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MARCH 14, 1936

# The Billboard

The World's Foremost Amusement Weekly



AL PEARCE

Of "Al Pearce and His Gang"

Broadcasting NBC Weekly

# IRIS *and* JUNE JAYSNOFF

"Most eloquently fingered of those teams who make two pianos sound as one on Sunday nights is that known as the Jaysnoff Sisters. Eloquent because they skip from Chopin to 'St. Louis Blues' without missing either a note or their rhythmic enthusiasm. It's quite an accomplishment."

THE NEW YORK AMERICAN

"Yesterday I heard a piano duo of excellent quality. They are known as the Jaysnoff Sisters and they arrange their programs to please the majority of the listeners. Theirs is a program varied by the introduction of classical, semi-classical and popular music enhanced by an inimitable and distinctive style that lifts them far above the other piano twosomes."

BROOKLYN TIMES-UNION

"Sparkling two-piano team extraordinary . . . Rare talent . . ."

BOSTON AMERICAN



## EXCERPTS FROM PERSONAL LETTERS:

" . . . creative, pianistic genius . . ."

OTTO KAHN

" . . . you have a remarkable gift, you two sisters . . ."

PHILLIP HALE, Critic

" . . . congratulations on your incomparable work . . . in my opinion the finest two-piano performance on the air . . ."

PROGRAM MANAGER,  
WBZ, WBZA,  
National Broadcasting Co.

## The Leading International Duo Pianists

NOW IN NEW YORK

**INIMITABLE STYLE  
UNSURPASSED ARRANGEMENTS  
FLUENT TECHNICAL SKILL**

**RADIO ★ CONCERT ★ STAGE**

Personal Manager, GEO. W. MOHOLLAND  
Care The Billboard, New York

JAYSNOFF SISTERS  
623 West End Ave., New York

# The Billboard

Vol. XLVIII  
No. 11

The World's Foremost Amusement Weekly

March 14,  
1936

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## MORE GRIEF FOR BROADWAY

### Brownell Introduces Theater Bar Measure; Hearing Is Set

ALBANY, March 7.—The anticipated measure permitting the installation of bars in theaters, introduced in the State Legislature Thursday by Republican Assemblyman Herbert Brownell Jr. of New York City, will be given a public hearing Wednesday, March 11, at 2 p.m. Providing for the sale of liquors in theaters under an annual license fee of \$1,000, this bill, if passed, is likely to prove a boon to both audiences and legitimate theater managements, the latter particularly, in that it will furnish a much-needed source of additional revenue.

Assemblyman Brownell explained that Continental theater experience provided abundant evidence of the logic of introducing the brass rail into the haunts of drama, opera, etc., even going so far as to mention the possible softening effect on some of the more adamant critics. Theater managements finding the going difficult at present may conceivably get out of the red with the added revenue almost certain to be derived.

It is expected that many prominent members of the committee supporting the measure, names of significance both socially and theatrically, will attend the hearing and lend vocal aid. These include *Theater Arts Monthly*, Dr. Henry Moskowitz, executive secretary of the League of New York Theaters; Lee Shubert, William A. Brady, Brock Pemberton, Sidney Howard, Norman Bel Geddes, A. Conger Goodyear, George Gordon Battle, Conde Nast, Herbert Bayard Swope, Arthur Loomis Harmon, Mr. and Mrs. Kenneth Simpson, Lee Simonson, Kelcey Allen, Richard Lockridge, Arthur Pollock,

John Anderson, Gilbert Gabriel, Theresa Helburn, Wilella Waldorf, Julius Cohen, Cheryl Crawford, Kenneth McKenna, Alfred de Liagre Jr., Mr. and Mrs. Kenneth Simpson, Frank Gillmore, president of Actors' Equity Association, and *The Billboard*.

### Dodsons Buy R-C Property

Purchase includes 12 cars,  
7 wagons, 2 riding devices  
of Model Shows of America

NORFOLK, Va., March 9.—C. G. Dodson and M. G. Dodson, owners of Dodson's World's Fair Shows, have purchased from Rubin Gruberg, president of the Rubin & Cherry amusement interests, considerable equipment to be placed with their organization this season, they announced Saturday.

The list of purchases includes 12 72-foot steel flat cars, 7 wagons and 2 riding devices, Ridee-O and Scooter, all of which are being shipped from Atlanta, Ga., to their winter quarters here. The sale is said to be in accordance (See DODSONS BUY on page 78)

### Announced Weeding Among WPA Workers Raises Fears

Inefficient will go first, however, says Washington announcement—Albany project off—Detroit plans under way—Los Angeles gets going—Iowa appointment

NEW YORK, March 7.—Announcement by the local Works Progress Administration Thursday that it would weed out 42,000 WPA workers before June 1 gave the local Federal Theater Project the jitters. Just how the theater units will be affected nobody knows. Shirkers, loafers and inefficient and careless workers will get the gate first, the official statement says. "Wherever possible, the decrease shall be directed to those persons who have no relief status. This does not mean that key persons and skilled laborers who are essentially needed to assure competent operation of the project come within this classification, but it does mean that wherever there is a question involving a relief worker and non-relief worker's in any comparable status, the preference shall always be given to the relief worker as far as retention on the pay roll is concerned." This statement originated in Washington, D. C., and it is possible that the rules laid down will also govern trimming of budgets in other centers of WPA theatrical activity.

Phillip W. Barber, local theater project chief, notified all his workers this week that the present appropriation will be exhausted by May 15, but that "it is expected that during the next two months an additional appropriation will be voted to carry the project thru to June 30, before which time a second appropriation must be voted if the project is to continue beyond that date." He urged all workers not "to play to (See ANNOUNCED WEEDING page 10)

### Elevator Strike Socks Heavily Into Biz on Top of Lent Slump

Managers deny rumors of closings, but business is affected—customers afraid of Alpine climbs back to picketed apartments—plenty pix holdovers on Broadway

NEW YORK, March 7.—Added grief for Broadway this week, with the elevator service strike, coming right on top of the annual Lent slump, threatening to knock legit and hotel dining-room trade for a terrific loss. Hasty and ill-advised announcements in some of the dailies predicting shutting of theaters suffering heavily curtailed grosses, tho vigorously denied by Dr. Henry Moskowitz, of the League of New York Theaters, and various press representatives of current shows, nevertheless indicate by their mere currency that the b. o. is being thrown for a more than appreciable loss. Theaters, night clubs, and hotel reservations galore have been canceled by patrons fearing the return ascent to high-perched domiciles.

As a consequence of the strike spreading to hotels yesterday, it was rumored that some of the dining room floor shows might be suspended thru inability of the patrons to face the prospect of playing leaping chamois. Hotel managements were reticent as to how badly affected they were. Among those definitely experiencing difficulty are the McAlpin, Wyndham, Weylin, 10 Park Avenue, Barbizon-Plaza, Murray, Alden, Wentworth, Cardinal and several others. Service staffs of the Park Central, the Astor, the Waldorf-Astoria, Pierre, St. Moritz, Taft, Lexington and the Pennsylvania are slated to walk out, according to Chris (See MORE GRIEF on page 10)

### Whitehead Has Ticket Sale At Dallas, Cleveland Expos.

CINCINNATI, March 9. — With the opening of the second California Pacific International Exposition in San Diego, George G. Whitehead, associate director of admissions, left for Dallas, preparatory to the Texas Centennial. Late in March he will go to Cleveland, where he will be associated with Harry P. Harrison (See WHITEHEAD HAS on page 78)

### Jobless Insurance Worries Band Men; Law Is Not Clear

NEW YORK, March 7.—Whether band leaders are responsible for their men under the new social security laws is something that's worrying musicians. Local 802 of the musicians' union has appointed a committee to look into the

### AFM Invites License Test

Willing to fight out license  
revocation right in court  
—Wilton reinstated

NEW YORK, March 7.—The American Federation of Musicians hit back at threats of retaliation by agents whose licenses it revoked by inviting them to bring the issue to court. A secret meeting of band agencies was held last week and an effort made to raise dough to finance a test case challenging the AFM's right to revoke a license without a hearing.

The AFM points to the clause which enables it to revoke a license without explanation. It points out this clause is accepted by those who apply for a license, and that they should not complain when the provision is carried out.

(See AFM INVITES on page 10)

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situation and expects to make a comprehensive report to its members soon.

Employers of this State who employ four or more persons for 13 or more weeks in any year must make unemployment insurance payments amounting to 3 per cent of their pay roll into a State pooled fund beginning March 1, 1936. Unemployment benefits, however, won't begin until January 1, 1938.

When *The Billboard* made an investigation of the status of traveling actors and musicians under the New York State unemployment insurance law recently, Industrial Commissioner Elmer Andrews said he felt the law covered "actors who are put under contract in New York and other States for a New York employer." However, there seemed to be some doubt, and he added he believed "some sort of federal arrangement to take care of what may be termed interstate workers is contemplated. This would supplement the provisions of the New York act."

First payments to the New York State unemployment compensation fund are due March 1, 1937. Possibly that by that time the laws, in particular reference to traveling workers, will have been clarified.

# Warner Suits Start Against N. Y. Hotels and Night Spots

**Big night clubs and hotels named in 10 actions for copyright infringement filed in U. S. District Court—new radio station actions bring total to 76**

NEW YORK, March 7.—Having filed a grand total to date of 76 infringement suits against networks and individual stations, the Warner Brothers music publishing firms made their first onslaught to cover the night club and hotel field, with the result that alleged infringement of copyright suits have been filed against 10 such spots thru attorneys Wattenberg & Wattenberg. Damages range from the minimum of \$250 to the maximum of \$5,000. Night clubs and hotels involved are: Harms, Inc., vs. 1 Fifth Avenue, for \$1,000 on three songs, *Dancing in the Dark*, *As Time Goes By* and *April in Paris*. Witmarks vs. A. & U. Restaurants, Inc., operators of Hollywood Restaurant, \$500 damages, on *Lullaby of Broadway* and *42d Street*. Harms, Inc., vs. Plaza Operating Company, operators of Hotel Plaza, \$250 for playing *Dancing in the Dark*. Harms vs. Hotel Weylin, (See WARNER SUITS on page 9)

**DONALD BAIN**  
(IMITATOR-COMEDIAN)  
WANTS a young, experienced Comedienne to join his act. Must be able to sing and dance. Send details, photograph, age, etc., care BOX 684, Billboard, 1564 Broadway, New York.

**Mouth Clear**  
**3 POINT SUCTION ROOFLESS**  
*Roof Clear—100% Lighter*  
Especially for Public Speakers, Singers, No gagging. Restores natural voice and facial expression. All kinds and Prices of Teeth Cheaper and Better by Mail. All teeth sold with a  
**60 DAY GUARANTEE**  
Don't delay, write today for "Why By Mail."  
**HOD LABORATORIES**  
1502 Krause Bldg., Tampa, Fla.  
"Also Specializing in Prop Teeth."

**NEW PLAYS** CIRCLES AND TENTS  
A Life at Stake, 5-3; Lend Me Your Baby (fast farce), 5-3 or 4; Life Is Like That, 5-3; Jekyll and Hyde (new version), 4 or 5-3; Mother Love 5-4; Don't Count Your Chickens, 4-3—All one set. Falling in Love, 5-4-2; Cost of Love, 4-3-2. All positively new; 30 others. Send for complete list. Lowest royalties.  
**UNITY PLAY COMPANY**, Little Neck, N. Y.

**SHOW PEOPLE!**  
**ENJOY GOOD EATING**  
We serve the best at prices you like in our most Sanitary Restaurant.  
**THE SWEET CLOVER**  
627 Main St., near Post Office Bldg., CINCINNATI

**AGENT WITH CAR**  
Old-Timer. Circus, Rep. or One-Nighter. Salary your limit. **FRANK J. (DOC) POWERS**, 711 North Dearborn Street, Chicago, Ill.

**MAKE YOUR INQUIRY** **WE GET THE ORDERS**  
**3** **TICKETS** **PRICE, QUALITY and WORKMANSHIP.**  
THINGS TO CONSIDER IN ORDERING We have them all.  
Write or Wire and Let Us Quote You—Promptness Unexcelled  
**THE TOLEDO TICKET CO.,** **TOLEDO, OHIO**

**Telephone Your Telegrams to**  
**Postal Telegraph**  
Charges will appear on your regular telephone bill

**TICKETS** **ROLL OR MACHINE FOLDED**  
**100,000-\$17.00**  
RESERVED SEAT TICKETS PAD STRIP TICKETS COUPON BOOKS-RESTAURANT CHECKS  
**SPECIAL PRINTED-CASH WITH ORDER**  
**ELLIOTT TICKET CO.** { 409 LAFAYETTE ST., N. Y. C. 127 N. DEARBORN, Chicago 615 CHESTNUT ST., Phila.

**SEND IN ROUTES**  
The Route Department (appearing in this issue on Pages 30 and 31) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved.  
How about helping your friends in their efforts to locate you? This can be done only by keeping THE BILLBOARD Route Department informed of your whereabouts, and sufficiently in advance to insure publication.  
**ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.**

## Injunction In Film Suit?

NEW YORK, March 7.—With the Federal government's conspiracy suit against Warner Bros., RKO and Paramount slated for spring on the court calendar, it is expected that an injunction will be applied for very soon in order to compel the three defendant companies to sell (See INJUNCTION on page 10)

**Drama School Prepares**  
NEW YORK, March 7.—Harrison Lewis' Essex Players are already making plans for enlarging the stage of their summer playhouse in Essex, N. Y.

## Griffith's "Intolerance" Astonishes in Revival

NEW YORK, March 7.—The Modern Museum of Art Film Library on March 3 and 4 presented D. W. Griffith's *Intolerance* as its third program of early motion pictures depicting the history of the American cinema. The screenings, held at the Dalton School auditorium, (See GRIFFITH'S on page 75)

## "Fet Wans and Eskeeney Wans" Disinherited by Confused WPA

NEW YORK, March 7.—The huge Federal Theater Project has become the inspiration for a growing number of little theater groups. One of them, the Mid-Town Manhattan Players, burst forth recently, claiming sponsorship of both the WPA and the NVA Post of the American Legion. Its circular states: "This co-operative group of theatrically minded, serious and ambitious young people play in the (See FET WANS on page 9)

## Two More Federal Theaters Make Their New York Debuts

**Important projects start—Managers' Tryout opens with "Woman of Destiny," considered a dud—Experimental Theater scores with production of "Chalk Dust"**

NEW YORK, March 7.—Two important units of the Federal Theater Project offered their initial productions this week. The Managers' Try-Out Theater presented the Shuberts' *Woman of Destiny*, by Sam Warshawsky, at the Willis Theater, Bronx, while the Experimental Theater offered *Chalk Dust*, by Harold Clarke and Maxwell Nurnberg, at the former Daly's Theater. Both plays marked important advances in the development of the WPA drama section. In a program note, Virgil Geddes, playwright and director of the Experimental unit, says, "There is no reason why the term 'experimental' need carry merely an arty connotation, as it often did a decade or so ago. In a society, that is still in a (See TWO MORE on page 75)

## Bank Nite Ins. Is Ruled Out

**2 States take action upon 'guarantee' plan—new multiple prize plan introduced**

DENVER, March 7.—Bank or cash night insurance was knocked out, at least temporarily, by a ruling by J. Glenn Donaldson, assistant attorney-general of Colorado. He made the ruling following a conference to decide if the procedure was legal. The ruling declared it was not insurance, and quoted from Joyce on Insurance (See BANK NITE on page 75)

## New Film Workers' Guild

HOLLYWOOD, March 7.—Another guild was added here this week to the increasing roster of film employees' organizations with the formation and incorporation of Cinema Arts Guild. Directors are William H. Goit, Larry McIntosh, Charles G. Brooks, George Alexander and John J. Brooks.

Guild is for the purpose of banding painters, decorators, paper hangers, sign painters, grainers, marblers, finishers, agers, sprayers, scenic artists, designers, draftsmen, art directors and artists. Included in the group are all helpers, assistants and apprentices of the various chairman of the entertainment com-artists. Group takes in all scenic and art crafts of studios not associated with present unions.

## Square Club Benefit

NEW YORK, March 7.—Theatrical Square Club is holding its fifth annual benefit show and dance at the Level Club here Sunday evening, April 19. Sam Grotsky, of the Regent Theater, is mittee. Benefit okehed by Theater Authority.

**AL PEARCE**  
(This Week's Cover Subject)

THE power of radio broadcasting is well shown in Al Pearce, who, within a comparatively few years, has reached stardom by way of this medium. Pearce has been in the profession eight years. Prior to radio, it took considerably longer than that time to reach the heights.

Pearce has been broadcasting since 1928. He appeared in about 400 transcriptions as Eb in the "Eb and Zeb" series. At the same time he started out as an m. c. in theaters. Then he produced the "Happy Go Lucky Hour" and started theater dates in earnest. He played in over 60 houses to big grosses. His program with the "Gang" is one of the privileged few in that he is given full sway as to ad libbing and is not forced to adhere to a script.

In May, 1935, NBC brought Pearce and his troupe East to start a new sustaining series. In October, the Pepsodent Company, sponsors of Amos 'n' Andy, also took over the Pearce show, the relationship still continues. Now broadcasting from Chicago, Pearce plans to start a theater tour in the East around April 15.

**SPRING SPECIALS**  
Mohair Wigs, all styles and colors... \$0.95  
Negro Wigs, unlined (Reg. 35c)... .25  
Special Wild Men Wigs, red or black... .75  
Black Patent Leather, tie effect Tap Shoes 1.50  
White Satin Tap Shoes, Cuban heel... 2.75  
Velveteen, fine grade, all colors, 36-inch width, yard... .55  
Black Silk Georgette, 36-inch width, yard... .35  
Satin High Hats for dancers, all colors 2.50  
**STEEL KIT and complete line of make-up \$4.95**  
SEND POSTAGE—15c for 1 Article, 5c Each Additional Article.  
**WAAS & SON CO.**  
123 S. 11th Street, Philadelphia, Pa.  
Costumes to Hire — Get Our Prices

## New Film Daily Year Book Out

NEW YORK, March 7.—New 1936 edition of the *Film Daily Year Book* came off the press this week, the 18th annual edition of the well-known annual of the motion picture field. It is larger, more complete and even better looking than its predecessors. Jack Allicoate is editor. New edition has 1,216 pages and is bound in brown embossed leather with gold ornaments. It is a complete reference work of the film industry.

## Junior Guild Elections

LOS ANGELES, March 7.—Preparing for the annual election of officers and directors of the Junior Screen Actors' Guild, the board approved the following rules: Any paid-up member may be nominated for office by 25 members in good standing by filing the nomination before March 31. Complete tickets may be nominated in the same manner. No nominations will be permitted from the floor. The following officers will be elected: President, first vice-president, second vice-president, third vice-president, secretary-treasurer and 11 members for the board of directors.

## Brunk's Comedians

WANT Boss Canvasman, Alto Sax doubling Clarinet. Others write. Wilcox, Ariz., this week; Bisbee, next.

**MAKE-UP** MEHRON'S Famous Preparations sent anywhere, postage prepaid. Price List and Order Form on request. Address MEHRON, 256 West 55th Street, New York.

## THE CITY OF FORT WORTH

Announces that it has engaged **BILLY ROSE** as Managing Director of its **FRONTIER CENTENNIAL**, to open July 1st, 1936.

Under Mr. Rose's direction a Frontier City of "The Days of '49" will be recreated at a budgeted cost of Five Million Dollars.

In the words of John Mason Brown of The New York Post, "Billy Rose has wrapped the voluminous cloak of P. T. Barnum around his shoulders," and with his co-operation Fort Worth will offer to America not a pale, carbon copy of the Chicago World's Fair but a living, breathing, highly exciting version of the **LAST FRONTIER**.

Big business interested in selling its message to the Southwest and Concessionaires who operate on a legitimate basis are invited to contact **MR. ROSE** at the Sinclair Bldg., Fort Worth, Texas.

**MAYOR VAN ZANDT JARVIS**

**WILLIAM MONNIG**, President Frontier Centennial

**JOHN B. DAVIS**, Secretary and General Manager

**J. M. NORTH, Jr.**, Editor Fort Worth Star-Telegram

**SEWARD SHELDON**, Editor Fort Worth Press

Conducted by M. H. SHAPIRO—Address Radio, Music and Orchestra Communications to 1564 Broadway, New York City.

# WARNER - HEARST CHAINS

## Each Seeking To Start Network; Warners Make Definite Gesture

*Harry Warner makes statement confirming one report while Hearst continues to angle for outlets—Philly station may go to publisher, also one in Capital*

NEW YORK, March 7.—Persistent rumors of more networks in the offing gained official credence yesterday when Harry Warner gave out a statement in Kansas City to the effect that Warner Brothers Pictures, Inc., would establish the so-called third Coast-to-Coast chain. Mr. Warner is on his way east and is reported to have mentioned that the decision to form the network came about directly as a result of the recent break with the American Society of Composers, Authors and Publishers. Altho Harry Warner stated that the intention was to create an outlet for Warner talent, it is understood that additional outlet for popularization of its songs is sought as well as the free equivalent spot announcements for the musical films that go with the rendition of production tunes. He also said that it would be some time before definite announcement of the chain would be forthcoming. However, the statement from Warners is regarded as definitely placing the concern in the radio running or at least seeking to intimidate the major webs into believing that they stand to eventually lose some national accounts.

LOS ANGELES, March 7.—The rumors of a planned third chain backed by Warner Brothers money, has been in circulation for many weeks; in fact, ever since the break with ASCAP. Rumor has been gaining impetus on the Coast with the presumption that Warners seek greater outlet for their music from films and product from several publishing subsidiaries.

It appears that the deals now on tap will be consummated within several months, in time for agencies and sponsor to buy time for the fall. Inside tips are linking WOR, Newark 50,000-watter, as a possibility for the Eastern big station which will stretch a web to KPWB here, which is owned by Warners.

### Hearst Situation

PHILADELPHIA, March 7.—With a purge of personnel at WFIL and the rampant innuendoes that the Hearst interests are shopping about for a Philadelphia newspaper and radio station, local radio situation is due to bust open again on a high, wide and handsome scale. Hearst Radio, a subsid of the William Randolph Hearst newspapers, is now angling for WMAL, the NBC outlet in Washington, and it's an open secret in local radio circles that WFIL, local blue outlet which is operating deep in the red, will be a cinch for Hearst.

Incredible as the report may appear on the surface, stranger things have happened in the local radio field. Current rumors, which started the rounds three months back and is gaining credence as the weeks roll by, has Hearst buying *The Inquirer* (morning) or *The Evening Ledger* and the WFIL station. When *The Inquirer* bought out *The Public Ledger*, it was reported that they also bought in at *The Evening Ledger*. In buying the evening paper, Hearst would also get WHAT, part-time one-lunger owned by *The Evening Ledger*. However, it is believed that since Strawberry & Clothier and the Lit Brothers' department stores, who jointly own WFIL, are raising the roof over the red splashes in the station's ledger, WFIL will be the logical buy for Hearst.

In addition to the possible WMAL buy, Hearst Radio has recently acquired KTSA and KNOW in Texas, and also owns WCAE, Pittsburgh; WBAL, Baltimore; WINS, New York; WISN, Milwaukee, and KEHE, Los Angeles. If and when Hearst takes WFIL, deal will include some arrangement whereby the stores will be able to continue their air advertising.

WFIL board of directors, unable to appreciate the operating of a station at a loss, their reverberations resulted in a general shakeup last month with the

(See WARNER-HEARST on page 9)

## Katz Agency Reps WHN in 7 Cities

NEW YORK, March 7.—Louis K. Sidney, managing director of WHN, has arranged with the E. Katz Special Advertising Agency, whereby the latter will represent the outlet in Chicago, Detroit, Philadelphia, Atlanta, Kansas City, Dallas and San Francisco.

Contract covers the cities in which the Katz organization has offices. Katz is primarily a newspaper representative outfit, but for the past four years has included station representation in its routine. Agreement indicates a new drive by WHN for national advertisers and is co-incidental with the station going to 5,000 watts.

Gracie Allen and George Burns will do their CBS broadcasts for Campbell Soup Company from the RKO-Golden Gate Theater stage on March 18 and 25 during their personal-appearance tour.

## Hist, Communist on CBS Chain; Web Is Still Measuring Space

NEW YORK, March 7.—Whether Columbia Broadcasting System just knows what it takes to net itself a load of publicity in the daily papers or its president, Bill Paley, has gone overboard on liberalism and free speech, fact remains a real live Communist was heard on its network Thursday night much to the horror of various factions. It is possible that the furor was created because the Communist was really announced as such, and did not parade as something else. Chief objector appears to have been William Randolph Hearst and his papers. Speaker was Earl Browder, executive secretary of the Communist Party of America.

Locally, *The New York American*, morning sheet, included a lengthy one-column story on Hearst sending "praise to the foes of the red speaker," namely, the National Americanization League of Brooklyn. This organization sent a formal protest to President William S. Paley of CBS and followed it up with pickets who marched before the Madison avenue office and studio entrance from 8 to 11 p.m. in protest of the Communist Earl Browder taking to the mike. Browder spoke from the CBS auxiliary studios on West 57th street, several blocks away. Next to the one-column story, *The American* had a two-column editorial disguised as a new story. Republican *Herald-Tribune*, conservative morning paper, started the story on page one and used in all the equivalent of more than a column about the "small, sandy, thin-faced son of a Kansas school teacher" who was given 15 minutes by CBS. *The Herald-Tribune* agreed that the speech was gentle in its spanking of both Democrats and Republicans, but that a severe flurry had preceded the etherized version. Nearly two hundred telegrams and other communications arrived right after the speech and according to CBS all but a few were favorable toward Browder.

## 5,000,000 Copies of Ford Sunday Talks Requested

NEW YORK, March 9.—According to Columbia Broadcasting System, a total of 5,130,000 copies of W. J. Cameron's informal talks on the Ford Sunday Evening Hour have been printed to meet the demand since the inception of the series. First talk in the 1934-'35 series resulted in 56,000 copies being requested. Opening talk of the 1935-'36 programs necessitated 75,000 copies being sent out.

Recent weeks saw a demand of over 100,000 copies by the Sunday night listeners.

## Arthur Kass Starts New Consultant Firm

NEW YORK, March 7.—Arthur Kass, formerly in charge of sales for Peter Dixon & Associates, has opened offices on West 57th street, where he will serve as broadcast advertising consultant. He has for his associates Sue Tohrner, talent agent, and Estelle Wolff, who is connected with the New York University School of Advertising.

The new firm will occupy itself with both foreign and domestic transcriptions in addition to live-talent shows.

## New WSAI Transmitter on Air

CINCINNATI, March 7.—Following a 60-second pause Wednesday night at 8, the Crosley Station WSAI, here, switched from its old transmitter at Mason, O., to the new location on a hilltop overlooking downtown Cincinnati.

Switch was followed by a three-hour dedicatory program, prominent on which were Powel Crosley Jr., owner of WLW and WSAI; Lowell Thomas, Lum and Abner and old and new stars of the Crosley broadcasting organization.

The new location is figured to blanket the city with a much stronger signal.

## Jan. Biz Declined In Seasonal Move

WASHINGTON, March 7.—Gross time sales in radio declined 7.5 per cent in January as compared to December, 1935. Customary seasonal contraction was expected in the networks' decrease of 4.1 per cent, regional networks' drop of 4.7 per cent and local broadcasting's slump of 21.3 per cent. In spite of the decline over the previous month, further comparisons show that January's record represents an increase of 8.7 per cent in volume over the same month last year.

Advertising volume also showed general comparative losses, except in the local station field, which, despite seasonal differences, boasted a slight January gain over the preceding month and a 39.1 per cent heavier volume over the corresponding month in 1935. Non-network advertising, however, declined 11.4 per cent in January as against the previous month, but showed an increase of 22.2 per cent over the same period last year. Geographic comparatives indicate the most noticeable declines for the month in the Mountain and Pacific Coast areas.

Finally it was shown that the live-talent slump for the month was accompanied by a rise in transcription volume and that sponsor trends indicated declines in clothing and gains in national automobile advertising.

## KFOR and KFAB Talent In New Theater Tieup

LINCOLN, Neb., March 9.—Beth Langford, the Miss Hollie Wood of KFOR and KFAB here, goes on at the Orpheum here every Monday night for eight weeks starting today with an amateur half hour. Program is a tieup between the stations and the theater and will be broadcast from the stage. Since the Orpheum is the vaudeville house and has been suffering after terrific Sunday play on the following Mondays this was thought a good way to ease off. Prizes of \$5 will be handed the weekly winners and then there'll be a sweepstakes prize of \$25 for the final contest between all the winners.

Stunt, previously done during the summer at the Lincoln Theater, worked out pretty well for both house and radio station.

## Tell Sisters Guests On Woodbury Program

PHILADELPHIA, March 7.—Tell Sisters, currently doing the Dr. Algase show on WFIL, have been chosen the audition winners to guestar the Paul Whiteman-Woodbury show on March 15. New production plan for the Sunday night show calls for Whiteman going to the hinterlands to uncover new talent. Whiteman came to Philadelphia on February 25, taking back with him recordings of the best acts heard, consulting Deems Taylor and George Gershwin on the final selection.

Tell Sisters, vocal harmony trio, are only 16, 17 and 18 years of age, respectively, having left the local kiddie shows just two years back.

## Midwest Stations Increase Power

CHICAGO, March 7.—Two radio stations in this territory were granted increases in daytime power by the Federal communications commission last week. Station WHBU, at Anderson, Ind., has permission to increase its power from 100 to 250 watts, and WFBM, Indianapolis, will be boosted from 1,000 watts to 5,000 watts.

The Hammond-Calumet Broadcasting Corporation, operators of WWAE, which has been frequently mentioned as the proposed Chicago outlet for the new Insull Affiliated Broadcasting Corporation net, was denied permission to construct a new station at Hammond.

# MORE DUFFY BILL CHATTER

## Canada Threatens Curb on Its CPRS

TORONTO, March 7.—Judge Parker's report on the operation of the Canadian Performing Rights' Society will bring effective legislation from the present session of Parliament in Ottawa, the Honorable Fernand Rinfret, Secretary of State, told the House of Commons. The new legislation will provide a tribunal to review the fees charged by the society for the use of performing its copyright works.

W. K. Esling (Conservative of Kootney West), who introduced a bill before the house to curb the activities of the society, agreed with Hon. C. H. Cahan, former Secretary of State, to allow his bill to stand until the government bill is introduced.

Esling described the society as a "racket" and the Hon. Cahan said its operations had given rise to allegations of "fraud and extortion" and that the operations of the said society were accompanied by certain abuses which should be corrected. Esling enlarging on his opinions of the society said that the society had arbitrarily raised its rates to small theaters to an excessive level.

In the report of Judge Parker, appointed Royal Commissions by the former Canadian Government, showed in his report on the investigation of the Canadian Performing Rights' Society that there was nothing in the minutes of the Berne Convention to prevent Canada dealing with the actions and fees charged by the society against radio stations thruout the Dominion.

The only opposition to the proposed change in copyright law came from E. R. E. Chevrier (Liberal Ottawa East), who said Canada was bound by the Berne convention to protect the rights of foreign composers, altho free to do as it pleased with Canadian composers. One of these rights was freedom to charge whatever fee a composer or his assignee might wish for performance of a composition.

## New Biz, Renewals

NEW YORK, March 7.—One new account for the National Broadcasting Company. It is:

WISCONSIN ALUMNI RESEARCH FOUNDATION, thru Geyer, Cornell & Newell, started March 7, Friday and Monday, 4:15-4:30 p.m., on WEAJ and four stations. Phillips Lord.

### Chicago

Station WLS reports the following business:

O'CEDAR MOP & POLISH CO., thru John H. Dunham Co., 78 two-minute morning announcements during Old Kitchen program.

CAMPBELL CEREAL CO., thru Mitchell-Faust, continuation order for 78 15-minute daytime programs.

AMER. WASHING MACHINE MFG. ASSN., thru Meldrum & Fewsmith, Inc., 26 five-minute morning talks.

THE JELSERT CO., thru Rogers & Smith, 49 quarter-hour morning programs.

WALKER REMEDY CO., thru Weston-Barnett, 26 one-minute early-morning announcements.

LITTLE CROW MILLING CO., thru Rogers & Smith, continuation order for 156 15-minute morning programs.

UNION PACIFIC RAILROAD, thru Ernest Bader & Co., 10 60-word daytime announcements.

MILES LABORATORIES, thru Wade Adv. Ag., continuation order for 15 quarter-hour morning programs.

EARL FERRIS NURSERIES, thru Lesing Adv. Ag., additional schedule of 11 15-minute National Barn Dance programs.

McKESSON & ROBBINS, Inc., thru H. W. Kastor & Sons Adv. Co., 52 one-minute daytime announcements.

EVANS FUR CO., thru Auspitz & Lee, four 15-minute programs.

TONY WONS, direct, thrice-weekly 15-minute early-morning programs.

ACME MFG. CO., thru K. E. Shepard Adv. Co., 49 two-minute early-morning announcements.

DAIRY ASSN., Inc., thru Hays Adv.

## No Philly Takers For "Cross Roads"

PHILADELPHIA, March 7.—Local stations are usually in the habit of falling all over themselves when there's political coin about. But last week found the politicians begging with no takers in sight. American Liberty League is peddling the Liberty at the Cross-Roads transcription to the studios, but after one listen, it's no go all around. Nor did the fact that WGN aired them in Chicago phase the studio execs any.

## AFM and Phila Men Get Real Friendly

PHILADELPHIA, March 7.—For the first time local radio stations and the musicians' union are reaching a settlement without threats or epithets being hurled by either camp. Anthony A. Tomel, prexy of Local 77, met with Joseph N. Weber, president of the American Federation of Musicians, on February 29, bringing the local situation to a head. As a result difficulties with WCAU and KYW are being ironed out to the satisfaction of both Tomel and Dr. Leon Levy, station head, concluded by Levy signifying his intention of signing a trade agreement with the union for the first time.

Since it was proved that Romeo Cella, former union head, granted permission for spots to be put on sustaining programs and not classifying the periods as commercial, this setup will remain until August 31, 1936, when the present agreement terminates. Only other feature remaining to be settled is in the use of studio time for rehearsals on commercial shows after the "stretch" period. No serious difficulties are expected along those lines, expectations being that it will be cleared up entirely early this week.

In placing WFIL in the B Class according to the union price listings, station is now in the position to add a studio band for the first time. Agreement calls for eight men at \$47 per week, with \$7.50 extra for the leader, plus the services of a union librarian. Station will use the band for two hours daily between an 8 a.m.-5 p.m. stretch.

## MBS's Co-Op Department Store Series Set With Ten Sponsors

NEW YORK, March 7.—Co-operative radio deal among 10 department stores jointly sponsoring a show on an extended Mutual Broadcasting System lineup starts March 19. Show has been pending some time, with the 10 advertisers now starting due to be augmented by an additional number of stores, some of which may possibly join before the program takes to the air. It's the first time such a deal has been worked out in radio and also represents another first—that of a widespread use of radio by department stores.

Among the stores are R. H. Macy & Company, New York (WOR); Carson, Pirie, Scott, Chicago (WGN); Ayer's, Indianapolis (WIRE), et al. Six of the ten cities include New York, Chicago, Hartford, Detroit, Pittsburgh and Boston. Others are in New England. The original setup of the plan, whereby each

Agency, Burlington, Vt., 14 one-minute early-morning announcements.

MANTHO-KREOAMO, Inc., thru Beaumont & Hohman, continuation order for 78 one-minute morning announcements.

GOVERNOR HENRY HORNER, direct, 30-minute daytime talk.

HOUSEHOLD MAGAZINE, thru Presba, Fellers & Presba, continuation order for 12 quarter-hour daytime programs.

LE JAY MFG. CO., thru Frizzell Adv. Ag., six one-minute early-morning announcements.

FATHER FLANAGAN'S BOYS' HOME, thru Bozell & Jacobs, continuation order (See NEW BIZ, RENEWALS on page 8)

## ASCAP Is Still in the Saddle Calling Its Colorful Members

George M. Cohan, E. C. Mills, Vallee et al. continue show for benefit of House Patents Committee—passage this session of Congress now appears remote

WASHINGTON, March 7.—With George M. Cohan, Rudy Vallee and E. C. Mills featured as star witnesses for ASCAP, in resumed hearings before the House committee on patents on the Duffy and other copyright bills, Tuesday, Wednesday and Thursday of this week, these witnesses combined to produce a barrage of testimony in behalf of songwriters and producers, particularly, and of these groups, the little fellow was cited as the one who would suffer most in event of the \$250 minimum for copyright violations being repealed. While appearance of Vallee and Cohan tended to attract numerous onlookers, yet there was not the interest during the second week of hearings as during the first. Not only did the lure of famous stars seem to die out, but continuation of the testimony, interrupted by questions from committee members, tended to develop renewed bickerings as between the latter, most of whom seemed to be wearying of their tasks in this connection.

## Thomas Succeeds Neff As WOR Sales Manager

NEW YORK, March 7.—Eugene Thomas has been set at WOR, Newark, to succeed Walter Neff as sales manager. Neff, who tendered his resignation a fortnight ago, ended his services today. William Rogow, to be Neff's partner in Neff-Rogow, Inc., program and advertising consultants and station representatives, leaves next Saturday.

Thomas, in addition to having been sales promotion manager, was Neff's assistant. Appointment, while not officially announced as such, is expected to be permanent.

Since WFIL is a chain outlet original demands by the union asked for 11 men at \$55 per for three hours daily. However, the new classification of stations is according to wattage, and WFIL being a 1,000-watter, the new terms are possible.

It is understood that Strawbridge & Clothier and Lit Brothers' department stores, who jointly own the station, are underwriting the cost of the house band to be used primarily for the stores' air advertising. However, adding the house crew will make it possible for the station getting after the dance remote coin, a lucrative proposition for the other stations.

store was to pay station time fees, plus a prorated talent charge, has been changed. The setup now in force is that each store pays a set price for a packaged program covering all costs. Macy's owns WOR, Newark.

Talent on the program will change each week, with different name orchestra leaders and guest stars. First show will be Ben Bernie and Gladys Swarthout. Two guest stars also set are Irene Rich and Vivian Siegal. Succeeding orchestra leaders, not listed in the order of appearance, include Hal Kemp, Henry King, Ted Flo-Rito, Abe Lyman, Vincent Lopez, Eddie Duchin, Jack Hylton, Al Goodman, Jack Denny and Leo Reisman, booked thru Music Corporation of America.

Each city will have local announcements, 15 seconds at either end of the program and three minute and a half announcements during the 45-minute program, starting at 9 a. m. Macy's may not get the first quarter hour of the show, WOR being presently sold at that time to General Mills.

Donahue & Coe is the agency on the show, production and other phases of which are being handled by Rocke Productions, Inc. WFBM, Indianapolis, is a CBS station, with the network contract reading that the station can't take business from other New York stations or networks, but granted the station permission to take this show.

Nellie Revell, newspaper woman and writer, will be on each program, interviewing the stars. First time that names of this strength have been used in an early-morning commercial.

Radio could not do without music, he continued, and asserted even today creative artists are greatly underpaid under the 1909 or present law and that they would be worse off yet, under the Duffy bill. Copyright in Germany today may not be protected, he said, except by favored classes. Chairman Sirovich, following the committee meeting, took the floor in the House of Representatives in support of the copyright bill introduced by him, and in opposition to the Duffy bill, which has already passed the Senate. Differing views between the patents committee chairman and Representative Zioncheck, of Washington, were in evidence in discussions on the House floor. Representative O'Malley, of Wisconsin, pressed Vallee at times for an answer to questions as to whether, in effect, he thought the entire Duffy bill or only part of it should not be enacted. Vallee was inclined, in his answers, to the view he was against the bill as a whole, altho admitting later he was not entirely familiar with all its provisions. Thru questioning by the Wisconsin Representative, the witness was asked to express his view as to whether cases of the kind which had been brought up before, in which Wisconsin case operators were said to have been required to pay exorbitant sums, proportionately, for playing copyright music, Vallee replied he could not believe anything like that had happened. When O'Malley cited a particular case, in which a man was said to have paid more money than he took in on a given occasion, Vallee said he did not think the one song in question, *Happy Days*, had been played all evening.

Cohan proved an entertaining witness and, like Vallee, said he appeared in part (See MORE DUFFY on page 9)

### Cohan Gets Laughs

Cohan proved an entertaining witness and, like Vallee, said he appeared in part (See MORE DUFFY on page 9)

# STATION NOTES

Address All Communications to the New York Office

THE CITY of Norwalk, Conn., is now broadcasting a weekly Variety Hour over Station WICC, of Bridgeport, with Dolly Mitchell, 11-year-old songster; Clarence Cable's String Trio; Horace Sisson, as emcee and dramatist, and a talk by Peter Foley, secretary of the chamber.

WATL, Atlanta, commercial staff has signed up 52 new contracts in 33 days. V. R. Blakemore, commercial manager, stated these new contracts vary from spot announcements to hour programs, with nine being National accounts. Staff additions on WATL, Atlanta, are Herbert Harris, announcer, from WPGC, Albany, Ga., and Kenneth L. Davis, commercial staff, from KRGB, Harlingen, Tex.

DAVID McKAY, who handles sales promotion in NBC's San Francisco studios, has returned to his desk after attending a meeting of sales promotion managers from the network-owned and operated stations, which was held in New York.

WBT, Charlotte, N. C., inaugurates soon a weekly show for pet lovers, sponsored by a dog food manufacturer. Holly Smith, who is in charge of the program, is planning merchandising tie-ups in the form of buttons to listeners who send in box tops. A portion of the time will be devoted to describing lost pets and making appeals for their return. WBT is also featuring a male chorus composed entirely of textile workers. Charlotte is a big textile center and the station expects to derive both good will and a peculiar amateur hour interest from the idea.

WHK, Cleveland, O., is highly respected by a Mr. Fred Schindler, for he owes his radio to the generosity of the station's listeners. For 15 years Schindler saw all of the Cleveland Indians' home ball games from his wheelchair, situated right near the dugout. When he moved away from Cleveland his set couldn't pick up the broadcasts of the ball games so he asked Jack Graney, WHK sportscaster, to help him get a more powerful set. Listeners, reminded by Graney of his support of the team,

responded with enthusiasm and now Schindler follows Cleveland's baseball career thru the eyes of Graney and WHK.

WCLO, Janesville, Wis., is now handling a number of national non-network accounts. Included among them are Ford, Pure Oil Company, Chevrolet, Carter Medicine and Zerbst Pharmacal Company.

ELLIS C. VANDER PYL and Lloyd Venard, merchandising manager of WGAR, Buffalo, were guests recently of L. B. Wilson, president of WCKY, Cincinnati.

WGY, Schenectady NBC outlet, is now feeding Doc Schneider's Texans to the Red chain Mondays, 1:15 p.m., and Thursdays, 1:45 p.m., EST. Combo is the same that was heard from Mexico last spring.

WTAQ, Green Bay, Wis., has added Charles Chase to the engineering staff, Leo O'Brien and Russell Swanson to the sales staff and Skippy Williams to the announcing staff.

ARTHUR L. WHITESIDE is a new announcer at WBT, Charlotte, N. C. He was previously with WMZA, Macon, Ga.

FASHION CLEANERS are sponsoring the Rhythm Makers with Chuck and Joey on KDYL, Salt Lake City, Utah. It is the first time the account has used radio.

WLW, Cincinnati, has added five engineers to its staff, the men being Charles Guffin, Hubert Kern, Stephen Hunter, Herbert Ervin and Earl Herzog. Hal Fimberg has been transferred from the dramatic department to the production staff. He is from the musical comedy stage.

FRANK MILLS has joined the Central Broadcasting Company as announcer for Station WHO. Still a student at Drake University, Mills will be graduated next summer and plans to continue radio work. He is majoring in dramatic work in Drake's College of Fine Arts.

## NEW BIZ, RENEWALS

(Continued from page 7)  
for six 15-minute National Barn Dance programs.

BERNARD PERFUMER, thru Hilmer V. Swenson, additional order for Sunday morning two-minute announcement, t. COLLINGBOURNE MILLS, thru Rogers & Smith, once-weekly one-minute day-time announcement.

WGN reports the following business: ARSTRONG PAINT & VARNISH WORKS, thru the Morenus Advertising Agency, a local commercial called *New Beauty Color Tones*, taking Tuesday and Thursday for 13 weeks, beginning March 17, 10:45-11 a.m.

THE A. S. BOYLE CO. (Samoline), thru Blackett-Sample-Hummert, Inc., an electrical transcription entitled *Your Lover*, a local commercial taking Monday, Wednesday and Friday, beginning March 9, until further notice, 12-12:15 p.m.

### Newark

EDGAR P. LEWIS & SONS, INC., thru Louis Glaser, Inc., participating in *Uncle Don* program. WOR.

NORTHRUP KING & CO., thru Olmsted-Hewitt, Inc., starts March 19. Weather announcements three times daily. WOR.

CROWELL PUBLISHING CO., thru Geyer, Cornell & Newell; renews, effective March 10, Tuesdays, 9:30-9:45 p.m. *Jean Abbey*. WOR.

COUNTRY CLUB ESTATES, thru Metropolitan Advertising Co., starts March 9, participating in Allie Lowe Miles Club. WOR.

### Denver

THE BRASS RAIL, thru the Ted Levy Agency, three announcements daily for one year. KFEL-KVOD.

MURRAY & CHRISTOPHER, thru the Bairon Agency, Kansas City, three announcements daily for three months. KFEL-KVOD.

WESTERN WHOLESALE TAILORS, thru the Ted Levy Agency, sponsorship

of the 12 noon newscast for six months. KFEL-KVOD.

KNIGHT - CAMPBELL MUSIC CO., sponsorship of the 8 p.m. newscast daily for one year. KFEL-KVOD.

DR. J. C. BLOOM, thru the Raymond Keane Agency, 100 announcements in one year. KFEL-KVOD.

PUBLIC SERVICE CO. OF COLORADO, one half-hour program weekly for 26 weeks. KOA.

DR. MILES' LABORATORIES, three 15-minute transcriptions weekly for one year. KOA.

### Salt Lake City

AMERICAN ASSOCIATION OF WASHING MACHINE MANUFACTURERS, thru Meldrum and Fewsmith. Transcriptions. KDYL.

SUGARHOUSE MERCHANTS, direct, 26 15-minute transcriptions. KDYL.

CONTINENTAL MILLS, thru Sage & Mullen, announcements. KDYL.

WHEATENA CORP., thru Rohrabough & Gibson, nine 15-minute programs (*Popeye*). KDYL.

HIBBS CLOTHING CO., 180 night-time signals. KDYL.

### New Orleans

New Orleans business reported by Louisiana and Mississippi radio stations this week:

HEYMANN'S STORES, direct, daily amateur program, starts March 11. KVOL, Lafayette, La.

FLYNN DENTAL COMPANY, direct, 15-minute transcription weekly, started February 6. Program, *Echoes of Stage and Screen*. WDSU, New Orleans.

### Boston

VIVA CANDIES, thru E. P. Lewis, Inc., Boston, started March 2, five 15-minute programs a week and half hour on Sunday for 52 weeks. WMEX.

NEW ENGLAND TELEPHONE & TELEGRAPH, thru Broadcast Agency, Boston; started March 1, ending March 29, 12 100-word announcements three times each Sunday. WAAB.

## EDDIE LEONARD, JR.

Harry A. Romm, Representative,  
RKO Bldg., Radio City, N. Y.

## charles carlile

Now Playing De Luxe Loew Theatres.

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

## JUDY CONRAD

AND HIS ORCHESTRA  
100th Week on the Stage.  
TOWER THEATRE, KANSAS CITY, MO.

## ED WEEMS

AMERICA'S MOST VERSATILE  
ENTERTAINING ORCHESTRA

Now Playing

EMPIRE ROOM

OF THE PALMER HOUSE

CHICAGO.

## HENRY HALSTEAD

AND HIS ORCHESTRA  
Now Playing Normandie Ballroom, Boston  
Mgt. Columbia Broadcasting System, N. Y. C.  
Broadcasting via C. B. S. and Mutual Networks.  
N. Y. C. Address, Park Central Hotel.

## PHIL HARRIS

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

## DAVE HERMAN

AND HIS MUSIC  
NOW ON TOUR

## HUGH CROSS AND HIS RADIO GANG

Courtesy GEORGIE PORGIE cereal  
10 A.M.—WWVA—4 P.M.  
ERNIE BRODERICK, Personal Representative.

## TED JENNINGS

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

## FLETCHER HENDERSON

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

## FRANK ANITA JOE ROSS • PIERRE • SCHUSTER

THE BIG BROADCAST OF 1936  
NOW ON TOUR  
JACK KALCHEIM, Western Rep., Chicago.  
ROGER MURRELL, RKO Rep.

"New King of Syncopation"

## JIMMIE LUNCEFORD AND HIS ORCHESTRA

Now Touring Indianapolis, Evansville, Nashville, Jackson, Louisville, Dayton.

Direction,  
HAROLD OXLEY,  
17 E. 49th Street, New York, N. Y.

## DON RICHARDS

AND HIS MUSIC



Smart Rhythm for the Smart Set

## "MIKE" DURSO

The Voice of the Golden Trombone  
NOW ON TOUR.



## FRED YANKEE AND HIS SOCIETY SWING ORCHESTRA

Permanent Address—350 West End Ave.,  
New York, N. Y.

## WINGY MANNONE

(The New Orleans Swing King and His Swing Band)  
Exclusive Mgt. MILLS ARTISTS, INC.,  
799 7th Avenue, New York City.

## AL PEARCE

and his Gang

Broadcasting  
Mondays,  
5:00 P.M.—EST.  
Fridays,  
9:00 P.M.—EST.  
Over NBC  
for the  
Pepsodent Company



## LEITH STEVENS

Conductor  
exclusive management  
COLUMBIA BROADCASTING CO.

## JAYSNOFF SISTERS

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

## DENVER WALLY STOEFLER

and His Orchestra  
SOON  
At Rainbow Ballroom and over KLZ

# PROGRAM REVIEWS

(EST Unless Otherwise Indicated)

## "Mrs. Wiggs of the Cabbage Patch"

Reviewed Monday, 6:45-7 p.m. Style—Dramatic sketch. Sponsor—Wyeth Chemical Co. Station—WHN (New York).

Jad Salts takes its Mrs. Wiggs program off the CBS network after a spell and in place of WABC for New York coverage uses WHN. Rest of the country will get a transcription series. In several ways it's a good break—and deservedly—for the Loew-owned broadcaster. It shows that after a lengthy missionary campaign the station is definitely getting the nod and recognition from advertisers, from standard and national advertisers. Local sales experts in radio have long argued that the station offers a remarkable chance for selling. That's the trade angle. The public angle is that it gives the station a pretty good name program for its listings. Any station can always use these.

Program, of course, is just what might be expected of this semi-classic or nearly such. In addition, Mr. Wiggs is brought on the show and that may mean something to its followers. The Wiggses, at the start of the serial, are settling down in their own home at last, bought with money resulting from the sale of some property, the home located right adjacent to the famed cabbage patch. The only fly in the ointment is that Pa Wiggs is accused of holding out on some of the cash accruing from the property sale. What, Pa went south with some of the proceeds?

Commercials fairly brief and snappy. J. F.

## Dr. West's Celebrity Night

Reviewed Saturday, 9:30-10 p.m. CST. Style—Musical. Sponsor—Weco Products Company. Station—WMAQ (Chicago) and NBC network.

George Olsen and Ethel Shutta opened their new "celebrity night" series with Joe Cook as their first guest performer and it is planned to use added names each week. Cook was on three times during the half hour with his priceless buffoonery, first with his introductory comedy, then with an amateur songwriter bit and last doing a monolog in which he told a story by using movie stars names. All were funny.

Olsen's smooth band played Alone with vocal by Lee Sullivan, Face the Music and Let Me Call You Sweetheart, in their usual excellent way, and Ethel Shutta did a duo of comedy songs. At the Godfish Ball and I Want a Hillbilly Band, with members of the band vocalizing on the latter number. Program makes an interesting addition for Saturday night dial twisters, but the comedy dialog between numbers should be watched carefully. It wasn't very funny on the opening program. F. L. M.

## "The Passing Parade"

Reviewed Sunday, February 23, 7-7:15 p.m. (PST). Style—Commentary, with John Nesbitt. Sponsor—Duart Sales Company, Ltd. Station—KFRC (San Francisco).

John Nesbitt, one of the West Coast's top-notch radio commentators, has sold himself again. This time to the Duart Sales Company, Ltd., for the purpose of telling listening ladies about its new beauty preparation, Creme de Milk.

