

RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

* 15 Cents

MARCH 6, 1937 MAR 8 1937

The Billboard

The World's Foremost Amusement Weekly

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BENNY GOODMAN

MANAGEMENT MUSIC CORPORATION OF AMERICA

The PARADISE
Presents



"Delighted the audience with her restraint and charm. One of the ten best undressed women in America."
—WALTER WINCHELL,
Daily Mirror.

Janis Andre is the slim, exciting young beauty currently featured at the Paradise. For years she has had a phobia—horses. That was because as a child she saw a horse throw its rider in Central Park and since then has never been willing to take a buggy ride, much less go horseback riding in the park for exercise as suggested by her physician. Came the new Paradise show and, to the girl's dismay, she learned she was assigned to ride a live horse chained to a treadmill. And so, every night now Janis Andre in the nude sits on the back of a galloping pony—scared to death. But so is the boss!
—LOUIS SOBOL,
Evening Journal.

**2nd CONSECUTIVE
ENGAGEMENT**
direction
WILL WEBER
Bond Building New York

Janis André *as*
LADY GODIVA
OF PARK AVENUE
In the PARADISE *New* SPRING PARADE

The Billboard

Vol. XLIX
No. 10

The World's Foremost Amusement Weekly

March 6,
1937

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CALIFORNIA BILL OPPOSED

Social Security Act

As It Affects Outdoor Amusement Fields

An erroneous impression seems to exist that outdoor amusements do not come within the purview of the Social Security law. The Billboard therefore has asked an authority on federal tax laws, a former showman who knows show angles, to write a short series of articles explaining the working of the Act as it concerns the outdoor amusement world.

Owners, performers, musicians, concessioners and all others employed by circuses, carnivals, parks, etc., will find these articles invaluable. The series starts in The Billboard dated March 20.

Showmen in State Organize To Defeat Proposed Legislation

Claim tax measure would throttle outdoor amusement business and create new unemployment situation—mail letter to all interested to bring pressure to bear

SAN BERNARDINO, Calif., Feb. 27.—Under the aegis of Roy E. Ludington militant opposition is rapidly organizing to defeat Assembly Bill No. 532, now referred to the California Committee on Judiciary General. Bill would provide a State tax of \$250 per day on any type of traveling show exhibiting in California and not playing in an established theater. Section 3368 of the bill further provides that counties may levy a maximum tax of \$200 per day and cities \$125. Showmen claim that such taxes would vitally throttle the traveling outdoor amusement business in California. The forces marshaled under the leadership of Ludington to fight this proposed legislation term themselves the Outdoor Showfolk of the State of California and Allied Interests.

As a first step in their campaign Ludington and his associates have prepared for distribution among tradesmen, committees, fair directors, celebration heads and others the following letter:

"We would like to call your attention to Assembly Bill No. 532, introduced by Mr. Flint January 15, 1937, and referred to Committee on Judiciary General:

Sec. 2. Section 3367 is hereby added to the Political Code to read as follows:
"3367. Any circus, carnival or similar (See CALIFORNIA BILL on page 67)

Ask Changes In S. S. Tax

Showbiz orgs probe social security setup—independent contractor rule is hit

NEW YORK, Feb. 27.—Practically all important categories of indoor show business are lining up in opposition to the current system of levying the social security tax. Point which is flooring everybody is the independent contractor ruling, which, if not amended, presents seemingly insurmountable obstacles to band leaders, vaude and night club acts, and radio and legit actors. Inasmuch as the independent contractor ruling is the only one in the social security laws that specifically applies to show business, efforts on the part of William Feinberg,

Save Your S. S. Card

WASHINGTON, Feb. 27.—Social Security Board states that all employees to whom account numbers have been issued should report the assigned account numbers immediately to their employers. This may be done by letter or by showing the card on which the number is printed. Afterwards card should be placed in a safe place until such time as it may be needed. Damaged cards or lost ones will be replaced by the board upon application.

secretary of musicians' local 802, to have it amended will be watched with interest. Feinberg, who is trying to shift the responsibility from the independent contractor, usually the band leader, to the "real employer," such as a hotel proprietor, received an invitation to null the proposition over with Washington (See ASK CHANGES on page 3).

Glick Places Big Order For Chevrolet Tractors

BALTIMORE, Feb. 27.—Charlie T. Goss, representing the Standard Chevrolet Company of East St. Louis, Ill., was here this week for a conference with William Glick, president of the Ideal Exposition Shows, Inc.

Following the meeting Goss was awarded an order for 20 new Chevrolet tractors by Glick for immediate delivery. The sponsors of the Ideal Exposition Shows have lined up plans to have the world's largest motorized carnival and list this as the initial order for tractors toward that end.

Problem of Strollers To Be Tackled Soon by Local 802

NEW YORK, Feb. 27.—Musicians' Local 802 will attempt to iron out the problem presented by strolling units as soon as more important matters are cleared, according to William Feinberg, secretary of the union. Question has recently become a problem of some importance, owing to complaints that strollers were not given proper consideration in the matter of a minimum wage scale.

Currently strollers in this area are classed as relief bands and receive \$50 a week per man in Class A spots, where they work for not more than three hours during a five-hour period. Wage falls to \$44 in Class B spots. Claim is that the remuneration is insufficient in that strollers are required to remain on their feet and entertain a good portion of the time and must learn an extensive repertoire of songs. Their income from tips is too indefinite to be considered, strollers claim.

Chicago is the only local which spec-

ifies a higher scale for these relief bands. Class A hotels paying \$2 an hour per man. Second and third-class spots pay \$1.50 and \$1 respectively, this last classification covering the smallest niteries and former saloons and taverns. Chicago local specifies, too, that employers must give strollers at least 30 hours of work per week.

States Lining Up for Participation In New York World's Fair of 1939

NEW YORK, Feb. 27.—Major General Dennis E. Nolan, Director of State Participation in the New York World's Fair, announced today that 18 State legislatures throughout the U. S. already have under consideration bills for participation in the 1939 exposition.

Pennsylvania has assumed the lead in the amount of money proposed in pending bills, measure calling for an appropriation of \$500,000, with the stipulation that the fund be used for the erection of a building, the leasing of exhibit space, expenses of a commission and the operation of the exhibit. The Pennsylvania bill is the first to provide for the erection of a separate State building, most States depending on the fair-erected Hall of States to house their exhibits. Several, however, are considering individual buildings.

General Nolan and a staff of commissioners have already visited 42 States,

extending official invitations to governors and in some instances appearing before legislatures. Nolan reported an excellent response to the fair's invitation and predicted that the New York event will have a larger State representation than any previous exposition.

New York, the host State, has already appropriated \$2,200,000 for parkways, bridges, a boat basin and landscaping of the fair site and provided \$90,000 for the expenses of a commission. The commission is studying plans for an amphitheater to cost approximately \$1,000,000, and the current legislature is also being asked to approve of an additional \$2,000,000 for additional roads and bridges.

Current legislatures in the following States have official appropriation bills before them: Arizona, Colorado, Connecticut, Idaho, Maine, Massachusetts, Missouri, New Hampshire, New Jersey, (See STATES LINING on page 9)

Circuits Plan Drive for San

Fund drive follows formal transfer of NVA san title to Rogers Memorial Com.

NEW YORK, Feb. 27.—Major L. E. Thompson, of RKO, at a luncheon here Friday attended by general sales managers of important distributing companies, outlined plans prepared by himself and Harold Rodner, of Warners, in connection with the forthcoming drive in behalf of the Will Rogers Memorial Hospital at Saranac.

Among those present were Abe Montague, Columbia; Jules Levy, RKO; Neil F. Agnew, Paramount; John D. Clark, 20th-Fox; James R. Grainger, Universal; Gradwell L. Sears, Warners; A. W. Smith Jr., United Artists; J. J. Milstein, Republic; Edward J. Peckay, Grand National; George W. Weeks, Gaumont British; and A. P. Waxman, director of the campaign under supervision of Thompson and Rodner.

Formal transfer of the title of the san to the Rogers Memorial Commission was done Thursday at the 20th-Fox Movie-tone studio here.

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FLORIDA NOT SO HOT

Night Clubs Use Name Talent; But Business Is Poor, Anyway

Talent mostly lure to coin machines which dominate Miami spots—Royal Palms biggest grosser due to monopoly on legal gambling devices—girl shows fold

MIAMI, Feb. 27.—Local club owners are already folding their tents after taking it on the chin for another season. First it was the ban on gambling and then the bad weather and then the domination by slot machines, leaving most club operators limp and muttering hopefully "we'll make it up next season." The 10-week tourist season ends March 15. However, despite the poor business, more name talent has been used this season than ever before; and, more than that, talent has been paid off. Harry Richman, always a great Miami favorite, has been getting \$3,500 a week at Merv Wertheimer's Royal Palms Casino, which has been doing sensational business, being the only local spot openly operating roulette wheels and dice tables. Wertheimer did this by attaching coin-in-slot devices to the wheels and dice tables and then licensing them as slot machines. The Yacht Club Boys, drawing \$2,500 a week, are being featured with Richman at the Royal Palms. Benny Fields, at \$2,000 a week, has been heading the sock shows at the Hollywood Yacht Club. (See FLORIDA NOT on page 11)

Fort Wayne Shrine Sold

FORT WAYNE, Ind., Feb. 27.—A blow to the showing of large road productions here occurred Friday, with the sale of the Mizpah Shrine Temple for \$70,000 to C. Howard Cadie, evangelist, of Indianapolis. The building had been in receivership for some time. Its original cost was around \$1,000,000.

While Cadie had made no definite plans this week other than to say he would use the building for evangelistic purposes, it was indicated that the 3,000-seat auditorium with its spacious stage would not be available to shows conflicting with Cadie's views on entertainment.

Taylor Dance Recital

NEW YORK, Feb. 27.—Peggy V. Taylor will give a dance recital March 12 in the Chamin Auditorium here. Piano interlude by Mitchell Sadewitz.

Mills Has Plan For Disc Industry

NEW YORK, Feb. 27.—Irving Mills, head of the Master Records Company, will divulge his plans for "rehabilitating the disc industry" at an afternoon reception in his studios March 6.

Advance dope on his plan suggests that Mills will have radio, the medium which he blames as the cause of the death of the record industry, help the sales of his records. According to Mills, radio will be of definite help by popularizing the bands and singers who will make his Master and Variety records, but these same records will be sold and exploited to the public with the understanding that the tunes will not be heard on the air.

Epidemic-Epidemic

NEW YORK, Feb. 27.—What with a local cafe advertising gin and Leon and Eddie's featuring Salomo-Salome, Oriental dancer, it appears as the 20th Century-Fox started something with its Simon-Simons.

The literary boys are trying to trace the source of the new epidemic and are dividing blame between Gertrude Steln and the double-talkers.

Just for the Record

NEW YORK, Feb. 27.—A. P. Waxman has been retained by the Will Rogers Memorial Commission to handle the forthcoming campaign for funds for the Rogers Memorial Hospital, formerly the NVA sanitarium at Sarasota.

This despite the fact that no financial accounting of the last drive has been released to the trade as promised.

Chicago TMA Lodge Initiates New Members

CHICAGO, Feb. 27.—Fourteen new candidates were initiated at the last regular meeting, February 24, of the Theatrical Mutual Association, which was known as Pete Shayne Night. Among the new members were Harry J. Sommer, John C. Mulvaney, Harry W. Flack, Morris Lubin, Bernard Edelman, Nate Glicksberg, Sol Stasel, Oliver L. March, Henry Fox, Ora D. Bobb, Gustav Anders, Arnold Swanson, Irwin S. Stasel and Al Hillert. Next meeting is scheduled for March 24.

L. A. Project Moves

LOS ANGELES, Feb. 27.—George Gerwing, State director of the Federal Theater Project, announced that he would move his office within the next few days from local FTP headquarters, in accordance with recommendations resulting from a WPA investigation into complaints against the Los Angeles project recently. Officials said that J. Howard Miller, regional director and target of most of the criticism, would also move temporarily, with the probability that he will follow investigation recommendations soon and establish his headquarters in Salt Lake City.

New York Project Presents Two Shows That Score Nicely

NEW YORK, Feb. 27.—The Sun and I, by Barrie and Leona Stavis, is not the wittiest of satires, but it is a well-dressed play of good entertainment value. This fact, when you consider that the commercial legitimate theater has recently foisted so much badly produced poppycock on the public for a top price of \$8.30, is pregnant with meaning and adds weight to the plaint of some producers that the WPA Federal Theater is cutting in on grosses. Making a choice between the late *Call Me Ziggy* and *Be So Kindly* at the aforementioned top and *The Sun and I* or *Power* at 55 cents should be easy for the public.

Leaving out the matter of admission prices and contemplating the latest venture of the Popular Price Theater by the canons of pure art, the production is still of value, if judged by no other criterion than its settings. Tom Adrian Cracraft has dressed up the six scenes with a lavish and at the same time restrained hand. His subject matter afforded good material, and he has done uncommonly well.

The yarn itself is no great shakes, being

a Biblical allegory dealing with Joseph and his brethren. Joseph, thrown out of the family circle and sold into slavery by his brutal, stupid kin, becomes a terrific power in the government of Egypt despite the fact that he is an infidel. His character development shows a conglomerate personality possessing traits of benevolence and harshness. He finally loses out, however, when he comes to grips with established religion.

Three men take the acting honors, David Enton, as Joseph; Gustave Gordon, as Potiphar, and Frederico Tosere, as Pharaoh.

Peace has special music by Thomas K. Scherman, costumes by Charles Hawkins and staging by Edward Goodman and Lucius Moore Cook. P. A.

NEW YORK, Feb. 27.—Power, the new WPA Living Newspaper production at the Ritz, punches hard and straight. In its slam at abuses of privately operated utilities, notably electricity, it illustrates graphically the high point to which the Living Newspaper's episodic, jerky technicians (See NEW YORK PROJECT on page 9)

Golden Gate Goes on a Binge As Curfew Is Briefly Brodied

SAN FRANCISCO, Feb. 27.—Last weekend San Francisco, always fond of celebrating, went on a spree the like of which hasn't been seen since New Year's Eve. Three hundred and nine drunks were landed in the city jail, just a few under the record set at the opening of the year. Reason for all this hilarity was the repeal, for a few days only, of the 2 a.m. closing law on all bars, taverns and other places where liquor is sold.

Last week Chief of Police William J. Quinn authorized an "around the clock" serving system after City Attorney John J. O'Toole ruled that the closing law ended with the repeal of prohibition. However, the State Board of Equalization, under Don Marshall, local chief, began to function in the city,

clamping down the lid. This resulted from an order issued by Richard E. Collins, board chairman, who insisted that San Francisco must be considered in the same category as other California communities. Leveling a blast at the city, Chairman Collins said:

"Debauches such as have occurred recently in San Francisco thru failure to enforce the 2 a.m. closing law obviously are contrary to public welfare and morals and will not be tolerated. Failure on the part of any licensee to observe the rule will result in immediate proceedings for revocation of his license, and he will also face criminal prosecution."

Meanwhile a test case was being appealed to the appellate division of the Superior Court here on a recent ruling by Municipal Judge Thomas Foley that a cafe operator had committed no wrong by selling liquor between 2 and 6 a.m. Judge Foley, basing his decision on a previous ruling in Los Angeles courts, said the closing regulation had died with prohibition. Most spots where liquor is sold, however, are careful to close at 2, at least for the time being, and take no chance on having State board men take away their permits.

How They Make Pix

HOLLYWOOD, Feb. 27.—Joe Bigelow, trade paper reporter who reformulated to write for Sam Goldwyn, was given the usual rib treatment when he got here. Bigelow sat in a story conference for three days and not a soul at the gabfest spoke a word to him. Finally, at the end of the three days, Bert Kalmar, of Kalmar and Ruby, turned to Bigelow and said: "Did you ever have a nervous breakdown?"

Bigelow says that for the first two days he was at the studio he had absolutely nothing to do. It got so, he says, that he was giving his desk the "hat foot."

WPA Theater Boils Again

Somervell - Barber status uncertain—talk of wage, personnel cuts raises temp

NEW YORK, Feb. 27.—WPA Federal Theater pot has begun boiling again, the latest controversial angle being the possibility of control of the project being removed from the hands of Lieut. Col. Somervell, local WPA administrator. Understood that a national board of directors may be set up.

Status of Philip Barber, should the report become an eventuality, is uncertain. Barber, when questioned Friday as to the basis of the rumor, said he knew nothing about it. Thus far, however, it has not been denied by FTP headquarters.

Other items giving the boys St. Vitus dance are a threatened pay cut for everybody except key administrative men to \$23.86, and a cut in personnel.

William Feinberg, secretary of musicians' local 802, will try to attend the Workers' Alliance jamboree in Washington March 13 and 14, during which confab the matter of setting a union scale for WPA musicians is likely to come up.

DETROIT, Feb. 27.—Staff of the WPA Federal Theater Project here has been raised to 75, with the addition of six actors from the New York project.

Project, which reopened last week with *Around the Corner*, after being dark since the beginning of November, has been placed upon a sound operating basis with two acting companies. Each play will run two weeks. Second production, introducing the second company, will be *200 Were Chosen*, opening next Wednesday.

Vaude unit has been disbanded to allow the cast to be utilized in the productions at the People's Theater.

NEW YORK, Feb. 27.—Dorothy Bryson, executive secretary of Chorus Equity, left yesterday for a two-week vacation in Florida.

BENNY GOODMAN (This Week's Cover Subject)

AS MASTER of swing and master of the clarinet, Benny Goodman has been known to the public for comparatively a short while. But long before the fatly heard and raved about his rhythms and "black stick" tooting, musicians recognized Goodman as tops. Benny Goodman's Orchestra is just over two years old; yet in that period the band has become one of the top drawing cards in the show business. What started Goodman may have been a radio commercial he landed on a five-hour dance session, wherein the Goodman contribution first started swinging down the line to national recognition.

Even so, this appearance wasn't the clincher. Later, when the band was playing at the Palomar, Los Angeles, the outfit was really "taken up." Since then it has been clear sailing with plenty of steam up. Instead of looking for bookings Goodman has bookings looking for him. The manufacturers of Camel cigarettes signed him up for exclusive radio appearances; a picture job for Paramount, recordings, stage dates and then a long contract for the Hotel Pennsylvania, New York, his current stand, followed. Goodman is quite young, not yet having hit the 30s. Before he became a leader he played with practically every major orchestra of any importance.

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\$100,000-\$20.00
 SPECIAL PRINTED - CASH WITH ORDER
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 BOOKS - RESTAURANT CHECKS
 ELLIOTT TICKET CO. 409 LAFAYETTE ST., N. Y. C.
 127 W. DEARBORN, CHICAGO
 1616 CHESTNUT ST., PHILA.

WOR Spot Spiels In Daytime Only

NEW YORK, March 1.—Undergoing a change in policy, WOR, 50,000-watter in Newark-New York, is now selling spot announcements during the daytime only. WOR had been one of the few major holdouts against this policy, limiting the brief commercial-break talks to its time signals and weather reports only. Principal cause for the change in policy was that many advertisers had been seeking to buy such time on the outlet. Other New York indies have long sold the announcements. WOR is putting strict regulations on its break-announcement contracts. This type announcement is being sold only in the daytime until 6 p.m. None are being sold either on Sundays or at night. Spot announcements are not being scheduled at any definite time, since WOR is limiting placement of announcements to before and after sustaining shows, no announcements of this kind to follow commercial programs.

Attitude of the station in this regard is that the announcements are to be made for the station's own audience rather than an audience built up by another commercial sponsor. Station is not selling the breaks to any drug advertiser. Cost of the breaks, limited to 50 words, is \$50 each provided an account buys six or more per week. Less than six per week raises the cost to \$60 per announcement. Currently several major advertising agencies, notably Young & Rubicam and N. W. Ayer, are trying to do away with chain-break announcements on network programs. WOR announcements do not come under this heading.

A Dog Club Organizer

TACOMA, Wash., Feb. 27.—C. Schroeder, owner of Flip, "the wonder dog," and Rex received word that he has been voted into the National Organization Committee of the Tailwaggers Foundation of America. The foundation, which aims to give voice to and secure the rights of America's 3,500,000 dog owners, includes in its committee such names as Jack Dempsey, Belle Davis, Walt Disney, O. O. McIntyre, Dick Powell, Leslie Howard, Rupert Hughes and others of similar ilk. All directors and officers serve without remuneration.

Hallie Flanagan Heads N. Y. FTP

NEW YORK, March 1.—Mrs. Hallie Flanagan, national administrator of the WPA Federal Theater project, will personally take charge of the New York project, according to notice received today after a Washington conference between Harry Hopkins, national WPA administrator, and heads of the Four Arts projects. William Farnsworth, Mrs. Flanagan's first assistant in Washington, will come here to act in the same capacity.

Philip Barber, head of the local FTP, will be in charge of all New York production. These developments bear out previous rumors that control of the project was to be taken out of the hands of Lieutenant Colonel Somervell.

Statistics On AFM Licenses

NEW YORK, Feb. 27.—Figures compiled by American Federation of Musicians at the end of the first year of its licensing system show that 1,451 licenses were issued during 1936. Of these 1,336 were active and 115 were not completed. Revocations numbered 145, of which 40 were restored, and 28 licenses were voluntarily returned. At the end of the year 1,203 licenses were in effect.

With 1937 just a few months old, 863 licenses have already been issued. Of these 99 are new and 77 are already active. Twelve have been revoked and one restored.

"Tobacco Road" Goes On as Maude Odell Dies Backstage

NEW YORK, March 1.—When Maude Odell, Sister Bessie in "Tobacco Road," failed to appear on stage at the Forrest Theater here Saturday the play was kept going thru the ingenuity of the members of the cast, who on the spur of the moment ad libbed and revised their lines. Meanwhile stage manager Ralph Marcus, finding Miss Odell dead in her dressing room, gave her script to Anna Dere, who spoke the role from offstage. The breach was filled so expertly that the audience, altho sensing something out of the ordinary, scarcely had an inkling of what had really occurred. A physician said Miss Odell died of heart failure.

Detroit Performer Hurt

DETROIT, Feb. 27.—Dixie Lee Oliver, night club entertainer, was injured this week when the automobile in which she was riding collided head on with another auto. She crashed thru the windshield and her face and legs are cut and bruised.

New York City Tests For Local Announcers

NEW YORK, Feb. 27.—Aspirants for New York City civil service jobs as announcers are awaiting their exams, which will determine what two men will get the desired posts. Tests are given by (See NEW YORK CITY on page 37)

Hampton's All-Star for Victor

CAMDEN, N. J., Feb. 27.—Hitting a new high in hot harmony, new Victor releases for the week introduce Lionel Hampton ridin' an all-star aggregation (See HAMPTON'S ALL-STAR on page 34)

A TALKING TRAILER...

WITH WARDS
AIRLINE MOBILE SOUND SYSTEMS

Wards furnish the trailer and public address system; you furnish the talk. Shows, pitchmen and traveling bands will instantly recognize the great advertising possibilities of this combination. Outfit

illustrated contains one 20-Watt amplifier, dual speed phonograph and high grade pick up in one compact carrying case. Operates from auto storage battery or, with power pack, from 110-volt A. C.

MONTGOMERY WARD

Largest Distributors of Sound Systems in U. S.

CHICAGO

- BALTIMORE • ALBANY
- KANSAS CITY • ST. PAUL
- DENVER • PORTLAND
- OAKLAND • FT. WORTH
- JACKSONVILLE

Send coupon to nearest Ward House for your FREE copy of Wards catalog giving complete prices and Monthly Payments on all AIRLINE Sound Systems. MONTGOMERY WARD Dept. BM-8

Name.....
Street.....
City..... State.....

HOTEL RALEIGH

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

RAY SALZER WANTS

To Represent and Book All Girl Bands, Units, Cowboy Outfits. Make connections in thirty States. Shows of merit contact me immediately.
RAY SALZER,
542 Grand Ave., Rochester, N. Y.

UNIT GIRL SHOWS WANTED

For Week-End Engagements—Afternoon and Night. Communications with
H. PAUL BUSKELL
Rex Theatre, Hanger, Va.

Penn Bars Amkino Film

PHILADELPHIA, Feb. 27.—After viewing the Amkino film *Spain in Flames* in the projection room at the Pennsylvania Board of Motion Picture Censors' headquarters here Governor George H. Earle directed the board to forbid its exhibition in the State. Not only did the governor call the pix "pure Communist propaganda dressed up as a plea for democracy" but for the first time on record a public official denounced a motion picture on the ostensible ground that it "wasn't worth the (See PENN BARS on page 36)

STOCK TICKETS

Rolls of 2,000.
1 Roll \$ 5.00
5 Rolls 25.00
10 Rolls 35.00
50 Rolls 150.00
Double Coupons, Double Price.
No. C. O. D. Orders.

CARNIVAL TICKETS

If It's Black Tickets—We ship same day order is received. Special priced within 48 hours. Will gladly quote on special printed to order tickets.
THE TOLEDO TICKET COMPANY, Toledo, Ohio

ONE CENT A DAY PAYS UP TO \$100 A MONTH

The Postal Life & Casualty Insurance Co., 79 Postal Life Bldg., Kansas City, Mo., is offering a new accident policy that pays up to \$100 a month for 24 months for total disability and up to \$1,000.00 for death—costs less than 1c a day—\$3.50 a year. More than 200,000 have already bought this policy. Men, women and children eligible. Send no money. Simply send name, address, age, beneficiary's name and relationship and they will send this policy on 10 days' FREE inspection. No medical examination is required. No agent will call. This offer is limited, so write the company today.

MAURICE HARRIS STUDIOS

REPRODUCTIONS A SPECIALTY.
100, One Pose, \$12.00.
Additional Poses, \$1.00 Each.
Prices on 12-day Poses on Request.
FRONTIER TELEPHONE SERVICE
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Phone: Superior 3380

FOR SALE, TOBY NORD'S COMEDIANS

TYPE, ROUTE AND COMPLETE DRAMATIC TALENT SHOW OUTLET. Or will Sell Great ONLY Shows for CASH. Might lease to Resonance Party for This Territory, or Consider Small Post-Class Organized Show with Orchestra and Band. See E. A. NORD, Box 48, Austin, Wash.

THEATER MANAGERS ATTENTION

My Shows are now entering into their tenth week playing the same theaters weekly, and are Proven Box-Office Successes. Ask the manager who has played my attractions. A size show to fit every house and budget. Nothing too big or too small. For cast dates and terms, wire or write "SEABE" HAYWORTH ATTRACTIONS, 402 W. Broad St., Suite 101, High Point, N. C.

OLIVE and AMDUR
now engaged by
FRED LeQUORNE
in teaching
new and original routines in
MODERN and SATIRE to
PROFESSIONALS
The newest voice in dance presentation.
PROFESSIONAL CLASSES DAILY
In This NEW-TYPE Technique
1658 Broadway — Columbus 5-3655
Olive and Amdur are also open for
New York engagements.

The Best
Minstrel
Make-Up

On the Market
Today!!

**STEIN'S
BLACK
FACE**

FOR
**MINSTREL
MAKE-UP**

Ask your Druggist, Grocer or Department Store about STEIN'S MAKE-UP. Thirty Unquestioned for Hair & Cosmetics. A new 25-page booklet on Modern Make-up, beautifully illustrated—free any type of Straight and Character jobs may be obtained from your Dealer or direct from us at a nominal cost of 25c.

The M. Stein Cosmetic Co.
430 BROOME ST. NEW YORK

"SEABE" HAYWORTH WANTS
Leading Man; Real Drummer, must have complete outfit and play it; Character Man that doubles some instrument for Orchestra; Leading Woman, Evil Hairs contact. Read Versatile Performer and Vaudeville Acts. Seekers' work to right people. Hot Contact, and Sex Man. Youth, ability, sobriety absolutely essential. Circus Girt that do stock specialties. Not big salaries promised, but small salaries paid every week. Write and state city, theater people with care. Address Care Evershows Hotel, Lincolnton, N. C.

CHI TO BATTLE HOLLYWOOD

New Programs Planned by NBC To Offset Coast Encroachment

Chicago network execs admit new shows planned to try to keep second place as production center—many names lost by Windy City in talent's westward trek

CHICAGO, Feb. 27.—Following the assertion last week by Frank Black, NBC general musical director who commuted to Chicago each week from New York to conduct the Carnation Milk Orchestra, that there is no reason why Chicago should not be an important origin point for the finest in radio music as well as the dramatic center of the radio world, officials of the National Broadcasting Company here are conjuring plans to call more attention to this city's possibilities as a fountain head for musical and variety shows. Execs frankly admit this new effort is launched to offset the idea that Hollywood or any other city might outrank Chicago as the second most important radio center in the country, both in the number of hours and programs produced. Last month the Chicago NBC studios produced 1,857 shows, of which approximately half went to the networks and the remainder to WMAQ and WENR, operated and programmed by NBC.

In the past the local studios have originated many programs with name bands and prominent directors that have since departed from this territory. Today Frank Black's concert orchestra, Wayne King, Henry Busse and Ted Weems about sum up the name band situation commercially. Added to the loss of several important musical productions has been the exodus to Hollywood of such personalities as Amos 'n' Andy, Lum and Abner, Don Ameche and the *First Nighter* program and a host of supporting players, writers and producers such as Cliff Soubrier, Dorothy Page, Don Briggs, Art Jacobson, Shalindel Kalish, Bill Cooper, Darrell Ware and Ted Sherdeman. Trend to guest stars and movie names and the possibility of screen work has thrown the spotlight on Hollywood lately.

Niles Trammell, who has guided the destinies of NBC here almost since its origin, foresees the end of the guest-star-name-craze and believes that radio is going to have to show more ingenuity and creative genius in the very near future. Ideas are going to replace the easier formula and increasingly questionable magic of big names, he says. Trend is indicated by the frantic scramble and duplication of guest stars on rival shows and the admission last week of Rudy Vallee that the guest star competition is so terrific that it's difficult to predict who will turn up on a program next.

Accordingly the Chicago NBC program and production staff are working on new programs. First of these, the new *NBC Minstrels*, is due to bow on March 8 with Gene Arnold, who was the pivotal force in the original *Weezer Minstrels*, back at his post as interlocutor, supported by a band under the direction of Roy Shield, the Ranch Boys, Cadets quartet, Clark Dennis, the Decorts and the usual *minstrel*.

Second offering being readied, to debut March 9, will be an hour of outstanding concert music, also under Shield's baton, with Vivian Della Chiesa, Edward Davies, Charles Sears and the Chicago A Cappella Choir drawing the vocal assignments. This show, it is claimed, "will display the brand of real musicianship of which Chicago is capable and should stack up favorably with anything on the air in its line." Other ideas are still in the formative stage.

Hearst Commercial

PHILADELPHIA, Feb. 27.—D. Jayne & Sons, patent medicine firm, has signed up for 26 quarter-hour stanzas over the Hearst California Radio System. Tom Wallace, horse sense philosopher, does the shows.

Carter-Thomson is the agency.

Inter-City Adds

NEW YORK, Feb. 27.—Inter-City network is expected to add two more stations in the near future. One is said to be WRON, Sunbury, Pa., the other an unidentified New England station.

Cowan Quits NBC; To Radio-Film Job

NEW YORK, Feb. 27.—Ruby Cowan resigned yesterday from the NBC Artists' Service to take over a film-radio liaison job for Paramount Pictures. Cowan will report to Para's Coast offices on or before April 1. In signing Cowan Paramount takes a big step forward in its handling of the film-star-on-radio problem, picture producers now aiming to see that picture players are handled properly on the air as to exploitation, material, direction, etc. All Paramount actors doing radio work will have to be cleared thru Cowan.

NBC hasn't set on any successor for Cowan, who was with the network four years, mainly on the vaude end of the NBC Artists' Service activities. Cowan was with Paramount's vaudeville department before joining the network.

Murray Bloom, Cowan's assistant at NBC for several years, has also resigned, effective yesterday.

Ed Powell Quits Ayer After 18 Years

NEW YORK, Feb. 27.—Edward M. Powell, head of the press department of N. W. Ayer advertising agency, has resigned and will organize his own business. Powell was with the agency 18 years, having organized the department that many years ago, the first press department, it is believed, ever to have been formed by an ad agency.

Alvin A. Zweter, Powell's assistant, steps up into the position.

Anthony Seeks Tele O. K.

LOS ANGELES, Feb. 27.—KFI-KECA, Earle C. Anthony stations and local NBC outlets, have applied to the Federal Communications Commission for permission to erect atop Mt. Wilson an ultra-high frequency television transmitter to operate on 26,550 kilocycles. Only other local station experimenting with television is the Don Lee outlet, KHJ, currently sending on a daily schedule.

Powders No Help to "Headache" Shows; Jolson, "Moon," Top List

NEW YORK, Feb. 27.—This radio season has been replete with "headache" shows, many of them expensive affairs which, despite doctoring, haven't come thru as their producers and sponsors have expected. Leading the pack, of course, is the late *Good Will Court*, which ran into trouble from outside sources and was ultimately forced off the air. Similarly, its successor, altho just renewed, has not been functioning any too well, its rating dropping below its predecessor. On the renewal stanza, this show, *Do You Want To Be an Actor*, is in for revisions.

Al Jolson program for Lifebuoy has been the subject of considerable tinkering. Last half of the program was revised and still didn't click. Addition of Lionel Stander, film comic, bolstered the show somewhat, as did adding Bill Bacher, *Hollywood Hotel* producer, to the

Where Are We?

NEW YORK, Feb. 27.—Bob Carter, announcer at WMCA, broadcasts how race results daily. This week the station's program department got a phone call from a chap who wanted to know what nag had won what race and what park. Station told him to listen in to Carter, who was then on the air.

"Okeeh," said the inquirer, "what station does Carter broadcast for?"

Heroes at 50c Per From Wire Service

NEW YORK, Feb. 27.—Newest entry in the radio audience participation outfit is Western Union. Telegraph company now hunts down headlines for Phillips H. Lord's *We, the People*, and Charlie Martin's *Phillip Morris* stanzas, charges being costs of wire charges, plus a service fee of 50 cents an hour, if time is required. Both Lord and Martin have been using regular news services for bagging people for their programs but are now swinging over to the telegraph company. Martin, in addition to using United Press, has occasionally had a lecture bureau dig people up.

Major argument for the utility company's service is its cheapness. Almost equally important factor is that the firm covers the country with its offices as completely as any other organization, with the exception of the post office department.

While Western Union is not, as yet, actively competing with news bureaus in servicing radio producers, the news wire services may find themselves running into active opposition from the telegraph firm. Another angle, of course, is the fact that the bureaus are important telegraph clients.

Chevy Resumes Wax Service on 380 Stations

NEW YORK, Feb. 27.—Chevrolet transcriptions, canceled shortly after the beginning of the recent auto strike, resume on 380 stations, beginning March 8. Discs use Rubintoff Ork and vocalists. Chevy started a spot announcement campaign last week on 84 stations. Agency is Campbell-Ewald.

New Sacramento Spot Hearst-Mutual Opposis

SACRAMENTO, Calif., Feb. 27.—Opening of KROY, Sacramento's second radio station, has been set for 2 p.m. March 8. Station, owned by Royal Miller, automobile man, plans to operate as an independent. It is equipped with a 100-watt transmitter, with a 179-foot tower.

Robert E. Barringer is manager and Al E. Wolfe technical director. Station will broadcast from new studios on the mezzanine floor of Hotel Sacramento and will be the first competitor of KFBK, Hearst-Mutual chain station owned by the McClatchy newspapers.

producing staff. *Follow the Moon*, Woodbury script show, has been a particular problem insofar as turning out scripts is concerned. There have been about a half a dozen writers working on the show since its recent inception.

For a while National Dairy's Sealtest Saturday night program was a leader in the headache column, with no formula seeming to give the show any stability. Now, in keeping with the numerous other guest star shows, the program is having trouble getting its weekly quota of new faces.

Community sing programs had trouble for a while, Palmolive finally dropping its candidate, *Let's Sing*. Gillette songfest was finally taken out of the doldrums when Milton Berle came thru as a comedy support. *Showboat* has been having its troubles for some time.

Bank Nights Spread on Air

BOSTON, Feb. 27.—Local radio show has borrowed a leaf from film exploitation thru use of a form of ether bank night. Ce-Lect Baking Company, with a stanza on WNAC, distributes "Bredo" cards thru grocery stores. A clue to play the cards is given by the announcer in describing the musical selections. Numbers are described in this fashion: "The third word of the name of the next tune begins with a 'B' or 'R', etc." These letters, if correctly guessed, eventually spell Bredo, the name of the product.

Weekly prizes totaling \$100 are distributed. No squawk as yet from local blue-noisers.

PITTSBURGH, Feb. 27.—WWSW has a radio version of the picture bank night idea. Spot is labeled "Curbstone Cash," a cash prize awarded each week to the holder of the lucky store coupon. If no taker, money is added to the next week's total.

Sponsored by Louis DeRoy and Brothers, Jewelers.

Press Radio Swaps Rebloom in Philly

PHILADELPHIA, Feb. 27.—Local newspapers, once upon a time pooling radio, are now extending space for time swaps with the stations to promote circulation. *Evening Ledger* ties up again with WIP, taking a daily quarter-hour period for Brother Bill (Sam Serota) to read the funnies. Station also has swaps with *The Inquirer* and *Record*, deals giving WIP over 1,000 airtel lines for the time.

Record supplements its swap with WFL to add time for a series of spots plugging a new feature on the Supreme Court issue. Station also figures in on an *Inquirer* deal.

Ironic feature of entire situation is that the deals originated between WDAZ and *The Daily News*. Since then *The News* has canceled all swaps and even dropped its daily radio chatter column, having been the first sheet giving space for chatter stuff.

FCC Okels Flood System--If Needed

NEW ORLEANS, Feb. 27.—FCC has approved organization of an emergency flood communication system between New Orleans and Memphis, comprising 19 amateur radio stations of the Mississippi Valley. It is understood that this system will not be put into effect unless an emergency arises, which at this time does not look particularly probable.

WDSU has installed radio and communication circuits between its studios and amateur station WSPPO, operating on short wave with 1,000 watts. Several successful tests have already been made. Move is under jurisdiction of Joseph E. Uhalt, president of WDSU, and Major Adjutant Ray Fleming, of the U. S. National Guard.

Uhalt also reported plans to ask the FCC for permission to erect a new station on 1,500 band with 250 watts to handle added commercials. Station's time is rather crowded at present and new unit, Uhalt says, would take off added business for the city and vicinity.

Report Seattle Switch for CBS

SEATTLE, Feb. 27.—Columbia Broadcasting System, presently having KOL as its Seattle outlet, is reported preparing to switch to KIRO here. KOL is a nighttime 1,000-watt, 5,000 watts in the daytime, on 1270 kilocycles. KIRO is a full-time 1,000-watt on the 710 kilocycle notch.

Norman Storm is manager for KOL, M. J. Quilliam managing KIRO.

CBS' COAST CONCENTRATION

Three More on Lee Coast Web

LOS ANGELES, Feb. 27.—Addition of three more Coast stations to the Don Lee-Mutual network is expected this week. Lewis Allen Weiss, Don Lee general manager, has been negotiating with owners of transmitters in Seattle and in Chico and Redding, Calif. Deal will be consummated within several days, stretching the Lee web from border to border on the Coast. The system's present northern terminus is San Francisco.

Possibility that another independent outlet at Eureka, Calif., will be tied at the same time. Present station list of the Lee-Mutual chain here is 10. Tieup with Mutual is said by Weiss to have been profitable from the start, despite heavy line charges.

Pflugfelder's Trip To Co-Ordinate Offices

NEW YORK, Feb. 27.—Fred Pflugfelder, head of the radio department of N. W. Ayer & Son, advertising agency, left this week on a tour of the various Ayer branch offices. He'll be gone about a fortnight, with Prentice Winchell, assistant boss of the department, stepping in as active head during Pflugfelder's absence.

Pflugfelder will stop off in Chicago, Detroit, San Francisco and Hollywood. Purpose of trip is to co-ordinate the radio activities of the various offices' departments. In Hollywood Pflugfelder will set up machinery for organization of a larger office in that city due to increasing radio activities from the Coast.

Deny Warner-Hearst Deal

NEW YORK, Feb. 27.—Recent reports originating in Hollywood that Warner Brothers would buy out Hearst Radio, Inc., were termed "preposterous and non-sensical rumors," by Emile J. Gough, executive vice-pres of Hearst Radio. Talk has been current on the West Coast that Hearst was thinking of getting out of radio because of possible Congressional action on newspaper-owned radio stations and also that Warner's have long been air-minded.

Labor Programs Station Problem

NEW YORK, Feb. 27.—Radio station execs who have anticipated more time sold to labor unions won't have to hire another cashier to count the additional intake. Several stations in New York have sold time to unions, with WNEW garnering in over \$2,000 thru one union campaign running over a four months' period. This is tops and exceptional.

Labor angle has been dynamite to many stations, aside from the station's own labor policies within. Use of station time by unions, either on a sustaining or commercial basis, often puts the station on the spot and refusal to sell times does the same, sometimes more so.

Emergency Relief Bureau union in New York sought to win public sympathy in its fight to make it unnecessary for members to take civil service test to get rating and after this goal was missed it attempted to gain other privileges for its members.

Union went on WNEW, WOY, WEVD and WBXX. WEVD is affiliated with liberal groups. WOY and WBXX are foreign language stations.

WMAC contract was canceled, according to the union, because station edited part of an address. Same speech was published as an ad in several dailies and the union says there were no squawks. Union reports this one alleged blue-pending incident.

Understood that the networks shied at the idea of a sponsored union program of this type, but Indies went for it. During the recent auto strike at least one station was charged with discrimination against the union. During a Newspaper Guild strike several years ago in Oakland, Calif., the Guild charged that local stations refused to sell it time.

Employees' Entrance

PITTSBURGH, Feb. 27.—New program on WWSW is an amateur hour in which only the sponsor's employees may participate. Frank G. Seder's, department store, foot the bill, and there are plenty of sales people anxious to strut their Thespien instruments.

Fans judge the winners by mail and phone.

Coast Ad Agency's Announcer Contest

SAN FRANCISCO, Feb. 27.—A contest to determine the best staff announcer heard on the seven local stations has been launched by the Syd Garfinkle advertising agency here. The winner will be determined by a group of judges picked from local radio editors and others close to the industry.

Announcers who do specialty work in addition to the regular routine are disqualified. This eliminates such Grade A mike men as Mel Venter, John Nesbitt, Hale Sparks and John B. Hughes. Diction, sincerity and effectiveness are the main points on which contestants will be judged. Eligible for the award, which may bring the winner some fat announcing contracts, are announcers from KPRC, KPO, KGO, KSFO, KYA, KJBS and KGGG.

Radio Editors Talk On Coast Kid Program

SAN FRANCISCO, Feb. 27.—The children's slant on the news is the basis for a new series of programs launched recently over NBC's Pacific Coast Red network under the sponsorship of the S. & W. Packing Company, food canners. Titled *Junior News Parade*, the show is heard Monday, Wednesday and Friday from 5:45 to 6 p.m.

Show is designed to enlist the kids in active participation by encouraging them to submit original news items which will be dramatized by the National Players. Whenever possible the people around whom the dramas revolve will be on hand. Among the players who will present this youthful *March of Time* are Eddie Firestone Jr., Lois Austin, Henry Shumer, Doris Kemper and other NBC staff dramatic talent.

An after-thought addition to the original setup of the show, probably inspired by the *Radio Round Table* program which began last Tuesday on KPRC, will include direct and indirect participation by the radio editors of the Bay area dailies, who will be asked to submit their favorite children's stories and appear on the show from time to time to help present them.

WIBU's New Studios

POYNETTE, Wis., Feb. 27.—WIBU will open new studios at Beaver Dam March 1. Bruce Richards, formerly a KGMB, Honolulu, announcer, will manage the new depot, and Alfred Zemlo will be chief engineer.

"My Pop Can Lick Yours" Is Theme of Bumper Survey Crop

NEW YORK, Feb. 27.—Year of 1937 is indicated as a bumper period for the radio survey crop, this a result of the many station changes taking place during 1936. Two contributing factors will be, firstly, the various changes in network affiliations of local stations, and secondly, the many power boosts given stations by the FCC. Survey rivalry has already started with one station changing its network connections, coming thru with a billet doux claiming leadership in listening preference in the city involved. Network which the station left is now planning a reply, preliminary results of a survey made for this chain indicating its new station holds the preferred listener spot.

Power boosts were frequent during 1936, as well as the year having supplied many transmitter location shifts. Survey organizations of both the research

Chain Western Reorganization Due; Drive To Sign Film Names

William Paley orders artists' bureau realignment—NBC now in lead in Hollywood—Lawrence Lowman, Larry White to work on signing film players for radio

HOLLYWOOD, Feb. 27.—With the majority of talent pointed this way and Hollywood destined to surpass New York in network production, Columbia Broadcasting System is launching an intensive campaign for broadcast supremacy in the film capital. Primary purpose of the drive is to build up its artists' bureau and bolster sales. With the completion in October of the new Columbia Coast headquarters the network will go in especially heavily for production bulidups and as a result of the recent visit here of William S. Paley, chain president, several CBS directors and local production men will be given important spots in the setup.

CBS, Not Red Cross, Must Pay Musicians

NEW YORK, Feb. 27.—Local 802, American Federation of Musicians, this week mailed a bill for \$5,000 to the Columbia Broadcasting System, amount due, according to the union, for musicians who played at the recent Red Cross flood benefit at the Radio City Music Hall. Musicians are demanding payment on the claim that the broadcast of the benefit was a commercial, sponsored by Wrigley's chewing gum. There have been complications over this phase, inasmuch as CBS sold the show to Wrigley's for a straight \$25,000 without additional musicians' fees. However, the local had okched a cuff job for its members before having been apprised of the commercial question angle of the show.

When the benefit committee, comprised of representatives from all branches of the show business, was advised by Local 802 that its executive board would not change its stand on the situation, claiming advertising on the show was "an exploitation of misery," committee decided during the early part of this week to go into a huddle. After conferring, committee decided to pay for the musicians out of the \$25,000 given for sponsorship by Wrigley to the Red Cross.

This proposal was nixed by the musicians' local. Alan Corelli, of the Theater Benefit Authority, was to have brought over the check from the Red Cross funds this week, altho a spokesman for Local 802 said no check had been received up to late yesterday afternoon. If such a check is presented, according to William Feinberg, 802 secretary, it will not be accepted. Musicians' bill was guaranteed by CBS and the musicians state they will not let the Red Cross pay for the men used at the flood benefit.

SYRACUSE, Feb. 27.—WFBL has added two vocalists to its evening sustaining spots. Jack Buckland, with Fels for two years locally, is heard Monday and Friday, while Jack Curren is on Wednesday.

Paley, on his visit, made personal inquiries about various employees and left orders that they were to be groomed for important berths. Several Eastern production people will be transferred here also by the network, with the possibility that programs under their handling will switch originations also.

An early step in the campaign will be the mission next month of Larry Lowman, vice-president in charge of the artists' bureau, and Larry White, who will remain here six months of the year, to sign up in Hollywood for CBS as many big film names as possible. Functioning with White will be Al Schneider, who will handle the film names and legit players on the Eastern end.

On the sales department front Emer B. Pederson, general sales manager of CBS, has resigned to take over the management of KOM, Seattle outlet of the chain. His successor in the selling department has not been named. It is understood that following several more top changes a general reorganization of the Hollywood staff will be ordered.

SAN FRANCISCO, Feb. 27.—The Columbia-Pacific Network about to transfer most of what little production it has in San Francisco to KNX in Los Angeles. Reason given is that facilities at KSFO, the local CBS outlet, are inadequate. If and when new studios are ready it is expected those shows taken away will be returned.

Most important program to be transferred is the *Western Home Hour*, heard each week day over the Columbia-Pacific chain. Under the direction of Tom Breneman, former manager of KPRC and one-time emcee of that station's new popular *Feminine Fascies* program, *Western Home Hour* is a mid-afternoon variety with an appeal to the ladies. In addition to Breneman there's an orchestra with vocalists and other features which change from day to day. The last broadcast of this show from KSFO will be next Friday. All participants except Breneman, it is anticipated, will be let out, at least temporarily. He will move south to KNX and continue to head the show.

With the dropping of the studio orchestra, KSFO, under rules laid down by the musicians' union, will lose the right to air remote dance pickups. Affected by this will be Henry King's Band at the Fairmont. The giving of two weeks' notice to members of Earl Tower's KSFO orchestra will put a dozen good men out of work, but CBS hopes soon to have adequate studios and facilities here so that the curtailed production may resume. When such a time comes it is expected the Tower group, if still available, will resume.

No WEBR Rep Switch

BUFFALO, Feb. 27.—Report that WEBR, owned by *The Buffalo Evening News*, would switch representatives from Edward Petry Company to Kelly-Smith is denied. Kelly-Smith represents the newspaper ownership.

Cleveland Baseball

CLEVELAND, Feb. 27.—WHK has signed with the Cleveland Baseball Club to broadcast both home and out-of-town games. Jack Graney, formerly with Indians, and Gustbert Gibbons will describe the games.

and engineering nature, are busy now checking new results against the old. Naturally, most of the results will offer claims that the changes given the station by the FCC have resulted in better reception, larger audiences and a greater coverage area.

There's been some talk again, altho not much, that radio might well support one non-partisan organization to survey for all impartially. Chief drawback is, of course, that any time a station was shown not doing so well, it would squawk, pull out of such a group and go on its own again from the survey angle. Another angle to spur production of surveys has been the agitation for an improvement in market data being supplied ad agencies by stations.

Meanwhile the surveys are strictly in the nature of "My pop can lick yours."

KFRC Ups Biz, But Programs Tangled

SAN FRANCISCO, Feb. 27.—When CBS left KFRC, the Don Lee station in San Francisco, business there fell off to almost nothing. However, with the arrival of the new manager, Wilbur Eschelberg, who was appointed by the Don Lee web's general manager, Lewis Allen Weiss, business at KFRC took a sudden upturn and has been steadily gaining during the past several weeks.

Following are some of the accounts signed during the past couple of weeks: Hartz Mountain Products, thru Franklin Buick Advertising Corporation; San Francisco Outlet Store, thru Newman Advertising; Northwestern Yeast Company, transcriptions, thru Hays-McFarland & Company; Green Watch Company, thru McCann Erickson; announcements; Acousticon Company, thru Kelso Norman Organization, transcriptions.

With business on the upgrade, KFRC's next big problem is to try and set a more or less definite schedule, so listeners will know what's on the air at what time. At present it is in a constant state of upheaval, due mostly to the fact that the center of all activity relative to schedules and traffic is in Los Angeles, and KFRC receives little or no consideration. Situation, unless taken care of, will ultimately make enemies of all Bay area radio ads who are beginning to balk at revising the KFRC schedule daily, and then not having it right.

INS Checks Sales On News Programs

NEW YORK, Feb. 27.—International News Service is microscoping its radio news service to determine what stations are successfully merchandising news to sponsors and how. Stations not doing so well in selling news spots are also being analyzed and an attempt will be made to determine the most suitable, all-round formula for selling news.

INS, which services 100 stations with its regular wire service, also used by dailies, is including in this study an analysis of station editing of copy, production angles and exploitation stunts, as well as the actual sales methods used in attempting to interest sponsors.

WBSP, Chicago, is considered one of INS's most successful clients and special attention is being paid to both the sales methods and production given news broadcasts by this station.

NBC Coast Income

LOS ANGELES, Feb. 27.—Pacific Coast advertisers are currently pouring money to the tune of \$3,000,000 per year into the coffers of the NBC Coast web and affiliated stations, Don E. Gilman, western vice-president, told guests at an Advertising Club luncheon this week.

Yes, No, and Maybe On Breen-NBC Deal

HOLLYWOOD, Feb. 27.—Question of whether Bobby Breen will leave the Eddie Cantor-CBS show after April 1 and star in a specially written series for NBC has been bounced back and forth the past week, with the answers coming "yes," "no" and "maybe." Announcement by NBC several days ago that the young singer had been signed by the NBC Artists' Service were immediately followed by denials from Sol Lesser, to whom the youngster is under personal contract, and the next day a retraction of its announcement came from NBC. Understood, however, that the Breen-NBC deal is all set, but that someone jumped the gun with the announcement before the contracts were officially signed.

Lending basis to the Breen-Cantor split is the presence on the Coast of Gertrude Berg, author of *The Goldbergs* and NBC contract writer, who has been assigned to write a vehicle for the kid singer. Mrs. Berg is also working on the next Bobby Breen film.

NEW YORK, Feb. 27.—Stated in New York that the Breen-NBC deal is definite and has been some time, having been set by M. H. Aylesworth a month or so ago, at which time it was published in *The Billboard*.

New Antenna for WENR

CHICAGO, Feb. 27.—Application has been filed with the Federal Communications Commission at Washington by Station WENR, Chicago outlet of the basic Blue NBC network, for permission to erect a new type vertical radiator antenna. Application calls for the construction of a single steel tower 400 feet high to replace the present T antenna at Downers Grove, Ill.

Market Data Film Show Upped To Half-Hour as Station Plug

John Blair & Co., station reps, increase film from 10 minutes to 30—will show business clubs as well as advertising execs—Murray Grabhorn producing

NEW YORK, Feb. 27.—John Blair & Company, station rep firm, is expanding its visual market data idea from a 10-minute to a half-hour show. Idea of 10-minute visual and audible picture show "demonstration" by means of synchronized sound and film is to give data on stations and their coverage to prospects, while the basic theme of the 30-minute show will be to perform an educational job on spot announcements. New program, which will be ready in about a month, will be threaded together thru use of an actor playing the role of a trade paper reporter who will ask questions pertaining to spot broadcasting. Murray Grabhorn, of the New York Blair office, is handling the production, which is in the nature of a missionary job to interest time buyers, account executives and sponsors.

Petrillo Postpones Record Makers' Confab

CHICAGO, Feb. 27.—Meeting scheduled for this week between James C. Petrillo, president of the Chicago Federation of Musicians, and representatives of several record and transcription companies has been postponed until Petrillo's return from Miami, where he is attending an executive meeting of the American Federation of Musicians. Confab had been called following a ruling of the Chicago union, which went into effect February 1, prohibiting its members from making recordings after that date.

It is said that the majority of the radio stations here are willing to abide, without dissent, to any ruling Petrillo may make in regard to the broadcast of recordings.

WOR Notices Several Shows; Adds New Faces

NEW YORK, Feb. 27.—WOR has revised its program schedule slightly, with several programs on the station for some time going off. Included in the departures are *The Gramscott Music for Dancing* and *Melody Treasure Hunt*. Welcome Lewis, whose contract with the station expired, has not been renewed.

On the new list station has added Raoul Nadeau, baritone, Armand Tokatyan, opera tenor, and *Romance in Rhythms*, in which Nadeau and Nat Brasloff will split the singing and orchestral chores.

Films and records will be sent to Blair offices in Chicago, Detroit and San Francisco for similar showings. These offices will play to Rotary, Lion and other business groups, in order to reach potential sponsors directly.

Use of radio as an advertising medium in general, the possibilities and uses of spot announcements and general market data described in the showings are designed to appeal to business men with a casual knowledge of radio, as well as the trade itself.

Harry Von Zell, Young & Rubicam announcer, is doing the talking for the sales program. Portable equipment consisting of projection machine, screen, records and turntable are used for the demonstrations.

Pa. Stations Busy On New Quarters Plans

PHILADELPHIA, Feb. 27.—Local radio is making an important contribution to the building industry, involving the erection of two new transmitters and as many studios. Local architect is now taking bids for the conversion of the 18th floor of the Widener Building into new offices and studios for WFIL, actual work scheduled to start early in March, with the new site to be ready for occupancy in July. Station is also shopping around for a site to house a new transmitter, hitting a snag with a zoning law on the plot originally selected.

WIBG has selected quarters in Villanova for the construction of a new transmitter. Project is being considered by the zoning commission of the district and operation is expected to get under way next month. As intimated in *The Billboard* last week, KYW figures in being the occupant of the studios in a new office building to be erected on a central city site near 16th and Walnut streets. Plans have already been drawn and official announcement will be forthcoming as soon as lease terms are ironed out.

Iowa Net News

DES MOINES, Feb. 27.—Iowa Broadcasting System has added four daily newscasts to its KSO schedule, giving that station seven news periods daily, while KRNT carries five and WMT also six such programs daily. Benedict Harman is the new news editor of the Midwest web.

Worst of the Week

NEW YORK, Feb. 27.—This week's prize for the "Worst of the Week," a bowl of soup brewed from pencil sharpenings, is hereby given to the commercials heard on the Gladys Swarthout show. Production is a lovely musical affair, with good music slanted for popular consumption, but at the fore and hind ends as well as mid-section a gent goes into a rhapsody about ice. Sales arguments, long and annoying, literally throw cold water on the show, in addition to rudely disrupting the continuity. Swarthout attracts a good-sized house and costs money, as do harlotone Frank Chapman and the Armbruster crew. Might just as well please the discriminating tasters-in, rather than baste them.

TITO GUIZAR

Appearing Nightly
MAISONNET, RUSSE,
New York.

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PAUL

Musical Director
ROXY THEATRE, N. Y.

P
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★★★★

Dramatic Baritone

YOUR STATIONS BEST
SET ON YOUR NEXT
PROGRAM

Address
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GRACE & SCOTTY

WEAF RADIO WJZ
Red City Blue

Chart to Chart
Dir. SAM L. ROSS,
H. B. C. Artists' Service.

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Future List

Important Anniversaries, Etc., for Possible Program Tieups

List below consists of notable dates of various nature in connection with which stations can arrange special broadcasts. It has been newspaper custom for years to observe such dates, radio adopting newspaper practice right down the line. Frequent additions and revisions of the list will be published. In addition, readers' attention is called to the monthly list numbers of *The Billboard*, published the last week of each month. These lists contain dates of conventions of both business and social organizations, these meetings offering excellent opportunities for radio stations to effect either good will or sales promotional tieups.

- March 1. Charles A. Lindbergh Jr., kidnaped, fifth anniversary.
Yellowstone Park set aside as a public reserve, 65th anniversary.
Nebraska admitted to the Union, 70th anniversary.
2. Congress created Bureau of Education, 70th anniversary.
3. Telephone inventor Alexander Graham Bell born, 90th anniversary.
U. S. took formal possession of Danish West Indies; renamed them the Virgin Islands, 20th anniversary.
4. Chicago incorporated as a city, 100th anniversary.
New Deal's birthday, fourth anniversary.
5. Wilson inaugurated for second term, 20th anniversary.
6. Dred Scott decision by Supreme Court, 80th anniversary.
New York County's first fair opens.
7. Count von Zeppelin, dirigible inventor, died, 20th anniversary.
Henry Ward Beecher died, 50th anniversary.
8. Monitor fought Merrimack, 75th anniversary.
DeValera elected president of new Irish Free State, fifth anniversary.
9. Russian revolution, installing Kerensky, began 20 years ago.
Girl Scouts founded at Savannah, Ga., 25th anniversary.
Russell Sage Foundation (for better social and living conditions in U. S.), 30th anniversary.
10. Circus at N. Y. Hippodrome.
11. St. Patrick's Day.
Franklin D. Roosevelt married 32 years ago.
12. Grover Cleveland born, 100th anniversary.
13. Scott died on return from South Pole, 25th anniversary.
14. Toscanini is 70.
Minnesota, L. I., fair opens.
15. Walt Whitman died, 45th anniversary.
16. John Constable, English artist, died, 100th anniversary.
Alaska purchased by U. S., 70th anniversary.
17. Holland tubes begun, 15th anniversary.

Air Briefs

New York

Promotion Shorts

ACCOUNT PLANS
GEM PRODUCTS SALES COMPANY, laundry soap, buys daily news periods over WIP, Philadelphia. Set for 13 weeks thru Robert M. Clutch Company, Philadelphia.

ADAMS CLOTHES renews its daily sport chats over WIP, Philadelphia, for six more months. Placed thru Harry Feigenbaum Agency, Philadelphia.

FOSTER, MILLER & BIERLY renews sponsorship of news over WIP, Philadelphia, for a six-month period. Philip Klein agency account.

PHILCO RADIO AND TELEVISION CORPORATION has instituted a test campaign over WIP with an eye on using radio for the exploitation of radio tube sales. Starting Thursday (23), Philco bought eight spot announcements daily for seven days. Checkup on results of the 56 spots will determine Philco's future radio advertising policy, no newspaper ads being used for promotion during that period. Test planted by the Julian O. Pollock Agency.

ONEIDA, LTD., makers of Tudor Plate silverware, New York, begins on March 8 a series of electrical trans. on WFL, New Orleans, thru WBS and placed by Batten, Barton, Durstine & Osborne, Inc., New York.

HERRY BROTHERS, Detroit, are sponsoring a 13-week series of transcription programs over about 45 stations.

Programs started this month on WHIO, Dayton, O.; WFPM, Indianapolis, Ind.; KFH, Wichita, Kan.; WCBA, Allentown, Pa.; WFBQ, Altoona; KOBA, Springfield, Mo.; WRAC, Williamsport, Pa.; WTAR, Norfolk, and WICC, Bridgeport, Conn.

Other stations scheduled are WJH, Detroit; KOMA, Oklahoma City; WDAF, Kansas City; WMBR, Jacksonville, Fla.; WQAM, Miami, Fla.; KWK, St. Louis, Mo.; WITC, Hartford, Conn.; WNAC, Boston, Mass. Also Portland, Me.; Peoria, Ill., and other stations are being added daily.

NEW YORK PROJECT
(Continued from page 4)
nique has been developed. Like *Inflection Granted*, previous production of the unit, the script is nervous and fast moving, its arguments being reinforced by a consecutive piling up of facts and figures.

From the point of view of stagecraft, *Power* is interesting, incorporating, in addition to a narrator, motion picture spots and stills. These are often used in conjunction with action on the stage, the total result being one of excitement and force.

Power's script implies an impressive amount of research, the program further stating that applicants may examine all source material at the offices of the Living Newspaper. The effect of this research, as set forth on the stage, is a terrific indictment of utilities, the specific charges being monopolistic setups, creating rates far in excess of those listed by government-owned enterprises. While an attempt is made to present the side of the utilities, the audience must rely on the Living Newspaper's honesty in the matter. Outwardly, tho, the presentation and marshaling of episodes and statistics is compelling and has the ring of truth.

Power, authored by Arthur Arent and directed by Brett Warren, has designs by Howard Bay and music by Leo Warner. Production supervised by Morris Watson. P. A.

ASK CHANGES
(Continued from page 3)
authorities March 1. He is trying to set the date for March 15 in order to take in the Workers' Alliance confab slated for that city March 13 and 14. In any case, Feinberg will in the near future probably present his argument to the board, based on a precedent he claims to have found in the clothing industry.

Appraised of efforts on the part of the Providence musicians' local to get around the problem by upping the wage scale five per cent, so as to take in both the social security, city and State unemployment insurance, Feinberg stated he wanted a more definite solution, such as the appending of a rider on contracts stipulating that responsibility for the tax rests on the "real" employer.

WITH the gypsies... Al Young left WMCA to go with station rep Edward Petry as salesman... Herbert Petty, of WHN, is basking in the W-lasha, Fla., sun... Art Kemp, Eastern rep for the CBS Coast network, to Los Angeles... John Legeman, of Columbia's press department, and wife, Hilda Cole, formerly of the same office, left last week for a six-week Mexico trip... Murray Arnold, of WIP, in town last week... Lester Gottlieb, MBS press head, looking over the Mutual stations, taking in CGLW, WGN, WOL, KWK and WLW... Nat Abramson and Jack Poppele, of WOR, off with their families on a Caribbean cruise... Earl Harper, WNEW commentator, to cover the spring baseball training in the South.

Mark Sullivan, veteran political weather vane, is talking radio with several prospective sponsors... Landt Trio is now in the song publishing biz; firm is to be known as Landt-White, Inc... Arthur Boran, CBS comic, has been signed by MCA... Paul Whiteman will conduct the National Symphony Orchest-

NORMAN ROSS, formerly with NBC and recently a free-lance announcer, has joined the staff of WAAP to conduct a new *Man on the Street* broadcast... Lawrence M. Hurdle, producer of *Modern Cinderella*, has been put in charge as supervisor of all Gold Medal shows, which include *Hymns of All Churches* and *Betty and Bob*... Dick Marvin, radio head of the J. Walter Thompson Agency, has returned from New York and resumed his production activities with the *Bowman Fireside Theater* and the *Northerners* programs... Howard L. Peck, former announcer of WISN in neighboring Milwaukee, has become radio director of the Hoffman & York Agency in the same town... From his bed in the Presbyterian Hospital, where he has been laid up with the flu and laryngitis, Nelson Eddy denied reports published in the East that he would work next season for the coffee maker that formerly sponsored Major Bowes and Eddie Cantor... Fiddlin' Jack McCoy, of the Cumberland Ridge Runners Quartet over WJJD, is temporarily off the air due to a fractured hip... Olan Soule has been signed for another year with the *We Are Your Show*... It is rumored that Arch (Lights Out) Oboler, who took unto himself a bride last week and is now honeymooning in New England, will likely be authoring a new network show for Frigidaire shortly... Ken Ellington, formerly with WFEM, Indianapolis, has joined WBBM as a radio news com-

mentator... Tom Bashaw, NBC sound effect man here, has announced his engagement to Louise Robertson, Chicago girl... Wedding bells in April, 'tis said... Margaret Hiedler, secretary to C. L. Menser, NBC production head, is early vacationing in Washington... Vic Taylor, formerly of WHA, Madison, Wis., has been added to the WLS continuity staff... Virginia Seeds, of the WLS publicity department, is enjoying two weeks at Miami Beach.

Radio watching the latest Norman Brokenshire comeback via a WOR Sunday commercial... Talk that Floyd Gibbons may go off the Nash show... Helen Hincley is a new Benton & Bowles addition, doing commercials... Dick Flahell, of WMCA, with his arm in a sling, after a shoulder accident... Mary Jane Walsh, Vallee show guest, has a buildup in store for her.

Robert Tallman and Robert Richards to switch to the film version of *March of Time*... CBS has reproduced a two-page ad from the *March Fortune*. One picture shows a family scene with the folks listening in. The gal in the picture is Cora Shepard, CBS hostess, and Cora is in the same picture twice—looking at herself. Due to a last-minute mixup, a model was missing and trick photography was used to have the two "different" young women in the same still.

THE HOOSIER HOT SHOTS, heard regularly on the Uncle Ezra and National Barn Dance shows, are considering an offer from a London booking office for eight weeks of personal appearances in London and an English movie contract... The Maple City Four have returned from Hollywood, where they made a flicker for the Republic studio... Betty Olson has succeeded Joan Drake, of Joan and her Escorts, and the name of the act has been changed to the *Escorts and Betty*... Joan left for Hollywood and an MGM contract... The Institute of Radio Service Men, Inc. will hold its annual national trade show at the Stevens Hotel here June 9 to 12... A flash from headquarters indicates that so far 109 manufacturers have engaged booth space for the show... Eric Sagerquist, CBS orchestra leader, is suffering an attack of neuritis... LeRoy Moffett, NBC transmitter engineer, is being transferred to the New York office.

Eddie Lush, announcer, who recently replaced Ralph Kanna at WELL, New Haven, Conn., resigned this week... Richard H. Ullman, commercial salesman for the Buffalo Broadcasting Company, WOB-WKBW, takes a vacation March 6, when he sails for Europe. He'll be gone about six weeks... The Melody Wranglers, comprised of "Shorty" Myette and Miss Tex Marks, signed last week to appear regularly on the Gypsy Joe program over WVEW, St. Louis, for an indefinite period.

From All Around

LOS ANGELES AND HOLLYWOOD—Tom Morris, of Seattle, replaces Hugh Brundage as KEHE announcer. Brundage joins KHJ... Tex Rickard has been upped from commercial manager to general manager of KMTR... Salvatore Santella has signed as full-time music director for KMTR... Paul McClure in town on NBC sales business... Judy Garland gets a new 13-week ticket for the Camel show... Nelson (Pete) Pringle and Myron Kluge have quit KRKD. Pringle goes to CBS in the news department, while Kluge draws the chief engineer spot at KFSO... Bertram Symmes has joined the announcing staff of KPAC. Formerly at KFSO, San Francisco... Leo Shepard has been upped by KNX to supervisor of the transmitter... KMTR has discontinued its artists' bureau... Doug Douglas, of KRKD, celebrating his 10th year as news caster... Arthur Church, president of KMBC, Kansas City, will produce platters here.

Marion McDermott, soprano soloist on WIOC, Bridgeport, Conn., leaves the station within the next few weeks for a rest... A recent benefit staged for the widow of Jay Ray, former player in Guy Hedland's Playhouse, WTIC, Hartford, Conn., netted a neat sum... Pittsborough Notes—Ed Scatterday, engineer for WCAE, moved to WOR, Newark... Joseph DeOtto, WWSW organizer and production man, joined WCAE as staff organizer... John J. Davis, Pittsborough stock actor, is a new announcer on WWSW.

STATES LINING
(Continued from page 3)
New Mexico, North Dakota, South Carolina, Utah, Washington, West Virginia, Wisconsin and Wyoming.

GERARD H. SLATTERY, general manager, and Arthur L. Leary, production manager, of WCOP, Boston, are killing several birds with one stone via their station slogan contest. Not only will the station finally choose an identification phrase but they'll have a chance to know from what parts of the country the mail comes and at what time the listener heard the station, this a requisite for competition. Station will be in possession of valuable data for sales promotion campaigns and program schedules. For this contest-survey the station will dish out \$15, \$10 and \$5 for the three top prizes and 25 \$1 checks for the remaining prizes.

CHICAGO, Feb. 27.—Smiling Ed McConnell, heard on the Acme Paint program every Sunday afternoon over the NBC Red network, is offering to take his program into the living room of any person, no matter where he lives, who sends him the diet for reducing he likes best before March 14. Plan is to broadcast the regular program of March 21 direct from the winner's home. Offer follows an accident in the studio on February 14 when McConnell, who weighs 294 pounds, broke a chair beneath him, almost disrupting the broadcast and thereby resolved to reduce.

A mimeographed penny postal card with a piano break for insertion in a pop tune is sent to all members of Phil Saltman's *Piano School of the Air* over WEEI, Boston, the Monday after its Saturday eve introduction. Membership costs 25 cents and allows the school's students to vie in contests in this quarter-hour show.

Straska's tooth paste, signed with KNX and the Columbia Pacific Coast web for a series of domestic sketches to begin in March, has taken spot announcements on the station announcing that they are looking for a lad of about 9 or 10 to complete the cast. All applications for auditions must be accompanied by a carton cover of the sponsor's product.

WFBL, Syracuse, N. Y., has entered the classrooms thru its General Knowledge tests. These exams, of which this is the second series, are presented thru a tie-up with the local and surrounding school boards. There are two groups of tests, one for high school juniors and another for seniors, and both are heard twice weekly for an eight-week period. More than 6,500 students take the exams, which are designed to show up weak spots in the school curriculum.

Parisian Tailors, sponsoring a weekly colored kiddies' program over WFEM, Philadelphia, have injected a novel note in commercial spots, paying off the contributing listeners in bank notes. Contest calls for listeners writing the ad copy, and to make it harder it must all be in rhyme. Best poem on product gets a five-buck note. For the cost sponsor is able to inject long-winded commercials, reading not only the prize winner but one or two honorable mentions.

WQXR, New York high fidelity station, has started a series of "consultations with listeners." President John V. L. Hogan discusses ideas which have been exchanged between the station and its fans. He also talks about WQXR's aims and its high fidelity system. Technical and entertainment aspects of the station are described to the listeners, who get a heavy diet of classical recordings and lectures.

NBC has issued a four-page booklet with the title *Showfolks, We Thank You*. Two inside pages consist of cuts of entertainers who appeared at the recent Radio City Flood benefit. Copy is vivid. Back cover lists other radio program benefits and entertainers. Brochure doesn't pat NBC on the back, but reveals the extent of the benefit. It is in sharp contrast to at least one release appearing recently. Latter was from WHIO, Dayton, O., and went into a eulogy of its good deeds. A piece of self-back-slapping par excellence.

Program Reviews

EST Unless Otherwise Indicated

"The Day Dreamer"

Reviewed Wednesday, 10:15-10:30 a.m. Style—Talk with musical background. Sustaining on KSO (NBC network).

Program conducted by Orville Foster, musical director for the Iowa Broadcasting System of Des Moines. He plays the pipe organ while sending greetings to ill persons and congratulations to those having birthdays, wedding anniversaries, etc.

With a sincere and pleasant voice, *The Day Dreamer*, as Foster is known, combines short poems and philosophy in a neat manner not too sober in text or delivery. Foster makes this type of program stand out because he keeps it going at a good tempo, and doesn't allow too much time for dwelling on sober subjects. He is wise, too, in choosing only short poems.

Foster takes time in the program to announce a contest for listeners sending in the largest collection of poems by Grace Noll Crowell, Iowan, with the winner to receive a leather-bound volume of her poetry. R. W. M.

Philip Morris Program

Reviewed Saturday, 8:30-9 p.m. Style—Variety show. Sponsor—Philip Morris & Company. Station—WABC (CBS network).

This ciggie sponsor now hits both webs with a combo dramatic and musical show. Russ Morgan is the ork leader and brought along several guests to say hello. On the first show these included Walter O'Keefe, Don Bestor, Ferde Grofe and others. Phil Ducey, the Six Minutemen, Frances Adair, Glenn Cross and Morgan's bandmen gave good accounts of themselves and set the evening off at a fast clip. Morgan recently replaced Leo Reisman on this account and his habit swinging shows nice going. "Johnny" trade-marked the show, as usual, in his highly individualistic manner.

Program is largely Charlie Martin's show, Martin writing and producing a short sketch. It's melodramatic and above the usual potboiler classification of such fodder. Idea is to present instances of circumstantial evidence errors and their consequences. Opening stanza entitled *It Might Have Happened to You* concerned a lad who was a dead ringer for a big-time bad man. Witnesses swore that it was he who did the dirty work, but a last-minute discovery of the actual criminal in prison saved the youth.

Weakest spot of the show is the idea of the innocent victim appearing. If he had something to say it would lend body to the production, but just bellowing has little *raison d'être*. Production is flat.

Only weak plug was the closer, which dragged a bit, particularly in contrast to the pace of the rest of the show. B. H.

"Radio Round Table"

Reviewed Tuesday, 6-6:15 p.m. Style—Interview with music. Sustaining on KPRC, San Francisco.

Conceived by Pat Kelly as a good-will getter for the KPRC publicity department, which is inadequately staffed to battle the competition offered by press departments of local NBC and CBS outlets. *Radio Round Table* is a quarter-hour interview which brings to the KPRC make a different radio scribe from the San Francisco Bay area each week. At first it was thought the discussions could be limited to those people and programs heard on KPRC and the Mutual network. This would make them too confined to be interesting, so Kelly was given permission to talk to the interviewees about any radio personality or

Handball Now

MEMPHIS, Feb. 27.—WNER broadcast the recent City Handball Championship match and won itself some nice space in the local dailies, with the sport ed particularly ga-ga over the idea. Sam Atchison, local athlete and twice winner of the handball title in the national A. A. U. tournament, did the honors.

program so long as other stations or networks are not mentioned.

Opener presented Bill Holmes, radio ed of *The Oakland Post-Enquirer*, who talked about St. Mary's College classmates of his and Kelly's who have made good in radio. Best known of these are Tony Martin, of the Burns and Allen show; John Nesbitt, of *The Passing Parade*; and Carl Ravel, the orchestra leader.

Musical interludes furnished by Elbert Lachelle at the organ were *Viente Su* (Ravel's theme, melody) and *On to Victory*, St. Mary's marching song, composed by Frank Barton, an NBC announcer, who was one of the personalities discussed.

Show's aim is to do for radio fans what the many Hollywood gossip broadcasts do for the film fans, give some of the "low-down" on shows and personalities. Having radio eds do it lends a note of authenticity.

Sunny Ludwig

Reviewed Tuesday, 3-3:15 p.m. Style—Romantic songs. Sustaining over KQV (Pittsburgh).

Sunny Ludwig, a popular and pleasant-voiced night club entertainer in the Smoky City area, is featured in an entertaining quarter-hour session. He warbles pop songs of today and yesterday, delivered in a charming, intimate manner. Could well fill a vocalist's spot in a variety show. Everett Ned is an able pianist on the program, furnishing the music for Ludwig's selections and playing an individual number each week. Ken Hildebrand is the announcer. S. H.

Gladys Swarthout

Reviewed Wednesday, 10:30-11 p.m. Style—Vocalists and orchestra. Sponsor—National Ice Advertising Company. Station—WEAF (NBC network).

Here is an interesting example of a smooth program, with fine talent, including Gladys Swarthout, soprano; Frank Chapman, baritone, and the Armbruster Orchestra, marred by long, nagging sales spiels. Miss Swarthout included in her repertoire *None But the Lonely Heart*, *Could I Be in Love?* and *The Lord Is My Light*. Her voice, rich and sweet, and Chapman's baritone blended together in a duet, *I Told Every Little Star*, which was effective. Chapman also included in his solo work an aria from *Il Pagliaccio*. He gave a careful, meticulous rendition but one felt, in contrast to Miss Swarthout, that he lacked any great depth of feeling. The Armbruster Orchestra backgrounded the

soloists and also played *Jewels of Madonna* and showed considerable deftness in technique.

Miss Swarthout should be gently advised, however, that while she is a good songbird, she most decidedly is not a feminine announcer of merit. Her speaking voice is not pleasant and is a distinct letdown to listeners who delight in her singing. She should stick to her job and let the announcer do his job. And that is not a pleasant one. Sales chatter was long and repetitious and the center commercial robbed the production of much charm.

With Miss Swarthout confined to singing and some intelligence and good taste displayed on the part of the ice peddlers, this program could double in entertainment value. B. H.

"Personal Problem Clinic"

Reviewed Monday, 10-10:15 p.m. Style—Sketch. Sponsor—Macfadden Publications, Inc. Station—WNEW (New York).

You can now send your personal problems in to Macfadden and his psychologist, James Craig Gordon, will fix you up in no time. Unhappy, frustrated people may gain some solace from this public exposition of their ailments, and some listeners probably enjoy it.

Program pushes *Physical Culture* and is a three-a-week job. The actual problem is made clear and is followed by a dramatization showing the subject's present attitude. Then a sketch reveals the proper way to react to the same conditions. It is, of course, the *Before and After* idea adapted for radio instead of patent medicine ads.

Stanza heard opened with an interview between Craig and a downtrodden bookkeeper possessing an inferiority complex. He was browbeaten by his boss, bossed by the little woman and altogether an unhappy individual. Solution for him was to "stand up for your rights and think of yourself." How he was to immediately conquer his unfortunate outlook was not made clear. From mouse to lion thru *Physical Culture* is the theme. Playing displayed no great finesse or acting, in keeping with the Macfadden tradition.

Sales spiels are long and delivered with the delicacy of a dancing pachyderm. B. H.

"Help Thy Neighbor"

Reviewed Sunday, 3:30-4 p.m. PST. Style—Employment interviews. Sponsor—Smith's Frankie Gordon (credit clothes). Station—KHJ (Los Angeles).

This job-seeking period is piloted by Hal Styles, former special events man at KMTR. Program takes the air with Styles interviewing about 10 job applicants each period who are selected from hundreds of letters requesting interviews weekly. Persons brought to mike are sorted for best human interest, generally running to a cross section, from housemaids to CPAs or electrical engi-

Current Program Comment

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

Campbell-Sanford advertising agency offered *Backstage in Advertising* as its contribution to WGAR, Cleveland, program series, whereby advertisers are given free time to strut their stuff. Program proved transcribed material by MILLICENT BARR, singer; BOB PRESCOTT and RAY KNIGHT, CBS sound effects and feature; CONNIE GATES, singer, and MAXWELL HAGE, radio production head for United Press. STANLEY PEYTON narrated in person. Program dramatized landmarks, such as invention of incubator, discovery of refrigeration by heat, origination of condensed milk and the like. Well done and interesting but too many plugs for agency. JOHN PAIT, station owner, seeks new material by giving time to 39 advertising agencies. Six have tried to present. Score: Two possibilities. Four failures.

Husband and Wives, on NBC Tuesday evenings, is a gippy-paced, humorous program that invites itself to be dialed in repeatedly. The major "but" is the selling spiels, which, thru the dramatization device employed, cause the commercials to be as obvious and evident as a black button on a snowman. It might be possible to sell as much Pond's

vanishing cream without throwing a log on the entertainment track. Show has just been renewed.

Phillips' (milk of magnesia tooth paste) production of *Way Down East* on WOR, New York, afternoons is a strangely mediocre tank-town transcription program to emanate from a big-time station. Either the discriminating or occasional afternoon listener may well strain his ears to see if they are deceiving him. Hackneyed lines, sickly production and listless playing probably cause more than one dialer to wonder if the whole business isn't a rather dull burlesque of an outmoded tear jerker. This attempt to take a broken-down legit play out of the tomb and to adapt it for radio flopped with a loud thud.

We, the People continues to present a wide variety of citizens and to inject occasional humor in the production. Program is an outstanding example of the audience-participation idea. Temptation in doing shows of this type is to go corny or sobby, but this production steers clear of these faults and at the same time cashes in on its human

needs. While almost strictly a hard-luck broadcast, period in its five weeks on air has developed a following among ordinary listeners as well as employers. Letters from the jobless are filed for reference when calls for particular types come in. To date Styles has found jobs for 125, he claims, with the sponsor footing car fare for out-of-town interviews.

Touching the same somber depths as the late *Good Will Court*, but not possessing that program's entertainment value, this broadcast nevertheless has its points. Styles is sympathetic as interviewer and keeps the ball rolling. Milton Weinberg Agency produces. S. P.

Frank Gaby

Reviewed Thursday, 8-9 p.m. Style—Comedian. Sponsor—Standard Brands, Inc. Station—WEAF (NBC network).

Frank Gaby, from vaude, failed to click in his air about on the Rudy Vallee variety show. Downfall was the same that has prevented other comics from fitting the bill, despite radio's crying need for new and more (and better) funny men. Material was strictly on the sour side of the ledger. Gaby's vaude delivery is smooth, and on the stage he's a classy worker. Over the air he hit home every would-be laugh line and used a shout delivery. J. P.

"Nothing But the Truth"

Reviewed Tuesday, 1:45-2 p.m. CST. Style—Talk and music. Sponsor—Bath-sweet Corporation. Station—WGN (Chicago).

Alexander McQueen, who conducts the *Nothing But the Truth* program, is no novice to radio, having been on various sponsored and sustaining periods for about four years. Working somewhat along the Ripley line, he takes an almost unbelievable item of historical or modern times and tells about it in a pleasing and understanding manner. On this opening program he selected several stories, all of which held the interest of listeners. Talk is broken up by selections by Alice Blue and Fred Witmer, piano duo. P. L. M.

Art Moger's Cartoon School

Reviewed Saturday, 11:45-12 noon. Style—Cartoon school. Sustaining on WCOP (Boston).

Art Moger, of the Boston Evening American art staff (Hearst), links this weekly lesson and history of cartooning stint into a general educational feature. Last five minutes of the program plugs the bill of the RKO Keith Boston Theater. Keith pays for these spiels by Moger, altho the show itself is sustaining.

Moger is pleasant to listen to. He plugs his book, *How To Cartoon*. After getting these preliminaries off he continues with his lesson on history of the American cartoonist in parallel with the painter. Says that the American people are not artistic, but are "virile and like an ideal in their pictures"—Poppy, Henry, Skippy, etc.

Moger has a knack that allows one to become interested in this black and white art pronto. Worth study as a commercial for definite types of business. S. J. P.

"Scattergood Baines"

Reviewed Monday, 8-8:15 p.m. PST. Style—Dramatic sketch series. Sponsor—William Wrigley Jr. Company. Station—KNX (Columbia Pacific Coast network).

Aiming to develop a new 15-minute script sketch for daily Coast-to-Coast consumption to succeed *Myrt and Mergt*, Wrigley's has purchased the radio rights to Clarence Buddington Kelland's magazine character, Scattergood Baines. Show premiered on the Columbia Coast web where it will remain until fully molded.

Initial stanzas, written by Hal Hudson and Russ Johnson, got off to a slow start, due mainly to the fact that establishing characters was necessary before plot involvement. Characters are well depicted, especially the title role as handled by Jess Bush. Only fault is that in trying to catch the provincial honey charm of the mag series, the actors leaned to the corny side. If the series is to be reckoned as competition to *Amos 'n' Andy*, who air also at this time, the corn must be husked.

Production is fair and script not bad, tho it doesn't seem to catch the exact flavor of the Scattergood yarns. Production by Dave Owen. Airing set by Neuser Mayerhoff Agency. S. P.

Bass Fiddle Goes Highbrow

PHILADELPHIA, Feb. 27.—While most here footers figure the bull fiddle makes an eerie music than the down beat slip, Waldemar Cise showed otherwise by demonstrating his bass violin virtuosity in a concert recital. Presented his own arrangements of standard classics, and with Sacha Jacobinoff fiddling a scratch-box on the assist, added Giovanni Bottesini's "Grand Duo Concerto" for violin and bass.

Detroit Boom Ups Salaries

Better type acts getting above AFA minimum—talent demand up

DETROIT, Feb. 27.—Developments point to increased opportunities for better acts in local night spots. Better pay, bigger spots and a demand for novelty acts are prominent trends. Out-of-town bookings thru Detroit agents are increasing, and pay for new acts of merit is often substantially over the AFA \$60 minimum. A few privately operated clubs are now being booked by the Betty Bryden Office, for instance, at \$75 to \$85 a week.

The tendency of a few agents to offer acts at cut prices, making a higher wage standard difficult to maintain in the territory, has encouraged the constant bringing in of new talent to make the higher rate possible.

Novelty acts remain in big demand. Old-time vaude and even fair and circus acts have been booked here regularly. Bigger places are becoming the rule, with important spots announcing enlargements almost weekly, resulting in a heavier demand for talent and bigger acts.

Drive on Chiseling Musicians

LOS ANGELES, Feb. 27.—Drive to round up chiseling musicians and price-cutters, who have been reported going full blast at many of the local night spots, restaurants and some of the independent radio stations, has been instituted here by musicians' local 47, American Federation of Musicians. It is understood that when the violators are fully listed several two-time offenders will face suspension from the union, while others found guilty will be dealt severe fines. Object of the drive is to whip chiseling members into line or force them out of the local. Secret hearings are already under way.

Grundmann's N. O. Bookings

NEW ORLEANS, Feb. 20.—Recent bookings by Grundmann's Attractions here are Perrade and Jetan, Lulu Bates and Winy Mannon's Band, at the Chez Paris. Rex and Betty Powers recently opened at Rat Gromy niter, at Lake Charles, together with Audury Gill.

Wheeling Spot Resumes Line

WHEELING, W. Va., Feb. 27.—George Munsley, Club Diamond manager, has returned to a girl-line policy. A group from Gertrude Avery's Chicago studios, with Eileen Evans in the lead, is current, along with Hayes, Haig and Howe, and Jack Howe, emcee.

Philly Racket Boys Get Lumped

PHILADELPHIA, Feb. 27.—When petty racketeers last week were escorted out of Harry P. Hahn's Coconut Grove for trying to bust up the floor show they threatened to return and bust up the place. Mobsters kept their word, but didn't reckon that Hahn had a crack police crew waiting for them. In the tussle that ensued seven persons, three of them cops, finished their night-lifting in the hospital.

During the fracas one of the hoodlums, allegedly armed, threatened Rose Coyle, "Miss America of 1936," and her manager when they tried to leave the niter.

FLORIDA NOT SO HOT

Heavy Oklahoma Bookings

TULSA, Okla., Feb. 27.—Milton Hill, local dance and stage producer, reports a decided upturn in night spot bookings in this territory, with his office now placing acts in the Club Lido, Casa Del Tonia and Old Hickory Club, all of this city; Yo Landa Club, Bartlesville, and the Cotton Club, Joplin.

Hill's revue, *Dancing Divorcees*, just closed a three-week engagement at the Pelican Club, Houston, Tex. His latest, *Temptations of 1937*, is now in its fourth week at the Edgewater Club, Lafayette, La.

To Build New Showboat

VICKSBURG, Miss., Feb. 27.—The Miss-Ark, floating night club that has plied the Mississippi in the Delta area for several years, sank last week 10 miles north of here. Thomas Pountain, owner, says that he will rebuild club with new boat immediately.

Ingalls Active in Chicago

CHICAGO, Feb. 27.—Miles Ingalls, who contracts talent for Clifford C. Fischer's French Casino show in New York and who is here coincidental with the opening of the current revue at the Casino Parisien, has signed Corrine, recently in the Texas Centennial Revue, to a three-year contract. She will open at the French Casino, New York, soon. He also signed Eddie South and his orchestra, now appearing in a local night club, as a future attraction at Les-Ambassadeurs, Paris, and is lining up other talent.

Detroit Agency Drops School

DETROIT, Feb. 27.—Etienne Booking Agency has closed. Mme. Etienne will continue to conduct the Silver Stage Studios, which she has operated here for several years, as well as the Club Chateau, downtown night spot. The Etienne's will also continue to produce units, lines and acts, with the *Nonchante Playboys on Parade*, an all-male unit, now working in Detroit night spots for the Amusement Booking Service.

Parsons' Showboat Again

NEW YORK, Feb. 27.—Kay Parsons has signed for the fourth year as head-woman of the Cotton Blossom Showboat cruises of the S. S. Bear Mountain.

Dave Oppenheim has not been re-engaged to write the production numbers and dances, which will be arranged by Ferde Grofe. Wallace Millam will again be in charge of production.

Band in Trailer Accident

MORGANTOWN, W. Va., Feb. 27.—Serious injury and possible death was narrowly escaped by Jimmy Finnick and several members of his band when their car and trailer skidded near Weston and crashed into another car. The trailer contained several hundred dollars' worth of instruments.

Waring Band to Coast

NEW YORK, Feb. 27.—Fred Waring and orchestra will do the film *Varsity Goes for Warner*. Johnny O'Connor joined the band in Detroit this week and will accompany it thru its Mid-western tour of Cleveland, Chicago, St. Louis, Kansas City and San Francisco. They wind up in Hollywood April 15.

Argyries Adds Bath Hotel

ROCHESTER, N. Y., Feb. 27.—Arthur Argyries, of Mutual Entertainment Exchange here, has signed the Wagner Hotel, Bath, N. Y. First to come in under his banner were the strollers, De Monico and Phillips, and the dance team of James and Allen.

To Open Ballroom

SOUTHBRIDGE, Mass., Feb. 27.—Dick Halliday has acquired Happy Hours Ballroom here, spot being set for an April 1 opening. Capacity is 900. Traveling bands will be used.

Night Clubs Use Name Talent; But Business Is Poor, Anyway

(Continued from page 4)
while Wini Shaw drew \$1,500 a week during her engagement here. Other big acts that are or have been playing local spots this season are Cardini, Gomez and Winona; Georges and Jalna, Benay Venuta and Cross and Dunn. Among the big bands here this season have been Russ Morgan, Ozzie Ted Lewis, Xavier Cugat, Charlie Dornberger, Carlos Molina, Paul Sabín, Jolly Coburn.

With slot machines legal, but all other gambling except pari-mutuel machines banned by State laws, local night spots installed slot machines for 25, 50 and silver dollar coins and used the entertainment as bait for the machine players. As a result, most spots kept their shows short, so that the patrons would not be away from the machines too long. Encores were ordered kept down. All

spots, except some cocktail rooms, installed the coin machines.

The French Casino, which did not install any coin machines, did very bad business and closed Saturday. Clifford C. Fischer's *Folies Montmartre* revue, which opened January 13, failed to draw.

Bill Dwyer's Palm Island Casino closes tonight after a third season in the red. Following two big Earl Carroll shows, on which Dwyer is reported to have lost a quarter of a million dollars, this year's show was Lew Brown's 35-people revue. It ran six weeks.

Only three spots here that ran production shows this season have been the French Casino, the Palm Island Casino and the Royal Palm.

Miami and Miami Beach are in Dade County, which permitted open gambling earlier in the season but which banned it when the reform administration came into power.

Of the hotels, Jack Dempsey's is doing heavy business after starting off poorly. It cut room rates, installed slot machines, installed entertainment in its cocktail lounge and started a series of Sunday afternoon cocktail parties to celebrities. First four parties were thrown in honor of Dorothy Day, Bill Corum, Ed Sullivan and Ted Husing and have done heavy business. Current show is headed by Terry Lawler and Otis Steck's Band.

Other spots doing fair business locally are Biscayne Kennel Club, which has Ted Lewis and band; Club Esquad, Deauville, Frolon, Ira's Supper Club, Merry-Go-Round, Town Casino, Miami Biltmore Hotel and Honey Plaza Hotel.

In Palm Beach, Sam Salvin's Colony Club and Col. E. R. Bradley's Palm Beach Casino, in Palm Beach, has been doing okeh business, with the Cafe Madrid being the main competition. Here, as well as in Miami and Miami Beach, most spots have avoided tacking on a cover charge and have, instead, preferred to set minimum charges, ranging anywhere from \$2 to \$4.

An overflow of night spot patrons have been visiting spots in Nassau, where the British Colonial's Flamingo Grill is the only spot with a floor show. Bahamian Club, Jungle and the Prince George Hotel offer intimate entertainment.

NEW YORK, Feb. 27.—Paul Ross, of the Columbia Artists' Bureau, has just spotted Alexander Gray into the Miami Biltmore, Miami, opening March 1, and Tito Guizar into the Honey-Plaza Hotel, Miami Beach, opening March 2.

6 Philly Night Clubs To Reopen

PHILADELPHIA, Feb. 27.—In spite of the Lenten season local niter zone is characterized by unusual activity. On Friday the Evergreen/Farms unshutters as the Lexington Casino. Band assignment goes to Harold Larzere.

In the Harlem belt Harry Slatko, former impresario of sepiu stage productions here, lights up the old Club Alabama as the Theatrical Club. First show has Jackie Mabley heading a cast of 45 and Bill Doggett leading the band.

After being badly damaged by fire George Levin reopened his 31 Club Thursday with Doc Dougherty's Band, Melvin Evans, Nick Gallucci, Giggles Craig and Osborne and De Marco.

Lettimer Club comes to life again March 3 as Mary Lee's Nightcap. Miss Lee herself directing the entertainment.

Harry Steck, former local ork leader, took over management of Shaffer's Hof-Brat, sporting Chick Fennis on the band stand and Happy Beano Johnson heading the floor talent.

Among the roadhouse lanes Mary Howard renovated her spot in Haddonfield, N. J., reopening it as the Smart Spot Inn, with Ray Fox's music and Chick Atkinson emceeing.

Chi Becomes One-Night Town

Sharp drop in night club attendance as conventions wane—Saturday big night

CHICAGO, Feb. 27.—With the convention season pretty well over, attendance at local night spots has taken a decided drop and Chicago is rapidly becoming a Saturday night town as far as night clubs are concerned.

During December, January and the first half of February scores of conventions were held here, some of them running into the thousands in attendance. Furniture and style shows also brought thousands of merchants and buyers to town. Naturally a large percentage of the visitors wanted to "see the sights" and the bright spots profited handsomely from their patronage. With the exodus of the out-of-towners the after-sundown spots have had to depend mainly upon the home guards, and apparently there are not enough of them with spending proclivities to keep the niteries profitably occupied.

One night club man, discussing the situation, said: "Except during convention time, Chicago is a one-night town. It doesn't get the real spenders—the playboys. When a man living, for instance, in Davenport, Ia., has sufficient money and inclination to hit the high spots he doesn't come to Chicago. He goes to New York. Maybe we have just as many attractions here and just as good shows, but New York has the reputation as the spot and that's where the spender heads for. If you go into any one of the leading Loop night spots and find the patronage light you can safely assume that the same condition exists in most of the other spots. It's not so bad for those spots having facilities for patrons to buck Lady Luck, but for the legit places it's plenty tough. Unless there's an extra fine show or some very clever promotional work it's extremely difficult to get customers in paying numbers right thru the week."

Veloz and Yolanda in Havana

HAVANA, Feb. 27.—Veloz and Yolanda opened at the Sevilla Biltmore Hotel here Saturday. Havana season is now in full swing and hotels are doing well.

Barberton, O., Club Burns

BARBERTON, O., Feb. 27.—Fire destroyed the Hill Top Tavern here Thursday with loss of \$10,000. Blaze occurred a few hours after the night spot had been closed. Henry McCleary, owner, said he had no immediate plans for replacing the club.

Night Club Reviews

Cocoanut Grove, Park Central Hotel, New York

Not so long ago, this spot experimented with a lineless show and the tryout was a flop. Current revue by Bill Powers, his second here, has a bevy of girls and the show profits by it plenty. Seven line dancers and six gorgeous showgirls pretty definitely prove that there's nothing like a peppy line and a number of eye-fillers to decorate a show and provide the proper relief between featured acts.

Cuban Fantasy is a longish revue which affords Roscoe Ails some fine opportunities to display his emceeing abilities. However, a capable, breezy job is marred by a dearth of original material.

Dorothy Jeffers opened the show proper with an eccentric tap number, with a bunch of Suzi-Q's added, and drew a generous band. This nice-looking youngster has a style and delivery that's out of the ordinary.

Sandino and Fairchild were not especially impressive in their two numbers but show promise, and it is not impossible that this young team may develop into the better type of ballroomers. Sandino is not quite sure of himself, but the girl is smoother and very attractive.

Slightly plumpish but pretty suburban-haired Ruth Denning scored with personality songs that unloaded a world of expression in voice and face. She knows how to handle her numbers and is in okeh for sight as well as sound. She did "Take to You and Sing Me a Lullaby."

Petite Betty Lewis has cuteness of face and figure, an extensive wardrobe of striking costumes and a great preliminary buildup by Ails to offset her rather weak dancing. Some fast turns with taps highlighted her first offering, while the second, a Bolero number, had swell musical background to color her tepping.

For years one of the finest exponents of eccentric dancing, Ails today can stack up with any of our younger dancers. His work is original and clean cut (his split is unbeatable), his personality is easy going and, above all, he knows how to sell. Closed with a cute exhibition of truckin' and Suzi Q-ing in a double number with Miss Lewis.

A much-improved band since last caught, Jerry Blaine and his men provide dance rhythms that are easy on the ears and hard on the dogs, plus capable show accompaniment. Bob King and Phyllis Kenny supply creditable vocals. Claude Ringwalt and his strolling trio entertain table to table between shows, and Nubi, gifted palm reader, intrigues and amazes with her skill.

Business continues gratifying here, with dinner show caught forcing host Lester Nelson to make a trip to nearly every table on floor. George Colson.

Versailles Restaurant, N. Y.

The house that Prounis and Arnold built continues its policy of name attractions and, for its current fare, offers Reginald Gardner, feature on the current musical *The Show Is On*; Illiana, Continental singer, and the Stuart Morgan Dancers, adagio group.

Unique in his talent as a master of mimicry, impressions and story teller, Gardner delights with his magic transformations of ordinary, commonplace inanimate objects into living and fantastic things. Novel, clever and effete, Gardner's offerings are about the tops in sophisticated nonsense.

Last seen locally at the Biltmore Hotel, Illiana fares much better here, thanks to the less unbending atmosphere and a shrewder selection of numbers. Opening with a Russian folk song, she seemed to suffer from a nervous throat tightening that wore off with her amusing pieces. Her unusual, quaky voice sounded almost screechy in this number. As always, her lower registers are warm and rich, and few singers hit the final high notes with her clarity and sureness. *Estrellita*, done in Spanish, followed, with soft, sweet passages done with great feeling and expression. She concluded with the stand-by *Ochi Chorni*, again getting across with warm pianissimo and climaxing with a steely high D.

The Stuart Morgan Dancers are as fine an adagio group as ever graced the boards of stage or night club. Peggy

Taylor and the three male members thrilled this insatiable opening night audience with their sensational, daring and beautiful work. Snapping off their routines at a fast clip and with faultless precision, they pyramided thrill after thrill and closed to a thunderous applause.

The Meadowbrook Boys continue to provide the dance and show music and alternate dance rhythms by the Hall-walian Serenaders. George Colson.

Walnut Room, Chicago

While most of those who go to the Walnut Room of the Bismarck Hotel patronize it primarily for its excellent food, the equally excellent music and entertainment also have been a prime factor in building up an enviable clientele. Maestro Phil Levant is a perennial favorite with Bismarck patrons and his band, always good, continues to improve. He has two popular vocalists in George Wald and Groetchen Lee.

New show which opened Friday reintroduced another Bismarck favorite, George Nelidoff, and his operationally tuneful group. There is little change in his lineup. At the mid-evening show lovely Muriel Davenport and Leonard Balsamo opened with the *Miscere* from *H Trostfore*, doing the number beautifully.

Lolita, personable dancer, offered a Spanish number and was followed by Balsamo singing *Your Eyes Have Told Me So* and *One Alone*. A toe dance by Bettina Rosina to *Serenade to a Wealthy Widow* was gracefully done. Muriel Davenport next offered *My Hero* from *The Chocolate Soldier* and Victor Herbert's *I'm Falling in Love With Someone*, her lovely rendition winning heavy applause. Mata Monteria pleased with a bolero to *Fofocheros*.

Nelidoff himself got a big hand for his singing of *Let Me Be Born Again* and encored with a Russian gypsy song. Finale was a colorful combo of song and dance to *Beautiful Lady in Blue*.

Three shows an evening are presented, each different and all leaning to the lighter operatic type, which gives Phil Levant and his boys an excellent opportunity to play the better type of music. Phil, however, is equally at home with the classics and popular numbers. Nat Green.

Casino Parisien, Chicago

Lavishly staged production numbers, beautifully and sensationally costumed, and a sparkling array of talent combine to make Clifford C. Fischer's second show here, *Paris-Montparnasse*, the finest entertainment ever presented in a local night club.

Its spectacular and exciting beauty far surpasses its predecessor, both from an entertaining and technical standpoint. (See NIGHT CLUB on page 32)

Additional Night Club Reviews Appear on Page 19

Unique Cafe for Chicago

CHICAGO, Feb. 27.—Buddy Davey and Tony DeQuarts will open a new night spot here, in the Rush street district, to be known as the 909 Club. Will carry the jungle motif thruout. Walls will be covered by huge trees and lions and tigers, which, with a third dimension effect and lighting, are expected to convey an atmosphere of realism.



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YOUNG AMERICAN BARITONE.
Eighth Week at THE JUG,
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Dr. WILL WEBER, Band Blog, New York.

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Comedy Singer, Dancer and M. C. Now playing in Chicago. Now featuring his new invention, the only Electric Vibrolyne in the world.
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Now 2d Week
LASALLE HOTEL, CHICAGO
Opening March 10th, Cincinnati, Ohio
Mgt. MUSIC CORP. OF AMERICA.

Club Chatter

New York City:

EVELYN CASE, lyric soprano, will open a four-week engagement at the St. Morris Hotel. Handled by Harry Ames. . . . **VELOZ AND YOLANDA** will open April 1 at the Plaza Hotel with Eddy Duchin's Orchestra. . . . **DEE LLOYD** will present her "planotations" at the Copper Bar of the Uproar House. The piano itself is perched just above the bar. . . . **CLIFFORD C. FISCHER**, producer of the French Casino shows, has returned to New York after launching the new revue, *Foiles Montmartre*, at the Miami Casino January 13. . . . **ROBERT AND HELEN WILLIAMS**, owners of the dog Red Dust, gave a special performance for President Roosevelt at the White House February 27. . . . **DOROTHY WILKINS**, accordionist and singer, is set at the Hotel New Yorker indefinitely. . . . **JANS AND LYN-TON**, dance team, opened at the Village Barn for indefinite run. They feature a rag-doll dance and a revival of the cakewalk. . . . **CLUB BALI'S** new show opening March 2 is headed by Eddie Lambert, comedian, making his first night club appearance, and Vivian Ray. Rest of show includes the Lincolns.

Gene Archer, Virginia Smith and Reina Dell. Produced by Wallace Millam and emceed by Chio Farmer. . . . **CAPT. WIL-LIE MAUSS** and wife expect an heir some time in August. He'll continue with the act while she lays off waiting for it to happen.

MRS. JERRY MIACO, wife of the prestidigitator, is now doing a silk trick of her own. She and her husband are in their fifth week at the St. Morris. . . . **ACORN CLUB**, in Brooklyn, just closed a floor show featuring Roy Sedley.

It's all right for dancers to try to express emotions, but they would be much better off financially if they expressed universal emotions and not of the abstract emotions and ideas usually attempted by the tonier concert dancers. To go over in night clubs, dancers have got to dish out teasing that's easily understood and easily sold. Clubs hire Cypsy Rose Lees and fan dancers, not Martha Graham and Isadora Duncan.

Chicago:

EDITH MURRAY, Hal C. White, Ruth and Buddy Buckland, Betty Carver, the Six Chicago Rockets and Ken Parker's band opened the new Chesterfield Club February 28. . . . **BILL BRUNS**, who operates the Palm Garden, Forest Park, Ill., sails for Germany April 11.

THE MARQUETTE CLUB, which closed several weeks ago, is being reopened March 2 as the Suzi-Q Club, with a show headed by Sammy Clark. Place is being operated by the Suzi-Q Corporation, headed by Paul Kinney, former owner of the Marquette Club.

Well, somebody's gone and said it, in China. Mayor Ma Chao-Chun of Nanking has decreed that "dancing, a foreign amusement, is dangerous to the morals of boys and girls and is a drain on the social and economic structure of society." Students caught dancing publicly will be expelled from school.

Here and There:

GUS VAN is in his fourth week of a six-week engagement at the Bal Tabarin, San Francisco. . . . **EARNS AND GORDON** have closed at Lavaggi's, Boston, and opened a two-week engagement at the Gatineau Country Club, Ottawa, Ont. . . . **JEANETTE AND KALAN** are at the Club Chalfonte, Pinehurst, N. C.

