a contract for an additional horse and cattle barn, to be 80 by 150 feet and in two wings, at a cost of about \$4,500.

ATLANTIC CITY.—Altho handicapped by lack of funds, Cape May County Fair Association will have a fair again this year, said H. H. White, county agent. An advisory committee is being formed.

KENTON, O.—Robert Mallow, South Kenton, has been appointed juvenile grange superintendent at Ohio State Junior Fair next September in Columbus. He will be in charge of displays by juvenile granges in Ohio.

ORANGE, Tex.—Orange County Fair Association has secured a plot, 500 by 300 feet, as a grounds addition, said President Frank Clark. This will greatly increase space to the east and permit new buildings and live-stock division

extension for the 1936 fair. Great Coney Island Shows will be on the midway.

LEBANON, Va.—Russell County Live Stock and Agriculture Association contemplates dissolution. Fairs were discontinued some years ago, and two years ago the grounds, then property of the association, passed to the town council.

MONROE, La.—With naming of John Birdsong as 1936 manager, Ouachita Valley Fair Association plans higher premiums and erection of additional buildings, including the first permanent administration building on the new grounds bought last year in West Monroe. Grounds are being fenced, and for the first time there will be a pay gate, 25 cents. Free grand-stand show and fireworks are scheduled.

## RINKS

(Continued from page 46)

including these officials: Wilhelm Murr, Dr. Th. Lewald, Dr. Ritter von Halt, Dr. Klett, Dr. Strolin, Hermann Wendt, Hermann Kleeberg, Carl Diem, Baron Le Fort, Dr. Max Engelhard, Hugo Haussler, E. Reuff, Dr. A. Locher and Dr. Mahlo, Germany; Fred Renkewitz, Montreux, Switzerland, president FIPR; Otto Mayer, secretary-treasurer FIPR, Montreux; General Vaccaro, Rome; Vittorio Chiusano, Italian consul; R. O. Gallion, Belgian consul; Paul Beisbarth, Portugese consul; O. Suter, Swiss consul; R. M. Bowden Smith, English vice-consul; M. Albert Henriet, French consul; M. Berthereau, Bordeaux, vice-president French R. H. Association, and Comte Ing. Alberto Bonacossa, Italy.

Referess were Ph. Seuffert, Germany; M. Saumabere, France; William H. Knott, England; Enrico De Filippi, Italy; Fred Renkewitz and Otto Mayer, Switzerland.

Displays of fancy skating were given by Jim and Joan Lidstone, Derby, Eng., British amateur roller-dance champions, 1933-'36; Paula Renner, Stuttgart, German amateur champion, 1935; Frl. Selma and Willy Pfister, Nurnberg, German amateur champion artistic roller-skater, 1935; Geschw. Worner, Stuttgart; Rosel Worner and Greta Mayer, Stuttgart; B. Walter and L. Roth, Nurnberg; L. Homann and E. Ottenbacher, Stuttgart; Herr Emmert, Stuttgart; Hans Schmitz, Nurnberg; B. Faltermaler, Munich, and M. Ayerle, Stuttgart.

### Big Arena Rinks

By EARLE REYNOLDS

World-Famous Roller Skater and Mgr.

There is a chance that the big floor space of the Chicago Stadium may be used during summer months as a roller rink. These big arenas are all equipped for this field of entertainment and are generally idle in summer. The space could be profitably put to work. Now that roller skating is coming back to the new generation, I look to see a roller rink in every city in the country, for a good roller rink is a mint if well managed, as the nut is small compared with ice rinks.

I am glad to see that so many sports writers agreed with my remarks here recently regarding touring amateurs. I have been generously complimented for taking the stand that I do on touring amateurs who have not been amateurs in the real sense of amateur rules for the past six years. The majority seem to blame the amateur skating associations for this state of affairs, which has been so disastrous to our Simon-pure American amateurs.

It is ludicrous to think that some of the heads of these amateur skating associations have been so lax in permitting conditions that have existed for six years. There is not a man in a million who will deny that we have sent amateurs to Europe to compete against professionals. I hope that for the good of pure amateur sport this will be investigated and that everyone who has won laurels, even in Olympic Games, who cannot show a clean bill as to amateur standing will be disqualified from those laurels and the runners-up in these events given the credit due them, providing the runners-up can show clear bills as to amateur ratings.

**POOL WHIRL**

(Continued from page 45)

June 1 and balance on June 20, making the rate 25 bucks per person.

Bands are not set as yet, but in all probability big names similar to those

which appeared last year will grace the Manhattan band stand again this summer. Goldberg cleverly lists the bands which played last year, Rudy Vallee, Paul Whiteman, Irving Aaronson, Abe Lyman and Harold Stern, and thru the circular asks season bathers to help select the 1936 aggregation by inclosing a return postcard signifying their choice. Radio auditions are also announced as an attraction at these beaches.

New features announced for Manhattan and Oriental are additions of Clair F. Bee, Long Island University, and James (Buck) Freeman, St. John's University, both of whom will supervise recreational program. Sam Howard, whom this department had the distinction of discovering, will be aquatic performer at the beaches, and L. Deb Handley, head coach of the American women's Olympic team, is again swimming adviser.

## Season Bathers N. G.

Despite the fact that Joseph P. Day has made millions simply on season bathers at Manhattan and Oriental beaches and also at a subsidiary aquatic establishment, Castle Hill Bathing Park, Bronx, New York, where 90 per cent of biz is by the season, Bronxdale pool, a few blocks west of the latter, also in the Bronx, discourages season bathing. Dan Bienstock operates Bronxdale, and thru Hy Frankenstein, in charge, these views were expressed. Hy said: "Season bathers are all right if you get enough of them, but we have discovered that season bathers we have attracted want too much for their special rates. First of all, they think they are privileged customers and interfere with regular daily bathers, and so while we sell season lockers we are not encouraging them this season."

## Dots and Dashes

Captain Chase is back as p. a. and all-round man at Miramar outdoor pool, Upper Manhattan, N. Y. . . . Mack Rose, Cascades twin open-air tanks, New York City, returned to Washington, D. C., to complete the city pool he's helping construct, but will return to Gotham latter part of this week to get started on his two swim establishments. . . . Latest in bathing attire is a Shirley Temple suit for youngsters, being promoted by Leonard Ashe, who used to handle Annette Kellerman suits. . . . And each purchaser of a season locker in Palisades (N. J.) Amusement Park pool this summer will receive a free Davega swim suit, with all 29 Davega stores as headquarters for the pool.

## Jantzen Beach Adds Arena; Ballroom Given Remodeling

PORTLAND, Ore., April 25.—In Jantzen Beach Park, opening on May 2, the ballroom has been remodeled and redecorated and there has been renovation thruout grounds and buildings. An athletic arena, new this year, will include a track for midget auto and motorcycle races and baseball and softball diamonds.

\* Among name bands carded for the ballroom are Ben Bernie, George Olsen, Del Courtney, Hal Grayson and Eddy Duchin, to be sent by Music Corporation of America, which again has the music contract. Loge seats have been put in the ballroom, floor encircled with a terrace for non-dancers, a public-address system has been installed, with latest in lighting effects.

Harvey Wells is again president and general manager; John Barnet, assistant; Fred Wood, promotion manager; William Norvell, advertising director; Don McLeod, publicity; Harry Christensen, superintendent.

## Hunt's Pier Taking to Air

WILDWOOD, N. J., April 25.—With Philadelphia metropolitan area contributing at least 85 per cent of summer visitors, resort activities are concentrating an extensive radio campaign on Station WIP, Philadelphia. Supplementary to the broadcasts by the city itself and business enterprises, Hunt Amusement Enterprises, Inc., have contracted for participation in Uncle Wip's Children's Hour for 14 weeks. Uncle Wip is scheduled for weekly personal appearances with his kiddie entertainers at Hunt's Ocean Pier during July and August, starting on July 7. WIP will also air dance bands from Hunt's Plaza Ballroom on the Boardwalk.

# Ft. Worth Specs To Be Readied

**Frontier shows' directors arrive—Sally Rand may appear in special building**

FORT WORTH, Tex., April 25.—John Murray Anderson, stage director, and Raoul Dubois, costume designer, arrived to direct and costume *Frontier Follies* and *The Last Frontier*, to be presented at Frontier Days Centennial, which starts here in about two months.

Foundation work on the cafe-theater, circus and rodeo buildings is being completed and erection of framework has been done on the cafe-theater. Streets are being graded, water pipes laid and electric light and telephone lines strung.

It is understood that Sally Rand will appear in a building to be erected in place of the old Opera House, originally planned, to be called Sally's Dude Ranch. She is said to be planning a new dance using an electrical device for which she is said to have agreed to pay \$5,000.

Several Texas cities have made plans to be represented in a beauty contest to be staged by Billy Rose. Clyde Elliott, who has been given the Screeno concession, has the same concession for the Dallas expo and is to build his own buildings on the midway.

## WHY AN EQUIPPED

(Continued from page 44)

etc., the question arises as to what pieces of apparatus should be first considered. This question has been answered by the children themselves. Fortunately I have available a statement as published by one of our foremost playground apparatus manufacturers that will definitely erase from your mind any doubt on the subject. I quote from this statement:

"Just recently one of the outstanding physical educators who is associated with a great public-school system made a survey to determine just what apparatus really appeals to children of pre-adolescent years. He selected 16,000 boys and girls in the sixth, seventh and eighth grades who were attending schools in congested neighborhoods where a large percentage were foreigners, from schools that were located in exclusive neighborhoods and from schools in the suburbs in order that he would have a true picture of the actual preferences of all types of children.

"He submitted a sheet to each child with the question 'Tell what playthings and apparatus you would have installed' written across the top. Under this he listed 80 different items of apparatus and equipment. Then the children's preferences were tabulated, and the eight features receiving the highest number of votes, respectively, were swings, slides, rings, strides, horizontal ladders, waves, Merry-Go-Rounds and see-saws."

With facts so convincing as these, no park can afford to be without an equipped playground. We have all heard the expression that any park manager who succeeds in getting the children to come to his park will find little difficulty in selling the idea to grownups. Of course, catering to the child is not the only appeal to successful patronage, but it is an element terribly neglected by many operators.

## CHI WOMEN

(Continued from page 47)

Burke as promotion director conceived and carried out a number of clever stunts that did much to increase attendance. Several prominent club-women were largely responsible for organization of the pageant and carrying it thru to success, among them being Mrs. Burnett Dewey Warner, president and treasurer of Women's Pageant of Progress; Mrs. Carey Culbertson, vice-president; Mrs. Walter Delano Burr, secretary; Mrs. Jesse M. Coen, ticket chairman, and Mrs. George Hanley Nippert, booth chairman, all of whom rendered valuable service in launching the Chicago Milk Fund.

BEAUFORT, N. C.—Carteret Fair, Inc., has been granted a charter by the secretary of state. It is a non-stock corporation, with C. L. Beam, Joe Dubois and W. L. Hatseil given as among the principals.

**LOOK**

IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

# JONES AND DODSON BATTLE

## Play Day, Date At Washington

**Dodson opening hit by electrical requirements—Jones aided by previous contacts**

WASHINGTON, April 25.—Electrical inspectors of this city threw a hitch into the opening plans of Dodson's World's Fair Shows when they forbade the lighting of the midway Wednesday night and permitted but a few of the attractions to have light Thursday. A few blocks away the Johnny J. Jones Exposition opened day and date with Dodson.

The Dodson Shows, located on what passes for Washington's fairgrounds at Fifth and Florida avenues, experienced their difficulties because of unfamiliarity with local conditions regarding shows. City inspectors are very demanding, with fire laws being of the harshest nature. City officials at first passed on the Dodson wiring, then late in the afternoon of the opening day issued orders show could not use any juice until lines and cables were changed.

The advertising campaign of the Jones organization, which has had many previous direct contacts in city, included extensive newspaper space and placards on front of many street cars with the familiar line "Johnny's here" and giving the location as 15th and H streets, which has previously been used by that show.

Window cards were placed all over town by both shows. Dodson used spot announcements over local radio station prior to and after opening date. Dodson Shows had hopes of using their sound (See JONES, DODSON on page 53)

## Mrs. Wade Suffers Burns

LINCOLN, Ill., April 25.—Mrs. Fred W. Wade is recovering from being severely burned at her home here Thursday of last week by flaming gasoline, on her body, hands and right side of her face. Her sons, John and Jesse, received burned hands while beating out the fire, which started in the kitchen where the sons were cleaning auto spark plugs. F. W. Wade advises that it will be probably eight weeks before his wife will have good use of her hands.

## Jack Burns in Hospital

DENVER, April 25.—Jack Burns, who recently returned from California and Texas, is in General Hospital, this city, where he underwent an operation last week for an ailment of his left hip. Burns expects to remain at the hospital until about June 1, then again get into show harness and play a number of engagements he has booked for his two shows and Ralph Forsythe's rides.

CHEYENNE, Wyo., April 25.—Mel H. Vaught, of State Fair Shows, advises that his shows have the following fairs for this year: Missouri State Fair, Sedalia; North Central Kansas Free Fair, Belleville; Harvey County Free Fair and Fall Festival, Newton, Kan.; Tulsa Four-State Fair, Tulsa, Okla.; Red River Valley Free Fair, Sherman, Tex.; Ellis County Free Fair, Enid, Tex.

## Carnival Entertainers Aid Red Cross Work

SHREVEPORT, La., April 25.—Performers with the United Shows of America stepped out en masse Monday to stage a midnight vaudeville show at the Strand Theater for Red Cross relief work. Local clubs sponsored the show. Several thousand dollars raised despite small admission charge for single performance.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

RIVAL ROAD, Va.

Week ended April 25, 1936.

Dear Charlie:

The first opposition spot of the season. The Drawhead Sisters' Cultured Carnival day and dated us here. Both shows located two miles out of town on Highway 13. Our show located on the right-hand side of the road and our competitor on the left. Just 60 feet of concrete between the two marquees.

Both shows played under the Highway Department. We took the pavers and concrete mixers and they the gas tax collectors. This gave us the better liked auspices of the two. Both shows

used loud-speakers on the main gates. Gave both the rare opportunity of "telling the world" what they thought of each other. The sisters used the slogan, "It's a long road that has no winding," while our slogan was "Don't go slumming, pay the Ballyhoo Bros. a visit."

Our committee placed "No parking" signs in front of our gate. This left it open. All of our people parked their cars in front of the sisters' entrance and filled their small parking space intended for customers.

Monday night the sisters made a broadcast from a hookup on their lot. (See BALLYHOO on page 55)

## Ten Organizations Make Bow For Their New-Season Tours

### Rubin & Cherry At Atlanta, Ga.

ATLANTA, Ga., April 25.—With ideal weather conditions Rubin & Cherry Exposition started its annual tour here last Saturday at Lakewood Park as the midway feature of the Dogwood Festival, an event sponsored by the Chamber of Commerce and combined Civic Clubs, to excellent business. "Young America Day," named in honor of *The Atlanta Journal's* juvenile club, drew thousands of youngsters to the midway at reduced admission prices.

The midway presents a beautiful appearance. Spick and span, opulent in (See RUBIN & CHERRY on page 56)

### Strates Shows Start In Portsmouth, Va.

PORTSMOUTH, Va., April 25.—Strates Shows are playing their opening of the season here this week, located on the circus grounds on High street at Belt Line. The show made its bow for the season last Saturday. This is the first show in more than a decade to play in the city limits. Credit for securing permission to show in the city is given to General Agent Matthew J. Riley, who (See STRATES SHOWS on page 56)

### O. C. Buck at Yonkers, N. Y.

YONKERS, N. Y., April 25.—O. C. Buck Exposition, piloted by Oscar C. Buck, opened its season here for a 10-day engagement, ending today, under the auspices of the 12th Ward Democratic Club. Satisfactory inaugural, with weather generally fair, but cold spell broke out during the current week.

Staff: O. C. Buck, owner; W. J. Giroud, manager; J. Stapleton, advance (See O. C. BUCK on page 55)

### Gibbs' Golden Eagle At Pittsburg, Kan.

PITTSBURG, Kan., April 25.—W. A. Gibbs' Golden Eagle Shows played their opening engagement of the season last week at this city under auspices of Trades and Labor Council on the lot at Fairview Park. Fort Scott, the first road stand, booked for this week.

The show had ideal weather for its opening night, but later encountered some days of unfavorable weather. According to a member of the staff, the show will again play some of the old territory thru Kansas, Iowa and Nebraska. Another truck was added to (See GIBBS' GOLDEN on page 56)

### Conklin's Canadian Starts at Windsor, Ont.

WINDSOR, Ont., April 25.—Conklin's All-Canadian Shows are playing their opening engagement of the new season here this week, the seven-day date starting last Saturday. The auspices, the Windsor Lions' Club, and the location on the railroad lot at London and Caron streets. The show train of 20 cars arrived here from the winter-quarters city, Hamilton, Ont., the middle of last week.

J. W. (Patty) and Frank Conklin deserve credit for the growth and attractive appearance of their amusement organization. Of the 12 shows in the line— (See CONKLIN'S CANADIAN page 56)

### Marks Shows at Richmond, Va.

RICHMOND, Va., April 25.—Marks Shows have again started their new season tour at their home city. Last week was the inaugurating engagement, as usual on the South Richmond grounds on Petersburg pike. Show has encountered some inclement weather, including rain and cold, but business is reported as highly satisfactory. Business the opening day was said to be 40 per (See MARKS SHOWS on page 55)

### Greater Expo Shows At Granite City, Ill.

GRANITE CITY, Ill., April 25.—Greater Exposition Shows played the opening stand of the season here last week. Show made a nice spread, with new canvas and varicolored lights on all fronts and rides. Is carrying two free acts, Rita and Dunn, high wire, and Madame Florence, high-pole act.

Shows: Circus Side Show, M. Spaulding and A. Hannah, managers. Waikiki (See GREATER EXPO on page 56)

### Barker Shows Go From Missouri to Illinois

ANNA, Ill., April 25.—Barker Shows, which played here last week, started their new season at Cape Girardeau, Mo., where they experienced a great deal of rain and cold weather. Show has its own motorized transportation, including new Chevrolet trucks. Following is a roster:

Staff includes Mrs. J. L. Barger, owner-manager; Murphy, general agent; Roy Henderson, lot superintendent.

Rides: Big Eli Wheel—Frank Winstead, foreman; Bob Wembly, assistant. Merry-Go-Round—Frank Coleman, foreman; Curtis Bridges, assistant. Chairplane—Curtis Finnimore, foreman; Esco Collins,

## RAS Has Big Day At Jacksonville

**Thousands of kids attend fair—Motordrome riders receive injuries in spill**

JACKSONVILLE, Fla., April 25.—Royal American Shows, playing the Duval County Fair here, had gratifying business Wednesday, "Children's Day" at the fair, when, according to estimate, about 30,000 kiddies had free admission to the grounds. An executive of the show states that since Wednesday patronage of attractions has held up nicely.

As a result of a crash of three motorcycles in the Motordrome Wednesday night Speedy Price is in St. Luke's Hospital with his left leg broken in two places, and Bill Kemp is in his living trailer with injuries about his head and legs. Russell Thompson escaped injury but his machine was demolished. Price's motor conked near the top of the drome wall and he was forced into Thompson's machine, crashing it into Kemp's motorcycle, and the three riders fell to the bottom of the pit.

Mrs. Laura Sedlmayr, wife of General Manager C. J. Sedlmayr, underwent an operation at St. Luke's Hospital for a throat infection Thursday and is convalescing. Mrs. Ivah Velare, wife of Curtis Velare, one of the owners of the show, who underwent an operation at Tampa, Fla., recently, is reported as convalescing.

## Simpson Again in Hospital

CINCINNATI, April 25.—James C. (Jimmie) Simpson is again in hospital (St. Vincent's) at Birmingham, Ala., for eye treatment. While en route to Atlanta, Ga., by train from Charlotte, N. C., something went wrong with the retina of one of his eyes, not the part recently operated on, so he returned to Birmingham, where he underwent an operation Tuesday. Jimmie advises that he will have to remain in hospital two weeks, then "hang out" at his room at Molton Hotel for a week. Mrs. Simpson, who was in Charlotte, returned to Birmingham.

## H. F. Tindal, Notice!

CINCINNATI, April 25.—A letter from Mrs. William Tindal, 304 Crescent avenue, Greenfield, S. C., states that the father of her husband is ill in hospital.

assistant. Baby Wheel—Eddie Roberts. Loop-o-Plane—Lee, owner and manager, Baby Chairplane—Jack Moore, owner and manager.

Shows: Minstrel Show, Roy Henderson. Girl Show and Athletic Show, Jack Moore. (See BARKER SHOWS on page 53)

## Latlip Shows in Charleston, W. Va.

CHARLESTON, W. Va., April 25.—Latlip Shows have had cold weather for their opening week. The show opened last Saturday on the J. A. Summer's Reynolds street lot in the heart of town. Despite the cold weather, the attendance was good. The outfit, consisting of four rides, two shows and seven concessions, presents a nice appearance. All newly painted and well flashed. Captain Latlip (See LATLIP SHOWS on page 53)

## Winters Exposition At Aliquippa, Pa.

ALIQUIPPA, Pa., April 25.—Winters' Exposition opened here Monday on the New Sheffield lot, the first carnival in this territory this season. The opening was postponed from Saturday, when it was too cold to open. Ideal weather held forth on opening night and business, as reported, was very encouraging. (See WINTERS EXPOSITION page 56)

# Are You A Live Wire CUSTARD OPERATOR?

If so, you cannot miss this golden opportunity to increase your business 100 per cent—maybe more.

## Do It With "ELECTRO-FREEZE"

Remember the name. You'll be hearing more of it in the next few weeks. It's sweeping the U. S. A. What is "ELECTRO-FREEZE"?

It's a new, up-to-the-minute invention which dispenses Custard, Ices, Sherbet, etc.

**WITHOUT FILTH ● WITHOUT ICE ● WITHOUT WATER ● WITHOUT SALT ●**

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**"Electro-Freeze" Machines Are Cleaned and Sterilized in Five Minutes!**

SEEING IS BELIEVING

"Electro-Freeze" may be seen in actual operation on the Midway of the Ringling Bros. and Barnum & Bailey Circus, Brooklyn, N. Y., during the entire week beginning May 11, at Albany Avenue, Avenue D, 43d Street and Clarendon Road. Apparatus and machinery, mounted on de luxe trucks, will be in view on the grounds the Wednesday previous to that, or May 6, continuing through May 16.

Watch Custard sales soar. This is Miller & Associates 7th consecutive season on The Greatest Show on Earth—first season with "Electro-Freeze"—Greatest Wow on Earth!

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**Price \$1,475. GUARANTEED**

F. O. B. TO PAY FOR Indispensable for Car-

No Cutting ITSELF IN ONE nival, Circus, Fair and

Available on terms when credit has been established. SEASON! Park Concession Men.

**Write for Description and Full Particulars at Once.**

**RUSH THIS COUPON TO US TODAY!**

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Controller of Sole Rights to "ELECTRO-FREEZE"  
Office and Plant, 712 E. 135th St.  
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I am a Custard Operator  Sherbet Operator  Ices Operator   
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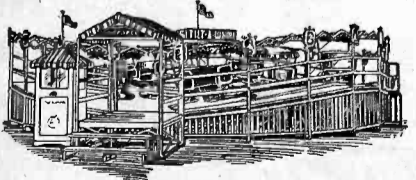
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BUFFALO, N.Y. PHONE GRANT 8205

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**This New TLT-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.**

**LOOP-O-PLANE**

FOR PROFITS.  
ROBIN FEED, Box 237, Salem, Ore

**WANTED—Aerial Acts for 20 weeks.** Good, clean Shows with own outfits. Have real good spots in Illinois, Wisconsin and Iowa. **GUERTIN AMUSEMENT CO., 504 Walnut, Rockford, Ill.**

## Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, April 25.—With many of the members having started their road seasons, attendance at meetings has dropped lately. The coming week another contingent gets on its way, including Brothers John Lorman, Howard Gloss, Ralph Woody and several others. Treasurer Lew Keller presided at Thursday's meeting, at which time action was taken that on May 1 regular meetings be discontinued, to reconvene in the fall on October 1.

Relief committee reported that Brother Patty Ernst is still in the American Hospital and may have to undergo another operation. Ways and mean committee has the bulletin boards ready and will be sending them to the various shows during the week. Signs have been sent to a number of the brothers and it is hoped that they will be put to their intended use.

Brother Charles G. Driver has been doing yeoman service in the absence of Chaplain Forest G. Scott, who at present is honeymooning—the nuptial knot was tied April 18, according to reports—regret cannot give the maiden name of Mrs. S.

The house committee is arranging for repairs on the furniture, some of which must be attended to at once. . . . Brother Courtemanche had graciously agreed to arrange for floral piece to be placed on the grave of the late Brother Walter T. McGinley on Memorial Day. Brother Coddington has assured that the relief committee will be on the job all summer. . . . Brother Nat Hirsch back in town, stayed a day and departed to join the Imperial Shows.

Another good deed and another showman made happy. During the week Mrs. Sam J. Levy called with her car and took Billy Lorette from the American Hospital to visit the Cole Bros.-Clyde Beatty Circus.

Letter from Brother Jimmy Simpson advises that he has been forced to un-

(See SHOWMEN'S LEAGUE on page 53)

**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.**

**ALLAN HERSCHELL 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 HERSCHELL 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, 35c each, any three for \$1.00.

SEND FOR YOURS RIGHT AWAY.

**GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati**

**Personnel Roster of Cetlin-Wilson Shows**

REIDSVILLE, N. C., April 25.—Following is the personnel roster of Cetlin & Wilson Shows, which played their opening engagement here last week:

Staff: J. W. Wilson, manager; I. Cetlin, assistant manager; Harry Dunkel, general agent; E. S. Holland and C. D. Crump, special agents; Doc Hamilton, concession manager; George Hirschberg, secretary; Neil Hunter, trainmaster, and Henry Mears, assistant; Fred Utter, electrician; Frank Massick, general superintendent; M. P. Gregory, automotive

(See PERSONNEL ROSTER on page 53)

**CONCESSION TENTS**

Our Specialty for Over 48 Years.

**UNITED STATES TENT & AWNING CO.**  
701 North Sangamon Street, Chicago, Ill.

**CANDY FLOSS & CORN POPPERS**

Cheapest, best, genuine; many models; 10 patents Floss, 545 up. Gasoline Poppers, \$28. Elec., \$30. Also Burners, Paris, etc. Guaranteed. Catalog Free.

**NATIONAL FLOSS MACHINE CO.**

310 East 35th St., New York City

# Midway Confab

By THE MIXER

"MR. GROUNDHOG" knew his weather—it's been a cold spring.

MORE THAN 100 carnivals have started their seasons. There were 86 listed in the Routes column of last issue.

DIEGO THE GREAT has booked his two shows, Magic and Illusions and "Buried Alice," with Howard Bros.' Shows for the season.

R. A. WALL goes to Cunningham's Exposition Shows this season with his concession and also to have charge of the front gate.

The tallness of Hi Johnson is an asset to Bunts Greater Shows. Hi is electrician and is easy to find on the midway.

D'ARCY SISTERS and Leo Hamilton left Chicago last week to join the Keystone Shows as a free attraction until the start of their fair dates.

AL ROSS, who was a talker at the Chicago World's Fair, is now conspicuous on the Randolph street rialto in Chi, ballying a new restaurant that is hangout for showfolks.

PRINCE JOGEE and wife recently joined Col. M. L. Baker's Side Show with Bunts Greater Shows, presenting mental and magic acts, making the show's offerings 14 in number.

CARLETON COLLINS turned up for his season's start with Marks Shows in Richmond accompanied by a man-size boll under his left arm, which made two canes necessary instead of his usual one.

MR. AND MRS. JACK CHISHOLM are proud of their new corn game with Marks Shows and so are the rest of the Marks personnel. Word comes to The Mixer that it is a thing of beauty.

IRVING GESLAND, formerly with Dodson Shows, infoed from Clinton, Ia., that he had just been discharged from U. S. Veterans' Hospital. Had been in an auto smashup but is still dancing and singing.

SAM GLUSKIN, agent, and Jack Dads-well, press representative, were in Macon, Ga., last week in advance of Royal American Shows' playing that city.

SIADA LA MARR recently celebrated her birthday and at a party told friends that after 55 years in show business she had retired and would henceforth reside in Cincinnati.

SKEAKES BROS.' SHOWS have been getting equipment ready for the summer season, the color scheme this year is buff and green. A. H. Schurr is again handling the office. Show is planned to take to the road soon.

EVE LA TOUR writes from Philadelphia, relative to roster of Side Show with Dodson's World's Fair Shows, as was given for last issue: "I am not with the Dodson Shows . . . and am not contemplating any outdoor engagements this season."

JIM HELMAN recently booked his Side Show, Monkeydrome and three concessions with Corey Greater Shows, Manager Corey informed last week. Helman lately had a museum in Baltimore.

The Chicago Herald-Examiner carried a specially headed story on the death of Henry (Tubby) Snyder. Some data on his show career was given. It stated, in part, that the showman had died "just a few hours after he had been stricken with a heart attack, which he thought was indigestion. His wife, Mrs. Aida Snyder, whom he married in 1912, tried in vain to help him. Said that he had complained of 'chest pains' for the last four days, but did not think he was seriously ill."

MR. AND MRS. J. R. EDWARDS, of Edwards Attractions, recently returned to Wooster, O., from a visit with acquaintances at Ambridge, Pa. While in

that territory visited Winters Exposition Shows at Alliquippa, Pa.

MICKEY CARROLL, last five seasons with Bill Chalkias' Side Show and who the past winter worked at race tracks in the South, arrived in Cincinnati recently. Probably will go to Louisville, Ky., then back to Chalkias, with Snapp Shows.

A POSTCARD from Mae Reed infoed that Mr. and Mrs. Jack Reed, last year with Martin Bros. and the Bruce Greater Shows, will not be trouping this season, as Jack has a position with an insurance company at Lexington, Ky.

TURK LAIRD is again "a feature" with Marks Shows. He has his pop corn and cotton candy, but is not "speaking" to some of his midway associates, according to word from that caravan. Reason: Turk went fishing in Florida last winter and caught a tarpon.

JOE TRACY EMERLING, who has been at U. S. Veterans' Hospital, Rutland Heights, Vt., for several months, has regained his health and plans launching an elaborately framed and presented reptile show similar to those he had years ago.

HARRY FOX, with De Luxe Shows of America, is a devout baseball fan. Harry disappeared from winter quarters one afternoon and Assistant Manager Harry Ramish was worried—until someone told him that the local diamond opry team opened its season that day.

Doc J. J. Kelley, referring to a mention of his attractions in the Larkin Shows' show-letter in last issue, postcarded from Michigan: "I am booked with the Berger & Zeigler Shows for entire season, with Girl Revue, small pit show and Indianola's palmistry."

ENNIS S. JOHNSTON, lately several weeks with Smith's Great Atlantic Shows as mall man and salesman *The Billboard*, has returned to Daniel (Danny) Jessop's motorized pop-corn concession, for his second season, with Johnny J. Jones Exposition. Floyd Grady is also with Danny, for his third season.

ROSTER of Side Show with Rogers Greater Shows: Doc Ware, manager; R. T. Powell, front; Chic Gordon, escapes; Madam Josephine, "Resisto"; Prof. Coons, tortures; Capt. Norton, deep sea exhibit; Madam Marvella, Buddha; Prof. Bola, large snakes. Show has an 80 by 60 top and 120-foot banner line.

Probably an explanation would not be amiss: Frequently reports of fairs booked by shows have been published in the news columns—when the locations were included in the reporting. But many reports of shows having booked "this" and "that" (mostly names of promoted carnival dates) have not been published. Space would not permit it. There would be a flood of them—some bona fide, others "three-man-auspices" buildups.

ANOTHER attraction was added to Joseph Dion's Freak Animal Show, a baby colt with eight hoofs, recently. Joseph states that "it runs in the family"—colt's mother (Dolletta) had eight hoofs and wore eight shoes; also the grand sire (Dynamite). Dion launched his first freak animal show in 1906 and has been with many carnivals in this country and in Canada.

F. A. SHORT is getting the outfitings of his Musical Revue ready to open with Howard Bros.' Shows. His roster, besides himself as manager: Marie Short, producer and ingenues; Jerry Tuttle, banjo and dancing; Lorraine Neil, acrobatic dancer; Dort Law, blues singer; Flo Haley, tap dancer; Pat Gallagher, comic; Carrie Short, characters; Bill Morris, straights; Chuck, Bill and Stienay, string band; Dick Smith, tickets.

FITZIE BROWN and Mr. and Mrs. Ed O'Leary some time ago formed a partnership to operate the main eating emporium with West's Shows—Mrs. O'Leary the former Stella Hardenbrook. Many compliments have been received relative to the attractive frameup, which in-

cludes chromium trimmings, neon sign on front, novel electric fans, mechanical refrigeration, plate-glass chill box (displaying eats to patrons) and cushion-back counter chairs. Mrs. O'Leary pleasingly officiates at the cash register.

WORD FROM Shreveport, La., late last week was that the train of United Shows of America was being loaded to make its run to the opening stand, Fort Smith, Ark. A farewell party and dance was given for all employees at the New Orleans Building. Elsie Calvert was emcee. Entertainers from the show provided the performance and the Minstrel Show band handled the music. A committee of showmen, headed by Max Goodman, furnished refreshments. Goodman has purchased three new trucks, one equipped with a long-range shooting gallery, bringing his total of motor trucks to six.

"Purveyor, the Miracle Man" constructed his large Motordrome at his home, at Austin, Tex. When completed and painted in circus colors it loomed invitingly to autoists passing on the highway.

According to his record, 231 persons in a week stopped their cars, parked and went in to vision it. And a majority of them took the "drome" for a new kind of silo or water tank.

PICKUPS FROM De Luxe Shows of America, prior to their opening last Saturday—James Hodges advised that he will have a complete new show outfit, with a 120-foot banner line. . . . The new Ridee-O and two kiddie rides purchased by General Manager Sam Prell from the Spillman Engineering Company will arrive in time for the opening. . . . W. A. Williams has contracted his combined Trained Animals Circus. . . . Sonny Boy Campbell arrived recently and has been working on his Water Circus. . . . John Gravis, recovered from his recent illness, arrived and had his cook-house shipped from Roxboro, N. C. . . . While returning from a visit to her mother in Durham, N. C., Mrs. Harry Ramish stopped at Roxboro and shipped her concessions to winter quarters. . . . The Broadway Follies will be operated by George Gassaway.

An editorial of a newspaper in Arkansas caught this scribe's eye. It was one of those "pan the carnivals" kind. In part, it stated that the newspaper had "led a fight" some years ago for an ordinance "prohibiting carnivals from showing within the city limits." Evidently, according to a part of the editorial, the "fighting" newspaper's efforts didn't stay put with some of the local civic organizations (city police and fire department). That part was: "That ordinance was passed and then evaded and finally set aside because the very organizations that are interested in carnivals not coming here go to the council and ask that the law be waived so that they can 'sponsor' one." Another interesting portion of the editorial: "We try to tell these evils when there is no carnival."

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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. 136.  
Heavy Convention Walking Canes.  
Dark Mahogany Finish.  
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100 CARD SET, \$3.00  
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**POPCORN**

GOLDEN—Jumbo (Dynamite). O-MI-JAP (hulless). White Rice, Golden PEARL, 100-lb. bags. JAP-O-NUT BUTTER (golden color), for "battered" corn, frying potatoes, etc. Packed 10, 25 and 50-lb. cases. GLASSINE Cones (7 Colors), also Bags and Cartons for "battered" corn, Corn Syrup in 125-lb. steel drums, half barrels, etc. Cash deposit with orders. (Est. 1903).

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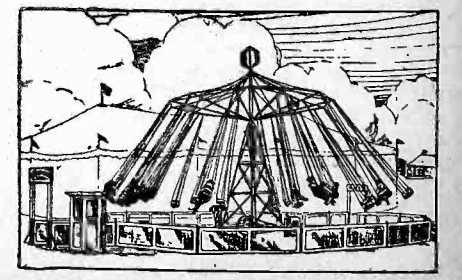
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The Latest Invention. The Most Sensational Ride Out for Parks, Fairs and Carnivals. Portable and Stationary. Write today and let us tell you all about it. Weight 6,500 lbs.  
**SMITH & SMITH, Springfield, Erie Co., New York.**

# Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Calif., April 25.—James W. Saharee, rice writer, has joined the Hix "Strange as It Seems" attraction. . . . Major James D. Doyle, Walter Miller and Midgey Potter have left the Midget Circus and are vacationing in Los Angeles before going to Dallas. . . . Joseph Callahan is operating souvenir machines on midway. Robert (Doc) Curtis is now connected with auction concession in Spanish Village. . . . Mr. and Mrs. Abe Rudy have a fruit and candy concession on the midway. . . . W. E. Wooding, who has the live stock at the Midget Circus, states that he has contracted with Stanley Graham to furnish all animals for the Midget Circus at Great Lakes Exposition, Cleveland. . . . A. J. Humke, manager Days of '49, has added Francis Sisters, singers and dancers, and Malona, dancer, to his floor show.

Charles Dodson, talker on the front of "Strange as It Seems," has as his guests his nephew and niece, Mr. and Mrs. Claude Helms, of Los Angeles. Helms is State manager for Mills Novelty Company. . . . Barry Gray was given a surprise birthday party and a handsome present, also a letter signed by his co-workers with "Strange as It Seems." Thomas (Fuzzy) Hughes made a business trip to Los Angeles last week. . . . George T. McCarthy, concession manager, has returned from a trip to Arizona. . . . A "woman-proof" barber applied for a job in the Nudist Colony in Zoro Gardens, it was revealed by Queen Tanya. The applicant responded to the recent nation-wide "appeal" of the nudists for a barber for the colony, aftermath of an edict by Tanya that shaggy beards for male members must be trimmed. "Sex appeal concerning the opposite sex doesn't mean a thing to me," the applicant stated in his letter. The queen said that the application would be given every consideration, but pointed out that more than 200 replies had been received from potential nudist barbers thruout the country. . . . Betty Fulkerson, from the Coca-Cola lounge in the Foods and Beverage Building, was voted "the most beautiful waitress in California" as the result of her selection by judges at the Bartenders and Waiters' Annual Convention and Ball at the Cafe of the World.

## PERSONNEL ROSTER

(Continued from page 51)

superintendent; Burt Miller, superintendent construction; John Hornyak, ride superintendent; H. Gregory, marquee; S. R. Holt, public-address system and sound wagon; Toney Lewis, mail and *The Billboard*; Frank Harris, publicity.

Rides: Merry-Go-Round — Cetlin & Wilson, owners; Ray Barber, foreman; Dorothy Harms, tickets; C. Sechrist, James Williams and Robert Dowell. Twin Ferris Wheels—Cetlin & Wilson and C. Barthel, owners; C. H. Shoe, foreman; Mrs. C. Barthel, tickets; C. Glass and G. Edwards. Chairplane — Ben Eisler, foreman; Edna Purchase, tickets; J. Wallace and C. Hannah. Loop-o-Plane—V. R. Ferguson, owner; Mrs. V. R. Ferguson, tickets; Harry Smith, clutch. Lindy Loop—A. W. Howell, owner; Mrs. A. W. Howell, tickets; Roy Stone and William Jones. Caterpillar—Mr. and Mrs. Leo Carrell, owners; Frank Savage, foreman; Mrs. Frank Savage, tickets; Buck Farmer, Herman Knell and Jack Tilley. Loop-the-Loop—B. B. Sawyer, owner; Mrs. E. F. Myers, tickets; Tony Scruggs, foreman. U-Drive-It Ride—Jack Summers, owner; Mrs. Jack Summers, tickets; Allen Myers, mechanic, and John Strange, assistant; Clutchy Summer, instructor. Riding Ponies—Doc Weber, owner; Mrs. Doc Weber, tickets. Kiddie Auto Ride—Mr. and Mrs. Carl Fontaine, owners; K. W. Holyfield, clutch.

Shows: Wall of Death—Speedy Merrill, manager; Art Spencer, Hazel Russell and Speedy Merrill, riders; Lionel Theadwell and Lem Gibson, tickets; Bobby Wren, mechanic; Mrs. Bobby Wren, wardrobe; Doc Wilson, announcer. Monkey Circus—Mr. and Mrs. Leo Carrell, owners; Juanita Fontaine, trainer; Jack Crawford, assistant; Clyde Cravins and Claude Williams, tickets; Leo Carrell, announcer. Art Parent's Paradise Revue—Joe Merrill, manager; Fred Utter,

front; Ernest Chandler, emcee; Marion Renaude, Tamara (Chiquita Lopez), Kay McCarr, Joy Kaye (Miss Truckin), Helen Talmadge, Dottie Love, Allen Sisters, Ruth Robertson and Aline Walters, on stage; Mrs. J. Haven, wardrobe mistress; Joe Merrill and J. Mitchell, tickets; Art Parent, pianist and calloplast. Circus Side Show—Duke Jeannette, manager; Great Greenwood, magician and lecturer; Clifton Raabe, iron tongue; O'Dell Brothers (Jessie, sword swallower; Frank, human pin cushion); Tom, tattoo; Chief Bula-Bula, tortures; Georgina Dickens, midget entertainer; Count Zambula, pinhead; Pearl Brown, electric chair and illusion; Baby Lillian, famous fat girl; Charles Hanson, strong act; Punch and Judy; in the annex, Leah Lee, Duke Jeannette, Fats Lorraine and Frenchy LaTour, front. Two-Headed Baby—Duke Jeannette, owner; Harry Forest, manager; May Stone, lecturer. Hot Harlem Revue—Toney Lewis, manager; Vernon Bittles, orchestra leader; Dusty Burns, Spareribs Baines, Day Break Bell, Callie Mae Harris, Lovey P. Saunders, Pearl Baines, Leona Washington and Ophelia Burns; C. Lineback, tickets. Prison Show—Wait Howell, manager. Sumatra Monsters—Glenn Porter, manager; Jane Porter, lecturer; Woodrow Hall, tickets. Moulin Rouge—G. M. Cooper, manager; Tanya Cooper and Mitzi Miller; Ralph Keys, front; Viola Mears, tickets. Illusion Show; Mrs. Willis Johnson, manager; Chester Hudson, tickets; Virginia Neville, Vesta Griffon, Jennie Burns, Louise Kelly, Thurdon Johnson, Mac Johnson and B. C. Ramsey; Don Getty, front. Funhouse—Mr. and Mrs. William Purchase, owners; Alice Purchase, tickets; Billie Craven, clown.

Paine's Scottish Highlanders Band. R. S. Mettler's Brass Band and Great Wilno free attraction.

## SHOWMEN'S LEAGUE

(Continued from page 51)

dergo another operation. Sincere hopes are expressed for his speedy recovery. . . . Larry Benner left to join the Bockus & Klonis Shows for the season. . . . Murray Lorber in town for a short time, then back to United Shows of America for the opening. . . . Jack Maxwell advises that he is now in Detroit and expects to work around there for the summer. . . . Brother Frank Ehlenz opens today at Phoenix, a Chicago suburb. . . . Welcome letter from Mr. and Mrs. Frank D. Shean, who are still in the East.

The membership committee is hoping for your full co-operation while you are away. Let's not disappoint them. Remember your help is needed to put the 1936 drive over. Another thing to keep in mind is the fact that the dues period now expires on September 1. Keep this in mind and send them in early.

## LADIES' AUXILIARY

CHICAGO, April 25.—At the bi-weekly social Thursday Mrs. Ora Miller was hostess. Large attendance and a very enjoyable evening.

Drawing for the Mix Master will take place at the big farewell party and the winner will be announced in next issue.

Date for the closing meeting has been set for May 14, after which we will disband. The meetings will not be held until early in October.

But before the closing for the summer there will be a treat in store for the members, as there is being planned a "Trip Thru Chinatown," which will include a dinner and a tour of the most interesting places. This will prove as entertaining as it is unique. Final plans for this event will be completed at the next business meeting.

## BARKER SHOWS

(Continued from page 50)

Snake Show and Wild Animal Show, Tigere Brothers. Hillbilly Show, Chief Sky Eagle. Pit Show, George Stanley, manager.

Concessioners: F. Miller, cookhouse and pop corn; Bert Miller and wife, two; Mrs. Lee, one; Harry Phillips, corn game; Roy Duffie, three; Ralph Barbour, one; May

## Kansas City

KANSAS CITY, Mo., April 25.—Whitie Gore, of Los Angeles, was a visitor here for several days while on his way to Florida. . . . Visited with Fat Duncan and renewed "old times" when they both were on the Tubby Snyder Shows during an orange celebration years ago in California. . . . Thomas (Fuzzy) Hughes, of Los Angeles, stopped here on his way to New York. . . . Harry Smith left for Beckmann & Gerety Shows.

J. C. Pennington left with the advance for the Conroy Circus. Seal Bros.' Circus opened at Emporia, Kan., to a good business and the show looked the best for a great many years, new top and new trucks.

Barney Bros.' Circus is making it thru Northern Missouri and from those that have seen the show say it is doing a nice business, altho it is having some cold weather.

Dick Wayne Barlow passed thru the city on his way to New York. . . . Mr. and Mrs. Blaine Young and Leon Dorsey left to join the Strassburgs at New Boston, O. . . . H. P. Coffey and his associates are stopping here during the Sportsman Exposition, held in the America Royal Building.

Slim Johnson left with his Minstrel Show to join Crowley's United Shows at Lexington, Mo. . . . Jim Hart is back at his old stand in the city. . . . George Elser went to Krug Park, Omaha, to take charge of the rides. Slim Wadsworth is park superintendent at the same place.

George Howk and his wife have moved to Fairyland Park, their summer residence. They operate all concessions at the park. . . . W. J. (Doc) Allman has returned from a trip thru neighboring States and visited shows that had opened.

## LATLIP SHOWS

(Continued from page 50)

will, as usual, feature his free acts, this year adding new features.

The staff: Capt. D. L. Latlip, owner; G. W. Brownie, manager; Marion Latlip, secretary-treasurer; Harrison McCoy, general superintendent, and Carl Mains, electrician.

Rides and foremen: Paul McIntyre, Merry-Go-Round; Roscoe Davis, Mixup, and Monte Swagger, Twin Wheels. Shows are Hawaiian Show, with eight people, and Ten-in-One. Concessions: Candy Sabbath, eats and drinks; Virginia Latlip, one; Tom Collins, one, and R. J. Bowman, three.

The show will play day-and-date with Downie Bros.' Circus and Cole Bros.' Circus here, after which it will start its road tour.

Last season the show had an unprecedented series of misfortunes, such as floods, rains on holiday dates and the untimely death of Rita Latlip, the oldest of the Latlip children, all of which would break the spirit of a goodly number of humans, but Capt. Latlip continues to work hard to make this season a winner and expects 1936 to be a big year for outdoor amusements.

## JONES, DODSON

(Continued from page 50)

and band wagons to bally their wares, but these, too, are forbidden by city ordinances.

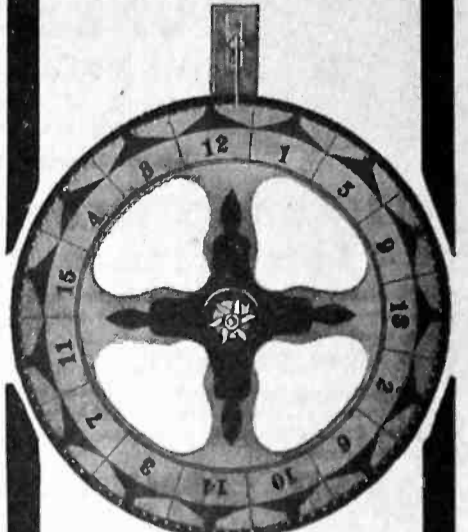
The mercury hung around 36 Wednesday night, but the Jones midway had about 4,000 visitors. The second night was much better.

Dodson Shows are here under the Knights Templars, while Jones is sponsored by Tall Cedars of Lebanon. When this was written it looked like both shows would be going full blast the remainder of their engagements.

Barbour, one; George Stanley, one; Irene Moore, one; Mrs. Cook, one; Roy Henderson, one; F. Grubaugh, one; Paul Varner, one.

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## WINTERS EXPOSITION SHOWS

WANTS Shows for Carnegie, Pa., week of July 4th, through 9th. Next spot Cannersburg, Pa. First show in city limits in 12 years. All spots we play are in steel district and built up by experienced promoters. Billy Winters, jobber; Midgets, Hiko, Medusa, Bonnie Jean, Cash Miller come on. Any show of merit welcome. WANT Flat Ride, Western showmen get in touch with JOE LEWIS, on this show.

## MINSTREL PERFORMERS & MUSICIANS

Or Organized Show. Salary and P. C. We have Outfit, Seats, etc., complete. Join on wire now. RALPH CANTON, Manager. Grind Store Agents. Chas. Thornton, Jack Farris, Jack Knight and White wire L. E. HETH. Frozen Custard and Candy Show X open. Will book and move Motordrome. 14 Fairs guaranteed. X Photos open. COL. DEBRICK, Manager, Happy Days Shows, Inc., Lebanon, Tenn., this week.

## WANTED

RIDES AND CONCESSIONS. Percentage basis. Long season, Hockaway Beach, L. I. Reply 108-23 Boardwalk, Rockaway Beach, L. I.

## LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

## 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.



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**De Luxe**  
**POST**  
**CARD**  
**VENDER**  
With **ABT** Slots  
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A Battery of 10 De Luxe Card Venders will earn their cost plus a gross profit of \$1,000 in live locations this season.

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**ALL-AMERICAN EXPOSITION SHOWS**

WANT Musical Comedy Girl Show, Five or Ten-in-One Show, Model City, Fat People Show, also Big Snake Show. WANT legitimate Stock Wheels and Grind Shows. Positively no racket. CAN PLACE A-1 Cook House. WANT Lindy-Loop, second-hand, cheap. Show opens at Yankton, S. D., May 18. Write **H. V. PETERSEN, Gen. Mgr., P. O. Box 234, Yankton, S. D.**

**W. E. WEST Motorized SHOWS**

CAN PLACE Geek Show, capable Man to handle Athletic Show, Hula Dancers. ALSO CAN PLACE any good Grind Shows. Have plenty of canvas. WANT Banner Man. Show going North. CAN PLACE clean Stock Shows. Fair and Picnic Committees—Open for dates in Kansas and Nebraska. Bristow, Okla., all this week.