Patterned along the lines of his former program, Headlines of the Past, Nesbitt's new quarter hour will present him thrice weekly as another air columnist, giving a personal slant on people, places and things. Tonight's opening program dealt for the most part with two subjects. The first was a comparison of the weight of two crosses, one borne by Anne Lindbergh, and the other by Anna Hauptmann. The second part of the program Nesbitt devoted to telling about a recent trend in the motion picture world—that of using talent scouts to seek out new stars. Besides these two main themes, the quarter hour of chatter touched on the death of King George and also about the steps taken by a manufacturer to place a new product on the market. This latter was a logical and interesting tie-in with his sponsors and their new

product, which was to go on sale at a thousand West Coast drug stores next morning.

Nesbitt both speaks and writes in a manner befitting one far beyond his years. Listening ladies usually guess his age at about 40 years or so, when in reality he is in the late 20s. His delivery, when he wants it to be, is excellent, and the same goes for his material. There was a marked absence in the opening program of slipshod pronunciation and of forced and superficial erudition. The Passing Parade is entertaining, informative and sincere. There are many expensive network offerings that are unable to boast such a triumvirate of virtues. It should build an excellent following, in spite of such competition as the General Motors Concert. Commercials were not too long nor too effusive. They were just right, showing good judgment on the part of the sponsor, and our guess is, on the part of John Nesbitt, too, for after all he seeks out his own copy. D. H. G.

## Jimmy Mattern

Reviewed Monday Evening, 8:15-8:30 p.m. Style—Adventure sketch. Sponsor—Pure Oil Company. Station—WOR.

Diffuse, noisy and incoherent, this first installment of the transcribed series dealing with the life of Jimmy Mattern, aviator, was an uninviting affair. Unless the succeeding platters show a large sized percentage of improvement, it's going to be a program to be studiously avoided, both by kids and adults. The later records will tell that better than any prediction.

Mattern's adventures, based, it says on the program, on a diary he kept since first he started flying, should be the basis for a good radio air series. But if the production and writing are to remain as antiquated and archaic as on the initial program, the very thought is painful. Trite dramatic tricks which even the slow-moving item known as drama in radio has long ago discarded, are used constantly and the possible excitement which may have been obtained from a brief picture of Mattern's trip part way around the world and his crash in Siberia fell flat. So far, no good. J. F.

## B. C. Sports Slants

Reviewed Thursday, 7:30-7:45 p.m. Style—Sports comment and news. Sponsor—B. & C. Headache Tablets. Station—WWSW (Pittsburgh).

With this station noted for its up-to-the-minute news on sporting events, the program enjoys a heavy number of listeners. The commentator, Jack Craddock, strives to give this daily quarter hour as much timeliness as possible and usually has on hand scores of all games of interest in this territory at program time.

The commercial sales talks are brief and loaded with punch. The sponsor urges the listeners to try his headache tablets when suffering pain, pointing out the fact that sport notables use the advertised product.

Craddock is the new commentator on this program, having succeeded Al Helfer, who moved to WLW in Cincinnati. His style is breezy and interesting. His

programs indicate time spent in their preparation. News and comment on all forms of sports are included. S. H.

## WARNER SUITS

(Continued from page 4)

Sweet Georgia Brown, Put On Your Old Gray Bonnet and Would You Like To Take a Walk.

In addition to the damage award, accounting of the profits are also asked. This move indicates that the Hotel Men's Association and the night-club owners are determined to battle the Warners, altho in some cases the infringements were, of course, unintentional. Some night spots have been licensed by Warners.

### New Radio Actions

Additional suits against radio stations include the infringements in part originally placed in the Columbia Broadcasting System action for over \$600,000 which was withdrawn on technical grounds. This was due to an error in the name of the publisher of Old-Fashioned Mother of Mine. New suits against radio for which \$5,000 damages each are asked include: WFEA, WCAU, KOMA, WBMS, WSMK, WSPD, WDAC and WMBG, all for the above-mentioned song played on January 23. WORK is sued for L'Amour Toujours L'Amour, played on January 24.

Other new suits bring the case into February infringements. These outlets sued are: WEST, February 27, Sweethearts Forever; WEST, February 26, Sweet Georgia Brown; WGAL, on Sleepy Valley; WGST, WDRC, WLBZ, WKBW, WHEC, WOKO, WJAS, WESG, WGST, WGST again; WORK, WORK, WEBR, WSFO, WSJS, WDNC, WBIG, WMBR, WDAE, WDBO, WLAC and KMOX, all on Old-Fashioned Mother of Mine for the most part. Majority are for \$5,000 damages.

Talk about Warners coming back into the ASCAP fold in April is laughed at by those close to Herman Starr, Warner chief of music division. April is the end of the three-month temporary license period to those stations working in with Warners. James W. Badwin, managing director of the National Association of Broadcasters, still hopes to work out a "per piece" license agreement with Starr.

## WARNER-HEARST

(Continued from page 7)

for \$1,250, several songs, including Mrs. Otis Regrets, Night and Day and A Picture of Me Without You.

Harms vs. St. Moritz Hotel, \$500, on Begin the Beguine and Where Am I; Remick Music Corporation vs. Village Grove Amusement, Ltd., operators of the Nut Club, \$1,000 on Moonlight Bay and two other tunes. New World Music Company vs. Paradise Catering Corporation, operator of the Paradise Restaurant, \$250 for I Got Rhythm; Harms vs. Vincent Astor, operator of Hotel St. Regis, \$500 for playing I Get a Kick Out of You and Why Shouldn't I; Witmarks vs. Hotel New Yorker concern for \$500 on Rose in Her Hair and Ah, Sweet Mystery of Life (Victor Herbert tune). Remick vs. Village Farm Barn, \$1,000 on lower-bracket salaried men feeling the stick. Station let out two announcers, two engineers, some office help and now comes on the air 30 minutes later, signing off an hour earlier. While iron-bound contracts hold others secure in their positions for the time being, turning over the broom to Hearst Radio would be a natural for the stores to make a clean sweep of the entire mess.

## MORE DUFFY

(Continued from page 6)

to resent charges of racketeering made as against members of ASCAP, and that the two-cent fee on phonograph records for composers and authors was never fair. Members shot questions at Cohan, many of them having to do with song hits such as Over There. Cohan said he was not familiar with the Sirovich amendments which, he thought, society members favored, upheld the society's methods of doing business, and that he received no royalties until after it came into existence. His replies to questions kept committee members in good humor for much of the time. He thought the \$250 penalty clause for infringement should be retained. Mills, on this subject, said it was used to protect members of the society.

Thruout the hearings this week Gene Buck was an interested listener most of the time. From the Vallee testimony viewpoint, the latter's insistence that he was not seeking to do anything to help himself in opposing the Duffy bill, but as he said on different occasions, he was taking a position contrary to that of organizations with which he had to deal in a business way. His interest in the producing of a movie himself, his work as creator of famous and popular songs, his insistence that the movie people, in their support of features of the Duffy bill (one of which is the elimination of the \$250 penalty clause), were in danger of hurting themselves, and the speed with which a popular song now fades as regards public popularity, were seriously delivered. The lack of smash song hits on Broadway today, as he sees it, was cited by Vallee, who said it often is necessary to use some of the more popular of the older hits.

The broadcasters, motion picture people and others are yet to be heard by the committee. With talk of Congress laying plans for an early adjournment, following enactment of emergency legislation, if these plans are carried out, election year being at hand, may mean failure upon the part of the House to act on the copyright bill. Congress is putting thru its regular program in pretty good shape. So all of the hearings may not avail anything as to action upon this measure at this session. If sufficient pressure be brought to bear, however, and the leaders want the legislation enacted at this session, this, of course, is possible. Amendment of the Duffy bill, even if passed, would necessitate further action by both Houses on such amendments in the composing of differences, followed by approval of the same. One thing seems certain, that oratory will be plentiful if and when the copyright bill gets onto the floor.

## "FET WANS"

(Continued from page 4)

same one-act plays for 30 consecutive nights, with new plays every month. . . . During the intermission we will show a motion picture screen test of the players to the visiting public. . . . Every night, 6 to 8 p.m., an instruction conference will be held for this group in stagecraft."

Then comes a note: "We do not produce social-problem plays nor plays of a Communistic nature. We present only new original raucous satirical comedies." It lists the following comedy playlets to be presented the next four months: "Fet Wans and Eskeeney Wans, in Mexican dialect; The Warrier's Mistake, an Amazonian farce; Napoleon's Night Out, three girls, a lunatic and a haunted house; Johnny, I Love You, an impulsive girl and a bachelor; Mary's Gigolo, don't tell Winchell; Squirrel Food Personified, a girl meets the boys; The Great Krats, Krats on Sobol's Memory Lane, and Hizzoner, has Sullivan met the nightmare?"

When this amazing announcement reached the WPA office the WPA immediately cautioned the sponsors that they could not use the WPA, even tho the group included a few WPA performers. The Legion was also embarrassed and disavowed backing the group.

Wallace Roland Stark is the group's author and director and Adelaide Ohlandt its president. It offers free shows and "Broadway auditions" every night.

Salon Moderne, a musical highlight on KFRC for the past two years, makes another move on the schedules and becomes a Sunday morning "special" on March 15, to be heard at 11:30 a.m. over the Don Lee network. Program features Claude Sweeten's Orchestra in semi-classical music and an outstanding guest vocalist.

# Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, February 28, to Thursday, March 5, both dates inclusive.

Shooting High	26	What's the Name of that Song?	17
Let Yourself Go	25	Alone at a Table For Two	16
Alone	24	It's Been So Long	16
Putting All My Eggs in One Basket	24	Little Rendezvous in Honolulu	16
Let's Face the Music and Dance	24	Wake Up and Sing	16
Gonna Write Myself a Letter	23	Yours Truly is Truly Yours	15
You Hit the Spot	23	If You Love Me	14
Lights Out	21	Building Up to an Awful Letdown	14
Please Believe Me	21	Breaking In a Pair of Shoes	13
Beautiful Lady in Blue	17	Wah Hoo	13
Goody, Goody	17	With All My Heart	13

## West Coast Notes

LOS ANGELES, March 7.—Sam Moore, author of Bing Crosby radio programs for the J. Walter Thompson Company, has resigned and will join William Esty Agency. Robert Colwell, of the Thompson New York office, has arrived to substitute for Moore.

Perry Lieber, RKO publicist, and Bob Redd, NBC producer, will handle the transcontinental golden anniversary program for Fred Stone March 14. Judging by names lined up already to offer tribute to the showman, show will be one of the big things of the year.

After doing film gossip and publicity features on KFVB for three years, George Fisher turns actor next week to play himself in Warner's Voice of Life.

Jimmy Conlin, formerly of KIEW, has joined KMTR. . . . Harry Hall has replaced Fred Shields for announcements on KFVB day slate. . . . Jeanne Dunne, songstress and script writer, has quit radio for the more lucrative film studios. She is preparing a story and contemplating a contract as writer at Paramount. . . . Don Allen has joined Freeman Land, transcription manufacturer.

## San Francisco

SAN FRANCISCO, Calif., March 7.—Finest prize ever offered an amateur broadcast winner in these parts is that to be awarded in connection with Buddha's Amateur Hour, which is heard Saturdays at 8 p.m. over KFRC, under sponsorship of the Marin Dell Milk Company. Once a month winners of the weekly show will be judged in a final competition. Ultimate winner will receive a free air ride to New York, have three days in that city, all expenses paid, with spending money also provided. To top it the winner gets a CBS audition while there and also a stage appearance at Radio City Music Hall.

Carlton E. Moore, who writes the NBC *One Man's Family* serial, resorted to secluding himself in the St. Francis Hospital here for a couple days so that he might think and plan in quietude—away from the telephone. Incidentally, sponsors of the serial, Standard Brands, Inc., have extended their contract another year and have also taken an option for another additional 52 weeks. This serial of family life has received more than a million fan letters since it first hit the NBC-KPO airplanes on April 29, 1932.

KSFO has a new mystery-adventure serial, *The Scarlet Scorpion*, written by Lucy Cuddy. With plenty of murder, kidnaping and other thrills, the serial is heard Mondays at 9:30 p.m. It has a cast of 12, which includes Celestine St. John, well-known Western stage and radio actress; Helen Sawyer, Jack Moyles and Larry Miller.

## AFM INVITES

(Continued from page 3)

The AFM says it has black and white proof of contract violations in each instance of license revocation, but that it does not care to show the proof unless brought to court.

It was further revealed this week that several musicians' locals are considering charges against members involved in troubles which led to the revocations of 17 licenses the past month.

Alf T. Wilton, veteran club booker, whose license was revoked last week, was reinstated this week upon new proof that he was not personally aware of violations of his license contract. His is the first license reinstated. The others may reapply for a license, the AFM indicates, although it will not reveal on what basis it would make reinstatements.

More than 850 licenses have been issued to date.

**VICTOR** Shell Oil Program.  
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## AIR BRIEFS

By JERRY FRANKEN

BACK from the medical wars, with grateful thanks to many well-wishers. . . . Despite the constant attacks that are made on radio, and will, most likely, continue to be made, its value to the confined is beyond calculation. So tear away, Miss Laudin—you're right only part way.

One interesting observation made was that the most sought after and most desired program for those who are confined are the news broadcasts. The bedside listeners can't seem to get enough of this type show. Yet, ironically enough, the broadcasts are their own worst enemies, in two ways. First is that the actual content of news is not enough—that is, in a quarter-hour shot—and that the broadcasts, especially in the cases of the morning periods, are dull. The dailies may have already had some of the items, in many cases, and in a smaller percentage, the previous evening dailies have carried some items. Another shortcoming, as observed, is that broadcasts later in the day rehash the news given earlier and not with any too much ingenuity. But, still and all, the news broadcasts, whether flashes, five minutes or a quarter hour, are a boon.

It's nothing new, but daytime programs (with or without the X-ray machine's static) aren't any too inviting, nor do they invite, in many cases, a return to the same program, later in the week or the following week. This is not the fault of the talent involved, either. It's just that constantly listening creates a taste for improvement and at the same time, a little novelty. This last

never seems to be forthcoming. If it is, then certainly not in sufficient proportion. The principal idea of novelty seems to be a new and slightly different way to introduce a song to be, 1, played by the house band; 2, sung by a, male trio; b, female trio; c, baritone, tenor or soprano.

Martin Block's recording playing sessions on WNEW, Newark, known mainly as the *Make Believe Ballroom*, is another favorite. Obviously, the very nature of the program would bring this about, since Block plays the best recordings of the better dance orchestras. Yet, even in radio, where the windy commercial is the rule and not the exception, the sales spiels delivered by Block are, to put it mildly, somewhat amazing. Brevity has no place on these broadcasts and it might be that one principal reason listeners listen is because they know the commercials will, eventually, end.

The past season may not have seen many new names in the program listings, but it's equally as true that some of the veterans, comparatively speaking, are still battling close to perfection. Of all of them, personal choices would be Fred Allen, Bob Ripley, Fred Waring, Rudy Vallee, Walter O'Keefe-Glen Gray (an in and outer, tho), Leo Reisman-Phil Duey and a long list of others. Of all the individual performers, Allen seems to be clicking most steadily, on a well-paced, laugh-paved program, highlighted by Allen's almost miraculous repartee, and providing radio's standout one-man job.

## CHI AIR NOTES

By NAT GREEN

The Hollywood Mask outfit plans to go on the air shortly with a half-hour musical show at 6 p.m. on Sundays.

E. G. Wix has left for New York to scout for talent for the new show. . . . Eddie House, singing organist, has returned to the CBS musical staff. . . . Frank Parker's Sunday night show will change time late this month. . . . The Vagabonds, four young Negro lads, who have been bootblacks, cotton pickers and errand boys, formed a quartet in their native St. Louis, and after having made many successful appearances in the Mound City they came to Chicago, where an audition won them a job on the NBC network. . . . They will be heard regularly on the Breakfast Club program at 9 a.m. CDT, specializing on a repertoire of instrumental imitations. . . . Franklyn MacCormack, CBS announcer, celebrated a birthday March 8. . . . Theater No. 1, first federal unit to receive sponsorship of the National Federal Theater and scheduled to present its first dramatic performance at the Great Northern March 10, is extending its activities to radio, and the company will be heard each Tuesday, Thursday and Saturday at 11 a.m., over WCFL, in a serial written by George V. Martin. . . . Production will be under joint direction of Theodore Viehman, director of Theater No. 1, and R. Calvert Haws, program director of WCFL.

Ben Gage, who has been Anson Weeks' baritone soloist, has left the orchestra to appear exclusively on *Broadway Cinderella*, musical drama, heard over MBS. . . . Stewart Dawson, veteran NBC announcer, left those studios last week and is replaced by Denton Butt, of Buffalo. . . . Survey made by Rockford board of education to determine effectiveness of the Know Your Schools program, heard over WROK, showed that of 450 persons interviewed, 444 or 98.7 per cent had radios; 389 or 87.5 per cent listen to WROK; and 160 or 36 per cent listen to the schools' program. . . . Word seeps out to Chi that Dick Himber is going to have a procession of well-known guest artists on his program. . . . Joe Cook was heard on last Friday night's show. . . . William Titus, public relations director of WOOD-WASH, Grand Rapids, has been made publicity director of the city's department of recreation of the board of education. . . . Fibber Mc-

Ge will have a chance to do some tall lying about the steps he climbed during the New York building employees' strike—he hit the town the day after the strike started. . . . Jesse Crawford, poet of the organ, just completed putting the new organ at NBC thru its paces in a dedicatory program when he received a call to go to Oklahoma City April 13 to dedicate a new organ there.

## MORE GRIEF

(Continued from page 3)

Houlihan, president of local 32C, in which category are included hotel workers. This action will be in line with the Building Service Workers' Union idea of crippling the Times Square and Grand Central districts. The strike leader J. Bambrick was jubilant over "breaking the back of the Real Estate Board," last reports indicated that replacements were alleviating the situation considerably.

Motion picture business was remarkable for the number of holdovers. The Music Hall continues heavily with RKO's *Follow the Fleet*, now in its third week. Paramount similarly, with technicolor *Trail of the Lonesome Pine*, supported by Eddie Duchin on the stage. Roxy also on its second week with *Rhodes* and the stage show, and ditto for the Capitol with *Wife Versus Secretary*. The State opened to smashing grosses with Jack Benny leading the vaude bill, supported by *Anything Goes*. Burlesque houses doing fair.

## INJUNCTION

(Continued from page 4)

film, during the period the trial is pending, to the Ambassador, New Grand Central and Missouri theaters of Fanchon & Marco's St. Louis chain. While the suit is now intended as a curb against aggressive monopolistic tendencies of major movie industries, involving among other things restraint of trade and violation of the Sherman anti-trust laws, the original criminal action from which the mushroom sprung was that based on Fanchon & Marco's claim of inability to purchase product for the aforementioned houses. Acquittal of the defense by a jury resulted in the government's civil suit in St. Louis, which terminated at the request of Russell Hardie, chief prosecutor, on the

ground that additional significant witnesses were unavailable.

Moving the case to New York marks the second Federal attempt, and is motivated by the fact that witnesses would be more easily obtainable in this city by virtue of the accessibility of the various offices. Power of decision in civil cases rests with the presiding judge, and not, as in criminal actions, with the jury.

Resumption of the trial this spring will probably see George J. Schaefer and Neil F. Agnew as leading witnesses for Paramount. Schaefer was formerly vice-president and Agnew is general sales manager. Cresson Smith, Ned Depinet and Jules Levy are likely to appear for RKO. Warner Bros. testimony will center to a large extent around evidence presented by its executives, Herman Starr, Gradwell Sears and Harry M. Warner.

## ANNOUNCED WEEDING

(Continued from page 3)

fiddle of factional politics" and to tend to their business.

The Experimental Theater and the Managers' Fry-Out Theater units made their debuts this week with *Chalk Dust* and *A Woman of Destiny*, respectively. T. S. Elliott's *Murder in the Cathedral* follows *American Holiday* into the Manhattan March 18, and *Conjure Man Dies* follows *Walk Together Chillun* at the Lafayette Wednesday.

According to Barber, there are now 4,854 persons on the local theater project pay roll.

The Grand Opera Singers' Association is still feuding with the WPA over spotting members in chorus roles in WPA musical performances. The WPA pay roll now has 19 members of the opera union, with eight still on home relief. Rose Marchetti, representing the union, is asking the WPA to launch a grand opera project.

ALBANY, March 7.—George M. Gatts, State theater project director, has called off the proposed project here, claiming there are not enough eligible theater workers in this area.

DETROIT, March 7.—Definite WPA plans were finally disclosed this week, with selection of March 16 as opening date for *Liliom* at either the Wilson, Lafayette or Broadway-Capitol Theater, at a 50-cent top admission. Three other plays will each run two weeks and include *I Confess*, by William Beyer, and *Sag Harbor*, by James A. Herne.

Project will give employment to 99 people and is operating on a 75 per cent instead of 90 per cent requirement of relief workers, since no stagehands could be found on relief.

A vaude unit is being considered.

LOS ANGELES, March 7.—With deals set for the Mayan, Musart and Mason theaters here, and negotiations under way for the Hollywood Music Box, local schedule of the Federal Theater Project will take on added impetus within the next few days. Current offerings of the project are *Under Two Flags* at the Mayan, *The Knight of the Burning Pestle* at the Federal Musart, and *My Country*, one-nighting local auditoriums and schools.

Twelve companies, in rehearsal, are slated for Los Angeles and Hollywood showings before taking to the road thru New Mexico, Arizona, Utah, Nevada and Colorado. About 300 players will be used.

Pieces in preparation are *Widows Preferred*, *World's Apart*, *Prescotts Have a Problem*, *Confidence and Trust*, *The Octaroon*, *Bishop's Candlesticks*, *Our American Cousin*, *Black Empire*, *Wild Duck* and *Back Stage*. Plans are also being prepared to produce *The Bohemian Girl* as initial offering of Mason Theater.

DES MOINES, Ia., March 7.—Willard Moore, for three years music supervisor for public theaters in Iowa, has been appointed Iowa director of WPA music projects by L. S. Hill, State WPA administrator.

There are 129 Iowa musicians on relief. Most of them live in Polk county, and a WPA orchestra of from 50 to 60 pieces has already been established here. WPA music projects were formerly handled by Harry Allen. Moore's salary will be \$2,300 a year.

COMMERCIAL STAFF of WBIG, Greensboro, N. C., has been attending sales meetings of national advertisers and distributors held in the station's territory. Station also supplies talent for the meetings.

# AFA Calls for Unionization

500 club performers hear Whitehead stress importance of organizing

NEW YORK, March 7.—More than 500 performers crowded Union Church Hall this afternoon to listen to the American Federation of Actors' plea for unionization of night club talent throughout country. Ralph Whitehead outlined AFA program to reform night club working conditions, stressing necessity for \$25 weekly minimum, three shows a night maximum, payment of wages immediately after final performance, clean and safe dressing rooms, strict regulation of fire hazards, close co-operation with musicians, stagehands and other unions, use of standard AFA play-or-pay contract.

Whitehead announced agreements between AFA and New York and Philadelphia musicians' unions. William Feinberg, vice-president of New York musicians, verified the statement his executive board had voted co-operation with AFA and emphasized need for joint action to fight threatened curtailment of WPA funds. WPA must be continued, he said. David Freed, member of musicians' executive board, also emphasized need for "united labor fight to preserve WPA."

Vincent Jacobi, business agent stagehands' union, asked performers not to blame stagehands for being militant in collecting wages and urged them to organize and make sure they also get wages on time. As with musicians, he, too, pledged co-operation of his union.

Frank Powderly, of stagehands, and Robert Stern, of musicians, also present. All speakers agreed immediate joint action necessary on WPA. Meeting unanimously indorsed Whitehead resolution asking President Roosevelt and federal officials to halt WPA pay-roll cuts and even liberalize rules so that all unemployed theatrical workers may get WPA jobs.

Whitehead announced plan for AFA death benefit insurance and hospitalization service for members. William J. Rapp, AFA general attorney, cautioned performers against fake contracts and instructed them on legal rights when accepting engagements.

Rudy Vallee, AFA president, was unable to attend due to illness, but sent note praising leadership of Whitehead and urging performers to organize.

## New Orchestra Booking Agency in Chi Rumored

CHICAGO, March 7.—A report was current here today that plans are under way to form a new orchestra booking agency, and that while it will have no connection with either of the major radio networks, financial backing for the agency will come from persons interested in NBC and Columbia.

Efforts to verify the report thru NBC or CBS were unsuccessful, as executives from both chains had left their offices for the week-end.

Since the recent trouble with the Chicago Musicians' Union over the booking of Little Jack Little and his band into the Morrison Hotel by NBC there has been talk of the formation of a booking office to buck what is felt to be the MCA influence, and the proposed agency is thought to be along this line.

## Aragon To Be Improved

CHICAGO, March 7.—Andrew Karzas, operator of the Aragon and Trianon ballrooms here, intends to completely overhaul the Aragon during the summer if the lease question, now in the courts, is satisfactorily settled. Karzas probably will close the Aragon some time in June and reopen it, completely rejuvenated, in the early fall.

## Lew Frey's Boston Agency

BOSTON, March 7.—Lew Frey has organized a new night club booking service here at 37 Winchester street. Is handling orchestras and floor shows.

### May Wait for Cab

NEW YORK, March 7.—Warner may postpone the Strand Theater opening of its new Al Jolson picture, "The Singing Kid," until April 10, to permit Cab Calloway to make personal appearances on the Strand stage. Calloway is featured in the film.

## Detroit Operators Form Association

DETROIT, March 7.—An organization to unite all cabaret operators in Detroit has been formed, with offices in the American Radiator Building, under the title of Michigan Cabaret Owners' Protective Association. Officers are: Eugene Lezotte, of the Last Round-Up Cafe, president; Joe D. Villade, of the Villa-D, vice-president; Fred Ireland, of Ireland's Cafe, treasurer, and James Biggs, secretary.

At a meeting Monday (2) the association reported on the first public activity—the placing of a cover charge on all spots using floor shows. Minimum charge in any place will be 10 cents, designed to pay the cost of the floor show. According to Lionel Kaye, booker of the Amusement Booking Office, nearly 50 per cent of the local night spots have already joined the association.

A few clubs are imposing a 50-cent minimum bill instead of the cover charge. One immediate result of the cover charge was doubling the floor show at Fred Ireland's Cafe, giving employment to several more acts.

MARIO AND FLORIA closed a run at the Roney-Plaza Hotel, Miami Beach, Saturday and will open at the Ambassador Hotel, New York, March 11 for a return engagement.

# AFM and AFA Join To Curb Philadelphia Nighterie Evils

Musicians' Local agrees to work with Whitehead in determined fight on existing working conditions—plan is similar to New York musician-actor tieup

PHILADELPHIA, March 7.—Alignment of the American Federation of Actors and Local 77 of the American Federation of Musicians for a reciprocal working agreement between night club entertainers and musicians has become an actuality. At a meeting of the entire membership of the musicians' local on Tuesday (3), Anthony A. Tomel, union prexy, and his executive committee were given full power by an unanimous vote to consummate negotiations with Ralph Whitehead, AFA executive secretary. Whitehead was present at the meeting, outlining the plan and purpose of the pact, and the consensus of opinion among the musicians figured this mutual relationship between the two unions as a panacea for the evils existing in the local night club field.

## AFM Boosts Wage Scale in New Orleans

NEW ORLEANS, March 7.—Musicians' local here has compiled new scale of wages for union musicians working what they call "Class C" nite spots of which there are four in New Orleans—the Nut Club, Shim Sham, Golden Pumpkin and Chez Paree. Previous scale was increased from \$25 a week to \$30, effective March 1. Old rate of \$65 a week, plus 10 per cent additional for out-of-town orks, is maintained in Class A spots—the Jung, Roosevelt and St. Charles hotels.

No Class B rate has been established because city has no such spots. There are, however, at least a dozen other spots, principally in the Vieux Carre and adjoining parishes of the state, where non-union rates of \$7.50 to \$12 a week are being paid.

# NIGHT CLUB REVIEWS

## Hollywood, New York

One in a thrill-seeker's lifetime a phenomenon takes place such as is making the gears of Hollywood's cash registers go round and round. This is the super-sensational comeback of Benny Fields, heading this show as a single. Funny to talk about a comeback in connection with Benny when *Billboard* files are impressive evidence of the indisputable fact that he never went away. But that's show business and nothing can be done about it until the boss upstairs changes the molds out of which he makes actors, producers, agents, night club owners and—Broadway columnists. They've had Fields around them for years. Not a mute Fields who couldn't or wouldn't open up his pipes. But a Fields willing and able to put that wallop into a song that seems to have been lost to show business when they started building car barns and christened them theaters.

By the time this reviewer got around to catch Fields and his supporting show he was already established as a Broadway legend—10 short days after he opened here. Here's one time, anyway, that the Broadway columnizers went to town ensemble for a guy. And one time when they had the right dope. For Fields—as good a performer as he is and has always been since he and Blossom Seeley blossomed out as a big-time act—owes his present phenomenal success to the columnizers. Now and for a long time to come it is fashionable to applaud and bravo Fields—because the gossiping gentry have voted him Gossip-academy honors with a unanimity that challenges defiance.

So it is as one greeting an old friend, rather than as a discover of a rare element that we join in the hurrahs and proclaim Fields as one of the top singers of today. His arrangements are splendid; his style superb and delivery no better or worse than it has ever been. Which means, in plain *Billboard* language, the tops. He walked into an ovation that lasted five minutes. He was applauded deafeningly after each number and could satisfy this Sunday mob only with a string of encores that were of progressive appeal. Fields was on about 40 minutes. He could have stayed on, it seemed, all night. We liked his *Lullaby of Broadway* best. From the way

he did it he seemed to prefer this one, too.

Jack Waldron is back at the Hollywood, doing his usual mop-up job. There are the usual Hollywood ensembles and back-dropped posing, augmented by the coryphee basketball game. Among the specialists are Mitzie Haynes, who works beautifully in a travesty with Waldron; Charlotte Lamberton, exploited as Broadway's only deaf dancer. Miss Lamberton is extremely comely and does her toe number with grace and skill. Rose Blane is one songstress, and Cass Dailey, red-hot blues gal, is the other. White and Burns went over nicely in their rhythmic tapping in ballroom style and Bill Neely is the boy singer.

Sugar.

## New Montmartre, New York

In its 13th week, this is one of the swankiest spots in town. Located in the Wintergarden Theater Building, it is operated jointly by the Paradise Restaurant and Shubert interests. Beatrice Lillie, doubling from the show, *At Home Abroad*, is the star attraction and is understood in on a percentage deal that brings her around \$1,800 per week.

Cover charge is probably the highest in town: \$2 week days and \$3 Saturdays. Closed Sundays. Opens at midnight for a single show. Ritz trade is in formal dress, except for few informals permitted to occupy the back rows. No special suppers served, patrons sticking pretty closely to drinks. A small bar flanks the center dance floor.

Floor show itself is emceed by Reginald Gardner, also doubling from the Lillie show. Gardner is a smart and ingratiating entertainer whose microphone novelty is very amusing.

Clive Graham and Josephine Bernhardt make a lovely dance combination. Miss Bernhardt is a dream in a silvery, clinging gown, while Graham makes a handsome and skillful partner. Did three numbers, ranging from soft gliding to peppy musical comedy steps and acrobatic whirls.

Miss Lillie, of course, has no trouble keeping the customers laughing uproariously. Some of her lyrics, such as *What I Can Do With My Fans*, *Nannette* and *She's Resting in the Gutter*, are very

Plan, similar to the one being worked out with New York Musicians' Union, Local 802, calls for the unionization of all hotels, cafes and night clubs with no member being able to work with individuals who are not members of these respective unions.

Adolph Hirschberg, president of the Central Labor Union of the AFL and formerly head of Local 77, is working on an alliance with the Hotel Managers' Association and the various cafe owners to smooth the groundwork and affect a harmonious relationship between the various parties. Louis Mosconi, as the local representative for the AFA, will regiment the local night club entertainers to the AFA ranks.

Initial campaign will be directed at the night clubs, since it is in that field that conditions are most deplorable and the exploitation of labor unjustified. Later efforts will be directed at the theaters and vaudeville houses. Since the national board of the AFM handed down an opinion that its locals have the right to enter into a "closed-shop" agreement with other labor unions, Whitehead feels that thru these individual locals the AFA will be able to build up a national agreement for the mutual benefit of both the actor and the musician.

## 802 Okehs Contracts

NEW YORK, March 7.—Local No. 802 of the musicians union has approved the following contracts: Robert Green at the Yeah Man Club; Gerald Williams at the Silver Dollar Grill; Orville Knapp at the Waldorf-Astoria Hotel; Rhythm Boys on the Fels-Naptha CBS program; Joseph Cacina at the 18 Club; Sam Wallinger at the China Royal; Louis Garcia at the Cinderella Ballroom; Philip Ehrlich at the Fifth Avenue Tavern; Louis Kohuth at the Republic Chinese-American Restaurant; Frank Moster at Fuch's Music Hall; E. S. Antobal's Cubans at Le Mirage; James Perella at Madison Square Garden; Vincent Negusa for the New Yorkers WJZ program, and C. Codolban for the Hotel St. Regis.

## Organizing Ballroom Circuit

ST. LOUIS, March 7.—Miller Morgen, local floor show and orchestra booker, announced last week that he is organizing a circuit of ballrooms thru Illinois, Iowa and Missouri. Plans to have approximately 15 spots in the loop when it opens.

At present the Morgen office is booking the following bands thru the mid-west: Joe Miller, Joe Williams, Jack Hampton, Fess Davis, Charles Vagabond, Val Bender, Lee Finn, Ray Williams.

funny. She is still a grand artist, her every movement a delight.

The Jacques Fray Orchestra, 10 men, provides thoroly pleasing dance music. It's not too hot, and yet not too conservative, striking an effective middle course. Comprises two pianos, two violins, a cello and drums and a brass section of four. The brass affords a swiny undercurrent, while the pianos and strings take care of the melody nicely.

Dents.

## Park Central Hotel, N. Y.

George Libby has a sweet little show in the Coconut Grove room here. Com- (See CLUB REVIEWS on page 13)

# New York Group Formed For the Return of Vaude

Laymen form National Association for the Return of Vaudeville—skeptics ask authorities to investigate—organization sponsors show and dance Friday night

NEW YORK, March 9.—First known attempt of laymen to help in the return of vaude is seen in the formation of the National Association for the Return of Vaudeville. Group claims to have 300 indorsers of the movement and that it has been formed since November of last year. Theatrical interests are skeptical and have filed requests to investigate the organization and its merits. The organization has no definite plans as to how it intends to proceed in its drive except to enroll as many indorsers as possible. In an effort to obtain funds for this purpose it is sponsoring a show and dance this Friday night in Brooklyn.

Organization is operating from 401 Broadway, with H. S. Mullen as president, and with Sam Terry handling the campaign details, aided by H. L. Block, Albert Andwald is attorney for the organization. The show and dance is to be held at the Arcadia Ballroom in Brooklyn. Block said today that the organization's first steps are to enroll as many people as possible and to obtain money to aid in the campaign. As to means of returning vaude, he said that no plans are definite, whether to open their own theater or a like move has not yet been determined. He said the majority of those enrolled are business and professional men, with a few performers also. The Friday night show is not being exploited as a benefit show, according to Block.

It has been learned that the American Federation of Actors was approached by the organization for its support in rounding up the show for Friday night, but turned it down. Requests for investigation of the organization to determine its merits have been made of the Better Business Bureau, the Department of Public Welfare and the Brooklyn District Attorney's office.

## Rogers Hook Up With Rod Pantages

CHICAGO, March 7.—After 22 years of conducting his business here Harry Rogers closed his office today and will confine his activities to Hollywood, where he has formed a partnership with Rodney Pantages known as Pantages & Rogers, Inc. Harry Greben, formerly in charge of the Rogers office locally, will continue as his Chicago representative, making his headquarters with another office. The new Pantages-Rogers office is booking several motion picture stars for personal appearances, among them being Jane Withers, currently at the Oriental Theater; George Raft, Edward Everett Horton and Jack Oakie, and also expects to go into extensive production of units on the Coast.

## New Lasky Revue

CHICAGO, March 7.—Andre Lasky, who had the *French Revue* last season, has a new unit called *Andre Lasky's Impressions*. Cast includes Serge Flash, Rogan and Barlow, Roy Sedley, the Gray Family, Marcellus Troupe, Phyllis Dare, Irving Lewis, John and Loueen McDowell, Ruth Ballard and Rose-Marie, besides a line of 20 girls. Production has four new full-stage sets and costumes designed by Francis Pallister, of the Chicago Theater staff. Show is being booked by Ez Keough; Billy Zeck will be company manager and Tinny Lieben-good musical director.

## Dance, Drama, Vocal, Music, Radio Schools:

Don't miss the March 28 issue of The Billboard containing the monthly augmented Theatrical Schools Department.

Issue will include complete list of film casting directors, tips on getting film tests for students, news of new talent schools throughout the country, etc.

## Italy Favoring American Acts

PARIS, March 2.—American acts are receiving a good break in Italy as they are not affected by the sanctions applied to the majority of foreign artists. Victor Masi, of the Transvariety Agency here, has signed up a batch of American acts for dates on the Pittaluga Circuit of vaude-pix houses and for the Inter-Aemme Circuit, revues, vaude and night spots. Among the acts booked for Italy recently are Glenn Pope and Ann, Roth and Shay; Mansfield and Lamar; Violet, Norman and Ray; Sinclair and Day and Lorna Rode. Suitable acts are able to book from six to ten weeks, longer if landing revue bookings.

## "Venus on Parade" Recast

CHICAGO, March 7.—Following the tryout dates of *Venus on Parade*, E. George Wood and Paul Low, its producers, yanked the show for revision and recasting. Show is again ready for the road and will reopen at the Orpheum Theater, Lincoln, Neb., March 13. New additions to the cast include Earl LaVere and Helen Ware, "Red" Donahue and "Uno," Adelaide Kerkoff and Caroline LaRuiz. Those remaining from the original company are Tyler, Thorn and Post; Claire Renaud, Vivian Von, Stephanie and the line of 12 girls.

## Resume Vaude in De Kalb

CHICAGO, March 7.—After a brief discontinuance the Fargo Theater, De Kalb, Ill., resumes stage shows tomorrow with the unit *Happy Landings*. Date is a Sunday stand only and is booked thru the Tommy Sacco office. Policy of the house will be both vaudeville bills and units.

## Okeh Syracuse WPA Units

SYRACUSE, N. Y., March 7.—The new vaude project of the WPA here was approved formally Thursday by Eric Branham and George M. Gatts. Two units will be sent out, one being a small one designed to play hospitals, schools and other institutions. The other will be a unit in presentation form, carrying a chorus of 12 to 16 girls and a small stage band.

# Benny Pitted Against Burns And Allen in Betting Spree

NEW YORK, March 7.—Exceptional interest in trade quarters is being taken this week with Jack Benny's opening at Loew's State here, with heavy betting going on as to whether Benny will beat the Burns and Allen house record of \$42,945. All sorts of screwy bets are being made, particularly among Loew executives, with most of the wagering being lunches. There will be much eating next week, either way. The Loew bosses, tho, are putting heavy dough on the line in making their bets.

So far, however, Benny is running neck-and-neck with Burns and Allen, which takes in this afternoon's grosses. On the day yesterday, Benny's showing was a little under that of Burns and Allen's opening day, but today the show more than made up for it, with tonight's business still to come. On the other

## Grateful Public

PARIS, March 2.—A series of five benefit performances to fill the coffers of a music hall artists' aid society was slated to start on a recent Friday night at the Salle Iena. At 9:30 not a single person had approached the box office, and in spite of an advance sale of seven seats—holders of which failed to appear—the shows were called off.

## Denver Picks Up On Flesh Spots

DENVER, March 7.—With the opening of the Center, three first and second-run houses, as well as one dime house, are either using a stage band or stage shows. The Denham also puts on stage shows whenever it can secure a unit.

For the past week the Denham had had the *Kit Kat Revue*, and judging from the packed houses the town would like to see more like them. The house had had numerous standouts, and has been full or nearly so most of the time. And it was the stage show that brought them in. The feature picture was only a programer.

The Denver uses the Donnelly James stage band, and some weeks the boys, in the short time allotted to them, put on a show that would put many units to shame. The boys are versatile and do skits that bring much applause. One or two songsters are also on the bill.

The Tabor, a second-run, is in its 161st week of continuous stage shows. Ralph Lee, formerly a member of the Denham stock company, and manager of the Tabor, directs the production, with Jack Laughlin doing the producing. They employ a resident line, an orchestra and two or three vaude acts a week.

The Center (formerly the Empress), just opened by George Allan, is using first-run films and a stage show. W. Rex Jewell is producing the stage shows, which also employs a resident line, an orchestra and three or four acts. On its opening week the house was packed numerous times, and indications are that the opening of the Center will do much to revive interest in vaudeville here.

The Rivoli, managed by "Rube" Milton, formerly on the vaude stage with a rube act, uses a stage show weekly. It is a dime grind house, but has used a stage show consistently for years.

## Jones Subs for Duchin

NEW YORK, March 7.—Eddy Duchin and ork were let out of last night's performance at the Paramount here to play a dance date in New Haven. Isham Jones and ork pinch-hit for the one show. The Pickens Sisters are not with Duchin this week because of a request for more money on the third week, with Duchin putting in Al Siegal's Three Manhattanites.

Bob Coffee, harmonica wizard, recently with George Tyson's *American Venus Revue*, has joined Solmie Childs' *Oddities*.

# RKO May Keep On Producing

Fate of "Follies" will decide it—Koerner and Howard would do the units

NEW YORK, March 7.—Upon the success or failure of RKO's own production of *Folies Comiques*, now in rehearsal, hinges the circuit's decision as to whether or not it will continue to produce shows itself. This is the third show the circuit has produced this season, and the theater-operating department is anxious to have this unit producing continue provided it does not result in any losses. It is planned to continue to let Charles Koerner, New England division manager, and Bill Howard, booker, supervise the production of the shows, engaging staggers to put them on.

*Folies Comiques* is scheduled to open March 19 at the Boston, Boston, Koerner's house, for a two-week run, following with the Palace, Cleveland, and the Downtown, Detroit. These are the only dates so far, but if successful, the show will cover the circuit and also be offered to other circuits for towns not covered by RKO. Among acts engaged so far for the unit are Dolores and Candido, Diane Denise, Billy Branch and Company and Park and Clifford. The company will total about 65 people.

Pay roll of the *Folies* unit is expected to run about \$5,000, with initial production costs in the neighborhood of 10 grand. The last French Casino show was sold to RKO at a weekly salary of \$10,500 plus transportation, and in producing its own shows the circuit figures it gets them at half the cost it would ordinarily have to pay for outside shows and furthermore the booking department might even be able to realize a profit.

The other shows produced by RKO this season were Earl Carroll's *Sketch Book* and Joe Cook's *Topsy Turvy* unit. *Sketch Book* had and unsuccessful run, while the Cook show fared better.

## Daniels-Lyon to London

NEW YORK, March 7.—Bebe Daniels and Ben Lyon, film people, have been booked for dates abroad, opening in June at the Palladium, London, for the General Theaters Circuit. Carolyn Marsh was okeh'd last Thursday for European dates, flying here from Florida and sailing last Saturday to open Wednesday at the Palladium.

## Dick Bergen on Vacation

CHICAGO, March 7.—While Dick Bergen, booker of the Theater Booking Office here, is enjoying the gulf breezes at Biloxi during his two-week vacation, Max Turner, of the local William Morris office, is assisting Louis R. Lipstone in booking the Balaban & Katz and the Great States houses.

## Gerber Unit Moves East

CHICAGO, March 7.—Finishing its week last night at the State-Lake Theater here, Alex Gerber's *Radio City Follies* moved on to the Palace, Fort Wayne, where it opens this Thursday for three days. The unit is scheduled to go into the Hippodrome, Baltimore, March 27 for a week.

## Material Protection Bureau

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

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

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

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**ROTH AND SHAY** arrived in New York from Europe last week after having been there for two years. ... It was their third trip abroad in 10 years, spending only two years in the States. ... Selma Marlowe, interpretative tap dancer, has signed with Warner Brothers to do three Vitaphone shorts.

Ashton Stevens, drama commentator of The Chicago Evening American, is known and admired by showfolk who have at one time or another played the Windy City in their wanderings thru the land. Stevens' writings on the theater are authoritative, fearless and always interesting. His preference for vaudeville is widely known. Stevens is a valuable asset to the movement for a return of vaudeville, because his writings reflect logic rather than sentiment. good humor rather than bitterness that succeeds only in antagonizing those who have it within their power to give vaudeville a new lease on life. In the following article, which appeared in the February 27 issue of The American, and which Stevens has kindly permitted us to reproduce, he departs to an extent from his usual even temper. We are moved to reprint it for the benefit of readers of The Billboard, because we believe that it combines in a pleasing blend every strong argument that has been advanced of late in vaudeville's favor.—ED.

### SKETCHY HISTORY OF HOW PICTURES AND "MIKE" SLEW VAUDEVILLE

Vaudeville again gets killed off at the Palace tomorrow week; maybe for a month, maybe forever. Vaudeville may have as many lives as the proverbial cat that came back, but these pogroms do not make the animal healthier.

Nobody loves vaudeville any more—nobody but you and George Ade and Dick Greiner and me. I have an idea that the managers who sell it to us hate vaudeville in their secret hearts. It can't be dependably canned and jarred like motion pictures.

Even the new brand of vaudeville, recruited from movie and radio stardom, can't be nicely tinned; that old nuisance, human personality, will stick out.

Besides, most of the stars from the picture and broadcasting studios have been pretty poor substitutes for the old-time vaudevillian who knew his business as well as, say, Burns and Allen knew theirs.

The acting of these untrained pet seals is habitually as overstuffed as their salaries; they clinch, rather than disguise, the flop of any weak picture they are hired to bolster. I fancy most of their pay checks are stained with managerial tears.

Vaudeville has suffered a strange sequence of rebirths and burials. It was supposed to die for keeps when every other vacant store was turned into a cinema and a gum-chewer could sit down and chew for hours together for the cost of a coca-cola. But along came the million-dollar movie palaces to snuff out the nickelodeons and revive vaudeville as a back-stop for uneven pictures.

The cinema's "stage show" got so splendid and spacious that Rockefeller money builded a New York house so huge that (it is said) the late Roxy, viewing a chariot race from a rear seat, telephoned backstage and asked the 15th assistant stage manager how the hell those trained mice got into the bill.

When the air waves tossed a score of yesterday's unknowns into the proscenium arch of vaudeville, the devil's own device did its dirtiest work on the vaudevillian. I speak of the stage microphone, sometimes called the public-address system, which robbed Rudy Vallee of his needed megaphone and made him sound like a double Caruso. With the installation of the stage "mike" the human voice perished off the vaudeville stage and the consumptive got an even break with John McCormack.

Sickly men who had never sung as much as second bass in a barroom ensemble of "Sweet Adeline" were presently making the footlights fearfully flicker with the bull-fighter's song from "Carmen" or a salutation to Buffalo Bill, Kit Carson and General Custer entitled "The Last Roundup." Vaudeville became (in the immortal language of The Billboard) microphony. And Frank Smith, Palace manager, told me that any day now he expected acrobats to ask for microphones.

But vaudeville was great while it lasted. Without even a speaking-trumpet it bred and perfected such still living incomparables as Jolson, Cantor, Wynn, Brice, half a dozen others ... who were pretty good even in a radio studio until Major Bowes and his indubitable amateurs shoved them aside and showed them that their long, hard vaudeville apprenticeship had been just a waste of time.

Yet a shy note of hope sounds somewhere in my dirge. As it is not my first, so it may not be my last, sob at the grave of vaudeville.

## VAUDEVILLE REVIEWS

### Loew's State, N. Y.

(Reviewed Friday Evening, March 7)

The State is shooting at the Burns and Allen record this week, using the personal appearance of Jack Benny as ammunition. Has to be some tall shooting, even tho Benny and his unit are getting more dough, and at this fourth of today's five shows business was about the same as Burns and Allen's opening day. Tomorrow it's six shows and the balance of the week five. As a show, the Benny unit equals the superlative entertainment of the B-A unit, and the customers are getting 48 minutes of vaude that hearkens back to the days when. And as Benny remarked he's no fool in coming in with Bing Crosby, who's on the screen in *Anything Goes*. All sorts of betting around the street as to whether Benny will break the B-A record. Strictly a tossup.

Without value of introduction or the like, the Stuart Morgan Dancers, new version of *Kitchen Pirates*, is a wham opening, doing as fine a quartet adagio act as you could want. Aside from the daring and thrilling throws and catches, the showmanship, appearance and grace of this quartet makes it tops in its line. In addition to Morgan, the other men are Herman Hatt and Harold Hart, while the girl is Lita D'Oray, and she's doubly clever.

Benny takes the stage from here on, swinging right into his ever-enjoyable delivery of chatter as only he can sell it. And from the start of the huge reception the audience was with him to a man, woman and child. Laughs galore at his bright sayings, and then he brought out the missus, Mary Livingstone, who clowned just a bit with him and then nicely sang *Eenie, Meenie, Minie Mo*.

With a Benny buildup, the Three Chickens Sisters provide a hilarious session, their burlesquing of singing trios. And Benny's with them to make it all the more enjoyable. The girls mugg, pose in funny positions and in general provide nice clean fun, applying it to *Did You Ever See a Dream Walking*. Georges Metaxa is next in the lineup,

and unfortunately he's now a part of this microphony age, when his voice could well do without a mike. He has a beautiful voice and he sells his romantic songs with much appeal. He, too, engages in a bit with Jack and Mary, and it's the laugh hit of the show. The audience took to Georges handily, and deservedly so for his fine singing.

Benny this time is on with his fiddle to scrape a chorus of *Thanks a Million*, winding up with a talking chorus. Finish has the Liaced Arabs on stage, and this large troupe is a grand show closer. Their pyramid tricks are all thoroly interesting, especially when one fellow holds about 10 of his colleagues. Wind up with tumbling, and that's sparkling also, it appearing that there are more people than there really are. Benny is in on this, costumed as an Arab, and he hokes trying to get in on some tricks.

Ruby Zwerling and the pit boys play the show well. SIDNEY HARRIS.

### London Bills

(Week of March 2)

Four new American openings this week, with one, Jack (Screw) Douglas, being entirely new to Europe. Douglas is a haywire comedian and dancer with

a funny routine and plenty of assurance who clicks solidly at the Shakespeare, Liverpool.

Chaz Chase, American comedian with the ability to emulate an ostrich in digestive powers, doubles on the Grosvenor House Club into the Holborn, thus making his first vaude appearance this side in four years. He registers heavily and has to beg off with a succession of bows. The Gaudsmith Brothers, acrobatic humorists, and their funny poodle dogs are a comedy wow, and Beate Bradna, a smart young acrobat dancer, is an applause hit in the same lineup.

Hamtree Harrington, colored comedian, last seen here with Lew Leslie's *Blackbirds*, opens his English tour at the Hippodrome, Coventry, and lays them in the aisles with his one-man poker-game stunt.

### Fox, Philadelphia

(Reviewed Friday Afternoon, March 6)  
(First Show)

Because of extra showings of *The Country Doctor*, the film feature, the Fox stage show is paced swiftly this week and only runs a little more than a half hour, with the overture dropped. Plenty of variety on the bill, tho the acts are obviously cut, sometimes leaving them with a strong finish.

Opening act is Boy Foy, personable young English juggler, who does his stunts perched on a unicycle. He does a routine with the sticks and then balances a ball on his head and nose. For a trick finale he mounts a higher unicycle and keeps five rings and three balls in action at once.

In the second act Edgar Berger brings his always popular ventriloquial act. He has dropped the new cocktail bar routine, which he featured in his recent Philadelphia engagement in the *Ziegfeld Follies*, to return to his doctor's office skit called *The City Doctor*, in respect for the feature film. With an attractive girl as the nurse, he does his hospital and operating-room patter with

(Continued on next page)

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Thank You for Mentioning The Billboard.

(Continued from preceding page)  
 "Charlie," the faithful dummy, and wins plenty of laughs and a big hand. Sylvia Manon and Company, with three dancers, Don Kramer, Ray Borden and Victor Vincent, and a team of girl singers, offer *Porcelain Romance*, a colorful adagio dance act. The stage set, full, offers a Versailles background with a huge clock as the center piece. At the opening Miss Manon swings from the pendulum and the rest of the company, in appropriate costume, pose on pedestals. With the girls singing *Beautiful Blue Danube*, Miss Manon and the three men perform a graceful adagio. For a second routine they do an interesting posing and balancing routine to the music of *Pomp and Circumstance*.  
 H. MURDOCK.

**Shubert, Cincinnati**

(Reviewed Friday Afternoon, March 6)

Bebe Daniels and her hubby, Ben Lyons, ficker folks, are in as added attraction this week to bolster the current unit show, *Continental Cavalcade*, and, strange as it may seem, it's the film names who stand out in the current layout. *Continental Cavalcade* is a fairly flashy affair, totes an exceptionally good chorus in the 12 Danny Dare Devils (six boys and six girls), has an average array of specialty turns, but lacks in real sock, belly-bustin' comedy. As a whole, it's only fair entertainment. Downstairs three-quarters full at this opening show.