WINGETT AND HEADLEY, Lena Ginster and Cherie are in their 22d consecutive week of night clubbing around St. Louis. Now in their 17th week at the Market Tavern. . . . **BELMONT BROTHERS** have been held over at the New Embassy Club, Canton, O. Next date is Grey Wolfe Club, Sharon, Pa. . . . **GEORGE AND MARVIA KING**, after eight weeks in Miami, opened with the Olimex Club, San Antonio. . . . **BILTMORE BOYS** are in their fifth week at the William Penn Hotel, Pittsburgh.

JOHN BOOTH heads the new show at the Washington-Youres Hotel, Shreveport, La., that includes Gayle and Lord, Loyanne and Renard, Bobbe Joyce and Glen Lee's Ork. . . . **FRANCIS AND WALLY**, after a month in Boston, are in line for the Stork Club, Providence, latter part of March. . . . **VICTOR AND RUTH**, skaters, are at the Club Patee, Hartford, Conn., indefinitely. . . . **EDWARD SCOTT**, Philadelphia, songwriter, has turned singer.

MEL FERNBERG, owner of Kelly's, one of Cincinnati's best known night haunts, has acquired the recently closed Hiramack Cafe in downtown Gincy and will reopen it this week as a swanky private club, using the membership idea. . . . **JOE DALEY'S** *Foiles* is now in its seventh week of an indefinite engagement at the Streets of Paris night club, Philadelphia.

JACKIE WHALEN, emcee, is now in his third week of an indefinite run at the Show Boat, Long Island, N. Y. George Caplane is booking the floor shows there.

DIXIE DIXON, fem impersonator, is in his third week as emcee at the Club Villa-D, Detroit.

STUART MORGAN DANCERS

now appearing at
THE VERSAILLES, N. Y.
personal direction
MAURICE GOLDEN
RKO Building, Radio City, N. Y.

PAUL GERRITS

The Appleton (Wis.) Post-Crescent said:
"This chap should go far"—HERE I AM!
Back at the St. Regis Hotel (Iridium Room), Return after twenty weeks at St. Regis Hotel (Viennese Roof) last summer.
Doubling at **LOEW'S STATE**, New York, Week March 4.
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2d Week **PARAMOUNT THEATRE**, New York. | Just concluded 10 weeks at the Hotel Biltmore, N. Y. Thanks to Horace Heidt.
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—CHICAGO DAILY NEWS

"... Do amazing things in acrobatic with the aid of a spring-board. They pile three high in a maneuver as fast as lightning. Their other difficult stunts being figured apparently as more or less routine stuff, which they aren't by a long shot!"
—CHICAGO AMERICAN

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RAMON RAMOS
 AND HIS CONTINENTAL ORCHESTRA
 Recently Concluded Engagement
 at the
 AMBASSADOR HOTEL, N. Y.

RAY FOX moves from Thompson's Cafe, Camden, N. J., to open the Smart Spot, Inn, Haddonfield, N. J.

IRENE TURNER follows Jimmy Dougherty at Tony Murray's, Philadelphia, Dougherty doing initial honors at the new Arrow Cafe. Other local changes have Vincent Norman locating at De Paul's following departure of Jack Fisher.

BILLY SHADES held over for a limited stay at the Holloway Inn, Marlton, N. J. OPENING and reopening of night spots in Philadelphia finds Jimmy Littlefield at Palumbo's, Bill Honey at the Kit Kat, Michael Pediani at the Savoy Tavern, Doc Dougherty back at the 31 Club and Bill Doggett at the new Theatrical Club.

Honor of being "the most versatile band on the air" has been claimed by Clyde Lucas. His musicians prove their versatility by playing 75 instruments. In addition to their modern dance rhythms they can play authentic rumbas, tangos and Hawaiian melodies. Glee club ensembles, harmony, novelty and comedy numbers are all a part of the routine of the band.

BUDDY BRION locates at Ray's Log Cabin, Gloucester Heights, N. J.

VINCENT RIZZO, Adelphia Hotel maestro, gets the call for Philadelphia's Artists' Ball April 10.

WALTER WHITEY'S Band has been booked for an indefinite engagement at the Steamship Zee, Chicago cafe.

KEN PARKER'S Band opened at the Chesterfield Club, Chicago, February 26. BENNY MELOFF'S Band, now playing thru the Northwest, is booked into the Palace Theater, Chicago, April 9.

REN BERNIE, booked at the Coconut Grove, Los Angeles, until March 15, has signed Jill Keeling, vocalist, for the remainder of the engagement.

PHIL REGAN will organize a band after his next picture for Republic. Will break in with a series of one-nighters on the Coast.

FREDDIE PACKARD'S Orchestra opens at the Jonathan Club, Los Angeles, March 13.

GARWOOD VAN, currently one-nighting on the Coast, goes into the Mid-house Cafe, San Diego, next week for MCA.

HENRY KING and orchestra, playing at the Fairmont, San Francisco, flew down en masse to Los Angeles one day last week to make recordings for Decca. Platters were recorded during the day, with King and his group of 14 flying back in chartered plane.

TOMMY CHRISTIAN, on the Coast for some time doing picture work, has re-organized his orchestra and goes under the Rockwell-O'Keefe banner.

ACE BRIGODE and his Virginians have received another extension of contract at the Gibson Hotel Rathskeller, Cincinnati. Band now remains there until April 2. Original contract of four weeks has been extended to 12.

JACK HAMPTON'S BAND, after a 12-week run at Palace Gardens, Lansing, Mich., opens this week at the Rendezvous, Battle Creek, Mich. Combo features Forrest Hurley, comic, and Jack Hampton, vocalist.

JESSE OWENS and ork are set for Castle Farm, Cincinnati, April 3 and 4. Johnny Hamp and orchestra play there March 13 and 14, with Clyde McCoy's musicians scheduled for April 10 and 11.

Current craze among the New York band leaders is instituting certain "nights" of the week in honor of some phase of the songwriting field. Vincent Travers, at the French Casino, has put aside two nights a week for the song pluggers: George Hill, at the Taft Hotel, began a series of "Composers' Nights" March 2, and Jerry Blaine, of the Park Central Hotel, inaugurated a series of "Publishers' Mondays."

DON BESTOR and band have opened at the Netherland Plaza, Cincinnati, for an indefinite stay.

RALPH WEBSTER and band now playing Club Lido, Tulsa, with KVOO wire nightly.

GUS ARNHEIM going into the Netherland Plaza, Cincinnati, March 5.

LEON BELASCO to follow Abe Lyman into the New Yorker Hotel, New York, March 4.

TOMMY (RED) TOMPKINS out two records for the new Master Records Company of Irving Mills on February 19. Numbers are *Deep Shadows, I Never Had*

a *Dream, Monopoly Setting, and Oh, Baby, Maybe Someday*. Records will be released March 15.

SID DICKLER and band have been tendered an indefinite contract at the Arlington Lodge, near Pittsburgh. Band airs via WWSW weekly.

MARIO BRAGGIOTTI and orchestra, recently at the Pierre Hotel, New York, with nightly NBC airings, opens for CRA at the Normandie Ballroom, Boston, March 7.

KEN HARRIS and his Tone Style Band, now playing Hotel Ben Lomond, Ogden, Utah, boasts of an original new style in music, featuring the playing of Harris, Eddie Brown, Elmer Pace and Elmer Cudd. The band travels around in a specially built trailer.

JERRY MONROE and band are now in his fifth week at the Club Tip Top, Flushing, L. I. He has added Ronny Pearl to the outfit.

JAN CAMPBELL, long connected with Continental Orchestra Corporation, of Utica, N. Y., is now in New York organizing a new band. Continental will keep his former unit as the Washington and Lee Orchestra.

WIT THOMA and his Princetonians are in their fourth week at the Nat Supper Club, Amarillo, Tex., booked by MCA.

BILL DOUGHERTY is now playing with Bee and her Rhythm Boys at the new Chickamauga Club, Columbus, Ga.

EDITH POWELL, former vocalist, is organizing an all-girl band. Under management of Grove Artists' Bureau, Inc., New York. Bookings handled by Hy Green.

MICKEY SULLIVAN and band are winding up a year's run at the Lido Cafe and open at the New Eden Gardens, Worcester, Mass., March 5.

BARNEY RAPP and his New Englanders will open at the Chase Hotel, St. Louis, March 9 after a week at the Earle Theater, Philadelphia. Band will play a number of ballroom and one-nighters on way to St. Louis. New feature with the band is a trio, two girls and a boy, discovered in Greensboro, N. C. All bookings by CRA.

The candid camera *fad*, so popular with European audiences who delight in snapping favorite acts in motion, which is swiftly gripping American fans, has spread to the people usually on the other side of the footlights. Professionals, too, like to snap audiences they want to remember for some reason or other. Band leaders are especially addicted. Among those who boast cameras and spend much time with photography are the King Sisters, Clyde Lucas, Mario Braggiotti and Johnny Hamp.

ALBERT KAVELIN and band are filling an engagement at the Cosmopolitan Hotel, Denver.

RUDOLF FRIML JR. goes into the French Casino, New York, March 30. Also scheduled to make a short for Paramount March 3. Band will have an NBC wire from the Casino.

BERT MASSINGALE is back in front of his orchestra at Club Plantation, New Orleans, after illness of several days.

LEE BENNETT and Louis Panico are the latest names added to the growing list of CRA bands. Bennett was formerly identified with Jan Garber and Panico used to trumpet for Paul Whiteman.

GLEN LEE and orchestra opened at the Washington-Yoursee Hotel, Shreveport.

Bernie Dropping Baudmen

HOLLYWOOD, Feb. 27.—Reported here this week that Ben Bernie will disband his orchestra here March 15, when they sign out of the Ambassador Coconut Grove. Bernie will go in for more picture and radio work, planning to pick up bands as he needs them without expense of keeping his dance unit intact. The Old Maestro, however, is anxious to see all his men in secure jobs before giving them their final salaries and is contacting friends for jobs for the boys.

Cab Calloway to Coast

HOLLYWOOD, Feb. 27.—Cab Calloway will be sent here by Mills Music Corporation this summer for an indefinite stay. Mills has already started on picture possibilities to augment Calloway's night club work here.

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Hollywood Mgr. for CRA
 HOLLYWOOD, Feb. 27.—Succeeding Phil Jacks, resigned, Cliff Webster, former business manager for the local musicians' union, becomes Hollywood manager for Consolidated Radio Artists. Gus Edwards, general manager of CRA, is en route here to sign orchestras and talent.

Music News in New York City

E. B. Marks has released the original *Die Lead* one-step and brought it up to date with a new title page and modern arrangement. The number, by D. J. (Nick) La Rocca, bears for the first time a vocal refrain with piano accompaniment. Twenty years ago the composition was regarded as the forerunner of real jazz vogue. All the band members who first introduced the work still survive.

Two new tunes published by Jack Mills are rating No. 1 plugs. They are *Supposing*, a smart English number, and

I'll Never Tell You I Love You, the effort of Will Hudson.

Herman Schenck is now associated with Words and Music as contact man.

That prolific pair, Andy Razaf and Paul Dennicker, are again to the front with some new songs. In particular, *Yes or No* and *Rest*. Strange part of their joint efforts concerns *Yes or No*. Razaf supplied the text, with Dennicker contributing the melody, all in one afternoon, while Joe Davis listened.

Two rival publishers almost entered a lawsuit over a tune. There was a striking resemblance to the music used in the respective songs. Just when one of them was on the verge of having papers served it was found that the dis-

puted air had been lifted bodily from a forgotten song of over 50 years ago.

Sherman, Clay & Company have moved into the RKO Building, Radio City.

Another foreign music publisher is on his way here. He is Simon Van Lier, representing Keith Prosser & Company, London. Will make his headquarters with the Sam Fox Company as guest of Fox and Leonard Green, of the publicity department.

Another trip has been scheduled by E. H. (Buddy) Morris, of the Publishing Holding Company. He will head for Los Angeles in April.

Providence Spot Resumes Bands
PROVIDENCE, Feb. 27.—With bingo outlawed by Bureau of Police and Fire ruling, the Arcadia Ballroom has gone back to dance policy and is playing name bands.

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WFAF (NBC) and WABC (CBS) from Friday, February 19, thru Thursday, February 25, and also, for comparative purposes, from Friday, February 12, thru Thursday, February 18. Ratings are based on the number of combined network plugs for each song.

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

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

This census is collated and compiled by The Billboard staff from data supplied exclusively to The Billboard by the Accurate Reporting Service. Rating of tunes is based on actual and systematic listening, whereas other compilations exist are made from station logs, which cannot possibly be as accurate for this purpose. This difference in method makes The Billboard census the only one of its kind.

Position	Title	Publisher	Feb. 19-25		Feb. 12-18	
			Plugs	Ind.	Plugs	Ind.
1.	This Year's Kisses (F)	Berlin	25	18	30	20
2.	On a Little Bamboo Bridge	Morris	25	5	24	6
3.	When My Dreamboat Comes Home	Witmark	24	16	20	21
4.	Stumming on Park Avenue (F)	Berlin	24	14	18	12
5.	Goodnight, My Love (F)	Robbins	23	37	26	30
6.	There's Something in the Air (F)	Robbins	22	23	17	21
7.	Love and Learn (F)	Chappell	22	19	19	24
8.	Trust in Me	Ager, Yellen	21	34	24	36
9.	I've Got My Love To Keep Me Warm (F)	Berlin	21	23	21	9
10.	With Plenty of Money and You (F)	Harms	21	21	25	21
11.	See, But You're Swell (F)	Berneck	20	23	16	16
12.	What Will I Tell My Heart?	Crawford	20	32	9	12
13.	Swing High, Swing Low (F)	Famous	20	19	14	15
14.	May I Have the Next Romance With You? (F)	Feist	20	17	26	21
15.	Moonlight and Shadows (F)	Popular	19	17	11	7
16.	Serenade in the Night	Mills	18	28	18	17
17.	Smoke Dreams (F)	Robbins	18	9	14	6
18.	When the Poppies Bloom Again	Shapiro, Bernstein	17	13	18	15
19.	I Can't Lose That Longing for You	Donaldson	16	27	16	14
20.	Boo Hoo	Shapiro, Bernstein	15	11	17	10
21.	The Mood That I'm In	Broadway	15	3	15	5
22.	Night Is Young and You're So Beautiful (M)	Words & Music	14	22	22	17
23.	My Last Affair	Chappell	14	20	10	18
24.	Little Old Lady (M)	Chappell	14	15	12	7
25.	Twinkle, Twinkle, Little Star (F)	Popular	14	13	12	13
26.	You're Laughing at Me (F)	Berlin	13	20	17	20
27.	Mr. Ghost Goes to Town	Exclusive	13	13	7	15
28.	Please Keep Me in Your Dreams	Famous	13	5	17	8
29.	He Ain't Got Rhythm (F)	Berlin	13	9	18	12
30.	Summer Night (F)	Berneck	12	19	14	19
31.	One in a Million (F)	Hollywood	12	13	10	9
32.	If My Heart Could Only Talk	Sherman Clay	12	11	12	12
33.	Love Is Good for Anything That Ails You (F)	Santly-Joy	12	8	3	1
34.	Oh, Say, Can You Swing?	Marks	10	18	7	13
35.	I've Got You Under My Skin (F)	Chappell	10	13	10	12
36.	Pennies From Heaven (F)	Shoep	10	10	16	18
37.	Now (M)	Chappell	10	10	8	6
38.	Organ Grinder's Swing	Exclusive	10	10	2	6
39.	Cafe Continental	Harms	10	8	11	5
40.	Too Marvelous for Words (F)	Harms	10	7	1	2
41.	Sweet Is the Word for You	Witmark	10	3	0	0
42.	Goona Goona, The	Crawford	9	20	14	23
43.	I'm in a Dancing Mood (M)	Crawford	9	11	11	8
44.	Kid in the Three Cornered Pants, The	Words & Music	9	9	3	5
45.	Stardust	Mills	9	7	2	5
46.	Rainbow on the River (F)	Feist	9	6	12	8
47.	Our Song (F)	Chappell	9	2	8	4
48.	Girl on the Police Gazette (F)	Berlin	9	2	4	6
49.	Head Over Heels in Love (F)	Feist	8	9	10	5
50.	I Can't Break the Habit of You	Davis	8	9	8	6
51.	It's De-Lovely (M)	Chappell	8	8	12	12
52.	Under Your Spell (F)	Movietone	8	8	10	9
53.	Carelessly	Ellis	8	8	3	3
54.	How Could You?	Witmark	8	6	4	3
55.	I'm Riding High (M)	Chappell	8	4	12	9
56.	Seal It With a Kiss (F)	Chappell	8	4	7	5
57.	Floating on a Bubble (F)	Santly-Joy	7	14	15	14
58.	You Do the Darndest Things, Baby (F)	Movietone	7	9	9	7
59.	In the Chapel in the Moonlight	Shapiro, Bernstein	7	7	6	12
60.	You're Here, I'm There, You're Every-where	Marlo	7	4	4	3
61.	Where Are You? (F)	Feist	7	1	0	0
62.	An Apple a Day (M)	Words & Music	6	14	3	4
63.	Was It Rain (F)	Santly-Joy	6	11	3	3
64.	One, Two, Button Your Shoe (F)	Select	6	10	10	14
65.	A Thousand Dreams of You (F)	Robbins	6	8	4	3
66.	Rockin' Chair Swing	Red Star	6	7	1	5
67.	Timber	Shapiro, Bernstein	6	5	0	6
68.	My Little Buckaroo	Witmark	6	3	0	0

Sheet-Music Leaders

(Week ending February 27)

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

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Meyer 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. When My Dream Boat Comes Home (Witmark) (1)
2. Goodnight, My Love (Robbins) (2)
3. This Year's Kisses (Berlin) (7)
4. In the Chapel in the Moonlight (Shapiro) (3)
5. With Plenty of Money and You (Harris) (4)
6. Trust in Me (Ager) (6)
7. Moonlight and Shadows (Popular) (8)
8. Pennies From Heaven (Select) (5)
9. Rainbow on the River (Feist) (9)
10. The Night Is Young and You Are So Beautiful (Words and Music) (11)
11. Serenade in the Night (Mills) (10)
12. Little Old Lady (Chappell) (12)
13. I've Got My Love To Keep Me Warm (Berlin) (13)
14. On a Little Bamboo Bridge (Morris) (14)
15. What Will I Tell My Heart? (Crawford)

PHONOGRAPH RECORD best sellers will be found on page 75.

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RKO-Loew Ban on Giveaways May Result in Flesh Break

RKO drops cash prizes nationally, while Loew does so in Greater New York—speculation as to whether vaude will be substitute—propositions on talent nights

NEW YORK, Feb. 27.—The action of Loew and RKO in dropping completely all cash giveaway nights, including Bank Night, Screeno and similar games, is causing considerable speculation in the vaude field as to whether the circuits may return to vaude as a substitute attraction. Circuit executives claim they have no such plan in mind, altho a spot here and there in town may get shows. However, with the smaller independent theaters undoubtedly planning to continue their cash giveaways, this competition is likely to bring about some extra attraction, such as vaude in circuit theaters. Circuit operating execs continue to claim that there are insufficient acts to warrant making any extensive vaude plans.

RKO, in eliminating cash giveaway games, did so nationally, whereas Loew did it in Greater New York. RKO intends discontinuing the games within the next two weeks, whereas Loew expects to be washed up with the games in town by March 8. This move on the part of the circuits is a growing movement within the theater field for a complete elimination of games of chance, where theaters are selling things other than screen or stage-show entertainment.

Cash giveaway nights, especially here, have gotten a big pull from neighborhood folks. The indie theaters have no thought of discontinuing the games unless the circuit houses raise their admission prices, which prices are pretty much on the level of those of the indies. Therefore, with the circuits in straight pictures without any stunt attractions and with the indies continuing to give away cash, it is likely that the circuits will find the competition tough. Finding it so, it is unlikely that the circuits would return to cash giveaways, in view of the statements of operating execs.

In town here the few vaudefillers enjoy good business. According to indications within the circuits, there are some houses in which vaude may be given a break, but a few, covering the Bronx and Brooklyn. Some enterprising agents and bookers are already flooding the circuits with propositions to get started on the amateur and other talent nights, which brooded when the cash giveaways entered the picture. Others are talking about trying to get Loew and RKO interested in staging small stage-band shows, employing a small band and about three or four specialties. This supply is large and would get around the statements that there are not enough acts for a vaude return.

Judgment Against Afrique

NEW YORK, Feb. 27.—Curtis & Allen, as assignees for the Foster Agency, of London, won a \$175 judgment, representing commissions, from Afrique last week. Dates back to the contract Afrique had with Dave Apollon, which was arranged by Foster, but which Afrique never fulfilled. Leo Shapiro, of the I. Robert Broder office, was attorney for Curtis & Allen.

NTG's RKO Repeats

NEW YORK, Feb. 27.—The NTG Reems, current in Dayton for RKO the second time in six months, has been given other repeat bookings by the circuit. Show will play the Palace, Cleveland, March 5; Shubert, Cincinnati, March 12; Palace, Chicago, March 19, and Keith's, Boston, April 1. The Boston date will be the third time in a year.

RKO Routes Robinson Unit

NEW YORK, Feb. 27.—RKO has lined up a string of dates for the Clark Robinson-John Hickey unit in which the Diamond Boys will be featured. Gilly Feindt will be in the unit also. Show opened Thursday at the Albee, Providence, and will follow with Boston, Chicago, Cleveland and Cincinnati.

For Dear Old Publicity!

CHICAGO, Feb. 27.—Vera Stern, dancer in "King's Scandal" unit show which opened yesterday at the Oriental Theater, has filed a court petition, thru Attorney Phil R. Davis, to have her name changed to Wally Simpson.

Working Magic

HANGER, Va., Feb. 27.—Rex Theater here played to 50 times the population of the town last Saturday and Sunday with the appearance of Pat and Mary Dunning. Town's population is 21 people. Theater is in the wilderness of Buchanan County, and was opened two months ago under the management of H. Paul Baskett.

Foster Licked in Commission Suit

LONDON, Feb. 22.—Harry Foster, English agent, unsuccessfully sued Evelyn Dall, American singer, who in appearing here with Bert Ambrose's Band. It was a breach of contract suit for \$500 damages. It was claimed that Miss Dall was set with the Ambrose Band at \$250 a week and that she signed an agreement appointing the Foster Agency as her sole agent for one year.

It was brought out in the suit that apart from the initial engagement the agency did not procure any other work for the performer. However, the agency claimed commission on all her dates. In dismissing the case, with costs, Judge Dumas pointed out that a sole-agency agreement was not a contract of service as it did not bind the agency to anything and yet it placed an onus on the artist.

The sole-agency matter is at present rife in English vaude and has caused many an American act considerable trouble and money.

Birmingham Hipp's Birthday

LONDON, Feb. 22.—Birmingham Hippodrome is staging its anniversary program show this week. Event is always a big attraction and an augmented program is generally arranged. Thru the death of native talent, George Black and Val Parnell, bookers, had to fall back on American acts to draw. Five American acts, Walter Dore Wahl, Fred Sanborn, Vic Oliver, Chilton and Thomas and Carroll and Howe, are sharing billing with Arthur Prince, English act. Only one other English act of the bill, the Five Carlton Sisters, known as the Juggling Jewels in America.

Tabor, Denver, Using Acts

DENVER, Feb. 27.—In the hope of boosting business the Tabor here is returning to vaude. Seven or eight acts will be used a week with the band in the pit. Harry Huffman, operating the house, believes that the vaude will attract the same kind of crowds that used to pack the Tabor, the oldest theater in town. Howard Tillotson, orchestra leader at the old Orpheum, will direct the Tabor crew.

Vaudeville Notes

ship cruise. . . . Bell and Bedine joined the Red, Hot and Beautiful unit at Adrian, Mich., Thursday, replacing Rudy and Evans.

THREE RAYES have been set for 12 weeks in Europe, opening in April at the Hippodrome, Manchester. Time was arranged by Neil Kirk. Owen McGivney, now playing English vaude, returns to America the end of March. He has been absent from the States for over two years. . . . Jean Mons, recently at the Mayfair Casino, Cleveland, joined the NTG unit this week in Dayton, O.

WEST COAST ITEMS: Art Tatum, blind pianist, has been signed for the Paramount, Los Angeles, week of March 4. On same bill is Hollywood Hopefuls, stage show built around the Sunday night "discovery" at the Trocadero.

Molly O'Day, touring with the Mitchell and O'Day unit, returns to Hollywood this week. . . . Val and Ernie Stanton will appear in the Warner film Talent Scout. . . . Paul Savoy, of the Coast-to-Coast Agency, has purchased interests of his partner, Philip Brown, and sold the partnership to William Pross. . . . Slate Brothers have been signed for Artists and Models, Paramount picture. . . . June Terry, vaude and night spot dancer, gets a contract with 20th Century-Fox. . . . Jerry Bergen also goes into Artists and Models.

Units Still On the Way

**Producers still gamble—
"At Home Abroad" newest
—RKO Buys F.&M. line**

NEW YORK, March 1.—Despite the late season, the supply of units is still on the uptrend. Producers continue to put the shows out in view of encouragement by bookers and some of the successful unit producers. Biggest unit currently in the making is the Shubert success, *At Home Abroad*, which Mike Todd, Chicago producer, will put out. Todd has already signed up Sue Hastings and specialties. He intends using two "names" in the show, and is trying to line them up now. The Simon Agency will handle the show for Todd.

The Girl in the Moon is another new unit, sponsored by James Miller, which opened Thursday at the Palace, Stamford, Conn., for three days. Feature of unit is "girl in the moon" apparatus worked over the audience. Others in the show are Ben Yost Octet, Marty May, Four Vassar Girls, Blair and Page, a chorus of 12 and six showgirls.

Harry Delmar has put out a unit, *London, Paris and New York*, which is current at Fay's, Philadelphia. His cast includes Eddie White and Ross Wye Jr.

RKO continues to occasionally set up its own productions. Bill Howard, circuit booker, bought a line of girls from Fanchon & Marco this week, the line to have three production numbers, including the ball number which was a big hit at the Roxy Theater. The line will go into the Palace, Chicago, the middle of April for a run with the Fred Astaire picture and has also been bought for the Palace, Cleveland.

English Houses Go Straight

LONDON, Feb. 22.—Union Cinema Company, operating houses in the Manchester district, reveals that its four houses will switch from vaudeville policies to straight vaude next month. The houses are the Capitol, Didsbury; Regal, Altrincham; Broadway, Eccles, and Kingsway, Levenshulme.

Mike Taflin's New Unit

CHICAGO, Feb. 27.—Mike Taflin's new unit, *Springtime Follies*, has been booked to play the Wilbur Cushman Time in the South. Cast is composed of the Four Lane Boys, Peck McGowan, Paul Olsen, Margie Hight, Jack Smith, a line of six girls and a 10-piece band. Taflin is temporarily managing the company.

F. & M. Show to Japan

HOLLYWOOD, Feb. 27.—Fanchon & Marco has closed a deal for acts to play the Mainichi Shimbun Exposition in Osaka, Japan, for eight weeks beginning March 25. Ben Black will manage the company, which will include the Flying Albanis, the Flying Escalantes, Bunny Marlowe and Company and the Four Lorintes. Troupe sails March 1 aboard the Chichibu Maru from San Francisco.

Gus Sun Agency Changes

DETROIT, Feb. 27.—Gus Sun Vaudeville Agency moved this week to larger quarters in the Fox Theater Building. George Piget, partner in the office, has withdrawn because of ill health following the recent death of his mother but may return. Jack Dickstein and Val Campbell are now the partners in the office, with Alex Agresti as booker and Reva Clamague, niece of Arthur Clamague, burlesque operator, added to the office staff. A new field man will be added shortly, Dickstein stated.

Boston WPA Nixes Charity

BOSTON, Feb. 27.—Arlene and Al Weston, with the Federal Theater here, were in such dire need of funds that associates took up a collection and realized \$77. Al is seriously ill, necessitating Arlene's full time to care for him. The money was about to be delivered to the Westons when Federal Theater officials ordered all moneys returned.

Loew's State, New York

(Reviewed Thursday Evening, Feb. 25)
The State hasn't been itself for quite a few weeks now as regards the quality of its vaude shows. This week's 64-minute show is one of the off shows, the two headliners missing fire. Balance of the bill is okeh except that the closing flash is one of those routine things in which there are a lot of people and little happens. Rachel Carlay and Stepin Fetchit headline the show, while the picture attraction is The Plainsmen. Should be a good b.-o. week.

Powell and Nedra open the show effectively with their interesting novelty. In the atmosphere of a nicely set stage the mixed team draw beautiful scenic pictures with colored sand. It's decidedly something different, the audience showing its like for the act with good applause at the bows.
Rachel Carlay, bearing a radio and night club buildup, follows to only fair success. Her singing act is beyond a State audience, for they'd rather hear a

shouter with a St. Vitus dance delivery. She's Frenchy in her work and not the cute type but more musical comedy. Her choice of numbers could be better, but in any event she shows signs of having a lovely voice.

Four Kraddocks, the acrobatic sailors from the French Casino, are a pickup with their acrobatic and comedy novelty. Like all European acts, however, their comedy is slow paced and spotty, yet quite a bit of it is funny. Their floor gymnastics are the last word, offering difficult tricks with considerable ease. Went over very well.

Stepin Fetchit, who carries out his lacy characterization even to the extent of using a record of his talk, can't get anywhere with an audience with the recording. The recording and Fetchit's pants are excellently synchronized, but the mechanical effect bewilders the folks, who can't make out what it's all about. Talked for the finish and did his fast-running step, the page boy acknowledging the mild applause at the finish.

Mattison's Rhythms, eight-people flash, closes, with only three of the four males in the act meaning anything. O'Connor Brothers register with their simultaneous instrumental and hoofing bits, while Lee O'Neill, a lanky chap, goes okeh with his tapping, his corny delivery helping. Rest of the act comprises a boy singer, who's fair, and four girls who do dancing-school taps.
SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Feb. 27)

Current bill looks like an economical one but, embellished with production numbers and the usual fine work of the State-Lake Sweethearts, it turns out to be an entertaining one.

The State-Lake Sweethearts, attired in pastel-colored gowns, did a neat tap routine to open the show and were followed by the Perry Twins, who contributed some good team work in two tap numbers, one in off-beat time, and a novelty routine called a Lesson in Boxing. Nice hand.

Sheral Sisters were next, harmonizing on You Can't Pull the Wool Over My Eyes. One of the girls did impressions of Charles Butterworth, Katherine Hepburn, Joe E. Brown, Boake Carter and President Roosevelt and then sang How 'm I Doin' as she thought Stan Laurel, Charlie Chaplin, Zasu Pitta and Jimmy Durante would do it. Very good hand.

An Oriental number, with appropriate scenic effects, was interpolated here with a veil number by the State-Lake line and a specialty dance with backbands by Millicent.

Kirby and Duval held the next spot with several minutes of comedy chatter that was relished by the audience. The amusing talk was followed by Kirby singing I'm Falling in Love With Someone for the exit. Kirby has a good voice and should use it more in the act. Good hand.

Ada Brown, in mammy costume, put over Alabama Barbouc, Half of Me Wants to Be Good and He's a Snake in the Grass with plenty of personality.



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and closed with *Sing Me a Swing Song* and a short dance. A hit. Speech.

The Three Sophisticates preceded the finale with a swell session of dancing, knock-about stuff and comedy falls and took a heavy hand. The finale brought back Millcens, the Perry Twins and the chorus.

F. LANGDON MORGAN.

Roxy, New York

(Reviewed Friday Evening, Feb. 26)

Changes all day long in the stage show, but by the last show everything was set. Turns out to be an entertaining layout, with five acts and a nice smattering of production numbers. Plays opposite the pit, *The Woman Alone*, starring Sylvia Sidney, a OB production. Business fair at this viewing, but it should pick up.

First in the lineup of acts is Clare and Sana Sisters, a roller-skating turn that gets right down to business and gives a good account of itself in a brief but efficient routine. Everything clean-cut about the turn, the dress and all. Beatrice Howell, a fourth-show addition, went over very well considering no rehearsals. She offers impressions that are not of the stock variety but items that require careful study. Among those impersonated are Hepburn, Sylvia Sidney, Lionel Barrymore, Barbara Stanwyck and Luise Rainer. The Sidney bit went terrific in view of the current picture. Heavy applause called for an encore, that of imitating radio singing types, which was a letdown.

Lucille Page, held over for a third week, is a really versatile dancer. She can do a comedy hillbilly dance of the Melissa Mason variety and a few minutes later take the stage for a complete change with an exotic Oriental sort of routine. Outstandingly limber this girl and what's more she's got a big bag of clever acro dance tricks. Zeke Manners and his radio gang, hillbillies, were doing a long act in the third show but were trimmed in the fourth. In the early show they were heavy on talk, which was all right but lost in this house. Yodeling and music is okeh, which was what they

offered in the last show. Manners is the emcee and accompanist of the act, while Elton Britt is the clever yodeler. There are five men in the act. Dare and Yates, two-man comedy acrobatic turn, is the last turn. A short and snappy session, with the pair getting into all sorts of entanglements for good laugh results. Work dead-pan, which helps swell the laughs.

The 24 Gae Foster Girls and eight boys are on in four production numbers, with the girls an outstanding ensemble. The boys are just atmosphere. First production item is more or less introductory, whereas the closing number is a big one, a Bolero routine. Other two numbers are a hillbilly square dance and a cowboy routine.

Eddie Paul and his ork play the show expertly, showing their true brilliance in doing an excellent job for Miss Howell without benefit of a rehearsal.

SIDNEY HARRIS.

Chicago, Chicago

(Reviewed Friday Evening, February 26)

Somewhere in its transference to the stage the *Revue Internationale*, which just closed at the Casino Parisien here, has lost something and is not nearly as effective in the theater as it was on the cafe floor. This is due partly to the routine in its present form, but the biggest mistake was made by Balaban & Katz in mounting the show with scenery from their warehouse that is so familiar that even the patrons noticed it. A Coney Island drop was used at the Oriental Theater just a few weeks ago, and a large castanet and Spanish fan setpiece was also recently used at the same house. There is plenty of good talent in the revue to make a smashingly good unit if properly utilized and surrounded with the right settings.

Carmen Romero opens the show with a Spanish castanet and heel-clicking dance and a number by the chorus with Jerome Andrews' specialty. Anderson and Allen again proved themselves an acrobatic duo of skill with unusual feats of balancing and strength and were a hit in the second spot. Sara Ann McCabe did two numbers before the traveler besides singing the production numbers, and a colorful Venetian scene featured a ballet solo by Jack Whitney.

Paul Kirkland held the next frame with his familiar ladder and paper-cone balancing and was well liked, and Eileen O'Connor, talented ballerina, was exquisite in a toe number following the ballet teacher routine by the chorus. George Campo was a hit with his very funny eccentric dancing and pantomimic act, and the Parisiens in the Rain chorus number was effectively done. Raye and Naldi scored with a beautifully done waltz, followed by a tango, and Grace and Nico took three bows and a big hand for a cleverly done comedy dance.

A Robbins was a hit next to closing with his ingenious array of trick gadgets. Show closed with a Manhattan scene and a traffic-light routine done by the chorus.

F. LANGDON MORGAN.

125th Street Apollo, N. Y.

(Reviewed Friday Evening, February 26)

Christopher Columbus comes to the ace house of Harlem this week in the person of Fletcher Henderson. Every week this uptown "Palace" features a "name" band, and this policy has yet to show a letdown. Beside the capabilities and high aims of the managerial director, no small amount of the credit for the high standard of entertainment and popularity of the house falls upon Leonard Harper, that inexhaustible producer here.

His current show is built around Henderson and is appropriately tabbed *Christopher Columbus*. Opening number provides the setting and features the Harperettes and the Cotton Club Boys in nautically natty routines. In this and following production numbers these two peppy ensembles play a big part in giving color and lift to the show.

The Gaines Brothers, a trio of boy tumblers, sustain a snappy cycle of tricks, novel tumbling and strong-arm stuff for a peppy opening. A few original stunts earn them a good hand.

Jackie Adams led a production number with a song, in a high shrill voice, and followed it with a soft-shot dance of no special merit outside of some high kicks. The Lindy Hop Champs, three teams of them, come on for a furious exhibition of wild and strange steps and encore with a bit of slow motioning to flickering spotlight effects. Freddie James, after an opening statch of song to the accompaniment of expert plucking on uke and a few hot

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choruses on the trumpet, gave a remarkable exhibition of real fast stepping done with nonchalant ease. Intricate steps with perfect tapwork was accomplished with effortless skill and colored with contagious personality. A real clicker here, or anywhere else.

Blonde Frances Black, only white performer on the bill, is in a tough spot following young James. She worked hard and fast in her acro number, but displayed nothing of note beyond a few tynocinas. She fared equally mildly in a tambourine dance later.

Featured vocalist Dorothy Derrick, tho hardly gifted with vocal talents, singing in a high, babyish voice, stole the show with several renditions, the greater part of them encores. Numbers included *What Will I Tell My Heart?*, *My Last Affair* and *Pennies From Heaven*. She got under the skin of the customers with ingratiating manner of delivery, good phrasing and lilting rhythm in her voice. Jerry Blake, sax player of the band, did a vocal chorus of *Hotel and Band*.

Henderson, of course, is what the doctor ordered. His band had the demonstrative patrons here stamping the floor and whistling all the choruses. Jam, swing, sweet and the rest of the current descriptions of bands can be aptly applied to this outfit. They closed with their *Christopher Columbus* half drowned out by applause.

GEORGE COLSON.

Capitol, Washington, D. C.

(Reviewed Friday Evening, February 26)

Sepia swing takes over the Capitol's entire flesh period this week. Fats Waller with ork and specialty performers occupying the full bill. Show runs 50 minutes. Harlem cacophony getting most of time, tho Fats touches sweet and low at several points.

Open hot with *Love Is Just Around the Corner*, then change of pace for *Until the Real Thing Comes Along*, muted trumpets getting play here. Fats at ivorys thruout, doing usual mugging which house likes.

Myra Johnson comes on for three warbling stints, selling first two to limit without benefit of milk. Gal has vibrant style, moves about a lot and has neat voice equipment. *Darktown Lullaby* first, then *You Turned the Tables on Me*, hoke with Waller on this one. *Good Night, My Love*, is third, blues style showing to advantage.

Pops and Louie, pair of grinning youngsters, are run on next. Break into tepping after hot version of *Sing, Sing, Sing*, that draws fine hand. Boys do the speedy staccato stepping in top hole style, offer slow tape an encore.

I Would Do Anything for You gives Slick Jones spot for exercise on percussion paraphernalia, after which Waller fingers out *Tea for Two*. Al Washington blows his super-long clarinet note and Emmett Matthews follows Waller's center stage vocal of *This Is My Last Affair* with an okeh riding bit. Close has all on to *Christopher Columbus*.

Pix is John Meader's woman, with big good at supper show opening day.

CHRIS MATHISEN.

RKO Keith, Boston

(Reviewed Thursday Afternoon, Feb. 25)

The Ritz Brothers, in their 25 minutes of deep-rooted and uncontrollable supply of genuine buffoonery received the wildest demonstration that this or any other house in this territory has ever had. It even surmounted the historic reception accorded Eddie Cantor last Thanksgiving Day. It doubled the opening-day gross of the previous week's *George White's Scandals*. Tho week's exhausted were the comedy stars, who were plenty had to give invincible performances, and they earn every cent of

their six grand salary. The Bitnes are stupendous, colossal, a definite wow-triple socko all the way, taking opportunity of the least provocation that can be built up into a laugh—not just an ordinary laugh, but one that quivers the body, wets the eyes with tears of laughter and actually has you rolling in the aisles. To mention a few of their bits: an impersonation of Adolph Hitler spelling *Deutsch* and *U. S. A.*; *Dr. Jekyll and Mr. Hyde*; the *Black Eyes and Fingers* business of *Om the Asevur*; an impersonation of *Ted Lewis*; directing the ork double talk, and a bunch of other acro-high work which we have no room to record.

Ina Ray Hutton and her Melodians are here for medley of tunes, with Ina Ray, endowed with plenty of what every woman should have, and she knows it, warbling *Organ Grinders' Swing*, *Woe, Woe, I Love You* and *Sadie Q. Never Tell Your Love* on the hood. Margie Palm is a graceful acro dancer. Jane Merit sings a Dixieland medley okeh. Winsted Trio dish out *Trouble Don't Like Music*, *Stomping at the Sassy* and *Bugle Call Rag*. Very good on the vocals and arrangements. Buck and Bubbles rate the nods and applause for their type of unassuming yet absorbing humor, good comedy bits and efforts on the keyboard, on the stage via tap, soft shoe and a Spanish number and vocally. Local angle was the emceeing of George Holland, Boston Evening American drama critic, columnist of *Boston After Dark* and author of the current picture *Don't Tell the Wife*, adapted from his play, *Once Over Lightly*. Holland appears twice, quite bashfully and a trifle nervous. Little would one think he was the A-1 reporter and author of the swell picture on the screen. Washing adds his shyms, Holland could be one fine emcee. Biz definitely terrific.

SIDNEY J. PAINE.

Bronx, Bronx, N. Y.

(Reviewed Thursday Evening, Feb. 25)

A handful of cash customers saw the last show at this neighborhood spot. Maybe it was Lent or the radio or the weather. Anyway a quantity of entertainment was dished out. Flickers were *Easy To Take* and *Man Who Rocked His Head*, plus four acts running 31 minutes and glass dinnerware to the gals, but no cash prizes on Thursday. Spot is a tough one because of the rareness of customers and also because most of the applause is lost.

Opener was Foley and Mason, two men doing comedy acrobatics and hoke pantomime. Strictly for the tank towns with such business as pulling each other's clothes and one man getting buried in the other's pantaloons.

Bob and Doris Ryan, holding down the deuce spot, entertained to a nice hand. Lass is a well-polished blonde, and lad's pleasant, boyish appearance is an asset. Miss Ryan sang and Bob accompanied her on the xylophone. Two numbers, *Half of Me* and *See But You're Sweil*, were sold with personality, with the warmer passages being Miss Ryan's forte. Playing of *The Flight of the Bumble Bee* on the xylophone a treat.

Judy Brent, a single, dressed in a revealing red gown, possesses a peppy personality that the house liked. Did a bit of warbling and a humorous interpretation of a nervous wreck, as well as impressions of several stars, including Garbo and West. Went big.

Jack Bell Trio, two men and a woman, with the men in soup and fish and the woman wearing an attractive yellow dress, displayed some lively hoofing in trio, duet and solo numbers. While not topnotchers, they are lively and make a nice appearance. One number done by a man on ice skates took a particularly warm reception. Closing of trio in cadet uniforms was colorful and showed fairly good precision.

BENN HALL.

Additional Vaudeville Reviews on Page 23

Faith Bacon Sues Theater

CHICAGO, Feb. 27.—Faith Bacon, appearing at Colosseum's Cafe, filed a suit for \$100,000 damages against the State-Lake Theater this week. Involves an accident during her performance there December 5, when a glass-topped box on which she was standing collapsed. She claims her body has been scarred and her nervous system permanently affected. Theater is covered by liability insurance.

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Reviews of Acts and Bands

Elisha Tuttle and Band

Reviewed at the Le Mirage, New York.
Style—Dance and show band.

Instrumentation: Elisha Tuttle, lead and violin; William Straube, piano; George Olmick, bass; Archie Jist, accordion; Wilbur Parodi, drums; Larry Caser, sax. Arrangements by Straube.

Entering its sixth month at this spot, this outfit has managed by virtue of its definite, reasonable appearance and refined rhythms to earn an assured feeling of competency, justified by popular favor.

Style classes it distinctly as of the more melodic school, combining pleasing ear entertainment with good dance rhythms. Music is dominated by Tuttle's violin and the accordion playing of Jist. Jist does a praiseworthy job of providing alternating contributions to melody and harmony, while Caser does a creditable job of holding up his end as the single reed instrument. G. C.

Rufe Davis

Reviewed at Paramount, New York.
Style—Mimicry novelty. Setting—Front of band. Time—Ten minutes.

It didn't take Rufe Davis very long to come into his own as a single and climb to a nice salary, an engagement at the Hollywood Restaurant, and now a contract from Paramount pictures. All started when he was the highlight of the hillbilly act Radio Rubes. He's deserving of lots of success, for he's loaded down with talent and a grand showmanly personality to boot.

In the next-to-closing spot with the Guy Lombardo Band show Davis grabbed off the applause honors of the show, topping Lombardo. He's a sock of an act if there ever was one. A likable rustic personality, a Joe Palooka charm, Davis has assembled a routine that takes in a lot of entertainment. Accompanying himself on a guitar, he sings in a pleasant voice and breaks out with the suddenness of a rash into imitations. Imitates barnyard animals, instrumental harmony, an airplane, train and boat whistles and many other items. S. H.

Burton Pierce

Reviewed at Paramount, New York.
Style—Dancing. Setting—Front of band. Time—Four minutes.

Doubling from the Hotel Biltmore to front of the Guy Lombardo Band here, Pierce shows himself off as a tap dancer who has been keeping a close watch on Fred Astaire and Paul Draper.

He's styling his work that way, paying a whole lot more attention to hand movement and leaps and spins than to the actual beating out of the taps. Does nicely enough, but patterning his work so closely after the "name" hoofers causes him to suffer by comparison. He makes a nice appearance, is young and wears tails. S. H.

Marion and Erma

Reviewed at Radio City Music Hall, New York. Style—Acrobatic. Setting—Special. Time—Five minutes.

Spotted in a production number called Arabian Chant, Marion and Erma, newcomers in this country, sock solidly with an offering of hard-to-hand acrobatic and contortion work that is hard to beat. Turn also has an adagio quality about it and is really unique.

Impression of great difficulty is enhanced by the fact that the routines are done in very slow tempo, the audience getting a swell opportunity to watch the intricate balancing involved. Act is definitely class. P. A.

Swank Twins

Reviewed at Folly Theater, Brooklyn.
Setting—Front of band. Style—Dancing. Time—Four minutes.

Swank Twins, good-looking blond girls, are spotted twice in Dave Kramer's *Rhythm Revue* unit. Gals are young, wear cute abbreviated costumes and do neat rhythm work.

Altho by no means show-stoppers, the pair have a youthful vitality and charming personality. With more experience

the team should be able to work up enough routines to do an act of their own. At present, however, they are a welcome addition to most any flash. P. A.

Kitchen Pirates

(Stuart Morgan Dancers)

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

Kitchen Pirates has been the trade name for several adagio quartets put out by Maurice Golden. For this appearance at the State the act is done by the Stuart Morgan Dancers, one of the finest acts of its kind. Same setup, that of a kitchen with three men garbed as cats and a girl in the role of a mouse. Different, tho, in that the quartet offer as thrilling an aerial dance routine ever to grace a stage.

Morgan, a dark-haired fellow, is the main catcher, and his handling of the cute blond girl is nothing short of sensational. He works with ease, yet with a very apparent amount of skill. His catches, and they are daring, are very expert. The blonde, whose appearance is lovely, flies thru the air with greater ease than that much-heralded man on the flying trapeze. Other two men are able catchers and throwers, but Morgan overshadows them. They add to the appearance of the turn, both of Apollo-like build.

Closed the show here and gave the bill its real punch. S. H.

Ruth Denning

Reviewed at the Park Central Hotel, New York. Style—Singing. Setting—Floor show. Time—Six minutes.

Following an eight-week run at the Esquire Club, Toronto, Miss Denning comes to the Park Central to supply one of the current show's brightest moments with her singing. With several shots on the radio under her belt, she is able to get the most out of her voice and mike, and this familiarity with voice transmission peculiarities gives her free play to capitalize on slight salesmanship of delivery and personality.

Opening with *I Take to You* and following with *Swing Me a Lullaby*, she combines facile style with expert injection of expression and personality for a very favorable impression. Of medium height and figure, pretty face and auburn hair, Miss Denning pleases eye as well as ear. G. C.

Nicholas Kids

Reviewed at 125th Street Apollo Theater, New York. Setting—Full stage. Style—Dancing and singing. Time—Twelve minutes.

Making their first New York appearance in Harlem since their return from European engagements, principally in London, these two young colored boys, once billed as the Nicholas Brothers, headlined the show and were accorded the reception of prodigals. Act, consisting of dancing by both boys and an imitation of Calloway by the little fellow, tied up the show.

First six minutes was taken up by a modified challenge number, each one socking with several specialties. Offerings of both are nimble, neat and distinctive. Hal, the smaller of the two, next sings *Zee-Zee-Zee*, succeeding in not only producing a convincing impression of Calloway, but also further coloring the piece by his own winning personality. Boys closed with more dancing. G. C.

Barry and Spangler

Reviewed at Folly Theater, Brooklyn.
Setting—In one. Style—Comedy. Time—Seven minutes.

Barry, veteran comic who used to do a skit with James J. Corbett, heavy-weight champ, is still drawing laughs with his old waiter sketch. Teammate this time is Spangler, tall dark-haired lad, who straightens very capably. Lines are delivered with nice timing, and altho the turn sags a bit in the middle it soon picks up.

Received a fine hand here, but couple could improve the act with a liberal sprinkling of new material. Even as is, turn clicks. P. A.

Dorothy Jeffers

Reviewed at the Park Central Hotel, New York. Style—Eccentric tap. Setting—Floor show. Time—Four minutes.

Young lady doing a single offering of eccentric tapwork, embellished by Suzi-Q steps. Her work has style and a degree of talent that rates her as above-average and she has no difficulty scoring that impression.

Nice looking and daintily costumed, she presents an appealing, easy-to-develop ensemble appearance. A little development should see this youngster in bigger demand. G. C.

Additional Night Club Reviews

Blue Room, New Orleans

Patrons of New Orleans' top night spot, the Blue Room of the Roosevelt, are getting their first glimpse of Carl Ravell and orchestra. It is evident that Ravell intends to run Phil Harris a hot race for local favor, altho he is by no means a Harris imitator. Ravell's music has a softer tone, but is beautifully blended and balanced without loss of rhythm. And when the mood of the audience brightens the aggregation seems to sense the change and swings into hotter syncopation without blasting.

Floor show comprises a tap specialty by Jeannette Garette, songs by Gail Reese, imitations by Helen Honan and several dances by Manya and Drigo.

Manya and Drigo presented several unusually graceful and well-executed routines, proving themselves worthy of high ranking in the realm of vette and accomplished dance teams.

Miss Honan is a bit of novelty for night spots, but nevertheless a mimic whose art almost knows no limitation. A Zasu Pitts, followed by a West, then Garbo, Petchit and Penner, are highly successful. She did overstep herself on the next one, for her impression of Anaire left us wondering. The Petchit bit was by far her best and strange that it should be thus in that dark boy's home town.

Miss Reese, who sings with the ork as well as in the floor show, is a sweet-looking girl with a voice and a smile.

She has the intelligence to restrain her voice in the tough spots.

Miss Garrett, altho not yet a competitor for the Eleanor Powell crown, executed with facility a number of tap routines which found favor. A musical comedy interpretation of *Tea for Two* was a fine effort.

Ravell, youthful and with an infectious smile, sang in good voice.

A good show that is amusing and capably handled. Phil G. Muth.

Mayfair Casino, Cleveland

Harry Propper pulled a fast one with his newest revue, *Mayfair Varieties*, here. Next door at the EKO Palace, Vox and Walters had been scoring heavily with their dual ventriloquial act. Ventriloquism having taken new life since Ed Bergen got onto the airwaves, Propper signed the couple to feature his show. Valentine Vox is an urbane foil to his impertinent dummy, and Emily Walters does vocal tricks with a doll. Act is highly entertaining and fast paced.

Jerry and Turk, duo of eccentric dancers, present a dead-pan lassy hooper whose peppy partner tries to kick life into him, but never succeeds. Evelyn Royce, formerly of Joe Candullo's Orchestra, is a torch singer, fairly pleasing. Eleanor Christenson does a neat dance before the Mayfair chorines, trained by Dorothy Byton. The chorus has several unusual numbers, one with white-feathered Indian headdresses, another with

fencing outfits. Neither is new, of course, but they are still a little different from the average floor show in these parts.

Benny Strong inherits the job of emceeing. He works short and fast, dodging too much talk, and sings well. George Duffy's Band again proves itself one of the best, either for night spots or radio. Harlosee R. Hoyt.

London Night Spots

LONDON, Feb. 22.—New show at the Savoy Hotel has the De Long Sisters, personable acrobats, dancers and contortionists, clicking heavily with a corking routine. Act is admirably routine and costumed. The familiar Arnaut Brothers are back again and scoring with their musical clowning and whistling. Adriana Otero is one of the best of Spanish dancers and plenty colorful.

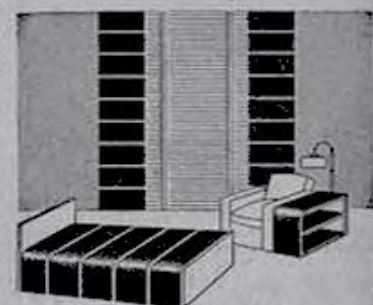
Jacques-Charles new floor show, *Paris Londres*, is shaping well at the Grosvenor House. Hits are credited to Diana and Cecilia Wray, two cute American dancers with a flair for comedy, and the Mangins with a dandy slow-motion posing and acrobatic display. Anita Martell, girl juggler; Miller and Wilson, acrobatic comedians; Toto Loiret, Tito Gonzales and Odette Athos all do well.

Lucienne Boyer, best of the many French discuses, has a big following at the Cafe de Paris, where she is immensely popular.

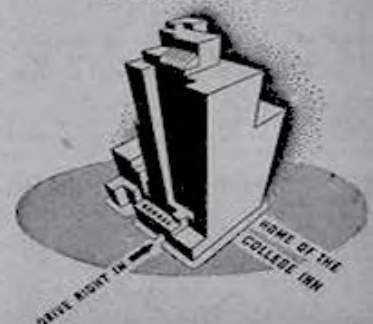
Cochran's new supper-time revueette due early in April at the Trocadero is to be called *Eve in the Park*. Current show has run a year, with the outstanding hit being Bob Robinson and Virginia Martin, versatile and polished American dance couple.

New show, due later in the week at the Dorchester Hotel, will have Jane Moore and Billy Revel, comedy dance satirists, and the Albertina Rasch Girls featured.

Marie Hollis, American acrobatic dancer with oodles of personality, fares well at the Mayfair. She has excellent numbers and talent. Bert Ross.



THESE NEW ROOMS
IN THE FASHION OF TOMORROW
HOTEL SHERMAN
1700 ROOMS 1700 BATHS
CHICAGO



Equity Advises On Security Tax

Endeavors to straighten out muddle—actors told to keep own records

NEW YORK, Feb. 27.—Actors' Equity is the latest theatrical organization to endeavor to straighten out the Social Security tax muddle, and, in addition to contacting Washington, the association has advised its members to take precautionary steps in order to keep their tax records accurate. Briefly, all legittimers are advised to keep a book recording the owner's number. Deductions on salaries made by managers—the latter being required to send the levy to the Social Security Board, where it is credited to the person's number—should be listed in the book. These figures will be confirmed by figures kept by managers, who, under the ruling, are required to swear as to the accuracy of their pay-roll records.

Determination on the part of Equity to get in touch with Washington is the result of several developments. Several radio actors, for instance, received their salaries together with a note stating they were independent contractors and therefore not eligible to old-age benefits. Consequently the customary salary deduction was not made. Frank Gillmore, president of Actors' Equity, has sent a letter to the Social Security Board in Washington asking clarification of the matter, particularly as to the problem of defining who is and who is not an independent contractor. It is already known that legit actors working under direction definitely are not independent contractors, and just how these people differ from radio actors is the moot point.

Another monkey wrench in the machinery came to light when it was revealed that, altho managers were sending in the tax levies, many actors had not as yet received numbers. Implication here is that these actors are not receiving credit from the Social Security Board for salary deductions.

Managers, too, according to Gillmore, have complained about the large expense which falls to them under the present setup.

Philly Legit Comes Cropper

PHILADELPHIA, Feb. 27.—After an auspicious record at mid-mark, local legit season takes a sudden turn for the worse, with pictures coming in to keep the houses lit. A week of Walter Hampton's revival of *An Enemy of the People* and then the Chestnut rolls down the screen March 7 for a two-a-daying of *Lost Horizon*. *New Locust* keeps going with *The Good Earth* flicker. After three hard-to-take flops in a row, Erlanger lights up the box office March 14 for *Chastetered*, a French Pathe religious pie. None of the houses mention legit attractions for the follow-up.

Worstest remains the lone hope of keeping the season alive. *On Your Toes* finishes out its fortnight this week, and Max Gordon returns *The Great Waltz* on March 8 for two weeks. No other bookings, however, are mentioned.

Legit Returns to Canton

CANTON, O., Feb. 27.—Canton's first legit in several years will play the old Grand Opera House here March 5 and 6, when *Tobacco Road*, with Taylor Holmes, moves in. Bob Burch is lessee of the house, which recently went dark after more than 20 weeks of stock and traveling burlesque. Other road shows will be contracted if *Tobacco Road*, regarded as a feeler, proves there is sufficient interest in road shows to warrant future bookings.

Black-Shirted Caesar Socked

WILMINGTON, Del., Feb. 27.—Local Federal Theater Project hit a snag with the town's diplomats when they produced *Julius Caesar* in modern dress. Because Caesar and his cohorts wore black shirts nobody cared what Shakespeare would think about it. But since it might be considered a possible affront to Mussolini production was censored.

From Out Front

By EUGENE BURR

Mr. Philip Kellman, of Brooklyn, was moved to take pen in hand, as the saying goes, by a recent article in this corner in which the one-act play was praised and the forlorn wish voiced that Broadway some day would be set up in a way that might allow for at least occasional production of one-acters. Some point was also made of the fact that one-acters, in a miniature way, offer some of the advantages offered by a repertory theater, allowing the actors to appear in a number of perhaps widely differing parts, and so to be actors rather than pretty pegs on which to hang a hand-tailored character. Mr. Kellman shares enthusiasm for the one-act play, but mourns a bit over the chances of finding actors capable of playing parts rather than displaying their own personalities. Says Mr. Kellman:

"How in the world are you going to get the commercial theater to gamble on one-act plays when our present-day stages are overloaded and bogged down with thousands of personality hams? I should say that there is an alarming shortage of actors good enough, energetic enough or versatile enough to be cast for a repertory of short plays. Which means just this: as long as this dreadful condition prevails the commercial theater must continue to suffer pangs of discontent and unrest."

Mr. Kellman sorrowfully concludes that there can be no one-acters around these parts until we develop actors as good, energetic and versatile as Charles Laughton, Paul Muni or Franchot Tone. With his first two models I heartily agree; as for Mr. Tone, there is at some difference of opinion. With what is probably perversity, I feel that if all our actors modeled their ability, energy and versatility after his the stage would be in an even worse way than it is.

But it is interesting to note that in the two cases on which we agree—Laughton and Muni—there was apprenticeship in stock or rep.

That was precisely my point. Despite all the howling over repertory in this corner, despite the gallantly announced plans of Mr. and Mrs. Coburn for a repertory company that would cost a cool \$2,000,000, despite everything, there is little real chance for repertory on Broadway. In that impasse the one-act play, if presented at special performances or by small groups, is a possible way out. It might conceivably develop young actors who could actually play a wide variety of parts. For such ability training is needed—and it is just possible that a series of one-act programs might provide it. I heartily agree with Mr. Kellman in his pessimistic conclusions concerning our acting in general; it is as an aid in remedying the situation that the one-acters were suggested.

Another letter recently received was from Mr. Wendell Goodwin, surely the kindest and gentlest of critics. With far more sorrow than anger he takes me to task for my recent review of *A Point of Honor*, a play which tried to whitewash Benedict Arnold by weaving a fantastic love fable around his tragic and disillusioned figure. I claimed, in an some length, as I remember it—that Arnold was worthy of a far better defense. "No matter what the causes might have been," says Mr. Goodwin, "no matter how much he was double-crossed, I don't see how there can be any vindication of Benedict Arnold. As I see it, there is no vindication for treason to one's country."

That, undoubtedly, is true. But was Arnold guilty of treason? Remember, when the colonists were fighting to free themselves from British rule they had no country. They were fighting to create one. Nominally—more than that, politically and in most cases genealogically—they were English; if they had a country, England was their country.

If you think about it you'll realize that the Revolution, if unsuccessful, would have been simply a rebellion: that the men who fought to establish the United States, if unsuccessful, would have been not patriots but rebels—rebels guilty of treason, every mother's son. Conversely, take the case of the South, during the Civil War; if Lee and his men had been successful, then the rebellion would have been a revolution and the Confederate soldiers would have been not rebels, but patriots.

At the time of the Revolution, every man, it would seem, had a free choice: either he could stick to his country—England—or he could fight against it to establish his own right to justice and freedom. Many decided one way; many decided another.

Arnold decided, and fought for his decision as wisely and valiantly as any man in the Continental forces. He was shamefully treated by the profiteers and politicians who had control, at various times, of the Continental Congress. So he reconsidered his original decision; this freedom for which he was fighting, for which he had lost a leg, was less free and less fair—in his case at least—than British oppression. He reconsidered his original decision and, from one point of view, repented of his previous treason and did his best to make up for it.

Mind you, I'm not defending his action; I'm simply trying to state another point of view from which it can be considered. For if England had managed to crush the colonists in the Revolution, then Arnold would have been freed from stain and Washington would have been regarded as the traitor to his country.

Mr. Goodwin also says that I am inconsistent, in that my review of *A Point of Honor* clashes with my review of *Valley Forge*, which hymned the efforts of Washington to fight against both the British and the intrigue-honeycombed Continental Congress. Mr. Goodwin, however, fails to make his point; there is no inconsistency. Washington, ill-treated and hampered by the politicians, fought doggedly and bravely on, to a noble conclusion; Arnold reconsidered his original decision. In the face of the situation—armed revolt and political chicanery—there is no valid reason to blast Arnold; but there is a valid reason to give added honor, understanding and admiration to Washington who, despite the odds, chose the higher course.

Chicago WPA Unit Offers Flavin Play

CHICAGO, Feb. 27.—The Good Old Summertime, Martin Flavin's drama of small-town life in the Middle West during the depression, which was recently produced for a brief period in New York as *Around the Corner*, opened last week at the Blackstone Theater here as the latest offering of the local Federal Theater. Altho the play itself is weak and comes too close to home in the situations involved, it was amusing and proved to be the most nearly perfect cast of any of the WPA plays yet presented here. Patrons of this theater are particularly soft on small-town plays, having given Flavin's *Broken Dishes* a record-breaking run last fall, so it is probable that this one will also have a successful engagement despite the faults.

Ideally cast by Harry Minturn, whose expert direction was particularly noticeable, the players all gave painstaking portrayals of the small-town characters. One of the best pieces of acting was

done by Edgar Tegner, a former Goodman Theater student, as a juvenile heavy. A young man of ability, he was a happy choice as the erring son and did a nice job of dramatics. Charles Cordiner was realistic as the retired farmer, and Thelma Marsh gave a sincere performance as the daughter. Lester Podewell, as her husband, showed promise of dramatic strength in several of his scenes, and Victor Sutherland capably played the sheriff. Other roles were played by Ted Johnstone, May Adams, James Rice and George Dayton. Olive Hickabaugh caught the small-town atmosphere with his setting.

P. LANGDON MORGAN.

Bankhead in 'Glory' for London

LONDON, Feb. 20.—John C. Wilson, acting for Noel Coward, has arranged for a London showing of Tallulah Bankhead, a prime favorite this side, in *Reflected Glory*. He has also acquired the London rights of George Kaufman and Moss Hart's *You Can't Take It With You*, now playing at the Booth Theater, New York.

Theater League Spot Still Unfilled

NEW YORK, Feb. 27.—Appointment of an executive adviser to the League of New York Theaters, post held for some years by Dr. Henry Moskowitz until his death some months ago, seems unlikely in the near future, according to Brock Pemberton, vice-president of the League.

Several reasons are responsible, among them the fact that the League is so well oiled that it is going along smoothly under its own momentum. In connection with this, Marcus Heiman, president, would call a meeting of the board in event a crisis should arise.

Approach of the slack season in legit has also obviated the necessity of filling the vacant post.

Board of governors, however, will probably appoint a man to the post some time next summer. At present various applicants are being considered.

Hedgerow Set for Hub

PHILADELPHIA, Feb. 27.—Hedgerow Theater cuts its winter season short to appear the week of March 29 at the Boston Repertory Theater in that city. Will present the Piscator version of Dresser's *An American Tragedy*, Shaw's *Getting Married*, Chiarelli's *The Mob and the Face*, Glaspell's *Inheritors* and Shakespeare's *Twelfth Night*. Marks the first week engagement for Jasper Deeter's group in a large Eastern city outside of Philadelphia.

Production work on the Boston date also sets back Hedgerow's Shakespeare Festival until the latter part of April. Company of 23 will make the trip, with some 15 part-time players commuting from their daily jobs to Beantown for the large-cast plays.

Philly "Mulatto" Dispute Still On

PHILADELPHIA, Feb. 27.—Altho Mayor S. Davis Wilson was adamant that the show would not go on for *Mulatto*, he forgave Mrs. Upton Sinclair for her tirade against his censorship of the play and restored her to the censor board. Altho she was first fired, neither the board nor Mrs. Sinclair have to make up for lost time. The position pays no salary, and since the *Mulatto* incident no play opening has been in dispute, so there was never an actual lapse of activity.

Repercussions following the mayor's original ban continue to crop up. In a sermon before his congregation Rabbi William H. Fineshruber took sharp issue with the mayor after the board had voted a stalemate on the issue. A member of the board, Dr. Fineshruber revealed that he voted in favor of the play. "It is as clean a play as you can imagine," he said, "and a very remarkable and worth-while drama. It is one of the few plays I've seen that I considered eminently worthy for its special message."

New Hipp Show Falls Short

LONDON, Feb. 20.—*Big Business*, the new Bobby Howes musical comedy scheduled to open at the London Hippodrome at the end of this month, was tried out last week at Streatham Hill Theater, suburban playhouse. Cast is headed by Howes, leading English musical comedy star, who is as funny as ever. Good work is turned in by Dave Burns, American, and Vera Pearce, Bertha Belmore and Wylie Watson, English comedians. Show lacks cohesion and song and falls short of the Hippodrome standard. Erid Dixon Orr is only fair as leading lady.

Girard, Shenandoah, Guttled

SHENANDOAH, Pa., Feb. 27.—A \$100,000 fire wiped out the old Girard Theater last week. Seating 1,000, house was built in 1890 by the Becker Theater Stock Company. For years it was known as the Grand Opera House and became the theatrical center of this region. Between road shows scores of stock companies appeared there.

"Heartbreak" for Revival

LONDON, Feb. 20.—George Bernard Shaw's *Heartbreak House* is to be revived shortly at the Westminster Theater. The players will be Mary Oley, Cecil Trueman, Agnes Lauchlan and Mark Dignam.

Thru Sugar's Domino

IT FEELS good to know that the voice raised in this pillar on several occasions against chance games, giveaways and other vicious practices in film theaters has not fallen on unresponsive ears. In recent months there has been a vigorous movement on foot to eliminate chance games, and last week RKO and Loew announced their definite dropping of chance features, Loew's new policy covering thus far only the Greater New York area. Giveaways are next in line to go if the trend continues. And there seems to be no good reason to believe that anything will happen to prevent these unshowmanly devices from sliding back into oblivion except in the small joints that have used giveaways as come-ons as far back as we can remember.

In justice to the major circuits it must be stated that their espousal of chance games and giveaways has been derived from the necessity of meeting opposition rather than creating it by practices that could not possibly have achieved a happy ending. The indies started it and in their characteristically vigorous manner the majors are on the way to finishing it.

The film exhibition and theater operating industry represents too enormous an investment to be balanced precariously on the rise and fall of the sharp points of the public's reaction to prizes and gambling games. The theaters operated by vast combines and indies with foresight were built for the purpose of marketing the intangibles of Hollywood and the talents of performers. These are products that represent quite enough of the unpredictable. To add further to the instability of an enterprise that sells goods that cannot be touched or eaten or used in more or less permanent ways by lotteries is courting disaster as sure as God made green apples.

Now that giveaways and chance games are actually being relegated to the upper shelf it would seem that the opportunity is greater than it has been for many years for stage attractions to again occupy an important place in the theater business. Double featuring cannot long continue to serve the amusement-seeking public as staple fare. The restaurateur who features two steaks will get his first flurry of business from the bargain hunters, but they will soon tire of the too-filling menu and wind up by seeking restaurants where good food is featured instead of quantity. It cannot be otherwise with double-feature theaters. The films suffer, the theater suffers and the public suffers. But the public has a very cute way of showing its displeasure. It simply stays away from theaters that fail to cater to its tastes.

For all we or anybody else knows vaudeville may come back some day. But we are not counting on this. It is not vaudeville that we have in mind when we think of the way being opened shortly in theaters for stage attractions. It probably cannot be vaudeville at this time and it need not be in order to bring theaters back to the point where they will be giving the public what it wants and provide employment for many thousands of actors, musicians, technicians, stagehands and merchants. Units have made plenty of money for enterprising showmen. So have band presentations and other shows designed for touring in popular-priced theaters. The unions are ripe for conciliatory action. There are (despite what theater men have been led to believe) plenty of good attractions and performers available. The performers aren't all in Hollywood or on WPA projects. The cream of genuine vaudeville talent can be found these days in increasing numbers in night spots. They have picked up with remarkable facility the floor technic. They can just as easily refashion their work for theaters.

In short, the time is ripe for talent organizations, of which there are many these days that cater to all fields, to turn their attention to selling theaters on stage shows and following this up with delivering material that will create a demand for more.

Hollywood will benefit from a mass revival of stage shows. The pressure will be less on the production departments, and the Coast will also derive untold benefits from the rehabilitation of the most fertile field for talent that has existed in our time.

The Broadway Beat

By GEORGE SPELVIN

THE BILLBOARD office gets plenty of letters, and some of them are unusual; the latest in this category is a plaintive missive from a chap who wants us to relay to his actress wife the information that they were divorced in 1934. . . . Jimmy Aswell, Stern columnist for Central Press, has been assigned to do a weekly page for *The Journal* mag, to be called *Coming Round the Mountain*. . . . Bobby Gillette and Shirley Richards sent out formal announcements when they sailed February 24 on the Queen Mary for engagements in London and Paris. . . . Ben Piermont, brother of Sid, the Loew booker, is now Eastern talent scout for 20th Century-Fox, working under Joe Pincus. . . . Maurice Rose, RKO agent, is living off the fat of a piece of Brooklyn land he bought years ago—which is proof that you and you and you (and Mr. Spelvin, too) should save and invest. . . . Tony Perry, who was in *Mulatto*, is directing *The Valiant* and *He Ain't Done Right* by the virtues of the world's finest navel. . . . The Sunkist Orange sign extolling the virtues of the world's finest navel, that was located just above the Minsky Gaiety Theater marquee, has been prematurely removed. . . . Too many titters. . . . Even world-famous potesses get cockeyed sometimes—but cockeyed—a disillustrious fact revealed at El Bolero the other dawning. . . . Oh, world, I cannot hold you close enough! . . . Irving Jacobs, who was one of the Stern's grandest guys while he was still on the Stern, is leading GB's special play-date drive as manager of GB's Denver and Salt Lake City branches. . . . A wealthy Jewish family living on the Coast has a Chinese cook devoted to them after many years of service—so recently the Oriental changed his name, as a mark of loyalty and respect, to Sing Rosenblatt. . . . Not to be confused with Cantor Rosenblatt, tho.

The cut-rate influence in interior decoration: the Roxy bar and grill advertises a cocktail for 1 cent. . . . The catch, tho, is that you first have to drink up two others at the regular price. . . . One of Mr. Spelvin's stooges has been getting mail addressed to him (and to the paper), but with Center street as the address. That's where the town constabulary maintains its jail, so the guy's taking the hint and thinking of giving himself up. . . . Press releases from Publicity Associates carry at top the names of the four people in the firm: J. Fred Coll, Bettie Glenn, Josef Israel II and G. Braidwood McCoy. . . . The question is how they expect a poor newspaper man named Jones or something like that to use any of their copy, what with his inferiority complex after he lumps the imposing array of imposing monikers. . . . When *As You Like It* played at the Rugby Theater, Brooklyn, a billing under the regular marquee sign announced a forthcoming Jewish picture—so an elderly Jewish lady misunderstood the date and, after sitting thru the show, complained to the manager that she understood Jewish she couldn't understand a word of the picture. . . . The price of love: The El Chico hatcheck lass who stabbed another girl recently is being held by the police on charges of assault—and the musician in the club band over whose affections the girls battled has been fired. . . . Billy Glason ought now to have a chance to try out his theories about radio comedy; he's started a WMCA Sunday series. . . . The cable address of Mills Artists, Inc., is Jazz. . . . But a bit less explicable is that of the impeccable Mr. Gilbert Miller; it's Portwine. . . . If you like statistics, 23,647,461 people have filed applications for federal old-age benefits, and 2,600 exhibits have sent in their birth-dates to RKO for horoscopes. . . . Draw your own conclusions.

Chicago Chat

By NAT GREEN

NINE years ago we were talking to Aaron Jones, veteran theater operator, about new theaters that were projected for Chicago. . . . At that time there was talk of two new houses on Wacker drive at the extreme northern edge of the Loop. . . . "It's 10 years too early," said Jones. . . . Now that prosperity has returned there is a shortage of legit houses and plans are said to be afoot to build several new theaters. . . . Randolph street has been mentioned as a possible site; so has Wacker drive. . . . When and if the plan to do away with the Elevated on Lake street goes thru, Wacker drive probably will become a live thoroughfare. . . . But these civic betterment plans work like the mills of the gods, and it would seem to this observer that Randolph street is by far the better site for theaters—legit or picture. . . . And it would be a blessing if some of the ramshackle buildings now decorating (?) the street were replaced with modern structures. . . . The Shuberts could use some additional legit houses here, but what would they use for folding money? . . . Their ambitious summer opera plans have lagged because of lack of capital. . . . Other interests, however, are coming to the front with the necessary financial backing and it looks very much as if the coming summer might see some building operations in progress.

According to a local judge, strip-teasing is an art, even on North Clark street. . . . After he had heard testimony that four girls in scanty attire had danced on a small stage, then sat on the laps of men in the audience, the judge is reported to have said: "If it were being done on the stage of the Metropolitan it would be called art. It's being done in night clubs and shows which cost more than this party did." . . . "But in night clubs," an assistant prosecutor reminded, "the girls don't sit in patrons' laps." . . . To which the judge is said to have replied: "Give them time; they'll get around to it!"

Something new in the broadcasting line was sprung a few days ago when Thomas A. McGinley, steel magnate, called the gentlemen—and ladies—of the press together and told them of his plan to air his new commercial, *The House That Jacks Built*, from the music room of his home in Sewickley, Pa. . . . He's corralled a flock of stars, first of whom was (last program last Friday) Alexander Gray, baritone. . . . The press party was a colorful affair, attended by such personages as Roscoe Turner, speed flyer, Edgar A. Guest, Oopsy Rose Lee, Gina Vanna, Vivian della Chiesa, Jane Pickens, Bobby Clark and wife, Cherry and June Preisser, Gale Page and sundry other well-knowns. . . . McGinley probably is the first sponsor to air a commercial program from his home.

Fritz Blockl giving up his publicity job with Casino Parisienne and planning production of his newest play in New York. . . . Tom Kane in ahead of a road-show picture to open at the Erlanger March 14. . . . Paul Sydel and Spotty, at Chez Paree, tested for new 20th Century-Fox picture in which Shirley Temple will be starred. . . . Dick Hoffman was the recipient of a birthday party last week. . . . Cherry and June Preisser, young Folies dancers, have been signed to a picture contract by M-G-M. . . . New Casino Parisienne show has everything else in Chi backed off the boards. . . . Phil Levant, popular maestro, has just created a new novelty tune called *My Poor Prize* which will be heard on the airways shortly. . . . Emmie Nelson back from trip to the Bahamas.

"Paradise Express"

(REPUBLIC)

TIME—60 minutes.
RELEASE DATE—February 22.
PLOT—Story hinges around the efforts of a railroad company to regain business lost to bus lines. Larry Doyle and Kay Carson, the former son of the railroad's president, try to work out a system whereby the accounts transferred to buses might be recovered. The two fall in love, but their marriage plans are hampered by a refractory old grandfather and the villainy of the bus men. All works out satisfactory, of course.

CAST—Grant Withers, Dorothy Appleby, Arthur Hoyt, Maude Eburne, Harry Davenport, Donald Kirke, Arthur Loft, Lew Kelly, Anthony Pawley, Fern Emmett and John Holland. Routine.

DIRECTOR—Joseph Kans. Patterned for the duels.
AUTHORS—Story by Allan Vaughan Easton and Paul Perez. Screen play by Jack Natteford and Betty Burnbridge.

COMMENT—Mediocre material, both script and cast.

APPEAL—Nabe spots.
EXPLOITATION—Bus-railroad struggle.

"Man of the People"

(MGM)

TIME—80 minutes.
RELEASE DATE—January 29.
PLOT—Callela, cast as Counselor Moreno in this one, throws off his villainy for the more sympathetic role of Jack Moreno, crusading reformer. Of humble parentage, he develops himself to the point where he is admitted to the bar. Opening an office, he tries to fight the local politicians, led by Grady, an unscrupulous ward healer. Moreno, however, placates the latter in order to obtain a post in the District Attorney's office. Once there, he incurs the enmity of Grady by pursuing a ticklish investigation. Result is that Moreno, running for office of D. A., is beaten. Governor, then, appoints Moreno as special investigator, giving him a chance to complete his work. Plenty of love, too, the fem interest being Florence Rice.

CAST—Joseph Callela, Florence Rice, Thomas Mitchell, Ted Healy, Catharine Donnet, Paul Stanton, Jonathan Hale, Robert Emmett Keane, Jane Barnes, William Ricciardi, Noel Madison and others. Callela and Rice okeh.

DIRECTOR—Edwin L. Marin. A pattern pic, but Marin has given it pace and adequate suspense.

AUTHOR—Screen play and story by Frank Dolan. Routine yarn.

COMMENT—Good dualler.

APPEAL—Should draw in nabe spots.
EXPLOITATION—Callela in a new-type role and old crusading reformer spot.

"The Man Who Could Work Miracles"

(UNITED ARTISTS)

TIME—81 minutes.
RELEASE DATE—February 22.
PLOT—Run-of-the-mill fantasy made light-headed by the antics of the bewilled George McWhirter Fotheringay, draper's clerk, endowed with power to pull miracles. Heart throbs negligible. Neighbors all Fotheringay with advice on how to utilize his magical influence. Out to establish a Golden Age, he spends his time pulling rabbits and currency out of thin air and accomplishing god-like feats. His power is limited only in that he cannot command the human heart and emotions. While he can render bullets harmless, he fails to make Ada Price love him. Noe can bring about the Utopian evolution. Harassed, he almost destroys the world, but is saved by a return to his previous station in life.

CAST—Roland Young, Joan Gardner, Ralph Richardson, Ernest Thesiger, Robert Cockran, Sophie Stewart and others.

DIRECTOR—Lothar Mendes. Slow and lengthy. Fifteen minutes lopped off would improve attraction.

AUTHOR—H. G. Wells. Typical. Toys

with the far-fetched and philosophizes on the inadequacy of man.

COMMENT—Comedy situations are good but infrequent. Monologues slacken the pace to boredom. Too much is said for the little that is done. Young manages a good characterization.

APPEAL—Adult and intellectual.
EXPLOITATION—Wonder-working. The performances of the magician.

"Find the Witness"

(COLUMBIA)

TIME—57 minutes.
RELEASE DATE—January 8.
PLOT—Good murder mystery, starting off with a gal singer trying to prevent her husband, a magician, from entering divorce proceedings in California. A reporter finds her dead. The case is finally cracked by the reporter working with the singer's secretary. Plot, tho, is complicated by the magician sealing himself

into a steel coffin which is lowered into water for four hours, during which time the murder occurred. Suspicion seems to indicate the secretary, but the death of a deep-sea diver throws a monkey wrench into the villains' machinations.

CAST—Charles Quigley, Rosalind Keith, Henry Hollison, Rita La Roy, James Conlin, Charles Wilson, Wade Boteler, Harry Depp, Edward Earle and Alyce Ardell. Fair all-round performances.

DIRECTOR—David Selman. Good suspense and plot development.

AUTHORS—Story by Richard Sale. Screen play by Grace Neville and Fred Niblo Jr.

COMMENT—One of the better pix of its kind, meriting a position as top dualler.

APPEAL—General.

EXPLOITATION—Tough, owing to lack of names. Stress regular murder mystery routine with emphasis on magician angle.

Additional Vaudeville Reviews

Folly, Brooklyn, N. Y.

(Reviewed Wednesday Evening, Feb. 24)

Folly is presenting some worth-while vaude shows, current offering definitely meriting a plug as better-than-average entertainment. In addition to Dave Kramer's Rhythm Revue unit, bill includes two other acts, Barry and Spangler and Louise Beavers, latter headlining. Kramer's revue opens with Harold Ferrin's Band on stage. Outfit, comprising 10 men with Kramer doubling as emcee and batonist, plays the show, obviating necessity of a pit orchestra. Swank Twins, good-looking blond steppers, come on almost immediately for a neat tap routine. Pair, spotted later in the show, are young, have stage presence and trip along with pretty rhythm and precision.

Von and Mellon, girl vocalist and male accordionist, offer both duos and solos, the gal particularly clicking with Love and Karle Parade. Possesses a youthful, fresh quality which is enhanced by good costuming. Other tunes were Bye, Bye, Baby, and Some of These Days.

Sock of the unit, tho, is Mike Belero, impersonator, who scores heavily with imitations of Fred Allen, Portland Hoffa, E. G. Robinson, Cagney, Arliss, Wallace Beery and many others. Ends up with a version of Charles Butterworth, Lionel Barrymore and Stepin Fetchit singing Goody Goody. Has a pleasing appearance and mannerisms. Stopped the show.

Other two specialties are Thelma Lee, dancer, spotted twice, and Donetta Schley, contortionist. Latter did not appear at this viewing owing to illness, but Lee got a good hand, particularly for a tap turn done to a tango tune. Closes has Kramer leading the audience in Penner From Heaven and injecting a dash of comedy into the proceedings.

Barry and Spangler, comedy turn, get a load of laughs with their lines, even tho some of the material is very old. Spangler straight, with Barry, who used to play with Jim Corbett, providing the nutty answers. Turn received a fine hand.

Louise Beavers, colored screen actress seen in *Katbow on the River*, got a tremendous ovation coming and going. Offered two bits from her picture work and wound up with singing a few tunes, tho hampered by laryngitis. A pleasing personality.

Pix, *Go West, Young Man*. House fair. PAUL ACKERMAN.

Earle, Philadelphia

(Reviewed Friday Afternoon, Feb. 26)

Budget has been extended this week to bring Barney Rapp and the Yacht Club Boys on the same bill. However, the usual five-act layout has been pruned to a threesome, *Variety Gambol* completing the whole. *Dangerous Number*, feature pix, and a number of shorts round out the usual three-hour show. Stage fare runs 50 minutes.

Variety Gambol, four males and a trio of females, raises the curtain. Troupe sports Russo dress and fills 10 minutes with fast tumblers, somersaults, hand-springs, etc. Nothing sensational, but they keep the pace intact and get off to a nice hand.

Middle holds the word-juggling Yacht Club Boys (Adler, Kelly, Kern and Mann). First time they ever showed here, but with the pix rep, no strangers.

Open with *Woo Woo*, from their recent flicker, follow with their laughing ditty, *Get, But I Feel Blue*, closing with a blue-pencilled version of *We're Indirect Descendants of the Osar*. A call back, which was to be expected, gives *The Alphabet Song*, and an addenda getting in a plug for their forthcoming pix. Material is strictly for bon vivants that haul the smart intine niteries. Earle mobs were slow in catching, but they liked it just the same.

Usually tough to follow a Hollywood name, but Barney Rapp and band did the trick. Musically, his new outfit is a bit under par as compared with Rapp combos in the past. But they're heavy on novelty, and that counts. Besides, nobody came in to dance.

The swingo credo permeates the offering. Adding to the music, Sid Stanley, saxman, sings a so-so bary. Makes up for it later with a grand impersonation of Roy Atwell's tongue-twisting. Shine Moore, sepiu lad, does a turn at taps. Eddie Hailey, pianist, tenors a duo of pops. Warbling honors go to band's canary, Ruby Wright (Mrs. Barney Rapp). Figurations makes it nifty vocalizing with a generous share of looks to match the mood.

The Rapp trade-mark, hitting the musical bottles, makes for a sure-fire rag ringer. Has modified the turn by having the boys down front going Swiss bellringers, hitting an improvised xylophone, with the bottles subdued for the usual woodpile. Rapp formerly had the boys hitting out a tune by blowing in the musical bottles, colored flash-lights making it a flash for the optics. In spite of the fact that it has been oft-imitated, bit is too good to shelve, especially the way Rapp showed it.

Bit was a bit off, considering the marquee strength. ORO.

Paris Bills

(Week of February 15)

ABC returns to vaude with a good bill. Headlining are Lily and Emmy Schwarz, a boydenish pair of girls who sing, dance, play musical instruments and clown. Nifty and lively act but lacks class. Best of the dumb acts is that of the Three Nonchalants, who show-stop with rough but clever medley of hokum and acro bits. Also good are the imitations of Freddy Dosh, who is an ace showman. Cook and Brown, sepiu hoofers, are not so hot. Manolo

"Green Light"

(WARNERS)

TIME—63 minutes.
RELEASE DATE not given.

PLOT—Another rehash of a few themes, notably the one exalting men of science. Errol Flynn, cast as Dr. Newell Paige, loses his job at Bay-side Hospital when he refuses to reveal that a patent on the operating table was killed not thru a slip of his knife but of another's. Paige later meets the victim's daughter and both fall in love. When she learns who he is, however, her anger drives him to Montana, where he joins a friend in trying to find a cure for a fever. Paige, of course, lets himself be bitten in order to prove a scientific point. He becomes sick, the gal comes to see him and the rest is routine.

CAST—Errol Flynn, Margaret Lindsay, Spring Byington, Walter Abel, Henry Kolker, Granville Bates, Myrtle Stedman, Anita Louise, Sir Cedric Hardwicke, Henry O'Neill, Erin O'Brien Moore and others. Not much opportunity for the cast, the script being the last word in hackneyed hokum.

DIRECTOR—Frank Borzage. Baloney, no matter who slices it.

AUTHORS—Story by Lloyd Douglas. Screen play by Milton Krims.

COMMENT—Trite.

APPEAL—Nabes.

EXPLOITATION—Names.

Bill's jazz band is excellent musically and soft pedals the near-comic stuff, which is the bane of most European stage bands. Several good crooners among the boys, and Miss Bartira steps out to sing a couple of ditties and do a bit of hip heaving. Georgius, singing comedian, heads the list of local favorites, which includes Vincent Hyppa, witty monologist; Bordas, bass-voiced fem crooner, and Philip Soguel, crooner. Show opened by unblissed troupe of Arab tumblers, who are hampered by small stage.

Knipre show strongly flavored with circus numbers, most elaborate of which is the big group of lions, tigers, leopards and bears presented in fine fashion by Alfred Court. Amar elephants held over from preceding bill. Clever bunch of well-trained dogs presented by the Donlos. Other acts with circus tang are Gaby Marces in neat trapeze bit; Bouticot and Recorder, talking clowns; Leon and Harry, comedy bar act, and the Four Alcarida, excellent jugglers. Grett Vernon heads the vaude contingent, singing three songs in pleasing manner. Felix Paquet offers songs and patter, which he has neglected to renew since appearing here a few weeks ago. Kanul and Lula, assisted by the Empire ballet, offer Hawaiian medley of music and dancing. Teddy Strick puts over several elaborate illusion tricks and the Turand Brothers present a poor acro-comedy bit in which they attempt to copy gags of good acts that have passed this way. T. W.

London Bills

(Week of February 22)

Kurt Rohitschek's latest bill at the Victoria Palace is tagged *Ceiling All Stars* and is a straight vaude show on a two-week run. Two holdovers are Darlene Walders, with new dances and again one of the sock hits of the lineup, and Lee Sims and Romay Bailey, whose piano and vocal act has taken the town by storm. Gregory and Raymond, also American, register well with a comedy novelty that is commendably original. Sybil Bowan, back after three (See LONDON BILLS on page 22)

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Cincy Joins Indie; Bridgeport Exits

NEW YORK, March 1.—Empress, Cincinnati, now a Jack Kane house, will become one of the spokes in the Independent Wheel March 12 when Arthur Clamage and Charles Rothstein take over operation. It was originally planned to start the roadshows there this Friday, but arrangements could not be made in time. Town will be spotted between St. Louis and Detroit on the wheel. Maurice Zalden will manage the Empress.

Lyric, Bridgeport, Conn., is off the Indie Circuit, altho Frank Ilio and associates, operating the house, were attempting to have the shows continue. House was supposed to have been thru

last week, on information given the Indie Circuit, but a last-minute change brought in another show.

Palace, Buffalo, Changes

BUFFALO, Feb. 27.—Palace Theater made its bi-weekly changes Thursday. Charmain, following 18 weeks at the Rialto, Chicago, is now being featured. Helen Colby is a new addition also. Also being featured is Mitch Todd, singer. Winnie Garratt opens this Thursday, when Alleen Randolph closes.

May Legislate Strip Ban

WASHINGTON, Feb. 27.—Representative Dirksen, Illinois Democrat, who delights in adding a touch of levity to biz of legislating, has a new trick up his sleeve, Capitol Hill info indicates. Gag is bill to prohibit strip act here. If he doesn't change his mind Dirksen will introduce proposal, get hearing before House district committee and have teasers up to do their stuff.

AL AND MARGIE CALVIN, with *Nothing But Dames*, Indie show, back to burlesque after four years of vaude, but only upon the insistence of Milt Schuster.

Actor-Musician Unions in Rift

NEW YORK, Feb. 27.—Action of the Burlesque Artists' Association in compelling a colored band appearing at the Casino, Brooklyn, to become members of the actor organization has brought about a rift between that group and the American Federation of Musicians, with Local 802 involved. The musicians contend that the BAA has no right to force actor membership of union musicians.

William Feinberg, secretary of 802, protested this move to the BAA and also to Frank Gillmore, president of the Associated Actors and Artists of America, parent organization of the BAA. The band involved is headed by Hy Clark and is a part of the colored revue playing the Casino together with the regular burly show. Band works on stage.

Feinberg contends that whether the band works on stage or not an actor union has no right to demand membership of it. Furthermore, that the band has membership in the musicians' union and should not be compelled to join two organizations. He intends seeing to it that the band members get their money back from the BAA.

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Pers. Rep.
MILT SCHUSTER
Chicago

Burlesque Reviews

Eltinge, New York

(Reviewed Wednesday Afternoon, Feb. 24)

Outstanding element in George Fronath's current Eltinge show is good production, the bill presenting a series of eye-filling color splashes. Good work in this direction is aided by two capable comics, Harry Levine and Bob McManus, the former socking with dialect stuff. Of the straight, Allen Forth and Lew Denny, Forth holds up the heavy end admirably, his distinguished bearing and assurance carrying him thru easily. Material, however, is spotty, at times scoring and sometimes falling flat, but peculiarly enough the old spook sketch about a search for a pot of gold drew forth the most robust laughter.

Girl principals were mixed lot, including Diane Rowland, Dot Dabne, Markey Wood, Roxanne, Lee Laurel and Alvarez. Best were Rowland, a tall pretty blonde with a slow expert technique; Laurel, pretty redhead, who has speaking parts,

and Dabne, brunet, who possesses a fair singing voice and can handle lines. Top among the speaking women, tho, is Markey Wood, who gives a good account of herself in a few sketches.

Novelties included Alvarez, dancer, appearing in a few production numbers, and the Del Rey, acro and tap act. Acro turn, particularly, impresses as a finished routine.

Chorus line comprises 11, no great shakes for looks, but okeh on routines, and showgirl contingent is six, also somewhat short on pulchritude. George Tuttle capably sings the show.

PAUL ACKERMAN.

Bijou, Philadelphia

(Reviewed Monday Evening, Feb. 22)

Frank Bryan, who handles the production end for Isy Hirst's stock group here, has tagged this one *Variations*. No variation, it's the same old knock 'em (See *Burlesque Reviews* opposite page)

Burly Briefs

ADA LEONARD has returned to the east of the Rialto, Chicago, for a few weeks before departing for Hollywood. . . . Harry Hirsch, operator of the Gayety, Minneapolis, which recently closed, was

a Chicago visitor last week. Is still undecided as to whether or not he will reopen the house with a stock policy. . . . Marion Morgan, who was booked into Harry's New York Bar, Chicago, for two weeks and then held over for another two weeks, has had her contract extended another month. . . . Tom Jones is opening at the Roxy, Cleveland, March 5, booked by Milton Schuster. . . . Amy Fong replaced Minore Johnson with the *Maids of Manhattan* at the Garrick, St. Louis, February 26. . . . Joe Miller recently closed a six-month engagement at the Burbank, Los Angeles. . . . Matt Kolb is managing a vaudeville revue for Mike Taffan. . . . Milton Schuster has booked Winnie Garrett into the Palace, Buffalo, opening March 4, and Elaine Owen into the Roxy, Cleveland, opening March 5. . . . Karanova, the cobra dancer, is reported to have received several flattering offers to join big units.

JIMMY TRAINOR, formerly of the Trainor Twins, is stage manager at the Oriental, New York, assisting Bobby Sanford, producer. . . . Helen Barry, showgirl, back to the Oriental but minus her tonsils. . . . Frank Smith closed for the Weinstocks after 20 weeks to move on to Boston to get acquainted with his heir, who arrived February 17. . . . June Carroll Lacey, originally booked for three weeks, was held over and now is on her ninth at the Gayety, Milwaukee. . . . Charlie McNally closes this Thursday at the Gotham, New York, to rest his strained throat, which now emits froggy sounds. . . . Brownie Sick left the Indie Circuit and is now back in (See *BURLY BRIEFS* on opposite page)



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U-Notes

By UNO

TINY HUFF signed thru Al Silvers for the Polies Bergere, Paris, sailing April 1. Contract is for four weeks, with options. To return to the Barrel of Fun, New York nitery, when European date terminates.

PANNETTE, Chicago dancer, recently off the Indie wheel, in New York night spots and under the exclusive management of Milt Schuster, is in receipt of several offers from Greater New York burly houses.

MILE VERNE went into Minsky's, Brooklyn, last week. Moved from the Oriental, New York.

ARLIE RAPPPE was spotted by Milt Schuster into the Palace, Buffalo, as added attraction this week. While Ray LeRoy, team mate, is emceeing at the Moose Club, Erie, Pa.

MIMI LYNNE, back from Miami Beach, opened as extra attraction at the Century, Brooklyn, Sunday. Replaced Zonia Duval.

ALVENA, dancer, recently of the Casino, Brooklyn, writes that the item recently appearing in *The Billboard* concerning her marriage to Arnold O'Connor is incorrect. The item was given by Alvena and O'Connor, who now state that "it all started in a joke that was carried a little too far."

JOYNER and WILLIAMS, formerly Joyner and Foster, were the comedy team in the colored part of the 31-piece show that opened at the Casino, Brooklyn, playing, according to Manager (See *U-NOTES* on opposite page)

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QUEEN OF BURLESK GLADYS FOX

Trickin' on Down at Minsky's Oriental, N. Y. C.

Tab Tattles

OWEN BENNETT'S *Parisian Nights* opens for T. D. Kemp at the Palace Theater, Salisbury, Md., March 4 for a three-day stand. From there the company heads south thru the Virginia and the Carolinas. . . . Hy Heath, veteran tab and burly comic, has just finished 52 consecutive weeks on Stations KWKH and KTBS, Shreveport, La., and is set to remain there indefinitely. Hy says he gets itchy feet occasionally, but so far has been able to resist temptation. He is teamed on the air with Lee McLendon as the team of Grite and Gravy. Heath infos that activity is virtually at a standstill in Shreveport from the stage-show angle. . . . With George D. Bartlett's No. 2 company at the Bonita, Chattanooga, are Jack Moore, manager; "Monkey" Kirkland, Opal Peutz, Al Brown, Jane Sherill, Dorothy Bertie and a line of girls. Bartlett's tabs at the Roxy, Knoxville, and Bonita, Chattanooga, will alternate every four weeks. . . . The Sips Theater, Kokomo, Ind., former well-known tabemporium, has reopened after undergoing a complete renovation. House may resume its tab-picture policy soon. . . . "Soapy" Austin, who recently closed a seven-month stay at the Mutual, Indianapolis burlesque stand, now has a 12-people tab operating in the Lynchburg, Va., territory. In the troupe are "Soapy" and Annabelle Austin, Ann Ranger, the Burnette Sisters, Jean Reynolds, Norma Roberson, Gene Vaughan and Boots Mason and her five-piece ork.

W.REX JEWELL, former well-known tab manager and producer, has been placed in charge of the Salt Lake City office of the Inter-Mountain Theatrical Exchange, headed by Steven B. Terry. . . . Mrs. Roy Butler, the former Alice Richey, is convalescing from a recent operation in Atlanta. When fully recovered Alice will resume her work with the radio show billed as Richey and Company, now appearing in Birmingham, Ala. . . . Earl Taylor's show, which laid off in Pittsburgh last week, is this week filling a Warner date in Johnstown, Pa. . . . *Winter Garden Revue* played the Lyric, Allentown, Pa., last week. Roster includes Harry Behney and Dunn, dancers; Hammond and O'Neil, dancers; the Lane Sisters; the Great Johnson, contortionist, and a line of girls. . . . Ralph Canton, who at present has his own company at the West End Theater, Uniontown, Pa., is planning to take out a revue show under canvas this summer to play one-nighters. Business in Uniontown is not so forte, but Ralph blames it on Lent. . . . Sally Walker, tab and burly chorine, spent Tuesday of last week in her home village, Cincinnati, while en route from the Jack Kane burlesque in Youngstown, O., to the Kane show at the Colonial, Indianapolis. She was a visitor at the desk Tuesday, accompanied by her 5-year-old son, Sonny. He also made the trip to the Hooper capital with his mother.

Minskys Patrons and Patriots of the Strip

WASHINGTON, Feb. 27.—H. K. and Morton Minsky, operating the Oriental, New York, cashed in with extensive publicity by appearing Wednesday before the House committee on immigration to speak in favor of the Dickstein Bill prohibiting the importation of talent from abroad. Their chief point was that stripping is an American art and that it should be kept free of foreign competition.

In view of this additional publicity given burlesque and the strip tease, there is speculation in the field that all this might react unfavorably with authorities all over the country. Much publicity has been given burlesque of late in the newspapers and important national magazines.

CHICAGO, Feb. 27.—Four strippers were acquitted Thursday on charges of performing indecently, the acquittal a result of the plea of the Minskys in Washington to preserve the American strippers. Judge Joseph B. Hermes, hearing the case, remarked about the Minsky plea being very patriotic, and when the girls told him they were not foreigners he dismissed the case.

Bennett Producing for Clubs

DETROIT, Feb. 27.—Jim Bennett, veteran burlesque producer, is now producing two girl units here, one opening at the El Dorado night spot Monday and the other now working at the Oasis night club. Bennett is planning a return to burlesque activity shortly but has not disclosed his plans as yet.

BURLESQUE REVIEWS—

(Continued from opposite page)

down and drag it out burly. A trio of comics approximate the belly rumble only when appealing to the baser elements. One more and they would have a half dozen strips. But it's only on the bare that customers care to look.

Mandy Kay tops Eddie Lloyd and Al Pharr on the laugh assignment, but it's nothing to brag about. Swell straights are Harry Ryan and Jack LaMont. However, that ole dehbil material rears its exacting head again. If it wasn't blotto it was blue.

Of the strip artists Madge Carmyle stands out like a million. A former chorus girl at this house, Miss Carmyle knows the whims and fancies of Bijou patrons. Also adds a polished bit of lapschore. Stepping out of the line, one of the house gals gives an optic feat. Billed as Gergette and worthy of a bulldip. Other revealers include Tince Daune, Olga Brace and Pearl Mylie. Miss Mylie is the only member of the contingent attempting to sing, but it's soon forgotten. Others leave it to Al Kilbride, show's singer.

Line of 14, drilled by Bryan, are tall on looks but fall miserably short on the primary stepology. Production flashes are notable for their scenic effects and costuming, but unfortunately the talent element was overlooked.

Dolly Hendricks handles the femme foiling, with Miss Mylie at the extra lines. Redeeming feature of the entire production goes to the boys in the trench, their musical backup keeping it all from falling apart. Harry Dobkins has seven tooters under his wing, working hotter than the heats on board.

O.R.O.

Palace, Buffalo

(Reviewed Tuesday Evening, Feb. 23)

Marne Latham and her 12 Sunkist Sweeties have entertained a packed house for the last two weeks, and, altho there's nothing especially unusual about the hour and a half show, its variety and spice are sufficient to magnetize the throngs of burlesque lovers left in this town.

To the boys in the front row the two strip artists, Marne Latham and Aileen Randolph, both blond, are naturally the major attraction. They're good songsters, but go more for the tease than the most stripping of strips. On our score sheet, however, Tiny Fuller, who is everything but what his name implies, is the real card. He plays in many skits, the best of which is the mock divorce trial. The entire act is done in rhyme, but Tiny ad libs, plenty and plays up comically to the audience, and of course, drags down a lot of laughs and plenty of applause.

George (Beetlepus) Lewis, another comic, looks like a hangover of the genuine old-time vaudeville and, altho there is nothing outstanding about him, he puts over his pre-war gags with sufficiently breezy gestures to be liked.

The chorus, of an even dozen, is not bad and does a pretty good job of the orange blossom and wedding finale numbers. They're superior to the ordinary run of burlesque choruses touring the circuits. In their opening number, when they all alight from a bus, they're par-

ticularly impressive and give the show a good sendoff.

The guitar-playing singing Jack Day is bad and has no place in the show. George Corwin, a good-looking straight, has a fairly good voice and is an asset to any show. Possessing a pleasing voice, handsome and with fine stage technique, Mervin Harmon is also favorable material.

Additional disrobbers are Esta Alja and Eileen Owen. Both are good. Maxine Fields is well appreciated with her piano musical novelty. She's smart and should go places.

HAROLD J. WARNER.

BURLY BRIEFS—

(Continued from opposite page)

New York. . . . Mother of Mrs. Gene Schuler passed away February 24 in West Haven, Conn. . . . With everybody claiming Gypsy Rose Lee as their discovery, Nat Morton enters the pic to say he was responsible for bringing her into Times Square. That he saw her about five years ago at the Empire, Newark, and sold her to Billy Minsky for the Republic.

BOOTS BURNS joined the Beef Trust Billy Watson show on the Indie wheel, replacing Babe Davis. Al Pharr replaced Harry (Shuffles) Levan on the same wheel in the *Paris by Night* Company.

Larry Nathan, company manager *Nothing But Dames*, hopped into New York when the show hit Union City. . . . Harry Brock is sporting a new car, a special Packard job. . . . Dave Cohn's placements include Billy (Scratch) Wallace and Dawn DeLees, Irving Place, New York, this week; Betty Duval and Jack Shaw, Star, Brooklyn, this week; Dorothy Dee next week; and Jack Greenman the week of March 12; Roxanne, Patsy Johnson, Crystal Ames and Bob Alda, Oriental, New York, this week, and Zonia Duval next week; Slatas Taylor and Irma Parker, Gaiety, New York, next week; Lucille Ray, Casino, Brooklyn, this week, and Valerie Parks, Gotham, New York, next week.

NADJA will close this Thursday at the Irving Place, New York, after a long run. She will vacation for a few weeks, probably making a trip to Louisville to see her son. . . . Ann Norton will go into the Casino, Toronto, March 12. . . . Billie Holmes, Phyllis Vaughn and Milt Bronson will close next week at the Casino, Brooklyn. Virginia Jones went into the house Sunday, agented by Nat Morton. Latter also booked O'Neil and Williams into the spot. . . . Max Rudnick, operating the *Etings*, New York, is said to have his eye on a Boston spot. . . . Lee Laurel closes at the *Etings* this Friday, as will Dot Dabne. . . . Diane Ray will sail March 12 for the Palladium, London. She is now visiting her home in Norfolk. . . . Abe Minsky and wife returned to New York from Miami. L. H. Herk, Minsky's partner, is scheduled to leave soon for a vacation in Arizona.

PHILADELPHIA radio stations making demands on burly field for novel fare. Bobby Morris, Joey Fay and Bert Grant are featured on the WDas "1370 Club," a daily show. WCAU introduced Ann Corio to the mike routine. . . . Madge Carmyle breaking a house rule at the Bijou, Philadelphia, doing a holdover in the headlining role. . . . Max Wilner went big-time on Ann Corio's date at the Shubert, Philadelphia, throwing a press party at the swank Warwick Hotel. . . . Gals at the Shubert, Philadelphia, had to miss the Sunday midnight show at the Troc, opposish house. Ann Corio's date at the Shubert called for a midnight show. . . . Darrell Davis, comic, and Miss Marlo, stripper, opened

at the Capitol, San Francisco, last week. Also added to the Capitol show were Ronald and Rita and the Beirnie Sisters.

JIM BROCK, brother of Harry Brock, operator of Empire, Newark, is company manager of *Top Hat Revue* on the Indie wheel. . . . Gus Flaig's mother, after a two-week siege in the flood area, has fully recovered from her harrowing experience. . . . Ann Lee, chorus girl with the I. B. Kamp show, is confined at Gallinger Hospital, Washington, for a major operation. . . . Benny Benjamin has opened a newly constructed hotel in Baltimore, the Roxy, opposite the Palace Theater. . . . Curly Kelly is added attraction with *Paris by Night* at the Gaiety, Baltimore, this week. Also making his first appearance in the East is Jimmie Burns, tap dancer with the same show. . . . Leona Bell, chorus girl, joined the *Nothing But Dames* Company in Baltimore. . . . Miss Mack, Frank Mack's wife, joined the chorus, at the Bijou, Philadelphia, stock house. . . . Alexianne, formerly added attraction with Indie shows as gold dancer, is now appearing at the Wonder Bar, New Howard Hotel, Baltimore.