**DE LUXE HOUSE CAR**

Chevrolet 1930 1 1/2-Ton Truck Chassis, factory built Body, Duco paint, completely equipped for 4 people. Interior can be removed and use it for other purposes. For other details write **ORA FORT, Knightstown, Ind.**

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WANTED—Clean Shows, Legitimate Concessions of all kinds. No exclusive. Space now for sale. Feature Band Concerts, Fireworks, Fireworks night. ADVERTISED 60 MILES IN ALL DIRECTIONS. Under Personal Management of **F. EUGENE SYKES**. Want to hear from Free Acts for Fairs and Celebrations. Write **F. EUGENE SYKES, Harford, Pa.**

**CLEVELAND HOME SHOWS, CLEVELAND, O.**

Rides Booked. Kiddie Rides Open. WANT Concessions and small Grind Shows, Cigarette Gallery, Candy Floss, Popcorn, Apples, Ice Cream, Ball Games, Fishpond, Bowling Alley, Pitch-Till-U-Win, Hoop-la, Bingo, Stock Wheels, legitimate Grind Shows of all kinds, Reasonable Rates. Address **CLEVELAND HOME SHOWS, Room 308, 1740 Crawford Rd., Cleveland, O.**

**SECOND-HAND SHOW PROPERTY FOR SALE**

\$ 8.00 Roulette Wheel, 12" with Laydown.  
\$ 9.50 Ventriquoist Figure, Movable Mouth.  
\$15.00 Genuine Horse Hair Brides, Hand Made.  
\$20.00 Twenty-Three Musical Glasses on Racks.  
Nelson High Striker, Portable. Sell Cheap.  
We buy Portable Shooting Galleries, Arcade Machines, Candy Floss Machines. **WEIL'S CURIOSITY SHOP, 20 So. 2nd Street, Philadelphia, Pa.**

**CHALKIAS BROS. WANTS**

Side-Show Acts, Lecturer and Ticket Sellers, two Freaks to feature. WANT Girls for Girl Show and Musicians. You get paid each night.

Care Snapps Attractions, Neosho, Mo.

**CRIME SHOW**

**\$1,100.00 SHOW FOR \$475.00.** 10 Figures, Hauptmann in Electric Chair, Dillinger, Floyd, Nelson, etc. All modern outlaws. Readers, Basels, Shipping Cases. **W. H. J. SHAW, 3316 Sidney St., St. Louis, Mo.**

**BABY WHALE, 8 Ft. long, with 8x10 Banner, \$40.00; Petrified Stone Man, \$40.00. Cut Price List Free. NELSON SUPPLY HOUSE, 514 E. 4th St., So. Boston, Mass.**

**FREAK COW**

7 years old, T. B. tested. Head sets just off the shoulders, and neck to one side. Milks, freshens, eats O. K. Guernsey. Anyone interested write **F. L. CHEVALIER, Strawberry Point, Ia.**

**FIRST CLASS LOCATION**

Available at Long Island Summer Resort. WILL BOOK Ferris Wheel, Whip, Etc. **BEN BENNETT, 1233 Glenmore Avenue, Brooklyn, N. Y.**

**HAL GRAHAM SHOWS**

WANTS Concessions, Ride Help, Wrestler who can manage Athletic Show and make openings. No drift. Address **Ware, Ia.**

Thank You for Mentioning The Billboard.



**Pacific Coast Showmen's Assn**

816 New Orpheum Bldg., Los Angeles

LOS ANGELES, April 25.—There were 31 members present at the meeting Monday night. Dr. Ralph E. Smith presided. John T. Backmann, secretary, also present.

It was ordered that another \$500 from general fund be deposited in the savings account of PCSA.

Two new members accepted, Al Unken and George Harrison.

Wire from President Forstall to take care of burl of indigent colored former employee of Al G. Barnes Circus, who died in a local hospital, the show sending funds for the burial—a very showman-like spirit manifested in this by the Barnes Circus. John T. Backman arranged the funeral and burial services.

Eddie Brown wrote an interesting letter from Texas. Dick Wayne Barlow writes "best wishes" and advised that he keeps in close touch with club affairs.

The organization for the "summer months of the home guards" was effected: Dr. Ralph E. Smith, director of safaris; Claude Barie and Harry C. Rawlings, special entertainment; Harry B. Lavine, treasurer special entertainment funds; Harry Fink and John Miller, office by brevet, chief of the wranglers; Ed Walsh, forage chief; Ed Nagle and Steve Henry, publicity. It is the intention to have entertainments and outings during the summer months.

Inquiries from people in the film colony, asking requirements for membership, occasioned a committee being appointed to contact those who had asked for information and to make effort to induce others of film and stage to get into this organization. The committee, Claude Barie, Steve Henry, Capt. Mundy, Harry B. Chipman, Eddie Gamble and Jack Schaller.

Dr. Smith suggested as diversion a limited discussion of the "Townsend plan." That was food and drink for Ed Nagle. He did not wait for a "chord in G," but just tore into a talk. Dr. Smith realized too late the error in letting Ed beat the barrier, but called time on him. Al Unken, Chet Bryan, Harry Lavine, Ed Walsh, John Miller and Harry Fink orated "for" and "against" the plan. It was all in spirit of jest.

Frank C. Foley, called upon, recited a new poem, *Harking Back to Med-Show Days*, a very clever bit of verse.

Wires were ordered sent to the openings of Frank W. Babcock Shows and Moffat & Harvey Shows.

Manuel Escadana, of Chihuahua, Mex., visited the club.

Clyde Gooding in for day. Reported having a pleasant season with C. F. Zeiger Shows.

Bob Winslow and William Westlake back from San Francisco. Had been with the Mike Golden Museum in that city.

The usual lunch and refreshments served after adjournment of this week's meeting. The weekly award went to Pat Armstrong. A reminder to troupers: In organization only can showfolk attain the status that rightfully belongs to them, and PCSA stands for all that means good for showfolk. The membership drive is now on. Wouldn't be a bad idea to give this matter thought.

**Central State Shows**

St. Louis, Okla. Engagement ended April 18. No auspices. Weather, good. Business, good.

This was the start of the regular season for this show. The Athletic Arena topped the shows and corn game took top money of the concessions. Owner-Manager P. M. Moser stated that two rides would be added at the next stand, bring total to five. A complete roster will be furnished for publication in a later issue. Cecil Goree, general agent, has been successful in contracting engagements. Show will move on motor trucks exclusively.

WM. M. SUTHERLAND.

**B. & V. Enterprise**

GARFIELD, N. J., April 25.—Work in winter quarters is about completed. The last work to be started on was the painting of the Carousel horses and same is about finished. When opening on May 2 all rides will look fine, due to plenty of paint having been used. Guy Scott, of Phillipsburg, N. J., has placed cookhouse and two other concessions.

**World of Mirth Shows**

RICHMOND, Va., April 25.—Train-master Don Montgomery has been given orders for the Richmond getaway to start Wednesday preceding the opening at Alexandria May 4, General Manager Linderman's idea being to have everything in and up with time to spare for the opener. The location same as last year, a choice site on the Mount Vernon Memorial highway, between Washington and Alexandria. Show will go out five cars larger than it closed last year. There will be three new fronts in the lineup, built under the skillful guidance of Charles Kidder. W. E. D. Welch on hand with his herd of alligators, one a whopper, and completing work on his Seminole Village. Henry Cogert, of Cogert and Motto, due in from Pittsburgh to assist Elaine Owens, new impresario of the World of Mirth Follies. Several on the sick list the last week, notably all members of the Earl Purtle and T. W. (Slim) Kelly families. Chief Smithley, Frank Sterling and Cliff Younger and their crew of assistants well under way with new "Crime Show." Completely renovated, repainted and re-decorated, the office wagon, long a highly prized part of the show, takes on new beauty this year. Ralph A. Smith, treasurer, supervised each bit of the work. A birthday party was given by Mr. and Mrs. Gerald Snellens at the William Byrd Hotel banquet hall, more than 25 guests enjoying a delightful dinner and dancing. Richmond newspapers have been generous in space. *The News-Leader* featured midgets, while *The Times-Dispatch*, in by-line story by Marshall Andrews, gave a general review of the shows and a four-column art layout. Bill Lewis, former carnivalite, continues to do big business with his weekly wrestling shows. Max Linderman and Frank Bergen among his more regular clients. This is written in the new press department headquarters, the initial letter for print written in the new office created this week under the direction of Gerald Snellens.

GAYLORD WHITE.

**Crafts 20 Big Shows**

San Fernando, Calif. Four days ended April 18. Location, old circus grounds. Business, fair.

The engagement to break the long trek over the mountains to the San Joaquin Valley towns. Many showfolk visitors nightly. Gene Blakesly building a new portable cookhouse kitchen, with handy electrical installations. Louis Wald, concession operator, left for Canada. Harry Bernard thinking seriously of enlarging his balloon game to 40-foot frontage. Philip Stopeck, operator bowling alley, says he is "Santa Claus" when it comes to giving out stock. Harry Fink nightly visitor to the midway and "cutting it up" with Roy Ludington—Harry and Roy tramped together 23 years ago on the old Rice & Dore Shows. Mrs. Elmer Hanscom all smiles since her new neon sign has been restored over her photo booth—sign was broken recently when unloading. Jake and Lucile Boyd have a new coupe. Eddie Bliss, besides keeping the show painted, runs a ball game and finds time to operate a dog kennel. Ed Smithson, banner man, was presented a series of photographs depicting him when he was a tiny tot. The photographs were sent by Bill Irwin, late special agent of the show, now engaged in newspaper work at Marysville, Calif. Sam Hinson, master mechanic, departed in San Diego and his position taken over by Sam Hughes, who will be in charge of the fleet of trucks. Harry B. Chipman, of the Ken Maynard Wild West Show, hobnobbed with friends. Monte Morgan, of Japanese ping-pong concession, installed a powerful radio receiving set in his concession.

ROY SCOTT.

**J. C. Weer Shows**

SOUTH BEND, Ind., April 25.—New faces have been appearing in winter quarters each day lately and the show will be ready to leave April 29 to open in Benton Harbor, Mich., on May 4. The show is to be larger than last season, with shows and rides all newly painted and decorated. J. S. Robertson will have charge of the Ten-in-One. Gene LaMarr arrived to take charge of the Ferris Wheel and Mrs. LaMarr will work a concession. The show this season is being operated and managed by Mabel R. Weer. All of which is from an executive of the show.

**Philadelphia**

PHILADELPHIA, April 25.—The dream of the agents has finally come true and carnivals will again hold forth in Philadelphia after a lapse of four years. Permits have been issued by the mayor's office for several shows to operate, starting within the next few weeks. The mayor has made it very plain that no controlled devices or money games will be allowed. Whether merchandise wheels will be allowed is not known yet. They have operated in the past in the city.

Jack Howard left to join the Art Lewis Shows, where he will have a show. Bill Hasson has joined the Heller & Shafer Shows, opening in Paterson.

Al Paulert will be connected during the coming season with Bill O'Brien at Revere Beach.

The coming to the city of carnivals will aid many lines of local business that have felt the loss during the years that the shows have been away. Hauling men do a great deal of business, also produce houses, meat markets and many other varieties of business feel the increase. Show people spend plenty of money in a city.

Business for the past week has been good at both the local museums. Eighth Street Museum has the following this week: Neil Johnson, bag puncher; Congo, South African Bushman; Leo, magician and illusions; Poses Plastique; Prince Oshawa, pygmy; in the annex, dancing girls and Mary Morris. South Street Museum has Colored Revue in specialties; Gilbert Tracy, sword swallower; Clive, seal boy; Robert Clarke, mechanical man; illusions; Mme. Betty, mentalist; in the annex, dancing girls are Milea Rice, Billie Williams and Agnes Roberts.

**Dee Lang Famous Shows**

Wellston, Mo. Engagement ended April 19. Location, Evergreen at Wells avenue. Auspices, Firemen. Weather, variable. Business, fair.

The 12-mile move across St. Louis was made without delay and all attractions the small size of the lot permitted were ready for the opening Monday night. Located in the heart of Wellston's business district, this lot is considered one of the best still-date spots in this vicinity. *The Dixieland on Parade*, colored minstrel show, opened here and it is noteworthy that most of the entertainers from last year's production of the same show are with it again. In charge of H. B. Blackburn it got away to a flying start. Heavy Waughan and Barney Williams are completing the new electric trailer and the larger show fronts which Mr. Lang designed. Elmer Brown keeps Silvers Harrington busy making banners, which cover the front arch each week. MACK WILLIAMS.

**Al C. Hansen Shows**

Hopkinsville, Ky. Week ended April 18. Auspices, Disabled Veterans. Pay gate. Location, Mercer Park. Weather, warm and clear. Business, good.

After three weeks of rain and unseasonably cold weather the first sunshiny weather brought smiles to the faces of the entire personnel. An ideal location, three blocks from the business section, and a hustling committee, under the supervision of Former Chief of Police Ben Winfree, were important factors in placing this engagement on the right side of the ledger. Several members of the troupe, including Hiram Garrison, Tom Crum, Jack Thompson, Robert Bloom and M. H. McLean, drove to Princeton on Friday afternoon for the matinee performance of Rice Bros.' Circus and were entertained by Ray Marsh Brydon and his staff. The housecar of E. E. Williams, superintendent of rides, was burglarized here and both Mr. and Mrs. Williams lost nearly all their clothing. Several visitors here from Kelly Greater Shows, at Owensboro, and Frank Zorda over from F. H. Bee Shows for a short visit. Robert Kline, representing Blue Ribbon Shows, paid another call. While in advance of the show recently the writer, Walter B. Fox, stopped off at Atlanta for a few hours and attended the opening of Rubin & Cherry Exposition as the guest of Rubin Gruberg and Walter D. Nealand.

**PEARSON SHOWS WANT**

Fun House and Concessions. Show opens May 2, PANA, ILL. Winter Quarters, Ramsey, Ill.

# American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 25.—As was predicted in the last few issues of this column, Eastern railroads have come to grips with the Interstate Commerce Commission and as has also been predicted the ICC has thus far been the victor. By a vote of 6 to 5 the ICC declined to grant the 18 months' delay in putting into effect the new passenger rate of 2 cents per mile. The commission stood divided in its vote 5 to 5, and Joseph B. Eastman, transportation coordinator, broke the deadlock by voting against the delay.

It is likely that the Eastern railroads may take the matter into the courts—that is, all of the Eastern roads except the Baltimore & Ohio, which has favored the reduction all along.

As the matter now stands, the reduced fares will go into effect on June 2.

In the meantime there have been some developments in the railroad transportation matter insofar as the carnival field is concerned. We have arranged a definite engagement with the General Freight Committee of the Trunk Line Association, within the next few days, relative to the carnival industry and its railroad transportation problems. A full report on the subject will be given in a later issue.

The transportation situation is attracting nation-wide attention. Articles of importance relative to the subject are to be found in the Congressional Records for March 20 and March 30. The former contains an article of interest by Representative Mansfield, of Texas, and the latter a statement by Senator Burton K. Wheeler, of Montana. We recommend the perusal of these items by showmen interested in this subject.

The ACA office is in receipt of a communication from James E. Strates, owner-manager of Strates Shows Corporation, inclosing an editorial from *The Ithaca* (N. Y.) *Journal* condemning carnival shows and putting forward the old argument that shows "take money out of town." Immediately upon receipt of Mr. Strates' communication we wrote the editor of the newspaper furnishing him with facts to disprove his editorial and requesting that he be fair enough to give his readers the other side of the story. At this writing we have not even had an acknowledgment of our letter.

While naturally we are opposed to this type of misinformation being spread about the carnival industry, we would welcome every opportunity to answer and clarify adverse publicity of this type. The members of the association and the shows at large can be of great service in seeing to it that items of publicity relative to the industry be promptly supplied this office.

## MARKS SHOWS

(Continued from page 50)  
cent better than the like occasion last year.

Visitors, both from the outdoor show world and among Richmond friends and neighbors of John H. Marks, have been numerous and Marks was paid many compliments on the increased size of his organization and its general appearance. While considerable work is yet to be done, all of the equipment was put in order before the show left its winter quarters. The severe winter, however, offered handicaps and considerable work was deferred until the show passes thru the rainy spring weeks.

The organization opened with 9 riding devices and 11 shows, with other shows to join at the first road stand, Charlottesville—after which a roster of shows will be furnished *The Billboard*. The roster of the executive staff and ride department follows:

Staff: John H. Marks, president and general manager; James Raftery, secretary-treasurer; William (Billy) Breese, general agent; Carleton Collins, press agent; Mrs. Billy Breese, special agent; Joseph Payne, superintendent concessions; Frank Lafferty, head billposter; Bert (Slim) Britt, electrician, with Major Garfield, assistant; Al Palmer, trainmaster; James Zebreskie, superintendent motor transportation; Tex Leatherman, master mechanic; Roy Greene, superintendent rides; George Anton, superintendent sound truck; Eddie Viber, band master; Midge Gurley, superintendent front gate.

Rides: Merry-Go-Round—James M.

Anderson, manager; Thomas Heath and James McMahon, assistants; Mrs. Tex Leatherman, cashier. Ferris Wheels—Charles (Slim) Cunningham, manager; Archie Anderson and Charles Higgins, assistants; Jean Tisdale and Margaret Aldershot, cashiers. Auto Ride—Ralph (Mac) McQueen, manager; Cleady Klinger, mechanic; Perry Lipscomb, assistant. U-Drive-It—Jack Shinnaw, manager; Frank Reynolds, assistant; Mrs. Frank Reynolds, cashier. Caterpillar—Slim Carver, manager; Roy Bell, William Smith and James Abbott, assistants; Cleota Simmons, cashier. Lindy Loop—Edward (Shorty) Davis, manager; Frank Litchfield, Ira Hines and Frank Ross, assistants; Amelia Frank, cashier. Chairplane—Charles Metro, manager; Leo Yates, assistant; Marie Souderman, cashier. Kiddie Airplanes—W. R. Powers, manager; John Copeland, assistant; Mrs. Powers, cashier. Loop-o-Plane—George Chapman, manager; Fred Zimmerman, assistant; Mrs. Fred Zimmerman, cashier.

Among concession operators at the opening: Max Tarbes, Jack Chisholm, Milt Cohen, Mrs. James Raftery, Turk Laird, Walter Holliday, Jack Weiner, Jack Martin, Happy Hawkins, Paul Lane, T. A. Ricci, W. R. Powers, George Rose, Joe Corbitt, Pete Manze, George Hartley, Henry Palmer. Midway Cafe—George Welch, owner; C. J. (Mac) McCarthy, manager; Mrs. C. J. McCarthy, cashier; Mack Owens and Charles Flounder, griddle; Harry Price, Eddie Strelau and George Warner, waiters; Roy Williamson, chef; John Paul and Edward Matthews, assistants. Refreshment Stand—George Welsh, owner; Bill Shirley, manager; H. Anderson, clerk.

Eddie Viera, member of the Four Devils, feature free act, was painfully but not seriously hurt in a fall from his rigging early this week and was unable to work two nights. Besides Viera, the act is composed of Mary Nickerson, Al Grey and Bob Hughes, working on high rigging without net or other safety contrivance.

Visitors from Richmond's other outdoor show representative, the World of Mirth Shows, have included General Manager Max Linderman, Assistant Manager and Mrs. Frank Bergen, Thomas W. (Slim) Kelly, Mr. and Mrs. R. F. Judy, Gerald Snellens, Mr. and Mrs. Tex Briggs, Mr. and Mrs. Mervin (Red) Rogers, Earl Purtle and many others. E. Lawrence Phillips, Milt Morris, Tommy Allen and others of Johnny J. Jones Exposition, passing thru en route to Washington, paid short visits. There were also many visitors from Dodson's World's Fair Shows, also Washington bound. Dave Endy and Special Agent James Tiernan, of Endy Bros.' Shows, and R. H. Work, of Work Shows, visited. William (Bill) Stone, formerly associated with John Marks, and Al Huband, both now in business here, frequent visitors.

## BALLYHOO

(Continued from page 50)

Featured the "Weaker Sex" plea. We retaliated by broadcasting that we admitted we were stronger.

Tuesday our opposition had the best go at the start. Their telephone men worked all day. Called up everyone in town. Announced a free gate. And as a feature advertised a new attraction, that the three Drawhead Sisters would appear in cellophane tights, and while on high stilts would loop the loop from a 200-foot tower on roller skates. No one called up our bosses' hotel, so they didn't get next to the move. By 8 p.m. their lot packed and jammed. Pete Ballyhoo immediately ordered our squadron of planes to keep soaring over their midway, mounted with tanks of water and men with sprinkling cans. We rained them out in 30 minutes. Their crowds came over to our lot, giving us a late play and saving the day.

The sisters then sent their propagandists over to spread discontent among our employees. All the ride and show help went on a strike for higher wages. The brothers met the situation by giving everyone a dollar-a-week raise. Also raised the price of meals in our company-owned cookhouse 10 cents. This helped break the jump.

The opposition so strong that Saturday night the higher-ups of the Highway Department barricaded both ends of the road and detoured everybody three miles away from the lots. As Pete Ballyhoo said: "Women drivers and women show managers will tie up any road. Just picture gas tax collectors sponsoring an all electric driven motor ride show." MAJOR PRIVILEGE.

# LEADING CARNIVALS

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.

## Los Angeles

LOS ANGELES, April 25.—O. N. Crafts, owner Crafts 20 Big Shows, has closed a deal thru the Bank of America, of South Hollywood, for a tract of land near Burbank, Calif., adjacent to railway trackage. Also having the Golden State Shows, he plans to erect buildings this fall for winter quarters and in all probability will winter one of the units at the location.

West Coast Amusement Company had some bad weather at Menlo Park, Calif., and some of the personnel were ill of the flu, among them Mrs. Charley Walpert and Mrs. Bill Massiena. Both are reported as recovering. At Albany, Calif., Charley Manos, suffering with flu, died unexpectedly. He had been on the show eight years and was assistant manager of the Midway Cafe. Burial was in Oakland, with the entire personnel of the show in attendance. Among many floral pieces sent for the burial was one from the PCSA. Mike Krekos was under treatment in hospital, a nervous condition, but is rapidly improving and will rejoin the show next week.

Ross Ogilvie in town for short stay. Will rejoin C. F. Zeiger Shows at Ontario, Calif.

Mr. and Mrs. Harry Fink, John Miller, Mr. and Mrs. Claude Barie, Harry B. Chipman, Mr. and Mrs. Leo Haggerty, Mr. and Mrs. John J. Kleine and Mr. and Mrs. Ed Walsh visited Crafts Shows at San Fernando.

Frank Downie, in a local hospital, is somewhat improved. Mrs. Downie at home and convalescing rapidly.

William McIntosh in General Hospital suffering with arthritis.

Henry Emgard reported as slowly improving.

Chief Sky Eagle out of hospital after recent severe injury.

Bill Shell in from Indianapolis. Will locate for the summer in this city.

## O. C. BUCK

(Continued from page 50)

agent; H. Wilbur, electrician; Charles Leroy, superintendent attractions.

Shows: Side Show, Snake Show, Prison Show, Revue.

Rides and their managers: Whip, Al Nicholson; Ferris Wheel, Larry Mausico; Merry-Go-Round, Joe Falco; Chairplane, Joe Conway. There are also two kiddie rides.

Attractions in Leroy's Circus Side Show include Baby LaFrance, mentalist; Madam Tiny, electric box; Eddie Brown, magician; Mrs. Leroy, sword box; Bob-Bobett; Bedell, with mentalistic dog. Scotty McCrae and A. Lasky on front; Red Nagle and Ernest Truyn, tickets. Prison Show, in charge of Henry (Duke) Hyatt, and Snake Show managed by Joseph Toomy.

Among concessioners are Whitey Hodges, Harold Nevins, Charles Wolf, S. Stapleton, W. Cavanaugh, Sam Cohen, Gus Nickles, Hank Nichols, Pitch Butler, Mrs. Scott; Max Gould, cookhouse, pop corn and custard privileges, with Sylvia Gould, his daughter, in charge of pop.

Free act, the Four Aces, which provides a good draw.

### RAFFLE WHEELS



Finest Made for Parks, Carnivals, Bazaars. 36" in Diameter. Balanced Ball Bearing. 30 Numbers. Beautifully Finished in New Colors, Highly Lacquered.

#### Jobbers Special Price

**FELT LAYDOWN FOR WHEELS,**  
30 Numbers, \$2.00

**M. B. WATERMAN & CO.**  
Manufacturers,  
526 S. Dearborn St., Chicago, Ill.

## 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



### Make \$50.00 a Day on Candy Floss

More and more people are buying our Candy Floss Machines—there MUST be a reason—we make the ONLY Original Guaranteed Machines. \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. Write TODAY.

**ELECTRIC CANDY FLOSS MACHINE CO.**  
202 Twelfth Ave., So., Nashville, Tenn.

## JOE'S PLAYLAND SHOWS

WANT TO BOOK OR BUY Chair-o-Plane and Loop-o-Plane. Cook House open. WILL BOOK complete Pit Show, Hula Show open. Wire JOE W. STONEMAN, Crescent, Okla., this week.

## POLLIE & LATTO SHOWS

Open May 2, Battle Creek, Mich. Booked Solid for Eight Weeks.

CAN PLACE Loop-o-Plane, one more Bally Show, Pit Show and other Attractions of merit not conflicting. Also Merchandise Wheels, Grind Stores and Long Range Shooting Gallery. Address POLLIE & LATTO SHOW, Hotel Milner, Battle Creek, Mich.

**GREATER EXPO—**

(Continued from page 50)

Entertainers, Carl McDow, manager. Streets of Bagdad, Pete Babog. "Before and After," H. McGaey. Artists and Models, Barney Stone. Athletic Arena, "Man Mountain" Skeene. Minstrel Show, Lola Thomas. "Law and Outlaw," Walter Jaap. Bughouse, Jack James. Hill-billy Show, Billy Parks. Zanzibar Twins' Freak Show, having among other acts Iko and Zulu; Jo-Jo, the Elephant Boy; John, the Bushman; Twisto, human corkscrew; "Vulcano," fire eater; Sailor Morgan, tattoo artist; McCleod's trained dogs.

Rides and foremen: Whip, Chet Holland; Twin Ferris, Wheels, A. G. Allen; Merry-Go-Round, Jack Draper; Baby Rides, Elmer Neelman; Hide-Hi, Lee Perkins; Loop-o-Plane, Hugh Poffenberg; Whizzer, Bill Moore. There were about 25 concessions.

Staff: J. Crawford Francis, manager; Sam Benjamin, general agent; Mrs. Mary Francis, treasurer; H. W. Smith, auditor; Charles Carpenter, special agent; Elizabeth Yearout, secretary; O. B. Francis, electrician, Bert Sparrow, lot superintendent; Roy Keith, mechanic; A. Hinkey, superintendent rides.

**WINTERS EXPOSITION**

(Continued from page 50)

On Tuesday, however, spring gave way to a storm and the lot changed to a blanket of snow. Manager Harry Winters stated that the season will be spent in Western Pennsylvania and West Virginia territory. Equipment this year, some of it made in the winter quarters at Beaver Falls, includes a new front, lighted with 500 lights; a new calliope, a new office car and a new semi-trailer. The office car is equipped with a loud-speaking system. Show travels on 25 trucks and some 15 housecars.

Rides: Kiddie Aero Ride, Charles Stuart, operator. Merry-Go-Round, Charles Hall and Jimmie Winters, operators; Mrs. Harry Winters, tickets. Ferris Wheel, Si Hohnadle, owner; Getie Eastep, foreman. Drive-Yourself Autos, William Wells, owner; Mrs. William Wells, tickets. Chairplane, Sam Davis, owner. Heyday, R. H. Rhinard, owner.

Shows: Hell's Half-Acre, Joe Lewis, manager. Girl Revue, Mr. and Mrs. Guy White, managers; Elsie Raber and Mary Hays, dancers. Hillbilly Show—William Mateer Family, owners and performers—consisting of three brothers and two sisters. Leo-Leola. Midget Show, Jober Midgets. Madusa, Child of the Sea, George Beggs, manager. Fat Show, Bonny Jean, fat girl; Frank Murdock, manager. Hula-Hula, Arvin Giese, fat boy hula dancer.

Concessions: Cookhouse, Frenchie Trivaudey, owner-manager; Earl Moses, Alfred Trivaudey and Talmadge Self, helpers. Other concessioners, Heavy Teeters, Clint Roberts and wife, Mr. and Mrs. Will Mackay, R. E. Wagner, William Haverstick, I. Matthews, Joe Forsythe, Ed Stimmel, Mike Mutt, Mr. and Mrs. Henry Wolfred, Walter Culbertson, Walter Javens, Ford Smith, Jack Allen, Johnny Efram, William Messfelt and Albert Trivaudey.

Ballyhoo Band: Sherlie Boyle, Sam Littlebridge, George McGee, Jack Arnold, Harry Smith. Free Acts: Capt. Billy Harris, net dive; Marvelous Melville, upside-down novelty.

Staff: Harry H. Winters, owner-manager; Alice S. Winters, treasurer; Nick Schuster, secretary; C. D. Clark, general agent; Mr. and Mrs. Ernie Murray, promoters; Blackie Skuder, master mechanic; Bill Robison, electrician; Sam Bibbs, night watchman; Murrel Brooks, mechanic.

Last year's 5-cent gate admission for adults is in effect this season. Children are admitted free. Opening night visitors included Charlie Hartzberg, of Keystone Shows, and his agent, Fred Murray; Tom Weaver, of Gooding Amusement Company, and Eddie Dietz, of Morrison & Dietz, who paid Mr. and Mrs. Guy White a visit.

**GIBBS' GOLDEN—**

(Continued from page 50)

the transportation fleet, coming out of winter quarters at Erie, Kan. Several additional shows and some added concessions were booked to join at Fort Scott. Following is a roster:

Staff includes W. A. Gibbs, owner and general manager; Clarence F. Gibbs, assistant manager; Mrs. W. A. Gibbs, secretary-treasurer; Ralph A. Gibbs, general agent; J. C. Cundiff, electrician.

Rides: Merry-Go-Round—Clifford Audisse, foreman; Harry Stover, second

man. Kiddie Ride—G. C. Brooks. Big El Wheel—Leo Long, foreman; Chet Rice, assistant. Loop-o-Plane—Mrs. D. B. West, tickets; Stub Audisse, foreman. Thrill-o-Plane—Orris Smith. Merry Mixup—Bill Yockey, foreman; Harold Oliphant, second man. Barrel of Fun—Bob Audisse, foreman; assisted by Mrs. Audisse and Helen Audisse. Pony Track—R. C. Brown and Roy C. Thurman.

Shows: Rogers Post (walk thru)—Carl Fredrick and Joe Ware. Athletic Show again under management of Forrest Runner, with Dannie O'Shea. Major White Show—Major White, Mrs. Katie White, Vivian White, with Eddie Thompson on front. Golden Eagle Minstrels—Albert Bastine, manager; Verdell Lillard, Lillian Lillard, Claudine Williams, Dorothy Murphy, "String Beans" Brooks, "Rabbit" Sims, A. C. Grant, Erin Davis, Durwood Schrader and Tommie McMillen; Mrs. W. A. Gibbs, tickets; Ted Garrison, front. Girl Show again in the hands of Patsie Chacoma, with Bobbie Coy; Frank Lawson, tickets; Earl McDaniel, openings. Fan Dance—Billie Humphries, under management of Patsie Chacoma. Octopus—Owned and managed by Doc Sullivan; Cecil Helbert assisting. Old Satan—Handled by Henry McClay. J. C. Cundiff's Hillbilly Show—J. C. Cundiff, manager and front; Eddie McCarthy, Robert Logan, Guy Brown, Ezra Miller, Clifford Hancock, Beno Feithe, Lidia Pemberton and Margaret Stanwich; Lena Capps, tickets.

Concessioners: Cookhouse—Presided over by Shorty and Mrs. Leroy Orchard, assisted by Paul Miller and Dad Taidet. Corn Game—Clyde Capps, assisted by Charlie Bettise. Mr. and Mrs. Austin Phillips' photos, operated by Mr. and Mrs. W. C. Wilson. Roy Clark, four concessions—operators and agents including Mrs. Clark, Mrs. Dorothy Cundiff, Mrs. Evelyn Audisse, Bill Hise, Richard Cundiff, Mrs. Nita Audisse and Thelma Thompson. Mrs. Forrest Runner and Hazel Moffitt, one; Mrs. Minnie Bettise, one; D. B. West, one; Ralph L. Gibbs, one; C. L. Densmore, one.

**CONKLIN'S CANADIAN—**

(Continued from page 50)

up eight are under new canvas—up for the first time here. All shows have new front frameups, banners, etc., and all of them have very attractive neon signs. The rides have neon entrance signs. Each of the two entrances to the midway has a marquee with neon signs. Four automatically operated searchlights, in circular motion, send rays of brilliancy skyward at night. Following is a roster:

Shows: World's Fair Freaks (office show)—O. F. Friend, manager; Bluey-Bluey, clown; Milo Laraway, sword swallower; Winsome Winnie, fat girl; Sisto Raucci, iron tongue; Mysterious Higby, lecturer and magic; Robert Davis, Lobster Boy; Smoko, man "with a mouth in back"; the Bernards, mentalists; Mona Fay, mystery girl; Julienne, added attraction; Isabelle, featured in annex; O. F. Friend and Carl Logan, front; Elmer Hall and J. MacDiarmid, ticket boxes; 160-foot top, with 16 banners. The Lampinos (mystery show)—Eight people, featuring Madame Lampino, mentalist; Prince Masculin, illusionist; the Philmers, three-people act. "Public Enemies"—L. C. McHenry, owner; Jimmie Ellison, manager and lecturer; Guy Lanier and Frenchy Girard, on change boxes. Ernie-Len (double-bodied boy, with two heads, four arms and four legs; a live active boy eight years old)—Dr. John Fisher, manager and lecturer; Mrs. Emma Defort, the mother; Bert Bring, tickets. Motordrome—Capt. Billy Matteson, owner-manager; Speedy Dawkins and Mary La Fave, feature riders; George Murray, mechanic; Alfred Nanson and Lorne Musselman, tickets. Novelty Animal Show—Rodney Crail, manager and trainer of several groups; Jeanette Nanson and her lion, "Leo the Great," and trained dogs; Allan Cake, tickets. "Life"—Maxie Herman, manager; George Teakes, inside lecturer; Rodney Doane, tickets. Beppo Marionettes—L. Delgado, manager; L. Meisler, lecturer. Monkey Circus—George Weeks, owner-manager; Lorette Robinson, trainer and handler; Captain Rodrian, lecturer; Cal Rutledge and Billy Murray, tickets. Night in a Lumber Camp—Mrs. Mickey Daley, owner-manager; Lorne Jarvis, Ken Stewart, Johnny Spino, Oscar Paquette, Manely Raspberry and Lady Betty, entertainers; Reginald Rose, tickets. Arcade—Alex Lobban, manager, assisted by W. Shoemaker, Alex Elliott,

Fred Waldon, Aimie St. Onge and Pete Byers.

Rides: Ridee-O, Pat McNeill, foreman; Lindy Loop, Allan Orr, foreman; Heyday, Herbert Swanson, foreman; Swooper, H. Gilbert, foreman; Loop-o-Plane, James Winters, foreman; Rocket Ride, J. Cooper, foreman; Twin Ferris Wheels, T. Stevens, foreman; Jimmie's auto Ride, T. Kurash, foreman, Merry-Go-Round, E. Trepannier, foreman; Chairplane, J. Bruce, foreman.

Concessioners: George Pappas, who has had the cookhouse the last eight years, now has the exclusive catering privilege on the show. W. C. Cleaver in charge of two frozen custard stands. Al R. Cohn, manager corn game. Other concessioners: Nora Radtke, palmistry, assisted by Mrs. R. Wheeler and Hamdi Silk; Joe V. Palmer, Margie Palmer, Harry Ross, Howard Cleaver, Mr. and Mrs. Franzman, Paul Olson, Sam Gather, John Saladin, W. Gallust, J. J. Custock, Percy Wheeler, Art Radtke, Pinkey Blitz, Art Franks, Louis Wald, Charles Smith, Al Kaufman, Petey Pivor, Joseph Tannous, R. S. Oakes, Robert Cooper, George Harris, Abe Gorman, Charles Taylor, Steve Balyk, Carl Anthonson, Leo Dymond, Murray W. Stenton, Mickey Kalin, Irving Zolun, Frank A. Campbell, Joe Reynolds, Joe Bula, Mr. and Mrs. Harry Sauve, Mrs. Maxie Herman, Paul Dionne and Tom Eady.

The free attraction this season is Four Queens of the Air; the performers, Sue Alric, Skee Galaske, Fritzie Asay and Boots Strueby, with Tony Strueby as act manager. The show has a 10-cent gate, which will prevail at all still dates played by the show.

The staff: J. W. (Patty) Colklin, president and general manager; Frank R. Conklin, vice-president and manager; Dave Picard, assistant manager; Neil Webb, secretary-treasurer; E. T. Brunn, auditor; Merrick R. Nutting, general representative; Johnny Johnston, press agent; Mrs. Norma E. Nutting, promotions; Thomas McGarrigle, promoter; Bob Randall, general superintendent; Herman Larsen, trainmaster; Stanley Kurash, electrician; Alfred Tolson, maintenance; Herbert Ireland, head porter; James McGarrigle, head billposter.

**RUBIN & CHERRY—**

(Continued from page 50)

color scheme, white with goldleaf embellishments being the motif, shows with new canvas and the 17 rides radiant with light and color. Most of the showfronts have indirect lighting system and the four Ferris Wheel units rainbow of color. Bill Cain, chief electrician, was complimented. President Ruben Gruberg and Mrs. Gruberg were the recipients of many congratulatory telegrams and floral offerings.

Among the shows: Godino Siamese Twins—Simplicio and Lucio Godino, managers. Royal Russian Midgets Theater, M. Chaplitsky, manager. "Flaming Youth," musical comedy revue, Cleo Hoffman, manager. Congress of Freak Oddities—Samuel D. Eddy, manager. "Dare-Devil" Zeke Shumway's Motordrome. "Mysteria," illusion revue, featuring Lady Leona, Jack Halligan, manager. Giant Reptile Exhibit, Colonel Wally Welliver, manager. Diamond Kitty, fat girl; E. V. McGarry, manager. Julien Brothers' Monkey Circus. Pair-o-Dice, night club revue, Bob Sherwood, manager. "Jonah," whale and marine exhibit, Capt. Frank J. Lee, manager. "Miss America," posing girl show—Bob Edwards, manager; Mrs. Edwards, tickets; Mary Davies, Ray Ward and Dorothy O'Neil, posing. "Public Enemies," Jack Murray, manager, and Charles Sheppard in charge. "Life Begins," Harry Coffin, manager. Two-Headed Baby, Mrs. Lena Coffin, manager. Crystal Maze, Charles De Kreko, manager. "Squintorium," Charles Sheppard, manager. Joy Ship and Dam-Fi-No, funhouses, and others to be added for the road tour.

Rides include: Four-unit Ferris Wheels. New 24-car Skooter, with Louis Peyser as manager for Nat Miller. Twin Loop-o-Planes, Caterpillar, Heyday, Lindy Loop, Merry-Go-Round, Whip, Ridee-O, Waltzer, Dangler, Pony Track, Over the Top, Catapult, Skyrocket and a set of six miniature rides.

The free act is the Four Sensational Jacks—Ray Marion (manager), Bob Blackstone, Jack Brick and Jean LeMarr, working 110 feet in midair on a steel rigging without the protection of a safety net.

"Flaming Youth" is one of the most beautiful of the midway attractions, with gorgeous scenic effects, handsome

costumes and lighting effects, and includes the following members: Cleo Hoffman (emcee), Ann Sherwood, Maxine Powell, Doris Beasley, Vivian Davis, Marjie Ward and Helen Turner; Jack Ward's Melody Boys Orchestra, including Al Matthews, Bill Godfrey, Mel Frericks, Bill Richter, "Little Art" Little and Gervais Rollen, Boots Walton and Jack Ward. Congress of Freak Oddities has the following: Samuel G. Eddy (Armless Wonder), manager; Ralph Redden, inside lecturer, Punch and Judy and magic; "Andy Gump" and "Uncle Bim," Sophie, "girl who crawls thru a keyhole"; John Williams, alligator-skin man; Sealion, seal boy; Madam Zola, bearded giantess; Harry McGregor, fire-eater and torture board; Wilbur Plummhoff, human pincushion; Lillian McGregor, pulls weights by eyelids; Leata, the Feline Lady; F. J. Bligh and Eddie Hayen, front; J. C. Johnson, canvas; Wrenle Owens and Harry Copeland, tickets; Mrs. S. D. Eddy.

Among leading concessioners are J. J. (Chick) Allen and A. Rocco, each of whom has a string of concessions. The many others will be enumerated in a later issue.

Among visitors at the opening were J. C. McCaffery, general representative; Morris Miller, Benny Krause, Jimmy Simpson and other notables of the outdoor show world. Local schools closed Monday and Tuesday of Dogwood Festival Week and thousands of children attended the afternoon performances. The M. Junior Birdmen of America, sponsored by the local Hearst newspapers, have an outing today. Radio broadcasts over WSB twice daily, before and during the engagement, gave Rubin & Cherry and Lakewood Park attractions much publicity, with Mike Benton as emcee and Lucky Teter, stunt dare-devil, and Walter D. Nealand at the mike.

The staff: Ruben Gruberg, president; Mrs. Annie Gruberg, vice-president and treasurer; Joe Redding, manager; J. C. McCaffery, general representative; Frank S. Reed, secretary; Arthur Sharp, auditor; Walter D. Nealand, publicity director; Frank J. Lee, contracting press agent and charge of school tieups; L. (Peazy) Hoffman, contracting agent; P. M. Williamson, advertising agent and sound truck; Bert Minor, superintendent; P. J. McLane, master transportation; Gus Woodhall, manager dining car; Jake Gruberg, manager midway cafeteria; Eddie Marconi, chief artist; William E. (Bill) Cain, chief electrician—Eddie Edwards, assistant; Lonnie Wilson, chief porter. Show train leaves April 27 for Tuscaloosa, Ala., with 28 flats, 2 box cars and 10 Pullmans.

**STRATES SHOWS—**

(Continued from page 50)

spent considerable time and effort in securing the co-operation of various civic and business organizations to have permit granted.

The opening night was saddened by the death of Raymond M. Mincey, motorcycle rider with Reed's Motordrome, who while rehearsing his act suffered a heart attack. Burial at Knoxville, Tenn. The personnel of the show sent a beautiful floral piece.

The show opened with 10 major rides and 2 kiddie rides, and while 12 shows were in winter quarters only 5 were able to open on time—due to extremely cold weather the builders and painters were unable to have all the fronts ready. By the time the next stand is made all shows will be on the midway.

Shows now open are Louise Blake's Girl Revue, Fred Thomas' Side Show, Great Lee with a magic attraction, Plantation Show and a Mickey Mouse Show.

Two show fronts and two steel flat cars that were purchased from the Rubin & Cherry Shows arrived last week and the painters and train crew are getting them ready for the road. The show train is increased from 5 cars to 15 for this season.

The shows have new canvas, and with the newly painted fronts and rides the midway presents a fine appearance.

The staff includes James E. Strates, president; Matthew J. Riley, general agent and business manager; Foster Bell, special agent and press; James R. Kellehar, secretary; Florence Dickens, bookkeeper; Gilford Ralyea, electrician; E. W. Olsen, ride superintendent and master mechanic; James Yotas, building superintendent; Tom Evans, trainmaster.

A complete roster of the show will be provided for a later issue.



### Show Women's Club Has Festive Event

ST. LOUIS, April 25. — The Spring Dance, given by the Missouri Show Woman's Club last Saturday night at the ballroom of American Hotel, was attended by approximately 150 show people and their friends. Festivities started at 8 p.m. and continued until daylight. Attendance prizes were given. Art Bott's Orchestra furnished the music and several entertainers from night clubs furnished the entertainment. The committee on arrangements was comprised of Mrs. George Davis, Mrs. George Parker, Mrs. Earl Riebe, Mrs. Gertrude Lang, Mrs. Tom W. Allen, Mrs. Rose Fitzgerald, Mrs. George Jacobson and Peggy Wilson. According to the ladies, the club treasury was enhanced considerably by profits of the dance. The MSWC held its last meeting of the season Thursday night with a short business session, which was followed by cards and bingo games and a luncheon.

Among those attending the dance were Mr. and Mrs. Dee Lang, Oscar Bloom, Frank H. Capp, Mr. and Mrs. Tom W. Allen, Mr. and Mrs. Earl Riebe, George Crone, Mrs. George Davis, Mrs. C. E. Pearson, Joe Miller, P. E. Vaughn, Mark Williams, Harry Fink, Mrs. R. B. Wray, Mae Thompson, Dottie Moss; Babe Miller, Joe Gouch, Mr. and Mrs. Abner K. Kline, Mr. and Mrs. Charles Goss, Harry Wilson, Mrs. Peggy A. Wilson, Maxine Eddleman, Bob Stanard, Mr. and Mrs. Earl B. Enos, Lee Parks, Mr. and Mrs. George B. Jacobson, Mr. and Mrs. H. Ewing, Eileen Ross, Edward Saunders, M. W. Gillard, Joseph Kenneally, Thomas Sharkey, Mrs. Rose Fitzgerald, Mrs. Grace Klobe, Mr. and Mrs. Robert Hancock, Speedy Wilson, Art Dally, Jack Wisch, Mr. and Mrs. Phil R. Becker, Mr. and Mrs. Milford H. Smith, Lorraine Yaeger, A. J. Sand, George P. White, Mr. and Mrs. Leo C. Lang, Mrs. Elizabeth (Bess) Anderson, Macon E. (Buddy) Willis, Teddie Stanton and F. Cole.

### Dallas

DALLAS, April 25.—T. Riley Hickman and Denny Pugh left last Sunday for San Antonio to take in *The Battle of Flowers* and visit friends around the Beckmann & Gerety Shows and the Western States Shows, both playing the celebration.

Frank Downes is with Western States Shows. Recently joined the show in South Texas, on the advance.

Mr. and Mrs. Denny Pugh were recent visitors on the Hennies Bros.' Shows in Arkansas. Motored there from this city.

Count Hans von Huebner is painting "The Alamo" When completed the painting will be exhibited at the Texas Centennial Exposition in Dallas.

Mrs. W. A. Schaefer opened her rides last week on the Davis street lot, this city. Last season the rides played that neighborhood the greater part of the summer.

Cy Williams opens his show tonight. It is understood Williams will remain on Dallas lots until Fourth of July.

Elim Johnson and Hymie Schreiber, of Midwest Novelty Company, left last week for Kansas City.

Tom Sheehan is in town. Came from San Diego, where he furnished the midway with the home-town papers and other periodicals, including *The Billboard*.

Visiting showmen are dividing their time between Dallas and Fort Worth. The night spots of the two towns seem to be the popular gathering places.

Word comes from Kansas City that Fred McCarty died in that city and that the Peter Lapetina Funeral Home is anxious to locate Mrs. McCarty. Anyone knowing her whereabouts please inform her.

### United Shows Attaches Hold Annual Election

SHREVEPORT, La., April 25.—In a spirited election held in the Coliseum at the State Fair grounds this week, Max Goodman, concessioner of the United Shows of America, was elected mayor of "United City" for the coming season. His victory over Eddie Madigan, of cook-house note, was only 14 votes—final results, 302 to 288. Tom Adams was unopposed for police judge, with the following councilmen elected: First ward (shows), Elsie Calvert; second ward (rides), Oscar Halverson; third ward (concessions), Max Klepper. Councilman-at-large, Grant Chandler. Jay Kerr will again be chief of police, with two assistants. Captain Shanty Mahoney retains office of chief of the fire eaters, immediately demanding 15 men against 12 last year.

Reorganization of the Ca-Hi-Lo Protective Association, the midway insurance company, is scheduled for road opening. Red Cross unit in charge of Mrs. Boston Towne, with Dr. Samuel Freedman, manager of Hall of Science exhibit, in personal charge. Rev. William Sharpe, Baptist clergy, and Mrs. John Castle, charge of Sunday School. Mrs. Jack Rhoades, wife of superintendent of construction, will take personal charge of 16 small children for kindergarten class, while Roy B. Jones, director of publicity, will edit *The Midway Breeze*.

Mayor Goodman, in his acceptance speech, asked for support of all with the show. This was the third annual election of its kind on the show.

### Around New York

NEW YORK, April 25.—Metropolitan midway swing is commencing to open up with the customary lively pace. Weather has been okeh, discounting a couple of threats from "Grandpa Winter," who is having his finish fun with trick stuff by way of ribbing "Baby Spring."

Phil Isser bowed at 177th street and Morris avenue, Bronx, playing to a nice business. Ben Williams and Charlie Gerard are in Astoria, Long Island; Mrs. Nellie Murphy on Havemeyer street, Brooklyn, and Mike Korris and Eddie Elkins are preparing to inaugurate in Mount Vernon on May 11. Harry Heller is current in Haledon, N. J., with Mike Centanni slated to get started this weekend in Cartaret, N. J. Joe Bosco is scheduled to open in Jersey City.

### Detroit

DETROIT, April 25.—A large number of Detroit showmen are back in town, among them Don Elliott. . . . "Doc" Flack's Show opened on the west side of the city last week at Green avenue and Vernor highway.

Business with the local shows playing smaller lots has been poor, due to rain and cold weather more than to unemployment.

W. G. Wade's Shows are playing currently at Orleans and Forest streets after opening on the West Side. The present engagement is under auspices of a colored veterans' organization.

Wallace Walters, of United Novelty and Candy Company, who returned from Florida this week, is reported quite ill because of cold weather encountered during his Florida sojourn.

Frank Allen and wife, concessioners with the Dumas & Reid Happyland Shows, have returned from Florida.

Ralph Barr, major concessioner on the Wade Shows, is the latest arrival from the South.

BOAZ, Ala., April 25.—An executive of Bruce Greater Shows informs that fairs for this year at Shelbyville, Springfield and Lawrenceburg, all Kentucky, were recently added to the show's contracted dates.

## FREAKS FREAKS FREAKS FREAKS STRONG BALLY ATTRACTIONS

Why not spend a long, pleasant season with sure salary in America's most beautiful Side Show, imitated, but never duplicated or surpassed? CAN PLACE strong Bally Attractions. Chiming, Chief Diablo, or real torch workers, wire. Agnes Higginbotham wire. WANT Mechanical Man for Bally and Downtown. Wire. CAN PLACE any Acts suitable for Oriental Village. WANT for African Village, Colored Dwarfs, Giants, Spotted People, Albinos, Colored Acts of all kinds that are out of the ordinary. Write me at once. I am gathering together the outstanding attractions of all kinds for a show that will make history. If you are good, WHY NOT BE WITH THE BEST?

FOUR STILL DATES, THEN FAIRS UNTIL NEXT APRIL. WHAT ARE YOU PLAYING? GET WISE TO YOURSELF.