In the comedy department are Art Franks and Bert Walton. Franks is still doing his impersonation of the old man with the young ideas, with the familiar cross-fire material in which he is assisted by a comely fem. It clicked just so-so. He is at his best in his hoofing sessions and his takeoff on the young entertainers of today. He shuffled off to fair returns.

Bert Walton emsees the proceedings. He does fair, but fails to uncork any really outstanding material. He is seen to best advantage when introducing the anemic-looking tenor, Jack Piel. The session between the two is fairly funny and was well received, thanks, in a large measure, to Piel's warbling.

Helene Denizon's dancing is one of the highlights of the revue. Her first offering is an exceptional toe routine and her second, *The Bubble Dance*, a classical number in which she is assisted by the chorines. Her efforts won considerable applause.

Ray Royce, in a drunk take-off, contributes a neat bit of acro and contortionistic dance work, intermingled with some sensational falls. He took much applause thruout the running.

Nellie Arnaut and Brothers pleased with their novelty musical and piano turn. Open on three fiddles, with the boys swinging into a bit of tumbling while playing the violins. Their hot fiddle-work, with both playing the same instrument, sent them away to a sound hand. The three return in a later spot to do their familiar bird-whistling and panto specialty. Evidently new to this mob, it got over in fine style.

Bebe Daniels and Ben Lyons have a simple routine, but it proved the outstanding laugh-spasm of the show. They open with a humorous cross-fire setto, after which Bebe warbles *Alone* in fair style to good returns. Ben comes back to do a funny monolog, heckled by a plant in an upper box. It was good for a bundle of laughs. More singing by Bebe, a bit more comedy stuff and the pair scrambled to a hearty hand.

The mixed chorus disposes itself advantageously in a series of better-than-average numbers. Martha Boyer, singing from the pit, leads several of the numbers in a pleasing voice.

BILL SACHS.

**Paramount, Los Angeles**

(Reviewed Thursday, March 5)

George Burns and Gracie Allen are here this week along with Jacques Renard's ork, Milton Watson, Ben Blue, Cardini and the Fanchonnettes. This is one of the best bills presented here in many months and the audience acted accordingly, jamming the house for the first show.

Presentation opens with the pair's radio theme song played by Renard's combo, followed by a solo violin piece by the ork pilot. Line girls come on in tricky, abbreviated jockey costumes and dance thru two tunes, *Waho* and *I'm Building Up To An Awful Letdown*.

After an elaborate introduction by the chorus en masse, Gracie comes on as mistress of ceremonies. George Burns follows and pair goes into their routine

with many new gags. Customers liked their chatter and begged for more after a short spell but the show had to move on.

Next is Milton Watson, billed as Radio's Romantic Tenor, who has a nice voice and looks to go with it. Sang *Alone* and *One Night of Love*. A little clowning came in here with Gracie trying to get Watson to make love to her and then calling in George to demonstrate the Gable Method for the singer's edification.

Ben Blue occupies the next spot and a riot he is, indeed, rating almost as much applause as the headliners themselves. Goes thru his usual motions and then does a dance hall skit, followed by a Russian dance with Gracie and George. Trio then comes out in white wigs and bustles to give a minuet of Colonial days.

Making his debut at the Paramount, Cardini follows as the next act and succeeds in mystifying and enchanting the audience with rapid-fire sleight-of-hand and comic magic. Magician pulls an endless chain of cards, cigarettes, cigars and pipes out of the air. Customers went for his act big, for magic workers are scarce out here. Judging from the response Cardini will be held over another week.

Chorus makes another appearance after Cardini in a tricky dance under deceptive lighting. Gracie Allen comes on again to close bill singing *I've Got a Feeling You're Fooling*.

Film is preview *Murder Mystery*.

SEYMOUR PEISER.

**Bronx, Bronx, N. Y.**

(Reviewed Friday Evening, March 6)

Some good comedy in this four-act layout supporting the twin features, *Crime and Punishment* and *Change of Heart*.

Opening turn is Ora, who makes a dainty picture in white costume on the horizontal bar. She is a veteran performer who knows all the bar tricks. Had no trouble impressing the customers here.

Duncan and Dodd handled the deuce spot nicely with their large variety of hard-shoe steps. Miss Duncan is a nice looker in white tux. She and Dodd, in a tux also, come thru with snappy tapping. Wind up with competitive hoofing.

Bass, Howard and White were on too long, but the customers didn't seem to mind. Eli Bass is a slick comic, pulling some neat cracks in dry poker-face fashion, while Howard gets laughs in misfit clothes and in bits with Bass and Edith White. Miss White is a pretty brunet who does comedy and also contributes blues singing. Act needs polish, but it has the talent, which is important.

Four Pepper Shakers, colored song-and-dancers, were up in lights and came on to a nice hand. The boys, in tails and top hats, are quite versatile. They prance thru a pleasing routine of harmony singing, strutting, comedy posing and eccentric dancing, in addition to slipping in a few gags. Close with a comedy instrumental number which doesn't quite click, however.

Auction Night was held after the vaude and the house was packed.

PAUL DENIS.

**State-Lake, Chicago**

(Reviewed Saturday Afternoon, March 7)

"NTG AND HIS RADIO GIRL REVUE"

Nils T. Granlund, New York nightclub impresario, is making his first Mid-western theater appearance with this

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show, and from the way the audience took to their hearts his stageful of feminine pulchritude and his informal way of keeping things moving NTG will be a welcome visitor here any time.

The show stars the Slate Brothers and these three mad wags have never been funnier. Besides doing their regular act, they are on and off the stage thruout the whole show contributing funny bits of business, gagging and clowning, and most of the laughs were due to their efforts.

The show is laid in one set representing a night club, with Verné Buck and his band in the background and the performers seated at small tables. NTG emceeds in a kidding manner and his infectious style has the audience with him at all times. The State-Lake Sweethearts opened with a routine and were followed by Frieda Sullivan with a high-kick, acrobatic combination routine that clicked. Raquel Del Monte sang *Sibony*, then the Slate Brothers slayed them with their comedy antics, sidewalk impressions, dancing and falls, leaving a big hit. The blond Fay Carroll did *With All My Heart*, followed by the Three Taka Sisters, Japanese girls, who sang and danced *Truckin'*. Beverly Briton was next singing *Gonna Sit Right Down*, and Frieda Sullivan returned for another clever acrobatic routine that sent her off to loud applause.

Sonya Katliarekaya contributed a Russian gypsy song, and Byrnes and Farney, boy and girl, slipped over some nifty tapping and off-time steps. The Slate Brothers had them in stitches next with their adagio gem, and then came Rita Rio, who has a peculiar way of putting over her numbers. She imitates a jumping jack in singing *Solitude*; she squeals, yells and jumps during *La Cucaracha* and hi-de-hos all over the place and straddles the mike during *Dinah*. It's all right if you like this sort of thing. Drew a big hand.

After a session of Arabian tumbling, dervishes and pyramid building by the Beehee-Rubiatt Troupe, the entire company was brought on for the finale and a heavy hand of appreciation by the audience. F. LANGDON MORGAN.

**Oriental, Chicago**

(Reviewed Friday Afternoon, March 6)

Jane Withers, 9-year-old cinema star, is heading the bill this week, and combined with the return engagement of Johnny Perkins and Ruth Petty it looks like some healthy grosses will be piled up before the week is over. In fact, when this was being written early Saturday morning the crowds were lined up waiting for the box office to open.

After the pit orchestra played *Hail, Hail, the Gang's All Here* Perkins went into the pit and joked and sang and even wielded the baton thru a couple of numbers. The Hild Ballet did an arm-waving modernistic routine to start the stage show, during which Bob Mascagno combined tap dancing with ballet turns to good applause.

Ray Goode deuced with a clever tight-wire offering. After doing some slides, a dance with Russian steps and a drunk bit he closed with a back somersault from feet to feet and left to a big hand.

Jane Withers is a delightful little girl. She doesn't seem a bit spoiled as many of the child movie stars are and is not sugary sweet like most of them. She's a grand little trouser and her songs, Irish jig and impressions of Zasu Pitts, Greta Garbo, Baby Leroy and a cracker-jack one of Shirley Temple elicited deafening applause.

The Dorothy Hild dancers, in black sparkling costumes and working before a Coney Island drop, did another routine, in which some of the girls did individual specialties.

Gold and Bernie were next with a variety of comedy stuff ranging from hokum card tricks to slapstick and dancing. Much of the talk was of a familiar nature but drew many laughs. Good hand.

Ruth Petty stopped the show in the next frame with her singing of three songs. This seems to be a habit here with this gal, who was a big hit. The finale had Ruth singing *I've Got Rhythm* as the Hild Girls were joined by Jane Withers for a tap finale.

F. LANGDON MORGAN.

**Orpheum, Lincoln, Neb.**

(Reviewed Friday Evening, March 6)  
"TOP HAT REVUE"

With blondes galore, men and women alike, *Top Hat Revue* is a new show under this title. It's really a reorganized *Ritz Carleton Blondes* show which came

out late in 1935 under the banner of Harry Clark's productions. Clark has three others out on Cushman time besides this one. Strong on novelty, it has two acts which surmount everything else offered from the stage, that of Howard Fuller's swaying pole and the slide from the balcony to the stage late in the show by Togo on the tight rope.

From the front the show is well garbed and the one backdrop is in good shape and attractive. Bill Martin's Band, Freddie Eaton batonning, has the music and does a good job of putting it across. Outfit is low on comedy, the sole attempt being a pinch-hit offering with Eaton and Fuller, the latter stooging from a box. Spotted in the show, according to the press sheet, to fill this assignment was Dub Taylor, who has fun with a mouth harp, but he wasn't showing here.

The show gets away with the Five Top Hatters, three gals and two men and all blondes, in a tap strut. As a flash it stands up all right. Frank Santry, juggler, is the first portion of the novelty and he's best with the W. C. Fields cigar-box manipulation. Of course, he works with the rubber balls and a few other traditional tricks, even to some magic.

After a shimsham by Joyce Barker the Howard Fuller and Sister perch-stunt offering is the first eye catcher. Fuller goes up the swaying pole without an understander and does some hefty muscle bits. His hand was good. Anita Muth, who is labeled a "watch-charm Sophie Tucker," is cute and has a plaintive voice. Her numbers are *Music Goes 'Round and Around* and *Mason Street Blues*. She gets by okeh.

Mack and Miller, who sing and dance, are also up to their jobs, but Jack Mack's finale Russian dance is rather weak, obviously a space filler. Togo comes next-to-close and after a couple of top tricks he does the balcony stunt for the best applause of the layout. After him a trio dance number and finale gives the closing touch.

Right at 50 minutes, it could stand some time out, but it's a different show and will get by well in any family house. Company business on the road is in the hands of Howard Fuller. B. OWE.

**Stanley, Pittsburgh**

(Reviewed Friday Afternoon, March 6)  
(First Show) JAN GARBER REVUE

Jan Garber and his radio-exploited band are breaking in a new stage unit at the Stanley this week which during its local run will be trimmed to 50 minutes. Show ran a bit overboard at this viewing and the shrewd application of scissors will help it immeasurably. A specialty to be let out by this modification is Iva Kitchell, who has been spotted in a bubble-dance burlesque.

Band opens on a bare stage with *Three Little Words* which is played in typical Garber fashion. Lee Bennett, the outfit's lanky tenor, comes next to the front to pipe *I Feel Like a Feather in a Breeze*. Good enough hand. Boys then, turn on the heat with *Wahoo, Wahoo, Wahoo*, featuring Fritz Heilbron, trumpet player, in his nonsense version. The next two numbers have been scissored: *Beautiful Lady in Blue*, waltz turn, and Miss Kitchell's specialty.

Charlie Foster, North Carolina youngster, is given a build-up by Garber before coming to the mike to sing *Moon Over Miami, Dinah* and *I Love You Truly*. Scored with *Dinah*, for he is at his best singing hot tunes. The first better-than-average offering comes next with the introduction of Lorraine Santschi and Josephine Buckley, a novel girl dance team that boasts of a wealth of personality and grace. Do a smooth waltz to the tune of *Blue Danube* and close with their wiggling interpretation of a Hawaiian dance. Big hand.

Band next swings to the tunes of *Dinner for One, Please, James* and *Alone*, spotting Bennett in the vocalizations and Garber in a funny pocket-searching bit. Another near show-stopper follows: Judy Randall, a sweet-looking and sweet-voiced blond, singing *Goody, Goody, Please Believe Me* and *Truckin'*. Few in her line are displaying so little effort and scoring so heavily.

More light-natured comedy centering around Rudy Rudisill, pianist, who indulges in merry nonsense at the keyboard, with the boys joining in the fun. This makes way for Garber's violin medley, a high spot on the bill. He handles the fiddle a la Rubinooff and makes it talk. Plays *Three o'Clock in the Morning, Merry Widow Waltz* and ends with *Song of Love*. At this viewing he also offered *Missouri Waltz* but

has since been cut for the rest of the engagement. The customers hand-mitted his fiddling generously.

Georgie Jean La Rue, a seven-year-old lass from Toledo, stopped the show with her slinging and dancing. What singles her out from the child-talent class is her sincerity in delivery and her total understanding of the work she is doing. Opened with *Red Sails in the Sunset* and closed with a song and tap version of *I Got Rhythm in My Nursery Rhyme*. The child is a marvel and the saying "and a little child shall lead them," in this case, has never been more true.

The spotlight falls on Fritz Heilbron who trumpets a *Night and Day* solo and the Santschi-Buckley dance team returns for some neat stepping to the tune of *Tea for Two, Darktown Strutters Ball* is used for the finale, with Heilbron and Freddie Large featured in trumpet and saxophone solo bits, respectively.

The unit as a whole is entertaining but, compared to recent shows in this house, is in need of more sock talent. While there is plenty of mild comedy on hand, unit could well use a show-stopping comic.

The screen features Warner Baxter in *The Prisoner of Shark Island* (20th Century-Fox) and house was good at this viewing. The heavy applause that greeted Garber's initial entrance indicated that many of his radio fans were on hand to greet him.

SAM HONIGBERG.

**Grand Opera House, N. Y.**

(Reviewed Friday Evening, March 6)

Current show at the Grand Opera is definitely above par, lacks neither variety nor talent, and pleases continuously for 55 minutes. Business continues heavy, particularly with supporting double-feature of *Whipsaw* (MGM) and *I Conquer the Sea*.

Dagmar and Company, an illusion act, opened, with the suave mystifier having no trouble at all with disappearing pigeons, rabbits, pulling endless colored cloths out of a paint pot, etc. One of the sock bits was a fortune-telling bell which unerringly answered questions by a series of tinkles, even correctly guessing whether women in the audience were married or single. Dagmar's final eye-opener was the familiar rapid-change turn, done in inconceivable haste, in which he changes places with a woman who had been placed in a sack and trunk, the hole firmly tied.

Bob Nelson, informal chatterer and gag man with a very taking personality, clicked tremendously in the deuce spot. His easy manner of delivery was heightened in its comic effect by some off-stage plants who punctuated the session with infectious and hysteric laughter. A brunet filled in with a nice rendition of *I've Got a Feelin'*, following which Nelson closed with *Lullaby of Broadway*, rendered with plenty of verve and appeal. Got a swell hand.

Ward, Pinckie and Terry, two boys and a girl, featured knockabout, varied their turn with hoofing and wound up with a burlesqued prize fight done in slow motion. A very nice trio which ought to do well, judging by their reception here.

*Dance Merry Go Round*, a fast flash comprising two good-looking brunets and three men, one of whom fills in vocally. The routines are mainly fast tapping done in ensemble fashion by all four and later by each male and female couple. One of the brunets scored heavily with a very precise acro bit. Outstanding vocal turn was *Lights Out, Sweetheart*, done before a mike to a swell hand. PAUL ACKERMAN.

**Paris Bills**

(Week of February 24)

Borrah Minevitch and his Harmonica Vagabonds and Tino Rossi, popular French crooner, head the bill at the ABC. Minevitch and his gang are as good as ever, but their act was practically ruined at the opening show as they closed the bill, a long one, following Tino Rossi who was on for at least 10 songs. Rossi has a rather weak voice and not much showmanship, but has good appearance and knows enough to stick to sugary songs within his voice range. A good part of the audience were Rossi fans and gave him an ovation. Minevitch was unfairly handicapped in following Rossi, but held most of the audience until the end and undoubtedly his act has been given a better spot.

Three other American numbers on the ABC bill are real hits. Cinda Glenn holds

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the stage for a long, fun-filled session of clowning, dancing, singing and imitations and scores particularly well with her imitations of screen stars. Wilson, Keppel and Betty are a show-stop in their zany Egyptian dance burlesque number and Ade Duval garners good applause with his "Symphony in Silk" illusion bit.

Novelty numbers on the bill are Savona, excellent antipodist; Korsakoff, talented accordionist, and a very modest dance flash, the Bougal Ballet. Remainder of the bill is devoted to singers and "cafe concert" comedians, best of which is Goupil, who is really funny.

Not much at the neighborhood. Bobino featuring the Schwarz Sisters. European has Charpini, comedian, and the Hobart Trio, acro dancers. Picture houses offering mild fare. Best stage show is at the Rex, with Ralph Olsen and Jean, acro dancers; Rola and Rola, equilibrists, and the Slatanachs, bike act. Gaumont Palace has Rob Carrey, hoop juggler; Four Millions, acrobats, and the Karpil Troupe, Risley artists. Manginis, equilibrists, and Tamara-Beck Ballet held over at the Paramount.

# Younger Managers Fight Dramatists' Guild Pact

**Up in arms over cut in pix take—pledge not to read scripts by Guild members—35 already signed—League committee meets Wednesday—dramatists stand pat**

NEW YORK, March 7.—The question of the new contract between managers and the Dramatists' Guild is still hanging fire as far as the producers are concerned, with the League of New York Theaters postponing any official action on the question. The Guild, meanwhile, is standing pat on a take-it-or-leave-it attitude. The new contract reduces the split on picture rights for the manager from 50 per cent to a variable which is figured as averaging around 30 per cent, and it also vests selling power in the clauses which will drive them out of business.

With the League still marking time, an impromptu group of the younger producers has taken matters into its own hands. A letter was sent out Thursday by James R. Ullman, signed by a representative group of younger managers, asking all producers to pledge themselves not to read or buy scripts submitted by members of the Dramatists' Guild. This pledge, however, would not continue indefinitely, but would merely be dependent upon future developments. The letter was signed by Ullman, Frederick W. Ayer, Theron Bamberger, Alfred de Liagre Jr., Luther Greene, Sidney Harmon, George Kondolf, Jerome Mayer, Murray Jay Queen and Robinson Smith.

It read, in part: "The fight against the unfair terms proposed by the dramatists can be won. But it can only be won by strong and unified action. We, the undersigned younger managers, have taken the initiative in what we consider an important step. We have pledged ourselves not only not to produce plays by members of the Dramatists' Guild, but not even to read them. Will you join us?"

According to the Ullman office this morning, 35 pledges have already been received, with more coming in.

There has been talk among individual playwrights of a counter measure to prevent the production of plays by non-members of the Guild. This, if it gets beyond the talk stage, would probably take the form of franchising play agents by the Guild, whereby the playwrights would have to agree not to handle the work of any non-Guild playwrights or else be outlawed from handling the work of Guild members.

Meanwhile, the League of New York Theaters has set a meeting of its special committee for Wednesday. Five more names have been added to the committee roster: Dwight Deere Wiman, Martin Beck, Milton Shubert, Ullman and de Liagre. Original members are Brock Pemberton, Marcus Heiman, Gilbert Miller, Warren G. Munsell and Max Gordon.

The Theater Union, leading exponent of class consciousness, is the first and thus far the only management to break the producers' united front. It signed a new Guild agreement for the production of Martin Wolfson's *Sons of Rome*.

The dramatists are standing pat on their new terms, refusing even to discuss the question.

## Feagin School Students Present 'The Charm School'

NEW YORK, March 7.—*The Charm School*, the sparkling comedy by Alice Duer Miller and Robert Milton, was given at the 57th Street Playhouse Friday and Saturday evenings, March 6 and 7, as the seventh presentation of the Feagin School of Dramatic Art. Capably directed by Clifford Brooke, the production attained a high level for an amateur attempt.

Brammer Binder, as Austin Bevans, together with John S. Creamer, co-professor and rival in love, took top honors with smooth, well-turned performances. Alexander Nicoll shows continuous improvement, and Loretta Bannan and Jean McCoy showed a definite comedy flare. Other noteworthy portrayals were those of Jean Franklin in the feminine lead, Russell Alford, Nell Crook, Ben Edwards and Howard Kuscher.

The school's next production will be *The Trojan Women* of Euripides, translated by Gilbert Murray.

PAUL ACKERMAN.

## OUT-OF-TOWN OPENINGS "Life Begins at Sixty"

(Portland, Ore.)

Authors, William E. Maylon and George R. Stone. Director, William E. Maylon. Producer, Mayfair Theater, Doug Kimberley, manager. Opened at Mayfair February 29, scheduled to run until March 7.

Cast: George Routh, Ted Athey, Jerome Mylie, Blanche Saunders, John Cassidy, William Durkin, Doris Blaire, Estelle Warfield, Lawrence McDonald, Fron Duval.

Allegorical play in 12 scenes portraying life as it is lived prior to and after adoption of the Townsend old-age revolving pension plan.

Herbert L. Larson, drama editor of *The Oregonian*, wrote: "First-day audiences lapped up the entertainment Saturday and interrupted each of the 12 short scenes time and time again with applause. Elderly folks appeared to be in the majority.

"There is plenty of room for improvement in the performance department, as some of the characterizations smack of amateurism to no light degree."

## "Not for Children"

(Pasadena, Calif.)

Author, Elmer Rice. Producer, Pasadena Playhouse Company. Director, Thomas Browne Henry. Designer, Rob-

## FROM OUT FRONT

By EUGENE BURR

Critics on the dailies have been wailing over quite a span for curtain times that would allow them to see third acts and at the same time meet their required deadlines. Eight o'clock, they have indicated, would about fill the bill. Eight o'clock is, of course, a ridiculously early theater hour for regular first-nighters, who must eat and dress and practice their studied impoliteness beforehand—but, in deference to the critics, a couple of shows have dared the customers' wrath, and have announced 8 o'clock premiere curtains. One was *Sweet Aloes* and another was *The Fields Beyond*.

Sooooooo, at the premiere of *Sweet Aloes*, according to Beau Broadway of *The Morning Telegraph*, the critics straggled in anywhere between 8:25 and 8:42, the curtain having arisen at 8:10. And at *The Fields Beyond*, which had raised its curtain at 8:03, one reviewer arrived at 8:30 and another at 8:40, the latter just in time to make the intermission between the first and second acts. Those two reviewers, of course, wrote criticisms of the play which duly appeared in their respective newspapers. Comment hardly seems necessary.

More to the point, however, was the reaction of the regular customers. At the premiere of *The Fields Beyond*, according to reports, there was much grumbling. Patrons had had to rush thru their dinners; they had had to dress in a hurry, thus marring with haste the most important function of the first-night attendance; they had arrived long after the curtain was up. Since this last is a habit with them, even when curtains arise at 8:40 or 8:50, it is to be presumed that they objected chiefly to the fact that so many other patrons arrived late along with them, thus robbing them of their eagerly anticipated chance of making a solo interruption in the action of the play.

That the regular first-night customers object to an 8 o'clock curtain seems to this corner simply an additional and very powerful argument in favor of the practice. First nights, as they exist today, work to the detriment of the play concerned and the theater in general. Audiences are composed, for the most part, of collections of vapid fools who go, not to see, but to be seen—and who allow nothing, not even the play, to stand in the way of that aim. Overdressed nincompoops clog the aisles, chatting in affected falsettos with other overdressed nincompoops, each trying mightily to impress the others. Bad manners are at a premium, since only by superlatively bad manners can one hope to attract attention in a universally ill-mannered first-night audience. Bit players are greeted with salvos of applause by bored friends. Action is interrupted by audience enthusiasm at each exit. Intermissions are made hideous by the gabble of the erstwhile applauders, each vying with the other in the pretty pastime of launching shafts aimed at the backs of those they applauded. A play has to be a pretty good one to survive a Manhattan first night.

If an 8 o'clock curtain would discourage the attendance of such regular first-nighters it would be all to the good. As a matter of fact, if they were to be discouraged in no other way, a 7 o'clock or even a 6 o'clock curtain might be advisable. This would restrict attendance to the working press and to those few scattered playgoers who really wanted to see the play. It would be an eminently advantageous arrangement.

## Huh?

NEW YORK, March 7.—The Ensemble Theater, which did a couple of off-Broadway tryouts last season, "enthusiastically announces" that it is the composite author of what it calls a taxi play. Title is "The Public Goes Riding." Despairing, says the group, of finding the sort of play it wanted to do, it got together with itself and wrote this one, all members contributing in what the Ensemble Theater quaintly calls the "improvisative" method. Outfit has "very definite ideas as to its production," and announces that it's on the lookout for a co-producer.

ert Lee. Opened February 25 at Pasadena Community Playhouse for two weeks.

Cast: Jean Innes, George Reis, Joan Wheeler, Thomas Browne Henry, Charles Lane, Douglas Wood and William Henry.

Basic idea of *Not for Children*, which might have been aimed at Author Rice's critics, is that two psychologists are engaged to sit in the audience of a play in order to explain what the piece on the stage is all about. The psychologists become entangled in the proceedings, finding themselves later actors in the play. The effort becomes a play within a play, with three distinct plots in the process of development. Woven thru-out are slaps at the various schools of writing and unrelated discussions of God, beds and burlesque. Play might be anything from satire to comedy or possibly fantasy or even mystery.

Rice might have written this piece with tongue in cheek. There's no telling what follows what, switching as the play does from one sequence to another without connecting threads. If there's a plot it has been successfully concealed.

Peiser.

## New Equity Contracts Set!

NEW YORK, March 7.—Equity's new contracts, to be issued with a supplementary book of rules, contain no fundamental differences and take cognizance of measures already in effect, such as payment for rehearsals and other protective items. As a matter of form, these will be submitted to producers for discussion. After a year and a half of discussions, revision and more discussion, the new contracts are finally ready for distribution.

# Pro Amateurs Must Get Pay

**Equity Council rules members hired by "little theaters" get minimum wage**

NEW YORK, March 7.—The little theater problem brought to Frank Gillmore's attention recently by managers on the Coast, who complained that supposedly amateur organizations were padding their casts with professional actors, thus cutting into commercial box-office receipts, was thrashed out by Equity Council on Wednesday, March 5, the resultant ruling providing that Equity actors receive the minimum wage of \$40 per week, and in the case of junior members \$25.

The unfair competition angle centers around Los Angeles and San Francisco, where five and three theaters, respectively, have been chiefly responsible for unethical practices. The Pasadena and Cleveland playhouses are subject to the ruling, both being guilty of infractions, the former particularly having caused similar trouble some years ago when Gilmor Brown intervened with Equity in its behalf.

The Council recognized the fact that most little theaters now in operation are of a non-commercial nature, but nevertheless stipulated that professional assistance could be obtained only by negotiating with the nearest Equity office and convincing the authorities of the necessity of such a practice. Even then the wage must be paid. The reason professionals have been willing to appear gratis, or nearly so, is based on the belief that by so doing they might pave the way for entrance into the more lucrative motion picture field.

## American Academy Students Present 'Animal Kingdom'

NEW YORK, March 7.—Philip Barry's *The Animal Kingdom*, which happens to be one of this reporter's favorite plays, was the subject of the ministrations of the senior students of the American Academy of Dramatic Arts yesterday afternoon at the Empire Theater. It is a piece which will practically play itself if it's allowed to, and the Academy youngsters didn't get in its way as much as they might have.

Dick Ritter played Tom Collier, the Leslie Howard role, and, while he was obviously immature for it, he settled down some time around the middle of the second act to give a nice performance. He improved as he went along and, all things considered, did a thoroughly creditable job. Amelia O'Neal was somewhat less successful as Daisy, her interpretation stemming rather from the very bad Ann Harding film performance than from the very good one given by Frances Fuller in the stage version. Daisy demands simple and direct treatment; Miss O'Neal played along the surface shallows for the most part and her rather affected diction spoiled all chances of making Daisy either simple or direct. Peggy Kauffman completed the triangle as Cee, sticking to the obvious facets of an obvious role.

Lawrence Forsythe scored handily in the fat part of Red—which skyrocketed Bill Gargan to a picture job when the play was first produced. Forsythe did good, solid work, his success being all the more remarkable in view of the fact that he had only one rehearsal, subbing at the last moment for Gordon Casper, who was down with la grippe. Brant Gorman and Roger Converse did nicely with the subsidiary parts of Joe and Owen, while Beverly Mann was pleasant enough as Franc, and Lee Bowman did a nice character bit as Tom's father.

EUGENE BURR.

## All-Woman Revue

NEW YORK, March 7.—Claude M. Alvieni, director of the Alvieni School of the Theater, announces plans for a spring pro revue, to be staffed entirely by women. All-femme angle embraces not only the cast, but also sketch writers, composers, scene designers and even scene painters.

# THE NEW PLAYS ON BROADWAY

## BOOTH

Beginning Monday Evening, March 2, 1936

### SWEET ALOES

A play by Jay Mallory. Directed by Tyrone Guthrie. Settings designed by Raymond Sovey, constructed by Martin Turner, and painted by Robert W. Bergman Studio. Presented by Lee Ephraim.

Miss Esther Warren.....Elliot Mason  
Rose.....Marjorie Martyn  
Miss Alice Dodd.....Ruth Vivian  
Belinda Warren.....Evelyn Laye  
Tubbs Barrow.....Rex Harrison  
Lord Farrington.....Nicholas Joy  
Clara.....Myra Hampton  
Jim Baker.....John Litel  
Johnson.....Henry Vincent  
Florence Cudahy.....Doris Dalton  
Maid.....Elizabeth Cerf  
Lady Farrington.....Joyce Carey  
Hon. Robert Melford (Later Lord Farrington).....John Emery

The Action of the Play Covers a Period of Four Years and Occurs at Pxyley (a Village in Leicestershire, England) and in New York.

ACT I—Scene 1: Miss Warren's House in Pxyley. Scene 2: The Same, the Following Monday Evening. ACT II—Jim Baker's Apartment on Park Avenue, New York City, Four Years Later. ACT III—Scene 1: Same as Act II, the Following Evening. Scene 2: The Same, Two Hours Later.

It is possible that the matinee trade may be both enthralled and affected by the spectacle of Miss Evelyn Laye as an unmarried mother—or rather a mother married to the wrong man—who grieves and grieves because she has shirked responsibility in regard to her child. It is possible, but very improbable, since *Sweet Aloes*, the play in which Miss Laye opened Wednesday at the Booth under the management of Lee Ephraim, is a naive, pointless and insistently uninteresting excursion into the realms of sentimental psychoanalysis, with its ineffectiveness increased by a shallow and obvious performance by Miss Laye.

The more or less well-known theory that hiding a memory of sorrow creates a sore spot in the mind, and that the only cure is a process of fresh-air treatment and open discussion, seems to be the basis of the proceedings. Early in the first act little Belinda Warren is cured of her acute grief at papa's death because her good friend Tubbs makes her talk about it. But another grief impends, that of an illegitimate child begotten by young Robert Melford, heir of the manor, who is married to a forever childless wife. Tubbs continues his good offices by getting Robert's father to see the girl and offer to help her if she provides the descendant he desires. Her English motherhood appalled at such a suggestion she none the less consents, the more easily since she and Bobby are just good friends.

Years later, in America, she is married to a doting (and therefore, typical) American husband, who knows she has a past but not what it is. She should be happy, but she is haunted by thoughts of her child, being brought up as the heir of the Farringtons.

Tubbs wanders in again (good old Tubbs!) and repeats his cure by inviting the Farringtons to dine at Belinda's home. There Bobby's wife, a sweet and grateful lady, makes friends with Belinda, who is thus permitted to talk about her boy and bring her woes into the open. That, of course, solves all her problems neatly and with a minimum of effort, and the final curtain sees Belinda at long last happy with her confused but grateful American spouse.

Miss Laye, with her saccharine loveliness, languishes, pouts and gushes thru the part of Belinda, getting little or no real effect from a role which, despite the weakness of the play, might have been a fat one in other hands. Those who are wont to swoon with rapture upon Miss Laye's mere appearance may find pleasure in watching her antics in *Sweet Aloes*; but those who have found her honeyed beauty somewhat cloying can take sadistic delight in the realization that her acting, at least in her present vehicle, is sweepingly ineffective.

As cruel contrast to the work of the featured player is the sharp, brittle and thoroely delightful pretending of Miss Doris Dalton in a minor role. Miss Dalton, who gets better and better with each appearance, is now definitely among our topflight players. John Litel brings as much effect as anyone could to the routine part of the American husband, while Rex Harrison, an English import, scores excellently as the marines-to-the-rescue Tubbs. Miss Joyce Carey, who wrote the play under the pen-name of Jay Mallory, gives, naturally enough, a sympathetic performance as Robert's wife, while Nicholas Joy, Elliot Mason, Ruth Vivian and Marjorie Martyn do good work in smaller roles.

The play's so-called problem and its general plan of attack are reminiscent of lesser items of the old "well-made play" school—except that *Sweet Aloes* is, by no stretch of the imagination, well made. EUGENE BURR.

## GOLDEN

Beginning Sunday Evening, March 1, 1936

### THREE WISE FOOLS

(Revival—one week)

A play by Austin Strong. Staged by the author. Setting uncredited. Presented by John Golden.

Mr. Theodore Findley.....William Gillette  
Judge James Trumbull.....James Kirkwood  
Doctor Richard Gaunt.....Charles Coburn  
Miss Fairchild.....Elizabeth Love  
Mrs. Saunders.....Isabel Irving  
Poole.....Brandon Tynan  
Gordon Schuyler.....William Post Jr.  
John Crawshaw.....John Blair  
Douglas.....Sydney Booth  
Benjamin Surratt.....Scott Moore  
Clancy.....Victor Colton  
Gray.....John McKee  
Policeman.....Robert Burton

ACT I—The Living Room in the Home of the Three Wise Fools. Washington Square, New York City. ACT II—Four Weeks Later. ACT III—Half an Hour Later.

It was a celebration rather than a premiere last Sunday night at the Golden Theater when William Gillette came once more out of retirement to offer another "farewell appearance," this time in Austin Strong's *Three Wise Fools*. John Golden presented the revival, and it went in for a limited one-week run, thus making New York just another road stand in its tour.

Celebrities of the theater were thicker than autograph fends at a film opening on Sunday night, and many of them joined in the festivities that began when the final curtain came down on Mr. Strong's play. Donald Brian acted as impromptu master of ceremonies, and Mr. Gillette commented wisely, wittily and with the sprightly humor that befits so young a man while such comparative babies as George M. Cohan, Cissie Loftus, May Irwin, Edmund Breese and many others made appropriate remarks. Mr. Golden, the producer, who couldn't manage to tear himself away from Florida's coral strands, was heard, via telephone, radio and whatever other 20th-century abracadabra was needed, from his hotel room in the South.

It was, in short, quite an event—and rightly so, since it marks Mr. Gillette's first "farewell" since the one he gave in *Sherlock Holmes* at the New Amsterdam Theater about seven years ago. He blamed the recurrence of his good-byes upon the charts of insurance companies, which fooled him, he said, as to the probable length of his span of years; and he blandly announced that

we could expect a new "farewell" each five years or so, from now on. It was welcome news.

As for the play, the lesser item in the evening's festivities, it turned out to be a pleasant but woefully dated little piece. It deals, as you know, with three old bachelors who adopt the daughter of the woman they all loved unsuccessfully many years before. She brings a bit of criminal suspicion to provide a second act, and much sweetness and light to provide a final curtain. The comedy is notable at this late date, one fears, chiefly because it once gave Helen Mencken her first real chance—and, of course, because it was selected by Mr. Gillette as his present vehicle.

The evening's star—guest of honor, really—plays the most crotchety of the three old men with sharp, crackling wit and the incisive bite, the clear intelligence and brittle humor that has always marked his work, giving generously of his own abundant youth to bring a bit of life to the old play. Mr. Gillette, over 80, seems to have swapped ages with his vehicle, which is 18.

James Kirkwood and Charles Coburn play the other two gentlemen of the title in fine fashion, and Elizabeth Love does a charming job as the ingenue. William Post Jr., Isabel Irving and Brandon Tynan, among others, lend excellent support.

It is, of course, unfair to grudge Mr. Gillette the relaxation he has so amply won thru his long and distinguished stage career; but it does seem a bit unfair to make us wait five years for the next farewell. Not all of us are so young as Mr. Gillette.

EUGENE BURR.

## ALVIN

Beginning Wednesday Evening, March 4, 1936

### DEAR OLD DARLING

A "comic experience" by George M. Cohan. Staged by Sam Forrest. Settings by Oden Waller, built by T. B. McDonald. Presented by George M. Cohan.

Calvin Miller.....George M. Cohan  
Gertrude Collins.....Ruth Shepley  
Acton.....Reynolds Denniston  
Jane Mayo.....Marian Shockley  
Joseph Leggett.....Charles D. Brown  
Mrs. Mayo.....Theresa Maxwell Conover  
Julia Taylor.....Edna M. Holland  
Clarence Wheeler.....Ben Lackland  
Gesso.....M. Hirano  
L. B. Stewart.....Joseph Sweeney  
McDevitt.....Joseph R. Garry  
Captain Cramer.....Walter Gilbert  
John Mayo.....Forrest Orr  
Dolan.....Jack Williams  
Hogan.....Dan Carey

ACT I—Scene 1: The Miller Home. Midnight. Scene 2: The Following Noon. ACT II—Scene 1: The Miller Home. An Hour Later. Scene 2: The Mayo Apartment. A Few Minutes Later. Scene 3: The Miller Home. The Following Morning. Time: Early Autumn. Place: An American City.

It is a field day for George M. Cohan up at the Alvin these nights, where his *Dear Old Darling* opened Monday—a field day for Mr. Cohan, but not for his customers. "America's stage actor," as he bills himself, has a fine time supporting a rickety play-structure with the stalwart bulwark of his personality; but the structure itself is so very weak that, despite the support, it topples almost unnoticed to the ground. The personality alone remains.

*Dear Old Darling* made a mistake when it decided to open the evening after William Gillette appeared in Austin Strong's 18-year-old *Three Wise Fools*. The two plays aren't similar, but they belong definitely to the same era; if anything, Mr. Strong's appears a bit more up-to-date than Mr. Cohan's.

*Dear Old Darling* starts off as a leisurely and not very exciting study of the difficulties a perfectly nice middle-aged man can get himself into if he allows himself to become the Grand Passion of an impressionable young lady; it switches, along about the middle of its second and last act, into a typical crook melodrama of about 20 years ago. Thus, Calvin Miller loses both his self-possession and his fiancée when he is ruthlessly pursued by a predatory ingenue encountered on a European journey. His intentions and, indeed, his actions have been blameless, but only his best friend believes him when he says so. The rest of the world, includ-

ing the policeman Calvin has called to protect him from a rumored irate father, persist in regarding him as a nasty old lecher, caught in coils of his own unspeakable making.

Mr. Cohan, adept at personal stagecraft, strings out Calvin's numerous variations on the jitters thru an act and a half of playwriting that depends entirely upon the work of the chief performer. Since that performer is Mr. Cohan himself, the proceedings are not so dull or so uninteresting as they would otherwise have been; but none the less at least one customer would have enjoyed a song-and-dance session. It was about the only thing that Mr. Cohan missed—and it would have helped a lot.

When jitter-variations are completely exhausted, we are let in on the big secret—that the little girl is merely one of a gang of expert swindlers. This manages to fill another scene. In the final episode, the police suddenly state that they had suspicions all the while, and arrest the confidence troupe, while Mr. Miller goes back to the arms of his fiancée.

Charles D. Brown helps matters considerably with one of his crisp and always amusing performances, as the best friend, while Joseph Sweeney, as a fake detective, repeats the success he scored earlier this season in *A Slight Case of Murder*. Marian Shockley is cute as the girl in the case, and Reynolds Denniston, Walter Gilbert, Forrest Orr, Joseph R. Garry, Ben Lackland and Theresa Maxwell Conover are excellent in subsidiary roles.

As for Mr. Cohan, he indulges, as remarked, in a field day. The role of Calvin Miller allows him to be Mr. Cohan as much and as energetically as he pleases. That is the play's only virtue. EUGENE BURR.

## "Year's" Compromise Arb

NEW YORK, March 7.—In an arbitration brought by Stephen Gross and Mrs. Lin S. Root, co-playwrights of *One Good Year*, against that play's producer, Al Rosen, the board arrived at a compromise verdict. The complaint brought by the plaintiffs charged Rosen with inserting lines into the script which they had not written and also with engaging a player of whom they did not approve, in defiance of agreements to the contrary.

The arbitration board found both complaints were justified and gave Rosen until March 10 to remedy the offenses.

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## BROADWAY RUNS

Performances to March 7, inclusive.

Dramatic	Opened	Perf.
Boy Meets Girl (Cort)	Nov.	27...122
Call It a Day (Morosco)	Jan.	28... 51
Children's Hour, The (Elliott)	Nov.	20...553
Co-Respondent Unknown (Ritz)	Feb.	11... 31
Dead End (Belasco)	Oct.	28...154
Dear Old Darling (Alvin)	Mar.	2... 8
End of Summer (Guild)	Feb.	17... 24
Ethan Frome (National)	Jan.	21... 55
Fields Beyond, The (Mansfield)	Mar.	6... 3
First Lady (Music Box)	Nov.	26...123
Fresh Fields (Empire)	Feb.	10... 32
Lady Precious Stream (Booth)	Jan.	27... 48
Libel! (Miller)	Dec.	20... 91
Love On the Dole (Shubert)	Feb.	24... 16
Moon Over Muberry Street (Second Engage.) (44th St.)	Jan.	13... 64
Mulatto (Vanderbilt)	Oct.	24...157
Night of January 16, The (Ambassador)	Sept.	16...200
One Good Year (Fulton)	Nov.	27...119
Postman Always Rings Twice, The (Lyceum)	Feb.	25... 15
Pride and Prejudice (Plymouth)	Nov.	5...146
Russet Mantle (Masque)	Jan.	16... 60
Sweet Aloes (Booth)	Mar.	4... 6
Three Men on a Horse (Playhouse)	Jan.	30...473
Three Wise Fools (Golden)	Mar.	1... 8
Tobacco Road (Forrest)	Dec.	4...978
Victoria Regina (Broadhurst)	Dec.	26... 85
Musical Comedy		
At Home Abroad (Majestic)	Sept.	19...193
Follies (Winter Garden)	Jan.	30... 41
Jubilee (Imperial)	Oct.	12...168
Jumbo (Hippodrome)	Nov.	16...169
May Wine (St. James)	Dec.	5...108
Scandals (New Amsterdam)	Dec.	25... 89

**"LOVE ON A BET"**

(RKO RADIO)

TIME—76 minutes.

RELEASE DATE—March 6.

**PLOT**—Uncle Carlton wants his nephew, Michael, to learn the meat-packing business, but Michael has a yen to produce his friend's play. Uncle thinks the plot absurd and wagers Michael the sum necessary to back the play that he cannot live the plot. Michael agrees to meet all the obligations, which are that he start naked from New York and arrive 10 days later in Los Angeles with a new suit, \$100, and a pretty girl willing to marry him. The situations are met hilariously enough, and the incredibility of the circumstances do not make much difference. Added excitement is furnished by a meeting with two escaped convicts. Arriving in Los Angeles, the girl goes off in a huff when she learns the true circumstances and nearly marries a man for his money. But she is finally persuaded Michael loves her. Uncle is confronted right on the deadline and agrees to his part of the bargain, but the girl persuades Michael to go into the meat business.

**CAST**—Gene Raymond, Wendy Barrie, Helen Broderick and William Collier Sr.

**DIRECTOR**—Leigh Jason. Fast and coherent, with a proper sense of values.

**AUTHORS**—Screen play by P. J. Wolfson and Phil G. Epstein, from a story by Kenneth Earl.

**COMMENT**—Good fun, altho the love-on-the-road theme is not new.

**APPEAL**—Wide.

**EXPLOITATION**—Routine.

**"DON'T GAMBLE WITH LOVE"**

(COLUMBIA)

TIME—63 minutes.

RELEASE DATE—February 15.

**PLOT**—Ann persuades her husband, Jerry, to sell his gambling casino so that their baby may be brought up in a respectable atmosphere. Jerry then lands a job with a stock corporation and innocently invests his money in the firm. All the biggies suddenly clear out, leaving him holding the bag on a charge of defrauding stockholders. Out of jail on bail, Jerry opens another gambling house, this time a crooked one. Despite warnings sent by a gambling syndicate, he opens a second spot, thereby putting himself on the spot. His wife, adamant until this moment, rushes to Jerry's place of business and ruins it as a money maker by telling the patrons the games are crooked. The chief of gangland, having nothing against his competitor personally, decides against the killing. One bullet, fired by an angry customer, wounds the gal slightly. Reunion, and papa promises to be respectable.

**CAST**—Ann Sothorn, Bruce Cabot, Irving Pichel, Ian Keith and Thurston Hall.

**DIRECTOR**—Dudley Murphy. All in the day's work.

**AUTHORS**—Story and screen play by Lee Loeb and Harold Buchman.

**COMMENT**—Another picture.

**APPEAL**—Average. Double billing.

**EXPLOITATION**—The inside on swank gambling establishments.

**"THE WALKING DEAD"**

(WARNER)

TIME—81 minutes.

RELEASE DATE—March 14.

**PLOT**—A racketeer ring murders an honest judge, and then pins the murder on a just-released convict whom the judge had sent up. The young couple who could have established the convict's innocence are scared out of it by the racketeers, but at the last moment they come thru. It is, however, too late. A great scientist brings the electrocuted guy back to life, and the zombie, fortified by the knowledge he has gained in his journey to the other world, mysteriously drives each racketeer to a deserved death. He's killed for a second time in so doing. The young couple furnishes the romance.

**CAST**—Boris Karloff, Ricardo Cortez, Edmund Gwenn, Barton MacLane, Warren Hull, Marguerite Churchill, Henry O'Neill, Paul Harvey, Joseph King and others. Full assignments capably all the way.

**DIRECTOR**—Michael Curtiz. Too moralistic for a horror yarn, and too heavy for a fantasy.

**AUTHORS**—Screen play by Ewart Adamson, Peter Milne, Robert Andrews and Lillie Hayward, from a story by Ewart Adamson and Joseph Fields. Maybe the office boy also took a hand.

**COMMENT**—A good idea gone pretty badly wrong. Horror fans will be disappointed, and others just won't attend.

**APPEAL**—Not for week-ends.

**EXPLOITATION**—Man who was electrocuted brought back to life. Man who knew the secrets of the dead. Other-worldly vengeance of a living zombie.

**"THE GARDEN MURDER CASE"**

(MGM)

TIME—62 minutes.

RELEASE DATE—February 26.

PRODUCERS—Lucien Hubbard and Ned Marin.

**PLOT**—A jockey in the gentlemen's steeplechase knows he will be killed, and he is. A wealthy sportsman is shot in his own home. The wife of the owner of the jockey's horse, after saying she can clear up the financier's killing, has a premonition of her own death, which immediately takes place. That demon detective, Philo Vance, clears it all up by happening to notice a snake. The horse's owner, it seems, practiced hypnotism on wife and the jockey (her lover), thus killing them. The financier was shot by the wife as he imitated her husband's voice on the phone.

**CAST**—Edmund Lowe, Virginia Bruce, Benita Hume, Gene Lockhart, H. B. Warner, H. B. Walthall, Frieda Inescourt, Jessie Ralph, Grant Mitchell, Nat Pendleton, Kent Smith, Etienne Girardot and others. Lowe fair; Bruce impossible; Lockhart, Warner, Walthall, Mitchell and Girardot excellent. Inescourt both lovely and effective.

**DIRECTOR**—Edwin L. Marin. Muddled.

**AUTHORS**—Screen play by Bertram Milhauser from S. S. Van Dine's novel. Solution is woefully anti-climactic.

**COMMENT**—Distinctly a minor mystery, with customers apt to feel plenty cheated at the hypnosis angle, which seems a pretty unfair solution, since such power is still a moot point. Film is disappointing.

**APPEAL**—Detective yarn addicts.

**EXPLOITATION**—Murder by hypnotism. That may give away the solution, but at least the customers will know what they're in for. Play up Philo Vance, of course.

**NEWS OF THE WEEK**

The Academy of Motion Picture Arts and Sciences on March 5 voted MGM's *Mutiny on the Bounty* the best film of 1935. John Ford took first honors for his direction of *The Informer*, and Victor McLaglen got the nod for his work in the same picture. Among the actresses Bette Davis led the field in recognition of her role in *Dangerous*. Second and third best productions, respectively, were *The Informer* and *Captain Blood*; second and third awards for actresses were given to Katharine Hepburn and Elisabeth Bergner for portrayals in *Alice Adams* and *Escape Me Never*. Second and third honors among the men went to Paul Muni for *Black Fury* and Charles Laughton for *Bounty*.

The managerial setup of some theaters of the Skouras chain, located in Greater New York, has undergone several transformations. The Broadway, of Astoria, L. I., is now under Hugh Flinnigan; the Blenheim, Bronx, formerly under Nick Mann, is in charge of Paul Hamilton; Tom Sarra, formerly of the Lynbrook, Lynbrook, L. I., now heads the Grand, Astoria, L. I.; Lou Hart, once associated with the publicity department of the Crotona, now manages the Granada, Corona, L. I.; Nate Simons, formerly assistant manager of the Jamaica, Jamaica, is now managing the Steinway, Astoria; Max Cooper, manager of the Hackensack Fox, goes to the Cove, Glen Cove, L. I.; M. Guillione heads the Lynbrook.

Following close on the recent Bridgeport ban on lotteries and giveaways comes the announcement of a similar prohibition in Waterbury, Conn. The action was agreed upon at a conference attended by M. G. Myers, city prosecutor; Joseph H. McLean, police superintendent, and various theater owners.

**FILM CONSENSUS**

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

Name	Favorable	Unfavorable	No Opinion	Comment
These Three (United Artists)	6	0	0	"Outstanding dramatic hit."— <i>Showmen's Trade Review</i> . "Swell."— <i>The Billboard</i> .
Wife vs. Secretary (MGM)	12	6	1	"Unusual entertainment value."— <i>M. P. Daily</i> . "Glossy stereotype."— <i>Times</i> .
Rhodes (Gaumont-British)	13	1	3	"One of the better English-made pictures."— <i>Variety</i> . "Dramatic and powerful chronicle."— <i>Herald-Tribune</i> .
The Voice of Bugle Ann (MGM)	12	5	4	"Little appeal for the average picturegoer."— <i>Harrison's Reports</i> . "Deeply touching."— <i>World-Telegram</i> .
Road Gang (First National)	7	7	7	"Will suffice."— <i>Variety</i> . "Too much doctrine to be entertaining."— <i>Daily Variety</i> .
The Music Goes 'Round (Columbia)	7	7	4	"Doesn't presage a bright outlook."— <i>Variety</i> . "Creaking antique."— <i>Times</i> .
Lady of Secrets (Columbia)	1	11	1	"Slow, shambling and feeble."— <i>World-Telegram</i> . "Heavy-handed tear-jerker."— <i>Journal</i> .
My Marriage (20th-Fox)	4	4	5	"Good for draw."— <i>Daily Variety</i> . "Fair program entertainment."— <i>Harrison's Reports</i> .
Yellow Dust (Radio)	3	6	3	"Meager, mediocre little story."— <i>Post</i> . "Burlesque on the prospecting period."— <i>Times</i> .
Fast Bullets (Reliable)	1	0	4	"Enough action for the fans."— <i>The Billboard</i> .

**EXHIBITORS ORGANIZATIONS**

The MPTOA meeting at Miami, Fla., opened Thursday, March 5, at the Miami Biltmore, with practically the entire board of directors in attendance. Additional men of the motion picture industry who were present included Harry L. Charnas, N. L. Nathanson, Col. Fred Levy, Eddie Cantor, Erno Rapee and Major Albert Warner. Following President Ed Kuykendall's address, hitting at unethical practices of small operators, there was a report by the committee on nominations. At the time of going to press it was expected that all present officers would be renominated.

The hope of Chicago operators for a 20 per cent increase will not come to any settlement before September 1. According to new rules, contracts now start from that date. Representatives of both sides held a meeting last week and agreed to adhere to the old agreement in the meantime.

Edward Raftery, representing United Artists; Melvin Albert, counsel for ITOA, and Morton Baum, tax expert for the city of New York, on Friday, March 6, at the Appellate Division, presented arguments relative to ITOA's action to get an injunction preventing collection by distributors of the New York City sales tax.