U-NOTES—

(Continued from opposite page)

Joe Costello, to 7,000 people opening day. Co-featured is Hy Clark and his 12-people ork and Aunt Hattie. Held over for a second week. All booked by Stanley Woolf.

ROSE LAROSE, changed from platinum to redhead, is spending her two-week leave from the Herk-Minsky houses at the Star, Brooklyn. Then back to the Gaiety, New York, to complete contract.

HELEN CROSBY, recently promoted to principal ranks, opened at the People's, New York, coming from the Glover, Baltimore.

VINCENT SCANLON, Phil Osborne, Rudy King and Harry Cressey comprise the Four Nationals, a new vocal quartet, making its first burlesque appearance in the Weinstein New York and Brooklyn houses.

PRINCESS ALOMA, billed as Little Egypt, made her initial appearance in burlesque at the Oriental, New York, recently.

COQUETTE flame and veil dancer, booked by Dave Cohn, is another to debut in the East. Opened last week at the Century, Brooklyn, for the Raymonds as added attraction. Comes from California burlesque and niteries.

HOWARD (BUZZ) FERRIS, team mate of Lea Howard, current at the Palace, Buffalo, is remembered as having an Okeh and Columbia recording ork at one time. Also as a comic prior to the music game. Lea Howard due to follow the Buffalo date with the Bijou, Philadelphia, for Phil Rosenberg.

FRANK MACK, brother of Jess, now managing the Casino, Toronto. Formerly managed *Pads and Fancies*, Indie show.

SAMUEL BRISKMAN, operator of the Casino, Brooklyn, introduced a novelty last week in the form of a trailer to substitute for the candy butcher's usual lengthy spiel. Trailer showed how the candy was made and what prizes were deposited in the boxes.

AGNES DEAN left Minsky's, Brooklyn, suddenly February 23. Pearl Shutta, showgirl, replaced.

Endurance Shows

Ft. Worth Walkie Folds

FT. WORTH, Feb. 27.—A Derby Show opened by Vernon Balfour at the "Cy" Fox Arena on the North Side here February 13 closed after operating only three days.

JACK (BLACKIE) KIRBY, according to a report from Miami, recently played a hero role in saving two men from drowning when caught in the undertow off Hollywood Beach, Fla.

FOLLOWING a new policy, this column will no longer run the monotonous "—" would like to hear from —" Those wishing to contact members of the profession may do so by addressing mail in care of The Billboard Letter List.

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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment

Field Generally

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Australian Office of THE BILLBOARD.

Hopkins Players On New Location

HOUSTON, Feb. 27.—Due to the recent fire which destroyed their tent and damaged scenery, seats and other show equipment, the Monroe Hopkins Players have moved from their old lot here, where they have been holding forth for the last four years, to a new location in the East End.

Hilda Morgan, sister of Mrs. Hopkins and who happened to be in Houston at the time of the fire, has loaned the Hopkins Players her tent theater until they are able to replace the one consumed by the flames. Miss Morgan also loaned much of her other show equipment. She will leave here soon for Idaho to open her own tent season. Several of her players are currently appearing with the Hopkins troupe.

Dayne and Bob Totheron have left the Hopkins show due to the illness of the former. Upon the advice of her physician they have located in Denver. They expect to rejoin the Hopkins line-up at a later date.

Business is reported to be holding up nicely at the new location.

Balaban & Katz Lease Evanston, Ill., Theater

CHICAGO, Feb. 27.—Balaban & Katz Corporation has leased the Valencia Theater, Evanston, Ill., for 25 years. Lease runs from February 1, 1937, to January 31, 1962, and provides for an aggregate rental of \$473,750 for the 25 years.

Lessors are William F. and Dorothy H. Krehl. Acquisition of the house, which was known for many years as a dramatic stock stand under the name of the Evanston Theater, gives Balaban & Katz complete control of the town, where they recently opened the new Coronet Theater.

Providence Will Again Have Stock

PROVIDENCE, Feb. 27.—Empire Theater here will go into dramatic stock May 31, dropping its present film policy.

A. A. Spitz and Anthony Romano, operators of the theater, were in New York Thursday and Friday negotiating for Evanston Theater. Several members of the company they had at the Modern Theater here several years ago will be signed for the new stock.

Davis-Brunk Opens Soon

KANSAS CITY, Mo., Feb. 27.—Mr. and Mrs. Leonard P. Davis, managers of the Davis-Brunk Comedians, new tent repertoire organization, were in Kansas City last week signing people and leasing plays. Show is scheduled to open in the South about March 29. Mr. and Mrs. Davis went from here to their headquarters in Oklahoma City.

WANTED QUICK

A-1 LEADING MAN. Must have good wardrobe, plenty of experience. Prefer man doubling specialties or instruments. Need RED-HOT TRUMPET. Write, stating age, HENRY L. BRUNK, 334 Lulu Ave., Wichita, Kan.

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Rep Ripples

E. F. HANNAN has presented and directed the play *A Bachelor's Million* with 16 different amateur groups in and around Boston so far this winter.

MR. AND MRS. BEN HEFFNER are enjoying a bit of sunshine in Miami before beginning working on the regular tent season. Ben will again agent the Heffner-Vinson Show the coming season.

WALTER B. LEWIS, former leading man with the Chase-Lester Company a number of years ago and who left a good job in motion pictures to join Uncle Sam's soldiers in the World War, is now confined in Ward A-1, Veterans' Hospital, Huntington, W. Va. Lake Reynolds, who recently visited Lewis there, writes as follows: "He gave up a promising career to join the army and he has never asked the theatrical profession for a thing. Now he is in a bad way. Why don't some of his friends write him a letter? He is still a young man in years but old in experience. Come on, let's surprise him with a few letters."

JOHN R. VAN ARNAN'S *Barn Dance Frolics* ushers in its 1937 tent season at McClennon, Fla., March 4. After six weeks in Florida, troupe heads northward thru Georgia and the Carolinas, then eastward for the balance of the season. Prof. Walter Brown Leonard, minstrel authority, spent considerable time at the show's quarters in South Jacksonville, Fla., the past week. He and John R. are old friends.

RED FORD, for the last several years character man with the Monroe Hopkins Players in Houston, has closed with the troupe to take up duties as emcee at the Belvedere night club, that city.

Palmerton Back to Fitchburg

FITCHBURG, Mass., Feb. 27.—It was announced here this week that Guy Palmerton and his Manhattan Players will again hold forth at the Whalom Park Theater here the coming summer. Palmerton troupe has been well received here the last three seasons.

Kansas City Jottings

KANSAS CITY, Mo., Feb. 27.—Lester Ayers recently joined the Wallace Bruce Players, circling in Western Kansas.

Glen and Donna McCord are with Ray and Margie Bash Players on their Western Nebraska circuit.

Mr. and Mrs. Harold Lowe left here recently to join the cast at the Joy Theater, Oklahoma City.

Mr. and Mrs. Harvey Teyman have gone to Watertown, S. D., to make preparations for the reopening of their circle.

Eddie and Dione Gardner have signed with Jack Hart's Comedians for the new season under canvas.

Lumie Hampl and Elmo Maize sojourned briefly in the village this week en route to Minnesota.

Mr. and Mrs. George Henderson and

Peruchis Begin Chattanooga Run

CHATTANOOGA, Feb. 27.—With Barbara Grace and David Byrnes, seasoned stock performers, as the leads, the Peruchi Players began another engagement in Chattanooga at Station WOOD's Playhouse Tuesday night. *As Husbands Go* was the opening play.

With Mr. and Mrs. C. D. Peruchi, who have a large Chattanooga following from previous stays here; Gordon Peters, also well known here, and Bob Stewart, local boy, in the company, the Peruchis will have plenty of local appeal. In addition there's H. C. Perlman, Norman Cassell, Mary Downie, Marthat Skeen, Ingenue lead, and Wayne Peters, juvenile.

New Playhouse, which seats 650, has had its stage enlarged and new dressing rooms and lighting effects added. It is located in downtown Chattanooga.

AMERICAN ACADEMY—

(Continued from page 21)
the sparkling Barry lines. Also there were frequent lapses of memory—which help neither the lapease nor the other members of the cast.

Charles Paul was smooth and pleasant enough in the Leslie Howard role of Tom Collier, tho he failed to get under the skin of the character, contenting himself with a restrained surface reading. Elizabeth Buxis made the nasty mechanicals of Cee more obvious than they had to be. Genevieve Phillips, as Daisy, created the best impression of the three principals; Daisy is one of the fattest and most appealing parts on the modern stage, and Miss Phillips, while she by no means did all that could have been done, at least brought visual beauty and occasional effect to the role. A lovely lass, she's material for picture scouts and possibly for legit producers.

About the best performance of the afternoon was turned in by Martha Gaylord as Franc. Miss Gaylord, playing with assurance and skill, did a professional job. Joseph Hurst made an amusing Regan. Henry Lascoe played with quiet effect as Owen. Helen Lettwich brought a nice amount of satirical skill to her portrayal of Grace. Richard Brennan was a pleasant Joe, and Monte Mescham, in excellent makeup, did an adequate character bit as Tom's father. There was no curtain raiser.

EUGENE BURR.

son, Jack, have joined Kennedy Sisters' Stock Company at Corpus Christi, Tex.

Henry L. Brunk's Comedians will start rehearsals about March 22 at Anson, Tex.

Jack and Grace Bell have signed with Aulger Bros.' Show for the 1937 run under canvas.

Sid Snider, who had been with the Kingdon circle since its opening, was slated to close this week.

Verge and Alyce Lester recently joined the Monroe Hopkins Players in Houston.

Jimmy Todd circle is reported to have closed recently in Nebraska.

Jimmie Murphy's Comedians are in their 13th week of rotary stock out of Sioux Falls, S. D. Roster includes, besides Murphy, Beverly Sutherland, Jimmie and Honey O'Hearn, Robert Tracy and Buddie and Billie Ross.

Kennedy Sisters' Stock Company will open an indefinite engagement at Corpus Christi, Tex., March 1.

Ted North Players are reported to be doing satisfactory business at the Capitol Theater, Topeka, Kan.

Jimmy and Ned Novak recently joined the Frank Smith circle in Arkansas.

Mrs. Fannie Henderson is spending the winter with relatives in Rockwell City, Ia.

Mr. and Mrs. Frank Monett, formerly with Princess Stock Company, have joined the Kennedy Sisters' show in Corpus Christi, Tex.

Billy Scott is said to be making preparations to launch a tent show early in May.

Ross Robinson has signed with the Jack Kelly show as director for the spring and summer canvas tour thru Michigan. It is said that Kelly will have two shows this season.

Danny Hendricks' circle will reopen next week on a loop of towns around Great Falls, Mont.

Chorus Equity Notes

Eighteen new members joined the Chorus Equity in the past week.

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Ronnie Campbell, Charlotte Davis, Ruth Dennis, Leela Gans, Gladys Harris, Eda Gedin, Marge Hyman, Marion Hylan, Fred Holmes, Eunice James, Lorraine Janee, Dorothy McElroy, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Huss.

A recent check-up shows that managers are making the required deductions from chorus salaries for the Social Security (Old-Age Pension) act. However, we also find that a great many of our members have neglected to get their government file number. This is most important, and every member should do so immediately, especially those who are working. It is a very simple matter. All you have to do is to go to the post office in your district. But it should be done immediately. Fifteen or 20 minutes of your time now may save endless confusion and trouble later. Go today. Even those members who are not working should apply for a number against the time that they are employed. Employment in the theatrical field is spasmodic. Employers come and go rapidly. Partnerships and corporations for which you worked in January are dissolved in February. For that reason it is doubly important that all members of our profession be particularly careful in keeping all social security records. Get your number now.

Only at the headquarters of the Chorus Equity or from one of your employees at Chorus Equity do you get official and reliable information relative to any matter pertaining to the association. Recently efforts were made to organize a company for a revue in a foreign language. Because it was in a foreign language Actors' Equity did not claim jurisdiction over the principals. However, it was planned to use a troupe of 12 or 14 American dancing girls with the foreign actors. The man who was engaging the dancers said that he wished them all to be Chorus Equity members and that he wished to have a bond placed covering their salaries. But he was only acting for the management; he himself was not the manager.

The order for girls was placed at the Chorus Equity employment bureau. Every member to whom this call was given was told not to go into rehearsal until the association notified her that the bond was up if she wished the protection of Chorus Equity in the engagement. It was explained to them that, officially, we had no jurisdiction, and therefore could not force the bond. For their own protection then, it was important that they be more than particular about rendering any service until the salary was protected.

The bond was not placed, and despite this fact several of our members went into rehearsal. When questioned about it they said that they had seen a notice in a daily newspaper that the venture was backed and indorsed by Chorus Equity. It was true that such a notice had appeared but the notice was incorrect; the information had not been obtained from Chorus Equity and obviously Chorus Equity cannot be held responsible for any information that a newspaper chooses to print. As a matter of fact we knew nothing of the notice until these members brought it to our attention. Come to Chorus Equity for all information relative to your employment.

DOROTHY BRYANT,
Executive Secretary.

"Business" Breaks Rex

LONDON, Feb. 20.—Completing its two weeks' tryout at the Streatham Hill Theater, Bobby Howes' new musical, *Big Business*, played to over 50,000 people in 24 performances. This establishes a new high for any London suburban theater.

"Fledermaus" in London

LONDON, Feb. 20.—Max Reinhardt will produce a new English version, by A. P. Herbert and Reginald Arkell, of *Die Fledermaus* early in the fall. Negotiations are also in progress for Reinhardt to produce *The Eternal Road* in London.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

RAJAH RABOUD and his *Miracles of 1937* opened at Keith's Theater, Portland, Me., with a midnight show February 21. Capacity house greeted the Raboud show's debut. On the following day (Washington's Birthday), company played to 2,200 people at the matinee, and a full house at night, according to Ray Sampson, business manager for Raboud. Show, playing for the Eastern RKO office out of Boston, carries 25 people.

AL DE LAGE AND COMPANY, who open this week in Ithaca, N. Y. will soon head back to the Boston and New England territory. De Lage and his helpers have just concluded a long stay in Rochester, N. Y.

IF ALL THE RADIO stations which were "burned up" by unscrupulous mentalists who wound up their air engagements leaving behind piles of unanswered questions were placed end-to-end they'd reach a helluva distance.

SEVERAL HUNDRED amateur and professional magicians stormed the ballroom of the Stephen Girard Hotel, Philadelphia, recently at the annual show of Philadelphia Assembly No. 4, Society of American Magicians. Al Baker headlined the panorama of legerdemain. Others included Keith Clark, Bill Williamson, Burling Hull and Emil Jarow. Assemblage also included James C. Wobensmith, former prez of the national society. Charles H. Hopkins is prez of the Philly chapter. That television is going to be the biggest boon to magicians was explained by John Taylor. "Radio has neglected us, because magic must be seen. But television will open a great new field. Certainly we magicians can use just as old and bad puns as the leading radio comedians. And in television there won't be any people sitting behind you or on the sides to make a trick more difficult to conceal."

GLORIA GARRUTHERS, mentalist, known professionally as Princess Zuluika, now recuperating in Greensboro, N. C., following an appendectomy, expects to resume her bookings in that territory in another week or so.

THOMAS THE MAGICIAN (Frank McCue) has been spending part of the winter with relatives near Elkton, O.

BLACKSTONE packed 'em in for two days and was held over two more at the Paramount, Newport News, Va., last week.

KINO FELTON, magician, with his wife, Hazel, and daughter, Betty, have returned to Cisco, Tex., after a pleasant season, marked with good business, in the Rio Grande Valley. Felton is now repainting and redecorating his equipment for the new season. He has just purchased a new Roamer house-trailer and a new Ford panel truck.

PRINCE KARMI, former well-known magician-mentalists, is now president of the Karmi Pictures Company, distributor of State-right motion pictures. In his duties with that firm Karmi travels extensively and visits numerous magical attractions en route. He feels that the only thing wrong with magic today is that it suffers from too much sameness. "There is still money in magic," Karmi writes, "but the performer must be original to get it."

HAD THE PLEASURE of catching the magic act of Palmer and Doreen at Kelly's, one of Cincinnati's best known night spots, Tuesday night of last week. Tactfully attired and possessed of a good line of chatter and a fast pair of hands, Palmer capably presents a goodly assortment of magical gems especially suited for night club consumption. He clicked in handy style, despite the

handicap of having to work from the floor before an unusually noisy mob and with his audience almost all round him. Outstanding was his Magic Tea Kettle, from which he pours no less than two dozen legitimate mixed drinks as called for by the patrons, winding up by pouring a half dozen large glasses of beer from the same utensil. Miss Doreen gives good assistance and fills the interim with a fair brand of warbling. Palmer and Doreen are set in and around Cincinnati for the next six weeks by Jack Middleton, Ciney booker.

TEDDY STRICK is presenting an elaborately mounted illusion act at the Empire in Paris.

FRAKSON is presenting his card, cigar and coin tricks at the Cirque Medrano in Paris.

THE ISOLA BROTHERS are at the Casino Municipal in Cannes, France.

GREAT CARLYLE, mentalist, is filling an engagement for the Egyptian Tea Room, Detroit.

FOR THE FIRST TIME a magician headlines the bill at Benny the Bum's, Philadelphia's swank nitery. Honor goes to Le Paul, booked by Harry Beiben.

LE ROY AND PEARL have begun a limited engagement at the Coconut Grove, Philadelphia.

FRYE THE ILLUSIONIST, now playing for Gibraltar Theaters in Wyoming, returns to Ohio late this month to begin a string of dates that will keep him occupied until May. Business has been good since the first of the year, Frye reports. He has contracted nearly four weeks of return dates in the Western territory, opening early in August, he says.

HENRY GORDIEN, Minneapolis magician, reports that he's doing very nicely in that section working the better private clubs and night spots. He will again have out his television show the coming summer. Gordien recently concluded a big week at the Beacon Theater, Winnipeg, Man., and while there was tendered a reception by the Winnipeg magic lads.

JOE KURY, of the Madame Eke mental act, now working in the Pittsburgh area, is planning to organize the legitimate mentalists to protest against the unfair business methods employed by the more unscrupulous mentalist acts. He states that many so-called mentalists land spots by working at no salaries or by giving a percentage of their earnings to the management of the theater or club.

LAYMEN LAUGH when we try to tell them that there actually exist so-called professional magicians who work schools and churches at a 5-cent admission charge. They say it reminds them of their childhood days when they used to put on the shows for the neighborhood kids in the barn at 10 pins per head. However, these 5-cent magi are big shots compared to these prostitutes of the art who are soliciting night spot and beer emporium engagements, offering to work the spots for whatever tips might be garnered at the tables. And you'd be surprised to know how many of the magic lads are working that angle this season. While they may be starving to death doing it, still they offer no little annoyance and headaches for the legitimate workers.

GEORGE HOLLAND, in his "Boston After Dark" column in a recent issue of *The Boston American*, tells of one of those rare and somewhat embarrassing incidents that happen some time in the life of almost every magician. On this occasion the victim was Hardeen, currently appearing at the Bradford Penthouse, Boston. Hardeen, it seems, was doing his opening show there when a gentleman from a ringside table made his way toward the stage with a regulation and improved make of strait-jacket. He challenged Hardeen to escape from the contraption. Many of those in the audience thought it was all a part of the act, but Hardeen, much to his discomfort, knew better. Hardeen tried to laugh off the challenge, as did



The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business. SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For LEGIT MUSICAL

JACK COYLE—burlesque straight man. A good straight man is always a valuable addition to any show. Coyle has class delivery and knows all the answers, which should make him an expert feeder for a legit comic. Not an aggressive straight, but one who goes about his job with skill and smartness.

RENE AND ESTELLA—Cuban rumba team now appearing at the Club Yumuri, New York. Routines are very unusual, being a combination of Cuban folk dancing and the hottest sort of tunes. Gal is a looker and the man is lithe, the pair making

ing a very showy team. Should click in any field.

For FILMS

JULIE JENNER—pretty, shapely and vivacious brunet who leads the ensemble numbers at the Paradise Restaurant, New York. Can sing nicely and dances well enough to lead the chorus smoothly. Should photograph beautifully. Certainly rates a screen tryout.

JAMES ADAMS—Negro comic now appearing in the Federal Theater's production of *Sassa Moons* in New York. Gets his stuff over by superlative pantomime, and draws plenty of laughs. All the lines are in Nigerian, which puts the brunt on Adams' pantomime. It's tops, and should click beautifully in pix.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

MEMBERS OF THE Beverly Road Fire Company, Burlington, N. J., sponsored a minstrel show last week-end, proceeds being for the company's fund for construction of a new building. Wilbur Taylor directed the cast; G. Harold Commons was stage director, and Gilbert Kibble served as the interlocutor. Doc Dougherty's Orchestra furnished the music.

WILBUR TAYLOR is directing a minstrel show to be presented this week-end by the Beverly Road Fire Company, of Burlington, N. J.

CHARLES J. FALES, vocalist, producer and owner, was born in New York in 1874. First minstrel engagement was at the age of 16,

the manager of the room. But the challenger was persistent. Finally, after standing off the wisecracks of the on-lookers as long as his patience would permit, Hardeen asked his challenger to adjust the strait-jacket. There followed a 15-minute struggle packed with tenseness. Mrs. Hardeen, beside herself with nervousness, finally asked that the challenger be made to unlock the jacket. Hardeen, however, kicked, rolled, stretched and groaned, finally freeing himself. He took a bow and walked unsteadily offstage. After a brief rest he returned to finish the show, altho still a bit shaky. The challenger retreated to the bar, where he told bystanders: "I never thought he'd do it." "I'm glad I got out of it. Ten years ago it would have been easy," was Hardeen's only comment. Later, originally booked into the Penthouse for a three-week stay, has been held over there for three additional weeks.

LESTA, "world-traveled magician," is currently appearing at the Jungle Club in the Fort Montagu Beach Hotel, Nassau, Bahamas. Both *The Nassau Guardian* and *The Nassau Daily Tribune* have devoted liberal space to Lesta's appearance there, including considerable first-page stuff.

CHARLES HOFFMAN is currently in the floor show of the LaSalle Hotel's Blue Fountain Room, Chicago.

ANTHONY MARKS is playing the Yacht Club, Chicago.

MATT SCHULIEN, member of the Wizard's Club, Chicago, has made his Windy City cafe the rendezvous of local and visiting magicians. The establishment is unique in its setup, the walls being covered with data and history. (See *MAGIC* on page 67)

when he appeared with Cleveland & Haverley's Consolidated Mastodon Minstrel as the "boy tenor." Also appeared with Nankeville Minstrel, Arthur Deming's, Dockstader's and Corson's New Orleans minstrels, finally purchasing the latter title and touring with it for some time. Fales played for several years in vaudeville and at one time was the principal clown with the Walter L. Main Circus. He now remains active with his own show in the summer and spends his leisure time at his home in Gibbstown, Fla., where he has extensive real estate holdings.

WALTER BROWN LEONARD expects to visit Charley Sparks in Macon, Ga., in the near future. The professor here-with tenders his third installment of *Minstrel Memories*.

III

After fancy counter marching they approach the old Town Hall. Where they pause to play a concert of selections that enthral. Hear the leader triple tonguing. Hear the slip horn and the bass. As they render charming music That re-echoes round the place. Now they play a grand selection From the opry William Tell. Then a synopacted cake-walk That we youngsters know so well. While the acrobatic major Throws his baton in the air, And the pleasant-faced performers Scan the crowd for maidens fair.



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Station A-9, Dallas, Tex.

The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusements 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 572, Cincinnati, O.

Asotin, Wash.
I note that a bill has been introduced in the Idaho Legislature by which a tax is provided on theater tickets to the extent of 50 per cent on all tickets over 25 cents. There is also a bill up in Washington for, I believe, a 10 per cent tax on theater tickets or 10 per cent of gross business. The State already has a 2 per cent tax on admissions and a business tax of 1 1/2 cents. I notice that California is considering a bill to charge all tent shows a license of \$250 per day and that several other States have bills up on about the same basis. I have been running a show thru Oregon, Idaho, Washington and Montana for the past 12 years. It is getting tougher every year for the tent showman. I was going out again this year, but if these bills go thru I don't think I shall, as with all these proposed taxes, not including the Social Security Act, which no one seems to understand, I cannot see how a man is going to make it. Licenses, lot rents, lighting, etc., are just as high as ever, and admissions are about half what they formerly were. Everything is about the same except admissions and actors' salaries. I would like to pay my people a living wage, but it is impossible, it seems. What is to be done about all this? We have no one to represent us against such laws as those proposed. If this keeps on there will be no more tent shows.

E. A. NORD.

Threat Seen To Tent Shows By Tax Bills
on admissions and a business tax of 1 1/2 cents. I notice that California is considering a bill to charge all tent shows a license of \$250 per day and that several other States have bills up on about the same basis. I have been running a show thru Oregon, Idaho, Washington and Montana for the past 12 years. It is getting tougher every year for the tent showman. I was going out again this year, but if these bills go thru I don't think I shall, as with all these proposed taxes, not including the Social Security Act, which no one seems to understand, I cannot see how a man is going to make it. Licenses, lot rents, lighting, etc., are just as high as ever, and admissions are about half what they formerly were. Everything is about the same except admissions and actors' salaries. I would like to pay my people a living wage, but it is impossible, it seems. What is to be done about all this? We have no one to represent us against such laws as those proposed. If this keeps on there will be no more tent shows.

E. A. NORD.

Cheyenne, Wyo.
"The show must go on!" If lived up to that is a slogan that overcomes great obstacles and brings success and admiration to followers of the slogan and the organization for which they are pulling.
In The Billboard of February 13 was an item telling how Dorothy Herbert made the trip thru the flood district to keep an engagement to perform at Detroit Shrine Circus. As long as the circus has persons like that who really mean that "the show must go on" the circus will survive and prosper. Many in other walks of life could make their organizations and themselves more successful and happy if, when the test comes, they will "go on."
ELMER J. BARLINO.

Ashland, Wis.
The letter of Ayres Davis in The Forum of February 20 interested me, inasmuch as it concerned the show put out by Arthur Heritage and C. F. Neese. The show did go out during the 1926 season. It played this city on June 12, 1926. It was a 10-car show, nine cars back and one ahead. From what I can remember the show paraded and had a regular three-ring performance. It had three old bulls, of which I think the nationally known Billy Sunday, oldest of the present living elephants, was one. Two other 10-car shows paid Ashland a visit. They were Gentry Bros' Circus, also a 10-car show, with three bulls, and Cole Bros' Circus, a 10-car show, having three bulls also. Gentry played here on August 24, 1927, while the Cole show played here on June 21, 1929. These statements I can verify thru the files of our local newspapers. Whether all three or at least the Gentry and the Cole show were one and the same I do not know, although all three seemed quite a bit alike. As a circus fan and miniature circus builder, I am much interested in these older circuses and the equipment, especially band wagons, tableaux and calliopes. May I voice the desire of many other miniature builders and fans to see letters in this page containing authentic information regarding the construction, design and present whereabouts of old-time circus wagons? A miniature builder's greatest ambition is to accomplish the art of building accurately, to all de-

Fan Bemoans Fate of Some Circus Wagons
tail, beautiful hand wagon models as well as all other equipment, and therefore he must have plenty of information. Thruout the past half century or more hundreds of beautiful wagons have been built for the various big shows which actually glorified the circus field to the circus fan's eye. It is a shame and a disgrace to all show owners to abandon them to the elements, as I have recently heard. I am glad to see that many of these old fine wagons are again taking their places in line with the big shows and that one big show is putting them on display at winter quarters as museum pieces. Circus fans all over the country realize the importance of these fine old wagons in parades, more so than do the owners themselves. Watch a circus fan when he visits your show. If he has a camera the first things he will snap are the circus band wagons, tableaux and other parade wagons. Could any of our readers give their idea of the most beautiful hand wagon, tableau wagon and calliopo wagon in the circus field, both past and present?

RUDY HAGENE.
Montezuma, Ind.
I wish to state that I travel in a 1937 Chevrolet truck and always have the latest models, but the truck laws in so many States are getting awful; if it keeps on we are going to be 48 countries instead of States. I think there should be a federal license so we could go any place on one set of plates without being scared to death every time we cross a State line. I paid 1.5 cents per mile in Tennessee last year, but that isn't as bad as having to take out a license. I carry only about one ton in a house truck and I think that things are bad in a free country when people cannot use a small truck in any State without being molested and stuck for all the States can get. I was stopped three times before I got thru Nashville, Tenn., last year after paying the first officer \$2.75 and getting a receipt. I entered Tennessee from the North. I can enter Canada free now, but there must be something done about truck laws and soon.

BOSCOE ARMSTRONG.

Duluth, Minn.
Recently the editor of a newspaper asked me why, as an amateur magician, I am a skeptic in reference to spirit seances. My reasons, as published in his paper, are: (1) The most noted mediums have been exposed at one time or another, usually by magicians. (2) The darkness of the seance room is a possible aid to trickery. (3) Noted wizards have duplicated most of the "miracles" of the seance, with no claims to supernatural power. (4) A national magazine still holds the thousands of dollars it has been offering for years for one genuine test. (5) Floating faces, cabinet materializations, rappings, etc., smack a little of old-fashioned conjuring.
CHARLES RUBENS, IBM.

New York.
The letter of Chester L. Renard in The Forum of February 13 hit the nail on the head in referring to the unjust fate of radio originators. I do not believe the high-salaried artists are to blame. The fault lies with the men engaged to write their material. These men receive good pay to furnish new ideas but apparently they find it more convenient to steal, making a monkey out of the star, who is obliged by contract to use the stuff given him. If sponsors were more conscientious regarding the material used on their programs radio would be more interesting. There are too many brainless people in radio taking credit for ideas that they never could have thought of themselves. It would be a very good idea, as the Renard letter

Blissfield, Mich.
In The Forum of February 6 E. E. Garretson, of Pana, Ill., inquired as to who was the first to put out Uncle Tom's Cabin under canvas. My parents and I were with C. G. Phillips' Uncle Tom's Cabin Company under canvas in the summer of 1889. My mother went to her reward a couple of years ago and in her effects were some pictures of her and me as Topsy and Eva, on which was written "Dot and Little Nattie, season of 1889, C. G. Phillips' Uncle Tom's Cabin Company." This was the first season for the organization, which was a wagon show with quarters in Mecca, O. It opened in Warren, O., yours truly being 7 years old. Previous to that we traveled with E. O. Rogers, George Tuck and Draper's "Tom" shows, all of which were house shows. I have never seen a parade since that could equal that of the Phillips outfit with its gorgeous uniforms, beautiful horses, donks and ponies. Wagons all had carvings, mirrors and all the gold and glitter that might be seen with a circus. Andrew Downie, Roscoe & Swift, Frank Griswold, John P. Snow and many other "Tom" companies came later.
NATT D. HUNTINGTON.

Manfield, O.
In the January 9 issue of The Billboard W. P. Dewey asks that juggling records be given. I believe it is impossible for a single performer to juggle over eight

suggests, if some sponsor would round up these artists and let them show what they have been robbed of. It could be a credit to the sponsor and would give him more advertising than all the contests on the air. So, come on, you great big concerns, and show the public that you believe in justice to those who have contributed something original to radio.
ARNOLD LAKE.

Montreal.
Being a member of the theatrical profession as well as an outdoor showman, I offer what I think is a just and timely criticism. The subject is "Vic's Prayer" on page 20 of The Billboard of January 30, 1937. Business men should not use the Lord's Prayer as a background when writing comedy (?) squibs for commercial or private use, even though they have gone native. But I do not really think the Chinese would burlesque anything another holds sacred. A parody on the Lord's Prayer is not funny; why can't some people be original? It's never too late to learn. A humble act of respect to all departed showmen would be to set a certain hour of a certain day during the outdoor season when all living showmen would bow their heads in silent prayer as a mark of respect to all those showmen who have answered the last call regardless of denomination.
HARRY EDWARDS.

Essex, Ia.
A recent letter in The Forum regarding Tom shows revived in my memory a show of that type which used to play this territory 15 to 25 years ago, Dickey & Terry's Uncle Tom's Cabin under canvas. It was a two-car show but I could never figure out how they could carry the show on only two cars. They put on a flashy street parade with two bands, bloodhounds and many interesting features. They had a good advance, plenty of paper and a heavy mailing list. They played our town several times to capacity business. Many people who would not attend any other show came to see Uncle Tom and they were always well pleased with the show. Mr. Dickey died several years ago. He was en route with the show at the time of his death. I don't know where Mr. Terry is. I often think of the good old days when there were plenty of one-nighters in the Middle West. Most of them were good shows, were well advertised, delivered the goods and played to fine business. A good clean show always paved the way for the next one, and even when weather was cold and roads bad farmers did not hesitate to drive several miles to see a road show.
JOHN G. E. CARLSON.

Blissfield, Mich.
In The Forum of February 6 E. E. Garretson, of Pana, Ill., inquired as to who was the first to put out Uncle Tom's Cabin under canvas. My parents and I were with C. G. Phillips' Uncle Tom's Cabin Company under canvas in the summer of 1889. My mother went to her reward a couple of years ago and in her effects were some pictures of her and me as Topsy and Eva, on which was written "Dot and Little Nattie, season of 1889, C. G. Phillips' Uncle Tom's Cabin Company." This was the first season for the organization, which was a wagon show with quarters in Mecca, O. It opened in Warren, O., yours truly being 7 years old. Previous to that we traveled with E. O. Rogers, George Tuck and Draper's "Tom" shows, all of which were house shows. I have never seen a parade since that could equal that of the Phillips outfit with its gorgeous uniforms, beautiful horses, donks and ponies. Wagons all had carvings, mirrors and all the gold and glitter that might be seen with a circus. Andrew Downie, Roscoe & Swift, Frank Griswold, John P. Snow and many other "Tom" companies came later.
NATT D. HUNTINGTON.

Manfield, O.
In the January 9 issue of The Billboard W. P. Dewey asks that juggling records be given. I believe it is impossible for a single performer to juggle over eight

objects, such as balls, clubs, plates or sticks, although it can be done by teams. It is said Frank LaDent and the late Bastelli juggled eight objects very cleverly, but I never had a chance to see their acts. If an artist juggles six objects without missing I say he is very clever. In my estimation it is poor judgment to overstep the limit and spoil the good impression made previously by your dexterity. I have seen the best of them, such as Kara, Salerno, Cinquevalli and Sylvester Schafer. They were all great showmen, but they never juggled more than six objects. I have had people tell me they saw jugglers who manipulated at least 10 balls at one time. I tell them I am not from Missouri but they must show me. George Fielding, a clever ball-tosser of the early '90s, never used more than six balls.
HARRY LAKOLA.

Saranac Lake
By JOHN C. LOUDEN
Mrs. Alyce Frank, of Chicago, is best visiting her sister, Gladys Palmer. Joseph McCarthy responded favorably to the phrenic operation last week. Eddie Vogt is our latest guest-patient. Hailing from New York, he was formerly of the vaudeville team of Hurst and Vogt. Last year he emceed with one of Major Bowes' units. Dorothy Kruse is in general hospital, where she underwent the first stage of the rib operation, which was performed by Dr. Woodruff. Dorothy is doing the operation well and is doing nicely. Harry Gordon is enjoying the company of his wife, Betty, who is here for a two-week vacation. Before Dr. Cornell left the lodge last week he was presented with a serviceable gift by the patients in appreciation of his kindly considerations during the past six months. Doris Gascoigne responded favorably to the phrenic operation last week and is showing marked improvement. Teddy Bodwell is another newcomer to the lodge. He is from New York and was formerly employed at the W. B. Brookings Strand Theater Building. The patients wish to express their sincere sympathy to Sal Ragone, who was called home last week by the death of his mother. Doris Connes passed away last week. For details see Final Curtain, this issue. Write to those you know at Saranac Lake.

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Vol. XLIX. MARCH 6, 1937. No. 19

March 6, 1937

The Final Curtain

BERGER—Mrs. Tessie, wife of Walter Berger, formerly advertising agent for Sells-Floto, Hagenbeck-Wallace and other circuses and also for Columbia Wheel burlesque shows, at her home in Los Angeles February 21. Mrs. Berger was a sister of Johnnie Baker, dance producer, and Marie Baker, music librarian for Columbia Broadcasting System, New York. Burial in Greenland Cemetery, Columbus, O.

BLASE—Louis, 70, former singer, February 18 in St. Luke's Hospital, Philadelphia, of pneumonia. A daughter survives.

BROWNELL—Louis C., 50, maintenance man at the Strand Theater, Providence, suddenly in a downtown restaurant there February 18 after finishing his night's work at the theater. Survived by widow and daughter. He was a member of Providence Lodge EPOE.

CONNES—Doris, 22, dancer, at the NVA Lodge, Saranac Lake, N. Y., February 19. She appeared in Paramount-Publix units and cafe floor shows. Survived by her mother. Interment in Woodlawn Cemetery, New York.

CONSTANS—Leslie M., for years identified with the Davis and Harris theaters in Pittsburgh, in Chicago February 18. He was secretary of the Pittsburgh Hippodrome, which staged entertainments at Forbes Field in that city. Services in Chicago February 20.

COOK—Sarah, performer and musician who, with her husband, Dea Cook, was co-manager and owner of Cook's Comedians, February 20 at Hamersville, Ga. Had been in ill health the last year. She had her own show for the last 11 years, but was formerly with Edward A. Reno and other well-known tent shows.

DALEY—George R., 49, former machine-gunner employed by Universal Studios, February 24 of injuries received when a bomb exploded on a motion picture war set at Universal Studios during the filming of *The Road Back*. Survived by a sister.

DE ROSELLI—Mrs. Jeannette, wife of Rex de Roselli, of Cole Bros. Circus, in Dayton, O., February 21 of pneumonia. Also surviving are two sons, P. L. de Roselli, Washington photographer, and Jose de Roselli, who is in circus business. Body will be taken to the de Roselli home in California and placed in the family vault at the Mission San Juan Capistrano.

FIDELES—Charles, 55, at his home in Chicago February 15 of heart failure. Deceased was manager of the Fashion motion picture theater in Chicago for over 25 years and was a familiar figure along film row. Burial in Chicago.

FREDERICK—Roy, black-face comedian, lately of Frederick, Snyder and Pool, February 11 at Baltimore. He was the father of Mildred Frederick, well-known night club entertainer.

FREEDMAN—Gilbert, 60, theater operator, at his home in Springfield, Mass., February 9 of heart disease. One of the pioneer theater owners of New England, Freedman at one time operated 12 houses in various cities. He was a member of the Springfield Lodge of Elks. Survived by his widow, three sons, Jerome, Harold and Milton, and a daughter, Mrs. Beatrice Locks. Body taken to Yonkers, N. Y., for burial.

GARNETT—Edward, 69, playwright and critic, in London February 21. He wrote *The Breaking Point* and *Trial of Jeanne d'Arc*, and helped Theodore Dreiser, T. K. Lawrence, D. H. Lawrence and others to fame. His wife was the former Constance Black, Russian translator. Their son, David, is an author.

GRANVILLE—Mrs. Cora Chamberlain, 72, grandmother of Bonita Granville, 14-year-old child screen actress, suddenly at her home in Columbus, O., February 22. She was the mother of the late Bernard (Bunny) Granville, of the stage. Funeral and burial in Columbus.

HUGHES—William H., 82, father of Joseph Hughes, staff man of George A. Hamid, Inc., February 18 at the Hospital for the Ruptured and Crippled, New York. Services at Universal Funeral Parlor, Jackson Heights, and burial in Calvary Cemetery, Long Island, N. Y., February 22. Two sons, Joseph and Frank, survive.

IRWIN—Edward, 70, actor, in London February 25. In 1935, J. B. Priestley wrote a role especially for Irwin in *Ends*. This was the actor's last New York appearance. As a playwright, he corroborated on Sunday, giving Ethel Barrymore her famous curtain-line: "That's all there is; there isn't any more." His outstanding performance was in the role of Joe Quinney in *Quinney's*, which he played a total of 1,500 performances.

KLEIN—Nicholas A., 82, musician, at Madison, Ind., recently. For years he traveled with the John Robinson Circus band as cornetist and organized two bands in Madison years ago. Widow and a son survive.

KLEIST—Paul, 76, at his home in Chicago February 12 of cerebral hemorrhage. Deceased was formerly associated with Thurston, and before his retirement four years ago had his own act billed as the King of Black Art. Survived by a daughter. Burial at St. Joseph's Cemetery, Chicago.

LOCKWELL—Mrs., of the Lockwells, roller-skating team, of pneumonia at the Forest Hills Hospital, Boston, recently. Body shipped to New York for burial.

LOWRIE—Jeanette, 75, retired stage actress, of heart ailment in Hollywood

NAGLER—Lewis, 63, father of Al Nagler, sports announcer at WJBL, Detroit, February 20 at his home in Elmira, N. Y., from pneumonia. Survived by his widow and son. Burial in Elmira.

ORR—John, 23, motion picture operator at the Morris Theater, Plano, Ill., in that city February 25 of injuries received when a train struck his auto.

PAYNE—John Strut, manager of the Kentucky Singers, colored quintet, at the American Hospital in Paris recently.

PEARSON—Humphrey, 43, film writer, of a bullet wound at his desert cottage in Palm Springs, Calif., February 25. Police officials believe he was murdered. Pearson wrote the scenarios of *Ripples of Red Gap*, *What Price Hollywood?*, *Red Salute*, *The Great Filtration*, *Elmer* and *Esie* and *Palm Springs*. He founded and was president of the former Robbins & Pearson Advertising Agency, Columbus, O. He married Rive King Bowman, of Columbus.

SEABURY—Mrs. Rose, 56, for many years an actress, February 23 at American Hospital, Chicago. Survived by husband, Ralph Seabury, monologist and chalk-talk artist. Body was cremated.

J. J. McCARTHY

Joseph Jefferson McCarthy, 58, motion picture pioneer and lately a member of the Will Hays organization, died at his home in Beverly Hills, Calif., February 25.

McCarthy was one of Will H. Hays' principal aids in the Motion Picture Producers and Distributors of America, Inc., and was chairman of the organization's advertising advisory council. He was one of the first showmen of the legitimate theater to recognize that the motion picture had reached sufficient maturity to compete with the drama as a form of entertainment.

One of his memorable achievements was the presentation of D. W. Griffith's "Birth of a Nation" in 1915 at the Liberty Theater, New York. Later McCarthy organized road companies to tour the principal cities of this country and abroad. With his partner, Theodore Mitchell, he handled "Intolerance," "Way Down East," "The Covered Wagon," "The Ten Commandments," "The Big Parade" and "Ben Hur." McCarthy championed freedom of stage and screen and clashed with censors in the course of a nation-wide tour as Mary Shaw's manager when she introduced Ibsen's "Ghosts" to this country.

His first job in show business was posting bills for the old St. Charles Theater and Academy of Music in his native New Orleans. At 21, he served as advance man for George Brennan, who produced all of Thomas Dixon's plays. Subsequently, he managed the tour of Vernon and Irene Castle, dancers. His first ventures in the exhibition field were with "Quo Vadis" at the Liberty Theater, New York; Rainey's Animal Pictures, at the Hudson, New York, and "Hunting Big Game in Africa" at the Lyric, in the same city. In 1928, Winfield Sheehan, then vice-president of Fox Film Corporation, engaged McCarthy in an advisory capacity. Later he acted as the New York representative of the studio and in 1933 joined the Hays organization.

He is survived by his widow, Sadie; a sister, Mrs. Mary Gilman, and a step-brother, Thomas Hazlee.

February 22. A native of Cardiff, Wales, she appeared on the New York stage with Lou Fields, Joseph Cawthorn and others. At one time she was a member of Daniel Frohman's stock company.

McAVOY—Mrs. Julia, mother of May McAvoy, at her home in Beverly Hills, Calif., February 16 of heart attack.

McCARTHY—Joe, 38, pitcher, of pneumonia in New York February 12.

McMANUS—Felix, manager of the Famous Players' Strand Theater, Chilli-wack, B. C., in Vancouver recently.

MILLER—Mrs. Sarah C., 97, grandmother of Marilyn Miller, stage and screen dancer, who died recently, of pneumonia at her home in Pindlay, O., February 18. Burial in that city.

MOPPER—Mrs. Esther, 76, grandmother of Sherry Mopper, of New York office of George A. Hamid, Inc., in New York February 23. Burial February 24. Survived by a son, two daughters and a sister.

MORGAN—H. B., 88, one of the founders of Mason & Morgan's Uncle Tom's Cabin Company, at Elmhurst, Ill., January 7, it has just been learned. His last engagement was with the Courtenay-Morgan Repertoire Company. He was a partner of Frank Sherman in repertoire and tent shows and was also associated with the Essanay Studios, Chicago, during the silent-picture period. Survived by a son, Arthur. Burial in Kankakee, Ill.

MORRIS—Mrs. Marie Gorenso, 92, actress, in Lewis, Del., February 23.

in the movie *The Story of Temple Drake*. His last film appearance was in *Lloyds of London*.

SULLIVAN—Daniel J., 62, former Shakespearean and musical comedy actor, in a New York hospital recently. His first engagement was with Cora Payton Stock Company. He appeared on the screen with Marion Davies. At time of death he was stage manager of St. James Theater, New York. He married Rebecca Wills, known on stage as Rebecca Ryeford. Survived by widow, a son; two sisters, Mrs. P. Frank Crothy and Mrs. Thomas J. Cullen, and a brother, Cornelius. Interment at Westchester, N. Y.

WALLACE—Albert D., 84, father of Raymond S. Wallace, manager for Tri Theaters, Inc., Alliance, O., in that city February 19 after an extended illness. Son is only survivor. Funeral at the Cassaday & Turkle Funeral Home, Alliance, and burial in City Cemetery there.

ZIMMERMAN—Isaac, 65, father of Mrs. Leonard Shecter, of the office staff of Columbia Pictures Corporation, February 14 in Detroit. Survived by widow, Bertha; three daughters and a son. Burial in Jewish Cemetery, that city.

ZUELCH—Albert, 71, father of Arthur Zuelch, MGM booker, February 12 after a brief illness. Survivors are his widow, six sons and two daughters. Burial in Gethsemane Cemetery, Detroit.

Marriages

ABOLER-HELFAND—Arch Aboler, author of the *Lights Out* series of horror dramas heard over NBC, Chicago, to Eleanor Helfand, nonprofessional, at Waukegan, Ill., February 23.

ALLEGRETTI-NEBILOLO—Harry Allegretti, nonprofessional, and Mrs. John Nebiolo, proprietor of Nebiolo's cafe and night club, Detroit, February 18 in that city.

CRISTIANA-CORZANA—Plade Cristiana, of the Cristiana Troupe, and Carmen Corzana, daughter of Luis Corzana, owner of the Spanish circus, Circo American, in Paris February 13.

DAVIS-KROEGER—James P. Davis, Broadway press agent, and Wilma Kroeger, singer, February 23 in New York.

FULCHER-BALL—Charlie Fulcher, violinist and orchestra leader in Augusta, Ga., and Ellen Ball, Pittsburgh radio singer, at Augusta February 15.

GERYCH-MARTIN—Tyrus Gerych, chairman of Arena Gardens Roller Skating Club, and Clarice Martin, daughter of Fred Martin, manager of Arena Gardens Roller Rink, Detroit, in that city February 16.

GREEN-CRONE—Harold Green, Cleveland, nonprofessional, and Roberta Crone, Youngstown, O., vocalist, at Batavia, N. Y., January 25.

LONGRAN-MALONE—Frank J. Longran, of Pittsburgh, and Lillian Malone, staff member of Station WCAE, Pittsburgh, in that city recently.

RICHARDS-ABLES—James T. Richards, Big Eli Wheel foreman for the Gold Medal Shows, and Alma Vaughn Aables, nonprofessional, both of Forest City, Ark., February 6 at Little Rock.

SCHWARTZ-SILVERSTEIN—Myer Schwartz, Pittsburgh stock actor, and Fay Silverstein, of Columbus, O., in Pittsburgh February 22.

THOMAS-BAKER—Lewis Thomas, Houston, and Margie Baker, stock and repertoire actress, at Houston February 14.

Coming Marriages

Gavin Hart, Eastern head of the Motion Picture Code Administration, and Mildred Hiffe Feely, nonprofessional, of Merion, Pa., in Philadelphia soon.

Dr. Craig Wright Muckle, Haverford, Pa., and Christine Muckdock Kendrick, songstress at Station WIP, Philadelphia, in that city soon.

Johnny C. McGee, proprietor of Lexington Casino, Philadelphia, and Irene Kiley, night club singer, in that city soon.

Tom Pashaw, sound effect man at (See COMING MARRIAGES on page 85)

MAIL ON HAND AT CINCINNATI OFFICE

- Parcel Post Hamilton, W. F. 15c
Harris, Barbara, 1c
Cliffman, Mrs. 10c
Coff, Don, 10c

Ladies' List

- Abbott, Mrs. Phyllis
Adams, Broodie
Alexander, Mrs. John W.
Allen, Vera
Alton, Mrs. Zola

- Leah, Madam
Linnam, Mrs. D. W.
Lorenson, Pauline
Lockner, Mrs. Marie

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Men's List

- Schneider, Mrs. E. J.
Scott, Miss Louisa
Scott, Mrs. Louis

Letter List

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Shoemaker, Mrs. E. J.

- Dellay, Phil
DeMink, Frank
DeMink, Frank
DeMink, Frank

- Flanagan, Herb
Flanagan, Herb
Flanagan, Herb
Flanagan, Herb

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Daniels, W. T.	Haines, Bernard J.	Johnson, Johnnie	Miller, Jackie
Darwin, Geo. E.	Hall, Ed L.	Keller, M. N.	Milsons, Jack
Day, Johnny E.	Hanning, Steve F.	Kelly, Tom	Milner, Clyde
Deane, Jack	Hansen, Art	Kerin, Harry P.	Morrill, Charles
Dickerson, Ralph	Harris, S. P.	Ringdon, Sam	Nice, Jimmy
Dillon, Harry	Harris, William E.	Rosen, M. (Tina)	O'Garra, Cliff
Duggan, Eddie	Hart, Capt. John	Risk, C. E.	Owen, Ora
(Blackie)	Haver, Earl G.	Ritter, T. H.	Owens, (Aerial)
Dugan, Jack	Haver, Roger	Lafarie, Babe	Palmer, Doc W. F.
Dunn, D. S.	Hazen, Yamball	Lambert, D. J.	Paska, the Man
Dunn, Jimmie	Hawestock, Harry	Lawson, Edward	Peak, Sanford
Endre, George	Hawkins, Harold	Levy, Gene	Peterson, Whitely
Evans, J. E.	Head, Bill	Levy, Gene	Plank, Harry L.
Erwin, Jack	Hedra, Sam	Levy, Gene	Price, M. M.
Evans, Fred	Henderson, Jack F.	Levy, Gene	Reano, H. L.
Fay, Harry	Henderson, John F.	Levy, Gene	Ransom, King
Fiedman, M.	Hendrix, Paul C.	Levy, Gene	Rice, Bill
Fried, Don	Hillman, Morris	Levy, Gene	Roberts, Roy
Gallagher, Jas. R.	Holoboff, P. P.	Levy, Gene	Rohr, T. W.
Gavin, Joe	Howard, John	Levy, Gene	Randall, Sammy
Gibson, Mack	Howson, William	Levy, Gene	Randall, O. B.
Johnson, Bob	Huggs, Harry	Levy, Gene	Randall, O. B.
Grant, Ned	Hunter, Bob Shows	Levy, Gene	Reiner, Louis
Graves, Geo. & Jim	Johnson, Jess	Levy, Gene	Sherwood, James
Green, Al	Jones, John	Levy, Gene	Shim, Silas Robb
Hansen, Jerry	Jones, Ed	Levy, Gene	Sing, Pat
Haley, Roy	Jones, Baze Miles	Levy, Gene	Sims, L. G.

Illinois Court Studies Bank Night Validity

CHICAGO, Feb. 27.—Validity of Bank Nights is being taken under advisement by the State Supreme Court at Springfield following arguments presented by William V. Daly, assistant corporation counsel, on behalf of the city of Chicago, and Edmund D. Adcock, who represented the Iris Amusement Corporation and other theater companies. A ruling is not expected until the April term.

Bank Nights and other give-away prize nights have been banned here for several months following the finding of a city ordinance which prohibits them. However, the schemes are still being used outside of the Chicago city limits.

Pitt Permits Checked

PITTSBURGH, Feb. 27.—As part of the current drive to tighten enforcement of the amusement code, Safety Director George E. A. Fairley ordered police inspectors throughout the city to check up on the presence of the required amusement permits at all shows and entertainments in their district.

The result of the initial drive early last week revealed that the Duquesne Garden, operated by the Harris Amusement Company, and the Pittsburgh Playhouse operated without permits. In both cases the managements stated that they were not aware of the need of such permits and that they will attend to the matter immediately.

Cincinnati TMA Elects

CINCINNATI, Feb. 27.—At its annual election Monday, Cincinnati Lodge 33, Theatrical Mutual Association, chose the following officers for the ensuing year: Luke Callahan, president; John Rush, vice-president; Bernard Murphy, financial secretary; George Postel, recording secretary; Harry Service, treasurer; Ed Hackman, marshal; J. Frank, chaplain; Dr. Cloyce Wilson, physician; John Burk, sergeant at arms; Michael Meyers, outer guard; Walter (Red) Conway, trustee for three years. Meeting ended with entertainment, lunch and refreshments at Alt Heidelberg Cafe.

Wheeling Chief Bans Bank Night Insurance

WHEELING, W. Va., Feb. 27.—Branding "Bank Night Insurance" a racket, Police Chief Albert Megale has banned operation of the scheme here and threatened heavy fines and jail terms for theater operators.

"Several promoters have conferred with me in an effort to pave the way for operation of insurance," said Megale, "but so long as Bank Nights continue theater patrons will just have to take their chances on collecting."

Choir vs. Bank Night

DES MOINES, Feb. 27.—Theater Bank Nights are now so prevalent one Iowa Protestant church has had to change its choir practice night so it will not conflict with Bank Night. The Rev. Guy H. Fish, of the Fundamental Baptist Church here, charged last Sunday. "The blocked sidewalks in front of Des Moines theaters on Bank Nights are certainly indication of the moral downward trend of our times," he said.

WPA Show Poor in N. O.

NEW ORLEANS, Feb. 27.—Working with a poor vehicle, the local unit of the Federal Theater Project did a creditable job of Martin Flavin's three-act play, *Across the Corner*, last Thursday before about 250 people (half passes) at the Jerusalem Temple. It was a true "depression" play, and the veil of unhappiness that hung over the eyes of the performers even to the end of the play disappeared for the audience when the make believe was left behind.

The production was well directed by Jack Kingsberry, making his debut with the unit, and the company seemed talented and earnest workers with the little they had on hand. Edward Dillon, as Fred Perkins, was well cast, as were Benjamin, as Joe, and Maude Hollingsworth, as Mrs. Perkins. Charles Nielsen, Beate Shields Fourton and Jack Connell had difficult jobs that they did well.

Company has gone into rehearsal on its next play, *Locals of Old New Orleans*, *Captain What the Devil*, by Zelma Tiden, based on incidents in the life of the pirate Jean Lafitte. P. G. M.

Mass. Tax Proposed

BOSTON, Feb. 27.—Representative Albert Rubin, of Fall River, Mass., has filed with the House clerk an act providing an excise on admissions to places of public amusement which is likely to be a great revenue builder for the Commonwealth. The bill provides that the tax be imposed on all admissions to any place of amusement, entertainment or any other form of exercise for which a license is required and where tickets are necessary for admission. Would be at the rate of 10 per cent.

Irish Players for Egypt

LONDON, Feb. 26.—The Gate Theater Players from Dublin, Ireland, have left for Egypt, where they will play a four-week season with a repertory of nine plays at the Opera House, Cairo. Plays run from Shakespeare to Eugene O'Neill.

LONDON BILLS

(Continued from page 23)
years, chalks up a hit with her splendid satirical impressions. Gaudsmith Brothers and their unique pooches are the laugh hit of the show. George and Jack Dormonde, comedy unicyclists and familiar here, score heavily. Continental novelties are supplied by Tom Jersey, conjurer and shadowgraphist, and the Two Heltnos, whirlwind acrobats. English "name" on the bill is Sir Seymour Hicks, vet legit actor, who starred at this house a year ago in *Vintage Wine*. His light playlet slows up the bill but gets over on the popularity of Hicks. The English acts Douglas Byng, Payne and Hillard and Jane Carr, fare well. Business excellent.

Hackney Empire, Stoll's suburban house, has a corking program, with five American acts sharing billing honors. They are Forsythe, Seamon and Farrell, who tie the show into knots; Dave Seed, aided by Jack Janie and Lillian White, whose comedy fares well; Carter and Holmes, almost stealing the show with a great act; Gypsy Nina, singing accordionist, and Miller Brothers, colored tappers.

Four Franks headline and prove a first-rate attraction at Shepherd's Bush Empire. Mae Wynn and Zella Company are a hit at the New Victoria. Birthday week at Birmingham Hippodrome. GTC house, is celebrated by having five American turns, Walter Dore Wahl, Vic Oliver, Fred Sanborn, Carroll and Howe and Chilton and Thomas. B. R.

Chi Alderman Proposes Tax on Double-Featuring

CHICAGO, Feb. 27.—Alderman James J. McDermott, at a meeting last week of a city council subcommittee engaged to find new things and businesses to tax, suggested that a good place to start the parade of new licenses would be at theaters showing double features.

"I'm not being funny," Alderman McDermott said, "when I say it gives me a pain when I have to sit thru a movie I don't want to see in order to watch one I do want to see. What's more, theaters with double features are driving the others out of business. They ought to pay higher licenses than the others at least."

There are a lot more here just as violent against the double-feature practice as Alderman McDermott, only more so. Many women's clubs have already taken up the cudgel against the dual policy and are starting to bring pressure on the theater managers.

400 More for Screen Guild

HOLLYWOOD, Feb. 27.—Four hundred new members have joined the Screen Actors' Guild and the Junior Screen Actors' Guild during the membership drive conducted the past five months. Seventy-five joined the senior group, the remainder going to the minor classification. Total membership currently exceeds 5,000.

NIGHT CLUB

(Continued from page 12)

Skillfully staged by Jean Le Seyoux, who also designed the costumes and scenery in conjunction with Freddie Wittop, and with choreography and ensembles by Mme. Natalie Komarova and special music by George Komarova, it is a smart and exhilarating show. No small amount of credit is also due Lou Bresse for his musical direction.

The production numbers are outstanding. Opening with a cleverly concocted mornel called *French Hara d'Ocures*, in which the chorus girls were attired in costumes representing appetizers, a parade of bizarre fashions; a *French Garden* scene that, for pictorial magnificence, tops anything ever seen in a local floor show, and the finale.

Emil Boreo received an ovation on his first appearance and worked thruout the show with his amusing, the familiar, line of mimicry, chatter and stinging interpretations, not to forget his *Parade of the Wooden Soldiers*. Had a hard time getting away to let the show go on. A big hit.

Buster Shaver, with Olive and George, drew the heaviest applause of the evening and completely stopped the show. Never seen to better advantage, the performances of little Olive and George enthralled the capacity crowd. Olive is an adorable bit of diminutive femininity with loads of magnetic personality.

Among the novelties was Choppy, who painted faces on the backs of the chorus girls with startling effect, and *Midwife Bath*, as saucy a nude adagio as ever this scribe has seen and in which Arabelle, as nature made her, dances with Rich and Mario. A daring number artistically done.

Early in the show Karin Zoska contributed some expert Russian dancing. Georgie Hayes did a clever toe routine on a steep flight of stairs, and Enrico Bertolaso's brilliant tenoring of *Le Donna Mobile*, *Veni, Veni, Veni*, and *O Sole Mio* offset his shyness and lack of stage poise. He was a hit but should remedy this fault.

The Bredwins, acrobatic trio, were a topnotch next-to-closing act, and the whole revue was a glittering admixture of stagecraft and magnificently colorful numbers.

Charles Agnew's Orchestra vies with that of Bresse in furnishing the very good dance music.

F. Langdon Morgan.

Palm Beach Garden, Detroit

A tropical atmosphere greets the guest at this large Detroit spot, enhanced by live palm trees as well as by the decorations. This is without doubt the biggest draw among Northwestern Detroit nites. Much of the credit goes to Mike Scuderi, proprietor, and his manager, Joe Angleri.

Victor Graff, popular composer and arranger, opened with the new show Monday as emcee and does the job with a unique personality. Makes a frank

MPPA Negotiates With Comm'l Films

NEW YORK, Feb. 27.—Music Publishers' Protective Association has met with representatives of non-theatrical motion picture manufacturers for a preliminary discussion relative to issuing to the manufacturers a blanket license covering the use of copyright music. Commercial film men, at present, are branching out into full-length six-reelers, the products plugged being automobiles, electrical equipment, coca-cola, etc. Pix are usually shown at conventions.

MPPA wants the commercials to feel free to use copyrighted music rather than old songs in public domain.

Baltimore Hears First Jam Fest

BALTIMORE, Md., Feb. 27.—Local gates gave the localites their first listen to a jam session last week. Staged at the Penthouse, where Billy Brooks served as nucleus, ring-leader Harry Knotts persuaded Tommy Dorsey to sit in and to sentimental on his slip-slide. Other Dorsey Disklanders to join the fest included Joe Dixon, Steve Lipkin and Les Jenkins.

Cats have already planned a second. Bob Crosby's gang set to show off their licks this week. Hot addicts will be emphasizing the swingology of Ray Badaac, Eddie Miller, and Matty Matlock, featured with Crosby's unit.

Penny Governor Would Oust Amusement Tax

HARRISBURG, Pa., Feb. 27.—In his budget message to the General Assembly February 24, Gov. George H. Earle recommended discontinuance of Pennsylvania's 4 per cent tax on amusement admissions. Unless renewed the tax will expire May 31.

Tax, which has been in effect for almost two years, brings a return of about \$3,250,000 to the State annually.

To Film "52d Street"

HOLLYWOOD, Feb. 27.—New York's 52d street, avenue of night spots, is the locale of a musical being planned by Walter Wanger. Film will use top night club entertainers to play themselves in addition to cast of pix names. Title is 52d Street.

Cupid Helps Night Clubs

PITTSBURGH, Feb. 27.—Weddings are serving as business stimulants in the smaller clubs in this area. Many are being staged in the spots, either privately or open to the public, with all arrangements made by the managements.

appeal to audience to join in the show, at least with good applause, and later does some solo and gag numbers, also singing to his own guitar accompaniment.

Artie Brooks and Margie furnish almost a whole show in themselves, opening with a high-stepping tap and dialog song number. Brooks comes on solo for a tap waltz on roller skates, using danc rather than skating steps. Margie does a fast tap which Brooks follows on skates—which must be tough on the night club floor. Later Margie does a graceful variety dance routine, while Brooks sings for accompaniment. He then comes out in hockey skates and dances on a 2x3-foot table, getting in about every kind of step.

Myrtle and Dunn do a combination juggling-cycle routine. At one point Dunn juggles a pan on a stick and a top hat while riding a unicycle. Act goes over impressively, especially when they team up for some high cycle riding.

This typical variety bill was booked by Peter J. Iodice, of the Amusement Booking Service, Detroit. Emphasis on novelty acts is typical of this spot and has been largely responsible for its popularity.

Al Alexander's Band rates a mention for its smooth accompaniment to both floor show and dance numbers. Josephine Campbell, cigaret girl, doubled on some song numbers. H. F. Nees-

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

ABC Trio (El Chico) NYC, no.
Ace, Red (Cat & Fiddle) Cincinnati, no.
Adrian, Iris (Leon & Eddie) NYC, no.
Aero Aces (Club Parade) Hartford, Conn., no.
Arosee (Park Center) NYC, h.
Arazar, Mari & Chiquita (Paradise) NYC, no.
Alexander & Santos (Oriental) Chi, t.
Allen, Bernie (5th Avenue) NYC, h.
Almonte, Marie (Le Mirage) NYC, no.
Aman, James & Co. (Orphe) Memphis, t.
Ames & Arno (College Inn) Chi, re.
Anna, Billy (St. George) Brooklyn, h.
Andrew, Billy & Ruth (Blackhawk) Chi, re.
Anderson & Allen (Orphe) Chi, t.
Andre, James (Paradise) NYC, no.
Andrews, Mike (Half Moon) NYC, re.
Andrews, Paul (Chicago) Chi, t.
Apollon, Dave & Revue (Loew) Richmond, Va., t.
Arden, Donn (Lookout House) Covington, Arden, no.
Arca, Joe & Co. (Nixon) Phila, t.
Aramando & Maria (Mooninglow) Syracuse, N. Y., c.
Artesco, Maxie (Black Cat) NYC, no.
Arturo & Evelynne (Ball-Ball) Chi, no.
Astwood, Norman (Pappy Tavern) NYC, no.

B
Banana Dancee (Cotton Club) NYC, h.
Bancro, Faith (Colosimo's) Chi, re.
Bagneters, Royal (Oriental) Chi, t.
Bailley, Bill (Cotton Club) NYC, no.
Baker, Mildred (Blackhawk) Chi, re.
Baird, Bill (Chez Maurice) Dallas, no.
Balmain & Bristol (Strand) Los Angeles, t.
Ballantine & Pierce (Cocanut Grove) Boston, no.
Ballard, Mary (Chin's) NYC, re.
Ballard & Rao (Jefferson) St. Louis, h.
Banks, Saddle (Old Romanians) NYC, re.
Barber, Hal (Flamingo Club) Orlando, Fla., no.
Barber, Dick & Evelyn (Philadelphia) Phila, h.
Barf, Robert (Ambassador) NYC, h.
Barlow, Florence (Colosimo's) Chi, re.
Barnes, Eddie (Broadway) Cleveland, O., no.
Barnes, Ruth (Oriental) Chi, t.
Barr, Cappy (Royal Palm) Miami, no.
Barr, Mickey (Radison) Minneapolis, h.
Barr, Paul (Hollywood) NYC, re.
Barnhill & Ertle (Palmer House) Chi, t.
Bartholomey, Lillian (French Casino) Miami Beach, Fla.
Barto & Mann (Paradise) NYC, re.
Barton, Phil (Radison) Minneapolis, h.
Baxter, Marilyn (Chin Lee) NYC, re.
Beasley, Irene (Paradise) NYC, re.
Beasmont, Marvel (West End Grill) NYC, re.
Beck, John (Ball) NYC, no.
Beck & Grey (Katie's Club) Detroit, no.
Bell, Carolyn (Wivel) NYC, re.
Bell, Dorothy (Basque) NYC, c.
Bell, Harvey (Mayfair) Cleveland, no.
Belknap & Nora (Ambassador) St. Louis, t.
Bell's Hawaiian Polles (Fair) Amarillo, Tex., 5-7.
Vernon 5: Grand 9: Paris 9, t.
Benson Bros. (Grey Wolf) Sharon, Pa., no.
Beno, Fern (Elmer's Casino) NYC, no.
Beno, Ben (Fair) Melbourne, Fla., 8-13.
Bendley, Gladys (Ubangi) NYC, no.
Bentham, Ben (Paradise Park) Miami, no.
Bergen, Edgar (Chez Paree) Chi, re.
Berghard & Graham (Congress) Chi, h.
Bernie, Al (Congress Casino) Chi, h.
Bernier, Nelda (Edgewater) Lafayette, La., no.
Bernards & Davala (Ritz-Carlton) NYC, h.
Bernard, Phil (State) Pontiac, Mich., 21-Mar. 6.
Bert & Jay (Colonial Village) Peoria, Ill., no.
Bertolano, Enrico (Casino Paragon) Chi, no.
Berry, Billy (Ogden) Detroit, Mich., no.
Bestinger, Frank (New Yorker) NYC, h.
Beylow & Lee (Barrel of Fun) NYC, no.
Billett, Eddie, Troupe (Witch Circus) Jacksonville, N. Y., 1-16.
Birveva, Mike (Nini) NYC, re.
Biltmore Boys, The (Wm. Penn) Pittsburgh, h.
Blackburn, George (Opera House) Bainbridge, Ga., 22-Mar. 6.
Black, Dorothy (Harry's New York Cabaret) Chi, no.
Blanchard, Jerry (18) NYC, no.
Blanche & Elliott (Grand) Phoenix, Ariz., 8.
Bliss, Jack & June (Ambassador) NYC, h.
Blize, Charles (Ambassador) NYC, h.
Blize, Barbara (Netherland Plaza) Cincinnati, h.
Blizner, Four (Embassy Club) San Francisco, no.
Blonger, Art & Andreletta (National) Richmond, Va., (Stevens) Henderson, N. C., 7.
James Newport News, Va., 8-9.
Boch, John (Washington Yocres) Shreveport, La.
Boran, Arthur (Pays) Phila 26-Mar. 4.
Borjino & Carole (Rendezvous) NYC, no.
Borg, Emil (Casino Paragon) Chi, no.
Borg, Inga (Jimmy Kelly's) NYC, no.
Borber, Dora (Russian Art) NYC, re.
Boston Sisters (L'Escarot D'Or) NYC, re.
Boswell, Nelsa (Edgewater) Lafayette, La., no.
Boswell, Eddy (Romance Inn) Angola, N. Y., no.
Bowers, Eleanor (Murray Hill) NYC, h.
Bowers' International Show (Michigan) Detroit, t.
Bowen, Jerry (Biltmore) NYC, h.
Boys, La Verne (Ballyhoo Club) Columbus, O., no.
Bozinas (Casino Paragon) Chi, no.
Bozinas, The Three (Casino Paragon) Chi, no.
Boyd, Ruth (Hollywood) NYC, re.
Boyle, Phil (Mount Royal) Montreal, h.
Boyska Tullie (Club Verve) NYC, no.
Bozomfort & Greed (Katie's) NYC, no.
Brown, Ada (State-Lake) Chi, t.
Brown, Danny (Frontenac) Detroit, no.
Brown, Eddie (Ben Lomond) Ogden, Utah, h.
Brown, Evans & Mary (State) Columbus, O., re.
Brown, Ralph (Ulangi) NYC, no.
Brown, Rhythm (Uproar House) NYC, no.
Bryant, Ed (College Inn) Chi, re.
Bryant, Louise (De Pique) NYC, no.
Buck & Bubbles (Boston) Boston, t.
Bucks, Four (Bartine Circus) Bismarck, N. D.

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 individually listed.

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; r-road house; re-restaurant; s-showboat; t-theater.

NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Buckley, Josephine (Chez Paree) Chi, no.
Buckley, Neil (Netherland Plaza) Cincinnati, h.
Buddy & Selma (Colosimo's) Chi, re.
Bunch, Tiny (Uproar House) NYC, no.
Burkhardt, Johnny (Indiana Roof) Indianapolis, h.
Burkhardt, Peggy (Piazza) Brooklyn, c.
Burnett, Ross (Roum Room) NYC, re.
Byrns Sisters Revue (Nixon) Phila, t.

De Counti & Marie (Chez Paree) New Orleans, no.
Dean, Carol (Hollywood) Galveston, Tex., no.
Deauville Boys, The (555 Club) Chi, no.
Delmont, Dolly (McGee's) Phila, c.
Denno, Helene (Riverside) Milwaukee, t.
Denning, Ruth (Fair Central) NYC, h.
De Clichy, Baroness Marie (Du Piret) NYC, no.
DeFlores, Felipe (Yusuri) NYC, no.
De Marco, Joe (Arbor Club) Scranton, Pa., no.
De Monica & Phillips (Wagner) Bath, N. Y., h.
DeBots, Nina (El Gaucho) NYC, no.
Deon, Ella (St. Moritz) NYC, no.
Deyer, Ted (Gay 90s) NYC, no.
Di Amato, Julio (Du Piret) NYC, no.
Diane & Duval Revue (Allegheny) Phila, t.
Diaz & Dolores (Valencia) NYC, no.
Dick & Dot (Jimmy Kelly's) NYC, no.
Dick, Don & Dinah (Shea) Toronto, t.
Dimitri & Virgil (El Gaucho) NYC, no.
Diplomate, Four (Dickie Wells) NYC, cb.
Dixie, Harry (Oriental) Chi, t.
Divorcee, Severn (Ball) NYC, no.
Dixon, Dixie (Villa Di) Detroit, cb.
Doll, Vivian (Frollo) Albany, N. Y., no.
Dolores & Rosalind (Wivel) NYC, re.
Donald & Drima (Le Mirage) NYC, no.
Donohue, Fred & Co. (Tower) Kansas City, t.
Dooris, Tamara (Valhalla) NYC, re.
Dorrie, Dorothea (El Chico) Birmingham, Ala., no.
Dorfield, Bill (Pick's Club) Madrid Milwaukee, no.
Dorst, Chiquita (Pelsy's) Canton, O., no.
Dot & Dan (Kit Kat) NYC, no.
Dougherty, Bill (Chickamauga) Columbus, Ga., no.
Dowling, Elaine (Pays) Providence, t.
Downey, Morton (Orph.) Memphis, t.
Downing, Des (Ball-Ball) Chi, no.
Downs, Eddie (Ginger) San Antonio, no.
Drake, Connie (Desiree) New York, no.
Draper, Paul (Piazza) NYC, h.

C
Cableman, Hazel (Kit Kat) NYC, no.
Cahway, Jean (Garrick) Duluth, Mar. 5-8.
(State) Virginia, Minn., Mar. 9; (State) Hibbing, Minn., Mar. 10.
Campbell, Burns (Java Jungle) Pittsburgh, Pa.
Campo, George (Chicago) Chi, t.
Camryn, Walter (Bismarck) Chi, h.
Cangoli, Toto (Place Elegante) NYC, no.
Cape, Mike (St. Regis) NYC, h.
Caraga, Verma (Mirador) NYC, no.
Carita, La (Valencia) NYC, no.
Carlay, Rachel (State) NYC, t.
Carroll, Lydia (Frollo) Albany, N. Y., no.
Carroll, Chas. (St. Louis) St. Louis, t.
Carroll, Helen (Arcadia) NYC, h.
Carter, Freddie (Chicago) Chi, t.
Carter & Bohanab (Jimmy Kelly's) NYC, no.
Carroll, Marie (Gaynor's Club) Milwaukee, no.
Carroll Sisters (Yacht) NYC, no.
Caruso, Judy (Show Boat) Phila, no.
Casino, Del (Hollywood) NYC, re.
Casino Paragon Show (Chicago) Chi, t.
Casoli, Eugene (Verrillia) Phila, no.
Castanova, Don (Valencia) NYC, no.
Cavens Trio (Colonial) Dayton, O., t.
Cecilia (Casino Paragon) Chi, no.
Charles & Barbara (Black Bear Inn) Reading, Pa.
Chenrs, Three (Colosimo's) Chi, re.
Chin, El (Chico) NYC, no.
Chin, Terry (Golden Grill Inn) Rochester, N. Y., no.
Clare-Sans Sisters (Roxy) NYC, t.

Do Counti & Marie (Chez Paree) New Orleans, no.
Dean, Carol (Hollywood) Galveston, Tex., no.
Deauville Boys, The (555 Club) Chi, no.
Delmont, Dolly (McGee's) Phila, c.
Denno, Helene (Riverside) Milwaukee, t.
Denning, Ruth (Fair Central) NYC, h.
De Clichy, Baroness Marie (Du Piret) NYC, no.
DeFlores, Felipe (Yusuri) NYC, no.
De Marco, Joe (Arbor Club) Scranton, Pa., no.
De Monica & Phillips (Wagner) Bath, N. Y., h.
DeBots, Nina (El Gaucho) NYC, no.
Deon, Ella (St. Moritz) NYC, no.
Deyer, Ted (Gay 90s) NYC, no.
Di Amato, Julio (Du Piret) NYC, no.
Diane & Duval Revue (Allegheny) Phila, t.
Diaz & Dolores (Valencia) NYC, no.
Dick & Dot (Jimmy Kelly's) NYC, no.
Dick, Don & Dinah (Shea) Toronto, t.
Dimitri & Virgil (El Gaucho) NYC, no.
Diplomate, Four (Dickie Wells) NYC, cb.
Dixie, Harry (Oriental) Chi, t.
Divorcee, Severn (Ball) NYC, no.
Dixon, Dixie (Villa Di) Detroit, cb.
Doll, Vivian (Frollo) Albany, N. Y., no.
Dolores & Rosalind (Wivel) NYC, re.
Donald & Drima (Le Mirage) NYC, no.
Donohue, Fred & Co. (Tower) Kansas City, t.
Dooris, Tamara (Valhalla) NYC, re.
Dorrie, Dorothea (El Chico) Birmingham, Ala., no.
Dorfield, Bill (Pick's Club) Madrid Milwaukee, no.
Dorst, Chiquita (Pelsy's) Canton, O., no.
Dot & Dan (Kit Kat) NYC, no.
Dougherty, Bill (Chickamauga) Columbus, Ga., no.
Dowling, Elaine (Pays) Providence, t.
Downey, Morton (Orph.) Memphis, t.
Downing, Des (Ball-Ball) Chi, no.
Downs, Eddie (Ginger) San Antonio, no.
Drake, Connie (Desiree) New York, no.
Draper, Paul (Piazza) NYC, h.

Night Club, Vaude and Orchestra Routes may be received at the Cincinnati offices not later than Friday to insure publication.

Claude & Corinne (Mayfair Casino) Cleveland, no.
Coca, Imogene (Ambassador) NYC, h.
Cole, Walter (Barrel of Fun) NYC, no.
Colby, Curtis (Club Diamond) Wheeling, W. Va., no.
Condie & Barry (Blacktoes) Chi, h.
Cosmo, Aurelia (Rainbow Room) NYC, re.
Colson & Ost (Clarendon) Daytona Beach, Fla., h.
Conrad & Haydock (Flamingo) Orlando, Fla., no.
Conrad, Lew (Cocanut Grove) Boston, no.
Continental Three (Braas Hall) NYC, re.
Conville, Frank & Sunny Dale (Orph.) Memphis, t.
Cook, Milton (Village Casino) NYC, no.
Cook, Ted (Tower) Kansas City, t.
Cooper, Evelyn (Kit Kat) NYC, no.
Coral Islanders (Montclair) NYC, h.
Coral, Tullie (Palmer House) Chi, h.
Corolla, Claudia (El Gaucho) NYC, no.
Correll Trio (Elks' Circus) Minn., N. D., 7-12.
Corson, Charles (West End Grill) NYC, re.
Costello, Jimmy (Jimmy Kelly's) NYC, no.
Cortez & Palmer (Saddle & Cycle) Palm Springs, Calif., no.
Cortez, Gene (Frontenac) Detroit, no.
Cortez, Gypsy (Mirador) NYC, no.
Cotton, Larry (Biltmore) NYC, h.
Craven, Fran (Brentmoor) NYC, re.
Craven, Ruth (Ball) NYC, c.
Crawford, Jack (Ringside) Ft. Worth, Tex., no.
Crawford, Loreta (Maria's) NYC, no.
Crier & Nelson (Capitol) Macon, Ga., 5-10.
Croes & Dunn (Palm Island Casino) Miami, no.
Cunningham, Fairy (Forest Inn) Birmingham, Ala., no.
Cunningham, Paul (Holland Tavern) NYC, no.

Drayton Sisters & Jack (Corktown Tavern) Detroit, no.
Dreiser, Mrs. Theodore (McAlpin) NYC, h.
Dunn Bros. & Betty (Kennore) Albany, N. Y., h.
Dun, Y. (Village Casino) NYC, no.
DuPont Bob (Casino Atlantic) Rio de Janeiro, no.
Duval, Ade (Ritz-Carlton) NYC, h.
Dava & Co. (Ball) NYC, t.
Dyer, Hubert (Shrine Circus) St. Bismarck, N. D.
E
Earns & Gordon (Gatineau) Ottawa, Que., Can., no.
Ebony Rascals (Uproar House) NYC, no.
Edison & Louise (Orph.) Memphis, t.
Edwards, Roderic (Uproar House) NYC, no.
Elaine & Barry (Village Barn) NYC, no.
Elfante, Hilda (French Casino) NYC, cb.
Eliscu, Rita (Bertolotti's) NYC, re.
Ellis, Harry (Snowboat) Pittsburgh, no.
Elliott, Lila (Parish) Phila, c.
Endor & Farrell (Barry-Piazza) NYC, h.
Eno Troupe (Oxford) Phila, t.
Esquires, Four (Mayfair) Cleveland, no.
Esquires, Three (Commodore) NYC, h.
Estelle & Leroy (Victor Hugo) Hollywood, h.
Ester, Miss (Riverside) Milwaukee, t.
Evans, Brown & Mary (Club Circus) Mansfield, O., no.
Evans, Melvin & Revue (El Club) Phila, no.
Evans, Stanley (Basque) NYC, c.
F
Fair, Virginia (Le Mirage) NYC, no.
Fargo, Billie (Flamingo) Orlando, Fla., no.
Farr & Goodwin (Vanderbilt) NYC, h.
Farris, Dolores (Mirador) NYC, no.
Fays, Four (St. George) Brooklyn, h.
Fesley, Mickey (St. George) Brooklyn, N. Y., h.
Feger, Joe (De Piret) NYC, no.
Feltz, Bobby (Saddle Grill) Phila, re.
Ferrerilla's Follies Girls (Pelsy's) Canton, O., no.
Fetich, Stepin (State) NYC, t.
Feltz, Nancy (Hollywood Country) Hollywood, Fla., no.
Fink, Maxine & Harry (Mabel Thorpe's) St. Louis, no.
Fingermaid Lillian (Uproar House) NYC, no.
Fingermaid, Frank (Lincoln) NYC, h.
Fleur, Arthur (New Yorker) NYC, h.
Florence & Alvarez (Paradise) NYC, re.
Flying Whirls (Village Barn) NYC, no.
Folks D'Amour (Loew) Montreal, t.
Fontaine, Evan (Brewers) Adolphia, Phila, h.
Fontaine Sisters (Edgewater) Lafayette, La., no.
Forn Sisters & Tom (Mayfair) Cleveland, no.
Foster, Gene (Torch Club) Baltimore, no.
Foster, Allan (Chateau Moderne) NYC, re.
Fowler, LaMae (Dixon's Cafe) Omaha, c.
Fox & Ames (Hollywood Yacht Club) Hollywood, Fla., no.
Frances & Carroll (Shoreham) Washington, D. C., h.

D
Dandies, Four (Larue's) NYC, re.
Dandy & Eva (Kit Kat) NYC, no.
Darby, Margene (Club Joy) Lexington, Ky., no.
Dare, Dolly (Doc's Club) Baltimore, no.
Dare, Emily (Central) Dayton, O., c.
Darrow, Chick (Jimmy Frollo's) Troy, N. Y., no.
Darrow, Howard (Hickory) NYC, no.
Davenport, Maribel (Bismarck) Chi, h.
Davis, Lew (Ulangi) Albany, N. Y., h.
Davis, Leta (Edorado) Detroit, no.
Davis, Mary Louise (Gypsy Village) Whoshing, W. Va., c.
Davis, Ruth (Paramount) NYC, t.
Dawn, Dolly (Taff) NYC, h.
Dawn & Darrow (Commodore) NYC, h.
Dawn's Dolly, Boys (Taff) NYC, h.
Day, Martha (Italian Gardens) Pittsburgh, no.
DeBolt Twins (Royal Palm) Miami, Fla., no.
DeCardeos (Pal.) Chi, t.

G
Gale, Barbara (Butler's) NYC, c.
Gallagher, Shirley (Frollo) Albany, N. Y., no.
Garcia & Perrot (College Inn) Chi, re.
Gardner, Polson (Dizzy) NYC, no.
Gardell, Tess (Benny the Bum's) Phila, no.
Gardiner, Reginald (Verrillia) NYC, re.
Garner, Nancy (Wivel) NYC, re.
Garr, Eddie (Hollywood Country Club) Hollywood, Fla., no.
Garrett, Jannette (Le Mirage) NYC, no.
Garay, Joaquin (Buffalo) Buffalo, t.
Gaston (Monte Carlo) NYC, no.
Gay Nineties Quartet (Gay Nineties) NYC, no.
Gaye, Granville (Ball) NYC, c.
Gaynor, Marilyn (Chateau Moderne) NYC, re.
George, Helen (Nixon) Pittsburgh, re.
Gerard & Lawrence (Chin Lee) NYC, re.
Gerritt, Paul (St. Regis) NYC, h.
Gillard, Gus (Bozo) (Chin Lee's) NYC, re.
Gilbert, Bob & Fluereite (Yacht Club) Chi, no.
Gill, Jerry (Rainbow Room) NYC, re.
Gill, Wanda (Le Mirage) NYC, no.
Gomes & Winona (Hollywood Country Club) Miami, no.
Gonzales & Rangel (McAlpin) NYC, h.
Goodman, Charles (Biltmore) NYC, h.
Goodwin, Jack (One Fifth Ave.) NYC, h.
Gordon, Don (Place Elegante) NYC, no.
Gordon, Jean (Village Casino) NYC, no.
Grace & Nico (Chicago) Chi, t.
Grand, Rudi (Ritz Carlton) NYC, h.
Green, Al (Pioneer Nut) NYC, no.
Green, Buddy & Claire (St. George) Brook- Green, Terry (Yacht) NYC, no.
Greenwich Village Scandals (Orph.) Minneapolis, t.
Greiner, Tino (Maisonette Ruess) NYC, no.
Guy, Bernon (Parvath) Phila, c.
Gypsy Irma (Ortiz) NYC, c.
Gypsy Nina (Rustan Art) NYC, re.
H
Hale Sisters (Caliente) NYC, no.
Halsday, Ruby (Chez Brummel) Cannes, France.
Halliday, Heather (Ambassador) NYC, h.
Hamilton, Betty (Edgewater) Lafayette, La., no.
Hamilton, Ruth (Half Moon) NYC, no.
Harris & Mills (Gloria) Columbia, no.
Harr, Doris (Astor) NYC, h.
Harper, h. Ruth (Mount Royal) Montreal, no.
Harrigan, Frankie (Barrist) Phila, no.
Harris, Alice (Kit Kat) NYC, no.
Harris, Eddie (Variety) NYC, no.
Harris, George (Mayfair) NYC, no.
Harris & Howell (Colonial) Dayton, O., t.
Harrison, Spike (Gay 90s) NYC, no.
Hart, Bernice (Harry's New York Cabaret) Chi, no.
Hart, Margie (Mirador) NYC, no.
Hartmann, The (Pasha) NYC, h.
Hassan, Prince (Miami Biltmore) Miami, Fla., h.
Hastings, Sue (Rainbow Room) NYC, re.
Hatch, Harry (Bruno's) NYC, no.
Haviland, Henry (Dutch) Columbia, O., c.
Hawkins, Sid (Ball) NYC, no.
Haynes, Mitt (Hollywood) NYC, re.
Haynes & Howes (21 Club) St. Louis, t.
Haywood & Allen (Leon & Eddie's) NYC, no.
Hayworth, Seabee, Revue (Carolina) Hickory, N. C., t.
Hayworth, Seabee, Players (New Rogrs) Shelby, N. C., t.
Hazen, Beatrice (Ambassador) St. Louis, t.
Healy, Dan (18) NYC, no.
Heat Waves, Three (Tower) Kansas City, t.
Heath, Helen (21 Club) Phila, no.
Helaine & Donaldson (Kennore) Albany, N. Y., h.
Helene & Raoul (Flamingo) Orlando, Fla., no.
Held, Joe (Catalpa) NYC, no.
Herbert, Grace & Charlie (Yacht Club) Chi, no.
Hickory Nuts (Wivel) NYC, re.
Hill, Lethia (Cedar Gardens) Cleveland, no.
Hill, Lethia (Cedar Gardens) Lafayette, La., no.
Hill Parade, New (Riverside) Milwaukee, t.
Hoffman, Chas. (LaSalle) Chi, t.
Hoffman, Gertrude, Ballet (College Inn) Chi, no.
Holben, Rolf (French Casino) NYC, cb.
Holden, Virginia (Pelsy's) Canton, O., no.
Hollis, Helen (Nixon) Pittsburgh, c.
Hooton, Don (Equipe) Toronto, no.
Howard, Kathleen (Wivier's) NYC, re.
Howard, Terry & Co. (St. Louis) St. Louis, t.
Hove, Dorothy (Vanderbilt) NYC, h.
Huff, Tiny (Barrel of Fun) NYC, no.
Huggins, Bill (Riverside) Milwaukee, t.
Huston, Josephine (Hollywood) NYC, re.
Hyde, Vic (Mirador) NYC, no.
Hyder, Doc (Ubangi) Phila, no.
I
Illiana (Verrillia) NYC, re.
Internationals, Three (Roosevelt) NYC, h.
J
Jackson & Brown (Uproar House) NYC, no.
Jacksons, Three (St. Louis) St. Louis, t.
James, Lawrence (New Yorker) New York, h.
Ja-Leda, Maria (Nixon) NYC, no.
Jas & Allen (Wagner) Bath, N. Y., h.
Jarrot, Lucille (L'Escarot D'Or) NYC, re.
Jason, Barbara (Commodore) NYC, h.
Jans & Lyndon (Village Barn) NYC, no.
Javenclo, Marie (Barrist) Phila, no.
Jay & Lucille (Esquire) Toronto, no.
Jeanette & Kalin (Chalfonte) Pinhurst, N. C., h.
Jeffers, Dorothy (Park Center) NYC, h.
Jenner, Julie (Paradise) NYC, no.
Jenner, Walter & Buddy (Casino) Toronto, Ont. Can., t.; (Shrine Circus) Rochester, N. Y., 7-11.
Johi Jr., Wally (Coronado) St. Louis, h.
Johnny Company (French Casino) NYC, cb.
Johnny & George (Venezia) NYC, no.
Johnson, Betty & Billy (Italian Gardens) Pittsburgh, no.
Johnson, Jay (St. George) Brooklyn, h.
Jonay, Roberts (Le Mirage) NYC, no.
Jones, Jonah (Orph. Club) NYC, no.
Jordan, Severn (National) Richmond, Va., t.
Joyce, Janet (McGee's) Phila, c.
Julie, Stuart (Governor Clinton) NYC, no.

K
Kaiser & McKenna (Profes) Niagara Falls, N. Y. c.
Kar (Park Central) NYC, h.
Kaban (Colton Club) NYC, h.
Kane, Allen & Boys (Monte Carlo Bar Hotel) Chi, h.
Kar, L. (Hollywood) Columbus, O. c.
Karels & Andre (Hollywood) NYC, re.
Kasson Duo (Jersey) Scranton, Pa., h.
Kay, Beatrice (Tunney's) NYC, no.
Kay, Dorothy (Royale) Chi, h.
Kay, Eddie (Shrine Circus) Minneapolis Mar. 1-7.
Kelly, Marie (Piazza) Brooklyn, c.
Kelos, Princess (Pelay's) Canton, O., no.
Kimble, Luby (Hollywood) NYC, re.
Kimp, Jane (Lookout House) Covington, Ky., no.
Kentucky Serenaders (Rainbow Grill) NYC, no.
Kerr, Jack (Rainbow Room) NYC, re.
Khadraic, Nicolas (Russian Art) NYC, re.
King, Bob (Park Central) NYC, h.
King, George & Harris (Ozmas Dinner Club) San Antonio.
King, Joy (Barrita) Phila, no.
King's Scandals (Oriental) Chi, t.
Kirby & DuVal (State-Lake) Chi, t.
Kirk, Albert (Roveret) New Orleans, h.
Kissinger, Dick (Lincoln) NYC, h.
Krawdocks, Four (State) NYC, t.
Kramer, Ida (Swanee) NYC, no.

L
Lamb, Oil (Oriental) Chi, t.
Lamb, Bobby (New Earl's) Baltimore, no.
La Redd, Cora (Black Cat) NYC, no.
Lafayette & Laverne (Jefferson) St. Louis, h.
LaMont, Peggy (Skylight Club) Pittsburgh, h.
Lane, Honey (Webster Hall) Cleveland, h.
Lane, Joe (Mae's) NYC, no.
Lane, Lovey (Uproar House) NYC, no.
Lane, Tony (333 Club) Chi, no.
Lane, Tree & Edwards (Leon & Eddie's) NYC, no.
Lang & Lee (Taber) Denver, t.
Lanigan, Joe (McOre's) Phila, c.
Lanier, Mizie (Mabel Thorpe's) St. Louis.
Lanier, Thomas (Edwards) Detroit, no.
LaRoche, Cecile (Fort Arthur) Providence, R. I., re.
Large & Morgner (Towers) Kansas City 3-12, t.
Laure, Jack (Variety) NYC, no.
Lawrence, Francis (Mabel's) St. Louis.
Lawrence, Lucille (Swanee) NYC, no.
Lawton, Jerry (Lookout House) Covington, Ky., no.
Leach, Judith (Cariton) Washington, D. C., h.
Lane, Aerial (Capitol) Portland, Ore., 7-13, t.
LeBaron, Freda (Club Diamond) Wheeling, W. Va., no.
LeBaron, Karre, Trio (Drake) Chi, h.
Le, J. P. (Meadowbrook) Cedar Grove, N. J., re.
Ledger, Francis (Low) Montreal, t.
Lee, Ada (Chlo's) NYC, re.
Lee, Gaby (El Club) Phila, no.
Lee, Gail (Venezia) NYC, no.
Lee, Jerry (Edison) NYC, no.
Lee, Joe & Betty (Adelphi) Phila, h.
Leemann, Javier (French Casino) NYC, no.
Leonard, Jack (Commodore) NYC, h.
Leone, Sister (Edison) Tenn., t.
Lester, Jerry (Yacht) NYC, no.
Lewis & Moore (Fox) Phila, t.
Lewis, Betty (Park Central) NYC, h.
Lewis, Ann (Hollywood) NYC, no.
Lewis, Mary (Fox) Phila, t.
Lewis Sisters (18) NYC, no.
Lewis, Jeanne (Mayfair) Cleveland, no.
Le Maire & Reynolds (Winter Garden Ice Arena) St. Louis.
Lewis, Norman (Club Parer) Hartford, Conn., no.
Lewis, Tex. & Hillbillies (Village Barn) NYC, no.

Lily, Joe (One Fifth Ave.) NYC, h.
Lime Trio (Ritz Carlton) NYC, h.
Lindy Hoppers (College Inn) Chi, re.
Linn, Charles (Barry of Fun) NYC, no.
Little Woods, Three (Snares) NYC, ch.
Lloyd, Dee (Uproar House) NYC, no.
Lopp, Leta (St. Regis) NYC, h.
Louis & Anita (Bel Hill) Newark, N. Y., no.
Lorain, Carl (Capri) Lawrence, Mass., re.
Lorraine, June (Shear) Toronto, t.
Lorsch, Jules (Monsieur) NYC, h.
Lowell, Alice (Maria's) NYC, no.
Loy, Fred (William Gaxton) Pittsburgh, h.
Lucas, Lynn (Drake Hotel) Chi, h.
Lucille (Madeleine) NYC, re.
Luzza, Dee (Vanderbilt) NYC, h.
Lutz, Marjorie (Hollywood) NYC, re.
Lyzandra, Princess (Mirador) NYC, no.
Lydia & Joresco (Pal) Chi, t.
Lynn, Geo. (Drake Hotel) Chi, h.

M
Mack Brothers (St. George) Brooklyn, N. Y., h.
Mack, Helen (Jefferson) St. Louis, h.
Mack, Lyle (Frontenac) Detroit, no.
Mackie & Paul (Ball) NYC, no.
Machovia & Gamble (El Chico) NYC, no.
Madie & Ray (Riverside) Milwaukee, t.
Malone, Jay (Boody House Bar) Toledo, O.
Manner, Gene, & Bernice Lee (Paradise) NYC, re.
Marcus & Marcia (Terrace Gardens) Rochester, N. Y.
Manvera, Zeke, & Gang (Roxy) NYC, t.
Manhola (Russian Art) NYC, re.
Mason, Jack (Lamar) (Ambassadeur) Cannes, France, no.
Marcus, Arthur (Leon & Eddie's) NYC, no.
Marcus, A. B. (Rivue) (Paramount) Salt Lake City, t.
Mary, Anthony (Yacht Club) Chi, no.
Marlow, The Great (Alpin Village) Cleveland, no.
Martin, Mary (Mirador) NYC, no.
Martin, Howard (Mayfair Club) West Orange, N. J., no.
Maria, Jean (Club Diamond) Wheeling, W. Va., no.
Martin, Della (Variety) NYC, no.
Martyn & Margo (33 Club) Kansas City, Mo., no.
Mary, Erik & Co. (Savoy) London, h.
Mason, Harry (McOre's) Phila, no.
Mason, Jack (Lamar Tavern) NYC, no.
Mathews, Babe (Ubangi Club) NYC, no.
Mathson's Rhythms (State) NYC, t.
Mathison, Dorothy (Callente) NYC, no.
Maxwell, Dorothy (Hollywood) NYC, no.
Mayfield, Katharine (Queen Mary) NYC, re.
Mayo, Sheila (El Bolero) NYC, no.

M
Maas, Ted (Village Casino) NYC, no.
McBride, Jack (Romance Inn) Angola, N. Y., no.
McCabe, Sara Ann (Chicago) Chi, t.
McCauley, Jean (Mirador) NYC, no.
McCooy, Ethna (Chateau Moderne) NYC, re.
McDonald, Harry, & Julia (Kemmore) Albany, N. Y., h.
McHugh, Joe (Guest House) Easton, Pa.
McNally Sisters (Bismarck) Chi, h.
McNedra & Donna (St. Regis) NYC, h.
McNish (Columbia) Chi, h.
Meller, Joan (Old Roumanian) NYC, re.
Merces, Margan (One Fifth Ave.) NYC, h.
Merles Casketos (Paradise) NYC, no.
Myers, Timmie (Gaynor's Club) Milwaukee, no.
Middleton, Thelma (Uproar House) NYC, no.
Millam, Wallace (Ball) NYC, no.
Miller, James & Peggy (Frolic) Albany, N. Y., no.
Miller, June (Bell) NYC, c.
Miller, Marty (Turk Club) Pittsburgh, no.
Millwright, Boys (Jimmy Kelly's) NYC, no.
Mill, Kirk & Howard (Yacht) NYC, no.
Minivitch, Borrah, & Gang (Ambassador) St. Louis, t.
Minors, Corinna (Orph.) Minneapolis, t.
Minich, Viviano (Cocoanut Palms) East Detroit, no.
Mogul (Buffalo) Buffalo, t.
Monroe & Adams Sisters (Embassy Club) San Francisco 10-31.
Montoya, Carlos (El Chico) NYC, no.
Montgomery, Anne (Brill's) Newark, N. Y., no.
Montgomery, Howard (Butler's) NYC, c.
Montmarry, Boys (Jimmy Kelly's) NYC, no.
Moorhead, Gentleman Jim (Hickory) NYC, no.
Morales Bros. & Little Daisy (Michigan) Saginaw, Mich., t.
Morris, Corinna (Yumort) NYC, no.
Moroccano, Elsie (College Inn) Chi, re.
Morgan, Marion (Harry's New York Cabaret) Chi, no.
Morgan, Stuart (Versailles) NYC, re.
Mozer, L.arge (Embassy Club) San Francisco, no.
Morrell, Maek (Plaza Grill) Brooklyn, c.
Morton, Edy (Club Frontenac) Detroit, h.
Mottram, Evelyn (Allerton) London, no.
Murdoch & Mayo (Dugout) Toledo, no.
Murray, Kitty (Parrish) Phila, c.
Murray, Eddie (Barbary Coast) NYC, no.
Musler, Three (Dancing Oriental) Chi, t.
Myers, Timmie & Vivian (Cocoanut Grill) Gary, Ind., no.
Myra (Tillie's Chicken Grill) New York, no.

N
Nadine & Kirk (Commodore) NYC, h.
Nary, Charles (St. Regis) NYC, h.
Natasha (Mina) NYC, t.
Natoli, George (Allerton) Cleveland, h.
Nassar Jr., Nat (Lido) Montreal, no.
Nelson, Gertrude (Ches Parer) Chi, no.
Nelidoff, George, & Gyppes (Bismarck) Chi, h.
Nelson, Evelyn (Allerton) London, no.
Newman, Harry (Gabriel's) NYC, re.
New Yorkers, Three (Stork Club) NYC, no.
Nichols, Howard (Hollywood) NYC, re.
Niles, Nancy (Hollywood) NYC, no.
Nils & Nadyne (Walton) Phila, h.
Nixon, Lols (Mayfair) Cleveland, no.
Noble & Donnelly (Drake) Chi, h.
Nolan, Marion (Netherland Plaza) Cincinnati, h.
Nolan, Nanty (Queen Mary) NYC, re.
Noll, Eddie (Netherland Plaza) Cincinnati, h.

O
Oakland, Will (Murray Hill) NYC, h.
Olivette, Nina (Oriental) Chi, t.
Olympic Trio (Radio City Rainbow Room) NYC, no.
Orlitz, Teddy (Nut Club) NYC, no.
Oshins & Leasy (Callente) NYC, no.

P
Pace, Bob (Venezia) NYC, no.
Pace, Elmer (Ben Lomond) Ogden, Utah, h.
Paco & Bianchi (Bal Tabarin) NYC, no.
Packer, Cecile (Stueben) Boston, re.
Parrish, June & Adele (Palmer House) Chi, h.
Peacock, Melvin (Linger Bar) Hoboken, N. J., no.
Pedro, Dick (Monte Rosa) NYC, re.
Pedulla, Hugo (Larue's) NYC, re.
Pegus, Paul (Gloria Palace) NYC, no.
Peppit (Colonial) Dayton, O., t.
Peppers, Three (Yacht Club) Phila, no.
Peppino & Beatrice (New Yorker) NYC, h.
Perrin, Lee (Leon & Eddie's) NYC, no.
Perry, Ariel (Rainbow Room) NYC, re.
Perry, Frank (Yacht Club) Phila, no.
Perry, Katherine, & Her Girls (Cotton Club) NYC, no.
Perry, Margy (Palm Garden Club) Columbus, O.
Perry, Three (State-Lake) Chi, t.
Peterson, Ivor (McAlpin) NYC, h.
Phelps Trane (Yacht Club) Chi, no.
Pieard & Mickey (Riverside) Milwaukee, t.
Pierce, Burton (Paramount) NYC, t.
Pierce, Edmond (Ambassador) NYC, h.
Pierce, Jack (Radio Revue) (Lyric) (Frostburg, Md., 3; Savoy) (Lonsconing 3; Liberty) (Newark) W. Va., t.
Pierce, Marion (Moon Paris) NYC, no.
Plast, Jerry (Disay Club) NYC, no.
Pops & Louie (Capitol) Washington, D. C., t.
Powell, Nedra (St. Regis) NYC, c.
Powell, Johnny (Callente) NYC, no.
Prendergast, Agnes (Henry) Pittsburgh, h.

Q
Quercus of Rhythm, Four (Blue Moon Club) Milwaukee, no.
Racket-Cheers, Three (Venezia) NYC, no.
Ramos, Carmen (Yumort) NYC, no.
Ramon, Sig (Berlotti's) NYC, re.
Ramos & LaMoys (Skylight Club) Cleveland, no.
Ramos (Savoy Plaza) NYC, h.
Ranchester, Les (El Chico) NYC, no.
Randy, Dick & Co. (Shubert) Cincinnati, t.
Randall, Peter (Village Casino) NYC, no.
Randolph, Amanda (Black Cat) NYC, no.
Ray & Naki (Chicago) Chi, t.
Ray, Iris (Royal) Long Island, N. Y., no.
Ray, Linda (1523) Phila, no.
Ray, Vivian (Ball) NYC, no.
Raymonds, Three (Jimmy Kelly's) NYC, no.
Rayburn, Beth (Venezia) NYC, no.
Ray & Stanley (Chlo's) NYC, re.
Rayno, Joe (Rathskeller) Phila, no.
Rector, Roy (Le Mirage) NYC, no.
Reed, Billy (Leon & Eddie's) NYC, no.
Ree Sisters, Three (Barrel of Fun) NYC, no.
Reeves, Billy (Wonder Bar) Fort Huron, Mich., no.
Regar, Charlotte (Skylight Club) Cleveland, no.
Red, Alice & Billy (Romance Inn) Angola, N. Y., no.
Reinhart, Robert (Ambassador) NYC, h.
Reyny, Dick & Dot (Chlo's) Memphis, t.
Renard, May (Royal) Long Island, N. Y., no.
Renard, Rita (Berlotti's) NYC, re.
Reue & Estelle (Leon & Eddie's) NYC, no.
Reue, Jimmy (Hollywood) NYC, no.
Reis, Miss (Skylight Club) Cleveland, no.
Rey, Alvin (Billmore) NYC, h.
Reynard & Rea (Empire) Toledo, O., t.
Reynolds, Maurice (Dreamland Gardens) Omaha, N. Y., no.
Rhodes, Dale (Northwood Inn) Detroit, no.
Rhodes, Dorothy (Yacht) NYC, no.
Rhodesard Troupe (French Casino) NYC, ch.
Rhodes, Harry (Hollywood) NYC, re.
Rice, Major (Harry's New York Cabaret) Chi, no.
Rich, Arabelle & Mario (Casino Paraden) Chi, re.
Richards & Carson (Paradise) NYC, no.
Richards & Monette (Leon & Eddie's) NYC, no.
Rick & Kaye (Hi-Hat) Chi, no.
Rice, Rosita (El Chico) NYC, no.
Richard, Vernon (Sapphire Room) NYC, no.
Richard, Harry (Royal Palm) Miami, no.
Ringwald, Claude (Park Central) NYC, h.
Rising, Dorothy (Hollywood) N. Y., h.
Rita Bros. (Boston) Boston, t.
Rivers, Rudy (Pelican) Houston, Tex., no.
Roberts Bros. (Embassy) Phila, no.
Roberts, Dave & June (Food House) Columbus, O., no.
Roberts, Kiki (Klown Klub) NYC, no.
Roberts, Three (French Casino) NYC, no.
Robling, A. (Chicago) NYC, no.
Robin, Sydney (Pieddilly) NYC, h.
Robinson, Evelyn (Ubangi) NYC, no.
Robinson, Paul (Oriental) Chi, t.
Rogers, Danny (Half Moon) NYC, re.
Roland, Dorothy (Hollywood) Cleveland, no.
Rogers, Teddy (Chin Lee) NYC, re.
Rohmer, Billie (Frontenac) Detroit, no.
Roland, Dawn (Ambassador) Hollywood, h.
Roland, Dorothy (Hollywood) NYC, h.
Roland, Mary (Le Mirage) NYC, no.
Rolando & Verdita (Philadelphia) Phila, h.
Rolph, Wynne (Wife's) NYC, re.
Romero, Antonio (Hollywood) NYC, h.
Romero, Carmen (Chicago) Chi, t.
Ross, Bettina (Bismarck) Chi, h.
Ross, Joe (Frolic) Albany, N. Y., no.
Ross, Marion (Variety) NYC, no.
Ross, Pat (Chlo's) NYC, no.
Rove, Dorothy (Bossert) Brooklyn, h.
Roy, Lee & Dunn (Nixon) Phila, t.
Royal Duo (Leon & Eddie's) NYC, no.
Rugel, Yvette (Edgemoor) NYC, no.
Russel, Al & Sally (Cafe Madrid) Buffalo, no.
Russell, Johnny (Paradise) NYC, re.
Russell, Mabelle (Half Moon) NYC, no.
Russell, Paul (Ballyhoop) Columbus, O., no.