Wire or Write

DICK BEST

Royal American Shows, Macon, Ga.; Columbus, Ga.; Memphis, Tenn. Biggest Spring Date in the country.

## ★ DELUXE SHOWS of AMERICA ★

SHOW OPENS APRIL 29th FOR

Elizabeth, N. J. ELKS' LODGE

10 Promotions Already Booked Under Strong Auspices.

12 FAIRS Already Booked.

WANT! Lou Eckles wants a Musical Team, able to Play, Sing and Dance. Also Dancing Girls who can do Specialties.

Sonny Boy Campbell wants Girls who can dive from Spring-board and High Ladder.

Several openings for new, novel, money-getting Shows of the better type. CAN USE Motordrome and Fun House.

WANT Riding Devices that don't conflict.

We want legitimate Grind Stores. Also Merchandise Wheel Agents.

WANTED—Men to sell Advertising and Exhibition Tent Space. Must be honest and industrious.

S. E. PRELL, Gen. Mgr., 36 Green St., Newark, N. J.

## Imperial Shows, Incorporated

### WANT

Shows of merit; will furnish outfit for same. Also Penny Arcade, Lead Gallery, American Palmistry. Talker for Illusion Show. Address

LEW MARCUSE

Centralia, Ill., Week April 27.

## WANT-BREMER MIDWAY ATTRACTIONS-WANT

SHOW OPENS MAY 18, DECORAH, IA.

WILL BOOK Loop-o-Plane. WANT Man to take over Ten-in-One, Man for Mirror Show, Foreman for Glider, other Ride Help. WILL BOOK Show of merit. WANT clean Concessions. Bert Boydston wants Agents. FOR SALE—30x50 Khaki Tent, fair condition. WILL BUY additional for Crime Show.

All Ride Help report at Winter Quarters, Rochester, Minn., May 15. All other People booked notice. Show will move on to lot at Decorah, May 17. Address BOX 22, Rochester, Minn.

## WANTED

Rides, Motordrome, Side Show, and Strong Freak for Platform Show.

Best location in Massachusetts. Address

CLIFF LARRABEE

Sea View Rink, Salisbury Beach, Mass.

## WANTED READING'S UNITED SHOWS WANTED

HAVE TWO BEST SPRING DATES IN TENNESSEE, PORTLAND STRAWBERRY FESTIVAL, FOLLOWED BY MANCHESTER CENTENNIAL, TWO SATURDAYS.

WANT Fishpon Bumper, Bowling Alley, Ball Games. All legitimate Concessions come on. Everything open except Corn Game, Cook House, Diggers and Photo. WANT Monkey Circus, Geek, Grind Shows of all kinds. Lowest percentage. All six Rides owned by Show. Address

W. J. WILLIAMS, General Manager, Gallatin, Tenn., this week.

## ANDERSON-SRADER SHOWS, Inc.

Opens at Ellis, Kan., May 7 to 14; Hays, Kan., May 16 to 23; Russell, Kan., May 25 to 30; Junction City, Kan., week of June 1. Will furnish complete outfits for any money-getting Shows. Can place Hoop-La, Pitch-Till-U-Win, etc. Also Ball Game Workers. Have plenty Fairs and Celebrations. No still dates after the Fourth of July.

## VOLUNTEER STATE EXPOSITION

### WANTS

Rides that don't conflict. Shows that are meritorious. Concessions of all kinds. St. Charles, Va., this week; St. Paul, next week.

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

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**EXCLUSIVE NEW ACTS WRITTEN—GERLER,**  
Author, 1986 Washington Ave., Bronx.

**PIANO-VOCAL SCORES FROM MELODY, \$2.00**  
—LEE, 109 Judson, Syracuse, N. Y. my16

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profit; free samples. **METALLIC LETTER CO.**, 439 N. Clark, Chicago. x

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cleans and waxes while they dance. Unlimited market. Cafes, taverns, anywhere there is dancing. Profits guaranteed! Some territory still open. **DIXIE WAX CO.**, Dept. B, Evansville, Ind. my9

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**BIG MONEY APPLYING GOLD INITIALS ON** Automobiles. Easiest thing today. No experience needed. Free samples. "**RALCO**," 1084 Washington, Boston, Mass. tfnx

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**COSTS 1c; SELLS 25c—MAKE NON-EXPLOSIVE** Cleaner from Benzene Crystals. 1c gallon. Sample 10c; literature free. **WESTERN REVERSE LABORATORIES**, 6622 Denison Ave., Cleveland, O. x

**EARN \$5.00 TO \$25.00 WEEKLY SELLING** Lovyar Angora Yarn. Write **LONG ISLAND FARM PRODUCTS**, Rosedale, N. Y. my2x

**FREE "FOLDER OF OPPORTUNITIES"—WRITE** **FAIRMOUNT**, 9-11 Hester, New York. my2x

**GOOD INCOME SILVERING MIRRORS, PLATING** and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write **GUNMETAL CO.**, Ave. G, Decatur, Ill. tfx

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**PRESIDENT ROOSEVELT'S PATRIOTIC CAMPAIGNERS;** Stamp Book Stickers; Smart, Colorful Campaign Buttons; 3-Color Auto Plates. Enormous profits. **REID COMPANY**, Milwaukee. x

**SELL WONDER ELECTRIC BRUSH GENERATOR** — A real marvel that generates own current and lasts life time. Wonderful for electrical massages, scalp treatment, aches and pains. Size ordinary hair brush. Wonderful money maker; over 175% profit. Write now for franchise. **REX SALES**, 110 W. 14th, New York. x

**SELL NOVELTY FUN CARDS, NOVELTIES, ETC.** Samples, list, 10c. **NATIONAL**, Box 500-B, Cincinnati.

**100 PROFITABLE-MAIL ORDER AND LOCAL** Business Ideas; free literature. **PRUITT PRESS**, Elburn, Ill. my30x

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**CHINESE DRAGONS, IMMEDIATE DELIVERY,** \$5.00 to \$10.00 each. **SNAKE KING**, Brownsville, Tex. jul13

**CHINESE DRAGONS, HARMLESS, 4 FT., \$5.00;** 5 ft., \$7.00. Black Iguanas, \$2.00; Leopard Iguanas, \$2.50; Gila Monsters, \$3.50. **LAREDO ZOOLOGICAL**, Laredo, Tex.

**CHINESE MOUSE CIRCUS — LATEST EUROPEAN** novelty. **UNIVERSAL**, 849 Cornelia, Chicago.

**DONKEYS (BURROS)—HAVE A TEAM OF 14** Donkeys, especial for Baseball Play, special price of \$200.00 for all. Armadillos, \$1.75; Gila Monsters, \$3.50; Black Bears Cubs, \$40.00. Wire **UNIVERSAL PRODUCTS CO.**, Laredo, Tex.

**FOR LIVE ARMADILLOS—WRITE TO APELT** **ARMADILLO FARM**, Comfort, Tex. my2

**LOVE BIRDS, PARRAKEETS, FINCHES, CANARIES,** etc. Lowest price to bird wheel men; large stock; lowest prices. **BIRD WONDERLAND**, Van Nuys, Calif.

**PARROTS—YOUNG, DOUBLE YELLOW HEAD,** \$10.00; Finger Tame Talking Yellow Head, \$15.00; Finger Tame Talking Red Head, \$10.00. **LAREDO ZOOLOGICAL**, Laredo, Tex.

**SMALL CUB BEARS FOR SALE — RELIABLE** **BIRD CO.**, Winnipeg, Can. my16

**SNAKES — BOA CONSTRICTORS, HARMLESS,** 4 ft., \$5.00; 6 ft., \$8.00. Black, Blue Bulls, harmless, 4 ft., \$4.00; 5 ft., \$5.00; 7 ft., \$8.00. **LAREDO ZOOLOGICAL**, Laredo, Tex.

**TRAINED WHITE POLICE DOG—COMPLETE** Novelty Act. **J. DUMILLER**, 4213 Bennett, Toledo, O.

**YANKEE TERRIERS, ALSO BULL PUPS, \$10—** **TONNS KENNELS**, Dallas, Tex. ju6x

## BOOKING AGENTS

After the May 30 issue this heading will be discontinued. We suggest our readers become accustomed to look for "Booking Office" advertisements in the various departments of The Billboard.

## BUSINESS OPPORTUNITIES

**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

**MAN OR WOMAN TO WRITE ACCOUNTS—** Must be able to sell. Write **NATIONAL DISCOUNT CO.**, Jackson, O. x

**MONEY-MAKING OPPORTUNITIES—LITERATURE.** **SILVESTER & CO.**, BM-2, Old Bridge, N. J.

**SELL BY MAIL! BOOKS, NOVELTIES! BARGAINS!** Big Profits! Particulars Free **F. ELFCO**, 525 South Dearborn, Chicago. tfnx

**WHERE TO BUY AT WHOLESALE 500,000 ARTICLES.** Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. my30x

## CARTOONS

**ENTERTAIN WITH TRICK CHALK STUNTS** and Rag Pictures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. my16

## 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, \$9.00 each. **YANKEE SALES**, 111 Merrimon Ave., Syracuse, N. Y. my2

**BARGAINS RECONDITIONED MACHINES, ALL** types. Prices you will like to pay. Write for new list. **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. my9

**BARGAINS IN USED AUTOMATIC MACHINES** — 1 Mammoth, \$40.00; 5 De Luxe "46", \$30.00 each; 1 Gold Rush, \$12.50. All of the above machines are guaranteed to be in perfect condition. Positively one-third deposit must accompany your order, the balance C. O. D. Write **GREEN & PRICE**, Italy, Tex. x

**BARGAINS — PENNY ARCADE, PIN GAMES,** Drop Kick, Electro, Contact, Big Bertha, Fleet, Subway, Signal, \$4.00 each; Action, Checker, Super Eight, \$5.00 each; Beacon, Cavalcade, Esquire, Dealer, 21 Rock-Ola, Chicago Express, Spottite, Frisky, King Turf, \$6.50 each; Mutoscopes, Drop Pictures, Panama Digger Cranes, \$10.00 each; 500 others, slashed prices. **MUNVES**, 145 Park Row, New York.

**CANADIAN OPERATORS — ORIGINAL PURCHASER.** 4 Mills Mystery Extraordinary Gold Award Side Venders with Stands, serial numbers over 345,000, condition guaranteed, sacrifice, \$90.00. **BERT LEXIER**, Yorkton, Sask. my16

**COIN-OPERATED MACHINES BOUGHT, SOLD,** exchanged. Highest prices paid for Escalators. In business since '91. **JARL**, 1704 Leavenworth, Omaha, Neb.

**COIN-OPERATED MACHINES BOUGHT, SOLD** — **CHARLES PITTLE**, New Bedford, Mass. my16

**FIFTY IRON CLAW MACHINES, MODEL F's,** repainted, twenty-five dollars; one or all. **MORRIS HANNUM**, 234 E. Union St., Bethlehem, Pa. my9

**FOR SALE—MILLS PUNCHING BAG, \$35.00;** Seeburg Nickel Slot Piano, \$40.00. 3233 Woodrow, Richmond, Va.

**FOR SALE—PERFECT GOLF BALL SLOT MACHINES;** pays Golf Balls. Write **JOHN BURNS**, Pine Hill Golf Club, Sheboygan, Wis.

**GREAT BARGAIN—4 SEEBURG MELOPHONE** Phonographs, 12-Record, Non-Selective, \$65.00 each; mechanically o. k. **ROY HALFHILL**, 313 W. Crawford Ave., Conneltsville, Pa. my9

**I BUY ANYTHING IF THE PRICE IS RIGHT—** Spot Cash. **CHARLES PITTLE**, New Bedford, Mass. my2x

**MILLS 5c SLOT TRIPLE JACKPOT, \$10.00—** **BEN LOUCK**, Joplin, Mo.

**MODEL E IRON CLAW, GOOD SHAPE, \$5.00** down, \$20.00 C. O. D. **H. W. WIETERS**, Charleston, S. C.

**PEANUT, BALLGUM, CIGARETTE VENDERS,** Games, Diggers. **NOVIX VENDERS**, 1193 Broadway, New York. my2

**ROUTE FOR SALE—GAMES RENTED; BARGAINS.** Cariocas, Gold Rushes, Put 'n' Takes, \$17.50; Mammoths, \$50. **SILENT SELLING CO.**, 548 Massachusetts, Indianapolis.

**SPECIAL—\$60.00 CREDIT ALLOWANCE FOR** Late Mills Mystery. Request particulars. **COLEMAN NOVELTY**, Rockford, Ill.

**SPECIAL NOTICE! WE MAINTAIN TRAVELING** representatives in all of the New England States as well as the State of New York. If you are located in any of these States and are interested in purchasing coin machines, get in touch with us and we will advise our traveling representative to call on you. **AUTOMATIC COIN MACHINE CO.**, 369 Chestnut St., Springfield, Mass. my23x

**SPRING CLEANING — ALL GAMES IN A-1** condition. At \$3.50: Penny Ante, \$7.50: Major League, Travel, Flying Colors Jr., Totem, Ticket, Penny Smokes, \$10.00: Beat It, Beam Lite, Synchro, Army and Navy, Rockets, \$15.00: Hold and Draw, Genco, B. B. Champion, Big Game, Olympic Games, Kings of Turf, Manhattan, Par Golf, \$20.00: Pippin, Tango, Cross Country, \$25.00: Traffic A's, \$30.00: Big Leaguer, Payout, \$35.00: Mills O. T. Table, Ace One-Shot Ticket. Pick up these bargains. They are used but not abused. Write for parts and supplies at factory prices. No shipment without deposit. **COINOMATIC SALES AND SERVICE CO.**, 98 15th St., Wheeling, W. Va.

**WANTED — USED COIN-OPERATED MACHINES** of all types for cash or trade. Write for our complete list of used equipment. **AUTOMATIC COIN MACHINE CO.**, 369 Chestnut St., Springfield, Mass. my23

**WANTED—JUMBOS, DERBYS; NOT FOR** resale. **F. M. FRANCIS**, Carroll, Ia.

**WANTED—ONE BALL PAY TABLES, STATE** lowest price and condition. **AUTOMATIC AMUSEMENT CO.**, 812 Superior St., Fort Wayne, Ind.

**WE ARE OVERSTOCKED WITH USED PIN** Tables. Send for our bargain list. **GOODBODY**, 1826 East Main, Rochester, N. Y. my2x

**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 LATEST MODEL VISIBLE SPORTSMAN,** \$15.00 each; Jennings Kentucky Derby and Flying Turf, \$35.00 each. **CHARLES PITTLE**, New Bedford, Mass. my9

**10 DUETTE DOUBLE COLUMN 1c PEANUT** and Pistachio Vendors, \$8.50 each; 5 Signal, \$4.00 each; 3 Beacon, \$5.00 each; 10 Double Column 1c Spearmint and Peppermint Stick Gum Vendors, \$3.50 each; 1 Electro Hoist, \$60.00. **ROBBINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. my9

**16 PENNY SMOKE MACHINES, GROETCHEN,** used two weeks, \$140.00. **H. LOOKHOLDER**, R. F. D. No. 6, Kalamazoo, Mich.

**23 RECONDITIONED VISIBLE SLOT SPORTSMAN,** with Check Separators, either one, two or ten-ball play, \$9.50 each; 3 Pearl Harbors, 1 ball, \$9.50 each; 5 Front Door Put-N-Takes, \$7.50 each; 3 Jennings Daily Limits, 1 ball, \$49.50 each. Orders under \$20.00 all cash; over \$20.00, 50% cash. **DENSON NOVELTY CO.**, Cameron, Tex.

## COSTUMES—WARDROBES

**BAND COATS, REGULATION, \$2.50; NEW** Caps, \$1.50; Hulas, Beautiful Gowns, Suits, Ballyhoo Capes, Scenery, Trunks, Costumes. **WALLACE**, 2416 N. Halsted, Chicago.

**INDIAN RELICS, BEADWORK, CURIOS, WEAPONS.** Catalog, 5c. **INDIAN MUSEUM**, Northbranch, Kan. x

## FORMULAS

**ANALYSIS; RESEARCH; NEWEST GUARANTEED** formulas. Biggest catalog free. Special prices, leads. **GIBSON**, Chemist, BH-4704 No. Racine, Chicago. x

**FORMULAS, PLANS, IDEAS — LITERATURE** free. **H. BELFORT**, 4042 N. Keeler, Chicago. my2

**FORMULAS — ALL KINDS, GUARANTEED;** catalog free. **KEMICO**, B-66, Park Ridge, Ill. x

**WE ANALYZE ANYTHING — GUARANTEED** formulas. Write **ASSOCIATED CHEMISTS**, Indianapolis, Ind.

## FOR RENT, LEASE OR SALE

After the May 30 issue this heading will be discontinued. We suggest our readers become accustomed to look for advertisements of this nature in the various departments of The Billboard.

**FOR RENT—BATHING POOL. EXPERIENCED** party. Also eats and drinks. At **SUBURBAN GARDENS AMUSEMENT PARK**, Washington, D. C. J. B. Aley, Mgr.

**ON ACCOUNT AGE WILL SELL GOING PARK—** Cost \$50,000; will sell for less than half. Terms. **SPRING BROOK PARK**, Catawissa, Pa.

## FOR SALE—NEW GOODS

After the May 30 issue this heading will be discontinued. We suggest our readers become accustomed to look for "New Goods" advertisements in the various departments of The Billboard.

**ARMADILLO BASKETS, LAMPS, ETC.—GET** interesting quotations. **APELT ARMADILLO FARM**, Comfort, Tex. my2x

**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 GEN-** erators, Exhaust Fans, etc. Ask for quotations on your needs. **ELECTRICAL SURPLUS COMPANY**, Dept. 50, 1885 Milwaukee Ave., Chicago.

**CLOTH INK PADS FOR STENCIL DUPLICATIONS,** 4, 35c postpaid. **FRANK SHILLING**, 1017-S Duerber, Canton, O.

**CORN POPPERS AND GASOLINE BURNERS,** Stoves, Tanks, etc. Wholesale. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. my2x

**FLEISCHER'S PAT. SKILL-ETTE DIGGER,** operating at **CONEY ISLAND**, West 8th St., near Boardwalk.

## 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.

**FROZEN CUSTARD MACHINE—BRAND NEW** Crema Model. Originally \$175.00. Will sacrifice. **WILLIAMS CUSTARD CO.**, 1429 N. Clinton Ave., Rochester, N. Y. my2

**FROZEN CUSTARD CO.**, 869 THOMAS, MEMPHIS, Tenn. New Combination Frozen Custard and Ice-Cream Machines, \$185.00. my9

**FROZEN CUSTARD CO.**, GASTONIA, N. C.—Latest Velvo Combination Custard and Ice-Cream Machines, \$159.00. my23x

**PENNANT STREAMERS—SAMPLE STRING**, 50c; Flag Decorations, Painted Felt Cloth Specialties. **INGRAM**, 911 West 87th, Chicago.

**PHOTO OUTFITS—4 FOR DIME STRIPS**, OUR new Photostrip Machines, either 1 1/2"x2", or 2 1/2"x3 1/2" sizes, complete, \$140.00. All supplies at cut prices. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. my2

**POP CORN BRICK FOR ALL OCCASIONS—C. W. STARR CANDY CO.**, 3549 Addison St., Chicago. my23

**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

**WHEELS, ANYTHING THAT TURNS**, Circular tells all. **POP BAKER**, 5161 Trumbull, Detroit, Mich. my23

**FOR SALE—SECOND-HAND GOODS**

**COMPLETE PORTABLE WEBSTER AMPLIFYING** System, Orchestra Equipment. **JACK JOHNSON**, Stryker, O.

**EIGHTEEN LARGE TRUNKS—PAPE MOULDING CO.**, Cincinnati. x

**HOUSE CAR, FACTORY BUILT, \$300.00—SEE** it. **BOB DENT**, 317 North College, Charlotte, N. C. my9

**POPCORN POPPERS, ALL KINDS—NORTH-SIDE CO.**, 2117 Harding, Des Moines, Ia. ma9x

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**A-1 ATTRACTIONS—HUMAN FLY ACT**, Crime Shows, Unborn, Mouse Circuses; thousand other bargains. **UNIVERSAL**, 849 Cornelia, Chicago.

**BALLROOM AND STAGE LIGHTING EFFECTS**—Crystal Showers, Spotlights, etc. **NEWTON**, 253 W. 14th St., New York. my9

**CAROUSEL, 3-ABREAST OVERHEAD JUMPING**, complete, with Cottage in Park, Monkey Autodrome, Monkey Flying Circus, good 40-Foot Round Tent complete, Popcorn Machine. **COUCH**, Menlo, Ia. my2

**CHAIRPLANES—ADULT OR KIDDIE**, WITH two years' beach privilege here. Terms. **PEAKMAN**, Pensacola, Fla. my2

**CHAIR-O-PLANE RIDE, BARBECUE ROASTER**, Fried Clam Stove. 15 Homestead, Quincy, Mass.

**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

**CRISPETTE KARMELEKORN OUTFIT, USED, \$70.** **KARMELEKORN**, 1045 Abbott, Detroit, Mich.

**FOR SALE—TANGLEY CALLOPE ON TRUCK**; cheap. Also Portable Rink. **EARL HODGES**, Shelbyville, Ky.

**KIDDIE RIDES, MINIATURE RAILROAD**, other Park Rides. Address **BOX C-34**, care Billboard, Cincinnati.

**NO. 5 ELI FERRIS WHEEL—PAY CASH** FOR sale, or lease with option to buy. Kiddy Rides. **SCHAGRIN CO.**, Middletown, Del.

**SEE ADVERTISEMENT CARNIVAL PAGES—WEIL'S CURIOSITY SHOP**, 20 South Second, Philadelphia, Pa. ttn

**SPILLMAN MERRY-GO-ROUND, PORTABLE**, cheap. **ADAMS**, 180 Woodbine St., Brooklyn, N. Y.

**HELP WANTED**

**FLYER FOR CANNON ACT—GIVE WEIGHT** and height. Address **W. O. PARENT**, General Delivery, Portsmouth, Va.

**GIRL WANTED FOR TUMBLING ACT—PREFER** one who can do Aerial Act or will learn. Give full details. **GLADYS WILLIAMS**, 117 Mackubin, St. Paul, Minn.

**MEDICINE PERFORMERS, PIANO PLAYER**—Tell all; salary sure. **HOOSIER HERB CO.**, Princeton, Ind.

**ORIENTAL DANCERS, CHORUS GIRLS—SHORTS REVUE**, 18 Royal St., Dayton, O.

**RELIABLE, SOBER OPERATOR FOR MERRY-Go-Round**; mechanical experience. **M. KINSEL**, 1118 Collingwood, Toledo, O.

**TENOR AND ALTO SAX FOR STAGE AND** dance band. Travel, room and board, with salary. Wire **JAY GOULD, JR.**, Glencoe, Minn.

**WANT EXPERIENCED MED. PERFORMER**—Man or woman. Play own music. Canopy platform. Name salary right. **DR. M. F. CHAMBERLAIN**, Dublin, Ga.

**WANT ACROBAT FOR FAIRS—MUST DO** four routines. Give full details. **WILLIAMS & LEE**, 117 Mackubin, St. Paul, Minn.

**WANTED—FEMALE IMPERSONATORS; CLEAN** acts, A-1 wardrobe. Long engagement to the right persons. Amateurs need not apply. Write or wire **MANAGER JUNGLE INN**, Youngstown, Ohio. my16

**WANTED—MED. LECTURER THAT CAN GET** it, Straight Man, B.-F. Comic, Magician, Piano Player that Doubles Stage. Others write. **RE-JUVO REMEDY CO.**, 707 No. Clark St., Chicago, Ill.

**HELP WANTED—MUSICIANS**

**GOOD DANCE MUSICIANS; SINGERS PREFERRED.** **AL MEEK**, Grand Junction, Colo.

**SAXES THAT DOUBLE FOR MODERN BAND;** salary. **ANDY KINNEY**, Minneapolis, Minn.

**WANTED—YOUNG GIRL TRUMPET PLAYERS**, refined, attractive, for interesting work, good pay. **BON JOHNS**, 149 West 66th St., New York City.

**WANTED—SAX DOUBLING CLARINET FOR** med. show. Salary must be low. **TOBY SHELTON PLAYERS**, Hume, Mo.

**MAGICAL APPARATUS**

**FIRE MYSTERIES, TRICKS, FIFTEEN FOR 25c—****OCTAVE VERRET**; Raceland, La. x

**GIRL IN AQUARIUM—OTHER FEATURE IL-**lusions. **UNIVERSAL**, 849 Cornelia, Chicago.

**MAGIC, ILLUSIONS, APPARATUS—NEW BAR-**gain lists free. **McKWAD**, 600 Martinique, Dallas, Tex.

**MAGIC SLUM, SAMPLES, 25c—JOHNSON**, 414 McRae, Wilmington, N. C.

**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. my16

**PUNCH, VENTRILOQUIAL AND MARIONETTE** Figures. **PINXY**, 64 West Erie, Chicago.

**X-RAYS, LOOK-BACKS, BOOKS, TRICKS**, Puzzles, Novelities for selling. Biggest line. List and samples free. Bingo Cards for theatres, etc. **SYL-MAGIC**, 189 Eddy, Providence, R. I. my2

**MAIL ORDER OFFERINGS**

**BUY CIGARETTES, CIGARS, TOBACCOS BY** mail and save money. All brands; no tax. Write brands you smoke. Low prices without obligation. **PETE MOBERLY**, Box 1001, Owensboro, Ky. x

**TWO BARGAINS—HANDY OUTFIT, PRINTS** your Stationery, Labels, Cards, etc.; 200 changeable types; complete, only \$1.00. Also 1,200 Double-Edge Blades, \$5.00; 400, \$2.00; 25, 25c; 5, 10c; guaranteed. Write **BARRIELL**, 126 Lexington Ave., New York.

**MISCELLANEOUS**

**MEXICAN JUMPING BEANS—EXPORTER.** **JOAQUIN HERNANDEZ**, Alamos, Sonora, Mexico. my16

**OVER 1,000 SWAPS IN TRADERS BULLETIN**, 10c copy. Ads 2c word. 190 N. Wells, Chicago. my2

**PROFITS, MYSTERY, FUN—MAKE A COIN-**operated device for less than 25c; full details for 50c (coin). **MIAMI DISTRIBUTORS**, 142 N. E. 12th St., Miami, Fla.

**PHOTOS—25 APPLICATION, \$1.00, OR 25** postcard size, \$2.25. From your favorite snapshot. **P. O. BOX 263**, St. Paul, Minn.

**SELL OR TRADE ANYTHING FOR YOU; 10%** commission. **TRADERS EXCHANGE**, 190 N. Wells, Chicago. my2

**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. x

**BARGAIN—MOTOR DRIVEN \$300.00** Professional Silent Projectors; while they last, \$15.00 each; like new. Finest Semi-Portable Sound Projector. Write **ZENITH THEATRE SUPPLY**, 308 W. 44th, New York.

**BUY NOW! LIKE NEW PROFESSIONAL SILENT** Motor-Driven Projectors with Lens, Lamp, \$24.50; Soundheads, Amplifiers, Portables from \$27.50; Simplex, Powers'; Standard Theatre Equipment. **MOTION PICTURE PRODUCTS**, 346 W. 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

**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**

**SUPER SPEED 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—**Catalog 10c. **FOTOSHOP**, 136 1/2-D West 32d, New York.

**ROADSHOW OUTDOOR CIRCUIT OPERATORS**, save money. Rent your programs instead of buying film. Complete Silent rented, \$15 weekly; All-Talkie, \$35 weekly, consisting of Feature, Serial, Comedy Cartoon. Highest quality guaranteed as trial will convince. Chiselers, stay off. **WALDO FILMS**, Suite No. 6, Waldo Bldg., Cincinnati.

**M. P. (TALKIES) FILMS**

**NEW PRINTS HAUPTMANN TRIAL, TWO** reels in sound, \$75.00 each. **SAVINI FILMS**, Atlanta, Ga.

**SOUND ROAD-SHOW SPECIALS—ALSO WEST-**ern Action Features. Write **APOLLO EXCHANGE**, 117 So. 9th St., Newark, N. J. my9

**SOUND FEATURES AND SHORTS, PERFECT** condition, lowest prices. Lists. **ZENITH THEATRE SUPPLY**, 308 W. 44th St., New York. x

**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.

**MUSICAL INSTRUMENTS**

**ITALO-AMERICAN, KING OF ACCORDIONS**, 50%; Eagle Accordion 70% off. Catalog sent on request. **EAGLE ACCORDION CO.**, 1101 So. Troy St., Chicago.

**PARTNERS WANTED**

**GENTLEMAN DANCING PARTNER WANTED**—I do Adagio, Apache, Tango, Rumba, Character and Tap. **DOLORES DREAMER**, 271 Hendrie St., Detroit, Mich.

**PERSONALS**

**DIVORCES—EASY DIVORCE LAW. SEND \$1.00** for copy of Arkansas Divorce Law. **W. P. DODDS**, Attorney, Beebe, Ark.

**SALESMEN WANTED**

**BUSINESS STIMULATOR—\$4.00 COMMIS-**sion every \$7.95 deal; brand-new Treasure Chest Cards; guaranteed 10% to 30% increase; outfit free. **ACE**, A-417 S. Dearborn, Chicago. x

**SCENERY AND BANNERS**

**A-1 BANNERS FOR SIDE SHOWS—MANUEL'S** STUDIOS, 3544 North Halsted, Chicago. my2

**BANNERS, SCENERY, TAVERN PAINTINGS—**Artistic, inexpensive. **ENKEBOLL STUDIOS**, Omaha, Neb. my2

**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**

**PARK OR ANY AMUSEMENT PUBLICITY AND** Advertising Man, Assistant Manager. Write **F. O. SHOLENBERGER**, West Side Park, Berwick, Pa.

**AT LIBERTY BANDS AND ORCHESTRAS**

**AT LIBERTY—TEN-PIECE COLLEGE ORCHE-**stra, playing modern swing style, available about June first. Write or wire your proposition. Will audition on request. Union or non-union. **B. L. CRUTCHER**, Box 1813, University of Kentucky, Lexington, Ky. my2

**AT LIBERTY—EIGHT TO TWELVE-PIECE** Orchestra for New England or New York State engagement. Sax Trio, two Trumpets, one Trombone, Piano and Drums; double on Clarinets and Strings. Also specialty entertainers. Summer location desirable. **ADRIAN PEREAULT**, 77 Brighton Ave., Allston, Mass. my9

**AT LIBERTY—FIVE-PIECE GIRL ORCHESTRA** for summer location. Telephone in Chicago, Bittersweet 3557 or write, stating full particulars, to **MITZIE BUSH**, 628 Fairview Ave., Elmhurst, 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. my9

**LARRY GIBSON INTERNATIONAL ORCHE-**stra available June 8th. Minimum 9 men; thoroughly equipped; a guaranteed attraction. Only locations considered. **BOX 192**, Macomb, Ill. my23

**OPEN FOR SUMMER LOCATION—ELEVEN-**Piece Orchestra, including Girl Vocalist. Radio, hotel and night club experience. Modern equipment, including P. A. system, music racks and excellent library. Now playing our tenth consecutive week at this hotel. Licensed bookers and reliable managers write to **BOBBY GREER**, Hotel Noble, Blytheville, Ark.

**DYE DROPS, LIKE NEW, ALL SIZES, \$10 TO** \$20. **SHELL SCENIC STUDIO**, Columbus, O. ttn

**HEADQUARTERS FOR BANNERS—NEW, USED.** Bargains. **UNIVERSAL**, 849 Cornelia, Chicago.

**SCENERY CURTAINS, \$10; VELVET SATEEN** Sets cheap; Trunks, Costumes, Band Coats, Caps, Minstrel, Hulas. Free lists. **WALLACE**, 2416 N. Halsted, Chicago.

**SIDE-SHOW BANNERS—COMPARE OURS** with others. **NIEMAN STUDIO, INC.**, 1236 S. Halsted St., Chicago. my2

**TAXIDERM Y**

**UNCLAIMED DEERHEADS, FUR RUGS, SPECI-**mens. Bargains. Eyes, Supplies, Tanning. **HOFMANN STUDIO**, 996 Gates Ave., Brooklyn, N. Y. my30

**TENTS FOR SALE**

After the May 30 issue this heading will be changed to "TENTS—Second-Hand" and only advertisements for second-hand tents will be accepted for this column. We suggest our readers become accustomed to look for advertisements of New Tents in the various outdoor departments of The Billboard.

**NEW SIDE WALL, 6.40 OZ., WHITE DRILL**, hand roped, 8 ft., \$24.00; 10 ft., \$28.00; 100 ft. long. Tents, all kinds. **KERR CO.**, 1954 Grand Ave., Chicago. my9

**THEATRICAL PRINTING**

**DODGERS—THOUSAND 3x8, \$1.00; 4x9** \$1.25; 6x9, \$2.50, delivered. Labels, Embosso Stationery. **SOLLIDAY'S**, Knox, Ind.

**FLASHY WINDOW CARDS, 14x22, HUNDRED**, \$3.00. **TRIBUNE PRESS**, Fowler, Indiana.

**WINDOW CARDS, 14x22, 100, \$2.50—50%** deposit, balance C. O. D. **BELL PRESS**, Winton, Pa.

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Clay, E. P., 6c
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Hall, Geo. L., 6c
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Allen, Mrs. Roscoe
Allen, Myrtle
Allen, Prairie Lilly
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Arbuckle, Mrs. J. E.
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Armstrong, Myrtle
Arnold, Mary
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Bailey, Melba
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Bishop, Mrs. Dorothy
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Blades, Mildred

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Clayton, Una
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Delano, Ruth
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Dorothy, Tattooed Lady
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Doss, Mrs. Jimmy

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Dunn, Palma
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Floyd, Ruth
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Frances, Kay & The Orchestra
Frances, Madam
Fulkerson, Mrs. Ohas.
Gaines, Christine

- LaDeaux, Marie
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Bush, Earnest
Bush, Hurley
Butler, Johnnie
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Callander, Pete
Calvin, Myron
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Campbell, (Heavy)
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Christopher, Joe
Christy, Wayne
Christy, Wayne
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Clayton, Eugene
Cleaning Compound Co.
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Diggins, R. E.
Dillinger, Hardin
Dinnie, Harry
Doak, Chas. A.
Dollay, Billy
Donahue, Geo. M.
Dontella Bros. & Carmen
Doto, Bert C.
Dotty, J. R.
Doucet, Poley
Douglas, Donald C.
Douglas, Garfield
Dowell, Edgar
Downs, Matt
Dowson, Skinnie
Doyle, Patrick D.
Doyle, Sam
DuBerris, W.
Dunane, Jack
Duffin, Matt
Duffy, George
Dufour, Lew
Dunbar, Buster
Duncan, Kenneth
Duncan, Phil
Dunlavey, J. H.
Dunn, Chester A.
Dunn, Chet
Dunn, D. S.
Durham, Chas.
Durbarger, Al
Durante, Al
Durante, Bill
Earl, Clyde
Earby, Edd
Earnest, Doc L. R.
Earnhart, E. E.
Eastman, C. L.
Eaves, Irwin L.
Edlin, I. A. Ted
Edinfield, Danny
Eddington, Cecil
Edward, Blake
Edwards, Charles
Edwards, Chas. W.
Edwards, Duke
Edwards, Jimmy
Edwards, Robert
Eiler, R. E.
Eldridge, Luit Robert
Eiding, Ray
Eli, Moshee
Ellis, Cotton
Elwell, Donald
Emmerling, Jos. P.
Emsmiller, Babe
Engesser, Geo.
English, Geo.
Ephraim, John
Epperson, Royle (Epp)
Escoe, James
Evans, Frank N.
Evans, Jack
Evans, Noah
Evans, Sam
Evans, Tom
Evans, Tom
Evangeline Shows
Everett, Chas. P.
Fahy, Frank
Fainan, Joe
Fate, Harry F.
Farrar, Verlin
Farrall, Jimmie, of Dayton, O.
Farrow, E. E.
Faust, Earl H.
Faust, E. L.
Faust, Ike
Ferguson, Al
Ferguson, Joe
Ferrante, D.
Fiesta of 1935 Co.
Fierney, Ed
Finch, Johnny
Fingerhut, J.
Finn, Ira Lester
Fischer, Dr. Chas.
Fisher, Roy
Fitch, Harry H.
Fitz, Harry H.
Fitzgibbon, Gerad M. P.
Fitzgerald, Hiram M.
Flannagan, Mickey
Fleetwood, Opola
Floreys, Joe
Ford, Al
Ford, Dewey
Ford, Geo. Smith
Ford & Glen
Ford, Prof. C.
Forth, Allen
Foy, Bob
Foy, Fred (Goldie)
Franklin, Don
Frantz, Jerry
Frazier, Bruce
Frazier, Grandad
Frederick, Henry
Fredette, Arthur
Freeborn, James
Freeman, Geo. H. (Aussie)
Freeman, Mitch
Freesland, J. G.
French, Doc
Friedman, Jake
Fulbright, Henry
Fuller, Lew
Gaffney, Wm. H.
Gage, Robt. H.
Gallagher, James Robert
Galloway, Eddie
Galvin, John
Gardner, Geo.
Garfield, Doc
Garrett, Alex R.
Gatchell, H. S.
Gaylor, Bob
Gazink, Geo.
Geisler, Henry
Geisler, Ben
George, Bert
George, Eli
George, Frank
George, James
George, Joe M.
George, Williams

Gerad, Charles
Gibbons, Harry
Gilbert, Harry
Gilbert, Jack
Gilbert, T. J.
Gilbert, L. C.
Girard, Harry
Gisard, Theo
Glascock, Doe
Gleason, Artie
Gleen, C. C.
Godwin, Bert C.
Golden Valley Show
Goodwin, Joe
Goodwin, Jack
Goodwin, Mart
Goodwin, R. E.
Go-Goo
Gordon, Alvin
Gordon, Chas.
Gordon, Roy
Gorman, Geo. C.
Goss, Robert (Silas Evans)
Gough, O. W.
Gouide, Jacques E.
Graham, Jack
Gray, Bee Ho
Gray, Joseph
Gray, Tracy
Green, Curtis
Green, Doc
Green, Silad, Show
Green, Col. W. E.
Greenwood, Harry
Gregory, L. B.
Gregory, Wm.
Grey, Otto
Griffen, Jeff.
Griffith, E. E.
Griffith, Jack
Griffith, L. J.
Grimes, Loren
Grimsley, A. M.
Gringer, Harry C.
Groffo, Miller
Grosblat, Joie
Grover, Bob
Grunden, Howard
Guthrie, Fred
Gwynn, Calvin Cowboy
Haas, Frederick L.
Haas, J. Harvey
Hakenbery, Lewis
Hall, John
Hall, Loun D.
Hall, Perce
Hall, Robert
Hall, Walter D.
Halley, Leo
Hallstrom, D. C.
Hammon, Johnnie
Hammond, Bill
Haner, Sam L.
Hanlon, A. W. (Pat)
Hanson, Tommy
Hanna, H. L.
Hansell, Jewell
Hanson, Louis
Hao, Al
Hardemon, Sam
Hardman, Whitey & Mabel
Harley, Jess L.
Harper, Harry
Harmon, Bill
Harper, Eddie L.
Harper, P. E.
Harriman, Maison
Harrington, E. A.
Harjo & Mario
Harris, Bing Earl
Harris, Fred
Harris, H. C.
Sundown Slim
Harris, Lawrence
Harris, Sailor
Harrison, Edw. S.
Harrington, Jerry
Harry Players
Harscock, Byron
Hart, Arthur
Hart, Louis
Hart, Paul
Hartig, Wm.
Hartigan, Pat
Harris, Jack.
Hartwig, Comedians
Harvey, Boots
Harvey, Charles
Harvey, Henry
Harvey, Will
Harwell, R. W.
Hatfield, Johnnie
Hauser, Fred
Haut, Geo.
Hayden, Harry
Haystack, Urd
Hayes, Morgan
Hayes, Morgan
Head, Bernie
Heckendorff, Clarence
Hecks, R. L.
Hedrick, Elmer
Heffron, Dr. J.
Heitz, E. C.
Heitzman, George
Henderson, Victor
Henderson, Lewis
Henderson Stock Co.
Henderson, Warren F.
Henderson, W.
Henderson, Frank
Henderson, Warren
Henderson, Hughie
Hendrix, C. W.
Hennessie, Red
Henry, Bill
Herbert, Charles
Herbert, Jack
Herington, Bob
Hershey, Ray (Barney Google)
Hess, A.
Hibbard, H. B.
Hickman, T. B.
Hickman, T. B.
Hicks, C. V.
Hightower, Jimmie
Higgins, Arthur
Higgins, Gerald
Higby, Arthur
Hildebrand, Elmer
Hill, Col. Delbert E.

Gentlemen's List

Adair, Jack
Adams, A. H.
Adams, Frank
Adams, Frankie
Adams, Ned
Adkin, Alfred
Agnew, James C.
Ailinger, Gabe
Akbar, Prof.
Alban, Jack
Alberts, Albert
Alder, Clarence
Aldrich, Billie
Alexander, S. C.
Ali, Chas. Lazaro
Alfred, Jack
Ali, Mohamed
Allen, Billie
Allen, Chauncy M.
Allen, Charles
Allen, Jack
Allen, J. C.
Allen, Punch
Allen, Tom
Allesandro, Morio
Allen, Charles B.
Allen, Doc (R. C.)
Allman, W. J. Doc
Alpert, Morris
Amber, Walter
Anderson, Jackie
Anderson, M.
Anderson, U. P.
Andrechuk, Theo.
Angel, J. S.
Arbuckle, H. R.
Archer, Max
Aredo, Joe & Pearl
Arenz, Thos.
Arley, Towes
Armstrong, Milo K.
Armstrong, Tip
Arnold, Jerry
Arnot, Jack
Art & Leon
Arthur, Chas. A.
Arthur, Major
Asher, Charles
Aulger Bros.
Messrs.
Austin, Albert A.
Austin, Richard L.
Avalon Jr., Bob
Backmann, Ted
Bait, Tiger
Baker, Donald
Baker, Earl
Baker, Lloyd
Baker, Red
Baker, Joe S.
Balderson, Art
Baldrige, W. R.
Balfonte, Paul
Balow, Charles
Baney, W. E.
Bangs, Jerry
Banks, Bennett E.
Barfield, H. A.
Barnes, Charles E.
Barnes, Dr. W. B.
Barnes, Gene E.
Barnett, M.
Barnett, M.
Barnhart, Clifford
Barr, Clyde Eugene
Bartholomew, H. W.
Bartlet, R. C.
Barton, Howard W.
Barton, Ottis
Bashaar, Chas. W.
Bates, C. A.
Baty, Joe
Bays, Dick
Bayne, Jack
Baxter, Ross
Beach, Geo. (Half Pint)
Beades, W. H.
Beard, Elbert
Beam, Merwyn
Beaman, Roy
Beaman, (Pollock)
Beard, Arthur F.
Beard, Bill
Bearden, Jack
Bearding, Steve
Beasley, Jas. S.
Beasley, R. C.
Beatty, P. T.
Beatty, P. J.
Beckert, Billie
Beckford, Bobby
Bebe, Ellis T.
Beham, Archie
Behoe, Earl
Behoe, Clayton E.
Belew, Charles
Bell, Hony (Boxer)
Bell, Miles
Bell, Moses
Bellis, R. S.
Bellmer, White
Belmont, Clarence

Bembow, William
Bemore, Bill
Ben Deb, Ali
Benge, James G.
Bement, Arlie
Bennett, Fred
Benson, Jack C.
Benton, E.
Benton, Earl G.
Benton, Frances-Francis
Berkowitz, Sam
Berkowitz, Dave
Bernard, Billie
Berry, Curly
Beveridge, Glen
Bey, Ben
Bickford & Crandall
Bills, Dr. J. C.
Bird, Wiki
Bird, W. E. Willie
Birmingham, James L.
Biscow, Isador
Blackfoot, Blackie
Blacks, The Aerial
Blackstone, Joe
Blair, Bud
Blair, Jack
Bland, Richard
Block, Bert
Blumingsame, V. W.
Boardman, Orlando W.
Bobbio, Accordionist
Borkland Corporation (Bozo)
Bousum, Albert
Bowell, Walter
Bowen, Ray & Virgil
Bowin, Richie C.
Bowman, Chas. M.
Bowman, F. J.
Boyes, Chick
Boyle, J. W. (Duke)
Boyer, Ralph M.
Bozwa, George
Bradford, G. C.
Bradham, Charlie
Bradshaw, Tiny
Brady, Pat
Brandyberry, L. S.
Brassell, Floyd
Breez, Harry
Brennan, Merle
Brent, Jim
Bresnahan, Ernie
Bresnahan, Russell
Briggs, Wm.
Bright, Lee
Brison, Ray
Britt, B. H.
Britt, Tom
Britt, Weldon
Britton, Ginger
Britton, Jack
Brochhoff, Wm.
Brodie, W. N.
Brooks, Bill
Brooks, Jack & Maude
Brooks, Red
Brooks, Sam
Brooks, Thos. A.
Brown, Al
Brown & Bailey Rev.
Brown, Bill
Brown, Cecil
Brown, Geo. E.
Brown, Harry
Brown, Jo Jo
Brown, J. H. (Brownie)
Brown, L. D.
Brown, Norman Big Boy
Brown, Pluto
Brown, Rufus
Brownfield, W. E.
Brunk, Glenn D.
Brunet, Jack
Bryan, Earl
Bryan, Jack
Bryant, M. H. (Tom)
Bucky, Dick
Buckminster, Richard
Buckin, Emmet
Bulgar, T. E.
Bunker, Harold
Burdick, Ira
Burgius, Harry
Burk, K. L.
Burke, Geo.
Burke, Tommy
Burks, Orville (Skinny)
Burnham, Joe
Burns, Jack

Burton, Mrs.
Bush, Earnest
Bush, Hurley
Butler, Johnnie
Byers, C. W. & J. W.
Cain, Joseph Leroy
Callahan, Ray
Callander, Pete
Calvin, Myron
Camp, Herb E.
Camp, Tazal C.
Campbell, Carl C.
Campbell, Frank
Campbell, (Heavy)
Campbell, Jack C.
Canares, Victor
Canfield, Don
Carey, Wm.
Carlton, Frank
Carliès, Jack
Carnahan, Andrew H.
Carney, Jack
Carroll, D.
Carroll, S. J.
Carter, Billy
Carter, Jimmie
Carter, T. H.
Caruso, Johnnie
Carver, Adam
Catalano, Tony
Chalk, Wm.
Chambers, Earl
Charles, C. H.
Chenoweth, Wm. H.
Childs, Geo. A.
Childs, Solie
Chillson, J. J.
Chisholm, Dave
Choates Comedians
Christian, Charlie
Christopher, Joe
Christy, Wayne
Christy, Wayne
Christy, Wayne
Church, Clarence
Clark, Edgar F.
Clark, Jim
Claude, Leo
Clayton, Eugene
Cleaning Compound Co.
Cliff, V. C.
Clifton, Harry (Slipfoot)
Cline, Eddie
Cliver, Fred
Cobor, Frankie
Cockrell, Geo. W.
Coddins, Jack
Cody, Bill
Cody, Harry M.
Coe, Sam
Cogshall, J. R.
Cole, Dad Clyde O.
Cole, Frank
Coller, Chas.
Collier, Ralph
Collins, Doc
Collins, D. W.
Collins Minstrel
Collins, Sam
Collins, William (Bill)
Colohan, Arthur
Colton, Tex
Compton, F. A.
Conley, A.
Cook, Tommy
Cooper, Felix
Cooper, Hymnie
Cooper, Leroy
Copeland, Maurice
Copperstone, Tom
Corbett, William
Corr, Buddie
Costa, Bob
Costa, Steve
Cotter, Robert
Coutarrabas, Arnold
Coulter, Rex
Counter, Wm.
Courtney, John F.
Cousins, R. J.
Coward, Linden (Magician)
Cox, Babe
Crafter, Alfred
Cramer, C. A.
Crane, Craden
Creason, L. A.
Cresswell, Frank
Crews, Jim
Cronin China Co.
Cross, D. L.
Cuella, Tony
Culbert, Dan
Culver, Musical
Cunningham, F. H.
Cunningham, J. W.
Curry, M. L.
Curry, Wm. Earl
Dabney, Tex
Dagmar, Chas.
Daly, F. W.
Daniel, Grover Tex
Darden, Robert
Darr-Gray Players
Davenport, Paul
Davidson, A. F.
Davidson, Hank
Davidson, Jas. E.
Davidson, Morris
Davis, Buddy
Davis, C. W. Red
Davis, Harry
Davis, John B.
Davis, Johnnie (Cowboy)
Davis, Sherman
DeForest
Delaoy, Fern
Delaney, Fred
Delmont, Pat
Demetra, Tom
Demski, Irving
Dennis, Buddy

Hill, J. E.
Hill, P. O.
Hill, Red
Hillman, Carl E.
Hinkle, Milt
Hinton, Roy E.
Hixon, Geo. C.
Hodges, Jimmy
Hoel, Frank
Hoffman, Henry
Hoffman, Norman
Hoffman, Lew
Holden, Doc
Holderness, Geo. W.
Holderness, R. R.
Holland, E. S.
Hollingsworth, Dean
Holly, A. F.
Holmes, Billy
Holt, Jerry
Holtzer, Al
Hood, Woodphine (Slim)
Hooper, Bobby & Happy
Hoskins, Troy
Hotchkiss, Harry
Hovick, Paul
Howard, N. C.
Howe Bros. Side Show
Howey, Clyde O.
Hoy, M. W. Doc
Hubbard, Cliff
Hudspeth, Fred
Hughes, Claude R.
Hugo, Capt.
Hull, Hubert
Hull, Jimmy
Hull's Comedians
Hunt, Herman
Huntington Nickel Plate Show
Hunter, Herbert
Hunter, Thad
Huntsinger, Red Sam
Hutton, M. O.
Hyatt, Dick
Hyland, Paul S.
Hyland, Jack
Ingram, S. Skates
Idom, Alfred
India, Ola
Ingram, Ted
Irvin, Jack
Isabel, E. R.
Jack, Dora-Devil
Jackson, Harold
Jackson, Sam
Jagger, Jimmie
James, J. F.
James, Whittier
Jaynes, S.
Jennings, Ted
Jeter, Van L.
Jewett, Timothy
Jobber, Stanley
Jobber's Midgets
Johns, M.
Johns, Vincent C.
Johnson, Bob
Johnson, Thomas
Johnson, Frank
Johnson, Glen (Pete)
Johnson, Stove Pipe
Johnson, Roy
Johnson, Thomas
Jones, Bob
Jones, Carl Whitey
Jones, Eugene Red
Jones, Lester
Jones, Percy
Jones, Pig
Jones, Roy
Jones, S. Miles
Jones, Willie
Jones, Wm. H.
Jordan, Wm.
Joyce, Slim
Joynes, Jimmie C.
Julius, Harry H.
Justice, Donald A.
Justus, Romaine
Kaeser, Rudy
Kallas, Pete
Kallas, Pete
Kakaka, Chas. K.
Kane, Robert F.
Karr, M. Arthur
Kas, A. J.
Kas, Nick
Kehee, Lawrence
Kell Bros. Circus
Kelly, P. E.
Kelly, Jack
Kelly, John S.
Kelly Jr., Jack
Kelly, T. W.
Kelly, T. W.
Kempton, Kermit
Kennedy, H. D.
Kennedy, Joe
Kennedy, Lewis
Kennedy, Leon
Kennedy, Tom
Kentucky Cocker
Kerns, Edw. C.
Kerns, Frank
Kesterson, Loren
Keystone Carnival, The
Kilbourne, Mark L.
Killinger, Hootis
King, A. J.
King, Allen
King, Clarence
King, Don A.
King, G. M.
King, Geo.
King, Harry
King, Wm.
King, Walter
Kingsmore, Tiny
Kinko, Prof.
Kinny, John J.
Kinser, Lou
Kinzer, Jas. B.
Kirke, Leonard
Kirk, Eddie
Kirk, Lyle
Kirwin, Joe
Knaapp, Jack
Knauff, L. N.
Knight, Geo. Jack
Knight, Hugh
Knight, Jim (Humanatone)