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**"THE FARMER IN THE DELL"**

(RADIO)

TIME—61 minutes.

RELEASE DATE—March 27.

**PLOT**—Ma Boyer wants to go to Hollywood to get Adie in the movies, so Pa is forced to sell the Iowa farm and tag along. Also tagging along is Adie's childhood sweetheart. On a visit to the studios Pa is picked up to play a small part and scores. Seeing that Ma is more determined than ever to force Adie into films, he decides to quit, but they boost his salary to \$600 a week. Ma then goes on a spending spree and both she and Adie go high hat, but Pa, returning from location, throws Adie back into the arms of her swain and Ma promises to behave.

**CAST**—Fred Stone, Esther Dale, Jean Parker, Moroni Olsen, Frank Albertson and others. Whole picture depends on Stone. He gives a lovable, warm, human and thoroly delightful characterization.

**DIRECTOR**—Ben Holmes. Allowed it to go haywire toward the end.

**AUTHORS**—Screen play by Sam Mintz and John Grey from the Phil Strong novel. Adaptation could have been a lot better.

**COMMENT**—Last quarter is woefully weak, but amusing start and Stone's outstanding performance make it an eminently enjoyable little comedy.

**APPEAL**—Family trade heavy.

**EXPLOITATION**—Two excellent angles, the inside on Hollywood and the human and folksy comedy stuff. Combination of the two, with chief plot situation, constitutes powerful curiosity awakener.

**"LAUGHING IRISH EYES"**

(REPUBLIC)

TIME—69 minutes.

RELEASE DATE—March 10.

**PLOT**—Pat Kelly, a fight promoter, wagers his interest in an athletic club that he can find a genuine fighting Irishman. With his daughter, Peggy, he goes to Ireland, where he gets wind of one Tiger O'Keefe. Tiger is on his way to meet Kelly and sign the papers, but gets k. o.'d by Danno O'Keefe in a street brawl. Danno is only a singing blacksmith, but the managers, in desperation, palm him off on the innocent Kelly as the Tiger—for \$15,000. Peggy falls in love with Danno's voice and manages to put him on the air by two-timing an influential sports announcer. Later, when he learns the true state of affairs, queers the ballyhoo by publicizing Danno as a fake, a singing canary, but not a fighter. Meanwhile Danno gets a wrong slant on his girl's affair with the announcer and leaves for Ireland on the eve of his big fight. Peggy hunts him up, calls him yellow, and he rushes in to win and save Pat's dough. Plenty of love.

**CAST**—Phil Regan, Walter C. Kelly, Evalyn Knapp, Ray Walker, Mary Gordon and Warren Hymer.

**DIRECTOR**—Joseph Santley. Makes the most of what opportunities the film affords, particularly the last fight sequence.

**AUTHORS**—Screen play by Olive Cooper, Ben Ryan and Stanley Rauh. Story by Sidney Sutherland and Wallace Sullivan.

**COMMENT**—Picture goes far on thin material. Should do okeh at b. o.

**APPEAL**—General.

**EXPLOITATION**—Routine.

**"YOU MAY BE NEXT"**

(COLUMBIA)

TIME—56 minutes.

RELEASE DATE—February 8.

**PLOT**—Neil Bennett, a radio broadcasting engineer, falls for Fay Stevens, a night-club singer, and is smitten with both love and a desire to put her on the air. His tenacity in trying to convince the manager of the station of her talents becomes so obnoxious that he is fired from his job. Racketeers who operate the cabaret where Fay sings hit upon a new shakedown, the idea having been unwittingly provided by Bennett. With Bennett the fall guy, they demand protection from the broadcast companies upon penalty of shooting static thru the airwaves, thereby ruining the networks' radio shows. Circumstantial evidence points to Bennett, who is held captive by the yeggs and whose radio equipment they use for their nefarious practice. Bennett is finally cleared and united with Fay.

**CAST**—Lloyd Nolan, Ann Sothern and others. Nolan is hardly the romantic type, and his talents are victimized by his essaying this kind of role. Sothern is nice and the rest are capable enough.

**DIRECTOR**—Albert S. Rogell. A good job with pace and variation excellently upheld.

**AUTHORS**—Screen play by Fred Niblo Jr. and Ferdinand Reyher from a story by Henry Wales and Ferdinand Rayher. Routine dialog set on a plot which rests completely on one idea. Ingeniousness of this idea, however, prevents it from falling into the class with most melodramas of this type.

**COMMENT**—Satisfactory as double feature attraction in large towns and reasonable as a solo in small houses catering to children and unsophisticates.

**APPEAL**—As above.

**EXPLOITATION**—Radio tieups with local stations.

**"THE RETURN OF JIMMY VALENTINE"**

(REPUBLIC)

TIME—71 minutes.

RELEASE DATE—February 22.

**PLOT**—The great American authors who wrote this outdid themselves in digging into thematic antiquity and the use of plot No. 2, as known to writers in all fields. Plot No. 2 is to dig up the past of a now prominent man and make him dance to the tune of blackmail. Or words to that effect. This pix concerns a newspaper reporter who is sent out by his paper to discover the whereabouts of that master of safe tumblers, Jimmy Valentine. When the reporter does find him he decides not to send in the story because he has fallen in love with Valentine's daughter.

**CAST**—Roger Pryor, Charlotte Henry, Robert Warwick, James Burtis, Edgar Kennedy, J. Carroll Naish, Lois Wilson, Wade Boteler. Cast is as bad as the picture generally.

**DIRECTOR**—Lewis D. Collins. He must have had his megaphone strapped on backwards.

**AUTHORS**—Screen play by Jack Netteford and Olive Cooper. Story by Scott Darling, Wallace Sullivan and Paul Armstrong Jr. This is the proud product of five authors!

**COMMENT**—Pryor, as the newspaper man, is so good that he can shoot paper clips at the managing editor and get away with it.

**APPEAL**—Maybe the five writers.

**EXPLOITATION**—Sell the Valentine name.

**"THE LEATHERNECKS HAVE LANDED"**

(REPUBLIC)

TIME—68 minutes.

RELEASE DATE—February 22.

**PLOT**—Woody Davis, a marine with a penchant for getting into fights, is discharged from his company's base at Shanghai when one of his buddies is killed while helping him in a tavern brawl. Davis falls in with some shady characters who supply Chinese bandits with guns and ammunition in the interior of China. When an American company gets news of a contemplated raid by the bandits and sends for the marines Woody Davis, whose heart is still with the service, prevents the slaughter of his company by preventing the villains from seizing the ammunition storehouse. In this heroic work he is aided by two of his pals. Pardon and reinstatement follow, as well as an indicated marriage with a girl, a hanger-on at the international settlement.

**CAST**—Lew Ayres, Isabel Jewell, Jimmy Ellison, J. Carroll Naish, James Burke, Clay Clement and Ward Bond.

**DIRECTOR**—Howard Bretherton. Dull and trite at first, but does well with the action sequences in the latter half.

**AUTHORS**—Story by Wellyn Totman and James Gruen. Screen play by Seton I. Miller.

**COMMENT**—A very good yarn, with enough action and suspense toward the end to make it interesting.

**APPEAL**—Non-class, but wide generally.

**EXPLOITATION**—Plenty of good shots to work with.

**"HER MASTER'S VOICE"**

(PARAMOUNT)

TIME—75 minutes.

RELEASE DATE—January 17.

**PLOT**—The fussy family circle of Ned, Queena and Aunt Minna is temporarily broken up when Ned loses his job and Minna's wealthy sister barges in to take Queena away with her. Latter never approved of Queena's marriage to Ned, altho she never met him. Just before leaving she sees him cleaning up the house and thinks him the handy man. Ned aids the deception. A few days later Ned sneaks into the mother-in-law's home to visit his wife, but gets into the wrong bedroom. A fielding bedroom scene follows in which the old gal hints that she is willing to go astray. Next morning the truth is known, and Ned surprisingly announces he must leave to keep a radio engagement. The denouement shows Ned, who was once a barber-shop tenor, on the air as *The Fireside Troubadour* under the auspices of his old singing mate. Latter marries Aunt Minna and Ned and Queena take up again.

**CAST**—Edward Everett Horton, Peggy Conklin, Laura Hope Crews and others.

**DIRECTOR**—Joseph Santley. Has kept it engagingly light and fluffy.

**AUTHORS**—Dore Scharey and Harry Sauber adaptation of the stage play.

**COMMENT**—A typical Horton piece, enjoyable to those who like his polished but unchanging farcical portrayals.

**APPEAL**—Upper spot on double billing.

**EXPLOITATION**—Routine.

**"THE LAWLESS NINETIES"**

(REPUBLIC)

TIME—55 minutes.

RELEASE DATE—February 15.

**PLOT**—Lawless gangs in Wyoming toward the end of the '90s seek to prevent the State's admittance into the Union, because that would bring an end to banditry. With the townspeople about to vote for or against Statehood, the federal government sends John Tipton and a friend to the territory to keep law and order at the polls. The citizenry is murdered regularly thruout the 55 minutes' running time, the most affecting disaster being the shooting of the aged editor of the local newspaper. His daughter carries on. Tipton dodges bullets and finally is aided by a government posse. They smash the barricades set up around the polls, and the good burghers walk in and vote pro-Union. Tipton then settles with the ringleader for killing his pal. Romance with the girl.

**CAST**—John Wayne, Ann Rutherford, Harry Woods and George Hayes.

**DIRECTOR**—Joseph Kane. Managed to dodge the gunfire himself.

**AUTHORS**—Screen play by Joseph Poland from an original story by Joseph Poland and Scott Pembroke.

**COMMENT**—Miraculous survival by members of the cast.

**APPEAL**—A natural for the action fans.

**EXPLOITATION**—Plenty of good action shots.

**"WESTWARD HO"**

(REPUBLIC)

TIME—60 minutes.

RELEASE DATE not given.

PRODUCER—Paul Malvern.

**PLOT**—John Wyatt organizes a band of Vigilantes to rid the Western frontier of bandits, hoping in this way to avenge himself on the gang which years ago murdered his father and mother and kidnaped his brother. While protecting a young girl and her father who are traveling over a dangerous trail, John comes in contact with his brother Jim, but does not know him. Jim, now a bandit in association with the men who kidnaped him, unsuccessfully attempts to steal the stock under John's protection. Angered by this failure, the villains tangle with the Vigilantes in a last attempt to get them out of their way. Jim, however, learns his identity and switches sides at the last minute. Both determine to get Ballard, the kidnaper, and even up the old score, but in the fighting Jim is killed. John and the girl hook up.

**CAST**—John Wayne, Sheila Mannors, James Farley and Frank McGlynn.

**DIRECTOR**—R. N. Bradbury. More finesse than in most Westerns.

**AUTHORS**—Story and screen play by Robert Emmett and Lindsey Parsons.

**COMMENT**—A better Western, crammed with action, based on some historical foundation.

**APPEAL**—The fans and possibly some general trade.

**EXPLOITATION**—Historical angle should help.

# Specialty Acts Move Into Burly in Increased Numbers

**BAA Junior Member enrollment jumps from 32 to 67 in two months—producers and operators grasp importance of these acts—burly regulars doing specialties also**

NEW YORK, March 7.—Specialty acts are wending their way into burlesque more and more, the records of the Burlesque Artists' Association offering conclusive proof that the producers of shows and operators of theaters realize the value and importance of these acts to burly entertainment. At the present time all specialty acts are being recruited from the vaudeville and night clubs fields, the bulk of them being dancing, singing and musical acts. Only a few of the regular burly principals are being called upon to do specialties, but gradually producers and operators are awakening to the fact that a lot of their regulars are able to do specialties.

Within the last two months the BAA enrollment of Junior Members, covering specialty people from other fields, has jumped from a total of 32 to 67. The major portion of this increase is the result of the Independent Circuit using on an average of one and two specialty acts a show. In addition, many of the stock houses in this territory are using specialty acts in their shows.

Most producers and operators are now of the opinion that burlesque shows are helped considerably by these specialty acts, they being a departure from the stereotyped and furthermore add life to the layout. Several operators have revealed that with vaudeville passing out of the picture in many of the towns harboring burlesque, it affords them an opportunity to attract some vaude patronage by using specialty acts.

It is the intention of the Indie Circuit to continue to use these specialty (See SPECIALTY ACTS opposite page)

## Balto. and Wash. Out of the EBMA

NEW YORK, March 7.—The Gayety theaters in Baltimore and Washington, D. C., operated respectively by Hon Nichols and Jimmy Lake, are reported as no longer being members of the Eastern Burlesque Managers' Association. It is understood that they withdrew their membership from this organization a week or so ago.

Other houses which dropped out of the EBMA this season were the Hudson, Union City, and three local houses, Minsky's Gotham, the Peoples and the Irving Place.

LOU REDELSHEIMER, old-time agent, moved from the Strand to the Tango Palace Building, next door (New York), last week.

## BURLESQUE REVIEWS

### Empire, Newark, N. J.

(Reviewed Tuesday Afternoon, March 3)

This Harry Brock-Issy Hirst house is a pretty good burly stopoff for the Indie shows, this week hosting *Novelties of 1936*, headed by the glamorous and talented Countess Nadja. Her presence in the cast is enough to assure a most delightful show, yet the surrounding cast adds considerably in making this an hour and 54-minute crackerjack layout. House itself provides a nice atmosphere and there was a good-sized matinee crowd on hand to show appreciation. Frank Bryan produced this show, with Joe Revlin credited for the book.

Nadja's performance is a distinct revelation, she's far and above the parade strip class. She does a bit of strip, true,

but she applies talent in other directions. For one, she brings straight dramatics to burlesque, doing the part of Tondelayo in a scene from *White Cargo*. And she does it like a legit veteran, with Chick Hunter and Joe Devlin ably assisting. The audience went for it big, just as they did for Nadja's grand song selling and her splendid Russian and Rumba dances. More performers like her in burlesque and the field will progress considerably.

Strip numbers in the show are furnished by Erma Vogelle, Gertie Forman and Nell Casson. They're busy ladies besides, having to do soubret assignments as well as work in bits. They work very nicely and their strips are satisfying, shadowy lighting accompanying them. Strict censorship in this town, but audiences here prefer specialties anyway, and they get them.

Harry Seymour, little fellow with the red nose, and Vic Plant provide the comedy, and they pull in a lot of laughs. They resort to spice all right, but the way they work doesn't make it so offensive. Both have clever styles and in general are all-around performers. Better straights than Joe Devlin and Chick (See Burlesque Review opposite page)

## U-NOTES

By UNO

EVELYN MYERS, still under contract to the Wilners, left New York for the Rialto, Chi., to open there this week on a loan to N. S. Barger. Thih brought back to New York Peaches Strange to reopen for the Wilners at the Apollo this Friday. Peaches was another Barger transfer a few weeks back.

BILLY FIELDS, featured comic with *Vanity Fair*, indie show, has his right bandaged because of a pistol shot wound sustained in a bit in Union City. Charles Cane applied first aid with a razor blade. Max Coleman, who fired the shot, in turn has his right arm under medical treatment for a dislocation caused in another scene in Pittsburgh, in another show, several weeks before.

MARIAN BELL, who doubles in the chorus and in acrobatic, tap, toe and Oriental dance specialties at the Gaiety, New York, forced to turn down a Paradise Restaurant offer until she completes a higher terpsichore course at a local school.

JOEY FAYE, comic, flew in to New York from Pittsburgh March 3 and back the day following to begin rehearsals for another Indie show to open in Balto for another trip around the cirk. Early morn of March 4 found Faye doing a movie short, *Okay Wall Street*, with Tom Howard, in Astoria, L. I., for Education and for which he and Dave Freedman collaborated on the book.

ELVIA HERNDON, of the Gaiety, New York, preparing an elaborate trousseau to become a May bride, when she will wed Eddie Cohen, of Philly, brother of showman Max Cohen.

TOM PHILLIPS, president of the BAA, has been honored with the toastmaster's appointment for the 37th anniversary dinner, dance and entertainment of Local 59, Theatrical Stage Employees of Hudson County, N. J., to be held March 18 at the Grotto Auditorium, Jersey (See U-NOTES on opposite page)

## S BURLESQUE DYING?

# ...NO!

Even if the old type of parade strip specialty is passe and no longer meets with the approval of many audiences, Burlesque patrons are not different from other theatergoers. They appreciate

TALENT  
ORIGINALITY  
NOVELTIES

This Is the New Era of Burlesque!  
SEE NEXT WEEK'S INSIDE FRONT COVER!

# DIANA LOGAN

FEATURED AT THE  
ELTINGE THEATER NEW YORK CITY

## BURLY BRIEFS

NADJA, ending her tour of the Indie Circuit in Union City, N. J., will go out to the Gayety, Minneapolis, for Harry Hirsch. . . . She opens March 28 for four weeks on salary and percentage. . . . The most dough Hirsch has paid for an attraction. . . . Max Coleman and Harry Bentley replaced Sammy Spears and Charlie Robinson in *Vanity Fair*, Indie show, at the Hudson, Union City, last week. . . . Spears and Robinson are finishing out their contract at the Bijou, Philly. . . . Joe Weinstock returned to New York from Miami Beach last Tuesday. . . . H. K. Minsky, Max Rudnick and Issy Hirst are still there, the latter returning to Philly this week. . . . Minsky's Miami Beach show closes there next Tuesday, scheduled to go into Jacksonville for a three-day stand. . . . The show will not jump to Havana as planned.

GLADYS McCORMACK, Nazarro Hallo, Cynthia Michel, Lillian Murray and Mabel Frances are among the new people at the Irving Place, New York. . . . Replaced Lillian Dixon, Evelyn Whitney and Connie Fanslau. . . . Miss Dixon moved on to the Palace, Buffalo. . . . Eddie Dale, Bob Snyder and Winnie Paige replaced Buster Phillips, Harry White and Lou Black at the People's, New York, Friday. . . . Morton Minsky went to the Park, Boston, last week to look into some matters. . . . Annette left the Gaiety, New York, Thursday night after filling in two weeks there and she's scheduled to go into a 42d street house soon. . . . Other exits from the Gaiety were Irving Selig, Elvia Herndon and Rose La Rosa. . . . They were succeeded by Herbie Fay, Jo Ann Dare and Woods Sisters. . . . Frank Scannell and Phyllis Vaughn left the *Night Birds* Company on the Indie wheel after last week's engagement at the Republic, New York.

BUDDY ABBOTT and Lou Costello are still awaiting the call to join the Miami

Beach show. . . . Some talk about their replacing Sam Raynor and Murray Briscoe. . . . Barbara Doane closed at the Republic, New York, Sunday. . . . Naomi Price, colored dancer, went into Werba's, Brooklyn, Sunday to strengthen the road show that came in from Union (See BURLY BRIEFS opposite page)

### JEANNE WADE

Stripping and Talking. Dir. NAT MORTAN.

### JEANNE PARDOU

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

### MAC DENNISON

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

### EDDIE LAMARR

JUVENILE BARITONE. PEOPLES, New York City, Indefinitely.

### BILLIE BIRD

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

### AL LE ROY

Back East and Doing Straight. Direction—NAT MORTAN.

### "ESTA-ALJA"

SINGING—STRIPPING—TALKING. Direction—MILT SCHUSTER.

THE NEW SENSATION,

### DORÉ DIXON

Personal Direction TOMMY LEVENE.

### LILLIAN DELMAR

TALENT PLUS SEX APPEAL. Always a Show Stopper.

### DYNA (MITE) DELL

NEW—NEW—NEW  
The Hill-Billy Grooming Stripper.

Tab Tattles

MRS. GEORGE W. BLACKBURN was seriously injured in an auto accident while en route from Chattanooga to Louisville recently. She is confined to her bed with a knee injury, but expects to be up and around again soon with the aid of crutches. Her hubby, Blackie Blackburn, is now producing at the Hippodrome, Louisville. . . . Wilma Horner, known to her old tab cronies as Willie, has joined the Benny Rubin vaude unit. . . . Sam Reed, veteran tabster, is now holding a featured spot in the first WPA vaude unit to play the Pittsburgh territory. He is working b. f., assisted by his wife and son. . . . Eddie Mason, while working his Auction Night feature at the Hollywood Theater, Cincinnati, last week, did a beautiful swan dive over the footlights and into the pit. The audience howled and Eddie has been asked to keep it in the act. His bruised body is healing nicely. . . . Ervil Hart, who has worked in practically all branches of the theatrical field, is currently holding forth at the Playfair Club, Hollywood, Calif. She expects to return to her home in Chicago sometime in April. Miss Hart says that her voice is still with her and that she learned some more about acting the past summer. Says she took up characters and now can do all of them. She plans on returning to the burlesque field next season. . . . Adella Myers—A note to the tab desk has it that your brother was injured recently in an auto crash. You are asked to communicate with your parents at once. . . . Jack G. Van reports a busy season in the South, where he has had his two shows since early last fall. He has out the Glorified Revue, with Bobby and King, Frankie and Gladys Harris, the Reckless Recklaws; Allen, Aileen and Linda; Bobbie Bea and Jack and the Original Radio Rascals and Mixed Nuts, with Moore and Shy, LaSalle and Mack, the Chessmen Twins, Rita Gaye, Gloria Fay, Jess Wise and the seven Musical Cavaliers. Jack is also reorganizing his All-Girl Revue to begin a Southern tour at the Capitol, Atlanta, March 15. Featured with the latter unit will be the Radioettes, 15-piece girls' band; the Three Lamson Sisters, Ethel O'Dea and Sonya Meroff. Bert Geroges is piloting all three shows and has them booked well in advance.

B UDDY DESMOND, of the old L. Desmond New York Roof Garden Revue, was a visitor at the tab desk Thursday of last week. Buddy and his wife, Dot, are in their second week at the new 4444 Club, Cincinnati, with their comedy song and dance turn, for Ernie Creech, of the Sun office. They worked in and around Detroit for the last year. Bud's mother, Ethel Desmond, and sister, Holly, and her hubby, Lee (Dainitz) Day, are now residing in Los Angeles. Holly and Lee have been working in San Pedro, Calif., for the last six months. Mrs. Desmond has had several screen tests recently and is expected to land a mother role in a new picture soon. . . . Stamie Shaver is now parked with his company at the Rialto Theater, Knoxville, after an extended run in Greeneville, Tenn. Stamie and Leo (Big Hat) Burk are looking after the

WANTED FOR CAPITOL THEATRE TOLEDO, OHIO

Burlesque Principals, must be fast, clean workers; Chorus Girls, must be young, talented and well formed. Also added Attractions and Vaudeville Acts of merit.

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THE FILM WEEKLY AUSTRALIA Covering the Motion Picture and Entertainment Field Generally. Conducted by MARTIN C. BRENNAN. 188 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

comedy, with Wayne Kirk handling the straights and vocal numbers. Margaret Shaver is principal woman. Mary Jane Davies, Vera Allen, Mary Lee and Dona Jean Mason are working the line, with Al Matthews at the piano and Art Dickerson at the drums. . . . Frank (Red) Fletcher has closed at the Rialto, Knoxville, but is still parading around the town, with a padlock on the pocket holding that whopper b. r. . . . Cotton Watts and his No. 1 tab returned to the Roxy, Knoxville, last Sunday. . . . Art Gleason, Town Scandals manager, suffered a bit of bad luck recently when a hit-skip truck driver smashed the windows and ripped two fenders off his Cadillac sedan. Performers escaped with a lapful of class, but no injuries. . . . The Butters, four-people wire act, are a recent addition to the Gleason unit. . . . Harry Clark's March of Rhythm Company stopped off in Seattle, Wash., one day last week, en route from Vancouver, B. C., to Colfax, Wash., to visit with the Art Gleason showfolk. Members of the Clark troupe reported good houses along the line, but several bad jumps due to snow and landslides. . . . Nat L. Royster's Serenaders, which opened recently in Tiffin, O., with Mt. Vernon and Logan, O., following, is booked in Altoona, Pa., March 11 and 12. After a string of other Pennsylvania dates, the show will work several spots for Bob Shaw, of the Sun office, before heading southward. . . . Nelda Lamb, formerly in tabloids with her husband as Burt and Nelda Lamb, is now working with the WPA theatrical project in Detroit. The group gives its first presentation, Lilion, at the Wilson Theater in the Motor City March 16. Others in the company, many of whom were formerly in tabs, are Mae McGowan-Coudy, Elinor Hill, Helen Budd, Helen Ulmer, Peggy Fenn, Lillias Shipley, Jane Van Baalen, Fred Buetler, David (Slim) Carnes, James Glasgow, Emil Dondero, John Mathews, Douglas Wright, Edward Mason, William Williams, Michael Schant, Samuel Chagy, Marsh Palmer, Edwin Gramercy, Jack Marvin and Gordon Fairclough. Condition of Burt Lamb, who has been seriously ill for more than a year, remains unchanged.

Kane in 25th Week At Empress, Cincy

CINCINNATI, March 7.—Empress Theater here yesterday entered its 25th week under the Jack Kane burlesque banner.

Business, which slumped a bit thru the holiday season and again during the cold period in late January and February, has shown a noticeable increase the last several weeks. It is Jack Kane's plan to keep the house open thruout the summer, providing the local racing and big-league baseball seasons, coupled with the hot weather, don't prove too much of a handicap.

Current show, Parisian Nights, features Blossom Davis, Cleveland girl. Others in the cast are Louise Keller, Mabel White, Mildred Devoe, Bobby Vail, Buddy Kane, Bert Wrennick and Stanley Monfort. There are 16 girls in line. Russell LaVallee is producer.

Company does four a day, with five on Saturday and Sunday and a special Saturday midnight show. Prices are scaled at 25 and 35 cents.

Hinda Wassau was the added attraction last week, with a 10-girl heavyweight chorus the extra feature with the show which ended last night. Both attractions brought considerable extra business to the box office.

Issy Hirst After Worcester House

NEW YORK, March 7.—Negotiations are practically completed for the Worcester Theater, Worcester, Mass., to again be a part of the Independent Burlesque Circuit, with Issy Hirst seeking to be the new owner. House was a part of the Indie Circuit this season but dropped out a couple of months ago to go into a stock policy, which was short-lived.

With Worcester coming in, the Indie Circuit will jump to 11 weeks, the other time being the Republic here; Werba's, Brooklyn; Hudson, Union City; Empire, Newark; Trocadero, Philadelphia; Gayety, Baltimore; Gayety, Washington; Howard, Boston; Variety, Pittsburgh, and the week of Pennsylvania one-nighters.

BURLY BRIEFS

(Continued from opposite page) City. . . . Betty Rowland and Cell Von Dell exchanged theaters last week, Betty going to Werba's, Brooklyn, and Cell moving uptown to Minsky's Gotham. . . . Crystal Ames, Loretta Martin and Victor Graff opened at the Gotham last week, those exiting were Lillian Harrison and Ruth Coburn. . . . Joy St. Clair opened there Sunday.

TONY SHUCCO, New England heavyweight, was featured at the Old Howard, Boston, last week, ready to take on all comers. . . . Quite a number of ring aspirants climbed on the stage to take pokes at the fighter who takes on Jack Sharkey in April and who is dickering for a fight with Joe Louis.

WILMA HORNER, Pittsburgh dancer, who has been traveling with the Jolly Girls Company, left the show in Baltimore to join Benny Rubin's vaude unit.

MILT SCHUSTER left by automobile last Saturday for a week's business trip during which he will visit burlesque managers in Toledo, Cleveland, Buffalo, Toronto and Detroit. . . . George Young, manager of the Roxy, Cleveland, is at Hot Springs for a 10-day vacation. . . . "Peaches" Strange, who closes a long engagement at the Rialto, Chicago, March 12, opens the following day at the Roxy, Cleveland, for two weeks as an added attraction. . . . Lou Powers and "Boob" Blake have closed at the Empress, Cincinnati. . . . Tommy Raft closed at the Roxy, Cleveland, March 6. Dolores Weeks and Jack Lamont opened there the same day. . . . Louise Kellar is in her fourth week as featured attraction at the Empress, Cincinnati. . . . Eleanore Johnson, who closed at the Capitol, Toledo, last week, is spending her vacation with relatives in St. Louis. . . . George Pronath, former producer at the Irving Place, New York, is producing presentation revues for Dewey Michaels at the Gayety, Buffalo. . . . Esta Alja opened at the National, Detroit, March 9.

U-NOTES

(Continued from opposite page) City, and for which Paul DeSavino, electrician at the Hudson, Union City, is chairman of the entertainment committee.

MISS PAT MORGAN vocalizing Don't Be That Way, in Vanity Fair, Indie show, the words and music for which were written by Herb Leipzig, juvenile with the same show.

BOBBIE MASON and Marcelle Lordan left the Eltinge, New York, March 5, to join the road show of At Home Abroad.

GRESS HILLARY, comic at the Peoples, New York, is his own tailor in the mending of his and the other actors' clothes. Quite expert with the needle and thread. Never uses a thimble and never stuck himself once.

MARIE ALLELY, former burly principal, back from six months of Panama

engagement, tells of a thrill she experienced when her ship clashed with a hurricane on the way to New York and she tucked herself in a life boat on the upper deck to escape the storm.

LEON DEVOE, character-straight-tenor, for a long time at the Gaiety, New York, was applause-conspicuous in nifty impressions of old-time celebs, week of February 28, in a corking scene opposite Bert Marks, comic.

RUBY FULLER, a specialty dancer from Oklahoma, also versed in dramatics, is visiting her sister, Bernice Vaughn, of the Irving, New York, and will remain in the East permanently along with her six-year-old daughter, Norma May.

GEORGE KINNEAR, straight man, returned to burlesk via the Irving, New York, March 6, after a six-week rest cure at his home in Waltham, Mass. Replaced Bert Grant.

SONNY NASH, wife of Connie Ryan, tenor with an Indie show, has been laid up at the Hotel Taft, Philly, with the flu ever since she was forced to leave the Bijou seven weeks ago.

SPECIALTY ACTS

(Continued from opposite page) acts, the money being reasonable considering the 10 weeks the circuit has to offer.

BURLESQUE REVIEW

(Continued from opposite page) Hunter are unavailable, and they do expert jobs of feeding the funny boys. Joe even sidelines with a singing bit of Old Gang of Mine.

Aside from Nadja's brilliant specialties, others are turned in by George Tuttle and Bob White. Tuttle sings the production numbers swell, hitting the high notes with ease, and his best is Boots and Saddle. White does expert hoofing, showing plenty of rhythm in his taps, the tails aren't so keen for burly. He fiddles, too, combining both in one number.

There are 15 chorines working the show, and they are a fine troupe, working earnestly and really trying to observe precision. Little Mollie Winthrop steps out in one session to do a pretty fair tap routine. SIDNEY HARRIS.

Mrs. Favorite Appointed

PHILADELPHIA, March 7.—Mrs. Upton Favorite, director of the Upton School of Stage Training and Dramatic Arts, has been appointed by Mayor S. Davis Wilson to the Philadelphia Theater Control Board. In capacity of censor, she will serve on the board to scrutinize plays and make recommendations.

SAMMY FRIEDMAN left the management of an Indie circuit show to become treasurer of the Hudson, Union City, N. J. Started his new duties when Izzy Hirst took over the house. Manager Sammy Cohn, of the Hudson, supervising a general overhauling, redecorating and refurbishing of the entire structure.

ROLL AND FOLDED TICKETS As You Want 'Em When You Want 'Em DAY AND NIGHT SERVICE Shipment Within 24 Hours—If Requested CASH WITH ORDER PRICES---1x2 INCHES---NO C. O. D. 10,000....\$6.65 30,000....\$ 8.95 100,000....\$17.00 Duplicate Coupons 20,000.... 7.80 50,000.... 11.25 200,000.... 28.50 Double These Prices Above prices for any wording desired. For each change of wording and color add \$2.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color. STOCK ROLL TICKETS 1 ROLL.....50c 5 ROLLS.....40c 10 ROLLS.....35c WELDON, WILLIAMS & LICK FORT SMITH, ARK. \$50,000.00 Bond Guarantees Quality and Accuracy

Wanted for DAN FITCH 1936 Dixiana Revue Chorus Girls and Sister Team. Must be young and attractive. No Tap Dancing necessary. Also want to hear from Tenor Sax doubling Clarinet, Trombone and String Bass. Booked solid. Girls wire or write Imperial Theatre, Columbia, S. C., March 12, 13, 14; Carolina Theatre, Spartanburg, S. C., March 15, 16, 17. Musicians write Fitch Apartments, 1418 Collins Ave., Miami Beach, Fla.

## Frank Cannon Out To Break Ill Luck

GREENSBORO, Pa., March 7.—Frank D. Cannon, owner-manager of Cannon's Comedians, has replaced the outfit which was destroyed by fire at Weston, W. Va., last fall, and his show will open its 1936 season here around April 20, with considerable new canvas, scenery and other equipment. The show will this season tour Pennsylvania, New York, West Virginia and Ohio.

The Cannon attraction will carry 15 people, including a six-piece orchestra and featuring a four-piece string band. There also will be a five-girl chorus, with Patsy Reed producing. Uncle Billy Boughton will be the featured comedian, with Mabel McIntyre handling the featured fem roles. Three trucks, one semi-trailer, five housecars and three passenger automobiles will comprise the motor equipment.

The Cannon show has suffered considerable misfortune the last three seasons. In 1933 the show was hit by an epidemic of typhoid fever in which one member of the company died. In 1934 the show's box office was held up and in 1935 a fire struck the outfit, destroying the tent and piano, and Manager Cannon lost an eye in an accident with an auto tire pump. Manager Cannon expects to break the run of bad luck with a good season in 1936.

## Cook To Drop Talkies Before Invading North

TIFTON, Ga., March 7.—The Cook Show, under the management of Dee Cook, has just finished a successful week's run here with a program of talking pictures and vaudeville. Company is working under a new Baker-Lockwood top, with all new seats, scenery and other equipment. Tent is a 60, with three 20s. Marquee is trimmed in red and purple.

Troupe is now presenting talkies and vaude, with an eight-piece band and a six-piece orchestra. It is reported, however, that Manager Cash will discontinue the movies soon before making a jump northward with a straight dramatic unit.

The present roster comprises 18 people, featuring Marie and Carl Replogle, Marie and J. D. Cook Jr. and Dee Cook. Cast also includes Cecil Christopher, Dee Cook Jr., Maude Cook, Mrs. Sarah Cook and others.

## 'Storm Child' Premiere Soon

BOSTON, March 7.—World premiere of *Storm Child* will be produced at the Copley Theater here by Mary Young and John Craig II when *The Ghost Train* completes its run. *Ghost Train* is now in its sixth week. Bela Lugosi, screen player, is being sought for one of the leading roles, and, according to reports, two other well-known names are being negotiated for important parts. *Storm Child* was written by John Houston, a college professor, and Griff Morris Jr.

## KINSEY PLAYERS WANT

A-1 Boss Canvasman, sober and reliable, who will handle and keep new outfit in good condition. Also Repertoire People in all lines with specialties. KINSEY KOMEDY KO., Grand Theatre, Canton, O.

**SHOW PRINTING** LOW PRICES QUICK SERVICE. CURTISS, Continental, Ohio. TENT SHOW HEADQUARTERS SINCE 1905.

**FOR SALE** Complete Tent Outfit, Rigging, 225 Chairs, Blues, Piano, Stage, Scenery, Wiring, Switchboard. \$200. E. M. ROWLEY, 2626 Prospect Ave., Cleveland, O.

**AT LIBERTY TENT REP.**—A-1 Banner Man, Merchants' Tickets, Rhythm Drummer, double Band and Orchestra. Have Popcorn Machine. Sober, reliable. Have Car. EARNIE P. JOHNSON, 301 E. Raymond St., Harrisburg, Ill.

**FOR SALE**—60x90 Dramatic Tent Outfit, complete, ready to set up and go. Come and look it over and make offer, cash only. Stored here. JACK HAMILTON, 638 7th St., Columbus, Ind.

## Rep Ripples

JERRY, EMMETT AND EVELYN, the "Uptown Hillbillies," are opening with the John Wright Tent Show in Ardmore, Tenn., March 20. The trio, which hails from Portland, Ore., comprises Jerry and Evelyn Vaughn and Emmett Lee Heath. Gaylord Vaughn, age 8, will also work with the act as soon as the school year is out. Turn features music, harmony singing, comedy and dancing. Jerry Vaughn will be remembered as the former pilot of the Musical Vaughns, well-known repertoire family act. The other members of the Vaughn family are still at Station WAAW in Omaha.

BILLY AND MARION WEHLE, vacationing on the Coast, postcard from Avalon, Calif., under date of February 26: "They never heard of Billroy's Comedians over here, but they all know about us now. This is just a tank, but interesting."

F. D. BERST, the veteran agent, will this season handle the publicity and promotions for Willow Mills Park on Route 11, eight miles from Harrisburg, Pa. Berst inquires about his old friend Burt Stoddard. The two were together on Tom Finn's Show last season.

BUDDY AND LOIS LEAVELL have joined the Haverstock Players, working the Central and North Texas territory until summer. While in Fort Worth recently the Leavells were guests of Mr. and Mrs. Harry Hearn, Mrs. Leavell's parents, at the Meadowmere Club.

MR. AND MRS. FLOYD QUINN, who spent the last seven weeks at the Jenkins Camp, Tifton, Ga., left there last week without revealing their destination. Their trail led northward, however. Sally Walker is also expected to leave the Jenkins Camp soon.

LUCIUS JENKINS, veteran rep trouper, who now operates a tourists' camp in winter and a playground in summer at Tifton, Ga., will shortly improve his grounds with a double tennis court, new bowling and skee-ball alleys and a ski ride.

DAVE HEILMAN, popular agent, who has had a circle stock in Kansas for the last six weeks, will head H. G. Webber's *Yukon Playland* on a string of indoor dates opening at Florence, Kan., this week. From there the company will head into Oklahoma.

BILLY WAGONER will be general agent with the Milt Tolbert Show this season, with L. A. Gunnells in charge of the advance car. Featured with the show will be Lew Childre, the "boy from Alabama."

## Billroy Show Briefs

VALDOSTA, Ga., March 7.—Bob Demorest Jr. and wife, Margaret, formerly of this company, dropped in Monday night for a brief chat with "we-uns." They were en route to Jacksonville, Fla., where Bob is associated in a directorial capacity with a federal actors' project. Bob and Marge will return to the rep fold in the spring.

Mr. Gillian, first name not at hand, who operates his own show thruout Michigan and adjacent territory during the summer, was another recent visitor.

Hoxie Tucker and his wife and daughter are in town. Hoxie will handle the Hefner-Vinson outfit the coming season, while wife, Betty, will offer her sensational acrobatics as one of the featured specialties with the company.

A recent wire from Manager Billy Wehle discloses that he has left Hollywood and is headin' home. We expect him in quarters around March 10. There is much here for him to see.

JOHN D. FINCH.

## Peruchi Players Off To Good Start

CHATTANOOGA, Tenn., March 7.—Large crowds attending the opening performances of *Three Fellows and a Girl* this week, which marked the return of the Peruchi Players to Chattanooga, assures a long run of the company here.

Indications are that the Peruchis will soon be playing seven days a week at the Volunteer Theater, where they are now appearing only four with three matinees, C. D. Peruchi stated. The Peruchis open Sunday and continue thru Wednesday, with pictures rounding out the rest of the week.

Frank Dowler Sr., operator of the house, states that completion of a back-stage passageway will greatly speed up the play which now is delayed somewhat by the players exiting on one side having to wait until intermission to cross over to the dressing rooms.

## Kansas City Jottings

KANSAS CITY, MO., March 7.—Jerry Ketchum, who will blaze the trail for the Christy Obrecht Show this spring and summer, was spotted on the main stem this week-end. Jerry has been sojourning at his home in Sabetha, Kan., all winter.

Ollie Hamilton Players will open the canvas season April 15 in Georgia.

Octavia Powell, former leading woman with the Ambler Stock at Phoenix, Ariz., is in the city and will sign with a well-known Midwest attraction for the summer.

Fred Twyman, manager of the Hazel Hurd Players, states that he will open the summer season in May and that a hillbilly string orchestra will be one of the features.

Lewis Ostrander, formerly with Jane Hastings and other well-known stock companies, left here this week-end to join Cliff Carl's Comedians circling in Kansas.

John J. Justus, manager of the Justus-Romain Players, is sojourning in Caney, Kan., reading plays for the summer season under canvas which starts in May.

Mona Rapier, rep character woman, is visiting relatives in Royal Oak, Mich.

Keith and Edna Gingles, formerly with Caylor's circle, sojourned in the village for a day this week en route to Fort Scott, Kan., to visit relatives.

Ralph C. Bray, manager of Original Rainbow Players, will begin rehearsals March 29 at Great Falls, Mont. A circle will be played thru that territory.

Leon Conn Comedy Company will open the season this week in a Texas spot.

Jack Ripley, who has his circle working out of Rock Rapids, Ia., is reading plays for his regular summer season under canvas.

Mr. and Mrs. Hal Stone are vacationing in Florida until the tent season opens in the South.

Ruth Whitworth, formerly with Caylor's circle in Minnesota, is visiting friends and relatives in Des Moines. She will rejoin the Caylor company when it opens in the near future.

Harry and Maudena Dunbar, who recently closed their Kansas circle, are visiting friends and relatives in Cherokee, Okla., and are making tentative arrangements for their summer show.

Gladys Feagin passed thru the city recently en route to Mason City, Ia., where she will join the Tilton-Guthrie Show.

Gus and Lucella Locktee, after many weeks with Cliff Carl, are closing their engagement this week.

Jack Hart, manager of Hart's Comedians, has his cast all lined up for the 1936 season. Rehearsals will begin March 25 and the opening under canvas is set for April 3 in Arkansas.

H. D. Hale, manager of the Tolbert Show in Alabama, will have a one-nighter for about 10 weeks, then go into rep for the balance of the tent season. They will open in April in a southern spot.

## DeForrest Readying Show

TAZEWELL, Tenn., March 7.—DeForrest Dramatic Company, Jimmy DeForrest, manager, will begin rehearsals here shortly for another swing thru the show's established territory in Tennessee, Kentucky and Georgia. Opening is slated for around the middle of April near here. Manager DeForrest has added a tractor-trailer to his motor department and will add new canvas, too.

## Stock Notes

THEODORE VIEHMAN, Pittsburgh director, has been handed the job to direct this year's University of Pittsburgh Cap and Gown show to be given at the Nixon Theater in Smoky City the week of April 20. Viehman began his career in Pittsburgh in 1919 when he was named director of the Guild Players.

IN THE CAST of the Peruchi Players at the Volunteer Theater, Chattanooga, Tenn., are Marta Kyle and Lance G. Davis, leads; Bonnie Malloch and Robert Stewart, second business; Mrs. C. D. Peruchi and Frank Marlowe, characters; Betty Behm Peruchi, ingenue; Gordon Peters, juvenile and director; Edward Worthington, utility, and C. D. Peruchi, owner and manager. Current policy is four days a week, with three matinees, opening with Sunday afternoon. Company is laying off the last three days of the week.

ROBERT ALAN GREEN, founder and manager of the Kilbuck Theater, Pittsburgh, is directing his new group in a series of three one-act plays which opened a run of eight weeks in that city March 5. The plays include Madeline Skelly Foust's *The Illusion of Glamour*, Alen Wetstein's *Elsa Comes of Age* and Florence Diffenderfer's *Faith Healing*. Scenes are designed by Maurice Felderman, formerly with the Moscow Art Theater.

## Otis Oliver's Observations

Otis L. Oliver, who has spent more than 20 years in stock and repertoire and now heading his own publishing company in New York, is making a trip to the West Coast. He has made the following observations along the route, so far.

"Thru the Carolinas note shortage of road shows. . . . At Jacksonville, Fla., Elmer Lazone, head of the well-known Williams Stock Company, planning a new tour—with plays and musical presentations. . . . Elmer can be well proud of his beautiful home on Pearl street. . . . May Blossom Allen looking as young as ever and anxiously waiting opening of the show. . . . Jimmy Hodges doing SRO at the Florida Theater. . . . Passing thru Tallahassee found a beautiful new theater, the State, playing road shows. . . . Why doesn't some live tent manager establish a run of stock at Mobile, Ala.? . . . At New Orleans not a stage show in town. . . . Baton Rouge, La., doesn't seem like the same without Paul English—now holding a government position. . . . Enjoyed a long visit and banquet with Mr. and Mrs. Monroe Hopkins at Houston, Tex. Caught their 195th production, Booth Tarkington's *Seventeen*. In my estimation this is a record in the United States—195 plays in three years at one location. . . . Hopkins has a new top, indirect lighting, gas heat and completely floored thruout. One of the cleanest outfits I have ever seen and deserves his success. . . . Hila Morgan in Houston directing a few productions. She is playing her 33d season in old territory. . . . Manager Gray, of the Darr-Gray Company, will open his own show soon, having dissolved partnership. . . . W. I. Swain playing outlying spots in Houston. . . . Bill Horwitz booking his own amateurs thru Texas. . . . Jean Cullen, stock actress, going to Hollywood. . . . I expect to reach San Diego in three weeks, covering all shows along the 'Broadway of America.'"

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# ROLL TICKETS

Printed to Your Order 100,000 for  
Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. B, Shamokin, Pa. \$15.00 10,000 .. \$5.00  
20,000 .. 6.75  
50,000 .. 8.75

Cash With Order—No C. O. D. Stock Tickets Any Assortment. \$12.50 for 100,000



**T**HE chorus of protest against dual features swells. This is sweet music to the ears of one like us, who has inveighed against the practice ere it reached its epidemic stages. Protests do not issue yet from the mouths of Mr. Theatergoer. Unfortunately, in matters of this kind the theatergoing public is inarticulate; at least its whisperings are not loud enough to be heard where they can do some good. It does, indeed, seem as if the trend of public opinion, as expressed thru the writings of unsubsidized commentators on the cinema, is definitely toward a bum's rush on double-features and its colleagues in the present theater-operating mess—amateur nights, giveaways, bank nights, etc. In other words, patient readers, our cries have been heard. They have been taken up by the gentry who write for the man in the street. And thru this circuitous route you can bet your last relief check that they will be heeded by the men who have it within their power to reclaim theaters from merchants and put them back into the hands of showmen.

A columnist who uses a plentitude of quotes is the newspaper version of the world's laziest man. Not that we do not, as scientists say about lazy men, suffer from a disease of the will. But we would rather not give the impression to the half-dozen loyal souls who look weekly to this pillar for gems of wisdom that indolence prompts us on this as well as several previous occasions to take up yawning space with word patterns lifted from hard-working members of the Fourth Estate. Let us then attribute this to our zeal as a crusader; our burning desire to present as much evidence as can be gathered in support of our contention that dual features and giveaways and similar devices are ruining the film exhibiting industry and that these alone represent the only real obstacle in the path of stage shows traveling over the comeback trail.

\* \* \*

Newspaper quotes as such to further a cause are as useless when exhibited to an intelligent gallery as a fighting cock without its spurs. But when we can summon to our aid unfettered words from the pens of such highly respected cinema scribes as William Boehnel, of *The World-Telegram* (New York), and Chester B. Bahn, of *The Syracuse Herald*, quotes mean something. Both Boehnel and Bahn are keen observers in their respective precincts. They usually write straight from the shoulder. In the case of the items from their pens that we reproduce below anybody who knows his stuff will have to admit that it calls for a man with guts and the courage of his convictions to speak out against the sensitive gents in the theater business who threaten to pull their house ads every time a local paper dares to print something that might (but only by the tightest strain on the imagination) be interpreted as being injurious to their interests. If we had never before experienced first-hand contact with this sort of thing, the reaction of managing editors to *The Billboard's* recent efforts to poll the public on vaudeville preferences thru daily newspapers would suffice to convince us that the advertising bond that ties newspaper opinion in numerous towns to the whims or wishes of theater operators is stronger by far than the instinct of these editors to run papers to serve the best interests of its readers. Thank the Lord, anyway, for *The World-Telegram* and *The Syracuse Herald*. Before the day of judgment arrives on this little mountain of trouble on which the dual-feature issue is being fought, other papers will join—and then we may really be getting somewhere.

Let us turn to Mr. Boehnel's piece in the February 26 issue of the Scripps-Howard New York appendage:

Of course, it's none of my business, as usual, but it must be apparent to even the most rabid supporter of the double-feature policy that the public has tired of seeing two films even for the price of one. Moreover, it must be apparent to everyone interested in the welfare of the cinema that the exhibitors realize this only too well. Otherwise, why would they be resorting to free trips to Florida, weekly cash prizes and basketball games to lure the public into their houses?

It's a sorry comment on the quality of the Hollywood product, indeed, when exhibitors all over the country must resort to cash prizes and all sorts of other ballyhoo to attract patrons. Perhaps when this temporary bait has lost its ability to attract, exhibitors will realize themselves and make Hollywood realize that what the public wants is good entertainment and that the sooner Hollywood begins to make fewer but better films audiences will start coming back into theaters without any added inducements.

Bahn is concerned with the cinema as an art (he uses the small "a") as well as a business, and he, too, regards the presence of the merchandising influence in film theaters with unfriendly glances. Says, in part, this Syracusean, in his February 23 column:

The cinema, both as an art and a business, seems to be fast approaching a crossroads.

Artistically, it is nearing the day when it must decide whether it shall continue the present "mass production" course, with its attendant evils, or whether it shall abruptly about face and drastically restrict its product to pictures which can stand unsupported by "second features," giveaways, bank nights and kindred devices.

Commercially, it cannot much longer ignore the fact that its competitive practices, especially in the field of exhibition, are ruinous, that showmanship today is largely a matter of "promoting," and that instead of selling films, it is merchandising crockery, plated ware, screens and a dozen other box-office stimuli.

The solution, obviously, is not to be found in a still wider departure from "show business" into the merchandising field. Quite the contrary. It behooves exhibitors to get out of crockery, silver plate and kindred lines and get back in "show business."

If they do not do so within the next few months, it is not only possible but probable that counters will replace seats in de luxe and neighborhood houses alike, leaving us to seek our entertainment in Uncle Sam's WPA playhouses.

\* \* \*

Well said, Messrs. Boehnel and Bahn. If only men like you were drafted to run theaters. But we fear the consequences if a power greater than us all decreed that the price to be paid for this would be that of having the men you replace in theaters take your places at the typewriter. Perish the thought!

\*

**S**PACE limitations and other exigencies prevented us from reproducing until this week the gist of an enlightening communication received from Arthur Mayer, theater operator of the first rank and now humming at his work as he rules the destinies of the rebuilt Rialto Theater on Times Square. Mayer's comment is anent the article that recently appeared in this space on the status of the theater manager today. He speaks better for himself than we can for him. So here's Mayer:

I have managed theaters for national distributors, for local circuits and for myself. In all of these operations only two things counted: the product and the way it was handled. You can take all the de luxe theaters with their superb equipment, all the complicated auditing systems and all the manuals for ushers and cashiers and throw them into the sewer. Pictures and management are the two foundation (See *SUGAR'S DOMINO* on page 26)

## The Broadway Beat

By GEORGE SPELVIN

**T**IMES change: Years ago the Palace Theater Building was the place where Albee and the rest concocted schemes which eventually drove the White Rats, actors' union, out of the vaude field; today the same building houses three theatrical labor unions, the American Federation of Actors, the Burlesque Artists' Association and the Association of Theatrical Agents and Managers. . . . Jim Walsh, business agent of Local 59 of the IATSE, has just come out of the Medical Center in Jersey City after a serious illness. . . . Signs of spring: a couple of Music Hall Rockettes roller skating on the roof of the theater. . . . Last week *The Evening Journal* ran a cut of Bee Lillie, the caption stating that she is the new attraction at the Montmartre. . . . She's only been there since it opened three months ago. . . . Jean Delletre leaves next week for Europe. . . . Al Raymond, formerly of the comedy team of Raymond and Caverly, is now with the banquet staff of the Hotel Edison as good-will emissary between the hotel and the profession. . . . Eddy Duchin is a registered pharmacist. . . . Henry King will leave the Waldorf-Astoria for the Coast on April 1. . . . Jeanne McCully, who was the fishbowl girl in the days of the Casino de Paree, is now a dancer at the Park Central. . . . Grace Moore turned down the New Montmartre's offer of a cut on the cover charges, holding out for a straight salary. . . . Dance teachers are now calling their new creations "modern," in an effort to avoid the labels of modernistic, futuristic, interpretive, etc., figuring that "modern" isn't so frightening a term as the rest.

Tin Pan Alley's youngest-oldest songwriter is celebrating his silver jubilee—25 years from the date of his first hit. There have been and still are writers prolific after having been at it for a quarter century or more, but very few if any have come thru with real hits—judged as distinct from good tunes. No other composer has passed his 25-year-mark as a hit writer, and then turned around to knock out such homers as *Cheek to Cheek*, which stayed in line as best seller four times as long as that flash-in-the-pan, *The Music Goes Round*. Even aside from his smash hits in *Top Hat*, Irving Berlin has a raft of new honeys in *Follow the Fleet*.