S
Sabile, Mickey (Man About Town) NYC, no.
Sa, Claire & O'Day (American) NYC, h.
Salotto Salotto (Leon & Eddie's) NYC, no.
Salters, Dorothy (Kit Kat) NYC, no.
Samuels Bros. & Co. (Pal) Chi, t.
Sandwich & Fairchild (El Chico) NYC, h.
Sandwich, Constance (El Cascho) NYC, no.
Santschi, Lorraine (Ches Parer) Chi, no.
Satch & Satchel (Half Moon) NYC, no.
Saunders, Alex (Terminal) Augusta, Ga., h.
Saunders, Sylvia (Otter's Tavern) Mt. View, N. J., no.
Savage, Jean (Southern) Baltimore, h.
Saxon, Ben (Venezia) NYC, no.
Schauber, Jean (Barrita) Phila, no.
Sedwick, Edna (Ches Parer) Chi, no.
Selanda, Prince & Princess (Lookout House) Covington, Ky., no.
Seldon & Endler (Edgewater Beach) Chi, h.
Score Twins & Co. (Golden Gate) San Francisco 3-8, t.
Seton, Ann (Sapphire Room) NYC, no.
Shannon, Dick (Rendezvous) Houston, Tex., no.
Shaver, Buster (Casino Paraden) Chi, no.
Shaw & Mead (O'Day) Columbus, no.
Shaw, Wini (Pal) Chi, t.
Shaw, Jack (Ches Parer) McAllen, Tex., no.
Sheldon, Jean (Colonial) Dayton, O., t.
Shel Sisters (State-Lake) Chi, t.
Sherridan, Eleanor (Stork Club) NYC, no.
Shuffe, Joyce (Garick) South Mar. 5-6; (Shuffe) Virginia, Minn. 9; (State) Hibbing, Minn. 10.
Shutta, Ethel (Congress Casino) Chi, h.
Simpson, Faith & Carl (Palmer House) Chi, h.
Skaneateles (Ches Parer) NYC, no.
Siboney Quartet (Le Mirage) NYC, no.
Sillman, June (Ambassador) NYC, h.
Simmons, Lee (Ubangi) NYC, no.
Singac, Robert (The Red Men's Club) Rochester, N. Y.
Slesman, Dan (Fort Pitt) Pittsburgh, h.
Skerry, Anthony (Coney) Boston, t.
Smith, Alma (Ubangi) NYC, no.
Smith, Charles (Swanee Club) NYC, no.
Smith & Bully (Disay Club) NYC, no.
Smowhill, George (Gov. Clinton) NYC, h.
Snyder, Glyde (Cocoanut Grove) Minneapolis, no.
Sokolaka (French Casino) NYC, no.
Sonny & Son (College Inn) Chi, re.

T
Taylor, Evelyn (Chin Lee) NYC, re.
Teicholz, Sid (Brass Hall) NYC, re.
Templeton, Alice (Rainbow Room) NYC, re.
Tenastions, Four (Edgewater) Lafayette, La., no.
Terry, Ruth (Dempsy's) Miami, re.
Theodore & Demesia (Hollywood) NYC, no.
Thompson, Helen (Waterbury) (Ambassador) NYC, h.
Thompson Twins (Torch Club) Canton, O., no.
Thurs, Art (Billmore) NYC, h.
Thurs, Henry (T. Tekay) NYC, re.
The Two Girls (Cocoanut) Hollywood, Calif., no.
Tip Top Girls, Five (Edgewater Beach) Chi, h.
Todd, Marie (Tower) Kansas City, t.
Tom & Charles (Du Ferret) NYC, no.
Toots & Al (Kit Kat) NYC, no.
Torres, Ralph (Edison) NYC, h.
Torres, James & North (Newark) N. Y., h.
Traban, Al (Pal) Chi, t.
Truce, Mildred (Branco's) NYC, no.
Tudor Sisters & Avery (Shrine Circus) Minneapolis, no.
Tyler, Evelyn (Radio City Rainbow Room) NYC, no.

U
Uyenos, Royal (Fox) Phila, t.

V
Valdez, Vern (Frontenac) Detroit, no.
Valley & Lee (Klown Klub) NYC, ch.
Valley, Virginia (Ball) NYC, no.
Vanetta, St. Clair (National) Richmond, Va.
Vander, James & North (Newark) Hartford, Conn., no.
Van, Gus (Bal Tabarin) San Francisco, c.
Van Petten & Van Petten (Parrish) Phila, c.
Varela, Adelta (Criss) NYC, c.
Variety Boys, Three (Hi-Hat) Chi, no.
Vason, Charles (Kit Kat) NYC, no.
Vehrs (Harry's New York Cabaret) Chi, no.
Verrill, Virginia (Paramount) NYC, t.
Vesper, Four (Palmer House) Chi, h.
Vesloff, Floria (Village Barn) NYC, no.
Vesoff & Rash (Club Parer) Hartford, Conn., no.
Vigal, Victoria (Ubangi) NYC, no.
Vince & Anita (Club Rio) Allentown, Pa.
Vincent, James & North (Ludwig) (Empire State Tower) NYC, no.
Vine, Billy (Colostzo's) Chi, re.

W
Wacker, Bob (Lexington) NYC, h.
Wade, John & Dorothy (Romance Inn) Angola, N. Y., no.
Wages, Johnnie (Option House) Bradford, Pa., h.
Waldrop, Inez (Piazza) Brooklyn, c.
Walston, Jack (Hollywood) NYC, re.
Walker, Buddy (Harry's New York Cabaret) Chi, no.
Walsh, Sammy (Lookout House) Covington, Ky., no.
Walton & Joanne (Astor) NYC, h.
Walton, Vera (Palm Garden Club) Columbus, O., no.
Ward, Diana (LaRue) NYC, re.
Ward, Frankie (Penthouse) Boston, no.
Ward, Mae (Lido) Tulsa, Okla., h.
Ward, Dick (Pick-Maids) Milwaukee, no.
Warner, Pat (Seneca Terrace) Rochester, N. Y., no.
Washington, Geneva (Kit Kat) NYC, no.
Watkins Twins (National) Richmond, Va.
Watts, Gus (Newport News 8-1, c.
Wayne, Iris (French Casino) NYC, ch.
Wayne & Lorraine (LaSalle) Chi, h.
Webster, Hazel (One Fifth Ave.) NYC, h.
Wells, Billy (St. George) Brooklyn, h.
Wells, Johnny (Yacht Club) Chi, no.
Wenzel, Dorothy (Italian Gardens) Pittsburgh, no.
Wessels, Henri (Cotton Club) NYC, no.
Williams, Chic (Club Embassy) Jacksonville, Fla.
Whalen, Jackie, Streamline Steppers (Show Boat) Cypress Hills, t., N. Y.
White, Ann (Berlotti's) NYC, re.
White's Maniaes (Cotton Club) NYC, no.
White, Paul (Kit Kat) NYC, no.
Whitney, Jack (Chicago) Chi, t.
White, Gus (Newport News) NYC, no.
Wilkins, Dorothy (New Yorker) NYC, h.
Williams, Corky (Callente) NYC, no.
Williams, Janis (Commodore) NYC, h.
Williams, Rosetta (Kit Kat) NYC, no.
Wills, Francis (Royal Prolics) Chi, no.
Wilson, Edna May (Nixon) Pittsburgh, c.
Wolf, Tiny (New Yorker) NYC, h.
Wolter, Tom (Webster Hall) Pittsburgh, h.
Woods, Harold (Fort Arthur) Providence, R. I., re.
Woolsey & Wanda (Flor D'Italia) Modena, Calif., no.
Woods, Fairport on Parade (Albee) Providence, t.
Wright, Cobina (Ambassador) NYC, h.
Wright, Edith (Commodore) NYC, h.
Wright, Jack (Marjorie Hall) Rochester, NYC, no.
Wynn, Natalie (Club Deauville) NYC, no.
Wynne, Helen (Commodore) NYC, h.

Y
Yacht Club Boys (Earle) Phila, t.
Yacht Club Boys (Hollywood Country Club) Miami, no.
Young, Ben (Blackstone) Ft. Worth, Tex., h.

THE NONCHALANTS

TROGADERO THEATER, London, England.
 Personal Direction
 MUSIC CORPORATION OF AMERICA.

Norman, Fay (Paddock Club) Louisville, no.
 Nova, Yvonne (Village Casino) NYC, no.
 O'Brien, Charles (Drake) Chi, h.
 OTG's Revue (Lyric) Indianapolis, t.
 Nyarary, Charles (St. Regis) NYC, h.

O
 Oakland, Will (Murray Hill) NYC, h.
 Olivette, Nina (Oriental) Chi, t.
 Olympic Trio (Radio City Rainbow Room) NYC, no.
 Orlitz, Teddy (Nut Club) NYC, no.
 Oshins & Leasy (Callente) NYC, no.

P
 Pace, Bob (Venezia) NYC, no.
 Pace, Elmer (Ben Lomond) Ogden, Utah, h.
 Paco & Bianchi (Bal Tabarin) NYC, no.
 Packer, Cecile (Stueben) Boston, re.
 Parrish, June & Adele (Palmer House) Chi, h.
 Peacock, Melvin (Linger Bar) Hoboken, N. J., no.
 Pedro, Dick (Monte Rosa) NYC, re.
 Pedulla, Hugo (Larue's) NYC, re.
 Pegus, Paul (Gloria Palace) NYC, no.
 Peppit (Colonial) Dayton, O., t.
 Peppers, Three (Yacht Club) Phila, no.
 Peppino & Beatrice (New Yorker) NYC, h.
 Perrin, Lee (Leon & Eddie's) NYC, no.
 Perry, Ariel (Rainbow Room) NYC, re.
 Perry, Frank (Yacht Club) Phila, no.
 Perry, Katherine, & Her Girls (Cotton Club) NYC, no.
 Perry, Margy (Palm Garden Club) Columbus, O.
 Perry, Three (State-Lake) Chi, t.
 Peterson, Ivor (McAlpin) NYC, h.
 Phelps Trane (Yacht Club) Chi, no.
 Pieard & Mickey (Riverside) Milwaukee, t.
 Pierce, Burton (Paramount) NYC, t.
 Pierce, Edmond (Ambassador) NYC, h.
 Pierce, Jack (Radio Revue) (Lyric) (Frostburg, Md., 3; Savoy) (Lonsconing 3; Liberty) (Newark) W. Va., t.
 Pierce, Marion (Moon Paris) NYC, no.
 Plast, Jerry (Disay Club) NYC, no.
 Pops & Louie (Capitol) Washington, D. C., t.
 Powell, Nedra (St. Regis) NYC, c.
 Powell, Johnny (Callente) NYC, no.
 Prendergast, Agnes (Henry) Pittsburgh, h.

Q
 Quercus of Rhythm, Four (Blue Moon Club) Milwaukee, no.
 Racket-Cheers, Three (Venezia) NYC, no.
 Ramos, Carmen (Yumort) NYC, no.
 Ramon, Sig (Berlotti's) NYC, re.
 Ramos & LaMoys (Skylight Club) Cleveland, no.
 Ramos (Savoy Plaza) NYC, h.
 Ranchester, Les (El Chico) NYC, no.
 Randy, Dick & Co. (Shubert) Cincinnati, t.
 Randall, Peter (Village Casino) NYC, no.
 Randolph, Amanda (Black Cat) NYC, no.
 Ray & Naki (Chicago) Chi, t.
 Ray, Iris (Royal) Long Island, N. Y., no.
 Ray, Linda (1523) Phila, no.
 Ray, Vivian (Ball) NYC, no.
 Raymonds, Three (Jimmy Kelly's) NYC, no.
 Rayburn, Beth (Venezia) NYC, no.
 Ray & Stanley (Chlo's) NYC, re.
 Rayno, Joe (Rathskeller) Phila, no.
 Rector, Roy (Le Mirage) NYC, no.
 Reed, Billy (Leon & Eddie's) NYC, no.
 Ree Sisters, Three (Barrel of Fun) NYC, no.
 Reeves, Billy (Wonder Bar) Fort Huron, Mich., no.
 Regar, Charlotte (Skylight Club) Cleveland, no.
 Red, Alice & Billy (Romance Inn) Angola, N. Y., no.
 Reinhart, Robert (Ambassador) NYC, h.
 Reyny, Dick & Dot (Chlo's) Memphis, t.
 Renard, May (Royal) Long Island, N. Y., no.
 Renard, Rita (Berlotti's) NYC, re.
 Reue & Estelle (Leon & Eddie's) NYC, no.
 Reue, Jimmy (Hollywood) NYC, no.
 Reis, Miss (Skylight Club) Cleveland, no.
 Rey, Alvin (Billmore) NYC, h.
 Reynard & Rea (Empire) Toledo, O., t.
 Reynolds, Maurice (Dreamland Gardens) Omaha, N. Y., no.
 Rhodes, Dale (Northwood Inn) Detroit, no.
 Rhodes, Dorothy (Yacht) NYC, no.
 Rhodesard Troupe (French Casino) NYC, ch.
 Rhodes, Harry (Hollywood) NYC, re.
 Rice, Major (Harry's New York Cabaret) Chi, no.
 Rich, Arabelle & Mario (Casino Paraden) Chi, re.
 Richards & Carson (Paradise) NYC, no.
 Richards & Monette (Leon & Eddie's) NYC, no.
 Rick & Kaye (Hi-Hat) Chi, no.
 Rice, Rosita (El Chico) NYC, no.
 Richard, Vernon (Sapphire Room) NYC, no.
 Richard, Harry (Royal Palm) Miami, no.
 Ringwald, Claude (Park Central) NYC, h.
 Rising, Dorothy (Hollywood) N. Y., h.
 Rita Bros. (Boston) Boston, t.
 Rivers, Rudy (Pelican) Houston, Tex., no.
 Roberts Bros. (Embassy) Phila, no.
 Roberts, Dave & June (Food House) Columbus, O., no.
 Roberts, Kiki (Klown Klub) NYC, no.
 Roberts, Three (French Casino) NYC, no.
 Robbing, A. (Chicago) NYC, no.
 Robin, Sydney (Pieddilly) NYC, h.
 Robinson, Evelyn (Ubangi) NYC, no.
 Robinson, Paul (Oriental) Chi, t.
 Rogers, Danny (Half Moon) NYC, re.
 Roland, Dorothy (

Hannefords With Tom Mix

Act will be featured — Christianson skating ballet engaged—the staff

ANNISTON, Ala., Feb. 27.—The Riding Hannefords, featuring George, bareback riding clown, will be featured with the Tom Mix Circus this season. Hanneford, during past winter season, has exhibited his act at many noted indoor circus dates. The Hannefords are expected at quarters here the latter part of March with a company of six people and as many head of beautiful rosin-back equines.

Roy Brown, artist, is in charge of painting and decorating at the quarters. The color scheme will be silver and ebony, with trimmings in Chinese red and gold.

Johnny Agee and his hackney horses will be with the show. He will also exhibit some splendid cobs and several high-school horses in ring numbers.

Christiane Christianson and her skating ballet of eight girls will be one of the many new and colorful displays presented this year. The act will work on a chemically treated floor surface placed on the central stage.

Dail Turney, manager of the Mix show, after spending several days at the show's quarters, left by plane for Chicago and will later fly to Los Angeles to superintend the loading of a shipment of animals and horses.

F. N. Branson, general agent, is making a business trip to New York. He will visit the Erie Printing Company, where orders will be placed for special paper covering several new attractions which will appear with the show.

Executive Staff

Before leaving Mr. Turney announced the executive staff: Charles Warrell, assistant manager; Herbert Duval, legal adjuster; Robert Brown, treasurer; Vern Arbuckle, secretary; Rhoda Royal, equestrian director; Denny Helms, superintendent; Gladstone M. Shaw, purchasing agent; Edward Badia, superintendent of front door; William Flowers, superintendent of tickets; Fred Naylor, banner and program advertising; Ted Metz, manager of side show; Fred Shaffer, superintendent of animals; Mrs. J. E. Turney, wardrobe; Carl Robinson, musical director; Herman Nowlin, superintendent of ring stock; Joe Ford, chief mechanic and electrician; Paul Korth, special officer; Max Gruber, chief trainer.

Advance department: P. N. Branson, general agent; J. Hervey, contracting agent; Edward L. Conroy, advertising manager and contracting press agent; Edward Gaupert, in charge of press; Henry Barth, special agent; Dan Pyne, Tex Sherman and Irish Moran, press agents; J. Smythe, press agent and announcer with show; Edward Totenhagen, checker-up.

Mr. Branson announces that he has closed two important Shrine dates of two days each in Southern cities to be named later. The show last season played several important Shrine dates.

Hamid Acts To Open For Bow of Big One

NEW YORK, Feb. 27.—George A. Hamid, back from his annual Florida swing and conference at Sarasota with S. W. Gumpertz, general manager of the Ringling-Barnum Circus, announced that four of his acts, two of them importations, will open at Madison Square Garden engagement of the big circus. Drawn from other side are Anna Richter, German high-pole mistress, and the Erwingos, cloud-swinging and strong-few artists. Dr. Herman Ostermaler's high-school horse, Dobos, feature of Billy Rose's Jumbo, and the Juggling Jewels, British product, complete quartet of bookings for the Big Show.

According to Mr. Hamid, the Flying Otis, featured on the Ringling show for last two seasons, may be switched to the newly formed Hagenbeck-Wallace show, but will play until fair time only. Eddie Arlington, co-owner of the Hagenbeck-Wallace show, and Pat Valdo, per-

(See HAMID ACTS on page 66)



BUD E. ANDERSON, manager of Seal Bros' Circus, and his favorite horse, Pal.

Cole Troupers To Shrine Shows

ROCHESTER, Ind., Feb. 27.—Three baggage cars loaded with elephants, ring stock, props, etc., belonging to Cole Bros' Circus departed Thursday night over the Erie Railroad en route to the Shrine Circus opening at Minneapolis March 1. Included in the shipment were all the wild animals used by Clyde Beatty. Nearly 100 performers, trainers and other attaches of the show accompanied the special train. The Minneapolis Shrine Circus is being staged by Dennis Curtis. Following the engagement at Minneapolis the equipment and performers will open for the St. Paul Shrine Circus March 8.

With the approach of spring the Barrett Hotel lobby is beginning to be the nightly gathering of show people awaiting the call.

Jess Adkins and wife were in Chicago last Sunday and attended the skating carnival at the Stadium, with Sonja Henie as its star. The six performances of the Norwegian skating marvel were all sellouts.

Zack Terrell has returned from a trip to Lexington, Ky. He purchased four high-jumping horses there which arrived in winter quarters a few days ago.

Bernie Head, contracting press agent, is wintering at his home at Hot Springs, Ark., where he is treasurer of a prize-fight club.

Joe Cuta has returned from a trip to his home at Holyoke, Mass.

Al Dean, superintendent of the commissary, with Charles Luckey, mechanic, has perfected a new pressure steam table quite different from any yet on the market. It will greatly facilitate the preparing of nearly 3,000 meals to be served daily on the road.

Earl Lindsey and Harry Harold have returned from a trip to Detroit.

Frank Orman and wife are back from Florida, where they spent the winter. They are at their home in Peru.

Dr. E. F. Partello, legal adjuster, is due from his home at St. Petersburg, Fla.

Low Delmore, side-show manager, was a visitor this week. He was en route to Rochester, N. Y., where he takes part in an indoor circus.

H. J. McFarlan and wife are back after a short business trip to Indianapolis.

Mrs. Frank Hall Sells Half Interest in Vanderburg Show

SHERBOYGAN, Wis., Feb. 27.—Low Christensen, of the Aerial Christensens, has acquired a half interest in the Vanderburg Bros' Circus from Mrs. Frank Hall. Show will open first week in May.

Low and his wife, Etta, have had extensive experience with motorized and indoor circuses and outdoor events. Etta is working on a new single act for the circus and will also fill an official position with the show.

The Vanderburg show will be enlarged, and at the present time activities on trucks, equipment and stock are being speeded up at winter quarters in Whitewater, Wis.

Polack Draws At Sacramento

35,000 at nine performances—re-engaged for '38, third successive year

SACRAMENTO, Calif., Feb. 27.—Polack Bros' Circus, playing under auspices of the Ben All Temple of the Shrine, drew 35,000 at nine performances at Sacramento's Memorial Auditorium. It was one of the most successful fraternal circuses ever staged here. The circus and Shrine officials already have concluded arrangements for 1938. This will make the third successive year here for Polack Bros.

Opening to 4,500 spectators at first night performance, the circus played to almost capacity business during the six-day run. Three afternoon performances were given, all to good crowds.

The only mishap to mar the run was at second night performance when Senorita Theresa, aerialist, fell to the floor at the conclusion of her act. She had just landed in the safety net at her finale when the ropes gave way, hurling her to the floor. Her injuries were not serious.

George Conner's New Job

CHILLICOTHE, O., Feb. 27.—George Conner, side-show manager, was surprised by his friends at his home here. It was their way of congratulating him on appointment to "top" position in United States Federal Housing Administration. His general office is in Federal Building here with three stenographers. Gifts were passed and dinner served. Hon. M. W. Westlake, Dode Plisk and Adam Gilger, from Columbus; P. E. Stire and brothers, Nelsonville; Doc Waddell and son, Parson, Chillicothe, were among guests.

Tiger Attacks Trainer

PARIS, Feb. 22.—While presenting his tigers at the Cirque d'Hiver recently Trubka was attacked by one of his pets. He escaped with slight injuries. This is the third similar accident this season at the Cirque d'Hiver.

Maxwell, Grimes With Hoffman, Anfenger

SAN FRANCISCO, Feb. 27.—Ed Maxwell, for many years contracting agent for the Al G. Barnes Circus, will be with the new Arthur Hoffman-Harold Anfenger show opening in New Orleans April 1. Jack Grimes, press agent for the Barnes show for the last six years and at present handling publicity for the Islam Shrine Circus in San Francisco, will leave at close of the show to join the Hoffman-Anfenger organization.

Big Show's Philly Dates

PHILADELPHIA, Feb. 27.—The annual engagement of the Ringling-Barnum Circus here will take place week of May 24 on the circus grounds at 11th and Erie avenue. For the first time in several years the circus will show for three days in the West Philadelphia 69th street section. Engagement will follow the week in the city. West Philadelphia dates will be May 31-June 2.



MRS. BETTY WEBB, wife of Joe B. Webb, who had the Joe B. Webb Circus and Wild West Show on the road last season.

Hospital Unit For Russell Show

ROLLA, Mo., Feb. 27.—An innovation on Russell Bros' Circus will be a hospital unit in charge of a competent physician and nurse. Medical service will be provided for all members of the show's personnel and will be available in case of emergency. The "hospital on wheels," finished in white and completely equipped, will be spotted conveniently on the lot, with an awning canopy to add to its attractiveness.

E. A. Peterson, mechanical superintendent of the show since its inception, is on the job in quarters overseeing the task of getting everything in shape for the road. Mrs. Peterson is with him and they are living on "Circus Hill" (as quarters has come to be known to Rolla townfolk).

Another seasoned veteran of the organization, George Werner, lot superintendent, is getting his crews organized to handle the show's new outlay of canvas. He has been in Hot Springs and is due in quarters soon.

Walter Harvey, of the Donaldson division, United States Printing and Lithograph Company, Cincinnati, was here this week arranging for the new special paper which the show will use. Was accompanied by Mrs. Harvey.

Ray Blankenship, general agent, paid a visit to quarters a few days ago on his way to his home in Texas from a trip north.

Harry Covey is in charge of the newly built dining hall. C. M. Crump, of Dallas, Tex., has been employed as cook-house chef for the road.

Recent visitors have included Fred and Doodles DeMarrs, en route to fill their engagement at the Bloomington, Ill., VFW indoor circus; Col. and Mrs. William Hoogewoning, Charles Redman and the latter's son, of Ottumwa, Ia.; Mrs. William (Honest Bill) Newton and her sons, Clyde and Tom, en route to Ada, Okla.

Crawford-H-W Settlement

PERU, Ind., Feb. 27.—The \$25,000 damage suit of Jack (Campbell) Crawford against Hagenbeck-Wallace Circus for loss of leg, caused in rundown by baggage wagon getting away from blockers on runs, was dismissed in Miami County Circuit Court this week. Settlement was made by legal adjusters out of court. It was alleged in suit that contract to provide man with steady employment had been violated.

Braden at R-B Quarters

SARASOTA, Fla., Feb. 27.—Frank Braden, on Ringling-Barnum press staff, has arrived here from New York and will spend the remainder of the winter assisting General Press Representative Roland Butler in preparations for coming season.

Courtney Ryvie Cooper was a visitor at quarters last week, as was Ruth Woodbury Sedgwick, theater editor of the magazine Stage. Miss Sedgwick was gathering material for a spring release on the circus from the critic's standpoint.

With the Circus Fans

By THE RINGMASTER

President, C.F.A. Secretary, FRANK H. HARTLESS, W. M. BUCKINGHAM, 2320 West Lake Street, Chicago, Ill. NORWOOD, Conn.

ROCHELLE, Ill., Feb. 27.—Night of February 26 a winter show was presented in the Circus Room of the Pat Valdo Tent at Binghamton, N. Y. It was presented on its stage in a unique circus tent setting with props, ring, sawdust and all the usual atmosphere. There were 10 acts of a professional nature, some of them features last year on the Martin Bros. Circus. There were a number of clown numbers, trained monkeys, goats and birds, as well as acrobatic, musical numbers, etc. Performance lasted an hour and a half and was presented in the 15-foot ring. Seats were laid out for 200 capacity, including one section of blues in rear of room. All local circus fans attended in a body.

National President Frank H. Hartless, who has been in the East, returned to San Antonio, Tex., February 25 and is again located at St. Anthony Hotel. John R. Shepard, former editor of White Tops, writes that work is progressing on the 50 cages being built for "Hale Bros." World's Most Beautiful and

the Biggest Circus Menagerie in Miniature," but he does not state when Hale Bros. Circus will take to the road.

On February 13 members of the Charles T. Hunt Tent of New Jersey, along with some of the personnel of the Eddy Bros. Circus, were guests of Mr. and Mrs. Charles T. Hunt at their home in Trenton, N. J. Gathering early in the evening in a home that was filled with the atmosphere of the circus, with the artistic hand of Oscar Decker again taking over the interior circus decorations, which consisted of a number of posters and banners and novel features of the performers and animals attached to the circus. Two large banquet tables were arranged in dining room, the center of the tables being decorated with miniature big tops, from which the guy ropes led to each individual place, and at a given signal by "Uncle Charlie," as the fans now address Charles Hunt Sr., each guest upon pulling the rope found attached to the other end bursting forth from the tent a souvenir consisting of a clown's cap and a noisemaker. Smaller tents at each place with the insignia of the Charles T. Hunt Tent and filled with after-dinner mints made the tables take on the appearance of the show on the lot.

At the conclusion of the banquet a brief business session of the tent was held, presided over by Vice-President Hugh Higgins, in the absence of Jake Jones, the president, who is vacationing in Havana. After the meeting entertainment was furnished by the different performers and members present and concluded with the showing of moving pictures by Hugh Higgins, assisted by Mrs. Higgins and their son, Robert. The pictures proved most interesting for a number of the reels were of the Eddy Bros. Circus taken while on tour last season.

There were also on display posters, route books, press material and other data in connection with several of the English shows, this being made possible from the fine collection of Hugh Higgins.

The following were present: Charles Hunt Sr. and wife, Mrs. Charles T. Hunt Jr., Mr. and Mrs. Harry Hunt, Edward Hunt, Hazel Williams, Welby Cook, Mr. and Mrs. Alf Wheeler, Junior Levine, Mr. and Mrs. Thomas Zocco, Oscar Decker, Mr. and Mrs. Walter Small and daughter, Mildred; John Holman, Mrs. C. T. Elwell, Helen Elwell, Jake Shelly, all of the above being attaches of the show; the fans present were Cora Wilson, Mr. and Mrs. Elmer A. Kemp, Mr. and Mrs. Hugh Higgins and son, Robert; Robert J. Vanderbeek, William C. Yard, Walter Cougel, James H. Van Cleef and Dorothy Ditmars.

Busy at Walter Quarters

HOUSTON, Feb. 27.—One of the most unique ideas in building ever seen around a circus winter quarters is under construction at the Frank J. Walter Circus quarters here. This building is T-shaped, a long room, 16 by 70 feet, acts as a combined tack room and lounge, with cocktail bar and dining facilities at one end. A large panel, 8 by 20 feet, opens in the center of one wall and overlooks a 50 by 50 ring barn. Loud-speaker equipment, special lighting effects and unique telephone system connecting entire quarters have been installed, as well as heating apparatus and modern conveniences. Interior of building is natural stained wood and takes on aspect of mountain lodge, while exterior is painted white with Spanish blue trim to correspond with other buildings at quarters.

Work in other departments is going at top speed. New light plant wagon will soon leave carpenter shop. Work has been started on a cage wagon and two chariots. Blacksmith shop is busy framing wagon gears, etc., while paint shop has completely caught up with work. Recent visitors to quarters were Frank H. Hartless, Harry Hertzberg, P. J. Scaperlanda, Colonel C. G. Sturtevant and Skinny Dawson.

Goldstein With Barnes

LOS ANGELES, Feb. 27.—Abe Goldstein, who has been with Tom Mix Circus, will be with the Barnes show this season. First time he was with Barnes was in 1916. He is staying with his mother in this city. Johnnie Kotres and Frank Beaumont, who also were with Mix show last year, and Goldstein recently had a dandy time at Victor Hugo's cafe. Goldstein states that Joe Levine and Little Meach will be with Barney Bros. Circus. Levine will have concession privilege. Harry Levy is in the city.



Frank (Doc) Stuart was getting ready to leave his home in Baudette, Minn., and resume his duties as press agent with the Sells-Floto Circus. . . . The Baltimore Pike near Havre de Grace, Md., was a place of some little hysterical excitement when truck drivers and other motorists were the unwilling spectators of a lion hunt. "Nuts," one of a group of lions being broken by Leo Blondin in the quarters of the Walter L. Main show, escaped and lit out in the general direction of Baltimore. Jim Kelley and "Old Folks" Hammond, employees of the circus, were the heroes of the occasion and "Nuts" was returned to bondage, but not before making Christians out of those who beheld him in flight.

Edward C. Walton with Publiones Circus in Mexico reported good biz. The Arley and Pallenberg's bear act were preparing to leave the show to return to the States. Proof that the bluebirds would soon be singing was seen in the fact that Bill Conway and Al Butler, contracting agents with the Big Show, were busily engaged in preparing the way for the show's early dates. . . . Loretta, the clown, was a caller at The Billboard Cincy office. He had recently returned from playing the Shrine Circus in Omaha and was scheduled to open with the Sells-Floto Circus in the Chicago Coliseum.

Circe Ingalls arrived on the Olympic from London, where he had been directing the Mills Circus. He was planning to go to Sarasota, Fla., for a visit at the home of Charles Ringling. . . . Ringling (See 15 YEARS AGO on page 66)

YES WE MAKE BIG TOPS

For a Lot of Showmen
If We're Not Making ONE FOR YOU

WRITE — WIRE — PHONE.

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17th and Central, Kansas City, Mo.
America's Big Tent House.
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SHOW TENTS WRITE FOR PRICES

Our New USAMP Green Canvas Tents are the talk of the Show World. Before you buy anything made of canvas, investigate the Fulton Line. Quality Tarpaulins, Ducks and Drills. Priced right. 4 Large Tent Lots to serve you. Atlanta, Brooklyn, Dallas, St. Louis.

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TO AVOID DISAPPOINTMENT INSIST ON "USTENT" STYLE AND QUALITY.

THE STANDARD OF COMPARISON FOR OVER 46 YEARS.

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ORDER FOR '37. We are busy with orders, but we have many Tents in stock that might as well be sold. Write us about any kind of Tent. We make them all.

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FOR SALE

Complete Two-Ring Circus. Tents, Seats, Trucks, Lion Stand, Dog Act, 4-Piece Drill, etc. Good Act. Chicago, P. A. System. No circus the cause of this ad. BOX 2-64, care The Billboard, Cincinnati, O.

VANDEBURG BROS. CIRCUS

Wants For Season 1937—General Agent, Billposters, Performers, Two or more Acts, Double Traps, Clowns, Small Organized Bands, Gallipio Player, Best Cowboyman, Side Show People, Banjo-players. People in all departments. Privileges for sale. Will buy of issue Small Elephant. Lowest salary in first letter.

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Whitewater, Wis.

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290 Taaffe Place Brooklyn, N. Y.

LIGHTING PLANTS

"SURELITE"

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Special Distribution Panels.

Immediate Shipment From Stock.

Terms Arranged.

Attractively Painted and Striped.

E. B. KELLEY CO., Inc. 4387 Vernon Boulevard Long Island City, N. Y.

CALL CALL CALL

Al. G. Barnes & Sells-Floto Combined Circus

28th SEASON OPENS AT SAN DIEGO, CALIF., SATURDAY, MARCH 20th.

All persons engaged report at WINTER QUARTERS Monday, March 15th, at 10 A.M., unless otherwise notified by letter. Kindly acknowledge this call at once by mail as follows:

Big Show Performers—Robt. Thornton, Equestrian Director.
Big Show Band—Ed. Wacker.
Side Show Performers—Duke Drutzenbrod.
Candy Butchers, Etc.—Chester Polka.
Big Top Canvas—W. M. Curtis.
Drivers, Etc.—Mike Taboury.
Cook House Men—Geo. Tipton.
Elephant Men—Walter McGinn.
Animal Men—G. J. "Woo" Costello.
Mechanics—J. O. Forbes.

Car Porters and Dining Car Help—L. Wakeling. All others address—
S. CRONIN, Mgr., Winter Quarters, Baldwin Park, Calif.

WANTED QUICK

No Time To Write. Telephone Solicitors for Ticket Salos.

3 BIG SHRINE CIRCUS DATES

Benefit Shrine Crippled Children Hospital.

BOB MORTON

Statler Hotel, Buffalo, N. Y.

Under the Marquee

By CIRCUS SOLLY

GEORGE GEDDIS and Rowdy are playing night clubs in and around Detroit.

HIS FULL NAME—Robert Emmett Hickey. Solly would like to have yours.

KLARA E. KNECHT will be educational director on the Barnes show.

BUCK LEAHY will again be with Kay Bros.' Circus.

KENNETH POLEY, trainer and rider, will again be with Lewis Bros.' Circus.

GEORGE DEGNON and Vernon Beaver, former circus agents, may be seen hurrying along Broadway almost any day.

GEORGE CHANDLER, clown, formerly with Laird's Jesters, has signed with Haag Bros.' Circus.

THE CIRCUS owner doesn't like to see a lot of figures when the show reaches winter quarters. He likes to see some dough.

R. L. ATTERBURY, now in San Antonio, Tex., will soon leave for Dakota City, Neb.

JOE MASKER, aerial bar performer, will play Minneapolis and St. Paul Shrine circuses with Bob Eugene.

LARRY BENNER, who has been in Japan and China, arrived at Manila, P. I., January 31.

JIM KEATING and Billy Ashton will play St. Louis Police Circus for Kenneth Waite.

ARTHUR CARVER has replaced Morgan (Whitey) Tolar in the Conley unit for the winter.

BUM AND MARIE HENRY are visiting relatives in Gilmer, Tex. Have several more winter dates.

FRED H. RINGLER, well-known circus figure, has sold the Wolverine Theater, Detroit, to Clare Winnie.

HARRY SHOULZI has closed with Seal & Lee Indoor Circus, having five weeks' work with his dog and wild animal act.

TUDOR SISTERS AND AVERY and Eddie Keck will present their two acts at the annual Shrine Circus, Hartford, Conn., for Frank Wirth.

GET OUT of the rut, be original. If you are a real showman you will try anything once that looks feasible.

VERN WILLIAMS, car manager for the Ringling show, has been operating a part-mutuel machine at the Santa Anita, Calif., race track.

J. FRANK HATCH left Miami, Fla., last week for Peru, Ind., to take up his duties as manager of Hagenbeck-Wallace Circus.

RINGLING-BARNUM is already booked to play Augusta, Me., June 23. Will also be at Bangor and Portland, reports Donald H. Adzhaya.

BURT V. BARNES, trap drummer, will be with Lewis Bros.' Circus, also John S. Robertson with his Side Show attractions.

FOUR BRISONS finished playing schools in Decatur, Ala. J. M. O'Brien, wife and daughter, who formerly had a rep show, are appearing at schools.

JOE HAWORTH, legal adjutant of Walter L. Main Circus, will be in Montgomery, Ala., winter quarters until show opens.

CHASE & SON Circus is booked for Hannibal, Mo., April 17; Quincy, Ill., following day. Show heads east for the East.

ROBERT MORRIS and wife were recent visitors at Lewis Bros.' quarters and signed for coming season. Morris will have a new housecar.

DEMNATI TROUPE, acrobats, have closed at the College Inn, Chicago, and are rehearsing a new act at the Performers' Club in that city.

VOLERA BROTHERS visited Bert Clinton in Chicago last week while en route to Wheeling, W. Va., where they will open with the Top Hat revue.

NATE LEON will have the advertising banners with Walter L. Main Circus. He is at present in Detroit lining up national ads.

A ROUTE BOOK of The Billboard in your vest pocket won't make you a showman. But if you are with a circus one is indispensable.

SLATS BEESON, now operating the Circus Cafe, Houston, Tex., celebrated the anniversary of his birthday on February 22.

WHILE HOOT GIBSON will be heavily featured in the new Wallace Bros.' Circus, show will have several other important novelty acts. Manager Ray W. Rogers has announced.

ERNEST L. KENT, of Pontiac, Mich., visited old trapper friends at Shrine Circus, Detroit, also saw the folks of DeBarrie's Bird of Paradise unit, which was at State Theater, Pontiac.

SEAL & LEE SHOW is moving from Springfield, Ill., to Detroit, Mich. Frank Vall has been in St. Louis. Indoor unit of show closed three weeks' engagement in small houses in Chicago.

JACK AND SILLIS, high perch act, will be with Barnett Bros.' Circus. Will present 200-pound top mounter on their gyroscopic bicycle perch finish, feature of act.

RENKE RAMEY, with the side show of Cole Bros.' Circus last two seasons, who has been wintering at her home in Bethlehem, Pa., is in New York awaiting the opening of her show.

ROY BARRETT, now playing Shrine dates, will be with Cole Bros.' Circus at New York Hippodrome and at Chicago Stadium. He will have had more than 17 weeks of indoor bookings.

C. C. GOTSCHALL, last 11 seasons bandmaster of Grants Pass, Ore., Concert Band, is now director of Elks' band at Lewistown, Mont. Was formerly with Forepaugh-Sells and Ben Wallace circuses.

CLOWN ACTS, instead of merely being "fillers," should be features of a circus performance. In the mind of the public the clown is an outstanding figure in circus tradition, and there's probably nothing in a performance that delights a child more than the clown numbers.

PERCY B. KAPER, formerly musician with Gollmar Bros., Sun Bros. and Al Martin's Tom shows, has been appointed warden at Franklin County Jail, Chambersburg, Pa. His wife assists as matron.

BUSINESS IS BAD: the boss's wife has to sell her jewelry—but selling it every day? The circus jewelry salesman is rapidly passing.

WORD HAS REACHED Solly that Greenville, Pa., which has not had a

circus for several years, is in good condition and that shows would do well there. Conditions are the best in years in the Shenango Valley.

MRS. NETTIE DILL, while in Chicago last week, stated she will have no interest in the concessions on Russell Bros.' Circus this season, but that they will be in charge of her brother, Al McCabe.

GEORGE CORTELLO has returned to the States after a nice run in England. Recent addition to his act is "Berchez," a genuine black French poodle. He opened at Harrisburg Shrine Fashion Show March 2 and has hotels and cafes to follow.

GEORGE SMITH, for many years with the Ringling show, is back in New York City. He recently spent several days in Peru, Ind., also in Detroit, Mich., where he conferred with Allen King regarding the possibility of staging a circus for the road for the Ford Motor Company.

TUCKER KEY, advance agent for Purcell's Stage Circus, sends this from Winona, Miss.: "A man by the name of Connerly is playing schools in this territory with an animal attraction, three cents admission. His billing states that the show is sponsored by the U. S. National Zoological Society."

DURING MOOSE Lodge Circus, Fort Wayne, Ind., Thomas Hayden, clown cop, gave a chili supper for several performers, including Gus and Lee Kernava, of Conroy Bros.' Circus, and Wells Brothers' trio of acrobats, of Cole Bros.' Circus. Hayden will return to Conroy show.

R. T. (FAT) BULLOCK, clown, who has been in South America, left Buenos Aires February 10 and will arrive in the States March 9. Will go to his home in Oklahoma City to await the opening of the season. He saw Red Brady and Joan, who are doing fancy diving at the Park in Palermo.

CHARLES BERNARD'S advertisement in recent issues of The Billboard has brought him unusually good results in requests for his 1937 lists and equally liberal returns in orders.

REX DE ROSSELLI, of Cole Bros.' Circus, is in New York assisting in getting the show ready at the Hippodrome. States that management will have a wonderful show and plenty of new acts. These will be embellished with new, spectacular settings, something new to the circus. Allan K. Foster, of the Jumbo show, is co-operating with Rex.

WILLIAM H. KASISKA, Baraboo, Wis., circus fan, is at Madison in the Wisconsin Legislature in capacity of Postmaster in the Assembly Chamber during present session. Says that Seal Bros.' Circus is to have a parade and that it will likely play Wisconsin; Sells-Sterling already has made some contracts in that State; Conroy Bros.' show is contemplating entering Wisconsin.

FOUR ORTONS, after a successful tour which took them to the Alhambra Theater, Paris; Empire Theater, Johannesburg, South Africa, and the Opera House, Capetown, South Africa, are now completing a month's engagement at the Scala Theater, Berlin, Germany. Will then go to England. They letter that while they were in Johannesburg they met Nellie Dutton and her troupe who were playing there. They add that

many pleasant moments were spent during their frequent visits to the showgrounds.

AL ST. CLAIR, who has been away from the white tops the last three years, states that he expects to be with one of the big ones. Since his absence he has made several trips to foreign countries, serving as waiter on board some of this country's biggest ships. One of the most enjoyable trips, made on the President Roosevelt, gave him an opportunity to visit the Hagenbeck Park in Hamburg.

LOUIS MARTINEZ, of Pedro and Luis with Parisian Folies, was badly injured following last show at Victory Theater, Tampa, Fla. While taking down the rope on which Pedro did his slide he fell in one of the seats. He was bleeding so badly that it was necessary to take him to Municipal Hospital for an operation. Will remain there for a week or two and then rejoin show.

IT IS INTERESTING to note in the study of publicity restrictions of many large newspapers that circuses are usually exempted and city editors are instructed to handle circus ads and stories "for all they are worth" despite publicity bans on many other types of entertainment.

JIMMIE HELMAN, side show, penny arcade and monkeydom exhibitor, and operator of his own show, writes from Baltimore to our New York office: "I passed thru New York last week in such a hurry that I just couldn't drop in to see you. I have to open my show in Boston around the middle of April and I am on the hop getting in an attempt to be ready by opening time. Plan to play Massachusetts, New Hampshire, Rhode Island, Vermont and New York this year. I have some mighty fine independent spots lined up. Have all new canvas, purchased from the Norfolk Tent and Awning Company, that features flashy styles this year."

Macon

MACON, Ga., Feb. 27.—George F. Cable and wife passed thru Macon en route to Florida. George is former owner of the bilposting plant in Waukegan, Wis., and was a car manager with Gentry Bros., also was for many years with Gollmar Bros.

Chubby and Harriet Guilfoyle stopped over Sunday en route to Tampa, where Chubby will break a new lion act for Walter Kemp, of the Royal American shows.

Harry Kress, of the Kress troupe of acrobats, was here Sunday en route to Wilmington, N. C., before reporting to Cole Bros.' Circus.

James Beach, general agent Robbins Bros.' Circus, will soon leave for Poplar Bluff, Mo., where the show is wintering.

Carlos and Edna Carron returned from West Palm Beach, where they have been employed by the West Palm Beach Riding Academy. Carlos is at work in the Downie quarters breaking some new stock.

The paint shop at the Downie quarters is turning out some real art and a plentiful supply of gold and silver leaf is being used. The shop is in charge of artist Bert Myers, who painted the Mix Circus last season.

WPA Show Briefs

NEW YORK, Feb. 27.—The WPA Federal Theater Project's Circus Unit opened the second of its week-end runs at the New Star Casino February 19. He was fair that day, packed houses at Saturday and Sunday matinees. Monday was another big one. Will also play there March 5-6. "Big Roost," the elephant used in Billy Rose's Jumbo was engaged for the New Star date. Working in the act with "Roost" are a camel, pony and Great Dane dog.

Show was host to several hundred underprivileged children again this week. Gaby Lyons, owner of the Casino, seemed to be getting a bigger kick out of "Roost" than the kids were.

"Milo," the clown, has had pictures of his bricklayer walk-around taken so that he "can hand them down to posterity." . . . Foreign language papers ran special features on show, and Bide Dudley, New York dramatic critic, gave show a nice break in his "Curtain Rises" column. . . . McCarthy and Sills, high-perch act, have introduced several new routines in their display, reports Wendell J. Goodwin.



Circus Saints and Sinners Club

For the Troupers—and a Home

RICHMOND, Va., Feb. 27.—On February 15 Dr. Clifford H. Rudd, first national president of the Circus Saints and Sinners Club of America, Inc., died at his home, 1409 Wilmington avenue, Richmond.

He was born March 31, 1876, in Powhatan County, Va. In his youth he was a student at Richmond College, and later studied medicine at the McCormick Medical School in Chicago. About 30 years ago he entered upon the practice of his profession here, specializing in neurology and optics, and became widely known in that field. He had been in ill health since the summer of 1932, when he suffered a fall at his country home, Moratice, in Richmond County.

He was a 33d degree Scottish Rite Mason and a member of Acca Temple,

AAONMS. He was also a past master of Dove Lodge No. 51, AP&AM. In January, 1935, he was elected president of the Cozy Corner Club, and was past president of the Richmond Rotary Club. He is survived by his widow, two daughters and a son.

Dr. Rudd was a very interesting character and his friends enjoyed his companionship. Few men were his equal in repartee. He is one member we will all miss.

The W. W. Workman Tent will hold its monthly meeting at Saint Somma's office, the Virginia State Fair grounds. Secretary Homburg promises us an unusual entertainment.

CHES GOLDSTON,
National Secretary.

SUMMIT WILL BE RESTORED

New Corporation in Akron, O., Takes Over Widely Known Spot

Owners move for rehabilitation to former high rank in Middle Western resorts—some of executives are to return to personnel—building and lighting planned

AKRON, O., Feb. 27.—Summit Beach Park here, once one of the largest and most complete amusement places in the Middle West, is to be rehabilitated and restored to its former high rank among Eastern Ohio play spots by newly formed Summit Beach, Inc., a \$50,000 corporation backed by prominent business and professional men here, it was announced this week. The new operating corporation has taken a 20-year lease on the three sections of land on which the park is built, and the park in its entirety will function as it did prior to depression, officials declare. In recent years the three sections of the park have been operated by different interests, independently of one another.

Immediate plans call for installation of five new rides, which will give the midway 10 rides in all. A new Funhouse will be built, work on this to start within a few days. New indirect lighting will be installed throughout the park. Pier at the lake is to be rebuilt and shore line beautified, as well as the entire acreage. The long-abandoned picnic grounds are to be restored and shelter buildings and dining halls replaced.

Casterline Is Manager

Under the new setup many of the original executives will be reunited in future operation. R. A. Casterline, who managed the park in 1927-'28, will return after an absence of nine years to assume active management. For the past six years he has been manager of West View Park, Pittsburgh.

L. C. Kuehn, who had charge of concessions in Summit Beach Park in the same years, will be assistant manager. Edward Latschaw, veteran pool man, who (See SUMMIT WILL BE on page 63)

York Buys White Rose Pool

YORK, Pa., Feb. 27.—City of York has purchased White Rose Park and will recondition the pool for public use. It was indicated that other buildings in the old park would be torn down. Finance Director John L. Snyder said the city will charge a small fee for use of the pool, which is 275 by 125 feet, largest in this vicinity.

OCEAN CITY, N. J.—To provide revenue for boosting resort facilities, city commissioners adopted a new mercantile ordinance, providing \$15 fees for most businesses, while the measure it replaces, adopted in 1932, had a basic fee of \$5. It is expected that \$10,000 will be raised in this manner to be used directly for advertising and publicity.

March Meet Set for N. E.

Section's ninth annual is slated for Acushnet Park pavilion in New Bedford

EXETER, N. H., Feb. 27.—March 30 and 31 are dates for the ninth annual meeting to be held in Acushnet Park, New Bedford, Mass., of New England Section of the National Association of Amusement Parks, Pools and Beaches. Secretary Fred L. Markey of the section and also of the Dodgem Corporation, made this announcement from his office here following a meeting of directors and committee chairmen in the office of W. St. C. Jones, William B. Berry Company, Boston.

The annual session will be one month later than usual, directors feeling that the later dates will bring out larger attendance. President Daniel E. Bauer, Acushnet Park, will be host to the gathering in the dine and dance pavilion of the park, which is open the year round.

"An interesting and timely program is being arranged for the afternoon of March 30 under direction of Barney J. Williams, manager of Pine Island Park, Manchester, N. H.," said Secretary Markey. "There will be a dinner and entertainment in the evening. The executive session will be in the New Bedford Hotel on March 31 at 10 a.m."

"The convention, coming the latter part of March, should appeal to amusement men who have been unable to attend January and February meetings in the past, and large attendance is expected from sections outside New England. Coming as it will on the eve of amusement-park openings, the meeting will give members opportunity to get last-minute information on new developments and ideas for improving their parks."

Holiday Week - End for A. C. Brings a Record Invasion to Shore

ATLANTIC CITY, Feb. 27.—Despite a northeast squall which lasted two days, Washington's Birthday week-end was so good that it found the resort unprepared to handle crowds which jammed in on Saturday for the three-day holiday. It is estimated by city officials that the invasion was tops of anything similar in past years, while railroad officials said travel on shore lines increased 20 per cent over the period last year.

Hotels along the beach front were sell-outs and also more than 13,000 jammed the Auditorium for an ice carnival Sunday night, other Boardwalk amusements all announced sellouts with standing room only available up until near the end of the last shows. Steel Pier and Hollywood theaters brought in flesh for the week-end. The latter, while off the walk, reported good houses.

Harvey Anderson, manager of the



HOST AND PROGRAM CHAIRMAN for the ninth annual meeting of New England Section of the National Association of Amusement Parks, Pools and Beaches in the dine and dance pavilion of Acushnet Park, New Bedford, Mass., on March 30 and 31. Left, Daniel E. Bauer, president of the Acushnet Park; right, Barney J. Williams, manager of Pine Island Park, Manchester, N. H., who will direct the program.

Long Island, Stirred by W. F. Work, Expects a Great Season

Preparations are going on for a record period with N. Y. expo atmosphere about resorts—publicity going out for 1939 event is seen as big boost for beaches

VALLEY STREAM, L. I., N. Y., Feb. 27.—Hopped up noticeably by the World's Fair atmosphere sweeping the local region, beach amusement people around the island are putting machinery into readiness for the opening of a season that promises to be one of the best in years. There should be anywhere from 40,000,000 to 50,000,000 visitors to the beaches, if things go just so around Long Island. If there is a good break in weather, this number should be topped by at least 15,000,000 more. This, of course, is a statistical way of figuring, which counts a person not as an individual but by the number of visits he makes.

Pulmotor Bill Up in Pa.

HARRISBURG, Pa., Feb. 27.—A bill providing that all operators of swimming pools in Pennsylvania to which admission fees are charged must have a pulmotor at such pools has been introduced in the House of Representatives. Pool operators not complying with the proposal would be subject to a fine of \$1,000 or three months' imprisonment or both.

Eastwood Construction On

DETROIT, Feb. 27.—Henry Wagner, general manager of Eastwood Amusement Park, returned from Florida this week to find the park in the midst of one of the most active construction programs in years. Work has been progressing under direction of Superintendent Harry Stahl.

Rockaway will lead the parade in playing host to visitors, entertaining about one-half of the number of persons who will visit the island's beaches. Out-ranked nationally as a beach resort only by Coney Island in point of patronage, the Rockaway Peninsula appears to be in for a healthy amount of trade in 1937. Each succeeding summer since 1933 has been a better one at Rockaway, observers say, and there is no reason to believe this one will be different, especially with the dash of prosperity that has followed election.

Prom Is Popular

A great factor with Rockaway is its six-mile Boardwalk, largest of its kind in the world. The promenade is such a practical affair that the main streets see very little use at night during spring and summer.

Long Beach, second ranking beach on Long Island in the point of size, is basing the mainstay of its efforts to win the fancy of visitors on its new \$2,500,000 Boardwalk, which is presently in the act of construction. At that, the region has plenty of other stuff to offer. Architecturally, its buildings are as presentable a group as can be found anywhere.

Experimental in a degree, Jones Beach is what experts have referred to as "the beach of the future." It makes an impression. (See LONG ISLAND on page 63)

Smiling Thru

CINCINNATI, Feb. 27.—Thousands of passersby are viewing the exhibit of flood photos displayed outside the downtown office of Coney Island, Inc. The exhibit, in glass cases, is captioned: "Coney Island Comes Smiling Thru. After the Flood, We Are Building the Best Amusement Park Cincinnati Ever Has Had." This refers to the \$300,000 rebuilding program laid out by President and General Manager Edward L. Scholt and approved by the board of directors after receding waters had revealed wreckage caused by inundation of the Ohio River to a depth of 25 feet.



HARRY KAHN, who has been made outing and convention manager of Sandy Beach Amusement Park, Indian Lake, Russell's Point, O. He also is active secretary of Auglaize County Fair, Wapakoneta, O., where attractions are featured, the board claiming it to be the only county fair in the United States with a change of grand-stand performance nightly.

SEASON 1937 SUMMIT BEACH PARK

Bordering on Beautiful Summit Lake

AKRON'S (OHIO) MILLION DOLLAR PLAYGROUND

Everything New But the Name

"UNDER NEW MANAGEMENT"

Composed of Seasoned Parkmen and Showmen--and Financed by a Group of Leading Business and Professional Men

We want Rides and Attractions that do not conflict and will finance any unusual features.

As we are making some changes there are a few choice Concessions open to the right parties.

ACTS--We are going to make this a banner season and want and will consider only the most unusual and sensational acts, reviews and spectacles.

Name bands will be played in Ohio's most beautiful ballroom.

AKRON'S 4-SHIFT WORKING PLAN GIVES ALMOST ALL RUBBER WORKERS AND THEIR FAMILIES AN OPPORTUNITY TO VISIT THE PARK AT THEIR LEISURE TWO MILLION POPULATION WITHIN A THIRTY-FIVE-MILE RADIUS WITH NO COMPETITION IN AKRON AREA — LARGE PAY ROLLS — AMPLE PARKING SPACE

Write, wire, phone SUMMIT BEACH, INC., Offices at Park, AKRON, OHIO



HIT AND RUN!!

FOR "COWBOY DRIVERS"
Uzzell's Steer-a-Boats—Steer and Dodge
FOR WOMEN AND CHILDREN
Any Direction or Reverse by a Simple Turn of Automobile Steering Wheel. All Fleets Permanent Profit Producers. All Fleets 100% Safety Record.
"LARGEST EXPORTERS OF AMUSEMENT RIDES."
R. S. UZZELL CORP.
130 W. 42nd St., New York City.
ONE RIDE OR A COMPLETE PARK.

Sandy Beach Biz Drive Is Started

RUSSELLS POINT, O., Feb. 27.—A strong advertising campaign will precede opening of the season for Sandy Beach Amusement Park, Indian Lake, by park management, Indian Lake Amusement Company, headed by President L. W. Greiner, Toledo, and seconded by business men of Indian Lake Community Club here, who were addressed on February 24 by Harry Kahn, Wapakoneta, O., new outing and convention manager of the park and secretary of Auglaize County Fair.

More than \$100,000 has been spent, it is said, in beautifying the park, painting, building and acquisition of new amusement devices. Name bands will play in the open-air dance bowl.

More motorboat races on the lake are expected to increase previous draws, which sometimes have numbered thousands. Filtered water and lake sand will feature the bathing bench. Mr. Kahn has assumed his duties and reports numerous bookings.

New Capitol Beach Pavilion Construction To Start Soon

LINCOLN, Neb., Feb. 27.—Construction will start soon at Capitol Beach here on a dance pavilion to replace Byron Ballroom, which is to be a roller-skating rink. Plan is to have a big opening of the park about May 15.

Construction of the pavilion is worrying some band bookers. Beach is the closest dance-hall location to the city limits, Pla-Mor being five miles out and Turnpike Casino eight miles out. Beach barely clears city limits and is expected to cut in heavily on the dance traffic, what with newness and the park's free gate.

SAN FRANCISCO.—Heralding what is expected to be a banner year, Playland-at-the-Beach had its best day in many months on February 14, due to good weather. All concessions did capacity. For Stores Week at the beach in March a strip of tickets is given to every purchaser of 25 cents' worth of merchandise. Last year more than 175,000 people were drawn.

STRAATOSPHERE



WORLD'S HIGHEST AERIAL ACT
Available for Fairs, Parks, Celebrations.
Address Care of The Billboard, Cincinnati, O.

SPILLMAN'S NEW AUTO SPEEDWAY RIDE

A SURE, BIG PROFIT-MAKER AT LOW COST!

Perfectly controlled, all autos stop at one time when operator pulls a lever. Individual 2-Passenger Racing Type, Gasoline Driven Autos, operating on the banked speedway platform. For portable or permanent use. 45x90 Speedway complete with 12 autos, load readily on 3 wagons. The perfect ride with proven, enormous, public appeal—facts show 80% of business from adults.

Our plant is working day and night—got details quick for early delivery.

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NORTH TONAWANDA, N. Y.

For Sale -- Lindy Loop

Good operating condition. Complete except Motor. Price \$1,000.

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Woodside Park, Philadelphia, Pa.



I have a number of used single units suitable for Parks or Shows. There are no used dual units available. Parkmen, I have a number of prospects who are interested in purchasing a dual Loop—Please to book with a reliable Park in a good location. Write or telegraph.

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LARGEST MANUFACTURERS OF MECHANICAL
SHOOTING GALLERIES
PARKS-RESORTS SPORTLANDS-CARNIVALS
CATALOGUE FREE
W.F. MANGELS CO. CONEY ISLAND, N.Y.

FOR SALE
FROZEN CUSTARD OUTFIT
Electrical, complete with compressor. Semi-Bliss. Reasonable. CIRCLE 371/NO. in Atlanta Direct, with or without location. Particulars: T. OANIM, 303 Fifth Ave., New York City.

Auto - SKOOTER - Water SHOWMEN

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.

LUSSE BROS., INC., 2343 North Fairhill Street, Philadelphia, Pa., U. S. A.
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WATER SKOOTER.

FOR RENT AT CONEY ISLAND, N. Y.

Have Building Suitable for Shows or Concessions. Also a Vacant Space that would be an excellent Ride Location. Both locations are on the Bowery, regarded as the best amusement section on the Island. Attractive terms to reliable parties.

TOM BAKER, 12th St. and Bowery, Coney Island, N. Y.

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

FOR SALE

at
PLAYLAND, RYE, N. Y.

One—56-Horse, Four-Abreast Carousel.
One—15-Car Swooper.
One—Jack and Jill.

Any reasonable cash offer will be considered.

May be inspected at any time.

FOR SALE OR RENT AND CONCESSIONS CRYSTAL LAKE PARK, West Orange, N. J.

This Park of 42 acres consists of a 10-acre Natural Spring Lake, on which there is Boating and Skating (both of which yield good revenue), a Picnic Grove and a large closed-in Pavilion, a \$42,000.00 Swimming Pool, a Beer Garden situated on a busy intersection and various Amusements.
The assessed valuation of this real estate alone is \$26,000.00.
Crystal Lake Park is not an ordinary amusement Park. It is situated on the top of the Orange Mountains, where the temperature is 12 degrees lower than Newark all the year around.
The park is frequented by all the North Jersey Counties and also attracts New Yorkers.
Never was there one dollar spent to advertise the park, and people are not attracted merely for the amusements, but more so for the beautiful scenery and its healthfulness.
This park has been managed by inexperienced people and the right party can increase the business five times over.
The park can be rented on a long lease, provided a considerable amount of money is spent for improvements. There will also be an opportunity to exercise an option to buy.
The owners would also consider the letting of Concessions on the following: Kiddieland, Scooters and Octopus.

WANTED TO PURCHASE

Dual unit Loop-O-Planes. In first letter state price delivered to New York. No fancy prices, cash deal.
BOX D-65, care The Billboard, Cincinnati, O.

PURITAS SPRINGS PARK Wants

Lease in the Park ride, also good Purchase. Have suitable buildings for same. Would give very good equipment for Swimming Pool. Must be installed and ready for operation by May 15. Park is one of best in Ohio.

Address all communications to:
PURITAS SPRINGS PARK CO., INC.,
Cleveland, O. J. E. Gooding, Pres.

NEW AMUSEMENT PARK

Opens April 1, 1937. City population 96,000; 75-mile area of small towns 250,000. Park has all amusements and Beer Garden. Want Concessions, better type adult rides. Right terms for Scooter, Dodgem, Whip, Octopus, Ride-O-Hide, Bobs with a Thrill. State what you have to offer at once.
THE GOLD STAR RANCH AMUSEMENT PARK
P. O. Box 306, Bessent, Ga.

WANTED

Park or Summer Resort location for Game Concessions, Special Events, Restaurants, Boat. Two-Unit Kentucky Derby for sale or lease. Want building available for Roller Skating. DICK DILLON, Wheland Ave., E. Liverpool, O.

AMUSEMENT PARK LOCATION

FOR SALE or will lease concession space for rides, etc. Now doing good tourist business. 20 minutes drive from Detroit, Mich.
EAST SHORE BEACH, Walled Lake, Mich.

Pearl Sleuth

FITCHBURG, Mass., Feb. 27.—Robert S. Lufkin, owner of Ross Garden restaurant and refreshment stand in Whalom Park, also operates an oyster bar in Fitchburg. Corporal Robert Thompson, a State patrol officer, was eating oysters on the half shell there when his teeth struck something hard. Investigation revealed a pearl weighing more than a carat. Mr. Lufkin offered \$500 for the pearl but the officer decided to retain it.

Problem of Pier Parking Is Solved

ATLANTIC CITY, Feb. 27.—One solution to troubling parking problems facing resorts of the East this year was worked out this week by William C. Hunt, Wildwood amusement operator and owner of Ocean Pier in that resort. While cities are wrestling with the situation he went ahead and solved his own parking troubles by purchasing an entire city block facing the pier and off the Boardwalk. It will be cleared and operated by the pier for free parking to all patrons. It will also be used by bus companies to unload passengers bound for his amusement enterprises. Lot will hold several thousand cars.
General Manager William Fennan, Ocean Pier, said the parking lot plan had been augmented by purchase of a "big top" circus tent to be erected in center of the lot and so constructed that it can be raised on short notice. Facilities for feeding up to 3,000 will be kept with the tent so that in rainy weather gatherings may have picnics under shelter, afterward taking a direct runway to the pier.
Several Atlantic City amusement people are watching Mr. Hunt's experiment as a possible solution for some of their own troubles.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: If, in proportion, the spring is as mild locally as has been the winter it should go a long way toward "setting the table for a prosperous summer."

Jack Harper, paint salesman, says that there'll be a tendency toward bright red around Long Island's beaches this summer, and he should know. The cheer-up influence?

Short Shots: It's only a short time now before somebody names a musical aggregation "The 1937 World Fair Orchestra." Jerry Gilbert and his band, playing in the South, will be back here for summer.

We suppose that the fair will bring (See LONG ISLAND on page 45)

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Feb. 27.—Resort is preparing for Palm Sunday, opening of the spring season, with expectations of another record crowd. Washington's Birthday week-end was a surprise and a good omen as to what is to come later in the season, according to amusement men. The week-end prior to Palm Sunday will find the Morris Guards, resort city troop, celebrating its 50th anniversary with much bally and plenty of activity along the beach front. The famous Centennial Legion of the 13 original States will participate, while Secretary of War Harry H. Woodring and Assistant Secretary of the Navy Edison will be among guests of honor to (See ATLANTIC CITY on page 59)

outdoor swimming just at present and that you can't sell them anything until it gets warm. Boys, when it gets warm your public in all probability will be signed up already with the competition on a season basis. No, siree, to my way of thinking, you've got to get the season bathers early, before they've had opportunity to make other plans for summer. A sure-fire way of enticing early signers is to offer special rates to those who sign up before a certain date, say April 30. To be sure that's not such an original idea, but it has worked in the past and it most certainly is better than sitting back and doing nothing at all.

H. A. Is O. K. Now

For years they've been trying to sell H. A. Lanzner, operator of Park Central indoor tank, New York City, to advertise the pool in the local newspapers. But he couldn't see it, tho he was spending plenty of money in advertising the hotel housing the tank, as well as its affiliated restaurant and grillrooms. Despite big newspaper copy taken by the opposah, the mammoth St. George indoor tank, Brooklyn, H. A. held steadfast, with the result that the St. George copped a lot of its swimmers. Then arrangements (See POOL WHIRL on page 46)

American Recreational Equipment Association

By R. S. UZZELL

Officers and committees of AREA are planning and expect the liveliest year since 1929. The credit, contracts and exposition committees are going to come in for activity. Inquiries on contracts and credits indicate the members are on the firing line again.

The World's Fair committee is going into action. It, with the executive committee, was called for a meeting in the office of R. S. Uzzell, secretary, on February 27. The New York World's Fair is out of the chrysalis stage and is spreading its wings for flight.

Work in Concert

It would be advantageous to each member to apply thru your committee so as not to bid against one another. If only you will act in concert many of the Chicago exposition application errors can be avoided. Each member who has been to see us is willing to pledge himself to do something new. There is no better way to obtain a favorable hearing at exposition general offices. Avoid the old trite phrase of claiming everything for your attraction and knocking the other fellow. This show is going to be big enough to afford an outlet for the energies of all of us. The present inflow of funds insures the opening of the fair and on time.

While it will be of great value to Greater New York City it will at the same time be a great national gain and influence the whole trend of the world in demonstrating the benefits of science and the new industrial developments which were only in embryo at the late Chicago show. Health, sanitation and modernistic homes have never anywhere shown such strides as will be on display here in 1939.

1937 Roster of AREA

Our roster of officers for 1937 comprises George H. Cramer, president; Fred Fansher, first vice-president; W. St. C. Jones, second vice-president; Harry C. Baker, treasurer; R. S. Uzzell, executive secretary. Standing committees: Executive, Officers and John Wendler, Lee Eyerly, William Rabkin, Maurice Piesen; Nominating, Fred Markey, chairman; Herbert Schmeck, W. F. Mangels, R. E. Chambers, L. L. Custer, Export, E. C. Uzzell, chairman; Richard Lusse, Chairman; C. V. Starkweather, chairman; William Rabkin; Exhibit Room, W. F. Mangels, chairman; Lee V. Eyerly, M. W. Sellner, John Wendler, Fred Fansher, Finance, W. St. C. Jones, chairman; C. V. Starkweather, Membership, Maurice Piesen, chairman; W. St. C. Jones, William Rabkin, Mr. Keller, Program, Fred Fansher, chairman; L. L. Custer, C. V. Starkweather, W. St. C. Jones; World's Fair, Harry C. Baker, chairman; W. F. Mangels, Maurice Piesen, William Rabkin, Norman Bartlett, R. S. Uzzell; Credit, R. S. Uzzell, chairman; W. F. Mangels, Maurice Piesen.

Biz Brings Addition To Nantasket Fleet

BOSTON, Feb. 27.—With a record of more than 1,000,000 passengers carried by the four steamers of Nantasket-Boston Steamboat Company last year, Frederic E. Cox, passenger agent, anticipates a greater season for 1937, and Harold E. Greene, general manager, has announced purchase of an additional steamer, the Empire State. She has arrived at Nantasket Beach, Hull, and will be made ready for the 1937 season, later to be renamed Town of Hull. Licensed to carry 1,977 passengers, she is 235 feet long, 51 feet wide, and is equipped with new oil burners. Music from dance orchestras on the boat will be amplified.

In addition to regular passenger service, it is planned to use the boat for special charters along the New England Coast, cruises, moonlight sails and dancing parties. In the 118 years of its existence this company and its predecessors have carried in passengers a number that exceeds the population of the United States without a fatal accident. Mayflower, Pemberton, Nantasket and Allerton, in addition to the new Town of Hull, are the five vessels that will operate between the seashore amusement spot of Nantasket and the Hub by the N-BSC.

Phony

LOUDONVILLE, O., Feb. 27.—A number of spurious \$1 bills have been dodging in and around Loudonville in the last couple of weeks but so far officials have made no effort to apprehend those who are circulating the worthless "currency." The money that is causing all the commotion is made in the form of a facsimile of the Confederate States of America. Many persons who have been given the bills have picked them up with a studied look, carefully examined them on the face, then slowly rolled them over on the back only to find they are advertisements of the 1937 Loudonville Free Street Fair, about which Secretary O. K. Andress probably knows something.

Ft. Worth Org Is Under Way

Fiesta body picks personnel for 1937—Rose expected back, says chairman

PORT WORTH, Tex., Feb. 27.—Officers and an executive committee of 11 to produce and operate the 1937 successor to Frontier Centennial were elected by directors of Fort Worth Frontier Fiesta Association at a luncheon meeting on February 26. Officers are: Amora Carter, president; Ben E. Keith, first vice-president; Stanley A. Thompson, second vice-president; and John N. Sparks, treasurer.

Executive committee is headed by William Monnig, who served as head of Frontier Centennial but declined to head the organization this year. Other members are Lionel Bevan, R. C. Bowen, Mr. Carter, Leon Gross, Mr. Keith, James M. North Jr., Will K. Stripling, Mr. Sparks, Mr. Thompson and Don Weaver. Sidney Samuels, who was counsel for Frontier Centennial, is looking after incorporation of the association.

Names of the 60 directors, local business men, were made known prior to the first meeting by Ben Keith. They were selected by a committee headed by Mr. Keith, who was organization chairman.

Canvassing committees are still having difficulty in getting needed \$400,000 subscribed. Those subscribing are being given notes bearing 4 per cent interest and maturing on or before December 1. At annual meeting of the Retail Credit Association last week, Mr. Monnig, discussing the Fiesta, said: "We'll have Billy Rose with us again and he'll probably get another \$100,000 if we make money. We've decided to put on Casa Mazana and Pioneer Palace again and we are expecting to bring something real big to put on in the new Coliseum and auditorium."

Key West Date Difficult

KEY WEST, Fla., Feb. 27.—Firemen's Free Fair, held here annually, has the distinction of being the farthest south fair in the United States and probably hardest to reach by attractions and exhibitors. Since the last hurricane, which destroyed most of the railroad on the Florida Keys, Key West must be reached partly by rail, boat and road. As Key Westians get very little outside amusement, Krause Greater Shows, which must go to considerable trouble and expense to reach this city, anticipate a big date.

Fair Bodies Make Protest Against Pa. Mutuels Bill

HARRISBURG, Pa., Feb. 27.—Pennsylvania's proposal to legalize pari-mutuel betting on horse races and extend provisions to county fairs suffered a setback this week as numerous agricultural associations operating fairs protested the measure, declaring they do not want betting at their tracks.

It is believed that pressure from fairs caused the bill to be returned to committee after passing a reading in the House of Representatives. The fair provision may be stricken out and the number of tracks limited to two or three mile ovals and several half-mile tracks. Bill is scheduled for public hearing on March 3.

DALLAS NIGHT SHOW

Hamid Proving Plant Operates in Trenton

NEW YORK, Feb. 27.—The recently announced proving and rehearsal grounds at New Jersey State Fair plant, Trenton, is now in full swing, with acts and shows under contract to the George A. Hamid office of this city. Performers are coming into the Hamid-controlled fairgrounds from all parts of the United States and Europe to prepare for fair, park, circus and carnival dates late in the season.

Chief interest in readying process centers around Hamid-produced or Hamid-booked outdoor revues for fairs. First item show to get started in Trenton will be Revelations of 1937. Another is Winter Garden Revue, with first booking at Lewistown, Pa. According to the Hamid office, by middle of April or early in May everything will be in Trenton in equipment and scenic lines, all under competent crew and using open-air as well as suitable buildings during inclement weather. Blending process is expected to take between six and eight weeks.

Third unit show is the new Revue of Tomorrow or Show of the Seasons, with 20-girl ensemble and elaborate acts surrounding. Gae Foster's 24 Roxettes will work outdoors to orient themselves to fair stages.

Mr. Hamid has expressed satisfaction

Terse

CLARKSDALE, Miss., Feb. 27.—"It will be welcome news to our circus friends in particular and to all showmen that passes at Clarksdale are out in the future. Hereafter passes will be as difficult to find here as flat-joint aggregations posing as 'shows.'" This is an announcement of Daniel C. Brewer, of the Cotton Festival Association, which presents the annual Delta Staple Cotton Festival.

B.-C. Show to Davenport

DAVENPORT, Ia., Feb. 27.—Board of Mississippi Valley Fair and Exposition here has contracted for the 1937 annual, reports Marie C. Stokes, assistant secretary. Barnes-Carruthers' Show of a Century as night grandstand attraction, nine acts for afternoon and night, two days of J. Alex Sloan auto races, one Thrill Day by C. W. Hinck, three days of harness racing and one day of running races. Hennies Bros.' Shows will be on the midway.

with the Trenton idea and claimed that the system is already working out better than he anticipated. He says it affords the first real opportunity for testing attractions and units of every variety and conception.

Marshall Put in At \$100,000 Fee

Is to produce theater show and other events—Hanagan to handle publicity

DALLAS, Feb. 27.—Greater Texas and Pan-American Exposition has retained George Marshall, Washington, at a fee of \$100,000, it is said, to promote a night club theater, athletic events and other special features of the fair this year.

The contract with Mr. Marshall was signed last week and he and Steve Hanagan, who is to handle publicity for the Marshall productions, have been in Dallas several days. The fee is said to cover salaries for the Marshall staffs in Dallas and Washington offices.

Mr. Marshall's two main jobs will be organizing a Pan-American "olympic" games to be held in the Cotton Bowl and producing the night club show. The night club will be in the Auditorium, occupied during Texas Centennial Exposition last year by General Motors exhibits and shows.

Cotton Bowl, Amphitheater and Live Stock Arena are also spots named in Mr. Marshall's contract, to be used as sites of special events he is to promote.

Dade County Site Sought

MIAMI, Feb. 27.—Dade County Fair, scheduled here next month, is still without a positive location. American Legion Post, fair sponsor, tried to get use of filled-in ground on the county causeway, site of a proposed permanent expo because of traffic hazards. Of a number of alternative locations offered, one will be accepted. The fair last year opened in a hurricane, which badly damaged equipment of the Krause Greater Shows, which will again be on the midway. Sam Burgdorf, fair manager for the committee, reports sale of practically all available tent space.

Neb. Amusement Bill Is Toned Down

LINCOLN, Neb., Feb. 27.—At request of State Fair Secretary Perry Reed a bill asking prevention of carnivals and circuses from showing near the site or date of any State or county agricultural show was brought out of the committee, where it was relegated for indefinite postponement, and placed on general file.

Request was granted only when Secretary Reed made amendment suggestions which reduced the harsh tone of the bill. Originally it asked that an 18-day protection be placed on all traveling amusement enterprises which might compete with State or county fairs.

Mr. Reed has conceded that it shall be up to the various fairs involved when it comes to allowance of license granting. It also says that the bill shall in no way be construed as an obstacle in the way of license. Bill is still given little hope, although pulled out of postponement.

Greetings Number for R.A.H.

DE LAND, Fla., Feb. 27.—When Ralph A. Hankinson, whose newly purchased Orange Inn, Orange City, will be headquarters of a hotel chain projected by the auto-racing impresario, conferred here recently he was met by a greetings number of The De Land Sun News containing many tributes to the Northerner. He has made four visits regarding hotel and auto-race activities.

WHITESIDE Troupe, which will take to the road this season after laying off since closing in Luna Park, Coney Island, N. Y., 1933, reports Thomas F. Whiteside, manager, will have a five-piece wire act. Troupe was booked five seasons by Barnes-Carruthers.



E. ROSS BARTLEY, publicist, promotion director of Great Lakes Exposition, Cleveland, was director of A Century of Progress promotion in Chicago in 1933-34, and it is his ambition to bring 5,000,000 thru Great Lakes turnstiles this year. He was press relations representative for Alfred M. Landon during his campaign. Reporter and editor, he has headed Associated Press bureaus in Pittsburgh and Washington. Served as secretary to General Charles G. Dawes as Vice-President and as secretary to the economic commission to the Dominican Republic.

Workings of Michigan's Racing Law in Providing Premium Fund

Excerpts from report of A. G. Carlton, director of bureau of agricultural industry, State department of agriculture, before the annual meeting of Michigan Association of Fairs in the Fort Shelby Hotel, Detroit, on January 22.

The fair should be one of the greatest agencies in the country for those who raise pure-bred and thoroughbred animals for sale and should act as a means of bringing together both seller and buyer. I am of the opinion that so far as amusements are concerned the public is constantly demanding a higher type of amusement than it did 20 years ago. Once the public becomes accustomed to something better it is never satisfied with seeing or hearing something of an inferior quality. This is true not only in regard to amusements but in regard to literature, music and art.

I take it that every secretary or manager of a fair who is present here appreciates the fact that the moneys available for the State to pay its half of premiums awarded by agricultural societies is received thru the channels of the so-called racing bill, which is Act 199 of the

Public Acts of 1933. This act legalizes certain forms of wagering on the results of horse racing and provides for a license tax and a tax on admissions, the proceeds of which the State participates in.

If you will remember the wording of the act it provides that "all moneys received by the commissioner (which is the racing commissioner) under the provisions of this act shall be promptly paid by him into the State treasury, to be kept in a separate fund to be known as the State fair, county fair, 4-H Club and agricultural fund. This fund shall be used only for the development and perpetuation of the State fairs, to pay off the bonded indebtedness and the floating debt of the same, for distribution to State and county fairs; however, that when such payments are made the commissioner (racing commissioner) is hereby authorized and empowered to retain not to exceed \$10,000 for the purpose of defraying his necessary and legitimate expenses and paying obligations already incurred, provided that \$20,000 shall be used each year to en-

(See WORKINGS on page 44)

Tree Program on For Site in N. Y.

NEW YORK, Feb. 27.—First step in a two-year program to transplant about 10,000 trees was taken this week by New York World's Fair Corporation when it opened bids for about 500 trees to be planted on the site of the fair at Flushing Meadows, Queens.

Twenty-one concerns offered bids on the first shipment, which included American elms of extraordinary size.

Program calls for setting out hundreds of thousands of bulbs and "annuals" in addition to transplanting of trees.

Bill In for Participation Of Pa. at N. Y. Fair in '39

HARRISBURG, Pa., Feb. 27.—A bill appropriating \$500,000 for Pennsylvania's participation in the New York World's Fair of 1939 and authorizing appointment of a State World's Fair commission has been introduced in the House of Representatives.

Measure would authorize the governor to appoint a commission of five, to receive no compensation except expenses, to provide for exhibits of agricultural, industrial, coal mining, scientific and scenic and historic interest of Pennsylvania and to co-operate with agencies of State and local government and private interests in providing and arranging exhibits. Commission would be authorized to erect a building to house the exhibit.

Group proposed in the bill would be empowered to appoint a salaried secretary and employ clerks at salaries to be fixed by the commission. The \$500,000 appropriation would be available for all expenses deemed necessary by the commission.

Grand Forks Lets Contracts

GRAND FORKS, N. D., Feb. 27.—Dates for 1937 North Dakota State Fair for Grand Forks were set at Grand Forks Fair Association's annual meeting. Officers are Ralph Lynch, president; T. B. Wells, secretary; C. E. Garvin, auditor; D. F. McGowan, manager, all re-elected. Others named are T. P. McElroy, vice-president, and P. H. Wilder, treasurer. Goodman Wonder Shows were awarded the midway contract. C. W. Hinck was engaged to provide Thrill Day attractions. A new grand stand is being erected and other improvements are being made.

Redlands Draws Big Crowds

MIAMI, Feb. 27.—Dade County Tropical Fair, Redlands, on February 22-27 drew largest crowds in its history. In two large tents, four miles off Key West highway, about 30 miles from Miami, in heart of the fruit district, exhibits were tastefully arranged. President William W. Johnson and General Manager John Scarell said 500 growers are represented in the non-profit organization. Royal Palm Shows on the midway, contended with heavy rains. Noticeable was an abundance of foreign autos, about 60 per cent from States other than Florida.

Floor Show at Fort Worth

FORT WORTH, Tex., Feb. 27.—Kathryn Duffy, who produced the floor show at Rainbow Garden, night spot at Southwestern Exposition and Fat Stock Show grounds here three years ago, has been signed to bring her *Internationale Revue*, with cast of 25, here for the 1937 Stock Show. This year's floor show will be changed in middle of the week with a different show, with same people, for those who go more than once during the nine days. The night spot has been moved nearer the front entrance to the grounds, in the Merchants' Building, just west of the Coliseum.

Ft. Lauderdale Uses Tents

FT. LAUDERDALE, Fla., Feb. 27.—Broward County Fair, which opened here on Tuesday, had three large tents house exhibits, all well arranged and in great variety. Krause Greater Shows were on the midway. According to George Dorman, show secretary, business has been good at most of the Florida fairs and a little better than good in Sarasota. Ft. Lauderdale had a celebration a few weeks ago.

Flood Overcome In Lawrenceburg



LEONARD HAAG, secretary of American Legion, sponsored Dearborn County Fair, Lawrenceburg, Ind., who declares the 1937 annual will go on as scheduled, altho the town was one of the hardest hit by the January Ohio River flood. "Despite the terrific loss we took on our buildings," he said, "we will hold the fair as usual, with exhibits, attractions and racing. Both the industries and the town are making a wonderful comeback. All factories are staying with us and no one has lost his or her job because of the flood."

Plans Progress in Minot

MINOT, N. D., Feb. 27.—Board of North Dakota State Fair has concluded preliminary arrangements for the opening on July 4 of a big International Peace Celebration, with official representatives from all parts of the States and Canada. For five days a Stampede and Rodeo under personal direction of Guy Weadick, internationally known rodeo producer, as well as a big reunion of pioneers and old settlers will be an outstanding feature. Auto races will be presented on the final day. Minot, which celebrates its 50th birthday as an incorporated town, will be decorated. Special features and attractions are being arranged to fit in with the Peace Celebration and Pioneers' Reunion by H. L. Finke, secretary of the fair, and Mr. Weadick.

New Loop Formed in Ohio

GREENVILLE, O., Feb. 27.—New Midwest Ohio Racing Circuit was organized at annual meeting of Ohio Colt Racing Association here last Sunday. The new group, organized by officials, board members and speed committees of eight county fairs with officers of the racing association, named B. U. Bell, Xenia, president; Dr. A. C. Smith, Norwalk, vice-president, and Win Kinnan, DeGraff, secretary. Circuit favors increase in purses for owners of trotters and pacers. Fairs in the new circuit will be held in Xenia, Urbana, Troy, Greenville, Norwalk, Van Wert, Marion and Bellefontaine. Purses for colts on Ohio fair tracks this summer are expected to average some \$50 more than last year, which was more than \$450 per race.

WORKINGS—

(Continued from page 43)

hance the interests of agriculture at Upper Peninsula State Fair.

The only definite amount mentioned in the law was \$20,000 to be first set aside for the support of Upper Peninsula State Fair. As provisions were made in the act for money necessary to finance the racing commissioner's organization, \$30,000 was set aside for that purpose. Next came \$88,400 to pay interest and accrued bonds on the State fairgrounds at Detroit, then \$95,000 was set aside for the payment of the State's half of premiums awarded at township, county and district fairs and for the promotion of agriculture and \$35,000 for the Boys' and Girls' 4-H Club activities.

Due to the fact that the Legislature at its regular session failed to make an appropriation to pay the State's share of indemnities on slaughtered animals on account of bovine tuberculosis the necessary amount to take care of such

payments was set aside by the State Administrative Board.

Present System Best

Several plans have been devised for the distribution of this money, but in some cases the results which we hoped for were not obtained. The real purpose of the money available is to pay premiums upon exhibits of an agricultural and industrial nature and to see if possible that the persons making exhibits received the amounts awarded.

Of all of the plans that have been used up to the present time I think the one now in use perhaps fulfills that requirement the best of any. The State department of agriculture first sends to the different fairs a questionnaire for the purpose of ascertaining the number of checks they will use, the amount of money they would like to have deposited and the bank in which they would like to have it deposited.

Blank checks are furnished the local associations for overprinting with the name of the bank and the name of the organization which is to be the maker of the checks. The money is deposited in the bank under a trust agreement wherein the bank assures the department that the money so deposited will not be used for any purpose other than the payment of premiums. When these checks are overprinted they become the checks of the local association and are drawn for the full amount of the premiums awarded. The bank is instructed by the department to transfer from the trust account to the account of the local association one-half the amount of each check, and in this way the account of the local association is constantly receiving one-half of the money which they check out.

Balances Are Returned

The banks return all checks paid to the department with a statement such as they furnish private individuals, and at the end of the fair year the unused balance is returned to the department. One-half the amount for which the checks are drawn plus the amount returned must equal the deposit originally made in the bank.

The advantage of this system over and above the one used in previous years where the check was drawn for 50 per cent of the award is apparent. If an exhibitor left the town in which the fair was held after the bank was closed and went to some other town he could not get from any bank more than the face of his check, which was one-half of his award, but under the present system all checks clear thru the banks in an orderly manner and are taken care of when they reach the bank in which the money of the local association and the State is deposited.

Under the trust agreement with the bank no State money is made available until the local association has its money on deposit for the purpose of paying its half of the premiums awarded. The color of the checks made available for local associations is changed each year the same as the color of automobile plates, and this plan makes it possible for us to designate readily the checks drawn for the payment of premiums during different years.

Organizations whose premium lists are small are permitted to pay their own premiums and then submit to this department a sworn statement of the premiums paid, and the department reimburses them to the extent of one-half of the amount actually paid in premiums. These organizations generally award \$250 or less in premiums. In one or two cases premium lists properly certified to are sent to the department and State treasurer's checks are mailed direct to those to whom premiums have been awarded. A few organizations, State-wide in their scope, such as Michigan State Crop Improvement Association, receive State treasurer's checks and the secretary or treasurer disburses the money in accordance with their premium list. The unused balances are returned to the department.

Inspection of Stands

There is no stated or recognized fair year organizations conduct exhibits of different kinds from June until March. Those held in spring are largely flower shows. We do, however, try to close the books each year in time to render an account to this organization, which holds its meeting in January.

I feel that we cannot too often call to the attention of fair managers things that will be advantageous to their fair and so I am going to repeat what I

Painter Fixed It

ORLANDO, Fla., Feb. 27.—Colonel R. M. Shearer, president of Central Florida Exposition here, has decided that a midway can be mighty serious business after all. A delegation from Pinecastle (Fla.) called on him, complaining that the wax image of Wild Bill Hickok was being unjustly treated in the Royal American Shows' emporium of crime. "You'd think Wild Bill was a desperado, from the way he's being forced to associate with Dillinger, Jesse James and the Dalton Boys," delegates declared. "There's a sign saying he killed 200 men and was killed himself. People'd think he was a gunman. And unless you straighten that terrible thing out, we'll not come to your fair any more." After a speedy conference with Elmer Velare, business manager of RAS, a sign painter added, "Wild Bill was a U. S. deputy marshal and a law-abiding citizen and killed in defense of justice and law," which so satisfied the group that they spent the afternoon in Frank Graham's "wax works."

recommended a year ago, that all fair managers exercise due care to see that animals and other exhibits are shown under the name of the individual, corporation or company that owns the animals and that the judges refuse to grant premiums when, upon investigation, they are satisfied that the exhibit has been entered and shown under the name of an individual, corporation or company that does not own the exhibit.

I would again call your attention to the elimination of obsolete types of agricultural products and breeds of animals which are little in evidence upon the farms in Michigan and use the money available for payment of better premiums upon those types and breeds that should be encouraged. I would also advise that due care be exercised in cleaning of all barns and sterilizing of all stalls at fairgrounds before exhibitors are expected to exhibit their high-grade stock.

The inspection of wooden grand stands that have been constructed for some time should be made every year for the purpose of strengthening those structures so that no injury will come to the occupants while they are attending the fair. A great many of the old wooden grand stands were constructed many years ago, and in some cases the foundation timbers may have started to decay.

District Fairs Favored

During the year a great many agricultural and horticultural societies were organized for the purpose of holding fairs and paying premiums. These were largely organizations of Future Farmers whose activities were directed by Smith-Hughes teachers. The number became somewhat alarming and the department made an effort early in the year to have the Future Farmers organize along the lines of the Boys' and Girls' 4-H clubs and receive a certain amount of money, which they could divide among them by counties for the carrying on of this work. As a result of this movement a State organization was set up, and without doubt the local organizations will be chapters and will receive their State aid thru and by the approval of the officers of their State association. A certain amount of money will be set aside the same as for the Boys' and Girls' 4-H clubs of the State and this money will be administered and distributed under direction of the State organization.

Let us remember that all of the work carried on by the Boys' and Girls' 4-H clubs, Future Farmers, school organization and neighborhood groups are kindergartens in fair work and later on both county and State fairs will feel the effects of these activities. They all have a tendency to make people fair-minded and that, by the way, is one of the necessities if fairs are to continue as permanent institutions.

The department believes that the best interest of the State and the exhibitors will be served by the establishment and operation of district fairs. The smaller organizations holding fairs would serve as feeders to the county fairs, the best exhibits from the county fairs would compete at the district fairs and the topnotchers could finally be shown at the two State fairs, which would serve as a clearing house for all exhibits.

DILLON, S. C.—Dillon County Fair elected James McLeellan, president; John W. McCoy, vice-president; Joe Cabell Davis, treasurer and secretary-manager; Kaus United Shows was contracted.

G. L. Signing '37 Features

Eleanor Holm Jarrett for marine spec—stage attractions being lined up

CLEVELAND, Feb. 27.—Perhaps the most important news emanating from Great Lakes Exposition this season broke this week when Eleanor Holm Jarrett was signed by Billy Rose as one of the headliners of his Aquascope water theater, which is to be one of the big attractions. She is now a professional and Rose is out gunning for other water stars to take part in his spectacle.

Since Rose signed to handle the Aquascope and Pioneer Palace things have been humming in the matter of signing swimmers who will participate in the water festival. Floyd Zimmerman, who handled the Marine Theater group last summer, has been holding tryouts at the Hotel Allerton pool, where he is instructor. Some 600 girls have passed in review, to say nothing of 500 male aspirants. Final decisions will be made by Rose.

To Change Old Globe

Goodyear blimps Puritan, Resolute, Akron and Reliance will carry passengers this summer. Two weeks before opening of the expo the first three, now in Miami and St. Petersburg, will make a tour to Cleveland, carrying advertising and trailers. Routes will be split so that different territory is covered. Once in Cleveland tours will be taken by the four to cover 1,500 miles and include all potential drawing territory as far west as Chicago and St. Louis and as far east as may be necessary. Governor Davey and Mayor Burton, Cleveland, will be carried and will pause at key cities to extend invitations.

With return of Almon R. Shaffer, associate director, from the West Coast comes assurance of a contract for Ripley's Believe It or Not. Another attraction assured is *The Drunkard*, which for seasons has proved one of the hit attractions of the Far West and has suffered occasional revivals in the East. Old Globe Theater changes its policy this summer. It goes marionette. Tony Sarg has been signed to come on with his puppets and offer a season of marionette entertainment, with occasional change of bills.

Indians To Play Ball

Lincoln G. Dickey, general manager, completed arrangements with Alva R. Bradley whereby the Cleveland Indians will play at least three games in the Cleveland stadium, which adjoins the northwest corner of the expo grounds. Dates will include holidays when the Indians are at home and when top-notch teams are slated. Plan includes a scheme whereby visitors may leave grounds to watch games and return without extra cost.

Another important item has been renewal of a contract for the underground hallway of Public Auditorium, employed last year for education, local and advertising displays. Cleveland council has given its ok and space is now being allotted. John G. Gourley, in charge of Streets of the World, reports back from a Chicago visit that arrangements have been concluded with several concerns for foreign displays to build up this attraction.

Vail Again at Syracuse

SYRACUSE, Feb. 27.—For the 10th year Ira Vail, Eastern auto-racing organizer and former AAA dirt-track champion, has been awarded the contract for National Championship AAA automobile races to be staged at New York State Fair, Syracuse. Auto races have proved to be one of the major attractions at the State fair, say Dr. Albert L. Brown, director, and Peter O. Ten Eyck, commissioner of agriculture.

HALLOCK, Minn.—Funds have been approved by State and Federal PWA officials for improving Kitten County Fairgrounds here according to Albin Olson, Duffie Larson and M. J. Florence, president, secretary and treasurer, respectively, of the fair association.

Fair Elections

RICHMOND, Va.—Emmett Cottrell, Richmond, and John L. Livers, Charlottesville, were elected directors of Virginia State Fair Association. Other officers: T. Gilbert Wood, president; Henry S. Hotchkiss, vice-president; Charles A. Somma, secretary and general manager, and Clarence T. Riddick, assistant general manager; directors, Governor Peery, Mayor Bright, Aldermanic President Joseph E. Powers, Council President Jacob Umlauf, R. B. Allport, W. J. Carter, Julien H. Hill, Raphael Levy, Dr. H. W. McLaughlin, Carl H. Nolting, C. H. Ratcliffe, Charles C. Reed, E. W. Spilman, Richmond; Berkeley D. Adams, Red Oak; K. E. Harmon, Pulaski; V. R. Horsley, Stapleton; J. Marshall Lewis, Gloucester; J. H. Quisenberry, Frederick Hall; R. G. Vance, Waynesboro.

LOGANSPORT, La.—Interstate Free Fair Association re-elected B. E. Robinson president. Others named are I. N. Carpenter, vice-president; J. W. Caraway, treasurer; George L. Perry, secretary-manager.

MINERAL POINT, Wis.—Roy W. Parkinson was re-elected president of Southwest Fair Association. Other officers named are Will Grange, vice-president; Roy Winn, secretary; G. H. Shepard, treasurer.

MUNCIE, Ind.—Eastern Indiana Fair Circuit re-elected F. J. Claypool president at annual meeting in the Anthony Building here. A. G. Norrick, of this city, was named secretary. Mr. Claypool is secretary-manager of Muncie Fair. Uniform purses of \$300 will be posted at all affiliated race meets, it was announced, with exception of Montpelier meet, where purses will be \$150 and \$200. A 5 per cent entrance fee is to be assessed. Representatives present were Anderson, Harry Baldwin, Earl McCord, C. E. Williams; Montpelier, H. L. Kelley; Muncie, F. J. Claypool, J. E. Green, A. G. Norrick; Portland, J. B. Cummings, Mike Ankrum; Logansport, Ben Pennington, W. M. Thomas, A. S. Beaulien; Fairmount, J. R. Little; Converse, A. A. Reynolds; De E. Warnock; Will Maple, E. L. Klingler; Connersville, S. E. Edwards; J. L. Kennedy.

BLUFFTON, Ind.—Bluffton Free Street Fair Association, Inc., elected Seth Snider president; Ralph Tyndal, Forest Woodward, vice-presidents; Carl Helms, secretary; F. J. Tangeman, treasurer. The 1937 fair will have increased appropriations. The 1936 fair was successful in attendance and financially.

Fair Grounds

XENIA, O.—Out of debt for the first time in its history Greene County Agricultural Society, sponsor of the annual county fair here, authorized construction of a building and other improvements on the fairgrounds, estimated to cost \$8,000. A new cattle barn, with capacity of 324 head, will also be used as a show barn.

MARSHALL, Tex.—Contract for construction of a \$10,000 merchants' exhibit building on Central East Texas Fairgrounds, one mile west of Marshall, has been let, M. R. Martin, secretary-manager, announced. Building to be ready for the fall event.

PHILADELPHIA, Miss.—For the 46th annual fair of Neshoba County Association invitations are being sent to several cities of neighboring counties asking their co-operation, and Jackson, capital city, has accepted for one-day direction. A rodeo has been booked. W. H. Sanford, secretary, was recently named on the executive committee of the State association. Earl Richardson was recently re-elected president.

FRANKLIN, Ind.—Southeastern Fair Association meeting here set a new record for attendance. Thirty-four members with a number of horsemen, owners and drivers were present. All were optimistic concerning the season. In attendance were Ora Dunkin, George Keys, Homer Walton, Clayton Dugler, Clarence Cole, Oscar McElroy, Harris Jones, V. Hauk, Pearl Hungerford, Y. O. Amos, E. Dulle, Leonard Haag, Charles Easter, C. F. Holsapple, John Bott, W. Vogel, F. Doran, Francis Overstreet, Ed Redmond, Clarence Howe, Frank Clark, Earl Finkel,



MAZIE C. STOKES, re-elected assistant secretary at the annual meeting of Mississippi Valley Fair and Exposition, Davenport, Ia., for which profit of \$1,849.58 was reported for the 1936 fair, despite several days of rain, and profit of \$1,051.17 on the year. Secretary Howard W. Power and the board have contracted a big array of grand-stand attractions for 1937.

Neil Godwin, Claude Barnum, Will Clark, Ray Adams, George Hunter, L. W. Oliver, George Clare, Leon Vandivier, Fielding W. Scholler, Dr. Tolber, Will Schuck and Harry Mimer.

HARRISBURG, Pa.—Governor George H. Earle in his budget message to the Legislature on February 24 recommended an appropriation of \$106,863 for the 1938-39 Pennsylvania Farm Show, granting each event half of the sum.

LA CROSSE, Wis.—Committees of the common council have approved an agreement with directors of Inter-State Fair Association for location of a swimming pool on the grounds and requested that a WPA project be set up to make necessary improvements to the fair plant. It was estimated city's share of a WPA project for razing poultry house and its reconstruction, moving two dining halls, filling and grading the low area northwest of the grand stand and cinder and oiling of it and parking space adjacent to the pool will not exceed \$1,500.

DETROIT—George A. Prescott Jr., secretary of Michigan State Fair, is recovering here from a severe attack of tonsillitis and influenza at his home in Tawas City, Mich. He was taken ill in Detroit and was moved home after a week's illness.

LONG ISLAND

(Continued from page 42)
back Harry Tudor from abroad in 1939. The talk of burlesque for Long Island in the summer is just so much talk and nothing more, what after the lesson that was learned in Long Beach in the summer of '35.

Queens Terrace, Woodside, is one of the really successful night clubs despite the big nut involved. Jones Beach will be policed by about 100 men this year. Abe Feinstein, pin-game fella, back from a prolonged visit to Atlantic City, where he combined biz with pleasure. C. M. Townsend, Louisiana amusement man, may have a show on the Island in the summer.

ROCKAWAY BEACH: There's been an early start in readying bungalows here for the season, altho no rentals of any consequence have been reported. Edgemere and Arverne Theaters on the Boardwalk will be ready for biz shortly after Decoration Day.

WARRENTON MERCHANTS' EXPOSITION

WARRENTON, N. C., MARCH 29 TO APRIL 5, INC.
WANTED—Bingo, Demonstrators, Legitimate Concessions, Ground Acts, 12 to 15-Person Revue with Band. Must be clean, good wardrobe and stage settings. Photos and lowest first letter. 7 nights only. Paper decorator. Appleton, wire.
A. J. GREY, Manager.

The stairways along the entire Boardwalk will be replaced by catwalks. Queens County Public Works Commissioner Fred Sasse is new major domo of the life-guarding force. Al Norman, local dancing product who made good, drops around quite regularly.

Captain Pete Walsh, dean of local winter bathers, says this winter has been "too mild for bathing," so he's using the indoor pool at the St. George Hotel, Brooklyn. Gus Shellacky, Beach 103d street restaurateur, is doling up his place for an early opening.

Dutch Baker, beer garden impresario, now one of the Island's biggest in that field, boosing La Casina in Jamaica. And another, Joe Canavan, is pilot of Grassy Point in Broad Channel.

LONG BEACH: Next summer will find Long Beach a favored hangout for literary lights, many of them already having taken leases on cottages. What's become of that syndicate that was going to start the amusement park? Murray Laner, the flasher biggie, warming up. How about roller chairs for the new Boardwalk a la Atlantic City?

G A H

TO FAIRMEN

There is still time to annex the choicest in attractions for your grand-stand shows.

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CARNIVAL WANTED

A clean medium-sized Carnival for the Clark County
Dates August 5-6, 1937. Write
LYNNE GREGORY, Sec'y, Kahoka, Mo.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

WAYNE COUNTY and Detroit metropolitan area amateur skating championship events for speed championship of 1937, sanctioned by Michigan Skating Association, held in Arena Gardens Rink, Detroit, resulted: Senior men, divided by the score between Ed Theiner, first in 440 yards, first in one-mile, second in five-mile, 80-point total, skating for 100 Figure Skating Club; Don Hamel, first in two-mile, first in five-mile, second in 880 yards, total score 80 points, skating for Madison Gardens Skating Club. Second place, Leonard Godfrey, first in 880-yard, second in 440-yard, total, 50 points, for Madison Gardens Skating Club; third place, Dudley Maher, second in two-mile, third in one-mile, total 30 points, for T. B. Rayl Company; Norman McGinnis, third in 880, third in two-mile, third in five-mile, total 30 points, for 100 Figure Skating Club; Ervin Reznick, third in 440, second in one-mile, total 30 points, for Madison Gardens. Senior women's class, Verna Pickton, second in 440, first in 880, first in one-mile, total 80 points, skating for Universal Cooler Skating Club; second place, LaVeta Deemer, first in 440-yard, second in 880-yard, second in one-mile, total 70 points, for Arena Gardens Skating Club; third place, Virginia Hancock, third in 440, third in 880, third in one-mile, total 30 points, for 100 Club. In club standings to date for the Walter S. Heyza Trophy, the Old Oaken Bucket, for teams in this area, 100 Club has 330 points, Madison Gardens second with 280. Ed Theiner set a new track record of 3:15 for men. Verna Pickton lowered the girls' time under the best in the city meet by 9 seconds to 3:41.3/5. At the State meet in Arena Gardens a large up-State entry is expected.

PRECEDING the marriage on February 16 of Tyrus Gerych to Miss Clarice Martin, daughter of Fred Martin, general manager of Arena Gardens Roller Rink, Detroit, members of Arena Gardens Roller Skating Club on St. Valentine's Day tendered the couple a shower in Arena Gardens. Gifts were numerous as the club members circled the rink on skates while the soloist, Jean Wilder, sang "I Love You Truly." Club members declare Miss Martin has been an inspiration with her finished waltzing on the rollers and aid to others in two-step and figure work. The groom is new chairman of the club.

"THE new rink recently mentioned as scheduled to open in Chester, Pa., will be operated by Jack Dalton, who has successfully operated Olympia Rink, Lancaster, Pa., the past three years," writes E. M. Moorar, Philadelphia. "Name of the new venture will be Great Leopard Rink and will occupy the upper floor over the Leopard Market recently opened in Chester. Both market and rink are housed in a converted factory building. It is claimed the new rink will be one of the largest in the country and will be thrown open to the public on March 4. Charles (Pappy) Harkins, White Rose Arena Rink, York, Pa., will give an exhibition of trick and fancy skating opening night. Opening of the rink does not mean that Jack is giving up the Lancaster Olympia, which, after a hard pull, is now doing fine business with private parties booked well into April. Both rinks have fine floors and first-class equipment, as well as be-



CYRIL BEASTALL, Derby, Eng., frequent contributor to the Rinks and Skaters Department of The Billboard, is a widely known skating official and roller-hockey player on the other side, as well as a close and intelligent observer of trends in roller rink management in the States and on the Continent.

ing tastefully decorated and operated on a high-class scale. Mr. Dalton and his wife hail from Manchester, Eng., and both are expert skaters. Their ability in this line has had much to do with instilling artistic skating in Lancaster and no doubt will repeat in Chester, which is a maiden spot, not having been skated in a number of years."