Knovakoff, Geo.
Kohn, Eddie
Kokos, Joe
Koran, L. E.
Kranz, Al
Kraft, Perry E.
Krajewsky, Billy
Kramer, Renita
Krooner, R. A.
Kugler, Prof. Jas.
Kuhn, John M.
LaLenna, Frank
LaMont, John
LaPurl, Chas. Doc
LaRose, Danny
LaRouch, Dannie
Lamar, Col. Leon
Lamb, Ray
Lambert, K. E.
Lam, Bonnie
Lamont, Charlie
Lamont, Geo. A.
Lamore & Frances
Lamore, J.
Lamperi, D. J.
Landick, Olyn
Lane, Malcolm J.
Langdon, Burt
Larmour, Edmond A.
Latto, Walter
Laughney, Frank
Laurie, Mike
Laurie, Larry
Lawrence, C. A. (Dud)
Lawrence Entertainers
Layson, Happy
Lay, Bill
Layman, F.
Layne, Bert
Lazell, Elmer
Lazier, W. J.
Lazone, Elmer
Leahy, Edw.
Lee, Alvin
LeBlair, Jack
LeVere, Jack
Lee, Francis M.
Lee, Harry W.
Lee, Julian
Lee, Wm. F.
Lemons, Walter
Lenheart, L. R.
Leonard, Paul
Leopold, Leopold
Lester the Great
Letterman, W. E.
Lewis, Curley
Lewis, Franklin
Lewis, H. J. Red
Lewis, Hugh
Lewis, Irving
Libby, Flank
Lineback, Roy
Lional, David
Lippman, Eddie
Lisle, Joe
List, H. B.
Little Beaver, George
Little Fox, Chief
Livingston, Harold
Llewellyn, Beryl
Lober, Fred A.
Locktee, Gus & Lovelia
Logan, H. F.
Logan, John
Logan, Sandy E.
Logan, Wm. C.
Lollar, Roy E.
Long, Isaac A.
Loranger, Nelson
Lorraine, Louis J.
Lottidge, Harry
Loughney, F. J.
Lovell, T. C.
Loyd, Leonard
Luckner, Gene
Lumford, Jimmy
Lumpkins, Bat
Lundquist, Leonard
Lush, Doc
Luther, M. H.
Lyda, T. J.
Lynch, T. J.
MacLean, Jas. (Pretty Boy)
MacNamore, Blackie
McAllister, Pat
McCall, Duk
McCall, H. L.
McCallister, H. E.
McCarthy, Emmet
McCarthy, Jas.
McCarthy, Paul Babe
McClendon, D. E.
McClane, Buddy
McCloud, Caney
McClure, Mickey
McCloughan, C. S.
McCoy, Chuck
McCraney, Rueben
McCrary, E. D.
McCrear, Neil
McCune-Grant Trio
McCune, Wm.
McDonald, Red
McDonald, Sampson
McDougal, Scotty
McDonald, Wanzo
McEachern, Kenneth
McFarling, Willard
McGowan, Vernon
McKay, Bob
McKee, Alvin
McIntyre, Keith
McKernan, Wm.
McKerlin, Donald & Gene
McLendon, R. F.
McMahon, Harold
McNall, Luther V.
McNeely, A. E.
McPherson, Eugene M. & M. Show
Mace, Herbert
Machel, Bob
Mack, Wm.
Maddox, Earl
Mahon, Bob
Mahoney, J. L.
Maller, Frank
Malley, Francis S.
Mansell, J. L.
Marcelles, Bud
Marcus, Geo.
Marcus, Will
Marion, J. J.
Markley, Dave
Marko, Geo.
Marks, B. D.
Mars, Walter J.
Martell, Jerry
Martin, Tom (Curley)
Martin, Jack
Martin, Joe
Mason, Dick
Mason, Johnnie
Matthews, J. H.
Maximo, Mechanical Man
May, Jackie
Mayott, Edgar
Meade, Tommy
Means, Al
Mercer, Chas. W.
Mercer, Wm. J.
Messick, K. O.
Tommy
Matts, A. J.
Meyers, John E.
Miles, Bob
Miles, Dr. J. C.
Miller, Chas. Joe
Miller, Eli
Miller, Fred
Miller, F. W.
Miller, Herman
Miller, J. D.
Miller, J. D.
Miller, Jack
Miller, Leo
Miller, Leon
Miller, Mervin
Miller, W. A. Bill
Mimdo
Minsky Supreme Staring Show
Mitchell, Alex
Mitchell, Bob
Mitchell, Charley
Mitchell Circle
Mitchell, Stock Co.
Mitchell, Dick or Bob
Mitchell, Frank J.
Mitchell, Geo. M.
Mitchell, Larry
Mitchell, Lawrence
Mitchell, Louis
Mitchell, Mike L.
Mitchell, Pete
Mitchell, Roy J.
Mitchell, Sam
Mitchell, Steve G.
Mitchell, Theodore
Mitchell, Tom
Mix, Art
Moan, James
Monte, Johnny
Moon, R. E.
Moore, Hap
Moore, Jack
Moore, Rector
Moore, Thomas
Moore, Tommie E.
Moore, Walter C.
Mooney, Harry
Morales, Pedro
Morgan, Chas.
Morgan, Frank L.
Morris, H. C.
Morris, Jimmy
Morris, Joe D.
Morrison, Sandy
Morse, Geo.
Mortensen, Fred
Mortenson, Mort
Morton, Rex
Mose, K. O.
Morris, Robt. & Iva
Motts, Fred
Moulton, V. L.
Mr. Q
Mullaly, Tommy
Mullens, Jimmie
Mullins, Jack
Mumshaw, Walter E.
Mund, Sunny
Mundi, Dr. Leon
Murphy, D. J.
Murphy, D. J.
Slim
Murphy, J. L.
Murray, Arthur
Murray, James
Murray, Earl
Murray, R. E.
Naboone, R. J.
Naylor, Jack
Neal, Roy
Neilson, Douglas
Neipert, Clarence
Nelson, A. E.
Nelson, Adinoids
Nelson, Benny
Nelson, Bert (Rough House)
Nelson, Buck
Nelson, C.
Nelson, Douglas
Nelson, Oscar E.
Nelson, Whitey
Nepo, Geo.
Neto, Natale
New, John A.
Newman, Arthur
Newman, Frank (White Head)
Newman, Ted
Newton, Harold
Nieberly, Louis J.
Northon, Robt. E.
Northrup, Jesse
Norton, Leon
O'Connell, J. M.
O'Dare, Lerry
O'Hara, Husk
O'Hara, Johnny
O'Mally, J. P.
O'Neal, Phil
Oake, Al H.
Oberman, Harry
Odum, Homer
Ogden, Ray W.
Ogle, Douglas
Ohman, Theo
Oliver, Harry
Oliver, Otis L.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

# Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

## Diggers Point Way in Support Of Greater Use of American Mdse.

NEW YORK, April 25.—Leading wholesalers here have come together in an effort to gain greater support for American-made merchandise.

There has been much dumping of cheap foreign-made novelties on the market, which has greatly hurt general sales of American-manufactured novelty merchandise and has also tended to tear down the reputation which many merchandisers have built for quality products.

The action of these leading wholesalers is fast gaining the support of leading premium merchandise users and it is believed that this action will economically aid the general welfare of the field.

The foreign merchandise in the lower priced brackets has been the greatest offender. This merchandise has been pointed out to be of a decidedly inferior quality. Merchants featuring manufactured imitations of American merchandise have not even cared to list the fact that it is of foreign manufacture and have instead attempted to divert attention from this fact by using an extremely low price.

Most of this imitation merchandise is sold purely from a price standpoint. Instead of helping to bring about greater profit the premium users state it has but temporarily lifted receipts and then tremendously lowered them by losing the patronage of the public.

With the small use of German and Italian merchandise, due to boycott action at this time, the American-made products have been in the limelight, and it is said that action of leading wholesalers backing this sort of merchandise at this time will definitely entrench superior American quality upon the minds of leading premium users, who will in turn transfer this fact to the public.

Merchandise manufacturers are also attempting to bring about a greater appreciation of their products by creating some of the most beautifully and tastefully designed quality articles at this

time and also trying to keep the cost to a popular level.

It has been noted that the coin-machine division of the premium industry has been insisting upon American-made quality, with digger operators leading in this demand.

Where formerly, it is reported, the digger operators were the worst offenders, since they created a tremendous market for cheap imitations, they have since learned that the public preference and demand is for American-made merchandise and have recognized this fact by their purchases in the past 8 to 12 months.

This same holds true of the general retail trade. The demand for merchandise of American manufacture is continuing to grow.

Business men have been explaining that greater use of American-made merchandise will tend to relieve many economic ills at present affecting the country. They also have been firm in the belief that the premium merchandise industry can best help the situation by setting an example for all other industries to follow in this respect.

There is some cases the prices of the American products are much higher, the quality workmanship is so superior and the repair shops and service facilities so much closer at hand that when all

## Weather Boosts Retail Business, Survey Shows

NEW YORK, April 25.—Favorable weather aided business considerably during post-Easter week, it was shown in a survey by Dun & Bradstreet, just released.

"Receiving a fresh impetus from the more balmy spring weather, business gathered new momentum during the week," it was stated.

"Retail distribution naturally fell back to a slower pace, following the final week of the Easter rush, but in many sections surpassed the 1935 comparatives.

"Buying at wholesale widened, as commitments were placed for early summer needs and reduced stock brought hurried reorders for goods required for current needs.

"The rise of industrial operations was unchecked, with advanced schedules applied to more groups.

"As the comparison was made with the peak of the Easter selling season last year, the estimated volume of sales for the week was not more than 2 to 5 per cent above the corresponding 1935 total," the survey found.

"Many merchandisers still were in urgent need of stocks but had postponed ordering until the Easter sales had established the trend of demand."

facts are taken into consideration, plus the fine guarantees which are placed on products by the American manufacturer, the actual long-run price of the product is said to be definitely more attractive.

## Baseball Season Ups Novelty Sales

NEW YORK, April 25.—The opening of the baseball season here was noted to have helped the sale of many novelties which have been gathering dust on the shelves of merchandisers.

Unique busts of baseball stars which were introduced some time ago, desk sets with baseball players in action, card sets with famous ball players and other paraphernalia in this direction was immediately seized upon by the general trade and sold in large volume.

There are also many other items which instantly gained a market. These included athletic merchandise of all sorts: Last year the entrance of baseball gloves and baseball paraphernalia in general was considered a daring venture in the merchandise field by many. The sportlands used a tremendous dollars and cents amount of baseball equipment and found it to be among the most attractive merchandise they had ever used.

Everywhere in the industry, reports have it, there has been a jump in the sales of baseball equipment in general, as well as of much allied merchandise.

Pin-game operators have again started to feature baseballs, gloves, catcher mitts, chest protectors and complete baseball sets for daily and weekly high scores. These operators report that this merchandise continues to be among the most popular they have ever used for stimulating play on their games at this time of the year.

Pitchmen have been seen about the baseball-park sectors selling baseball merchandise in large quantity.

The trade in general has entered into the spirit of this great American pastime and some unusually large orders have been placed.

## Trend to Colors Growing Stronger

Orders for spring gift, prize and accessory merchandise being placed now by buyers are placing far greater emphasis on color than at any time during the spring buying, comment indicates. In fact, merchandisers predict, the coming summer season will show greater interest in bright shades of both contrasting and harmonizing nature than at any time in the last six years. The matching of shoe, glove and millinery for summer will receive still greater emphasis.

They also point out that only during the past few years have buyers become fully aware of color and the prominent part it plays in stimulating the sales of various lines of merchandise. By its gradual adoption, however, the innumerable articles which might otherwise have been forced off the market altogether have managed to maintain an important place in the field.

Leather goods, for example, which were usually black or brown, are now to be seen in attractive pastels or even variegated combinations. Deep reds and cheer-

(See TREND TO COLORS on page 65)

## Demand Growing For Homewares

Demand for low-price sterling silver and flatware for immediate as well as later delivery developed in the wholesale merchandise market this week as small homeware markets took on post-Easter activity. Altho almost all branches of the field experienced sharp improvement compared with recent past weeks, buying in the sterling silver industry was the most outstanding. Calls ranged from goods for regular selling to specials for June wedding promotions for distribution thru a wide variety of channels. China and glassware, curtain and electrical appliance lines did an active business also.

## Use of Merchandise in Prize Award Systems Growing Rapidly

It is generally recognized that the idea of awarding premiums is one of the oldest methods of advertising used to induce the purchase of merchandise, products or service. However, the same principle is now being utilized to an even greater degree by many enterprising promotion and sales directors by offering merchandise or premium awards to their sales people for meeting certain sales quotas.

The increased difficulty of selling and distributing encountered by sales staffs in practically every line of business has resulted in the development of many and varied methods for increasing the efficiency of the persons upon whom responsibility for volume sales rests. So when the old plan of offering an incentive for buying merchandise was borrowed and applied at the other end, with the objective of stimulating effort and efficiency in selling goods, it immediately became a favorite. Today a great many firms, ranging all the way from life insurance companies, household appliance firms, notably vacuum sweeper, refrigerator, range, washers and radios; magazine crews, used-car departments, newspaper advertising and circulation staffs and others, are using this system with great effect.

One of the more popular plans is to set up a graduated scale of sales quotas. Each step in the scale represents a certain sales volume and the higher the step the larger the volume of sales credited to an individual. The value of the awards to sales persons, of course, is determined by the size of their sales production. For the

top producers, for instance, the finest quality items are reserved; for less productive workers, less expensive items, and so on down the line. In this way not only is merchandise used that covers a wide range in price and variety, but the use of a considerable quantity is assured, for awards are made to every sales person with a record of sales.

Some excellent results have been achieved thru giving serious thought to the selection of awards that have a particularly strong appeal to the sales members. For instance, insurance men, somehow, will always work harder for articles made of leather. Such items as portfolios, pocket letter carriers, billfolds, work organizers and traveling bags have been responsible for the signing of many an insurance policy.

Leather goods are popular with other classes of sales organizations, too, but there is here a pronounced preference for merchandise of a general nature, including clocks in any form, pen and pencil combos, desk sets, sporting goods, cigaret cases and lighters, smoking stands, razors, radios, cameras, cocktail sets and brush sets. Items of haberdashery also are favorites in some sections and include men's belts, ties, sport sweaters and spats.

The growing number of firms now using variations of this plan in stimulating efforts of their sales people and the results that have been accomplished serve to center attention upon this field as having tremendous possibilities for the industry.

## Toilet Goods Manufacturers Give Credits to Flood Area

The Toilet Goods Association, Inc., New York, has decided to give credits to all retailers in the flood area for merchandise which was damaged by the flood.

The association also decided not to allow credit for merchandise which was condemned by the health officials. They felt that this would not be in good policy with general credit refund.

It is believed that the entire merchandise industry in the affected areas will benefit from this action by the association.

Toilet articles have always had a great market in the wholesale merchandise field and the return of credits to many of the retailers by the wholesalers will generally create much better sentiment in behalf of this type of merchandise.

The issuance of the credits will come at a most desirable time, for with the opening of the outdoor season much treatment cosmetics will be used and fresh supplies of these in return for damaged merchandise will result in stimulated sales.

The action of the Toilet Goods Association, Inc., at this time is highly commended in every quarter and is in keeping with good business policy.

It is also felt that the organization will have gained much prestige and greater following by this action from many outstanding wholesalers and retailers in the affected areas who would otherwise have had to endure tremendous losses on the damaged cosmetic merchandise.

## 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.

# IT'S NEW! MODERNISTIC LAMP



Made of Spun Aluminum with Cord, Plug and Switch. Comes in gold and silver finish. Domestic made. The All-Purpose Lamp.

25% Deposit on all orders **\$10.50**  
Balance C. O. D. **DOZ.**  
Sample \$1.00 each

We carry a Complete Line of Merchandise for Concessionaires, Fairs, Parks, Carnivals, Resorts, Etc.  
Write for New Catalog  
**H. FROMAN**  
34 East 12th St. New York City

# NEW Items

## New Ciggie Snuffer

A new type of ash tray has made its appearance on the market. It is the Snuf-A-Rette," has a number of cell pockets and by simply standing the



lighted cigaret in one of these pockets the cigaret is automatically snuffed out. The Snuf-A-Rette does away with stamping and smudged fingers. It comes in all colors and is manufactured by the Ekstrand Manufacturing Company.

## Attractive Tie Line

Jiffy Tie Company is offering a new line of ready-tied four-in-hand ties that combine flash and appeal in the new spring styles. Ties are full cut and have all the appearance of the genuine silk cravat. Complete numbered swatch pads are available, showing all colors and designs. Line also features a genuine leather ready-tied bow, same colors, pattern and quality.

## New Scottie Dog

Created Ideas, Inc., announced recently a new scottie premium item with a special finish which is exclusive with the firm. They stated that they have spent months developing what they called the "Fuzfnish" covering which feels and looks like real hair. The remarkable part about this new covering is that it can be washed with plain soap and water. "Fuzfnish" Scotties come in three colors—the natural black, which closely resembles the live scottie, an achievement of note, and white and henna for flash and appeal. A red satinette ribbon encircles the neck. Height of the dog is eight inches.



## Mickey Mouse Sharpener

Distributor Eugene B. Baehr & Sons are marketing a new Mickey Mouse pencil sharpener made of catalin. Item has a removable steel blade, comes in assorted colors and can be obtained at a margin that allows for a good profit. In addition to Mickey Mouse, Walt Disney's other famous characters, Minnie and Donald Duck are also obtainable on the sharpener.

## Window Anti-Rattler

An anti-window rattler has been added to the line of the Champion Company. Item is made of a high-grade bronze and slips in between the window channel and the felt. Will fit windows on all makes of cars and is said to be invisible after installation.

## All-in-One Shredder, Slicer

A device just placed on the market will do all the work of slicing, cutting, shredding, mincing, grating and even extracting juices that the housewife finds necessary for the preparation of dainty appetizers, salads, fruit drinks and wholesome food dishes. It does the work (See NEW ITEMS on page 65)

# TAKING THE COUNTRY BY STORM! NEW 5-TUBE SILVER RADIO In Beautiful To-Na-Coustic Cabinet!

RCA LICENSED

Scientific Design  
Makes Possible Its  
Beautiful Tone  
Qualities

- Exclusive Model!
- Two Wave Bands!
- Special Switch for Short Wave!
- Police, Amateurs, Airplanes.
- Full Dynamic Speaker!
- Large Illuminated Airplane Dial!
- Self Contained Aerial!
- Hand-Rubbed Cabinet!
- Full 15 inches long!  
(8 3/4" high, 6" deep)
- AC-DC, 110 Volts, 60 Cyc.



**\$10.54**  
LOTS OF 6

Comes with 5 RCA Licensed Tubes, including one 185R8 METAL TUBE!

SAMPLE SET, \$10.94

Rush 25% deposit with order, balance C. O. D., f. o. b. Chicago. Weight 10 1/2 Lbs.

**SILVER SALES CO.,** 612 NO. MICHIGAN AVE., CHICAGO, ILL.

## NOVELTIES

- Google Eye Balloons, Gross... \$3.50
- 3' Mouse Toss-Ups, Gross... 4.50
- Humpty Dumpty Toss-Ups, Gross... 2.75
- Mouse Stick Balloons, Gross... 2.00
- Mouse Stick Balloons, Gross... 3.50
- Cat Heads, Large, Gross... 3.50
- Designed 10 in. Stick Balloons, Gross... \$3.00
- Balloon Reed Sticks, Gross... .35
- Jap Flying Birds, Gross... 1.25
- Jap Humming Birds, Gross... 2.75
- Colored Fur Monks, Gross... 4.50
- Colored Fur Monks, Gross... 9.00
- Jap Crook Cans, 100... .85



CATALOG FREE. 1700 APPLE ST., CINCINNATI, O.

**BRAZEL NOVELTY CO.,**



## 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.



## Great Sale-While They Last

MEN'S STRAP WATCHES—10 1/2" Ligne Swiss Chromium Cases, Gilt Dials. \$22.00 Price Tag in Box. In Lots of 6, 6-Jewel, \$3.00 Ea.; 15-Jewel, \$4.00 Ea.

NEW STYLE LAPEL FOB WATCHES, Swiss Mvt., Asst. Colors, 6 J.—RB. Each... \$3.50  
15 Jewels—RB. Each... \$4.00

ELGIN & WALTHAM LAPEL WATCH—3/0 Size, 7-Jewel, Black Enamel, Knife Edge. RB. In Lots of 6, Each... \$4.00

WALDEMAR CHAINS AND KNIVES, Dozen Sets... \$3.00

ELGIN & WALTHAM—18" Size, Railroad Model Case, 7-Jewel, Hunting Movement. Each... \$2.00

15-Jewel, \$2.50; 17-Jewel, \$2.75.

SPECIAL PRICES FOR QUANTITY USERS. 25% Deposit, Balance C. O. D. Send for Catalog.

**N. SEIDMAN**

173 Canal Street, New York, N. Y.

## WANTED CATALOGUES and PRICES

For CARNIVAL AND STREET FAIR MERCHANDISE AND NOVELTIES.  
**ARVILLE KRELL**  
WINTERSSET, IA.

# HOLD EVERYTHING!!

The Greatest  
Merchandise Show in the Country  
Will Be Out Soon

## THE SHURE WINNER CATALOG

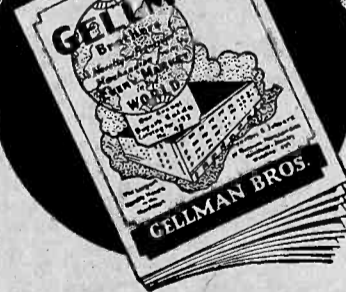
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Will Be Ready for Distribution Shortly

## WATCH FOR MAILING DATE!

**N. SHURE CO.** Adams and Wells Sts. CHICAGO

# Your New MONEY SAVING GUIDE



IS NOW  
READY!

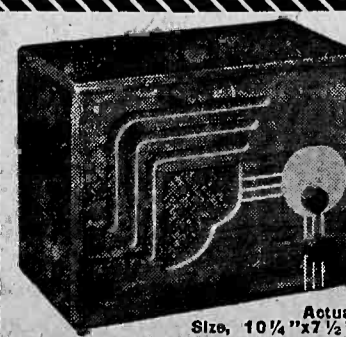
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for it  
Today!

Everything that's new in fast-selling Novelties, Concession Goods, Premium Merchandise and Specialties, will be found in Our New 1936 Catalog. This book presents the finest and most extensive lines of Imported and Domestic Merchandise we have ever offered.

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.



# NEW! GET ABOARD THIS FAST BIG MONEY-MAKER!

## 5 TUBE GENUINE GENERAL RADIO

LATEST MODEL.  
NOW, first time in radio history you can buy High Quality Genuine General Radios at the price of ordinary sets. Smart, modern model, walnut cabinet. A. C. D. C. Illuminated airplane dial. Built-in antenna. Offset Dynamic Speaker giving full undistorted tonal quality. All R. C. A. Licensed Tubes, including one Metal Tube. Packed in Air-Cushioned Cartons. SET AND TUBES FULLY GUARANTEED.

**\$6.95** in lots of six  
**\$7.45** SAMPLE SET

25% with order, balance C. O. D.  
Order TODAY! Be first in your territory to cash in with Genuine General Radios. Write for Circular on Complete Low-Priced High Quality Line.

**GENERAL LABORATORIES**  
240 West 23rd Street  
NEW YORK, N. Y.

# NEW FLYER

Just Off the Press. Write at Once for Free Copy.  
**MILLS SALES CO. of Chicago**  
 Offers values comparable to the best in the country. We guarantee to match any price advertised by competition.

Enjoy Cheap Transportation and Speedy Service Out of Chicago.

Shaving Cream Assortment, 35c Sizes, Dozen	\$0.45
Dental Cream Assortment, 35c Sizes, Dozen	.45
Shaving Cream Assortment, 60c Sizes, Dozen	.65
Dental Cream Assortment, 60c Sizes, Dozen	.65
Deal—10 Blades, Shaving Cream & Styptic, Deal	.08
Deal—Dental Cream, Tooth Brush & Holder, Deal	.09
Moth Tabs, Asstd. Colors & Odors, Cello. Wrapped, Medium Size, Dozen	.25
Large Size, Dozen	.45
White Shoe Polish, 4-Oz. Bottles, Dozen	.36
Bowl Deodorant, Cello. Wrapped, Dozen	.30
Fly Swatters, Fine Wire Mesh, Dozen	.20
Fly Swatters, Soft Rubber Head, Dozen	.30
Fly and Insect Spray, 8-Oz. Can, Dozen	.75
Blade Hones, Each in Box, Dozen	.36
Shaving Soap, Each in a Box, Gross	1.80
Styptic Pencils, for Shaving Cuts and Bruises, Gross	.45
4-Pc. Stropper Outfit, Strop, Strip'r, Dr's'g, etc. Compl.	.08
Double-Edge Razors, Metal or Bakelite, Each	.07
Chocolate Laxes, 8 Tablets to Tin, Gross	2.50
Rubberized Bandage, Each in Box, Cello. Dozen	.40
White Petroleum Jelly, No. 2 Size, Gross	2.50
Library Paste, 2-Oz. Jars, Dozen	.33
Mucilage, 1 1/2-Oz. Bottles, Rubber Spreader, Dozen	.35
Ink, Blue-Black and Red, 1 1/2-Oz. Bottles, Dozen	.30
Sun Glasses, Jr. Celluloid Lens, 12 on Card, Dozen	.40
Sun Glasses, Glass Lens, Asstd. Colors, Dozen	.75
Sport Goggles, Glass Lenses, Hinged Nose Rest, Dozen	1.50

25% Deposit With Orders, Balance C. O. D.

**MILLS SALES CO.**  
 27 S. WELLS ST. CHICAGO, ILL.

## NOTES from SUPPLY HOUSES

Men in the trade will be interested to hear that Dave Kritzik, formerly of Gellman Brothers, has started in business for himself in Minneapolis. Originally from New York, he went to Minneapolis five years ago to work for Gellman Brothers as manager of the Import and Traffic Department. He is operating under the firm name of General Merchandise Company.

The Florn Company reports an exceptionally fine response to the announcement of its Rotary Electric Clock. The factory is working two and three shifts to fill orders received.

W. W. Goodman, president of Created Ideas, Inc., who recently introduced a new type Scottie dog to the premium trade, is well known nationally as an artist, designer and creator, and the firm he heads is known as a leading marketer of artificial food display products. The firm's refrigerator and utensil plaster displays are sold the world over. The entire line is composed of plaster products and includes such items as lamps, wall placards, statues, etc., and well suited for premium use. William C. Johnson, who has a large acquaintance among concessioners, has been appointed factory representative. Last week Mr. Goodman left for New York and the East on a combined business and pleasure trip. He will make a study of premium requirements for the coming season.

## FINAL CURTAIN

(Continued from page 28)

America, April 16, with interment in Evergreen Cemetery, Brooklyn.

**WHITE**—Richard Leoni, known professionally as Dick Leoni, of the team formerly known as Dick and Maggie Leoni and later as the Leoni Trio, ring act, April 19 in Chicago. Surviving him are two sons, Dick Jr., ring performer and clown, and Harry.

**WHITTLESEY**—Walter R., 75, formerly assistant chief of the music department of the Congressional Library and an authority on American music, April 9 at his home in Washington. Among other things Mr. Whittlesey, during his 35 years of service with the library, undertook to gather a collection of first editions of Stephen C. Foster. Survived by his widow, three daughters and a son.

**WRIGHT**—John D. Sr., 85, father of J. D. (Jack) Wright, well-known outdoor show agent and special events producer, April 20 at the home of his daughter, Mrs. W. B. Kessens, in Chicago, of heart trouble. He was a retired railroad engineer and had pulled many circus and carnival trains during his rail service, thru which he gained a legion of show-folk acquaintances. He had resided for many years at La Fayette, Ind., where funeral services and interment in Spring Vale Cemetery were conducted April 23.

**ZABOTKA**—John, uncle of Rosini Raymond, recently in Baltimore. Funeral services at St. Joseph's Church, Baltimore, with burial in Holy Redeemer Cemetery there.

## Marriages

**ARMSTRONG-SALES** — Paul Armstrong Jr., son of the late playwright who adapted *Alias Jimmy Valentine* for the stage, and Elizabeth M. Sales, model, April 17 in New York.

**ATCHESON-MERRIAM** — Buck Atcheson, trumpet player with Jackie Souders' Band in Portland, Ore., and Frances Merriam, of Seattle, Wash., at Vancouver, Wash., April 18.

**BOWER-PERSALL** — Donald Bower, projectionist at the Ritz Theater, Flint, Mich., and formerly with the Billy Blythe, L. C. McHenry and Stetson's *Uncle Tom's Cabin* shows, and Ethel Persall, non-professional, in an airplane over Bishop Airport at Flint, Mich., April 20.

**GILLETTE-RICHARDS** — Bobby Gillette, master of ceremonies and dancer, now at the Plaza Cafe, Pittsburgh, and Shirley Richards, his partner, in South America recently.

**HARRIS-COTTER** — Orville (Whitey) Harris, clown, and Hazel Cotter, trapeze performer, April 17 at the Ecorse (Mich.) Kiwanis Charity Circus.

**JAMES-ANDRE** — Rian James, screen writer, to Ann Andre, English actress, in Hollywood April 22.

**KOSLOFF-MUTER**—Lou Kosloff, NBC musical contractor, and Ruth Muter, theatrical agency secretary, in Yuma, Ariz., April 18.

**LASKY-DRAKE**—Jesse L. Lasky Jr., motion picture writer and son of the producer, and Frances Donna Drake, ballet dancer, in Los Angeles April 19.

**LAZARUS JR.-TOLINS**—Paul Lazarus Jr., of the Warner Brothers' publicity department, and Elinor H. Tolins, non-professional, in New York recently.

**MUCCI-VERONESI**—Gus Mucci, musician, and Margerite Gertrude Veronesi in Bridgeport, Conn., April 23. Mucci is a member of the Bridgeport Symphony Orchestra and of the Bronerwein Orchestra, of Bridgeport.

**O'NEILL-ROTHACKER** — Eugene O'Neill, nonpro, and Virginia Rothacker, daughter of the Paramount Pictures vice-president, in Hollywood April 19.

**PIKE-SHEARON**—Ted Pike, master of ceremonies at Pierre's Roof Garden, Upper Darby, Pa., and Thelma Sheardon, a member of the *Ziegfeld Follies* chorus, in Philadelphia April 13.

**SAUNDERS-SHANNON** — Robert Saunders, son of E. M. Saunders, MGM Western sales manager, to Helen Shannon, non-pro, in Los Angeles April 17.

## Coming Marriages

Jake Biben to Mitzi Groff, both of Philadelphia. Miss Groff is a vaudeville entertainer and Biben is associated in the booking office of his brother, Harry Biben.

Monica Norene Mullen, daughter of Mrs. Catherine Fitzmaurice Mullen, for— (See *Coming Marriages* opposite page)

A new Star appears in the sky

**GENERAL MERCHANDISE COMPANY**

Your old friend 'Dave' (formerly of Gellman Bros.)

**ATTENTION**  
 PITCHMEN — CORN GAME OPERATORS — AGENTS — HUSTLERS — SCALEMEN — GRIND STORES — PEDDLERS — SHEET WRITERS.

Complete line of Novelties, Premium Goods and Notions at lowest prices. We handle Beacon Blankets, Oak Brand Balloons, "De Luxe" Plaster, all kinds of Peddlers' Supplies, including Razor Blades, Shoe Laces, Sun Glasses, Pot Cleaners and hundreds of other fast-selling items.

**WE HAVE BROUGHT PRICES DOWN. WRITE FOR OUR NEW CATALOG—"THE BOOK OF VALUES"—NOW READY.**

**GENERAL MERCHANDISE COMPANY**  
 15 South Fourth St. MINNEAPOLIS, — MINN.



# GENUINE RABBIT'S FOOT

The best quality rabbit's foot on the market. Thoroughly cured for four years before being offered for sale. Selected for size and color. All feet beautifully shaded. Scrupulously cleaned and packed in camphor when shipped. No danger of moths, weather conditions, etc. With brilliantly beautiful nickel caps and enameled colors if desired.

**\$27.50 PER 1000**

We make a specialty of stamping any wording or design you desire on the caps. Expert work made to your special order.

**TEXAS CENTENNIAL SPECIAL**

High quality rabbit's foot, with flashy nickel cap stamped with Lone Star and word "Texas" beneath it. Will be the biggest money-maker at the centennial celebration. Get in line today.

**\$30.00 PER 1000**  
 IN 5000 LOTS  
**Order Today!**

**WRITE NOW FOR SAMPLES AND SPECIAL DISCOUNTS ON QUANTITY PRICES**

25% with order, balance C. O. D.

**J. E. BREWER,**  
 230 W. 26th ST. NEW YORK, N. Y.

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

**SAVE MONEY**

164 PAGES of PROFIT

Wholesale Catalog for 1936

**BENGOR**

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 Quality, 1,000	\$2.75
SINGLE-EDGE BLADES—5s. Cellophaned, with Back.	50c
100 FLY SWATTERS — With Long Handles, Doz.	20c
FLY RIBBON—Best Quality, 100	73c
MOTH TABS—10c Self. Doz.	23c

25% Deposit With Orders.

**BENGOR PRODUCTS CO.**  
 80 E. 17th St., Dept. K, New York City

**SUMMER ITEMS**

FREE 1936 CATALOG

- GIANT MOTH CAKES, 44c Asstd. Colors, Per Doz. Per 100, \$3.50 (Cash with Moth Cake Orders.)
- GOGGLES — FLY SWATTERS — WHITE SHOE CLEANER AND LACES.
- CARDER GOODS, BLADES, NOTIONS, HOUSE-TO-HOUSE ITEMS, CANDY DEALS.
- ELECTRIC CLOCKS AND LAMPS.
- SQUAWKER ANIMALS.
- MERCHANDISE FOR SIDE-LINE SALESMEN, Per Gross.

**60c**

**CHAMPION SPECIALTY CO.**  
 814-C CENTRAL ST., KANSAS CITY, MO.



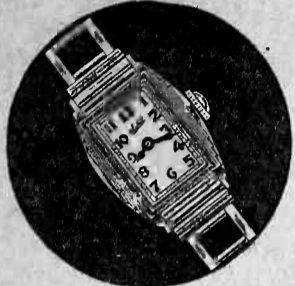


STUFFED DOGS

B180 - Standing and sitting 7" Dogs. Has voice and bright colors. \$9.50 Per Gross
B181 - 7" Plush Dogs. Assorted. \$1.95 Per Dozen
B182 - 9 1/2" Sitting Rabbits. Per Dozen 85c

BLANKETS

B183 - 84x78" Indian and Jacquard Designs. Biggest Value in U. S. Each \$1.10 Case Lots of 25. Each 98c
B184 - 86x80" Heavy Weight as above. Each \$1.35



A New WRIST WATCH by... HAGN only \$1.85 each

B185 - Valet is the name of this new achievement. Made by one of America's foremost manufacturers exclusively for us. Costs no more than ordinary watches and has three times the flash. Attractively boxed.

Catalog on request! State your business. 25% Deposit Required on C. O. D. Orders. JOSEPH HAGN COMPANY "The World's Bargain House," Dept. BB, 217 W. MADISON ST., CHICAGO, ILL.

CARNIVAL SPECIALS

American Made Base Balls Doz. 85c; Gro. \$10.00
Swagger Sticks . Doz. 55c; Gro. 6.00
Cork Guns. Each 3.25
Corks (Bag of 500). Bag .90
Give-Away Candy (Case of 250). 2.75

PLASTER—WHIPS—CANES CANDY—BALLOONS—HATS AT NEW LOW PRICES

25% Deposit Required with all C. O. D. Orders.

BE SURE TO RECEIVE OUR JUBILEE 1936 CATALOG READY ABOUT MAY 15.

LEVIN BROS.

TERRE HAUTE, INDIANA

WILL YOU WEAR THIS SUIT and Make up to \$12 in a Day!

Let me send you this fine all-wool tailored suit FREE OF COST. Just follow my easy plan and show the suit to your friends. Make up to \$12 in a day easily. No experience—no canvassing necessary.

Send for Samples—Free of Cost Write today for FREE details, ACTUAL SAMPLES and "sure-fire" money getting plans. Send no money. H. J. Collin, PROGRESS TAILORING CO., Dept. E-117, 500 S. Throop St., Chicago, Ill.

ELGIN WATCHES, \$1.65 EACH

7-Jewel, 18 Size, White or Yellow Cases. 7-JEWEL, 16 SIZE ELGINS & WALTH., \$2.95. FLASH CARNIVAL WATCHES, 50c Each. Send for Price List.

GROESBENT CITY SMELTING CO., Old Gold and Silver Buyers and Refiners, 119 N. Broadway, St. Louis, Mo.

MEN'S POLO SHIRTS

White, Blue & Yellow, Mesh Weave, \$4.00 Dozen. Assorted Colors, Extra Quality Cellanese, \$6.00 Doz. Sample 6 Shirts, \$3.00. EUREKA SHIRT CO., 307 W. 38th St., New York City.

3000 BIG BARGAINS

1936 SPORS wholesale catalog. WORLD WIDE BARGAIN BOOK. SPORS COMPANY

AT WHOLESALE PRICES. Hundreds of items from many parts of the world are shown in Spors Catalog, 108 pages, check full of Fast Sellers and 15 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—send for it Today. SPORS CO., 5-35 Erie St., Le Center, Minn.

TREND TO COLORS

(Continued from page 62)

ful blues have likewise supplanted the more dismal blacks and grays in other merchandising directions and the change to lighter shades has caused sales to rise at a most encouraging rate. It is no wonder then that the premium user, sales-board operator, digger operator and others interested have responded to color so early in the season to bring the concession, product or service to the attention of the patronizing public.

Face Powder Scoop

A dainty little scoop for transferring milady's loose face powder from the box to the compact is now on the market. It is featured by the Edward J. Cadigan Company. It would seem that the nail file, which usually performs the service, will now be limited to the care of nails. And, incidentally, there should be practically no waste thru spilled powder. The powder scoop is handy, useful and inexpensive and should receive a warm welcome.

COMING MARRIAGES

(Continued from opposite page)

merly a member of the vaudeville team the Four Mullens, to John Vincent McCarthy, nonprofessional, May 14 at the Blessed Sacrament Church, New York.

Isabel Pulsford, showgirl in the Ziegfeld Follies at the Winter Garden, New York, to Dr. Harry Fulton within a month.

Harry Ruby, songwriter of the team of Kalmar and Ruby, to Eileen Percy, screen columnist and former Ziegfeld girl, in June on West Coast.

Maxine Jennings, RKO film actress, to Tony Browne, non-pro, in Vancouver, Wash., soon.

Jack Edmonds, production man at WLW, Cincinnati, and Dolores Mangus in Cincinnati May 2.

Births

To Mr. and Mrs. Hal H. (Whitle) Eubanks at St. Joseph Hospital, Fort Worth, Tex., April 16 an eight-pound boy.

A son to Mr. and Mrs. Herman Greenberg, of Philadelphia, recently. Father is a department head in the Philadelphia offices of Columbia Pictures.

A son to Mr. and Mrs. Paul Greenhalgh, of Philadelphia, April 4. Father is advertising manager of the Jay Emanuel Movie Exhibitors publications there.

An 8 1/2-pound girl to Mr. and Mrs. Sherman Billingsley in New York recently. Mr. Billingsley is the owner of the Stork Club, New York night spot, and Mrs. Billingsley was formerly Hazel Donnelly, showgirl.

To Mr. and Mrs. Kenneth Weaver a six-pound 11-ounce girl in Hollywood April 17. Father is assistant casting director for RKO studios.

Nine-pound boy to Mr. and Mrs. Walter Meyers in Los Angeles April 20. Father is film company executive.

To Mr. and Mrs. Luther Harvey, of Greater American Shows, April 22 at Columbia, Mo., a six-pound eight-ounce girl, Patricia.

Divorces

Julia Faye, screen star of the silent picture days, from Anthony Merrill, author and scenarioist, in Reno recently.

Elsa Roberts Lease filed suit against Rex Lease, film actor and director, in Los Angeles April 21.

Gladys Buse from Joe F. Buse, theater manager, in Los Angeles April 16.

Bernice Siegel, former actress, from Seymour Siegel in Los Angeles April 19.

Ned Sparks, film actor, from Mercedes Sparkman in Los Angeles April 17.

Kathryn Crawford Edgar, star of the musical comedy Irene, filed suit against (See DIVORCES on page 77)



Each Hone in 50c Silver De Luxe Box.

Every \$1.00 Gets you \$5.00

Yes, sir, a real profit. Goodrich Hone Workers always have dough, and when you tell prospects Hones are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distr. write for low gro. prices. Best season ahead. Sample, 10c.

GOODRICH, 1500 W. Madison, Dept. BG-5, Chicago.

NEW ITEMS

(Continued from page 63)

of at least a half-dozen kitchen utensils without scratching or bruising the hands. It is reversible and can be used for different purposes on both sides. Heavily plated and stain and tarnish proof, its low price should make it a wonder for demonstrators. Modern Home Utilities, Inc., reports it is going like wildfire.

Gadget Reproduces Several Instrument Tones

The "Jazz Croonet" is the name of a new toy instrument being introduced by M. M. Pochapin, Inc. There are saxophones, slide trombones, clarinets and cornets in the line and anybody can play them. You just hum a melody into the mouthpiece and the jazz comes out. The Jazz Croonet is now being shown at the American Toy Fair at the Hotel McAlpin, New York.

Handy Kitchen Necessity

The 5-in-1 Kitchenaid is the name of a new kitchen gadget distributed by the Acme Specialty Manufacturing and Distributing Company. The 5-in-1 Kitchenaid is a useful and practical contribution to lighten the work of the housewife. As the name implies, it serves a five-fold purpose. It can be used as a pot strainer, pot steamer, safety grater, fruit and vegetable slicer and a shredder. The 5-in-1 Kitchenaid is low priced and should prove a hot pitch item.

New Rubber Cig Holder

An attractive item being featured by Edward J. Cadigan Company is a new cigaret holder. It is good looking, made of black vulcanized rubber mounted with gold and can take any shape or type of cigaret. By pressing the stem a clutch emerges, opens to receive the cigaret and draws it into the holder. There is no twisting or forcing the cigaret; it is gripped firmly and inserted (See NEW ITEMS on page 66)

B & N'S MAY VALUES

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CHOCOLATE LAXATIVES—Gross 2.40
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FLY SWATTERS—Rubber or Wire. Gross 3.50
NEEDLE THREADER—Gross to Box. Per Box .50
MOTH TABS—10c size. Gross 4.10
MOTH TABS—25c size. Gross 6.20
SUN GLASSES—1 Dozen to Card. Per Card .84
PETER PAN PERFUME COMBINATION—Each .04 1/2
MARGOLD PENCILS—No. 2 and 3, Gilt Tipped Red Erasers. Gross 1.75
HOLLY NIGHTS PERFUME—Dozen, 75c. Gross 8.50
VANILLA AND LEMON EXTRACTS—(8 oz.) Chicago price. Gross 7.00
Other Stores, Gross, \$7.80.
PEROXIDE—(4 oz.), Full Strength. Gross 4.80
PUR-O-WHITE SHOE POLISH—(4 oz.). Gross 4.50
Please Include 25% Deposit on All C. O. D. Orders. Order From This Ad or Write for Our Big Free Catalog.

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Packed 18 Scotties to a case, shipping weight 31 pounds. Assorted six each; colors, black, white, henna. Each Scottie ribboned with a beautiful red satinette. This number is eight inches high with a durable finish. One-third cash with order, balance C. O. D. Sample Package, Six Assorted Fuzzfinish Scotties, \$2.25, postpaid, cash with sample order. Write for Price List—New Line, New Items.

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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 With Dynamic Speaker LIC. TUBES 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 F. O. B. New York. 25% Deposit. Order Now Before Prices Advance.

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\$7.00 LOTS OF 6—5 R C A LIC. TUBES AC-DC—\$7.50 SAMPLE Radio's greatest value in performance and quality!—Fitted with latest type Duo-Illuminated airplane dial for visibility and ease of tuning. Uses the latest type Dual and Triple Purpose Tubes, insuring superior multi-tube reception. An exceptionally sensitive set that operates on 110 volt A. C. or D. C., any cycle 25 to 60, and brings in stations broadcasting from 175 to 550 meters. This includes ALL regular broadcasts in addition to local police calls. Matched Dynamic Speaker insures fine Volume and Perfect Tone, fitted with self-contained aerial. The cabinet is neat, attractive and compact (portable). 25% Deposit, Bal. C. O. D. LAFAYETTE MFG. & DIST. CO. 28-30 Portland St., BOSTON, MASS.

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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
B108—OAK TOSS-UPS. Gross... 7.00
B109—Heavy PARADE CANES, best quality. Gross... 16.50
B109—PARADE CANES, medium wt., Silver Inlaid handles. Gross... 10.00

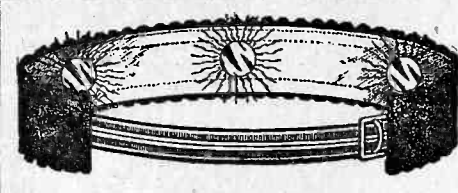
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Order from this ad, using numbers as listed; thank you. 25% with order, balance C. O. D.

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Send for sample dozen & be convinced. Money refunded if not satisfied. M. LEVINE, Inc. (Manufacturer of Neckwear) 13 North 13th St. Philadelphia, Pa.



NEW ITEMS

(Continued from page 65) when the pressure on the stem is released. The same clutch also neatly ejects the stub into the ash tray. It is called the Dunbar.

New Religious Line

The Reskrem Silver Manufacturing Company has recently announced the addition of a complete new line of religious goods to its other products. These new items consists of Mazuzahas or Lucky Charms, in sterling, enamel or plate ware; Zion tie holders and rings; brooch pins, of religious character; pins of various breeds of dogs; pendant and chain crosses, brooches and rings.

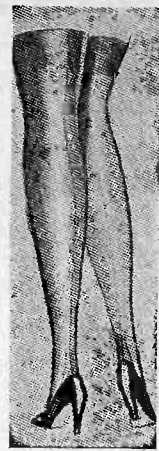
New Octagonal Pencil

David Kahn, Inc., manufacturers of writing instruments, announced recently the addition to their line of an octagonal propel-expel-repel pencil to retail for 10 cents. Comes in solid black and yellow, takes 18 leads and has an invisible eraser. Good premium item.

Moth-Preventive on Market

A new moth-preventive that evaporates into invisible, harmless gas and kills moths and keeps them away has been placed on the market by the Puro Company, Inc. It is a daintily colored secret chemical, pleasantly perfumed with realistic flower odors, that not only kills moths but also banishes smells of cooking, tobacco and other odors. Looks like a crack item, judging from initial acceptance.

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Washes—Whitens—Softens—Perfumes WITHOUT WATER. Makes Knock-out Demonstration—Rolls off dirt in lumps—a Marvellous Pitch. Sells 25c. Sample, 10c. **DOPKINS, 545 5th Ave., N. Y.**

**MEDICINE MEN!**  
Becker Products Are Better. Complete Line. Prompt Service. Write for Price List.  
**BECKER CHEMICAL CO. (Est. 1890),**  
235 Main Street, 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.

**WILL ROGERS 1,000 LATEST JOKES.**  
10,000 Laughs, Wiley Post Enology, 4c, sells 15c. Sample, 10c. Veterans' Magazine, Joke Book, Going Good. **ET'S SERVICE MAG., 157 Leonard St., New York.**

**AGENTS—CREW WORKERS**  
Roach Powder, \$1.25 Doz., Mailed, \$6.00 1/2 Gross. Sample, 10c. **CHAS. C. RAY, 705 N. Lemcke Ave., Evansville, Ind.**

"STILL TAKING . . ." cards Chic Denton from Mineral Wells, Tex. "Will leave for the Kentucky Derby soon. On the lot here, on trade day last Monday, I saw Doc King, Red Newman and Charles Cohen. All did fair. I have lost eight pounds here and feel 20 years younger."

**D. J. (DUTCH) VARGA . . .** stopped in for a visit at the Cincy desk last Thursday. Dutch and the missus spent most of the winter in New Orleans territory, leaving recently in their Buick and trailer to come to Cincinnati by easy stages thru Mississippi, Tennessee and Kentucky. Dutch reports plenty of mud in Ole Mississippi, Memphis hostile and the Louisville shops pretty fair. Cincy shops are mostly good for only one shift, not so hot, he says. Pipes from Soapy La Marr, Joe Morris, Jack Young and Allen Rose would be appreciated. Varga is working card tricks but is about to spring a new joint. He will work Cincy shops for another week or so and then head for Detroit.

"BEEN WORKING PAPER . . ." in the coal fields of Kentucky and West Virginia for the past six weeks," says Eddie Nicholson from Williamson, W. Va. "Getting a little money despite the fact that some of the towns are partly closed. Have seen very few pitchmen in these parts and wonder why some of the boys don't try to get it together around here. Plenty of folks on Saturdays and the mines are working fair. There's some long green here, I'm sure, for some of our 'higher class' boys. Also looks good for coupon workers. I wonder if someone is missing something or am I wrong?"