Yet Berlin acts as tho he were just embarking on a career, working easily and grinding out a young catalog of tunes every time he works on a picture. There has hardly been a season when he didn't come thru with something that sold and sold for Irving Berlin, Inc. You can't blame Saul Bornstein when you catch him rushing out of the Somerset barber-shop and he yells thru teeth clenched around a cigar, "Is that guy a songwriter or a genius?"

NBC last week bucked the Major Bowes hour with a sendoff for Berlin and his 25 years of hit writing. Hard-boiled Broadwayites were amazed all over again when they realized that a solid hour failed to exhaust all of the terrific tunes that emanated from the composer. With Frank Black and Frank Tours wielding the baton it made a great one-hour show.

In another year or so Berlin will be making application to the Registrar of Copyrights for another 28-year lease on *Alexander's Ragtime Band*. His own associates can hardly believe it. He is right in the middle of the most important part of his career, and he is re-copyrighting tunes written 28 years ago. He doesn't have to sell them to keep going, and his own efforts keep his concern's catalog prospects perpetually bright. Without detracting from the Walter Donaldsons, the Gus Kahns, the Gordon-and-Revels or the Warren-and-Dubins, Berlin has no equal in popular music.

## Chicago Chat

By NAT GREEN

**V**AGABOND Vagaries: That vertiginous (look that one up) ditty *Wahoo* coming into popularity just at the turn of the seasons when it's neither winter nor spring but a touch of both, brings to mind the old *Wahoo* Indian remedy that was the standby of the spring med shows of happy memory. . . . What has become of all the escape artists once so numerous? . . . News note that Irving Netcher and wife are flying to the balmy shores of Florida recalls the delightful Dolly Sisters; Mrs. Netcher is the former Roszika Dolly. . . . We'll be hearing "Is everybody happy?" when that old-timer Ted Lewis opens in the Terrace Room on Friday, the 13th, defying the hoodoo date. . . . That other oldtimer, Sophie Tucker, who used to do 14 shows a day on South State street, will be singin' *Some of These Days* for Loop night-spot habitues before long. . . . To the intelligentsia (and some of the more or less common herd, too) Sophie's long-continued popularity is inexplicable. . . . Probably the sheer effrontery of her slam-bang, rough-and-ready, devil-may-care style pleases the imp of the perverse inherent in most of us! . . . Billing "The De Marcos, America's foremost dancers, and their music, Kavelin conducting," seems to indicate that MCA doesn't care a hoot about the musicians' union ruling—or something. . . . That natural, friendly smile of ork leader Phil Levant is a million-dollar asset.

Reopening of the Sunset Cafe at 35th and Calumet revives a famous old sepiu show spot. . . . Tony Wons, of the radio, has gone into the garden and flower-seed business. . . . Now who'll be the first with a headline: "Tony Gone to Seed(s)." . . . Ow! . . . That grand sepiu star, Ethel Waters, soon will be doing her stuff at the Grand Terrace. . . . Sidney Strotz, NBC exec, was an interested auditor at the Alec Templeton piano recital in Orchestra Hall. . . . Templeton, young blind English pianist, with Jack Hylton's Orchestra, is an artist of amazing talent and versatility, both as pianist and composer. . . . Some of the local cafes who go in strong for nudity, go even stronger for lewdity. . . . Ricardo Cortez, screen star, has been ill at a local hotel since his stage appearance at the Chicago Theater. . . . Thoda Cocroft, American Theater Society and Theater Guild representative, is in Washington ahead of *Porgy and Bess*. . . . Martha Widmer (Mrs. Ed Wappler) is pinch-hitting for her here.

The Florida trip of those two irrepressibles, Harry Atwell, the old photog, and Gene Whitmore, *American Business* ed, must have been exciting, judging by this wire: "Nathaniel Green, Chicago: Stop the presses Stop Atwell in hoosegow Stop Whitmore in pawn Stop Wire one grand Stop Charge to Atwell Luncheon Club Stop Best regards." . . . Signed Atwell Whitmore. . . . All right, boys! . . . Any time you're short of cash just wire, and we can wire right back: "Sorry the exchequer is empty." . . . Suggested for teaming up: Frances Langford and George Givot; Joan Marsh and Strangler Lewis; Toby Wing and Sir Guy Standing. . . . Jeffrey Bernard, Gaumont-British Pictures Corporation g. m., stopping off here on his way to Hollywood, says color is the coming thing in motion pictures but not for interior shooting, which falls flat and fails to bring out the picture's natural beauty. . . . Bernerd is considering establishing a G-B studio in the United States.

# Two Chi WPA Shows Open

**One to operate on repertory basis—other dramatic stock—in loop houses**

CHICAGO, March 7.—The Federal theater projects of the WPA here will finally get under way when the No. 2 dramatic project, under the direction of Harry Minturn, opens at the Blackstone Theater with Hoyt's *A Texas Steer* next Monday night. This will be followed on Tuesday night by the opening of the No. 1 company at the Great Northern Theater with Ibsen's *An Enemy of the People*, marking that theater's first theatrical performance since 1932. Ticket prices will range from 15 to 75 cents at the Great Northern and 25 to 50 cents at the Blackstone, with all seats reserved. A certain percentage of the house will be set aside without charge for people on relief.

The Minturn company will be operated along dramatic stock lines, with a change of bill probably every two weeks. The Great Northern company, directed by Theodore Viehman, will be on a repertory basis. Speaking of the general purpose and procedure of the company under his direction, Viehman said: "Our activities are being planned and will be carried out on the premise that Theater No. 1 may become a permanent Chicago institution based on the principles of the continental repertory theater which has played such a vital part in keeping great plays alive, developing a high standard of acting and maintaining a loyal and discriminating legitimate theater audience. We have no intention of attempting to rival or compete with the commercial theater. In fact, our productions will be designed to explore new possibilities in the theater which might be further developed with financial and aesthetic profit by private enterprise."

Theater managers here are of the opinion that if the WPA theater projects continue to put on Ibsen and things like Goldoni's *A Servant of Two Masters*, which will probably follow *Enemy at the Great Northern*, there will be no serious competition. The company at the Blackstone is looked upon as the best bet of the two in the bid for public patronage, inasmuch as the plays to be presented will be of a more popular nature, with *Secret Service* and *Shore Acres* planned after the opening bill.

## Reed Joins Darrell

NEW YORK, March 7.—Bert Reed, vocal coach and arranger, has joined the Jack Darrell Studio and will stage shows for Darrell's new club department.

## Tom Nip Studio Moves

NEW YORK, March 7.—Tom Nip has moved his dance studio back to the Roseland Building and plans to take over an entire floor.

## CLUB CHATTER

(Continued from page 12)

has Arthur Boran, mimic comedian, set with Tommy Dorsey's Band at Duke University's prom festivities, March 13-19. . . . Princess Chiyo opened March 9 in the Clover Club, Sharon, Pa., for MCA. . . . Donn Arden, who has been playing clubs this winter, recently joined the *Bring on the Dames* vaude unit, currently playing Loew time.

DAVE HACKER and June Sidell, Hollywood dance satirists, will leave the Hotel Jefferson, St. Louis, in time to make a 1,000-mile jaunt to New York for a benefit performance at the Hotel Astor, March 22. . . . Leo Flanders, former musical director for MGM, recently went under contract to Ben Yost as arranger and director of Yost's several vocal units, principal one being the *Varsity Eight*, currently appearing in the *Ziegfeld Follies*. Yost, recovered from a nasty attack of influenza, re-joined the *Varsity* combo Friday night. . . . Frank Sennes' office recently spotted Leslie, Gold and Ayes; Irene Kessler, Martha Lee, Carl Ritche, Adrian Sisters and Buddy Lester in Bobbie Kaye's Cha-

teau Club, Cleveland. . . . Doris Bellmore, blues singer, and Frank Murtha, emcee, last week opened at the Plaza Cafe, Pittsburgh, for the Sennes office.

DENIS WHITE and Billie Burns are a new ballroom dance combo. Opened at the Hollywood Restaurant, New York, last week. White just came in from the Coast. . . . Ruth and Billy Ambrose, just out of Delmonico's, New York, jump into the Hotel Commodore this week. Then to Philadelphia. . . . Senorita Persa Ravel is in the new Club Gaucho, New York, show, which includes Rilla Dau, Munoz and Balan, Los Gauchos and Dimitri and Virgil. . . . Karyl Norman is heading the new show at the Cafe LaRouge, Brooklyn. Marie Hartmann, Don Romayne Alice Cavin and Six Renee Rockets complete the cast.

BILLY AND BEVERLY BEMIS, having completed a dance sequence in the MGM flicker, *Kelly, the Second*, are now taking dramatic instructions in Hollywood from Emma Redding Saunders. . . . From all indications, Dell and Rene Robinson, now in their 22d week at Greenleaf Gardens, Kansas City, will remain at that popular spot indefinitely. Dell is emceeing the floor bills, in male attire, while Rene impersonates. . . . Chic Williams will remain at the Jackhammer Club, Indio, Calif., for the balance of the winter. Now in his second month at the spot. . . . Don Tranger, one of the most versatile emcees in the biz, is displaying a vivid coat of Florida tan at the Club Madrid, Milwaukee. Opened last Saturday for two weeks.

# ENDURANCE SHOWS

Conducted by DON KING, Cincinnati Office

CLIFF REAL writes from Greenville, S. C., that he has retired from the Endurance field and is settled down to a permanent employment in South Carolina. He says he can always be reached thru the Letter List.

MR. AND MRS. HARRY KELLER, of Dubuque, Ia., would like to hear from their daughter, Adele Keller, and Jimmy Burke. Adele's sister, Sally, recently met with an accident and is confined to the hospital with a broken leg.

TIM T. HAMMACK, Peoria, Ill., says he would like to hear from his former Washington, D. C., partners, also Billy Lyons, Polly Brinkle, Peggy Yoder, Jane O'Neil, Mary Garwood, Lea Eisner. Letters care the Letter List will always reach him, says Tim.

RUTHIE BOOTH, back in Cleveland, would like to hear from Larry Troy, Joe Purtell and Fred Sheldon, via Letter List.

KENNY (PORKCHOPS) BIRD says it is important that Jackie Rhodes, Pat Russell and Chickie Huddleton get in touch with him care *The Billboard*.

BING BANG BIXIE wants to hear from Maxie Capp thru the Letter List.

ARDATH LEROY, out of the endurance field until late summer, because of an operation, writes from San Jose, Calif., that word from Roma Terry, Ida Van Raam and others thru *The Billboard* would be appreciated.

BERNIE MARR, since leaving the Mesle unit in the East, worked as top man for Jack Steinel Springfield, Mo., show and is still affiliated with it. While waiting for the next opening Bernie is emceeing and performing at the Border Inn, Shenandoah, Ia. Communications from Harry (Mystini) Myers and the Great Marvo (Schleicher) would be appreciated.

FRANCES LUSK, New Bedford, Mass., wants to learn the whereabouts of Eddie Blessing and Mickey Sheehan.

HERBERT T. INMAN, Dayton, O., writes he was recently visited by the Three Ryans and Eagle Miller. Herb is a brother of the well-known Smifty Inman.

KENNETH GRUWELL cards from Pasadena, Calif., that he will soon be leaving for his next show. Would like to see notes from Gaines Nortan, Billy and Mrs. Curtis, Buddy Harrington and Ed and Pat Brannigan.

## Bennett Succeeds Sullivan

NEW YORK, March 7.—Jules Bennett, veteran performer, has replaced Sylvester Sullivan in charge of Jack Blue's studio drama department.

## SUGAR'S DOMINO

(Continued from page 25)

stones of any successful operation and of these two factors management is decidedly the more important.

In short, I have always found that a house with second choice films and an alert, showman-like manager can run rings around a circuit theater managed by a college graduate earning \$35 a week.

In the final analysis you can only have good pictures by having good managers and you can only have good managers by giving them the maximum amount of liberty to operate their theaters as they see fit—and the maximum incentive to do so.

The only phase of your article with which I disagree is your reference to "a pediculous bonus." I don't know what pediculous means. We never use the word in our newspaper ads or on our marquee. But I do know that 15 years ago I saved a Chicago circuit from bankruptcy by giving every manager a share of the gross over the average receipts for his house, and that in all the preceding-upsetting years which have since passed I have never known that stimulus to fail.

In my own theater not only the manager, but every employee, including the ushers and cashiers, receive added compensation when we have an outstanding

week. I do not do this because I am a philanthropist with a halo around my head or a radical with a copy of Marx under my arm, but because I am a business man. I do it because it pays dividends. A similar policy will enable larger and more organizations to receive similar benefits.

\* \* \*

Like a woman, a columnist always wants and gets the last word. Arthur Mayer is the last person we would like to take advantage of in this way, but in order to correct an erroneous impression we point out to him, with our readers as a gallery, that our aspersions against the bonus system were directed against the manner in which it actually works out on certain circuits rather than against the theory behind the commendable practice. We know—and Mayer should know, too—of certain circuits that have been operating under a bonus system, laid out in such a way by cunning auditors and helpful general managers that the bonus-seeking theater managers are worse off than racing puppets chasing a mechanical hare. In puppet races, at least, the mechanical contrivance sometimes goes blinco and the dogs catch up with their quarry.

a show a few days ago and what did I hear? First the emcee was shouting into the mike at the top of his lungs, rattling off a jargon of words so fast I didn't know what he was saying, and I understand the endurance show business. How must it have sounded to a stranger?

Then the emcee introduced a singer—a girl who sang in five different keys. Her voice was terrible, the song was worse and the program was rotten. I quickly shut off the radio and heaved a sigh of relief when the clatter, the noise and the din was shut off.

You'll have to admit that THAT'S what happens generally. Why not get wise to yourself. You're spending good money for those programs. Present them properly. Put a singer on the air that can sing. Put a musician on the air that can play. Put an emcee on the air that may not get much over but what he does say will be understood. In other words, give the radio-listening public who tunes in on your show something to hear and to enjoy. You'll get results in increased patronage.

Once again presenting a bit of evidence for city fathers who think endurance contests are brutal:

Lionel Conacher, star defense man of the Montreal-Maroons hockey team and a great all-round athlete, says that boxing is the toughest sport. He ought to know. He has been knocked out by Dempsey, slashed by hockey and lacrosse sticks, bruised in American and Canadian football and tossed out of rings while wrestling. He has been spiked in baseball and has fallen unconscious after a gruelling rowing race.

"In boxing you punish yourself with exertion while the other fellow is belting you around. For tough sport, boxing comes first, with hockey and other games following, football coming second," said Conacher. He also stated that lacrosse was and is a bad game for cuts.

Of course he forgot to mention midget auto racing where a death a month is a surprisingly low rate.

And yet, with mayhem, murder, slow torture, broken arms and legs, smashed heads, noses and torn ears, bruised and maimed bodies featuring these so-called sports, CALIFORNIA and INDIANA prohibit walkathons and similar endurance contests but, their statutes go on to say, "this act shall not include the ordinary professional or amateur sports, high school or college sports."

In other words, say these statutes, you can't walk and entertain the public, but if you want to break your neck in football, get your face cut up in lacrosse, tear out your heart in rowing, kill yourself in auto racing, get your nose smashed or brains loosened up a bit in boxing, fall unconscious after a gruelling 440 dash, smash yourself up in basket ball, even if you are only 16 or 17 years old, go ahead with the blessings and full permission of these honorable States.

If this be sense or logic then I'll have to study the meaning of logic all over again.

**NOTICE, CONTESTANTS**  
Because of unforeseen difficulties I cannot announce the opening of my new show until after Easter.  
RAY (POP) DUNLAP.

## Picker Okla. Walk Doing Well at 216

OKMULGEE, Okla., March 7. — The Walter B. Picker show got under way here February 20 with 30 couples answering the starting gun. Opened as a natural with good attendance reported straight thru. Personnel includes Walter Picker, managing director; Moon Mullins, handling air over KVOO, Tulsa, daily, ably assisted on the stand by Doug Isitt, with Jack (Dead Pan) Kelly on the comedy end; Forrest Bailey and Tommy Greenhouse, judges; Johnny Martin and Wilmer Sells, trainers; Billie Isitt and Bee McKay, nurses; Steve Keller and Tiny Shillinger, doormen; Jo Kelly, Grace Morse and Mrs. Keller, cashiers; Red Davis, Vince Nunnes and Sherman Lanney, maintenance; Mrs. John O'Shea and Hank Shelly, concession, with John O'Shea giving assistance in show operation and Bessie Jewell on the pop-corn machine.

Fourteen couples and four solos remain after 216 hours. No heat is on yet and the kids are keeping them well entertained.

List of contestants still on the floor includes: Charles Loeb and Viola Thompson, Jimmie Carr and Polly McDougall, Jackie Murphy and Pat Hayes, Bennie Leonard and Edith Merritt, Bennie Roth and Betty Morgan, Bus Stewart and Adele Forrester, Clarence Cope and Pearl Forsel, Scotty Reed and Millie Sweet, Rex Morse and Dennie Moore, Jessie Huber and Jerry Owens, Brice and Edith Taylor, Bobbie Bloom and Marion Norton, Leo Jackson and Edith Fowler, Jay Dee and Cookie Dodson, and solos Tommy Garry, Bernie Shapoff, Jack Broadwell and Tommy McGerr.

## TIDBITS

By RICHARD S. KAPLAN  
NEAA General Counsel

I'm wondering if you operators of endurance shows really know why you are using the radio as an advertising medium? I've always believed that it was because you want to present to the radio-listening public your show in its best possible light—to give them an idea of what you are selling and thus inducing them to attend your show. If that is true, many of you are losing many patrons because of the manner in which you present your show.

For example: I turned the radio to

# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

THE LAMPINOS, comedy magicians, were a feature at the Capitol Theater, Atlanta, last week with the *Broadway to Hollywood Revue*. The Lampinos open under canvas April 17 with the Conklin & Garrett Shows in Windsor, Ont. They will have the "five-in-one show," featuring Madame Lampino, mentalist; Prince Masculin Company, magic; Max, headless man; looking thru a body illusion and Murray, Yo-Yo Exponent.

DEAN FREDERICK EUGENE POWELL is convalescing from an illness which has kept him confined to his bed for several weeks. His many magic friends are urged to drop him a cheery note. The Dean's address is 1620 Chapel street, New Haven, Conn. Powell celebrated his 82d birthday March 2.

PAUL A. NOFFKE, the "mystic merry-maker," who has been doing magic for the last 24 years, is keeping busy on club dates in and around his home city—Springfield, Mass. Paul carries no bulky paraphernalia and is ready to give a performance at a moment's notice. Noffke plans to take in the IBM convention in Batavia, N. Y., in June, as well as the SAM meet, which gathers in Springfield in May.

MYSTIC ARGO, last season with the A. J. Gist Side Show, is wintering in Sheffield, Ala. He expects to augment his attraction with several new stunts before hitting the road this season.

PARENT ASSEMBLY No. 1, Society of American Magicians, held its annual show at the Heckscher Theater, New York, on the evening of February 26. As in previous years, the affair, a benefit for the B. M. L. Ernst Relief Fund, was in every way a success. The entertainment was everything that a magic show ought to be and the theater was filled. As a matter of fact, the house was completely sold out nearly a month before the day of the performance.

Robert L. Ripley, famous for his "Believe It or Not" cartoons, was master of ceremonies, and the whole entertainment had an appropriate "Believe It or Not" flavor. The acts included the following: Carlton King and Company, Arthur Lloyd, Tommy Martin, Aladdin and Company, Max Holden, Nate Leipzig; Jarro, assisted by Johnson, and the Great Huber. Sam Margules was chairman of the show committee and the sale of tickets was under the direction of Royal V. Heath. Other members of the committee included Charles H. Toy, Ernest Davids, Warren E. Simms and Julien J. Proskauer.

AN AUDIENCE at the Temple of Mystery at the California Pacific International Exposition, San Diego, enjoyed the rare treat of seeing a magician mystified. It happened after Francisco pulled a rabbit out of a silk hat and bowed to the audience. He couldn't understand the crowd's prolonged laughter—that is, until he looked at the hat. Scrambling over the side of the silk topper came six other rabbits, youngsters, born to the mother, who had celebrated her blessed event unknown to Francisco.

A COMPLETE COLLECTION of magic, including tricks, manuscripts, photos and mystery paraphernalia, is to be housed in Henry Ford's Greenfield Village, near Dearborn, Mich. The Detroit Society of Magicians has been given the task of gathering the materials and placing them and many of the collected items will date far back into magical history. Manuscripts by such magical luminaries as Herrmann, Keller, Thurston, Houdini, Blackstone and others will be included in the collection. "Mr. Ford

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**CALVERT, Magician**  
HARRISON, O.

believes every American boy is keenly interested in magic and such a section will be of unusual value," Ernest G. Liebold, Ford's secretary, stated. "Howard Thurston has been kind enough to offer his help in assembling such a section. He has been ill and in Florida, but we understand he is now on the mend and has returned to New York. We expect him out here this spring. He is very much interested and sincere in seeking a permanent magicians' museum." A space has been selected in the Edison Institute Museum for the display.

CARDIEL, the "Gay Deceiver," who has been playing clubs and theaters in and around Detroit since last November, is current at the Ark Restaurant, Dayton, O., as magician of ceremonies.

JUDITH ZELDA JOHNSON, mentalist, who has been playing the Hudson River towns all winter to good results, was unable to finish her engagement at the Granada Theater, Pearl River, N. Y., last week, due to a sudden attack of the flu. At the same time, her general manager, J. L. Weinberg, was laid up in a New Jersey hospital, suffering from bruises and lacerations sustained in a bad fall. Miss Johnson's secretary, Ellen Grace Hudson, who recently rejoined the show from Atlanta, spent her first week back on the show confined to her bed in Beacon, N. Y., due to the sudden climatic change. Company Manager J. Andrew Johnson now feels that he is fully capable of holding down any job where an expert nurse's services are required. The act is slated to play return engagements thru New England in the early summer.

THE GREAT CALVERT was a visitor at the magic desk Friday of last week. He reports that he has just concluded a long swing in the Interstate and Jefferson houses thru Texas and six towns for the Crescent amusement company in the South. Calvert states that he is set for 21 one-nighters with Malco Theaters, Inc., starting late this month. He is playing Indiana spots in the meantime.

BODINE has been keeping busy around New York. Worked the Arcadia Hall and the Schwabin Hall, Brooklyn, last week and has a string of club dates to follow.

AMEDEO sailed last week aboard the Empress of Australia for an 18-day cruise to South America, booked thru the WOR Artists' Bureau, New York. Amedeo will resume his magic stuff for night clubs when he returns.

JARROW is negotiating to head the ghost show slated to open at the Provincetown Playhouse, New York, this week.

LOPEZ, hypnotist, is filling engagements in the Mississippi Delta section.

MARTINI, magician, who has been playing a number of Detroit spots, has left for Florida to fill a six-week engagement.

ADE DUVAL, American magish, is presenting his *Rhapsody in Silk* at the ABC in Paris.

CHIEF HYAMBI, African faker and illusionist, is at the Cirque d'Hiver in Paris.

CARRINGTON AND COMPANY are at the Palace in Fecamp, France.

BENEVOL and his big company, including Ira and William Davenport and Lao Ysi Tchliou, are at the Scala in Bordeaux, France.

MAN TCHANG YON, magician, is at the Casino Municipal in Nice, France.

CARDINI, the "Suave Deceiver," played the Paramount Theater, Los Angeles, last week, sharing billing with Burns and Allen. Audience went big for his rapid-fire tricks and he has been held over for this week at least. This is Cardini's initial appearance at the Paramount.



GLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

## For LEGIT DRAMATIC

JOHN MOST — student at the American Academy of Dramatic Arts who has done excellent work in the current series of student presentations. Has real ability, as displayed in a great variety of roles. In addition he is good-looking and personable—one of those rare birds, a juvenile who can really act.

## MUSICAL

BOB AND FLEURETTE GILBERT—show-stopping dance pair at Del Monico Club, New York. Lad does remarkable leaps, splits, whirls and fast taps, while girl contributes hotcha tapping. Work together in hot, fast acro-tap numbers, which include snatches of song. Sock pair for a musical.

## For VAUDE

BHEBE, BRUCE AND BETTY—trio of youngsters currently touring in burlesque on the Independent Circuit. Have what it takes for vaude—youth, talent, energy and the material for a delightful act. All three

can dance well, one girl especially standing out with acro work. They also tap. Lad has a pleasant speaking voice, which affords the possibility of injecting talk.

## For RADIO

FREDDY BARTHOLOMEW—English child actor who has made himself a sizable film rep. Heard as guest attraction, playing Peter Pan, on the CBS Lux show, he reveals himself as having the voice and personality to carry a good quarter-hour period of his own, preferably a dramatic series for youngsters. He's worth grooming for it, even if the program has to originate in Hollywood.

## For FILMS

BEVERLY PHALON—lovely blond youngster who has appeared in small parts in several legit shows and was recently seen in a musical short. Has plenty of looks and her work in the short revealed that she screens excellently. In addition, she displayed real dramatic possibilities in the sketchy role assigned. Definitely rates a break.

## Minstrelsy

By BOB EMMET  
(Cincinnati Office)

G. W. WILLIAMS, of Princeton, Ind., is laying plans for a mammoth minstrel troupe to play the American Legion posts thru Indiana, Illinois, Ohio and Kentucky. Roster will number 26 men and will be made up of Legion members. If the venture clicks on the swing around the Legion posts, Williams plans to take the show out on a regular road tour in the fall. The Gibson Comedy Four will be featured in the olio. The afterpiece, Williams says, will be titled *The Lost Battalion*, and will depict the colored sector of the front lines in France.

LEON DAVIS, who with Fred Tolver was on the advance of the Vogel Minstrels the season they struggled with the two-ton beaded curtain, submits the following poem:

Songbirds, with your golden voices,  
Who thrilled me as a child;  
Your songs are sweeter, even now  
In word of strife and guile.  
O, great Creator, Thee I pray,  
Bring forth their sons to stand  
In honored place at footlight's edge  
And sing with our dear band.

O, angel minstrels, one and all,  
Who've taken final bow;  
We've sadly missed you all these years  
And pay you tribute now.  
Your first-part settings are the clouds,  
And stars that twinkle bright  
Are footlights on the realmy stage,  
Where you hold forth tonight.

We cannot hear the songs you sing  
With thrushlike voice and clear,  
But if St. Peter's on the door  
We know it gives him cheer.  
So then, departed pals above,  
We tarry here below,  
Awaiting the Creator's call  
To join your heav'nly show.

Davis and Tolver will this season have the advance of the Lewis Bros.' Circus.

heading the minstrel unit on the WPA theatrical project in New Orleans. Cooper is directing.

SAM GILL writes from Ottumwa, Ia.: "I see where my old friend, Al Tintoski, the Moscow Mimic, can't afford any stage wardrobe and works in his second-hand business suit. What's the matter, Al. (See MINSTRELSY on page 52)

## NICK HUFFORD

or anyone knowing his whereabouts please get in touch AT ONCE with his Sister at the following address

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## THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

The return of flesh to the stage looked very promising to vaudevillians and gave to many thousands of old-timers and newcomers to the show world hope that at last we were coming

### Weed-Pulling Need Is Seen In Vaudeville

back into our own and could stand on our own feet in the work in which we were born and reared. The big "Save Vaudeville" movement started by the AFA and thought by most of us to have taken firm root in the soil of employment has suddenly needed weeding very badly. More flesh is showing than two years ago? Granted—but what kind of flesh?

The "weeds" of vaudeville can be gathered into three groups. First, the turn to nudity in vaudeville certainly has brought back flesh, too much of it and in the wrong places. An "art," as it once was called, pushed into family-type theaters for mothers, wives, sisters and children to take as entertainment makes it neither art nor entertainment. Perhaps your folks don't go to the shows that have this type; neither do thousands of others. Get rid of the weed; then they will want to go. Second, although not so harmful, the amateur craze is exploited and p. a. d. more than the *Follies* ever were. Talent can't be stopped, but a stop can be put to unemployment by at least 50 per cent by allowing professionals, people whose trade is entertaining, to work, too; not in the same acts, but at least on the same bill as they used to do in the old days when both were happy. But it may be said people don't want pro entertainers any more. Is it easier to laugh AT an entertainer than WITH him? Third, and, I think, the worst of the weeds in the garden of work is the newest fad or sport of "vaudevillized" basket ball. I love sports, but is it sporting to push in where others have to be pushed out? If it is fair that basket ball be billed in a vaude house, let us of the show world place a floor show in every gym in the country, billing as "Dancing feet and blues singing to rest the tired business man," as he does his setting-up exercises.

This is my idea of why vaudeville isn't vaudeville any more. Let's fight for our rights to work and live in our own work as we did in the days when we broke ice in dressing-room washbowls to take off burnt cork and makeup. We wore overcoats while we dressed, but we were working. Today there are wonderful up-to-the-minute comforts backstage, but what good are they? We can't use them unless we work there. Let's bring back real vaudeville. It is not dead, altho awful sick. But maybe I'm wrong.  
GEORGE LARAY, Member AFA.

Toledo, O.

I, like many others, have been much interested in letters in The Forum concerning oldtimers, names of acts and of people who trod the boards some 30 years or so ago and whom we see or hear of no more. Some perhaps have crossed the Great Divide; others, with the changes that have come to show business in the past decade, have left the business entirely and found labors in fields anew. I felt somewhat flattered and honored to find my name classed with acts that go back to the days when an act had to have merit and talent to get along and theaters did not book you because you were a "name" that had been derived from some court trial or unsavory situation. I want to pay a tribute to Bill Robison, whose letter was in The Forum of February 15. Many who read his letter would not know what his name meant to theatergoers around 1900. With his letter before me, I close my eyes and scenes flash before me like pictures of the old dissolving stereopticon. I see the opera

house in Houtzdale, Pa., in the fall of 1904. At matinee word came backstage that professionals were in the house, and they turned out to be Robison and Parlou and the Sanford Trio. A few days later they joined the show that I was with, Brownlee & Reed's *Who Is Who?* Company, and we traveled in our own car and carried such acts as Jack and Mabel Price; William H. Weber, female impersonator; H. J. Myers' moving pictures, and Fletcher Smith, well-known circus agent, was our piano player. When Brownlee & Reed closed in the spring of 1905 Sanford and Robison took out the Unique Entertainers and we played Pennsylvania and Kentucky during the summer. "Mistah Billy," as the natives called Robison, was a great kidder, and well do I recall how he told me the hill people in Kentucky would shoot the juggling balls right out of my hand if they did not like my act, altho it was not bad. I do remember how the mountain people came into the opera house in Olive Hill, Ky., and would set their shotguns in the corner until the show was over and then would reclaim their guns and ride back to their mountain cabins. When the Unique Entertainers closed and went to play vaudeville the Sanford Trio and I joined a little showboat owned by Frank Kelley and we played up the Green River as far as Mammoth Cave. When I joined the New Era Showboat in the summer of 1906 I again found Robison and Parlou, so I had a good chance to see how "Mistah Billy" stood as a performer, and, altho he was strictly a black-face comedian, I recall that when the New Era got down into Louisiana and the natives would not stand for a white woman appearing with a "colored" man, even on the stage, Billy Robison put on a tramp makeup and his act went over just as well. I used to say that I opened the show with my juggling act but that Robison and Parlou stopped it cold with their tramp act. Billy Robison was known as the "standstill comedian," for he often stood in one spot and told his gags. I wonder if he ever thinks of our band on the New Era and of the night we laid up on the rice fields along the Bayou La Fouché and the mosquitoes almost ate us alive!

HARRY OPEL.

Atlantic City.

Replying to the letter of James B. Head in The Forum of February 29, I would like to call his attention to the fact that the R. T. Richards Show was on the road as a motorized circus in 1917, exactly one year before the time stated by Mr. Head in his letter. I was with the outfit; in fact, I painted it up and was legal adjuster, had the front door, was in charge of concert tickets and was Richard T. Ringling's personal representative. And I would like to stress the fact that the first motorized circus was sponsored by a son of one of the famous Ringling brothers.  
ERNEST ANDERSON.

Hector, Ark.

To Harry Lakola, in whose letter in The Forum of February 8 he mentioned, among other oldtimers, Tony Ryan, "Mad Musician," and Lynch and Latta, Zouave musket drill, I wish to say that in the early '90s I worked at Doyle's Pavilion in Atlantic City when all the pavilions were on the outside of the Boardwalk. The bill for the two weeks was: Goldy and St. Clair, Dilks and Gray, Vanheer and Barton; McShane Bros., midget boxing turn; J. J. Morton, Maud Raville, Tony Ryan, Lynch and Latta and myself, with shadowgraphs. Frank Goldie was general manager for Doyle's Pavilion. We got \$10 and cakes per week, and that

was the limit in salaries. But we had the free use of bathing suits, and oh, boy, how much different they were from what they are now.  
W. B. TARR.

San Antonio, Tex.

Reading letters in The Forum about the quality and personnel of former outdoor shows, I have thought of the side-show lineup that was with Ringling Bros.-Barnum & Bailey Circus 10 years ago and which many readers will recall. Clyde Ingalls was side-show manager; Harry Wilson, Dick Smith, Bob Crawford, Candy

### Personnel of A Decade Ago Is Imposing

Shelton, ticket sellers; Tommy Nichols, Otto Wagner, ticket takers; P. G. Lowry, bandmaster, with 14-piece colored band; Harry Creamer, inside man; Collette Worth, snakes; Cliko, pygmy African bushman; Edna Price, sword swallower; Doll Midgets, entertainers; Jack Earles, El Paso (Tex.) giant; Major Mite, smallest man; Lillian Maloney, albino girl; Londy, German lady giantess; Jenny and Henry Clark, bag punching; Trixie Richardson, tattooed lady; Charlie Romahn, contortionist; Laurelo, man turning his head completely around and looking down his back; Mr. and Mrs. Barry Gray, Punch and Judy, Mr. Gray also being assistant inside man; Eko and Iko, Ambassadors from Mars; Jim Tarver, cowboy giant; Tom Ton, fat boy; Mrs. Clyde Ingalls, illusion; Slats, skeleton dude from Alabama; Samuel, Mignon and Coral Haliole, Hawaiian entertainers. There were also one of the largest boas in captivity and five hamadryas baboons, making a total of 22 platforms. Walter Gilliland was boss canvasman. That was some show and all real folks.

SAM HALIOLE.

Woodstock, N. B.

Reading with interest letters in The Forum regarding old-time tent shows, I would like to know how long the Great

### Circus Fan Queries About Pan-American

Pan-American Circus was out? I have also been interested in barrel-jumping acts, some of which were mentioned awhile ago in The Forum. Have they gone completely out of style? I witnessed some wonderful barrel acts years ago, but have not seen any in a long time.

J. L. (TIP) STONE, CFA 818.

Dilworth, Minn.

I know that I am only one of many who are interested in the references to circus boss hostlers in recent letters in The Forum. I saw Bob Abrams in Wahpeton, N. D., when he had charge of the Walter L. Main baggage stock, eight grays on the band wagon and eight blacks on the second

### Old Hostlers, Circus Teams Hold Interest

band wagon. There were also six blue roans; on the steam calliope were four bays. I do not recall the remainder of the stock, as that was years ago. I think Tom Lynch is the grand old man of boss hostlers, dean of them all. Delevan was the mastermind of them all. I worked for him years ago. Among the many others can be named Jake Posey, George Stumph, Charles and Frank Rooney, Apples Welch, Joe Fish, Henry Brown and Steve Flynn, all good men. Among assistant boss hostlers Jim Doyle was outstanding. I would like to read something about famous old drivers of long teams and noted old-time teams, starting with the old 40-bays team on the Barnum show and including the 24 blacks and 24 grays on the Barnum and Ringling shows and the 12 grays on the Barnum show and the 12 blacks of the Ringling show, the 12 blacks of the Hagenbeck-Wallace show and the 12 blacks of the Walter L. Main show and tens, eights and sixes too numerous to mention. Who knows the history of the 10 bays of the Forepaugh-Sells show, driven by Jim Hickey? He told me it was the best team that he ever drove. Who can tell about the 10-buckskins team on the Pawnee Bill show and who the driver was? Referring to the old Peacock and Eagle team of the old Barnum show in 1900, I heard Delevan say that the team was 20 years old that spring and that "if you held them against the side of a house they would go over it, but that you must be sure to have hold of them going down the other side." Peacock and Eagle were afterward sold for a bus team in Baraboo, Wis., and

42d YEAR

# The Billboard

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DISPLAY ADVERTISING—Fifty Cents per Agate Line. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than four lines accepted. Last advertising form goes to press noon Monday.

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Vol. XLVIII. MARCH 14, 1936. No. 11

the others worked as a six-horse team for several years more. Plenty can be told about old teams and hostlers by Tom Lynch, Bridgeport, Conn.; Jake Posey, Baldwin Park, Calif.; Henry Weich, Sunrise, Wyo.; Henry Brown, Peru, Ind., or Steve Flynn, Sarasota, Fla.

I. J. HETHERINGTON.

## Saranac Lake

BY BETTY HUNTINGTON

Jack Edwards is our latest guest patient. He arrived last week and is much impressed with his new surroundings. Jack is an oldtimer in show business and has played all the circuits both here and abroad. His last engagements were a comedy act (Darrell and Edwards) in vaudeville and an acrobatic dance team known as Carroll and Edwards.

Garry (Esquire) Sitgreaves and Armond (Sheik) Monte are planning a trip to the Big City. Garry will visit his family, while our sheik expects to return with a set of new "choppers."

Fifi Climax (Four Climaxes) celebrated a birthday last week. Fifi has been on the "cure" for several years and at the present time is doing well and gaining weight. She is quite happy and would like to hear from some of her former friends.

Bert Ford (Ford and Price), who is curing in town, has now turned "proud grandpa." Bert's daughter, Mrs. Jean Muesch, gave birth to an eight-pound boy last week. Bert is still recovering from his recent accident and hopes some day to be able to "walk the wire" again.

Larry (Big Mac) McCarthy writes us that he arrived safely at his home in Hollywood, Calif., where he was met by his ma and pa, who were so happy to see him. Mac is an ex-NVA patient and cured up here for many years. He is now at the Coast with his family, where he is making connections in the musical line and expects to organize his own orchestra.

Mr. Herman Levine (the little man with a big heart), a member of the NVA Fund in New York, paid the Lodge a visit last week. Needless to say he was received with a warm welcome from all the patients.

It is with deep regret that we mention the passing of a fine old trouper and pal, May Fisher, who died here at the Lodge Sunday, March 1. For details see Final Curtain in this issue.

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

# THE FINAL CURTAIN

**BERRY**—Sparks, 59, theatrical producer and for many years manager of the Pilgrimage Plays in Hollywood, in Los Angeles February 28.

**BRADNER**—Bessie Charles, 48, wife of C. C. Bradner, of WWJ, *Detroit News* Station, at her home in Detroit February 25 after a long illness. Survived by her husband, a daughter and a son.

**BURNS**—Ruth Clarke, 53, former vaudeville and burlesque performer, February 25 in New York. She leaves her husband, Charles Burns, New York club booker, and two children, Caroleah and Addison.

**CARTER**—Frank B., 54, father-in-law of Al Pearce, radio star, at his home in Woodland, Calif., March 1. Survived by three daughters, Mrs. Audrey Pearce, Mrs. Frankie Steiner and Betty Carter, and his parents, Mr. and Mrs. D. L. Carter.

**CHENERY**—Mrs. Frank, 70, wife of Frank Chenery and mother of Howard Chenery, dramatist, February 26 at her home near Kalamazoo, Mich.

**CLAY**—Walter (Dick), 34, at a hospital in his home town, Meridian, Miss., January 27 after an eight-day illness of intestinal flu. He was a former pit show manager and for the last six years was with Russell Bros.' Circus. He was a trouper for 15 years with circuses and carnivals and also operated his own platform show for years. Burial in Fellowship Cemetery, Meridian, Miss., January 29. Survived by his widow.

**COHEN**—Samuel Barnett, 64, father of Julius Cohen, dramatic critic of *The New York Evening Journal*, March 5 in New York. Survived by his widow and six children. Services March 6.

**COLEMAN**—Margaret, 45, wife of Nick Coleman, Paramount studio publicist, February 21 in Hollywood of pneumonia.

**DALBECK**—Louis Edmund, 47, leader of the Boston Festival Quartet and formerly associated with Boston municipal orchestras, at Brookline, Mass., March 2.

**DANIELS**—James, Huntington, W. Va., member of Lucky Teter's Hell Drivers, in Municipal Hospital, Tampa, Fla., March 3, after having been fatally injured the day before when his motorcycle crashed into a railroad train at a Tampa crossing. He had participated in the motor meet at Plant Field, Tampa, March 1.

**DAWSON**—Sam M., 78, noted theatrical executive and for many years connected with the Barnum & Bailey and the Sells Bros.' circuses, at the home of his friend, Percy Williams, in East Islip, Long Island, N. Y., March 2. Dawson formerly managed the Bijou Theater, Pittsburgh, and the Olympic, Cincinnati burlesque house. He also appeared at one time in Eugene Tompkins' production of *The Black Crook*. His remains were sent by his family to Lynchburg, Va., his birthplace, for burial.

**DUNBAR**—Larry, 39, actor, also known as Vern or Lavern Dunbar, recently in Chattanooga, Tenn., of pneumonia. His right name was Grandin LaVern Duncan. Survived by his father, Dr. Banks B. Duncan, Detroit dentist.

**EBELE**—Edward, 74, film actor, February 19 in Hollywood following an operation. He was the father of Edward Ebele Jr., 20th Century-Fox studio production manager. He also leaves his widow.

In Loving Memory of Our Dear Brother,  
**CHARLES WESLEY EISNAUGLE**,  
Who passed away one year ago today, March 13,  
1935.

We miss you more each day.  
**MRS. ETHEL WORKMAN, ONEY AND CARL EISNAUGLE.**

**FARRELL**—Laurence, 95, in Bridgeport, Conn., March 2. He was for more than 40 years an organist and choir director in Ansonia, Conn., and was the father of Prof. Frank L. Farrell, Bridgeport organist.

**FINSTON**—Joseph, 36, former short subjects film producer, in Monrovia, Calif., March 1 after a three months' illness. Survived by a brother, Nat, general music director for Paramount, and a sister, Mrs. Nat Shilkret.

**FISHER**—May, 47, at NVA Lodge, Saranac Lake, N. Y., March 1 from a lingering illness. Born in Elmira, Ill., she was professionally known as May Wright and for the last 25 years had been a performer in vaudeville, burlesque and tabloid. In 1906 she played San Francisco in *Cherry Blossoms* opposite Barney Williams, one of her ex-husbands. She had been married three times. No survivors. Interment in Pineridge Cemetery, Saranac Lake, under auspices of the NVA Fund.

**GARGANO**—Ernesto, 53, musical conductor and voice teacher, at a New Orleans hospital February 27 after month's illness. A native of Italy, Gargano formed the New Orleans Opera Com-

pany several years ago. He was later decorated by the Italian government and designated Maestro Cavaliere for his musical activities. Interment in Philadelphia.

**GARILIK**—Isidor, 40, manager of the Artef Theater, New York, March 3 of heart failure while on his way to his office. Mr. Garilik formerly was road manager for the shows of the noted Jewish actor Jacob Adler. Services were held February 5.

**GRZECHOWIAK**—John, 62, musician, February 29 in Mt. Sinai Hospital, Philadelphia, from injuries sustained when crushed accidentally by a machine at a local sugar refinery where he was a foreman. He was a composer and clarinetist with the Liberty Band, Camden, N. J., where he lived. He was a member of the AFM, Local No. 12. Survived by two sons and two daughters.

**HAGAN**—Peter Wilmer, 63, of the comedy team of Wilmer and Mare, active for 30 years before his retirement in 1925, at the Medical Center, Jersey City, N. J., February 27. Survived by his widow, two daughters and two sisters.

**HAZLEWOOD**—John, 64, band leader with various shows and circuses from 1895 to 1915, at Ronan, Mont., February 14 of blood poisoning. Among the circuses he was with were the Ringling Bros., Yankee Robinson and Al G. Barnes. He was also with various Tom shows.

**HERBERT**—Mons, 62, known in vaudeville as *The Musical Waiter*, in Detroit February 16 from cancer. He came to this country from Germany about 20 years ago. He played big-time vaudeville in this country for years with a novelty act wherein he produced music from all kinds of inanimate objects, including dishes and vegetables. He played Detroit night spots for two years prior to becoming seriously ill six months ago. He was buried from St. Peter and Paul's Roman Catholic Cathedral by the American Federation of Actors and friends, with interment in Holy Sepulchre Cemetery, Detroit. No known relatives survive.

**JORDAN**—Jasper J. (Jerry), for a number of years stage carpenter at the Westminster Theater, Providence, R. I., and formerly on the road with various stage attractions, February 27, in Jamaica, N. Y. Funeral services from the Graham Funeral Home followed by a requiem mass in St. Paul's Church, Jamaica, with burial in St. Ann's Cemetery there.

**KARRINGTON**—Frank, 79, noted actor of the last century who played important roles in *The Tigriss* and *Her Atonement*, March 5 at the Cornwall Hospital, New York. His first professional appearance was in 1882 with Mlle. Rhea's touring company, playing a repertoire including *Camille* and *Frou Frou*. His later career included parts in silent pictures. Services under the auspices of the Actors' Fund March 9.

**KELLS**—Frank H., 70, veteran theater manager, recently at the Albany Hospital, Albany, N. Y., where he had been suffering from a leg infection. Recently he had been manager of the Capitol and Follies theaters, Albany, and previously had the management of theaters in Hudson and Scotia, N. Y. Survived by his widow, now confined at the hospital with a fractured leg.

**KENNEDY**—Tony, 75, for many years on the burlesque and tabloid stage, in Lyndhurst, N. J., March 28, 1935, according to word received from William N. Purtill, of Westery, R. I., who says he has just learned of Kennedy's passing. Deceased made his first appearance at the old Comique Theater, Providence, R. I. He trouped for a time with Howe's Great London Circus and later was principal comedian for the late Sam T. Jack. He operated his own companies in association with the late John J. Sheenan and Ted Evans. Kennedy trouped in burlesque with the Billy Watson, T. W. Dinkins, Rose Sydel and other companies. His last engagement was with George Jessel in *The Jazz Singer*. Surviving are a son and daughter.

**KOCH**—William Robert, 70, former theater owner, at his home in Newport News, Va., February 28. He operated the Onyx Theater there 15 years ago.

He also owned and operated a Washington hotel for a time and had numerous real estate holdings in Ohio.

**KUTZ**—Claude I., 53, recently at Myerstown, Pa. He had traveled extensively with the John Robinson, Walter L. Main and other circuses. At time of death he was director of the Acme Band. Survived by a sister, Mrs. Ellen Bender, of Lebanon, Pa.

**LASK**—George, 71, retired stage manager and producer, at his home in San Francisco March 1 after a lingering illness. He was one of the veteran theatrical men of that city, having been identified with theaters there since boyhood. Lask started his stage career as a call boy and later became assistant manager of the old Bush Street Theater, San Francisco, under Max Freeman. He produced many comic operas in the old San Francisco Tivoli Theater and then journeyed east to manage the Fay Templeton Opera Company, the New York Casino, the Grand Opera House, New York, and Osborne and Stockwell on the road. He was also associated with Charles Frohman for four years. Lask became a member of the Lambs' Club, New York, under sponsorship of Edwin Booth and Frank Aiken. Funeral services March 2, with burial in the Portals of Eternity Cemetery, San Mateo County, California.

**LEVAN**—Wilson W., 37, concessioner, at Miami recently, allegedly shot by his wife.

**McDERMITT**—Harry H. (Heavy), 58, February 27 at his home in Canton, O., from a heart malady. He operated concessions for many years at celebrations, carnivals and amusement parks in the Canton area. Survived by his widow, a son and a daughter. Burial in Forest Hill Cemetery, Canton.

**McKENZIE**—Mrs. Emma, mother of Maurice McKenzie, of the Hollywood branch of the Hays office, in Los Angeles February 28.

**MARTIN**—Frederick, 74, musician and composer, at Harrisburg, Pa., March 1. Survived by a brother, Herman, of New York.

**MEGOWAN**—William C. (Hop), 54, old-time circus billposter, at Indianapolis February 28. He was crippled years ago with the old Robinson show while on a country route. He had trouped with nearly all the circuses, both large and small, for last 35 years. Survived by two sisters.

**MONAHAN**—Theodore A., 53, who about 30 years ago was character man with the old Albee stock at the Bijou Theater, Pawtucket, R. I., in that city March 1 following a long illness. His widow survives.

**MORRIS**—Helen Henschel, well-known Detroit pianist, in Women's Hospital, Detroit, February 28.

**O'CONNELL**—J. M., former manager of film and flesh theaters in Halifax, N. S., and son of the late J. Fred O'Connell, for 35 years identified with theaters and other amusement places in Halifax, in that city recently.

**PERLEY**—G. Ormond, 48, female impersonator in vaudeville and musical revues for 25 years, at Teaneck, N. J., recently. He formerly lived at St. John, N. B., and started his stage career when a lieutenant in a Canadian regiment commanded by his father during the World War. After the war he was a member of several revues and vaude units which toured the United States and Canada. His parents and a sister survive.

**PIKE**—Ernest, singer, who once performed before the King and Queen of England, March 3 in London.

**ROSEY**—George, 77, noted musician, arranger and composer, who had to his credit such songs as *Believe, I Love My Girl* and *Maybe*, recently in New York. Rosey, whose right name was George M. Rosenberg, first suggested to music publishers the idea of printing professional copies with orchestrations, which proved of great significance to the music trade. Survived by his son, Milton N. Rosenberg.

**RUSSELL**—Frank, 82, known as Kentucky Frank, recently at Stanford, Ky. Spent many years in show business and won medals for sharpshooting. For some years operated a shooting gallery

in Cincinnati. Burial at Stanford March 5.

**SCOTT**—George C., father of Randolph Scott, motion picture actor, at Raleigh, N. C., March 5 of heart disease.

**SILVERMAN**—David, 57, violinist, February 27 at a hospital in Kingstree, S. C., of pneumonia. He had played with various orchestras. Surviving are his widow, mother and four sisters.

**SNEER**—Professor Johannes, 69, composer and harpist, at Vienna March 3.

**STROUSE**—Harry M., 63, recently in a New York hospital as a result of a throat ailment. He was on the Walter L. Main Circus last five years and was connected for a period of years with James Heron as banner man. He also operated his own tab and burlesque companies for a number of years.

**THOMPSON**—Mrs. Nellie Beatrice, wife of Dewey R. Thompson, with whom she was connected with John Francis Shows last two years, at her home in Corsicana, Tex., March 1.

**TOUGAS**—George A., 46, for the last four years electrician at the RKO Trent Theater, Trenton, N. J., recently at his home in that city after a long illness. Survived by his widow, the former Ruth Shaw, who for two years was a principal at Oscar Dane's Music Hall, St. Louis; a daughter, Marie Gloria; a step-daughter, Virginia Shaw; his mother and one sister.

**WEBER**—Mrs. Lena, mother of Fritz G. and Robert Weber, musical directors and composers, in Bridgeport Conn., March 3 after a short illness.

**WEISS**—Carl, 54, business representative for the New York musicians' union, at his home in Brooklyn March 2. Survived by his widow and five daughters. Services March 3, followed by burial in Washington Cemetery, Brooklyn.

**WIGHTMAN**—Elmer C., 48, owner and operator of the Old Mexico, dine and dance place, and Wightman's Diner, on the Post Road at South Attleboro, Mass., February 27 at the Jane Brown Hospital, Providence, R. I., after an illness of several months. Funeral services from his home in South Attleboro February 29. Survived by his widow; a son, John C., and his mother, Mrs. Lillia Wightman.

**WILSON**—William J., 62, theatrical producer, at Marine Hospital, Cleveland, March 2. He began his career in Cleveland in 1906 when he staged a number of productions at the Hippodrome there. Later he produced for a time at the New York Hippodrome, going from there to London to reopen the well-known Drury Lane Theater. Wilson remained in London for 20 years, returning to Cleveland four months ago. Funeral services and burial in Cleveland March 5. Survived by two daughters, Mrs. Maude W. Cargould and Mrs. Dorothy W. Hoffman, and a son, William H.

**YARBROUGH**—Reppard, known as Rip to his circus friends, last week at Macon, Ga., of double pneumonia. He was a brother of Albert Yarbrough, of Downie Bros.' Circus, and spent several seasons in concession department of the Sparks Circus.

## MARRIAGES

**CLARK-STEGER**—Earl Clark, of Newport, Ky., member of the Johnny Marvin Company touring the South, and Marion Steger, nonprofessional of Columbus, Miss., on the stage of the Ritz Theater, Natchez, Miss., February 29 by Justice of the Peace S. L. Shaw.