FINALS in a seven-day series of races in Golden Gate Roller Rink, San Francisco, on February 16 drew about 1,200 paid admissions, reports Al Greenburg, rink publicity director. Nightly winners participated in the finals for Pacific Coast championship won by Edward McClymonds, San Francisco; time, 2 minutes 33 seconds. Ray Hyland, Oakland, second, and Pete Sola, San Francisco, third. Public interest in the races was considered gratifying by the management.

EYER'S Roller Club was host to members of Norwood Rink Skaters' Club, Cincinnati, on the night of Washington's Birthday in Broad Ripple Rink, Indianapolis, operated by E. R. Eyer, who also operates Anderson (Ind.) Rink. Cincinnatians were headed by Manager Edward J. Von Hagen, Norwood Rink. It is expected the visit will be returned in April. Comedy numbers were presented by Armand J. Schaub, Cincinnati, Dutch wooden-shoe roller skater, and "The Girl of the Gay '90s," by Earl Wehrman.

THREE Whirling Aces, out of Rochester, N. Y., opened on February 18 in the Mirror Room of the Philadelphia Hotel, Philadelphia, after a two weeks' theater engagement in New York City.

MISS RUTH MAR, Brooklyn, N. Y., wonders whether there are now in this country any English bronze or silver roller-dance test medallists, amateur or professional men or girls.

THOSE behind a move in Cincinnati and surrounding territory to enter clubs in the Ohio State Skating Association have been informed by Secretary Otto J. Albrecht, Cleveland, that they should proceed with their organization while a committee which has been appointed by

the association is drafting plans whereby the skaters may be taken into the State amateur body.

INSTALLATION of officers for 1937 of Arena Gardens Roller Skating Rink, Detroit, was a gala occasion, with boys in tuxedos and girls in evening dresses and with corsages of gardenias, and Fred Martin's Arena Gardens Rink ornately decorated, reports Secretary Ann Fivek. President Joseph Speck was presented with a diamond medal, emblem of office. Other new officers are Ruth Dalman, vice-president; Tyrus Gerych, chairman, and Adel Savinsky and Usabella Fraser, committee. Retired officers were Frank Ahle, president; Rose Rodgers, vice-president; Carl Rapp, chairman, and Mr. and Mrs. William (Dixie) David, committee. Honorary gold service cards were presented to Luella Bell, Helen Wolda, Edna Teller and Julia Marks.

COVINGTON, Ky., again has a roller rink after a lapse of some years, it being operated by Ed Moore as proprietor and manager, with Fanny Moore, tickets; Larry Smith, floor manager; Ernie Chester, assistant manager; checking, Margie Moore, and skates, Erwin Fiedler. On a recent visit Armand J. Schaub, Cincinnati, found an old friend, Bert Bacon, former racer and rink manager, assistant manager Moore. He is a brother of Frank Bacon, who will give up his rink location in Tacoma Park, Dayton, Ky., because of recent flood damage. The Covington rink is modern in decoration, lighting and has a new maple floor.

TWO LINDSTROMS, comedy roller skaters, are at the Rex in Paris. Hedy Stenuf, Erna Andersen and Elizabeth Landeck-Verdun are giving exhibitions in the Palais des Sports Rink in Paris. Four Macka, American roller skaters, are at the Central Palast, in Munich. Two Rollwinds (Harry Avers), roller skaters, are at the Valencia in Copenhagen.

ARCADIA Roller Rink, Chicago, had its first hockey match last week when the Arcadia team played the Red Robins, Desplaines, Ill., score being 6-0 in favor of the Arcadians. These matches will continue thru the spring months, and the rink is desirous of hearing from competitive teams. According to Lois Reynolds, manager, many special promotion stunts have been tried to increase business, and Monday nights are ladies' free nights, with each lady who attends being presented with a free ticket for the following Thursday. In almost every case the free ticket has been accompanied by a paid admission.

LEO A. SELTZER'S Transcontinental Roller Derby in the Chicago Coliseum is well on the 700th mile of its 3,400-mile mythical journey, with Clara Scholl and Billy Lyons leading; Gene Vizans and Fuzzy Piers, second, and Louise Thomas and Joe Kleats, third. Johnny Rossos received a bad injury to his knee when he took a spill and was forced to quit temporarily.

ARMORY Roller Rink, Chicago, closed its waltz contest last week after three weeks' successful run and, according to Bill Henning, the contest made many new patrons and stimulated interest in roller skating. Joe Laurey continues his classes each Sunday afternoon, with a gold medal to be awarded the best skater. Illinois American roller race, which will open at the rink on March 8, already has 75 entries.

GUESTS of Norwood Roller Rink, Cincinnati, on February 24 were Al Claret and Margie Weyrick, "The Thrillers," trick and acrobatic skaters, and Corinne King, Billie Bernice Wingham and Jimmie Carter, all playing with Sally Rand's show at the Shubert there. After the season a group of skaters including the show people visited Schmiesing's night club to see the Bonnie Miller Trio, skaters.

OLD-TIME Roller Skaters of New England Club No. 1, Revere, Mass., old-time winter carnival in Revere Skating Arena on February 9 was a huge success, with attendance of more than 450, reports Elmer E. Ayers, president. Attractions included Fred Murree (Bright Star), trick and fancy skating; Patcy Cullen, Lynn, Mass., in a skating act with Esmeralda, her dummy; Buddy Canton and Lyndon Doberty, song, dance and musical, hit on roller skates. Club plans to conduct an old-time roller skaters' convention, scheduled in Revere Arena in June or July, and to be a forerunner of other such conventions in key territories throughout the country. On February 21 a Junior Club organized

with these officers: Larry Darling, Revere, president; Nathan Paul, Revere, vice-president; Phil Gottholm, Everett, Mass., secretary; Duncan MacLean, Malden, Mass., treasurer. A large initiation of members was held before a big gathering of spectators. Plans are to hold a Juniors' Night soon.

A RECENT issue of The Akron (O.) Beacon Journal carried under this caption, "Champion Special Deputy, 69, Shows Skaters Tricks," a feature story about Lloyd Lowther, widely known former champion skater and many years manager of the roller rink in Summit Beach Park, Akron. Altho 69, he is active as a man of 40 and recently he received a commission to serve as special deputy under Sheriff Walter F. O'Neil, which means he is starting his 17th year of consecutive work as a "special." Quoting from the story: "Lowther admits, in addition to taking more prisoners to the State penitentiary than any other man in Summit County, that the job is quite different from the one he previously held, which was management of Summit Beach Park Roller Rink. It's also rather a far cry from the days of his young manhood when he went to London and skated before packed halls in Earl's court at a great industrial exhibition there. It all seems very far removed from the day, more than 50 years ago, when he was acclaimed roller-skating champion of Ohio at a great tournament in Coshocton."

POOL WHIRL

(Continued from page 42)
were made recently to have Glenn Hardin, noted Olympic athlete, act as life guard at the tank and H. A. tried an ad program on his daily appearance, with the result that business has picked up. And H. A. is running big ads in all the papers at present, playing up the Hardin tieup.

Sotto Voce

To Bert Derby, of Lake Ariel Park and Beach, Pa.—The most complete list of swim pools in the country has been compiled by Paul Huedepohl, Jantzen Swim Association, Portland, Ore. Martin Stern, National Swim-for-Health Association, with headquarters in New York, also has a comprehensive list but not as complete as Huedepohl's. Your other queries have been answered by mail. To Dr. S. E. Potts, Rock Falls swimming pool, Overton, Tex.—Latest developments in pool filtering will, I think, aid you in your particular tank problem. Have communicated with various recognized chemical treating companies for you. Your other queries have also been answered by mail. To Selma Weiskopf, press agent for St. George indoor tank, Brooklyn, N. Y.—Was only too glad to be of service. Tanks for dem kind woids.

Travel Notes

Jack Rosenthal, of Palisades Park (N. J.) pool, vacationing in Havana after looking over the aquatic situation in Miami.

Jesse Adler, chairman of the National Shoe Retailers' Association and president of the Adler shoe chain, on a two-month tour of South America in search of new styles of beach sandals which can be especially adapted for pools and beaches.

Arthur French, of Manhattan Beach, New York, operator of Brighton, Oriental and Manhattan pools, sojourning down South in between seasons.

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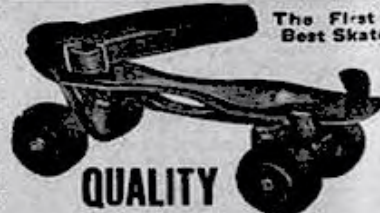
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E. W. ROCK, Skateland Rink, 228 1/2 S. Lafayette Blvd., South Bend, Ind.

Golden Gate Shows Open

California's newest carnival makes its initial bow auspiciously

LOS ANGELES, Feb. 27.—After months of planning and preparation Joe Krug and Harry Bernard launched California's newest carnival most auspiciously Friday, February 19, at Belvedere Gardens, this city. The entire outfit is resplendent in detail, all tops are of a uniform color, masked with new banners and of a consistent color scheme well executed; in fact, a new show in its entirety. Despite rather exaggerated claims this new carnival firm seems to have delivered the goods as per advance announcements. The lighting system ranks as a splendid achievement in the electrical arts.

A noticeable coincident with the season's bow for the Golden Gate Shows lies in the fact that they are on a lot adjacent to the Golden Gate Theater and Golden Gate Market, while across the street there is the Golden Gate Drug Store. Associate Owner Krug accepted this happenstance as presaging an omen of good luck. At any rate these newcomers in the carnival field received many good wishes from friends in and out of show business and the week-end business related most satisfactory.

Staff: Joe Krug and Max Harry Bernard, owners and managers; Hank Carlyle, general agent; E. G. Snyder, treasurer; Eddie Renaud, secretary; George Warren Smith, special agent; Bud Burke, lot superintendent; Gene Cayce, chief electrician; and H. H. Vonderwall, chief mechanic. The show travels on 12 trucks and trailers.

Shows: Frisco Night, Dick Morris, manager; Speed Ladd, stage manager; Ed Baker, tickets; Healy and Timberlake, comics; the girls, Leona Vansall, Ina Martin, Lola Griffith, Bee Woods, Edner Fournier, Billie Moore, Leta Salyard and Bettie Kinsale. Singapore Follies, James C. McCaffery, manager; the girls, Mata Kori, Susanne Taylorford, Amelia Holland, Norma Willis and Babe Tourout. Side Show, Rudy Jacobs, manager; attractions, Madam Sabelle, crystal gazer; Tiny Williams, fat boy; Bob Edwards, lighting cartoonist; Prof. E. Dunicca, magician; Claude Hansen, fire-eater and electric act; Batwa, African pygmy; Parmella, illusions; Doreen, iron-tongue girl; Mme. Idell, reptiles, and Slicko, handcuff and escapes. In the annex, Bessie Bissell; Rudy Jacobs and Wendy Skelton, talkers, and Edna Barrows, tickets. Athletic Arena, Joe Ricco, manager; Thunderbolt Thompson, Big Yoeman and Bill Carmody, wrestlers; Tuffy Sperling and Jack Adamson, boxers; Bill Keys, talker, and Allen Dubots, tickets. Go This Way (walk-thru), Art Stinson, manager, and Bee Gayman, tickets. Desert Show, Ernie Showers, talker, and Edith Mer-ton, tickets.

Rides: The Octopus, George Franchi; Artie Anderson, foreman, and Norma Pearson, tickets. Baby Seaplane, Jack Hensley, foreman. Kiddie Autos, Ben Sturtevant, foreman, and Ada Meehan, tickets. Merry-Go-Round, Ben Fairless, foreman; Earl Morris, platform, and Ruth Bailey, tickets. Big Eli Wheel, Cowsy Taylor, foreman; Johnny Card, assistant, and Mrs. J. Hensley, tickets. Merry-Mix-Up, Art Hamondower, foreman. (See GOLDEN GATE on page 49)

"New News," Show Blowdown in W. Q.

CINCINNATI, Feb. 27.—George Hirschberg, main office man for the Cellin & Wilson Shows, reports to The Billboard an item of "New News," of a show blowdown in winter quarters.

He states that a terrific windstorm recently visited the shows again and totally destroyed the front of Darkest Africa. On account of its height and length it was the only front that the superintendent had set up outside the building. All other fronts were inside under cover. This show adornment will be rebuilt at once and material for it is on the way.

The only other damage was to the roofs of the booths used by local eating stands when the fair is on.



DAVID B. ENDY, executive head of Endy Brothers' carnival enterprises, whose operations in the East have attracted attention in show business.

"Loop-It" Scores a Hit At Central Florida Fair

NEW YORK, Feb. 27.—Hyman Wagner, factory representative of the Piesen Manufacturing Company, is back in the city after a successful demonstration of "Loop-It" at the Central Florida Exposition, Orlando. While there Wagner operated a battery of these new concession devices and reports most gratifying sales results. He stated that many fair secretaries were in praise of the fact that a new concession item was really on the market for season 1937. The Royal American Shows purchased 10 units and the Greater Sheesley Midway eight for operation on each respective carnival, Wagner reports.

Diamond Midway Combines With Iowa United Shows

MUSCATINE, Ia., Feb. 27.—J. W. Diamond announced here that the Diamond Midway Shows have combined with the Iowa United Shows and will take to the road in May, with Diamond in advance and Charlie Fisher, secretary and lot superintendent. He reports that the shows will be motorized and that work on making ready is now in progress at winter quarters and that an up-to-date sound car will be carried.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Vernon's Sand Mound, Fla. Week ended February 27, 1937.

Dear Editor: This was our first widely advertised on the streets bona fide celebration and gala week. The event was billed as the Suwannee River George Washington Birthday Celebration and the Re-Signing of the Declaration of Independence Week. The city was beautifully decorated for the occasion. Large red, white and blue banners floated over the main thoroughfares displaying the pictures of George Washington surrounded by the five Ballyhoo Brothers.

Our almost mile-long midway was laid out for a mile and a half, up and down the main street, around the corners, on city hall lawn and into a few private yards. The only objectors to our setting up on the well-kept grassy municipal plot was the city mayor, city council and the leading objectors, who wanted to stop the digging of holes for our rest-rooms and the burying of the cook-house garbage. This was adjusted by the bosses, who promised to winter the show here next year and to spend approximately \$75,000 with the local merchants if possible.

Monday at 10 a.m. the event opened with a two mile long street spectacle which was viewed by 40,000 people or more probably. Parade marshal General Agent Len Trucklow decided to keep it on the streets that held our shows and rides, which held the spectators close by.

Gooding Units Making Ready

Ride magnate completes plans and starts winter-quarter work

COLUMBUS, O., Feb. 27.—Upon return to his headquarters here this week from an extensive tour thru many States, F. E. Gooding, general director of the Gooding Amusement Company, announced his plans complete for three show and ride units and put 12 men to work on each. From now until the opening there will be much done by artists and artisans in making the show properties ready for the road.

Gooding announces three units for the present, staffed and titled the Gooding Greater Shows No. 1, Gooding Greater Shows No. 2 and the American Exposition Shows. Staff for No. 1 has E. C. Drum, general manager; Mrs. E. C. Drum, secretary; E. W. Weaver, general agent, and J. F. Murphy, assistant manager and superintendent of concessions. Recent additional bookings are H. E. Hunt, shooting gallery and ball games; Homer Moore, funhouse, penny arcade and Life Show; Johnny Chapman, bingo, and Oscar Mallory, frozen custard and cook-house.

The No. 2 show is managed by George Pence, with Johnny Enright as assistant and superintendent of concessions.

Gooding's new unit, the American Exposition Shows, is under the management of William J. Goutermount; Mrs. William J. Goutermount, secretary, and Felix Bley, general agent. This show has 10 riding devices and the same number of shows, including an Octopus, Strappillar and eight-car Whip. Eddie Catterberg has booked his trained Chimp Show, photo gallery and penny pitch. J. C. McCaffery has contracted for a new electric frozen custard machine and a country store. John Mudler will have bingo, and Angelo Bloatesse, pop corn on an auto.

On a recent trip to Savannah, Ga., General Director Gooding purchased a Mirror Maze, which will be remodeled. Lawrence Franklin reports as press agent.

Dancing "Susie Q"

It was Baby Ruth Pontico, 157-pound (?) fat girl, who cast aside every known precedent of show business to waddle onto the stage of the Victory Theater, Tampa, during the recent performance for the benefit of the Showmen's League of America Cemetery Fund. It was in the wee sma' hours of the eventful night that she danced the now famous "Susie Q" with no less a star of Ringling Bros. and Barnum & Bailey Circus than Altomaine, the human mountain. The performance of this duo was afterward admitted to have been the hit of the show. What an act!

Royal American On Velvet

Florida tour tops expectations — shows back in Tampa ready for season

TAMPA, Feb. 27.—The mythological Greek god of riches—Plutus—strode the fairgrounds of Florida this winter in a big way. And his ancient rival for public love, old Jupiter Pluvius, the god of rain, wasn't even in the running as far as the Royal American Shows were concerned.

For the Central Florida Exposition, Orlando, which concluded its 27th annual session Saturday, February 20, was everything a Florida mid-winter fair should be.

Not a drop of rain, days upon end of brilliant sub-tropical sunshine, afternoons of better-than-expected play and nights that loomed large and lasted right thru the curfew hour of midnight. The only ones who didn't beg a proverbial bang from this week were Raynell's Chex Fares performers, who put on a score of shows nightly, and Claxton's Rhythm Serue, which topped the midway with a spectacular round of capacity houses without jams and not one instance of price-cutting.

Walter Devoyne, secretary, reported that the shows passed last year's midway income record Thursday, with Friday and Saturday business hourly establishing new flings at record-breaking peaks.

Harry Illions' three riding devices pushed expectations under the table and topped all previous records for such equipment. Dick Best's Listing Freak Show passed last year's gross on Wednesday and Cliff Wilson's three attractions, with the Sea Monster show leading, all of which have played this engagement for three consecutive years, had nearly as much clocked up on the till in the first five days as they got here for the first two engagements. The Ponticos, operating the fat show, and the Kemps, with their riding lion act in the spectacular Motordrome, which is playing its third visit in Orlando, made midway history again.

The Orlando engagement was six in- (See ROYAL AMERICAN on page 49)

Street Fair Season On in Paris

PARIS, Feb. 22.—The street fair season is under way with the opening last week of a big fair at the Place d'Italie. Fair, which runs two weeks, has nearly 100 big rides and attractions and an equal number of small concessions. Among the big rides and shows are 3 Auto Scooter rides, 2 Caterpillars, 2 groups of Loop-the-Loop swings, 10 de luxe kiddie rides, several flat rides, the Cirque Fanni, tent circus, a dog show, several girl shows, freak shows, Funhouse, motorcycle wall and boxing arena.

Big street fair at Aix en Provence has 75 attractions, including Auto and Water Scooter rides, Ferris Wheel, Steel Racers, Caterpillar, Haunted Chateau, motorcycle wall and several shows. Street fair at Parthenay has tent circus, menagerie, musée of anatomy, Auto and Water Scooter rides, motorcycle globe, Funhouse and freak shows.

CARNIVAL NEWS and Show Letter Writers! Kindly send all carnival matter direct to The Billboard, Cincinnati, O. Relay means delay.

You Can Have Coleman INSTANT GAS SERVICE for Lighting · Heating · Cooking on the road . . . and everywhere!



- PORTABLE
- LOW-COST
- SPEEDY

Wherever you need quick, powerful heat or light, there's a Coleman Lantern, Stove or Burner that will do the job dependably and economically. They make their own gas from ordinary gasoline; give real city gas service everywhere.

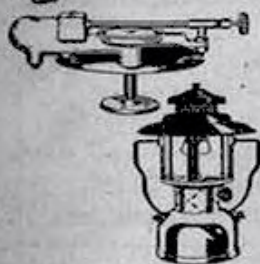
For cooking in concessions, trailers, homes, cottages, restaurants . . . for heating coffee urns, griddles, boilers, steam tables; in pop corn and "hot dog" stands there's a Coleman Stove or Burner that just fits the job.

Coleman Cabin and Trailer Stoves light and regulate instantly, just like city gas. They're compact—sturdily built to withstand the knocks of hard use.

Coleman Burners deliver intense, economical heat just where you need it, without need for commercial gas connections.

Coleman Pressure Mantle Lanterns are the finest outdoor lights. Dependable, powerful, will do a real lighting job in any weather. No storm can blow them out.

Whatever your requirements are for lighting . . . heating . . . cooking . . . a Coleman Instant-Gas Appliance will serve you best and give you most for your money.



FREE—Send for illustrated literature showing the various models of Coleman Stoves, Burners, Lanterns. See how they can help solve your heating and lighting problems. You've never far from Coleman service. More than 25,000 Coleman Dealers in every part of the United States handle Coleman products.

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OPENING CLEVELAND, TENN., MARCH 20th LAST CALL

STANLEY BROS. SHOWS

40 WEEKS OF CELEBRATIONS AND FAIRS BOOKED IN MONEY SPOTS.

WANTED AT ONCE—Real Cookhouse, Concessions of all kinds, no exclusives; Shows that do not conflict. Can place a Complete Colored Minstrel Show. Will book Whip, Loop-O-Plane or any other Ride that does not conflict. Free attraction this season—CAPT. CLIFF GREGG, "The Human Cannon Ball."

STANLEY BROS. SHOWS Cleveland, Tenn.

MARKS SHOWS, Inc.

OPENING EARLY IN APRIL IN RICHMOND, VA.

Account disappointment can book Motordrome. Must be in good condition and capable of getting money. Side Show, with or without outfit. Unless you are capable and have something to offer save stamps.

CAPABLE SHOWMEN, GET IN TOUCH WITH US. Will furnish complete outfits to worthy showmen with worth-while ideas and something different. Legitimate Concessions. Let Us Hear From You.

JOHN H. MARKS, Box 771, Richmond, Va.

THE WORLD OF MIRTH SIDE SHOW CAN PLACE

Novelty Acts that entertain. Freaks who are new to this territory. NO PITCH ACTS. State fully your description and salary expected. Season opens May 1, Alexandria, Va.

All address to

THOS. W. KELLEY, Box 854, Sarasota, Fla.

Zimdars Greater Shows

OPENING MEMPHIS, TENN., MARCH 15

Can place one more Single High Act, Rides, Loop-O-Plane, Pony Track. Shows—Ath. Show, Motordrome, Working World, Unborn, Monkey Circus, Dog and Pony Circus, or any unusual show, with or without outfit. Concessions—Can place Wheels, Coupon Grind Stores and Slum. Sailor Harris wants Working Acts for Side Show. Show takes lot March 15 and goes north. Address BOX 574, or WINTER QUARTERS, 352-354 N. Front St., Memphis, Tenn.

Is Your Subscription to The Billboard About To Expire?

Line o' Two of News

CLARKSDALE, Miss., Feb. 27.—Daniel C. Brewer, local attorney, announced that the Cotton Festival Association has contracted the McClelland Shows for its fair date in September.

TALLAHASSEE, Fla., Feb. 27.—Auto Skooter Attractions, Inc., Tampa (amusements), was incorporated here with B. Melville, J. L. Peyser, Nate Miller as directors.

ROLLA, N. D.—West Bros. Carnival has been engaged for the city's annual summer celebration.

ABERDEEN, S. D., Feb. 27.—H. D. Smith, formerly of the Pacific Whaling Company, has joined the advance of the B. C. Frisk Shows.

DENHAM SPRINGS, La., Feb. 27.—Harry L. Small, business manager Ralph R. Miller Shows, stated that contract for the midway attractions for the Fat Stock Show, Port Gibson, Miss., had been awarded the Miller Carnival.

NORTH BIRMINGHAM, Ala., Feb. 27.—L. J. Heth Shows announce the booking of the following fairs: Gibson County, Princeton, Ind.; Colquit County, Tusculumbia, Ala. and Yazoo County, Yazoo, Miss.

PORTSMOUTH, Va., Feb. 27.—Strates Shows will open the season here in April, auspices Ladies Auxiliary, Veterans of Foreign Wars. Ben H. Voorheis is in charge of promotions for the shows.

BIRMINGHAM, Feb. 27.—Charles Strickland, who has been with the L. J. Heth Shows for the past 20 years, was taken to the Hillman Hospital last Sunday and is being treated for pneumonia. He is reported to be improving.

CINCINNATI, Feb. 27.—Owing to recent cold and uncertain weather con-

ditions, reports are coming in that a number of carnivals south, over a wide range of territory, have postponed their openings as planned for week of March 1.

OSCEOLA, Ark., Feb. 27.—The new home and winter quarters of F. M. Sutton, north of this city, were announced as completed and ready for occupancy.

Tinsley Shows Buy Sheesley Caterpillar

GREENVILLE, S. C., Feb. 27.—The Tinsley Shows announced today the purchase of a Caterpillar ride from John M. Sheesley, of Greater Sheesley Midway. Also stated other rides are to be purchased. Ride will be shipped from Charlotte in time for opening.

Philadelphia

PHILADELPHIA, Feb. 27.—South Street Museum: Talley's Colored Revue of seven people; Prof. Thompson, magic; Winsome Winnie, fat girl; Capt. Big, tattooed man; Boola Boola; Teddy Ward's Flea Circus, and Mme. Camille, mentalist. Dancing girls in annex. Business good.

Eighth Street Museum: Woodrow Horn, armless entertainer; Doc Forbes and Wee Jean, Scotch midget, in Shooting Thru a Woman; Shackles, hand-cuffs and strait-jacket escapes; Poes Plastique; Spidors and Mysteria illusions; Princess Zaida, mentalist. Dancing girls and Mary Morris in annex. Business still good.

Duke Jeanette spent a few days in the city arranging for the coming season. Will again be with Cettin & Wilson.

Art Lewis and his representative were visitors.

Mrs. Tom Hasson left for Albuquerque, N. M., to visit an uncle who is ill.

Bob Morton arrived from Cleveland, where he visited the Shrine Circus.

"For He's a Jolly Good Fellow"

This two-column editorial appeared in *The Laredo (Tex.) Times* Thursday, February 18, topped with a cut of J. George Loos.

J. George Loos and his Greater United Shows have become a real part of Laredo. There are some things about Laredo as distinctive as beer in Germany, as stripes on a zebra, as curves on a beautiful woman. The orange trees that grow along the sidewalk, the 80-degree climate in the middle of winter, the deer that graze right up to the city limits, the coyotes that howl on a still night, the stars that shine so brightly and so closely you can nearly touch them on a summer evening—there are many things that make Laredo distinctive.

Genial gentlemanly J. George Loos is becoming a part of those general things that lend atmosphere to make Laredo distinctive and different. For over a dozen years now George Loos and his shows have been coming in in the late fall and making Laredo headquarters.

It's something like the ducks flying south in the spring. When they arrive on schedule maybe they don't get the credit they should. That's the way about George Loos and his great show family.

Laredo has grown to expect them. They come in and begin unloading. In an hour or so Tom meets Bill on the street and says: "Understand George Loos is back in town." That's news! "Good, I want to see George. Understand he had a big season."

For the next few days it's a question of handshaking for George Loos. Everybody from the shine boy to the banker is glad to see him back. And he pitches into becoming a real citizen.

There have been times when George had some tough seasons. It wasn't his fault or because he didn't have a high-class show. It was because times got so tight very few people could go to carnivals. The droughts, duststorms and floods also have taken their toll from George Loos' pocketbook.

But he always lands right side up. Laredo knows that he deserves to. Everybody hopes George will make a million dollars before he dies. He undoubtedly will, but the chances are he won't keep very much of it.

George has seen the seamy side. He knows how insistent an empty belly can get for food and drink.

And George, very human George, has learned something smugger and less human folks have never learned. George Loos knows that one owner of a belly can get just as hungry, just as weak, just as depressed as another. George Loos knows that a tramp with lackluster eyes, who is whipped morally, mentally and physically and is only alive because death has been unmercifully slow in doing its duty—George knows that individual may have lost everything else, but that he or she still must have food.

George is a sucker for a hard-luck story. He's a pushover for a touch. He's been greatly imposed upon, but he has never gone to bed at night and had as a bedfellow a conscience that cried out to him that he let a fellow mortal leave his presence hungry.

George and his company wander most of the time. His kids have to snatch education in many schools throughout the year. But Laredo is his home for a few months each year. He likes Laredo. Laredo likes him.

He's a sports. He's an all-round good guy. Laredo has had time to study him closely. They know he keeps only high-class folks working for him.

They know that the years he's been here that the police blotter is still unswollen from entries made by members of his force.

George Loos and his shows are going full tilt out at the carnival grounds now. Thousands upon thousands are attending. The show will last all next week. Everything out there is high class and new and fine.

George is a good showman. Anything new in the carnival line and George nabs it.

So the Washington's Birthday celebration and George Loos are here again.

Hurray for both of them—particularly for George Loos.

Hosmer Flashes

SAN ANTONIO, Tex., Feb. 27.—L. S. (Larry) Hogan, general representative Beckmann & Gerety Shows, is enjoying a short stay combining business with pleasure.

Mrs. Fred Beckmann entertained a few friends at dinner in her private car recently. Those participating in this genial lady's hospitality were Mr. and Mrs. Charles Jameson, Mr. and Mrs. Jack Ruback, Marie Broughton, Bertha Grubb, Larry Hogan and Kent Hosmer.

Bertha Grubb and Marie Broughton, well-known show women, are really enjoying their winter's stay here. Encoined in their cozy apartment these two amiable ladies have done considerable entertaining during the winter. During the past week they were hostesses to a jolly gathering of showfolks when Mr. and Mrs. Charles Jameson, Mr. and Mrs. Jack Ruback, Mrs. Fred Beckmann and Larry Hogan did justice to a lavishly prepared chicken and fish dinner.

Becoming bachelor girls for a day, Mrs. Beckmann, Mrs. Charles Jameson, Mrs. Sue Thomas and Mrs. Belle Wortham recently motored to Eagle Pass, Tex., enjoyed a game dinner in Old Mexico and returned home in the late evening.

Felix Charnecki, Hogan and Hosmer motored to Laredo, Tex., February 22 to enjoy the annual Washington Day Celebration this border town is noted for. Made a call on J. George Loos, owner of the Greater United Shows, who was playing the date, and took a trip across the border for a quail dinner, which completed a perfect day.

Mr. and Mrs. Sam Gordon have arrived to get the concession department lined up for the season. Sam has been superintendent of this department on the Beckmann & Gerety Shows for a number of years and is a popular executive. This will be Mrs. Gordon's first season with the show, she taking Sam as a life mate for better or for worse during the early winter in St. Louis.

Work at winter quarters of Beckmann & Gerety Shows is progressing nicely. Forty artisans are busily engaged in the various departments. Several new wagons have been built as well as a number of elaborate fronts. The entire show is being repainted and redecorated and the illumination will be the last word in modernistic lighting. The new Octopus ride has arrived from the factory and is being repainted to conform with the show's color scheme. The show will open its season in San Antonio at the annual Battle of Flowers Fiesta. Reported by Kent Hosmer.

GOLDEN GATE

(Continued from page 47)
man, and Floyd Pincon, assistant. Acroplane, Jerry Lynch, foreman.
Concessions: Blower, Spot, Kelly, owner; Chester Conley, Ben Stone and Paul Oleson, agents. Bottle Game, Bill

Missouri Show Women's Club

ST. LOUIS, Feb. 27.—The club's regular weekly business meeting was held in the clubrooms at the American Hotel Thursday, February 18, with President Norma Lang presiding. A large number of new members were present. Due to the fact that Secretary Clela Jacobson joined her husband in Texas Nell Allen was appointed secretary pro tem, she being chairman of the ticket committee. Mrs. Allen had a most satisfactory report to make on the Valentine dance, which exceeded all expectations due to the efforts of all the committees.

The 1937 membership drive started off with a bang, so President Lang has ordered more club pins and badges. Applications were presented for memberships by Grace Goss for Mrs. Phil Becker and Mrs. Milford Smith; Jane Pearson for Mrs. Caroline Holt, and Norma Lang for Mae Thompson White.

After the business session adjourned a beautiful lamp which had been donated to the club by Grace Goss and John Sweeney was raffled off and was won by Mae White. The balance of the evening was spent playing bingo. Millicent Navarro, Grace Goss and Irene Burke were the winners. The usual delicious lunch ended the evening, with Norma Lang acting as hostess.

ROYAL AMERICAN

(Continued from page 47)
stead of five days this time, with Children's Day as an opener. General Manager Bickford reported an attendance of 22,000, which was one-fifth ahead of Children's Day last year and one-third ahead of opening day 1936. Monday's daily gross was up 50 per cent and Saturday was another big day of the week especially so this time because Florida's new governor made his initial public appearance.

Curtis Velare said his concessions were nearly double the record of last year, and independent concessions, Bickford said, were doing unusually well all along the line.

Royal American Shows returned to Tampa where they resumed winter quarters construction work for six weeks prior to spring opening.

Cortes Lorow's Illusion Show and Frank Graham's Wax Show experienced exceptionally fine winter engagements on Royal American's four Florida spots. Lorow is building an entirely new attraction for the season.

Oberhaus and Skip Delavan, agents. Roll Down, Billie Clare and George Wasko, agents. Penny Pitch, Mrs. Bud Burke and Bob Longerman, agents. Ham and Bacon, Charley Tobin, Etta Roberts and Joe Hyman, agents. Kotton Candy, Mrs. Lenore, agent. Candy Apples and Candy, Mrs. Ethel Krug, owner; Lena Ashton and Belle Puryear, agents. Pop Corn, Joe Bennett, agent. Balloon Dart, D. T. Smith and Pinkayson, agents. Bottle Game, Norman Crane and John Mitchell, agents. Shirley Temple Dolls, James Scruggs and Bud Tenney, agents. Bottle Game, Mrs. E. L. Kelly and Dan Stover, agents. Short Range Lead Gallery, Tom Danton, agent. Bowling Alley, Joe Mettler, Benjie Fox and Norman Burns, agents. Cork Gallery, Joe Jacobs and Moe Klein, agents. Clothes Pins, A. J. Gleason, Dick Thornton and Joe Luggar, agents. Dumper, Mrs. Joe Mettler and Marty Collins, agents. Duck Pond, F. D. Phillips and Pearl Smith, agents. Blanket, Perry Tallman and Eddie Corcoran, agents.

Midway notes: On opening day the show management was the recipient of floral pieces from the Pacific Coast Showmen's Association. Acme Wrecking Company, Edwards Novelty Company and Mrs. J. A. Bailey.

An attractive marquee adorns the main entrance, to which admission is charged.

The trailer combination light plant and office is most unique.

Mrs. Harry Bernard is recovering from recent illness and will have three concessions.

The sponsors of the Golden Gate Gate Shows are not unknown in the carnival business. Joe Krug has been identified with various carnivals as concession operator and in various executive capacities. Max Harry Bernard is well known in the concession line and has had many years' experience on the 10th.

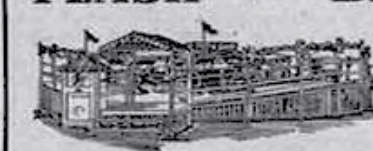


AS COLORFUL AS A PARADE... DONALDSON POSTERS

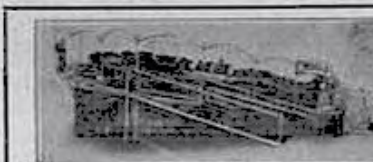
The brilliant coloring of Donaldson's new designs warms the cockles of a showman's heart and makes the tokens tinkle at the gate. Donaldson Posters, Cards and "Dates" are the latest in lithos... all sizes... ready for immediate delivery. And we mean IMMEDIATE delivery. Write...



FLASH - DASH - CASH



are combined in the 1937 TILT-A-WHIRL
Dazzling Beauty—Quick Portability—Real Money-Getting Power.
FOR PARTICULARS WRITE
SELLNER MFG. CO., Faribault, Minn.



RIDE-O-RIDE

1937 Models more attractive, more profitable than ever. The ride that has made good on dozens of Midways the World over.
For Big, Sure Profits Get Details Now.
North Tonawanda, N. Y.

Two Sizes—12-Car, 18-Car. For Commercial and Portable Use.
SPILLMAN ENGINEERING CORP.,

New England Shows

have contracts for the following:
Bridgeport, Conn., April 17-May 1; Stratford, Conn., May 3-8; Stamford, Conn., K. C. Grounds, heart of town, May 10-15; Ossining, N. Y., Firemen's Convention, May 17-22; Poughkeepsie, N. Y., V.F.W., May 24-29 and many other choice spots to follow through Massachusetts, New Hampshire and Maine.
Wheels and Grind Stores Open; also Custard, Candy Floss and Apples.
Will buy a 50 or 75 K.W. Transformer.
No Rides wanted, as we own all of the following: Two Ferris Wheels, Merry, Chair-O-Plane, Whip, Loop-O-Plane, three Kiddie Rides and a new Octopus.
Will book Shows with or without their own outfits. If you have your own outfit, we book on a 25% basis.
Will sell exclusive on Ball Games, Grind Stores \$20.00 per week. Charlie Wulp writes.
ADDRESS ALL COMMUNICATIONS TO
W. J. (Billy) GIROUD
1564 Broadway, Room 202, Palace Theater Bldg., New York.

WALLACE BROS. SHOWS

Canada's Premier Tented Attractions
OPENING MAY 1st
Want Shows with or without own equipment. Also Legitimate Concessions. Want Manager for Ten-In-One Show. Mr. and Mrs. A.L. Seivall write. Want Manager for Penny Arcade. Also Manager for Streets of Paris. For Sale—Frozen Custard Machine, will book on show.
Address — JIMMY SULLIVAN, — P. O. Box 442, — Toronto, Can.

MIGHTY SHEESLEY MIDWAY

OPENING ANNOUNCEMENT
Week of April 10, seven days, open at Charlotte, N. C. All Ride Foremen and Repair Men who haven't gotten in touch with me report March 15. WANTED: Drome Riders, male and female, or would consider leasing Drome. Show has the best string of fairs we have had in years. Carrying the Great Wilno, Cannon Act, being shot over two Ferris Wheels; also Carver's High-Diving Horses; also Fireworks. FOR SALE: Complete Caterpillar with New Tunnel.
Address JOHN M. SHEESLEY, Charlotte, N. C.

WHEN ARE YOU OPENING
In checking up on that last minute rush, remember we're ready for the rush act on Tents, Wag, Bally, Etc. Materials in the factory. Workers ready to grab the order. Now is the time to
WRITE — WIRE — PHONE.
BAKER - LOCKWOOD
17th and Central, Kansas City, Mo.
America's Big Tent House
Eastern Representative—A. E. Campfield,
152 West 42d St., New York City, N. Y.

MOTORIZED
Write the Show Folks Plan of Financing.
CHARLIE T. GOSS
Twenty-Two Years in Outdoor Show Business.
Now With
STANDARD CHEVROLET CO.,
E. St. Louis, Ill.

T. J. Tidwell Shows
CAN PLACE SEVERAL A-1 SHOWS FOR 1937 SEASON.
Detailed Showmen get in touch with us. Address BOX 254, Sweetwater, Tex.

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Get that Photo Jewelry Business with a Novelty Camera. Fifteen hundred pictures from a \$1.50 roll. Send for details today; also ask about the New 24 Camera with 1 1/2-second shutter, complete at \$55.00.
PHOTRAIT COMPANY
631 E. 140th St., Cleveland, O.

WHEELS
Park Special
30 in. in diameter. Beautifully painted. 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 1936 Catalogue, full of new Games, Toys, Biscuits, Lanes, Aluminum Vases, Candles, Pillow Tops, Balloons, Paper Hats, Fans, Costly, Artificial Flowers, Novelties.

Send for Catalog No. 236—Heavy Convention Walking Canes.

CANES
Price Per Gross, \$21.00.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

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All Readings Complete for 1937.

Single Reading, \$1.50, Typewritten, Per M. \$5.00
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NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Profitable. 1200 Questions Asked in Heavy Gold Paper Covers, Good Quality Paper, Sample 50.15

HOW TO WIN AT ANY KIND OF SPECULA-TION. 24-Page Booklet, Beautifully Bound, Sample, 25c.

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ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25 to 50 cents. Our name on ads do not appear in any publications.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO.
Instant delivery. Send for Wholesale Prices.

MENTALISTS -- PALMISTS ALL PRIVATE READERS

Get out for the greatest clean-up you have ever known. Write me at once for information on the greatest secret ever known for this purpose. I will do the thing you want to do. Be the first in your territory, or be sorry. My letter outlining what you can do with it will amaze you.

Do Not Delay - - - Write Me Today!

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With Full Hourly and Daily Guides.
Hodges' Planets, 4-7 and 30 Days' Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Milk Changes, Books, Graveling Courts.

New 140-Page CATALOGUE now off the press. Most comprehensive list of Apparatus and Supplies in the World. Catalogue, 50c. None free.

NELSON ENTERPRISES
128 S. Third Street, Columbus, O.

It takes 30 TON PRESSURE

to emboss the Lord's Prayer on a Penny. Fancy lots of readers can't stand up. Buy a proven, guaranteed product. (Penny 5 times faster). Send \$1.00 for sample Penny and facts to

BLUE DOT STAMP CO.,
Established 1928,
124 E. Larned St.,
DETROIT, MICH.

POPCORN

South American, Jap. Hulls, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.

H. B. HUISINGA
DELAND, ILLINOIS
Crown of Pure-Bred Varieties of Popcorn.

SUNSET AMUSEMENT CO.

Have new side-show top, front and banners open to reasonable party with something for the inside. Equipment for Girl Show Booths, Howling costume, commodes, open 4 Cork Gallery, Bowling Alley, Pitch Win, Fishbowl, Diggers, Lead Gallery, Frank Buck and Chandel. No rental. P. O. BOX 224, Carbondale, Ill.

SOL'S LIBERTY SHOWS, INC.

Now Booking for 1937 Season
Address, CARUTHERSVILLE, MO.

Midway Confab

By THE MIXER

Goofy Gilly Gab

Place—Silly (Gilly) Willie's cookhouse. Carnival—Gillyhoo Sisters and Angel Cake Shows. Narrator—A-1 (Ten Nights in a Box Car) Talker. Time—B. M. (Before Mike).

Prelude—A bunch of squawkers had declared a sit-down strike in the cookhouse and were debating gillies, when suddenly up jumps the (Ten Nights in a Box Car) Talker with the following avouchment:

What's all this gab about gillies? A gilly's a gilly, that's all! Haven't any of you goofs ever gilled? Why, I've gilled from spring until fall!

I gilled from Maine to Nebraska, and gilled from darkness till dawn.

Gilled thru cities, hamlets and towns and I'll gilly you all 'till you yawn.

Why, I've gilled and gilled and gilled. So now, will you stop chewin' the fat. What's that?

Did I hear some wise guy remarking, "Ah! Nuts to you and in your hat?"

Well, a gilly's a "trick" where the owner keeps grumblin', "I'm still in the red."

Where men tear down and men put up, and never get to bed.

A gilly's an outfit where you load a hired wagon, go down to a box car, unload the wagon, then back to the lot; load up the same wagon, then back to the box car, unload the wagon, flop in the box car. Hit the next town, unload the box car, onto the wagon and down to the lot, tired feet a-dragging. And that, gentlemen, is a gilly. Let it be a lesson to you, and always remember that, he who gillies, gillies, and not only that, but let me tell you right here and now that the above elucidation was not dug out of any encyclopedia. Better and greater men than you or I have gilled, and by all the gallopin', gillipin', gillies, some of us will always be gillies.

HARRY EDWARDS.

P. S.: (L) Aut Insanit homo aut facti (I wonder).

PHOTOS of Show Women Wanted: All women who are active in the carnival field, ladies' auxiliaries of showmen's clubs and wives of owners and managers are requested to send in their photographs to The Billboard, Cincinnati, O. Groups of show women are especially desired for publication. Kindly list the names in full and line of work engaged in on a separate sheet.

OBVIOUSLY season 1937 is now on.

WHERE is Richard Scott, the colored minstrel producer?

W. FRANK DELMAINE is again secretary for the J. L. Landes Shows, usually on tour somewhat west of Kansas City.

WALTER D. NEALAND has closed his museum tour and is back on the press job with Rubin & Cherry.

IF YOU mess with pigs you are bound to get all bogged up.—Wadley Tif.

J. GEORGE LOOS gets editorials without the aid of a press agent. But he should have one.

TOMMIE (WHITIE) HENDERSON communicate with your wife, Etta. Trouble, she writes.

M. PIMENTEL cards from New York: "Will again be with Miner's Model Shows as electrician. My concessions will be enlarged and under new canvas."

C. D. ANDERSON letters from Monmouth, Ill., that Charles Deverger and wife will have the girl show with his organization.

WHEN Soapy Glue gets drunk his clothes seem to do the same.—Tilly Few Clothes.

B. B. BROWN letters from Philadelphia: "S. A. Kerr, well-known general agent, is now a member of Mecca Temple."

GEORGE A. BALDWIN recently launched the season for the Baldwin United Shows in South Carolina, he states in a letter to The Billboard.

Behold! General Agents! None of Whom Are "Johnny Newcomers"



G. W. GRACRAFT, of the Ideal Exposition Shows, a new Eastern carnival.



AL FISHER, who pilots Clark's Greater Shows up and down the Pacific Coast.



L. CLIFTON KELLEY, of the State Fair Shows, a Western organization.

E. R. BRUER letters from Ft. Worth, Tex.: "Mrs. Sid Fuller underwent a major operation in Dallas at St. Paul's Hospital, but is doing very nicely."

FRANK HENNESSY, the bagpiper, has been in poor health of late. Is a frequent caller at the New York office of The Billboard.

WONDER BROS. sounds like a good carnival title.

VERN LAVERN cards from Chicago: "Have been working with Common-

wealth Edison this winter. Will be with the Harris Carnival.

O. J. BACH cards from Ormond, Fla.: "Contracted Harold Hard for public-address system and sound truck for the O. J. Bach Shows.

JAMES L. MURPHY, formerly with Melville-Retes Shows and De Luxe Shows of America, is recovering from a recent illness in New York City.

AL RENTON writes from Newark, N. J.: "FLOYD NEWELL: Go easy on those long columns. Remember your recent illness. You are overworking yourself. Go easy until Nurse Renton gets to you."

BUCK MOUGHAM cards from Canton, O.: "Wintered here at my stock farm. Getting ready with all new equipment. Sold a show truck and some animals to Hahn Bros. Will open with some carnival."

SO ALL of you are going after the afternoon play this season!

CHARLES LIPSEY cards from Union City, N. J.: "Putting in the winter here pitching candy in a burlesque house. Will be back with the Johnny J. Jones Exposition."

DOC HALL letters from Los Angeles: "Show business has started to boom around here again. Several opened in one day on various locations. Regards to Charles C. Blue; we are very old friends."

MARIAN WILSON letters from Pittsburgh: "Spending winter with mother. Will have a cat rack this season. Got word from Lillian Hall that she is very sick. She is an old trouper, same as I am."

TO REMEMBER: Dan Odum, Charles Doan, Rodney A. Crall, John P. Martin, W. J. Altman, Ed K. Smith, Robert H. Kline, Ed Jessop, Charles Jessop, Irene Lachmann, Namy Salih and Roy Ludington.

WHEN YOU open the season the least you can do is to open it auspiciously.

ROY G. MARR letters from Kansas City: "Busy building and painting up my string of concessions. Booked with W. A. Gibbs Shows. Mrs. (Boots) Marr will join soon following her vacation in Lincoln, Neb."

SAMUEL D. EDDY letters from Red-

K. F. SMITH says:



"The ELI POWER UNIT I purchased last year was just what I needed."

ELI BRIDGE COMPANY
Builders of Dependable Products,
N. West St., JACKSONVILLE, ILL.

THE NEW KIDDIE AIRPLANE SWING



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.

SMITH & SMITH, Springfield, Erie Co., N. Y.

HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.
Open All Year Round.
Want Freaks and Novelty Acts of merit at all times.

SCHORK & SCHAFFER.

lands, Fla.: "The Samuel D. (Determination) Eddys are the proud parents of an 8 1/2-pound boy. We are the possessors of a boy and girl two years old. With the Royal Palm Shows."

TO AGAIN REMEMBER: No attention paid to any kind of unsigned communications, and this goes for those who say "withhold name." If you are cowards or are trying to put over something, stay off The Mixer.

SAM HYSOON cards from Ehrhardt, S. C.: "Have booked athletic and girl shows with Greenland Exposition Shows, making second season. Will leave here soon for winter quarters in North Carolina."

Have faith in the carnival business or get out of it.

L. C. VINT letters from Rock Rapids, Ia.: "I operate a corn game on independent midways and have my own transportation and sound equipment. Generally play the same spots year in and out."

J. HICKS letters from Waynesboro, Ga.: "James H. George, Drew Jr. and his brother, Harvey Drew, arrived in Augusta from Orlando, Fla., where they attended the Central Florida Exposition and Mt for Atlanta."

N. M. MASSARO letters from Thomaston, Ga.: "Mrs. Massaro gave a birthday party to daughter, Connie Ann, age 2, here February 21. Guests were Frank Duggan, Oscar Fox, Tommy Thompson and Mrs. Thompson (Princess Lavonne), who motored from Dothan, Ala."

LONNIE E. WOODS cards from Richmond, Va.: "With my troupe of dare-devils have contracted the Motordrome with L. E. Roth, of the Blue Ribbon Shows. We were formerly with Earl Purdie's Lion Autodrome on the World of Mirth Shows."

MRS. CLINTON L. NOGLE letters from Shreveport, La.: "Mr. and Mrs. Clinton L. Nogle, formerly with United Shows of America, have returned here after an extended visit to San Antonio and Mexico City, D. P., Mexico. Will be with Remmie Bros.' Shows."

CAN A show let be laid out without the aid of a walking stick?

RITA CURLLEY cards from Hollywood: "After a lapse of 10 years Frank and Katharine Curley and Rita are visiting Curley's mother here. We were six years with Coleman Bros. and three with Laigasse shows. Will be back with the latter with a string of concessions."

PAUL HOUCK in a call at The Billboard office last week stated that he will open with the F. L. Plack midway in Detroit with his seven shows. He reports that the Ten-in-One show will be under a new Baker-Lockwood top, 120 feet long, which show will be featured.

S. PENSOULT letters from Washington, D. C.: "Have booked five concessions with O. C. Buck Exposition Shows, Sam Wasserman and S. Goldberg, two old friends who were with me on the Foley & Burk Shows a few years ago, are with me as agents."

IF YOU have a carnival title why not get a letterhead? Those that have carnivals have them.

DICK SHEAKS letters from Middleboro, Ky.: "Those in the winter quarters of the Modernistic Shows are Mr. and Mrs. M. L. Williams and Jackie, the daughter; El Brooks, Johnnie Lamb and Harry Goodman. H. W. Meeks is building fronts. Mrs. Polite Williams has cooking quarters."

DOC AND MRS. J. J. KELLY letter from Clarkdale, Ga.: "Wintered in Florida. It is a real pleasure to have been connected with the Harfield Cosmopolitan Show. Was also with Eric B. Hyde and Tom Terrell's Lucky Strike Shows, and enjoyed our stay. We are boosting for these outfits."

IT IS quite all right for a carnival to be futuristic, modernistic and realistic, but not antagonistic to show and traffic interests.—Starr DeBelle. Starr writes that Soapy Olue and Tilly Few Clothes did certainly add good laughs to Midway Confab. He states that he missed them in the recent issue.

PETE KAMINSKY cards from Valdosta, Ga.: "Dutch Kilgour was run over by a hit-and-run driver here about 11 a.m. Saturday, February 20, at Five

Points. We do not know how to locate his relatives, as he had no papers or address at all. Buried by McGowan & Giddens, undertakers."

HERE IS HOPING that all in the business will get plenty of folding money this season.

FRED B. TAYLOR reports from Thomasville, Ga., that he and wife will join Fred Vasche's Brown Novelty Shows with a miniature mechanical show and photo gallery. He says he has purchased new tops and will have a new front and novel effects in the show to back up the banner line.

SAILOR HARRIS letters from Memphis: "Owing to a letter I received some time ago as to which Sailor Harris I am would like to say that I am a tattoo artist and knife thrower. Now own a 130-foot side show with Zimdar's Greater Shows, featuring Bettie Belle Muse, child acrobat and contortionist."

SOME carnivals should keep their titles long enough for the ink to dry on their new letterheads for season 1937.

JAMES E. PINNEGAN cards from Augusta, Ga.: "Am still in one of the best towns in the South at Doctor Marvel's, headquarters for showfolk. Three shows wintering here, Johnny J. Jones, J. J. Page and K. P. Smith's. All of them are doing plenty of building. Page is building four really beautiful fronts."

DARBY MASON letters from Forest City, Ark.: "Am in the flood district and have been surrounded by water for four weeks. Cannot get out of town in any



LUCILLE KING, who concerns herself with news matter pertaining to the activities of the Ladies' Auxiliary of the Pacific Coast Showmen's Association. The little lady is special agent for Hilderbrand's United Shows and generally has a banner year. Photo taken when?

direction. This town has about 15,000 refugees in it. Am operating a photo machine and thought that some of the boys in that business would like to hear my news."

MRS. JEAN WALKER letters from Richmond, Va.: "My husband, Whitey Walker, formerly with Johnny J. Jones Exposition, will be connected with the office staff of the World of Mirth Shows. I will be connected with my mother, Mabelle Kidder, in her Temple of Mysteries. My brother, Gilman Brown, will be the talker. His wife, Georgie, will also be with it."

L. J. HETH will tell you that Red Onion revolved RED HEAD DAYS on his carnival years ago and that it made a hit.

M. L. HAMPTON letters from Magazine, Ala.: "Mr. and Mrs. Joe Hampton, of the Dixie Expositions Shows, have been running a night club on Mobile Bay for the winter but are getting ready to take to the road again. G. D. Scott, manager of the show, has men working in quarters, and Mr. and Mrs. Bill Stroud have their rides in nice shape."

K. G. BARKOOT letters A. C. Hartmann from Toledo, O.: "Was at the Detroit fair meeting when my wife called me home. She was taken seriously ill, so I came back and placed her in a hospital. She is home now but still confined to her bed. Heart trouble. Doctors say she has one chance in a thousand to

West Coast Observations

ARCHIE CLARK has about run out of telephone numbers.

SAM BROWN has not fire trouble and is not a torchbearer.

AL FISHER now has a Great Dane dog for a mascot.

ACME WRECKING COMPANY is not putting out a carnival.

O. N. Crafts has several carnival units ready.

O. H. HILDEBRAND is not known any more as "Red," it's now "Top Money."

DOC HALL thinks carnival secretaries should not be called back to paint the rides.

THEO FORSTALL claims he can eat all the doughnuts his wife, Peggy, cooks. Who couldn't?

GLEN LOOMIS is now manager of the advertising crew with Hilderbrand's Shows.

JOE KRUG says he will have to frame another carnival unit as he has another juice joint to place.

HARRY SEBER is framing a new show called "Push." Harry says you just got to keep pushing.

ED WALSH, manager of the Bristol Hotel, says he can now become a carnival manager as he has been listening in all winter to the chatter in his hotel lobby.

SEVERAL on the West Coast remember and know Red Onion and wish him the best of success.

AS ALL vital business of the Pacific Coast Showmen's Association has been settled, President Will Wright can now breathe easy, and Joe Gray can return to the Cleveland Great Lakes Exposition.—I. COLLIER DOWN.

Live, Dr. J. G. Quinlan is our family physician."

WONDER what side show or ten-in-one is going to have a soap bubble blower on a grand scale to entertain the children.

JOHN M. SHEESLEY letters from Charlotte, N. C., that he has added Covington, Va.; Greenville, S. C.; and Ronceverte, W. Va., to his long list of fair bookings previously announced and that he has a good route. He adds: "Am all set to take in the cash if it comes my way and I hope it will." The Mighty Sheesley Midway's sub title is 'A century of progress shows.'"

WALTER B. FOX, assistant manager Wallace Bros. Carnival, passed thru Cincinnati last Tuesday-Wednesday en route from his home in Greenville, Pa., to join the shows at Memphis. He made a brief stop with his brother in Cleveland. While staying overnight in The Billboard city he attended the fun party staged by the Cuvier Press Club as a guest of the outdoor editor.

IT SEEMS that half the people in this show business who use the word modernistic do not seem to know what the word means.

H. L. LAUGHLAN cards from Paris, Tenn.: "Howard's Museum closed a week's stand in Jackson, Tenn., to good business. Was the third one there this winter, but in different locations. Had many visitors from Dan Rice Circus. Ray Marsh Brydon was a great help to us while in Jackson. The writer is in advance and has been with Howard's enterprise for last five winters."

BILLIE WINGERT letters from St. Louis: "Wingert and Headley, known as 'Lena Ginstar and Cherie,' are winding up their winter season of night club dates here. Billie Wingert, manager of 'Karlene,' Australia's wonder girl, has booked this attraction for the second season with Chalkias Brothers' auditorium, under the personal direction of William Chalkias."

MANAGERS of some free acts are a lot of suckers not to let the show world in general know their permanent addresses.

MONROE EISENMAN letters from Portland, Ore.: "Mr. and Mrs. Monroe Eisenman make their home here. Going out about June 1. Am a general agent and have been with shows in the East. Am now a traveling salesman with a beauty supply company. Have been with Cettin & Wilson, J. Harry Six, Leo Bistany, George W. Traver and Rubin & Cherry shows."

A FELLER writes that he is looking to book a carnival in his home town. Looking should be good this season.

JOHN GORDON letters from Toledo: "Am an old-time weight guesser. With Dodson's Shows last season. Have been playing indoor and auto shows to fair business, but finally got in the red here at the Ohio Sportsman's Show. Going to play Indoor Home Show, Detroit, and

EVANS MONEY MAKERS
Rely on Evans 44 Years' Experience for the Best Amusement Equipment.

SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete line of Shooting Galleries. Supplies for Bill Makers.

EVANS DICE WHEEL
One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with clear and colored ornamental metal work, hand-painted and polished. Write for Price.

PADDLE WHEELS \$7.50 up
of All Kinds

FREE CATALOG
Evans' latest PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. A 11 x 17 in. of Wheels, Shooting Galleries, Sets, Creeps, Grind Stones, P. G. and Cases, Parts and Supplies—in fact, everything for the midway. This 80-page, fully illustrated Catalog is yours for the asking.

Write for It Today!

H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.

WANTED

Program, Phone and Banner Men for Albany (N. Y.) Shrine Circus and New Haven (Conn.) K. of C. Circus. Unless you can work as fold, save stamps.

Address
AL HAMILTON
HAMID-MORTON CIRCUS,
172 Temple St., New Haven, Conn.

SHENANDOAH VALLEY SHOWS
Opening March 13, Ellerslie, S. C.—Want to book Merry-Go-Round and Kiddie Rides, please any kids that don't conflict. Legitimate Stock Concessions only. Privilege, \$10 week. Opening for Smith Cookhouse, Cigarette Gallery, Bingo, Pop Corn, Shows with own outfit. Address Box 303, Elm College, N. C., until March 9, then Ellerslie, S. C.

BABY WHALE
Six feet long, with \$10 Banner, \$40.00; Etc. Man. \$15.00. Lots of others, all out price. List free.

NELSON SUPPLY HOUSE
514 E. 4th St., South Boston, Mass.

Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, Feb. 27.—Another interesting meeting was held February 25, with President J. C. McCaffery in the chair. Seated with him were Joe Rogers, first vice-president; Frank P. Duffield, second vice-president; Joe Streiblich, secretary, and Past Presidents Edward A. Hook, Sam J. Levy, C. R. Fisher and Ernie A. Young.

Cemetery committee presented final details for the purchase of the 100-grave addition to Showmen's Rest and a voucher was ordered drawn to cover same.

Finance committee handed in the bonds ordered purchased at last meeting. Relief committee reported that Brother Harry Coddington is showing marked improvement and is expected out soon. Brother Col. Owens is still confined to his home. Ways and means committee is working out details for a new campaign which will be presented in a short time.

Spring benefit was reported to be showing progress. The committee has been busy on the program and mailing of tickets. Chairman Ernie A. Young ventures the prediction that it will go over in a big way.

Membership committee now has a total of 45 applications for the year. Added to the membership at this meeting were Dall Turner, Chester De Rose, W. H. Davis and George S. Olmstead.

Past Vice-President Jack Nelson was a welcome visitor at the meeting. It was the first opportunity Jack has had to be with us in some time.

Manager Dall Turner and Goode, both of the Tom Mix Circus, attended the meeting. Incidentally Turney decided it would be a good thing to become a member of the club and forthwith signed an application.

Brother Dave Tennyson returned from a business trip and his first call was at the rooms.

A welcome letter from Past President Patsy Conklin received a round of applause when read. President McCaffery is highly elated over his forethought in selecting the Cemetery Fund Drive committee for 1937. Chairman Carl J. Sedlmayr is making plans for an extensive campaign to follow up his first success at Tampa.

Brother J. C. Simpson writes that he knows the membership committee will be on the job 100 per cent. Those who have pledged to contest for the gold life membership card are Fittale Brown, Morris Lipsky, Rube Liebman, John W. Galligan, Max Goodman, Rubin Gruberg, besides the never-tiring worker Sam Glockin and the 1936 winners, Brothers E. C. Velare and Harry Ross.

A letter from Brother Nell Webb advises that he will be with us for the spring benefit to be held April 5. Better keep this date in mind, brothers. It's the big social event of the season. The beneficiary is the American Hospital.

A postcard advises that Brothers Felix Guarnecki, L. S. Hogan and Kent Hooper are doing their stuff over in Old Mexico for a spell.

Well, let's close with the same old story. Have you paid your dues?

LADIES' AUXILIARY

Members gathered for their bi-weekly

15 Years Ago

(From The Billboard Dated March 4, 1922)

Accompanied by favorable weather, good attendance and an imposing lineup of attractions, Veal Bros.' 25-car organization inaugurated its season at Valdosta, Ga. . . . Henry J. Pollic, of Zeidman & Pollic Shows, while visiting in Chicago purchased five cars (four sleepers and one privilege) from the Pullman Company. . . . Fire in the Akron, O., winter quarters of the National Exposition Shows completely destroyed the building and everything in it. It was caused by an overheated coal stove which was being used to heat the carpenter shop. . . . Harry F. McGarvie, well-known director of expositions, was recovering from a successful major operation at St. Joseph Hospital, Philadelphia. . . . Entire J. George Loos Shows was practically being rebuilt under direction of W. E. Spencer and R. Vernon preparatory to the organization's initial engagement at the Fat Stock Show and Fair, Fort Worth.

Altho Great Patterson Shows' opening date was quite a few weeks distant, the work of assembling the organization was well in hand and nearly everything was in readiness for the first engagement. . . . Officials of the Atlantic Amusement Company announced that the show would hereafter be known as the De-Blaker & Fasan Greater Shows. Change was made owing to the fact that another amusement company was using the former title. . . . Mrs. Frank Lewis had just returned to her home in Chicago after undergoing a minor operation at the American Hospital there. . . . Showmen's League of America's impromptu farewell dance in the Tiger Room of the Hotel Sherman, Chicago, was highly successful and it lived out the fleeting hours until almost 3 o'clock in the morning. More than 300 persons, including showmen, their wives, children, sweethearts and guests attended.

Ladies' Auxiliary of the Heart of America's Showman's Club celebrated the second anniversary of the founding of the organization with an elaborate luncheon set on a beautifully decorated table in a private dining room of the Coates House, Kansas City, Mo. . . . Miller Bros.' Shows had just opened their season at the Pennscoils (Pa.) Mardi Gras to swell business. . . . W. C. Fleming, of T. A. Wolfe's Superior Shows, arrived in New York after having closed contracts for the midway amusements for the fairs at Winston-Salem, N. C., and Danville, Va. . . . Matthew J. Riley, owner and manager of the shows bearing that name, officially announced the appointment of R. A. Joselyn as general agent and traffic manager for his organization. . . . Despite the fact that the opening of the San Bernardino (Calif.) Orange Show was celebrated sans rain, Greater Sheesley Shows was enjoying good business.

B. H. Nye announced that he had just closed negotiations to act as general agent for the Smith Greater Shows. . . . "Punch" Wheeler and Don Carlos were headed toward Texas from New Orleans with Don's Monkey Circus with Punch booking the show in opera houses. Billie Boyce reported from Chicago that he had signed with the Wade & May Shows for the coming season.

social, which was held February 25, with Mrs. Paddy Ernst hostess for the event. A large crowd attended. Cards and bunco were the chief diversions.

President Mrs. Lew Keller has fully recovered from her recent operation and was in for the affair. She will officiate regularly at each meeting in the future.

Mrs. Ray Oakes has returned to her home from the hospital and is reported to be improving.

Mrs. Charles Driver is showing improvement and left on a short trip with her husband.

A number of the ladies have called at the hospital to visit our good friend Harry Coddington.

Treasurer Edith Streiblich and daughter, Alice, have made several week-end trips to Milwaukee to visit with her mother, who is on the sick list, and also to visit an aunt who recently arrived from Germany on her first trip to the United States.

Relief Committee visited Minnie Murdo, who has been confined to her home for the last three weeks.



CALLIOPE SALE

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Al. G. Hodge Shows, Inc.

Open in Belleville, Ill., Saturday, April 24 to 10th, Moose Spring Festival. Two Saturdays and one Sunday, Pay Roll Week, followed by Collinsville, Ill., on the main street, April 12th. American Legion Spring Festival and Street Bazaar, with a string of larger and 100% all working cities to follow (already contracted).

WANT: Shows, with or without transportation; Concessions of all kinds. Would like to hear from capable Special Agent, Showmen, who can and will put up paper (heat creators not wanted). We invite everyone that was with us last year to get in touch with us quick for playing the most promising season in history. Address all communications to AL. G. HODGE SHOWS, INC., W. M. TUCKER and ANDY CARSON, Managers, P. O. Box 32, Gary, Ind.

Pittsburgh

PITTSBURGH, Feb. 27.—Joe Allen, human corkscrew, joined Frank Wirth's indoor circus revue and will play the New England dates.

Izzy Cervone and his band left town to fill indoor dates for Dennis Curtis in Minneapolis and St. Paul. The show in both cities will be headed by Clyde Beatty.

J. C. Simpson, Johnny J. Jones' general agent, was a business visitor. Another was George Davis, concessioner with the same show.

Harry Dunkel, general agent for Cetlin & Wilson Shows, is paying his first visit this year.

Kansas City

KANSAS CITY, Mo., Feb. 27.—Mrs. Jackie Wilcox and Mrs. John Layman have just returned from Winthrop, Ia., where they attended funeral services for their grandmother, Mrs. Ida Niback.

Roy Tarpy, of Topeka, Kan., sustained fractures to both his feet in a fall there recently. According to doctor's reports, he will be confined in St. Francis Hospital there for six months. Tarpy is a relative of Mrs. Ellis White, who left to visit with his folks at Topeka.

Dan MacGuggin returned here after visiting with his sister in Iowa. He will leave soon for Texarkana, Tex., to take up his duties as treasurer with the Fairly-Martone shows.

The Big Top here is open and doing a good business. Upon entering the spot one sees the billing of every show known in this section of the country, including several hundred one-sheets, and no two from the same show, carnival or circus. Several 24-sheet stands are posted on side walls, while from the ceiling banners and one-sheets wave with every puff of wind.

Henry Duncan, owner and proprietor, has a glad hand, big smile and a hearty laugh for all who enter. Duncan is an old-time showman and has a host of

friends in the show business. His spot is the meeting place of all showmen when they come here. Cliff Adams, another showman, is the refreshment dispenser at the Big Top. He is assisted by Frank McDow. At one end of the long bar can be seen the old familiar colored gentleman taking care of the baking of hams and the serving of those old-fashioned Southern sandwiches. He is Hayes Bruce, former head waiter at the Mirror Dining Room, Coates House, during its heyday.

Regal Amusement Co.

Baytown, Tex. Week ended February 26. Auspices, Veterans of Foreign Wars. Weather, fair. Business, good.

A red one. Rides did plenty of business. Big Eli Wheel, owned by Mr. and Mrs. C. H. Gudney, topped midway by a close margin over Loop-o-Plane. Athletic, managed by Ted Shark, and Williams' Girl Revue and Minstrel Show led the shows. All concessions did well. Show now carries 3 rides, 7 shows and 18 concessions. Mr. and Mrs. Louis Selzer arrived with a variety show. Mr. and Mrs. Arthur Newland are on the show. Mr. and Mrs. Ernie Newland returned from Bolivar, Mo., having been called there by the death of Mrs. Newland's brother. Mr. and Mrs. Floyd and son, Jackie, came in from San Antonio. Mr. and Mrs. R. P. Wipple joined with pop corn. Mr. and Mrs. Burke are new arrivals. The showfolk organized the \$600 Benefit League. Each member is to pay in a small amount, which is to be used for members in sick and accident benefits. Mrs. Earl Hornaday was appointed secretary-treasurer. Manager E. C. Meadows was satisfied with this date. All of which is according to an executive of the shows.

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Winter-Quarters News and Gossip

(Reported by Show Representatives)

Corey Greater Shows

JOHNSTOWN, Pa., Feb. 27.—Frank Maddish, the missus and Master Frank Jr., wintering at home in Kulpmont, Pa., advise that they will have three new concessions. This will make the sixth season. Jack Leonardson has been selling novelties to different auspices holding bingo parties in Johnstown and vicinity. Jack will again have concessions. Mr. and Mrs. Freeman Foster, concessioners, are at Jennerstown, Pa. Ben Chappelle and missus are trouping with their bowling alley with carnivals in Florida. Mr. and Mrs. Jack Rockway, Mr. and Mrs. Emerson Bolta, Mr. and Mrs. L. S. Osborn are at Miami. R. R. Raker, straw, master of transportation, is cashier for Kitty and Jerry's eating emporium on the Krause Greater Shows at fairs in Florida. Manager E. S. Corey was the recipient of many cards and telegrams on his birthday February 13. Henry Mutchler, ride foreman and concessioner, is home in Easton, Pa. Fred Barker, who has a billposting plant here, will again do the show's posting while in this vicinity. Fred was connected with the American Circus Corporation for many years. Le Roy Kraus, formerly of these shows, advises that he has contracted to place some concessions in a park near Lebanon, Pa., in addition to Sandy Beach, Md. Le Roy is making his home at Lansdale, Pa. Sam Collier is building a house trailer.

J. S. Green, truck driver, is at his home, Emporia, Va. Buck Kreider letters from Bridgeport, Conn., that he is overhauling and repainting his Husion Show. Mrs. Jack Rockway is sporting a new sedan. Frank Russell is fishing at Bonita Springs, Fla. We are glad to hear of the complete recovery of George J. Lowe, whose home is Cambridge, Mass. George H. Ammon, boss canvasman, returned from Philadelphia and Wilmington, Del. George W. Long, who has the "Flying Dutchman" ride, is painting and repairing at his home, Allentown, Pa. Lester Tate is building a shooting gallery and getting his concessions revamped. It looks like it will be a good year for the shows. Reported by E. S. Corey.

Marks Shows

RICHMOND, Va., Feb. 27.—With a continuance of mild weather work is going apace. The working force has been increased and when quarters are officially opened March 1 about 20 of the regular employees in the ride department will report. Under direction of Bert H. Britt, chief electrician, overhauling the electrical equipment has been completed. The transformer truck being built is nearing completion. Also going thru the workshops is the new advance truck, which will be in charge of Boss Billposter Frank Lafferty. Lafferty will report about March 10 and will start billing Richmond, opening stand. The new line of paper prepared by the Triangle Poster Print has been completed. Art Eldredge returned from a tour with the Marks Hollywood Monkeys and is busily engaged in whipping into shape the program of the trained wild animal show. Four lions are in quarters and a trio of pumas are due. Marks announced that he is negotiating for the purchase of an elephant.

Roy B. Jones, who will have charge of promotions and contracting, is with a traveling museum and will report March 15. Jimmy Rafferty, secretary and treasurer, will again act as assistant to Marks in the management. Considerable attention will be paid to a revival of the matinee and Mr. Marks has planned considerable work for the promotional department along this line. James S. (Turk) Laird has headed for Richmond. He will spend a few days with Jack and Mrs. Chisholm, who are conducting Bingo parties under auspices in several

Carolina cities. Tom Martin is due early next month with his rides and concessions. Pete Madero and the missus, weight guessers, are in Florida. Herman Tribune will come in from Kansas City. Jimmy Hurd is expected to leave Shreveport, La., with his autrodrome soon. The writer continues to commute weekly from the eastern end of Virginia's Peninsula and will open offices at quarters March 1. Negotiations have been completed for the presentation of a complete Seminole Indian Village. New canvas for this attraction was added to the order now being completed by Baker-Lockwood. Reported by Carleton Collins.

J. J. Page Shows

AUGUSTA, Ga., Feb. 27.—The crew at quarters started on a new schedule of hours the past week, starting early and working late, owing to the great amount of work yet to be done. Panel fronts for various shows are about completed, the holdup was on the electrical end owing to Page being unable to locate the proper receptacle socket. However, Frank Sheppard, in charge of the electrical end, made quick work in wiring the fronts. Roy Pann, with his bucket and brush, put the finishing touch on them, which turned out to be beautiful work. The



MICHIGAN, NOT FLORIDA: Here are shown Mr. and Mrs. Wallace A. Gubb hauling supplies on a toboggan to their cabin in the Hiawatha National Forest in the Upper Peninsula. The weather was below zero when this photo was snapped. In season Gubb is a trainmaster and the wife a front-gate ticket seller.

office is framing a new Monkey Circus. This show will be adorned by a panel front. New scenery and proscenium were purchased for the Minaret Show, with a 60-foot front, studded with 225 lights. New talent will augment the show. Draper will adorn the stage in the musical revue, which will be housed under a green top, with a proscenium of Roman stripes. The office trailer will be newly painted and lettered in the show's colors. Several new additions will be added on the inside to properly carry out the working scheme for efficiency. Twenty more feet are being added to the Athletic Show front, with picket fences used to carry out the decorative scheme. Incidentally, all fronts will have picket fences. W. L. Borror will again have the digger concession; Zeke Webb, frozen custard; D. L. (Spot) Bastinger, Bingo, and Lee Ward the grab stand. Don MacIver will again be with the Side Show.

J. J. Page spent two weeks at his home in Johnson City, Tenn. He reported that daughter, Dorothy Lee Page, is getting along great with her schooling. Fair meetings taken in by Page and the writer were Indianapolis, Atlanta, Columbia, S. C., and Nashville, Tenn. Word from Frank, Dot and Jule Earl, who reside in Louisville, to the effect that all is safe, but had the flood lasted another day, insofar as the river rising, they would have been forced to move to the second floor. Frank will again come out with a new car and trailer. Dot and Earl will have a country store on the show. Show staff: J. J. Page, owner-manager; Billie Clark, business manager; R. E. Savage, agent and publicity; Mrs. R. E. Savage, secretary; Mrs. J. J. Page, treasurer; Roy Pann, lot superintendent and trainmaster; Frank Sheppard, superintendent of

lights, and Hance Boyd, general utility. Show opens in Augusta, auspices of the Modern Woodmen of America. Reported by R. E. Savage.

New England Shows

NEW YORK, Feb. 27.—The show executives are back following fair meetings. J. D. Stapleton, general representative, announced a list of fair dates. J. D. Kilonis arrived to spend a few days with Mrs. Kilonis and took in the various Broadway attractions before returning to winter quarters in New Hampshire, where he is supervising the construction and building. W. J. (Billy) Giroud has ordered an elaborate front for the show, to be built by Jules Laseures, who is rated for his workmanship and new ideas. Reported by W. J. Giroud.

Ed Groves Shows

CLINTON, Ind., Feb. 27.—Work is now in full swing. Melvin Sproula is in charge. The show is to be built from the ground up. Carpenters are building panel fronts. Orders for new canvas have been placed with Ora Lashbrook, of the Mt. Vernon Tent & Awning Company. Ed Groves, owner and manager, returned from buying trips to the various ride factories, buying a Spillman Merry-Go-Round, Big Eli Wheel and Smith & Smith Chair-o-Plane. Rides booked with show consist of Tilt-a-Whirl, pony ride and Kiddie Autos. Show purchased a new Chevrolet panel body truck for equipment of a 30-watt Webster sound system. Show will move in baggage cars and trucks. Reported by T. J. Smith.

after looking over some contracts brought in by General Agent E. A. Murray. Everything will be ready for the opening March 6. Reported by J. E. Bullock.

Strates Shows Corporation

NORFOLK, Va., Feb. 27.—Twenty men at work and 30 more to start March 1. The writer arrived from West Palm Beach, Fla., for a staff conference with General Manager James E. Strates and General Agent William Brees. Sixteen new trailer chassis will arrive March 2. All new special trailer bodies will be built for them. A total of 61 trailer-type wagons will be used. An innovation in lighting will be used, and four towers built of duralium with powerful floodlights mounted on them will flood the midway. The show fronts will be illuminated with neon.

Mrs. James E. Strates and children arrived from Elmira, N. Y., and are at home on the new private car. Secretary and Mrs. George S. Marr are busy folks and are popular with all. Mr. and Mrs. H. W. Jones, who have the corn game, are away visiting homefolks in Indiana. General Agent William Brees has the still dates booked for the spring route. Jack and Frances Paige have contracted to present their girl show. The staff in quarters is headed by James Yohs, superintendent of construction; Mike Olsen, mechanical superintendent; Tom Evans, trainmaster; Gifford Ralves, electrical superintendent; and William Pulleger, tractor superintendent. Nat Workman is supervising the building of new fronts. The Four American Eagles have been contracted as the free attraction. Reported by Ben H. Voorheis.

Reading's United Shows

NASHVILLE, Tenn., Feb. 27.—With the return of E. Z. Reading and W. J. Williams, general manager, from Florida, men will be put to work repairing and painting. New show fronts will be built. Reading will have an up-to-date "gilly" show on the road for his 35th consecutive year in the show business. The opening date has been set for April 12 in Tennessee. While in Sarasota, Fla., W. J. Williams placed an order for a de bus trailer, to be used as an office. Reported by an executive for the shows.

John McKee Amusement Co.

WYNNE WOOD, Okla., Feb. 27.—Showfolk arriving daily. Working crews as busy. Rides have all been painted. Season will open about March 8. Staff: John McKee, owner; A. A. Beall, general agent; Sam Wells, electrician; and Albert Fitchorn, mechanic in charge of trucks. Reported by the latter.

Western States Shows

SAN ANTONIO, Tex., Feb. 27.—Work is progressing. Scotty Norton is in charge of painters and has added seven to his crew. Bill Williams and Bob Mays in the carpenter shop have completed all the show fronts. They are now at work on concession frames. Shiply Kolb, Jack Arnot and Tony Pellegrinof are in Leado with the sound car. Buddy Ryan visited. Bill Tank has received high praise from the concessioners for taking good care of their property. Manager Jack Ruback and his assistant, Albert Wright, are out of the city, and Red Hyman is in charge. Reported by Frank Downs.

Johnny J. Jones Exposition

AUGUSTA, Ga., Feb. 27.—All shop departments are working at high speed. The building of the new fronts for the fat girl attraction and Show of All Nations is under way. The steel arch for the front canopy has been completed. Builder Tom Salmon completed the new octagon electric signs carrying the three J's. These are center decorations for the four Ferris Wheels, an innovation in lighting effects.

The building of more wagons has started, with three 24-footers for the Octopus and Scooter under construction. Two additional steel flat cars have arrived.

General Manager Walter A. White, Manager Tom Allen and Treasurer Arthur Atherton are the busiest men in quarters. Director E. Lawrence Phillips visited the Orlando Fair. Mrs. Dave Scott joined her husband here after spending the winter at home. Pearl Barrett, Caterpillar operator, is at Brudenell Beach, Fla., suffering with metal poisoning caused by the hooks of her

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Plaster. Harry L. Wilson, Mr. and Mrs. Wray Wilson and family are here to start building their new Funhouse. Mechanic George Brown arrived to take up his duties. Danny Boyd is busy framing his miniature midway. Fred Maurice, Merry-Go-Round foreman, returned from Florida and started work in his department. Bill Keys, manager of Caterpillar, is beautifying this ride. George Shannon and crew are redecking and repairing the train. Reported by Starr DeBelle.

Cetlin & Wilson Shows

GREENSBORO, N. C., Feb. 27.—Now that all the fair meetings are over John W. Wilson and I. Cetlin are back for a rest, as they have been on the go since last November. General Agent Harry Dunkel is out on a booking tour and will not return until the show opens for the season. The following are sporting new cars: Mr. and Mrs. J. W. Wilson, Mr. and Mrs. I. Cetlin, Mr. and Mrs. Speedy Merrill, Mr. and Mrs. Fred Utter and Frank Maasick. Doc Webber has a new truck. The new fronts are ready now for the artistic work. The new canvas purchased by the show is due soon. McKensie, of the Allan Herschell Company, was a recent visitor while en route. Doc Webber has built a new outfit for his Pony Express ride. Speedy Merrill has finished the front and panels for his Wall of Death, which is all neon illuminated. Reported by George Hirschberg.

Keystone Shows

PUNTA GORDA, Fla., Feb. 27.—C. A. Hartsberg, manager, is back to his winter home here after trips to the Carolinas and Georgia and a conference with William C. Murray, general agent, about fair bookings. Fairs at Asheville and Murray, N. C., have been added to the list. A small crew is at work in quarters under direction of James Fowler, 1st superintendent. Show will carry free acts, and a large transformer truck will be added. Kurt Bauer has ordered an Octopus ride for early delivery. New canvas will grace the shows and several panel fronts will be built. Al Promsdorf has booked his cookhouse and E. Shepard the bingo. Harry Bisson has contracted for a ride and two concessions. Washburn will have chips and photos. Jack Melrose will have five concessions. Red Hartzberg is building a new concession to add to his bowling alley. The writer is building a house trailer for Mrs. White. Reported by Earl White.

Al G. Hodge Shows

CHICAGO, Feb. 27.—B. S. Luse has contracted with the shows. Mr. and Mrs. Max Shaffer will have the Diggers. Carry Day will have photos, and her trained dogs will again be one of the free acts. O. H. Barnett will have concessions, including scales. Mr. and Mrs. Mark Williams will return with their concessions. Dorothy Wampole will again be on with a ball game. Season is set to open in Belleville, Ill. Shows will leave winter quarters last day of March. Reported by W. M. Tucker.

Rogers & Powell Amuse. Co.

YAZOO CITY, Miss., Feb. 27.—Manager J. R. Rogers is back from a booking trip thru this State. He is very optimistic for the early season in Mississippi spots on account of the big road building program that is on. Work in quarters is going along at a good pace. Crates for the Big Ell Wheel and a new fence for the Chairplane have been built. J. Harvey has charge of engines and trucks. The writer, who is secretary of the shows, is putting a new lighting system on her Ell Wheel. Season will open at the Fat Stock Show, Port Gibson. Reported by Mrs. N. V. Powell.

Sheesley Midway

CHARLOTTE, N. C., Feb. 27.—John M. Sheesley is getting people lined up for the opening in April. Workmen for rides and shows are coming in daily. Winter quarters will open March 15. General Agent J. B. Hendershot is ahead in West Virginia. Minnie Pounds, manager of the cookhouse, will have a large crew and two juice and grabs and a pitch-till-you-win, which managed by French Charrest. Sam Boone will have charge of the griddles. Mrs. Lichter will have charge of the tables and Dale Pickett will be cashier. Mr. and Mrs. Brock Denby came from Greensboro, N.

C., on a visit. Huck Washburn and his pal Pat were visitors for a few hours on their way north. Huck is working stores with face powder and perfume. Reported by Ward Dunbar.

Baldwin United Shows

EXCAMORE, S. C., Feb. 27.—After a six-week layoff here the shows opened the season Saturday, February 20, at Ellington, S. C. Show plans to play the early dates in this State and North Carolina. Mr. and Mrs. George W. Smith joined here with rides and concessions, as did Rex Coulter with concessions. The writer did some booking during the winter layoff the road. Reported by George A. Baldwin.

Dixie Model Shows

HIGH POINT, N. C., Feb. 27.—Work is on and all rides are being overhauled and painted. There will be new ideas in show fronts. New lighting effects will be placed on shows and rides. Neon will be used in profusion. Free acts include Leo Simon, high diver, and Taylor and Moore, acrobats. Music will include a band and sound truck. Mr. and Mrs. Earl Tilgham have returned from their Florida vacation. J. P. Bolt, assisted by Randall Adams, is in charge of all activities. Staff: Mrs. J. P. Bolt, president; W. H. Royal, vice-president; Hazel B. Royal, secretary-treasurer; J. P. Bolt, general manager; F. E. Kelly, business manager; Freddie Boswell, general agent; Earl Tilgham, electrician, and Randall Adams, superintendent of transportation. Season will open in April. Reported by F. E. Kelly.

Sam Lawrence Shows

CRYSTAL RIVER, Fla., Feb. 27.—Work is being done on the lots from week to week while the shows are playing Florida spots. Manager Sam Lawrence will remain in this State until time for the opening of the regular season. At present only rides and concessions are carried. Lawrence plans a well-equipped "gilly" show and has carpenters, electricians, painters and general showcrafters at work on shows and fronts, as well as reconditioning all rides. Show will open season in North Georgia early in April. No shows will be added until the first stand. Transportation will be on both trucks and baggage cars. Band and free acts will be carried. The writer spent a few days here at home following a visit to the shows at New Smyrna, Fla., and a booking trip. Reported by Percy Martin.

Stanley Bros.' Shows

CLEVELAND, Tenn., Feb. 27.—Work has started. Several truckloads of riding-device equipment and canvas came from the show's quarters in Manchester, N. H. Management purchased three Chevrolet trucks to augment transportation facilities. All equipment will be overhauled and painted. Novel lighting devices will be employed. All show fronts will be built new. A contract has been signed with Gregg, human cannonball, as the free attraction. Recent arrivals: C. L. Bockus, manager of the show; Stanley Reed, in charge of advance, and the writer, who has girl revue, with his wife, son and three of his entertainers. Reported by Bob White.

Big State Shows

HOUSTON, Tex., Feb. 27.—The new Octopus ride arrived. Free acts booked are Ben Mouton, spiral and high perch; Ted Townsend, net high dive, and Chapel-Drum, serial thriller. Secretary-Treasurer Louis Bright is ill with flu. Rev. Russell Gray, brother of Director General Roy Gray, a visitor. He and Beas Gray toured the Rio Grande Valley. He returned to his California pastorate. Weather bad. Much sickness in quarters. Roy Gray and Manager Wrigley busy rounding up spring dates. Opening stand set for last week in March. Reported by Doc Waddell.

Hennies Bros.' Shows

SHREVEPORT, La., Feb. 27.—State fairgrounds presents a much scattered midway, with shows, rides and even concession stands in the air. It would probably appear to the casual visitor that the shows were ready to load and pull out. Harrison King's Palace of Illusions is up and framed and the finishing touches being made to the inside. The

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 We invite communications from Committees and Fair Secretaries.
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150 Watt, Clear	.18	60 to a Case
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Lorow Brothers have their banner line up, platforms built, neon signs, which will adorn the side-show front, all ready, and now await their new top from Baker-Lockwood. Bill Kemp has his drome set up, his bally platforms framed and is now painting the attraction. Mrs. Lillian Murray Shepherd and her husband, "Shep," have their girl-show top erected and are building the stage and inside trimmings. Coming with them from Georgia were Willis Crow, Tex Foster, Jimmy Costello and Tom Schooley, who they have been keeping busy since their arrival. Work on the two big show fronts for the International Follies and Arthur Ray's colored revue and minstrel has been held up, awaiting the nickeloid chrome from a factory in Illinois.
 Mr. and Mrs. Harry W. Hennies attended the fair meeting at Jackson, Miss. Mr. and Mrs. Orville W. Hennies visited for a couple of days with Mr. and Mrs. Noble C. Fairly in Texarkana, Tex. Joseph S. Scholibo spent a week in West Texas, accompanied by Fred Baker. Clint Nogie booked his Penny Arcade with the show and is here, rebuilding his attraction, adding many new machines and panel front. The show train is being painted red and green, with silver letters, shaded. The wagons are red and green, with wheels and gears metallic gold. E. C. Miller has his bingo set up and painted. Ted Webb and Jack Kenyon are building the cookhouse for the show in San Antonio. Visitors: Roy Gray, Cliff Lises and Frank B. Joerling. St. Louis represents. (See HENNIES BROS. on page 63)

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 To book or buy for cash, No. 6 20" Wheel, Loco-Engine, 24" Wheel, seven tub preferred or any other ride that doesn't conflict for 2 1/2 street weeks with 12 fairs included. Would like to buy from a good Aerial Free Act. Shows April 2nd. Address all mail to ELLIS WINTON, Manchester, Tenn.

Dodson's Shows
SAVANNAH, Ga., Feb. 27.—Quite a lot doing now. Bert Minor has completed fronts and stages for the Parisian Revue. Five towers now completed, with six 1,000-watt lights and reflectors on each. There will be one tower on the parking spaces. The new Skooter is completed. When Baker-Lockwood sends the top it will be ready to operate. A new front for the Minstrel Show is in course of construction. The Jungle Show, with a front and pits made of genuine bamboo from the Everglades of Florida, is finished. Darkest Africa is the title. Mungo, one of the pit attractions of (See DODSON'S SHOWS on page 62)

Royal Palm To Play Palmetto Festival

PALMETTO, Fla., Feb. 27.—Great preparation is being made for Manatee River Fair and Gladioli Festival here soon. Royal Palm Shows have been contracted to furnish all midway attractions for the week's event.

Gladioli Festival being held in conjunction will feature parades, with prizes going to the best floats and bands. A list totaling hundreds of dollars will also be awarded premium winners. Event is being sponsored by civic organizations, Chamber of Commerce and entire Manatee County.

Officers are J. T. Friereson, P. C. Lloyd, H. S. Hughes and Esther Fox.

Mardi Gras Assn. Elects

LAFAYETTE, La., Feb. 27.—With plans under way to stage a 1938 Mardi Gras celebration here on a more extensive scale, permanent organization of Southwest Louisiana Mardi Gras Association has been formed. All city civic bodies are to have representatives on the control of an enlarged event. Welton P. Mouton is secretary; L. A. Komeaux, treasurer, and Dennie Landry, chairman of the finance committee. Preliminary plans will be drawn soon.

VFW Circus Is Successful

LYONS, Kan., Feb. 27.—Veterans of Foreign Wars' Indoor Circus here recently was highly successful, according to Neil Richardson and H. L. Chappman, committee chairmen. Featured performers included Oberto Miller, animal acts; Doris Miller, wire and trapeze; Ha Miller, swing ladders; White Slide Troupe Clowns, and Sands Family, tumblers. L. B. Sanders handled the press and advertising campaign and directed the event.

CONCESSIONS WANTED

(TWO BIG DAYS)
VANCE HAAR'S COMMUNITY SALE
New Buildings Located One Mile East of Dillsboro, Pa., on U. S. Route 15.
AFTERNOON AND EVENING, MARCH 13-20.
This will be a real money getter for Clean Concessions.
Open for all cases of Clean.

FREE ACTS
HERALD GOODMAN & THE CLIPPER CREW,
Of Radio Station WOPR, York, Pa.
Will Draw 5,000 People.
Concessions must be ready to open for business by 10 A. M. Each Day.
For space, see of white
HERALD GOODMAN, 328 Norway Street, York, Pa.

WANTED

BIG LEGION—FIREMEN HOMECOMING CARNIVAL
Rides, Shows, Concessions, Etc.
Anticipate June 19 to July 1.
ANDREW GROSS, South Chicago Heights, Ill.

WANTED

Good Clean Carnival
Also other shows to raise funds for
DOKK International Convention
Executive committee calling to... Write at
c/o T. H. McOAY, 607, 210 Pyschan Bldg.,
Texas, Okla.

WANTED

GOOD CARNIVAL—MONTH OF JULY, 1937.
Want plenty of Rides and Shows. Chance for both parties as this will be the first Carnival in town if held in July. Write
F. R. MEYERS, Secy. Aluminum Workers' Union, No. 19256, Massena, N. Y.

WANTED

MUSIC FESTIVAL F. O. E. STATE CONVENTION
JUNE 13 TO 19, INC. JUNE 13 TO 19, INC.
GREENOUGH FIELD SUNBURY, PA.
42nd ANNIVERSARY SUNBURY CITY BAND.

WANTED—Independent Shows, Rides, Concessions. Feature Acts Wanted. Two Parades, Amateur Wrestling and Boxing, Beauty Contest, Etc. Write or wire.
MEL SORER, Chairman.

EXPOSITION AND WATER CIRCUS

Long Beach, Calif.—Eight Days, starting March 20. Endorsed by Retail Merchants, C. of C. and Better Business Bureau.
WORLD'S FIRST TRAILER SHOW AND WATER CIRCUS
Los Angeles, Calif.—Nine Days, starting Saturday, April 3. Auspices California Trailer Manufacturers' Association. Endorsed by Los Angeles C. of C.
Want Legitimate Concessions for Long Beach and Sale Concessions for Los Angeles. Prize Candy Pouch on seats at both spots. High Divers, male and female; Water Clowns, Diving Girls for both dates. Joe Flory, Desay Wilson, Charley Soderburg, animal if at liberty to build show.
W. H. RICE, 250 East 7th St., Long Beach, Calif.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Attendance Soars Toward Close Of Al Sirat Circus in Cleveland

CLEVELAND, Feb. 27.—Official attendance up to yesterday afternoon at Al Sirat Circus, Three-Ring Circus in the Public Hall here was given by the auditor as 143,742 since opening on February 15. It was estimated that total attendance after closing tonight will be about 190,000.

Two events featured this week, one the indication of a record attendance and the other the reunion of an armless girl with a sister from whom she had been separated for 21 years.

Rosa Lee, dark-haired 26-year-old armless girl, was reunited with Mrs. S. E. Sylvester, 15949 Whitcomb road, her sister and elder by four years. Meeting was brought about by a neighbor who heard of Rosa Lee over radio ballyhoo and who knew that Mrs. Sylvester had an armless sister. The two were children of the same mother, but by different fathers due to remarriage.

Rosa Lee was born Rosa Setula in Elizabeth, Pa. When their mother died her father took her to Shinnston, Pa., where he worked in coal mines. Four years later, at the age of 9, Rosa Setula, a normal child, steered a high-tension wire of 22,000 volts while at play. Amputation of both arms resulted. Word of the accident was received by Mrs. Sylvester, but the sisters did not meet again until February 19, when the reunion occurred. Skeptical newspaper men finally were convinced that the reunion was bona fide and not a press stunt.

A special matinee was played this morning, giving three performances of the circus for the day. This has been necessitated because of the demand for tickets as the show has gone on. As always, it started light and built up to a capacity house at each performance. Record day to present was February 22 with 18,835.

Bringing 'Em In

SAN FRANCISCO, Feb. 27.—J. Ben Austin, business manager for Islam Shrine Circus to be held here, will hold some kind of a record for transporting acts for the event, bringing: Feaniks Flyers from St. Paul, Minn.; Ellisset Troupe from Jamaica, L. I.; the Clarkonians from Boston; Tiny Klins from New York City; Christy Elephants and Ponies from Honolulu; Hill's Elephants and Ponies from Chicago; 24 Dorothy Manners Girls from London, Eng.; Kenneth Wolfe Clowns, Cincinnati, and Capt. Roman Prokso and his Tigers from St. Louis.

Humboldt Has Circus Acts

HUMBOLDT, Tenn., Feb. 27.—Latham's Circus Attractions have been contracted by this city's West Tennessee Strawberry Festival committee to present dog, pony and monkey show and other circus acts as free attraction at the festival here this summer. It will be the second time the show has played this annual event.

Miner Model Shows Signed

WIND GAP, Pa., Feb. 27.—Miner Model Shows have been contracted to furnish all attractions for St. Mary's Church celebration here this summer. Rev. Francis C. Capozzi, pastor, said this week. Event, which will be of a week's duration, will also present pyrotechnic displays nightly.



BOB MORTON, indoor circus producer, who announced signing a contract for another presentation next year of the Morton-Hamid Circus for Mahi Temple, Miami, Fla. Engagement on February 8-13 was extended a day to take care of capacity crowds, it was announced, and returns were such that Temple officials signed on the spot for a reporter in 1938.

Legion Circus Clicks

BROOKVILLE, Pa., Feb. 27.—Indoor circus here on February 13-20, under American Legion sponsorship and promoted by C. D. Clark, was a huge success. Merchants, auto dealers and concessioners all reported big business. Midway lineup included Al Reid, rides; bingo, grocery store and penny pitch, operated by auspices; Sam McMasters, calliophone, and Bugs & Elsen's girl show. Outside concessions were handled by J. W. Fisher, Roy Sargent and Mrs. Al Reid. Other features were F. W. Burns' one-ring circus, Tex-Star Comedians, and James Scott, clown.

Morton-Hamid at New Haven

NEW HAVEN, Conn., Feb. 27.—When Knights of Columbus sponsor their second indoor circus in the Arena during this spring the Morton-Hamid Circus again will be featured. Last spring the first Kacey show brought out largest crowds ever to see an indoor circus here.

HELP This Department by Telling Committees About It.

Grey Producing Co. Starts Operations

WARRENTON, N. C., Feb. 27.—Grey Producing Company, which begins its string of tobacco warehouse spring exhibitions here under Lions' Club sponsorship with A. J. Grey directing, is building and acquiring decorative, electrical and display booth equipment which, it is said, will be second to none in the South, in an endeavor to handle each promotion for a period of three years.

Following the engagement here the show will play these North Carolina towns, all under auspices: Henderson, Smithfield, Oxford, Sanford, Wilson, Durham and Louisburg. The company will again handle fairs in Greenville, N. C. and Blackstone, Va., with several more fair engagements pending.

Big Advance Sale Reported For Wirth Jamaica Circus

JAMAICA, L. I., Feb. 27.—For Jamaica Hospital Circus, produced by Frank Wirth, opening on Monday in 104th Field Artillery Armory, advance sale indicated capacity crowds, 12,000 seats having been installed, 250,000 school children's tickets distributed and special police detail appointed. Mayor La Guardia, New York, and Boca President George U. Harvey were slated to open the show, with the Police Band and many Veterans of Foreign Wars bands escorting his honor.

Feature acts are Gibb Sisters, Sizemore Twins, Flying Fishers, Six Danvilles, Four Williams, Five Wilsons, Pallenberg's Bears, Poodies Hanneford and Family, Hai Wong Troupe, Laddie Lamont, Hip Raymond, Billy Rice, Frank Prevost, Victor's Band, Hazel Williams, Spiller's Seals, Miacahua, Madame Rochet, Will Morris, Dobas Family, La Belle Donna, Helen Reynolds Roller Skating Ballet, Bernard's Elephants, Billett's Troupe and Charles and his Dogs. Jean Belasco handled details for Frank Wirth.

Home-Coming Celebration Planned for Louisburg

LOUISBURG, N. C., Feb. 27.—Plans to make this city's American Legion-sponsored Five County Home-Coming Celebration one of the largest events of its kind ever to be staged in Eastern Carolina are rapidly progressing. Event, under direction of A. J. Grey, Grey Producing Company, will feature show, rides and concessions on streets. Two large tobacco warehouses will be used for exposition purposes, while a third will be used to stage a huge dance, with a mass orchestra furnishing music. Free acts and pyrotechnic displays will also be featured nightly.

Shorts

BRYN MAWR HOSPITAL will again be beneficiary of Devon, Pa., Horse Show and County Fair in the spring. Mrs. C. C. Harrison III is executive chairman. St. George Bond is secretary of the Horse Show division.

PUBLICITY for Great Lakes Sportsmen and Motor Boat Show, held at Cleveland recently under Maumee River Reocking Association auspices, totaling more than 1,500 column inches, was handled by L. C. Bailey, C. W. and S. E. Stone promoted the event.

ST. JOHN, N. B., will be scene of celebration in honor of the coronation of King George in May. It is planned to celebrate for a week with parades, street dancing, band concerts, athletic games, public balls and fireworks, with prizes for most attractive parade floats.

NEW office of Memphis Cotton Carnival Association was opened last week in the Commerce Title Building, with Clifford Penland, chairman of headquarters committee, in charge. A full staff of workers will start preliminary plans.

GRAY'S Indoor Circus played Crystal Ballroom, Fargo, N. D., last week and opened a new side show, which features Frankie Allen, human iceberg. Circus is playing dates for Shriners and Elks thru the Northwest, and according to Toby Wells, Chicago, who spent a week on the show, business has been unusually good.

Classified Advertisements

COMMERCIAL
10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revised copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line Small Black Type)
1c WORD (Small Type)
Figures Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

OLD MUSIC. WE HAVE IT. PARODIES. Character Songs, Comic and Old Popular songs out of print. Describe your act and send \$1.00 and we will send four songs that should sell. **DAY MUSIC COMPANY**, 517 S. W. Ninth Ave., Portland, Ore.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—STICK-ON-WINDOW SIGN LETTERS. 500% profit; free samples and liberal offer. **METALLIC LETTER CO.**, 439 N. Clark, Chicago.

ATTENTION. SUBSCRIPTION SALESPEOPLE—Individuals or with crew. America's best poultry journal wants agent east of Mississippi River. Write for proposition. **C. L. ROYSTER**, 538 So. Clark St., Chicago, Ill.

CAPABLE MEN AND WOMEN WANTED—To represent us in their territory—selling our toiletries direct to consumers. Very best quality assures steady repeats. Write immediately for exclusive territory. **F. F. KRAMER COMPANY**, Allentown, Pa.

CARTOON BOOKLETS, CARDS, FILMS, PROJECTORS. Rare Photos, etc. Samples above, \$1.25. Generous package, 25c. List only, 10c. **NOVELTY SALES**, Guntersville, Ala.

EARN EXTRA MONEY—NO INVESTMENT. Sell World Famous Miner's Theatrical Make-up. Backstage. Steady sales, liberal profits. **MINER'S**, 40 East 20th St., New York.

EXPERIENCED SUBSCRIPTION MEN WANTED—For rural work; attractive club national magazines; liberal proposition. **PUBLISHER**, 715 Shaker Bldg., Kansas City, Mo.

MAKE MORE MONEY TAKING ORDERS: Shirts, Ties, Hosiery, Raincoats, Uniforms, Dresses. Sales Kit Free. Experience unnecessary. **NIMROD COMPANY**, Department 43, 492-28 Lincoln Ave., Chicago.

MAKE YOUR OWN PRODUCTS: 50 COSMETIC Formulas, \$1.00. 1500 Assorted Formulas, \$1.00. **THOMAS GALLUZZO**, Wilkinsburg, Pa.

MEN — WOMEN, TREMENDOUS PROFITS. Sell famous Eldore Perfumes—beauty products to women who demand the best; popular prices. Write for details. **ELDORE**, 299 Madison Ave., New York.

MEXICAN FINEST FEATHER PICTURES. Blankets, Carved Leather. Hot sellers. Free particulars, samples 10c stamp. **GAMBILCO**, Asertado 1176, Mexico City, Mexico. mh27x

NO PIDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting your own business, home, office. No outfits. **ELITE**, 214 Grand, New York.

PERFUME BUDS—COST 1c EACH; SELL 5c. Particulars free. Samples 10c. Agents, Streetmen, Demonstrators. **MISSION**, 2325 W. Pico, Los Angeles, Calif.

FITCHMEN! SOLICITORS! MAKE EXTRA money with new stamping outfit. Stamp checks, plates, fobs. Catalogue 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago.

TYPEWRITER RIBBONS, WHOLESALE. Samples, 40c; three, \$1.30. Guaranteed 75c quality. Ribbons, Carbons for Any Machine. **GALLUZZO**, 409 Trenton, Pittsburgh, Pa.

WE CAN USE A FEW EXPERIENCED NEWS-paper Subscription Men. Address **H. L. COWGILL**, The Progressive, Madison, Wis.

WHERE TO BUY AT WHOLESALE 500,000 ART-icles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York.

500% PROFIT! COLD REFLECTING LETTERS for store windows. Large sizes 1c; free samples. **MODERNISTIC SIGN**, C-3004 Lincoln Ave., Chicago.

BUSINESS OPPORTUNITIES

HOME OR TRAVELING FORMULA "35" WILL make you money. Ingredients obtainable anywhere. Product sells wherever people live. Free particulars from **SENECA SPECIALTIES**, Geneva, N. Y.

NATIONWIDE HOME MONEY-MAKING PROP-ositions—Sample Mail Trade Guide, 10c. 20th Century Business Encyclopedia, \$1.00. Satisfaction guaranteed. **SANVOY (A) Arlington, Ky.**

SELL BY MAIL! BOOKS, NOVELTIES, BAR-gains! Pictures, Calendars, Big Profits. Easy sales. Particulars free. **F. ELFCO**, 438 N. Wells, Chicago.

SELL BY MAIL! BOOKS, NOVELTIES! BAR-gains! Christmas sellers! Display Sales. Big Profits! Particulars Free. **F. ELFCO**, 438 N. Wells, Chicago.

50 STARTS YOU IN BUSINESS SELLING YOUR own products. Complete stock, plans—nothing else to buy. Make \$55. Details free. **CASSO MANUFACTURING CO.**, Troy, N. Y.

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 GREAT SAVINGS—PAMCO PALOOKA SEN-ior, \$30.00; Bally Multiple, \$30.00; Bally Challenger, \$30.00. One-third deposit. **SPECIALTY SALES CO.**, Sioux City, Ia.

A-1 BARGAINS—PACES RACES, BIO SERIAL, five-cent play, \$15.00; Multiple, \$35.00; Bonus, \$25.00; All Stars, \$20.00; Jumbo, \$17.50; Monopolee, \$15.00. **BRUTON'S AUTOMATIC CO.**, 1619 Main St., Joplin, Mo.

BUY WITH CONFIDENCE — PREAMNESS. \$80.00; College Football, \$70.00; Sweet "21", \$70.00; Belmont, \$58.00; Bally Derby, Multiple, Challenger, All Stars with Electropak, \$35.00 each; Bonus, \$29.00; Mad Cap, Electropak, \$17.00. Satisfaction guaranteed or money refunded. One-third certified deposit. **SNYDER AMUSEMENTS**, 108 So. Seventh, Allentown, Pa.