"SORRY TO LEARN . . ." cards of Howard Thurston's death," cards Harry Woodruff from Des Moines, Ia. "I saw him in Miami this winter. Thought then that it wouldn't be long. I was with his show several years and helped him build some of his biggest illusions. He was a grand fellow and always treated me swell. Well, we are headed west. Iowa is a good State. We are still selling pens and a new deal. Guess the depression is about over. Will stop off and see Hightower at Dallas for the Centennial."

"I AM WRITING MY . . ." first pipe of the year from the land of cold winds and duststorms," shoots Ole Monk from Halstead, Kan. "At Burton, Kan., I caught the Doc Ray Smith show. Doc is a smart trouser and seems to be hitting on all six. I would like to read pipes from W. W. (Tex) Williams, Sunshine Rogers, Allan (Hambone) Stovall, Ole, Sam and Sonnie Rogers. I look for a banner season this year and those who work hard and straight will surely get their share of the kale. Just heard them call that the soup is on, so guess I will hang up for a while."

"I WANT TO THANK . . ." the many friends who have written me since my brother piped in about my recent illness," scribed Art Cox from Herman Keifer Hospital, Detroit. "I have been confined here with t. b. for the past few weeks and guess this will be home for several months to come. My wife has been here for the past five months and is doing about as well as could be expected. Rest and a weekly pneumothorax treatment is about the only cure. It was a tough break to have to leave my partner Bill Westfall, as it was the finest partnership I have had since being in the business. And I know Eddie Gillespie will find Bill to be a real fellow. It sure makes the day a red one here when Old Billyboy arrives, as it is the only way, in addition to mail, that I am able to keep in touch with the outside. There are about 800 patients here, but have only met one trouser so far, Mike Savage. We spend

many an enjoyable hour together. Glad to see where Frank Libby is out of the hospital and hope he is able to be behind the joint again soon. I spent many a pleasant evening with Frank and the missus while I was in St. Louis this year. Enjoyed Garter Miller's pipe. Glad to read about Ray Martz going over with a bang with tie forms. Would sure appreciate hearing from friends if only a few lines between pitches. Or would enjoy a visit if you should be making this spot. Room 425, and visitors are permitted on Tuesday, Thursday and Sunday from 3 to 4 p.m., and Wednesday evening, 8 to 9."

"AM IN THE HEART . . ." of the sheep ranching country," tells S. G. Carey from Malta, Mont. "Left Spokane the first of March and find myself with a nice b. r. This country is good for sheet writers. The ranchers have plenty of stuff. I see that Johnny Gruesel won first prize working for Capper's around Kalispell. Met him there about two weeks ago. Met Bright Eyes here. He is getting plenty, what One-Armed Murphy and Al Meyers missed last fall."

"AS AN EXAMPLE . . ." of business prospects for the season," writes Doc F. C. Kreis from Scranton, Pa. "our town is noted for the wonderful turnouts at the local amateur baseball games. Scranton and near-by towns usually support eight leagues of from six to eight teams a league. This year there will be only two leagues. The collections have been so poor that the teams cannot raise funds for equipment. And when young people haven't any money the old folks won't have it either. Over 2,000 WPA workers have been laid off here. Have watched three pitchmen work to very poor business. Wonder if Bessie Mae Smith is married. I see Mary Ragan is in Detroit. Wonder how her med-show venture turned out. George (Musical) Sims is still in Allentown, Pa. Doc Starr is here looking for a partner. Ma Aldridge says novelties are moving slowly. George Hughes is pitching salve and shaving cream to fair business. Helen Rex has added comedy, magic and rag pictures to her many accomplishments. I have been producing three amateur shows for the PWA. The final show goes on May 3. See where Bob Hoffeler is branching out into the novelty and pitchman supply business."

**DOC TEX WORTHE . . .** is working in and around Tremont, Pa.

**GEORGE J. (HEAVY) MITCHELL . . .** shoots from Gary, Ind.: "April 21 and still cold. Made a morning glory this morning and could have done better trying to sell palm-leaf fans to the Eskimos. Otis (Scotty) Scott and I are still holding down this spot. Room for all. Come on, folks. Pipe in and keep the old Pipes columns hot. What is the matter with Paul Hauck's bunch in Detroit? Let's hear from you."

"JUST FINISHED TWO . . ." weeks in a local chain store and am headed for New England States," tells Bill Westfall from Buffalo. (At least we're going to take a chance on Buffalo. The envelope, with the cancellation stamp, was lost and the letter contains no identification as to where it was mailed from. But as there was a food show in Buffalo April 13-18 we may be right at that.—Ed.) "This is the first spot I have made in a year and a half without my partner Art Cox, who is confined to the Herman Keifer Hospital, Detroit. So, boys, don't fail to drop Art a line and cheer him up. Eddie Gillespie is working with me now. Met Jack Lang and Johnny Schoeming working peelers in a local store. Visited the food show the other night and met the following workers: Sol, combs; (See PIPES on page 58)



**CAMEO RINGS**  
They've got it! They're good-looking—fast selling—sensational values! Get them in 12 striking 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 Retail—Premiums—Prizes, Etc.  
**HARRY PAKULA & CO.**  
5 North Wabash Avenue, CHICAGO, ILL.

**AGENTS and PITCHMEN**  
You can't make money with items that have been on the market for twenty-five years that every Tom, Dick and Harry can manufacture. Here is a book, on the market for the first time; everybody you talk to is a prospect. You can positively get a real summer's work with this book if you are not lazy. Sheetwriters, if you want a premium that will get the money, use the book as a premium.  
**A POWERFUL BOOK WITH A POWERFUL TITLE!** Books thirty cents in less than hundred lots—twenty-five cents in hundred lots. To be convinced that you can sell the book, send for sample and read it. Sample book, fifty cents.  
**M. MALMAN**  
22 East 12th Street, CINCINNATI, O.

**SOAP**  
PLAIN, PRIVATE LABEL OR STOCK.  
Write for Prices.  
**NUTRO MEDICINE CO.**  
18 South Peoria Street, CHICAGO, ILL.

**SHEET WRITERS**  
ONE CALL CLOSERS.  
A Truck Service That Sells.  
Most States open. Get in the Money.  
**EDWARDS, FOREST APTS.**  
29th and Forest Sts., Kansas City, Mo.

**MAGIC CLOTH**  
Reg. U. S. Pat. Off.  
Sensational New Discovery Polishes Without Polish. Silver, Gold, Chromium. Shines them up—quick. Hottest demonstrator you've seen! Sells easy! Thousands sold Milwaukee Home Show one week! Perfect for Fairs, Carnivals, Side Shows, etc. 25c seller at a real price! Send 25c for Sample and Price List! Give setup to be worked! **A. WERNER, The Silversmith, 1237 N. Water St., Milwaukee, Wis.**

**1000 BARGAINS**  
AGENTS UNDERSSELL STORES.  
Clothing, Dry Goods, Shoes, Notions, School Supplies, Novelties, Sales Boards, Razor Blades, Sundries, Cosmetics, Perfumes, Food Products, Soaps, Carded Goods, Specialties, Etc. Free Catalogue.  
**RELIABLE JOBBERS,**  
Dept. 158, 504 S. Crawford, Chicago.

**NUDIST TIES**  
This new Tie Sensation comes in all colors. Nudes look like a flower design, until you get up close to the tie—then the big surprise! Only tie of its kind on the market. Order today; \$1.25 Dozen, \$12.00 Gross. 25% Dep., Bal. C. O. D. Sample, 25c.  
**EGION TIE CO. 703 BROADWAY NEW YORK, N.Y.**

**AMERICA'S LEADING MANUFACTURER OF FELT RUGS**  
Lowest Prices. Sample, \$1.35. Postage Prepaid.  
**EASTERN MILLS, EVERETT, MASS.**

# 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.**

# Hartmann's

## Broadcast

WHAT a wonderful publicity break the Ringling-Barnum show received in *The Literary Digest* for April 18! A whole page, mind you, including a two-column cut of a large group of bulls. Some figures on the Big Show are given, such as attendance, pay roll costs, etc., along with brief mentions of the Al G. Barnes and Hagenbeck-Wallace shows and circuses in general. Yes, sir, it was a swell break and probably quite interesting to many who read it, altho some of the statements are as reliable as the saying which Mark Twain originated. The outstanding exaggeration is in the sentence, "There are 350 actual performers in the Ringling circus, but there are 16,000 persons on the pay roll when it is on the road." SIXTEEN THOUSAND persons on the pay roll—just think of it! Really and truly more people than the show is able to accommodate under its big top without drawing upon the straw.

Another statement: "The overhead, or 'nut' as it is known, is \$12,000 a day." Quite all right for anybody who wants to believe it, but not for us. Just imagine, with a \$12,000 daily expense, what it would cost to operate the show for 35 weeks, figuring only week days! If you really care to know and to save you the time of working it out, the figure is \$2,520,000.

Another statement: "The complete circus, under ideal conditions, can be set up and ready for performance in just four hours after all equipment has reached the lot." It was NEWS to us to know that the circus doesn't start to set up until ALL equipment has reached the lot. We always thought they rushed certain equipment to the lot first and started to prepare to put 'er up before the rest arrived from the runs.

Outside of these few faults and probably one or two others, it was a good story and no doubt will help circuses in general.

TWENTY-FIVE years ago Guy Dodson and Dick Collins started a show together—a two-car organization. Today finds them together again, Dick handling the press with Dodson's World's Fair Shows. This is Dick's first carnival trouping in a number of years. He made a very creditable showing in space in the papers at Norfolk, Va., where the show began its 1936 tour week before last. One story in particular, appearing in *The Ledger-Dispatch*, caught him by surprise. It was written by W. P. Glennon, managing editor and also part owner of *The Virginia Pilot*. Collins' acquaintance with Glennon dates back to the Jamestown Exposition days when Dick was director of the exposition's amusement publicity. The article was headed "Press Agent 'Makes Good'—Dodson's World's Fair Shows Are Well Worth Seeing."

IN THE PASSING on April 6 in Minneapolis of John Hammill, three times elected governor of Iowa (1925-'30), the circus world and the Circus Fans lost a real friend.

The governor, who was an active member of Ringling Top No. 1, did unusual things to aid in the advancement of the circus. It is recalled at the opening of the evening performance of Robbins Bros.' Circus in Des Moines, in 1928, he stepped onto the stage before an audience of more than 8,000 people and told of his great pleasure in being present to show honor to Iowa's own circus.

When the CFA convention was in session in Chicago in 1929 Governor Hammill was participating in the opening of the interstate bridge between Nebraska and Iowa, at Sioux City, Ia., and wired the convention of his willingness to come by airplane, if necessary, to assist Iowa in its request that it be given the honor of the name of Ringling Top No. 1.

On the opening of the CFA fifth annual convention in Des Moines in July, 1930, as governor of Iowa he delivered the address of welcome, referring to Ringling Brothers as having been real

pioneers in developing clean circus entertainment.

Governor and Mrs. Hammill were especially drawn to Clyde Beatty and his act. They were present at the first luncheon given in Clyde's honor by a CFA group—that extended by the Iowa Fans at the Grant Club, Des Moines, July 5, 1928.

The governor joined with the Iowa Fans in the purchase of the famous Two Hemisphere band wagon that it may be preserved for future generations as the greatest bit of circus pageantry, having been drawn in parade by 40 horses.

The funeral, held at his home in Britt, Ia., April 9, was attended by national and State officials and other prominent citizens in large numbers. Among the many floral offerings was a spray of Easter lilies and red roses from the Iowa Ringling Top No. 1.

## J. J. Page Shows

Johnson City, Tenn. Engagement completed April 18. No auspices. Location, Keystone field. Pay gate. Weather, fair, with chilly evenings. Business, excellent.

Dorothy Lee, daughter of Mr. and Mrs. J. J. Page, took time off from her studies to take in the show. During her vacation will join her parents on the road. The aerial free acts of Jammie Graves and Pondaw and Gladys made big hits. Following is a roster of the shows, rides and concessions: Shows—Minstrel Show, Frank Sheppard, talker and tickets; Pig Jones, manager and producer; Leroy Skaggs, Clifford Pettiford, Nat Johnson, Helen Sloss, Georgia Davis, Roberta Butler, Ernestine Jones, Ruby Wilson, Viola Drake and Myrtle (Sonny) Drake, on stage; the band, William Sloss (leader), Willie J. Bassham, W. H. Bridgeforth, William Penny, Albert L. Bowyer, Cashim Coleman. Hawaiian Village, Fred Robinson, manager and talker; Betty Robinson, Evelyn Watkins, Mille Labollydoore, Melvin Watkins and Jack Newberry. Gertie, the Gorilla Girl, M. S. Anderson, manager; Mrs. Anderson, inside lecturer; Leo England, inside worker. Ubangi Village, Frank Thomas, grinder and tickets. Athletic Show, Pop Erwin, manager; Battling Buck, boxer; Tex Thorpe, wrestler. "Turkish Harem," Sailor Joe Simmons, manager and front; Junior Miller, tickets; inside, Mrs. Simmons, Irene Brooks, Alma Johnson and Emilene Gravitt. Circus Side Show, Professor Shapiro, manager; Bob Howell, glass blowing and "opium den"; Madame Wynn, mentalist; Don Newby, tattooing; four-legged girl illusion; Dorothy Backover, Punch and Judy, magic and juggling; Aldo, blade box; Mary Atkins, escapes; Sam Hicks and Ed Langley, front; Bob Backover and Fred Timms, tickets. Doc Warren's Five-in-One, Fred Mimms' Monkeyland. Rides—Merry-Go-Round, Frank Gains, foreman; Edgar Brown, clutch; Frank Murford, tickets. Ferris Wheels, No. 1, Emory Jackson, clutch; No. 2, Henry Blackburn, clutch; Mrs. J. A. Montgomery, tickets. Loop-o-Plane, Earl Coffman, foreman; Curtis McKinstrey, tickets. Chairplane, Brooks, clutch; Elmer Smith, tickets. Miniature Automobiles, James M. Saylor, tickets and owner. Tilt-a-Whirl, Jimmie York, foreman; Trevor Montgomery, tickets. Concessions—Charlie Phillion, cookhouse; Earl Williams, one; Col. Buck Denby, two; H. L. Friend, one; Levi Barnes, one; Doug Wright, one; Mike Faust, four; Eddie Cole, three; Ben Faust, four; Roy Fann, two; Helen Moore, one; Bill Moore, one; Mrs. James M. Saylor, one; Carl and Rose Jackson, two; Jack Rainey and Wade Beard, corn game. R. E. SAVAGE.

## PIPES

(Continued from page 67)

Reddy, pens; Heppe, separators; Henry, peelers; Lewis, astrology. Where are the cigars, Art Nelson? Congratulations. Pipes would be appreciated from Earl Davis, Frank Libby, Bus Robertson, Jimmie Miller, Frenchy Thibaut, Tom Kennedy and Guy Warner."

"AM IN NO PARTICULAR hurry to invade Tennessee, as it is still cold down in these parts," tells Ricton from Cumming, Ga. "Plenty windy at this writing. Made a 50-mile jump here from Woodstock. Sponsored by the Odd Fellows and will be here three days. Magician Chet Morris was a recent visitor. He has a classy trailer and car. His wife and small son are with him. I hear that Jimmie Clay, of the Clay talkie show, will not take to the road

this season. Sure hope he regains his health soon. Business is still fine with us and we are in our 164th consecutive week. We sure were lucky, as we were only 40 miles away from the Gainesville tornado. Here's hoping Mother Hughes has a big summer."

FROM GAINESVILLE, GA. J. B. Birdsong cards: "I was thru the Long Beach, Calif., earthquake but the tornado here was much worse. There is simply no town left. I came out pretty good. My car was smashed up pretty badly. I sustained a few cuts but am all okeh again. Am going to Washington. Saw a great many of the boys in Florida. The coils are going pretty well."

"HAVE TAKEN The Billboard for years but this is my first pipe," tells D. R. Tibbits, from Rochester, N. Y. "Attention, pen workers. In at least 10 different stores, en route from a recent trip to Florida, I had the merchant bring out a price list of pens from New York and Eastern houses. I feel it is only a case of the merchant writing to the firms whose address is given on the guarantee slip. If you fellows will only once and for all have your own guarantees printed and take care of the comebacks, which will be very few, Mr. Merchant will not be wised up. I wrote the people I buy pens from, explaining fully what I run into and requesting them to investigate all inquiries before giving out information. If more of you road lads would do this our road experience would be more pleasant. I know all of you have run into the same thing and feel that the fellow on the other end did not always use his best business sense. He simply wished to sell his merchandise regardless of the fellow who was really putting his business over for him. This is especially true of some of the advertisers in The Billboard who openly quote prices to one and all. Let's hear from others on this subject."

**BLUMENTHAL AMUSEMENT CO.**  
 PLAYING PITTSBURGH DISTRICT UNDER FIRE COMPANIES, ALL GOOD LOCATIONS, OPENING MAY 9.  
 WILL BOOK Chairplane, also Ball Game, Pitch-Till-Win and any legitimate Concessions. Agents wanted. Also Strip Photo Operator and Man to take charge of Ferris Wheel. WILL BUY Wurlitzer Organ. Fair Secretaries and Firemen—Have a few open dates.  
 226 First Avenue, Pittsburgh, Pa.

**ATTENTION Custard Operators!**  
 Turn immediately to Page 51 for an announcement about the century's most important development in the Custard, Sherbet and Ices business.

**WANTED CARNIVAL**  
 Some Time Between June 1 and September 15. Can draw from approximately 200,000 people. This looks like a good year, as business is picking up. Address communications to  
**W. R. BURR**  
 Falconer Fire Department, Falconer, N. Y.

**CARNIVAL WANTED AMERICAN LEGION CONVENTION**  
 JULY 11, 12, 13, 1936.  
 BOX 32, Park Rapids, Minn.

**WANTED CARNIVAL**  
 To Play on Square, WEEK OF JULY 4TH, Write  
**EMERY STOCKHAM, Bloomfield, Ia.**

**WANTED CARNIVAL**  
 FOR COUNTY FAIR, JULY 7-11. Also Want Concessions. Write or Wire  
**H. MEAD, Secretary**  
 McLEANSBORO, ILL.

**WANTED**  
 CONCESSIONS FOR SEASON'S WORK IN PHILADELPHIA AND VICINITY. Cook House, Ball Games, Pitch-Till-Win and all kinds of legitimate Grind Stores.  
**JERE SHAW,**  
 Real Estate Trust Bldg., Broad and Chestnut Sts., Philadelphia, Pa.

**2 Fast Sellers**  
**MEDI-SOLES**  
 Quick Relief for Foot Troubles  
**MEDI-BAND**  
 The Perfect Surgical Dressing  
 Real opportunity. Full lines at popular prices. Sell direct or to stores. Highest quality, repeat merchandise, priced to give you big profits. Write Today for FREE literature and Sales Plan. Samples of both items—50c value—only 25c post-paid. Try them yourself!  
**HADLEY-SULLIVAN, Inc.,**  
 600 Griswold St., DETROIT, MICH.

**GREATEST MONEY MAKER EVER!**  
 NEW TYPE—ONE-STROKE PLUNGER WITH INK GAUGE.  
 New Line of Pens; Pencils Combinations and Sets at Low Prices Now Ready.  
 SAMPLE ASSORTMENT ..... 50c  
**JACKWIN PEN COMPANY,**  
 48 W. 28th Street, New York City.

**WORLD'S ONLY**  
 Weatherproof and Dust Proof Auto Polish. First time on national market. Cash in 200% to 800% with Glazo-Wax, now! One application restores original color of car, leaves a dry, lustrous, protective glaze, lasting from 6 to 12 months. Easy, quick, flash demonstration sells one pint to one gross to user or dealer. Distributors, agents, demonstrators, pitchmen wanted. Generous sample 25c.  
**SPECIALTY PRODUCTS CO., Hammond, Ind.**

**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 WATCHES EXTRA QUANTITY BUYERS WRITE  
**BIRMINGHAM Dept. B-51 125 W. 5th St.**

**WANTED LARGE CARNIVAL**  
 for our Mammoth 4th of July Celebration, starting week June 29. Around Public Square. Communicate with **ALBIA FIRE DEPARTMENT, Albia, Iowa.**

**SILVER STATE SHOWS WANTED**  
 Good Electrician. Prefer one with Concessions. WANT good Banner Man and Second Man. Must be sober and reliable. WANT Lead Gallery, Pitch-Till-U-Win or other legitimate Concessions. Polish Fisher write. WANT Operator for Pep Show. Have new Top and Banners. CAN USE good six-piece Bally Band. Salary out of office. Longmont, Colo., week April 27; Ft. Collins to follow.

**WANT MAN**  
 To take charge complete Monkey Show. CAN PLACE legitimate Concessions at all times. This week, Charlottesville, Va.  
**JOHN MARKS, Marks Shows.**

**LAST CALL**  
 Due to disappointment, need cookhouse. Legitimate concessions come on. Can place you. Can use one more show that won't conflict. Henry Heyn is on lot with his rides. Show opens May 4th, Owensboro, Ky. Not in any way connected with Kelley's Greater Shows. **DIXIE BELLE ATTRACTIONS, Col. Riley.**

**WANTED**  
 Foreman for No. 5 Eli Wheel and Allan Herschell Little Beauty Merry-Go-Round. Top salary. You must be sober and reliable. Write  
**WRIGHTSMAN AMUSEMENT COMPANY,**  
 Vallejo, Calif., April 27 to May 3.

**TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.**



News Patches

THE riding contraption industry will be thrilled to learn that an esteemed member of the Fourth Estate, Westbrook Pegler, the Scripps-Howard commentator whose stint is known internationally as Fair Enough, was, at this writing, in the throes of sewing up a deal which brings a Merry-Go-Round to his farm. Device is intended for the Pegler nephew and his playmates, who will thus keep out of mischief during the open-air chukkers from now until next fall. All free, of course, Mr. Pegler being a philanthropist as well as America's No. 1 newspaper satirist. Eugene Sykes, Pennsy attraction man, has returned from the West Coast, where he orbited the San Diego Expo and rubbed elbows with showmen in that sector as well as in Mexico. On the way back east he surveyed the Dallas scene, describing it as a place where "everybody is up on his toes and going places. Texas has the greatest bunch of boosters I have ever seen." Sykes reports signing Western and Midwestern acts at fairs. \* \* \* For your literary notebook: Courtney Ryley Cooper, the circus author, who went G man publicist under star billing, his latest type matter having been pounded out for Hearst papers (Hauptmann-Lindbergh case), is, contrary to other reports, coming back to the tanbark fold. He's readying a book on the big tops. What's this about chautauquas making a bid for comeback? Reports say they'll be urged on the public by Chl and New York bureaus.

All-Time Favorites

of BILLIE WILLIAMS Williams Family

AI RINGLING\*, Frank WIRTH, Otto RINGLING\*, Frank A. ROBBINS\*, Kenneth WAITE, Charles COLLMAR\*, Bert BOWERS\*, Joe HUGHES, George MEIGHAN\*, AI G. BARNES\*. \*Deceased.

executed by Mildred Clair, then back to the park to be greeted by Concession Manager A. V. Ackley, Secretary Peg Danforth and others, and then the good old piece de resistance, the entry of Fred Fansher, the amusement attraction broker. Then the dull trip homeward, which means New York and its raucous noise. Those few hours amid New England's rustic beauty make one never want to return to the affairs connected with grinding out the old livelihood.

John R. Ward Shows

West Memphis, Ark. Week ended April 18. Weather, cold. Business, poor.

Committee worked hard to make the engagement a success. Several new arrivals in the-lineup, among them Wilson's Monkey Speedway, C. Dietrich's Rhythm Girls Revue, housed in a complete new outfit, and the Flying Lamars, free act. Executive staff: John R. Ward, owner-manager; W. E. (Billie) Bowen, general agent; Bob LeBurno, special agent; H. G. Starbuck, secretary; Eugene Cook, lot and electrician; Jack Conners, superintendent rides. Shows: Minstrel Show, E. Cook, front; Bubber Mack, stage. Wilson's Monkey Speedway—Captain Wilson, manager. Girl Show, Blackie Seamster, manager. Rhythm Girls Revue, C. Dietrich, manager. Athletic Show, Tiger Burns, manager. Monkey Motordrome, Captain Wilson, manager; Snake Show, Fun House. Rides: Merry-Go-Round, Earle Elsie, foreman; Shorty Campbell, tickets. Ferris Wheel, Odie Shuffield, foreman; Frank Paris, second man. Chairplane, Walter Mallinowski, foreman; Bob Mason, tickets. Loop-o-Plane, Jack Branham, owner and manager. Kiddie Ride, Jack Ervin, foreman. Concessions: Cookhouse, Henry Martin, manager. Gus Litts, three; Charles Drill, six; O. E. Girard, corn game and one other; Sheffield, one; Mrs. Sheffield, one; Irene Butler, two; C. R. Knox, one; Mrs. Knox, one; Jack Conners, two; O. L. Driskell, photo gallery and frozen custard; R. L. Thompson, one; Whittle Hamilton, one; H. G. Starbuck, two, and several others whose names the writer has not yet learned. The entire personnel of the show was grieved at the passing of the venerable trouper, "Tubby" Snyder—a grand old man, whose memory will always remain with his friends and past associates—his friends were legion, his enemies few. H. G. STARBUCK.

Mighty Sheesley Midway

Salisbury, N. C. Week ended April 18. Auspices, American Legion Spring Fair. Weather, cold. Business, poor.

The lot would have been mud, ankle deep, if Charles Sheesley, Texas Smithy, Howard Ingram and their helpers had not cleared it up. Everyone with the show proud of its appearance. Mrs. J. M. Sheesley sponsored an Easter egg hunt for 15 children of the show. Paul Phillips, local theater manager, was nice all winter to the various showfolks who wintered here. Frank Sweeney spent a few days, then on to Chicago to visit friends, Mr. and Mrs. Dinty Moore, of diggers note, were visitors. Carl Baker is proud of the new home he purchased last winter in Miami. Clay May, special agent, filled the exhibit tent, also the arch had plenty of banners. Kay and Louis Weiss have two shows they can be proud of with their attractive girls and costumes. Charles Sheesley was kept busy telling everybody about the flood in Harrisburg. Jean, daughter of Mr. and Mrs. Hilton Hodges, was one year old on Thursday. Mrs. Charles Pounds opened her pitch-till-you-win with Albert A. Charest, operator. F. W. Holford joined with his shooting gallery. Hilton Hodges' Monster Show has one of the most unique frameups the writer has ever seen. Marion Perry had a bad spill at the Motordrome the opening show but, as this is being written she is riding again. Mrs. Doc Garfield had her arm broken in four places. Among the many visitors were Earl Purtle, Walter McCandless, Norman Chambliss, Mrs. Charles Tripp, Mrs. Johnny J. Jones, E. Lawrence Phillips, Walter Davis, Beulah Bailey and Marie Church. FLOYD NEWELL.

W. R. Patrick Shows

WENATCHEE, Wash., April 25.—The show has opened winter quarters here and work is going at full speed. All rides are being repaired and painted, and new show fronts are being built. There will be 6 shows, 5 rides and about

FAIR AT HOME SHOWS, INC. FORMERLY Traver Chautauqua Shows, Inc.

12 Rides 3 Free Acts

ANNOUNCES

ON ACCOUNT OF EXTREME COLD AND INCLEMENT WEATHER, THE SHOW WILL OPEN MAY 2, STARTING A NEW IDEA IN OUTDOOR SHOW BUSINESS.

WANT

HIGH DIVER OR WATER ACT AND SENSATIONAL FREE ACTS.

Good 10-In-1 and Novelty Shows, clean and capable of getting real money with real crowds. Will furnish outfit to real showman. Few choice Concessions open. Must be straight, as we will not tolerate grift in any form; making our Concessions a paying business.

CALL AT WINTER QUARTERS, TEANECK, N. J. Or Write or Wire

GEO. W. TRAVER, Mgr., 39 No. Summit Ave., Chatham, N. J.

OPEN SATURDAY, MAY 2d, AT DETROIT

Monroe, Mich., Spring Festival and Highland Park Merchants and Manufacturers Industrial Exposition to follow. Can place Shows, Rides and Concessions that do not conflict. Our route includes a long list of fairs and celebrations. Excellent opportunity for Cook House. Wire

W. G. WADE SHOWS

289 Elmhurst, Detroit, Mich.

ATTENTION, FAIR SECRETARIES

In Kentucky, Tennessee, Alabama and Mississippi, have a few Open Dates,

VOLUNTEER STATE EXPOSITION

St. Charles, Va., this week; St. Paul, Va., next week.

OCEAN CITY, MD.

Concession Space for rent; best locations on Boardwalk for Linen, Jewelry Store, Legitimate Games, also Bathing Concession; all flat rental. Apply MARYLAND OCEAN CASINO, Box 57, Ocean City, Md. H. G. Steen, Prop.



THE ORIGINAL CANDY PULLER

←DISPLAY PULLERS

Excellent for demonstration purposes. Very attractive, nicely finished, nickel trimmings and aluminum base—Motor driven, varied sizes and styles.

REBUILT MACHINES AVAILABLE Substantial savings possible by installing a guaranteed factory rebuilt machine.

All replacement parts in stock for immediate delivery. WRITE OR WIRE FOR DESCRIPTION AND PRICES.

HILDRETH PULLING MACHINE CO. 183 Crosby Street New York, N. Y.

30 concessions. Ten men are at quarters, in charge of Les Fee. Mr. Patrick returned from a successful engagement booking tour. Will open late this month, and last year being successful will go over the same territory. The new sound truck, which will work one week ahead of the show, is nearly assembled. Visits are exchanged with the American United Shows, also in winter quarters here. ANDY CARNAHAN.

Dime Museum, Newark

NEWARK, N. J., April 25.—With Holy Week over and favorable weather business has increased considerable. Attractions this week: Edna Price, neon tube artist; Dewise, handless wonder; Domingo, Hindu torture board; Zenda, mentalist; Greominos Caravias, silent artist; Maud Mills and Sam Jones, Creole Revue; in the annex, Oriental Revue. The writer has replaced George Moore as emcee, the latter going to join Art Lewis Shows. Namy Salih, manager the museum, and also manager of the European One-Ring Circus at Playland, Rye, N. Y., has conceived a unique display of neon tubes for Edna Price. Noted for his original productions in the past, he has outdone himself this time. The display consists of a beautiful throne silver background with Miss Price's name in neon lights. The tubes, seven in number, consisting of different colors and running from 10 to 28 inches in length. The act ends with a feat of firing a rifle attached to a neon tube. After filling her engagement here Miss Price will go to Playland as one of the features. Among visitors have been

"BOOTS" CUTLER

GET IN TOUCH WITH PHONE 4-1357. OKLAHOMA CITY. Anyone Knowing Him, Please Advise.

LEGION JULY 4th CELEBRATION

FAIRBURY, ILL. Rides and Concessions Wanted. H. W. MEISENHOLDER

GERARD SHOWS

RISE HELP WANTED.

Foreman on Eli Wheel, Foreman on Merry-Go-Round, Second Man on Whip. All help must be sober and reliable. Whitey Davis come on. CHARLES GERARD, 1547 Broadway, Room 811, New York City.

FOR SALE

Three-Abreast Allan Herschell Carrousel, complete, now in operation. \$1,200 Cash. WILL BOOK Two-Abreast Carrousel. WILL BUY Smith & Smith Chair-o-Plane. CHARLES GERARD, 1547 Broadway, Room 811, New York City.

DANCERS FOR REVIEW

Office show. Also Man and Lady Drome Riders. Wire, write ART LEWIS or PETE THOMPSON, care Art Lewis Shows, until May 4, Naugatuck, Conn.

STEAM CALLIOPE

Motorized, for lease for summer. Will lease or buy Motorized Circus. E. E. COLEMAN, 1837 Ravenwood Avenue, Dayton, O.

Frank Sterling, Mr. and Mrs. Nally (Chief) Smithley, Cliff Younger, William Hart, Jack and Sonny Kelly and several others. BEN RILEY.

HARTFORD, Conn.—Made a stopover here, but too short to take in Frank Wirth's Shrine Show. Saw plenty of billing.

BETWEEN HARTFORD AND SPRINGFIELD.—Flooded territory making remarkable strides, but inundated areas still a horrible sight. Charles A. Nash, general manager Eastern States Exposition, working at feverish pace to get a government award for reconstruction and resurrection of buildings.

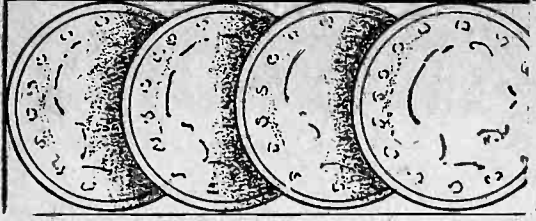
WORCESTER, Mass.—Attended the annual spring sessions of the Massachusetts fairs. Arch Clair arrives in and escorts us to Norumbega Park, Auburndale, then to a delicious dinner prepared and

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.

## STRIDES IN ORGANIZATION

### Coinmen Realizing Value Of Unity for Own Benefit

*Industry boasts more State and local groups than ever before—25 bodies formed since first of the year—importance of local associations is stressed*

CHICAGO, April 25.—Organization among coin-machine men is taking hold as never before. The extensive and noticeable activities along this line are dependable indications that the coin-operated machine industry is going forward at a noticeable pace. Today the industry can boast of more functioning State and local organized groups than ever before. No doubt the year 1936 will chalk up the biggest year for association efforts and accomplishments. Local organizations from Coast to Coast and from the northern boundary of Canada to the Gulf of Mexico have been whipped into action during the last few months and have done a lot of constructive things for the operating business. The local associations can get to a local problem overnight and in most cases iron out the trouble. They are also very essential to the State group of organized coinmen which, in turn, makes them the most profitable asset to be hoped for by the national operators' association. As leaders of the industry see it, the local groups must be in evidence and serve as tributaries to the State and national organizations.

Thru well-functioning local groups good will is being created and operating made more pleasant and profitable. Groups of only 8 or 10 operators in small cities have formed an organization and are functioning successfully and accomplishing many good things for their business. The local organizations give prestige to the industry and demand more respect for the operator's business. According to the information gathered, there has been created no less than 25 live-wire local organizations since the first of the year. Other sections are either organizing or considering the forming of an association.

Thru these local organizations closer contact and a clearer understanding of matters between the operator and the location owners is created. Location owners are prone to co-operate with the members of the organized group. These local bodies, many of them, are active in

(See STRIDES IN on next page)

### California Ops Win Test Case

*One-shot ticket game is declared legal by jury verdict*

TULARE, Calif., April 25.—A case to test the validity of the recent city ordinance banning marble machines resulted in a jury verdict for the defendant in Judge Fred Smith's court April 7.

The city, thru its attorney, I. H. Ham, charged Arthur Renaud with a breach of the ordinance. Renaud demanded a jury trial and the jury found him not guilty.

This is said to be the first test case in California on what is called the one-shot ticket game. The jury termed it more of a game of skill than of chance. R. A. Talbert Novelty Company, of Fresno, backed Renaud in the case.

### Appeal Made To Locations

*Minneapolis location owners asked to express themselves in favor of games*

MINNEAPOLIS, April 25.—The newly formed local organization of coin-operated amusement games known as the Minneapolis Amusement Games Association has sent out a letter to every location owner in the city asking for his co-operation in combating unfavorable publicity. The letter is as follows:

"Dear Mr. Merchant: Pinball machines are again in the public limelight (See APPEAL MADE on next page)

### New Michigan Group Formed

DETROIT, April 25. — A meeting to organize a local association of coin-machine operators in Wayne County for the first time was held Thursday evening at the Hotel Heldenbrand in Pontiac. Some 20 operators attended and more than half have joined the newly formed organization.

This step is one of a series planned to reorganize the State of Michigan with a regional group in every one of the 83 counties where there is a single coin-machine operator. These groups will then be units of the Automatic Merchandisers' Association of Michigan, which will not consist, as in the past, of individual memberships.

Frederick E. Turner, president of the AMA of Michigan; L. V. Rohr, director of the Skill Game Operators' Association, Detroit, and Warren R. Zerby, secretary of the SKGO, journeyed from Detroit to Pontiac to attend the meeting. The name selected was the Oakland County Coin Machine Operators' Association. Speeches were given by these Detroiters and great enthusiasm was manifest. The Oakland County association begins its life with prospects of an almost immediate 100 per cent membership of eligible members. There are only a limited number of operators

(See NEW MICHIGAN on next page)

### Editorial

MISREPRESENTATIONS and untruthful statements have injured the coin-operated machine industry considerably.

Very few people, in fact only those who are members of the business, understand the various details of the industry. The incubator journalist, with his untruthful newspaper and magazine stories, has been and now is a thorn in the flesh of the coin-controlled device industry. These erroneous writers spread their stuff thick and heavy, and in order to hold their readers' interest at a high pitch, they mix blood, thunder and racketeering into their copy with no regard whatsoever for the real truth regarding our business. Ministers, uninformed, raise loud accusations against the business from their pulpits, not aware of the existing truth that a large portion of their salary comes directly from the very industry they would hamper. There are very few churches today whose membership does not consist of many who are very happy that they have coin machines in their places of business.

Just to give you an idea of how much in error these many newspapers and magazine stories are, we cite some statements contained in a feature article that recently appeared in a national magazine. It is a fact that General O'Ryan, former Police Commissioner of New York, has affiliated himself with the coin-machine industry in New York City, yet this magazine states that he declined the offer to serve the industry. Just to give you a broader idea of just how much this writer knew about the business, he stated that pinball had its beginning at the Chicago World's Fair.

The old, washed-up story about the school children putting their lunch money into the coin machines and then going hungry has been worn to a frazzle, yet it has a strong appeal to the enemies of the industry. There are very few operators who would place a machine near public schools. Such a one would only be either a first-rate "heel" or a new beginner. Horse racing is for adults. Night clubs and intoxicating drinks are for adults and there are many other recreations that are exclusively for adults; and so it is with the playing of coin-operated amusement machines—it is an amusement for adults.

Playing pinball and other kinds of coin-operated devices is not dangerous. It is amusement—recreation at a fair cost to the player. He receives amusement and entertainment for his money the same as he receives when he attends a movie or a circus.

Would that every newspaper and magazine writer could learn the real existing truth and realize that the members of the coin-operated machine industry today consist of some of the best American citizens. That the men and women who manufacture, distribute and operate automatic coin machines are folks like themselves, have respectable families, and who are an asset to the citizenship of any city or community. Would that they could learn that the business consists of upright business executives, men and women who are their own neighbors and not a lot of crooked racketeers like they are so prone to chronicle about.

Coin-machine men and women must exercise every effort possible toward enlightening the public that we of the coin-operated machine industry are just folks like they are. Impress it upon them that we are in the amusement business—a clean, honest, upright amusement business—the same as those in other branches of the amusement industry. That's what I have always contended and it is what I always will contend. If we impress these truths at every opportunity rightful results will be in evidence for our business.

We are very glad to note that the merchants, better known as location owners, are awaking to the fact that if their coin-machine earnings are to continue they must extend the operators every co-operation possible. They should do this. Nothing in their stores produces for them more clear profits than their amusement and vending coin-operated equipment. With millions of merchants working along with their respective operators much can be accomplished toward keeping our business growing. Operators must impress upon their location owners that they need and expect their full co-operation in all matters pertaining to the running of equipment.

### Minneapolis Operators Organize To Work Out Local Difficulties

MINNEAPOLIS, April 25.—Some 40 Minneapolis operators banded themselves together recently for the betterment of their business.

Don Leary, secretary of the newly organized group, reports on the formation of the new association as follows:

"We are happy to announce the formation of what we believe will be one of the strongest local coin-machine organizations in the United States.

"Minnesota has received national prominence thru the splendid State organization which it has had during the last several years. It was one of the first in the United States to form an organization to promote the welfare of pin games. Minneapolis operators have for some time realized that their local troubles could only be worked out thru

a more localized group of operators. It was therefore natural that some 40 operators in the city got together April 8 and established the Minneapolis Amusement Games Organization."

A \$25 initial fee is required from all operators desiring to join the association. In addition, it was voted to permit members the privilege of purchasing tags to be placed on the machines which they operate, informing the public that they are members of the Minneapolis Amusement Games Association. The tags are being sold for 25 cents each.

Permanent offices for the association's secretary have been set up in Room 308, Andrus Building, Minneapolis. The facilities of the office and the services of the stenographer in charge will be

(See MINNEAPOLIS on next page)

### Washington Ops Enjoy Banquet

WASHINGTON, April 25.—Describing the occasion as the first real business of the organization, Melvin Mandell, temporary chairman of the Amusement Machine Operators' Association of Washington, emphatically stressed the necessity of absolute co-operation with the police officials in an address before members at the new association's banquet held at Burt's Cafe here tonight.

"Tonight is the real business of the organization," Mandell declared. "We have present three-fourths of the operators, representing two-thirds of the machines operated in the District of Columbia today." Mandell expressed confidence in the progress of the association since its beginning four weeks ago and urged members along lines of co-operation among themselves.

"Even if we accomplish nothing more than a social organization," Mr. Mandell told the members, "we shall have gone far toward our goal. Meetings such as this lead to a greater and more complete understanding of the other fellow's viewpoint and that is nine-tenths of any battle toward better business."

Following Mandell, Jacob Sandler, newly appointed attorney to represent the District of Columbia association, emphasized the necessity of co-operative activity rather than individual enterprise. "Individually we can accomplish nothing," Mr. Sandler stated, "but together there's no telling how far we may go."

Hirsh La Viez, temporary secretary, pointed out the value of newspaper advertising as a benefit toward a more favorable type of publicity. By placing an ad in a paper, La Viez pointed out, editors have been known to change their minds overnight. On question of dues Mr. La Viez urged a set amount as the best policy rather than a ration governed by the number of machines. "We here tonight can start the ball rolling," La Viez said. "Once we get things humming others who are not represented here tonight will soon follow in our footsteps and join up."

Members attending the banquet included: Melvin Mandell, Hirsh de La Viez, John Crist, H. Miesler, Phil Edelstein, R. Griffith, R. H. Griffith, R. H. Kelly, Joseph Narlines, Jimmy Koustous, P. Sleshin, Frank Charles, Myer Bumps, Jack Sandler, Allen Mesrow, William Hefter, Jack Robinson, Frank Enfante, Stanley Perry, E. L. Carroll and Leon Trostinsky.

### South Bend Okehs Trade Stimulators

SOUTH BEND, Ind., April 25.—Police Chief Lawrence J. Lane of this city has issued an order which permits the operation of all coin machines and sales-boards which are merely used as games of skill or which pay off in trade.

Pin games which pay premiums in cash are not included in the order, but all other devices in accordance with opinions rendered by the city attorney and others thruout the State are games of skill and as such are free from molestation.

Police Chief Lane in issuing his city-wide order stated that all coin-machine devices which pay in trade will be permitted to operate inasmuch as they are not only games of skill but are considered great trade stimulators.

### STRIDES IN—

(Continued from preceding page) building better public opinion toward the coin-operated device business and are taking part in public relation matters. All of which is very helpful to the industry.

With organization activities going along at such a noticeable stride the coin-operated machine industry should swing into the next January coin-machine show with more organized groups represented than has ever been known before. From all indications it appears that the organizing of coinmen is really going places.

### APPEAL MADE—

(Continued from preceding page) due to erroneous publicity. The Minneapolis Amusement Games Association is composed of most of the better operators, organized for the sole purpose of maintaining the operation of these

## "SLOT" BARGAINS

Each machine has been thoroughly renewed by expert "slot" mechanics. They look, operate and earn like new. Buy them at real savings!

- |  |         |  |         |
|--|---------|--|---------|
| Mills Blue Front Mystery Bell, Nos. 342,888, 341,639 .....     | \$67.50 | Mills Gold Award, Mystery Pay, Blue Front, Front Vendor, 327,122 ..... | \$67.50 |
| Mills Extraordinary, Gold Award, Mystery Bell, 344,154 .....   | 67.50   | Same, Side Vendor, 320,801, 329,175 .....                              | 67.50   |
| Mills Extraordinary, Front Vendor, 348,788 .....               | 60.00   | Mills Indian Head, Golden Side Vendor, Mystery Pay, No. 311,224 .....  | 60.00   |
| Mills Indian Head, Golden Side Vendor, even pay, 312,539 ..... | 55.00   | Jennings Chief, Gold Award, Mystery Pay, 117,953 .....                 | 65.00   |

SPECIAL — Jennings Duchess, 5c play, Nos. 19,469, 19,470; 10c play, No. 17,719; 1c play, 18,258; EACH \$30.00.

Terms: 1/3 cash with order, balance C. O. D.

## ELECTRO-BALL CO. INC. 1200 Camp DALLAS

Distributors

## "THE HOUSE OF SERVICE"

EXTRA SPECIAL

WHIRLPOOL AND RODEO GUARANTEED LIKE NEW ONLY \$39.50. TICKETS FOR EXHIBIT GAMES, 10 PKs. \$7.50; SEND CASH.

Distributors and Jobbers, Write for Prices on Tickets.

## COIN AMUSEMENT SUPPLY CO.

1353 Sylvania Ave., Toledo, Ohio.

## GOOD NEWS for AUTOMATIC PHOTOGRAPH OPERATORS!

- Our Combination Pocket Mirror and Picture Frame for Miniatures will step up your business 100 per cent. Size, 2x3 inches. Photograph can be inserted instantly.
- Send 10c for Sample and quantity prices. Live wire Picture Operators should get in touch with us at once.
- We also manufacture a beautiful line of Enlargement Frames. \$1.00 for sample line, which will be credited to you when you place your order, and you will order after seeing this line.

AUTOMATIC MIRROR CO., 88 PRINCE ST., NEW YORK CITY

games in conformance with the ordinance governing them.

"In order to do this we must have the co-operation of every merchant in whose place of business one of these games is located. In view of the unfavorable, uncalled for and unreasonable publicity on these games it is imperative that all the merchants operating these games get in touch with their alderman and refute such publicity.

"When you call your alderman you might use the following suggestions:

"1. Games are being operated in compliance with ordinance.

"2. Operation of such machines is an important part of your business.

"3. Your customers demand them, as they have much amusement and recreation, and profits to you are nominal and secondary in importance.

"4. Present license tax is fair but should not be increased, as it would eliminate many of the present machines and yours might be one of them.

"5. You want your alderman to inform you of any move affecting these machines so that you might be given an opportunity to be heard on the matter.

"This letter is the beginning of our contact with you to keep our business clean and going. Contact your operator for further information or call Atlantic 3921. We'll be seeing you further."

### MINNEAPOLIS—

(Continued from preceding page) available to the association members at all times.

One of the first major acts of the association was to send out a letter to every location in the city informing them of the purpose of the organization.

The officers of the new association are Phil Moses, president; Harold Bellew, vice-president; Don Leary, secretary, and Isadore Berstein, treasurer. Board of directors consists of William Clarity, Ted Bush, Doc Berenson, William Cohen, Max Moses, Hi Greenstein and Frank Manguson.

### NEW MICHIGAN—

(Continued from preceding page) in the county and nearly all were at the meeting.

Officers were elected for the ensuing year at this first meeting as follows: Charles Yuille, president; Frank Hall, vice-president; George Lasley, secretary and treasurer; James Rogers, chairman

**ASTROLOGICAL**

**COIN-OPERATED MACHINES**

★NEW★ PHENOMENAL

PRICE ★ First and only  
**\$55** Astrological Machine selling under \$300.

PER MACHIN

Earning Tremendous Profits from Coast to Coast.

WRITE FOR FURTHER PARTICULARS.  
**ASTROVENDS, INCORPORATED,**  
1564 BROADWAY, New York, New York

## SALESBOARD

OPERATORS Don't miss out on the sweetest selling item today—BLUEBIRD CLOCK! It's new, novel, entirely different. Thousands sold. Write for details now!

**WABASH SALES CO.**  
Dept. 5-E, 545 N. Wabash Ave., CHICAGO, ILL.

## FOR SALE

One month old, same as new. Five Keeney Mammoth One Ball Tables, Fifty Dollars each, F. O. B. New Orleans.

**L. S. COPELAND**  
Blenville Hotel, New Orleans, La.

**WILL BUY, SELL, EXCHANGE** anything in Counter Machines, Pin Games, Slot Machines, Diggers, Arcade Machines, Wurlitzer Pianos, Cigarette, Gum, Peanut Machines. Scales any size or make.  
**O'BRIEN, 97 Thames St., Newport, R. I.**

## WANTED

Mills Escalator, Blue, Grey, and Extraordinary Mystery, with or without Gold Award. **WOLF REIWITZ, 1885 Mission St., San Francisco, Calif.**

of the skill-game group; G. L. Hawn, chairman of the merchandising group, and the following board of directors: Stewart Shotwell, J. R. McNally and C. J. Allen. Allen is from Royal Oak, while all the other operators are from Pontiac, where operations in the county are largely centered.

The association is being divided into the two groups, skill games and merchandise operators, following the same principle as adopted in the larger Detroit units except that in this case they are within a single organization group.

## Pay Table Operators WARNING

CHEATERS FIND UNPROTECTED PAY TABLES EASY MARKS FOR UNEARNED PAYOUTS!

Profits that should go to YOU are lost by a tricky pull of the plug! Until now there was no protection available—but now you can FOIL cheaters with ELECTRO-LOK.

ELECTROLOK is a positive dependable mechanical WATCHMAN, always on the job to prevent anyone from cheating electrically operated Payout tables. Installed quickly inside the cabinet, ELECTROLOK operates the instant the A. C. or D. C. circuit is disturbed in any way, and DROPS THE CHEATER'S NICKEL IN YOUR COIN RE-ORIVER, WHILE LOOKING THE PAYOUT MECHANISM AGAINST PAYOUT. Resets itself automatically for each play. Requires no attention. List Price, \$2.00.

### IMPORTANT

Only ELECTROPAK-equipped games can make use of ELECTROLOK! Another one of the hundreds of reasons why you should insist on equipping your games with genuine ELECTROPAKs exclusively.

See Your Jobber—or Write Us Today.

**ELECTRICAL PRODUCTS COMPANY,**

6527 Russell Street, DETROIT, MICH.

## FORCED SALE

10 Slightly Used, Perfect Condition  
**MAGIC FINGERS.**  
Highboy and Lowboy Models. Exceptional Money Makers. Original Cost, \$300 Each.