**GARY-CONNER**—Deshay Gary, screen actor, and Thelma Conner, of the Conner Twins, vaudeville act, in Hollywood February 28.

**GRIFFITH-BALDWIN**—David Wark Griffith, who directed the motion picture, *The Birth of a Nation*, to Evelyn Marjorie Baldwin, actress, in Louisville, Ky., March 3.

**HESS-THUDICHUM**—Frank Hess, trombonist with Eddie Fitzpatrick's Orchestra, San Francisco, to Carola Thudichum, nonprofessional, in Carmel, Calif., March 8.

**HYMER-MEYER**—Warren Hymer, screen actor, to Virginia Meyer, dancer, in Hollywood February 20.

**O'KEEFE-HEENAN**—Stephen M. O'Keefe, 32, assistant city editor of *The Evening Courier*, Camden, N. J., to Mary Heenan, 27, dancer, of East Lansdowne, Pa., in New York February 29. Miss Heenan was the principal dancer in *The Miracle* and for several years premier danseuse with the Pennsylvania Opera Company.

**RUBIN-TOPPING**—Robert Hitchcock Rubin, Yale student and son of J. Robert Rubin, vice-president and general counsel of the Metro-Goldwyn-  
(See MARRIAGES on page 77)

**ACTS, UNITS AND ATTRACTIONS**

(Routes are for current week when no dates are given.)

**A**  
 Aaren & Broderick (Hipp.) Toronto 9-12, t.  
 Abbott Dancers (Palmer House) Chicago, h.  
 Adair, Ted, Revue (Century) Baltimore 9-12, t.  
 Adler & Taubman (Ambassador) NYC, h.  
 Adreon, Emilee (French Casino) NYC, nc.  
 Ahi (Leon & Eddie's) NYC, nc.  
 Aimes & Vivienne (Via Lago) Chi, nc.  
 Allen, Jean (Swanee Club) NYC, nc.  
 Allman, Alfreda (Kit Kat Club) NYC, nc.  
 Allyn & Gaudraux (Roxy) Colfax, Wash., 14-15, t.  
 Almonte, Marie (Larue's) NYC, re.  
 Ambrose, Ruth & Billie (Del Monico's) NYC, nc.  
 Ames, Muriel (Nut Club) New York, nc.  
 Ames & Revere (Pennsylvania) New York, h.  
 Amstel, Felix (Russian Trolley) New York, nc.  
 Andre, Janice (Jimmy Kelly's) N. Y. C., nc.  
 Andrews, Ted & Catherine (Barlizon-Plaza) New York, h.  
 Andrews, Vince (Ottumwa) Ottumwa, Ia., 11-12, t.  
 Anson, Bob (Hollywood) NYC, re.  
 Apollon, Dave, Revue (Loew) Richmond, Va.; (Loew) Norfolk 13-19, t.  
 Aristocrats, The (Loew) Montreal 9-12, t.  
 Arden, Donn (Norva) Norfolk, Va., 9-12; (National) Richmond 13-19, t.  
 Arden, Dorothy (Grosvenor House) London 1-31, nc.  
 Armstrong, Maxie (Connie's Inn) NYC, nc.  
 Arnaut, Nellie, & Bros. (Shubert) Cincinnati 9-12, t.  
 Arnold, Billy, Revue (Queen's Terrace) Woodside, L. I., nc.  
 Arnold, Phil (Park Central) NYC, h.  
 Ash, Flo (Club Minuet) Chi, nc.  
 Avalons, Six (Indoor Circus) Winnipeg, Man., 9-14.

**B**  
 Bachelor, Paul (Riverside) Milwaukee, t.  
 Bacon, Faith (Colosimo's) Chi, nc.  
 Baduc, Ray (New Yorker) NYC, h.  
 Bailey, Bill (Ubangi) NYC, nc.  
 Bain, Betsy (Weber's Hofbrau) Camden, N. J., re.  
 Baird, Bill (Saenger) Hattiesburg, Miss., 12; (Saenger) Biloxi 13; (Paramount) Gulfport 14; (Temple) Meridian 16; (Saenger) Pensacola, Fla., 20-21, t.  
 Baker, Jackie (Club Silhouette) Chi, nc.  
 Baker, Josephine (Chez Josephine Baker) NYC, nc.  
 Baker, Phil, Co. (Fox) Detroit 9-12, t.  
 Baldwin, Frances (Deauville) New York, nc.  
 Balieff, Nikita (St. Moritz) NYC, h.  
 Banks, Sadie (Old Rumanian) NYC, cb.  
 Baptle & Lamb (College Inn) Chicago, nc.  
 Barocas & DeFridas (Tap House) Elmira, N. Y., nc.  
 Barker, Joyce (Orph.) Dubuque, Ia., 11-12, t.  
 Barker Trio (Lincoln) New York, h.  
 Barnsdale, Rich (Grand) St. Louis 9-12, t.  
 Baron & Blair (Waldorf-Astoria) NYC, h.  
 Baroness Von Brennecke (Club Normandie) NYC, nc.  
 Barren & Lane (Hollywood) N. Y. C., re.  
 Barri, Bebe, Girls (Pal.) Columbus, O., 9-12, t.  
 Barrie, Kathelene (Weylin) New York, h.  
 Barrina, Olga (Buckingham) NYC, h.  
 Barstow, Dick & Edith (Met.) Boston 9-12, t.  
 Bartlett, Wayne (Gleam) San Antonio, Tex., nc.  
 Baxter, Revel & Dean (Loew) Montreal 9-12, t.

Beale St. Boys (Broadway Room) NYC, nc.  
 Beck Bros. (Barrel of Fun) NYC, nc.  
 Beck, Danny (Club Minuet) Chi, nc.  
 Bee, Connie (Broadway Room) New York, nc.  
 Beehe Rubylatt Troupe (State-Lake) Chi, t.  
 Beery, Wallace (Chicago) Chi, t.  
 Bergen, Edgar (Fox) Phila 9-12, t.  
 Belin, Edith (Cocoanut Grove) Boston, nc.  
 Bell & Grey (Tropical Gardens) Detroit, nc.  
 Bellamy, Lita (Tap House) Elmira, N. Y., nc.  
 Bellmore, Doris (Plaza) Pittsburgh, c.  
 Bell's Hawaiian Follies (Ritz) Miami, Fla., 12-13; (Coral Gables) Miami 14-15; (Van Crotz) Melbourne 17-19, t.  
 Belmonte, Gloria (El Toreador) New York, nc.  
 Belmonte, Gloria (El Toreador) NYC, nc.  
 Bennett, Ethel (Old Rumanian) NYC, cb.  
 Benny, Jack (State) NYC 9-12, t.  
 Bentley, Gladys (Ubangi Club) New York, nc.  
 Berg, Alphonse (French Casino) NYC, nc.  
 Berle, Milton (Chez Paree) Chi, nc.  
 Bernard, Bobby (Biltmore) NYC, h.  
 Bernard, Freddie (Hi-Hat Club) Chi, nc.  
 Bernard, Phil (Roxy) Colfax, Wash., 14-15, t.  
 Bernhardt & Graham (New Montmartre) NYC, nc.  
 Bernie, Dave, Girls (Club Sharon) N.Y.C., nc.  
 Berry, Robert (Buckingham) NYC, h.  
 Bessinger, Frank (New Yorker) New York, h.  
 Blackstone, Nan (Leon & Eddie's) NYC, nc.  
 Blanche & Elliott (Top Hat) Union City, N. J., nc.  
 Blanchard, Eddie (Club Elegante) NYC, nc.  
 Blanchard, Terry (Normandie) New York, nc.  
 Blane, Rose (Hollywood) New York, re.  
 Bliss, Lewis & Ash (Tower) Kansas City, t.  
 Blue, Jack (Blakeland Inn) Denver, nc.  
 Blue, Lynn (Colonial Club) Evansville, Ind., nc.  
 Blue Paradise Revue (Orph.) Winnipeg, Can., t.  
 Bo Brummels, The (All-Stars Club) NYC, nc.  
 Boles, John (Michigan) Detroit 9-12, t.  
 Boice & Marsh (Uptown) Chi, t.  
 Boran, Arthur (Duke U. Prom) Durham, N. C., 13-19.  
 Boring & Lazar (Wivel's) NYC, re.  
 Boston Sisters, Three (All-Star Club) NYC, nc.  
 Bower Sisters (Gayety) Louisville, Ky., t.  
 Bowes, Major, Amateurs (Met.) Houston, t.  
 Bowes, Major, Amateurs (State) Eau Claire, Wis., 11-12; (State) Hibbing, Minn., 14; (State) Virginia 15, t.  
 Bowes, Major, Amateurs (Orph.) Galesburg, Ill., 11; (Washington) Quincy 12, t.  
 Bowly, Al (Rainbow Room) NYC, nc.  
 Boyer, Lucienne (Versailles) NYC, nc.  
 Boyer, Martha (Shubert) Cincinnati, t.  
 Bradley, Anne (Club Avalon) Cleveland, nc.  
 Bragdon, Mildred (Village Barn) N. Y. C., nc.  
 Brandt & Fowler (Hollywood Yacht Club) Miami, Fla., nc.  
 Brautz, Mickey (Loew) Montreal 9-12, t.  
 Bredwins, Three (French Casino) NYC, nc.

**ROUTE DEPARTMENT**

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

**EXPLANATION OF SYMBOLS**

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; t—theater.

Brent, Jerry (Bar Intime) New York, nc.  
 Briefer, Gertrude (Hollywood) N. Y. C., re.  
 Bring, Lou (Cafe Venezia) NYC, nc.  
 Bring on the Dames (Norva) Norfolk, Va., 9-12; (National) Richmond 13-19, t.  
 Brito, Phil (Statler) Buffalo, N. Y., h.  
 Britton, Frank & Milt, & Band (National) Louisville 13-16, t.  
 Britton, Harriet (Club Normandie) NYC, nc.  
 Broadway Bandwagon (Poncan) Ponca City, Okla., t.  
 Brodel Sisters (Loew) Montreal; (Shea's Hipp.) Toronto 13-19, t.  
 Brown, Arthur (Hector's Club New York) New York, nc.  
 Brown & Ames (Ambassador) St. Louis, t.  
 Brown & Brown (Anna Held's) NYC, nc.  
 Brown, Elmer (Orph.) Dubuque, Ia., 11-12, t.  
 Brown, Evans (Red Gables) Indianapolis, nc.  
 Browne, Louise (Gaiety) London 1-31, t.  
 Brown, Troy (Kit Kat Club) NYC, nc.  
 Browne & LaVelle (Jefferson) Beaumont, Tex., 15-17, t.  
 Browning, Mitchell & Wilson (Leon & Eddie's) NYC, nc.  
 Brugge, Charlie (Paramount) Abilene, Tex., 11-12, t.  
 Bryant, Raines & Young (Michigan) Detroit 9-12, t.  
 Brydon, Louise (Hickory House) N. Y. C., nc.  
 Burns, Dave (Wyndham's) London 1-31, t.  
 Burrage, Alice Hathaway (Chateau Moderne) New York, nc.  
 Burt, Billy (Orph.) Winnipeg, Can., t.  
 Butters Troupe (Roxy) Colfax, Wash., 14-15, t.  
 Butterworth, Anne (Lindy's) Boston, re.  
 Byrons, Three (Morrison) Chi, h.

**C**  
 Calvo, Pilar (El Chico) New York, nc.  
 Cameron & Van (Heigh Ho) Washington, D. C., nc.  
 Camilla's Birds (Hipp.) NYC, t.  
 Campbell, Josephine (Oasis) Detroit, nc.  
 Caperton & Columbus (St. Moritz) N. Y. C., h.  
 Cappell, Yvonne (Savarin) Buffalo, N. Y., c.  
 Capps Bros. (Garrick) Duluth, Minn., t.  
 Cardova Sisters (Met.) Boston 9-12, t.  
 Carenina, Lena (Club Gauch) New York, nc.  
 Carleton & Juliette (Benj. Franklin) Phila, h.  
 Carlisle, Una (Gabriel's) New York, nc.  
 Carmen, Billy & Grace, with Naomi Bell (Hilltop Club) San Antonio, nc.  
 Carol, Myra (Criterion) Sapulpa, Okla., 11-12, t.  
 Carr, Andy & Louise (Paradise Restaurant) New York, nc.  
 Carr Bros. & Betty (Chicago) Chi, t.  
 Carroll & Gorman (885 Club) Chi, nc.  
 Carroll & Howe (Earle) Washington, D. C., 9-12, t.  
 Carroll, June (Penthouse) Baltimore, nc.  
 Carroll, Nita (Snelton Hotel) NYC, h.  
 Carlton, Jack (French Casino) NYC, nc.  
 Carlton Sisters (LeClaire) Moline, Ill., t.  
 Carroll, Fay (State-Lake) Chi, t.  
 Carroll, Florence (Gresham) Boston, h.  
 Carson, Jack (Tower) Kansas City, t.  
 Carville Sisters (Orph.) Winnipeg, Can., t.  
 Castain & Crane (Larue's) NYC, re.  
 Castle, Billy (Chateau Moderne) N. Y. C., nc.  
 Castle, Bobbie (Connie's Inn) NYC, nc.  
 Cavalcade of Laufs (Paramount) Abilene, Tex., 11-12, t.  
 Cay & Mercle (Orph.) Winnipeg, Can., t.  
 Celinda, Aurelia (Sans Souci) Havana, Cuba, nc.  
 Cevene Trio (Jefferson) St. Louis, h.  
 Chandler, Grace (Black Diamond) Scranton, Pa., nc.  
 Chappelle, Carol (Jack Dempsey's) NYC, nc.  
 Chappell & Drumb (Auditorium) Hastings, Neb.; (Auditorium) Lyons, Kan., 16-21, a.  
 Charles & Barbara (Casa Madrid) Louisville, Ky., nc.  
 Charles & Celeste (Stevens) Chi, h.  
 Charles, Ernest (Normandie) New York, nc.  
 Chatterbox Revue (Garrick) Duluth, Minn., t.  
 Cherie & Joe (French Casino) NYC, nc.  
 Chicken Sisters (State) NYC 9-12, t.  
 Chita (Anna Held's) NYC, re.  
 Chiyu, Princess (Clover Club) Sharon, Pa., nc.  
 Chmara, Gregory (St. Moritz) NYC, h.  
 Cholet, Paul (Cecl) Mason City, Ia., 11-12, t.  
 Christine, Bobette (Chateau Moderne) NYC, nc.  
 Clara Donna (Kit Kat Club) New York, nc.  
 Clarence & DeLores (Jefferson) Beaumont, Tex., 15-17, t.  
 Clarke, Jay (Rialto) Eureka, Calif., t.  
 Claudet, Marguerite (Shawnee) Springfield, O., h.  
 Clauser's, Joe, Collegians (Ritz) Muskogee, Okla., 11-12, t.  
 Cleve, Elmer, & Co. (Marbro) Chi, t.  
 Clymas Troupe (Riverside) Milwaukee, t.  
 Cocoanut Grove Revels (Riverside) Milwaukee, t.  
 Codolban, Cornelius (St. Regis) New York, h.  
 Colleano, Maurice, Co. (Colonial) Dayton, O., t.  
 Collette & Barry (Village Barn) NYC, nc.  
 Coghill, Homer (Princess) Nashville 17-19, t.  
 Comedy Stars of Hollywood (Jefferson) Beaumont, Tex., 15-17, t.

Comeford, Marie (New Yorker) New York, h.  
 Comets, Four (American Music Hall) NYC, mh.  
 Condos Bros. (Chicago) Chi, t.  
 Connors Jr., Chuck (Tin Pan Alley) New York, nc.  
 Cooper, Una (Royale-Frolics) Chi, nc.  
 Continental Cavalcade (Shubert) Cincinnati 9-12, t.  
 Continental Varieties (Club Clicquot) NYC, nc.  
 Conville, Frank, Co. (Michigan) Detroit 9-12, t.  
 Coogan, Mac (Edison) New York, h.  
 Cook, Gloria (Hollywood) New York, nc.  
 Cordona, Kay (Dizzy Club) NYC, nc.  
 Corinne & Dearo (Legion Circus, Coliseum) St. Louis 9-14.  
 Cornwell, Frank, Trio (Biltmore) NYC, h.  
 Carol, Nita (Shelton) NYC, h.  
 Cortez, Al & Toni (Hickory House) NYC, nc.  
 Cortez & Marquis (Club Belvidere) Hot Springs, Ark., nc.  
 Courtney, Ann (Normandie) New York, nc.  
 Crider & Paige Capers of Mirth (Ritz) Sylacauga, Ala., 12; (Fox) Talladega 13; (Ritz) Roanoke 14; (Opelika) Opelika 16; (President) Manchester, Ga., 17; (Campus) Millledgeville 18, t.  
 Cropper, Roy (Wellington) NYC, h.  
 Cross & Dunn (Palm Island Club) Miami, nc.  
 Crowe, Hazel (Paddock Club) Cleveland, nc.  
 Cugat, Carmen (Waldorf-Astoria) NYC, h.  
 Cugat, Xavier, & Orch. (Earle) Washington, D. C., 9-12, t.  
 Cullen, Micki (Barrel of Fun) NYC, nc.  
 Cunningham, Fairy (Club Fontenelle) St. Joseph, Mo., nc.  
 Cunningham, Kay (Cocoanut Gardens) Chi, nc.

**D**  
 Dailey, Cass (Hollywood Restaurant) New York, nc.  
 Daisy, the Horse (Royal Palm Club) Miami, nc.  
 Dale & Deaa (Criterion) Sapulpa, Okla., 11-12, t.  
 Dalton, Jack (Athletic Club) Milwaukee, c.  
 Daniels, Bebe, & Ben Lyon (Shubert) Cincinnati 9-12, t.  
 Danks, Mary (McAlpin) NYC, h.  
 Danny's Dare-Devis, Twelve (Shubert) Cincinnati 9-12, t.  
 Danwill Troupe (American Music Hall) NYC, mh.  
 Dario & Diane (Radio City Rainbow Room) New York, nc.  
 Dau, Rilla (Club Gauch) New York, nc.  
 Davis, Eddie (Leon & Eddie's) New York, nc.  
 Davis, Lew (Lang's Albany, N. Y., h.  
 Davison, Trudy (885 Club) Chi, nc.  
 Daw, Dorothy (Broadway Room) N. Y. C., nc.  
 Dawn Sisters (Uptown) Chi, t.  
 Dayton, Joe & Eddie (Roxy) Colfax, Wash., 14-15, t.  
 De Angelo & Porter (Hotel New Yorker) New York, h.  
 DeBori, Riani (Met.) Boston 9-12, t.  
 DeCamp, Ronnie (Old Rumanian) NYC, cb.  
 DeCaros, The (Town Casino) Phila, nc.  
 DeGoff, Harriette (Hollywood) Hollywood, Fla., cc.  
 DeLoue, Louise (Criterion) Sapulpa, Okla., 11-12, t.  
 DeMay, Moore & Martin (Lyric) Indianapolis, t.  
 Delmar Twins (Hollywood) Hollywood, Fla., cc.  
 Denise Dancers, Six (LeClaire) Moline, Ill., t.  
 Denizon, Helene (Shubert) Cincinnati 9-12, t.  
 Desmond, Bud & Dot (4444 Club) Cincinnati, nc.  
 DeBarrie's Birds (Orph.) Winnipeg, Can., t.  
 DeCarr, Al, & Spotty (Garrick) Duluth, Minn., t.  
 De Vito & Denny (Empire) Glasgow, Scotland 9-14, t.  
 De Wald Twins (Village Barn) New York, nc.  
 De Wolfe, Metcalf & Ford (Paramount) London 2-21; (Alhambra) Paris 27-April 13, t.  
 Diamond, Ted & Mitzl (Brown Derby) Boston, t.  
 Di Michael, John (Casino Venezia) N.Y.C., nc.  
 Dimitri & Helen (Club Gauch) New York, nc.  
 Don & Dorice (Brown Derby) Boston, nc.  
 Donola & Duano (Commodore) NYC, h.  
 Doree & Hayward (Criterion) Sapulpa, Okla., 11-12, t.  
 Doris & Wally (Bradford) Boston, h.  
 Dornberger, Charlie (Paradise) New York, cb.  
 Dossena, Adeline (Club Minuet) Chi, nc.  
 Dougherty, Marie (Jimmy Dwyer's Rendezvous) New York, nc.  
 Dova, Ben (Hollywood) New York, re.  
 Dove, Evelyn (Connie's Inn) NYC, nc.  
 Doyle Sisters, Three (Garrick) Duluth, Minn., t.  
 Drake, Connie (Deauville) New York, nc.  
 Drew, Cholly (Number One Bar) NYC, nc.  
 Drew, Doryce & Freddy (Ben Franklin) Phila, h.  
 Drum, Doty (Hector's Club New Yorker) New York, nc.  
 Duchin, Eddy, & Orch. (Paramount) NYC 9-12, t.

Duffin & Ruth (St. Francis) San Francisco, h.  
 Duval, Ade (Holborn Empire) London 23-28, t.  
 Duval, Shella (New Town Bar) New York, nc.

**E**  
 Earl & Josephine (Lincoln) New York, h.  
 Easter & Hazleton (Penthouse) Baltimore, nc.  
 Eckhart, Lois (Man About Town) N.Y.C., nc.  
 Edwards, Irving (Princess) Nashville 17-19, t.  
 Efanti, Hilda (Anna Held's) NYC, nc.  
 Elaine & Douglas (LeClaire) Moline, Ill., t.  
 Eldridge, Patsy (Tap House) Elmira, N. Y., nc.  
 Elgins, Five (Tower) Kansas City, t.  
 Elissa, Senorita (Nini's French Cabaret) New York, c.  
 Endor & Farrell (Savoy-Plaza) NYC, h.  
 Enos, Rue, Trio (Roxy) Salt Lake City; (Tabor) Denver 16-21, t.  
 Ennis, Ruth (Via Lago) Chi, nc.  
 Enrica & Novello (Waldorf-Astoria) NYC, h.  
 Enright, Jimmy (Cocoanut Grove) Minneapolis, nc.  
 Erma, Gypsy (New Town Bar) New York, nc.  
 Estelle & Leroy (French Casino) N. Y. C., nc.  
 Eugene, Bob, Troupe (Shrine Circus) Rochester, N. Y., 9-14.  
 Evans & Hudie (Paramount) Abilene, Tex., 11-12, t.  
 Everett & Conway (Shrine Circus) Hutchinson, Kan., 13-18.

**F**  
 Fads & Fancies (Criterion) Sapulpa, Okla., 11-12, t.  
 Fairbank, Miriam (Hotel Ambassador) NYC, h.  
 Farrell, Marita (French Casino) New York, nc.  
 Farnum, Frank (Greenwich Village Inn) New York, nc.  
 Farrell, Bill (Place Elegante) New York, nc.  
 Farrell, Billy, Co. (Poncan) Ponca City, Okla., t.  
 Farrell Sisters (Via Lago) Chi, nc.  
 Fast & Stuart (Frolics Cafe) Niagara Falls, N. Y., c.  
 Feindt, Cilly (French Casino) New York, nc.  
 Felicia & Del Rey (Shawnee) Springfield, O., h.  
 Fenwick & Kocher (Ritz) Muskogee, Okla., 11-12, t.  
 Fernin & Mary Lou (El Toreador) N.Y.C., nc.  
 Ferry, the Frog (Hipp.) NYC, t.  
 Fiddlers, Three (Ottumwa) Ottumwa, Ia., 11-12, t.  
 Fields, Benny (Hollywood) NYC, re.  
 Fields, Irving (Buckingham) NYC, h.  
 Fields, Lillian (Monte Carlo) NYC, nc.  
 Fiorella, Mario (Hollywood) NYC, nc.  
 Fischer, Loretta (Empire) Kingston, London, 9-14, t.  
 Fitzgibbons, Dave & Mary (House of Morgan) NYC, nc.  
 Five Nit Wits (Tin Pan Alley) New York, nc.  
 Flames, Three (Colonial) Dayton, O., t.  
 Fletcher, Tom (Village Barn) New York, nc.  
 Florence & Alvarez (Town Casino) Miami, Fla., nc.  
 Fordham, Louise (Number One Bar) NYC, nc.  
 Forsythe, Seamon & Farrell (Empire) Glasgow, Scotland, 9-14, t.  
 Fox, Dorothy (St. Moritz) New York, h.  
 Foy, Boy (Fox) Phila 9-12, t.  
 Francis, The Mystery Man (Shelton Corner) New York, nc.  
 Francisco, Tony (Orph.) Winnipeg, Can., t.  
 Frank, Art (Shubert) Cincinnati 9-12, t.  
 Franks, Four (Royal) Dublin, Ireland, 9-14, t.  
 Frazee Sisters (Chicago) Chi, t.  
 Frazer, Jack (Bernice) Miami, Fla., h.  
 Frazier Bros. (Garrick) Duluth, Minn., t.  
 Freddy & His Dogs (French Casino) New York, nc.  
 Froos, Sylvia (Chez Paree) Chi, nc.  
 Fry, Bob & Virginia (Man About Town) New York, nc.  
 Fuller, Howard, & Sister (Orph.) Dubuque, Ia., 11-12; (Ottumwa) Ottumwa 17-19, t.

**G**  
 Gabby Bros. (Criterion) Sapulpa, Okla., 11-12, t.  
 Gabby, Frank, Co. (Hipp.) Toronto 9-12, t.  
 Gamble, Dick (Bradford) Boston, h.  
 Garber, Jan, Orch. (Stanley) Pittsburgh 9-12, t.  
 Garcia, Louis (Congress) NYC, b.  
 Gardiner, Reginald (New Montmartre) NYC, nc.  
 Gardner, Beatrice, Girls (Harry's N. Y. Cabaret) Chi, nc.  
 Gardner, Polson (Dizzy Club) NYC, nc.  
 Gardner & Reed (Dizzy Club) New York, nc.  
 Gardner, Joan (College Inn) Philadelphia, nc.  
 Garr, Eddie (Paradise) NYC, re.  
 Gaston & Edouard (Monte Carlo) NYC, c.  
 Gautier's Toy Shop (Century) Baltimore 9-12, t.  
 Gautschi & Sonnen (Blackstone) Ft. Worth, Tex., h.  
 Gay, Sally (Park Plaza) St. Louis, h.  
 Georges & Jalna (Waldorf-Astoria) N.Y.C., h.  
 Geraghty, Bob (Empire) Edinburgh, Scotland, 9-14, t.  
 Giants of Rhythm, Three (Connie's Inn) New York, nc.  
 Gibson, Billy (Granada Inn) Atlanta, nc.  
 Gilbert, Gloria (French Casino) Miami, Fla., nc.  
 Givot, George (Century) Baltimore 9-12, t.  
 Gleason, Art, Town Scandals (Roxy) Colfax, Wash., 14-15, t.  
 Glynn, Donald (Park Cafe) Burlington, Vt., c.  
 Goff, Jerry, & Jack Kerr (Biltmore) NYC, h.  
 Goff & Kerr (Century) Baltimore 9-12, t.  
 Gold & Bernie (Oriental) Chi, t.  
 Gordon, Bert, & Bert Frohman (Met.) Boston 9-12, t.  
 Gordon, Frances (Club Paradise) Superior, Wis., nc.  
 Gordon, Shirley (Hipp.) Toronto 9-12, t.  
 Gray, Helen (Chez Josephine Baker) NYC, nc.  
 Gray, Maxine (Pennsylvania) New York, h.  
 Green, Terry (Commodore) NYC, h.  
 Greene, Ginger (Club Fontenelle) St. Joseph, Mo., nc.  
 Grenadiers & Louise (Club Belvedere) Des Moines, Ia., nc.  
 Grey, Lorette (Ritz) Muskogee, Okla., 11-12, t.  
 Griffin, Joe (Empire) Edinburgh, Scotland, 9-14, t.  
 Gwynne & Co. (Fox) Washington, D. C., 9-12, t.  
 Gyldenkrone, Baron Ebbe (Wivel's) N.Y.C., re.  
 Gypsy Albert Trio (Beverly Bar) NYC, nc.

**H**  
 Haakon, Paul (Ambassador) New York, h.  
 Hacker & Sidell (Jefferson) St. Louis, h.  
 Hall, James (Colosimo's) Chi, nc.  
 Hallman, Selma (Town Casino) Phila, nc.

**Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.**

Hardy, Moore (Gabriel's) NYC, nc.  
 Harmonizers, Four (Rivoli) Douglas, Ga., 11;  
 (Ritz) Tifton 12; (Desota) Lake City, Fla.,  
 13; (Ritz) Valdosta, Ga., 14; (Quincy)  
 Quincy, Fla., 16; (Rose) Thomasville, Ga.,  
 17, t.  
 Harrington, Pat (All Stars Club) NYC, nc.  
 Harris, Danny (Paramount) Abilene, Tex.,  
 11-12, t.  
 Harris, Kay (Club Sharon) New York, nc.  
 Harris, Irve (Place Elegante) NYC, nc.  
 Harrison, Ken (Casanova Club) Scranton,  
 Pa., nc.  
 Hartmans, The (St. Regis) New York, h.  
 Hashi & Osai (Ottumwa) Ottumwa, Ia., 11-  
 12, t.  
 Hayes, Evie (Empire) Edinburgh, Scotland,  
 9-14, t.  
 Hayworth, Seabee, Co. (Carolina) Goldsboro,  
 N. C., 12-14, t.  
 Hazard, Hap (Empire) Liverpool, Eng., 9-  
 14, t.  
 Healy, Chuck (Torch Club) Canton, O., nc.  
 Healy, Dan (Broadway Room) New York, nc.  
 Heat Waves, Three (Jack Dempsey's) NYC, re.  
 Herman, Irving (Man About Town Club) NYC,  
 nc.  
 Higgins, Dot (Orph.) Winnipeg, Can., t.  
 Hill Pat (Kit Kat Club) New York, nc.  
 Hilliard, Harriet (Lexington) NYC, h.  
 Hirsch, Jack (Old Rumanian) NYC, cb.  
 Hoghton, Dorothy (Hollywood Beach) Holly-  
 wood, Fla., h.  
 Holland, Jack & June Hart (Ambassador)  
 New York, h.  
 Holly, Edna Mae (Ubangi Club) New York, nc.  
 Hollywood Four (Paramount) London 2-21, t.  
 Hollywood Horse (Village Barn) NYC, nc.  
 Hollywood Restaurant Revue (Boston) Boston  
 9-12, t.  
 Hollywood Secrets (Pal.) Cleveland 9-12, t.  
 Holman, Libby (Town Casino) Miami, nc.  
 Holmes, Harry, Co. (Princess) Nashville 17-  
 19, t.  
 Holmes & James (Denver) Denver, Colo., t.  
 Holst Twins (Ritz) Muskogee, Okla., 11-12, t.  
 Horn, Freddie (Brass Rail) Ogdensburg,  
 N. Y., re.  
 Hosea & Haltz (Torch Club) Phila, nc  
 Hot Feet, Four (Kit Kat) New York, nc.  
 Howard, Ann & Chas. (Garrick) Duluth,  
 Minn., t.  
 Howard, Kathleen (Deauville) New York, nc.  
 Howard, Vivian (Number One Bar) NYC, nc.  
 Howe, Dorothy (Bossert Grill) NYC.  
 Howell, David (Archmont Club) NYC, nc.  
 Huber, Elsie (All Stars Club) NYC, nc.  
 Humphreys, Paul (All Stars Club) NYC, nc.  
 Hutton, Ina Ray, & Band (Orph.) Omaha  
 9-12, t.

J

Jack & Jill (Radio City Rainbow Grill) NYC,  
 nc.  
 Jackson, Jigsaw (Roxy) NYC 9-12, t.  
 Jackson, Lawrence (President) New York, h.  
 Jarrett, Lucille (Madeleine's) New York, nc.  
 Jemima, Aunt (Lyric) Indianapolis, t.  
 Jerry & Jean (Jefferson) Beaumont, Tex., 15-  
 17, t.  
 Johnson, Al (Casino Venezia) NYC, nc.  
 Johnson, May (Kit Kat Club) NYC, nc.  
 Jones, Bobby (Chez Paree) Indianapolis, nc.  
 Johnson & Dean (Connie's Inn) NYC, nc.  
 Jordan, Harry (Capitol) Atlanta, Ga., t.  
 Jordan, Sylvia (Old Rumanian) NYC, cb.  
 Jose & Renee (Vancouver) Vancouver, Can., h.  
 Juliette (St. Moritz) NYC, h.

K

Kaiser & McKenna (Frolies) Niagara Falls,  
 N. Y., c.  
 Kalosh (Connie's Inn) NYC, nc.  
 Kanazawa Japs, Two (Cecil) Mason City, Ia.,  
 11-12, t.  
 Kane, Sugar (Capitol) Aberdeen, S. D., 13-  
 14; (State) Minot, N. D., 17-18; (Dakota)  
 Grand Forks 19, t.  
 Kanerva & Lee (Indoor Circus Armory) Mar-  
 tinsburg, W. Va., 9-14.  
 Kauff, Benn (Place Elegante) New York, nc.  
 Kay, Beatrice (Tony's) NYC, nc.  
 Kay, Dolly (Royale-Frolies) Chi, nc.  
 Kay, Marion (Hi-Hat Club) Chi, nc.  
 Kaye, Phil (After-the-Show Club) Chi, nc.  
 Kayne, Don (Capri) Lawrence, Mass., re.  
 Keane, Betty (Paradise) NYC, re.  
 Kedrova, Lill (St. Moritz) NYC, nc.  
 Keene Twins, Vic & LaMarr (Marbro) Chi, t.  
 Kelly, Nell (Royale Frolies) Chicago, nc.  
 Kenahedy, Billie (Howdy Club) New York, nc.  
 Kenny, Lillian (Hotel Montclair) NYC, h.  
 Kent, Billy (444 Club) Cincinnati, nc.  
 Kent, Florence (Shawnee) Springfield, O., h.  
 Khmara, Gregory (St. Moritz) New York, h.  
 Kimble & Bauer (444 Club) Cincinnati, nc.  
 Kimris (Hipp.) NYC, t.  
 King, Blanche (Brill's) Newark, N. Y., nc.  
 King, Edgar (Met.) Boston 9-12, t.  
 King's Jesters (Morrison) Chicago, nc.  
 Kirby & Duval (Riverside) Milwaukee, t.  
 Kirk, Jean (Paddock Club) Chi, nc.  
 Kit Kat Klub Revue (Cecil) Mason City, Ia.,  
 11-12, t.  
 Knox, Agnes (Park Central) NYC, h.  
 Knox, Frances (Marble Grill) Rochester,  
 N. Y., re.  
 Komisarjevskaja, Elena (St. Moritz) NYC, h.  
 Kramer, Dick (Lebus) New York, re.  
 Kramer, Ida (Swanee) NYC, nc.

L

L'eslie, Mona (Palm Island Club) Miami, nc.  
 LaFleur, Arthur (Hipp.) NYC, t.  
 La Palomas (Deauville) New York, nc.  
 LaRue, Bobby & Kenn (Gay Paree) San An-  
 tonio, Tex., nc.  
 La Tour, Teddy (Luck Eleven) Baltimore, nc.  
 LaVola, Don: Pittsburg, Kan., 9-14, t.  
 Labato, Paddy (Barton's Paradise Club)  
 Youngstown, O., nc.  
 Lambert, Waverlyn (Anna Held's) NYC, nc.  
 Lambertson, Charlotte (Hollywood) NYC, nc.  
 Lamerton, Marguerite (Hollywood) NYC, re.  
 Lamont, Lester (Club Richman) NYC, nc.  
 Lamonte, Jean (Jungle Inn) Youngstown, O.,  
 nc.  
 Landy, Dot (Torch Club) Phila, nc.  
 Lane, Lillian (Dizzy Club) New York, nc.  
 Lane, Ted (Hickory House) New York, nc.  
 Lang & Lee (Auditorium) Kansas City 15-  
 21, t.  
 Large & Morgner (Earle) Washington, D. C.,  
 9-12, t.  
 Larimer & Hudson (Met.) Boston 9-12, t.  
 Larmita & Mullet (Oasis) Detroit, nc.  
 Larson, Al (Top Hat) Union City, N. J., c.  
 Law, Jack (Marbro) Chi, t.  
 Lawrence, Dorothy (Club Deauville) N.Y.C., nc.  
 Lawrence, Lucille (Swanee) NYC, nc.

Lazaro, Leo (Place Elegante) NYC, nc.  
 Lee, Bernice (Paradise) NYC, re.  
 Lee, Bob (Wivel's) NYC, re.  
 Lee, Dorothy (Boston) Boston 9-12, t.  
 Lee, Harry (Blakeland Inn) Denver, nc.  
 Lee, Harry (Club Fontenelle) St. Joseph, Mo.,  
 nc.  
 Lee, Joe & Betty (Club Lido) Montreal, nc.  
 Lee, Jeanette (Cecil) Mason City, Ia., 11-12, t.  
 Lee, Linda (Hotel Biltmore) NYC, h.  
 Lee, Loretta (Lincoln) NYC, h.  
 Lee, Ralph & Virginia (Roosevelt) Oakland,  
 Calif., t.  
 Lee, Storms & Lee (Riverside) Milwaukee, t.  
 Leed, William (Dizzy Club) New York, nc.  
 Leeds, Theima (Pal.) Columbus, O., 9-12, t.  
 Leopold, Arnie (Paradise Showboat) Troy,  
 N. Y., nc.  
 Lennard, Zsine (444 Club) Cincinnati, nc.  
 Lenora Dandies (Pennsylvania) Phila, h.  
 Lenti, Steve (Place Elegante) New York, nc.  
 LeRoy Sisters (Paddock Club) Cleveland, nc.  
 Leslie & Rollins (Bradford) Boston, h.  
 Lester, Jerry (Greenwich Village) San Fran-  
 cisco, nc.  
 Leslie Sisters (Times Square Supper Club)  
 Rochester, N. Y., re.  
 Let's Have a Party (LeClaire) Moline, Ill., t.  
 Leu, Paul (Windmill) Pittsburgh, nc.  
 Lewis, Evelyn (Chesterfield) Boston, nc.  
 Lewis, "Sunny Jim" (Village Barn) N.Y.C., nc.  
 Lewis, Ted, & Band (Orph.) Minneapolis 9-  
 12, t.  
 Liazed Arabes (State) NYC 9-12, t.  
 Light Brigade (McAlpin) NYC, h.  
 Lila, Mlle. (Paramount) Abilene, Tex., 11-  
 12, t.  
 Lillie, Beatrice (New Montmartre) N.Y.C., nc.  
 Lilley, Joe & Harold Woodall (Number One  
 Bar) NYC, nc.  
 Lime Trio (Fox) Detroit 9-12, t.  
 Little Sachs, Three (Barrel of Fun) NYC, nc.  
 Livingston, Mary (State) NYC 9-12, t.  
 Livingston, Mary (Stanley) Pittsburgh 2-5, t.  
 Long Jr., Nick (Adelphi) London 2-31, t.  
 Lopez & Anita (Brill's) Newark, N. Y., nc.  
 Lorna & Carr (Capri) Lawrence, Mass., re.  
 Lorraine, Bill, & Ed Furman (Gay Nineties)  
 NYC, nc.  
 Lorraine Sisters, Three (National) Louisville  
 13-16, t.  
 Lorraine, June (Broadway Room) NYC, nc.  
 Lou, Lindy (Anna Held's) NYC, nc.  
 Lowe & Hite (Tower) Kansas City, t.  
 Lowery, Fred (Ambassador) New York, h.  
 Lowry, Ed (Ambassador) St. Louis, t.  
 Lubina, Ada (St. Moritz) New York, h.  
 Lucky Boys (Roxy) NYC 9-12, t.  
 Lutes Bros. (Ritz) Muskogee, Okla., 11-12, t.  
 Lydia & Joresco (Hotel Ambassador) NYC, h.  
 Lyman, Tommy (Club Lamaze) Hollywood,  
 Calif., nc.  
 Lynch, Louise Dudley (Stork Club) NYC, nc.  
 Lynn, Herbert, & Mitzl (Michigan) Detroit  
 9-12, t.  
 Lynn, Joy (Paradise Restaurant) N.Y.C., nc.

M

MacDonald, Grace & Gay (Leon and Eddie's)  
 New York, nc.  
 Mack, Buddy (Ritz) Muskogee, Okla., 11-12, t.  
 Mack, Dorothy (Jack Dempsey's) N.Y.C., re.  
 Mack, Jimmy (Ottumwa) Ottumwa, Ia., 11-  
 12, t.  
 Mack & Miller (Orph.) Dubuque, Ia., 11-12, t.  
 Maddux, Frances (Savoy Plaza) New York, h.  
 Magnante, Charlie (Waldorf-Astoria) NYC, h.  
 Mahon & Rucker (Cathay) Shanghai, China,  
 h.  
 Mahoney, Will (Empire) Edinburgh, Scotland,  
 9-14, t.  
 Major, Jack (Colonial) Dayton, O., t.  
 Mallina, Luba (Hollywood) New York, re.  
 Mallory, Mickey (Old Rumanian) NYC, cb.  
 Malvey, Hal (Club Avalon) Hot Springs, Ark.,  
 nc.  
 Mandell, Kitty (New Town Bar) New York, nc.  
 Mangan, Hazel, & Girls (Met.) London 9-  
 14, t.  
 Manon, Sylvia, Co. (Fox) Phila 9-12, t.  
 Manos, Dan & Ann (Paramount) Abilene,  
 Tex., 11-12, t.  
 Mara & Renallo (Jimmy Kelly's) N.Y.C., nc.  
 Maravellas (El Chico) New York, nc.  
 Marguerite & Arthur (Embassy Club) Toron-  
 to, nc.  
 Markoff, Gypsy (Russian Kretchma) New  
 York, nc.  
 Marlene Sisters (Ottumwa) Ottumwa, Ia., 11-  
 12, t.  
 Marlo, Aileen (After-the-Show) Chi, nc.  
 Marque & Suzanne (Merry-Go-Round) Day-  
 ton, O., nc.  
 Martin, Muriel (Dizzy Club) New York, nc.  
 Martin, Tommy (Bal Musette) New York, nc.  
 Martin's, Bill, Band (Orph.) Dubuque, Ia.,  
 11-12, t.  
 Marya & Martyn (Heigh Ho Club) Washing-  
 ton, D. C., nc.  
 Mascagno, Bob (Oriental) Chi, t.  
 Mason, Glenn (Ritz) Muskogee, Okla., 11-12, t.  
 Mason, Jack, & His Playboy Revue (Club  
 Richman) NYC, nc.  
 Mattison's Rhythms (Marbro) Chi, t.  
 May, Bobby (Pal.) Columbus, O., 9-12, t.  
 Murdock & Milo (Criterion) Sapulpa, Okla.,  
 11-12, t.  
 Maurice & Cordoba (Savoy-Plaza) NYC, h.  
 Maughan, Dora: (Thru the Looking Glass)  
 New York, nc.  
 Mavely, Jackie (Kit Kat Club) NYC, nc.  
 Mayfair Sisters (Roxy) Colfax, Wash., 14-  
 15, t.  
 McCabe, Sara Ann (Biltmore) NYC, h.  
 McCoy, Elena (Chateau Moderne) NYC, nc.  
 McCulley, Jean (Park Central) NYC, h.  
 McMahon & Adelaide: Agua Caliente, Mex.,  
 12-15; Durango 17-19; Torreon 20-23, t.  
 McNally Sisters (Hi-Hat Club) Chi, nc.  
 Medardo (El Toreador) NYC, nc.  
 Medrano & Donna (Miami Biltmore) Miami, h.  
 Mele, Vi (Commodore Hotel) NYC, h.  
 Meller, Joan (Greenwich Village Inn) New  
 York, nc.  
 Mells, Kirk & Howard (Leon & Eddie's)  
 NYC, nc.  
 Melzoras, Six Flying (Fair) Miami, Fla., 9-14.  
 Mercer, Mary (Hickory House) New York, re.  
 Metaxa, George (State) NYC 9-12, t.  
 Morris, Dwight (Gabriel's) NYC, nc.  
 Millard & Anita (Monte Carlo) New York, c.  
 Miller, Joan (Jimmy Kelly's) NYC, nc.  
 Miller, Myrtle (Deauville) NYC, nc.  
 Miller & Wilson (Folles Bergere) Paris 2-31, t.  
 Mills, Tommy (Place Elegante) New York, nc.  
 Ming & Toy (Hipp.) Toronto 9-12, t.  
 Mitchell, Connie (Ottumwa) Ottumwa, Ia.,  
 11-12, t.  
 Modie & LeMaux (Royale-Frolies) Chi, nc.

Monroe & Adams Sisters (Lyric) Indianap-  
 olis 9-12, t.  
 Montgomery, Anne (Brill's) Newark, N. Y., nc.  
 Monty, Paul (Man About Town Club) NYC,  
 nc.  
 Moore & Larrye (Gonnie's Inn) NYC, nc.  
 Moore & Revel (Palm Island Club) Miami,  
 Fla., nc.  
 Moreno, Consuelo (El Chico) New York, nc.  
 Morgan, Grace (Weylin) NYC, h.  
 Morgan, Helen (House of Morgan) NYC, nc.  
 Morimer & Burnhart (Rose's) Binghamton,  
 N. Y., re.  
 Monroe & Adams Sisters (Lyric) Indianap-  
 olis, t.  
 Morrissey, Tex (Harry's N. Y. Cabaret) Chi,  
 nc.  
 Morton, Alvira (Ottumwa) Ottumwa, Ia., 11-  
 12, t.  
 Mountain, Rita & Ruth (Torch Club) Phila,  
 nc.  
 Mullen, Marion (Del Monico's) NYC, re.  
 Mundin, Herbert (Ottumwa) Ottumwa, Ia.,  
 11-12, t.  
 Munoz & Balan (Club Gaucho) NYC, nc.  
 Mura, Corinna (Waldorf-Astoria) NYC, h.  
 Murand & Girton (Paramount) Abilene, Tex.,  
 11-12, t.  
 Murphy, Dick (Columbus) Miami, h.  
 Murphy, Edna (New Yorker) New York, h.  
 Murphy, Senator (Marbro) Chi, t.  
 Murray & Alan (Del Monico's) NYC, re.  
 Murray, Arthur, Dancers (Vanderbilt) NYC, h.  
 Murray, Betty (Jimmy Kelly's Village Ren-  
 dezvous) New York, nc.  
 Murtha, Frank (Plaza) Pittsburgh, nc.  
 Music Hall Boys (St. Moritz) New York, h.  
 Musical Rogues, Three (Essex House) NYC, h.  
 Muth, Anita (Orph.) Dubuque, Ia., 11-12, t.  
 Myers, Jack, & Marion Wilkins (Hotel New  
 Yorker) NYC, h.  
 Myra (Tillie's Chicken Grill) New York, nc.

N

Nadine & Glardo (Biltmore) NYC, h.  
 Nash, Wanda (Gabriel's) NYC, nc.  
 Naylor, Marjorie (Hickory House) NYC, nc.  
 Neal, Marguerite (Uptown) Chi, t.  
 Neff, Paul (Torch Club) Phila, nc.  
 Nemo, Pat (Paramount) Abilene, Tex., 11-  
 12, t.  
 Neville, Mary (Oakland's) E. Paterson, N. J.,  
 nc.  
 Nevin, Hazel (Village Barn) New York, nc.  
 Newdahl, Clifford (House of Morgan) NYC, nc.  
 Newell, Bobbie (Brass Rail) Ogdensburg,  
 N. Y., re.  
 Newman, Harry (Beverly Bar) NYC, nc.  
 Newport Sisters (444 Club) Cincinnati, nc.  
 Nice, Florio & Lubow (Royal Palm Club) Mi-  
 ami, nc.  
 Nichols, Les (Orph.) Winnipeg, Can., t.  
 Niles, Noma (Swanee) NYC, nc.  
 Noland, Nancy (Radio City Rainbow Grill)  
 NYC, nc.  
 Nolte, Carolyn (Ira's Supper Club) Miami,  
 Fla., nc.  
 Nonchalants (Pal.) Columbus, O., 9-12, t.

THE THREE NONCHALANTS

Week of March 6, Palace Theatre, Columbus, O.  
 Dir.: MUSIC CORPORATION OF AMERICA.

Norman, Karyl (Cafe La Rouge) Brooklyn,  
 N. Y., nc.  
 Norman & McKay (Medinah Club) Chi, nc.  
 Norton's Speedster Revue (Chateau) Roches-  
 ter, N. Y., nc.  
 Novoa, Fantasia (El Toreador) NYC, nc.  
 NTG's Revue (State-Lake) Chi, t.

O

Oakley, Bob (Met.) Houston, Tex.; (Maj.)  
 Dallas 14-20, t.  
 O'Berg, Bonnie (Cecil) Mason City, Ia., 11-  
 12; (Paramount) Waterloo 13-15, t.  
 O'Dea, June (Hollywood Yacht Club) Miami,  
 Fla., nc.  
 O'Dell, Dell (Lido) Montreal, nc.  
 O'Doherty, Molly (Man About Town Club)  
 NYC, nc.  
 Oldfield, Emmett (Dorchester Hotel) London  
 1-31, nc.  
 Olsen & Johnson (Orph.) Springfield, Ill.,  
 12-14, t.  
 Onyx Club Boys (Earle) Phila 9-12, t.  
 Ortero, Emma (Met.) Boston 9-12, t.  
 Ortons, Four (Palladium) London, Eng., t.

P

Pablo (Hi-Hat Club) Chi, nc.  
 Pady Twins (Tap House) Elmira, N. Y., nc.  
 Page, Muriel (Norva) Norfolk, Va., 9-12;  
 (National) Richmond 13-19, t.  
 Page, Powell & Nona (Hipp.) Brighton, Eng.,  
 16-21; (Favilion) Liverpool 23-28, t.  
 Palmer & Doreen (Continental Club) Mt. Mor-  
 ris, Mich., nc.  
 Palmer, Kay (Vanderbilt) NYC, h.  
 Pansy, the Horse (Colonial) Dayton, O., t.  
 Parker, Bobby (La Paree) Washington, D. C.,  
 nc.  
 Parrish, Marie (Moonlight Gardens) Chi, nc.  
 Parsons, Kay (Gay Nineties) New York, nc.  
 Pat & Marilyn (Euclid Club) Bay City, Mich.,  
 nc.  
 Paul, Danny & Gene (Modern) Brockton,  
 Mass., t.  
 Paulin, Richard (Ambassador) NYC, h.  
 Payne Bros., Three (Cecil) Mason City, Ia.,  
 11-12, t.  
 Peabody, Eddie (Lyric) Indianapolis, t.  
 Peacock, Melvin (Linger Bar) Sheboygan,  
 Wis., nc.  
 Pedro & Luis (Cassino) Pittsburgh, t.  
 Pepper, Jack, Co. (Orph.) Omaha 9-12, t.  
 Peppers, Three (Kit Kat Club) NYC, nc.  
 Peppy & Peanuts (Leon & Eddie's) NYC, nc.  
 Perfect, Rose (Holborn Empire) London 16-  
 21, t.  
 Perkins, Johnny (Oriental) Chi, t.  
 Peroy & Pals (Paramount) Abilene, Tex., 11-  
 12, t.  
 Perry Twins (Colonial) Dayton, O., t.  
 Fetch & Deauville (Pal.) Columbus, O., 9-  
 12, t.  
 Petty, Ruth (Oriental) Chi, t.  
 Pickens Sisters (Paramount) NYC 9-12, t.  
 Pierce & Harris (Hollywood) New York, nc.  
 Pils & Tibet (Troadero) Hollywood, Calif., nc.  
 Piroka (French Casino) NYC, nc.  
 Plybon-Allen Girls (Plaza) Pittsburgh, c.  
 Fope & Thompson (American Music Hall)  
 NYC, mh.  
 Potter, Lisa (Club New Yorker) NYC, nc.  
 Powell, Claire (Paddock Club) Chi, nc.

Powell, Ruth Sue (Cecil) Mason City, Ia.,  
 11-12, t.  
 Princess Ahi (Leon & Eddie's) NYC, nc.  
 Pryor, Roger (Fox) Washington, D. C., 9-12, t.  
 Pryor, Ruth (Uptown) Chi, t.  
 Purl's, Marie, Say It With Ladies (Para-  
 mount) Hickory, N. C., 12-13; (Plaza) Ashe-  
 ville 14-15; (Paramount) Concord 16-17;  
 (Carolina) Orangeburg, S. C., 18-20, t.