FOR SALE OR TRADE—45 SEEBURG PHONO-graphs, good condition. Make us an offer for one or all. All inquiries promptly answered. **P. O. BOX 2592**, Beaumont, Tex.

FOR SALE—SLIGHTLY USED JENNINGS: LIT-tle Ducks, \$15.00; Chiefs \$c, \$70.00; Watlings, Small Jackpot Gold Award \$c, \$25.00; Small Jackpot Gold Award, \$30.00; St. Large Jackpot Gold Award \$c, \$50.00; Rolator, \$c, \$60.00; Rolator, 10c, \$65.00; Pace-Bantam Penny, \$25.00; Mills Grey Front Escalator Gold Award Mystery Pay, \$50.00; Blue Front, plain, \$c play, \$65.00, with Skill, \$75.00; Mills Stand, \$2.50; Bally's One-Ball Automatic Pay Tables, Jumbos, \$20.00; Prospectors, \$15.00; Multiple, \$37.50; Preamness, \$85.00; Bonus, \$25.00; Derby's Cash Model, \$40.00; Red Arrows, \$7.50; Pacific's Palooka Jr., \$30.00; Palooka Sr., Six Slots, \$40.00; Parlay Jr., \$22.50; Parlay Sr., \$32.00; Red Stars, \$35.00; Pamco Fascination, used 30 days, \$60.00; Genco's Kingfish, \$15.00; Jennings Daily Limit, \$15.00; Rockola Gold Award, \$15.00; 10 assorted 10-ball automatic pay, late model Sportman, \$7.50 each, or \$75.00 for all fifteen. All machines in A-1 condition, willing to ship subject to inspection. Write us for prices on like new equipment. Terms: Cash with order or one-third cash and the balance C. O. D. **A. R. KISER AND CO.**, 127 N. Brevard St., Charlotte, N. C.

FOUR BUCKLEY CHICAGO DIGGERS, \$100.00. Rotaries, \$140.00. Two Microscopes, 1934, \$60.00. **E. & R. SALES CO.**, 1010 Hall St., S. E. Grand Rapids, Mich.

GUARANTEED LIKE NEW—10 SHORT SOX with Electropak, \$25.00 each; Rockola Multifactor Phonograph, regular, perfect, \$155.00 each. Excellent condition Deluxe 46, Caricacs, Stampede, \$12.50; Put 'N Take, Do or Don't, \$9.50; Rockola 21, Flying Colors, Cross Allie, Rebound, New Tickettes, \$4.50. **PIELE NOVELTY COMPANY**, 954 Palmetto St., Mobile, Ala.

ONE MILLS DO. R. ME PHONOGRAPH. IN exceptionally good condition, 1936 Model, \$275.00. **LESTER HARRIS**, East Chestnut, Mt. Vernon, O.

FOR SALE—12 WURLITZER P. 12, \$130.00 each; 3 Rockola, Reg. 36, \$125.00 each. All of the above are guaranteed excellent condition. **FRANCO NOVELTY CO.**, P. O. Box 927, Montgomery, Ala.

PACES RACES, \$175.00; 1936 ROCKOLA Multifactor Victrolas, \$145.00; Marksman Radio Rifle, \$140.00; Snooker, \$15.00; Pay Day, \$10.00; Galloping Plugs, \$15.00; Multiple, \$25.00; Hiloah, \$30.00; Mills McCoy, \$40.00; Palooka Sr., \$35.00; Challenger, \$20.00; Daily Double, \$15.00; Peerless, \$25.00; Monopolee, \$20.00; Gold Award, \$15.00; Stampede, \$12.50; Mysterious Eye, \$20.00; Rockets, \$7.50; Ranger, \$20.00; Hollywood, \$30.00; Equity, \$10.00. **NATIONAL AGENCY**, Columbus, Ga.

PACIFIC MARKSMAN, \$145.00; PREAMNESS, \$80.00; Iron Claws, \$15.00; Peerless, \$20.00; Skill Roll, \$25.00. Novelty games, \$2.00 up. **KENIG**, 1127 E. Washington, Fort Wayne, Ind.

PURITAN CIGARETTE MACHINES, \$3.50; Wurlitzer P-10, \$125.00; Stewart McGuire Cigarette Machine, 4 Columns, \$25.00; Mills Nickel Machines, \$22.50; Mills Small Scales, \$23.00. Will trade for Bally One Ball, Pin Games, \$3.00 each. Send for list. **O'BRIEN**, 89 Thames, Newport, R. I.

RECONDITIONED, FULLY GUARANTEED OR money refunded—5 Turf Champs, Ticket, \$52.50; 2 Bally Snappys, \$72.50; 2 Peerless, \$22.50; Daily Races, \$25.00; Tycoon (foot-fer), \$13.00; 2 Flickers, late models, \$44.50; Bonus, \$22.50; Black Magic, \$10.00; Multiple, \$30.00. Will trade these, except Champs and Snappys, for Se Reliances, allowing \$40.00 each. One-third deposit. **J. J. HARVEY AMUSEMENT CO.**, 1100 Harp St., Raleigh, N. C.

SACRIFICE—ONE GUSHER, FIVE TWISTERS. \$24.50 each; One Caliente Pay Table, \$15.00; Lots of eight, \$15.00. **COLEMAN NOVELTY**, Rockford, Ill.

SEVEN 1935 FACTORY-BUILT ROLL CHUTE Merchants, Perfect condition, \$60.00. **W. J. DENNIS**, 1018 S. Wabash, Chicago, Ill.

SIX MODEL E IRON CLAWS, ONE TRAWLING Crane, floor size; one Apple Vender, \$125 lot. **A. GRINSFURN**, 4226 Viola St., Philadelphia, Pa.

TURF CHAMPS, \$50.00; PALOOKA SRs., \$40.00; Hiloah, \$30.00; Derby, \$30.00; Bonus, \$20.00; Tycoon, \$20.00; Ten Grand, \$25.00; Peerless, \$20.00; Golden Harvest, \$15.00; Ivory Golf, \$10.00; Gold Rush, \$7.50; Preamness, like new, \$90.00; Ace, \$10.00; Jumbo, \$15.00; Hold and Draw, \$4.20; Equity, \$9.50; King Six, \$6.50; Selectums, \$5.00; Reel 21, \$9.00; Reel Dice, \$12.50; Jennings Sc D. J. Escalator, \$35.00; 1c Mills Blue Front, like new, \$45.00; Penny Waffles, \$25.00; Penny Race, \$27.50; Mills R. J. P. Goodness, \$17.50; 1c Q. T., \$25.00; Quarter S. J. P. Watling, \$15.00; 50c Jennings S. J. P., \$15.00. Off location in perfect condition. 1/3 deposit required. **E. G. HUNTER**, 722 Ward Parkway, Kansas City, Mo.

WANTED—PACES RACES, STATE SERIAL, lowest price. For sale, Mills Dewey and Automatic Games, Slots, **ROCKPORT NOVELTY CO.**, Rockport, Tex.

WANTED TO BUY—5c POOL TABLES MADE by O. D. Jennings, FRANK R. VANDALE, 322 Fifth Ave., South Charleston, W. Va.

WANTED—CRANES, DIGGERS, MERCHANT-men; also Novelty Arcade Machines. Fortune and Athletic, no Junk. **HURWITZ**, 647 S. 57th St., Philadelphia, Pa.

WANTED TO BUY—1,000 PENNY SHOCKING Machines. Any make, any model. **JOHN BLACK NOVELTY CO.**, 1127 Kinney, Corpus Christi, Tex.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **COODBODY**, 1824 East Main St., Rochester, N. Y.

WRITE FOR OUR LIST OF RECONDITIONED Used Machines of all descriptions. Prices are very low. **AMUSEMENT NOVELTY SUPPLY COMPANY**, Elmira, N. Y.

1 ACE, \$13.00; 1 SKY HIGH, \$32.20; 1 STAM-pede, \$14.20; 2 Traffics, \$9.35 each; 1 Prospectors, \$19.20. 1/3 deposit with order. **WINONA DISTRIBUTING SERVICE**, 313 Mankato Ave., Winona, Minn.

10 SEEBURG 5c SELECTIVE PHONOGRAPHS, Senior Models, \$60.00 each. New appearance, mechanically perfect, good for hundreds of dollars operating profits. Half cash, balance C. O. D. **JOHN RIFFLE, JR.**, Canton, O.

17 MUSIC BOXES—WURLITZER P12, PER-fect, \$110.00 each. **A. E. WILLET**, 1403 N. Logan St., Topeka, Kan.

50 ADVANCE CLIMAX, 10 PEANUT MA-chines, lots of 5, \$3.00 each; single machines, \$3.50. 2 Seeburg Scootrons, Prize Pistol Ranges, \$40.00 each. **SKINNER**, 445 East 87th Place, Chicago.

11 MILLS BLUE FRONT J. P. GA, 1c PLAY, perfect condition, \$37.50; 1 Futurity J. P. GA, 5c play, \$62.50; 12 Mills Blue Front J. P. GA, late serials, Milco Checks, 5c play, \$60.00; 3 Pace Comet J. P., like new, 5c play, \$52.50; 5 Pace Comet J. P., 1c play, \$50.00; 3 Pace 1c play Bantam, \$15.00; 1 Mills 10c Blue Front, like new, J. P. GA, \$68.50; 1 Mills Extraordinary Jack Pot, GA, 5c play, \$35.00; 2 Indian Head 1c play, J. P. GA, \$27.50; 5 Mills Dance Master, \$67.50; 2 Cent a Smoke, 1c, \$5.00; 9 Reel 21, \$9.00; 5 Paces Races, Check Separator, \$25.00; 1 Pamco Chase, \$25.00; 5 Tit Tat Toe, \$5.00. 1/3 cash, balance C. O. D. **SOUTHERN VENDING MACHINE CO.**, 514 Main St., Richmond, Va.

40 ARCADE MACHINES—10 FIBER TRUNKS, standard size, \$6.00 each; 2 Gold Diggers. **ROY MARK**, Washington Hotel, Kansas City, Mo.

\$10,000 REWARD WILL BE PAID TO ANY-one who can find a coin machine operated by us for profit anywhere. We are rebuilders and distributors of Jackpot machines exclusively. Operators, write for prices on finest stock rebuilt machines in Middle West. **BELL MACHINE COMPANY**, 2658 So. Millard Ave., Chicago, Ill.

COSTUMES, UNIFORMS, WARDROBE

BARGAINS—FIBER TRUNKS, \$10.00; FLASHY Cycles, \$25.00; Velvet Curtain, 10 1/2 x 27, \$25.00; Band Coats, Red Caps, Musicians' Mess Jackets. **WALLACE**, 2416 N. Halsted, Chicago.

BARGAIN CLEARING SALE — EVENING Gowns, Wraps, Stage Costumes, Street Wear, Furs. **CONLEY**, 310 W. 47th St., New York City.

INDIAN RELICS, BEADWORK, CURIOS, WEAP-ons. Catalogue \$c. 5 Arrowheads, 20c; Eagle Feather Indian War Bonnet, \$9.00, fine. **INDIAN MUSEUM**, Northbranch, Kan.

FORMULAS

ANY FORMULA, 25c; OR 5 \$3.00 POSTPAID. Any 5 Formulas, \$1.00. C. O. D. and postage. **PITMAN LABORATORIES**, Box 4423, Atlanta, Ga.

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest guaranteed formulas. Biggest catalog free. Special prices leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago.

FORMULAS — GUARANTEED, LABORATORY tested and approved. Latest fast sellers; none better; lowest prices; catalog free. **KEMICO LABS**, 65 Parkridge, Ill.

FORMULAS—LATEST MONEY MAKERS BY staff of manufacturing cosmeticians and chemists. Any formula, fifty cents (50c) each. Easily understood and full co-operation. **RESEARCH PRODUCTS LABORATORIES**, 17 William St., Newark, N. J.

FORMULAS — LATEST MONEY MAKER. Write for free literature describing newest formulas for fast sellers. **H. BELFORT**, 4042 N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS, GASOLINE, ALL ELECTRICS, geared 12 quart kettles; Crispette Outfit, Caramel Corn Equipment. **NORTHSIDE CO.**, 2117 Harding, Des Moines, Ia.

FINAL CLEARANCE—1/2-HORSE, 110 VOLT induction, alternating Motors, \$9.50; 1,000-watt Generators, \$19.50; other bargains. **ELECTRICAL SURPLUS COMPANY**, 1885 Milwaukee, Chicago.

PHOTO HOUSE-CAR TRAILER — COMPLETE for Strip Photos and Home. First \$535.00 buys. Booths, \$275.00. **HUBERT MANNING**, 1775 South, Toledo, O.

FOR SALE—SECOND-HAND SHOW PROPERTY

A CONEY RACER FOR SALE, SET UP FOR YOU to see it operate. **HUGO BOETTGER**, Lakewood Park, Barnsboro, Pa.

A-1 UNBORN—GIRL IN FISHBOWL AND Circus, Curiosities, Crime Shows, Sweet Box, Midwest Museum. Other bargains. **UNIVERSAL**, 849 Cornelia, Chicago.

ANIMALS, BIRDS AND PETS

ALLIGATORS, SNAKES, TURTLES, CROCO-diles. Twelve small assorted Snakes, \$3.00; four to ten large Water Snakes, \$6.00; eight large attractive, assorted Snakes, \$10.00. **ROSS ALLEN**, Silver Springs, Fla. Write via Ocala, mhx.

DONKEYS—TAME, FOR BASEBALL, PLAY and other purposes, \$20.00 each; Shetland Ponies, \$50.00 each. Write. **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex.

ADULT'S CHAIR PLANE, KIDDIE CAROUSEL. Kiddie Aero Plane and Chair Plane, two Kiddie Autos. **CALVIN GRUNER**, Pinckneyville, Ill. mh20

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and used, cut or indoors, with or without foot rests. **FERN BLEACHER SEAT CO.**, 1207 West Thompson, Philadelphia, Pa.

FOR SALE—TANGLY CALLIAPHONE. mounted Ford truck, both fine condition; extreme sacrifice price. **COL. E. WALTERS**, Excelsior, Okla. x

FOR RECONDITIONED FROZEN CUSTARD. Ice Cream, Candy Floss and Popcorn. Machines write **FROZEN CUSTARD MACHINERY CO.**, 567 Thomas St., Memphis, Tenn.

WAX FIGURES, WAX MASKS, TWO-HEADED Baby, \$25.00; Crime Theatre Road Show Attractions, \$200.00; Mummys, \$15.00. **SHAW**, 3316 Sidney, St. Louis, Mo.

14 BY 30 ANCHOR MADE TOP—SUITABLE for Corn Game or Cook House, Awning all around, excellent shape, new chafing bag. First \$60.00 takes it. Half cash, balance C. O. D. **MIKE DEMCOE**, 747 East F St., Hutchinson, Kan.

\$275.00 STRIP PHOTO OUTFIT—COMPLETE and in perfect condition. For quick sale, \$100.00. **HASSAN**, Box 971, Parkersburg, W. Va. mh20

HELP WANTED

AMATEURS—CONTORTIONIST, ILLUSIONIST. Ill. Escapes, Girls, Rhumba, Carioca, Mula Dancers. Salary, board, transportation. Thirty weeks' work under canvas. **BOX C-192**, Billboard, Cincinnati.

FLYER FOR CANNON ACT—STATE WEIGHT. Height and age. **W. O. PARENT**, Greenville, Ohio. mh13

HIGH DIVER—STUNT MAN, EXPERIENCED. Send full information and weekly salary expected. **CAM**, Room 6, 60 Washington St., Salem, Mass. mh13

HULA-ORIENTAL DANCERS FOR GIRL SHOW. Long season and best of pay. **H. E. BENNETT**, mgr., Byers & Beach Shows, Cardwell, Mo.

LADY E-B ALTO SAX, DOUBLING CLARINET. capable entertaining in floor show, dancing or voice. Experienced, good sight reader, tone, young, attractive, refined. Steady location job, good pay. **BOX C-191**, Billboard, Cincinnati.

LINE GIRLS DOING SPECIALTIES, TAP AND Ballet. Steady work, good salary, wardrobe furnished. **BETTY BRYDEN**, 832 Fox Theater Bldg., Detroit, Mich. mh13

MALE OR FEMALE TOP MOUNTER FOR HAND- to Hand Balancing or Reconditioned Act. Must be reliable, go anywhere. Should be able to do 2 feet on 1 hand, 2 feet on head, 1 hand on head, cannon balls, head to head and head into 1 hand. Should weigh from 112 to 125 pounds. Write to **ROY RODELLO**, Care Billboard, 1264 Broadway, New York.

VERSATILE PERFORMERS, ALSO MAN. FUR- nish complete Tent Theater. Experienced showman will finance money-getting week-stand show. **BOX C-193**, Billboard, Cincinnati. mh13

WANTED—GIRL AERIALIST, ENTIRE SEAS- on to right party. Send photos. Write **JERRY MARTIN**, 18 Belts Vista, Rochelle Park, N. J.

WANTED—CIRCUS ACTS, ALL KINDS, MU- sicians. Side Show, Novelty Joint, Cook, Agent who can promote. Long season, open first May. **EAKIN BROS. CIRCUS**, Ingalls, Ind.

WANTED—MAGICIAN, DOUBLING INSTRU- ment. Prefer young man with good personality. Write give qualifications, etc., also lowest salary; it's sure. **BOX C-194**, Billboard, Cincinnati.

10-IN-1 ACTS, POPEYE, MUSICAL ACT, IM- pudent, Fat Girl, Dancing Girls, Girls for Illusions, Good Cook, Working Men, Open Table, April 3, Thirty weeks' work. Best Table Board. **PAUL NOUCK**, Billboard, Cincinnati. mh6

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937 Forecasts, Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. Leaders since 1921. **NELSON ENTERPRISES**, 198 South Third, Columbus, O. mh6

BE A MAGICIAN. LARGE PROFESSIONAL magic catalogue of latest tricks, 25c. Cash paid for complete Tarbell magic courses. Write, **IRELAND**, 804 Wesley, Oak Park, Ill. mh6x

FOR SALE—MAGIC AND ILLUSIONS, STAMP for list. **KING FELTON**, 600 Ave. F, Chico, Tex. mh13x

FOR SALE—MAGIC, ILLUSIONS, SILKS, ALL or part. Half price. No junk. Write for list. **BALLARD**, Box 212, Duncan, Ariz.

LARGE PROFESSIONAL MAGIC CATALOGUE. 25c. **MAX HOLDEN**, 220 W. 42d St., New York City.

PINNY PUNCH AND JUDY—VENTRILU- quist and Comedian. Fine name actor, New and Used Barges. **PINXY**, 64 W. Erie, Chicago. Lists Free.

Show Family Album



THIS PICTURE was taken in 1914 when Buffalo Bill (Colonel William F. Cody) made a personal appearance with the Sells-Floto Circus. The complete title was Sells-Floto-Buffalo Bill Shows.

It was during the season of 1914 that the Ringling Bros. Circus and Sells-Floto-Buffalo Bill Shows played day and date at Des Moines, the first time in Iowa that this was done by two big circuses. It was also during that year that Buffalo Bill resigned as president of the Showmen's League of America.

In the picture, from left to right, are: Pete Staunton, who was side-show manager; Bow Robinson, ticket seller; Bill Cloud; William F. Cody; Jack Croake, ticket wagon; Joseph Wilson, assistant in ticket wagon. Cody, Robinson and Wilson are dead.

The Billboard aims to have the "Show Family Album" appear as a weekly feature and invites its readers to submit old-time photos for inclusion therein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photo-strip Outfit, 1 1/2x2, or 2 1/2x3 1/2, complete, \$140.00. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. mh13

BOOKING SERVICE—ORCHESTRAS, ACTS, Repairing, Accessories, Instructions, Coaching. **12107 WOODWARD AVE.**, Detroit, Mich.

ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each, 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. mh13x

YOUR WATCH REPAIRED BY EXPERTS—AT moderate cost. Send to **BOS LOWE JEWELRY COMPANY**, next door to Police Station, West Palm Beach, Fla., Dept. B. mh20

4-FOR-DIME OPERATORS MAKE BIG SAVINGS by buying all supplies from one source. Write for a catalog and the lowest prices in the country on paper, rolls, mounts, mirrors, cameras, booths and everything else you need. **MARKS & FULLER, INC.**, Dept. P, 44 East Avenue, Rochester, N. Y. x

M. P. ACCESSORIES & FILMS

BARGAINS GALORE! SILENT-SOUND PRO- jectors—Films. \$300.00 Silent Projectors now \$15.00. Write, large list. **ZENITH**, 308 W. 44th, New York City. mh6x

BARGAINS—PORTABLE AND STATIONARY Sound Projectors, Amplifiers, Speakers, Chairs, Screens, Spot Lights, Public Address Systems. We handle trade-ins, complete stock Accessories, Supplies, Repair Parts. Special department 16mm. Sound Projectors, etc. **CONSOLIDATED THEATRE SUPPLY CORP.**, 730 Seventh Ave., New York.

EXCEPTIONAL BARGAINS IN PORTABLE AND Stationary Sound Projectors, Chairs, Screens, Stereopticons, etc. Complete stock theater accessories. Free catalog. **MONARCH THEATER SUPPLY CO.**, Memphis, Tenn. mh6

BARGAINS—SOUND FEATURES, WESTERN. Sensational Shorts, also Holmes. Portable (Silent), \$25.00. **H. A. GLASS**, Olden, Mo.

ROAD-SHOW SOUND SPECIALS—WESTERN. War and Passion Plays. Write. **APOLLO EXCHANGE**, 117 So. 9th St., Newark, N. J. mh13x

SILENT AND SOUND RELIGIOUS, EDUCA- tionals, Travelogues, Cartoons and Comedies. Portable Sound Projectors. Special road show features. Trades taken in. **E. ABRAMSON**, 7204 Sheridan Rd., Chicago. x

TALKIES—FEATURES AND SHORT SUBJECTS. Sale or Trade, Dollar Reel and up. **ECCO PICTURES CO.**, Haddam, Kan. x

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD.**, 844 S. Wabash, Chicago. mh20

35 M.M. FILMS TALKIES, 300 FEET, \$1.00; Silent, \$1.50 Reel. Lists 3c. **BEDNER FILM SERVICE**, 5300 S. Talman Ave., Chicago, Ill.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—TANGLY HAND-PLAYED CAL- liaphone. Good condition, used very little. Reasonable if sold at once. **KARL C. KRAFT**, Frankfort, Ind.

At Liberty Advertisements

6c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Same Black Type). 1c WORD, CASH (Small Type) (No Ad Less Than 15c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

AT LIBERTY—CATCHER FOR FLYING ACT. **TOM R. NELSON**, 2022 Lawson St., Knoxville, Tenn. mh27

BAR PERFORMER—Aerial and Ground Bars. Branches in Astoria, **TAUBS OCEVIRK**, 917 N. 10th St., Milwaukee, Wis. mh13

AT LIBERTY STAGS AND MANAGERS

FREE TO THEATRE MEN—500 Letters. Folio showing who you need now in your theatre. (Free) Send now to **BOX NY-79**, Billboard, 1564 Broadway, New York.

VIOLINS—HAND-MADE MASTERPIECES. best since Stradivarius days. Artists praise them. **JOHN LEHTO**, Master Violin Maker, 935 14th, San Pedro, Calif. mh6

PERSONALS

INFORMATION WANTED OF THE PRESENT whereabouts and address of "Shorty" Dragan. Advise immediately. **F. O. BOX 1350**, Jamestown, N. D.

WHEREABOUTS WANTED OF JACKIE AND J. B. Merkle. Phone-Write: **M. NEWMAN**, 116 Lenox Road, Brooklyn, N. Y. Buckminster 2-2720.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Side Show Banner Painters. Devoting our time serving the showmen, **MANUEL'S STUDIO**, 3544 North Halsted, Chicago. mh13

FOR A BANNER SEASON ORDER CIRCUS, SIDE Show and Carnival Banners from **NEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago. mh6

HEADQUARTERS FOR BANNERS (NEW. Used)—Positive crowd stoppers. Two studios, Professional Artists, finest materials, lowest prices. **UNIVERSAL**, 849 Cornelia, Chicago.

SCENERY—SECOND-HAND

HEADQUARTERS FOR TENTS (ALL SIZES)— Sidewall, \$15.00 per 100 Running Feet; Bally Curtains, Prosceniums, Marquees, Tarpaulins. **UNIVERSAL**, 849 Cornelia, Chicago.

80 FT. ROUND TOP, WITH THREE 40 FT. Middles, 10 ft. Side Walls and Steel Center Poles. Extra stakes. Good condition, rigging excellent. Extra 40 ft. rd. goes with outfit. \$950. **J. STEINEL**, 523 Flynn Bldg., Des Moines, Ia.

THEATRICAL PRINTING

BRILLIANT COLORS—FLASHIEST DESIGNS! Hundred 3-Color 14x22 Tack Cards, 8-ply, \$3.00. Thousand 6x9 Colored Dodgers, \$1.50. **TRIBUNE PRESS**, Fowler, Ind.

HALFTONS OR ZINC ETCHINGS UP TO 24 inch. \$1. **CLAY CENTER ENGRAVING CO.**, Clay Center, Kan.

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D. plus shipping charges. **THE BELL PRESS**, Winton, Pa.

200 (14x22) 6 PLY WINDOW CARDS, 56 year copy, date changes, 25c each. **BOG ANGEL**, Ex-Trouser, Leesville, S. C.

250 LETTERHEADS AND 250 ENVELOPES. \$3.95; 500 Business Cards, \$1.95. Cash. Postage paid U. S. **ROBERT FELTON**, 19 Fremont, San Francisco. mh6

1,000 6x9 CIRCULARS, \$1.50; 5,000, \$4.50; 1,000 Letterheads or Envelopes, \$2.00; post-paid zone 4. **LAWDALE PRESS**, Box 305, Franklin, N. H. mh13

WANTED TO BUY, LEASE OR RENT

WANTED—PENNY EMBOSsing MACHINE. Full details, make, equipment, weight, condition, lowest price, when deliverable. **MOSKOWITZ**, 1363 Stebbins, New York City. x

WANTED—SET OF TUNED BELLS FOR BEL- lingers Act. Describe fully. State best cash price. **DAY MUSIC COMPANY**, 817 S. W. Ninth Ave., Portland, Ore.

WANTED TO BUY—PENNY ARCADE MA- chines, Concession Games and Fun-House devices. **E. CLANCY**, St. Regis Hotel, Calgary, Alberta, Canada.

AT LIBERTY BANDS AND ORCHESTRAS

EIGHT-PIECE SWING AND NOVELTY BAND. Two Girl Singers. Eleven in unit. Give carefully. Salary first letter. Photo. Contract on request. Bookers contact: DICK STANDISH AND MELODY FLIERS, 4822 Kenmore Ave., Chicago, Ill.

FAST ELECTRIC ORCHESTRA—SIX pieces featuring two pianos; also Girl Vocalist. Distinctive music guaranteed to please for Hotel, Night Club. LEADER, 1421 Water St., Corpus Christi, Tex. mh6

GINE FLETCHER AND ORCHESTRA. EIGHT men desire reliable hotel, ballroom or night club. Attention bookers. Closing here after five months Southwest radio chain from Crystal Ballroom, Crawford Hotel. Go anywhere. All young, perfect vocal band. Have bus, complete musical setup, 3 vocalists, 2 arrangers. Our own distinctive style. Crawford Hotel, Carlisle, N. M. mh6

MODERN EIGHT-PIECE GIRLS' ORCHESTRA—Made Director. Double on singing and instruments. Everyone a soloist. P. A. System, two mikes and two loudspeakers. Latest and complete library, music stands, etc. Union. Instrumentation consists of saxophones, trumpets, bass, piano, electric Hawaiian guitar, violin, clarinet, mandolin, etc. Solo and ensemble playing. We have the best of reference. Play sweet and hot, swing, Spanish, Hawaiian, etc. Only Class A hotels, radio and high-class night clubs need answer. Give full particulars, also play in first letter. Picture sent by request. THE BRUSS and HIS MELODY MAIDS, 3024 N. Mason Ave., Chicago, Ill. mh13

ORCHESTRAS WANTED FOR THIS TERRITORY immediately. Ten to twenty pieces. Send full info. to ROBERT STINE, State Hotel, Kansas City, Mo.

ORCHESTRA DAVID ORCHESTRA now playing at Power Road Club, south early spring and summer engagements. "Professional" no high-school outfit. WICHITA, 224 S. 4th, Quincy, Ill.

SIX-PIECE BAND Available for Ballroom, Hotel, Night Club, W.E. engagement. Feature Social Arrangements, Vocalists, Sober and reliable. Would travel. THE MELODIANS, Tallahassee, Fla. mh6

AT LIBERTY CIRCUS AND CARNIVAL

A KING MAN FOR MONKEY SPEEDWAY OR A Monkey Motorcyclist. Reliable and honest. FRANK NASH, 400 W. Camden St., Baltimore, Md.

AT LIBERTY—MIDGET LADY WITH SEVEN Trained Dogs, assisted by Hiram. Will book with dependable people for the season. J. M. HINGLEY, 228 St. Elmo, Ill. mh5

AT LIBERTY—LLOYD'S PONY RIDE, A MODERN Pony Track with own transportation. 605 Franklin Ave., Oconto Falls, Wis.

FREE ACT—GIBSON'S HIGH DIVING CAT AND Dogs. Fifty feet. The only high-diving cat. A thriller. Tight-wire performing, both species, day or night. New outfit, nice flash. Join regular show or other bookings. GIBSON & GIBSON, Carthage, Ind. mh6

HALF AND HALF—ANNEX ATTRACTION. Circus only. No carnival. Clean exhibit. Nice lecture. Good wardrobe. At Liberty March 24. Address BOX 283, Ashland, O.

JOE HARRIS, WORLD'S GREATEST BAG Puncher, 2201 South Grand St., Houston, Tex.

RIDE SHOW TALKER—GRINDER, FIRE-EATER. Open for circus or carnival. Write best proposition. EDWARD C. ANDREWS, Mountain Home, Tenn.

YOUNG MAN, SOBER AND RELIABLE DESIRES position with circus as usher, candy butcher or similar capacity. LUDWIGSON, 5839 61 St. Margery, N. Y. mh6

LETHAM'S CIRCUS ATTRACTIONS so your Free Act will have you money and worry. Four pieces. Ten Trained Dogs, Pony, Monkeys and Baboons. Shows were Billboard, Cincinnati. mh20

PANAMA'S FAMOUS ACTING BIRDS—A wonderful attraction. Baboons, cat doors, song men. A feature: the last word. Presented by Prof. Panamaska himself. 515 W. Erie Ave., Philadelphia, Pa. S.A. Moore 5536. mh6

AT LIBERTY COLORED PEOPLE

A1 TROMBONE—Colored, read, solo. Out or no notice. Have blackface kit that sells. Must have reliable. Write all in first letter. THOMAS ARBOLD, 237 Dudley, Cincinnati, O.

AT LIBERTY—Colored Baritone and B.B. Sondheim Player. Sober and reliable. Guarantee to be a night. Ticket. Address MUSICIAN, General Delivery, Jackson, Miss.

AT LIBERTY MAGICIANS

AT LIBERTY FOR SUMMER—TRIO, BIG FEATURE. Magic and Illusions. Wife: Single, singing and dancing Hokum. Daughter: Neat singing and dancing. Both do Sister Doubles. Play Parts as Cast. All three work Illusions. Plenty of changes. Finest wardrobe. Equipment the best. KING FELTON, Magician, 600 Ave. F, Cisco, Tex. mh20

HARRIE THE MAGICIAN—Kindly different, original, and a study. Stage and Floor Work. 25 N. Mason Ave., Newark, N. J. Phone Ewing 2-7034. mh6

AT LIBERTY MISCELLANEOUS

LECTURER AND DEMONSTRATOR—FOUR years' experience on road, three years in studio. Only reliable stores need apply. D. P. SELLERS, 8 W. Duval St., Jacksonville, Fla.

BOB TOMLINSON—Three-Piece Dance Orchestra, introducing 15 different specialties. Singing, Tap Dancing, Comedy, Ventrilocquism, Juggling, Musical Saw, Magic, Rope Spinning. Suitable for lodges, schools, theaters, organizations. Circular mailed. 65 St. Jackson, Chicago, Ill.

AT LIBERTY M. P. OPERATORS

PROJECTIONIST—MANY YEARS' EXPERIENCE. Any equipment. Reliable, married. RAY MYERS, 223 16th St., Cairo, Ill. mh6

AT LIBERTY MUSICIANS

A-1 TROMBONE—AGE 30—EXPERIENCED. Anything legitimate. LEIBEL, 25 East 192d St., New York City. mh13

A-1 CORNETIST, AGE 24, UNION, SWIFT and hot, good tone, arranger. Just completed 2 1/2 years' engagement at first-class hotel. Experienced all lines. Location preferred. Do not misrepresent. PAUL KULIC, 94 Clark St., New Bedford, Mass.

ALTO SAX, FLUTE, CLARINET, BARITONE. Sax. Also arrange and sing some. Well schooled, young, union. Go anywhere. Cut or no notice. BOX C-102, The Billboard, Cincinnati, O.

AT LIBERTY—HOT SOUTHERN COMPOSER. Arranger. Plenty of specials and own compositions. For full details write RED HEAT, 88 Newport St., Brooklyn, N. Y. mh6

AT LIBERTY—TROMBONE, EXPERIENCED ALL lines. Satisfaction guaranteed. Want location. Write BILL COKER, Evans, Ky.

FAST STRING BASS—AGE 23, NEAT APPEARANCE, union. Prefer Texas or Eastern live and States. Some voice. Have car. TED COOK, 3 Cornett St., Schenectady, N. Y.

FLUTIST—EXPERIENCED IN ALL LINES. Will not music as side line if necessary. Write BOX C-175, care The Billboard, Cincinnati, O. mh6

MODERN TROMBONIST—ALL ESSENTIALS, five years' road-band experience. Need ticket. Write or wire. JACK SPIERS, 66 N. Truesdale, Youngstown, O.

MUSICIAN—SIX-STRING GUITAR, MODERN, young, neat, reliable, union. HAROLD HAGERTY, Wataga, Ill. mh13

SAX MAN—PREFERS TENOR, DOUBLES ALTO, Baritone, Bass Sax and Clarinet. Location only, union. Read and "go". Write or wire MUSICIAN, 117 N. 3d St., Oxford, Pa.

STEEL GUITARIST FOR HAWAIIAN TRIO. Professional. JOE HUNSINGER, 101 Hall, Yakima, Wash.

TENOR AND CLARINET MAN AND BASS. Men. Both experienced, union, swing. Address MUSICIANS, 41 Walnut St., Salem, N. J.

TENOR, ALTO CLARINET, AGE 21, UNION. Misrepresentation cause this ad. JACK BECKER, 728 Seventh St., Pt. Arthur, Tex.

TROMBONE, DOUBLE TRUMPET, VIOLIN. Smart, young, experience. Good voice for vocal trio. BOX 762, Billboard, 1564 Broadway, New York.

DRUMMER—Experienced in show business and band concert. Good reader, fast circus man. PHILIP V. J. KELLY, 240 Lakewood Pl., Chicago, Ill.

HOT GIRL DRUMMER—Experienced. Will take anything go anywhere. Good appearance, ability, reliable. References. (MISS) VIRGINIA CARTER, Bookman Tower Hotel, 3 Mitchell Pl., New York City.

PIANIST, ARRANGER, ORCHESTRA Director. Teacher, Composer, wishes to locate. No affiliations. Independent. Responsible parties only answer. Experienced in all branches. Address PIANIST, care Billboard, 350 Arcade Bldg., St. Louis, Mo.

RHYTHM DRUMMER—Name band experience, wants location connection, band preferred, with reliable base. Absolutely cut or out. Name band experience, floor shows, vocals, swing in any section and read. Twenty-five and aging so fast, so no notice after the cut-off. Write everything in first BOX C-190, Billboard, Cincinnati, O.

STRING BASS, doubling Violin. Can take over either position. Young, reliable and experienced in all items. Can read, take and jam. Will travel and join union if necessary. Job must pay. State all in first letter. Write SURMA, 79 Madison Ave., Newark, N. J. mh13

TROMBONE—Instructor, Director, A-1 Arranger, 22 years' experience. Sober, reliable, reference. Prefer location in the South. Would travel. ROBERT VAN SICKLE, La Belle, Mo. mh13

AT LIBERTY PARKS AND FAIRS

BALLOONISTS AND AIR-plane parachute jumpers at liberty. Equipment and men in Florida and Texas now. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. Est. 1903. mh13

ARMSTRONG'S FAMOUS COMEDY FORD ACT Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. mh23

REX, THE HORSE WITH ALMOST HUMAN INTELLIGENCE. Does twenty outstanding tricks and is right-brained under the saddle. He provides excellent entertainment for both old and young. WILLIAM NEARY, Vista, Calif.

SAM-SAM—CIRCUS REVUE, PLAYED ALL leading conventions, celebrations last year. Have few open dates. They're hotter'n' for "Sam." CHARLES KYLE (owner), General Delivery, Providence, R. I.

AERIAL COWBOYS—Standard attractions, high double trapeze, comedy revolving ladder. Good acts, plenty of humor satisfaction assured. If interested send for literature. Address Billboard, Cincinnati, O. mh13

CHARLES LA CROIX—Original Outstanding Trapeze Act. Indoor events. Flashy equipment. Special advertising posters. Real act. Price reasonable. Address 1504 South Anthony Blvd., Fort Worth, Tex. mh13

FRED AND MARIE GUTHRIE—4 Separate Acts. Double Trapeze, Single Iron Jaw, Double Tight Wire and Single Trapeze, 1600 Race St., Cincinnati, O. mh27

PANAMAHIKA! Dog, Pony, Monkey, Bird Circus. A real act. Heavily advertised. Write for circular, send 10c. GEO. E. ROBERTS, Mrs. Panamaska's Studio, 615 W. Erie Ave., Philadelphia, Pa. S.A. Moore 5536. mh13

THREE NOVELTY ACTS—America's best ball globe act. She comes down stair steps and uses a globe. Something that is different. Two people wire act and a regular act. Write for photos and literature. THE CHILDFRYS, Keokuk, Ia. mh13

THRILL A MINUTE—For the first time the world famous "Human Bat" of News Reel and Air Race fame, the man who defies death, thousands of feet up in the air as he flies from a speeding plane and starts flies on his home-made wings is available for Fair, Centennials and Celebrations. He is a real attraction. A complete two-hour thrill show or one hour act. Jump, parachute to increase your gas receipts. Percentage of guarantee. The Bat and his jumpers use the New Triangle Parachutes that can be stored into any ball park, fair grounds or any place your celebration may be. We tempt anything or nothing. Write for details. THE HUMAN BAT, 618 Main St., Richmond, Ind.

AT LIBERTY PIANO PLAYERS

PIANIST—LEGIT AND DANCE READER, Union. LARRY SCHEBEN, General Delivery, West Palm Beach, Fla.

RHYTHM DANCE PIANIST—Experienced vaudeville, tabloid, ballroom, safe, night club. All essential, to be reliable. Write for details. Live, swing, etc. Drive anywhere. WAYNE BOKER, Marshall, Mich. mh13

RHYTHM PIANIST desires change. Take-off, good accompanist, your choice. Address PIANIST, 548 S. McDonough St., Montgomery, Ala.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—EDUCATED HORSE AND (Coach) Dog, King and Queen, the act supreme. A horse that does it all, either under saddle or liberty. Works any place, latest as floor show attraction, free act, etc. Fancy tricks, everything black and white. Address 2813 S. Flower St., Los Angeles, Calif.

AT LIBERTY ATLANTIC CITY

(Continued from page 42)

view parade and take part in hotel festivities.

Plans are being completed for the third of Atlantic City good-will trips being taken by a group of business and civic leaders into various sections of the country where residents heavily patronize the resort. Tentative itinerary is Lancaster, Hershey, Harrisburg, York, Pa.; Baltimore; Newport News, Williams-town and Richmond, Va.

Atlantic City representatives in the Legislature are lined up solid for the State racing bill. Bennett Tousey, manager of the Traymore, resumed duties after a Southern vacation. Floyd Weep, here for five years with Warner theaters, left on Monday for his new post at the Vesperian Theater, Racing Wk., a combo pix and vaude house. He was replaced by Morty Levine, Wilmington, Del. Herbert Copeland, general manager for Seashore Theaters, just returned from the South. Reported Terry Turner deal to take over Million-Dollar Pier is at a standstill, altho the pier will definitely open on Easter with net hauls as one of the attractions, latter run by the pier company.

With the Zoos

SALT LAKE CITY—Charges to the city commission that Hogle Gardens Zoo animals are dying from starvation and birds are not being given sufficient water were heard before the commission, and Commissioner E. T. Goggin invited the body to inspect conditions at the zoo. After this had been done a clean

bill of health given the zoo and work of Keeper E. M. (Dutch) Shider was praised. Mrs. John A. Hogle, donor of the zoo, also had asked that the statements be investigated, as her gift provides that only if a "sanitary zoo" be conducted and improvements made shall the property be given to the city. Commissioner Goggin has a PWA program under way whereby many improvements will be made. City commission has under advisement the spending of \$14,000. In the meantime President R. Murray Stewart, former head of Salt Lake Zoological Society, who had the zoo in charge for some time, is trying to straighten out matters and give back some of the money invested by members to keep the zoo alive. City has agreed on a plan whereby it pays back bills and gives a certain amount to take over stock indebtedness of members who financed the zoo.

LIMA, O.—Funds are needed for restoration of Faurst Park Zoo here. Lack of funds has prevented replenishment of animals, at present there being only two coyotes, three rabbits, lynx, cinnamon bear, eagle and three owls.

LITTLE ROCK, Ark.—W. R. Sprot superintendent of Fair Park Zoo, reports animals in fine condition despite an unusually cold and rainy winter, as a result of the construction program rapidly nearing completion. New water-fowl pool is nearly finished, with a duck house and continuous flow of fresh water assured. New refreshment house has been completed.

MEMPHIS—A St. Valentine's Day present in Municipal Zoo was a baby hamadryas baboon. Parents are from Abyssinia and this is their second son in the zoo. N. J. Melroy, superintendent, expects to exhibit mother and offspring soon.

CHICAGO—Last week was baby week in Chicago Zoological Gardens, with births of two American bears, Isabella gazelle, Dorcas gazelle, grivet monkey and four black swans. The bears represent the fourth generation of their family born in captivity.

Funland Contingent Departs for Havana

MIAMI, Feb. 27. — Showmen never being daunted, it seemed for a while as tho the Endy Bros. and William Tucker aggregation, many from Funland Park here, contracted in Havana for six weeks' engagement, would not be able to make the trip. Steamship companies plying between Miami and Havana at this season are so heavily laden with cargo that they could not pick up any more for shipment from here.

This was not taken into consideration when contracts were signed in Havana, but David B. Endy evolved a plan of sending equipment in small lots, with each steamship companies agreed. The party left on the S. S. Florida on Wednesday, with arrival planned in time to open there today, engagement being in the Parque Hatuey at foot of the Malecon. Advance guard advised that business should be good.

The following made the trip: Mr. and Mrs. William Tucker. Mr. and Mrs. David B. Endy. Mr. and Mrs. Ralph Endy. Edythe Siegrist. Mr. and Mrs. William Siegrist. Alphonse Aculeur. James Shell. Mr. and Mrs. Samuel Cousins. James Kelly. G. H. Gauvreau. John L. Lyons. Sam Murphy. Lee Dehnhart. Leo Carrell. Mr. and Mrs. Carl Fontaine. Joe Martini. Edwin Yestedt. Charles Gerard. Robert Schwartz. Adolph Vansburg. Alexandria Rowe. Mrs. Helga Lundgren. Stacy Kross. Mrs. Carleton Kross. Bob Weiss. Harry Wiser. Richard Henry Colby. Ruel Clifton. Burton Kelly. Pat Delany. Mr. and Mrs. Merritt Davis. Ernest de Sautele. Lee Manchell. Mr. and Mrs. Meyers. Louis Hersh. Mr. and Mrs. Eddie Lippman and Peter J. La Barr.

RAYNES BEACH, N. B.—Mr. and Mrs. Bud Tippet, co-proprietors and managers of Dominion Park here, who have been spending part of the winter at a St. John hotel, are planning to return to their permanent home in the park late in March. During the winter Mr. Tippet has been logging on his beach property for a near-by sawmill, employing several men on this work. Summer season in the park will open on May 24. This winter was the first the Tippetts had temporarily forsaken their beach home since they established it there about five years ago.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

Increased Seasonal Demand for Variety of Easter Specialties

Surprising early demand for Easter merchandise and novelties for use in many ways and for distribution thru varied channels is being reported by active merchandise distributors. It is being predicted that this year's buying for the Easter season will exceed anything the industry has seen in eight years. The upturn in recovery, combined with the fact that Easter is one of the few periods in the year when the persistent demand is for quality merchandise without so much concern about price, point to a pretty definitely successful season for the entire industry.

While to date there has been a lack of anything seasonally new in the way of Easter novelties, there are four or five items which are proving most popular this season. A new cackling hen novelty which produces very realistic hen sounds is going big, as is the old stand-by, the squeak rabbit. Furred rabbits, Easter baskets and little chick novelties, as well as novelty eggs, have been demanded in considerable quantity by premium purchasers who have found them good pre-Easter trade stimulators. Substantial orders have also been received from pitchmen who have found that it is just as necessary to feature merchandise that is timely as it is to offer goods of quality for a heavy and sustained business.

Another class of merchandise which is being heavily featured both collectively and singly, because the items constitute important Easter accessories, includes colorful handbags of many types, small items of apparel such as scarfs, gloves and the like. Sales of costume jewelry, and not all of it by any means in the lowest price brackets, are also picking up briskly in anticipation of a big Easter season demand. Another group of items getting a good play because of its ready adapt-

ability to Easter giving consists of cigarette cases, lighters, book ends, pen and pencil combinations and sets, compacts, flasks and the like.

Electricity Plays Leading Role in Business Recovery

PHILADELPHIA, Feb. 27.—George E. Whitwell, vice-president in charge of sales of the Philadelphia Electric Company, in an address to the Sales Managers' Association of Philadelphia, pointed out the great role electricity is playing in the progress of business recovery. Many new electrical appliances, new processes and new uses for these appliances, all contributing to employment and the circulation of money, would not have been possible without the forward march of electricity, he said.

"Expanded production, with its new processes, new products and new uses," he continued, "is but another way of describing sound economics, and high standards of living are nothing but social advance and the improvement of humanity's condition."

Merchandise Salesboards Prove Long-Run Value

Salesboards featuring merchandise are coming back stronger than ever before. This was noted in an article in this section of *The Billboard* some time ago.

But most interesting is the fact that much of this merchandise being used and the exact salesboards themselves are still being sold and continue to be among the popular leaders for the salesboard operators.

One board featuring the electric revolving clocks is still a big seller after six months on the market. This board

Nation's Trade Gains On Broader Front

Spurred by improved weather, retail trade advanced over a broad front last week while fresh energy was sluiced into business and industrial channels from several sources. Looming high on the industrial horizon were spectacular advances in pig iron, copper and other metals to new recovery peaks.

While retail outlets showed wide improvement over the corresponding 1936 period, gathering business momentum incident to settlements of major strikes, flood reconstruction and effects of heavy industry to step up facilities loomed in the immediate background. Altho some of the increased dollar margin was attributable to higher prices now prevailing, continued broadening of demand was evident in many sections of the country.

is not only selling as well as when first introduced but sales have actually been on the upgrade in the past few weeks.

The fact that the merchandise salesboard has a fine repeat play value is probably the greatest reason for its continued long life and also probably the reason for the repeat orders that continue to come in from the board operators.

Merchandise on the boards seems to get a better repeat play than the regular cash awards. Players prefer this type of board to any other being featured and will continue to play an almost empty merchandise board regardless of the slim chance that faces them. The fact that more and more attractive and unique boards are being featured has probably a lot to do with the increase of sales in this category.

Wholesale merchandisers that first adopted unique combinations are to be complimented for bringing back interest to the merchandise salesboard.

They usually arranged these items and purchased blank boards at their own expense, thus creating the market that is now leading in this field.

Combination Sets Stimulate Buying

The wholesale merchandise industry demonstrates its ingenuity in meeting the demand of buyers of electrical appliances by arranging a series of food sets in this category which are not only unusually attractive and practical but also of beautiful display value.

Many of these are very reasonably priced. They offer the unusual combination of staple and accepted merchandise with the very latest ideas of modernistic decoration. Some of the sets are truly unique in their value. Many have been arranged by the dealers themselves, gathering together various single items to make up an attractive combination at a low price.

It is recalled that a few weeks ago it was stated in *The Billboard* that electrical appliances were getting a greater following for the coming outdoor season than any other merchandise, due to the fact that so many national and local advertising utility companies has brought attention to this type of item and that the merchandise purchasers had instantly taken advantage of this fact.

Some of the sets being thus featured in combinations are as follows: An electric toaster, electric egg boiler, six glass egg cups and a large chromium tray; another set is composed of an electric toaster, large oval-shaped chrome tray and an assortment of dishes and glassware for cheeses and jellies; still another features a waffle iron, an electric toaster and a glass tray.

One of the newest in electrical appliances being featured is the triple set electrical waterless cookers with thermostat heat regulator. There is also a single unit large two-quart pot of this same electric waterless cooker type with heat regulator control.

All these ideas in electrical appliances have resulted since the demand for this merchandise was created by local electric utilities throughout the nation, and also by the national advertising of the utility associations and the electrical appliance manufacturers themselves. It is also noted that many of the national brands of this type of merchandise are being featured and are getting an unusual amount of attention.

Most important is the fact that this merchandise is selling in good quantity and that delivery of many of the items is held up because of large advance orders showing further the popularity of these items throughout the country.

The wholesale merchandise industry predicts a great summer season for electrical food appliances and there is no doubt that these items will be greatly welcomed by the general public everywhere. Especially in view of the extremely reasonable prices that are being featured.

Dolls Continue as Industry Leaders

Dolls of every size, price and description make up one item that the amusement industry always finds a fast-moving and profitable one. There has never been a slackening in the popularity of dolls—not since little girls were first born. Styles of dolls change, but their appeal increases with each new generation. Yes, with each new year, and in more recent times they have taken on a considerably broadened scope of interest. They have become part of the home decorative scheme. In the bedroom they occupy an important place as evidenced by the increasing popularity of boudoir dolls.

Carnival dolls, kewpies (some with lighting attachments), French dolls and toy dolls have all been in greater demand the past year than in a long time past.

These fascinating dolls that win the acclaim of the fair sex of all ages are provided in the conventional dress, no dress at all or where a premium or prize user or concessioner wants something distinctive he may have a dress or costume all his own. Countless novelty types have also been employed with good effect in upping amusement patronage.

WASHINGTON, Feb. 27.—The government reduced the size of its paper money about eight years ago. However, there are more than 48,000,000 of the old bills still in circulation. Treasury officials, testifying before a House appropriations subcommittee, said about \$250,751,000 of the old money is still knocking about in odd parts of the world. "The bills were largely used in Cuba and Central America, and they were largely used in Europe after the war," one official said.

New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

SOME of the operators in the New York market during the last week say they will do a big business this coming summer with electrical home appliances. Reason is the rural electrification which is reaching thousands of new homes and also the large replacement trade that has set in with the recovery. Checking back upon this I find that premium merchants have had good orders for this type of stuff for several months. Much of it has gone into regular retail channels. My advice in this matter is: Don't buy cheap goods. Give the better grades a chance. The public knows the difference and will gladly pay a few cents more for a quality article. Preferably pick a novelty. There is a demand for small size appliances of this type.

The trend to better quality in premiums is fairly general. I know of several instances where comparatively large contracts have been written for new items costing as much as 10 cents more than what the customer wanted to spend. The larger customers know, of course, that prices are going up. They charge more for their goods themselves, so this does not need any further explaining. What they often don't know is that the customers have a fair idea themselves about the value of the premium and do not care to load themselves up with junk. I can mention several instances where a premium campaign was completely spoiled because the premium was not acceptable.

Premium selling, which had a trout in drug stores last summer, is going to have several other tests very soon in the same stores. Druggists feel that they can make use of bigger sales checks and a good premium deal looks very attractive to them. Something in the brush line or any other article of personal use might be acceptable for this purpose. The next time you encounter a druggist ask him what he thinks about the proposition. If he is lukewarm buy a bottle of cough medicine from his competitor and ask the same question.

A friend of mine is doing good business with lucky stone rings in connection with a horoscope demonstration. This should make a good idea for a traveling show. I think more will be heard of side lines during the present year. The old ballyhoo is getting somewhat shopworn and the ground beneath your feet is costing more every month. This is a matter worth while considering. If the drug stores are selling carnival merchandise it's about time for the carnival stands to begin promoting some of the drug store stuff, not medicines, of course, but toilet goods, razors, etc.

Keep an eye on your chinaware purchases. Price increases are due very soon. They may be as much as 10 per cent higher. At present hopeful expectancy prevails, but wholesalers do not care to make any promises for the future.

Philadelphia Trade Report

Business at wholesale in the Philadelphia trading area moved along briskly last week, heavy post-flood and advance spring commitments aiding the trade. Retail trade again made good gains over the same period a year ago. Department store sales advanced 11.5 per cent over a year ago but dipped 1.1 per cent from the preceding week. Specialty shops showed gains over the two comparative periods, gaining 7.2 per cent and 21.2 per cent, respectively.

WASHINGTON, Feb. 27.—Trade reports show that the drug trade had increases of 12 to 20 per cent in retail sales in 1936, the margin of improvement extending in January and February. It was the third successive year of improvement. Production of drugs and pharmaceuticals was from 10 to 15 per cent better than 1935. Most manufacturers were on the highest schedules in six years.

New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Stuffed Fur Animals

Majestic Novelty Company has introduced to the market one of the most interesting and attractive lines of stuffed fur dogs and cats seen in a long time. Featuring real goat-skin fur; black, white, silver gray or combination colors; fireside or angora shapes; standing, sitting and crouching positions and voices in body, the cats have a most lifelike appearance and a definite appeal. The dogs come in terrier, Pekingese and scottie shapes; standing and sitting positions; real true-to-life white, black, gray and brown skins; ribbons around their necks, voices in tails, etc. One of the outstanding numbers in this line is the large standing scottie with harness, collar, leash and a voice in tail. Majestic has printed a detailed and complete circular of its complete line and will send this on request to any interested parties. Concessioners, salesboard operators, agents, salesmen and many other types of premium and novelty users have found the Majestic circular interesting and valuable.

Ten-n-One Traveling Kit

One of the most appealing new items to make its appearance recently for the use of the prize, premium and gift trade is the Ten-n-One Traveling Kit distributed by R. C. Whittinghill & Company. New model accommodates a complete shaving kit, zipper contained on the back of a graduated trim brush, and comes fitted with a standard razor set, two blades and holder, brushless cream, toothbrush and cream, nail file, scissors and comb. This flashy kit is made in light tan pigskin, dark brown and black cowhide and is offered at prices in quantity which guarantee the article's widespread acceptance.

New Spotlight Iron

A front spotlight which throws a bright light onto the work to be ironed is one of the striking features of a remarkable new iron, modern in every detail, just introduced to the direct-selling trade. Other features which make the iron outstanding include a visible heating indicator which tells correct reading of the ironing heat, a switch control in the handle for easy regulation of current, air-cooled bakelite handle with open-leaf construction. The cord is connected directly to the iron thru a specially designed terminal case. Attractively streamlined and light in weight, its maker, the R. & R. Electric Corporation, claims there is a tremendous market for this product.

New Shaving Invention

The only non-electric automatic razor has just been introduced by the Tarrson Company. Vibro is the trade name for the device. It is easy to handle, winds like a clock, and in comparison to regular razors gives one of the slickest, smoothest shaves that can be had. When it is applied to the skin its gentle pulsating action depresses the skin and removes the hair at the base. Cutting, pulling or scraping is almost impossible. The Tarrson Company has combined this remarkable item with a salesboard, and it should prove to be a natural for all drug and cigar counters.

Piccadilly Shaving Cream

Mills Sales Company, exclusive distributor of the Piccadilly Blades, is introducing for the first time the new Piccadilly Bay Rum Lather Shaving Cream. In attractive red and black tubes this ideal shaving cream can be had in two sizes, the small and giant size. Each tube comes packed in individual red and black cartons. As a special introductory offer the Mills Sales Company is offering three dozen tubes of the new shaving cream with every order of 1,000 Piccadilly Blades.

STREETMEN! PITCHMEN!

- SQUIRTING CIGARETTES—Sensational, Fast Money Outer Every-where. Gross, \$5.70; Dozen, 50c
 - MINIATURE CHARMS—Donkeys, Elephants, Horses, Etc., with Silk Cord. Gross, 65c
 - ALKALINE SELTZER TABLETS—30 Tablets on Display card, each 25c
 - HOOD AUTOSTOP BLADES—55c
 - First All Autostop Razors, 100, 55c
 - SINGLE EDGE RAZOR BLADES—5 to Package. Per 100, 45c
- 25% Deposit, Balance C. O. D.

BENGOR PRODUCTS CO.
576 BROADWAY, NEW YORK, N. Y.

ST. PATRICK'S DAY NOVELTIES!

- | | | |
|---|------|-----|
| 833N15—Silk Shamrock | 50 | 50 |
| 833N21—Shamrock with Hat | 35 | |
| 833N20—Shamrock with Pipe | 35 | |
| 833N 8—Green Carnations | 2.00 | |
| 833N40—Irish Flag, 1 1/2" x 2" | 48 | |
| with Brass Pin | | |
| 833N25—St. Patrick's BLOW-OUT | 1.50 | |
| 833N28—St. Patrick's Green Horn with Tassel | 2.25 | .20 |
| 833N23—St. Patrick's Crepe Hat | 2.75 | .25 |
| 833N18—St. Patrick's Metallic Hat | 4.00 | .50 |



Just Look—only 1.50 each
81W78

INGERSOLL MIKE WRIST WATCH, at the market's lowest price. Former wholesale price was \$2.93. Chromium plated case with open link metal band. Silvered dial with gilt figures. Unbreakable crystal. Each in original box with \$5.00 price mark.

N. SHURE CO.
Adams and Wells Sts.,
CHICAGO, ILL.



Big Premium Item!
No. B101
EACH
59c
Care Metal. Assorted Colors. Snap or Time Pictures, Size 1 1/4 x 1 1/4 in. Ten for \$9.50.
Send for Catalog.
ROHDE-SPENCER CO.
(Wholesale House)
223-25 W. Madison St. Chicago

WALTHAM
16 Size—15 Jewels, R. B. movement. Fitted in new chrom. case. Complete with chain to match. Special Price, Lots of 9, 60.
25% Deposit, Balance C. O. D.
1.50c Extra for Samples.
SEND INH NEW 1938 CATALOG.
PLYMOUTH JEWELRY EXCHANGE,
163 Canal St., Dept. B. New York City.

The Smallest Bar Radio Made

EXACT SIZE 6x14 1/2x9 3/4
WITH A DYNAMIC SPEAKER
Weight 12 Lbs.



- FIVE TUBES (1 METAL)
 - DYNAMIC SPEAKER
 - ILLUMINATED DIALS
 - HOLDS 2 DECKS CARDS
 - ROOM FOR CHIPS
 - SIX GLASS WHISKY RACK
 - ROOM FOR 2 SMALL BOTTLES
 - HAND RUBBED CABINET
 - MODERNISTIC CHROME GRILLE
 - UNBELIEVABLE SIZE
 - IDEAL FOR PUNCH BOARDS AND PRIZES
 - SETS AND TUBES GUARANTEED
 - WORKS ON A. C. OR D. C.
 - 110-120 VOLTS ANY CYCLE
 - QUANTITY LIMITED
 - OTHER SETS FROM \$5.35 UP
- Send for Catalogue

\$10⁴⁵ each
\$12⁹⁵ each

In lots of six samples
F. O. B. N. Y. 25% deposit

PLAYLAND SUPPLY CO. 118 East 25th St., New York City



POWER CHEF

ELECTRIC FOOD MIXER

MIXES—BEATS—WHIPS—STIRS. Takes drudgery out of baking and roasting. 3 Variable speeds provide for every mixing requirement. 9" Ivory Opalque All Purpose Mixer Bowl. Performs easily, quickly, efficiently. Sturdy construction. Great for Salesboards, Bings and General Premium Use.

Genuine SILEX Glass Coffee Maker

Includes electric stove, cord \$2.97 ea. Lots of and hot plate. Sample \$3.50

1/3 Dep. with Orders. Bal. C. O. D., F. O. B. N. Y.
SALESBOARD DEALS
We have a number of Hot Deals. Write for information. Send 10c for Sample Salescard.

ADVANCE DISTRIBUTORS, INC.
305 Broadway (Dept. B-5), New York City.

EASTER SPECIAL



This big Novelty Rabbit is made of long pile plush, with chest and vest made of Heavy DuPont Hatherette, measuring about 24 inches in height, has a real felt hat, gun and larlet. You will smile when you see this comical looking bunny made up to look like a real western cowboy. Rabbits come in assorted pastel shades. 12 in a shipping carton.

Sample, prepaid \$2.00. Dozen lots \$18.00, with each rabbit we include free, a pay to 15c push card that takes in \$6.45—or will include any size card you request.

DEAL No. 2—Cowboy Rabbit with 200 hole 5c or 10c board. Each \$2.10 Dozen \$22.50

DEAL No. 3—3 Cowboy Rabbits on 500 hole 5c or 10c board. Each \$5.00. Dozen \$50.00.

We sell only one operator in each town. Order today (USE AIRMAIL). Get started on this real winner.
25% With Order, Balance C. O. D.
MIDWEST MERCHANDISE CO.
1026 Broadway Kansas City, Mo.

BINGO BARGAIN!

We Have a Special Lot of
10,000 LITHOGRAPHED BINGO LAP CARDS, 5c EACH
SIZE OF CARD, 10 1/2 x 13 INCHES. BEAUTIFUL COLORS. REGULAR BINGO CARD IN CENTER. SPECIAL SERIAL NUMBERED FOR IDENTIFICATION.
THE BIGGEST BARGAIN IN THE COUNTRY
Remember ONLY 10,000 in the Lot—ORDER QUICKLY!
WE ARE ONLY MANUFACTURERS of a Genuine Set of 3,000 Cards, Every Card Different.
WRITE FOR BINGO SUPPLY PRICES.
C. B. HOWARD COMPANY, 1028 Arch Street, Philadelphia, Pa.

PROFIT MAKERS FOR PITCHMEN AND STREET WORKERS

THAT ARE SURE TO GET THE MONEY

- FLOSCOPES**
B1284—Floscoposcope. Tube made of nickel-plated metal, brightly polished. Possesses a high magnifying power. An excellent item for demonstrations. Complete with steel pick that can be used for handling small insects. Per Dozen, \$ 2.10 Per Gross, \$ 24.00
- MINIATURE CHARMS**
B2510—Donkey On a String with Silk Cord. Per Gross, 75c
B2520—Elephant On a String with Silk Cord. Per Gross, 85c
- B1707—Oncho 3-Blade Tooth-pick Knife, Gross, \$1.95
B1709—Oncho 5-Blade Tooth-pick Knife, Gross, \$1.50
B2450—Knee-Edge Knife and Scissors Sharpener, Gross \$11.00
B2450—Movable Hand Wrist Watch, Individually bnd. Gr.—\$3.50

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

FREE SAMPLE CASE
Get Yours—Write for Details Today!
ROYAL KNIGHT BLUE BLADES
D. E. 20-5's—Cello, in Display Box—UNIFORM QUALITY. \$3.50
25% Deposit on C. O. Ds.—Incl. Postage.
CHAMPION SPECIALTY CO., 814-C Central St., Kansas City, Mo.

- Fullest Line at Lowest Prices for House-to-House Canvasers, Wagon Salesmen, Agents.
- **MOTH CAKES**, Large, 100 for \$3.50 Per Dozen, 45c
- Calligraphed, Large, Dozen 50c
- **SINGLE EDGE BLADES**, Cello, 20 Pks. 5 in. Per Display Card, 40c
- **DOUBLE EDGE BLADES**, Cello, 20 Pks. 5 in. Per Display Card, 40c
- 1937 CATALOG FREE—WRITE.

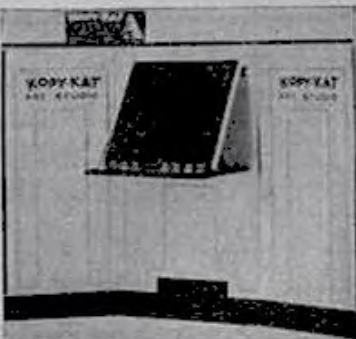
KOPY KAT ART STUDIO

Height 45"—Width 56"—Weight 10 lbs.
\$2.50 Art Studio and Paint Set . . . 8 Bottles Water Color, Two Mixing Pans and Artist Brush. Actually made to sell for \$2.50.

Price: \$6.00 per dozen, F.O.B. N.Y. City

Samples, 75c each, F. O. B. New York City. CASH WITH ORDER.

GEO. W. CHESTER CO., Inc.
2 West 20th St. New York City



DODSON'S SHOWS

(Continued from page 55)

last year, will be the emcee of the Ethiopians. Wallace Cobb, Mrs. Cobb and daughter came in from Escanaba, Mich. Cobb will again handle the train. Ollie Hagar has her new motordrome all ready. George Roy has the two fun factories all set for the road. The show is going to miss the genial and smiling faces of Ray Balser and Jack Bailie and wife, who are going to troupe with John M. Sheeley. Elmer Day, bingo impresario, is framing his game and is a welcome addition to the Dodson outfit. Clarence Sherman had a heart attack which sent him to the hospital, but he is better now.

Mel Dodson has been seriously sick with influenza, which necessitated great care on the part of his wife and doctor. He is improving, but still confined to bed. Dannie Larosche is framing his cookhouse. Charlie Clark and Jessie, "Texas Nightingale," are expected shortly from New Mexico. Bert Brundage and Mrs. Bert are well and the rides are being overhauled and repainted. Etta Louise Blake has been heard from regarding her Parisian Show. Able Stark and wife are busy. Mrs. Mae McCauley has her ponies in good condition. Lee Faulkner is accomplishing things in the electrical department and Clarence Sherman has been promoted. Reported by Dick Collins.

Heart of America Showmen's Club

Coates House Hotel!

KANSAS CITY, Mo., Feb. 27.—Last week's meeting was called to order by Art Brainerd, who has been pinch-hitting for President Jack Ruback during the latter's absence.

Altho a great many of the club members have left the city, the meeting was well attended. Much discussion centered about the purchasing of a monument and the amount of money to be spent. The amount of money to be spent in purchasing additional lots in the cemetery where the monument is to be erected was also discussed. The matter was finally left in the hands of the committee in charge.

The entertaining committee promised something for the club members in the way of refreshments and fun after next week's meeting.

The membership drive is well under way and stands about the same as last week. Benny Hyman sent in a new member, W. H. Hall, of Corpus Christi, Tex., and still retains first place. Dase Stevens and Harry Altshuler hold second and third place, respectively.

Ladies' Auxiliary

The meeting of the Ladies' Auxiliary was well attended and much of the time was spent in discussing the anniversary and where and how the celebration should be held. It was agreed and arranged to hold the dinner at the Crystal Room of the Phillips Hotel.

Mrs. Billie Dedone was voted a member of the auxiliary.

PCSA Ladies' Auxiliary

February 22 meeting was presided over by President Peggy Forstall and all other officers were present.

Due to the fact that many shows are now open in this vicinity attendance fell off considerably.

The business of the cemetery plot was closed and the club was notified by Ross Davis, secretary of the Cemetery Board of the PCSA, that the plot was purchased and the club's allotment of the amount of graves was being prepared. The deed will be available within the next 10 days. The announcement was given a round of applause.

Mrs. Ed Foley lettered, enclosing a check for her dues and cemetery fund and wishing the auxiliary every success for the coming year.

Mrs. Rose Clark will play hostess at the next party at the club March 1, serving all the eats and a keg of "German champagne." We may frame another *Beef Trust* Revue for the event.

Invitations were extended the auxiliary and the PCSA by Crafts Greater Shows to be their guests for the day February 23 at the Orange Show, then on February 28 the two clubs will be guests of Hilderbrand United Shows at Ingleswood. This is a yearly affair with both of these shows and it is one day that the show people and their friends go to town on the carnival. Invitations were accepted by both clubs. PCSA will elect committees to take care of the wants of all guests while on the showgrounds.

There was very little business done and the meeting was made as short as possible in order that the members could visit and play cards for the evening. A letter from President Will Wright of the PCSA thanking the ladies for their offer of co-operation on their memorial services was read. A big ovation was given Wright and the ladies are well pleased with the courtesy and consideration given them. The men have always given the club great consideration and it wishes to express publicly that President Wright has been more than generous. With this spirit of friendship prevailing the two clubs will be more than "home" when the girls and boys meet this fall.

Miami

MIAMI, Feb. 27.—Mrs. Bertha Melville will not take her Scooter to Cuba. . . . Sammy Lawrence, of the shows bearing his name, was in town from Canal Point, Fla. . . . McKenzie, of the Allan Herschell Company, seen about town. . . . Harry Julius, who has the pony rides with the Gruberg outfit and also a unit with the World of Mirth Shows, here for a visit. . . . Harry Crandell, not so well, trailering along the West Coast. . . . She who was Claudine Pindar is raising dogs on the run. Another use for a trailer. . . . Mrs. Bennie Krause entertained her sister, who arrived from Providence, R. I. . . . George F. Dorman, of the Krause Shows, has been ill but getting better. . . . The Sincleys, who transform ball games into apartment houses, are with the Krause Shows. . . .

PEARLS

No. 200—3 Strand Graduated Pearl Necklace with Pearl Center and 14 Rhinestones Clasp. Dsz.	\$2.50
No. 201—3 Strand Graduated Pearl Necklace with Crown Clasp, 16 Rhinestones, Dsz.	\$2.50
No. 202—3 Strand Graduated Pearl Necklaces with Clasp Center of 16 Rhinestones, Dsz.	\$2.50
No. 203—3 Strand Graduated Pearl Necklaces with Fancy Filigree Clasp, Dsz.	\$2.00

The largest selling item in the country today. Send for a doz. assortment. 50c. Deposit, Balance C. O. D.

INDESTRUCTIBLE PEARL BEAD MAKERS, Inc.
27-33 West 20th Street, New York City.
Creators "Lady Patricia" Pearls.

Levin's Always Offer Best Values in

ST. PATRICK'S DAY NOVELTIES

51—Shamrocks (Plain). Per Gross \$0.60
52—Shamrocks with Hat. Per Gross .75
53—Shamrocks with Pipe. Per Gross .75
54—St. Patrick's Bow Pin. Per Gross .75
55—Irish Soda Fling. Per Gross .75

Above prices do not include postage.
50—Samples—1 Dozen Each of Above Items, Postpaid, for50

LEVIN BROTHERS
TERRE HAUTE INDIANA

NOTES from SUPPLY HOUSES

"Major prizes should be placed with the salesboard whenever possible," says the manager of Advance Distributors, Inc. By placing the major prize with a salesboard the buyer can actually see what he will get should he win. This serves to stimulate play greatly and makes the board move much faster. "Because of this," says the manager for Advance, "it is wise to select major prizes which can be placed, for not all types of merchandise can be left at a location with a board." Two typical examples of items which can be placed are the Edro Lighter and Moviematic Camera—items which are proving very profitable in conjunction with Advance Distributors' deals.

The Reliable Merchandise Company, Inc., of Chicago, has recently opened a branch in New Orleans, and is making a remarkable free offer to agents and direct sales people. Company is planning to build up a nation-wide chain of branch houses supplying carded goods, drug sundries, notions, toiletries, gift merchandise and household specialties for canvassers, demonstrators and pitchmen. Company's 1937 catalog lists hundreds of items at prices that are made possible only because of purchasing in great quantity.

National Premium Expo Set for Chicago May 3-7

Announcement is made of the seventh annual National Premium Exposition to be held at the Palmer House, Chicago, from May 3 to 7. This event annually witnesses the introduction of a great many new and clever items of merchandise suitable for use as premiums, trade stimulants and prizes, as well as advertising novelties.

The continued upturn of business, coupled with the steady increase in premium use, indicates both a complete sellout of available exhibit space and a record attendance of premium buyers and others interested in the possibilities of premium use in the solution of their own sales problems, as well as advertising agency executives. The program of the round-table sessions, which are always an important factor of the expositions, has not been completed, but the exposition committee, composed of many of the leaders in the field, is prepared to present a series of sessions of unusual value and interest.

"Crown" PEARLS

Three, Double and Single Strands. Indestructible.

CRYSTALS

Earrings, Rings, Bracelets, Charms, Necklaces, Crosses, Brooches, Pins, Etc. **FAST SELLERS.**

Send \$1.00 for Sample Pearl Line No. 71. Send \$2.00 for Complete Crystal and Novelty Jewelry Line.

LaMotte Bros. & Co., 42 W. 22d St., N. Y. C.

LOOKA—LOOKA—LOOKA

Biggest SELLER Since Hector Was a PUP

SQUIRT CIGARETTES

BEST DOMESTIC MAKE.

SQUIRT CIGARETTES

When the "Moocher" grabs for a cigarette he gets a handful of water. Or can be worked from the hand when they give you a light (we mean a bath). Our own Domestic Make. New JAP SLUM. WE GUARANTEE EVERY ONE. IT SELLS LIKE HOT CAKES ON THE STREET. . . . STOREKEEPERS are cleaning up. GET IN ON THE GROUND FLOOR. Can be sold from 10c to 25c. Each in FLASHY window Cards FREE. Per Gross JOBBERS WRITE FOR PRICE \$5.00

2 SAMPLES & CATALOGUE 25c
NOW READY OUR APRIL FOOZ & CATALOGUE OF OVER 500 FOOLISH PRACTICAL JOKES. Dime brings it.

MAGNOTRIX NOV. CORP., 136 Park Row, New York.

EASTER BASKETS

B10N127—Ass. shape, beautifully decorated. Approx. 9" diam. Weight, 10". Packed nested 36 in carton. Dsz. 45c. Carton, \$1.20. Gross, \$4.70.

B20X2—Approx. 7" diam. Weight, 12". Same packing. Dsz. 75c. Carton of 36, \$2.10.

B20X1—Approx. 10" diam. Weight, 14". Packed 15 in carton. Per Carton, \$2.55.

SQUEAK RABBIT

B10N47—Rubber body, 9 1/2" long, attractively colored. Packed 1 dozen in box. Dsz. 25c. Gross, \$3.75.

B10N123—14" Stuffed Plush Rabbit with Squeaker. Dsz. \$1.95.

B10N125—9" Stuffed Rabbit in colorful Plush. Dsz. 50c.

B10N124—Larg 15" Plush Rabbit in silky finish, bright colors, with Squeaker. Dsz. \$3.75.

Less 2% Cash Discount. 25% Deposit required in C. O. D. Orders. Ask now for our Catalogue No. 371, copy of the price, containing scores of pages of merchandise.

JOSEPH HAGN CO.
"The World's Bargain House," Dept. 80.
223 W. Madison St., Chicago, Ill.

Every \$1.00 Gets you \$5.00

You, sir, real profit. Good Luck. You always get a good deal, and when you tell your friends, they are made by you. Good luck. You get a good deal with confidence. Pittsburgh, Wash. Workers, Dairs, write for prices. Best assays about Sample 1c.

GOODRICH
1500 West Madison, Dept. 80-3, Chicago

Big Demand for Necessity Mdse.

Orders for what the wholesale merchandise industry is beginning to term "necessity merchandise" are on the increase, with much of this merchandise being shipped to the flood-area operators.

Such items as blankets, sweaters, suede jackets, electrical appliances, kitchen utensils, dishes and all sorts of glassware and other merchandise in this category are getting the call from those sections of the country most affected by the flood.

It is also noted that quantity purchases are not yet forthcoming and that most of the shipments are of sample character awaiting the effect and response from the territories where shipped.

It is believed that many of the operators are a bit backward on attempting large volume purchases awaiting the reaction of the public to this merchandise previous to committing themselves to large orders.

The belief among some is that the industry was more or less built on novelty merchandise and that the necessity items may not get as much play. But there is also a noteworthy trend to featuring this necessity merchandise and therefore many of the wholesale merchandisers predict that these items will receive a satisfactory reaction.

It seems that the greatest volume in the necessity category is for wearing apparel at low cost which can be featured as a low-priced item.

Savin Rock, Conn.

Repairing and cleaning of rides and buildings started earlier this year because of good weather. In White City Fred Levere has had crews repairing parts of the stadium, where boxing and other athletic events are held during summer. He said last season ended with a 40 per cent increase over the previous summer. The coming season should be better, with improved conditions, it is predicted.

On Beach street there is building activity, with Thompson's new Showboat, next to Pavilion Royale, being readied for a spring opening. Gullano is readying another Skooter, this one on Beach street between Airplane and Thunderbolt rides. He will also have the Flying Horses in the grove and the other Skooter across the way from the Merry-Go-Round. The Thunderbolt, partially destroyed by fire last year, is being reconditioned for the May 30 opening.

Only sore spot for looks on Beach street are burned piles of old Liberty Pier. If some kind of attractive fence or covering could be put there all of Savin Rock would benefit. Some restaurants and stands have been open all winter despite the off season. Bob and Jack Tierman returned from a three-week sojourn in Miami Beach. Jack owns considerable Beach street property, while Bob operates Hill's Homestead, dine and dance rendezvous.

Amusement Ops Are To Map Plans for Galveston Beach

GALVESTON, Tex., Feb. 27.—Altho no date has been set for Splash Day, proverbial opening of the beach season, hotel managers and beach amusement ops are anticipating the largest tourist trade in many years.

Plans for an active season will be mapped by Galveston Beach Association when a program of events will be formulated.

Balmy weather has added stimulus to interest in beach activities, with all concession owners beginning to put things in order, adding improvements and painting up.

HENNIEN BROS.

(Continued from page 55)
tive of *The Billboard*: John Francis, Mr. and Mrs. Ralph Miller, Mr. and Mrs. Earl Stroud along with Mr. and Mrs. Rodney Burros, of the Fairly-Martone Shows; Mr. and Mrs. Dick Wayne, Mr. and Mrs. Noble C. Fairly, W. J. Wagner and Mr. and Mrs. Tony Martone. Reported by Joe S. Scholibo.

Modernistic Shows

MIDDLESBORO, Ky., Feb. 27.—It is announced by Manager R. C. McCarter that this show has the contract to furnish attractions for the TVA Fair at Tazewell, Tenn., in April. The Claiborne County Merchants' Association, TVA Authorities and newspapers in this section are sponsoring the event. Work around quarters is being pushed rapidly for the show's initial opening, Knoxville, Tenn., in April. Tommy Carson, business manager, announces that many of the attractions contracted are reporting daily. Mr. and Mrs. E. L. McLaughlin, who have charge of all of the special promotions, are devoting much time to the opening stand. Frank Fannigan, chief electrician, arrived from San Antonio, Tex. L. C. McHenry advises that he will arrive March 1 with his crime exhibit and gangster car. Johnnie Williams, who has the Ten-in-One, is due March 15, as well as James Samuels, who has a minstrel revue.

William Pink advises that he is shipping his Octopus ride to quarters. Frank Harrison will have the cookhouse. Jack Roberts is interviewing talent for his girl revue. H. C. Meek, show's superintendent of construction, has completed the office wagon. Walter Williams, caterpillar foreman, has the ride on a down-pillar lot under auspices of the city recreation grounds commission. Mrs. Williams is feeding the employees. Willard Watkins is overhauling and rewiring his sound car. A. B. Motch, show's president, and W. D. Motch, treasurer, as well as R. C. McCarter, general manager, are

SALESMENT DISTRIBUTORS CARDINAL

\$10.54 LOTS OF 6
Sample 1094
Without Finish

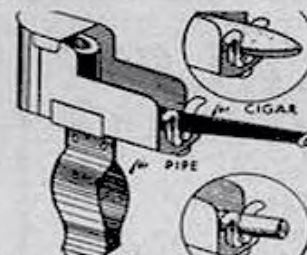
RCA LICENSED RADIO
New! Smart!
Different!



ANTIQUE
IVORY
\$1.00 EXTRA

ORDER NOW!
MONEY-BACK
GUARANTEE

RUSH \$2 DEPOSIT. Pay balance C. O. D. Money back, in quantities asked, if not satisfied. 24-hour service.



AUTO SMOKETTE

A NEW HIT ITEM FOR BINGO OPERATORS AGENTS, CONCESSIONAIRES, ALL PREMIUM USERS

New handy device, finished in smart chrome and crackle combination. Changes on any type steering shaft. Makes pipe, cigar or cigarette smoking safe for the motorist. Every auto owner wants one.

Write for free information on *Combsack*, another sure winner!

36c Each in Gross Lots
40c Each in Dozen Lots
\$1.50 Sample
ORDER TODAY!

CEE KAY CO., 1265 Broadway, New York, N. Y.

SUMMIT WILL BE

(Continued from page 49)
for years supervised management and operation of Crystal bathing pool, will be superintendent of the park.

Richard Rees, Pittsburgh, will have charge of all concessions, and John P. Flanagan, well known in indoor and outdoor amusement promotions here, has been appointed advertising manager and will have charge of all exploitation. E. W. Perry, who for several seasons has been lessee of the spacious park dance pavilion, will be manager of the pavilion. Ballroom policy calls for best available name bands.

Free Act Policy Again

Manager Carterline said that many bookings already have been made for the season and that three agents will solicit bookings, all of whom are old experienced park excursion men. Several meetings have been held of the park operating personnel and many preliminary details have been completed.

Big-time free acts, which the park formerly played for many seasons, will be presented again, and negotiations for a number of outdoor spectacles and fireworks displays have been completed, officials said. Tentative opening has been set for May 29, with ballroom opening probably a month earlier.

LONG ISLAND

(Continued from page 40)
freedom on the first-time visitor. With pleasantness as its keynote, it has been called an outstanding example of what a beach should be.

Publicity Going Out

It being strange how a spirit can prevail in a community, pessimistic or optimistic, the latter holds for Long Island and New York World's Fair of 1939 gets the word for it.

Everyone in any form of amusement locally makes nothing but happy predictions. With the fair people already sending out publicity by the ream, leading amusement people consider this a form of advertising for them. Visitors, the opinion is, will come around before the time of the exposition to see what it's all about and bring coin with them. There are many who believe it would take a long while to count the number of beach folks who expect to make enough between now and '39 to place themselves on retirement lists and retire thereafter in the sun.

ELGIN OF WALTHAM \$1.95 Ea.

7-1/2" 16 Size Watches, in New White Cases.
7-1/2" 16 Size Elgin and Waltham, \$2.75.
14K Central Watches, 16 Size, \$3.00 each.
Send for Price List.
Your Nearest Watch Store.
CRESCENT CITY SMELTING CO.,
Old Gold and Silver Buyers and Refiners,
111 E. Broadway St. Louis, Mo.

St. Louis

ST. LOUIS, Feb. 27.—James C. Simpson, general agent Johnny J. Jones Exposition, passed thru Monday en route east.

R. E. Haney, ride owner and representative of Luse Bros., spent several days here, meeting Richard Lusse. They visited winter quarters of Dee Lang, Greater Exposition Shows and Charles Oliver Amusement Company.

Low Dufour and Joe Rogers were The *Billboard* visitors Tuesday, en route from Chicago to Dallas.

L. S. (Larry) Hogan departed for San Antonio to sojourn in Texas for a month.

Charles T. Goss, of Standard Chevrolet Company, is in Miami, accompanied by Frank Hauss, president of his firm.

E. S. (Ted) Webb passed thru Saturday, en route from San Antonio to Chicago. He will go from there to Shreveport, La., to frame his cookhouse on the Hennien Bros.' Shows. In addition Webb will operate frozen custard units on different shows.

Dee Lang and Elmer Brown, owner and general agent, respectively, of Dee Lang Shows, returned last week after making fair meetings.

Jean and Charles De Kreko were among *The Billboard* visitors. Charles will again operate his Funhouse with the Rubin & Cherry Exposition. Jean has signed to operate a girl show with Conklin's Shows.

Mr. and Mrs. W. B. (Boots) Wecker, latter well-known Bee Kyle, high diver, are home here. Visitors to their home recently were Mr. and Mrs. Earl Riebe and daughter, Doris, and Ray Van Wert.

Evelyn Feldman, of New York, departed after spending a month here with her brother and sister-in-law, Mr. and Mrs. Morris Feldman. Feldman was a concessioner, but is now engaged in another line.

HOLIDAY WEEK-END

(Continued from page 46)
results, reported a complete sellout of the seating arrangement with more than 1,000 standing. Several thousand balcony seats went at popular prices while reserves ranged up to \$2.75. Novelties of the carnival were the painted ice and complete carrying out of the Chinese idea, including costumes and setting.

highly pleased with the work being done. The new show fronts by Artist Dick Skeels are highly decorated. Warren Wright, general agent, has returned to quarters. Reported by C. T. Orliland.

NOTE!! NEW LOW PRICES

- ST. PATRICK AND EASTER SPECIALS
- No. 91 PLAIN SILK SHAMROCKS, 50c
 - No. 95 SILK SHAMROCKS with Clay Pipes, Green, 75c
 - No. 98 SILK SHAMROCKS with Clay Matt. Green, 75c
 - No. 10 METAL SHAMROCK PINS \$2.40
 - No. 13 BUTTON SHAMROCK BADGE with 50-Ligne Cell. Button and 2 Pcs. Green Ribbon Badge, \$3.00
 - No. 101 LUCKY RABBIT FEET CHARMS with metal cap, 100 \$3.00
 - No. 104 LUCKY RABBIT FEET CHARMS with Metal Braided Key Chain, Ea. on Dis. Cells, Card, 100 \$6.00
 - No. 304 TONGUE & TAIL RABBITS with White, Blue, Green, Gr. Stock, Beautiful Oatery, Gr. \$2.75
 - No. 720 "THE WINNER," New Mechanical Shaking Head Rabbit Toy with Clock-Like Movement, Guaranteed Quality, 8" High, Copied from our Famous Clock Santa Toy, Dis. 50c; Gr. 1.00
 - No. 507 MECHANICAL POOCH RABBIT, White Fur Body, Dozen \$1.20
 - No. 803 LARVAE JUMPING RABBITS with Ball Bud, Gr. \$7.50
- SEND 20c FOR SAMPLES PREPAID.
- ASK FOR OUR NEW SPECIAL BINGO & PREMIUM LISTS
- 1/3 Deposit All Orders, Balance C. O. D.
- GOLDFARB NOV. CO.**
("The House of Novelties")
70 West 23rd St., New York.

SALESBOARD & BINGO OPERATORS

"CINEMA SLIM" Here's a New Nation Wide Sensation.

A "Nipple-Head" Specialty Lamp. Made of solid brass. Metal, antique ivory finish. Complete with six-foot electric cord, standard bulb, plug and canopy switch. Height, 12 1/2 inches. Individually packed.

\$1.25 Each
in DOZ. LOTS
Sample \$1.75 prepaid.

Another Hot Item—Just Out.
Rotary Lamp and Clock Combination

\$1.50 each in doz. lots. Sample \$2.00 prepaid. 25% deposit with orders. Hurst in full for sample.

J. C. MARGOLIS,
912-920 BROADWAY NEW YORK CITY

SALES OPERATORS!

Introduce Wm. A. Woodbury Foot Powder and Perfume and give away FINE two pairs of ladies' pure silk chiffon hose (cellulose wrapped). Total retails in 100 lbs. Gross, Lots \$50 per doz. Sample postpaid 65c

Wm. A. Woodbury Face Powder, Perfume, Cold Cream and Lotion, each per gross \$8.50

Flashy Bottle Perfume per gross 2.85

Face Powder, 100c size, per gross 3.50

25% Deposit. Balance C. O. D.

Introduce! Shipments

WILLIAMS SALES CO.,
Dept. O, 210 West 8th St., Kansas City, Mo.

and husband, Chet, continue to pack 'em in with the sex books, and take it from me, fellows, it certainly is a treat to see the tips standing in line with their quarters in hand waiting to make a purchase. Whitey Alm left for Oakland, Calif., as things began getting tough here. All the boys are still complaining about conditions in Los Angeles. So I'd advise the boys who contemplate coming to California to be sure and bring coconuts with them. The chief strike here has been settled, but money will be scarce for a few more weeks. After that things may get better. Some of the boys here are Bill Johnson, art dealer; Mickey McGuire, darning; Old Map Wiley, eye-glass cleaners, and Benny Rose, ink sticks. Charlie Kittredge left for Fresno, Calif., two weeks ago. Would like to read pipes from Herb Johnston, Bill Fogorth, Bill Davis and Mrs. T. Stout."

A FEW doorways are open to pitchmen in Dayton, O., along with a lot on Main street and one on Fourth street which may be worked at a normal rental. The Felgidae plant is going at full speed and the police do not frown on the boys working factory gates. The only ones the boys have to contend with are several who are of the opinion that they own the town. Don't pay any attention to them or their talk about being sloshed. Just go ahead and do your stuff. That practice has been going on in a lot of towns and the fellows who are total strangers are sometimes easily scared out.

MONTICELLO, KY. . . . is closed to pitching, as the powers that be make no bones about telling the boys that if they pay the prevalent reader the ante will be raised to prohibit outdoor selling. Albany, Ky., may be worked after a little confab with the county judge, who also owns the hotel

in town. He is human and a natural booster.

T. V. A. TERRITORY . . . in Tennessee can stand the once over by a live-wire worker, as those working that neighborhood are almost all on government pay rolls and a good worker should click.

MANY PITCHMEN do an efficient job of turning success into failure by worrying about the other fellow to the extent that they fail to put the punch behind their own outfit.

SIGHTED IN ST. LOUIS . . . Harry Corry, of jam fame, is working in and out of the city. . . . Flynn Schindler and the missus are working static eliminators to a good take. . . . James Rankin and James P. Carmody are working an ink-stick demonstration. . . . Charley Lorenzen is getting his share of the lucre with fountain pens. . . . Bill (Red) McCoy just blew into town from the New Orleans Mardi Gras and reports that he got some real money there. . . . Old reliable "Moon" Laird is working toys and is, as usual, collecting the long green.

MISS B. MENGER . . . is working a hair-curler demonstration to good results in a large department store in St. Louis.

MILTON (CURLY) BARTOK . . . shoots from Oklahoma that he is traveling fast and furious, headed for some fast spots in the East. Curley is working med in drug store windows with a public-address system and reports that he is collecting plenty of the folding green. He infers that he was forced to leave Texas due to the heavy readers leveled on all med workers who feature entertainment of any description. These shows are charged with a \$50 State, \$50 county and a \$25 city reader. According to Curley, the law takes in any pitchman who sings, does tricks or uses music of any description to attract tips.

ABE WHITEMAN . . . continues to maintain his layout in a chain store in St. Louis, while a new face, Dorothy May, working herbs and clemmer, made her debut in the Mound City recently.

TOMMY ATKINS . . . threatens to invade the Chicago and Detroit areas this summer and offer the fellows working crystal waters there some real competition.

CHIEF HIPPIKIO . . . is still holding forth in Springfield, Tenn., and collecting the folding dough.

CHIEF EVERETT . . . is reported to be working out of Winston-Salem, N. C., as is J. B. Dixon.

"NOTICED YOUR REQUEST . . . concerning the Indoor shows this spring," letters W. G. Barnard, ace knife and peeler worker, from Cleveland under date of February 25. "Cleveland Food Show was a real red one for all concerned. The upper floor was completely sold out, despite the fact that a complete food show was in operation here all last summer. Household section, on the spacious lower floor of Public Auditorium, was filled to overflowing. Space sold for appliance exhibitors was almost double that of former years. Due to lack of space, few concessions were seen. The efficient and genial Lexels, with their astrology act, did a capacity business as usual. Maury Goldberg and Louie had the big 'guess your weight scale' going continuously. Jack Russian did a nice business with the cookie cutters, while Mr. and Mrs. Bert Ibberson clicked on fudge and egg beaters. I, personally, had the second largest total sales that I have experienced in the show in my nine consecutive years. My son, Bill, and I operated two stands. Grand Rapids, Mich. Food Show next week is our next stop. Walter Knight and S. J. Herbert are to be highly complimented for their efficient management of the show. Grotto Circus, being held here, is hanging out the SRO sign nightly."

THE MOST ridiculous statement for a local merchant to make is that a pitchman takes money out of town. No matter how hard a pitchman tries to take money from anywhere to everywhere, he is bound to leave it somewhere in the good old USA in almost any merchant's town.

PHIL C. BIESS . . . cracks from Miami that he is knocking 'em dead in that territory.

PITCHMEN!—DEMONSTRATORS!
Reach Everyone!
MAKE MORE MONEY!
with the
ACA AMPLIFYING SYSTEM
"FLOATING AUDIO POWER."
Using a newly developed anti-microphonic device incorporated exclusively in all ACA High-Fidelity Public Address Systems designed for traveling Demonstrators and Pitchmen.
Prices for Complete Units Range From
\$11.95 Up
Send for Free Catalogue Describing 26 Models.
AMPLIFIER CO. OF AMERICA
37-39 West 20th St. NEW YORK CITY

Pitchdom Five Years Ago
Franklyn Q. Doyle was working horoscopes on Monroe street, Chicago, to a swell play. . . . Floyd R. Johnstone was going over the top with his med pitch in Springfield, Ill. . . . St Ullman was signing 'em up in Northern Indiana and Michigan. . . . Indianapolis proved a red one for Arthur O'Day. He was knocking 'em over with his razor-bone pitch. . . . George A. Swink left the road to accept a position with the Gold Dust Corporation, New York. Al Burdick, roving sign painter, closed his business in Waco, Tex., and returned to the road. . . . Kenneth L. Peck, pen pitchman extraordinary, blew into Cincinnati and immediately made the city ink-stick conscious. He was working out of Jim Kelly's office in Chicago. . . . Inclement weather in Long Beach, Calif., was making things plenty tough for Gerald Reed. . . . Tom Dalton, versatile pitchman and showman, drifted up to the Pipes desk and demonstrated the hypnotic qualities of a new song he had just written. It was titled *The Soap Line Blues*. . . . Professor Jack Scharding had his pitch store on Peachtree street, in the heart of Atlanta, going along at a merry clip. . . . Johnny McLane was lingering in Philadelphia a little longer than he had anticipated, but he was increasing his bank roll day by day. . . . Harry Corry, erstwhile Cincinnati jam auctioneer, was ballyhooing California to the skies. He and Joe Garfinkle were doing a swell job of corraling the long green in Los Angeles. . . . Some of the boys who were working Southern States were Doc Roy Lart, Allen Owens, Doc H. D. Sanchez and son, Wilson; Frank Artery and Ben Cohen. . . . Big City Notes: Shipman and Company had just opened a store on Sixth avenue. . . . Joyce Maxwell Reynolds was contemplating a tour in her new car in the spring. . . . Master Rus-Syl, mentalist, and Professor King were being featured at the big store on 42d street and Seventh avenue. . . . Edelman and Millman had eight pen demonstrations going. Several young ladies were assisting. . . . Lillian Campbell, "the lady from Virginia," was really clicking in a local store. . . . That's all.

BEER SNAX
WANT TO MAKE SOME EXTRA MONEY?
Of Course You Do—Then Play This New and Tasty Nunch! Make and Sell
BEER SNAX.
Make 'em on any little table—sell 'em to operators of Beer and Soft Drink Parlors—to thousands of other prospects. They wholesale at 75¢ per 100—sell at retail for a FRESH TASTE! You make a hundred per cent—the Supplier 33 1/3%. Consumer gets big value. We sell a complete outfit to start you, consisting of Tools, Samples, Formulae—all for \$2.00. Postpaid. Ship too \$1.00 bill-in advance and mail. Get started. Do something.
A. T. DIETZ COMPANY
2144 Madison Ave., Dept. A, Toledo, O.

Get Set for Life!
IN COUNTER CARD BUSINESS
MAKE BIG MONEY
In new kind of wholesale business. Place famous line 50-100 goods with stores. Merchants grab our FREE GOODS Deal. World's finest, largest, best selling line. Over 2000 quality goods. Includes: Lattin's Aspirin—nationally advertised in Saturday Evening Post. All mounted on new style, rubber-making, self-help Counter Displays. Up to 140% profit for you and more. No inventory. No shipping. Free Facts and big Catalog sent free.
WORLD'S PRODUCTS CO.
Dept. 388, Spencer, Ind.

UNDERWOOD
IF IT'S COMBOS—SEE GRODIN
The Grodin line is "Top." Don't buy anything in Pens or Pencils till you get our high quality, 30¢ price list of brands. Write today.
GRODIN PEN CO., 305 E. 67th, New York, N. Y.

CAMEO RINGS OF DISTINCTION
Very LATEST in Ladies' and Men's Styles!
Send \$2.10 for 15 Samples. We also carry a full line of CRYSTAL JEWELRY and other Home & DEMONSTRATORS and EMBROIDERY. Write today.
OLYMPIC BEAD & NOVELTY CO.
307 5th Avenue, New York City.

LIGHT THE GAS STOVE AND POCKET YOUR PROFIT!
AUTOMATIC GAS LIGHTER
No. 1 First or Friction. Lights instantly. Retail 25¢. Costs you \$1 a Doz. or \$8.00 a Gro.
postpaid. Sample Free. **NEW METHOD CO., Box 88-21, Bradford, Pa.**

VETERANS' BIG SELLERS!
Our sales are increasing. Get your share. Next Great Flash Cover, Primer of Composition. Everybody must have one. Who comes for a Little of the Phony Armistice Day Clothing Campaign. Veterans' Magazine, Holiday Flashing, So. Veterans' John Books, So. Patriotic Calendar, Her Success, So. Sacrifice, 10¢. **VETERANS' SERVICE MAGAZINE, 157 Leonard Street, New York.**

ATTENTION
Novelty and Concession Men, a new seller or giveaway or small premium. The Lord's Prayer or the Ten Commandments on a Copper. Retail at 5¢, to you 1 1/2¢ each. They set on a paper seal. Sample, 10¢.

DAVE MARKUS
600 Blue Island Ave., Chicago, Ill.

CRYSTALS
POPULAR AGAIN—BIG PROFITS
Consider: Bees, Fairies, Rings, Bracelets, Charms, Necklaces, Curses, Hoop Earrings, etc. Also "MAGIC" PANTS BELLIES—LOWEST PRICES.
Send \$2.00 for Open Crystal and Novelty Jewelry Line.
LA MODE BEAD & NOV. CO., 42 W. 33d St., N. Y. C.

Pitchmen I Have Met
By SID SIDENBERG
When Milton (Curley) Bartok recently announced that the newcomer in his family was a girl I pictured the joy of Milt; his vivacious wife, Betty Jean, and Dick and Honey Jacobs, well-known astrology workers, who became the proud grandparents.
Well, here's the rub. The infant can't help becoming a great celebrity of Pitchdom some day. It is in her blood, because Milt, her daddy, is one of the greatest med purveyors of all times.
He was really educated to become a barrister and carries a parchment issued by the University of Pennsylvania making him a full-fledged mouthpiece. He also passed the Pennsylvania bar examination at Philadelphia seven years ago. Show me a Philly counselor who became a pitchman and I will show you a dude who has practically everything his own way when it comes to telling the powers that be what's what when it comes to fixing a spot.
Milt's dad is an M.D. in Philadelphia. The elder Bartok had visions of his son becoming famous before the bar. However, when the youngster tried his first cases in the police courts of the Keystone metropolis he found the fee small. After viewing the apparently half-starved lawyers frequenting the corridors of the court building and then seeing a high-class med worker collecting long green on Market street the barrister's chief case was relegated to the ash pit and Curley propositioned the med worker, who soon took him on as a partner. And today I can safely say that Curley is collecting much more long green than are a lot of the lawyers in the larger cities.
Curley is an eloquent speaker. He is impressive when holding a discourse on med off his platform, which is one of the best equipped and flashiest in the business. His car is of the best make and the latest model, and his appearance is 100 per cent plus. All in all Bartok is my conception of a gentleman, a wonderful personality and a real honest-to-goodness high-class pitchman.
Curley recently celebrated his 31st birthday anniversary. The Billboard is his permanent address.

Notes From the Crossroads

By NAT GREEN

EVERY so often someone writes in to unburden his opinion of the circus situation and wish for a return of the "good old days." One such letter was received a few days ago and as it is typical of most of those received we are quoting it in part. The letter is from Charles Kitto, a circus fan of Beloit, Wis. Says Mr. Kitto:

"It has come to the point where I must write and tell you how much I enjoy reading your *Chicago Chat* and *Notes From the Crossroads*. My great love is for the circus and you have so much of it in both your columns that they make very interesting reading.

"About the time of the 1936 CPA convention in Evanville you made a statement in your column that touched me very deeply. A townsman asked: 'Where do you go from here?' And you said the circus man might well have replied: 'Over the death trail.' It seems to me the show was routed so another show could make all the money. Now take our city of Beloit. Before the mashing of the shows under the Hindling banner we always had a railroad show here. The last one we had was Barnes in 1931. The Barnes played to large houses in 1927 and 1930. Fred Buchanan turned them away as early as the 17th of May, 1929, which is early for circuses in this section, and the Wallace show did a bang-up business here in 1928, with the opposition covering the H-W lithos the night before show date.

"Well, here we are—Janeville is 12 miles to our north, Rockford is 18 miles south. So we never get the R-B show, altho the city is plastered with lithographs when the circus plays either of the aforementioned cities. What happens in 1936? Ringling plays Janeville on August 3 and Rockford August 10. The Barnes Circus is near by in Wisconsin. Do we get it? We do not! It plays Watertown (I have nothing against that city) on Saturday, August 8, far enough away from Milwaukee so as not to hurt the big one's engagement there. However, Watertown is a city of 10,000 and Beloit is 28,000, and Beloit has always been a good Saturday show town. Well, that's the situation. I think the people here are circus hungry, too. Maybe with two more railroad shows in the field we'll get one this season. At least I hope so!"

We make no pretensions to general agent qualifications. Mr. Kitto, so we'll refrain from comment.

Is someone giving C. W. Finney a good-natured ribbing? First, he receives a letter purportedly from "Cholly Smoke" asking for a job as call boy. Then along comes another signed "Fuzzy and Fanny Casw" seeking jobs as bill-poster and cook and pastemaker, respectively. "Yes, Mister Finney," writes Fuzzy, "we have passed the three-score but haven't hit the 10 yet and still full of pep, paprika and vinegar and we don't need a ticket—which is something—and I am still a good date painter. My wife, Polar Bear Mag, ex-strong woman, could cook and make paste for the gang and all. I'll also say, keep them sober." Mr. Finney, adjusting his glasses, said: "There's a guy named 'Candy' Casole who heckles defenseless general agent—I won't mention any names—and when . . . Just then the phone rang!"

Michael J. Doolan, chairman of the ticket committee of the Showmen's League's annual Spring Frolic, is putting in a lot of time and energy on the job and reports that results are very gratifying. . . . He predicts that the big affair is going to be an absolute sellout, so you'd better get your reservations in early. . . . Al Humke, last season with Ken Maynard, up from Dallas and visiting "round. . . Says Johnny Watling: "Guess I'll have to put my screen doors up—I see the snow, fies!" "Tut! Tut! "Pun" my word!" . . . Nate Eagle leaving soon for Cleveland, where he plans to open a tavern to be called "The Tent." . . . Entrance will be a marquee and inside like a big top, he says.

CALIFORNIA BILL

(Continued from page 3)

traveling show which does not play in an established theater, and the business of which is giving exhibitions or performances for the purpose of profit, whether a part of the proceeds are for charitable or benevolent purposes or not, shall pay a license fee under this section.

"This section does not prohibit a resident mechanic or artist from exhibiting any production of his own, nor does it apply to resident persons performing in any show or exhibition for charity or other benevolent purposes, whether an admission be charged or not.

"Every circus, carnival or other traveling show shall pay a license fee to the State of \$250 for each day that it has a performance in this State. Fees shall be paid to, and the license shall be issued by, State Board of Equalization under such rules and regulations as it may establish.

"Every circus, carnival or similar traveling show which gives a performance in this State without paying the license fee prescribed by this section is guilty of a misdemeanor for each performance.

"Sec. 3. Section 3363 is hereby added to the Political Code to read as follows:

"3363. Notwithstanding the provisions of Section 3367 the legislative body of any county or city may impose a license fee for the purpose of revenue of not to exceed \$200 in the case of a county, or \$125 in the case of a city, on any circus, carnival or similar traveling show for each day that the show exhibits within the corporate limits of the jurisdiction levying the license fee.

"If the above sections should be enacted and added to the political code it would create a new unemployment situation of men and women connected with outdoor amusements and allied interests that operate in the State of California.

"It would practically eliminate all midway features at State and county fairs, celebrations, picnics, or places or occasions where such type of entertainment is held—circuses, traveling menageries, minstrel shows, dramatic shows and other forms of traveling entertainment—unless presented in an ESTABLISHED THEATER. The proposed license fee would be impossible for any traveling show to pay.

"The traveling shows, carnivals, circuses, minstrels, dramatic companies, which are many, that winter and make their homes permanently in the State of California have many thousands of

FLASH! LAST CALL FOR FREAKS

Have opening for Good Unborn Attraction. For the Annex, Single or Double Half and Hall. We operate 20 weeks. PAY RAIN or SHINE. Hours less than when playing Fair dates. This is Vacationland. State lowest salary.

WORLD'S FAIR SIDE SHOW

1116 Surf Avenue, F. SINDELL, Mgr., Coney Island, N. Y.

SMASH HITS FOR SPRING



FUR SCARFS * LUCKY FUR AUTO TAILS

Every spring thousands of these genuine silvered fox, white, platinum and beige fur scarfs are sold. Got started now for a real clean up.