Specially Priced for IMMEDIATE SALE.  
**WIRE AT ONCE.**  
**CRANE MERCHANDISE CO.**  
160 Fifth Ave.  
New York City

## NEW PROVEN WINNERS

- |   |          |
|---|----------|
| HIALEAH .....                             | \$139.50 |
| TYGOON .....                              | 149.50   |
| HOLLYWOOD .....                           | 89.50    |
| DAILY RACES .....                         | 125.00   |
| PAMCO PALOOKA .....                       | 189.50   |
| BIG CASINO .....                          | 89.50    |
| BIG RICHARD .....                         | 125.00   |
| CHAMPS .....                              | 49.50    |
| DITTO .....                               | 44.50    |
| MAD CAP .....                             | 47.50    |
| TOUGH OFF .....                           | 39.50    |
| HORSES (Buckley's New Counter Game) ..... | 17.50    |

Remember: We Will Accept Your Used Machines as Trade-Ins.

WRITE FOR NEW PRICE LIST No. 200.

## BESSER NOVELTY CO.

3020 OLIVE ST., ST. LOUIS, MO.

- |                              |         |  |         |
|------------------------------|---------|--|---------|
| MILLS SILENT JACKPOT .....   | \$35.00 | Mills Small Scales .....                     | \$25.00 |
| Waiting Double Jackpot ..... | 25.00   | 5 Different Pin Games .....                  | 15.00   |
| Jungo .....                  | 25.00   | 5 Different Counter Mchns Any Pin Game ..... | 15.00   |
| Bally Derby .....            | 35.00   | Write What You Want .....                    | 10.00   |
| Fields 5 Jacks .....         | 5.00    |  |         |
| Penny Packs .....            | 8.00    |  |         |
| Dukes Single Jackpot .....   | 10.00   |  |         |

Nickel-Penny Slots for Pin Games. Parts for Any Make Slot Machines, Scales, Music Piano, Cigarette Machines or Digger.

Send \$1.00 for Fast Service.

O'BRIEN, 97 Thames St., Newport, R. I.

## MONEY - BACK GUARANTEE

- |                    |         |                      |         |
|--------------------|---------|----------------------|---------|
| Put 'N' Take ..... | \$15.00 | Carloca .....        | \$16.00 |
| 21 Game .....      | 10.00   | Fifty-Fifty .....    | 12.00   |
| 5 and 10 .....     | 12.00   | Genco Baseball ..... | 9.00    |
| Champion .....     | 10.00   | Chicago L. .....     | 8.00    |
| Screamo .....      | 14.00   | Cross Road .....     | 10.00   |
| Big Game .....     | 10.00   | Bomber .....         | 17.00   |
| Ball Fan .....     | 11.50   | Cheer Leader .....   | 11.00   |
| Par Golf .....     | 11.00   | Cavalcade .....      | 5.00    |

One-fourth deposit with order.

Best Trade Allowances on New Machine.

## VEECH SCALE CO. DECATUR, ILL.

# Weekly MUSIC Notes

## Milton H. Lange Firm Successful With Music

GLENDALE, Calif., April 25.—Starting last June with one assistant, Milton H. Lange, of this city, has built up an enviable record for successful music operation in this territory. The firm now employs 15 people and has in service a fleet of 12 cars and trucks.

In commenting on the phenomenal growth of his organization, Mr. Lange attributes his success to the fact that he is operating a quality automatic phonograph, that he operates music exclusively, to the excellent service his organization is giving and to the most courteous treatment given to locations at all times.

## Marquette Music Company Operating Wurlitzer Phonos

DETROIT, April 25.—Marquette Music Company has taken over the rights as operators for Wayne County of the Wurlitzer phonographs.

"Business recently has been surprisingly good on music," Harry Graham, general manager of the Marquette firm, says. "Much of it has been caused by the direct popularity of the new Wurlitzer model machine.

"Some of this is due to a change in popular taste. The beer garden or place

where liquor is served is now legitimate and we don't have to take chances about a raid by police or federal authorities. The legitimate operator is accordingly willing to make a substantial investment in phonographs and better machines are on the market.

"All operators I have met are making a good profit, and there are more taverns opening up. The amusement field has actually doubled in possibilities, in my opinion. The public is becoming phonograph-conscious."

Harry DeSchryver, owner of the company, has been away at the Wurlitzer factory at North Tonawanda, N. Y., the past week on a buying trip. The Marquette Company at present operates about 900 music machines of all models in this territory.

## Hurvich Firm Durapoint Rep

BIRMINGHAM, Ala., April 25.—Max Hurvich, of Birmingham Vending Company, this city, reports that his firm is distributor for the Durapoint phono needles.

Max reports that one of the most delicate, as well as most outstanding necessities in phono operating, has always been the needle. With the new high-fidelity records which are being made today, needles have become a greater problem than ever.

## Texas Music Notes

DALLAS, April 25.—Fisher Brown, local distributor, received another carload of Rock-Ola's Multi-Selector phonographs last week, making a total of nine carloads since the first of the year. The nine cars are in addition to the many machines sold thru his other warehouse offices thruout the Southwest.

W. L. Talley, Brown's representative in East Texas, lost his father April 21 at Waco, Tex. Death was attributed to heart failure. Funeral services and burial at Temple, Tex., April 22.

Sam Alexander, West Texas and New Mexico representative for Fisher Brown, is sporting a new high-priced motor car, bought from the commissions on Rock-Ola's phonos. He recently made a swing thru his territory and ended the trip in Dallas, where he took a much-needed vacation.

R. J. F. (Dick) Burke, who represents Brown in Louisiana, recently completed a deal for 50 Rock-Ola phonos, then brought a customer to the Dallas office who bought 50 pieces of assorted equipment and then returned to Louisiana. All in one day.

Wincle F. Daniels, South Texas music operator, was a recent visitor to Dallas and the Brown office. Bought 10 Rock-Ola Multi's, making a total of 64 Rock-Ola phonos in his operations, in addition to other machines.

Electro Ball Company reports heavy sales on Seeburg phonos. Several carload shipments have been received recently and no sooner does a carload arrive than they are all rushed out by operators and placed on location. The firm's phonograph sales since the first of the year is startling.

## Los Angeles Music Notes

LOS ANGELES, April 25.—W. E. Simmons, Wurlitzer factory representative covering California, Arizona and Nevada, left here today by plane for Buffalo, N. Y. He will spend a week at the Wurlitzer factory in North Tonawanda, N. Y.

Ralph Beneret, of Chicago, has opened a route of Simplex phonographs in this city. Del Vebiss, of Chicago, has charge of the route and reports business good.

The Phonomic Company has received another carload of Simplex phonos. Less than a year old, the operating firm ranks as the third largest in California, and at the rate it is going will soon be at the head of the class.

The phono business is good on the West Coast. From March 12 to April 12 California, Arizona and Nevada received more than 600 Simplex instruments.

National Amusement Company reports that Rock-Ola Multi-Selector is having big sale and that two carloads of them will be unloaded at its warehouse this week. Clegg La Bauve covers Southern California on phonographs and Clarence McClelland the San Francisco district, while F. M. Madsen works the Northern California territory.

Paul S. Bennett, general sales manager for Rock-Ola Manufacturing Company, is in Los Angeles, combining business and recreation to his West Coast trip.

The J. P. Seeburg office reports increased sales on all types of Seeburg instruments. Frank Brighan, traveling the California territory, reports successful sales in all parts.

Mohr Brothers, on Pico boulevard, report Wurlitzer phonograph business good. The firm has opened a new branch in Seattle for distribution of phonographs, with Major Mohr in charge. He states that two carloads of instruments have been shipped to the Seattle branch. Mack Mohr is in the East and will include in his itinerary a visit to the Wurlitzer factory at North Tonawanda, N. Y.

## From London Town

LONDON, April 22.—Weather in Britain over Easter—first Bank Holiday of the year—was shocking and seaside resorts suffered accordingly. Reports from operators of machines at seaside show business to have been patchy. Some did fairly well, others had a thin time. Incidentally, Bank Holiday has a different meaning in Britain to that in the States. Here it is a day set aside by statute for the banks to be shut for outside business at any rate. Bank holidays are also public holidays and there are four regular ones in the year.

There is a certain jumpiness in the trade here at the moment due in no small measure to new restrictions imposed by local authorities as to types of machines which may be operated at seaside resorts and thru uncertainty as to what is going to happen in some places where there has been in the past the adoption of a reasonable attitude. Actually the position in England is that the giving of prizes for successful play on machines breaks certain laws, no matter whether skill is necessary or not. As these laws were not passed in the first case to control machines—a desire to check gaming generally brought them into being—it has been the practice in the past for local authorities to use their discretion, and at the seaside in particular there has been reasonable toleration over the operation of machines and the giving of prizes. But there are signs now of a tightening up and a tendency to observe the laws, out of keeping with the times tho they may be, strictly to the letter. If this develops there seems to be no alternative but for the British Automatic Machine Operators' Society and the Amusement Caterers' Associa-

## Sheet-Music Leaders

(Week Ending April 25)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

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

1. Lost
2. Melody From the Sky
3. You Started Me Dreaming
4. Goody, Goody
5. You
6. Tormented
7. Touch of Your Lips
8. Beautiful Lady in Blue
9. Love Is Like a Cigaret
10. No Greater Love
11. It's Been So Long
12. Eggs in One Basket
13. Let Yourself Go
14. Lights Out
15. Is It True What They Say About Dixie?

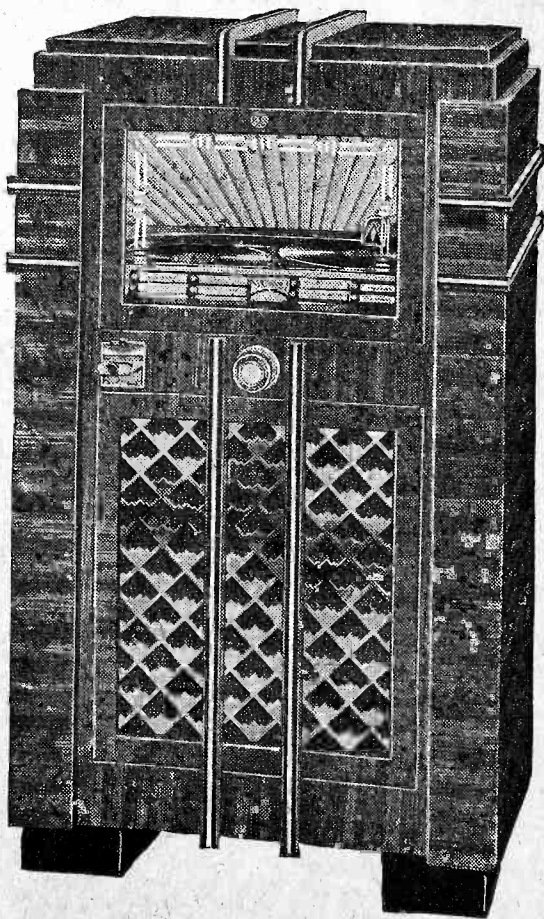
## Radio Song Census

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 17, to Thursday, April 23, both dates inclusive.

- |                                       |    |
|---------------------------------------|----|
| Goody, Goody                          | 28 |
| You                                   | 28 |
| Melody From the Sky                   | 26 |
| All My Life                           | 24 |
| It's Been So Long                     | 18 |
| Let's Face the Music and Dance        | 18 |
| You Started Me Dreaming               | 17 |
| Is It True What They Say About Dixie? | 16 |
| Moonrise on the Lowlands              | 16 |
| Touch of Your Lips                    | 15 |
| Sing an Old-Fashioned Song            | 14 |
| There's Always a Happy Ending         | 14 |
| Yours Truly Is Truly Yours            | 14 |
| Lights Out                            | 11 |

### THE SEEBURG FRANCHISE IS MORE VALUABLE



### SYMPHONOLA MODEL "B"

*the instrument without "Service Headaches"*

**J. P. SEEBURG CORPORATION**

1502 DAYTON STREET

CHICAGO • ILL.

★ THE LEADER FOR OVER 30 YEARS! ★



tion, with perhaps the Showmen's Guild, to make a strong combined effort in Parliament with a view to securing some measure of relief.

The laws in question came into being long before the machines and no doubt there would be continued toleration, particularly towards the skill class, if it were not for the fact that a certain amount of agitation has again arisen for a curbing of operation. Those pressing for new legislation against the machines, as well as for rigid enforcement of existing laws, put up as their argument the statement that children are encouraged to gamble. This is a gross exaggeration of the truth; in fact, the chief constable of the county wherein this last agitation was born admitted that he knew of no such cases in the area under his control, but unfortunately the greed of a few undiscriminating operators—if operators they really are—has given the agitators just what they wanted. Their examples may be few, but the way they are given the lime-light makes it appear to those who do not know the truth that coin-operated amusement machines are leading the children of the country into bad ways on a wholesale scale. It will indeed be a pity if the sensible majority have to suffer thru the grab-at-any-cost tactics of a very small minority.

There are many members of the British Parliament who see no harm in the average amusement machine, but it is the policy of both Houses not to support any legislation which directly benefits one section of the community only. This should not, however, dishearten or deter organized efforts in Parliamentary and particularly government circles to secure a more favorable understanding. It will be good to have many friends if and when an attempt is made to introduce fresh legislation against machine operation.

Apart from pin tables, cranes, wall machines, bowling tables and popular-for-a-time machines, there is quite a lot of equipment which is recognized as standard stuff for seaside operating and which does not get interfered with. This includes personal weighers, fortune tellers, punch balls, working models, shooting devices, Mutoscope picture boxes, coin-operated telescopes and two-

player competitive machines such as football, cycle racing, yacht racing, tug of war and polo. Most of this standard equipment is British made. One, by no means new, two-player machine which can be relied upon to do reasonably well is the Twins. This has two figures of babes sucking feeding bottles. The players compete to see who can first pump the milk from the bottle by way of the feeding pipe into the baby. Most of these two-player machines have two slots. Each player inserts a penny and the winner gets his back.

Several machine men in London have received picture postcards sent by Pat Buckley from Cuba. The postmark is a boost for Havana cigars and recipients of the cards are wondering if the smokes are to follow.

**Rolling Display Room Proves Successful Idea**

CHICAGO, April 25.—The Markepp Company, Cleveland, Bally distributor, is using a new, progressive method of getting its Bally games before the jobbers and operators in a quick, convenient way. They have built a modern "display room on wheels" and equipped it with all the latest Bally releases and the caravan is touring the State of Ohio.

Enlisting enthusiastic co-operation from the Bally Manufacturing Company, Markepp has obtained Art Garvey, Bally factory representative, to accompany their own H. R. Lemon on the long, trail-blazing trip. It is planned to keep the unit on the road for an indefinite period.

The roomy interior of the trailer is designed so that the games can not only be seen, but played and inspected as well. Among the current Bally games included in the coin machine caravan are Ray's Track, Reliance, Multiple, Parl-Mutuel, All-Stars and Bally Baby.

Meyer Marcus, president of the Markepp Company, states: "We believe this display room on wheels is the best way to give personalized service to our jobbers and operators. It brings their attention to the newest Bally hits in a forceful, convenient way—with no time lost and at no expense whatever on their part. Now they can actually see and play these machines and get the real Bally story better than any picture can show or words can tell."

**OPERATORS**  
*Clean up*  
**BIGGER PROFITS**  
*with*  
**WURLITZER**  
**SIMPLEX**



Left: (At left) Eddie Schatz, Jr., Brenham, Tex., says, "Hats off to Wurlitzer. You've done it again. Every operator should make bigger profits with the 1936 Simplex."



Left: Morris Hankin, Hankin Music Co., Atlanta, Ga., says, "I made money with the first Simplex built but expect to make a lot more with the beautiful 1936 models."

Above: E. V. Ross, Oriole Machine Corp., Baltimore, Pittsburgh and Buffalo, says, "I am sure the 1936 Wurlitzer-Simplex is the last word in successful music operation."

From Coast to Coast, for America's most successful operators the Wurlitzer-Simplex is making the biggest profits ever known in the history of automatic music. Its beauty and tone make it the one machine that the owners of the best locations demand. That's why it is replacing other automatic phonographs in the most profitable spots. Wire today for the biggest money-making proposition in automatic music. **THE RUDOLPH WURLITZER MANUFACTURING COMPANY, North Tonawanda, New York.**

**SOLD ONLY TO OPERATORS**

**Ten Best Records for Week Ended April 27**

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B6361—"All My Life" and "The Right Somebody To Love." Willie Bryant and orchestra.	7641—"You Started Me Dreaming" and "Don't Say a Word—Just Dance." Russ Morgan and orchestra.	751—"It's a Sin To Tell a Lie" and "The Call of the Prairie." Victor Young and orchestra.	25290—"I Know That You Know" and "If I Could Be With You." Benny Goodman and orchestra.	3211—"Christopher Columbus" and "Blue Lou." Fletcher Henderson and orchestra.
2	B6362—"Is It True What They Say About Dixie?" and "Moonrise on the Lowlands." Willie Bryant and orchestra.	7640—"Christopher Columbus" and "All My Life." Teddy Wilson and orchestra.	727—"Goody, Goody!" and "What's the Name of That Song?" Bob Crosby and orchestra.	25291—"You" and "You Never Looked So Beautiful." Tommy Dorsey and orchestra.	3200—"I Don't Want To Make History" and "Tain't No Use." Stuff Smith and Onyx Club Boys.
3	B6359—"You Started Me Dreaming" and "Tormented." Wingy Mannone and orchestra.	7639—"You're the Cure for What Ails Me" and "Keep That Hi-De-Hi in Your Soul." Cab Calloway and orchestra.	729—"Christopher Columbus" and "Froggy Bottom." Andy Kirk and 12 Clouds of Joy.	25279—"Christopher Columbus" and "Get Happy." Benny Goodman and orchestra.	3199—"Press My Button" and "Get 'Em From the Peanut Man." Lil Johnson and orchestra.
4	B6360—"It's No Fun" and "Rhythm Saved the World." Wingy Mannone and orchestra.	7637—"The Hills of Old Wyoming" and "It's a Sin To Tell a Lie." Russ Morgan and orchestra.	745—"Love Is Like a Cigaret" and "My Romance." Henry King and orchestra.	25277—"The Touch of Your Lips" and "Yours Truly Is Truly Yours." Ray Noble and orchestra.	3191—"Goody, Goody!" and "Is It True What They Say About Dixie?" Wingy Mannone and orchestra.
5	B6345—"The Touch of Your Lips" and "I Hope Gabriel Likes My Music." Stew Fletcher and orchestra.	7636—"I Don't Want To Make History" and "I'se a-Muggin'." Hal Kemp and orchestra.	733—"If You Love Me" and "My Dear" (Theme Song). Jan Garber and orchestra.	25275—"She Shall Have Music" and "When the Rain Comes Rolling Down." Jack Hylton and orchestra.	3190—"Sweet Violets" and "Honeysuckle Rose." Putney Dandridge and orchestra.
6	B6343—"You" and "You Never Looked So Beautiful." Stew Fletcher and orchestra.	7631—"It's Been So Long" and "You." Freddy Martin and orchestra.	747—"Mama Don't Allow It" and "The Panic Is On." Connie Boswell and Her Swing Band.	25271—"Lost" and "No Greater Love." Guy Lombardo and Royal Canadians.	3189—"Dinner for One, Please, James" and "A Beautiful Lady in Blue." Putney Dandridge and orchestra.
7	6344—"I Don't Want To Make History" and "Will I Ever Know?" Stew Fletcher and orchestra.	7630—"Gloomy Sunday" and "Desire." Hal Kemp and orchestra.	746—"Yours Truly Is Truly Yours" and "Honey." Ted Florifo and Orchestra.	25273—"I'se a-Muggin'" Parts I and II, Paul Whiteman presents the Teagarden Boys and Trumbauer's Swing Band.	3178—"I'd Rather Lead a Band" and "Let Yourself Go." Bunny Berigan and Boys.
8	B6320—"Lost" and "A Melody From the Sky." Mez Mezzrow and Swing Band.	7627—"Love Is Like a Cigaret" and "Kissin' My Baby Good-Night." Duke Ellington and orchestra.	743—"Gloomy Sunday" and "A Waltz Was Born in Vienna." Henry King and orchestra.	25269—"My Romance" and "Girl in Blue." Paul Whiteman and orchestra.	3172—"Stardust" and "Rock Your Troubles in Dreams." Louis Armstrong and orchestra.
9	B6321—"I'se a-Muggin'," Parts I and II. Mez Mezzrow and Swing Band.	7626—"The Touch of Your Lips" and "Lost." Hal Kemp and orchestra.	750—"You Started Me Dreaming" and "Am I Gonna Have Trouble With You?" Henry King and orchestra.	25264—"Love Is Like a Cigaret" and "Welcome, Stranger." Eddie Duchin and orchestra.	3169—"I'se a-Muggin'" and "I'se a-Muggin' Musical Numbers Game." Stuff Smith and Onyx Club Boys.
10	B6303—"No Greater Love" and "Christopher Columbus." King Garcia and Swing Band.	7621—"My Heart Is Keeping Company" and "Goody, Goody!" Freddy Martin and orchestra.	651—"A Beautiful Lady in Blue" and "Moon Over Miami." Jan Garber and orchestra.	25281—"Moon Rose" and "Garbo Green." Fats Waller and Rhythm Boys.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.

# FIZZES FROM FITZ

The Silver Anniversary celebration really started at the Hotel New Yorker Wednesday afternoon, with the arrival in town of Ray Moloney and Jimmy Buckley and their crooning troubadour, Wesley Long.

Ray and Jim immediately ensconced themselves in a luxurious suite. Almost immediately the nationally known Ralph Fitz, president of National Hotel Management, personally visited the suite, accompanied by Mr. Andrews, resident manager of the New Yorker, and cordially invited the "O'Tooles" to make use of the hotel's every comfort. Ray and Jim then called their old friend Elmer Geyza from the Terminal to act as their major-domo for the rest of their stay, and what

started the eve of the silver anniversary celebration.

Thursday morning John A. Fitzgibbons at the door of his new Bally Building bright and early on this sunshiny day with a white carnation in his buttonhole. The out-of-town ops and the local ops started to arrive in great numbers. Every one of the 30 employees of Fitzgibbons Distributors, Inc., wore white carnations. Flowers were banked up into a tremendous pyramid in the



**EDDIE GAYLORD**, of the Gaylord Manufacturing Company, selling Jack Nelson, Chicago manager of The Billboard, a new Fresh'nd Air Fan during the process of the Fitzgibbons grand opening party. Eddie brought the fan with him to keep the coin men cool while celebrating.

back part of the first floor offices and more and more baskets continued to arrive at five-minute intervals with wires and telegrams and long-distance phone calls in between.

The Billboard photographers were on hand snapping pictures of those who entered in candid camera fashion. The Billboard also sent a delegation of three, consisting of Joe Orleck, of the New York office; Jack Nelson, of the Chicago office, and Walter Evans, from Cincinnati headquarters.

Every important jobber and distributor was present from the local area. Food and drink, catered to event by Jack Dempsey, were being consumed at an enormous rate in the rear restaurant and bar arrangement. Floral decorations, gips streamers, banners and large



**DAVE BOND** saying hello to Herman Pollock and his many friends at Fitzgibbons grand opening.

signs proclaiming a welcome to Ray and Jim, were everywhere.

Out-of-town guests continued to arrive every few minutes. Aside from those mentioned as being present the first day, David S. Bond, of Boston; Bill Helrtgel, of Keystone Novelty & Manufacturing Company, Philadelphia; Izs



**RAY'S RACES** drew a big play by the operators attending the Fitzgibbons grand opening. Picture shows the Bally mascot entertaining while the boys played the game.



**THE POPULAR JACK FITZGIBBONS** shaking hands with Ben Haskell and Joe Fishman at his grand opening party in his new building April 16.

Rothstein, of Banner Specialty Company, Philadelphia; Ben D. Palastrant, of Supreme, Boston; Abe Fish, of General Amusement Game Company, Hartford, Conn.; J. D. Lazar, of B. D. Lazar Company, Pittsburgh; Harry F. Moseley, of Richmond, Va.; Ed V. Ross, of Ortolio Coin Machine Corporation, Baltimore; Al Schlesinger, with Irv Taub and Joe Lippy, of Square Amusement Company, Poughkeepsie; Harry Wolcher, of Seattle, and so many others during the entire



**AL SCHLESINGER AND H. S. MOSELEY**, prominent visitors at the Fitzgibbons party.

day heads were spinning attempting to catch names and remember faces.

Leon Berman, of Electrical Products Company, and Charley Fleischman, of Baltimore Salesbook Company, were also on hand, as were Eddie Gaylord and his new fan machine, with Eddie actually selling them right on the floor, with the smell of the pine pervading the atmosphere and at the same time almost blowing down the decorations.

With the girls and the boys enjoying themselves at a great speed, Bill Gersh and Joe Orleck had the time of their lives, each with a cameraman at his back, suddenly sneaking up unawares on some individual and snapping a flash-light picture.

How many cigars blew up will be counted by the black eyes which will result. Firecrackers continued to explode with the same rapidity as on the Fourth. Someone else took hold of an exploding book of matches and almost jumped out of his shoes. Jimmy Buckley was given a mustard-covered rubber hot dog and almost choked on it. And so did a lot of others.

Martha Matthews went to town in a big way. General John F. O'Bryan paid a courtesy call and played the games as he went along. The street was jammed with cars from almost every State in the Union.

Jack Ferry went the way of all flesh and was at last rescued by the charming missus. Jack Devlin was plenty groggy by 8 in the afternoon. Bill Gersh was getting a bit wet himself. Oil Parte almost exploded with all the scotch he had in him. Wesley Long continued to chant songs galore and was being aided by a three-piece orchestra which has a marvelous version of *Music Goes 'Round and Around* just like some of the boys were beginning to go. Eddie Gaylord was riding high. Everyone missed someone after the first introductions. Abe Fish, of Hartford, couldn't be induced to meet up with the demon rum and had a grand time meeting many of the men and checking over the games. Ser-



**THE BALLY** mascot, Wesley Long, accompanied Ray Moloney and Jim Buckley to the grand opening of the Fitzgibbons Distributing Company in the new Bally Building and was one of the first to wish Fitz the best of luck.



**JIM BUCKLEY**, general sales manager Bally Manufacturing Company, was greeted by a throng of his Eastern friends at the Fitzgibbons grand opening.

a diplomatic job he did, ably assisted by Oscar from the New Yorker Hotel staff.

The first afternoon all who entered the Bally suite were forced to undergo complete manicures of their dainty fingers by that charming duet, Ann Sweeney and Maizie Jackson, of the Terminal staff.

Present on the first gala afternoon were Jack Fitzgibbons (guest of honor); Harry F. Moseley, of Richmond, Va.; Jack Russell, of Chicago, Bally's general counsel; Eddie Gaylord, of Chicago, who later went to bed from too much Cream of Barley; Joe Fishman, of the Amalgamated; Bill Gersh, of Byrde, Richard & Pound advertising agency; Benjamin H. Haskell and Teddy Blatt, lawyers for the coinmen; Marvin Liebowitz, of the Amalgamated; Andy Anderson, of The Billboard; Henry W. Seiden, of Albany and Chicago, and Herman Pollack, of Bridgeport.

All day Wednesday and into wee hours of Thursday morning drinks, more drinks and still more drinks; horse-play, firecrackers, toy bombs and practical jokes of every sort and description



**RAY MOLONEY**, president Bally Manufacturing Company, greeted the big crowd with a broad smile, starting off the Fitzgibbons party in great style.

# DAILY RACES

Going Over BIG!



\$125

The Lowest Priced Multiple Coin Slot One Ball Payout with Changing Odds. Exclusive Distributors.

- ALSO—
- RED SAILS .....\$119.00
  - DAILY RACES ..... 125.00
  - PINCH HITTER ..... 119.00
  - RACES ..... 125.00
  - SNOOKER ..... 89.50
  - BIG RICHARD ..... 89.50
  - HOLLYWOOD ..... 149.50
  - TYCOON ..... 149.50
  - ALL STARS (Cash Payout) ..... 115.00
  - BALLY BABY ..... 17.50
  - BALLY MULTIPLE ..... 142.50
  - RAYS TRACK, 5c Model ..... 500.00
  - 25c Model ..... 600.00

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, 60 Broad Street, RICHMOND, VA. Day Phone, 34511. Night Phone, 55328.

and many others, including the East's newest manufacturer, Dick Steinberg, and that great arcade man, Alan A. Seeger. Murray Goldstein, of the AMA, came in to pay his respects and admitted Fitz had a larger crowd than was present anywhere else.

And with the excitement growing every minute and with more and more of the girls and boys coming in and with the place jammed to the very hilt and with the music growing hotter and the food fast disappearing and with the liquor almost gone—there came a dramatic and abrupt end to this carnival of gayety which, in its melodramatic effect, will bring out long remembrances and will be firmly implanted on the minds of every one of those present. No one could have thought of a greater idea to stop the gang before the walls caved in.

It was the grandest and greatest time the industry has ever had and ended with the most sensational finish for an entire day of happiness, laughter and mirth as only the coinmen know how to go to town with.

## Rock-Ola Introduces New One-Shot Table

CHICAGO, April 25.—Telegraph, telephone and the post-office department benefited this week by the announcement in the last issue of *The Billboard* of a new one-shot table by Rock-Ola. Factory officials promised to publish the name and full details of the table this week. In the meantime operators and distributors the country over have been storming the Rock-Ola plant by wire, phone and mail for advance information.

Now the news is out. Alamo is the name of the new game. Distributors who have visited the Rock-Ola plant this week to see and inspect Alamo expressed enthusiasm over the new game.

After playing Alamo and studying its many outstanding features the reason for the enthusiasm is discovered. One is impressed by the sturdy ruggedness and note of distinction radiated by Alamo. The table is big, solid and has an appearance of dependability that is sure to give both operators and players a feeling of confidence and security.

One is impressed, too, by the money-making ability of Alamo. The new multiple coin chute takes five coins and all coins show in Rock-Ola's newly constructed escalator. In a brand-new kind of field arrangement, 10 pockets (two of which light up for each coin played) are lined across the bottom of the field. The new 1 1/4-inch Cateline ball—after either rolling over or missing the odds-increasing switches on the field (there are no holes on the field) must fall into one of the pockets at the bottom that has been lighted by a coin. Odds increase from 10 cents to \$10—there being one \$8 switch on the field. Since by playing five coins all pockets can be made winning pockets, Alamo is good for 25 cents a game instead of just a nickel.

Orders are already rolling in. Production schedules now set up call for more tables per day than ever before turned out at the huge factory.

## Automatic Amusement Awards Prize Winners

FORT WORTH, April 25.—At the recent meeting of the Texas Coin Vending Machine Association at San Antonio the Automatic Amusement Company (Fort Worth office) held open house in its suite at the Plaza Hotel.

The suite was neatly decorated with pennants and flags and was equipped with a refreshment stand for the thirsty. Valuable attendance prizes were awarded to all the operators registering with them during the meet.

Special prizes were awarded thru a drawing held the second day of the meeting. The drawing was under the direction of Helen Savage, manager of Automatic's Fort Worth office, and was witnessed by a number of operators.

Winners were as follows: George E. Reynolds, Taylor, Tex., Bally Multiple; H. J. Cloer, Fort Worth, Bally Peerless; Elgin Akers, Denton, Tex., Teaser; Pat Newnam, San Antonio, Baby Bally. Other winners of \$10 credits were C. W. Percy, Dallas; Pete Angell, Fort Worth; C. N. Harrington, Houston; Jack Walker, Fort Worth; J. F. King, San Antonio; Jack Backman, Dallas; H. H. Andrews, Jacksonville; Louis Beck, Fort Worth; Joe Williams, Dallas, and E. L. Chitwood, San Antonio.

## Fort Worth Coin Chatter

FORT WORTH, April 25.—Fort Worth coin-machine operators met at the Blackstone Hotel here Wednesday night of last week to discuss a number of problems, one being the buying of locations. It had been rumored that some of the local operators were buying locations, so to stop these rumors and clear up the situation the local group passed a resolution at the meeting, agreeing not to buy locations.

Jack Maloney, of the Panther Novelty Company, has returned from a business trip to Houston.

City council voted April 16 to purchase 300 parking meters from the Dual Parking Meter Company, Oklahoma City, whose offer was \$58 a machine installed and an additional five machines free with each 100 bought. The purchase was made for a trial period of 90 days. The meters will be installed as soon as contract and details are worked out by the council.

Jack Maloney, of the Panther Novelty Company, tells the story about the operator who rushed into his office so Maloney could look at a new machine advertised in *The Billboard*. He was enthusiastic, according to Maloney, who related the conversation like this:

"Look at this new machine, Jack! It's large and it looks like an antique, but I'll bet it's a good one to make money on. You read the explanation about it under the picture," said the operator.

Maloney read the item and the advertisement, which was a reproduction of the first coin-machine advertisement used in *The Billboard* many years ago, according to Maloney.

## Eastern Chatter

Harry Goldberg, the Bronx crusader, is now practicing his legal shouting in his own office so that he will be in condition for vocal arguments when he gets into those tough Bronx spots.

Willie Blatt motored to Chicago and is driving back by way of Washington. Willie has become a regular Chi visitor. The present trip was one of ideal weather conditions all the way.

MACO, Major Amusement Company, Inc., where Howard and Archie Kass park their Stetsons, are doing a swell advertising job on the phono machines in the local Newark, N. J., press. This sort of advertising is certain to help all the boys.

Bill Rabkin believes in speedy commuting. His last trip between the Big Town and the Windy City was so rapid that few even knew he had left his office at all.

A. B. Chereton, of Electrical Products Company, maker of Electropak, reports that many of the leading manufacturers are using his power unit for their games. Leon Berman is hard at work here for the firm.

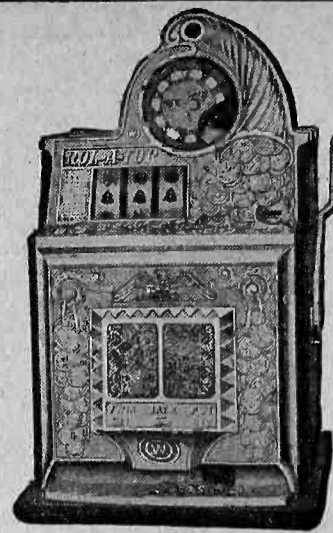
Figure this one out: "We will pay \$75 cash for 1934 nickels." This sign is said to be on one of the locations one of the Jersey ops favors.

Archie Struhl is so busy with his catalog these days that he even passed up a swell lunch at the Biltmore. Or maybe it was because of Passover.

Opening of the baseball season, with the Giants leading off, brought a wave of interest towards baseball games.

Ben and Dick Steinberg, of Stirling Novelty, report they have already sold their first 30-day production of Skill-Ball machines and are already accepting and receiving orders for games to be delivered more than 30 days from now. *The Billboard* did the job.

That luxury tax bill in the New Jersey Assembly at Trenton gave the Jersey cigaret ops the wimwams this past week. After the 10th try the bill passed the House but (and it's a plenty big but) failed in the Senate. But for a few days there some of the ciggy ops were walking around with long faces. All amusements over 10 cents were to be taxed 4 per cent of the gross, with all packs of ciggys taxed 2 cents each.



## ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

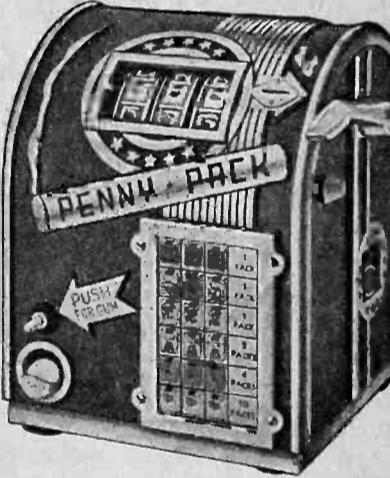
Made Only By

**WATLING MFG. CO.**

4640-4660 W. FULTON ST. CHICAGO, ILL

Est. 1889—Tel.: OOLumbus 2770. Cable address "WATLINGITE" Chicago

## REPEATED BY POPULAR REQUEST! PENNY PACK



With Double Door and Register, \$2 Extra. \$17.50

ORDER YOURS FROM

**GERBER & GLASS**

914 DIVERSEY BLVD. CHICAGO, ILL.

## JUMBOS WANTED FOR CASH

ONE OR FIFTY—State fully condition of games and lowest price.

**R. F. VOGT**

Cullen Hotel Bldg., Salt Lake City


LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



EDDIE ROSS, of the Oriole Company, watching one of the visiting operators play one of the new Bally games at the grand opening party of the Fitzgibbons Company.

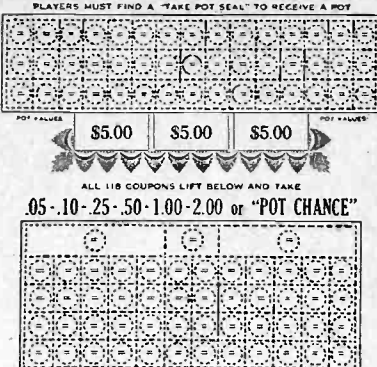
### PUT AND TAKE

PLAYERS MUST FIND A "TAKE POT SEAL" TO RECEIVE A POT




ANY COUPON BEARING 118 PUT NOTHING AND TAKE ONE SEAL

LAST SALE TAKE 1.00



ALL 118 COUPONS LIFT BELOW AND TAKE

.05 - .10 - .25 - .50 - 1.00 - 2.00 or "POT CHANCE"



ANY COUPON BEARING 118 PUT NOTHING AND TAKE ONE SEAL

LAST SALE TAKE 1.00

**5¢ All Other Coupons Put 5¢**

B126

B126

B126

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B126

B126

B126

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B126

### Chicago Coin Corp. Offers Novelty Games

CHICAGO, April 25.—Realizing that there is a definite trend to clever novelty non-payout games, the Chicago Coin Corporation announces two new games of that type, Finance and System. System is a super de luxe, larger sized novelty game that very cleverly uses an odds-changing system and light rack. It has a fast five-ball play.

One of the most unique straight novelty games ever produced by the Chicago Coin firm is Finance. Upon the insertion of a coin the spinner selects the holes that must be made in order to win and the rewards for a winning score. The holes are cleverly designed as properties, such as houses, hotels, railroads, waterworks, electric companies, etc. Finance is in the lowest priced class and from every indication should sweep to overwhelming popularity.

Both of these games are in production and orders are being filled as rapidly as received.

### DOLLY DIMPLES

#### GIVE-AWAY PACKAGE

★ Very Classy, Contains Nut Chocolate Caramels.

Packed 100 Packages to Carton, Per Carton **\$2.00**

500 Packages. **\$10.00**

25% Deposit with All Orders, Balance O. D. Send for FREE ILLUSTRATED 1936 CATALOG.

**MARVEL CANDY CO., Inc.**  
101-103 Wooster St., New York City

### ROUTES

(Continued from page 31)

Mel-Roy, Magician: Wakefield, Neb., 29; Creighton 30.

Marine-Pirestone Co.: Abilene, Tex., 27-May 2.

Procter's, Geo. H., Monkey Village: Lyons, Kan., 27-May 2.

Ricton's Show: Cumming, Ga., 27-29; Dawsonville 30-May 2.

Wheeler & Evans Show: Jonesboro, Me., 29; Whitneyville 30; E. Machias May 1; N. Perry 2.

## PAN-AMERICAN SHOWS WANT

Shows and Rides that don't conflict. WANT Kid Rides and Pony Track. Will furnish complete outfit for Ten-in-One or finance capable Manager. Have complete outfit for Single Pit Attraction. WANT Musicians and Performers for Hula Show and for Colored Minstrel Office Show. Slim Leesman wants Agents for Wheels, Coupons and Girls for Ball Games. Marion, Ill., this week; West Frankfort, Ill., week May 3.

### REPERTOIRE

Billroy Comedians, Billy Wehle's: Fayetteville, N. O., 29; Lumberton 30; Laurinburg May 1; Rockingham 2; Charlotte 4; Rock Hill, S. C., 5.

Bishop Tent Show: Waynesboro, Pa., 27-May 2.

Blythe Players: Windsor, Pa., 27-May 2.

Choates Comedians: Cambria, Ill., 27-May 2.

Princess Stock Co.: Sweet Springs, Mo., 27-May 2.

Roberson Players: Manito, Ill., 27-May 2.

Sadler's Own Co.: Ozona, Tex., 30-May 2.

## WANTED

Talker for big Pit Show who can handle and manage same, Midget Man to work with Fat Girl. Have Feature Freaks. ALSO CAN USE one more Show. Can furnish complete outfit. Also Ticket Sellers, Grinders, Ride Help, Man for Fun House.

### CARNIVAL COMPANIES

(Routes are for current week when no dates are given.)

Acme United: Madisonville, Tenn.

Ala. United: Demopolis, Ala.

Alamo: Roberta, Ga.

All-American: Coleman, Tex.

Anderson-Strader: Ellis, Kan., 7-14.

Arena: Kittanning, Pa., 2-9.

E. & M. Am. Co.: Skiatook, Okla.; Barnsdall 4-9.

B. & V.: Wallington, N. J., 2-9.

Bach, O. J.: Glens Falls, N. Y.; Ballston Spa 4-9.

Bantly's: Du Bois, Pa., 2-9.

Barfield's Cosmopolitan: Griffin, Ga.; Carrollton 4-9.

Barker: Hillsboro, Ill.

Beckmann & Gerety: Joplin, Mo.

Bee, F. H.: Springfield, Tenn.

Berger, Louis J.: Oakdale, Detroit, Mich.; Ferndale, Detroit, 4-9.

Big 4: Jasper, Ga.

Big State: Freeport, Tex.

Blue Ribbon: Knoxville, Tenn.

Bruce: Bessemer, Ala.

Bunts Greater: Newport, Tenn.

Burnett & Matus: St. Charles, Mich.

Byers Bros.: Rolla, Mo.; Fulton 4-9.

Campbell United: Williamsburg, Va.; Frederickburg 4-9.

Capital City: Livingston, Tenn.

Centannis Greater: Port Reading, N. J.

Cetlin & Wilson: Staunton, Va.

Christ United: Ashland, O.; Uhrichsville 4-9.

Coleman Bros.: Middletown, Conn., 30-May 2.

Colley, J. J.: Prague, Okla.

Conklin's All-Canadian: Hamilton, Ont., Can.; Kitchener 4-9.

Corey Greater: Johnstown, Pa., 30-May 9.

Crafts 20 Big: Bakersfield, Calif.; Visalia 5-10.

Crowley's United: Boonville, Mo.; Columbia 4-9.

Cumberland Valley: Copperhill, Tenn.

Cunningham Expo.: Woodsfield, O., 2-9.

De Luxe Shows of America: Elizabeth, N. J., 20-May 2.

Dennert & Knepp: Covington, Ky.; Newport 4-9.

Dixie Belle Attrs.: Owensboro, Ky., 4-9.

Dixie Expo.: Cowan, Tenn.

Dodson's World's Fair: Washington, D. C.

Endy Bros.: Chester, Pa.; Coatesville 4-9.

Evangeline: Fayetteville, Ark.

Falls City: Louisville, Ky., 27-May 10.

Florida Expo.: Lake City, Fla.

Frederick Am. Co.: Lyons, Kan.

Gibbs, W. A., Golden Eagle: Parsons, Kan.; Coffeyville 4-9.

Gold Medal: Collinsville, Ill.

Golden Belt: Monett, Mo.

Golden State: Menlo, Calif.

Great Olympic: Lexington, Tenn.

Grady, Kellie: Sumiton, Ala.

Great Coney Island: (Fat Stock Show) New Orleans, La.

Greater Sutton: Cairo, Ill.

Greater American: Moberly, Mo.

Greater Dickerson: Brodnax, Va.

Greater Expo.: Springfield, Ill.; Decatur 4-9.

Greater United: Overton, Tex.

Gruberg's World's Expo.: High Point, N. C.

Hames, Bill: Abilene, Tex.

Hansen, Al C.: Paducah, Ky.; Metropolis, Ill., 4-9.

Happy Days: Lebanon, Tenn.

Happyland: Lincoln Park, Detroit, Mich., 1-9.

Heller & Shafer; Paterson, N. J.

### GREATER EXPOSITION SHOWS

This week, Springfield, Ill.; next week, Decatur, Ill. A REAL SHOW FOR REAL PEOPLE.

## E. B. STERCHIE WANTS

To hear from Nubby Red or Jessie Sparks at once, also Whitie Hawkins or Whitie Jason for Rice Bros.' Circus, as per route.

### CONCESSIONS TO LET

FOR SKATING RINK.

Rides, Lunches, Soft Drinks, etc., in connection with Rodeo, Pageant, Water Carnival, Horse Racing, in Carlsbad, N. M., the "Carlsbad Caverns City," July 2-3-4-5, 1936. State what you have and address inquiries to

**CONCESSION COMMITTEE,**  
Box 744, Carlsbad, N. M.

### FRISK GREATER SHOWS

Season Opens May 16, at New Prague, Minn. Then Sleepy Eye. WANT Shows, Athletic, Pit, Mechanical or any clean Show. WANT few more Concessions that put out stock. No racket. WILL BUY two Show Tents and Ground Cable. WANT Penny Arcade, Candy Floss.

3719 Emerson Ave., N., Minneapolis, Minn.

### RIDES WANTED

AT MIDWAY PARK, ON ROUTE 12, BETWEEN FOSTORIA AND FINDLAY.

There are 21 acres to Park, which includes Swimming Pool, Bowling and Pool Rooms, large Roller Skating Hall, Baseball and Landing Fields. Equipment must be in A-1 condition. Park under new management. Address

**HENRY MARECHES**  
339 Hedges Street, Tiffin, O.

### Dual Loop-O-Plane

To book with first-class Carnival. Available May 20. Write full particulars. Have own transportation.

**ROLLAND CRUIKSHANK,** Ewart, Mich.

Hennies Bros.: Jefferson City, Mo.; East St. Louis, Ill., 4-9.

Hilderbrand United: Woodland, Calif.; Eureka 6-10.

Hodge, Al G.: Indianapolis, Ind.; Newcastle 4-9.

Hughey Bros.: Bell Buckle, Tenn.

Hurst, Bob: Pistol Hill (P. O. Joinerville), Tex., 30-May 9.

Imperial: Centralia, Ill.

Joe's Playland: Crescent, Okla.

Jones, Johnny J., Expo.: Washington, D. C.

Joyland: Kalamazoo, Mich., 2-9.

Kaus: Portsmouth, Va.

Kelley's Greater: Henderson, Ky.; Evansville, Ind., 4-9.

Keystone: Latrobe, Pa., 30-May 2.

Krause Greater: Greenville, S. C.

Landes, J. L.: Junction City, Kan.; Eldorado 4-9.

Lewis, Art: Naugatuck, Conn.

Liberty National: Livermore, Ky.

McGregor: Jerseyville, Ill.

Majestic Expo.: Richlands, Va.

Marks: Charlottesvile, Va.

Metropolitan: Hastings, Fla.; Ruskin 4-9.

(See ROUTES on page 79)

### Notice Coupon Jar and Salesboard Operators

Put and Take Coupon Board is made with the same coupons as used in regular JAR GAMES 101 TO 118. New and different—made with an easel back to stand erect on counter.

TAKES IN.....\$20.40 (459 coupons—51 coupons Free)

AVERAGE PAYOUT INCLUDING JACK POT..... 8.70


AVERAGE PROFIT PER CARD.....\$11.70

Prices including tax: 2 Cards (Trial), \$3.00; 6 Cards, \$8.50; 12 Cards, \$16.00.

We are leaders in the manufacture of Baseball Tally Cards, Jack Pot Tips and all other coupon games. Write us for prices on our E-Z PICKIN' JAR GAMES, 1440, 1632 AND 1836 Combinations, regular operators' coupons without firm name and address. Special labels for operators. Many other games for operators.

## GAY GAMES, INCORPORATED

422 E. Howard Street Muncie, Indiana



No. 23 Popeye.

### RIDE THE TIDE OF NATIONAL POPULARITY

#### LET POPEYE DO YOUR WORRYING

FOR NEW AND ORIGINAL CREATIONS  
BE SMART—SEE "DE LUXE"  
COMPLETE LINE OF NEW CONCESSION NOVELTIES.  
Write for Your Copy of Our 1936 Catalog.

WARNING—INFRINGEMENTS WILL BE PROSECUTED.  
We Own the EXCLUSIVE Rights to Manufacture ALL "KING FEATURES SYNDICATED" COMIC CHARACTERS.

### WISCONSIN DE LUXE CORP.

1902 No. Third Street, MILWAUKEE, WIS.

### 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.

*Should Any of our Competitors Advertise or Circularize an Item at a lower price than we do—Send us your order accordingly and We Guarantee to Ship it for LESS. Let Us Prove to you that "WE ARE NEVER UNDERSOLD"*

For your GENERAL MERCHANDISE, NOTIONS, SUNDRIES, TOILETRIES, RAZOR BLADES, NEEDLE BOOKS, etc., order from NEW YORK and get Direct IMPORT and FACTORY PRICES.

Remember, too, we understand the importance of PROMPT SERVICE. Your orders are Shipped the Same Day they are received.

20 Years of Price Leadership is your assurance of getting the Best Values on the market. Postal brings FREE Catalog. 25% Deposit on C. O. D. Orders. We have NO Branches Outside of New York

## MILLS SALES CO.

901 BROADWAY, NEW YORK, N. Y.  
ESTABLISHED 1916 Branch, 85 ORCHARD ST. NEW YORK

It Helps You, the Paper and Advertisers to Mention The Billboard.

### 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

---

### MOHAWK VALLEY SHOWS WANTS

Ferris Wheel, Chair-o-Plane and Kiddie Ride. Mrs. Drew, Harry Hall wire me. CAN PLACE one or two more Shows, any legitimate Concessions. Wire or write LEO BISTANY, Martinsville, Va., this week; Lynchburg, Va., week of May 4.

---

### Wants Rolling Green Park Wants

American Palmist, several new Concessions and Games. CAN USE Kiddie and Major Ride. Restaurant Privilege for sale. Great opportunity for these. Season opens May 13. Write or wire at once. R. M. SPANGLER, Lessee-Manager, Sunbury, Pa.

---

### WANT MANAGER

For Pit Show who can furnish attractions. Open at Ellis, Kan., May Seventh.

**ANDERSON-STRADER SHOWS,** Concordia, Kan.

---

### EYERLY LOOP-O-PLANE

Write for Our Special Finance Plan. **ABNER K. KLINE,** 3024 Olive St., Kansas City, Mo.

---

### 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

---

### MOTORIZE

Write for Our Finance Plan. **CHAS. GOSS,** Standard Chevrolet Co., East St. Louis, Ill.

NADA News Notes

NADA members met at the Hotel New Yorker, New York, the latter part of last week to take up several matters not discussed at the recent Chicago meeting.

Harry Wolcher, Western Distributors, Inc., flew in from the Coast to be on hand. . . . Other members, unable to be present, wired their regrets.