R

Rafael (Sherry-Netherland) NYC, h.  
 Rainbow Revue (Ottumwa) Ottumwa, Ia.,  
 11-12, t.  
 Ramage, Gladys (Linger Bar) Sheboygan,  
 Wis., nc.  
 Ramon & Lucinda (El Toreador) NYC, nc.  
 Ramon & Renita (Ira's Supper Club) Miami,  
 Fla., nc.  
 Randall, Andre (French Casino) N. Y. C., nc.  
 Randolph, Amanda (Black Cat) New York, nc.  
 Randalls, The (San Souci) Havana, nc.  
 Ranson, Glenda (Broadway Room) NYC, nc.  
 Ray, Eloise (Ottumwa) Ottumwa, Ia., 11-12, t.  
 Ray, Florence (Via Lago) Chi, nc.  
 Raye, Allen (Biltmore) New York, h.  
 Raye, Prince & Clarke (Park Central) NYC, h.  
 Raymond, Billy, Co. (LeClaire) Moline, Ill., t.  
 Raymond, Lou (Village Nut Club) NYC, nc.  
 Raymonds, Three (Jimmy Kelly's) N.Y.C., nc.  
 Read, Jimmy (Criterion) Sapulpa, Okla., 11-  
 12, t.  
 Readinger Twins (Hollywood) Hollywood, Fla. vs.  
 Redheads vs. Blondes (Uptown) Chi, t.  
 Reed, Billy (Leon & Eddie's) NYC, nc.  
 Reed & Blane (Wellington) NYC, h.  
 Rees, Jack (Normandie) New York, nc.  
 Reilly & Tramel (Frolies Club) Toledo, O.,  
 nc.  
 Renault, Francis (Trottas) Washington,  
 D. C., nc.  
 Renault's Models (Shubert) Cincinnati 9-12, t.  
 Reynolds, Helen, Co. (Earle) Phila 9-12, t.  
 Rhythm Redheads (Riverside) Milwaukee, t.  
 Rice, Andy (Paddock Club) Chi, nc.  
 Rich, Jack (Anna Held's) NYC, nc.  
 Richardson Sisters (Cecil) Mason City, Ia.,  
 11-12, t.  
 Richardson Twins (Poncan) Ponca City,  
 Okla., t.  
 Richman, Margie (Orph.) Winnipeg, Can., t.  
 Riley & Farley (Earle) Phila 9-12, t.  
 Rimacs, Ciro & Co. (Adelphi) London 2-31, t.  
 Rio, Rita (State-Lake) Chi, t.  
 Riviera Boys (Barrel of Fun) NYC, nc.  
 Robbins Family (Paradise) NYC, re.  
 Robbins, Margot & Libby (Loew) Montreal  
 9-12, t.  
 Roberts, Dave & Jane (Bat Gormley's) Lake  
 Charles, La., nc.  
 Roberts, Jack & Renee (Granada Inn) At-  
 lanta, Ga., nc.  
 Rochaste, Marion (Wivel's) NYC, re.  
 Rochelle Bros. & Beebe (Princess) Nashville  
 17-19, t.  
 Rodrigo & Francine (Park Plaza) St. Louis, h.  
 Rodrigo, Nano (Radio City Rainbow Room)  
 NYC, nc.  
 Rogers, Jimmie (Hector's Club New Yorker)  
 New York, nc.  
 Rogers, Joyce (Roxy) Colfax, Wash., 14-15, t.  
 Rogers, Muriel (Chateau Moderne) NYC, nc.  
 Roisman's Alabamians (Poncan) Ponca City,  
 Okla., t.  
 Roland, Nancy (Radio City Rainbow Room)  
 NYC, nc.  
 Rollins, Mimi (Leon & Eddie's) NYC, nc.  
 Rolph, Wynne (Wivel's) New York, re.  
 Romero & Juliette (Monte Carlo) NYC, nc.  
 Ross, Benny, & Maxine Stone (Pal.) Colum-  
 bus, O., 9-12, t.  
 Ross, Dr. (Waldorf-Astoria) NYC, h.  
 Ross, Wally (Club Paradise) Superior, Wis.,  
 nc.  
 Ross, Pierre & Schuster (Lyric) Indianap-  
 olis, t.  
 Rossi, Pat (Cafe Loyale) NYC, re.  
 Rosalean & Seville (Morrison) Chi, h.  
 Rowe, Dorothy (Bossert Grill) NYC, nc.  
 Royce, Eleanor, & Seymour (Biltmore) New  
 York, h.  
 Royce, Ray (Shubert) Cincinnati, t.  
 Rush, Ann (Paddock Club) Chi, nc.  
 Russian Choir (Sherry-Netherland) NYC, h.  
 Ryan, Rosy (Black Diamond) Scranton, Pa.,  
 nc.

S

Salama, Andre (St. Moritz) NYC, h.  
 Sandino & Fairchild (Firenze Restaurant)  
 NYC, re.  
 Santelli, George (Hotel St. Regis) NYC, h.  
 Santos & Elvira (Jimmy Kelly's) N. Y. C., nc.  
 Santschi, Lorraine, & Josephine Buckley  
 (Waldorf-Astoria) NYC, h.  
 Savage, Jean (Southern) Baltimore, h.  
 Savoy, Harry (Norva) Norfolk, Va., 9-12;  
 (National) Richmond 13-19, t.  
 Sawyer, Bobby (Gabriel's) NYC, nc.  
 Scott, Virgie (Ubangi) NYC, nc.  
 Seror Twins & Melita (Poncan) Ponca City,  
 Okla., t.  
 Seymour, Tommy (Criterion) Sapulpa, Okla.,  
 11-12, t.  
 Shawn, Jack (Club Royal) McAllen, Tex., nc.  
 Shea & Peters (Club Alabam') Chi, nc.  
 Sherr Brothers (Dan Healy's Broadway Room)  
 New York, nc.  
 Sheldon, Gene (Empire) Kingston, London,  
 9-14, t.  
 Sheridan, Eleanor (Del Monico's) NYC, nc.  
 Sherman & McVey (Ritz) Muskogee, Okla.,  
 11-12, t.  
 Shelton, James (Club Normandie) NYC, nc.  
 Sherkot (French Casino) NYC, nc.  
 Shipstad & Johnson (College Inn) Chi, nc.  
 Simpson, Carl (Park Plaza) St. Louis, h.  
 Sisson, Dorothea (Uptown) Chi, t.  
 Skidmore, Kay (Hotel Piccadilly) NYC, h.  
 Slate Bros., Three (State-Lake) Chi, t.  
 Small, Frank, Revue (New Yorker) N.Y.C., h.  
 Smart Set Four (Radio City Rainbow Grill)  
 NYC, nc.  
 Smith, Bessie (Connie's Inn) New York, re.  
 Smith, Bill (Fifth Avenue Hotel) New York, h.  
 Smith, Chubby (Swanee Club) NYC, nc.  
 Smith, Eleanor & Kathryn (Club Lido)  
 Montreal, nc.  
 Smith Sisters (Lido) Montreal, nc.  
 Snyder, Marguerite (Hotel Shelton) N.Y.C., h.  
 Sonla, Gansser, & Andre (French Casino)  
 NYC, nc.  
 Southern Sisters (Uptown) Chi, t.  
 Spirits of Rhythm, Six (Jack Dempsey's)  
 NYC, re.  
 St. Claire, Putnam (Ubangi) NYC, nc.  
 Star, Barney (Cecil) Mason City, Ia., 11-12, t.

(See ROUTES on page 56)



Kemp, Walter
Kempson, Kermit
Kenlo, John
Kent, Billy
Kern, John
Kernin, Lee
Kerver, Joseph
Kerwin, Arthur
Ray
Kilbourne, Mark L.
King, Allen
King, A. J.
King, Robert
King, G. M.
King, Gerald F.
King, Harry
King, Howard
King, Jack & Jolly Bell
King, Joe
King, Joseph R.
King, Ray
Kingsmore, Tiny
Kinsler, Lou
Kipki, H. A.
Kirch, Geo.
Kirk, Dewitt
Kistler, L. H.
(Tiny)
Kirtland, Monkey
Knight, Jack
Knight, J. M.
Knoch, Conrad
Knoor, Conrad
Kocakoff, Geo.
Knowles, Jesse
Kokos, Joe
Kolb, O. V.
Kolb, Matt
Kolborn, Frank
Kongee, Leo
Kongee Pin
Cushion
Kopenske, Phil
Kortes, Pete
Kramer, Don
Kraft, Perry
Krausz, Chas.
Kreiss, Chester
Krusie, Gus
E.
Kuma, K. T.
Kuzler, Fred
Palooka
LaBarrie, Babe
LaBerta, Bob
LaFara, Frank
LaFayette, Arthur
LaLenna, Frank
LaMar, Brownie
LaMar, Dr. Frank
LaMay, Eddie
LaMons, Chubby
LaMont, Frank
LaRouch, Dannie
LaRouch, D. P.
LaRue, Don
LaToy, Harry
LaVarre, Bud
Lake, Arthur
Lamar, B. W.
Lamar, Brownie
Lamar, Harry
Lamb, Barney
Lamb, Ray
Lambert, K. E.
Lamd, Bonnie
Lamkinas, Prince
Lamont, C. R.
Lamont, Geo. A.
Lamore, Jack X.
Land, Jack
Landis, Ben H.
Lane, Malcolm J.
Lang, Jack
Langdon, Burt
Lanham, Wm.
Larkin, David
Larry, P. G.
Lasky, Sam
Latto, Al
Lavinne, Sam
Lawrence, C. A.
Dud
Lawson, Echarad
Lawman, F.
Layne, Bert
Layne, Karl
Layton, W. C.
Lazell, Elmer
LeRoy, Servias
Leaver, Robt.
LeBurno, Bob
LeVine, Joe
Ledger, Joe
Lee, Alvin K.
Lee, Charlie
Lee, David Specks
Lee, Dick
Lee, Francis M.
Lee, Georgie
Lee, Geo. L.
Lee, Glen, Orch.
Lee, Howard
Lee, Jerry
Lee, L. E.
Lee, Lewis
Lee, Rex
Lee, Rusty
Leesman, L. W.
Leesman, Slim
Lefell, Frank
Lehr, Raynor
Leland, E. C.
Leon, Nate
Leo, Leo V.
Leopold, Leopold
Man
LeBurno, Bob
Leroy, J. F.
Leslie, Harry E.
Leslie, W. M.
Levine, W. W.
Levitt, John M.
Levitt, Prof. L.
Lewis, Bert
Lewis, R. D.
Lewis, Robt. E.
Lewis, Tommie F.
Lewis, W. A.
Libby, Frank
Linniger Sr., Harry
Little, Phil
Little Red
Livingston, Harold
Lock, Wm. Harvey
Logan, Eddie L.
Logan, Harry
Logan, Wm. C.
Lones, Leo
Long, Chester
Long, Leon
Longo, A.
Loos, Arthur
Lorraine, Jos.
Lorraine, Louis J.
Losey, Ralph
Lotter, Happy
Lottridge, Harry
Louis, Jimmie
Louis, W. H.
Love, Thos.
Lovett, T. J.

Lowe, Chas. R.
Lowe, Col. Hugh
Lowery, Jack
Loyd, Leonard
Lozano, L. E.
Lucas, Dr., Family
Ludwig, Chas.
Blont
Luken, Harry
Luongo, Anodio
Luther, M. H.
Luttrell, Billy
Lyons, Tim
MacDonald, John
Franklin
McAbee, L.
McBride, Wm.
McCall, Al
McCall, Duke
McCall, H. L.
McCampbell, A. P.
McCarthy, Mack
McCarthy, C. J.
McCarthy, R. C.
McCart, J. J.
McClanahan, D. H.
McClane, Buddy
McClung, Mack
McColl, Al
McCord, Glen
McCoy, Smiling
Dan
McCrory, B. W.
McCrory, E. D.
McCrory, G. H.
McCune, Tiger
McDaniels, Walter
McDonald, Cliff
McDonald, Duncan
McDonald, Ernest
Sampson
McDougal, Charlie
McDowell, P. H.
McGill, Frank
McGill, Leo
McGill, Steve
McGlothlan, Wild
Bill
McGrath, Lawrence
McIntyre, Keith
McLaren, John L.
McLemore, Leonard
McMillan, S. S.
McMurdo, W. W.
McNamara, Thos.
McPeck, Dan
McPherson, E. C.
Mace, Herbert
Mack, Dr. Jack
Mack, E.
Mackey, J. C.
Macon, Billy
Magendanz, Richard
Maguire, W. A.
Mahan, Robt.
Mahoney, J. E.
Mahoney, Wm. E.
Malone, Spike
Manna, Joe
Manner, Joe
Mansell, J. L.
Manthe, Elmer
Manville, Charles
Marcelles, Bud
March, Walter
Marcum, C. E.
Marcus, Geo.
Marcus, Will
Maree & Pals
Marks, B. D.
Maroney, S. E.
Marquis, the
Magician
Mars, Walter J.
Martin, Ed Pop
Martin, M. B.
Martin, Mickey
Martinez, Tony
Mason, Dick
Mason, Homer E.
Mason, J. W.
Mathews, L. M.
Matter, Floyd R.
Matteson, L. E.
Maurice, Fred
Maurice, Ossified
Man
Mauterstock, W.
Maxwell, Jacky
Maxwell, N.
Mayer, Max
Mayers, Ken, Orch.
Mayo & Mayo
Mendelson, Louis
Merriell, Paul
Merson, Louis
Meyer, Clint V.
Meyers, Bob
Meyers, Earl F.
Miller, C. M. Red
Miller, Capt. M. A.
Miller, Dave & Nancy
Miller, Esq., Frank
Miller, Frank P.
Miller, Harry
Miller, Herman
Miller, Leo
Miller, Pete
Miller, Phil
Miller Products
Miller, F. W.
Mimden, Wilburno
Missimer, H. J.
Mitchell, Geo.
Mitchell, Bob
Mitchell, Eth
Mitchell, G. L.
Mitchell, Larry
Mitchell, Mike
Mitchell, Miller J.
Mitchell, Sam
Mitchell, S. W.
Mitchell, Steve G.
Mitchell, Tony J.
Mitchell, Wm. S.
Mix, Art
Mix, Frank
Moldenhauer, J. C.
Monroe, Tex
Montaigny, J. B.
Monte, Johnny
Montgomery, A. C.
Montgomery, Grover
Montgomery, Jas.
E.
Monts, Geo. B.
Moore, Blackie
Moore, Freddie D.
Moore, Leman
Moore, Mack
Moore, Vernon
Moore, Walter C.
Moosey, Harry

Moran, Jack Red
Morgan, Billie
Morgan, Calvin
Morgan, Chas.
Reid
Morgan, J. Doug
Morgan, Jim Q.
Morgan, Louis
Morris, Jimmie E.
Morris Orch.
Morris, W. R.
Morris, Walter
Morrison, Chas.
Morrison, Dave L.
Morse, M. J.
Mortensen, Leo
Mortenson, Mort
Morton, Al
Mottie, Ben
Mounts, Clark
Mr. Q.
Mullins, Phil D.
Mummaw, Walter
Mund, Sunny
Mundee & June
Mundi, Dr. Leon
Munsinger, E. L.
Murdoch, Robt. K.
Murphy, Bill
Murphy, D. J.
Murphy, Eugene J.
Murphy, Frank F.
Murphy, John A.
Murphy, Henry
Murphy, J. L.
Murphy, Ralph
Murray, Arthur
Murray, James
Murray, Ernest
Andrew
Murray, Jess
Myers, Guy
Myers, Robt.
Myers, W. Everett
Nabonne, R. J.
Napoli, Bill
Nash, Johnnie
Neal, Roy
Nehaus, Geo.
Neilson, Douglas
Neilson, Bert
(Rough House)
Nelson, Douglas
Nelson, Prof. C.
Nelson, Prince
Nelson, Red
Nelson, W. A.
Neto, Natale
Newby, Don
Newton, Earl
Newton, H. Glenn
Nicholas, J. L.
Nichols, Ken
Nichols Products
Nichols, W. G.
Noble, Roy
Nook, Stuart M.
Nolan, Larry
Northrup, Jesse
Norton, Esq., Jimmy
Norton, Jiggs
Norton, Leon
Noxon, Frank S.
O'Brien, Jack
O'Bryan, Pat
O'Conner, Danny
O'Connor, Fred L.
O'Dare, Lerry
O'Farrell, Mickey
O'Hara, Husk
O'Reilly, Pat
O'Rourke, Howard
Ouerman, Harry
Odenkirk, C. J.
Ogden, Ray W.
Ogle, Rodney
Ohman, Theo
Olds, Barney Floyd
Olenczek, John
Oliver, H. Ben
Oliver, Otis L.
Oliver (Picture
Olson, Woodrow
Orbager, Geo. C.
Ornsby, Bill
Osborne, Bob
Oso the Bear Boy
Ott, Jerry B.
Out West, Eddie
Ovette, Jos.
Pablo Sr., Juan Jr.
Paddock, Buddy
Paddock, Harold
Padgett, R. H.
Palmer, H. S.
Lincoln Minstrels
Palmer, J. F.
Pappas, T. M.
Parent, Arthur
Parish, Ralph
Park, Robt.
Parker Sales
Patton, Glenn
Patty, Felix
Pearce, Harrison
G. K.
Schneeman, Lester
Schneider, Vic
Schrapp, Chas.
Scott, C. B.
Scott, H. T.
Scott, Paul & Gladys
Scott, Richard
Scott, Walter
(Red)
Scott, W. D.
Scott, Wm.
Serebneff, Wm.
Seibel, Jean
Self, Frank
Sexton, Thos. J.
Seymour, W. O.
Shapiro, Dave
Shark, Geo.
Sharkey, Geo. E.
Sharkey, Jack E.
Sharkey, Ted
Sharp, Geo.
Sharpe, Maxie
Sharms, T. J.
Sheares, Freddie
Sheek, Gens
Shellford, Wm.
Blackie
Shelton, Fred Pop
Sheridan, J. R.
Sherman, Jack
Sherwood, Don D.
Shields, Purl
Shingle, Harry E.
Shipp, R. A.
Shiver, Chas.
Shore, Herman
Shriver, Eugene
Shunatona, Chief
Siegrist, Billy
Siladi, John
Jim

Sillers, Jackie
Silvers, Hal
Silvers, J. H.
Simpson, E. R.
Simpson, James
Skinner, Walter
Sklerting, Doc B.
Smith, Bill
Fitchman
Smith, Chris M.
Smith, C. Y.
Smith, Clyde L.
Smith, Curley
Wrestler
Smith, Dell
Smith, Fletcher
Smith, Ford
Smith, G. W.
Smith, Geo.
Smith, Harry K.
Smith, Jess W.
Smith, Joe J. & Billie
Smith, J. Laoy
Smith, Lloyd T.
Smith, Mark
Smith, Roy H.
Smith, T. J.
Snedicker, Bart
Snooks, Kid
Snow, Roy
Snyder, Harry O.
Snyder, Leo
Sohn, Clem
Sordelet Sr., Henry
Sparks, Jesse
Spear, W. A.
Spears, Bill
Spellman, Dave
Spitalny, Phil
Spring, Ed
St. Johns, Art
Stanley, Goldblock
Stanley, Paul
Steel, Bob
Steinberg, Abraham
Stephens, J. Fred
Sterchi, E. B.
Stevens, Al & Octa
Stevens, Geo.
Stevens, G. W.
Stevens, Johnnie
Stewart, Lei Aloha
Stewart, Richard H.
Stewart, Sid
Stewart, Ten
Stiles, Robt.
Stines, Chas.
Stuy, Jos.
Stock, Dave
Stockdale, A. E.
Stolz, Lloyd Peggy
Stone, Henry
Stone, Jimmy S.
Stoneman, Joe
Stone, O. L.
Storey, Big Bam
Wm.
Storm, Frank
Straights, John
Strong, Ervin
Sturky, E. B.
Sublette, Red
Sullivan, Carl
Sullivan, Danny
Sullivan, W. O.
Sullivan, Wm. O.
Summers, H. F.
Sumrall, Ernest
Swain, August T.
Swan, Doc
Swanger, Harry
Swihart, Bill
Swore, Cliff
Tardy, Tony
Tate, Gilmore
Taylor, Don
Taylor, Olon H.
Taylor, R. Ferris
Taylor, Slade Mike
Taylor, Wm. B.
Tedwell, Ted
Teer, Jimmie
Templeton, Patrick
G.
Tennessee, Delmo
R.
Terney, Frank
Terrell, Billie
Thibaut, B. E.
Thomas, Fred
Thomas, Fred
Thompson, H. Z.
Thompson, Chas. S.
Thornth, Jess D.
Tinney, Harry
Tisdale, H.
Todd, Ray
Tom, Geo.
Tomas, Pete Tang
Townsend, Mack
Townson, Chas.
Towe, Paul
Traugott, Dave
Tronson, Rube
Trout, Taylor
True, John L.
Trueblood, C. D.
Tunney, Leo
Turner, Garrison
Turner, Joe O.
Turner, Lynn H.
Twist, Egan
Tyler, Capt. Carl
A.
Tyree, Earl
Udy, Ben C.
Updyke, Colon
Urban, Joe
Usher, Geo.
Usher, Herb
Van Allen, E. W.
Van Diver, O. P.
Van, Jack G.
Vance, Slim
Vance, Roy
Vassar, Everett
Zarlington, Ray
Zaylor, W. T.
Zenoz, L.
Zimm, Charlie
Zimmerman, Jimmy
Zink, Billy
Zobar, L.
A.
Du Pont, Olga
Egan, Florence
(Babe)
Feron, Dorothy
Pink, Mrs. Eric
Forrest, Nan
Golde, Gertrude
Hanna, Babe
(Moore)
Hans, Agnes
Hilton, Daisy &
Hunter, Mickey
Joyce, Peggy

Gentlemen's List

Adams, Frank J.
Albert-Alberta
Aldo, Juggler
Allison, John B.
Ames, Billy
Anderson, Eugene D.
Armadillo Boy
Askin, Bobby
Asoc, Nadj
Banks, Sam J.
Bedini, Bunny
Bergman, E.
Binker, S. W.
Bloom Jr., Jimmie L.
Born, Jack
Brandon, Walter
Bronson, Earl
Brown, F. J.
Bryant, Capt. Billy
Butner, Golde
Carr, Henry
Carroll, Ajax
Casey, Kenneth
Casey, William
Caso, Nick
Cole, Harry G.
Conley's Circus
Cravat, Nick C.
Cromwell, Frank
Dahlstedt, Arvid
David, Jack
Davis, C. (Irdis)
DeLanz, Rube
Delmar's Bird
Circus
Dennis, Frank A.
Deters, Harry
De Vol, Lend
Dorrien, Walter F.
Duckett, Ira H.
Duffy, Fred
Ernst, W. A.
(Ruby)
Eskew, Jim
Eureka Shows
Farmer Jr., William E.
Faris, Lawrence
Gail
Flanagan, Wm. J.
Foster, Jim
Foster, T. L.
Fowler, Floyd
(Frog)
Francis, Wm. T.
Franklyn, Wilbur
Freemont, Rich. J.
(Dick)
Geisser, Carl A.
Gerard, Charles
Gosh, Byron
Green, George
Gulla, Joe
Hagle, Tender
Hall, Jimmie & Anna
Hamill, Benj.
Hicks, Wm. Red
Hobart, Ralph
Hornbrook, Earl C.
Horowitz, Adolph
Ibberson, Bert
Jacobs, Danny
Jeannette, Duke
Jerchowar, Benedict
Kane, Edw.
(Shorly)
Kelley, Jack
(Shorly)
Kelso & Demonde
Kerr & Weston
King, Duke
Klein, Joe
(Knighton)
Koris, Mike
Krause, Joseph H.
(Keno)
La Salle, Bob
Lambert, Jack
Lamont, Jack
Lee, Fred J.
Leland, Fred
Lemoline, Johnnie
Leski, Magician
Lewis, F. J.
(Louie)
Lowery, Ed
McCormick, Jack
McGill, Leo
McNiff, Duffy
Marenger, Alex
Marks, Fred
Marshall, Paul
Marshall, R.
Martin, Doc
Martin, Jerry
Mason, Johnny
Masterson, Jack
Maxine & Bobby
Maye, Jackie
Milton, Frank
Mimosa & D'Amor
Moller, John F.
Myers & St. John
Nate, Harry
Nelson, Gordon
Nelson, Harry S.
Newbanks, Nelson
Ray
Norman, Kay
O'Brien, James J.
Olson, Wm. B.
Orchard, James
Owens, George W.
Peturo, Thomas
(Orech.)
Phelan, Charles
(Strong Man)
Phillips, L. W.
Pranno, Marlo
Reed, Dan
Reid, Capt. Billy
Reynolds, Jas. E.
Rivers, Earl
Robins, Billy
Robinson, Maurice, Music Corp.
Rosenfeld, Paul
Rozella, Charlie
Ruland, Archie
Saunders, John
Salo, A. J.
Searles, Fritz F.
Shery, Kader
Sheri, J.
Short, Vernon R.
Sloop, Lloyd P.
Stanton, Eddy
Stern, Frank
Stewart, William
Stoffa, Andrew
Strouse, Harry
Student, Earl O.
Talon, Thomas
Walters, Australian
Waters, Walter W.
Weston, Eddie
Whitaker, Carl
(Casey)
Whitehawk, Chief
Wilson, Russell
Wolf, Thomas A.
Wood, Frank
(B. & B.)
Zinbad, Dr.

MAIL ON HAND AT

CHICAGO OFFICE

600 Woods Bldg., 52 West Randolph St.

Ladies' List

Astellra, Mrs.
Ballor, Mrs. Wallie
Barker, Mrs. Glenn
Bennington, Babe
Emily Germaine
Bernardo, Mrs. B.
Burke, Miss
Patsy Y.
Burt, Estelle
Byton, Dorothy
Castello, Lillian
Clay, Madam Rose
Cook, Mrs. Myrtle
Davis, Joan
DeVernay, Ann
Bobbie
Dixon, Dixie
Dolly, Miss D.
Duncan Sisters
Graham, Margaret
Greer, Ethel
Gutkin, Miss S.
Hart, Ervil
Havis, Mrs. W. K.
Johnston, Mildred
Kulp, Audrey
Kelly, Mrs. W. J.
LaTorn, Thille
Leland, Tony
Vance
Pearson, Nellie
Redrick, Edith
Saunders, Mrs.
Marie (Jolly)
Shaw, Mrs. Darline
Sherman, Betty J.
Sinclair, Peggy
Talmadge, Mlle.
Constance
Wayne, Mrs. Evelyn
Wecker, Bee Kyle
Wells, Loretta
White Fawn, Juanita
Wiler, Pearl
Zindra, Rose

Gentlemen's List

Adams, Blackey
Allen, Leo
Barlow, Dick
Wayne
Bayer, Dick
Brad, Fred
Campbell, George
Carter, Fred
Chaplin, R. E.
Church, J. M.
Clark, C. K.
Clark, I. J.
Frost, Jack
See LETTER LIST on page 64

Gentlemen's List

Adams, Frank J.
Albert-Alberta
Aldo, Juggler
Allison, John B.
Ames, Billy
Anderson, Eugene D.
Armadillo Boy
Askin, Bobby
Asoc, Nadj
Banks, Sam J.
Bedini, Bunny
Bergman, E.
Binker, S. W.
Bloom Jr., Jimmie L.
Born, Jack
Brandon, Walter
Bronson, Earl
Brown, F. J.
Bryant, Capt. Billy
Butner, Golde
Carr, Henry
Carroll, Ajax
Casey, Kenneth
Casey, William
Caso, Nick
Cole, Harry G.
Conley's Circus
Cravat, Nick C.
Cromwell, Frank
Dahlstedt, Arvid
David, Jack
Davis, C. (Irdis)
DeLanz, Rube
Delmar's Bird
Circus
Dennis, Frank A.
Deters, Harry
De Vol, Lend
Dorrien, Walter F.
Duckett, Ira H.
Duffy, Fred
Ernst, W. A.
(Ruby)
Eskew, Jim
Eureka Shows
Farmer Jr., William E.
Faris, Lawrence
Gail
Flanagan, Wm. J.
Foster, Jim
Foster, T. L.
Fowler, Floyd
(Frog)
Francis, Wm. T.
Franklyn, Wilbur
Freemont, Rich. J.
(Dick)
Geisser, Carl A.
Gerard, Charles
Gosh, Byron
Green, George
Gulla, Joe
Hagle, Tender
Hall, Jimmie & Anna
Hamill, Benj.
Hicks, Wm. Red
Hobart, Ralph
Hornbrook, Earl C.
Horowitz, Adolph
Ibberson, Bert
Jacobs, Danny
Jeannette, Duke
Jerchowar, Benedict
Kane, Edw.
(Shorly)
Kelley, Jack
(Shorly)
Kelso & Demonde
Kerr & Weston
King, Duke
Klein, Joe
(Knighton)
Koris, Mike
Krause, Joseph H.
(Keno)
La Salle, Bob
Lambert, Jack
Lamont, Jack
Lee, Fred J.
Leland, Fred
Lemoline, Johnnie
Leski, Magician
Lewis, F. J.
(Louie)
Lowery, Ed
McCormick, Jack
McGill, Leo
McNiff, Duffy
Marenger, Alex
Marks, Fred
Marshall, Paul
Marshall, R.
Martin, Doc
Martin, Jerry
Mason, Johnny
Masterson, Jack
Maxine & Bobby
Maye, Jackie
Milton, Frank
Mimosa & D'Amor
Moller, John F.
Myers & St. John
Nate, Harry
Nelson, Gordon
Nelson, Harry S.
Newbanks, Nelson
Ray
Norman, Kay
O'Brien, James J.
Olson, Wm. B.
Orchard, James
Owens, George W.
Peturo, Thomas
(Orech.)
Phelan, Charles
(Strong Man)
Phillips, L. W.
Pranno, Marlo
Reed, Dan
Reid, Capt. Billy
Reynolds, Jas. E.
Rivers, Earl
Robins, Billy
Robinson, Maurice, Music Corp.
Rosenfeld, Paul
Rozella, Charlie
Ruland, Archie
Saunders, John
Salo, A. J.
Searles, Fritz F.
Shery, Kader
Sheri, J.
Short, Vernon R.
Sloop, Lloyd P.
Stanton, Eddy
Stern, Frank
Stewart, William
Stoffa, Andrew
Strouse, Harry
Student, Earl O.
Talon, Thomas
Walters, Australian
Waters, Walter W.
Weston, Eddie
Whitaker, Carl
(Casey)
Whitehawk, Chief
Wilson, Russell
Wolf, Thomas A.
Wood, Frank
(B. & B.)
Zinbad, Dr.

MAIL ON HAND AT

ST. LOUIS OFFICE

800 Arcade Bldg., Eighth and Olive Sts.

Ladies' List

Buley, Mrs. Sarah
Cannon, Mrs.
Mildred
Cole, Mrs. Edw. R.
Cortez, Mrs. Peggie
Craven, Ruth
Cundiff, Mrs.
Emma
Cutler, Mrs. Billie
Donnelly, Betty
Eaton, Mrs.
Edward
Ellis, Mrs. Mabel
Elmore, Miss
George
Harris, Mrs. Mae

Gentlemen's List

Adams, L. L.
Allen, Ed & Taxie
Allen, Marion Jack
Allman, Bill
Baker, Bennie
Baker, Lee
Baysinger, Al
Beaumont, Jack K.
Breanshan, T. J.
Butcher, Otho J.
Cantor, Homer
Carter, Wray
(Clark)
Clark, Charles A.
Glenon, Rolife
Conley, Marty
Copper, Tom
Coy, B. E.
Darpell, Joe
Day, Doc
DeRosselli, Jose
Dick, Billie
Donnelly, Russell
Evans, Britt
Gholson, William
Gillespie, Denbo
Gillispie, W. S.
(Dock)
Goldstone, Ray
Hale, James
Franklin
Hardy, J. D.
Heyn, Henry
Howland, Oscar V.
Hunt, Harry
(Ktd)
Johnston, Everett
Johnson, Walter
Jones, Roy B.
Jump, Richard
Kerkover, E. D.
Kerns, Jerry
Lanther, Carl
Laux, Kenneth
Litts, Gus F.
MAIL ON HAND AT
DALLAS OFFICE
401 Southland Life Bldg.
1416 Commerce St.,
Ladies' List
Archer, Mrs. Evelyn
Baby Alice & Dudley
Calkins, Mrs. Pearl
Cassady, Mrs. Ida
Covington, Mrs.
Iona
Ellingson, Mrs.
Helen
Gotrell, Mrs. Mary
Hall, Mrs. Vivian
Harmon, Mrs. Ada
Harris, Mrs. M. F.
Hester, Lela
Jepson, Judy
Kelley, Mrs. Edith
McKee, Mrs. Mary
Pearson, Mrs.
Ginger
Riegl, Mrs. Jennie
Stewart, Mary
White, Viola
Yurkovic, Ann

MAIL ON HAND AT

DALLAS OFFICE

401 Southland Life Bldg. 1416 Commerce St.,

Ladies' List

Archer, Mrs. Evelyn
Baby Alice & Dudley
Calkins, Mrs. Pearl
Cassady, Mrs. Ida
Covington, Mrs.
Iona
Ellingson, Mrs.
Helen
Gotrell, Mrs. Mary
Hall, Mrs. Vivian
Harmon, Mrs. Ada
Harris, Mrs. M. F.
Hester, Lela
Jepson, Judy
Kelley, Mrs. Edith
McKee, Mrs. Mary
Pearson, Mrs.
Ginger
Riegl, Mrs. Jennie
Stewart, Mary
White, Viola
Yurkovic, Ann

Gentlemen's List

Adams, Blackey
Allen, Leo
Barlow, Dick
Wayne
Bayer, Dick
Brad, Fred
Campbell, George
Carter, Fred
Chaplin, R. E.
Church, J. M.
Clark, C. K.
Clark, I. J.
Frost, Jack
See LETTER LIST on page 64

## Movie Star With Russell

**Reb Russell to appear in big show and produce concert—opens in April**

ROLLA, Mo., March 7.—Reb Russell, one of the latest and youngest of the movie stars of the Westerns emerging from Oklahoma, has been obtained by Russell Bros.' Circus for appearances in the circus and the producer of the concert. He was the star of *Range Warfare*, *Lightning Trigger*, *Cheyenne Kid*, *Arizona Bad Men*, *Outlaw Rule* and *Fighting Through*. His horse Rebel is reported to be one of the best trained animals before the public.

A new menagerie top and marquee will be seen on the show. The concession department will have new tents and the midway will be better lighted. Irene O'Sullivan is one of the latest recruits in the menagerie department.

George Dalbeault will again be at the front door.

Harry Seymour will again enjoy his "annual vacation" looking after legal and other difficulties which may arise. He has about recovered from a serious illness.

Nice weather has brought forth the usual curious Sunday crowd of visitors to the quarters and comments are heard regarding condition of the equipment.

A new, large and perfectly constructed elephant truck was delivered to the quarters by the Springfield Wagon Works. Four more trucks will be delivered before the opening, which will be latter part of April.

Harry Doran, manager of concession department, is expected to arrive here within a few days.

## European Riding Act For Cole-Beatty Show

CHICAGO, March 7.—J. D. Newman, general agent of the Cole Bros.-Clyde Beatty Circus, returned from New York a few days ago after closing negotiations for a new European riding act for the show. Act, known as the Zoppe-Zeppa Troupe, is now in Spain. It consists of nine people.

Newman and Ora O. Parks, of the press department, are here working on preliminary plans for the Chicago engagement at the Stadium. Parks is at work on a booklet the show will issue as a giveaway. Booklet, which is to be in colors, will be a beautiful piece of work, it is said, and order has been placed for a million copies.

Robert E. Hickey, of the press department, is expected in Chicago this week.

## Equipment to Barnes Show

PERU, Ind., March 7.—Four Santa Fe baggage and express cars were loaded to roofs with props, equipment, etc., under direction of Ralph Clawson, Bill Curtis, Rhoades Six and others for the Al G. Barnes Circus.

Seen before movement, Cristiana Troupe, five men, two women, who will be a feature on the Barnes Circus. Stated that Elder Cristiana is breaking a sensational juvenile act.

Accompanying Bert Nelson were two wild animal safety-cage operators, Johnny Ritchie and Jerome (Scotty) Cromer. Cats were shifted from Wabash cars to Santa Fe movement without removal to farm.

In movement were also seen Harry A. Burt, Duke Drukenbrod, Fred and Irene Ledgett and Betty Stevens, wardrobe mistress.

## Maynard Bros. on Trucks

SPRINGFIELD, Mass., March 7.—Maynard Bros.' One-Ring Circus is being organized here. Show has two light plants, a four-pole top, seats and four trucks. Stock consists of six ponies, two mules, two high-school horses, five trained goats and some pigeons. Five men are in quarters, painting and taking care of stock.

## Monkey Business Reduced

ST. PAUL, March 7.—The monkey nuisance in the Municipal Auditorium here was reduced by one-half last Friday, because the idea of Bert (Kid) Wheeler, auditorium electrician, was a good one. Ever since Minnie, the monkey, and her larger companion, Oscar, escaped from Frank Buck's show in the auditorium several weeks ago, all sorts of stunts to capture the pair had been thought up, and all of them failed. But last Friday Wheeler put an apple in the motion picture projection room, left the door open, and waited. Minnie fell for the bait. Wheeler slammed the door. That left Oscar still at large among the auditorium rafters, but the monkey hunters ventured that maybe Oscar will get lonesome and give himself up.

Wheeler is an old circus billposter, having been with Buffalo Bill's Wild West, Barnum & Bailey and Ringling Bros.' shows.

## Joe Webb Show Opening March 17

DALLAS, March 7.—The Joe B. Webb Circus and Wild West Show, organizing here, will open March 17 at Mineral Wells, Tex., to be followed by a route that will bring the show into New Mexico territory in two weeks.

Mr. and Mrs. Bud Anderson, of Seal Bros.' Circus, were visitors last Sunday.

Dr. and Mrs. Hunter and son, Jimmy, with Mr. and Mrs. Webb, attended the opening of Bailey Bros.' Circus at San Antonio.

Mrs. Webb and Billie Woodcock celebrated their birthday anniversaries February 26 with a party for friends.

Jack Turner, agent of the show, jumped back to quarters for a brief visit with Manager Webb. Advance car No. 1 left late last week for the territory contracted. Car No. 2 will leave within a few days.

## Macon, Ga., Jottings

MACON, Ga., March 7.—Gertie Redden will be with Cole Bros.' Side Show. Bert Wallace, new equestrian director of Downie Bros., is working in the ring barn. Two baby jaguars are a recent addition to the menagerie.

Robert Spears, who has been the guest of Harry Mack at the Central, returned to his home in Brookline, Mass.

Teresa and Jimmy Baker will be connected with the Seils-Sterling Circus. Teresa's heel-and-toe-catch trapeze act will be a feature. Jimmy is to have the Pit Show.

Eve Hill stopped off here en route from Cleveland to Sarasota. She has been playing circus dates in Detroit and Cleveland.

Guy Van Pool, of Joplin, Mo., spent a day at the Downie quarters, where he was the guest of Eddie Jackson.

Frank Sotiro has decided not to do iron-jaw this season. He will be with Bond Bros.' Circus.

Arthur Hockwald's Richard & Pringle Georgia Minstrels played the Douglass Theater March 2-3 to splendid business. Harry Lee, stage carpenter, was a Barnes biller last season.

Jake Jacobson, of the Downie novelty department, arrived from New Orleans. M. Maulman, superintendent of privileges, also is in quarters.

H. B. Gentry passed thru Macon last week en route to Bloomington, Ind.

Williams and Bernice have been playing dates in and around Macon for the past month.

## Eddy Bros.' Three-Ring Circus Is New Title of the Hunt Show

OXFORD, Pa., March 7.—Hunt's Circus, which for the last 43 years has borne the family name, is being greatly enlarged and improved for the 1936 tour and will be billed as Eddy Bros.' Three-Ring Circus.

The show will have an entire new spread of canvas, with a four-pole big top. The program will be presented in three rings, with riding acts predominating. Two big riding numbers, with five people in each act, will be featured. A 12-piece band, under the direction of

## Larger Show For Ketrow

**Program in three rings, one stage—Captain Mathews to be featured**

PETERSBURG, Va., March 7.—Kay Bros.' Trained Wild Animal Circus will take the road under a greater spread of canvas and with more trucks and with more acts than ever before, under the management of William and Frank Ketrow. Show will be presented in three rings and on a stage, under a five-pole top, with a marquee 20x30. New advance truck, modernistic in design and especially built for the show, of the tractor-trailer type, 24 feet long, will be one of the finest bill cars ever to be put on the road. With Pullman berths for four men, all modern conveniences, the car will prove to be a literal palace on wheels. Delivery from the factory is expected within a few days.

Featured this year will be Captain Mathews and his trained lions, including "Tuffi," the lion that walks on a tight wire. Concert feature will be "Spunky," the pony which created such a hit with Shirley Temple in *Curly Top*.

No star backs will be used. There will be blues on the ends and grand-stand chairs on both sides, with elevated band stand. Anticipating better times, William Ketrow believes that the public is entitled to a better and bigger show for the same admission price, and he is backing his judgment with an investment of several thousand dollars in new equipment.

## Bockus & Kilonis

MANCHESTER, N. H., March 7.—General Agent Jim Swafford and Bandmaster Al Massey are staging a spring-breaking contest. Last Friday Massey broke a front spring and Saturday Swafford a rear spring, so score now is one and one.

J. D. Kilonis the last few days has been nursing a bad elbow, received in a wrestling match with Chuck Montana, in which John was the winner.

Leo and Mae Jackson, trick and fancy bicycle riders, signed as one of the feature attractions.

F. Stanley Reed spent the week-end here en route to Springfield, Mass., to join Bob Morton.

A new 90-foot round top with a 40 and two 30s has been ordered from the George T. Hoyt Company. The Penn Bleacher Seat Company has been awarded the contract to furnish seats.

W. A. Wilcox was a Sunday visitor. Bill has been with the Jordan Marsh Company, of Boston, all winter, but will sever his connections next week and devote his time until the opening getting his lunchwagon in shape.

## Primrose, Hamilton With Lewis

CANTON, O., March 7.—C. S. Primrose will be general agent of Lewis Bros.' Circus, his second season with show. Harry L. Hamilton will contract press and do special agenting with the advance. It will be his third season with the show. The advance will move out of Jackson, Mich., first week in April, it was said this week by Paul M. Lewis.

S. W. Floyd, will furnish the musical program.

Charles T. Hunt will continue as manager. Al F. Wheeler will again be in an advisory capacity and also have charge of Side Show, concert and privileges.

Karl Annon has been engaged as general agent and Mike Pyne will have charge of the billing brigades. Three trucks and agent's car will be used on advance, which will have a line of special paper for the new title.

## Motor Truck Photos

The Billboard is desirous of receiving photographs of automotive equipment used in the amusement field. Pictures showing groups of trucks are preferred. Address same to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.

## Many Folks Visit Rice Bros.' Quarters

JACKSON, Tenn., March 7.—Florida-like sunshine brought more than 1,000 local visitors to the quarters of Rice Bros.' Circus Sunday.

George Jennier has replaced Harry La Pearl as producing clown. "Doc" L. B. Ford succeeds Bert Wallace as equestrian director. Mrs. Ford will ride menage, do revolving ladder and also appear in Mary Miller's aerial ballet. Duffy Sisters—Helyn and Ria—will again be with the Olympian Troupe, all-girl acrobatic number, and also in the Miller ballet. Carl (Whitey) Gibson has arrived and will be back on his same job on the front door. Frenchy Haley, side-show ticket taker, is here. Curley Chapin, sailmaker, is back for his second season. Tex Stuart has started wielding his artistic brush, lettering and decorating the trucks.

Latest concessioners to sign are Walter Baird, catering privilege, and Sam Emswiler, frozen custard, who will be back with his beautiful truck.

Visitors the past week included Col. Lee Castleberry, "Colonel" on the staff of Tony Sudekum; C. R. McCown, general manager Crescent Amusement Company; L. H. (Bonham) Stevenson, of the old Morris & Castle Shows; Douglas Connors and S. T. Jessop, U. S. Tent and Awning Company.

Buck Owens and his leading woman, Rheda Ty Bell (Mrs. Owens) motoring thru Jackson, stopped over for a couple of days visiting the quarters and conferring with General Manager Ray Marsh Brydon.

Charles Goss, of Standard Chevrolet Company, East St. Louis, Ill., here for inspection of quarters and after spending several hours with Brydon left with an order for new Chevrolet tractors.

Jack Walsh is delighted with his new cookhouse truck, which is complete with ranges, light plant and electric refrigeration system. Floyd Harvey, chief electrician, is overhauling the light plant. The past week Ted Reed completed new canvas truck and semi-sleeper for big show band.

## Hot Springs Items

HOT SPRINGS, Ark., March 7.—George Reader, of the Barnes show, left for Los Angeles and will work around winter quarters until the show opens.

Bud Anderson, of Seal Bros.' Circus, is resting here for a few weeks.

Mickey Coughlin, who has been general utility man on the advance of Hagenbeck-Wallace Circus the last few years, has been engaged as checker-up and general utility man for the Ringling-Barnum show.

Bernie Head is expected at the Spa before going to California to join the Barnes show.

Blacky Logan's shine emporium is the headquarters of showmen. He is an old-time Hagenbeck-Wallace man.

Jerry Read, of the Tom Mix show, passed thru here on his way west.

Eddie Shannon left a few days ago for Phoenix, Ariz., for his health.

## Rawlings Framing Show

NEW ALBANY, Ind., March 7.—Bill Rawlings, formerly general agent and carnival manager, will present a two-ring circus, Bill's Society Circus, to open in this State about June 1. Will also have Side Show. Will move by truck and carry approximately 40 people and two bands, one colored.

## Barnett Signs Agreement

PITTSBURGH, March 7.—The Barnett Bros.' Circus signed the two-year agreement with the International Alliance of Billers and Billposters of the United States and Canada last week. The contract was signed by R. W. Rogers and mailed into the local office of National President Leo Abernathy.

LARGEST AND FINEST ASSORTMENT of LITHOGRAPHED POSTERS & CARDS FOR INDOOR CIRCUS

THE BEST DISPLAYED POSTERS, CARDS AND BUMPER CARDS, MUSLIN AND FIBRE BANNERS PRINTED FROM TYPE ON NON-FADING PAPER WITH PERMANENT INKS.

WRITE FOR PRICES THE DONALDSON LITHOGRAPH CO. NEWPORT, KY. OPPOSITE CINCINNATI

With the Circus Fans By THE RINGMASTER

CFA, President, FRANK H. HARTLESS, 2930 West Lake Street, Chicago, Ill. Secretary, W. M. RUCKINGHAM, Thames Bank Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

Sverre O. Braathen gave a talk before 250 students at the West Side High School, Madison, Wis., March 2. The talk was confined mostly to the Circus Fans' Association and to what some of the members are doing in the collecting line, clowning and building miniature circuses.

In this column week before last it was stated that the Codona Tent, CFA, of San Antonio, Tex., would establish a circus room in the Hotel Francis. We are advised that this was an error and the room will be located at the Hotel St. Anthony.

Fred and Irene Ledgett spent February 28 and 29 in Chicago renewing acquaintances before leaving to join the Barnes show. Circus Fans and friends were on hand to see them off at the start of their trip for the West Coast.

Members of the John Davenport Tent, CFA, and the Harry Atwell Luncheon Club, of Chicago, will have tables at the Showmen's League banquet to be held at the College Inn, Hotel Sherman, March 16. All Circus Fan members are invited.

Bailey Bros.' Circus got away to a nice start at its opening at San Antonio, Tex., February 28. Pasco and Tom Scaperlanda, Circus Fans, attended the opening and stated that the program was fine.

Frank H. Hartless, national president, and wife spent Washington's Birthday anniversary at Laredo, Tex., on the Mexican border.

Harry Hertzberg and mother entertained Frank and Mrs. Hartless, Colonel and Mrs. Sturtevant and Walter and Mrs. Loughridge at dinner evening of February 29. Mr. Hertzberg recently imported a China dinner set from England, all-painted in circus scenes by Dame Laura Knight, celebrated artist. This beautiful set of dishes proved most interesting to the guests and adds a new department to the matchless Hertzberg collection of circus items.

Ringling-Barnum

SARASOTA, Fla., March 7. — Sally Rand recently played the Edwards Theater for four performances and found time between capacity houses to visit the Ringling-Barnum winter quarters, accompanied by cameramen, publicity directors and her managerial retinue. The beautiful dancer was also trailed by her maid, who hugged a case containing the famous fans to her bosom. Sally soon halted at the elephant barns, where she was introduced to Eph, one of the terpsichorean stars of the herds. Eph refused to honor the introduction, grimly shaking his head and backing away. Anyway, everybody enjoyed Miss Rand's visit; that is, everybody but Eph.

Performers are rolling into the city from the Detroit and Cleveland indoor circuses. The Bokaras are working behind closed doors in one of the ring barns, while the Reiffenach and Loyal-Repski troupes are practicing in others. Larry Davis has the elephant herds going thru new and novel routines, while the new Liberty horse numbers are accumulating the ultimate polish.

General Manager S. W. Gumpertz, Pat Valdo and Roland Butler are co-operating with Father Esslander in the projection of his annual circus for the charities of the Catholic Church. Twenty of the Big Show acts have volunteered their services.

Frank Braden arrived from New York March 1 and is now working with Roland Butler on the story men's material. Dexter Fellows will join them in New York about March 20.

Art Hoffman, managing a Pacific Whaling Company's unit, played his attraction here March 2-3. Art was visited by almost the entire personnel of the show and he was grand host. He did turnaway business here near the ACL station.

With the warm weather and sunshine,

SHOW WITHOUT FAIL, RAIN or SHINE!



Every showman knows it pays to keep performance promises unflinchingly. Tents must be waterproof to beat the storms. Preservo treated canvas insures an absolutely leak-proof tent even in the heaviest rain. Preservo keeps canvas soft, pliable and easy to handle.

EASY TO APPLY

ROBESON PRESERVO CO. SOLE MAKERS PORT HURON, MICH.

Won, Horse & Upp Combined Circus An Equine and Canine Paradox. By STARR DeBELLE

River Bend, Fla., March 1, 1936.

Circus Solly: At this writing the Won, Horse & Upp Circus is Sundaying on the banks of Indian River. Our tomorrow's town is only six miles away. Grazing for the stock and wood for our camp plentiful. We will drive in after dark, get the Kid Show top up before daylight and have all our animals housed before the natives come on the lot. Not having any elephants, this move will give our posted elephant 24 sheets protection.

The past week as a whole not profitable, but pleasant; the drives short, the roads good and fresh vegetables plentiful. All towns were located on the river. Monday night would have been a turn-away. At 6:30 p.m. the lot packed and was jammed long before time for the red wagon to open. But some native ran on the lot shouting, "the fish are biting" and they all sold out for the river.

The Won Sisters, clever Chinese performers, working hard on their new hoop contortion act. Will be featured in the near future.

Tuesday the show had its first turn-away. The entire tip turned away and went home after the free act. Our management's dream almost came true. Long have they wanted chariot races in the Big Show. Chariots arrived, but couldn't be presented in our narrow top. Manager Upp immediately ordered their bodies removed. Will use them for stake pullers for the remainder of the season.

Everyone is enjoying their Sunday rest besides making themselves generally useful. Bolte and Weyer, our Shanty Men, sorting mantles and filling tanks. Ring-stock men bathing horses in the river, company barber clipping the ponies. Our veterinary rejuvenating the swap stock. The big top is spread out and every available man and woman busy sewing and patching. It is now about five ply. So bad they are even patching the patches.

Another wagon has been added, four more horses, an armadillo and a Kratz, 24-whistle miniature steam calliope.

Jessup Home From Trip

CHICAGO, March 7.—S. T. Jessup, president of the U. S. Tent and Awning Company, has returned from an extended trip thru the South, where he obtained many orders from shows in that territory. He reports an excellent outlook for business in the outdoor field. The soldiers' bonus is given as one of the reasons why outdoor amusements will increase their earnings in 1936, as these boys are hungry for amusement and the bonus will probably be distributed in the heart of the outdoor season.

the daily total of visitors to the quarters has more than trebled.

Harry Atwell, circus photographer, who has been taking animal studies at quarters for 10 days, departed with Gene Whitmore, his companion on the trip, for Chicago March 5.

TAYLOR AND MOORE, with the circus production, *Jombo*, at Oriole Terrace, Detroit, will close March 12 and open their outdoor season at Augusta, Ga., March 23.

NEW Second Hand

List Now Ready Last Call To Pick Up These Bargains Before Season Opens. Write — Wire — Phone

Baker-Lockwood 17th & Central, Kansas City, Mo. AMERICA'S BIG TENT HOUSE. EASTERN REPRESENTATIVE — A. E. CAMPFIELD, 162 W. 42d St., N. Y. O.

TENTS of All Styles Satisfaction Guaranteed

Get Our Prices Before You Buy

DIZE AWNING & TENT CO. 1512 S. Main St., WINSTON-SALEM, N. C.

USED TENT LIST

Now Ready. A Great Number of Bargains. Sizes from Frame Tents to Big Tops. Write Today.