\$6.00 each

The sensation of 1936. Back again bigger and better than ever. Real fur tails with red, white and blue streamer and wire for attaching. Rush orders today for immediate delivery.

\$7.20 Gross

WRITE FOR NEW ILLUSTRATED CIRCULAR "EVERYTHING IN FURS". FREE!

CHARLES BRAND, 208 W. 26th St., New York, N. Y.

dollars in investments and are already taxed heavily by the State. The outdoor shows have been a popular form of entertainment for children, men and women since Statehood. Cities and counties in every part of the State have regulatory and revenue license fees applicable to outdoor shows; many of these fees are almost prohibitory. If based fairly on gross business done at each day of performance.

"We do not know what the exact purpose the proposed sections of Assembly Bill No. 332 were intended for; whether it is attempted class legislation, exempting one form of amusement and annihilating another, might be cause for thought. But we do know the proposed measure is very drastic and affects every form of traveling entertainment that does not exhibit in an established theater.

"No outdoor show could exhibit in the State and pay such a high license, as it is prohibitory.

"Therefore we are asking you as a friend of outdoor amusement entertainment to use what influence you can to acquaint the legislators of your district to the seriousness and the unjustness of the proposed amendments and adding of Sections 3367 and 3368 to the political code."

MAGIC

(Continued from page 27)

making relics of Chicago which date back to the days when the Windy City was a

Beautiful Swiss 15-J Men's WRIST WATCHES

Yellow Top Cases, New Style Fancy Dials, Rebuilt Movements . . . \$3.75

7-J, \$3.25.

Ladies' 15-J Swiss Wrist Watches

Round, Yellow Top Cases, Fancy Dials, Rebuilt Movements . . . \$4.00

Jewelry Novelties

Values \$1 to \$7.50
Dozen, Sample Assortment, 25 for \$1.00, 50% 10% with order, Bal. C. O. D.

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WHOLESALE JEWELERS
8 So. Wabash Ave., Chicago.

WANTED

Combination of all kinds for Unit playing good spots. Want Foreman and Second Man for Myers-Goldman, Ferris, Wood and Chairmen. JERIE SHAW, 405 Real Estate Trust Bldg., Philadelphia, Pa.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

mere village. Scholten entertains customers with feats of magic at their tables.

FRANK FRANKINI opened in the Continental Room of the Stevens Hotel, Chicago, last week.

EVONNE WILSON, mentalist, after six weeks for Rowe Sea Foods in Washington, has begun on an indefinite engagement at the Chastleton Hotel, that city. She expects to play theaters after the latter engagement.

CARLTON SHARPE, card expert, has opened at the Limehouse Club, Chicago. Previous to that he appeared at the Medina Athletic Club, that city, and the Powatan Club, Detroit.

WILLIAM ZIER, veteran magician, escape artist and dare-devil, formerly of the Original Orlando, is planning to return to the outdoor show field this season after several years out of the business. Zier is still located in Chicago, where he went many years ago with the late Harry Houdini.

ELKAY, magician and emcee with Carl J. Lauther's Museum, posts that the attraction is in its third week in Atlanta, with business holding up satisfactorily. Among the magicians visitors there recently were Mystic Smith, B. M. Moser, Tom Rogers, Lef-Fel, George Kitzinger and Whitestone, mentalist.

PONCE DE LEON, the "tropical craze," info that since leaving New York 18 months ago with the Kickapoo Indian Medicine Company he has been going great guns in the West Indies. He arrived back in New York early last week.

JEFF, "Master o' Modern Magic," is now working clubs and civic organizations thru the Texas Panhandle country.

LITTLE JOHNNIE JONES and Russ Walsh, Chicago magicians, were Detroit visitors recently, spending some time with William A. Heisel while in the Motor City.

Museums

Address Communications to Cincinnati Office

Lauther's, Traveling

ATLANTA, Feb. 27.—Legion committee celebrated the second consecutive week of the engagement here with a midnight party in honor of Walter Shelton, one of the "Oddities," and Kathleen Berry, a local girl, who were recently wed. All members of the troupe and several showfolk wintering here were in attendance.

Business was very good the first week and jumped beyond expectations the second. Natives seem impressed with exhibition, and 11 groups of school children, accompanied by teachers, have been in attendance. Notables of the city, including Mayor Hartsfield and Chief of Police Hornsby, together with official parties, have attended the show as guests of the management and Legion.

Wedding of Walter Shelton, known professionally as Prof. White, the mystery man, and Kathleen Berry, local girl, gained notice in all the newspapers, and Georgia carried a picture of the wedding. Radio stations have co-operated with Paul Sprague, floor manager of the show, who carries the responsibility as emcee of all radio programs.

Carl J. Lauther, manager, is off on a trip to Augusta, Ga., where he will confer with Walter A. White and E. Lawrence Phillips, of the Johnny J. Jones Exposition, relative to the two new shows he will have on that midway. Rubin Gruber, accompanied by R. P. McLean, trainmaster, was a visitor Monday and complimented the management on the innovations. Andy Gump joined here, and Min is due. M. H. Baker joined as chief mechanic and will have charge of rolling stock. Labelo, alligator boy, and Marky, midget iron-tongue boy, are pleasing the audiences. Adell Knowles is now working with Doc Martin in his Chandu Shop. Tuesday

evening is always awaited with anxiety until Louis Grasse, the official *Billboard* representative, comes strolling thru the show lobby with the much-coveted books under his arm. Show will stay here for third week. Reported by Roy H. Jones.

Miller's World's Fair

PARIS, Tex., Feb. 27.—Engagement here proved to be one of the best of the season. Aided by new acts and a good location on the plaza, the show played to boom business. Washington's Birthday was dedicated to school children and the show was held over at the request of the American Legion.

Paris Evening News carried daily a story, and Bert Mitchell, manager of KPLT, assisted by giving some free publicity in addition to paid advertising. Lobby was attractively decorated. Building contained some fine windows in gold and silver, while all photographs and paintings were bordered with colored neon lights.

Little Kiki continues to entertain in the windows. Tom Crum is on the front door.

Knife act of Mario and Mario and Scaletta get plenty applause, altho every act was enthusiastically received. Reported by J. C. McGowan.

Arrow Target Range Opened by Seymour Gelb

DETROIT, Feb. 27.—The Arrow Target Range has been opened on the west side of the city by Seymour Gelb. A modernistic arrangement of targets and equipment has been followed out that is drawing business in the heart of the huge west side Polish neighborhood. It is being managed by Harry Glody.

"MILLS" NEW YORK FOR VALUES Jokes, Tricks, Novelties, Etc.

Table with columns: Quantity, Description, Amount. Lists various items like 'Sun Glasses', 'Snap-On Sun Glasses', 'Big Glasses', etc. with prices ranging from \$0.58 to \$1.10.

National Orange Show Midway Business Runs Ahead of 1936

LOS ANGELES, Feb. 27.—After a run of very unseasonable weather warm sunny skies greeted the opening of the National Orange Show at San Bernardino February 18. The crowd was immense and included many notables of this and neighboring States.

Each year some new ideas in layout are offered. This year very noticeable in the "spread" are three big Ell wheels abreast, Twin Loop-o-Planes and a new Octopus. Again the lighting is featured with myriads of colored lights, and at each end of the midway a battery of searchlights.

Shows

Carl Miller has three shows, especially featured and introducing several new ideas in presentation is the new Polities Parisienne, with the following appearing: Avon Daly, Katherine Lee, Ollie Mason, Joan Lang, June Burns, Belle Severson, Joan Travers, Dorothy Bryant, Jean Claire, Dolores Peterson, Millicent Arleigh and Winnie Byard, Orchestra, under direction of John Wilson, piano, includes Jack Holt, drums; Bill Edwards, sax; George Bevan, trumpet; Ed Duvall, trombone, Dave Mills is on front; Jack Wardleigh, tickets; Tom Brand, emcee; George Jarvis, stage manager; Harry Boyd, electrician. Fountain of Youth, Carl Miller, owner, Girls: Dorothy Renner, Billie Nell, Joan Trahan, Marcel La Vere, Estelle Easterday, Mabelle Ormsby, Nita Stanfield, Ruby Sealey and Ellen Daly, U. G. (Doc) Harris on the front; Ed Baldwin, tickets; Bill Reeder, emcee; John Williams, electrician. Ethiopian Knights, Carl Miller, owner. Fast-stepping colored minstrel show, with Pork Chops and Tiny Bright, comics; Bill Fields, Tommy Mercer, "Ell" Sims Harmony Trio, Girls: Bell Miller, Carrie Lawson, Lou Wells, Pal Mason, Josephine Baker, Millie Singleton and Maude Nooks, Orchestra; Joe Trainor, piano; Paul Leavitt, trumpet; Jim Dukes, sax; Happy Jordan, trombone; Bill Blair, drums, Tom Carney and Ed Seals, front and tickets; Neil Foster, emcee; Cecil Quail, electrician.

Circus Side Show, Frank Lentini, owner. Attractions: Frank Lentini, three-legged man; Bush Bluey, African pygmy; "Determination" Pilgrim, armless and legless man; Fritz Lecardo, sword swallower; Princess Iona, impudent act; Jessie Lee, obese girl; Mentona, illusions; Lillian, invisible girl; Portola, wonder worker; the McIntyres, mentalists. In the annex is F-F, skip-headed girl. On the front, Red McKittick, William C. Lowney and Thomas O'Boyle; Val Vino, inside lecturer. Tony the Alligator Boy, Ed Dinger, tickets. Miniature Streamline Train, Mr. and Mrs. B. W. Linderman, owners; Tom Dennis, engineer. Motordrome, Carl Terrell, manager. Jimmie Lee, Reckless D'Arcy, Mrs. E. Lee, "Lucky" Clair Wells, riders; Mr. and Mrs. Bert Williams, front and tickets. Athletic Show, Dick and Ed Kanthe, owners and also work in show; Young Lewis, Bay Creighton, Black Panther, Jack Sherman and Jack Schnerle, wrestlers; Spud Murphy and Jack Sullivan, boxers; Ray Devine, tickets. Hickman's Miniature Circus, a really remarkable entertainment with 25 cages and tableau wagons, all the work of Hickman; small domestic animals and reptiles in cages, and also presents a most unusual act done by white rats, featuring high fire dive, built and managed by Milton Hinkle; Mrs. Hinkle, tickets; Charley Ford, mechanic; Blackey Chapman, canvas; Lee Hicks and Ella Varnell, inside.

Pop-Eye Fun Shop, T. B. Tarver and Ben Tyler, tickets and inside. The Vampire, William Hobday, owner. New ideas in a snake show and topping the midway; Snake Rambo, the vampire; George Fulton, inside man; George Weeden, lecturer; Mrs. William Hobday, tickets; Eva, Joe Lewis, manager; Ed Smith, tickets; Dave Wilson, geek. Congress of Strange People, W. H. McCorkin, manager; Eleanor Theiss, tickets. Humpty Dumpty, L. Hedges, Charles Barnley, inside and tickets. Hell Show, Frank Forrest, manager; B. F. Brassell, tickets; Zack Hargis, inside; Eddie Sie-

bert, lecturer. Giggle House, Lee Belyea, manager; James O'Dell and John O'Neil, inside and tickets.

Rides

Three Ell wheels abreast, Pat Murphy, foreman No. 1—Red Deasy, assistant, and Birdie Kanthe, cashier; Fred McCoy, foreman No. 2—Bill Goings, assistant; John Metzger, foreman No. 3—"Only" Dakin, assistant, and H. J. Mock, cashier, Scooter, W. Cooper, foreman; Art Milburn, Pat Price and George Bauer, assistants; Mrs. J. H. Gilliland, cashier, Octopus, Jake Boyd, foreman; Roy Scott, Art La Rue, Tim Munson, assistants; Mrs. D. Kanthe, cashier, Heyday, Ray Myers, foreman; L. Lucas, G. Seaman and Al Johnson, assistants; Sallie Reese, cashier, Double Loop-o-Plane, Ed Caldwell, foreman; Harley Cokendolpher, Emmett Kille, assistants; Mrs. Jake Boyd, cashier, Merry Mix-Up, W. H. Bullock, foreman; Fred Miller, Ted Quillian, assistants; Beatrice Lewis, cashier, Lindy Loop, Reinhard Richards, foreman; John Wilson and P. Dominguez, assistants; "Billie" Nell, cashier, Acroplane, J. H. Gilliland, manager; Red Townes, assistant; Nell Searcy, tickets, Merry-Go-Round, Joe Doran, foreman; Harold Lewis, J. D. Vansickle, Bob Terry, cashier, form and clutch; Mabelle Davis, cashier, Baby Seaplane, Claude Wagner, foreman, Baby Ferris Wheel, P. Handelman, foreman, Baby Auto Ride, C. L. Turner, foreman; Mrs. Loretta Perry, cashier, Pony-Go-Round, John Kemsley, owner; Harry Ashwell and Charley McClain, assistants.

Concessions

Concessions on midway and inside building: Cookhouse, James Lynch, manager; Gene Miranda, chef; Bill Slober, second cook; Pat Ryan, fry cook; M. Y. Seay, Tommy Baldwin, Bill Burns, Silver Burns, waiters; Whitey Silver, night chef; Charlotte Durant, cashier, Lunch stand, Mrs. Bill Slober, manager; Ed Timmer, Bill Carsten, Hez Boone, counter men, Candy floss, Mr. and Mrs. C. Y. Clifford, two stands, Ham and bacon, Eddie Conners, owner; Mal Wilder, Harry Taylor, George Wiler, Tex Hudspeth, agents, Cotton candy, Mr. and Mrs. T. C. Callender, Lunch and soft drinks No. 1, Charles Rising, owner; Leonard Treese, John D. Murphy, Lois Cloud, Mrs. John Clyde, agents, Beer and lunch, C. Rising, Matt McFarland, manager; George Toles, Bill Barnes, R. Johnson, agents, Master Radio Laboratory, John Singer and T. D. Crider, Old Lavender, C. A. Young, Novelties, C. Barton, owner; Al Romnow, Red Larkin, agents, Mats and canes, Jack Wilson and Ad Billsley, Oasis, George Duncan, manager; Pat Davis, Elmer Henson, Curly Culbertson, Eddie Young, Tom Callaway, agents, Graters, Mr. and Mrs. George E. Harris, Happy Helgler, Frozen dainties, Mr. and Mrs. James Wall and Ethel Thompson, Souvenirs, Ed Mozart, owner; Bob Lee, agent, Canded fruits, George C. Griswald, owner; Mrs. W. B. Sloan, agent, Cards and souvenirs, Bettie and Harley Smith, Novelties, Tom Evans, agent, Cold drinks and lunch, C. H. Weadon, Juanita Daley and Mrs. G. A. Weadon, Citrus juices, Lela L. Howard, John Gallanes and Mrs. Jess Crowe, Jewelry, Mr. and Mrs. Charles E. Myers, Rubber animals, D. D. Larkin, Frozen custard, Harry Taylor, owner; Mr. and Mrs. Earl King, Peggy Taylor, agents, Orange drinks, John G. Davis, Edith Royston and Estle Davis, Novelties, Madge and Curly Carnahan, Hoop-La, Ragland and Korte, owners; Jack Morris and Bill McMahon, agents, Desert Inn, Charles Rising, owner; Henry Martin, Jack Ruh, agents, Groceries, Mike Herman, Ralph Hanson, Sam Miller, agents, Blankets, Evelyn Harms, Ruth Korte, Spot Ragland, Ham and bacon, Glenn Whitaker, manager; Herb Usher, Harry Phillips, agents, Mentalist, Mrs. Herb Usher, Claws, Claude St. Clair; William Nelson, Edna Furnace, agents, Lunch and drinks, C. Rising, owner; Howard Clifford, Peggy Polkinghorn, Grace Clifford, agents; Mrs. C. Rising, cashier, Ball game, Jim Shute, owner; Irving Promme, Buddy Kelly, Bill Taylor, agents, Bowling alley, Sam Katz, manager; Sammy Coomas, D. Browning, C. L. Korte, Eddie Harris, agents, Ham and bacon, Jack and Frank Shafer, owners; Bill Shafer, Sam Brown, agents, Ball game, E. R. Sine, W. T. Rawlings, agents, Name on penny, E. Boutelle, Lucky coins, Lew Buester, Scales, Isidor

Gladsple, Cigaret shooting gallery, Harry Takal, owner; Bud Holden, E. Paradis, T. Yoshimoto, Bowling alley, Frank P. Redmond, Eddie Berry, Doc Gilligan, Adam Pfaff, agents, Clothes pins, M. M. Buckley, Tom Saunders, Frank Martinez, agents, Balloon dart, J. and M. Concl, owners; S. Aiello, C. Jones, agents, Bowling alley, Phil Stopeck, owner; Bill Bloom, Ben Cosman, agents, Bottle game, E. Takal, owner; Ray Morris and M. Sker, agents, Mexican Dainties, Bob Nicholas, Dave Calende, Dorothy Jameson, Ruth Steele, agents, Penny pitch, George Sheehy, Eddie Stone, agents, Cork gallery, Mr. and Mrs. C. Gassaway, Roll-down, George Sackson, Paul Riffmeyer, Scales, Jack Dematto, Long-range lead gallery, Will King, owner; Jim Cunningham, agent, Duck shooting gallery (a new idea), Jerry O'Brien, Harry Dunlap, Roy Eubanks, agents, Bottle game, Edith Rockwell, owner; Joe Forch, Tex Croam, agents, Bumper Store, Joe Ryan, Sam Day, L. C. Cloud, agents, Rising's No. 4 drinks and lunch, George W. Fort, manager; W. G. Bragger, H. L. Davis, Art Widdecombe, agents, High Striker, A. W. Hoover, Static eliminator, H. P. Lyons, Bill Casaday, Nall store, Ray Conahan, Seney Moss, agents, Novelty drink stand, Dick Rasmussen; Walter Neff, Marita Reiker, agents, Photo strips, Mr. and Mrs. H. L. Cunningham, owners; Leo Bert, Mrs. Billie Burke, Mrs. Mabel Miller, assistants, Penny arcade, George Bryan, Larry Blaine, Robert Cook, agents; May Witten, cashier, Novelty apples, B. H. Ford and T. Miller, Novelty, John C. Mackey, Letta Brooks, Mrs. J. C. Mackey, Elise Thomen, Name on penny, Joe Dzsanti, Novelties, G. A. Simmonds, Photo gallery, Mr. and Mrs. C. M. Elliot, owners; Carol and Rosalee Elliot, assistants, Blower, Ed Kannally, "Bead" Owens, Martha Smalley, Pitch-Till-Win, Arthur Cramer, Mrs. T. H. Lieberman, Duck pond, Mike Sevorsky, owner; Max and Ed Horton, agents.

Many Visitors

There have been numerous visitors. Mr. and Mrs. Steve Henry had Elot Henry, of Columbus, O., down for the show; George T. Seall, of Scott's Greater Shows; Mr. and Mrs. J. W. (Patty) Conklin, of Conklin's All-Canadian Shows; Abner Kline delivered a new Octopus and dual Loop-o-Planes; A. E. Stockberger, comptroller of finance, and Earl E. Kelly, chief of California State Highway Commission; A. B. Miller, president California State Fair, Sacramento; Manager S. L. Cronin of Al G. Barnes and Sells-Photo Circus; Mr. and Mrs. Theo Forstall; Sam (Nig) Coten, Sam Jones, John Miller, M. W. Traher, George Loomis, Charley Sodderberg, Larry Debar, Mert Rasmussen, Sam Haberman, Bob H. Gillis, Mike Andrews, Bill Llewellyn, Dr. and Mrs. H. C. Percival.

Ed Smithson had the three Big Ell Wheels covered with banners, and many were on other devices. Best business he has done at the Orange Show.

Baird With Wixom Show

JANESVILLE, Wis., Feb. 27.—Walter Baird has been engaged as legal adjuster of the Wixom Wild West Show. He visited the quarters here. John Ellis will handle press and be superintendent of tickets; Dewey Scott will be boss hostler. Prairie schooner and three yoke of oxen have been received.

Advertisement for 'BUILD IT YOURSELF' trailers. Includes text: 'TO GET THE TRAILER YOU WANT BUILD IT YOURSELF', 'JIM DANDY CRUISER', 'COMPLETE BUILDING PLANS', 'Box 125-H, Waukegan, Wis.', and an illustration of a trailer.

DEPOSIT WITH ALL C. O. D. ORDERS. 188 PAGE CATALOG FREE WITH ALL ORDERS. OUR ONLY MAILING ADDRESS. MILLS SALES CO. 901 BROADWAY NEW YORK, N. Y.

Hartmann's Broadcast

IS THERE a dearth of good comedy platform and field acts for fairs? The secretary of a prominent fair in the Far West, as mentioned in this pillar in our issue of February 20, feels that there is. Several performers doing comedy and clowning have been heard from since and differ with the views of the fair sec. From one at Syracuse, N. Y., comes this:

"In your Broadcast, which I read every week, you say the manager of some Far Western fair claims there is a shortage of clowns capable of supplying the demand for fairs, both for platform work and entertaining crowds at least a half hour before the show starts."

"I beg to differ with him. The trouble is that too many secretaries when approached on the subject of comedy depend on booking something at the last minute to take care of the comedy end. Some so-called clown who never donned a makeup until fair time will give the sec a song and dance that if permitted to carry a sign on his back advertising some merchant he will work very cheap. After agreeing the sec is disappointed, the people are very disgusted and no one gets any benefit from it. Now if the same sec will contact those who furnish grand-stand attractions he will find that his demands will easily be taken care of."

"Offhand I could name seven of the more popular solo clowns who work in the grand stand and between acts and depend principally on fairs and celebrations. There are lots of others."

"Hoping to hear some more on this subject."

Another performer writes from Montezuma, Ind.: "Regarding the views of secretary of the Far West fair on comedy acts, if you will give me his address and he has the money to pay an act to jump that far I sure will sell him what I guarantee to be the best comedy he ever saw. The act is well known in the Middle West and South."

From Arcadia, Ind., comes this: "In answer to the Far West secretary I would say that for seven years I have been selling acts of the kind he claims are scarce. From my point of view he is all wrong. The trouble all lies with the fairs and not the acts, the fairs trying to save the almighty dollar."

"As to the quality of comedy acts, about which the sec complains, I would like to say that an aerialist once told me that he either had to move his rigging up to the sky or put on another act, so he put on a comedy act. It nearly made him cry to have to go out on a platform before a big crowd and try to act funny."

"In another case a troupe had two good acts of their kind but in order to get work had to put on a comedy act."

"So the gifted comedian nowadays had better be an aerialist or a wire-walker and be able to do two or more."

"There are plenty of good comedy acts, but they must not be expected to be aerialists or wire-walkers and they must expect pay. As far as the clown part goes, there are lots of good clowns. In the seven years I have been in this business I have not seen a comedy act that did not earn more money than it was getting."

"There is not a fair secretary in the country but that would tell you he would like to have some new attractions before his grand stand. If he is secretary of a big fair just try to sell it to him."

And here's a letter from Oskaloosa, Ia.: "I read with interest your article

about comedy acts and clowns. I do a comedy juggling act at fairs, etc., and double clown cop on the grounds and in the grand stand, booking independently.

"And while I may be out of line, I would like to ask you to give me the address of the gentleman mentioned in your article, as I want to write him."

Are there any other comedy performers and clowns who want to voice their views? And how about fair secretaries and bookers?

CHEYENNE, Wyo., apparently had been having more carnivals in the spring than desired. Early in 1936 the Francis E. Self Post No. 6 of the American Legion, Francis E. Warren Post No. 1881 of the Veterans of Foreign Wars and Camp No. 22 of the Spanish-American War Veterans, all of Cheyenne, formed a joint committee to bar all carnivals in the spring of that year with the exception of the one they booked. Arrangements were made with the powers that be and the '36 contract was awarded to Mel H. Vaught's State Fair Shows.

The event sponsored by the three organizations was so successful. I am informed, that a joint committee has been formed again for 1937, and not only that, the same carnival already has been given the contract. The chairman of the committee is F. B. McVicar, an attorney and head of the American Legion Post.

This plan of controlling carnival bookings in the spring no doubt makes for better regulation, and there should be no objection if all shows interested have the same opportunities to compete for the lone date. However, if competition does not enter into the matter—and by that I don't mean it

BARFIELD'S COSMOPOLITAN SHOWS

Want for Spring Opening in April, any Shows of Short, Capable Man with Acts for Complete Side Show, or will book Flashy Side Show. Want Organized Colored Minstrel, Dog and Monkey or Small Dog and Parry Show, Fun House, Motorhome or Monkey Automobile. Also, a few Legitimate Grand Stock Contests. Address Lakeland, Fla., this week, then as per route in Billboard. P. S.—Would appreciate information as to present whereabouts of W. H. (Whitney) Johnson. Disappeared from Show Feb. 22 while playing Eustia, Fla., Celebration. Wire information to above address.

NEW DATE BOOKS

FOR 1937

NOW ON SALE

Arranged Especially for Your Needs
Dated From January 1, 1937, to
January 1, 1938.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 1/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1937-1938, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

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Name in gold letters on covers, 15c extra for each line.

doesn't—it is a poor policy and the sooner abolished the better.

LAST Monday (Washington's birthday anniversary) marked the 37th anniversary of the death of Dan Rice. But few people probably know that a cousin of this widely known

clown resides in Long Branch, N. J. She is Mrs. Della C. Brown. Rice lived at the Brown home for a number of years and it was there that he died.

Indiana Bill Killed

INDIANAPOLIS, Feb. 27.—Carnivals, tent shows, circuses and radio acts will not have to worry about regulations or licenses in Indiana for another two years at least, since a bill which would have imposed fees on these entertainments was killed in the Indiana House of Representatives February 22.

The proposed measure would have levied daily fees of \$100 for circuses, \$50 for tent shows and carnivals and \$25 for radio acts.

INDIANAPOLIS, Feb. 27.—A bill has been introduced in the Indiana Senate to repeal the antiquated 1917 law licensing vendors of foreign goods, circuses, carnivals and a variety of entertainments.

Campbell's "Polly" Passes

LINCOLN, Neb., Feb. 27.—Word was received here that "Polly," beautiful green parrot, last of the Campbell Bros.' Circus, died in Fairbury, Neb. Was 40 years old and passed away at the home of Ed Campbell.

WILLIAM J. KLINGER JR., well-known promoter, reports that he is recuperating in Gatlinburg, Tenn., from a serious illness that followed presentation of Macon (Ga.) Shrine Circus.

C. R. LEGGETTE SHOWS WANTS

Musicians and Performers for Colored Minstrel Show, Address: P. O. Box 100, Shorter, Harris, Ga. Hartmann, Jerome, Grand, Chuck Washington, Ethel McCoy got in touch with Happy Griffin, Book Times-Gaz with own equipment. Sadler Harris, mount. Division Show, Cook Show, Large Shows, Monkey Circus or Speedway, Fun House, Fun Show, Talent Show, Grandstand answer, Will furnish Tent for show attractions, or any good Single Attraction. Also—Fancy Truck, Merry-Go-Round, Must have good Organ and in good condition. Loop-a-Loops, single and crooked. Will book or buy. All Outcasts come except Cook Shows and Corn Gans. Address: Wash- ington, Ark., week March 1; Russellville, Ark., week March 8.

C. R. LEGGETTE SHOWS.

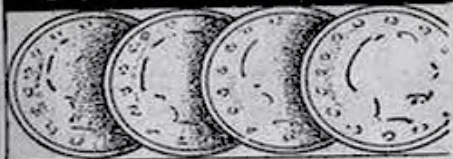
CATCHING UP TO THE MUD TURTLE AND SNAIL



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A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

Taverns

"Giants in the industry are becoming active and not along lines to make repeal a success. All branches of the industry must get together and correct the abuses before such evils become public property and another dry era is launched."

It is the voice of a speaker before the convention of various liquor organizations meeting in Chicago the week of February 22. It is in keeping with a general movement thruout the liquor industry to regulate its own evils, if possible, to prevent the growing tide of dry sentiment that gains momentum as liquor evils become more apparent.

There is perhaps no industry that means more directly to the coin machine industry in supplying favorable locations than the liquor trade. These locations are popularly known as taverns and all branches of the coin machine industry have shared in the benefits of tavern locations, including amusement games, phonographs, cigaret and other vending machines. So it is not a question in which one branch of the coin machine trade may be interested and the other is not.

For the coin machine industry there is unanimous hope that the tavern may find its place in our modern life as a legitimate and well-regulated place of amusement and diversion—and that coin-operated machines of various kinds may continue to find a place of service in such locations.

So the organized efforts of the liquor trade to take the bull by the horns and correct its own evils, if possible, will find much sympathy in the coin machine industry. In fact, there may be many parallel lessons which the coin machine trade can take to heart.

First of all, there is a frankness in the methods of the liquor people at present that will win respect in the minds of millions of liberal voters. A dry will remain a dry regardless of what efforts the liquor trade may make to regulate its own evils, but there is a great body of liberal sentiment in the country which can understand and appreciate the difficulties in keeping liquor under control.

This business of being frank with the public is new with the liquor trade and it may win a permanent victory for it. This frankness does not mean that the liquor trade has dropped its use of those private tactics which the automobile trade or any other business would use in meeting political issues. But it does mean that the liquor trade has decided to meet the

public and the newspapers openly and frankly and talk turkey.

I have long felt that the coin machine trade would eventually have to adopt a similar public policy or else be forced to forever be wondering what next. It is possible for the coin machine trade to carry on a program of public good will while at the same time making full use of those political tactics behind the scenes that all other industries use. But during all these years there has been no public leadership or program to build some permanent hope for the various branches of the trade. Maybe we can take a tip from the liquor people.

The liquor trade associations seem to be setting an aggressive pace in admitting all the evils charged against the trade and then taking steps to suggest the remedy. The trade papers, too, are aiding the general cause by broad and fair criticism of present conditions. One editor suggests that nothing is to be gained by harsh criticism of the dries or poking fun at them in cartoons. We might as well learn with the liquor trade that people opposed to liquor and gambling are so opposed because of some unfavorable experience or due to long and conscientious teaching.

The liquor trade papers will apparently furnish aggressive and constructive leadership in the movement to keep liquor under proper control. Some of them are furnishing an excellent legal service on every bill

affecting liquor in any way. These bills are analyzed and criticized constructively. Any person in the liquor trade should know what is going on if he reads his trade papers. Public officials and civic leaders can read the liquor papers and get an intelligent view of what the liquor people think would be fair regulation and control.

At the convention in Chicago the liquor trade faced the evils and abuse of privileges that come from the sale and use of liquor. It also faced the fact that most troubles are caused by a very small group that violates rules and regulations set up by statute or proposed by liquor commissions and the police departments. Taverns constantly come in for showing many abuses of regulation. The coin machine trade is vitally interested in the future of the taverns and in their full compliance with law and order. The steps which the liquor trade takes to solve its own problems are of vital concern to all of us, and maybe some mutual field of co-operation can be found to the benefit of all.

Tavern Song

There is a tavern in the town, in the town,
And there my true love sits him down, sits
him down,
And sips his wine with laughter free,
And never, never thinks of me, thinks of me.

(Chorus)

Fare thee well, for I must leave you,
Do not let this parting grieve you,
And remember that the best of friends must part,
must part. Etc.



The Big Hit of them all!

KEENEY'S FIRECRACKER



**FIVE-BALL NOVELTY GAME
BEING SHIPPED AT
RATE OF 300 A DAY**

As five balls (shot one at a time) hit against 7 red and 7 green-capped spiral spring posts, red and green dials on backboard advance one notch with each such hit, pairing up like numbers with certain hits. These pairs are recorded on backboard totalizer, and awards can be made based on total pairs secured after 5 balls have been played.

Simplicity of play principle — prolonged playthrill animation — action — flash this game has "everything," and plenty more!

ORDER DIRECT OR THRU
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"The House that Jack Built"
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CHICAGO, ILL.

Other Current
Keeney Hits —
LITE-A-PAIR
1-, 2-, 5-10-ball, spiral-spring
automatic payout game.

TEN STRIKE
2-ball payout game employing mini-
ature ten pins instead of holes.

PARADICE
"The Gold Mine of all Coin Games"

49" x 24" Cabinet • Powerpak • No Shuffle Board • Light-up Backboard

Baseball Game Grows in Favor

CHICAGO, Feb. 27.—Sam Wolberg, of the Chicago Coin Corporation, says that the "hot stove league" is still in ecstasy about the Home Run game made by his firm. In fact, he says, enthusiasm is growing as the season advances.

"We realized the advantage," he continued, "of putting a baseball game in the hands of the operator at a time when interest in the national game is reaching its pre-season peak. After the start of actual playing, interest among the followers of various camps will increase intensely until the race for league leadership is over. That is many months off, so today Home Run reaches the public at just the right time. That we were not mistaken in releasing Home Run now is indicated by the orders you see here on my desk."

"There's enough here to keep us busy day and night for a long time, and more orders are coming in every day. If our customers don't get their machines right away we ask their indulgence. They won't lose anything by waiting because, with its basic idea of baseball, Home Run incorporates the popular bumper spring plus umpire and extra run features and a lively light-up backboard, all of which mean unusual play and profit."

"That isn't all," he stated further, "for those who require a one-shot automatic payout we are in production on Bump-a-Lite. It's a reasonably priced well-assembled game, comparable to machines selling for \$40 and \$50 more, and it fills every pay table requirement."

**SPECIALS
THIS WEEK**

ALAMO	\$ 20.00
CREDIT (Ticket)	25.00
DAILY RACES (Multiple)	22.50
JUMBO (Ticket)	30.00
SUNSHINE DERBY	20.00
TYCOON (Battery)	25.00
EXHIBIT ROTARY	125.00

1/2 Deposit, Balance C. O. D.

Write For Our New Price List No. 225.

BESSER NOVELTY CO.
1020 OLIVE ST., ST. LOUIS, MO.

**5-ball
SPIRAL
SPRING
NOVELTY GAME**

In Stock
and ready for immediate delivery
TARGETTES SPECIALLY PRICED

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4762 WOODWARD AVE., DETROIT

OPERATORS!

ROLL UP BIG DOLLAR PROFITS
with the new **VIBRO-SHAVER**
THE ONLY NON-ELECTRIC AUTOMATIC SHAVER!



SURE-FIRE 600-HOLE 5c CUT-OUT BOARD WITH 2 VIBRO-SHAVERS
TAKES IN \$30.00—**BIG PROFIT BOARD**
PAYS OUT 32 PKGS. CIGARETTES



The Automatic **VIBRO-SHAVER** makes a wonderful premium, and is ideal for Claw and Rotary Machines.

See Your Jobber—or Write Direct to the

TARRSON COMPANY

DEPT. C, 230 E. OHIO ST., CHICAGO, ILL.

ROLA-A-SCORE
New 1937 Model . . . Still the Outstanding \$179.50
9 Ft. Bowling Game!
Immediate Delivery.
CHICAGO COIN CORP.
1725 DIVERSEY PKWY., CHICAGO, ILL.

Gottlieb Holds Secret Somehow

CHICAGO, Feb. 27.—Visitors at the D. Gottlieb & Company factory have been reminded recently of the song *When You Were a Smile on Your Mother's Lips* and a *Twinkle in Your Daddy's Eye*, for there's a twinkle in Dave Gottlieb's eye for some days that has led everyone to wonder when he'll pass the cigars and tell the news.
A distributor who happened to be visiting the factory discussed the matter with Nate Gottlieb.
"He's holding out on us, Nate. I never saw Dave look so pleased; it must be great news. I've got a hunch. I'll bet it'll be a —" But there stood Dave himself, listening.
"You're right," said Dave, "it will be great news in just a couple of more days. No foolin'. And am I proud? Why it's going to be the finest, greatest little humdinger that ever carried the Gottlieb name."
"And what do you intend to call him—her—I mean it?" he was asked.
"Can't tell you yet, cause it's still a secret. But I'll buy a new hat if you ever dreamed of a more fascinating novelty pin game in all your life than the one we're getting ready to announce."
So that much of the secret is out. Gottlieb is about to announce the addition of a novelty pin game.

they regard that as none of their business.
"Some of the most disagreeable people I know are quite sure to go to heaven. At least they are quite sure of going, and they probably will, having given a great deal of attention to living up to the rules. However, their presence won't help much. One of the finest Christians of my acquaintance, Father Duffy, once told me of a nun who said that after 49 years among saints she knew why Christ wanted to live among sinners. Maybe that's blasphemous, but a lot of reverent folk will know what she meant."

Machine Detects Spurious Coins

WASHINGTON, Feb. 27.—A machine for counting coins and for detecting counterfeit coins, invented by E. J. Lytle, of Sydney, Australia, has been installed by the Melbourne branch of the Commonwealth Bank. A demonstration of its capabilities was given at the bank recently. Counterfeit coins, among others, were placed in the machine, and while the good coins were counted as they passed thru the spurious ones were cast aside. Four of the machines have already been installed in Sydney by the Bank of New South Wales and are testing about 500,000 coins daily.

By this method many spurious coins so well made as to escape detection even by experts have been withdrawn from circulation. Lytle claims that shopkeepers need no longer fear counterfeit money. Small machines, he said, could be fitted to counters to test coins of any currency in an instant. If used extensively, he considered, the machines would eventually draw nearly all counterfeit coins from circulation.—U. S. Department of Commerce.

Coin Machines Inspire Sermons and Philosophy

An Enid, Okla., newspaper reprints an interesting item from *The North American Review*, which indicates how coin-operated machines may be an inspiration for sermons and philosophy as well. The philosopher's reaction to the preacher's sermon follows:
"My reverend friend Ralph W. Sockman recently preached on what he called 'the slot-machine attitude toward God.' We put in a prayer or a decent act, he said, and expect to take out a prosperous business or an eternity of bliss. I concur with Dr. Sockman in doubting this as an evidence of superior Christianity. 'In one of my earlier plays I opined that 'we are not punished for our sins but by them.' It is equally true, I think, that we are not rewarded for our good deeds but by them. There is a singing ecstasy in good work. There must be an even greater and more immediate recompense for good deeds. The happiest men I know are the most occupied and the most useful. Honestly I don't believe many of them ever gave a thought to what may or may not become of them beyond the grave. In a sense

Bill Proposes Heavy License on Locations

ST. PAUL, Feb. 27.—A bill to legalize slot machines and table games has been recommended for passage by a House committee. The bill makes the serious mistake, however, of imposing an excessive license fee on locations. As "operator" in the bill is defined as the owner or proprietor of the store or tavern where the machine is located. What is commonly known as the operator is called a "distributor."
The bill proposes a license of \$500 on the operator for the first slot machine and \$50 for each additional machine; \$250 for the first table game and \$25 for each additional machine.
The bill also proposes a license fee on the location of \$50 for the first slot machine and \$25 for each additional machine. The same schedule would also apply to table games.

ONE BALL AUTOMATICS
AND MANY OTHER GUARANTEED RECONDITIONED MACHINES OF DIFFERENT TYPES AT CLOSEOUT PRICES. Phone, wire, or mail your order now. Immediate shipment. These prices effective only through March 10. ACT NOW!

ONE-BALL AUTOMATICS.	Golden Harvest (Cash Model) \$19.50	SLOT MACHINES.
Bally Multiple . . . \$34.00	A. B. T. Autodart . . . \$10.00	M. 5c Reg. G. V. . . \$5.00
Bally Ace . . . 19.50	A. E. T. Archers . . . 27.50	M. 5c Reg. G. V. . . \$5.00
Bally Prospector . . . 32.50	B.O.L.O. (Patent) . . . 23.00	M. 5c Lionhead G. N. . . 42.50
Bally Belmont . . . 65.00	Double Nuggets . . . 14.00	M. 5c Single 4c 6line Venders . . . 14.50
Bally Kileash . . . 37.50	Woodpe . . . 5.00	M. 25c Futurity Mystery G. V. . . 60.50
Bally Jumbo . . . 24.50	Daval . . . 14.50	M. 5c Reg. Side Venders . . . 12.50
Bally Red Arrow . . . 11.50	Daval Panama . . . 5.00	M. 1c Reg. G. V. . . 49.50
Bally Roundup . . . 47.50	Draw Ball . . . 14.00	M. 1c Sky JPS . . . 32.50
Bally Snappy . . . 7.50	Handicap . . . 15.00	M. 1c R. F. Mys. Golden Venders . . . 59.50
Daval . . . 27.50	Exhibit Play Ball . . . 15.50	M. 1c Reg. G. V. . . 49.50
Keeney Velvet . . . 37.50	Exhibit Radio . . . 15.50	J. 1c Dukes . . . 22.50
Mills Railroad . . . 72.50	Exhibit Foot Ball . . . 15.50	J. 1c Dukes T. J. P. Side Venders . . . 47.50
Mills Tyson . . . 22.50	Exhibit Baseball . . . 14.50	P. 1c Bantam Jack Put Side Venders . . . 19.50
Pamco Patoka, Jr. . . 23.50	Exhibit Gunner . . . 13.50	W. 5c Baby G. V. . . 34.50
Pamco Ballot . . . 39.50	Gance Champ . . . 8.00	W. No. 2 1c Twin JP Vender . . . 29.50
Pamco One Day . . . 47.50	Hurdle Hup . . . 18.50	W. No. 72 5c 4c Front Venders . . . 37.50
Pamco Chase . . . 23.50	Hold 'Em . . . 23.50	SPECIAL
Pamco Galloping Plaza . . . 27.50	Happy Days . . . 24.50	4 5c PAGES RACES \$200.00
Queen Mary . . . 39.50	Hot Scotch . . . 9.50	BRAND NEW WURLITZER SKEE-BALLS 165.00
One Bottle . . . 42.50	Stratophere . . . 7.50	BALLY ROLLS 99.50
Rock-Ola Credit . . . 27.50	Jimmy Valentine . . . 7.50	
Western Coconut (2 or More Ball Auto) . . . 5.00	Big Game . . . 8.00	
Mills Ten Grand . . . 37.50	Sure Shot . . . 6.50	
Match Play . . . 14.50	COUNTER GAMES.	
Mills McCoy . . . 49.50	40 Penny Snooks . . . 5.75	
Jemings Flickers . . . 39.50	32 Real "21" . . . 6.25	
Bally Sky High . . . 32.50	Big Game Hunters . . . 12.00	
Daval Big Ball . . . 22.50	Ducky Morris . . . 12.00	
Red Man . . . 19.50	T.G.-Tat-Yoo . . . 4.50	
Keeney's Big Five . . . 12.00	Cheering House . . . 5.25	
Mills Position . . . 17.50	Duck Soup . . . 1.25	
Liberty Bell . . . 10.00	Ticketeer . . . 5.75	
Golden Harvest (Ticket Model) . . . 22.50	Randy's Horak . . . 8.50	
	Roll-Kites . . . 2.95	

TERMS: 1/3 Cash, 2/3 Deferred Deposit with Order. Shipment O. O. D. for Balance.

THE VENDING MACHINE COMPANY, 321-15 FRANKLIN ST., FAYETTEVILLE, N. C.

EXCEPTIONALLY LOW PRICES ON MACHINES IN PERFECT CONDITION.

ACE STARS . . . \$10.00	LEATHERNECK . . . \$20.00
ALL STARS . . . 25.00	M&M MOTH . . . 7.50
BALLY DERBY . . . 20.00	MOVIE BANK . . . 50.00
BALLY BONUS . . . 20.00	PARLAY . . . 20.00
BELMONT (used one week) . . . 50.00	PARAGON . . . 20.00
BIG MOUNT (never out of crate) . . . 50.00	PALOOKA (6 slot) . . . 35.00
BIG SHOT . . . 15.00	PINCH HITTER . . . 20.00
CHALLENGER . . . 25.00	PROSPECTOR . . . 25.00
DELUXE . . . 10.00	RANGER Target Game (new) . . . 25.00
DAILY LIMIT . . . 12.50	RED BAILS . . . 20.00
DAILY RACES (Gottlieb Multiple Slot) . . . 25.00	REPEATS . . . 12.50
DAILY RACES (Gottlieb Mystery Slot) . . . 47.50	ROUND UP . . . 12.50
EXHIBIT ELECTRIC EYE . . . 25.00	STAMPEDE . . . 7.50
Flicker . . . 45.00	SEEBURG SELECTOPHONE . . . 65.00
GALLOPING PLUGS . . . 20.00	SPEEDWAY . . . 12.50
GRAND SLAM . . . 15.00	SUNSHINE DERBY . . . 15.00
HIALEAH . . . 20.00	TROJAN . . . 7.50
JUMBO . . . 10.00	TYCOON (used one week) . . . 25.00

No machines will be shipped at these prices unless a 50% deposit is sent with order.

IMPORTANT
EARL E. REYNOLDS, Suite 222, Jefferson Hotel, Dallas, Texas.



CHURCH USES MIX RIFLE—This view, taken in the recreation room at Holy Rosary Church, Chicago, indicates that the Tom-Mix Radio Rifle is quite popular.

MEN & MACHINES

George Ponser Company, New York, is putting punch into its sales drive by heralding "Ponser's Prescription." It is a unique grouping of games into the vitamins group, calories group, protein group, etc. Sounds thoroughly scientific and according to the doctor. The vitamins group includes the Roll Over, Grand Prize, Galloping Dominos, Bang Tails and Roulette Jr. games.

Estelle Wexler, secretary to Nat Cohn, of Modern Vending Company, New York, is all excited these days. Her brother is the current stage sensation at the New York Paramount. Larry Best, the name he uses on the stage, is a recent discovery of Major Bowes and is now working with the Fred Waring unit and creating quite a furor on Broadway. Larry is heading for the Coast with Fred Waring to make a picture for Warners and the entire New York coin machine industry is plugging for his success, because they want to see Miss Wexler in good spirits.

Our news report from Paris emphasizes anew the trouble that a few operators can cause who do not obey legal restrictions when such rules are laid down by public officials. It seems that Paris operators would be able to get along and make money under strict regulations, but a few operators insist on violating the rules and bring on still more strict regulations.

In the United States we have so many operators who try to get by without paying license fees in territory where machines are permitted to run by paying an annual license. The net result is that officials are antagonized and the public gains a bad opinion of the industry as a whole.

Down in Alabama: Until March 10, when counties must decide individually what they will do about whisky and beer, repealists and prohibitionists will fire verbal guns at voters. Under terms of Repeal Bill passed recently by the Legislature counties voting wet will have State-owned and operated liquor stores in county seats and in incorporated towns of more than 4,500 population.

Appropos our recent editorial on "Helping Hands": Newspapers report that severe duststorms recently hit four Western States. Oklahoma seems to have been worst hit. The federal government recently formed the Disaster Loan Corporation (DLC) in alphabet soup with \$25,000,000 to make distress loans to recent flood victims. Meanwhile reports continue to come in of



JACK DEVLIN, local sales manager of Fitzgibbons Distributors, Inc., New York, dressed in O'Toole chieftain's garb.

assistance rendered by coin machine firms to operators in the flood area.

After seven consecutive months' operation in Paul Gerber's playroom at the Sherman Hotel, Chicago, the two Tom Mix rifles were given a "birthday party" February 15 at the Celtic Bar. William (Little Napoleon) Blatt, Paul (Potash) Gerber and numerous other celebrities were present to enjoy the festivities.

Says *The Chicago Journal of Commerce*: "An increase of 53.6 per cent in 1936 earnings over 1935 is shown by the first 245 companies reporting."

Jim Buckley (Bally Manufacturing Company) recently returned from an extensive trip out West. During his visit in Los Angeles Jack McClelland invited him to Palm Springs for a swim. Jim said when they arrived there instead of donning bathing suits it turned out to be ice skates, for the weather had decided on an "unusual" change.

Joe Fishman, Fishman-Schlesinger Distributing Company, New York, was in Chicago this week, but reporters missed his trail at every corner.

B. J. Marshall, of Detroit, spent several days in Chicago and could be seen at the Celtic Bar, Hotel Sherman, with a group of coinmen who gather there.

Billy (Little Napoleon) Blatt, Supreme of New York, rushed to Chicago and back. Reports say he bought a lot of new machines, including an initial order of 1,000 Nip 'n' Tuck pin games.

Milton (Mildy) Green, Hercules Specialty Company, entertained quite a gathering of coinmen by giving an imitation of the "Sliding Billy" Watson dance at the Oakdale Club, Chicago, rendezvous for visiting coinmen. It is said that Johnny Emerich, owner of the club, offered him 40 weeks' bookings, but Mildy turned it down, as he is not yet ready to desert machines for hoofing.

Announcement card: "We take pleasure in announcing the opening of our new home, located in the Oriole Building, Baltimore. Oriole Coin Machine Corporation." The card bears the names of Hiram De La Vez and Joseph Narlines.

Next week there will be a story on Western Jimmy Johnson's invitation to attend a luncheon at which will be announced the appointment of Hugh Burras, formerly O. D. Jennings & Company, to the general sales management of the Western Equipment and Supply Company, Chicago.

S. H. Tarran, Mayflower Novelty Company, Minneapolis, was in the Windy City recently. He was seen in the company of Lee (P. S.) Jones as they checked up together on the city's entertainment possibilities.

Carl F. Trippe, owner of the Ideal Novelty Company, St. Louis, was in Chicago the past week to visit the Bally and Rock-Ola companies. Trippe is distributor for these firms in St. Louis and was high in his praise of Bumper and World Series, which are going over big in the St. Louis area.

February issue of *La Revue de L'Automatique* reached Chicago this week. The French coin-machine trade paper edited by Rene Godin contains comments and observations on America and the American coin-machine trade made by Godin during his recent visit of several weeks in this country. Godin attended the 1936 and 1937 annual coin-machine conventions in Chicago. He promises to write an account of his observations for *The Billboard*. "But it will be different to what I write for the French trade," he added.

The annual British coin-machine trade

WE'VE GOT THE HITS

... It's Your Move!

BANK ROLL	<i>General</i>	ROLL OVER	<i>General</i>	SWING TIME	<i>General</i>	PADDLE WHEEL
<i>Evans</i>	GALLOPING DOMINOS	<i>Evans</i>	BANG TAILS	<i>Evans</i>	ROLLETO JUNIOR	<i>Evans</i>
<i>Mutoscope</i>	NUMB-ERINO	<i>Mutoscope</i>	POKER-INO	<i>Mutoscope</i>	HOCKEY	<i>Ponsett</i>
<i>Western</i>	GRAND PRIZE	<i>Western</i>	BEAT 'EM	<i>Western</i>	TOP 'EM	<i>Western</i>
<i>Western</i>	FAST TRACK	<i>Western</i>	DRAW 21	<i>Western</i>	MATCH 'EM	<i>Western</i>
<i>Western</i>	THORO-BRED	<i>Western</i>	CENTER SMASH	<i>Ponsett</i>	JIFFY TESTER	<i>Ponsett</i>
<i>Ponsett</i>	CALL	<i>Ponsett</i>	WRITE	<i>Ponsett</i>	WIRE	<i>Ponsett</i>
						TODAY

GEORGE PONSER CO., INC.
1140 BROADWAY, NEW YORK CITY
11-15 EAST RUNYON ST., NEWARK, N.J.

show was held in London February 23 to 26. We will have an account of the event as soon as the mails make it available. The British operators' society had its annual meeting on the closing day of the convention.

You should see the French coin-machine trade paper to get a picture of how jackpot machines operate in Paris. A display stand is attached to the top of each machine, showing a wide variety of prizes, from watches to vanity cases. Some premium racks are apparently arranged to appeal to women and others to men. One board has about 14 expensive items on display. That is a real merchandising idea in operating slots.

Another appeal to a State Supreme Court has been lost. The Colorado Supreme Court decided against an appeal by two operators taken to the higher tribunal. Many States have statutes, like an Arkansas statute, which makes it impossible for a higher court to consider amusement games on their merits. Some of these statutes make "any device that may be used for gambling" a gambling device per se. Operators should watch for such statutes before making an appeal, as it is impossible to get a favorable hearing under such statutes.

An announcement by Fitzgibbons Distributors, Inc., New York, that the new Skipper table game (by Bally) had arrived was greeted by a rush of operators to see it, the firm reports. Skipper is a modified Bumper game with payout and free play units combined in one game.

A New York distributor tells the story of how an operator paid his hospital bills recently with a Tri-o-Pack counter game. After a major operation the operator had a Tri-o-Pack placed by his bed so that visitors who came to see him could amuse themselves. Members of the hospital staff enjoyed it, too, he said. At the end of his stay he had enough to pay his bills and some left over, the operator affirms.

A new term for the automatic dictionary: Rotary diggers. These new machines that use novelty and premium items, some of them also vending candy. It is better to keep these machines in the amusement field if possible, since legal complications might arise if they are given too much publicity as merchandising machines.

Western Jimmy Johnson can mix metaphors, epithets and other ingredients into a brickbat, as well as manufacture coin machines. At a recent celebration party he introduced ye editor as "that old sourpuss of the industry, the man that has published more stuff detrimental to the industry than any other man living, the one and only Silver Sam."

It seems there is to be a lot of competition for the "G Man" title in the coin-machine industry. Gerber & Glass claim the title by reason of their position in the alphabet. Silent Bill Cohen, the Sphinx of Minneapolis, has introduced this writer to the operators of the Northwest as Walter (G Man) Rurd, with pictures appropriately posed to prove it. Some others are known to have the G Man complex, but at present it seems that Gerber & Glass will win. Curses on the alphabet.

Greenstone Joins Mutoscope

NEW YORK, Feb. 27.—International Mutoscope Reel Company, of New York, announces the addition to its sales staff of Leonard Greenstone, well-known Eastern coin-machine man. Greenstone will cover the entire Eastern section of the country, contacting distributors, jobbers and operators.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Permo Employees Follow an Ideal

CHICAGO, Feb. 27.—In the minds of the entire Permo Products Company staff there is an ideal of perfection, according to Art Olson, head of the firm. This spirit is what has enabled them to bring the Permo Point phonograph needle to its present success, he said.

"Experiments belong in the laboratory, not on operators' locations," said Olson in a recent interview. "Before we released Permo Point it had to meet the rigid tests we designed for it; tests that were planned to reveal any possible defect that previous experience had brought out in other needles. These tests led to the design and perfection of our patented elliptical point. Tempered to the hardness of sapphire, Permo Point gives an operator a better than even break. Now he can stop worrying about record replacements, for our needle will give his location patrons 2,000 perfect songs, flawless in their reproduction and true and clear in any volume produced by the phonograph."

Sparkling Grille Cabinet Pleases

CHICAGO, Feb. 27.—Officials of the J. P. Seeburg Corporation report an unusual reception for the new Seeburg cabinet design which features the Sparkling Crystal Ball Grille. The universal acceptance of the development has led them to prophesy a general and immediate turn to similar attention-compelling characteristics in cabinet construction throughout the phonograph industry.

Seeburg designers, recognized by masters in woodwork as authorities on cabinet design, had this to say: "Our aim was to build a cabinet that would attract attention of patrons the moment they entered the door. Such an attraction leads to increase in play and profits for operators. That we have achieved our aim is testified to by the thousands of calls and letters from op-



erators congratulating us on our creation that combined dignified beauty with the modernism that locations require today."

Further comment was added by N. Marshall Seeburg, active head of the organization; "Leadership demands continual vigilance, a sensitive finger on the pulse of the amusement seekers of the world who crave perfection in the amusements they buy. That we are giving it to them as far as ingenuity, skill and science permits, is evident in Seeburg phonographs, particularly our new Melody King Model K and Symphonola. I am especially proud of the design that features our Sparkling Crystal Ball Grille. With highly figured imported and domestic wood as a setting for the indirect lighting reflected in the grille, the cabinets are worthy of the praise of the most discriminating."

Operating Firm Expands

DETROIT, Feb. 27.—Interstate Amusement Machine Company is steadily expanding in the phono field and is working on a schedule of buying a certain number of new machines every month, according to Charles L. Cooke, proprietor.

"We are sure that we have a good stable investment that will bring in a steady return over a long period of time," Cooke says. "Moreover the music field is especially one that established business men will want to be associated with."

"Songs With Most Radio Plugs." The Billboard's new weekly feature, will be found on Page 15 in this issue.

Big Cash Sale On Phonographs

NEW YORK, Feb. 27.—Joe A. Darwin, special representative of the Rudolph Wurlitzer Company, reports that he has just arranged what he describes as the "biggest cash sale of phonographs in the history of the business."

"The entire deal amounts to \$75,000," he says, "and is being paid cash in full for the entire amount of the order. I don't wish to reveal a new operator's name just now, but when the news is ready it will come as a great surprise to the industry, for the man is among the most prominent in his city."

It also seems, according to Darwin, that there is a greater demand for phonos already being experienced than has ever before been felt at this time of the year. He believes that 1937 will be the outstanding phono year for the industry. He says he will exceed his sales records for the past year and will certainly pass any record ever established in the Eastern part of the country.

New Orleans

NEW ORLEANS, Feb. 27.—Julius Pace, lifetime president of the Coin Vending Machine Operating Association, sent out the following letter to all members of the organization, which may be a good suggestion to other associations. Here 'tis:

"You are hereby notified, and effective at once, that Rule No. 3 of our association's by-laws shall be as follows in the future:

"No operator is to solicit another operator's location. Once an operator has serviced a location that location is considered his as long as he gives proper service and changes machines as collections justify. A location owner may remove any operator's machine from his premises only upon specific complaint as to theft, insult, poor service or other developments. This complaint MUST be filed with the president and his verdict shall decide all matters pertaining to same."

"It becomes necessary for me to enforce this rule, as members of our association have gone to the extreme in attempting to place their machines in locations of other operators who are barely making a living at this time."

"Hope that you will understand my position in this matter, I remain,

"Yours very truly,

(Signed) "JULIUS PACE,

"President."

And there, my friends, is the real way to run an organization. Fair-minded to such an extent that all of his operator members are with him to the man, you can bet that things will run just the way our friend Pace requests them. Pace has no pets, he has no favorites, he treats all members alike and the members know that. Here lies the great truth of why New Orleans has one of the finest associations, if not the best, in the entire country.

E. Brazleton, of the Vanak Manufacturing Company, Chicago, accompanied by Gordon Horlich, flew into New Orleans this week in his own plane on a business tour of the entire country

that has already taken up six months of his time. Confering with some of the larger operators here, Brazleton is displaying the fine qualities of the Vanak Chute made by the A. Dalkin Company, also of Chicago.

"Flying from Memphis to New Orleans," Brazleton says, "we saw plenty of water over that country north of Vicksburg. It appears that much of the main highways of that section are now under water and from all appearances the water is backing up into the lowlands and not breaking thru the levees."

Vincent Casertino and Ray Bosworth, of the New Orleans Novelty Company, set a new record for fish-catching process last week-end when they came home from three hours' angling in Grand Bayou, south of New Orleans, with 202 reds, two dozen sheepshead, three dozen drums and five dozen mullets (and approximately 5,000 mosquito bites between them). Casertino spent another three hours cleaning a large batch of the fish, and a dozen ops and service men sat down at a long table to enjoy his luck.

Everybody in the local coin-machine game has been asking Herby (Omari) Mills what he did with that beautiful pair of tights that he wore on Mardi Gras Day when masked as a Persian high priest. Next year he promises to outdo himself by masking as the Rubiat.

Since moving into his new offices on Burgundy street Eino Pierce reports a sharp pickup in business. Not only is business the best he has ever experienced, but sales of second-hands have been so good that he has been cleaned out of all desirable stock. He attributes the better turn to the finer class of machines on the market, generally better business in this section and good weather conditions.

Operators of the sportlands here report continued good play, as several large conventions follow up the splendid Mardi Gras season. This week over 12,000 school teachers attended the ses-

Sheet-Music Leaders

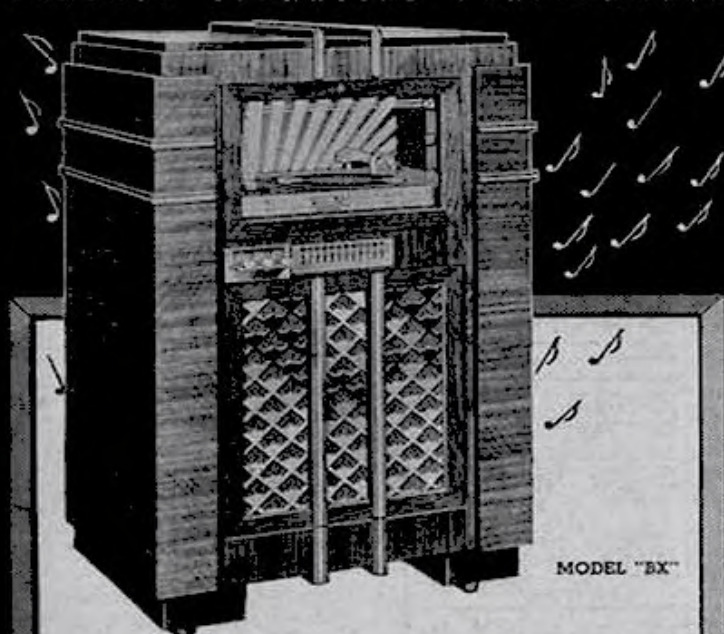
(Week ending February 27)

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. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to 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.; Gernbe Hingod Music Company and Western Book and Stationery Company, of Chicago.

1. When My Dream Boat Comes Home (Wittmark) (1)
2. Goodnight, My Love (Robbins) (2)
3. This Year's Kisses (Berlin) (7)
4. In the Chapel in the Moonlight (Shapiro) (3)
5. With Plenty of Money and You (Harris) (4)
6. Trust in Me (Ager) (6)
7. Moonlight and Shadows (Popular) (5)
8. Pennies From Heaven (Select) (5)
9. Rainbow on the River (Felt) (9)
10. The Night is Young and You Are So Beautiful (Words and Music) (11)
11. Serenade in the Night (Mills) (10)
12. Little Old Lady (Chappell) (12)
13. I've Got My Love To Keep Me Warm (Berlin) (13)
14. On a Little Bamboo Bridge (Morris) (14)
15. What Will I Tell My Heart? (Crawford) (15)

PERFECT OPERATING PERFORMANCE



MODEL "BX"

The 1937 Seeburg Multi-Selector
SYMPHONOLA

J. P. SEEBURG CORP.

1510 DAYTON STREET • CHICAGO, ILLINOIS

THE SEEBURG FRANCHISE IS MORE VALUABLE!

WURLITZER PHONOGRAPHS

1 ROLL-A-BALL 14 fl. \$ 65.00
12 SKEE-ROLLS (Original, and the best). Each 75.00
2 WURLITZER SKEE-BALLS, Ea. 135.00
USED SHOOT-A-LITE MACHINES. PRICES ON REQUEST.

All Machines Shipped Subject to Inspection. If Not 100% Satisfied, Money Will Be Refunded.

HANKIN MUSIC CO.

220 PRYOR ST., S. W.

ATLANTA, GA.

alone of the National Education Association and if you don't think school teachers like playing the modern pin games just ask the operators here.

Just like all of your friends and relatives come to visit you when you move into a new home, so it is with the Dixie Coin Machine Company since moving informally into its new abode on Elydras street. There has been a continuous line of operators and distributors moving in and out of the place since it opened, according to Claire Pace, secretary of the firm. And they have been coming in from all sections of this and surrounding States. In one week there were J. C. Moore and H. Albert, of Hammond; A. Bailey, of Baton Rouge; J. W. Bateman, Franklinton; Gus Anton, Baton Rouge, and about a half dozen others from Bogalusa, Donaldsonville, Alexandria, Franklin and Thibodeaux, and all to wish the firm success in its new location.

A shower of roses at the Dixie Coin machine Company has resulted from an innocent little argument. It all be-

gan when Harry Batt brought down a Tailisman rose to the office and placed it in a vase. In came Donald Duthu to eye the rose and immediately begin to give a full explanation of what type of rose it was and how such rose bushes from which it came should be cultivated. Jules Peres, local association's general secretary, took up the dispute and called Duthu down for all "misleading" details. Joseph Pipitone, of Piptone & Pace, entered to make it a three-cornered argument that grew so fierce that an umpire was selected to judge who was the best rose authority. Pipitone has since been declared the winner because he brought down the heaviest shower of bouquets.

R. T. Covington, popular local op, is out of bed and once more back on his beat. It just seems like an operator had to get the flu to be in style this winter.

Collection Slip Framed As Evidence of Success

NEWARK, N. J., Feb. 27.—Dave Stern, of Royal Distributors, Inc., has framed a collection slip in his office which shows what the Daval Tri-o-Pack counter game can do in one week on a test location. By actual count Stern took 13,239 pennies from the cash box of the machine for one week's play, he says. "This definitely proves the earning power of the Tri-o-Pack on location. To convince one skeptical customer that we had the counter game of the year in Tri-o-Pack," Stern continued, and to live up to our statement that we would work with any operator, letting him decide on the seven or 10-day trial period for the machine, we placed the Tri-o-Pack on a location chosen by this operator.

The collection slip showing 13,239 pennies in one week with the Tri-o-Pack speaks for itself. It has also resulted in one of the best counter game orders we have ever received and there is no doubt that hundreds of other Tri-o-Packs will appear in this area due to the collection slip which we have just framed.

"There never was a counter game on this particular location that has taken in even half this amount of money in the same period of time."

NOTICE—KENTUCKY OPERATORS
NOTICE—SOUTHERN INDIANA OPERATORS
NOTICE—SOUTHERN OHIO OPERATORS

**WURLITZER SIMPLEX
PHONOGRAPHS**

NEW • 1937 • MODELS

NOW ON DISPLAY FOR YOUR INSPECTION

See the World's Finest Coin-Operated Phonographs
Again—"Wurlitzer Simplex" Automatic Phonographs Stole the Big Chicago Show.
Buy and Operate the Best! Why Spend Money Otherwise?

BUY THESE NEW 16 and 12 RECORD JOBS AND GET THE BEST LOCATIONS

You Should Purchase "Wurlitzer Simplex" Because They Have the FINEST TONE; Least Trouble Calls; Most Beautiful Cabinets; Steady Income; Better Terms; Lowest Price.

and IMMEDIATE DELIVERY from Our TWO BIG LOUISVILLE and CINCINNATI WAREHOUSES
No Waiting—Phone us or Wire us—or Come and Pick them up.
Big Stock on Hand. We are prepared to take care of all orders promptly.

OHIO SPECIALTY COMPANY

129 West Central Parkway
CINCINNATI, OHIO
Phone, Parkway 2900-2901.

713 East Broadway
LOUISVILLE, KY.
Phone, Wabash 2465.

YOUR MANUFACTURER TELLS YOU TO USE...

PERMO POINT

THE ONLY PHONO NEEDLE WITH THE EXCLUSIVE PATENTED ELLIPTICAL POINT!

- 2,000 Perfect Plays.
- Longer Record Life.
- High Fidelity Reproduction.
- Undistorted Volume Output.

Standard Permo Needle for All Phonographs

New Double Ribbed Permo Needle for 1937 Phonographs

PERMO PRODUCTS Corp.
1111 RAVENSWOOD AVE., CHICAGO

Ten Best Records for Week Ended Mar. 1

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	86803—"Moonlight and Shadows" and "Dedicated to You." Shep Fields and orchestra.	7828—"Love Story of a Halfwit"—Part 1, and "Love Story of a Halfwit"—Part 2. Hudson-DeLange Orchestra.	25505—"This Year's Kisses" and "He Ain't Got Rhythm." Benny Goodman and orchestra.	3431—"I've Got My Love To Keep Me Warm" and "One Never Knows." Billie Holiday and orchestra.
2	86796—"What Will I Tell My Heart" and "I Can't Break the Habit of You." Dolly Dawn and orchestra.	7812—"This Year's Kisses" and "You're Laughing at Me." Hal Kemp and orchestra.	25507—"I've Got My Love To Keep Me Warm" and "Slumming on Park Avenue." Ray Noble and orchestra.	3440—"Please Keep Me in Your Dreams" and "If My Heart Could Only Talk." Billie Holiday and orchestra.
3	86757—"This Year's Kisses" and "The Girl on The Police Gazette." Shep Fields and orchestra.	7826—"Cafe Continental" and "A Horse Ain't Got Much Sense." Kay Kyser and orchestra.	25515—"I'm Sorry I Made You Cry" and "Havin' a Ball." Fats Waller and orchestra.	3439—"Moonlight and Shadows" and "Trouble Don't Like Music." Red Jessup and Melody Makers.
4	86797—"How Could You" and "The Meanest Thing You Ever Did Was Kiss Me." Dolly Dawn and orchestra.	7827—"Copenhagen" and "My Blue Heaven." Art Shaw and orchestra.	25518—"Josephine" and "Miracles Sometimes Happen." Wayne King and orchestra.	3449—"Trust in Me" and "My Last Affair." Mildred Bailey and orchestra.
5	86805—"September in the Rain" and "Melody for Two." Shep Fields and orchestra.	7824—"This Year's Kisses" and "He Ain't Got Rhythm." Teddy Wilson and orchestra.	25514—"Moonlight and Shadows" and "Love Is Good for Anything That Ails You." Eddy Duchin and orchestra.	3432—"This Year's Kisses" and "He Ain't Got Rhythm." Henry (Red) Allen and orchestra.
6	86781—"On a Little Bamboo Bridge" and "That's Life I Guess." Shep Fields and orchestra.	7825—"This Year's Kisses" and "Slumming on Park Avenue." Vocal by Alice Faye.—Orchestra under direction of Cy Feuer.	25535—"Rainbow on the River" and "When My Dream Boat Comes Home." Eddy Duchin and orchestra.	3445—"If My Heart Could Only Talk" and "Floating on a Bubble." Smith Ballew, Eddie Kay and orchestra.
7	86760—"I've Got My Love To Keep Me Warm" and "You're Laughing at Me." Shep Fields and orchestra.	7813—"I've Got My Love To Keep Me Warm" and "Slumming on Park Avenue." Red Norvo and orchestra.	25521—"Stompin' at the Savoy" and "Vibraphone Blues." Benny Goodman and orchestra.	3359—"Here's Love in Your Eye" and "When My Dream Boat Comes Home." Henry (Red) Allen and orchestra.
8	86747—"Serenade in the Night" and "Little Old Lady." Shep Fields and orchestra.	7769—"All's Fair in Love and War" and "With Plenty of Money and You." Hal Kemp and orchestra.	25523—"Song of India" and "Mario." Tommy Dorsey and orchestra.	3447—"Goodnight, My Love" and "Swing High, Swing Low." Phil Harris and orchestra.
9	86802—"One Kiss in a Million" and "The Whistling Guy." George Hall and orchestra.	7814—"Boo-Neo" and "If My Heart Could Only Talk." Music in Russ Morgan Manner.	25526—"September in the Rain" and "What Will I Tell My Heart." Guy Lombardo and orchestra.	3450—"Big Boy Blue" and "Old Fashioned Swing." Sharky and Sharks of Rhythm.
10	86885—"Goodnight, My Love" and "One Never Knows—Does One." Shep Fields and orchestra.	7822—"The Girl on The Police Gazette" and "The Call to Arms." Music in Russ Morgan Manner.	25527—"My Last Affair" and "The Mood That I'm In." Lionel Hampton and orchestra.	3399—"With Plenty of Money and You" and "I'm in a Dancin' Mood." Putney Dandridge and orchestra.

VICTOR RECORD ARTISTS WIN AGAIN IN RADIO POLL!

Victor bands took first 7 places in the dance classification of the World-Telegram popularity poll conducted among the nation's radio editors... proof that Victor gives people the artists they want most to hear.
★ Denotes Victor Artists.

- ★ 1 Guy Lombardo
- ★ 2 Andre Kostelanetz
- ★ 3 Wayne King
- ★ 4 Benny Goodman
- ★ 5 Richard Himber
- ★ 6 Shep Fields
- ★ 7 Fred Waring
- ★ 8 Hal Kemp
- ★ 9 Horace Heidt
- ★ 10 Paul Whiteman
- ★ 11 Eddie Duchin
- 12 Cass Loma
- 13 Ben Bernie
- 14 Meredith Wilson

And that's why Victor Records keep coin machines active!

VICTOR and BLUE BIRD RECORDS
RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America

NINE-BALL

NON-ELECTRIC BOWLING GAME

NEW—TROUBLE FREE MONEY MAKING GAME

Everywhere NINE-BALL proves to be a Sensation—a natural money maker—in a good spot it will pay for itself in one week. Local everywhere—Not a gambling machine—Purely a game of skill.

ALL YEAR ROUND PLAY

Is taking the play away from the regular bowling alleys for the reason it fits in at: Night Clubs, Amusement Arcades, Hotel Lobbies, Taverns, Recreation Rooms, Town and Country Clubs. In fact, the field is unlimited game locations and fabulous profits.

NON-ELECTRIC GAME

Strictly mechanical in its operation—no electric motors or parts to get out of order—Score count light is only electric connection—No Servicing Required.

FLASHY AND ATTRACTIVE COLOR COMBINATION HAS EYE AND PLAY APPEAL



NINE BALLS FOR 5c

WIRE PHONE OR WRITE YOUR ORDER TODAY

10-FOOT JR. GAME ONLY \$140
14-FOOT LONG SR. NINE-BALL GAME \$175

A. J. STEPHENS AND COMPANY
1403-1427 CHESTNUT ST. - - - KANSAS CITY, MO.

Pinball Cartoonist Plaschke on Staff of Hearst Paper in Chicago

CHICAGO, Feb. 27.—Cartoonist Paul A. Plaschke was introduced last week to readers of *The Chicago Herald and Examiner*, Hearst daily, as a staff cartoonist. One of his first cartoons appearing in the local paper was reproduced on our editorial page last week. Cartoonist Plaschke is probably the first artist of note to discover the modern pinball game as a theme and use it in a series of cartoons in the Louisville daily papers. His cartoon of Herr Hitler playing a pinball game attracted wide attention.

In introducing Plaschke to its readers *The Herald and Examiner* said that after 34 years of cartooning in Louisville and having made a national reputation as a landscape artist and oil painter Cartoonist Paul A. Plaschke has joined *The Herald and Examiner* art staff.

Plaschke will contribute a daily cartoon on the editorial page—pictorial sketches dealing with political and social subjects and drawn in his inimitable style.

Tomorrow he will introduce a new full page of humor called "The Humoror"—old gags kept fresh. "The Humoror" will become a regular weekly feature of *The Sunday Herald and Examiner*.

During his many years of cartooning Plaschke was best known for his satiric sketches with a long-tailed "monk" in the corner. The "monk" will remain an identification of Plaschke's cartoons. As a landscape artist and oil painter of national renown Plaschke's works have been shown at exhibitions in Chicago, New York, Philadelphia, Cincinnati and St. Louis.

Some of his works are permanently represented at the J. B. Speed Museum and the Children's Free Hospital at Louisville; in the public libraries at Lexington, Ky., and Attica, Ind., and the John H. Vanderpool Memorial Collection in Chicago.

He is a member of the Hooter Salon and won the Joseph Defrees cartoon prize in 1928 and *The Indianapolis Star* prize for outstanding portraits in 1934. They were both exhibited by invitation at the Chicago Art Institute.

Cartoonist Plaschke was mentioned editorially in *The Billboard* February 2, 1935, when it was suggested that the coin machine industry should bring Plaschke and Editor Walter B. Sorrells, of Pine Bluff, Ark., to the 1935 annual convention as guests of honor in recognition of their favorable mention of the industry.

The editorial stated, in part: "The coin-machine industry should take time out from the multitudinous sight-seeing, discussion and planning of the 1935 Coin Machine Exposition to express appreciation in some form to two newspaper men who have rendered good service to the automatic industry."

"These two men are Mr. Plaschke, staff cartoonist for *The Louisville Courier-Journal* and *The Louisville Times*, and Walter B. Sorrells, editor of *The Pine Bluff Commercial*."

"In view of the fact that the coin machine industry, and particularly the skill games division, has suffered considerably from intentional and unintentional misrepresentation of facts con-

cerning the games, it is important that proper appreciation be expressed by the industry for every attempt by newspapers and newspaper men to give the modern games industry a square deal.

"The work of Cartoonist Plaschke was fully outlined in the January 12 issue of *The Billboard*. One of his most interesting cartoons on pinball games is reproduced on this page, and others have appeared from time to time. Plaschke has carried on sustained interest in modern pinball games by using the games frequently in his cartoon features. His weekly 'Semaphore' page of cartoons has frequently used the pinball game idea in some way. Although an occasional gentle prick may have been administered to certain aspects of the games, for the most part his cartoons have portrayed the games in such a way as to create greater interest in this new form of amusement. The total effect may be said to be very favorable to pinball games and the industry, for which the trade must show appreciation to the artist who has so faithfully sought to arouse and maintain public interest in our machines.



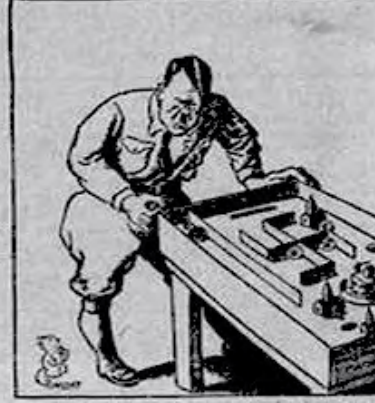
PAUL A. PLASCHKE, cartoonist for *The Herald and Examiner*, Chicago.

"One of Plaschke's masterly uses of the pinball idea appeared recently when Infant 1935 was depicted playing the machine. The ball was old Mother Earth and the counter holes were labeled for the various months of the year. Old Man 1934 was shown sneaking deceptively away from the machine as if his total score was somewhat low. Striking the reader at his most vulnerable point, his sense of humor, and depicting the game in a visual manner, Plaschke's cartoons have done much to erase any suspicion or ill-will that is sometimes raised between the operator and the public thru misunderstanding and prejudice."

Slick Shaver Deal Reported Fast Seller

CHICAGO, Feb. 27.—Upon announcing the new Slick Shaver deal, Joe Tigerman, of J. H. Tigerman, Inc., reports that the deal which includes three Slick Shavers is selling more rapidly than he himself had anticipated. The new salesboard set-up includes three all-electric razors, and in addition dispenses 68 packs of popular cigarettes.

"Thus the customer before the counter is offered an opportunity to obtain one of the coveted automatic shavers or the alternative of obtaining enough cigarettes to smoke and enjoy preparatory to plunging into new efforts toward becoming the proud owner of the new Slick shaving unit," Tigerman says. "The deal is a complete sellout and the factory is working overtime to produce enough merchandise to make deliveries on the heavy demand now taxing the company's production facilities to the limit."



A PLASCHKE CARTOON, using the pinball motif, which attracted national attention.

CASH IN ON THIS MONEY-MAKER



Genuine SOUTH BEND Casting Outfit Deal No. 6262

\$4.25 Complete

INCLUDES FISHING OUTFIT ILLUSTRATED AND ONE 110-HOLE SALESBORD.

Board Features 10 Free Numbers—others pay 1c to 22c—with winning number in Grand Prize hole, and Scorecard for listing customers' names. TAKES IN \$20.00 when sold!

Fishing outfit contains the following genuine South Bend tackle: one 3-piece Wodi one level winding reel; one spool quality Line; two popular casting Lures; one wire Leader, and one Fish Stringer. The high quality and value of South Bend fishing equipment is known everywhere—that's why this timely deal gets the profits and the play.

Write for Our Spring Salesboard Circular!

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

ROYAL COIN MACHINE CO.
2222 N. WESTERN AVE., CHICAGO, ILL.

THIS WEEK'S SPECIAL

RAMBLER \$20.00
GOLDEN HARVEST. 22.50

Write For Price List. — 1/3 Deposit, Balance C. O. D. — Write For Price List.

IMMEDIATE DELIVERY

PACIFIC bumper type Hi-De-Ho and 3 Star

RECONDITIONED MACHINES "PAYOUTS."

CHALLENGER	\$42.50	SPORTSMAN (V.V. Choice)	\$ 9.50
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HALKAN	42.50	TREASURE SHIP	9.50
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LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

New England Bills Provide Study Of Good and Bad Taxation Trends

Two bills recently introduced in the legislatures of Maine and New Hampshire provide an interesting example of how good and bad features may be combined into a license bill. License fees proposed in these bills are subject, of course, to varied opinion. In general, both bills attempt to be reasonable, with the exception of the tax on locations proposed in the Maine bill. The idea of taxing the location an annual fee of \$100 for permission to use coin-operated amusement games would seem to be beyond reason. New York City pioneered the idea of licensing locations, but the fee was reasonable and the real idea was to provide the city with a means of control over all places using coin machines. The plan was for purposes of regulation and not to filch extra funds from locations. Licenses under the Maine bill would be nontransferable, while the New Hampshire bill reasonably permits transfer.

While the Maine bill proposes an impossible fee on locations, at the same time it contains some interesting definitions. A game of skill is defined as a game which is in some measure dependent on the skill of the player. This gets away from the old idea of "predominant skill" and is probably one of the most progressive definitions of a skill game yet introduced in legislation relating to skill games.

The Maine Bill

For the purpose of raising money for the payment of old-age pensions, all sums of money above the cost of collection derived from the licensing of games of skill and slot machines has been put into a taxation bill in the Pine Tree State.

The bill amends various sections of the public laws of 1935 as follows:

Games of skill shall mean any slot machine or contrivance which releases balls or other objects subject to the controls of the slot machine or contrivance upon the insertion of a coin, disc or token, the play of which machine or contrivance is in some measure dependent on the skill of the player. It shall also include the game of beano or like games of chance.

A slot machine shall mean any machine used for gambling wherein no skill of the player is involved.

The word dealer or distributor shall mean any person, firm or corporation that is engaged in the business of buying, selling, exchanging, leasing, letting, hiring or placing for use any game of skill or slot machine within the meaning of this act within the State. The word keeper as used in this act shall mean any lessee or tenant of any premises where said games of skill or slot machines are kept for operation or play, directly or indirectly, by the public or by any person or persons other than the keeper.

Every person, firm or corporation engaged in the business of buying, selling, exchanging, leasing, letting, hiring or placing for use any game of skill or slot machine in the State shall first file with the State tax assessor an application for a distributor's license, accompanied with a fee of \$500, which license, if granted, shall expire annually June 30. Every keeper of each and every game of skill or slot machine, before permitting the use of such contrivance, shall first file with the State tax assessor an application for a keeper's license, accompanied with a fee of \$100, which license, if granted, shall expire annually June 30. In case of failure to comply with the provisions of this act and rules and regulations made by the State Tax Assessor, he may revoke a distributor's or keeper's license without refund of the license fee.

No person, firm or corporation shall have in his possession any game of skill or slot machine unless licensed in accordance with various sections. The provisions of a chapter of the revised statutes as amended shall not apply to the possession or operation of any duly licensed game of skill or slot machine, and said chapter is further amended by striking out therefrom the words "slot machine" wherever they appear.

License shall be exhibited, when issued, on the specific game of skill or slot machine for which it was issued, and said license shall not be transferred from one machine to another.

All moneys collected under the provisions of this act, less the expenses incurred for administration, shall be paid into the State Treasury monthly by said bureau and shall be added to and shall

constitute part of the old-age pension fund.

New Hampshire Bill

Games of skill, defined in a bill to be enacted into law by the Legislature here as meaning any slot machine or contrivance which releases balls or other objects subject to the controls of the slot machine or contrivance upon the insertion of a coin, disc or token, are up for licensing.

Every person, firm or corporation engaging in the business of buying, selling, exchanging, leasing, letting, hiring or placing for use any game of skill in the State shall first file with the State Treasurer an application for a distributor's license, accompanied by a fee of \$25. If granted, the license is to expire annually June 30.

The State Treasurer, after investigation, may issue licenses to bona fide distributors or dealers in games of skill. In case of failure to comply with the provisions of this act and rules and regulations made by the State Treasurer the latter may revoke the distributor's license without the refund of the license fee.

Whenever a dealer or distributor places for use, leases, lets, sells or otherwise places for play any game of skill he shall immediately notify the State Treasurer of the name and address of the party to whom said game of skill has been leased, etc., with the location of the game.

No person, firm or corporation within New Hampshire shall have in his possession any game of skill without having filed with the State Treasurer an application for license of the game accompanied by an annual fee of \$10 for each game of skill in his possession. License will expire annually June 30.

State Treasurer, upon receipt of any such application for license or licenses, accompanied by the fees, may after investigation and having satisfied himself that the machine or contrivance is not a gambling machine, issue a license to the applicant.

The licensing of these games of skill shall not be a defense on the part of the holder of such license to prosecution for violation of any of the provisions of the Public Laws relative to gambling nor to seizure and forfeiture if used or permitted to be used for gambling purposes.

Issued licenses shall be exhibited on every game of skill and the license may be transferred from one machine to another.

State Treasurer may make such reasonable rules and regulations regarding the administration and enforcement of the provisions of this act as he may deem necessary or expedient.

Any and all expenses incurred by the State Treasurer in the administration of this act shall be paid out of the funds accruing from the fees imposed by and collected under the provisions of this act. All money collected under the provisions of this act, less the expenses incurred in the administration of this act, shall be paid into the State Treasury monthly by the State Treasurer and shall



JANE WITHERS, juvenile screen star, poses with Paul (Potash) Gerber, of Gerber & Glass, during a recent visit to Chicago.

be added to and shall constitute a part of the general fund. This act takes effect June 30, 1937.

Coinmen Before Wis. Assembly

MADISON, Wis., Feb. 27.—Appearing before a hearing February 23 of the excise and fees committee of the assembly on the Pranzkowiak bill, 28-A, which is unfavorable to pinball machines, were Isadore Jay, chairman of the Skill Games Board of Trade, and Michael Klein, attorney for the board, as well as numerous operators and employees.

Jay declared there are 1,250 pinball operators employing 5,000 men, representing a \$1,540,000 investment at stake in connection with the passage of this bill. He also pointed out that there are 14,500 machines in operation in Wisconsin, the owners or operators of which share in the profits, which, redistributed in turn, benefit the trades sharing in them.

Altho the committee did not act on the bill, it was indicated that the majority of the members favored strict regulation rather than elimination of the games, such regulation to prohibit their operation by minors.

Indiana Committee Drops Proposed Bill

INDIANAPOLIS, Feb. 27.—A bill which would have imposed an unreasonable tax on various coin machines was indefinitely postponed by the ways and means committee to which it was referred following its introduction in the Indiana State Legislature here last week.

It was decided to drop the measure when Governor Clifford Townsend made a plea that legislators speed up their consideration of State measures.



AMERICAN-SOUTHERN COIN MACHINE COMPANY ORGANIZATION, New Orleans, poses for a picture: Left to right: Gene Jaeger, Otto Rodriguez; James Telen, partner in firm; Earl Straupha; Baton Rouge op; Sam May, Southern sales manager for Western Equipment & Supply Company; Mrs. Edward Rodriguez; Edward Rodriguez, partner in firm, and Ruth Hentschel.



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

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Above Model and Other
WATLING ROTATOP SLOTS
in Stock at Our Offices
READY FOR IMMEDIATE
DELIVERY.

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Houston, Wichita Falls, Oklahoma City,
New Orleans, Memphis.

AUTOMATIC SPECIALS

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DAVAL AUTO PUNCH	\$29.50
DAVAL RACE	9.50
BLACK MAGIC (Auto-Pay)	19.50
MILLS BELL BOY	5.00
DAVAL REEL STAR	7.00
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SPARK PLUG	5.00
TURF FLASH	5.00
WESTERN RACES	10.00
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WURLITZER MODEL P-10	5 00.00
WURLITZER MODEL P-12	125.00
MILLS DANCE MASTER	30.00
MILLS TROUBADOUR	35.00
SEEBURG ELECTROPHONES, late 39c	90.00

AUTOMATIC PAYOUTS	
BOOSTER (Keeney)	\$27.50
DE LUXE 48	15.00
DOUBLE SCORE	22.50
EXHIBIT NEW GIANT	15.00
GRAND SLAM	27.50
RAINBOW (Keeney)	27.50
REPEATER (Keeney)	17.50
WAMMOTH (Keeney)	17.50

We Have — Fairgrounds — Bumper — Skipper — Rover — Caron — H-De-De — Roll Over — Chuck-A-Lotto — Galloping Donkeys — Grand Prize — Ricochet — In stock, immediate delivery.

One-Third Deposit — Balance C. O. D.
AUTOMATIC AMUSEMENT CO.
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EVANSVILLE, IND.

Legalized Gaming Seems Assured for New Mexico

SANTA FE, N. M., Feb. 27.—House Bill No. 170, introduced by State Representative Theo Maxfield in the New Mexico House of Representatives to legalize gambling in New Mexico, would permit slot machines, card games and wheel games to operate under supervision of the State Board of Control.

As the State is badly in need of revenue to balance the budget, the bill will probably pass and become a law.

In recent raids by State police, persons caught gambling were arrested and heavily fined.

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Values!
Used Automatic Tables

HIALEAH	\$31.50
BALLY NATURAL	29.95
PALOOKA, JR.	34.50
BIG RICHARD	16.50
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BALLY DERBY	37.50
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BALLY PEERLESS	32.50
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TRAFFIC	9.50
KLONDIKE	10.00
PEARL HARBOR	7.95
BALLY PROSPECTOR	14.50
BALLY ACES	14.50
BALLY AIRLINE	19.50
PUT 'N TAKE	7.50
GOLD RUSH	7.50
EXHIBIT'S BAMBINO	25.00
GRAND SLAM	27.95
A. B. T. 3-BALL COMBINATION	22.50

1/3 deposit with order
Balance C. O. D.
"SERVICE THAT MERITS SALES"
AVON NOVELTY SALES CO. 508 EIGHTH AVE. CLEVELAND 8



Pacific Builds New Gum Vender

CHICAGO, Feb. 27.—"There's going to be a lot of Gold Bond gum chewed in every section of America," say Pacific Amusement executives, who have recently announced the company's new gum vending machine, Pacific Gum Merchant. The reasons behind their self-assurance of great success rest with several clever new merchandising aspects said to be incorporated with the sale of the gum thru the new automatic merchandiser. Described as holding several selective flavors, two sticks to a package, the gum in itself promises to be a forceful inducement toward making many sales. It is reported to have been working for more than two years in a remote section of the country, where the inventor had built up hand-made models. A few operators had them, and from all indications were satisfied to keep the deal to themselves.

Pacific scouts are said to have passed thru the territory where the machine was in operation. Recognizing its merit, they satisfied the inventor and brought the machine to the Chicago office of Pacific, where engineers went to work on production models of Pacific's Gum Merchant. Tests now being made with various merchandising elements are said to indicate big things in the future for the little machine. Operators of small merchandise venders, peanut machines, gum machines and the like will no doubt watch its progress with interest.

Lee Jones Off On Trip Abroad

CHICAGO, Feb. 27.—Lee (P. S.) Jones, of the American Sales Corporation, started today on the first step in a journey overseas that will take him as far as Rome and probably Cairo. He plans to be away at least two months and will include London, Paris, Berlin and other European centers in his itinerary. He has made arrangements for The Billboard to reach him by mail at various points so that he may keep in touch with trade news at home while observing the European scenes.

Jones stated that his trip is to be in the special interest of the line of new merchandising machines being distributed by the firm of Ed Johnson, Inc., Chicago. The machines are manufactured by the A. B. T. Manufacturing Company here and were displayed for the first time at the 1937 convention. They are the result of a long process of development in the A. B. T. plant, and Ed Johnson, formerly sales manager of the J. P. Seeburg Corporation, was so impressed with them that he organized a firm to distribute the machines nationally.

Jones said of the new merchandising machines: "I have been in the coin-machine field for a long time and have never given vending machines much study because I had never seen a machine that impressed me. But I am very much impressed with the new machines and, having some customers abroad, I am going to take samples of the venders with me and call on my customers, as well as new firms in the centers I visit. I think we have a merchandiser that will not only set a new pace in the American market, but will be well received in Europe also."

Bunte Candy Co. Makes Good Profit in 1936

CHICAGO, Feb. 27.—Financial pages of local newspapers report that Bunte Brothers, Chicago manufacturers of candy bars used in vending machines, had a net income of \$312,950 for 1936. This profit was equal to \$3.39 a share of common stock after deduction of regular dividend requirements on the preferred, based on the capitalization at the close of the year. For 1935 the company showed a net income of \$257,700 or \$2.66 a share of common stock after allowing for requirements on the senior issue. Bunte Brothers' December 31, 1936, balance sheet disclosed current assets of \$1,498,928 and current liabilities of \$398,462, as compared with \$1,328,921 and \$250,431, respectively, at the close of 1935. The indicated net working capital at the end of last year was \$1,098,494, moderately above that of \$1,078,490 a year earlier.

Watling Scales Boom in Newark

NEWARK, N. J., Feb. 27.—Royal Distributors, Inc., announces that since the past convention it has been handling the Watling Manufacturing Company springless scales here. Dave Stern and Harry Wichansky, of the firm, state that the scales are now appearing everywhere in the State and that operators are beginning to notice them. Both men say that the warehouse is receiving the new Watling scales every day and that they are going out almost as fast as they come in, with a definite return of interest to the scale business by many operators who wish to make an investment that will bring them returns for many years to come. The firm has also arranged for insurance for the scales at a nominal cost. This has also increased interest in scales to a great extent.

Vender Campaign Begins This Week

DETROIT, March 1.—A campaign for the appointment of distributors for a new type soap-dispensing machine is being started this week by the American Dispensing Corporation. Company has perfected a new style machine, believed to be superior to any other hand soap vender hitherto placed on the market in its durability and sturdy construction features. It comes with a tall case tapering toward the top, finished in a crackle type of surface in any desired color. The product vends a piece of soap for one cent and is adaptable to factory and shop washrooms, as well as similar locations elsewhere. The hand or mechanics' type soap is used, and special care has been taken to see that the stock is kept in proper condition, becoming neither too moist nor too dry, by the use of special patented features. A considerable number of machines have been on location for some time in important Detroit industrial plants and have proved satisfactory in actual operation. Distributors for territories outside of Michigan are now being selected by Russell Anger, head of the company, in this city.

Cigaret Production Up

WASHINGTON, Feb. 27.—Bureau of Internal Revenue reported January cigarette production at another record high. Small cigarette output totaled 13,436,210,177 compared with 12,724,857,830 in January, 1936. Small cigar output was 18,281,193 compared with 15,375,206. Large cigar output was 356,996,263 compared with 336,579,363. Chewing and smoking tobacco output totaled 23,785,433 pounds compared with 26,215,629 in January, 1936.

Pittsburgh

PITTSBURGH, Feb. 27.—James Ferrere, of the Ferrere Novelty Company, Ellwood City, is up and around again after a recent accident. Bill Coyle, coin machine operator, was a prominent figure at the Entertainment Ball here. Charlie Kline, Johnstown operator, had a successful location in Blairsville's bus depot. A cafe has recently been added and a new phonograph machine installed.

The current drive for members in the local Skill Game Operators' Association is meeting with fine success, leaders in the drive report.

Photo Machines Make Front Page

CHICAGO, Feb. 27.—Coin-operated photograph machines made The Chicago Daily Times recently with the following story: "The man in the 10-gallon hat walked over to where the two girls in the Pitt Street Depot were standing looking at an automatic 'take-your-own' photograph machine. 'Never saw one of those things before,' he said conversationally. The girls said they hadn't either. The man in the 10-gallon hat went in and took his own picture. One thing led to another. 'We're running away from home' said one of the girls. 'I'm Jane Field. This is Gladys Campbell. We're both in our home's in Highland Park, Mich. That's a suburb of Detroit. We've got \$15. We're going to St. Louis.' 'Well, now,' said the man in the 10-gallon hat, 'you shouldn't do that. Home's a pretty good place, you know, after all. Why don't you go home? That's the right thing to do. Look! If you'll go home I'll buy you both your railroad tickets.' 'That won't be necessary,' said a new voice. John Libberti and John Steiner, detectives, looked at the girls, then at the man in the 10-gallon hat. 'We'll take care of them. We'll turn them over to the Travelers' Aid.' 'Oke,' said the man in the 10-gallon hat and turned away. 'Oooh! Look!' squealed Jane—or maybe it was Gladys—looking down at the picture the man in the 10-gallon hat had just taken of himself and given her. 'Across the photograph was scrawled: 'Good luck, William S. Hart.'"

King Pin Pieters Heads For Havana To Vacation

KALAMAZOO, Mich., Feb. 27.—J. E. (Pete) Pieters, head of the King Pin Games Company and distributor in these parts for Bally Manufacturing Company, is vacationing with Mrs. Pieters in Miami. Before returning to Kalamazoo Mr. and Mrs. Pieters will spend several weeks in Havana. "The popularity of Bally games," Pieters told friends on his departure, "has made the trip possible."



SAM GENTILICH, New Orleans distrib., playing a Gottlieb Derby Day table. "Altho on the market a long time, it still sells like the best," he says.

CASH INCOME with TOM THUMB

Many have started with one Tom Thumb Vender, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects. The 1936 Tom Thumb is the finest miniature vender you have ever seen—15 exclusive features, including "Mazo Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants to Tom Thumb where unattractive machines are barred. Don't confuse Tom Thumb with any ordinary cheaply built vender. We are first to meet the operators' requirements in a small merchandiser. Operators write at once for booklet and price list. Tom Thumb is available in the popular 1 1/2 lb. and 3 lb. sizes.

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DELONT	63.00
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BALLY JUMBO	15.00
BALLY MULTIPLE	25.00
BALLY PEERLESS	15.00
KEENEY DOUBLE SCORE	12.50
BALLY DERBY	32.50
BALLY ALL STARS	32.50
WICKOLA 1936 PHONOGRAPHS	100.00
WURLITZER P-15 PHONOGRAPHS	100.00
GABEL JR. PHONOGRAPHS	49.50
PLAYS TRACK (Latest Models)	175.00

TERMS: 1/3 With Order, Balance C. O. D.
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Specialized Life Size Cigarette Machines
19-B-Cat. U-Need-A-Fix 1st WARD Model (Blue Proof, Free Book Match, Complete with Floor Cabinet, \$42.50).
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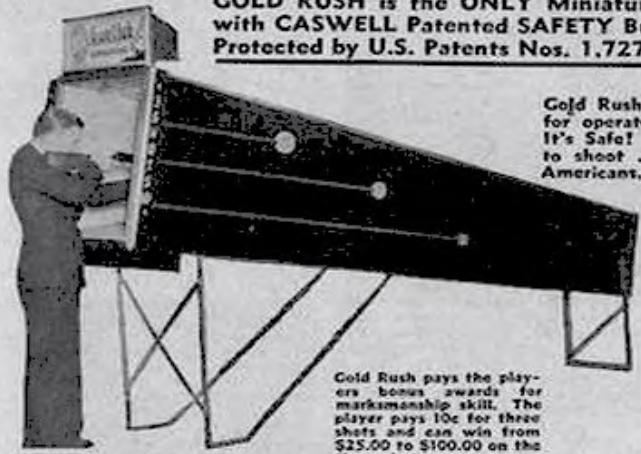
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State rights now available to responsible agents or distributors for this New, High Quality Vender.
This machine is designed in ultra-modern style with crackle finish in any color desired, for Washroom Locations in Factories, Shops, Public Comfort Stations, Etc.
Operating at one cent and showing a four hundred per cent profit on merchandise, this dispenser is meeting with widespread industrial approval.
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GOLD RUSH is the ONLY Miniature Shooting Gallery Equipped with CASWELL Patented SAFETY Bullet Trap and Target Carrier, Protected by U.S. Patents Nos. 1,727,272; 1,992,001; 2,013,133!

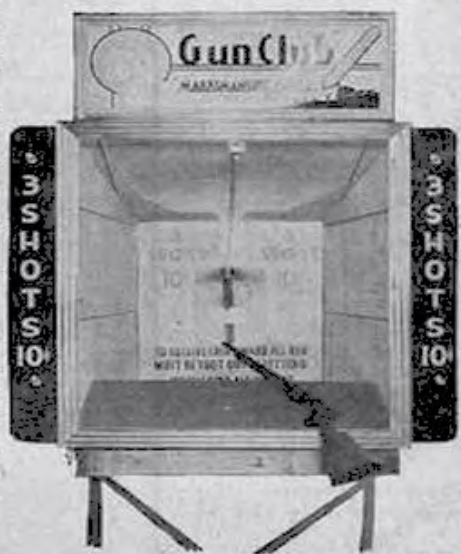


Gold Rush pays the players bonus awards for marksmanship skill. The player pays 10c for three shots and can win from \$25.00 to \$100.00 on the three shots.

Gold Rush Gun Club is proving a gold strike for operators. It's New, It's Different . . . It's Safe! IT'S LEGAL! Everyone who likes to shoot . . . and that includes millions of Americans, gets a real thrill with GOLD RUSH!

Gold Rush is already grossing as much as \$150.00 daily in good locations. It's a Gold Mine!!

Gold Rush Gun Club is expertly engineered, strongly constructed of the best materials and beautifully finished. De Luxe models are sound proofed with genuine Acousti Celotex, trimmed with chromium and equipped with nickel-plated legs, electric sign, and the best Winchester arms.



Shown above is an interior view of GOLD RUSH Gun Club. An electric light illuminates the target in the rear of the gallery. CASWELL Patented equipment makes it absolutely safe! Gold Rush is 2 1/2 feet wide by 6 feet high and 10 feet long. De Luxe and Standard Models.

Write, wire or phone for details of Gold Rush Gun Club and its operation . . . or see it at our offices and on location. Gold Rush Gun Club is manufactured and Distributed Exclusively by . . .

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San Antonio Wichita Falls Memphis

Nagel Supplies Shrewd Buyers

CLEVELAND, Feb. 27.—Art Nagel, head of the Avon Novelty Company, characterizes Ohio operators as the shrewdest buyers in the country. "They can see a bargain from Cincinnati to Ashtabula and they don't hesitate to grab it," Nagel stated.

Nagel, thru a keen knowledge of operators' requirements gained from years of experience and contact, says he has consistently offered Ohio coinmen values, and because his organization is keyed to the dynamic tempo of the industry Avon Novelty enjoys a tremendous popularity in the Buckeye State. That reputation is gradually spreading into surrounding States, and those who know Nagel predict that he will become one of America's leading coin distributors before long.

Service and integrity have been the watchwords of Avon Novelty since its inception, Nagel says, and he plans to zealously maintain these standards.

Radio Rifles Popular At Socials and Bazaars

CHICAGO, Feb. 27.—Radio rifles are said to have been found very adaptable to many new types of locations for coin-operated equipment, and the demand by church socials and bazaars presents a new outlook for the operating business. Operators in Chicago and other parts of the country are taking full advantage of the opportunity by using radio rifles as concession machines at these affairs.

With equipment of this kind the operators have a chance to cash in on the big events that come into their territory from time to time and by so doing can also create a lot of good will among the people who are usually prejudiced against coin-operated equipment because they do not understand it. If this equipment is used to raise funds for their own affairs there is no resistance on their part from then on.

"Recently," said a Rock-Ola official, "a social was held in the Holy Rosary Church, Chicago. Two Tom Mix Radio Rifles, two School Days radio rifles, and two World Series baseball machines and

two Rock-o-Ball bowling alleys were used for the sole purpose of raising funds for a very worthy cause. After the affair was over and the committee in charge saw the value of the equipment from a strictly amusement standpoint to raise funds for worthy causes they were so appreciative that a fine unsolicited testimonial letter was sent to the operator."

First Carload of Games Is Sold Before Delivery

BROOKLYN, Feb. 27.—William (Little Napoleon) Blatt, president of the Supreme Vending Company, Inc., reports that he has already sold the first carload of the new Daval Nip 'n' Tuck pin games even before receiving this shipment. Upon returning from Chicago he called in leading ops here and told them of the game. He claims that before the afternoon was over he had sold every game

of the first carload and is certain that he will have two more carloads sold before the first car will have been distributed in this area.

Blatt is also arranging for sales of the Nip 'n' Tuck thruout New Jersey and upper New York State, as well as Connecticut. He claims that the game is a welcome change to the present type of non-payout pin games, and that it is necessary for operators to swing about to this kind of a game so that they can have variety in their operation when the public tires of one type of game.

"The Nip 'n' Tuck is a five-ball game with a unique scoring and light-up feature," he said. "The player sets the score to beat and can sometimes accomplish this with one ball if skillful. He can change the score and his entire play as he goes along. He can also hold up the play of the game until the last ball. Cabinet is beautifully done and play is exceptionally attractive with fast ball suspense action and fine light-up score effect."



PUZZLE: TWO OF THE INDUSTRY'S LEADING FUNSTERS, but how does S. L. Stanley (right) keep so solemn a face while Jim Buckley, Bally sales manager, inducts him into the Bally Tribe of O'Toole Indians?

Protect Your Route Without Delay
1c Skill Game

5 PENNIES ON DUCK SOUP
PACKAGE OF CIGARETTES

DUCK SOUP

It's Legal!
100,000 Locations Open for This Money Maker.
Earn \$2.00 to \$10.00 Daily.

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- NOVEL
- ORIGINAL
- PROFITABLE

"Watch the DUCK Dive!"

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3921 Wayne Ave.
Kansas City, Mo.

No Personal Checks, Please

BARGAINS

1 BALLY BONUS, Electropak, 1c play	\$15.00
1 PEERLESS, Electropak, 1c play	15.00
1 BLUE BIRD, Electropak	45.00
1 DERRY DAY, Electropak	65.00
1 PRAKNESS, Electropak	65.00
2 CHALLENGER, Battery	25.00
1 JUMBO, 1c play	15.00
1 MULTIPLAY, Electropak	35.00
1 BIG SHOT, Battery	15.00
1 JENNINGS SKUNK, 1c play, Battery	10.00
2 DAVAL VENDERS	4.00
2 PURITAN BELLS	4.00

1/3 Certified Deposit, Balance C. O. D.
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Quick Sacrifice!!

15 PENNY SMOKES	\$4.50
45 DAVAL PENNY PACKS, With Scissors	7.50
30 Without Scissors	\$7.00

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Mfrs. games sold to you at a
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GET ON OUR MAILING LIST

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PREAKNESS, Slightly used . \$69.00
HIGH CARD, DERBY DAY,
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BAFFLE BALL
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Year choice

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PALOOKA SR., like new . \$40.00

ACE
STAMPEDES
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REEL DICE \$15.00
REEL RACES 15.00
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BALLY Distributors

NATIONAL SCALE CO.