As it was there was an 80 per cent attendance, which speaks well for NADA membership so far as loyalty is concerned.

Harry Moseley and wife combined business with downright pleasure during their stay in New York City. . . . Bill Helriegel and I. H. Rothstein popped in and hurried back to Philly. . . . Both Dave Bond and J. D. Lazar stayed till the last dog had departed. . . . They had plenty of business to transact in New York City. . . . George Ponsler came over from Newark and Babe Kaufman was there to extend a warm welcome to everyone.

After returning from a 10-day trip thru the East in the interests of NADA, R. L. Wilds, managing director, announces that a complete review of his business survey will be sent to the members as soon as possible. . . . Incidentally, Art Sauve and Jack Fitzgibbons have recently joined the association.

It is expected that further announcements will be made shortly covering other representative distributors who are joining NADA.

NADA members more than enjoyed their stay in New York City, due to the fact that the Bally crowd was also in town, providing no end of entertainment. . . . The fireworks were immense and the Roman candles still more impressive.

Who was the guy on top of the Empire State Building that trained a spy glass on the 30th floor of the Hotel New Yorker? . . . Well, all he saw was a Scottie running around on the terrace being pursued by Harry Wolcher and Ed Gaylord, the big fan man from the Windy City.

That trip to New York was very profitable to Dave Bond, as he went home with a large order for Snacks. . . . And speaking of vendors, down in Pennsylvania it looks as tho the Lazar's have flooded the State with their machine. . . . Not one, but two or more on a location.

The prize awarded a few weeks back to George Ponsler for writing the fewest letters to NADA headquarters has been taken back. . . . It was found that Bill Helriegel has written exactly two letters in the last year and a half. . . . Each not more than four lines in length. . . . Therefore Bill is eligible for two prizes.

Dropping down to Baltimore after the meeting, Carl Mantell was found to be very busy; in fact, he was so busy that it was impossible for him to get up New York way. . . . He's as much interested in doings at Havre de Grace as Jim Ashley is in the Monday night wrestling matches in Detroit.

Well, this business of trying to outfox the other guy is getting tougher and tougher. . . . When will it end?

Pack It Distributors

DETROIT, April 25.—The Pack It Company of America appointed a number of distributors for its machines in several territories the last two weeks. Operators Hugh Stephens and Maynard Taylor are operating the Pack It machines in the Toledo territory, where, according to reports, prospects for merchandise vendors are very good.

P. J. SPERONI

WANTS Minstrel Performers. Will furnish complete outfit. Side Show, Waiter for Cook House, Stock Concessions, Ride Help, Rock Falls, Ill., this week.

WANT EXPERIENCED RIDE HELP For Rideco and Tilt-a-Whirl. J. T. McCLELLAN, care Imperial Shows, Centralia, Ill., this week; Beardstown, Ill., next.

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.

DIVORCES

(Continued from page 65) James Edgar II, Detroit society man and heir to the Edgar sugar millions, in Detroit last week.

Late Deaths

(The following items were received at press time. More details in the next issue.)

HAMMOND—Percy, 63, drama critic for The New York Herald-Tribune, in New York April 26 after a week's illness with pneumonia.

YOUNG—Tammany, 49, stage and picture actor, famous as a "gate crusher," in Los Angeles April 26, where he had been working in pictures with W. C. Fields.

Shows' Biz Okeh At San Antonio

SAN ANTONIO, Tex., April 25.—An executive of Beckmann & Gerety Shows advises that, despite rain the first two days, Monday and Tuesday, their amusements enjoyed very satisfactory business during the annual Fiesta De San Jacinto, of which the Battle of Flowers is an outstanding feature.

With clear and warm weather the last four days, immense crowds thronged the plazas and this year's showing was acclaimed one of the most brilliant presentations of the event ever staged.

WHALEN IS

(Continued from page 5) board of Mayor Florello H. La Guardia, three other city officials and one State and one federal representative. The three local reps named were Controller Frank J. Taylor, Aldermanic President Timothy J. Sullivan and Park Commissioner Robert Moses. State will be represented by the chairman of the State fair commission, to be created by the Legislature. Government member will probably be chosen by President Roosevelt.

Whalen was New York police commissioner in the Mayor Walker regime and the town's most noted receiver of distinguished visitors. He was for years general manager of a department store and now is leading light of a liquor firm. He is regarded as the big chief in promoting the fair, exceeded in authority only by George McAneny, fair president, many of whose executive duties he will take over.

Increase in directors will require an amendment to by-laws and certificate of incorporation. This will be accomplished by a meeting of the 125 incorporators within 10 days. State is expected to appropriate \$4,120,000 this week. City will match this and probably add a million more.

Harry Wolcher and Wife Visit Chicago and N. Y.

CHICAGO, April 25.—Mr. and Mrs. Harry Wolcher, of Seattle, have been visiting in Chicago on business and pleasure. From here Harry flew to New York, where he visited with his mother and also attended the Fitzgibbons celebration. Harry did some snappy buying while in the Windy City and said conditions in the Seattle territory were fair.

Something has been said about Harry becoming a "telephone snatcher." Of late, according to reports, he has developed a hatred for telephones and upon leaving Chicago was threatening to have the telephone removed from his Seattle home.

On their return trip to Seattle the Wolchers visited with the Stoners, of the Stoner Manufacturing Corporation, Aurora, Ill.

"TELEVISION - POKER"

ALREADY PROVED ON LOCATION THE GREATEST LEGAL MONEY-MAKING GAME SENSATION IN COIN MACHINE HISTORY!

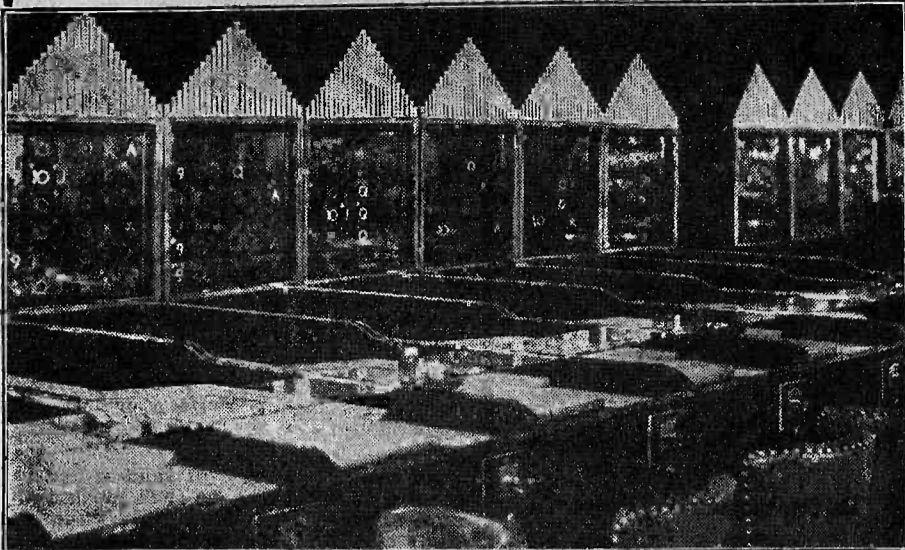


Photo shows part of battery of 20 TELEVISION-POKER games on location at Schork & Schaffer "Sports Palace" on Broadway, corner 52nd St.

TELEVISION-POKER is LEGAL EVERYWHERE! It has no pins, no obstacles, no gadgets of any kind. Simple, fool-proof, trouble-proof. ALREADY PROVED THE FASTEST NICKEL GETTER EVER PRESENTED TO THE INDUSTRY! TELEVISION-POKER games are already ON LOCATION everywhere in New York, including batteries of games at such outstanding locations as: Broadway and 27th Street, Asbury Park Casino, Boardwalk Brighton Beach, Boardwalk Coney Island, Schork & Schaffer Sportlands.

SCORE CARD AS USED AT SCHORK & SCHAFER SPORTS PALACE

Table with 2 columns: Game Name and Points. Rows include 3 OF A KIND (4 pts), STRAIGHT (4 pts), FULL HOUSE (6 pts), 4 OF A KIND (12 pts), 5 OF A KIND (19 pts), FLUSH (20 pts), STRAIGHT FLUSH (40 pts).

TELEVISION-POKER is operated on Electropak, either AC or DC. Size: 25" Wide and 7" Long, and can be used at any height desired. Batteries of TELEVISION-POKER are unusually profitable. Merchandise Prizes are awarded for play. Sturdy cabinet. Unique Television Poker figures. 5 Balls for 5c. Can be operated EVERYWHERE. Payout percentage already proved from 40% to 55%. Immediate Delivery!!

OPERATOR'S PRICE

\$125.00 EACH

1/3 Cash With Order, Balance C. O. D., f. o. b. New York.

EXCLUSIVE

TERRITORIAL FRANCHISES ARE NOW AVAILABLE.

RUSH YOUR ORDER IMMEDIATELY TO . . .

SACHS & SILBERLING, INC.

737 BROADWAY

(STuyvesant 9-9038)

NEW YORK

WONDERFUL OPPORTUNITY FOR INDEPENDENT SHOWS

Can use one large Show and three or four smaller ones for several Celebrations, commencing May 18. These dates include Nelsonville, Wilmington (Court House Square), Chillicothe (City Park), and full circuit of 10 good Fairs. Ward's, Mabel Mack, good Ten-in-One, and any other clean Shows, communicate with us immediately.

Can use Loop-o-Plane (Dual Plane preferred), also Kiddie Auto Ride. No racket concessions. No gate admission until Fairs.

Address inquiries to

THE F. E. GOODING AMUSEMENT CO., Box 386, Columbus, Ohio

KRAUSE GREATER SHOWS WANT

For next week and balance of the season to open in Morristown, Tenn. Girl Revue, also organized Plantation Show. Will furnish outfits with seats and panel fronts for both shows. Opening for Five or Ten-in-One, small Animal, Dog and Pony or Wild West Show, Fun House, Fat Show, Midget Show, Crime and Life Show, small Motordrome, Mechanical Show, or any other show not conflicting. Opening for Ferris Wheel, Loop-o-Plane, Loop-the-Loop and Kiddie Rides. Will sell exclusives on Photo Gallery, American Palmist, Long-Range Shooting Gallery, Cigarette Shooting Gallery, Frozen Custard, Penny Arcade and Merchandise Wheels. Also opening for other legitimate Concessions. Address this week Greenville, S. C.

WANTED MILLER BROS. SHOWS BEST ROUTE

COAL FIELDS WORKING FULL TIME. BIG STONE GAP, NORTON, HAZARD, JENKINS, WITH BIGGEST FOURTH OF JULY CELEBRATION IN SOUTHERN INDIANA.

WANT Loop-o-Plane, Chair-o-Plane, Loop-the-Loop, Caterpillar. ALSO WANT Concessions. All Wheels open. Good opening for exclusive Corn Game. Eddie Brenner write NICK. PLACE Colored Performers and Musicians. WANT Shows, with or without Tents. Furnish complete Side Show, 120' Steel Front. WANT Special Agent that can handle Promotions. Joe Rowan wire.

MILLER BROS. SHOWS, this week, Greenville, S. C.; next week, Big Stone Gap, Va.

ATTENTION SHOWMEN!

HUMBOLDT, TENN., STRAWBERRY FESTIVAL

WEEK OF MAY 4.

WANTED—Organized Side Show or Side Show Acts. Have complete outfit for same. Chorus Girls, office show, Single Attractions of merit. Following Concessions open: Candy Apples, Frozen Custard, Palmistry, exclusive Photo Gallery and all legitimate Concessions. Must work strictly for stock. Mrs. Heth wants experienced Ball Game Girls. All communications addressed to L. J. HETH SHOWS, Bowling Green, Ky., this week.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



Hi diddle diddle, the Cat and the Fiddle;

The Cow jumped over the Moon.

The little Dog laughed to see such sport,

But the crowds kept playing

# TYCOON

One Shot • Seven Slot

## Pay Table

Makes more money than five

ordinary tables combined,

# \$149<sup>50</sup>

Order direct or from your

nearest jobber

# MILLS NOVELTY COMPANY

4100 Fullerton Avenue

Chicago, Ill.



### Money in Merchandisers, Robbins Firm Announces

BROOKLYN, April 25.—Dave Robbins, of D. Robbins & Company, Brooklyn, started in the coin-machine business by operating a route of peanut vending machines. Several years later, when he sold his route and entered the jobbing and manufacturing end of the industry, he received for his route a great deal more than what the machines originally cost.

An established route of venders has a great good-will value, as such machines earn a steady and dependable income. Many operators have inquired regarding the profits to be made on the various items which can be vended in the "two in one" vender, Robbins' new double-column penny merchandiser. The following items will net the operator an average of 30 cents profit per pound, Robbins says, after paying from 25 per cent to 30 per cent commission to the merchant and after paying for the merchandise: salted peanuts, pistachio nuts, chocolate peanuts, mixed nuts, cashew nuts, candy and toys, sunflower seeds, pumpkin seeds, etc. The "two in one" vender vends two different items from the same machine. The average machine sells about two pounds of each item weekly. The operator should therefore earn at least \$1 weekly profit for each "two in one" vender that he owns. Dave Robbins stresses the point that it pays to use only the best grade of merchandise, as vending machines usually cater to the same customers year after year and the customers must be assured that quality products are always obtainable from the machines they patronize.

D. Robbins & Company claim that they have secured a great many orders for their "two in one" venders from pin-game operators, who are adding these merchandisers to their routes. While servicing pin games it requires only a few minutes' additional time to service the "two in one" vender which is located in the same store with the pin game.

### Soap Vender on Location

DETROIT, April 25.—The soap dispensing machine recently put on the market by the National Dispensing Corporation, Detroit manufacturers, is already on location in about 100 places in the Detroit territory, Clifford B. Watson, general business manager of the company, stated this week. The company is also negotiating for distribution in several important territories, including Chicago, New York, California and Pittsburgh.

### Sees a Definite Trend To Merchandise Venders

NEW YORK, April 25.—J. D. Lazar, of B. D. Lazar Company, Pittsburgh, again visited here over the last week-end to pay his respects to John A. Fitzgibbons on the latter's 25th anniversary in the coin-machine business. He reported that conditions everywhere were getting better for merchandisers.

He stated that sales of the Master merchandisers, which his firm represents for the Eastern States, have jumped tremendously and that the firm is supplying them in greater quantity than at any time in the last two years.

Mr. Lazar believes that the trend to the merchandisers is more definite at this time than ever before and that some of the largest routes of these machines will result from the unusual interest which the trade is showing at this time.

### Venitor Corporation Indorses 9-Point Plan

DETROIT, April 25.—The Venitor Corporation, of this city, recently passed a resolution indorsing in full the nine-point program of the National Council of Coin Machine Operators' Association. This is the first firm indorsing the program in its entirety.

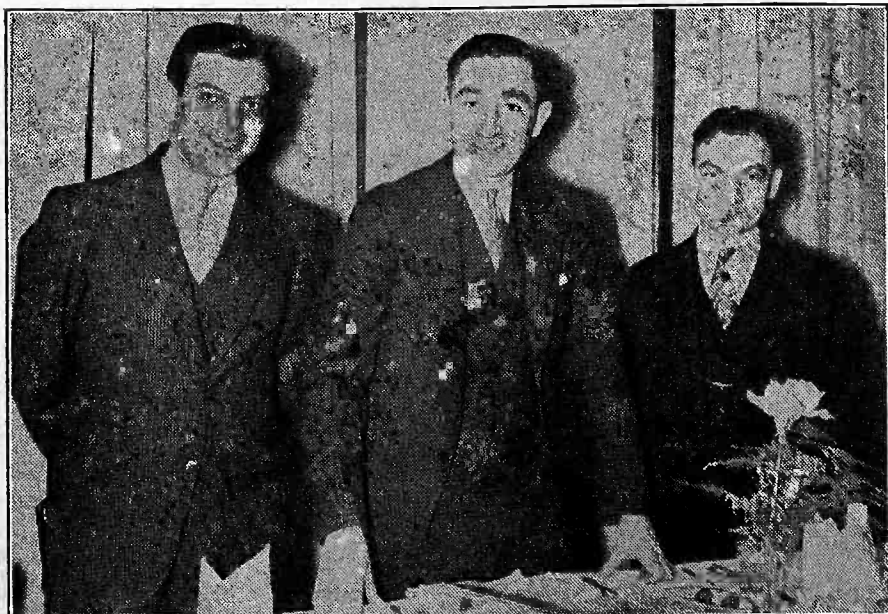
The Venitor Corporation took the initiative in establishing a fund as per the council's per capita levy. It is establishing a fund by placing an amount equal to 15 cents on each Tid-Bit Shop sold.

### Portland Licenses Diggers

PORTLAND, Ore., April 25.—Portland City Council has decided to license the digger machines. Diggers are skill games and not gambling devices, the members of the body concluded. The diggers have been installed in the city hall, and the city commissioners are among those who enjoy playing them.

### Fisher Brown Forms Operating Organization

DALLAS, April 25.—Fisher Brown, who has maintained his present business for 11 years without entering the operating field, announces that he has formed an organization which will be strictly an operating company. Beside Brown, the



TEMPORARY OFFICERS OF THE AMUSEMENT MACHINE OPERATORS' ASSOCIATION OF WASHINGTON—Left to right: Melvin Mandell, chairman; Hirsch de La Viez, secretary, and John Crist, treasurer.

# WIN A FREE GAME

HELP US FIND A  
NAME FOR OUR

New

## COUNTER 3 DICE GAME

YOUR REWARD  
ONE BRAND NEW COUNTER GAME

Just give us a name for our new 6-coin chute, 3-dice Counter Game. A game free to the person who sends in the name used.

JUDGES:

Mr. Carl T. Morris  
Mr. Bertram B. Davidson  
Mr. Tom Murray

The decision of the judges will be final. In the event that more than one person submits the winning name duplicate awards will be given.

# GERBER & GLASS

914 DIVERSEY BLVD., CHICAGO

### INDEPENDENCE

with TOM THUMB



Pat. App'd For.  
precision manufacture, lasts years. Write immediately for bulletin giving you the inside story.

FIELDING MANUFACTURING CO.  
Dept. 618, Jackson, Mich.

# LOOK

IN THE WHOLESALE  
MERCHANDISE SECTION

for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

company is composed of H. H. (Sam) Wallace and Ben Smith.

The newly formed company will be conducted in connection with Brown's present distributing company and there is a possibility to make other local connections and later add four or five other Southwestern cities to the area to be covered by the company.

The purpose of this organization is to set games and equipment handled by the Brown Distributing Company and thereby show the possibilities of the machines. "All classes of coin-machine equipment will be included, excepting illegal machines," says Fisher Brown.

Brown left late this week for a swing thru Southern Texas and, after covering the towns of San Antonio, Houston, Beaumont, Corpus Christi and Port Arthur, he will proceed to New Orleans, Shreveport, Oklahoma City and Tulsa.

The Fisher Brown office has added to its office staff W. W. Hudson, public accountant and income tax expert, who is installing a new bookkeeping system which will take three months to complete. His capacity is accountant and bookkeeping department supervisor.

Other additions to the office staff are Lillian Chandler and Ethel Goolsby, both in the stenographic department.

H. E. Wedewen, office manager, returned early this week from a trip thru the Oklahoma territory.

**AMERICAN SALES CORPORATION**  
 CHICAGO, ILL.  
 936 WRIGHTWOOD AVE.,  
 Relax . . . You don't have to worry about the right kind of pin games to buy . . . Take advantage of our service to operators and eliminate the gamble with unknown games. Every pin game we sell is just thru the "Third Degree" in the toughest locations . . . We do not sell all games made . . . but we do sell the best selected pin games for operators.  
**ASK FOR CREDIT.**  
*Lee D. Jones*  
 P. S.—Wanted Iron Jaw Artists to work at next Operators' Ball.

**'MAD CAP'**  
**STONER'S GREAT NON-PAYOUT GAME!**  
**\$47.50**  
**ELECTRO-PAK available at small additional charge**

**STONER CORPORATION**  
*Aurora, Illinois*

**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.**

**Concessionaires CARNIVAL-PARKMEN!**  
**LINE UP WITH the LEADERS**  
 FOR THOUSANDS OF NEW ITEMS—AT AMAZINGLY LOW PRICES  
 Blankets—Lamps—Clocks—Chromeware—China—Aluminum—Radios—Plaster—Cans—Slum—Balloons and Novelties.  
**CONTINENTAL PREMIUM MART**  
 3RD & WELLS STS., MILWAUKEE, WIS.  
**CATALOG IS NOW READY**  
 Send for Your Copy Today

**NOBBY ALL BALLY PRIZE PACKAGES**  
**SOMETHING NEW THIS SEASON!**  
**A LARGE 25c BOX FOR A 10c SELLER**  
 This Package Contains Chocolate Crushed Cherries. A Sensation in Prize Packages.  
**(100 Ballys to 100 Pkgs.) 10 Pkgs. FREE with every carton PACKED 110 TO CARTON.**  
**Carton, \$4.50—5 Cartons, \$22.50—10 Cartons, \$45.00**  
 Send for Prize Package Catalog of All Numbers.  
 20% Deposit with Order, Balance C. O. D.  
**DELIGHT SWEETS, Inc.,** 50 EAST 11th St., NEW YORK CITY

**COLEMAN BROS. SHOW**  
**WANTED. OPENING AT MIDDLETOWN, CONN., APRIL 30. WANTED.**  
 First-Class Side Show, Acts for same. Will furnish outfit to reliable party. Pit or Platform Shows, Grind Stores and Wheels. Legitimate only. Lady and Man Rider for Drome.  
**THOMAS J. COLEMAN, Cody Building, 508 Main Street, MIDDLETOWN, CONN.**

**Jennings 30th Anniv. Outstanding Success**

CHICAGO, April 25.—It was a big day at O. D. Jennings & Company Thursday. All day the huge factory was crowded with visitors from almost every State. It was the 30th anniversary celebration of this well-known coin-machine manufacturing concern.  
 Congratulations to O. D. Jennings poured in all day and his private office was a solid mass of flowers. Hundreds of beautiful floral pieces were sent to the pioneer coin machine manufacturer.  
 The big banquet and floor show got under way at 7:30 and the huge crowd enjoyed the excellent food and music. Respects and honors were paid to O. D. Jennings by a number of speakers. In his response Mr. Jennings unselfishly refused to accept all the honor of his success, but said that all the people connected with his firm and the operators that had purchased Jennings equipment all the years past were as much responsible for the success of Jennings as he. Mr. Jennings was presented with a beautiful loving cup and Mrs. Jennings received a number of large floral pieces.

**ROUTES**  
 (Continued from page 76)

- Mid-West: Kokomo, Ind.
- Miller Bros.: Greenville, S. C.; Big Stone Gap, Va., 4-9.
- Miner Model: Boyertown, Pa.
- Mohawk Valley: Martinsville, Va.; Lynchburg 4-9.
- Molly's American: Westbrook, Me.
- Pan-American: Marion, Ill.; W. Frankfort 4-9.
- Pearson: Pana, Ill., 2-9.
- Peerless Expo.: Morgantown, W. Va.
- Perras Expo.: Potost, Mo., 2-10.
- Polle & Latto: Battle Creek, Mich., 2-9.
- Reading United: Gallatin, Tenn.; Portland 4-9.
- Rose City: Whitwell, Tenn.
- Rogers & Powell: Weiner, Ark.
- Royal American: Macon, Ga.; Columbus 4-9.
- Royal Amuse. Co.: Amory, Miss.
- Rubin & Cherry Expo.: Tuscaloosa, Ala.
- Shamrock: Aransas Pass, Tex.
- Sheesley Midway: Kingsport, Tenn.
- Silver State: Longmont, Colo.; Ft. Collins 4-9.
- Sims Greater: Windsor, Ont., Can.
- Smith's Greater Atlantic: Bassett, Va.
- Snapp Greater: Neosho, Mo.
- Sol's Liberty: Jacksonville, Ill.; Champaign 4-9.
- Spencer, C. L.: Barlow, Ky.; Wickliffe 4-9.
- Spencer, Sam E.: Du Bois, Pa.
- Speroni, P. J.: Rock Falls, Ill.
- State Fair: Las Vegas, Nev.
- Strates Shows Corp.: South Norfolk, Va.; Chester, Pa., 4-9.
- Sunset Am. Co.: Keokuk, Ia., 30-May 9.
- Tidwell, T. J.: Odessa, Tex.; Wink 4-9.
- Tilley: East Peoria, Ill.; Pekin 4-9.
- United Shows of America: Ft. Smith, Ark.
- Volunteer State: St. Charles, Va.; St. Paul 4-9.
- Wade, W. G.: Detroit, Mich., 2-9.
- Wallace Bros.: Fulton, Ky.
- Ward, John R.: Corinth, Miss.
- Weer: Benton Harbor, Mich., 4-9.
- West Bros.' Am. Co.: Wood River, Ill.
- West, W. E., Motorized: Bristow, Okla.
- Western State: Austin, Tex.
- West's World's Wonder: Berkley, Va.; Wilmington, Del., 4-9.
- Wilson's: Bay City, Mich., 2-9.
- Winters Expo.: Washington, Pa.; Carnegie 4-9.
- World Am. Co.: Shelby, Miss.
- Wrightman Am. Co.: Vallejo, Calif.
- Yellowstone: Albuquerque, N. M., 1-9.
- Zeiger, C. F., United: San Bernardino, Calif.
- Zimdars Greater: Herrin, Ill.; Taylorville 4-9.

**CIRCUS SPECIALS CELEBRATION NOVELTIES**

**JUST OUT—A Knockout Value**  
**No. 114 — SPANISH COW BOY FELT HAT**  
 Trimm'd all around Brim with 2-color Braid and Chenille Balls. 6" Diameter. Hats fitted with Elastic Head Bands. Assorted Colors—Silk Ribbon Around Crown.  
**DOZEN, 80c; GROSS, \$9.00.**  
 No. 114 T. O. Hat, as above, with Texas Centennial Special Bands, at No Extra Cost.  
 No. 124—25" All Silk PARASOLS \$1.25  
 with Flowers. Dozen Silk PARASOLS, Large Size, Dozen. 1.80  
 No. 1389—Metallic Hat FUR MON-KEYS, 7 1/4" Dozen .35  
 No. 21—Bamboo PARADE CANES, Heavy Quality, Gross. 8.00  
 No. 23—Men's White Maple CANE, Black Crook Handle, Gross. 8.00  
 No. 1685—Whistle Lash WHIPS, Best Quality, Dozen .60  
 No. 107 — Regulation COWBOY HATS, All New Felt, Dozen 1.50  
 No. 8—Streetmen Special BALLOONS, Gross 2.50  
**Send \$1.00 for Sample Line**  
**NEW CIRCUS BULLETIN**  
 READY FOR MAY 1ST. FREE. NEW TEXAS CENTENNIAL BULLETIN READY MAY 5TH. Check Full of New Ideas.  
**GOLDFARB NOVELTY CO.**  
 "The House of Service"  
 116 PARK ROW NEW YORK

**CIRCUS AND WILD WEST**

- Barnes, Al G.: Fresno, Calif., 28; Bakersfield 29; Modesto 30; Oakland May 1-3; Sacramento 4; Chico 5; Medford, Ore., 6; Roseburg 7; Eugene 8; Salem 9.
- Barney Bros.: Oskaloosa, Ia., 29.
- Bockus & Kilonis: Manchester, N. H., 30-May 2.
- Cole Bros.-Clyde Beatty: (Stadium) Chi, until May 3; Rochester, Ind., 4; South Bend 5.
- Cole, James M.: (Stadium) Cleveland, O., 1-10.
- Eddy Bros.: Woodbridge, N. J., 29; Tottenham, S. I., N. Y., 30; New Dorp May 1; Port Richmond 2.
- Hawkins, Bud: Cadiz, Ky., 30.
- Lewis Bros.: Jackson, Mich., 4.
- Maynard Bros.: Southington, Conn., 29; Bristol 30.
- Mix, Tom: San Rafael, Calif., 28; Petaluma 29; Santa Rosa 30; Ukiah May 1; Eureka 2-3; Grants Pass, Ore., 4; Medford 5; Klamath Falls 6; Bend 7; The Dalles 8; Pendleton 9.
- Polack Bros.: Ft. Scott, Kan., 27-May 2; Fayetteville, Ark., 4-9.
- Ringling Bros. and Barnum & Bailey: (Madison Sq. Garden) NYC, until May 2; (Boston Garden) Boston, Mass., 4-9.
- Seal Bros.: Concordia, Kan., 28; Belleville, Kan., 29; Mankato 30; Beloit May 1.
- Silver Bros.: Midlothian, Va., 28; Powhatan 29; Goochland 30; Oilville May 1; Beaver Dam 2.

**Additional Routes**

- (Received too late for classification)
- All-Fun Revue: Adams Run, S. C., 27-May 2.
  - Daniel, 2-10, Magician: Bulpitt, Ill.
  - DeForrest Show: Briceville, Tenn., 27-May 2.
  - Dells, Three: (Dime Museum) Newark, N. J., 2-10.
  - Felton, King, Magician: Clarksville, Ark., 27-May 2.
  - Jordans, Musical, Rainbow Revue: (Theater) Grand Junction, Colo., 27-May 2.
  - Lucy, Thos. Elmore (Correction): Kansas City, Mo., 1; Springfield 4-8.
  - McNally Show: Lisbon, Md., 27-May 2.
  - Miller, Al H., Show: Colbert, Ga., 27-May 2.
  - Olsen & Johnson: (Convention Hall) Tulsa, Okla., 30.
  - Simpson Silhouette Frolics: (Orph.) Winnipeg, Man., Can., 27-May 2.
  - Texas Max Show: Cline, Tex., 27-May 2.

**BARFIELD'S COSMOPOLITAN SHOWS WANT**

For Carrollton, Ga., Business Men's Spring Festival, week May 4, right downtown; Rossville, in Chattahoochee, and other good spots following. Shows—especially organized Colored Minstrel with Band, Rides not conflicting. Also Kid Rides and a few more Concessions, including Photos. Address Griffin, Ga., this week; Carrollton, Ga., next week.

**Wolf Greater Shows**

**OPENING SEASON MAY 23.**  
 WILL BOOK Loop-o-Plane, Kiddie Rides with own transportation, WANT Athletic Show, Musical Comedy or Girl Show. Have outfits for both. Side Show, Illusion or others with own paraphernalia. All Concessions open, including Corn Game. Address BOX 2725, Bloom & Lake Sta., Minneapolis, Minn.

**ELI No. 12 FERRIS WHEEL**, used four short seasons, booked with carnival. Sell for \$2,800.00, half down, balance monthly payments. Mail BOX 2725, Bloom & Lake Sta., Minneapolis, Minn.

**HECTOR**  
 Can place you at once. Wire me care Rice Bros. Circus as per route in The Billboard.  
**E. B. STERCHI.**

# FORCED TO SELL 850 PAY TABLES

## ★ 1-BALL ★ CASH PLAY

Put 'N Take	\$12.50
Equity	12.50
Carioca	19.50
Ace	22.50
Stampede	22.50
Rodeo	22.50
Pearl Harbor	22.50
Prospector	27.50
Trojan	32.50
De Luxe "46"	35.00
Daily Double	35.00
Rollo	40.00
Jumbo	40.00
Bally Derby	60.00
Shells	50.00
Fortune	42.50
Repeater	55.00
Sunshine Derby	50.00
Daily Limit	65.00
Speedway	60.00
Mammoth	42.50
Giant	35.00
Baffle Ball	42.50
Double Up	45.00
Rollette	150.00

## ★ 3-BALL ★ CASH PLAY

Redwood	\$45.00
Stampede	25.00
Fortune	47.50
Rodeo	25.00
Texas Ranger (New)	37.50
Daily Limit	70.00

## ★ 5-BALL ★ CASH PLAY

Sunshine Derby	\$55.00
Trojan	32.50
Traffic	17.50
Big Five	50.00
Big Ben	60.00
Speedway	60.00
Kings of the Turf	35.00

## NON-PAYOUT WITH REGISTERS

Quick Silver	\$15.00
Hunter	30.00
Great Guns	50.00

## 300 PIN GAMES

Signal	\$ 3.00
Big Bertha	3.00
Drop Kick	3.00
King of Turf	5.00
Subway	3.00
Beacon	4.50
Criss Cross	5.00
Travel	5.00
Spotlite	7.00
Starlite	4.00
Beamlite	6.00
Cheer Leader	11.00
Shooting Star	3.50
Chicago Express	6.00
Live Power	4.50
Homestretch	12.00
Criss Cross-A-Lite	7.00
Super "8"	3.50
Touchdown Dash	7.00
Army and Navy	3.50
Major League	3.00
Cannon Fire	4.00
Esquire	4.50
Base Hit	5.00
Traffic "C"	3.50
Cavalcade	5.50
Checkers	4.50
Rebound	3.00

## ★ 10-BALL ★ CASH PLAY

Sportsman	\$16.00
Golden Harvest	40.00
Football (Exhibit)	40.00
Playball (Exhibit)	40.00
Cocktail Hour	65.00

## ★ TICKET PAYOUT ★

Jumbo	\$43.00
Derby	65.00
Autodart	15.00
Whirlpool	35.00
Golden Harvest	50.00
Tickalite	10.00

## COUNTER GAMES

Flying Colors Jr. (New)	\$ 5.50
Tiny (1 Ball Payout, New)	25.00
Chicago Club House	5.00
Leap Frog	5.00
Turf Flash	10.00
Solo (1 Ball Auto. Payout)	12.50
Ship Ahoy	6.00
Buckley's Pennypack	6.00

MANY OTHER GREAT PAY TABLE  
BARGAINS IN STOCK—WRITE US TODAY!

TERMS 1/3 Certified Deposit With Order,  
Balance Shipped C. O. D., F. O. B.  
Poughkeepsie, N. Y.

(Full cash must accompany all orders for \$10.00 or less.)

WRITE-WIRE OR PHONE NOW

Get on our Weekly  
Mailing List

**SQUARE**  
AMUSEMENT CO.  
335 MILL ST.  
POUGHKEEPSIE N.Y.  
Doing Business on  
the SQUARE since 1919



# JACK O' HEARTS

## Two \$5.00 TICKETS IN JACKPOT

Delayed Jackpot Feature Keeps Board  
Alive Down to Last Punch.

No. 446—440 Holes  
Takes in . . . . . \$22.00  
Average Payout . . . . . 8.65  
Average Gross Profits . \$13.35

Price \$1.82 Plus 10% Tax  
A HARLICH JUMBO BOARD—The Best in  
Salesboards. Extra thick, with extra large,  
easy-to-read Tickets.

Send for our complete Catalog of money-  
makers. Write, stating your line or business, to

**HARLICH MFG. CO.**  
1401-17 W. Jackson Blvd. CHICAGO, ILL.

## Iowa AMA Meet May 19

Manufacturers to exhibit  
machines — banquet and  
entertainment on program

DES MOINES, April 25.—The AMA of Iowa will hold its annual meeting May 19 at the exclusive Kirkwood Hotel here. The day will start with a short business session at 10 a.m. The rest of the day, until the banquet hour, will be devoted to looking over new machines which a large number of manufacturers will exhibit for the meeting.

The banquet will be at 8 p.m. and high-class entertainment is planned. Highlights of the meeting will be the exhibiting of equipment by manufacturers and the banquet.

Fred K. Chandler, C. H. Robinson, C. P. Harrison and Mac Langle have been in Chicago making arrangements for the biggest coin-machine gathering ever staged in Iowa. They expect visitors from all near-by States and want it clearly understood that all operators, whether members of the association or not, are welcome. For further information write to Fred K. Chandler, 535 Southwest Seventh street, Des Moines, Ia.

## Western-Keeney Offer A Free Games Device

CHICAGO, April 25.—A revolutionary invention that should prove of definite value in opening up closed territories is announced under the joint leadership of the Western Equipment & Supply Company and the J. H. Keeney Company.

The device, to be known as the Free Games Device, is unquestionably one of the greatest advancements in the history of the business. Easily adapted to all types of games.

Here's how the Free Games Device works. For the purposes of explanation, assume that the player wins five free games. These five free games are automatically totaled to show the player the number of games he is entitled to play at no additional cost. To receive his free game the player inserts a coin which shuffles the board preparing it for a new game to be played. The coin that the player inserted in the coin chute does not drop into the cash box, but is returned to the player. Another feature of the Free Games Device is the payout register. This register, available to only the operator of the machine, accurately records for the operator's protection the number of free games given out by the location owner.

Opinions from many of the finest legal minds in Chicago coincide in the fact that the Free Games Device will overcome all questions regarding legality of coin-operated amusement tables.

In a short time the Western Equipment & Supply Company will announce games equipped with the Free Games Device.

## Gerber & Glass Announce Contest For Naming Counter Dice Game

CHICAGO, April 25.—In an endeavor to find a name for a new three-dice counter game, of which they are exclusive national distributors, Gerber & Glass announce a new contest. To the jobber, operator or distributor who sends in the name selected a game will be given free. In the event that more than one person sends in the same name selected duplicate awards will be given. The judges are Carl T. Morris, Bertram B. Davidson and Tom Murray and their decision will be final. The winner will be notified by telegram as soon as possible after contest closes May 9. All entries should be directed to the Chicago office of the firm.

As to the features of the new game, Gerber & Glass say "It is a conveniently sized counter game that will be immediately acceptable to all locations. As a coin or coins are inserted and the lever depressed a button is pressed and three dice shoot out from their hidden pocket on to a playing field in view of the player. There is a six-coin chute unit on the game so that from one to six players may play at the same time, or one player may insert from one to six coins. It is sturdily built and will not get out of order."

Contestants may send in as many entries as they wish. No purchase is required and it is not necessary that the contestant be a customer of Gerber &

Glass. The name of a game is almost as important as the idea of the game itself. A pleasing descriptive name has very often as much to do with the popularizing of the machine as the appearance and looks. The winning name will be announced in *The Billboard*.

## NEW LOW PRICES

Best Swagger CANES, bright colors with silk tassels. Gr.	\$5.50
Mickey Mouse SILK PARA-SOLS. Doz., \$1.80. Gr.	21.00
Real STRAW HATS. Gr.	\$4.00
No. 70 Circus Balloons. Gr.	2.50
OAK MICKEY MOUSE, WITH EARS. Gr.	3.25
New LASH WHIPS, bright colors, with 4 in. wood handle. Special. Gr.	4.00
Metallic HI-Hat Monkeys. Gr.	4.00
Heavy BAMBOO PARADE CANES. Gr.	7.50
MAE DOLLS, with earrings, necklace. First Quality Large COW-BOY HATS.	1.50
Blue Em Cowboy FELT HATS. Gr.	7.50
Large Whistling FLYING BIRDS. Gr.	2.00
Inflated POPEYE, MICKEY MOUSE, etc. One-Half Deposit on All Orders.	8.40

**HARRY KELNER & SON, Inc.**  
50 BOWERY, NEW YORK CITY  
"Known for Low Prices"

## WILL BUY FOR CASH

Used Deweys, Owls, or machines of like type, preferably of Mills or Watling manufacture. Write, stating best cash price, also give detailed description as to condition of machines.  
W. D. BARTLETT,  
26-28-30 N. E. 54th St., Miami, Fla.





# PRICE TALKS! WHY PAY MORE? DAILY RACES

**IMITATION—The Most Sincere Form of Flattery. DAILY RACES MUST BE GOOD! Others are trying to copy, BUT—They can't beat our PRICE! They can't beat our QUALITY! They can't give IMMEDIATE DELIVERY!**

**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 **\$89.50** LOWEST PRICED payout in its class. Get yours today! 50"x24".

50" x 24"  
**\$125**

Electro-Pak equipped (batteries optional).  
D. C. Adaptopak, List Price, \$12.00 Extra.  
(One Adaptopak 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.**

# PS PERSONAL SERVICE PS

We are the Largest Coin Machine Distributors in the Middle West—NOT because of UNETHICAL business methods, but because WE ARE NOT ASLEEP AT THE SWITCH. We are thoroughly alive to the fact that our customers appreciate prompt, courteous and satisfactory service, which means the FAMOUS ATLAS PERSONAL SERVICE. That's why we're getting the business.

**ATLAS NOVELTY CORP.**  
2200 N. WESTERN AVE., CHICAGO, ILLINOIS  
1901 FIFTH AVE. PITTSBURGH, PA.

# ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

**THIS WEEK'S SPECIAL**

BRAND NEW FACTORY CLOSE-OUT SPECIAL

Write for List Today!

<p><b>MONEY MAKER</b> <b>ATTRACTIVE DIFFERENT</b> <b>COLORFUL ACTION PROFITS</b></p>	<b>STRAIGHT GAMES.</b>	Electric Baffle . . . \$48.50	
	Ball Fan . . . \$14.50	Mammoth . . . 47.50	
	Banker . . . 18.00	Put 'N' . . . 17.50	
	Big Game . . . 13.00	Take . . . 17.50	
	Cheer Leader . . . 13.50	Sportsm'n, Non-Vis. . . 16.50	
	Hi-Hand . . . 14.50	Traffic A . . . 20.00	
	Screamo . . . 18.00	Traffic B . . . 18.50	
	Squadron . . . 21.00		
	<b>PAYOUT GAMES.</b>	<b>TICKET GAMES.</b>	
	Ace . . . \$28.50	Bonanza . . . \$35.00	
Carloca . . . 17.50	Play Ball . . . 35.00		
DeLuxe 48 . . . 42.50	Whirlip' . . . 35.00		

NOT A COMPLAINT IN A CARLOAD.

Personal Service

**ATLAS NOVELTY CORPORATION**  
2200 N. WESTERN AVE., CHICAGO, ILL.  
1901 FIFTH AVE. PITTSBURGH, PA.

**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 Allie . . . 7.50	PAR GOLF . . . 10.00
MAJOR LEAGUE . . . 7.50	HOP SCOTCH . . . 15.00
SIGNAL, SR. . . . . 7.50	SCREAMO . . . . . 15.00

1/3 Deposit, Balance C. O. D.

**PHONOGRAPH EXCHANGE SELL OR BUY**

Reconditioned Machines  
Introductory **WURLITZER'S**  
Offer  
**SIMPLEX — P12-3 \$199.50**  
months old, like new. Ea.  
**WRITE OR WIRE YOUR NEEDS**

**KAUFMAN** 455 West 42<sup>nd</sup> St. Tel. Meadillon 3-0468  
NEW YORK CITY

**SAVE MONEY!!**

\$9.00

EACH

2 For \$16.00  
3 For \$21.00

**BUY FROM GENERAL!!**

**COUNTER GAMES**

I. O. U. . . . . \$5.00	Select 'Em . . . . . 5.00
Natural . . . . . 5.00	Penny Pack (with meter) . . . . . 9.00
Penny Pack (with out meter) . . . . . 8.00	Penny Smoke . . . . . 6.00
Tickettes . . . . . 5.00	Twins . . . . . 5.00
Playball (ticket) . . . . . 33.00	Traffic (Model A) . . . . . 21.00
WE BUY Daval Penny	

Packs with or without meters. Write how many you have and price you want.

**2 KEYS FURNISHED WITH EVERY USED MACHINE.** Every machine GUARANTEED in A-1 condition by General. A trial order is all we ask. **WRITE FOR COMPLETE PRICE LIST!** All Orders 1/3 Deposit, Balance C. O. D.

**GENERAL AMUSEMENT GAME COMPANY** 999  
637 ALBANY AVE., HARTFORD, CONN.

**The NEW Game Sensation-LEGAL EVERYWHERE!**

# X-RAY POKER

ACHIEVING sensational results at A Joe's Sportland, Boardwalk, Coney Island. Approved and Licensed.

See Sample on Display in Our Offices.

SCIENTIFIC MACHINE CORP.

**ATTRACTIVE TERMS TO RESPONSIBLE PARTIES**

1072 ATLANTIC AVE., BROOKLYN, N. Y.  
(Phone: MAIN 2-4012.)

**800 FACTORY CONDITIONED CIGARETTE MACHINES**  
ALL LIKE NEW!! REAL MONEY-SAVING VALUES!!

U-Need-A-Pak, 8 Column, 144 Packs . . . . . \$27.50	Stewart & McGuire, 6 Column, 150 Packs . . . . . \$37.50
Rowe De Luxe, 6 Column, 120 Packs . . . . . 18.50	Stewart & McGuire, 4 Column, 100 Packs . . . . . 27.50
Rowe Standard, 5 Column, 100 Packs . . . . . 13.50	Advance, 4 Column, 80 Packs . . . . . 12.50
Rowe Aristocrat, 6 Column, 150 Packs . . . . . 47.50	National, 3, 4, 5, 6 Column, 12.50 up Master, 6 Column, 120 Packs . . . . . 25.00

One-Third Deposit Must Accompany All Orders, Balance C. O. D.  
New England Distributors for the Shipman Stamp & Penny Cigarette Machines — Territory Open—Write.

**X. L. COIN MACHINE CO.** 484 Elmwood Ave., PROVIDENCE, R. I. (Tel. Williams 9255)

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

# VEMCO

SPECIAL BULLETIN NO. 190

**NOTICE:** We have listed here the kinds of Used Machines and the actual quantity of each which we now have on the floor. We are continually receiving additional machines, thus replenishing our stock from day to day and insuring our being able to make shipment of your order within 48 hours, at the latest, from time received.

## USED AUTOMATIC PAYOUT GAMES

1—A. B. T. Captain Each \$87.50	2—Fortune 49.50	3—Rock-Ola Gold 37.50
2—A. B. T. 3 Balls	1—"C" Play, Model 27.50	4—Warrior Parlay 77.50
1—Pacific, 1 Ball 67.50	3—Golden Harvest 57.50	1—Shells Game 78.50
1—Big Ben 69.50	1—Hit or Miss, 1 Ball 17.50	2—Stock Market 92.50
5—Bally Prospectors 37.50	4—Jennings Visible Sportsman 18.50	1—Seven-Eleven 17.50
3—Bally Ace 34.50	4—Liberty Bells, 10 Balls 11.50	31—Traffic, model "A" 14.50
11—Bally Derbys 77.50	3—Mammoths 47.50	19—Traffic, model "B" 13.50
17—Bally Jumbos 49.50	6—Mills Ten Grands 77.50	2—Trojan 62.50
5—Big Five, Sr. 64.50	5—Mills Pearl Harbors 32.50	15—A. B. T. Autodarts 15.50
3—Big Five, Jr. 49.50	2—Repeaters 79.50	7—Bally Derbys 85.50
7—Cocktail Hour 94.50	5—Rock-Ola De Luxe 47.50	2—Bally Golden Harvest 65.00
3—Daily Limits 99.50	21—Rockets, new style 11.50	8—Bally Jumbos 57.50
3—Daily Doubles 47.50		
3—Double-Up 59.50		

## USED GAMES WITHOUT AUTOMATIC PAYOUT OR TICKET VENDING UNIT

2—A. B. T. Auto-counts \$ 9.00	3—Cyclones 9.00	1—Spelling Bee 4.95
3—A. B. T. Archers 15.50	2—Cavalades 6.50	5—Sink or Swim 4.95
1—A. B. T. Autowheel 10.50	2—Dealers 8.50	4—Star-Lite 6.00
2—A. B. T. Winners 14.00	1—Domino 7.50	3—Screamo 21.50
1—A. B. T. All Stars 12.00	1—Drop Kick 3.95	1—Touch-Off 24.50
2—Army and Navy 6.00	3—Flash-Lites 32.50	4—Three-in-Line 9.00
3—Beacons 6.50	2—Hi-Lites 16.00	1—Tango 11.00
2—Battle 17.50	1—Jack Rabbit 3.95	7—Traffic, model "C" 7.00
4—Bombers 21.50	2—Kings 9.00	3—Touch Down 11.00
2—Big Games 14.50	2—Live Power 4.95	14—"Vemco" Special Marble Games, complete with reward cards & frame 4.25
2—Beam-Lites 5.75	3—Majik Keys Kickers 6.00	60—ASSORTED GAMES, Our Selection, No Two Alike, 5 for 10.00
2—Big Five Junior with free game feature 47.50	5—Mills Cannon Fires 14.00	
3—Castle-Lites 4.00	2—Neonact 10.50	
1—Cross Roads 12.50	4—One-Two-Three 7.00	
	3—Rebound Junior 4.95	
	2—Rockettes 6.00	
	2—Roly-Poly 31.50	

## USED MISCELLANEOUS MACHINES

1—A. B. T. Five Jacks, 5c Play \$ 7.50	4—Jennings Little Merchants 8.00
12—A. B. T. Churchill Miniature Pool Tables, new covering and completely equipped with new accessories 18.00	1—Jennings 1c Rock-Away Five Jacks 7.00
3—Black Magic Dice Machines, Automatic Payout 37.50	5—Jennings Confection Vending Scales 24.50
4—Chester-Pollard "Play Golf" Machines 17.50	1—Mills Owl Lifter, Floor Sample, never on location 28.00
2—Chicago Club House 8.50	1—Brand New Mills Confection Vender, Canteen 14.00
4—Cortex Venders, vend one package for 25c, comes equipped with sufficient merchandise to pay for cost of machine, used only two weeks 17.50	65—Mills Tickettes, \$5.50 each, or 5 for 167.50
1—Get-A-Pack Dice Machine 6.00	4—Mills Triple Slot Troubadours 122.50
1—Hershey Candy Bar Vender, Floor Sample 14.00	1—Nelson-Wiggins Piano with Xylophone, Drum, etc. 62.50
2—I. O. U. Dice Machines 4.50	31—Penny Pack Cigarette Machines 8.75
6—Junior Flying Colors 7.00	4—Sportland Counter Games 12.00
	2—Smoke-Up Counter Games 14.50
	9—Tempter Gum Venders, like new 8.50
	5—Western Electric Horse Race Pianos 37.50

## USED SLOT MACHINES

14—Mills 5c Blue Front Mystery Golden Venders \$74.50	2—Mills 1c Regular Golden Venders 54.50
17—Mills 5c Mystery Golden Venders, Skill Control 82.00	2—Mills 1c Yellow Front Mystery Golden Venders 59.50
4—Mills 5c Escalator Silent Jackpot Front Venders 49.50	3—Mills 1c O. T. Jackpot Venders 40.00
2—Mills 5c Skyscraper Jackpot Side Vdrs. 47.50	3—Mills 1c Dial Venders 44.50
11—Mills 5c War Eagle Silent Jackpot Bells 49.50	1—Jennings 5c Chief Mystery Golden Side Venders 82.50
4—Mills 5c Single Jackpot Bells 22.50	1—Jennings 5c Escalator Silent Jackpot Front Vender 47.50
1—Mills 5c Baseball Front O. K. Vender 22.50	2—Jennings 5c Double Jackpot Victoria Front Venders 42.50
11—Mills 5c F. O. K. Venders with Original Mills Double Jackpot Front 34.50	2—Jennings 5c Duchess Venders 37.50
3—Mills 5c Single Jackpot Front O. K. Venders 27.50	2—Watling 5c Big Gold Award Twin Jackpot Venders 47.50
3—Mills Dial Venders, like new 47.50	4—Watling 5c Regular Twin Jackpot Front Venders 44.50
2—Mills 2-for-5c Skyscraper Jackpot Bells 47.50	4—Watling 5c Blue Seal Jackpot Bells 27.50
4—Mills 10c Blue Front Mystery Golden Venders 77.50	2—Watling 5c Rol-A-Top Mystery Golden Venders 72.50
6—Mills 10c Mystery Golden Venders, Skill Control 95.00	1—Watling 5c Single Jackpot Front Vd. 34.50
3—Mills 25c Blue Front Mystery Golden Venders 80.00	2—Watling 5c Big Jackpot Wonder Vdrs. 54.50
3—Mills 25c Mystery Golden Venders, Skill Control 88.00	3—BRAND NEW Watling 1c Skill Control Big Jackpot, Mystery Payout Vds. 62.50
1—Mills 25c Escalator Silent Jackpot Front Vender 64.50	4—Watling 1c Regular Twin Jackpot Front Venders 39.50
5—Mills 25c Golden Bells, Regular Payout 64.50	1—Watling 1c Baby Gold Award Twin Jackpot Front Vender 42.50
7—Mills 1c Blue Front Mystery Golden Venders 63.50	3—Baby Grand 5c Jackpot Bells 32.50
9—Mills 1c Mystery Golden Venders, Skill Control 72.50	4—"Good Fortune" Ball Gum Vender, Automatic Payout, 1c-5c Play 32.50
14—Mills 1c Skyscraper Jackpot Side Vdrs. 42.50	2—Pace 5c Bantam Jackpot Side Vdrs. 34.50
	2—Pace 5c Bantam Jackpot Bells 32.50
	8—Pace 1c Bantam Jackpot Ball Gum Venders 34.50

TERMS: On all used equipment 50% certified deposit with order, shipment C. O. D. for balance due.