1415-17 Wash. Ave., S.
MINNEAPOLIS, MINN.

Paris Operators Get New Rules

PARIS, Feb. 20.—As the result of a circular sent out by the Minister of the Interior to the heads of all the departments (states) of France the amusement machine operators of the country are having some uneasiness. Circular is supposed to clarify a preceding circular covering the operation of coin-operated machines of all types, but in reality it clears up nothing.

While the regulations outlined in the recent circular remain the same as in the preceding one insofar as genuine skill games, straight merchandise distributors, cranes and so on are concerned, it is more drastic in relation to the operating of all types of pay-out machines.

In Paris, thru the efforts of the secretaries of the operators' association, Syndicat des Distributeurs de Confiserie, Oscar Yeni and Marcel Challer, the circular has not gone into effect and operators complying with the rules of the previous circular are not molested—albeit the circular remains a threat. Other cities where operators are organized have also secured non-application, temporarily, of the circular.

The circulars are in no sense laws, but simply instructions from the Department of State, outlining that department's views of how coin machine operation is to be regulated. Strangely enough, practically all cases brought before the courts have been decided in favor of the operators. In other words, the Department of State is trying to enforce rules which the courts refuse to uphold.

Unfortunately, a certain number of operators do not strictly live up to the regulations of the original circular governing the operation of pay-out machines and these operators are largely responsible for the effort to tighten up the regulations.

Pay-out machines of the bell fruits and jack-pot type are enjoying a boom at the present time and it is to be hoped that the operators will decide to operate them in a reasonable manner and secure the co-operation of the government in establishing sane and understandable regulations covering their operation.

Many new arcades are springing up in Paris, particularly along the Grande Boulevards and in the Montmartre cabaret belt. Cranes, skill games and various types of picture machines, as well as a few payout machines, form the layout in most of the new spots.

Oscar Yeni, of the Novelty-Automatic firm of Paris and Marseille, is planning to visit the amusement machine centers of America shortly.

Purchasing Agent Takes A Heavy Load to Texas

CHICAGO, Feb. 27.—When Elihu Ray, purchasing agent of D. Gottlieb & Company, decided to go to Dallas everyone asked "why?" And rumor said: "There's a reason, a pretty feminine reason! So Elihu had to ease the minds of his fellow workers by telling them that he was just "on business."

He noticed when he left, after their fine sendoff, that his traveling bag seemed heavier, but he winked his eye and thought how nice of them to remember. It was awfully heavy to lug around, but, like a hero, he carried on, even tho' he had to set it down a couple of times while he wiped his brow. On the train his curiosity just wouldn't give in any longer and he opened it.

A note caught his eye, which ran something like this: "Dear Elihu: We want you to know how relieved we felt when you told us it was just 'on business.' We heard you were to be engaged, and the 20-odd pounds of steel and iron we put in your grip represents the load you've taken off our minds."

Elihu is back and rumor persists that he's engaged. He isn't saying a thing, but it sure looks like the ranks of bachelors are to be thinned soon.

Competition Among Ops Causes Unfair Methods

DETROIT, Feb. 27.—Manfred Lintick, veteran operator, has sold the machines in Roy's Arcade, downtown, to Harry J. Conn, proprietor of the spot. Lintick is also disposing of a quantity of other arcade-type machines.

Commenting on pin games in all pieces serving liquor in Michigan, Lintick said: "The Detroit trouble is caused by the fact that there are too many operators in the business. As a result the competition has forced some to resort



"LITTLE JACK'S IS MAKING JACK"—Patrons of Little Jack's, popular Chicago West Side restaurant, are baseball fans and they give the Rock-Ola World Series game a tremendous play. In the accompanying picture Little Jack himself is inspecting the game.

to unethical practices, such as the giving of prizes.

"The abundance of operators was proved by the experience of a friend of mine who recently opened a tavern and had an average of 5 to 10 operators a day try to contract for placing machines in his location for the first six weeks he was open. I have a similar experience with the Barrel, downtown tavern, which I operate, altho I am in the coin machine business myself. Scarcely a day goes by that somebody does not try to place machines in my tavern. There are too many small operators for the good of the industry."

Billiard Table Permits Official Contest Games

FAYETTEVILLE, N. C., Feb. 27.—Joe Calcutt, president of the Vending Machine Company, manufacturer of the Aristocrat billiard table, announces that the new 1937 model can be used for official play. The game is so arranged that tournament players can use it and record an official contest.

"Of course," he reminds, "the players will have to insert coins as they go along for record runs. The table, however, is of official size and is suitable for official tournament play."

Calcutt is also including a number of extras with the table. Not only regulation-size balls and cue sticks but extra parts here and there will come in handy. The Aristocrat billiard table has made a great comeback this year in the major equipment field and is considered one of the best machines of the year, he states.

Says ABT Target Is Due for Boom

NEW YORK, Feb. 27.—Charley Lichtman, New York Distributing Company, reports that the A. B. T. Target Skill game is due for a big boom in this city. Lichtman says he has placed the game on a number of A-1 locations here and that it has brought in unusual profits.

He believes that the city is going to see one of its biggest sales booms in years with the Target Skill. "Operators are already coming back with repeat orders for the machine," Lichtman says. "They report that the machines are filling up fast and that the players are hot for the game because of its unique play. I am convinced that Target Skill is a real winner, for I only judge a game by what it accomplishes in actual location play."

Lichtman says he has placed a larger order for the game than he has placed for any game during the past year.

Hi-De-Ho Payouts Lead Pacific Ops to Profits

CHICAGO, Feb. 27.—Fred McClellan, president of Pacific Amusement Manufacturing Company, asserts that its new Hi-De-Ho payout table has been accorded a splendid reception by operators all over the country. McClellan attributes its popularity to the bumping action generated on the playfield, as balls move down thru a system of coil springs, each serving as a contact to step up or step back the score.

The payout model, particularly, seems to be more in demand than the ticket or novelty games, says McClellan, who has watched the reaction to the new Hi-De-Ho game with more than passing interest. McClellan attributes the favor shown the payout model to the fact that the bumping principle is decidedly faster than any idea ever injected into games up to date, and that naturally the one-shot action of the payout model is in direct keeping with the whole personality of the game. Consequently, Pacific is said to be pushed to capacity in its efforts to supply orders for Hi-De-Ho payout games.

EXHIBIT'S
**CHUCK
-A-
LETTE**

A SENSATION before the show,
a SENSATION of the show,
and always a sensational
money getter. . . . Exhibit's
Chuck A. Lette and Jockey Club.

**7 CAN
PLAY** **3 CAN
WIN**

Demand It From Your Jobber or Write
EXHIBIT SUPPLY CO.
4222 WEST LAKE ST., CHICAGO, ILL.

What's Your Bid?
**AUCTION SALE OF BROS
DEPOSITS**

THE FIRST CASH ADVANCE TO
\$10 - \$20 - \$50 - \$100

NEW TO THE USE OF
OPERATORS

DIRECT AMUSEMENT DEPT.
CASHIER'S BOX
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OPERATORS A NEW SENSATION IN SALES BOARDS

WHAT'S YOUR BID?

A sure seller always. It has been tried and proved a hit wherever placed. It's the mystery of the big awards that makes 'em play it.

SMALL SALES. QUICK TURN OVER.
One sample board placed right will convince you that it's a winner. Sample—express prepaid—anywhere

\$3.95

ORDER TODAY—IT'S HOT

PEACHY NOVELTY CO., Poplar Bluff, Mo.



HOW MUCH WILL PACIFIC'S GREAT NEW GAME COST?

\$1,000.00? \$500.00? Less? More? That question seems to be on everybody's lips these days. It's the subject of conversation wherever you go. In fact, ever since the day this game was first mentioned, operators, jobbers, and distributors

have asked about it. Have written special delivery letters. Sent telegrams. And in a few cases have even used the long distance telephone. *How much will it cost? And what is it?*

?

Price, of course, is not everything. But it is important. How much you pay means a lot. If a machine costs \$500.00, that's one thing. If it only comes to one-half that much money, then you can double your locations and double your income. So price does make a difference. A big difference, especially if the lower priced machine delivers more earning power . . . more features . . . and more play appeal.

?

You can put this down in your notebook. Pacific's new game is priced way under the market. And it's got everything from beauty to brains. Park Avenue class and Bowery punch. It is fairly safe to say you have never seen anything like it. Never even thought anything like it could be possible. The game capitalizes on one of the most popular sports in the whole world. It's a game millions of people in America know and welcome. It is styled by the dean of all coin machine designers, a man of national reputation. The game does everything but collect the coin box for you. And that will be your very pleasant job *twice a week. Come to think of it, Bill, why not write or wire Pacific for advanced facts today? Write or wire immediately.*

PACIFIC

MFG. CORPORATION

4223 LAKE STREET
CHICAGO, ILLINOIS



Sell Initial Run Of Novelty Game

CHICAGO, Feb. 27.—One of the most outstanding accomplishments in the history of Pacific Amusement Manufacturing Company has been announced by Fred McClellan, president, with relation to the sale of 3-Star Special, firm's latest novelty game creation. He reports that 1,000 of the games, amounting to the initial run, were completely sold out within 72 hours after the announcement thru the medium of a full-page advertisement in *The Billboard*.

"Such immediate response by readers of coin-machine advertising clearly indicates that operators and jobbers are eagerly waiting, as each week rolls by, for a new opportunity," says McClellan. "A concrete example of every manufacturer's problem is given in the case of our 3-Star Special sellout. A builder of games may be cocksure in his own mind that his new device is going to go

over just as strong as his advertising message says. However, there's a tendency toward underproduction rather than overproduction on most new numbers.

"It is true that 1,000 games is good for a starter on any new number, and that while manufacturers have been left holding the bag with some of their products, there are many instances when a run of 1,000 games becomes scarcely enough to take care of their early demands."

The case of 3-Star Special, said to be now in renewed production on a much larger scale, gives much meaning to the old adage that "one guess is as good as another regardless of tests or anything else." The machine, built only in the novelty model, combines double-post spring contact action with pocket scoring. A dial at back advances the score from zero to 8,000 points.

Billiard Game Beats Own Previous Records

FAYETTEVILLE, N. C., Feb. 27.—Joe Calcutt, president of the Vending Machine Company, manufacturer of the Aristocrat billiard table, reports that it is setting a new money-making record for that type of game. Joe says: "Here's one de luxe machine that has been earning profits for more than 10 years and which today is beating its own previous earning records."

"The operators need the kind of equipment they can consider the same as income insurance for years to come. The Aristocrat has proved to be this type of equipment. Not only does it meet the present demand for beautiful de luxe machines, but it offers an amusement device that is a money getter and not just another experiment."

"The one reason we have continued to build the Aristocrat for all these years is because we always have orders for it, and furthermore as de luxe equipment began to again appear on the market the demand became even greater. The players themselves create demand for us in many sections of the country. It is legal everywhere, which has had much to do with its increasing popularity over the years."



JOSEPH BERKOWITZ, president of Supreme Specialty Company, Kansas City, Mo.

SMASH HIT

THE HOUSE OF GOOD WILL OFFERS YOU THESE FINE MACHINES

NEW MACHINES		USED MACHINES	
Pamco Marksmen (Floor Sample)	\$125.00	Pamco Barabopa	\$40.00
Pamco Tot (Floor Sample)	65.00	Pamco Flying Duck	58.00
Pamco Bee Jay (Floor Sample)	55.00		
Bally Snappy (Floor Sample)	70.00		
Flicker (Floor Sample)	45.00		

All used games are reconditioned. Write for information on Our Time Payment Plan on New Machines. 50% Deposit Must Accompany Order for All Used Machines. Balance to be paid C. O. D.



369 University

St. Paul, Minn.

WHY PAY MORE

SLOT MACHINES	USED PAY TABLES	NEW TABLES
Mills Blue Fronts \$20.00	Bonus \$17.50	Bumper \$ 4.50
Mills Gray Fronts 40.00	Belmonts 59.50	Firecracker 69.50
Mills Futurities 50.00	McCops 37.50	Slipper 109.50
Mills Sings J. P. 15.00	Jumbos 17.50	Home Run 62.50
Walling Out. J. P. 27.50	Peazzies 85.00	Prokness 149.50

ORDER FROM OFFICE NEAREST YOU — SEND \$10.00 DEPOSIT PER MACHINE.

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828 Madison, Memphis, Tenn. | 1304 Throckmorton, Ft. Worth, Tex. | 508 Seventh St., San Antonio, Tex.

ZEPHYR \$18.75 CIGARETTE AND FRUIT

9 Ft. SKEE BALL GAMES \$ 49.50 | 14 Ft. TARGET ROLLS \$125.00
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Slot Machines, \$10.00 Each; Double Jak Mills, \$25.00; Mills Escators, \$35.00. All in good condition. Penny Paces, Jennings, Mills and Callies.

LEHIGH SPECIALTY CO., PHILADELPHIA, PA.

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**WHY BLAST FOR PROFITS
WHEN WE OFFER YOU**

COMBINATION!



\$88.00
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Electroph or Batteries Optional. No Charge for Choc Separator.
F. O. B. Chicago

TURN TO . . .

The one ball automatic payout combining slot machine appeal with skill game thrills!

TURN TO . . .

The new and different playing field . . . LANES to test the player's skill! Free plays! No holes . . . no pins . . . no hazards!

TURN TO . . .

Buckley's exclusive PAYMASTER unit!

TURN TO . . .

Three swiftly spinning reels — letter or fruit — motivated by the large steel ball.

BUCKLEY MFG. CO.

2156 W. WASHINGTON BLVD., CHICAGO, ILL.

NEW FLASH EASTER NOVELTIES
Featuring a Clever Line of Comic Costumed Fur Rabbits and Easter Novelties

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Get Started Now—For that Easter Rush. Catalog Free—State Business When Writing.

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1902 NORTH THIRD ST., MILWAUKEE, WIS.

**GET WITH IT
LAST CALL
MUST BE FOR IT
BIG STATE SHOWS**

OPENING MEXIA, TEX., MARCH 13th TO 20th

All concerned write, wire or come on. Cokhouse now open. Wortham, Tex. Will Book Shows, Rides and Concessions not conflicting. Want Foreman and Ride Help. Address J. C. ROGERS. Will consider any worthwhile proposition. This is a Motorized Show. Play Texas exclusive, with a Pay Gate and Free Acts.
STARTING MARCH 6.
Address BIG STATE SHOWS, Wortham, Tex.

MILLER AMUSEMENT CO.

CAN PLACE FOR BIG FREE ANNUAL CELEBRATION ON MAIN STREETS OF MORGAN CITY, LA., NINE DAYS AND NIGHTS, TWO SATURDAYS AND TWO SUNDAYS.

Stock Concessions of all kinds except Buses, Diggers and Photo Gallery. CAN PLACE Ride Foreman for Whip, Wheel, Merry-Go-Round and Chairlaine. WILL BUY new Show Equipment for cashless Show. Weeds, premium flip-flop. We guarantee this Show to play 14 established Fairs in Illinois, Indiana and Louisiana. Good job for International and Chevrolet Merchants. HAVE FOR SALE Merry-Go-Round, like new; will deliver to your opening spot. Send all wires to MILLER AMUSEMENT CO., 31008 Thruway, La. All Mail to Dearth Springs, La.

Strange Lock Bars Door

NEWARK, N. J., Feb. 27.—Frank Hart, of Eastern Machine Exchange, tells an interesting story that may have turned out to be disastrous. Fortunately nothing happened.

Hart closed his office on Washington's Birthday and upon his arrival the next morning found a strange lock and bolt across the door. The story as told was that he had given his keys to an operator who needed a machine on Washington's Birthday. The operator forgot to close up. A neighbor next door noticed the open door and upon investigating found no one on the premises. He called the police and they closed the store up with their own lock.

Frank Hart had to appear at the police station the following morning to identify himself and have the lock removed. Altho the store was open most of the day, everything remained in its place and not one item was removed.

HAMPTON'S ALL-STAR—

(Continued from page 5)

of swingers on My Last Affair and The Mood That I'm In. Plaster will be a collector's must, since the combo includes Harry Finkelman going satchmo; Herman Shortzer, George Koenig, Arthur Rollin and Vido Musso on saxes, Gene Krupa at traps, Allan Reuss git boxing, Harry Goodman slapping the bull, Jess Stacy thumping the black and whites, and Lionel himself at the vibes. Benny Goodman Quartet cut two sides with Runnin' Wild and Tea for Two. Victor list competed with Wayne King three-fouring Sweethearts and Sybil, and September in the Rain and What Will I Tell My Heart?, by Guy Lombardo.

For the pop-priced Bluebird releases list includes Formal Night in Harlowe and Sweet Lorraine, by Wingy Mannone; 12th Street Rag and Nero, by Shep Fields; Exactly Like You and Yes, Yes, by Dick Ambrose; Lady With the Fan and Father's Got His Glasses On, by Cab Calloway; The Sweetheart of Sigma Chi and Yesterday, sung by Gene Austin.

ROUTES

(Continued from page 35)

Idol's Delight: (Colonial) Boston 1-6. Jane Eyre: (English) Indianapolis, Ind., 2; (Paramount) Toledo, O., 4; (Hartman) Columbus 4-6. Leaning on Lety: (Belwyn) Chi. On Your Toes: (Parrot) Phila 1-6. Reflected Glory: (Cass) Detroit 1-6. Storm in a Teacup: (National) Washington, D. C., 1-8. Tobacco Road: (Shea) Jamestown, N. Y., 3; (Saba) Bradford, Pa., 4; (Grand) Canton, O., 3-6. You Got to Take It With You: (Harris) Chi. Ziegfeld Follies: (Grand) Chi.

INDEPENDENT BURLESK

Beef Trust: Open week, 1-6; (Gayety) Detroit 2-12. Crazy Quilt: Harrisburg, Pa., 3; Reading 4-5; Williamsport 6; (Casino) Toronto 2-12. Girls in Toyland: (Casino) Toronto 1-6. Ladies in Lingerie: (Capitol) Toledo, O., 1-6; (Casino) Pittsburgh 2-12. Maids of Manhattan: (Garrick) St. Louis 1-6. Merry Madams: (Gayety) Detroit 1-6; (Capitol) Toledo, O., 2-12. Monte Carlo City: (Casino) Pittsburgh 1-6; (Gayety) Baltimore 2-12. Nothing But Damns: (Century) Brooklyn 1-6; (Howard) Boston 2-12. Pardon the Glamour: (Gayety) Washington, D. C., 1-6; (Hudson) Union City, N. J., 2-12. Paris by Night: (Gayety) Baltimore 1-6; (Gayety) Washington, D. C., 2-12. Pepper Pot Revue: (Empire) Newark, N. J., 1-6; (Trocaero) Phila 2-12. Snyder's Bone Show: (Lyric) Bridgeport, Conn., 1-6; Allentown 2-9; Harrisburg 10; Reading 11-12; Williamsport 12. Sing Your Baby: (Howard) Boston 1-6; (Empire) Newark, N. J., 2-12. Swing Girls: (Hialto) Chi 2-12. Teases & Whispers: (Hialto) Chi 1-6; (Garland) St. Louis 2-12. Top Hat Revue: (Hudson) Union City, N. J., 1-6; (Century) Brooklyn 2-12. Twinkle Toes: (Trocaero) Phila 1-6.

REPERTOIRE

Hayworth, Seabee, Players: (New Rogers) Shelby, N. C., 3-6. Blythe Players: Pittsville, Md., 1-6.

MISCELLANEOUS

Alderfer Show: Bowie, Ark., 5-8. Bingham's Travesties: Seaside, Fla., 3; Avon Park 4; Babson Park 5; Longman 7-8; St. Cloud 9. Hirc, Magellan: Commerce, Tex., 3; Cooper 4; Palestine 5-8; Teague 9; Crockett 10; Huntsville 10; Navasota 11; College Station 12-13. Hlack's, Lewis E., Bears: Marion, Ind., 11-13; Shelbyville 12-13. Rockevelde de Pareo Girls: (Theater) Springfield, Va., 2-6. Cannon Show: Hoochton, Ga., 1-6. Daniel, Magellan: Crossville, Tenn., 4; Harriettan 5; Knoxville City 6; Cleveland 7; Etowah 8; Sweetwater 9.

DeCloe, Magellan: Marysville, O., 1-6. Dressen's Circus Capers: Decatur, Ala., 3-4; Athens 5-6; Huntsville 7-9. Gilbert Comedians: Ocopee, Ga., 1-6. Harlow's Trained Wild Animal Show: Ray City, Ga., 3; Barretts 4; Bemas 5; Lake Park 6; Lavenda Sisters: (Shirley Circus) Mississippi, Miss., 1-6. McNally Show: Greenbackville, Va., 1-6. Minton & Firestone: Stockyards Sta., Ft. Worth, Tex., 1-6. Miller Show: Damascus, Ga., 1-6. Palmer & Doreen (Red Gables) Indianapolis, Ind. Reade Bros.' Show: Oakley, Ind., 1-6. Rilton's Show: Rocky Ford, Ga., 1-3; Portal 4-6. Sam-Sam Fraternal Circus: (Theater) Newport, R. I., 1-6. Turtle, Wm. C., Magellan: Portland, Ore., 1-4.

CARNIVAL

(Routes see for current week when no date are given. Instances possibly mailing points are listed.)

All-Texas: Aransas Pass, Tex. Barfield's Coastopolis: (Main of, at Virginia ave.) Lakeland, Fla. Capital City: Union, Miss. Cracker State Attrs.: Townsend, Ga. Dyer's Circus: Mabel, Miss. Hlane's Expo.: St. Matthews, S. C. (See ROUTES on page 27)

POPCORN

SPANISH, SOUTH AMERICAN, JAP. ANESE, BABY GOLDEN, ETC., ALSO GLASSINE BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.
A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.

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16 S. FIRST STREET, ST. LOUIS, MO.
"Over Sixty Years Distributing Popcorn."

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NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRAND STORES, WHEELS, PARKS, COGN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
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Model Exposition Shows

OPENING TIFTON, GA., MARCH 20th
Two Saturdays

Want Shows, Talker for Minstrel, Ride Help, Loop-O-Plane Foreman, Will Book Octopus Ride, Have Twelve Bonus Fairs, Want Two High Free Acts, Legitimate Concessions. All wire W. R. HARRIS, Mgr., Tifton, Ga.; E. B. BRADEN, Asst. Mgr., P. S.—For Sale Combination Grab Joint and House Trailer fully equipped by E. B. Kaw.

SIX RIDES HUGHEY BROS. SHOWS

Will Open May 7 in Central Illinois. RIDES—WANT Tilt-a-Wheel and Kiddy Ride. (Henry Heys, did you get our letter?) WANTS—Who can furnish reference, also Help for Swing, Wheel and Chairlaine. Preference given to those who know more than one Ride. SHOW CONCESSIONS: No contracts this year except Dan Game and Cook House, but will not book more than two of a kind. None but straight stock Concessions carried. Address by mail only, no wires.
HUGHEY BROS. SHOWS, Cassia, Ga.

Tilley Shows

WANTS SHOWS WITH OR WITHOUT OUTFITS, CONCESSIONS.
Address Leed, Ill.

FRISK GREATER SHOWS

3719 Emerson, N. Minneapolis, Minn. 6 Rides—6 Shows—New Trucks and Trainers. WANT Shows—Who can furnish reference, also Help for Swing, Wheel and Chairlaine. Preference given to those who know more than one Ride. SHOW CONCESSIONS: No contracts this year except Dan Game and Cook House, but will not book more than two of a kind. None but straight stock Concessions carried. Address by mail only, no wires.

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IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

When Writing to Advertisers Mention The Billboard.

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- KEENEY'S
- ROCKOLA'S
- GROETCHEN'S
- WATLING'S
- STONER'S
- WESTERN EQUIPMENT'S
- JODGERS—Wire Us Your Order With Deposit.

ABT'S PISTOL TARGET MACHINE

OPERATORS PRICE

39⁵⁰



- 10 PREAKNESS, Cash or Ticket Model, like new, each.....\$75.00
- 30 TURF CHAMPS, Like New, Guaranteed, each.....50.00

Slightly Used Machines Offered Subject To Prior Sale

1 CAPTAIN KIDD.....	Each \$10.00	1 HUNTER (Amnities).....	Each \$5.00
1 GALLOPING PLUG, like new.....	22.00	2 A. T. PIN TABLES.....	10.00
1 PALOOKA, JR., perfect.....	52.00	1 SCREAMO.....	6.00
2 PALOOKA, SR., like new.....	27.50	1 EXCFL.....	15.00
1 LEATHER NECK.....	25.00	1 RELIANCE DICE MACH.....	33.50
1 GLOBE STAKE.....	45.00	7 ELECTRIC EYE.....	25.00
2 DAILY RACES.....	22.50	7 PAMCO HANDICAP.....	7.50
1 PAMCO PARLAYS, perfect.....	22.50	12 GABEL, 24 Records.....	32.50
1 GIANT.....	7.50	25 WURLITZER SIMPLEX, Model 412, slightly used, in perfect condition, offered subject to prior sale, FOB shipping point.....	140.00
1 ROUND UP, like new.....	30.00	2 5c MILLS Q. T. JACKPOT VENDING DEPT., like new.....	35.00
2 DAILY LIMIT.....	10.00	1 PACE 10c Twin JPFV, nice sample.....	57.00
1 BIG FIVE.....	7.50		
2 BIG RICHARDS.....	10.00		
1 MIALEAH.....	25.00		
4 JUMBOS.....	10.00		
11 PROSPECTORS.....	10.00		

Write Us for Price List on Our 300 Slightly Used 1c, 5c, 10c and 25c Slot Machines at Sacrifice Prices.

12 PAGE'S RACES, nickel play, check separator 20 to 1, serials 4070, 2804, 3407, 3462, 2892, 2894, 2111, 2593, 2895, 2801, 2710, 2741, Each.....	\$250.00
1 30 to NICKEL PLAY CHECK SEPARATOR, Serial 2711.....	235.00
2 5c PLAY CASH PAYOUT, 20 to 1, Serials 2900, 2316, Each.....	225.00
1 25c PLAY CASH PAYOUT, 20 to 1, Serial 3704.....	235.00
2 5c CASH PAYOUT, 304 PAGES RACES, 1937 Model, used five days, guaranteed, cannot tell ever been unpacked, Serials 4650 etc. Here is chance to buy practically new machines at less than cost, Each.....	325.00

All Machines Offered Subject to Prior Sale. All Orders Must Be Accompanied by 1/3 Deposit in Form of P. O., Express, or Telegraph Money Order. Write and Ask Us to Put You on Our Mailing List.

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DAY PHONE: 3-4511, 3-4512. NIGHT AND SUNDAY, 5-5328

Attention! OPERATORS JOBBERS DISTRIBUTORS MANUFACTURERS

We are in immediate need of large quantity of coin operated equipment, and will buy SURPLUS STOCKS OF NEW OR USED phonographs, slots, scales, counter games, vending machines, pin tables (novelty or payout), diggers, rotary merchandisers, cigarette machines, bowling games, ray-gun target games, etc.

LIBERAL ALLOWANCE ALLOWED ON EQUIPMENT EXCHANGED for games purchased from our present large stock of new and used coin machines of all makes and models, and SURPLUS STOCKS RECENTLY PURCHASED FROM MANUFACTURERS.

WRITE FULL PARTICULARS ON EQUIPMENT YOU WISH TO DISPOSE OF—AT ONCE! Get our Confidential Price List on New Games—All Makes!

INTERNATIONAL COIN DEVICE COMPANY
333 N. MICHIGAN AVE. CHICAGO, ILL. U. S. A.

Chicago Coin Starts Trailer

CHICAGO, Feb. 27.—Sam Wolberg, of the Chicago Coin Corporation, announces that the company has purchased a new streamlined trailer, constructed of aluminum and finished with silver paint, which is to be called the Silver Sales Room. Under the guidance of Ben Raskin it will shortly head for the South and East on an intensive sales campaign featuring Home Run and Bump-a-Lite.

It is planned to bring the actual machines to the attention of every operator, jobber and distributor along the proposed itinerary. Home Run is being produced at the rate of 150 perfect machines each day and are being delivered on schedule, officials say.

"This timely novelty game has taken locations by storm," according to Wolberg, "and indications point to an unusually long run. For those locations requiring an automatic payout we are in production on Bump-a-Lite. This

affiliated theaters. Discussions with officials of projectionists' Local 150 have been going on for some months, with theater operators now prepared, it is reported, to make another stab at some amicable scale.

Boothman Strikes Settled

NEW YORK, Feb. 27.—Strike by 54 operators of 12 theaters of the Bell Theater Company, held Wednesday, was settled when Ben Sherman, president of the theater outfit, and Joseph D. Basson, president of boothmen's Local 308, decided to draw up a two and one-half year contract stipulating wage and working-hour conditions. Just what will be decided has been left to an arbitration board. Currently some of the operators earn \$27 per week.

Tuesday's sit-down strike of boothmen in 18 theaters owned by Consolidated Amusement Enterprises, was settled after a few hours. Understanding the friction resulted from a misunderstanding between the operators and Local 308 officials.

Coast Hearings on Tax

LOS ANGELES, Feb. 27.—Hearing on status of radio musicians, theater vaude acts and other theatrical employees in regard to State unemployment tax ended here this week, with decision slated to be handed down some time next month by the Unemployment Hearings Commission. Board will determine whether band leaders and act heads are to be classified as "foremen" or "independent contractors."

Cirks, Stagehands Meet

NEW YORK, Feb. 27.—At a meeting Thursday between representatives of Local 1, Theatrical Protective Union, and major circuits the local's request that a 15 per cent wage cut be restored was considered. Cut was voluntarily oked by the stagehands some two years ago. Matter will be taken up again tomorrow.

Circuits asked for renewal of contracts with the local, the deadline being September 1.

AFA Plans Meetings

NEW YORK, Feb. 27.—American Federation of Actors will hold a get-together party Friday, March 12, at Palm Garden here. This will be followed March 30 by an annual membership nominating meeting at 2:30 p.m. in Union Church. Latter event is preparatory to the annual election meeting in May.

Skating Follies Booked

CHICAGO, Feb. 27.—Edward Muhlke's Ice Follies of 1937, seen at the Stadium last week, has been booked for many engagements during the coming season. Headliner is Bess Ehrhardt, 19-year-old skater, appearing together with Roy Shipstad and comedy team of Eddie Shipstad and Oscar Johnson. Miss Ehrhardt received \$1,000 for her four-day engagement here.

Detroit Theater Amendment

DETROIT, Feb. 27.—An amendment restricting all theaters on Woodward avenue to signs on the sides and ends of marquees was submitted by Councilman Jeffries to the Detroit Common Council this week. Original ordinance permits placing signs on the face or front. About 13 theaters will be affected, including the State and Fox, if the amendment is carried.

Music Publishers Prepare for Code

NEW YORK, Feb. 27.—John G. Paine, chairman of Music Publishers' Protective Association, leaves for Washington Monday night to prepare for the general music trade conference set for March 3 by the Federal Trade Commission. He will stay until Thursday. Prior to leaving, however, he will meet a committee representing music publishers to mull over some of the points expected to be ironed out at the general confab. Included in the committee are E. B. Marks, J. J. Bregman, Lou Diamond, Sam Fox, Ralph Peer, Ben Bornstein, Max Dreyfus and John O'Connor.

The Wasted Years!

DETROIT, Feb. 27.—Roy A. Baker, for 25 years lieutenant in charge of film censorship in Detroit, now has gone to the opposite extreme with a collection of nudes in paintings, among other art objects in a new shop he is operating here. Baker retired two years ago and apparently has decided to make up for all the modest scenes he cut out of the movies during his censorship days.

Pix Vertical Union Starts

HOLLYWOOD, Feb. 27.—The Committee of Industrial Organization drive in the film capital, understood to have been planned for several months, broke into the open this week. Initial attempt on invasion of the picture industry took on a mild form with the distribution of leaflets at the studios attacking the IATSE and the Screen Actors' Guild.

Sheets were printed under the anonymous sponsorship of the Studio Employees' Protective League. No address of the league's headquarters or names of its officers were published.

It is reported that meetings of the various craftsmen have been held here the past month to start plans for a membership drive, which will seek to include in its books workers before and behind the camera molded into a vertical union opposed to the AFL craft union.

Chicago May Get New Legit Stands

CHICAGO, Feb. 27.—Chicago will get two and possibly three new legitimate theaters if plans now being formulated by Archie G. Spencer, of the Theater Acceptance Syndicate, go thru. Sites have not been decided upon as yet, according to Spencer, but they will be in the Loop.

Recent comeback of legit here has found the city inadequately supplied with theaters since the wrecking of the Illinois and Cort theaters last year, and many productions are being kept from playing here because of the shortage.

Goodman Joins Filmack

CHICAGO, Feb. 27.—Mort Goodman, formerly in the publicity department of Warner Bros. Ohio Theaters, has joined the staff of the Filmack Trailer Company, Chicago, as publicity director. According to Irving Mack, president of the company, an extensive newspaper and trade journal campaign will be started at once.

Fritz Blocki to N. Y. To Produce Own Play

CHICAGO, Feb. 27.—Fritz Blocki has relinquished his post as publicity director of the Casino Parliien here in Tommy Kearns in order to devote more time to the production of his play, *Set Your Life*, formerly known as *Sweepstakes*, written in conjunction with Willie Howard.

Blocki leaves for New York next Monday to complete final arrangements and casting for the play, which is expected to open there shortly after Easter.

He continues as publicity head of the State-Lake, McVickers and Dearborn theaters here and will commute between New York and Chicago during rehearsal. It is said that Frank Craven and Charles Yorkie are being negotiated for the leading role in the play.

"Sugar Blues" Still Good

NEW YORK, Feb. 27.—Sugar Blues, which in 15 years has had three revivals, has been made into a Warner short, featuring Clyde McCoy, who has helped in the number's popularity. Film is supervised by Composer Clarence Williams.

Marks Expands K. C. Service

NEW YORK, Feb. 27.—Just added to the Radio City Series published by E. B. Marks Music Corporation is the 1937 edition of piano-accompanied solos arranged by Gall-Rini. Included are *Down South, Love's Own Sweet Song, Mama Just Married's Hymn, My Gal Sal, My Little Nest of Heavenly Blue (Lehar's Frauentanz Serenade)* and *Quiereme Mucho*.

has all the features of games valued at many dollars above the price we ask, and operators who have received their samples are reordering in quantity. The machine will also be featured in our Silver Sales Room."

PENN BARS

(Continued from page 5)

money people would have to pay to see it.

"In the first place," Earle said, "it is a very poorly done picture. If exhibited it would be taking money from people who go to the movies and giving little or nothing in return." However, he left no instructions with his board that it take that matter into consideration when viewing the current Hollywood lasties.

Coast Exhibs Meet

LOS ANGELES, Feb. 27.—All independent exhibitors in the local territory will meet Monday to take up matters pertaining to the employment of unionized booth help in the remaining un-

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with

Pay Table Bargains

Thoroughly Reconditioned and Ready to Operate

ALAMO	\$24.50
BROKER'S TIP	24.50
BALLY TIP	24.50
BALLY MULTIPLE	39.50
BALLY PEERLESS	29.50
BAFFLE BALL	19.50
DOUBLE HEADER	24.50
DAILY RACES, Mystery	24.50
GRAND SLAM	24.50
JENNINGS GRAND PRIZE	19.50
LEATHERNECK	32.50
MONOPOLE	24.50
PALOOKA JUNIOR	32.50
PALOOKA SENIOR	42.50
PEAKNESS	32.50
REPEATERS	19.50
TOP ROW	19.50
TURF CHAMPS	64.50
TRANS-PACIFIC	15.50
TRAPLITE	35.50
CAPTAIN KIDD, 8 Balls	19.50
COCKTAIL HOUR, 10 Ball	19.00
DOUBLE NUGGET, 7 Ball	15.50
RED MAN, 5 Ball	19.50
ELECTRIC EYE, Ticket and Pay-out Combination	49.50

USED CRANES and COUNTER GAMES

7 ELECTRO HOISTS, 1934	\$27.50
15 ELECTRO HOISTS, 1935	60.00
10 FLAP CHUTE Merchantsmen	35.00
10 MERCHANTMEN ROLL FRONT CHUTES	50.00
10 MUTOSCOPIES, 1934	40.00
2 MILLS DIP, 5c GOOSENECK	25.00
1 MILLS DIP 5c ESCALATOR	45.00
5 PACES DIP, 1c	25.00
1 WATLING DIP, 1c	25.00
1 COUNTER CRISS CROSS	4.95
2 DAVAL RITHMETIC	6.95
2 DAVAL CLUB HOUSE	6.95
1 JENNINGS GUM VENDOR	4.95
4 MAKE OR BREAK	4.95
7 TICKETTES	4.95

AMERICAN NOVELTY CO.

Ohio's Coin Machine Headquarters
2540 Prospect Avenue
Cleveland, Ohio

dance floor, bar and seating capacity for 400 persons. Dance music and floor show are provided nightly, except Sundays, when the club is closed. Acts are changed weekly and orchestras semi-monthly.

Philly Music News

You Can't Help But Swing, by Tommy Gindhart and Billy Hays, Philadelphia ork leader, has been accepted by Irving Berlin.

Capano Music Company going to bat on its newest issue, *Sorry, Glad*, result of a collaboration between Frank Capano and Maurice Merl.

Al Nelburg, Philadelphia songwriter, has been signed by Rockwell-O'Keefe and leaves for Hollywood to take up a film-tune writing chore.

More Than Anything in the World, new tune by Moe Jaffe and Clay Boland, was introduced on the networks last week and now assigned to this year's production of the *Mask and Wig Club*.

It Was Inevitable

PHILADELPHIA, Feb. 27. — Swing street, Gotham's West 52d street, has finally caught the fancy of the Tin Pan Alleyite. Jay King, piano rambler at Benny the Bum's, and George Clifford, dancer at the Anchorage, have written *Swinging Down 52d Street*. Ditty gets its premiere by Mills, Kirk and Howard at their opening at the Yacht Club, New York.

Society Stick Gives In

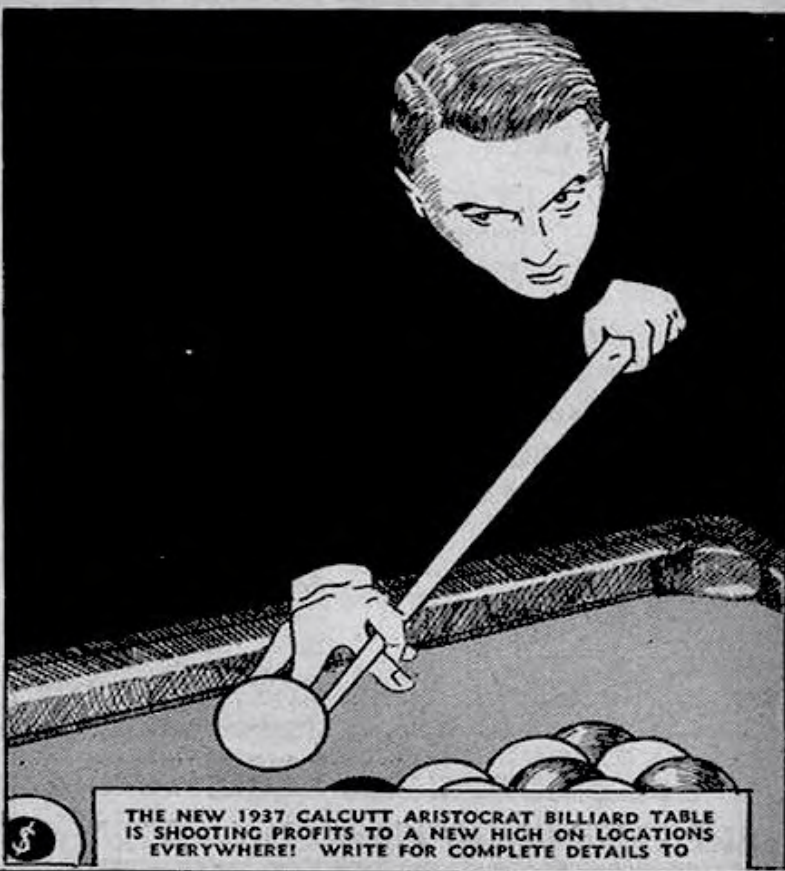
PHILADELPHIA, Feb. 27. — Anthony Candelori, long a standard bearer for a symphonized interpretation of the pop tunes, has let his hair back. Has rounded up the warmest of the town's hot men and lets 'em unlash. Candelori makes the third local society maestro to give in to swing. Jan Savitt and Howard Lanin already riding the down beats with accents on licks and riffs.

New Philly Club

PHILADELPHIA, Feb. 27.—Newest local spot is the Arrow Cafe in the downtown sector. Talent unshuttering the spot includes Marilyn Janet, Honey Breen, Rita Rochelle, Dottie and Dean. Aleba Menaski and Sammy Weston in the emcee role.

Detroit Agency's 5 Units

DETROIT, Feb. 27.—*Aunt Jeannette's Revue*, new unit produced by the Affiliated Theatrical Offices of America, opens Wednesday at the Bowery. Ellen Thomas has the lead, with a cast of 10. This makes a total of five units produced by the office. The Bowery and French Casino, local niteries, have just been taken over by the office, John Daley, manager, stated.



THE NEW 1937 CALCUTT ARISTOCRAT BILLIARD TABLE IS SHOOTING PROFITS TO A NEW HIGH ON LOCATIONS EVERYWHERE! WRITE FOR COMPLETE DETAILS TO

THE VENDING MACHINE COMPANY
FAYETTEVILLE, NORTH CAROLINA

North Carolina Passes County Option Proposal

RALEIGH, N. C., Feb. 27.—North Carolina General Assembly recently scrapped the State prohibition law after being in effect 28 years. The new law provides for county option and monopoly system of package sales. The counties which vote wet will be permitted to set up county-operated stores in April. Fifteen counties and the resort towns of Pinehurst and Southern Pines now have liquor stores and will not need to hold a referendum vote.

NEW YORK CITY—

(Continued from page 5)
The Municipal Civil Service Commission and consist of both oral and written questions.

Candidates, whose last chance to make application to take the quizzes was on February 11, will probably learn the results of the examinations within the next month. One vacancy pays \$1,000 as a WNYG announcer and the other \$2,160 a year (\$1,440 for four months of service) in the park department. A pension and sick leave accompany each job.

There are few civil service berths for announcers because of the scarcity of government-owned stations, and the New York jobs, with little fear of shakeups, looked good to many of the boys.

Civil service announcing positions call for two years' experience and "a superior voice and diction." Duties consist of announcing, continuity writing and usual studio chores. In addition to the two jobs to be filled from the present exam four appointments are to be made from a previous announcers' list.

Swank Club in Lansing

LANSING, Mich., Feb. 27.—Local residents got their first drinks of hard liquor over a bar here at the opening of the \$12,000 Club Tally-Ho. James Sepeter is the manager. The club covers 7,000 square feet of floor space on two floors in a building over Sepeter's seafood restaurant. The night club proper, located on the top floor, has a spacious

Benefit for Songwriter

CLEVELAND, Feb. 27.—Music publisher representatives here will run a benefit at the Trionco Ballroom on March 3 for Joe Gerlach, one of their members, who is seriously ailing in the Allegheny General Hospital. Gerlach's song hits include *The Last Roundup*.

Charles Horvath and Freddie Bergen have donated the ballroom for the occasion, which will be sponsored by Tom Manning, Sid Andorn and Walter Logan.

Sheet Music Men Set Annual Meet

NEW YORK, Feb. 27.—National Association of Sheet Music Dealers, retailers' organization, will hold its 24th annual convention at the Hotel Roosevelt here June 14-16.

Body, which seeks to eliminate, with the aid of Music Publishers' Protective Association, abuses such as price cutting and excessive discounts, has inaugurated a membership drive.

New scale of dues are: (1) For members employing two or less, \$5. (2) Members employing three or four, \$10. (3) Five to nine, \$15. (4) Ten to 24, \$25. (5) Twenty-five or more, \$50.

Songtex Copyrights

PHILADELPHIA, Feb. 27.—Copyrights of Songtex Music Company for 1937 are: *When You Monkey With a Buzz Saw*, novelty tune; *That Made Me Feel at Home*, hillbilly opus, and *Flag of Peace*, international anthem.

ROUTES—

- (Continued from page 84)
- Evangeline: Benton, Ark.
 - Florida Fun: Sarasota, Fla.
 - Greater United: Del Rio, Tex.
 - Green, Doc, United: Norway, S. C.
 - Hansen, Al C.: Hattiesburg, Miss.
 - Happy Days: Montgomery, Ala.; Selma 8-12.
 - Irish, L. J.: N. Birmingham, Ala.
 - Hilderbrand's United: Glendale, Calif. 2-14.
 - Hyde, Eric B.: Starke, Fla.; Waycross, Ga., 8-12.
 - Krause Greater: Key West, Fla.
 - Large & Lane: Bay Springs, Miss.
 - Lawrence, Sam: Delray Beach, Fla.
 - Leggett, C. R.: Sheridan, Ark.; Russellville 8-12.
 - Lucky Strike: Starke, Fla.; Waycross, Ga., 8-12.
 - Regal United: Goose Creek, Tex.
 - Royal Palm: Plant City, Fla.
 - State Fair: El Paso, Tex.
 - Texas: San Benito, Tex.
 - Ward, John R.: Baton Rouge, La., 5-12.
 - Zeiger, C. F., United: (Fair) Mesa, Ariz.

CIRCUS AND WILD WEST

Galveston Community: (Coliseum) Wichita Falls, Tex., 5; (Auditorium) Graham 12. W. P. A.: (New Star Casino) New York 2-6.

Social Security Act

As It Affects Outdoor Amusement Fields

An erroneous impression seems to exist that outdoor amusements do not come within the purview of the Social Security law. The Billboard therefore has asked an authority on federal tax laws, a former showman who knows show angles, to write a short series of articles explaining the working of the Act as it concerns the outdoor amusement world.

Owners, performers, musicians, concessioners and all others employed by circuses, carnivals, parks, etc., will find these articles invaluable. The series starts in *The Billboard* dated March 20.

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The Billboard Publishing Company,
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TRI-O-PACK

MAKES YOUR DREAMS COME TRUE.

WOULD YOU RATHER GET 2 or 3 NICKELS OR 100 PENNIES?
 TRI-O-PACK gets 100 Pennies EVERY TIME, EVERYWHERE, where other games only get 2 or 3 nickels. EVERYONE invests pennies in TRI-O-PACK to get FREE cigarettes.

READ what one prominent operator says: "TRI-O-PACK IS AS GOOD A MONEY-MAKER AS 10 ORDINARY COUNTER GAMES."

BIG, JUICY, TEMPTING ODDS FROM 15 to 1 UP to 150 to 1. THE ONLY Counter Game with CHANGING ODDS and MYSTERY AWARD!

"Tri-O-Pack Makes Friends With The Players!"



7 DAYS FREE TRIAL \$24.75 TAX PAID F. O. B. CHICAGO

Get Busy-Rush Your Order Today!

QUICK MFG. CO. 200 SO. PEORIA ST. CHICAGO

Royal Races Is New Pacific Idea

CHICAGO, Feb. 27.—Royal Races, new master light-up table game by Pacific, is announced with a flare of enthusiasm such as has never accompanied the release of any game in the company's business experience, according to Fred McClellan, president; Paul Bennett, general sales manager, and Don McDougal, ace designer out Pacific way.

The machine is described as being essentially a payout table; however, it is being furnished in ticket and novelty models as well. Its appeal to the playing public is pointed out as being more than tenfold by Pacific, due to the many elements included.

First, the light-up board is said to be the largest ever used to back up a playfield. The moment a coin is inserted in the Royal Races escalator chute, lifelike horses are said to flash into view on the light-up board, identified by red, green, blue, yellow, purple, amber, white, rose and gold-colored lights. Each horse is representative of odds values ranging from 2 to 30. They get off to a flying start in a riot of action and color that does justice to the kingly name of the new racing game.

This animation is called most unusual and drastically different in back glass light-up effects. They flicker and flash on and off around the inside circle for a few seconds after the coin is inserted. Then suddenly the middle lights stop still and leave from two up to as many as 15 lights to establish attractive odds opportunities for the player. Should all 15 lights remain illuminated on the inner circle the player can't lose, said to be a Pacific principle that put Falooka and other winners into the high money brackets. The player must shoot the ball to advance a light around the outside circle in a clock-wise direction and thereby match the outside light with one that's illuminated on the inside flare in order to get the payout designated.

Royal Races is also described as having a principle of action on the play field that is even a decided improvement over previous Pacific designs. It combines several of those popular bumper springs, together with double post flags and pockets in a layout that is reported to never vary in its percentage regardless of whether the game employs one or more balls. In fact, it is described as having been designed to permit operators to use from 1 to 10 balls without changing the setup in any way. Each spring and everything else on the board is sensitive to the slightest touch which progresses the winning horse toward the coveted goal.

the outcome of a test case here on Bank Nights, Bingo and similar games in the local movie theaters. Owners of the New Lyric Theater, Abe Rovner and Walter Muller, operating as the Girard Theater, and Morris Somerson, operating as the Palm Theater, will seek an injunction restraining Mayor Wilson and the police bureau from closing their shows if they operate games in which patrons and the general public alike may participate.

In their petition the plaintiffs aver that no money is risked or chance by patrons or public who seek the prizes in the games, which are patterned after the old-fashioned lotto game. Somerson's petition will be first acted upon as a test case. He argued his theater depends upon the steady and regular patronage of neighborhood customers and that the distribution of gifts is done to maintain business and improve good will.

If the case is heard it will be the first time that a petition seeking to establish the legality of the games has caught on. During the past few years all other cases have either been dismissed without an adjudication or postponed. David S. Mallis, attorney for the independent movie men, said that the games are not in conflict with any city or State law and are a valid method of advertising.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION
 for the LATEST NOVELTIES, PRIZES, PREMIUMS and SPECIALTIES

Johnson Adorns A Winning Tale

CHICAGO, Feb. 27.—Jimmy Johnson, head of the Western Equipment and Supply Company, tells an interesting story of a recent visitor at his office. While his pungent style cannot be repeated on paper, here it is.

An operator, whom we shall call Mike, walked into Jimmy's office one day last week and after the usual hearty greetings assumed an expression of anger and said: "Jimmy, either you are a ! ! ! ! ! genius, or someone has been putting hop in my oatmeal and I've been seeing things!"

Jimmy, the mystified, rose to the occasion. "Well," he roared, "tell me, what's the beef, you double-blanked triple-starred byena?"

"It's Grand Prize," said Mike. "I can't believe it!" "Believe what?" asked Jimmy. "Here's the story, Jim," said Mike. "Way last June I bought one of your Races and put it on one of my locations. So help me, up to January 1 of this year that machine has grossed me over \$10,000!"

Jimmy gasped. "No!" "I've got records to prove it at any time you want them," boasted his visitor. "But listen, that game ran day after day, month after month, without one bit of trouble. No service, no out-of-order signs, nothing but play, play, play!"

The visitor rose to his feet and grinned. "I'm putting the Races in a little private hall of fame all by herself. And here," he tossed a signed check to Jimmy's desk. "Fill it in for 25 Grand Prizes and get them out right away!"

Jimmy rose. "I'll fill it out for 24," he smiled. "That story calls for one on the house!"

Philadelphia Ops Hope Bank Night Idea Wins

PHILADELPHIA, Feb. 27.—Coin-machine trade is sympathetically watching

BUCKLEY offers MORE LOCATIONS! STRONGER PLAY! GREATER PROFITS!

— in —



ALWIN

Startlingly new! Radically different! ALWIN represents the last word in counter machine appeal. 4 reels—3 (odds), 3 (fruit) Jackpot award with 3 of a kind and "jackpot" on odds strip. . . . all awards based on 3 of a kind and odds showing! You please your locations and pocket more profits when you operate ALWIN!

Straight 5c Play.

\$25.00 Tax Paid F. O. B. Chicago.

BUCKLEY MFG. CO.
 2156 W. Washington Blvd., — Chicago, Ill.

Slash OPERATING COSTS \$60 TO \$90 PER YEAR FOR EACH PIN GAME!

ELECTROPAK

Ends Expensive and Undependable Battery Replacements

Trust in the Genuine Electro Pak
ELECTRICAL PRODUCTS CO.
 6527 Russell Avenue Detroit, Michigan

TOYS For VENDING MACHINES

Sales increase when you give your customers something to play with. Here is something that costs next to nothing but gets them in one of your vending machines and watch the pennies roll in.

SEND 25c
 For a Complete Set of Samples.
SPECIAL ASSORTMENT
 2 Gross (144 pieces), 50 Different Styles, Elephants, horses, camels, dogs, raccoons, lions, skulls, etc. Both sides and grooves go for them. Superior to any assortment ever offered. Before placing your business, get our Special List on a money back guarantee. Price **75c**
EPSTEIN NOV. CO., Inc.
 130 Park Row, New York City.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

CENTER FOR BARGAINS

RECONDITIONED AUTOMATIC PAY-OUT TABLES
 JUMBO SUNSHINE BASEBALL \$19.50
 SUNSHINE DEBBY 35.00
 FLOKID 45.00
 SHARKSMAN 59.50

HAFFLE-BALL \$14 each
 BIG CASINO MONOPOLY (1 or 2 balls) 3 for \$40.
 PROSPECTOR

MULTI-PLAY (with game back) \$25 each
 SUNSHINE DEBBY (1, 2 or 5 balls) 3 for \$70.
 STOP AND GO CREDIT TYCOON

COUNTER GAMES
 HORSESHOES \$4.00
 TANGO 4.00
 SELECT 'EM 2.00
 KEY HOLE 2.00
 HOLY SMOKE 2.00
 SUDS 2.00
 REEL 21 2.50
 TWENTY-ONE 2.50
 HIGH STAKES 2.50

1/3 Deposit, Balance C. O. D., F. O. B. Milwaukee, Wis.
MILWAUKEE COIN MACHINE CO.
 3725 W. Center St., Milwaukee, Wis.

"G-MEN" SPECIAL

100 Wurlitzer P-12 Phonographs,
\$124.50

70 Stewart & McGuire 1936 7-Column De Luxe.

Like New! **\$69.50**

One-Third Deposit
GERBER & GLASS
 914 Diversey Pkwy., Chicago, Ill.

ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED
HERE'S A SPECIAL FOR YOU!!
 WHILE THEY LAST
STOP & GO (New Unit) . \$28.50
JUMBOS 19.95
 All Completely Rebuilt and Reconditioned
 Write for Our Latest Price Bulletin on Reconditioned Pay Tables for the Lowest Prices in History.
 All Priced F. O. B. Chicago.

Personal Service

ATLAS NOVELTY CORPORATION
 2200 N. WESTERN AVE., CHICAGO, ILL. 8303 1/2 FIFTH AVE. PITTSBURGH, PA.

Announce Hugh Burras as Western Sales Manager at Gala Luncheon

CHICAGO, Feb. 27.—Washington's birthday was the occasion of an announcement luncheon and party given by Jimmy Johnson, president of Western Equipment & Supply Company. The affair was to announce officially the recent appointment of Hugh Burras as sales manager of the Western firm. The sumptuous meal and refreshments were served at the exclusive Saxony Room of the Hans Keller Grille and many of Chicago's manufacturing and distributing firms were represented to congratulate Burras. Out-of-town guests also included Silent Bill Cohen, of Minneapolis; Art Nagel, of Avon Novelty Company, Cleveland, and Don Goney, General Amusement Devices Company, Detroit.

The gay party started at 1 p.m. at the grille and later in the afternoon the party retired to the bar at the Western offices. Lee (P. S.) Jones was called upon by Jimmy Johnson to start off the hilarity with a good story (censored). Many toasts and good wishes were proposed to Burras as each guest was called upon. Silent Bill Cohen arrived last in time to reminisce with many funny incidents past and present. Burras was called upon to express his views of the future of the trade and of Western machines in particular.

Burras was formerly with O. D. Jennings & Company, Chicago, and during the 12 years with the Jennings firm has formed thousands of friends among operators all over the country. Guests at the party expressed the idea that a happy combination had been formed in the team of Jimmy Johnson and Hugh Burras working together.

Burras is known as a capable, quiet and aggressive young man, while Johnson is noted far and wide for his flair for showmanship and cordiality. Both men are young and much is expected of

them as they team together in promoting the fortunes of Western products.

Liquor Board Order Limited to Detroit

DETROIT, Feb. 27.—Order of the Liquor Control Commission to remove amusement games from beer gardens, taverns, etc., has been applied only to Detroit and Wayne County instead of the entire State, as originally announced last week. Operators were given a few days for removing their machines, and the Detroit police department has taken the attitude of merely enforcing the order of the commission.

Games have been operated in Detroit for two years under license and by friendly negotiations with the police department as to necessary regulation and control.

No statement could be secured from the Liquor Commission this week in view of changes being made in the set-up of the group. Violation of the strict regulations on amusement games by about 21 taverns is said to have brought the order to remove games from all taverns. It is estimated that about 5,000 games will be affected by the order. Taverns guilty of violating regulations are said to have offered liquor as prizes on the games.

Production of Firecracker Up

CHICAGO, Feb. 27.—In the opinion of Ray Becker, sales manager of J. H. Keeney & Company, records are made

LIBERAL ALLOWANCE FOR ANY DAVAL COUNTER GAME
ON DAVAL'S SENSATIONAL TRI-O-PACK



THIS IS YOUR OPPORTUNITY TO RID YOURSELF OF OLD GAMES AND MAKE MORE MONEY WITH NEW MACHINES

The new 1c Cigarette Play Counter Game. The fastest money-making counter game ever built. Combines the money-making features of Penny Pack—the thrill of Reel "21"—PLUS a new 1st, 2d or 3d odds play.



A PROVEN WINNER
\$24.75
TAX PAID
 F. O. B. Chicago
 1/3 Certified Deposit with Order, Balance Shipped C. O. D.

The World's Foremost Distribution of Winners for Operators!
GERBER & GLASS, 914 DIVERSEY, CHICAGO

to be broken. On turf and cinder tracks, on diamond and gridiron, in ring and rink, marks are being toppled every season, and at Keeney's plant a new record is displacing all old marks in coin-machine production. Firecracker, the new novelty game, has jumped in production and shipments from 200 to 300 games a day, breaking all previous production marks as well as play records on locations, according to Keeney officials.

"It takes something to break records, and Firecracker has exactly the essential attributes," says Ray Becker. "The tremendous appeal that lies in the red and green-capped spiral springs has been intensified by an unusual amount of skill shots and a score-recording backboard that gives the game that extra plus flash.

"Firecracker fascinates the players on two counts, as it is both conducive to competitive play and has a powerful attraction for skill players.

"To illustrate the point," Ray went on, "a distributor came to me with a story that explains one reason for our record production. One of his operator customers walked into a location where he had placed a Firecracker and was greeted with the request that he sell the owner not one but four Firecrackers! The operator was dumfounded and demanded an explanation. It appears that the patrons of the location had formed playing groups and the members of each group played competitively among themselves. Once a group started on Firecracker they were good for hours and the other cliques couldn't get at the game. Something had to be done to keep peace in the place, and the location owner hit on the solution of buying four Firecrackers. The matter was settled when the operator made a counter proposition and returned within an hour with three more Firecrackers. Everybody was satisfied; the competitive players because there was no waiting; the skill players because one of the machines was reserved for them; the location owner because harmony prevailed again and the operator because he had quadrupled his profits on one location!"

ZEPHYR Cigarette Reel Vender



ONLY \$18.75
 Operators in Alabama, Georgia and Tennessee can get prompt deliveries on this smart streamlined Cigarette Machine. Silent—Cheapest—Coin Vender—Several Reward Cards—Convertible to Mystery Baby Doll. Beautifully finished cabinet—It's The Top.
BIRMINGHAM VENDING COMPANY
 2117 Third Avenue, North, Birmingham, Ala.

SPORS WHOLESALE
4000 ITEMS FREE WHOLESALE CATALOG
 Hot off the press, shows 4,000 world-wide bargains. 256 pages of Fast Sellers of Every Description and 15 Money-Making Plans. This Catalog is FREE. Send for it today.
SPORS CO.,
 3-37 Erie St., La. Center, Minn.



ANNOUNCEMENT PARTY FOR HUGH BURRAS, new sales manager of Western Equipment & Supply Company, Chicago. Inset: Jimmy Johnson (right), president of Western, proposes a toast to Hugh.

Thank You for Mentioning The Billboard.

New Novelty Baseball Game Sensation!

● RUNS SHOWN IN LITES

Total runs made are indicated in lites on the back rack.

● NEW TILT LITE

If Home Run is tilted, the word TILT flashes on back rack.

● LITE TRAVELS BASES

Every bump of the balls advances lite around in-field diamond.

● UMPIRE FEATURE

When umpire lite is on, player adds 10 points (10 free games) to score.

● EXTRA BASE FEATURE

Player adds extra run to total score for each of these 2 lites.

● BUMPER SPRINGS

12 colorful, exclusive Chicago Coin bumper springs on the field.

● EXTRA BASE BUMPER

Have corresponding lites on back rack—an added thrill for players.

● LIVE COIL SPRINGS

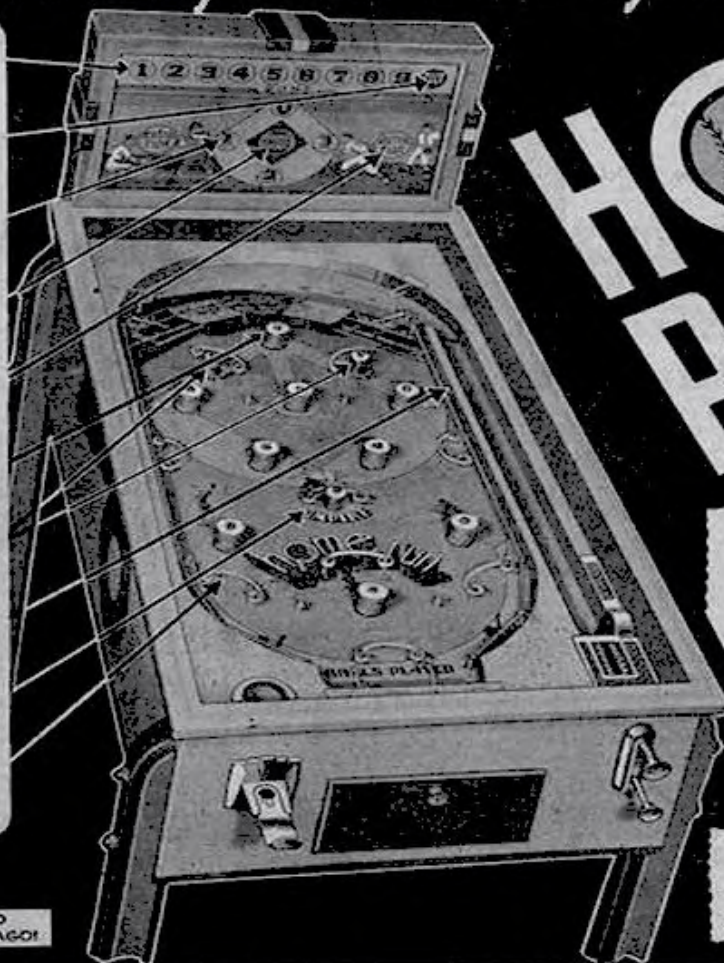
These coils cause multiple hits of balls against bumper springs.

● UMPIRE SPRING

Gives suspense to every ball shot. Has corresponding lite on rack.

● DOUBLE POST SPRINGS

These also cause multiple hits of balls against bumper springs.



HOMERUN

BUMPER SPRING GAME WITH UMPIRE and EXTRA RUN FEATURES!

TELEGRAMS, AIR MAIL LETTERS AND PHONE CALLS

have been pouring in for Home Run. Never in our experience has a new game taken on so quickly. Home Run is going like wildfire everywhere. Rush your order today . . . they're being filled in the order in which they are received as quickly as humanly possible.

CHICAGO COIN Corp.
1725 DIVERSEY BLVD. CHICAGO, ILL.

BUMP-A-LITE \$119.⁵⁰

Brand new one-shot automatic payout bumper type pay table. It may be compared with those selling for \$159.50 and up. In production—F.O.B. CHICAGO order today! TAX PAID

\$62.⁵⁰
TAX PAID
F.O.B. CHICAGO!



BON VOYAGE

1,000 HOLES. THICK BOARD.
FAST PLAY. DEFINITE PAYOUT. BIG PAY.
Takes In \$50.00
Pays Out 24.90
Profit \$25.10
Colorful and Attractive.

PRICE \$1.80 PLUS 10% TAX
GLOBE PRINTING CO.
1023-27 Race St. PHILADELPHIA, PA.
SEND FOR OUR NEW CATALOG



Double O Barrel of Fun!

Has everything! Free Coupons! Double Awards! Definite Payments! Sells fast and brings quick profits to operators.

Nothing Else Like It--A New Idea!

Hurry! Get a sample deal for \$4.50 and earn \$38.60.
Takes in at 10c \$188.10
Pays Out 149.50

PROFIT \$ 38.60
Also made for 5c play, which earns \$19.30.
Write for complete information.

GAM SALES COMPANY
Manufacturers Only

1321 S. Adams Street

Peoria, Ill.

Firecrackers in Mail Excite P. O.

CHICAGO, Feb. 27.—Complications from the recent "firecracker campaign" by J. H. Keeney & Company were amusing rather than serious, according to Ray Becker, sales manager. Becker tells of one incident that was repeated several times shortly after the actual mailing was completed. Coinmen recall that the feature of the campaign was an imitation firecracker.

Ray was surprised one day by a call from the postal authorities, who brought to his attention the fact that explosives were not permitted to be sent thru the mail. A word of explanation cleared up this matter, but a few hours later another post-office official had Ray on the carpet again. Eventually the authorities were satisfied that there was no anarchistic motive behind these firecrackers.

Ray goes on to say that the results from this novel campaign have been highly satisfactory. "Hundreds of sample orders traced directly to the interest aroused by the pseudo-firecracker have resulted in tremendous sales on Firecracker, the new Keeney novelty sensation," Becker said. "It has all the features necessary to meet the requirements of every type of location, employ-

ing spiral springs, skill shots and a flashy light-up scoring backboard. Production continues on this game at the rate of 300 each day and Keeney officials are confident that records will be set with Firecracker not only from a production standpoint, but in operators' earnings as well."

Good Leadership Needed in Time

In the feature editorial, January 19 issue of *The Billboard*, a paragraph was devoted to this warning to the vending machine trade:

"There are seeds of opposition against vending machines inherent in the situation which may break loose like fury within the next two years. Some constructive leadership might forestall all or most of it."

It now appears that a bill has been introduced in the Indiana Senate which would prohibit the ownership, operation or possession of any merchandise vending machine. The bill has been referred to the committee on public policy. It is hard to imagine how a bill so drastic could be passed by any Legislature in this age, but at least it is a sign of smoldering antagonism to vending machines that deserves serious attention from all who are interested in vending machines.

"THE GREATEST SUCCESS"

Is assured only with the best machines. We endorse no others.
Bells—Novelty Pin Tables—Automatic Tables—Bowling Alleys—Rifle and Counter Machines of every description.

BANNER SPECIALTY CO., 1530-32 PARRISH ST., PHILADELPHIA, PA.
NATIONALLY KNOWN FOR HONEST DEALINGS IN EVERY RESPECT.

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

AMUSEMENT GAMES INC.
1679 UNIVERSITY AVE. ST. PAUL, MINN.

1937 SPRING HOUSECLEANING
While they last -
SATISFACTION GUARANTEED
Or Your Money Refunded.
We Are Crowded for Space and Must Clear Our Showrooms.

RECONDITIONED AUTOMATICS
While They Last.

TURF CHAMPS.....\$64.50

SKILL ROLL (New)\$35.00
Floor Sample.
VELVET\$30.50
SUNSHINE BASEBALL (New) .. 25.00

CHALLENGER\$39.50

ROUND UP (Like New)\$25.00
CREDIT 25.00
FORTUNE 12.00

STOP-N-GO (New Unit)\$35.00

TROJAN\$14.50
STAMPEDE 7.50
KENTUCKY DERBY 12.50

ALL STARS\$25.00

BIG CASINO\$15.00
ACE 12.00
COCKTAIL HOUR (Tan Ball) .. 17.50

BIG RICHARD.....\$17.50

MULTIPLAY\$27.50
DE LUXE 40 10.00
PAMCO PARLAY 22.50

JUMBO\$22.50

DAILY LIMIT\$15.00
BALLY DERBY 12.00
MYSTERY "3" 14.50

MULTIPLE\$45.00

KING FISH\$ 7.50
SNOOKER 12.00
SPORTSMAN 5.00

EVANS ROLL-ETTE (Like New)\$99.00

GOLD AWARD\$ 7.50
GOLD RUSH 5.00
SAFFLE BALL 7.50
Prize Good Only While Quantity Lasts.
White, Phone or Wire Immediately!
TERMS: One-Third Deposit With Order.

NEW MACHINES AT FACTORY PRICES.

Get On Our Mailing List Now. Write Us, It Will Pay You.

AMUSEMENT GAMES INC.
DISTRIBUTORS, JOBBERS
1679 University Ave. (Misses) St. Paul Minn.

"G-MEN" SPECIAL
While They Last

ALAMO\$22.50
TYCOON 22.50
DAILY LIMIT 22.50
PAMCO BELL 22.50
HIT IT 22.50
1/3 Deposit.

GERBER & GLASS
914 Diversey Parkway, Chicago, Ill.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Pennies Make Tops in Check

CHICAGO, Feb. 27.—Al S. Douglas, president of Daval Manufacturing Company, maker of the Tri-o-Pack counter game, reports that a recent survey by the firm shows the proportion of pennies to nickels taken in by counter games to be almost 50 to 1.

"We have for some years been much interested in the proportion of various coins counter games take in on location," Douglas said. "Many times we have presented machines which take pennies, nickels, dimes and quarters thru the same chute. These games have been unusually successful. Many operators have reported to us that they find some locations take in a great number of nickels, dimes and quarters, but they also admit that the greatest percentage of coins have been pennies. In fact, this percentage is as high as 50 to 1.

"Now with the fine success which we are enjoying with the Tri-o-Pack, which is based on penny play, we have learned that operators like this machine much better than the four-way play machines. They tell us that the players will invest all their pennies without any feeling that they are giving up something of great value, especially in view of the fact that they can get free packs of cigarettes.

"We find again that Tri-o-Pack will take in 100 pennies every time the four-way counter game takes in two or three nickels. In this case the operator of the Tri-o-Pack is favored with at least an 85 per cent greater take than he would be with any other type of game on the same location. The predominance of penny play machines in many parts of the country, especially in such high rental spots as the New York sportlands, is further convincing proof of the fact that pennies are easier to get than nickels, dimes or quarters.

"On my last visit to New York I was surprised to find really expensive equipment in the \$250 unit class being operated on penny play. I noticed bowling alleys in some of the sportlands on penny play and was told that these games were now earning more money than they formerly did when nickel action was used.

"From these facts and the figures that we have gathered from Tri-o-Pack and other penny counter games we have manufactured, we believe that 100 pennies to every two or three nickels is the average take.

"That is why we are now featuring this fact in all of our advertising. We believe that operators should know one of the reasons for the success of the Tri-o-Pack and that they should take advantage of this penny play wherever possible."

Square Shooter Going Strong

KANSAS CITY, Mo., Feb. 27.—Star Sales Company thanks the operators for the patience they have displayed in waiting for the delivery of the new counter game, Square Shooter. The Star factory has been working night and day, officials say, and now can promise shipment the same day order is received.



D. J. MOLONEY, plant superintendent of Bally Manufacturing Company, Chicago, dons O'Toole Indian garb. "D. J." is reported to have recently broken all-time Bally production records by turning out 700 games in an eight-hour day.

OPERATORS — DISTRIBUTORS, KEEP YOUR EYES ON GENCO'S NEXT STRATEGIC MOVE IN

"WIZARD"
The New Bumper-Type CHECKER GAME

IF YOU LIKE GENCO'S 1935 SUCCESS CALLED "KINGS", YOU WILL BE AN ENTHUSIAST FOR THE "WIZARD"—IT'S ALMOST HUMAN.

Proved A MONEY MAKER READY FOR DELIVERY SOON!

Watch for Announcement of Delivery Date!

GENCO INC.
2621 No. ASHLAND AVE., CHICAGO

1¢ A 'CENTS'-IBLE GAME THAT WILL ADD DOLLARS TO YOUR DAILY PROFITS 1¢

SQUARE SHOOTER
The Newest Sensation in 1c Cigarette Games

\$12.50 F. O. B. Kansas City, Mo.

- Thrills of Roulette.
- 7-Color Playing Disc.
- Lots of 1c Game.
- Proven Money Maker.
- Compact—Low Priced.

Get on the Bandwagon of Money Makers with this thrillingly different game. Guaranteed to take and keep the play away from any 3-roll Cigarette Game ever made. A proven money maker on over 200 test locations.

STAR SALES CO.,
3921 Wayne Ave., Kansas City, Mo.

REMOVAL SALE
—AT—
GIVE-AWAY PRICES!
ALL STAR VALUES

\$4.75 EACH

BANK NITE\$14.25
BIG SHOT 8.25
EXCEL 19.25
FLASH LITE 13.25
ROLO 19.25
HOLD 'EM 25.25
HAD CAP 20.25
NECK 'N NECK 10.25
ZENITH 7.25
FIFTY GRAND 9.25
PANAMA 9.25
TIE UP 9.25
TOTALIZER 24.25

OTHER VALUES:

GUSHER\$25.25
HAPPY DAYS 25.25
HURDLE HOP 11.25
LITES OUT 22.25
RND & RND 14.25
THRILLER 12.25
SCOTTY 12.25
SHORT SOX 19.25
NEW HI LITE 14.25
TORPEDO 8.25
TACKLE 7.25
ROTATION 9.25
RUN AROUND 12.25
DOUBLE NUGGET 9.25

SKEE BALL ALLEYS AT A SACRIFICE:
9 ft. Target Roll\$60.00
14 ft. Target Roll 55.50
14 ft. National 40.50

THESE GAMES ARE GUARANTEED TO BE IN PERFECT MECHANICAL CONDITION, 1/3 DEPOSIT REQUIRED WITH ALL ORDERS, BALANCE C. O. D.

ACE VENDING COMPANY 1125 BROAD STREET, NEWARK, N. J. Bignow 9-1933.

Kansas City Firm Adds Games Dept.

KANSAS CITY, Mo., Feb. 27.—Joseph Berkowitz, president of the Supreme Specialty Company, one of the largest wholesalers premium and salesboard firms in the country, announces that arrangements have recently been completed with a well-known coinman to take charge of a newly organized coin-machine department.

Berkowitz is not at liberty at this time to divulge the name of the party who will take over the new department due to the fact that his contract with his present connection has not expired. However, Berkowitz added, he is now in Chicago visiting some of the leading coin-machine manufacturers to make arrangements for exclusive distribution.

Only recently the firm has moved into a modern two-story building, centrally located, which is over five times larger than the space it formerly occupied. They maintain a sales staff covering a wide trade area.

"The coin-machine division will occupy the entire second floor. When present alterations are completed it will be converted into one of the finest display rooms in the country," Berkowitz said. "Operators and jobbers will appreciate the modern and spacious showroom for its light and cheerfulness.

"Efficient service and fair dealing have made a leader in the salesboard and premium field in the Midwest. The same policy will prove to be a hit with operators and jobbers in the new coin-machine division."

New Iowa Bill Would Legalize

DES MOINES, Feb. 27.—Drawn in the belief that it would bring needed revenue to Iowa cities and counties, a bill to legalize and license various types of machines was introduced in the Iowa House last week. The measure would put an official stamp of approval on various types of machines, including jackpots, table games, cigaret machines, salesboards, etc. Since an unfavorable bill had passed the House recently, Iowa coinmen are hoping the new bill will indicate the presence of more liberal sentiment before the previous bill is passed by the Senate.

Representative John W. Moore (Dem.), Sioux City, is father of the bill. He based its earning potentialities upon a personal survey of machines being played in several localities.

The measure would turn back to the cities that portion of the licensing fee derived from machines municipally licensed and would divert to the counties such revenue as might accrue from rural licensed machines. The schedule of fees as proposed ranged from \$100 to \$500 for jackpot machines; \$75 to \$300 for pinball machines with payout, \$5 to \$25 on pinball machines without payout, 75 cents to \$3 on pinball machines with scoreboard pay off in merchandise or money, \$5 to \$25 on pinball machines used solely for amusement, 75 cents to \$3 for cigaret machines, 50 cents to \$1 for salesboards, 50 cents to \$1 for number-jam and 50 cents to \$3 for any machine in which money is deposited, including vending machines and scales.

Representative Moore, in introducing the bill, pointed out that slot machines and other devices have been "cussed and discussed in Iowa for years, but still we have them. It seems much better to me," he said, "to license and regulate

THE GREATEST SENSATION IN TEN YEARS ABT TARGET SKILL ABT

5 MOVING, TANTALIZING TARGETS BUSTING PROFIT RECORDS EVERYWHERE. RUSH YOUR ORDER

for just one sample and be CONVINCED! Save Time, Save Stationery, Save Money—Encluse 1/3 Deposit—Balance Shipped C. O. D. DO IT NOW! GET IN ON THE CLEAN-UP OF THE BIGGEST, STEADIEST PROFITS OF YOUR LIFE!

ONLY... \$39⁵⁰

TAX PAID F. O. B. Chicago

JOBBERS Get going with NOW! IT'S HOT! Write Now for Special Proposition!

N. Y. DISTRIBUTING CO.
655-650 W. 157th St., N. Y. Tel. Wadsworth 3-7202.



★ GUARANTEED RECONDITIONED, LATE MODEL AUTOMATICS ★

Jennings Flicker... \$49.50	Turf Champ, Late	Bally Jumbo... \$19.50
Bally Round Up... 27.00	Comb. Models... \$59.50	Bally Peacock... 79.50
Bally Challenger... 22.50	Daily Limit... 22.50	Bally Blue Bird... 59.50
Bally Bonus... 22.50	Golden Harvest... 18.50	Bally Multitop... 49.50
Bally Sky High... 27.00	Ten Grand... 24.50	Pamco Ballot... 29.50
Pamco Parlay Sr... 25.50	Daily Belmont... 49.50	Bally Proceptor... 12.50
Bally All Stars... 29.50	Millie McCoy... 32.50	Big Richard... 14.50

TERMS: ONE-THIRD CERTIFIED DEPOSIT WITH ORDER. Reconditioned Ready For Immediate Delivery.

2544 N. 30th STREET MILWAUKEE, WIS. BADGER NOVELTY COMPANY

COX'S BARGAINS SPECIALS

Multiples... \$27.50	Jumbos... \$17.00	Reosates... \$27.50
Naturals... 27.50	Peacocks... \$7.50	Bally Roll, Stag Ball... 35.00
Daily Races... 23.50	Pamco Palooka Sr... 23.00	Fractious, Stag Ball... 35.00
Turf Champ... 50.00	Pamco Chase... 27.50	Peelers... 25.00

TERMS 1/3 Deposit, Balance C. O. D.
COX VENDING MACHINE CO.
115-117 E. FISHER ST., SALISBURY, N. C.

SPECIAL CLEARANCE SALE ON RECONDITIONED MACHINES

BALLY DERRY... \$27.00	PAMCO PARLAY SR. R. U... \$25.00	SEQUENCE... \$28.00
BALLY BONUS... 20.00	HOLLYWOOD... 18.00	MAD CAT Elec... 27.00
BALLY RAMBLER... 23.00	GALLOPING PLUGS... 22.00	SHORT SOX, Elec... 20.00
COCKTAIL HOUR... 25.00	BALLOTS... 28.00	ROUND 'N' ROUND (Reelster)... 28.00
DAILY RACES (Mist)... 48.00	HIALEAH... 10.00	FLASH, Free, S. U... 19.00
DEEP red (mint)... 48.00	BIG BANK NITE... 10.00	FLASH LITE, F. P. U... 30.00
DAILY RACES (Mist)... 35.00	EXCEL... 25.00	SQUADRON, F. P. U... 14.00
Flicker (late year)... 48.00	WORLD & DRAW... 18.00	HEAD LITE, F. P. U... 14.00

Write For Our List of Clearance Machines, 1/3 Deposit, Balance C. O. D.
Write For Prices on New Games, Trade in Old For New.
ISSETTS COIN MACHINE CO., 6322 Sheridan Road, Kenosha, Wis.

these machines than to try to stick our heads in the sand like an ostrich and contend there aren't any such machines and then go ahead and wink at violations of the law."

Moore said he believed that if a serious and concerted attempt were made to really prohibit and outlaw all such machines, and keep 'em outlawed, it would take nearly an army of enforcement officers. "It seems to me," he said, "it is better to license them and derive some revenue from them than to let 'em run as they are doing now and derive no revenue."

The introduction of this bill was accompanied by a House committee report recommending the passage of another bill which seeks to license and regulate all games of skill. The bill would require an annual license fee of \$150 from operators of all such machines and an annual license of \$5 for each machine. Earlier in this session the House passed a bill by Representative L. C. Bowers (Rep.), Kent, which seeks to outlaw all machines containing any element of chance. The bill was passed by a narrow vote after the House reconsidered a previous vote by which the bill had failed. The Bowers bill is now in the Senate committee, which has not yet reported on it.

"G-MEN" SPECIAL

PACES RACES
20-1 \$225.00
ODDS
30-1 \$250.00
ODDS

RAY'S TRACK \$225.00
FACTORY REBUILT
1/3 Deposit.
GERBER & GLASS
914 Diversy Parkway, Chicago, Ill.

Midwest Most Reliable Distributors

"SHOW ME" SPECIAL

Jumbo... \$18.75	Mad Cat... \$11.00
Pay Day... 10.50	Torpedo... 8.50
Bally Derby... 37.50	Buskey... 8.50
Electric Eye... 29.50	Daryl Races... 8.50
Country Club... 12.00	Real Races... 8.50

We Are in Need of Used Equipment. Send List.

CALL NOVELTY CO.

TOM THUMB JAR GAMES

4 Big Winners in Every Jar—135 Small Ones. So Sale. Price \$16 to \$39. Price, Express and Post, \$3.50. Write for Details 32 Other Games.
TOM THUMB, Dept. 77, N. Ave., Ill.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION
For the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



VIEW IN ELECTROPAK RECTIFIER TREATING PROCESS. This special process is said to assure users of Epco products the best in electrical units.

Profits

YOU NEVER THOUGHT POSSIBLE!

DE LUXE SIZE
24" X 60"

GRAND PRIZE

THE ONLY AUTOMATIC PAYOUT JACKPOT TABLE

One ball... changing odds—and that fresh new idea for pay tables—the AUTOMATIC JACKPOT... watch it work... 10c of every dollar played drops into the JACKPOT, building up... and up until the VISIBLE REGISTER shows \$4.90! Then—as the last 10c drops into the JACKPOT—GRAND PRIZE! \$5.00 automatically paid to the player! A ball in the DAILY DOUBLE pocket before the JACKPOT is completely filled automatically awards the JACKPOT according to the amount registered! These are the features that will fill your cash boxes day after day on every location! Order today! Immediate delivery.

CASH MODEL \$159⁵⁰ TICKET MODEL \$169⁵⁰

Power Pack or Batteries Optional. No Charge for Check Separators.

WESTERN EQUIPMENT & SUPPLY COMPANY
925 W. NORTH AVENUE CHICAGO, ILL.

Thank You for Mentioning The Billboard

THIS GOT ATTENTION
In the Gay Nineties

\$59⁵⁰
 ELECTROPAK
 EQUIPPED



But Now
RICOCHET
 (Pronounced RICK-O-SHAY)
Gains the
PUBLIC EYE
 The Game of the Year



RICOCHET

Mangan Speaker At Legion Meet

CHICAGO, Feb. 27.—James T. Mangan, well known to the coin-machine industry as advertising manager of the Mills Novelty Company, has attained signal recognition in the advertising field outside the industry and is also known as an author of books on advertising and inspirational material.

using Art, the American Institute of Graphic Arts and the Society of Typographic Arts exhibitions." The title of his talk will be *Sell by Giving*.

Novelty Vender In Production

CHICAGO, Feb. 27.—An important announcement came this week from Leo J. Kelly, Exhibit Supply Company sales manager. "The Novelty Candy Vender is now in production," Kelly reports. "They are coming off the line now in their smart new cabinets. Deliveries on the hundreds of standing orders have already begun and samples will soon be seen in the showrooms of all our distributors."

The first Novelty Venders off the line were a signal for real celebrating. The Novelty Vender has had a remarkable reception by the trade. The development of the machine is considered the greatest event in Exhibit's history of building successful merchandising machines.

Asked for a few of the many reasons for the success of the Novelty Vender, Exhibit officials volunteered this information:

"Novelty machines are a distinct and separate branch of the coin machine industry. Our 36 years' experience in the field gives us an advantage. We know the novelty merchandiser business and know how to build what the operator needs."

"Furthermore, the originality of the Novelty Vender is enough to insure its success. It is new and distinctive. It is not a copy, a revamp or a promotion. But an ingenious new creation designed to fill a definite need for novelty merchandise equipment to compete with the rapid advances in other types of machines."

According to Exhibit's ad man, Mgrt Duff, the Novelty Vender is more than a digger, more than a vender and more than a rotating merchandiser. "It is a magnetic new novelty merchandising attraction," he says.



will attend the meeting to do honor to Mangan. Chicago newspapers have given liberal publicity to the announcement of the address. The Chicago Herald and Examiner saying that: "Mangan, a Legionnaire, is advertising manager of the Mills Novelty Company, Chicago, and a director both of the Society of Typographic Arts and of the Advertising Managers' Club of Chicago. His advertising has scored the largest number of mentions in the Annual of Adver-

STONER'S MOST SENSATIONAL HIT!
RICOCHET
 ORDER NOW FOR FUTURE DELIVERY!
D. ROBBINS & COMPANY - 11418 De Kalb Ave., Brooklyn, N.Y.

Superior
 "WORLD'S FASTEST GROWING SALESBOARD FACTORY"

WE SELL TO OPERATORS
 Write for Superior's Scoops, The Operator's Paper.

IT'S TOPS \$50.00 CAPITAL AWARD
 2000 Hole—50 Section—50 Board, Last 5 Holes in Each Section Are Free. Two Jackpots With Plenty of Large Capital Awards. Designed for and Successfully Used by Operators, Large and Small.
 BOARD TAKES IN (1600 Sales @ \$6) \$96.00
 Pays Out (Average) \$1.50
 Profit Average \$48.50
 Thick Board With Castles and Cellular Protector
 Our Jackpot.

SUPERIOR PRODUCTS, Inc. DEPT. D, 14 NORTH PEORIA ST. CHICAGO

GIANT KNIVES

BIG PROFITS-FAST PLAY

6 LARGE ASSORTED FISHING & HUNTING KNIVES
 On 300-Hole 6c Board, Pays Out \$2.10 in Cigarettes (14 Packages). Brings in \$15.00 NET TAKE, \$12.90.
 No. 8115—Sample, \$3.25. 12 Lots, Each \$3.00.
 25% With Order, Balance O. O. D.
OPERATORS! Write Us for Prices on All the Latest Coin- and Counter-Machines Now Ready. Send for a Copy and Save Money.
LEE-MOORE & CO., 180-182 W. Adams St., Chicago, Ill.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.
 Pacific Am. Mfg. A. B. T. Co. Western Equip. Co.
 Grotchen Mfg. Co. Exhibit Supply Co.

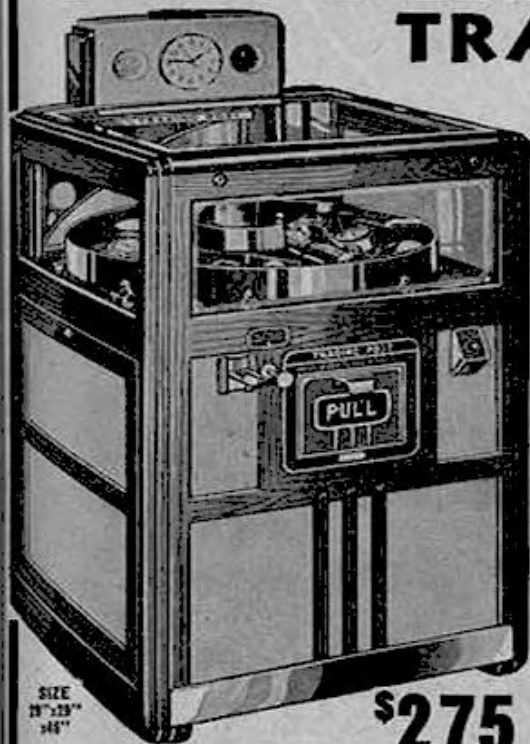
KEYSTONE NOV. & MFG. CO. 20th and Huntingdon Sts. PHILADELPHIA, PA.



ARE YOU BEHIND THE EIGHT BALL? THEN GET THE FACTS ON
THAT TINY IRON MAN, THE Q.T. BELL! AT YOUR JOBBER OR
MILLS NOVELTY COMPANY, 4100 FULLERTON AVENUE, CHICAGO

TOP-PROFIT FAVORITES!

TRADING SPOT-POST LITE



SIZE 19" x 23" x 14"
\$275

With Sensational Play Getting **MYSTERY FREE PLAY** And **HAMMOND ELECTRIC CLOCK**

Here is a masterpiece of design and player appeal: A **TURN TABLE TYPE DICER** with **Mystery Free Play** allowing 1 or 2 free plays. As Free Play comes up a pleasant Cathedral chime is heard. Frequency of Free Play mechanically adjustable. Tilting is foiled by new-type **Anti-Tilt**. Has illuminated escalator and many new features. Quality-made of Bird's-Eye Maple and Walnut Trim.

THESE FAVORITES STILL GOING STRONG!
MISS AMERICA DERBY DAY DOUBLE FEATURE
HIT PARADE HIGH CARD SPEED KING
COLLEGE FOOTBALL, \$149.50 each.
SPORTS PARADE 1937 DAILY RACES, \$125 each.

VARIED CHANCE BUMPER - TYPE PAYOUT

This sensational new Payout is becoming the favorite in locations the country over. Flashy action and varied winning opportunities. Starter-Lite, Key-Lite and Payout Hole must be matched to receive award. Results are flashed in colors on Tally Board. Plenty of winning opportunities to keep players excited.

SUPER FEATURES

Hammond Electric Clock. In-A-Drawer Mechanism. Awards mechanically adjustable. Illuminated Belt-Type Escalator. Motor Driven Payout. Tripper-Type Bumpers.



\$137.50

New A. B. T. No. 400. Elec. Equip. O. C. Adaptor, 50 Extra. Check Separator, no extra charge. Ticket game, \$10 Extra.

Cabinet Size 52"x26".

D. GOTTLIEB & CO.

2736-42 N. Paulina St. CHICAGO, ILL.

IMMEDIATE DELIVERY

COMING!
SENSATIONAL NOVELTY PIN GAME

LADY LUCK

1200 Hole Form 4190

Takes In . . . \$40.00

Pays Out . . . 19.00

Price With Essel . . . 1.22

Plus 10% Federal Tax

Special Boards, Cards and Headings for Easter and Mother's Day

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS

Largest Board & Card House in the World
6320-32 Harvard Ave., Chicago, U. S. A.



TRI-O-PACK

The new 1c Cigarette Play Counter Game. The fastest money-making counter game ever built. Combines the money-making features of Penny Pack—the thrill of Reel "21"—PLUS a new 1st, 2d or 3d odds play.



\$24.75

Order your Sample today. A few days on location will make you order more.

REEL DICE, \$18.75

SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio

ALL TYPES OF MILLS BELLS & VENDERS AT FACTORY PRICES
Write for Complete Catalog



MILLS BLUE FRONT MYSTERY Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Made in 5c, 10c, 25c and 50c Play.

BALL GUM 15c a Box (100 Pieces). Case Lots (100 Boxes), \$12.00. 1/3 Deposit With Order.

BARGAIN SPOT SKY HIGH \$19.50

BARGAINS IN RECONDITIONED MACHINES

PAYOUTS	
Astary Mer-	
chandiser	\$149.00
Derby Day	(with clock), 85.00
Derby Day	without clock 75.00
Turf Champ	59.00
Daily Races	(ticket) . . . 55.00
Flicker . . .	49.50
All Stars (10)	47.50
Billy Derby	(ticket) . . . 42.50
Velvet . . .	42.00
Multiple . . .	35.50
Parco Chase	35.00
Bonus (ticket)	37.50
Challenger . .	37.50
Bearings . . .	55.00
(10 ball)	
Western Races	(multiple) . . 35.00

All Stars	\$91.00
Alamo (ticket)	30.00
Stop and Go	29.00
Bonus . . .	28.00
Round Up . .	27.50
Jumbo . . .	24.50
Sunshine Derby	22.50
Prospector . .	17.50
Golden Harvest	17.00
Big Five \$5 . .	14.00
Big Five \$1 . .	13.00
Battle-Ball . .	14.50
Starboard . . .	12.00
Gold Rush . . .	9.00
Carload	8.00

BRAND NEW CLOSE-OUTS

One Better \$80.50
Queen Mary 55.00
Bank Nite 29.50
Draw Ball 29.50
Monte Carlo 28.50
Hollywood 24.50
Rockaway 24.50
Trap Shot 19.50
Bomber	13.50

COUNTER GAMES
 Daval Races . . . \$9.50
 Reel 21 8.50
 Sportland 8.50
 Western Woods . . 8.00
 Bally Derby . . . 7.00
 Punchette 4.50
 Safest "Em" 4.50

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd., Chicago, Ill.
 First With the Latest New Games—Get Your Name on Our Mailing List.

WURLITZER SKEE BALLS (Perfect Condition) \$99.50 Ea.

BALANCE	\$2.00	SCREAMO	\$2.00	BANK NITE	\$ 9.00
KINGS	3.95	"21"	3.95	SOLO	14.95
WATER DIAL . . .	3.95	TIE SCORE	3.95	DRAW BALL	14.95
BANKER	3.95	BALL FAN	3.95	ROUND 'N ROUND	17.95
OTTO	3.95	RUN AROUND . . .	3.95	SKEEL	17.95
DOUBLE HEADER .	3.95	TOTALITE	7.95	NECK 'N NECK . . .	19.95
LINE-O	3.95	ZENITH	9.95	HOLD 'EM	20.95

FULL CASH WITH ORDER OF \$10—OVER 1/3 DEPOSIT, BALANCE C. O. D.
SUPREME VENDING COMPANY, INC.
 66 Erasmus St., Brooklyn, N. Y. 622 8th Ave., New York City.



GOING BIG!

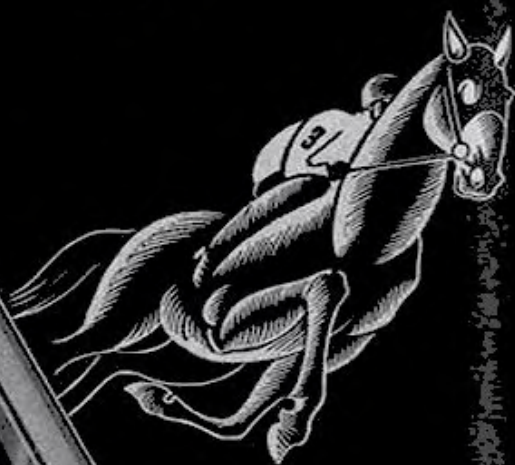
WITH OPERATORS AND PLAYERS
A NEW THICK BOARD

ORDER No. 2160-BPT (Size of Board, 11 1/2 x 16 1/2 In.)
 Takes In, 2160 Holes @ 5c. \$108.00
 Total Payout 61.00
 Profit \$47.00

PRICE \$3.70 PLUS 10% U. S. TAX

SEND FOR BROADSIDES AND COMPLETE PRICE LIST.
GARDNER & CO.
 2309 ARCHER AVE. CHICAGO, ILL.

Pacific's



\$169.⁵⁰
PAYOUT MODEL
TICKET — \$179.⁹⁹
NOVELTY — \$99.⁵⁰
1 to 10 BALLS

ROYAL *Races*



★ ROYAL RACES! The sport of Kings in regal style! Here, by all odds, is the richest, fastest, most exciting, horse race game ever known to the industry. A game that takes its hat off to nobody. A natural in every sense of the word. A winner from start to finish. ● Just see it play. Watch it perform. Get an eyeful of the heavy money ROYAL RACES takes in. It's new—startling—different—hypnotic! Action equal to the permanent appeal of bell-reel machines. Flashing lights whirl round in a riot of color on the biggest lite-up board ever seen . . .

★ ROYAL RACES! Push in the slide and they're off to a flying start. Colors flying. People pushing up to the rail to watch as many as 15 odds (ranging from a dime to a dollar-and-a-half) flash—race—whirl—twinkle—and stop. And, the set-up never changes. It's always perfect. What a come-on! ● And, the new ROYAL RACES playfield! Pacificoil and bumper springs—double-post flags—each one a live contact sensitive to the slightest touch. A payout-layout of pockets, too! Not a dead-spot any place from top to bottom on ROYAL RACES' phenomenal board . . .

★ ROYAL RACES! Imagine! The lite-up scoreboard is *twenty-three inches high*. Think what it means. Clearly visible from every point in any location. And, then add this. Royal Races plays one—two—three—five or ten balls without any change in its playfield action. And, remember, ROYAL RACES' set-up is right. Never changes. Never varies. No matter how many balls are used in its play. Go over these features. Weigh every word. Then insist on seeing and playing ROYAL RACES at your nearest distributor's today. Or else, write, wire or phone your shipping instructions at once. "Long Live ROYAL RACES" is the call of the day. It's here. The King of them all. And yours for long-time earnings. Take it!

PACIFIC

MFG. CORPORATION

4225 LAKE STREET ★ CHICAGO

Los Angeles Office ★ 1520 South Hope Street



PROFIT WITH PACIFIC!

BALLY'S 1937 WINNERS

AMERICA'S MOST COMPLETE LINE OF GAMES

CAROM

"BUMPER" ONE SHOT



Combines 1-Shot Appeal and "Bumper" Spring Action—plus Electric Kicker and CHANGING ODDS! No wonder it's topping all previous profit records!

PAYOUT
\$159.50
TICKET: \$149.50
F. O. B. CHICAGO

54 IN. by 26 IN.

BUMPER

WORLD'S GREATEST Novelty HIT

Thousands on location 60 days or more still earning \$150.00 per week and up! Smart operators demand the one and only Bally BUMPER!



\$64.50
E.O.B. CHICAGO

44 IN. x 20 IN.

SKIPPER

AUTOMATIC FREE GAMES or PAYOUT

New REMOVABLE PAYOUT

Player can play off his Free Games without depositing coins—or press button and get payout. Genuine "Bumper" action insures record-smashing play!



Only
\$109.50
TICKET: \$109.50
AUTOMATIC PAYOUT
ORICE SEPARATE
\$5.00 Extra

44 IN. by 22 IN.

ROVER

New "TWO-WINNERS-GUARANTEED" feature gets biggest play in 1-Shot Odds-Changing class. Pays on 1st, 2nd, 3rd and 4th place. A sure-thing money-maker!



PAYOUT
\$149.50
TICKET: \$139.50
ELECTRO-PAR EQUIPPED
NO OTHER CHARGES FOR
OFFERED EQUIPMENT
F. O. B. Chicago

54 IN. by 26 IN.

FAIRGROUNDS

TAKES IN 4 NICKELS PER GAME

PAYOUT MULTIPLIED by number of coins played. 1 to 7 "selections" for each coin deposited, awards on Win, Place, Show and Fourth Place—28 WINNERS possible, \$8.00 TOP! Machines on location are tripling usual 1-Shot earnings. Get your share!



\$194.50
F. O. B. CHICAGO

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BALLY'S EAGLE EYE

AMERICA'S FAVORITE RAY-RIFLE RANGE

Exclusive "TRIPLE-DUCK" Moving Target fascinates shooters and sharp-shooting steady "try again" repeat play "try again" PHOTO-CELL SINGLE action GUARANTEED trouble-proof and cheat-proof. For your "round" Income Insurance, operate BALLY'S EAGLE EYE.



WRITE FOR PRICES TODAY

RAY'S TRACK

Only race-game with 50-TO-1 DAILY DOUBLE feature! That's why RAY'S TRACKS on location a solid year are still earning up to \$250.00 per week today. Line up a few RAY'S TRACK spots and get in the big money!

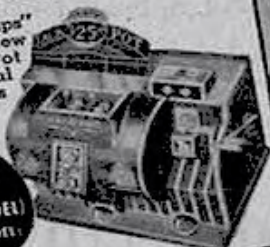


WRITE FOR PRICES TODAY

RELIANCE

PAYOUT DICE GAME

Plays regulation "craps" with REAL DICE! New EXCLUSIVE Jack Pot Front displays actual cash, boosts play as high as \$50.00 daily! Best money-maker in counter class.



\$92.50
(NICKEL MODEL)
QUARTER MODEL: \$95.50

BALLY BABY

Give it only 6 in. by 5 in. counter space and watch it take in the coin! Inter-changeable 3-WAY PLAY insures long life and steady profits!



Only
\$17.50
COMPLETE WITH BELLS FOR 2 DIFFERENT TABLES



BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE CHICAGO, ILLINOIS

John A. Fitzgibbon

Eastern Distributor

455 W. 47th St., New York, N. Y.

Build for PERMANENCY

PERMANENT IN PROFITS—TODAY—TOMORROW
—AND FOR A LONG, LONG TIME TO COME!

★ A new trend in coin machine business has been definitely reached, in the QUALITY equipment now being offered location owners, through operators. This new type of QUALITY equipment actually makes more money for operators, because it enables them to place QUALITY equipment in location owner's establishments at a more desirable commission.

This extra commission for the operator soon goes to make up for the difference in the cost of QUALITY equipment. In the long run, he benefits materially by these new type games because they remain popular for a much longer period.

Location owners also give greater care and thought to QUALITY equipment. As one operator stated: "The storekeepers are now actually my best salesmen. They go out of their way to sell the customers, on playing the QUALITY games, because they are 'sold' on the games themselves."

With QUALITY machines, it is very common for a

storekeeper to move counters and cases, and even sometimes do remodeling, in order to place QUALITY equipment in his establishment—something that has not been done previously.

It proves, conclusively, that the merchant has learned that coin-operated equipment should be made a part of his business, rather than just a side-line proposition. The merchant realizes that QUALITY coin-operated machines are justified in getting as much consideration as his soda fountain, cash register, telephone booth, or other equipment necessary for successful store business.

Wise operators are becoming "QUALITY conscious" and are now buying legal equipment which will make their business of operating a permanent proposition. Rock-Ola is proud to be one of the first to recognize this new trend of the industry, by building machines for PERMANENT PROFITS—to fit the location, instead of trying to make the location fit the machines.

Manufacturers of

**WORLD SERIES ★ TOM MIX RADIO RIFLE ★ SCHOOL DAYS RADIO RIFLE
ROCK-O-BALL JUNIOR ★ ROCK-O-BALL SENIOR ★ MULTI-SELECTOR PHONOGRAPHS
AND MANY OTHER PERMANENT PROFIT-MAKERS FOR OPERATORS**



ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS, U. S. A.

WHICH KIND OF LOCATIONS DO YOU WANT?

Naturally, you want to get and hold the busy, profit-producing locations—the live spots where the big crowds congregate to spend their money. Then follow the example of America's most successful music operators—operate Wurlitzer-Simplex Automatic Phonographs. The colorful eye appeal of these gorgeous instruments makes them the center of attraction wherever installed. The rich beauty of their tone—the life-like realism of their music appeals to everyone. Constant use and continuous profits are assured. Get your share of this money. Find out if there is still room in your territory for a Wurlitzer-Simplex operator. Mail the coupon for the answer. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

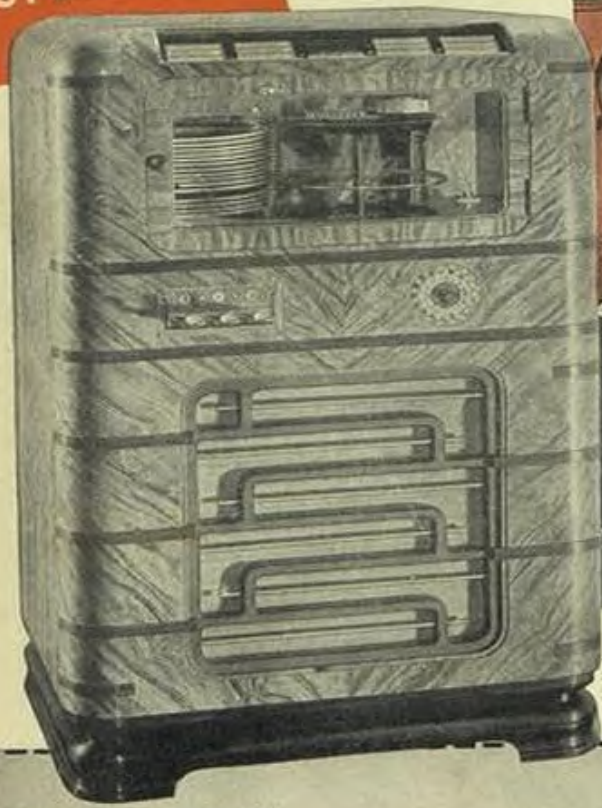


THIS KIND



. . . . OR THIS KIND

SOLD ONLY TO OPERATORS



THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Please let me know if there is room for another Wurlitzer-Simplex Operator in my locality.

NAME

ADDRESS

CITY STATE

PRESENT OCCUPATION

*Get and Hold the Best Locations
with the*
WURLITZER-SIMPLEX
AUTOMATIC PHONOGRAPH