## SUPPLIES

Eveready Batteries, 25 to the case. Per case \$ 5.00	Traffic, Whirlpool Tickets. Per Roll . . . . .85
Adams Five Star Ball Gum. Per case 11.75	Collection Books. Per Dozen . . . . . 1.50
Phonograph Needles, 2,000 Plays. 5 for . . . . . 2.50	Canvas Machine Covers. Each . . . . . .75
Tickette Tickets. Per 1,000 . . . . . .90	ELECTROPAK UNITS for Pin Games. Ea. 4.75
Traffic, Whirlpool Slots. Each . . . . . 2.15	

## ABSOLUTELY BRAND NEW PIN GAMES

<b>AUTOMATIC PAYOUT</b>	Mills Ten Grand 89.50	<b>GAMES WITHOUT AUTOMATIC PAYOUT OR TICKET VENDING UNIT</b>
A. B. T. Captain Kidd, 3 Balls \$ 89.50	Mills Tycoon, 1 Ball 149.50	A. B. T. Top-It \$57.50
Bally All Stars 115.00	Pamco Parlay Sr., 1 Ball 115.00	Champs 49.50
Bally Big Richard 125.00	Pamco Pinch Hitter 119.00	Ditto 44.50
Bally Hollywood 89.50	Pamco Speedway, 1 Ball 115.00	Ginger 39.50
Bally Pari-Mutuel 177.50	Pamco Palooka 189.50	Harvest Moon 49.50
Bally Multiple, 1 Ball 142.50	Red Salls, 1 or 5 Balls 119.00	Line-O 44.50
Bally Rambler, 10 Balls 115.00	Shells Game 87.50	Mad Cap 47.50
Bally Reliance Dice Machine, 5c Play 119.50	Sunshine Derby, 1 Ball 89.50	Over and Under 39.50
Bally Reliance Dice Machine, 25c Play 124.50	Silver Cup, 2 Balls 99.50	Ponies 57.50
Bally Hialeah, 1 Ball 139.50	Track Odds, 1 Ball 115.00	Roly-Poly 42.50
Big Casino, 1 Ball 89.50	Wild Fire, 10 Balls 115.00	Rotation 44.50
Daily Races, 1 Ball 125.00	Trans-Pacifo 89.50	Stock Exchange 47.50
Double Score, 1 Ball 115.00	<b>TICKET GAMES</b>	Short-Wave 39.50
Golden Harvest, 10 Balls 89.50	Bally All Stars \$125.00	Shoot-the-Chute 39.50
Jennings Daily Limit, 1 Ball 125.00	Bally Rambler, 10 Balls 125.00	Soccer 39.50
Jennings Cocktail Hour, 10 Balls 125.00	Daily Races, 1 Ball 135.00	Torpedo 47.50
	Silver Cup, 2 Balls 99.50	Trans-Atlantic 44.50
	Stock Market, 1 Ball 123.00	Tricks Junior 39.50
	Wild Fire, 10 Balls 123.00	Tricks Senior 74.50

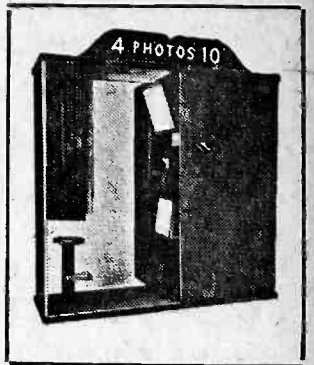
# The VENDING MACHINE CO.

205-215 Franklin St. FAYETTEVILLE, N. C.

# The Finest 4-for-10c Money-Maker on the Market!

## QUARTERMATIC

We've never seen a 4-for-10c machine to compare with this! Fireproof, waterproof, weather-proof and warpless, QUARTERMATIC is made from 1/16 in. steel to stand roughest usage in all kinds of weather. Opal glass top and bottom lighting provides better portrait effects. Automatic cutter and counter on camera, special Ilex Fl.9 lens for better, faster exposures.



U. S. Pat. No. 1,792,025. Complete Outfit as pictured with fully equipped Dark Room, Cabinet, Curtain, Stool, Sink, Trays, Etc. . . . .

## PANEL AND CAMERA

With Screens, Wiring, Lights and Blue-Print Plans for Booth and Dark Room. . . .

(Camera may be purchased separately)

## WRITE DEPT. "B" FOR DESCRIPTIVE CIRCULAR

One source for all your 4-for-10c supplies . . . right in the heart of the photographic industry. One-day service. Direct Positive Rolls, 1 1/2"x250", \$4.75; 1 1/2"x2" Folders, \$1.15 per 100; 1 1/2"x2" Glass Frames, \$6.00 per 100. Order now, and ask for Catalog.

# MARKS & FULLER, Inc.

"All Things Photographic Since 1860"

44 EAST AVE.

ROCHESTER, N. Y.

## Ops Recuperating From Flood Damage

HARTFORD, Conn., April 25.—Abe Fish, of General Amusement Game Company, this city, reports that the ops are returning to normal conditions again now that most of the vestiges of the disastrous flood, which almost wiped out this insurance city, are disappearing.

Abe claims that for weeks it was impossible for the ops to get around and that hundreds of games have drifted away, never to be seen again. His statements were corroborated by Herman Pollock, of Bridgeport, who happened to be caught in the flood at the Bond Hotel the first day it descended upon this city.

Fish says that the boys are getting their games back on location, repairing those that they can repair and buying new machines to replace the ones that passed on with the flood.

Abe commends the boys in this city for the marvelous manner in which they accepted the trying period during and after the flood and the fact that each and every one of them is cheerful and happy and believes that conditions will be generally better.

Abe also reported that his firm is helping all ops in every possible manner and that he personally has been buying all types of games to help conditions.

## Electro Ball Company Opens Memphis Branch

DALLAS, April 25.—Electro Ball Company, with headquarters here, is opening another branch office in Memphis, making a total of seven branches in the following towns: Memphis, Oklahoma City, New Orleans, Waco, Wichita Falls, Fort Worth and San Antonio.

The new office is under the management of Paul Durland, who has been connected in the main office of the company for many years. Durland, Art C. Hughes, manager of the phonograph department, and Bert Trammell, phono salesman from the New Orleans office, are in Memphis at the present time completing arrangements.

The Electro Ball Company has moved its San Antonio office and salesroom to larger quarters at 407 Main street there. It is one of the finest office and display rooms in the Southwest.

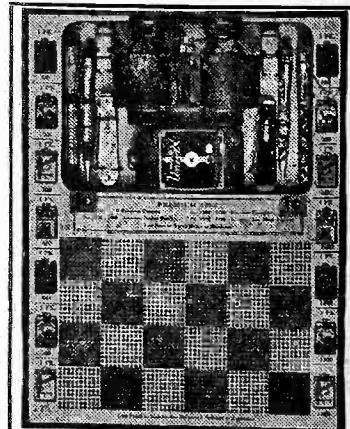
Bert Trammell, of the New Orleans office, spent several weeks in Dallas and Waco, the latter the home of his mother. After completing his duties at Memphis he will return to the New Orleans office.

## Gardner Representative Visits St. Louis Distrib

ST. LOUIS, April 25.—Philip A. Koller, factory representative of Gardner & Company, Chicago, manufacturers of salesboards, spent several days in St. Louis this week visiting the various coin-machine jobbers. He reported good luck in sales of the new Gardner salesboards, all of which now come cellophane wrapped, which idea, according to Koller, makes a big hit with the jobbers. Koller went from St. Louis to Kansas City.

## Appointed Genco Distrib

ST. LOUIS, April 25.—Genco, Inc., of Chicago, has appointed the Ideal Novelty Company as its distributor in Southern Illinois and Missouri. To date Carl Trippe, owner and general manager of the Ideal Novelty Company, has disposed of more than 100 Champs, the latest novelty baseball game manufactured by Genco, Inc.



**Big Profits \$12.65**  
Your Cost \$5.65 ea.  
In Lot of 6 Takes In \$24.00

Binoculars, Camera, 2 Pocket Knives, 2 Lighters, 2 Fountain Pens—on a 2,400-Hole 1c Board. Takes in \$24.00. Also pays out 38 Pkgs. Cigarettes. Profit \$12.65, plus Cigarette profit.

No. B116—Sample, \$5.95. Six \$5.65 Lots, Each 25% with Order, Balance C. O. D. Send for Circular B37—Full of Other Bargain Assortments.

LEE-MOORE & CO. 180-182 West Adams Street, Chicago.

# LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

# PLAY THE STOCK MARKET

## WITH GOTTLIEB'S LATEST ONE-BALL WONDER GAME!

# BROKERS TIP!

- "GOLD-MINE" MULTIPLE CHUTE!
- CHANGING ODDS—HIGH AS 40-1!
- MECHANICAL AWARD ADJUSTMENT!

AS MANY AS 8, 10, 15, 20 OR MORE NICKELS ACCEPTED IN EACH PLAY

**T**HE GAME that transforms Main Street into Wall Street in thousands of towns! The machine that makes every player a "big-shot" **STOCK BROKER.** The nearest duplication of the **FRENZY, EXCITEMENT** and **SUSPENSE** of a real **STOCK EXCHANGE.** That, boys — is **BROKERS TIP!**

### Simple as A B C To Play

Each nickel inserted in the multiple chute flashes a light on the "Quotation Board" indicating a Commodity purchase and prices quoted for its Bonds, Preferred Stock and Common Stock. Now, if you're not satisfied with these prices, by inserting additional nickels the prices may go up. Each nickel adds an additional Commodity to your hold-

ings until all eight are cornered, and then only the prices change.

### 20 Times More Profitable!

As much as one dollar in nickels has been collected by Brokers Tip in a single play! Odds may run up to 40-1 — subject to mechanical adjustment for tight or liberal awards. Everything, from automatic replacement fuses to the 10 dazzling colors of its field, represents the last word in mechanical advancement and beauty! You're not speculating when you invest in **BROKERS TIP!** You're putting your money into a sound, proven-profitable machine! Order now!

*Compare value for value and you'll agree with our claim that Brokers Tip is the finest "buy" today!*



Size, 50"x24"

**\$125**

Ticket Game, \$135. Electro-Pak Equipped. (Batteries Optional.)  
D. C. ADAPTO-PAK, List Price, \$12. (One Adaptor can serve any number of machines in the same location.)  
Check Separator, \$5 extra. Mint Vender, \$10 extra. 2 or 3 Ball Play, \$5 extra.

IMMEDIATE DELIVERY

**D. GOTTLIEB & CO.**

2736-42 N. Paulina Street, Chicago

UTILITIES -- STEEL -- RAILROAD -- AVIATION -- TEL. & TELEG.

## Genco's Silver Cup Proving Sensation

CHICAGO, April 25.—According to reports, Genco's Silver Cup is fast winning the approval of operators. Many letters of appreciation are being received at the Chicago office and all praise highly the earnings of this super Genco game.

Dave Gensburg advises that one California operator wrote as follows: "Recently I went into San Francisco and saw Genco's Silver Cup. I did not think much of the game but bought one for no reason at all except that it was different. I placed it between two popular automatic pay-out games. A few days later I took a peek into the bread box and to my surprise it was running 50-50 with my most popular machines. I phoned in for one more after having it on location for two days in a field where we don't operate automatic pay tables. After I again checked the bread box I then decided Genco's Silver Cup is the answer to an operator's dream.

"Gents, you realize and know that we, the operators, are the most important cog in the wheel that keeps your factories moving, and that is one reason I am writing this letter to show you that we, the operators, appreciate a good game when we get one. Some who would read this would say that this is some little guy who has bought two or three games and maybe got burnt on one of them. It is just the reverse. I have 164 marble machines and am ordering on this date three more Genco's Silver Cups. I also have a few scales, slots and counter games.

"I was so well pleased with my Genco's Silver Cup automatic pay-out games mechanically as well as in performance I just wanted to tell someone about it and thought of no one who would be more pleased than you."

### Too Much Biz Worries Gerber

CHICAGO, April 25.—Paul Gerber is feeling a little blue about the Seeburg Ray-o-Lite located in the Sherman Hotel. Not because the unit isn't doing business, but because it is doing too

### Windy City Breezings

CHICAGO, April 25.—Dave Gensburg, of Genco, Inc., has returned from a pleasant West Coast visit. . . . Mack Mohr, of Los Angeles, dropped off in Chi en route to the Wurlitzer factory at North Tonawanda, N. Y. . . . Paul Gerber always busy dispersing the crowds that gather around his Ray-o-Lite in the Sherman lobby. . . . Herb Besser in to attend the Jennings anniversary celebration. Herb is the well-known pilot of the Besser Novelty Company of St. Louis. . . . Bill Ryan, Jerry Haley, Hugh Burras, Bert Perkins, George Isle, Hymie Branson and Fritz Burgeson, all of O. D. Jennings & Company, were busy boys during the big Jennings party on the 23d. . . . Jamison and Cooper, two live-wire coinmen from the Buckeye State, were seen roaming the Sherman lobby last week. Doin' a big used-machine biz, they confide. . . . The depress would make a prompt exit around Chi if the boys could just set back in. Maybe a turn for the best is just around the corner. . . . Bill Woolen, of Buckley Manufacturing Company, certainly covers ground. A hard guy to run down. . . . Helen Savage, Ft. Worth girl jobber, is expected to breeze into town any day. . . . Already talking about next January's show at the Sherman. . . . Harry Wolcher, of San Francisco, went in for a batch of novelty games for his sunkest territory while in Chi. . . . The boys are back home after the big Fitzgibbons shindig up Noo York way. . . . S. L. Stanley, head of Automatic Amusement Company, Memphis and Ft. Worth, is in town and rushing around full steam.

much business. The enthusiasm created by the machine draws such crowds that Paul is kept busy clearing the folks out of the aisles and dispersing the crowds. He says that when he opens the cash box it reminds him of the good old days.

Many distributors and jobbers from different sections of the United States have been seen casting their eagle eye on this unique machine, says Paul. Ray-o-Lite was exhibited at the last coin machine show.

## FINAL SPRING CLEARANCE SALE

<b>ANY 3 GAMES</b> <b>\$8.95</b> ONE OF A KIND ONLY IN SELECTION	<b>ANY 3 GAMES</b> <b>\$10.95</b> ONE OF A KIND ONLY IN SELECTION	<b>ANY 3 GAMES</b> <b>\$12.95</b> ONE OF A KIND ONLY IN SELECTION	Rockola "21" . . . 5 6.95 Oriss-Cross-A-Lite . . . 6.95 Screamo . . . . . 8.95 50-50 . . . . . 8.95 Justice . . . . . 9.95 Rapid Transit . . . . 12.95 Hi-Lo . . . . . 12.95 Wing Lite . . . . . 17.95 Squadron . . . . . 17.95 Ginger . . . . . 17.95 Gold Medal . . . . . 17.95 Touch Off . . . . . 29.95
PONTIAC STREAMLINE JIG SAW WORLD'S SERIES CONTACT GRIDIRON SUBWAY	BIG BERTHA GOLDEN GATE LIGHTNING ELECTRO CANNON FIRE DROP KICK MERRY-GO-ROUND BEACON JACK RABBIT ACTION CRISS-CROSS DEALER	STAR-LITE TIT-FOR-TAT REBOUND SINK OR SWIM MAJOR LEAGUE BALANCE BUILDER UPPER CAVALCADE BEAM LITE BIG GAME QUICK SILVER MAN 'N MOON	
FLEET SUPER "8" MAJIK KICKER SENSATION LIVE POWER	Signal, Sr. . . . \$ 5.95 Rebound, Sr. . . . 6.95 Big Bertha, Sr. . . . 8.95	Action, Sr. . . . . 8.95 Gold Gulch, Sr. . . . 8.95	Call. Expr., Sr. 10.95 Budget, Sr. . . . . 39.95

1/3 Certified Deposit, Balance C. O. D. (Full Cash with All Orders for \$10 or Less.)  
These Prices for Domestic Sales Only.

## SUPREME VENDING COMPANY INC.

557 Rogers Ave., 1416 Webster Ave., 922-8th Avenue,  
Brooklyn, N. Y. Bronx, New York. New York, N. Y.

## SAVE MONEY ON NEW MACHINES

OUR MASS BUYING POWER BRINGS YOU LOWER PRICES

Brand New in Original Crates—Shipments Instantly.

<b>PAY TABLES.</b> Bally Derby . . . . \$99.50 Repeaters . . . . . 69.50 Mammoths . . . . . 59.50 Aces . . . . . 42.50 Carlocas . . . . . 33.50 Stock Market . . . . 92.50	Shells . . . . . \$67.50 Put 'N' Takes . . . . 27.50 Do or Don'ts . . . . . 29.50 <b>NON-AUTOMATIC TABLES.</b> Torpedo . . . . . \$35.00 Blue Ribbons . . . . 19.50	Streamlines . . . . \$16.50 Crusaders . . . . . 37.50 <b>COUNTER GAMES.</b> Tickers . . . . . \$ 5.00 Steeplechase . . . . 5.00 Harmony Bell . . . . 55.00
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Write for Complete Lists, Giving Bottom Prices All New and Used Machines.  
Terms: 1/3 Cash Deposit, Balance C. O. D.

## OPERATORS' SERVICE SYSTEM

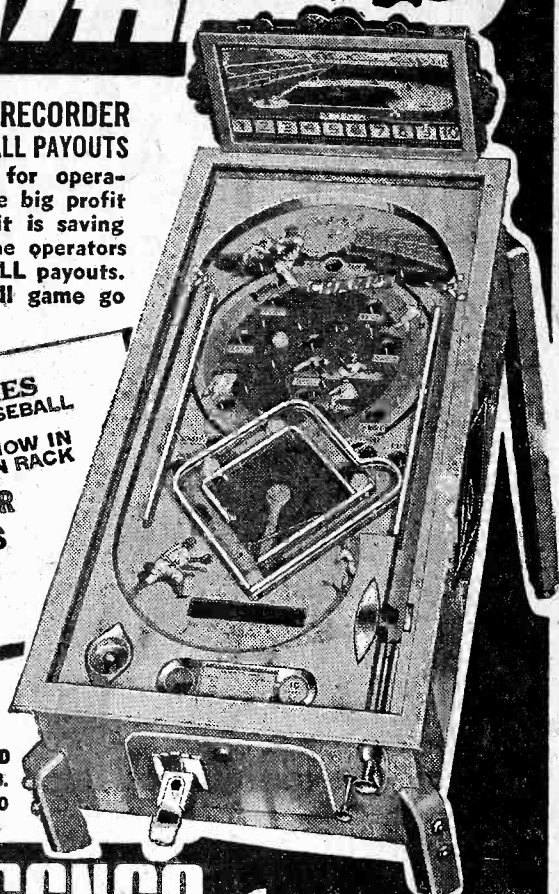
Main Office: 632 Madison Avenue, Memphis, Tennessee

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

**BIGGEST PROFIT MAKING NOVELTY TABLE**

**GENCO'S CHAMPS**

**SAVE YOUR PROFITS! RECORDER PERMANENTLY REGISTERS ALL PAYOUTS** CHAMPS is cleaning up for operators—it's bringing back the big profit days again. **HOWEVER**—it is saving all those big profits for the operators by permanently recording ALL payouts. Let this sensational baseball game go to bat for you **—today!**



- PLAYING CAPTIVE BALLS RUN THE BASES TEN BALL PLAY**
- FEATURES**
- REAL BASEBALL ACTION
  - RUNS SHOW IN LIGHTS ON RACK

**ORDER YOURS TODAY**

**\$54.50**

TAX PAID F. O. B. CHICAGO

**RUSH YOUR ORDERS TODAY FOR CHAMPS**

**GENCO Inc.** 2625 N. ASHLAND CHICAGO, ILL.

**THE ORIGINAL POKER ROLL DOWN GAME! "POKERINO"**

by **MUTOSCOPE**

With the Original **EXCLUSIVE Muto-scope** play features! | The **MUTOSCOPE EASY PAYMENT PLAN** also applies to **POKERINO**

"The Best for the Least"

**INTERNATIONAL MUTOSCOPE REEL CO. Inc.** 516-520 West 34th St. NEW YORK, N. Y.

**SUPERIOR SALESBOARDS**

GIFTS—NOVELTIES—PREMIUMS—PRIZES. Write for Catalog.

**MARKEPP Co.** 3902-4 6-8 CARNEGIE AVE. CLEVELAND, O. 1210-12 CENTRAL PARKWAY CINCINNATI, O.

**CAMPBELL UNITED SHOWS WANT**

Free Acts, Red Brady, wire; Fast-Stepping Team for Minstrel Show; also Musicians, Girls and Musicians for Paradise Revue; Help and Workingmen on all Rides; good Mechanic and Truck Drivers. Can place Sound Truck, also place Shows with or without outfits. Want Flat Rides, also, legitimate Concessions and Bingo exclusive. All address Williamsburg, Va., this week; Fredericksburg, week May 4; Ardmore, Pa., week May 11.

**Dennert & Knapp Combined Exposition, Inc.**

**WANT**—Motordrome and Grind Shows. Can place Frozen Custard and legitimate Concessions of all kinds. Want six Promoters capable of handling any kind of contest. Can place Loop-o-Plane and Auto Kiddie Ride. Frank Cook come on. George Goffas wants capable Concession Agents. Covington, Ky., this week; Newport, Ky., May 4 to 9; Chillicothe, O., May 11 to 16. All under strong auspices. All mail and wires as per route.

**WANTED FOR GREAT CONEY ISLAND SHOWS**

Man to take full charge of new Athletic Show. Must report immediately. Elwood Brown and Mike Murphy want for all new Circus Side Show, Glass Blowers, Tattoo Artist, Sword Swallower, Hawaiian Dancers, Bagpipers, Midgets, or any Act strong enough to feature. Show opens City Park, New Orleans, May 9-10; Balls, Tenn., May 12-16; Paris, Tenn., week May 18; then Dyersburg, Tenn., Cotton Carnival and Horse Show. Remember, this show has Free Gate at all times. Will finance any reliable Showman or Concessioner. CAN USE Ride Help, Scenic Painter, Concession Agents. Railroad Show this year. All wires Shelby, Miss., except Side Show People to Denham Springs, La. We also hold contracts for Free Fat Stock Show, New Orleans, La., April 30 to May 3.

**CLEARING HOUSE**

**BIGGEST ODDS IN HISTORY 400 TO 1**

THE BILLION DOLLAR NUMBERS GAME! BASED ON THE DAILY U. S. TREASURY BALANCE AS IT APPEARS IN YOUR DAILY NEWSPAPER AND PICTURED BELOW.

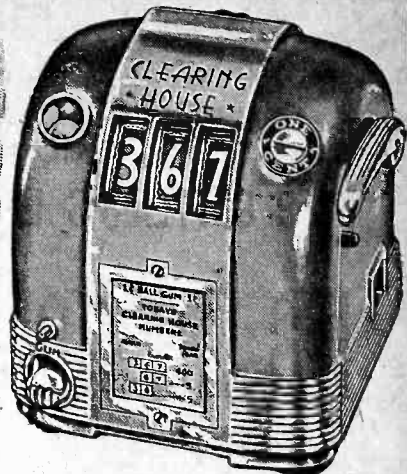
U. S. TREASURY REPORT.

Treasury balance...\$2,903,262,547.99

**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 47 comes up 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.

PLUS 10% Federal Excise Tax. With Double Door and Coin Register, \$2.00 Extra.



**A** ALREADY considered the BEST counter game money-maker of the year! Based on a Billion Dollar game! Construction is precision perfect in EVERY DETAIL as only DAVAL can build counter games! Beautiful, tasteful, modernistic design. Silent Reels. Ball Gum Vendor. Simple to understand. Quick to capture the BIG PLAY on ANY LOCATION! A DIFFERENT PLAY—BETTER Built Game! RUSH YOUR ORDER TODAY!

**\$17.50**

**DAVAL MFG CO 200 SO PEBODI ST CHICAGO**

**Coin Amusement Supply Co. Opens New Toledo Quarters**

TOLEDO, O., April 25.—Coin Amusement Supply Company, formerly known as the West Toledo Merchandising Company, celebrated the formal opening of its new quarters at 1353 Sylvania avenue here today with a gala party to which all the operators in the territory were invited.

The firm is now wholesale distributor for most of the manufacturers of coin-operated devices. The new showrooms are modern in every respect and the company will carry a complete line of machines and supplies at all times.

**\$5 Increase on Champs**

CHICAGO, April 25.—True to the Genco policy of always offering to operators quality-built games at low prices, this firm announced a new baseball game, Champs, at an exceptionally low price. Upon the production, however, the Genco costs per game far exceeded the advertised price, therefore the price of Champs has been increased \$5.

Champs is the only novelty baseball game on the market. It is a remarkable game from both the operator's and player's standpoints. Singles, doubles, triples, home runs and sacrifice hits may be made with the 10 balls played. Captive balls on the infield diamond actually run the bases. Runs are automatically recorded in lights on the backboard and balls played are visible. The operator has his profits protected by a permanent recording device which registers all payouts. Thus not only are collections simplified, but cheating on the part of the locations is eliminated. The game is attractively housed in a colorful cabinet.

**RACE COMMISSIONER—**

(Continued from page 3)

resented at the meeting, which was highlighted in the afternoon by a motion picture of a snow train presented by the Maine Central Railroad, brought here by A. W. Lombard, association's secretary-treasurer, who saw the film at the New England men's amusement park convention in Boston the past February and urged its showing before the MAFPA as part of his system of idea-exchange emanating either from the show business or commerce and industry.

Details of Commissioner Connors' speech, including figures contained in his report, plus other talks and committee appointments, will appear in the Fair Department of next week's issue.

**OHIO SET—**

(Continued from page 3)

the history of the Ohio valley. After a swing thru West Virginia, this show re-enters Ohio to play at Lisbon May 2, first in there in several years. The Russell Bros.' Circus is heading for Ohio at a fast clip and is reported to make its first Buckeye State stand at Hamilton May 11.

Lewis Bros.' Circus, scheduled to open at Jackson, Mich., May 4, will head this way, agents having visited several towns in this territory during the past two weeks. It is understood the show will

**WANT TO BUY**

**MILL'S DANCEMASTERS.**

Quote Best Prices. BOX 19, care Billboard, Arcade Bldg., St. Louis, Mo.

**EVANGELINE SHOWS**

**WANT**

Ten-in-One with own equipment and transportation. Illusion Show, Miniature City, Posing Show, Minstrel Performers and Musicians, Fun House, Dog, Pony and Monkey Circus; Merry-Go-Round, Loop-o-Plane. Concessions open: Cook House, Grab Joint, Show Cases, Ice Cream, Knife Rack, Ball Game, Diggers, Hoop-La, Blower, Bowling Alley, Palmist. All Wheels open. Address **MANAGER EVANGELINE SHOW**, Fayetteville, Ark., week April 27.

**METROPOLITAN SHOWS**

**WANTS**

Corn Game and other legitimate Concessions. Russian Fla. Fair next week and other Celebrations to follow. Write or wire Hastings, Fla., this week. **SAM LAWRENCE, Manager.**

**WANTED**

Feature Acts and Bingo Game for Oxford, N. C., Shrine Exposition, indoors, which opens here Monday, May 4. Wire details. Use Act at Wallace, week June 2. Wire quick.

**SHRINE EXPOSITION OFFICE**

**WANTED**

Shows with own outfits. American Palmistry, Long Range Gallery, Penny Pitch, Penny Arcade, Duck Pond, Pitch-Till-U-Win, Scales, Merry-Go-Round Foreman, sober and reliable. Open at Woodfield, O., May 2-9. Come on.

**CUNNINGHAM'S EXPOSITION SHOWS**

play a lot of Ohio this season as it did well in the Buckeye State last year.

W. J. Lester, contracting agent Cole Bros.-Clyde Beatty Circus, was here last week looking over near-by towns. Had intended to play Massillon on a Sunday but showmen there are said to have discouraged him on the Sabbath stop after recalling the bloomer played several years ago by the Sells-Floto Circus. In all probability the Cole show will play here this year since it passed up Canton last season after contracting it in its haste to get east ahead of other rail opposition. Date here will likely be early June, with more Ohio to follow. Pittsburgh is already set for two days late in May.

**FRANZ WOSKA—**

(Continued from page 3)

has been putting on wild animal acts at Benson's Wild Animal Farm, Nashua, N. H.

Appointment of a prominent trainer for menagerie supervision, being unusual in circus operation, leads some people to believe that Woska will have a cat act on the Big Show, maybe next season. Mr. Gumpertz silent on that, however.

Woska replaces Warren Jones, who died last year. Peter March has been filling it until now. He'll work under the new boss.

Show had virtual sellout this afternoon, with an executive attache saying only six seats were empty. A few new animals, including a flock of penguins arrived in and were installed in the menagerie in basement.

NOW READY FOR IMMEDIATE DELIVERY FOR OPERATORS WITH CAPITAL TO INVEST IN EXCLUSIVE TERRITORY ARRANGEMENT

# "ROLL-A-BALL"

Sensational 9 Ball Bowling Skill Game

- ABSOLUTELY LEGAL EVERYWHERE! CAN BE OPERATED IN CLOSED PIN GAME TERRITORY! (ROLL-A-BALL IS NOT A PIN GAME!)
- ALREADY PROVED GREATEST PROFIT MAKER IN YEARS—ON LOCATION! CALL AT OUR OFFICES TODAY—INVESTIGATE THIS STATEMENT YOURSELF!
- ROLL-A-BALL IS THE NEW MACHINE YOU HAVE BEEN SEEKING! 9 WOOD BALLS FOR 5c. MODERN BOWLING ACTION. 100% SKILL PLAY. REGISTERS RECORD WINNERS (OPTIONAL). NEW SCORE LIGHTS ARRANGEMENT. 12' OR 14' LONG BY 29" WIDE. CAN BE SET AT ANY HEIGHT DESIRED. FIT FOR INDOOR OR OUTDOOR LOCATIONS. COIN OPERATED. IT'S THE NEW SENSATION NOW READY FOR DELIVERY!

CALL - WRITE - WIRE - PHONE IMMEDIATELY!  
**GEORGE PONSER COMPANY**

11-15 EAST RUNYON ST. (All Phones: Blgelow 3-2335) NEWARK, N. J.

## Mutoscope in Production On New Hurdle Hop Game

NEW YORK, April 25.—Announcement was made today at the International Mutoscope Reel Company, Inc., this city, that the firm is now in full production on its Hurdle Hop machine, which created a sensation among many leading distributors who, confidentially, saw it for the first time at the past convention. The firm announces that the machine was sold to it by Rudolph Hatter, well-known coin-machine inventor, and developed by him in the Mutoscope plant. Mutoscope has the exclusive rights to this miniature skee-ball in pin-game form.

The factory is in complete production. All tools and jigs are completed. Two models of the game are being manufactured. A ticket model and a non-ticket game with "score-at-a-glance" arrangement. The play of the game is fascinating. The balls shoot up an incline and enter into score pockets arranged in circular fashion at the head of the slope.

Bill Rabkin, president of the firm, reports: "We have taken our time in the development of the Hurdle Hop. We believe that the game will remain permanently on location. Our arrangement of the 'score-at-a-glance' feature has won much praise. The ticket model

game incorporates all the best features of the ticket vending unit for absolute and positive checkup by the operator and yet greatly adds to the play of the game itself.

"The game has been thoroly tested on location and the reports which we have received are truly remarkable. We are certain that operators will agree with us that Hurdle Hop has absolute permanency. Every precision manufacture feature is incorporated into the game."

The player immediately becomes familiar with the game because of its skee-ball principle of play. The scoring is so arranged that the player is continually informed of his progress, and the general tantalizing appeal of the high-score pockets is unique. The game is well arranged for size so that the shorter, miniature effect of the skee-ball play is not affected to any extent. Cabinet is attractive and ticket unit cleverly incorporated into the play. Mutoscope swivel plunger is used and set into center of the cabinet so that direct shots for high-score pockets are possible. New type legs are used and no batteries are needed.

Mutoscope reports that national coverage of the market will be made possible within the next few weeks. First games are already contracted for and shipments arranged.

## Pamco's New Payout Is Nearing Production

CHICAGO, April 25.—Pacific Amusement Manufacturing Company is about to spring a new surprise payout table. It is said that Pamco engineers have been developing the game for some time, that they've tested it in various types of locations with such favorable results and that production will soon be under way.

Altho the new game has not been announced as yet, new principles of scoring and different ball animation embodied in the machine have caused much favorable comment among jobbers who have seen it. With Pacific Amusement going on record for producing a successful line of popular numbers, Fred McClellan says: "If it's a Pamco game you can bet your bottom dollar we're adhering strictly to Pacific's policy of testing and proving everything we release."

## "Snag" Roberts Fatally Injured in Auto Crash

DALLAS, April 25.—C. H. (Snag) Roberts, one of the most successful pin-game operators in this territory, was fatally injured in an automobile accident Wednesday near Frederick, Okla.

Roberts, whose business and home were located in Vernon, Tex., was on a goodwill merchants' tour with other Vernon business men. The car, owned and driven by a fellow Vernon merchant, turned over three times after leaving the highway. Robert's back was broken and he died the next day at 7:30 p.m. Funeral arrangements had not been completed at this writing.

# Announcing 2 NEW GAMES by CHICAGO COIN

**finance** **\$39<sup>50</sup>\***

**NONPAYOUT GAME**

HIT NUMBER **1**

**System**

**ODDS CHANGING  
NONPAYOUT GAME**

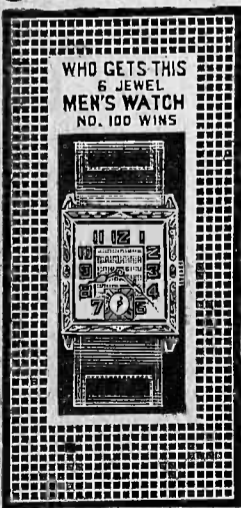
HIT NUMBER **2**

**\$52<sup>50</sup>\***

**CHICAGO COIN Corporation**

1725 DIVERSEY BLVD. ★ CHICAGO ILL.

## OPERATORS



DON'T PASS THIS UP.

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.

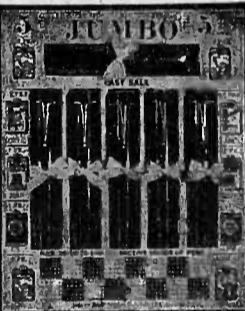
**LEE-MOORE & CO.**

180-182 West Adams St., CHICAGO.

## 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.



## 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.

## EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. J. H. Keeney & Co. Exhibit Supply Co.  
Pacific Am. Mfg. D. Gottlieb Co. Daval Mfg. Co.  
Groetchen Mfg. Co. A. B. T. Co. Western Equip. Co.

**KEYSTONE NOV. & MFG. CO.** 26th and Huntingdon Sts. PHILADELPHIA, PA.



## SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$19.50 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.05. 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.

## BANG! THREE MINUTES TO GO! WIN WITH BANK NITE. BANG!

A Salesboard that increases the same interest as your local theater Bank Nite. Write for information. State your business.

### GLOBE PRINTING COMPANY

1023-27 Race St., PHILADELPHIA, PA. 22 West 23d St., NEW YORK, N. Y.  
418 S. Wells Street, CHICAGO, ILL. 248 Marietta St., N. W., ATLANTA, GA.  
1352 N. E. First Ave., MIAMI, FLA. 3802 1/2 McKinley St., TAHOOMA, WASH.  
227 S. Presa St., SAN ANTONIO, TEX.

**NOW  
125.00**

**NEW  
PRICE**  
IN EFFECT  
**MAY 1<sup>ST</sup>**  
**\$149.50**  
F.O.B.

BY SPECIAL COURTESY TO BILL-BOARD READERS—we extend the effective date of the new price increase—to MAY 5TH . . . Positively no orders will be accepted at the low price after this date.



INSERT COIN TO START GAME

THIS COIN CHUTE To Make Additional Bets at any time before end of game

Were we to increase the price of  
**“BIG RICHARD”**  
to **\$500.00**

It would be a low price at that—  
No other machine—regardless of price, can equal or compare with this Sensational Creation that has won the admiration of the entire Coin Machine World.

To engineer a game—that is practically equal to 20 average pin tables in earning power for the operator—is, without a doubt, far from ordinary.

**THINK OF IT!!**  
**20 COINS PER GAME**  
**\$60.00 PER HOUR**

“BIG RICHARD” is that kind of a game that hardly has an idle moment where the crowds gather. Its marvelous performing mechanism (yet simple)—is built to perform mechanically perfect day and night—day after day.

“BIG RICHARD” has proven you must have something different to get TOP MONEY from locations.  
**HURRY—HURRY—HURRY—Order at the low price.**

**YOU’LL NEVER KNOW** what big collections are till you put “BIG RICHARD” on your spots.  
**HURRY! HURRY! HURRY!**  
**ORDER RIGHT NOW**  
**FROM YOUR JOBBER**

**EXHIBIT SUPPLY CO.**  
4222 W. LAKE ST. • CHICAGO

**ORDER NOW!! SAVE 24.50**

Exhibit's Perfected

# BIG RICHARD

## “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



Double Door and Register

**\$12.00**  
— With Register and Double Door, **\$1.50 Extra**

**BALL GUM**  
15c a box (100 pieces)  
**CASE LOTS,**  
100 Boxes, \$12.00.  
1/3 Deposit With Order.

## 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 C. O. D.  
For Quick Action, Wire Money With Order.

**WESTERN ART LEATHER CO.**  
1646 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

Jack Pot Pays \$0	Jack Pot Pays \$0
\$2 50	\$2 50
\$5 00	\$5 00

PUT TAKE

LAST PUNCH IN EACH SECTION RECEIVES ONE PUNCH IN RED JACKPOT TOP

## CLEARING HOUSE

WITH GUM VENDER. Three Games in One  
(1) CLEARING HOUSE AWARD, with the tantalizing odds of 400 to 1. (2) CIGARETTE AWARD, with maximum odds of 150 to 1. (3) BEER AWARD, with maximum odds of 100 to 1. Average Total Payout 50% .  
**HOW THEY WILL GO FOR IT!**  
Get busy while it's hot! Be first in your territory to clean up with CLEARING HOUSE!  
Order Today!

**\$17.50** Register and Double Door **\$2.00 Extra**

**BALL GUM**—Box of 100, 15c. Case of 100 Boxes for \$12.  
1/3 Deposit, Balance C. O. D.

**SICKING MFG. CO., INC.**  
1922 Freeman Ave., Cincinnati, Ohio  
AMERICA'S OLDEST DISTRIBUTORS—EST. 1895



## 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.

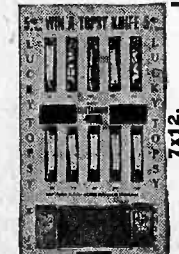
**TRI-STATE NOVELTY CO., INC. BRISTOL, VA.**

## NEW TOPSY KNIFE

TOPSY NEGRO KNIFE — 10 BEAUTIFUL TOPSY KNIVES IN JACK POT IDEA. ASSORTED COLORS.

TAKES IN . . . . . \$35.00  
PAYS OUT . . . . . 9.00  
PROFIT . . . . . \$26.00  
SAMPLE, \$3.25—LOTS OF 10, \$3.00.

**ATLAS NOVELTY & PREMIUM CO.**  
623 E. Wyoming Ave., PHILADELPHIA, PA.  
Send for Circulars on 6 New Numbers.  
DISTRIBUTORS OF SUPERIOR SALES BOARDS.



# IF You want to FILL UP YOUR MONEY BAGS

## Order "PAMCO PALOOKA"

### PINCH HITTER

loads up collections day after day. "PINCH HITTER"—Brand NEW—with RECOIL BALL ANIMATION—with AUTOMATIC and SKILL-CONTROLLED CHANGING ODDS—payouts of 10c to \$1.50—is a piece of operating equipment in 1 or 5-ball play you NEED and can easily afford at

**\$119**

### RED SAILS

Bulges with CASH—with PLENTY of EXTRA MONEY over and ABOVE the average pay-table game. "RED SAILS" with distinctively DIFFERENT ACTION—is steadily INCREASING in MONEY POWER—Take it in 1 or 5-ball play for REAL EARNINGS at

**\$119**

It's IN THE BAG, Mr. Operator! And there are PLENTY of REASONS why! "PAMCO PALOOKA" with (1) BOWL-TYPE SCORING—(2) AUTOMATIC CHANGING ODDS—(3) SIX COIN CHUTES—takes in SIX TIMES the MONEY you'd get from ANYTHING else! Has a WEALTH of NEW OPERATING FEATURES. Be guided by Big-Time BELL and Payout Operators if you want HEAVY MONEY. Order "PAMCO PALOOKA". It's IN THE BAG at

**\$189<sup>50</sup>**



50" x 24" Electopak Standard Equipment, Check Separator and Checks Extra.

U. S. Pat. 2029177.

write wire

## PACIFIC

### AMUSEMENT MFG., CO.

4223 West Lake St. Chicago, Ill. 1320 South Hope St. Los Angeles, Calif.



### BREAKING ALL POPULARITY RECORDS!

80 % Goes to the Players! They Love 'Em!  
Gets Results Where Others Fail—Lightning Fast Returns.

SAMPLE BARREL	\$ 3.00
Refills	2.75
TAKES IN	174.00
PAYS OUT	130.00
Nets	\$44.00

AGENTS Rush \$3.00 for Trial Barrel—Your Money Cheerfully Refunded if Not Entirely Satisfactory.

INDEPENDENT NOVELTY CO., 220 N. 5th St., SPRINGFIELD, ILLINOIS

## CANDY for VENDING MACHINES

ARE YOUR MACHINES SHOWING SATISFACTORY PROFITS?  
If Not, Give Our Attractive Line of QUALITY Bulk Confections a Trial.

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Write for Details and Price List

### PAN CONFECTION FACTORY

(National Candy Co., Inc.)

345 W. ERIE STREET

CHICAGO

## ATTENTION, BARGAINS OPERATORS and JOBBERS on RECONDITIONED GAMES

We have the following New Games for Sale at Factory Prices:

Pamco Palooka, Red Sails, Daily Races, Brokers Tip, Bally Multiple, Pari-Mutuel, Hialeah.

Operators with Used One-Ball Payout Games; write immediately for our Special Trade-In Proposition on Pamco Palooka Games.

PLEASE NOTE—Every Machine Looks Like New and in Perfect Condition.  
TERMS: One-Third Deposit With Order, Balance C. O. D.

10 Pamco Parlay Srs.	Each. \$59.50
2 Bally Golden Harvest, 10 Ball	57.50
10 Bally Jumbos, 1 Ball, Cash Payout	47.50
4 Bally Prospectors, Cash Payout	32.50
2 Bally Ace, Cash Payout	24.50
2 Bally New Yorkers, 10-Ball P'yo't	17.50
2 Bally Red Arrows, 1 Ball Payout	11.50
2 Bally Blue Rockets	10.00
1 Exhibit Whirlpool Ticket Game	29.50
10 Bally C. O. D.s	7.50
5 Bally Traffic C.	6.50
15 Daval Pennypacks	7.50
3 Mills Tickettes	4.75

### CAROLINA NOVELTY COMPANY

216 North Martin Street,

Elizabeth City, N. C.

## BARGAINS BARGAINS

DAILY LIMITS (Slightly Used) \$72.50  
(An order of 3 or more, \$67.50 each)

ELECTRIC BAFFLE BALLS 42.50

All machines guaranteed to be in excellent shape. One-third deposit must accompany all orders. All prices F. O. B. Dallas.

### NATIONAL SALES & DIST. CO.

3138 SAN JACINTO,

Phone, 3-2266.

DALLAS, TEX.

## 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

# A



★  
**149.50**  
 COMPLETE  
 WITH

**ROCK-O-PAC**

★  
TICKET UNIT .. \$10.00

★  
MINT VENDOR \$10.00  
★

# ROCK-OLA MFG. CORPORATION,



# ALAMO

## Rock-Ola's superb new One-Shot with Mint Vendor and Ticket Unit!



There comes now on the coin machine scene a superb new table. A table new in idea. New in design. New in mechanical makeup. And new in money-making ability. It is the best money can buy.

This table is a one-shot engineered by Rock-Ola. A one-shot styled by masters. It is the most important new table in the business today. No shrewd operator will allow a single fact or detail to escape him.

Just turn your imagination loose on a table with all these magnificent features: multiple coin chute that plays 5 coins at a time . . . escalator showing last 5 coins played . . . equipped with Rock-O-Pac . . . automatic change-over from Rock-O-Pac to batteries or vice versa . . . changeable odds . . . \$10.00 top award . . . \$8.00 pocket . . . Battle of Alamo sound effects . . . mint vendor and ticket unit if desired . . . in-a-drawer mechanism . . . side door inspection . . . 50-inch cabinet . . . lights . . . colors . . . and a money capacity that can net you \$40.00 a day!

That, is ALAMO. And ALAMO is this country's new win-

ner. ALAMO has captured the imagination of the American public. ALAMO'S play-idea has the fascination of magic itself. Instead of the ordinary layout, the 5 pairs of pockets are arranged in one row across the bottom of the field. The new 1 1/4-inch Cateline Ball comes dodging down the field. As it rolls over each switch the odds increase. From a dime up to ten dollars. To win the ball must go in a lighted pocket. Each coin lights one pair of pockets. The chute takes from one to five coins. The five coins light all the pockets. That's 25c a game instead of the usual nickel. With these facts you can easily figure for yourself the tremendous profit possibilities of ALAMO.

ALAMO, gentlemen, is no ordinary table. Please understand that. ALAMO is a true masterpiece. THE one-shot. So make no mistake. Waste no time. ALAMO is too impor-

tant. It means too much to you. The stakes are the greatest in all coin machine history. To act quickly is to act wisely. \$40.00 a day is not hard to take. That's \$1,000 a day on twenty-five ALAMOS!

See your nearest Rock-Ola Distributor today!



*Remember the ALAMO for \$40 a day Profits!*

**800 NORTH KEDZIE AVENUE, CHICAGO, ILL.**

# Earn MORE Money



- 1-BALL PLAY
  - CHANGING ODDS
  - PAYOUT or TICKET
- 50 in. by 24 in.

**\$115<sup>00</sup>**

Ticket Model \$125.00.  
Check Separator \$5.00  
Extra.  
F. O. B. Chicago.

## ALL-STARS

BASEBALL thrills in a high speed 1-SHOT game with ANIMATED ODDS CHANGER — new DOUBLE AWARD feature — MYSTERY POCKET with \$3.00 TOP. ALL-STARS is already smashing Bally Derby's record for sales volume and sensational profits to operators. Get your share! Wire your Jobber today for at least a sample ALL-STARS.



- 1-BALL PLAY
  - 6 COIN CHUTES
  - AUTOMATIC PAYOUT
- 44 in. by 22 in.

**\$177<sup>50</sup>**

F. O. B. Chicago.

## PARI-MUTUEL

Players PICK THEIR OWN ODDS! That means 6 PLAYERS not only can but ACTUALLY DO PLAY every game — because players pick BIG WINNER pockets or MORE FREQUENT small awards, depending on their individual skill or self-confidence. It's everybody's game, anybody can win—and somebody's bound to win, as there are NO OUT-HOLES. Here's the ideal game for crowded noon-hour spots—takes the place of 5 or 6 machines and earns more money!

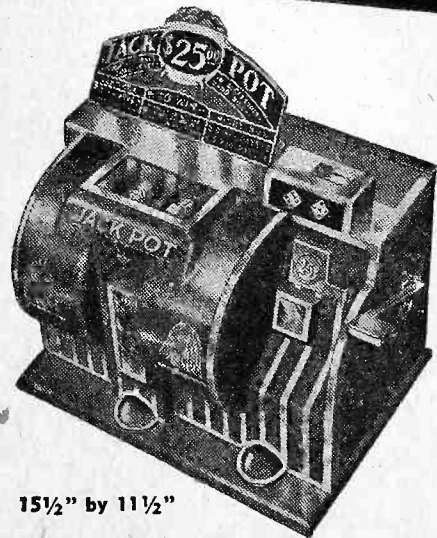
**ORDER YOURS TODAY!**

## RELIANCE Payout DICE GAME

"So real you can almost feel the dice rattle in your fist!" That's what they say about RELIANCE—the "automatic ivories" that duplicate every play known to dice! Player wins on 7 or 11, loses on 2, 3, or 12—or, on any other number, gets FREE PLAYS till he "makes his point" or loses dice on a 7. \$25.00 GOLD AWARD FOR 4 "naturals" in a row! Get in on the biggest profits in history—order today while there are still spots open!

NICKEL \$119<sup>50</sup>  
PLAY  
QUARTER \$124<sup>50</sup>  
PLAY

F. O. B. Chicago



15½" by 11½"

# BALLY MANUFACTURING COMPANY