United States Tent & Awning Co. 701-09 N. Sangamon St., Chicago, Ill.

SHOW tents write for prices

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SEND FOR LIST OF USED TENTS. Miles of Used Bally Cloth, 10"x10" and 8"x8" Juice Joints. Good Condition.

CHARLIE DRIVER, Manager, O. HENRY TENT & AWNING CO. 4611-13 N. Clark St., Chicago, Ill.

THE DARING YOUNG GIRL HAZEL WILLIAMS

NOW ON TOUR. ON THE FLYING TRAPEZE WELBY COOKE, Mgr. \* JAMES F. VICTOR, Rep.

SPANGLES JEWELS—TRIMMINGS—MATERIALS J. J. WYLE & BROS., Inc. 15 West 36th Street NEW YORK CITY

The Lanquay Costume Co. 159 North State Street, 404 Capitol Building, CHICAGO, ILL.

Everything For Theatrical Wardrobe RHINESTONES—SPANGLES—TIGHTS

FOR SALE, AFRICAN LIONS All ages, or will trade for other stock. DULUTH ZOO, B. E. Onsgard, Manager, Duluth, Minn.

MOTORIZED Write for our Finance Plan. OHAS. 6088, Standard Chevrolet Co., East St. Louis, Ill.

HIGHWAY TRAILER For Sale

Practically new—7 1/2 ft. wide, 18 ft. long. Panel job, open tarpaulin top. Studebaker tractor. Sleeping cab, heaters, all lights, automatic air brakes. Rubber and everything O. K. Price \$1,400.

ALSO FOR SALE—10 Lengths 8-High Star-backs, 20 Lengths Stringers and Jacks without Planks; 80-ft. Round Top with three 40s; 20x20 Marquee. All good condition. Stakes, Poles, Blocks, Ropes, all complete. Can be seen at

DENNIE CURTIS WESTMONT, ILL.

Phone Men--Advertising Solicitors-- Banner and Exhibit Salesmen

WIRE BOB MORTON CIRCUS

Melba Shrine Temple, Springfield, Mass. Straight Privileges for sale. First Shrine Circus in Four Years.

TENTS SHOW and CARNIVAL NASHVILLE TENT & AWNING CO. Nashville, Tenn. HARRY HUSBAND, Mgr.

SPANGLES ALBERTIS CO., 440 West 42d St., New York City. FOR SALE

Floss Candy and Mug Joint privilege open on circus that is going into territory not overrun with shows. Also can place good Novelty Man and No. 1 Candy Stand Man and two good live-wire Butchers. A. Peare, answer. JOHN KERN, Barney Bros.' Circus, 13th & Walnut, E. St. Louis, Ill.

BEERS-BARNES CIRCUS WANTS Circus Acts, Animal Acts, Elephant Act with own transportation; Musicians for Band, useful People all lines. State lowest salary and all first letter. Show opens in North Georgia April 10. 551 N. W. 63d Street, Miami, Fla.

WANTED ELEPHANT ACTS THE COLE TRAINED ANIMAL CIRCUS With JAMES M. COLE, World's Youngest and Most Daring Wild Animal Trainer. LEGGETT, Equestrian Director. Write Winter Quarters, Penn Yan, N. Y. Long season assured.

"CLOWN STUNTS & GAGS" \$1 A Gold Mine of Over 25 Funny, Up-To-Date Ideas. OGDEN, 133 Forest, Keansburg, N.J. Postpaid

TIGHTS KOHAN MFG. CO., 290 Taaffe Place, BROOKLYN, N. Y.



## Under the Marquee

By CIRCUS SOLLY

ARCHIE MAJORS, comedian, will be with the Cole-Beatty Circus.

ESCALANTE FAMILY will be with an eastern circus this season.

CORINNE AND BERT DEARO will be with Downie Bros.' Circus.

JIMMY THOMAS will again be with Rice Bros.' Circus in clown alley. Lloyd Neal also will clown with the show.

PAUL FRAZEE, ring-stock groom, last year with Barnett Bros., postcards that he will be with Rice Bros.

FONDAW and Gladys Eckhart presented double traps and iron-jaw at the Cole-Beatty Indoor Circus, Columbus, O., last week.

THE GREAT OLYMPIC Circus and Congress of Dare-Devs was held March 7-8 at Gilmore Stadium, Hollywood, Calif.

**WANTED**  
**FIVE PIECE COLORED BAND**  
With own transportation, Ticket Seller (Wire Dancer), Adjuster, at once. Wire  
**TRUCK CIRCUS**  
1640 Central Street, Kansas City, Mo.

**WANTED**  
For James Cole's Wild Animal Circus, Clarinet doubling Sax. Also Baritone. Other Musicians write. (Those with car preferred.) **BANDMASTER, 805 West First, Muncie, Ind.**

**WANT CHEAP**—Small Circus, 50 or 60, with Middle, Marquee, Seats, Tools, Cook House, Sideshow, Carbide Lights, Cots, Chairs, Illusions, Band Coats, Useful People, Animal Acts write **FRED ARMSTRONG, Iola, Kan.**

**Wanted Musicians for Seal Bros. Circus**  
Clarinet and Double Drummer.  
**C. S. BROOKS, 366 Adams, Gary, Ind.**

**FREE FREEBURNS** postcard that they have signed with the Bockus & Kilonis Circus.

AGNES DeESPA JOHNSON is ill in Charity Hospital, Shreveport, La., and would like to hear from friends.

DELL DARLING, sheriff of Erie County, office at Erie, Pa., is an old-time billposter of 40 years ago.

PREACHER WEST and Aerial Kesters are playing school houses to good business. Will be with Joe B. Webb Circus this season.

ED HILER is general agent of Norris Bros.' Circus, which opens in Mississippi March 16. Show has a number of new trucks and semi-trailers.

ALFREDO CODONA and wife, Vera, will be with the Tom Mix Circus. Alfredo will be assistant equestrian director.

P. M. WILBUR, who handled props in Columbus, O., last week for the Cole Bros.' Circus, will again be with that show this season.

FRANK REGAL'S vaude unit of five performers has been in Louisiana the last seven weeks playing schools and theaters. Biz has not been very good.

PAPE AND CONCHITA are being held over at Oriole Terrace, Detroit night spot. New show includes Felix Morales Trio.

ERNEST L. KENT, Pontiac, Mich., visited the "circus opera" *Jombo* at Oriole Terrace, Detroit night club, March 2. Says that everything was set up in real circus style.

CLARENCE AUSKINGS pens that he will be special agent on Russell Bros.' Circus. He is manager of Dixie Minstrel show, now playing theaters in Texas and return dates in Louisiana.

F. EUGENE SYKES, who has been at San Diego, Calif., left March 1 for his home at Harford, Pa. Says that there is a fine midget circus at the exposition,

including Woody's trained ponies, goats and mule, also Bob Morton's elephants.

SIX FLYING MELZORAS played a return engagement at Sarasota County Fair week of February 17, visited the Ringling winter quarters and renewed acquaintances.

WALTER L. MAIN visited Paul Lewis and wife in Canton, O. Main and Lewis have agreed not to cover each others paper and have agreed on other policies to protect the business. They invite other motorized shows to join them.

FOUR ORTONS opened at the Scala, Berlin, Germany, February 1, and scored and are booked abroad until June 1. They closed intermission. They went to the Palladium in London for the new Crazy show March 9.

KARL L. BAUER, for many years on front door of Ringling-Barnum Circus, now living in Canton, O., has filed application for nomination papers to be a candidate for State representative on the Republican ticket.

BOLDER LANDRY, Wild West performer, who features rope and gun spinning and whip cracking on the slack wire, recently returned to his home at Laconia, N. H., from a motorcycle trip to Florida.

VIRGIL NOBLE, of the South School, Saginaw, Mich., enjoyed his visit to the Shrine Circus, Detroit. States that Jack Voice, who again will work with Walter Guice on the Ringling-Barnum Circus, is daily practicing in the gym at the school prior to leaving for Florida.

IF YOU ARE in Chicago or vicinity March 16 plan to attend the Third Annual Gigantic Theatrical Night, produced and staged by the Showmen's League of America, in College Inn, Hotel Sherman, Chicago. Entire proceeds will go to the League's Hospital and Cemetery Fund.

HOWARD BRYANT and wife are at Barnett Bros.' quarters, York, S. C., breaking a riding act and are assisted by T. P. Lewis, Flo McIntosh and Helene Rogers. Bryant is also producing clown. He played a date at Charleston, S. C., last week and then returned to quarters to build and work on props.

BURT V. BARNES, band leader and drummer, writes from New York where he is vacationing, that he has been engaged as bandmaster of the Jones Bros.' Wild West Circus, his fifth season with show. Will have 10 pieces. Show will open May 2 with practically a new outfit of trucks, band wagon and uniforms.

JOHN W. MAHER of Worcester, Mass., writes that one of the greatest "kicks" that he has received from the circus lot in the last 35 years was watching Tom Lynch on a wet lot. Lynch, who was boss hostler of the Ringling-Barnum Circus, recently retired.

THE MOTHER of Bill Sweeney is very ill at Hollidaysburg, Pa., and not expected to live, states Fred E. Irwin. Sweeney was tractor helper with Hagenbeck-Wallace Circus last several years. Readers knowing of his whereabouts are asked to bring this to his attention.

IRA MILLETTE closed his Shrine circus engagements at Cleveland. Stopped in Columbus, O., with Mr. and Mrs. Rudynoff and Mrs. Jim McLeod, and saw opening performance of the Cole show. Ira and son are booked for Cole show at Chicago Stadium and will do two head-balancing trapeze acts.

J. S. KRITCHFIELD, of Atlanta, Ga., will be back on the Downie show, on Side Show door, making his seventh season with it, or since Charles Sparks took the show over. Was also eight years on the Sparks Circus. Kritchfield was recently at Macon and visited the Downie troupers.

JACKSON (TENN.) SUN of March 2 published an article concerning Rice Bros.' Circus, which is in quarters in that city. Included in the story was reference to the amount of money being spent and circulated in Jackson during the process of rebuilding and getting the show ready for its tour.

SEVERAL SUNDAYS ago, Charles Bernard, of Savannah, Ga., was visited by three troupers from James Heron's winter quarters, Milledgeville, Ga. They were James Beach, Charlie Donahue and Frank, the Jap. A full afternoon was

## Dexter Fellows

(CSSCA)

## Tent Tattles

By FRED PITZER

NEW YORK, March 7.—Folks are still talking about the Commissioner Valentine initiation and particularly the "cop" character portrayed by Jolly Bill Steinke, of Jolly Bill and Jane fame. Jolly Bill was rigged up in a helmet and costume of the gay '80s with bushy mustache 'n' everything, and his refereeing of the scrap between the phony fighting waiters created many belly laughs.

Circus lovers and circus folks are soon going to have a book of their own. Funk & Wagnalls is soon to publish a glossary of words coined and owned by outdoor and indoor amusements. There are about 18 different kinds of amusements listed and among the lot is a complete section given over to the circus. We have seen this list and some that we read made our ears wiggle. It will be a fine contribution to circus literature.

Carlton Hub is back looking chipper than ever. . . . F. Darius Benham is in Chicago. . . . We have corralled a fine herald of the Stone & Rosston Circus, and all of the circuses are stretching themselves after a restless hibernation. So what else can a fellow expect to make him happy.

The executive committee of the Tent held a virgorous business meeting last Wednesday and many things of importance were accomplished. A new arrangement for meals was made with the hotel for luncheon days. . . . A group of CSSCA has pledged itself to attend the WPA circus when it reaches a mid-town armory, and this group is to be led by Mayor La Guardia. . . .

Prexy Tony Sarg has promised the new application blank and membership card for Saturday and it will be something everyone will be proud to possess. . . . Hereafter the red identification badges

(See DEXTER FELLOWS on page 55)

spent, discussing the past, present and future of circuses.

RECENT visitors to the Circus Room at Hotel Cumberland, New York, were John T. Benson, Warren S. Hays, Al A. Crane, Mrs. Laurie Delgado, Frank Sterling, Jean Belasco, Si Stebbins, Wesley Blair, "Doc" Cann and wife, Gerald Snellens; Joe Minchen, CFA; Phyllis Werling, CFA.

HAPPY KELLAMS and Van Wells, clowns, who did street advertising for Standard Oil of Indiana for 30 days, then clowning for Acme Paint Company for store openings, are working indoor circus at YMCA, Evansville, Ind., March 10-11. En route to Evansville they stopped off in Cincinnati March 1 and visited *The Billboard*.

C. A. ROTHROCK, past season with Bryan Bros.' Shows, winter quarters of which are at Opa Locka, Fla., was at Gesu Catholic Church Frolic in that city week of February 17, furnishing band as an attraction and for ballyhoo. He has the management of the band at Opa Locka Zoo. Many circus and carnival folk visit the zoo.

JOHN DYER writes that the Elks Circus, Rochester, Minn., booked by Barnes & Carruthers, had following acts: Mann Brothers, Monroe and Adams Sisters, Five Cardovas, Four Roses, Kenneth Waite troupe of six clowns, Ruto's dogs, Case Brothers and Marie, Williams Family and Neiss troupe. Biz was great all week.

SHOWMEN'S LEAGUE circus notes: At a recent meeting of the Showmen's League of America Harry Coddington, for many years a member of the cemetery committee, referred very feelingly to Mrs. Jean Kathryn Warner, who died in California. Mrs. Warner was the widow of Ed C. Warner, for many years general agent for the Sells-Floto Circus. He at one time was a vice-president of the Showman's League. His remains are buried in the League's plot in Woodlawn Cemetery, Chicago. After his death Mr. Coddington promised Mrs. Warner he would not forget her husband's grave. (See Under the Marquee on page 52)

**TO ALL MEMBERS OF**  
**International Alliance Billposters & Billers of U. S. & Canada**  
**JAS. M. COLE TRAINED WILD ANIMAL CIRCUS**  
**AND THE BARNETT BROS. CIRCUS**  
**Have Signed Circus Agreement For 1936-'37**  
**LEO ABERNATHY, Pres. WM. McCARTHY, Secy.**  
**A. THOMAS NOONAN, Treas.**

**CALL RICE BROTHERS WORLD TOURED CIRCUS - BUCK OWENS WILD WEST**

**CALL**  
**HANDS REPORT ON DATES GIVEN TO THE FOLLOWING DEPARTMENT HEADS:**  
All Big Show Performers to L. B. FORD, Equestrian Director, Monday, April 6. Big Show Band to TOMMY COMSTOCK, Monday, April 6. Clowns to DANNY McPRIDE, Principal Clown, Monday, April 6. Ushers to PETER JONES, Superintendent of Ushers, Friday, April 10. Big Show Ticket Sellers to WM. HEATH, Superintendent Tickets, Friday, April 10. Menagerie Help to CAPT. MARION GRAVES, Monday, April 6. Grooms, Ring Stock and Pony Boys to JERRY SWEETLAND, Monday, April 6. Property Men to CLARENCE HARMAN, Superintendent of Props, Monday, April 6. Electrical Department to FLOYD HARVEY, Superintendent of Lights, Monday, April 6. Big Top Canvasmen, Sailmakers, Riggers, Seamen to BILL O'DAY, Report now. Side-Show Performers and Colored Band to RAY CRAMER, Side-Show Manager. Side-Show Canvasmen to DAN WHITE, Side-Show Superintendent. Cook House, Waiters, Campfire Boy, Sweets, Novelties, Custard are all sold, so don't write for them. **TO WHOM IT MAY CONCERN:** We have been criticized in the past for the style and number of Concessions we have on our Midway. Our theory is, if there's a demand, supply it. Will guarantee bigger crowds than the average Fair, with a show properly billed, a performance that will repeat and money territory, so let us hear from you Concessioners asked for. All must have own transportation and the best of equipment. **HAVE FOR SALE:** Complete set of Single Deck 8x8 Side Show Banners, used 14 weeks last year, for open front show, practically new, cost \$25 apiece, will take \$8 apiece, or \$150 for complete front, 26 Banners in all, including 8x15 Doorway and 2 Double Deck Descriptive 8x14, for Ends. A REAL BUY. REASON FOR SELLING. GETTING ALL NEW DOUBLE-DECK BANNERS FROM CAD HILL. Write us for list on above Banners. All reply to **RAY MARSH BRYDON, Rice Bros. Circus, P. O. Box 1665, Jackson, Tenn.**



# The Corral

By Rowdy Waddy

COL. W. T. JOHNSON has again added to his laurels (see headed article on this page).

A NEW concrete and steel grand stand will be built for the Elks' Rodeo at Woodward, Okla., to be completed in time for the eighth annual show next fall.

A LETTER from Milt Hinkle last week informed that he and Art Mix are together in the fair dates he has booked for this year; that Mix, Cliff Gatewood, Earl Evans and himself are together in the forthcoming Welcome Inn Rodeo at St. Louis and the State Police Rodeo at Des Moines; the rodeo at Cleveland between these two shows.

JACK AND MARIE WOLF, trick riders and ropers, inform that they have again signed with the Al G. Barnes Circus, their second season with that show, and that Jack will be in charge of the concert. This winter they have been playing theater engagements in Arkansas, Tennessee and Mississippi with whip popping, guitar and songs. On their motor trip back to California will work dates.

DAY-MONEY WINNERS (when possible to obtain a correct list) at rodeos should be sent for publication, along with names of winners in finals. The editor of this department regrets that only finals winners were given by some writers, at a number of contests, the last few months. Almost invariably, arena secretaries willingly co-operate with writers by providing carbon copies of daily winners in events.

HARRIS-ESKEW WESTERN ATTRACTIONS are slated for a 10-day rodeo in Duquesne Garden, Pittsburgh, next month. Col. Jim Eskew will be in active charge and direct the arena. Eskew states that he has contracted, thru Frank Moore, of Madison Square Garden, for the appearance of Ted Allen, champion horseshoe pitcher, who hails from California, also engaged an Indian band to play the show. Bill Parks will act as superintendent of stock and chutes. Mary Parks and Alice Adams will ride buckers. Charlie Aldridge will be there with his steer heads.

THE FUNCTION held at North Platte, Neb., on the anniversary of the birth of Col. William F. Cody (Buffalo Bill) was heavily attended; 203 plates served at the banquet. A feature was when John A. Stryker, chairman of arrangements, requested all those present who knew Colonel Cody to stand; also, that all others make note of them and at some time during the evening shake hands with them—thus "that they could pass along the spirit of the noted scout and showman and proudly point to the fact that they 'could shake the hand that once shook the hand of Buffalo Bill.'"

FORT MYERS, Fla.—A dandy cowboy sports show, except for a fatality, was staged here during the recent Southwestern Florida Fair. The fatality was Joe Blackstone, 25 years of age, who received a broken neck while bulldogging and whose body was sent to his home at Andrews, Tex., for burial, thru a fund that was collected—some of it wired including from Howard Harris, Buck Taylor and Bill Crosby. (An announcement of Blackstone's death appeared in the Final Curtain columns of last issue—ROWDY WADDY.) Participants in the show, besides Joe Blackstone, included: C. J. Jackman, who furnished stock; Jack Hughes, of Pahoakee, announcer; Vic Blackstone, arena director; Ralph Doubleday, photographer; Mr. and Mrs. Stack Lee, Stack featuring his shooting;

## WANT

On account of disappointment, Concert Feature Musicians that can really play, good Cook House and real Trailer Sleeper, Combination Billers that can drive trucks (berths in trucks), Clowns that can play in Clown Band. Photo and other Privileges for sale. FOR SALE—Tanglely Calliope on Special Body 1/2-Ton Dodge, \$400.00. KAY BROS. CIRCUS, Box 352, Petersburg, Va.

## FLYER WANTED

IMMEDIATELY. Mention weight, Tricks. Work with first-class Motorized Circus. THOMAS BECKMAN, 528 North 12th, Quincy, Ill.

Doc Blackstone, Charles Barnes, Jim Haywood, Long Cross, Joe and Marlin Wilkinson, Tommy Cropper, Bert Mock, Bill Coker, Henry Waterman and Cecil Jackman.

AS GUEST at last week's Lions Club luncheon in Cincinnati The Corral editor witnessed a nifty screen showing of last year's Pendleton (Ore.) Roundup, presented by C. V. Bracher (Cincinnati), representative of the Peters Cartridge Division of the Remington Arms Company, Inc., who witnessed the classic at Pendleton and made the shots. Besides being an ardent rodeo fan, Mr. Bracher is also a lover of mountain stream fishing and showed a reel of catching game fish in Oregon, where he spent some time last year. Bracher capably explained points of bronk riding, steer riding, calf and steer roping, steer wrestling, etc., during the showing. He was introduced to the assemblage by William Beiser, an executive of the Lions Club. Oscar G. Frank, general program chairman, arranged the showing, which drew intense interest and hearty applause, and the luncheon was presided over by W. Harmon Wilson, first vice-president.

AT ITS RECENT annual convention the Rodeo Association of America, thru co-operation among members, ironed out a number of items in its by-laws and its rules governing contests that had been found wrinkles difficult to overcome. However, each successive year has shown a more "happy medium" improvement as pertains to member shows, also increased membership. Time, experience in operation and energy are the main factors toward progress and smooth functioning of any organization or association. The RAA execs and their co-workers have shown remarkable energy. There now seems a more equitable basis than ever before. The co-operation is deserving of much credit. Some details of the convention appeared in last issue. The old classifications (AAA, AA, A, B, C and D) have been discarded. Now each member show will award one merit point for each dollar paid contestants in "time" events, and 1 1/2 points in "non-time" events, both in day money and finals; not including mount money. Entry fees are to be added to purses. Dues of member shows have been changed to 1 per cent of money paid out by the respective rodeos (or whatever title), with a minimum of \$25 and maximum of \$100, regardless of size of show. It was also decided that 2,000 points be given to contestants earning State championships during a year. There will be State Councils, with three persons—one to be appointed by member shows in a State, one by the president of the RAA and these two choosing the third member—to have authority in their respective States.

## Bockus Extends Invitation To Fans To Meet on Show

FITCHBURG, Mass., March 7.—Curtis L. Bockus, of the Bockus & Kilonis Wild Animal Circus, extends a cordial invitation to all members of the Circus Fans of America in the New England and adjacent area to hold a spring Fan meeting with the new circus on its opening day at Manchester, N. H. The suggestion of a meeting was made to Mr. Bockus by The Billboard representative here and it received the hearty approval of Mr. Bockus.

## Godino Bros. To Join Ringling-Barnum Show

BOSTON, March 7.—The Godino brothers, Siamese twins, will join Ringling-Barnum Circus when the season opens in New York April 8. Deal was set by Röss Frisco Amusement Agency, of Boston, which has the twins under contract for vaudeville.

The twins were brought to the States six years ago and played Keith and Orpheum time for 32 weeks. In recent years they have been playing picture houses as an extra attraction. Their wives will appear with them on their circus tour.

## Mouton Dives at Festival

LUFKIN, Tex., March 7.—Ben Mouton, owner of Bailey Bros.' Circus, was here February 21 to fill an engagement with his high fire dive for the monthly merchants' festival. Act was witnessed by 3,000 people Mouton will perform twice daily with his circus.

## Henrys Leave Gainesville; Visitors at Show Quarters

GAINESVILLE, Tex., March 7.—Mr. and Mrs. Arthur Henry, who have had charge of the Gainesville Community Circus gym for the last two months, have left for Milford, Tex., to visit relatives, before beginning their outdoor season the middle of March.

Frank Walter Jr. and A. W. Kennard, CFA of Houston, were recent dinner guests of A. Morton Smith, CFA of Gainesville, and visited the quarters of the Gainesville circus. Walter and Kennard had been to Tulsa, Okla., on business. There are now 85 head of stock in the Walter quarters at Houston, including 40 ponies and more than a score of dogs. Walter has also purchased a number of cage wagons, tableaux and others.

Frank (Doc) Stuart, of Oklahoma City, visited circus fan friends in Gainesville, en route to Dallas on business in connection with the Texas Centennial Exposition. Other visitors to community circus quarters recently were James Parker, of the Dallas YMCA, who had charge of the training of acrobats during the 1934 season, and Glenn Wilcox, of the Hagenbeck-Wallace show back in 1917-'19, who recently staged the Recreation Department Circus in Fort Worth. Wilcox has 500 students in his physical education classes at the Fort Worth Y.

Gordon W. (Pawnee Bill) Lillie will be in Gainesville during March to inspect the Cook County Fairgrounds, where a pioneer days' exhibit will be conducted for three months, opening June 1. There is a reproduction of the courthouse square as it existed in pioneer days, and there will be an Indian village, a herd of buffalo, several head of long-horn steers and an ox team and covered wagon, in addition to a number of concessions. Pawnee Bill may furnish some of the attractions. A rodeo will be a feature twice a week.

## Local No. 61 Elects

ATLANTIC CITY, March 7.—Local No. 61 of the Billers' Alliance has elected the following officers for this year: R. Barr, president; J. J. Brown, vice-president; I. Gerew, secretary; J. Smith, business agent; T. Nace, treasurer; D. Scheller, sergeant at arms; J. Smith, J. Brown, B. Nordenswas and P. Walton, executive board. Clyde Anderson, James Brown and Alex Spencer were given gold membership life cards, they being the oldest members in Local 61.

# Johnson Gets Garden Rodeo

Marks the 6th consecutive year for noted Texan's production in New York City

NEW YORK, March 7.—Contracts were signed Tuesday between Col. John Reed Kilpatrick, acting for Madison Square Garden, of which he is president, and Col. W. T. Johnson which bring the San Antonio producer's Championship Rodeo to the arena for the sixth year in a row. Colonel Johnson arrived here last week-end, huddled with Colonel Kilpatrick for a couple of days and came out with a one-year agreement. Dates were set at October 7-25, running 19 days and 26 performances, including seven matinees.

With the signatures affixed to the document, a historic niche was carved by Colonel Johnson in that he beats his own record of being the first rodeo generalissimo to stage the New York classic more times than any other man.

Johnson Rodeo contingent gets its earliest start in its history by invading the Dallas Centennial grounds, as stated in last issue, for 20 shows commencing June 7, the day following the opening of the exposition. He will present a second edition there of 16 performances starting September 7. Altho the colonel is a native son of Texas, the Dallas show will mark his first rodeo of major proportions in that State. Johnson will introduce a troupe of singing cowboys at the expo and if successful they'll be brought to New York, where other novelty exhibitions are planned.

Terms of the 1936 deal were not revealed, but it was learned unofficially that Johnson receives a little better break in the financial arrangement. An expert observer also said that it was mutually agreed to sign up for one year only owing to anticipated money inflation. The Boston Rodeo, in Boston Garden, will follow the local chute-corral opera. Johnson left for Dallas Wednesday afternoon and just before train time announced that his son, Tom Johnson Jr., assistant director, had married a Corpus Christi girl.

**WANTED QUICK**—Agent for Bell Bros. Circus. Must have car. Write, don't wire. We open March 28. Address Winter Quarters, Lilbourn, Mo.

## CONTESTANTS NOTICE

BE AT THESE RODEOS: Welcome Inn Rodeo, Arena, St. Louis, Mo., April 10 to 19. Bucking Horse, Steer Bulldogging, Calf Roping, Wild Cow Milking Contest. Each of these events, \$100.00 and entry fees added to each go round. No event will be allowed to go over two performances for a go round. You don't have to send entry fees, just write the events you care to enter and that you will be there. Want to hear from Trick Riders, Ropers, Horse Acts, Clowns, Indians and Cossacks. WILL BUY OR RENT Rodeo Stock to add to our 250 head. Rodeos to follow: CLEVELAND, O., April 20 to 25; SPRINGFIELD, ILL., May 4 to 9; IOWA STATE POLICE RODEO, Des Moines, Ia., May 25 to 30. John G. Phiamble has nothing to do with St. Louis Rodeo. Your money will be in bank for you. Come and get it. Address all mail MILT HINKLE, Arena Director; ART MIX, Assistant. RODEO THE ARENA, ST. LOUIS, MO. No collect wires accepted.

## CALL AL. G. BARNES CIRCUS CALL

27TH SEASON OPENS AT SAN DIEGO, CALIF., SATURDAY, MARCH 28. All persons engaged report at WINTER QUARTERS, Monday, March 23, 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 WOECKNER. Side Show Performers—DUKE DRUKEN-BROD. Candy Butchers, Etc.—CHESTER PELKE. Big Top Canvas—W. H. CURTIS. Drivers, Etc.—MIKE TSHUDY. Cook House Men—GEO. TIPTON. Elephant Men—WALTER McCLAIN. Animal Men—EDDIE TREES. Mechanics—J. O. FORBES. Car Porters and Dining Car Help—L. WAKELING. All others address S. CRONIN, Manager, Winter Quarters, Baldwin Park, Calif.

## BOCKUS & KILONIS CIRCUS WANTS

Musicians for Big Show Band, recognized Acts that double, Boss Canvasman and Working Men in all departments, Electrician for E. B. Kelly Light Plants, Truck Mechanic with own tools, Side-Show Acts and Colored Band for Side Show. Ball Games and Candy Floss Privileges for sale. WANT real Circus Steward for best framed Cook House on the road. Musicians address AL MASSEY, Band Master, 25 Seventh Street, Medford, Mass. All others BOCKUS & KILONIS CIRCUS, Box 143, Manchester, N. H.

## Milliken Bros. Circus-Ken's Wild West Combined-WANTS

Big Top Performers that do two or more acts, Wild West People with or without stock, Trick and Fancy Riders and Ropers, Whip Act, Bucking Horse and Bulldoggers, Rough Riders, Tribe of 5 or 6 real Indians. Must have flashy wardrobe. All the above for Big Top program. Side-Show People that sell. Front Man who can produce results, Boss Canvasman, Cook, 6-piece Colored Band with two Girls and Comedienne for Side Show. Lunob Stand, Ball Game, Popcorn-Peanuts, Mitts, Novelties for sale. All address J. A. MILLIKEN, Milliken Bros. Circus, Winter Quarters, Harrisonburg, Va.



## Under the Marquee

By CIRCUS SOLLY

ARCHIE MAJORS, comedian, will be with the Cole-Beatty Circus.

ESCALANTE FAMILY will be with an eastern circus this season.

CORINNE AND BERT DEARO will be with Downie Bros.' Circus.

JIMMY THOMAS will again be with Rice Bros.' Circus in clown alley. Lloyd Neal also will clown with the show.

PAUL FRAZEE, ring-stock groom, last year with Barnett Bros., postcards that he will be with Rice Bros.

FONDAW and Gladys Eckhart presented double traps and iron-jaw at the Cole-Beatty Indoor Circus, Columbus, O., last week.

THE GREAT OLYMPIC Circus and Congress of Dare-Devs was held March 7-8 at Gilmore Stadium, Hollywood, Calif.

**WANTED**  
**FIVE PIECE COLORED BAND**  
With own transportation, Ticket Seller (Wife Dancer), Adjuster, at once. Wire

**TRUCK CIRCUS**  
1640 Central Street, Kansas City, Mo.

## WANTED

For James Cole's Wild Animal Circus. Clarinet doubling Sax. Also Baritone. Other Musicians write. (Those with car preferred.) **BANDMASTER, 805 West First, Muncie, Ind.**

**WANT CHEAP**—Small Circus, 50 or 60, with Midgies, Marquee, Seats, Tools, Cook House, Sideshow, Carbide Lights, Cots, Chairs, Illusions, Band Coats, Useful People, Animal Acts write **FRED ARMSTRONG, Iola, Kan.**

**Wanted Musicians for Seal Bros. Circus**  
Clarinet and Double Drummer.  
**C. S. BROOKS, 366 Adams, Gary, Ind.**

**FREE FREEBURNS** postcard that they have signed with the Bockus & Kilonis Circus.

AGNES DeESPA JOHNSON is ill in Charity Hospital, Shreveport, La., and would like to hear from friends.

DELL DARLING, sheriff of Erie County, office at Erie, Pa., is an old-time billposter of 40 years ago.

PREACHER WEST and Aerial Kesters are playing school houses to good business. Will be with Joe B. Webb Circus this season.

ED HILER is general agent of Norris Bros.' Circus, which opens in Mississippi March 16. Show has a number of new trucks and semi-trailers.

ALFREDO CODONA and wife, Vera, will be with the Tom Mix Circus. Alfredo will be assistant equestrian director.

P. M. WILBUR, who handled props in Columbus, O., last week for the Cole Bros.' Circus, will again be with that show this season.

FRANK REGAL'S vaude unit of five performers has been in Louisiana the last seven weeks playing schools and theaters. Biz has not been very good.

PAPE AND CONCHITA are being held over at Oriole Terrace, Detroit night spot. New show includes Felix Morales Trio.

ERNEST L. KENT, Pontiac, Mich., visited the "circus opera" *Jumbo* at Oriole Terrace, Detroit night club, March 2. Says that everything was set up in real circus style.

CLARENCE AUSKINGS pens that he will be special agent on Russell Bros.' Circus. He is manager of Dixie Minstrel show, now playing theaters in Texas and return dates in Louisiana.

F. EUGENE SYKES, who has been at San Diego, Calif., left March 1 for his home at Harford, Pa. Says that there is a fine midget circus at the exposition,

including Woody's trained ponies, goats and mule, also Bob Morton's elephants.

SIX FLYING MELZORAS played a return engagement at Sarasota County Fair week of February 17, visited the Ringling winter quarters and renewed acquaintances.

WALTER L. MAIN visited Paul Lewis and wife in Canton, O. Main and Lewis have agreed not to cover each others paper and have agreed on other policies to protect the business. They invite other motorized shows to join them.

FOUR ORTONS opened at the Scala, Berlin, Germany, February 1, and scored and are booked abroad until June 1. They closed intermission. They went to the Palladium in London for the new Crazy show March 9.

KARL L. BAUER, for many years on front door of Ringling-Barnum Circus, now living in Canton, O., has filed application for nomination papers to be a candidate for State representative on the Republican ticket.

BOLDER LANDRY, Wild West performer, who features rope and gun spinning and whip cracking on the slack wire, recently returned to his home at Laconia, N. H., from a motorcycle trip to Florida.

VIRGIL NOBLE, of the South School, Saginaw, Mich., enjoyed his visit to the Shrine Circus, Detroit. States that Jack Voice, who again will work with Walter Guice on the Ringling-Barnum Circus, is daily practicing in the gym at the school prior to leaving for Florida.

IF YOU ARE in Chicago or vicinity March 16 plan to attend the Third Annual Gigantic Theatrical Night, produced and staged by the Showmen's League of America, in College Inn, Hotel Sherman, Chicago. Entire proceeds will go to the League's Hospital and Cemetery Fund.

HOWARD BRYANT and wife are at Barnett Bros.' quarters, York, S. C., breaking a riding act and are assisted by T. P. Lewis, Flo McIntosh and Helene Rogers. Bryant is also producing clown. He played a date at Charleston, S. C., last week and then returned to quarters to build and work on props.

BURT V. BARNES, band leader and drummer, writes from New York where he is vacationing, that he has been engaged as bandmaster of the Jones Bros.' Wild West Circus, his fifth season with show. Will have 10 pieces. Show will open May 2 with practically a new outfit of trucks, band wagon and uniforms.

JOHN W. MAHER of Worcester, Mass., writes that one of the greatest "kicks" that he has received from the circus lot in the last 35 years was watching Tom Lynch on a wet lot. Lynch, who was boss hostler of the Ringling-Barnum Circus, recently retired.

THE MOTHER of Bill Sweeney is very ill at Hollidaysburg, Pa., and not expected to live, states Fred E. Irwin. Sweeney was tractor helper with Hagenbeck-Wallace Circus last several years. Readers knowing of his whereabouts are asked to bring this to his attention.

IRA MILLETTE closed his Shrine circus engagements at Cleveland. Stopped in Columbus, O., with Mr. and Mrs. Rudynoff and Mrs. Jim McLeod, and saw opening performance of the Cole show. Ira and son are booked for Cole show at Chicago Stadium and will do two head-balancing trapeze acts.

J. S. KRITCHFIELD, of Atlanta, Ga., will be back on the Downie show, on Side Show door, making his seventh season with it, or since Charles Sparks took the show over. Was also eight years on the Sparks Circus. Kritchfield was recently at Macon and visited the Downie troupers.

JACKSON (TENN.) SUN of March 2 published an article concerning Rice Bros.' Circus, which is in quarters in that city. Included in the story was reference to the amount of money being spent and circulated in Jackson during the process of rebuilding and getting the show ready for its tour.

SEVERAL SUNDAYS ago, Charles Bernard, of Savannah, Ga., was visited by three troupers from James Heron's winter quarters, Milledgeville, Ga. They were James Beach, Charlie Donahue and Frank, the Jap. A full afternoon was

## Dexter Fellows

(CSSCA)

## Tent Tattles

By FRED PITZER

NEW YORK, March 7.—Folks are still talking about the Commissioner Valentine initiation and particularly the "coop" character portrayed by Jolly Bill Steinke, of Jolly Bill and Jane fame. Jolly Bill was rigged up in a helmet and costume of the gay '80s with bushy mustache 'n' everything, and his refereeing of the scrap between the phony fighting waiters created many belly laughs.

Circus lovers and circus folks are soon going to have a book of their own. Funk & Wagnalls is soon to publish a glossary of words coined and owned by outdoor and indoor amusements. There are about 18 different kinds of amusements listed and among the lot is a complete section given over to the circus. We have seen this list and some that we read made our ears wiggle. It will be a fine contribution to circus literature.

Carlton Hub is back looking chipper than ever. . . . F. Darius Benham is in Chicago. . . . We have corralled a fine herald of the Stone & Rosston Circus, and all of the circuses are stretching themselves after a restless hibernation. So what else can a fellow expect to make him happy.

The executive committee of the Tent held a virgorous business meeting last Wednesday and many things of importance were accomplished. A new arrangement for meals was made with the hotel for luncheon days. . . . A group of CSSCA has pledged itself to attend the WPA circus when it reaches a mid-town armory, and this group is to be led by Mayor La Guardia. . . . Prexy Tony Sarg has promised the new application blank and membership card for Saturday and it will be something everyone will be proud to possess. . . . Hereafter the red identification badges

(See DEXTER FELLOWS on page 55)

spent, discussing the past, present and future of circuses.

RECENT visitors to the Circus Room at Hotel Cumberland, New York, were John T. Benson, Warren S. Hays, Al A. Crane, Mrs. Laurie Delgado, Frank Sterling, Jean Belasco, Si Stebbins, Wesley Blair, "Doc" Cann and wife, Gerald Snellens; Joe Minchen, CFA; Phyllis Werling, CFA.

HAPPY KELLAMS and Van Wells, clowns, who did street advertising for Standard Oil of Indiana for 30 days, then clowning for Acme Paint Company for store openings, are working indoor circus at YMCA, Evansville, Ind., March 10-11. En route to Evansville they stopped off in Cincinnati March 1 and visited *The Billboard*.

C. A. ROTHROCK, past season with Bryan Bros.' Shows, winter quarters of which are at Opa Locka, Fla., was at Gesu Catholic Church Frolic in that city week of February 17, furnishing band as an attraction and for ballyhoo. He has the management of the band at Opa Locka Zoo. Many circus and carnival folk visit the zoo.

JOHN DYER writes that the Elks Circus, Rochester, Minn., booked by Barnes & Carruthers, had following acts: Mann Brothers, Monroe and Adams Sisters, Five Cardovas, Four Roses, Kenneth Waite troupe of six clowns, Roton's dogs, Case Brothers and Marie, Williams Family and Neiss troupe. Biz was great all week.

SHOWMEN'S LEAGUE circus notes: At a recent meeting of the Showmen's League of America Harry Coddington, for many years a member of the cemetery committee, referred very feelingly to Mrs. Jean Kathryn Warner, who died in California. Mrs. Warner was the widow of Ed C. Warner, for many years general agent for the Sells-Floto Circus. He at one time was a vice-president of the Showman's League. His remains are buried in the League's plot in Woodlawn Cemetery, Chicago. After his death Mr. Coddington promised Mrs. Warner he would not forget her husband's grave. (See Under the Marquee on page 52)

**TO ALL MEMBERS OF**  
**International Alliance Billposters & Billers of U. S. & Canada**  
**JAS. M. COLE TRAINED WILD ANIMAL CIRCUS**  
**AND THE BARNETT BROS. CIRCUS**  
**Have Signed Circus Agreement For 1936-'37**  
**LEO ABERNATHY, Pres. WM. McCARTHY, Secy.**  
**A. THOMAS NOONAN, Treas.**

CALL CALL CALL  
**RICE BROTHERS WORLD TOURED CIRCUS - BUCK OWENS WILD WEST**

OPENING JACKSON, TENN., SATURDAY, APRIL 11. REHEARSAL CALL AND WORKING HANDS REPORT ON DATES GIVEN TO THE FOLLOWING DEPARTMENT HEADS:  
All Big Show Performers to L. B. FORD, Equestrian Director, Monday, April 6. Big Show Band to TOMMY COMSTOCK, Monday, April 6. Clowns to DANNY McPRIDE, Principal Clown, Monday, April 6. Ushers to PETE JONES, Superintendent of Ushers, Friday, April 10. Big Show Ticket Sellers to WM. HEATH, Superintendent of Tickets, Friday, April 10. Menagerie Help to CAPT. MARION GRAVES, Monday, April 6. Grooms, Ring Stock and Pony Boys to JERRY SWEETLAND, Monday, April 6. Property Men to CLARENCE HARMAN, Superintendent of Props, Monday, April 6. Electrical Department to FLOYD HARVEY, Superintendent of Lights, Monday, April 6. Big Top Canvasmen, Sailmakers, Riggers, Seatmen to BILL O'DAY, Report now. Side-Show Performers and Colored Band to RAY CRAMER, Side-Show Manager. Side-Show Canvasmen to DAN WHITE, Side-Show Superintendent. Cook House, Waiters, Campfire Boy, Second Cook to JACK WALSH, now. All Privilege People contracted report Monday, April 6. NOTE—Still a few vacancies in various departments. Those interested write to respective Department Heads. Cramer wants to hear from Freak to feature, Grinding Ticket Sellers (Must Make Second Openings), Snake Act (Eva LaTour, or any other attractive snake handler, reply), Principal Lecturer who can make strong Openings on Freak or Dancers. Peck and Flo (Tickets and Dancer) reply. Pygmies, Dwarfs (white or colored) for Bally Little Mikie Bunnia wire. Few Privileges still unsold: 4 Minute Photo Studio, Ball Game (Hit or Miss), Milk Bottles or Big Cats, Hi Striker, Long Range Lead Gallery, Mitt Camp (No Gypsies), Eric Diggers, Dinty Moore contact me. The Stands: Corn, Floss, Sweets, Novelties, Custard are all sold, so don't write for them. TO WHOM IT MAY CONCERN: We have been criticized in the past for the style and number of Concessions we have on our Midway. Our theory is, if there's a demand, supply it. Will guarantee bigger crowds than the average Fair, with a show properly billed, a performance that will repeat and money territory, so let us hear from you Concessioners asked for. All must have own transportation and the best of equipment. HAVE FOR SALE—Complete set of Single Deck 8x8 Side Show Banners, used 14 weeks last year, for open front Show, practically new, cost \$25 apiece, will take \$3 apiece, or \$150 for complete front, 26 Banners in all, including 8x15 Doorway and 2 Double Deck Descriptive 8x14, for Ends. A REAL BUY. REASON FOR SELLING. GETTING ALL NEW DOUBLE-DECK BANNERS FROM CAD HILL. Write us for list on above Banners. All reply to RAY MARSH BRYDON, Rice Bros. Circus, P. O. Box 1665, Jackson, Tenn.



# The Corral

By Rowdy Waddy

COL. W. T. JOHNSON has again added to his laurels (see headed article on this page).

A NEW concrete and steel grand stand will be built for the Elks' Rodeo at Woodward, Okla., to be completed in time for the eighth annual show next fall.

A LETTER from Milt Hinkle last week informed that he and Art Mix are together in the fair dates he has booked for this year; that Mix, Cliff Gatewood, Earl Evans and himself are together in the forthcoming Welcome Inn Rodeo at St. Louis and the State Police Rodeo at Des Moines; the rodeo at Cleveland between these two shows.

JACK AND MARIE WOLF, trick riders and ropers, inform that they have again signed with the Al G. Barnes Circus, their second season with that show, and that Jack will be in charge of the concert. This winter they have been playing theater engagements in Arkansas, Tennessee and Mississippi with whip popping, guitar and songs. On their motor trip back to California will work dates.

DAY-MONEY WINNERS (when possible to obtain a correct list) at rodeos should be sent for publication, along with names of winners in finals. The editor of this department regrets that only finals winners were given by some writers, at a number of contests, the last few months. Almost invariably, arena secretaries willingly co-operate with writers by providing carbon copies of daily winners in events.

HARRIS-ESKEW WESTERN ATTRACTIONS are slated for a 10-day rodeo in Duquesne Garden, Pittsburgh, next month. Col. Jim Eskew will be in active charge and direct the arena. Eskew states that he has contracted, thru Frank Moore, of Madison Square Garden, for the appearance of Ted Allen, champion horseshoe pitcher, who hails from California, also engaged an Indian band to play the show. Bill Parks will act as superintendent of stock and chutes. Mary Parks and Alice Adams will ride buckers. Charlie Aldridge will be there with his steer heads.

THE FUNCTION held at North Platte, Neb., on the anniversary of the birth of Col. William F. Cody (Buffalo Bill) was heavily attended; 203 plates served at the banquet. A feature was when John A. Stryker, chairman of arrangements, requested all those present who knew Colonel Cody to stand; also, that all others make note of them and at some time during the evening shake hands with them—thus "that they could pass along the spirit of the noted scout and showman and proudly point to the fact that they 'could shake the hand that once shook the hand of Buffalo Bill.'"

FORT MYERS, Fla.—A dandy cowboy sports show, except for a fatality, was staged here during the recent Southwestern Florida Fair. The fatality was Joe Blackstone, 25 years of age, who received a broken neck while bulldogging and whose body was sent to his home at Andrews, Tex., for burial, thru a fund that was collected—some of it wired including from Howard Harris, Buck Taylor and Bill Crosby. (An announcement of Blackstone's death appeared in the Final Curtain columns of last issue—ROWDY WADDY.) Participants in the show, besides Joe Blackstone, included: C. J. Jackman, who furnished stock; Jack Hughes, of Pahokey, announcer; Vic Blackstone, arena director; Ralph Doubleday, photographer; Mr. and Mrs. Stack Lee, Stack featuring his shooting;

## WANT

On account of disappointment, Concert Feature Musicians that can really play, good Cook House and real Trailer Sleeper, Combination Billers that can drive trucks (berths in trucks), Clowns that can play in Clown Band. Photo and other Privileges for sale. FOR SALE—Tanglely Calliope on Special Body 1/2 Ton Dodge, \$400.00. KAY BROS. CIRCUS, Box 352, Petersburg, Va.

## FLYER WANTED

IMMEDIATELY. Mention weight, Tricks, Work with first-class Motorized Circus. THOMAS BECKMAN, 528 North 12th, Quincy, Ill.

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FITCHBURG, Mass., March 7.—Curtis L. Bockus, of the Bockus & Kilonis Wild Animal Circus, extends a cordial invitation to all members of the Circus Fans of America in the New England and adjacent area to hold a spring Fan meeting with the new circus on its opening day at Manchester, N. H. The suggestion of a meeting was made to Mr. Bockus by The Billboard representative here and it received the hearty approval of Mr. Bockus.

## Godino Bros. To Join Ringling-Barnum Show

BOSTON, March 7.—The Godino brothers, Siamese twins, will join Ringling-Barnum Circus when the season opens in New York April 8. Deal was set by Röss Frisco Amusement Agency, of Boston, which has the twins under contract for vaudeville.

The twins were brought to the States six years ago and played Keith and Orpheum time for 32 weeks. In recent years they have been playing picture houses as an extra attraction. Their wives will appear with them on their circus tour.

## Mouton Dives at Festival

LUFKIN, Tex., March 7.—Ben Mouton, owner of Bailey Bros. Circus, was here February 21 to fill an engagement with his high fire dive for the monthly merchants' festival. Act was witnessed by 3,000 people Mouton will perform twice daily with his circus.

## Henry's Leave Gainesville; Visitors at Show Quarters

GAINESVILLE, Tex., March 7.—Mr. and Mrs. Arthur Henry, who have had charge of the Gainesville Community Circus gym for the last two months, have left for Milford, Tex., to visit relatives, before beginning their outdoor season the middle of March.

Frank Walter Jr. and A. W. Kennard, CFA of Houston, were recent dinner guests of A. Morton Smith, CFA of Gainesville, and visited the quarters of the Gainesville circus. Walter and Kennard had been to Tulsa, Okla., on business. There are now 85 head of stock in the Walter quarters at Houston, including 40 ponies and more than a score of dogs. Walter has also purchased a number of cage wagons, tableaux and others.

Frank (Doc) Stuart, of Oklahoma City, visited circus fan friends in Gainesville, en route to Dallas on business in connection with the Texas Centennial Exposition. Other visitors to community circus quarters recently were James Parker, of the Dallas YMCA, who had charge of the training of acrobats during the 1934 season, and Glenn Wilcox, of the Hagenbeck-Wallace show back in 1917-'19, who recently staged the Recreation Department Circus in Fort Worth. Wilcox has 500 students in his physical education classes at the Fort Worth Y.

Gordon W. (Pawnee Bill) Lillie will be in Gainesville during March to inspect the Cook County Fairgrounds, where a pioneer days' exhibit will be conducted for three months, opening June 1. There is a reproduction of the courthouse square as it existed in pioneer days, and there will be an Indian village, a herd of buffalo, several head of long-horn steers and an ox team and covered wagon, in addition to a number of concessions. Pawnee Bill may furnish some of the attractions. A rodeo will be a feature twice a week.

## Local No. 61 Elects

ATLANTIC CITY, March 7.—Local No. 61 of the Billers' Alliance has elected the following officers for this year: R. Barr, president; J. J. Brown, vice-president; I. Gerew, secretary; J. Smith, business agent; T. Nace, treasurer; D. Scheller, sergeant at arms; J. Smith, J. Brown, B. Nordenswas and P. Walton, executive board. Clyde Anderson, James Brown and Alex Spencer were given gold membership life cards, they being the oldest members in Local 61.

# Johnson Gets Garden Rodeo

Marks the 6th consecutive year for noted Texan's production in New York City

NEW YORK, March 7.—Contracts were signed Tuesday between Col. John Reed Kilpatrick, acting for Madison Square Garden, of which he is president, and Col. W. T. Johnson which bring the San Antonio producer's Championship Rodeo to the arena for the sixth year in a row. Colonel Johnson arrived here last week-end, huddled with Colonel Kilpatrick for a couple of days and came out with a one-year agreement. Dates were set at October 7-25, running 19 days and 26 performances, including seven matinees.

With the signatures affixed to the document, a historic niche was carved by Colonel Johnson in that he beats his own record of being the first rodeo generalissimo to stage the New York classic more times than any other man.

Johnson Rodeo contingent gets its earliest start in its history by invading the Dallas Centennial grounds, as stated in last issue, for 20 shows commencing June 7, the day following the opening of the exposition. He will present a second edition there of 16 performances starting September 7. Altho the colonel is a native son of Texas, the Dallas show will mark his first rodeo of major proportions in that State. Johnson will introduce a troupe of singing cowboys at the expo and if successful they'll be brought to New York, where other novelty exhibitions are planned.

Terms of the 1936 deal were not revealed, but it was learned unofficially that Johnson receives a little better break in the financial arrangement. An expert observer also said that it was mutually agreed to sign up for one year only owing to anticipated money inflation. The Boston Rodeo, in Boston Garden, will follow the local chutecorral opera. Johnson left for Dallas Wednesday afternoon and just before train time announced that his son, Tom Johnson Jr., assistant director, had married a Corpus Christi girl.

**WANTED QUICK**—Agent for Bell Bros. Circus. Must have car. Write, don't wire. We open March 28. Address Winter Quarters, Lilbourn, Mo.

## CONTESTANTS NOTICE

BE AT THESE RODEOS: Welcome Inn Rodeo, Arena, St. Louis, Mo., April 10 to 19. Bucking Horse, Steer Bulldogging, Calf Roping, Wild Cow Milking Contest. Each of these events, \$100.00 and entry fees added to each go round. No event will be allowed to go over two performances for a go round. You don't have to send entry fees, just write the events you care to enter and that you will be there. Want to hear from Trick Riders, Ropers, Horse Acts, Clowns, Indians and Cossacks. WILL BUY OR RENT Rodeo Stock to add to our 250 head. Rodeos to follow: CLEVELAND, O., April 20 to 25; SPRINGFIELD, ILL., May 4 to 9; IOWA STATE POLICE RODEO, Des Moines, Ia., May 25 to 30. John G. Phiamolis has nothing to do with St. Louis Rodeo. Your money will be in bank for you. Come and get it. Address all mail MILT HINKLE, Arena Director; ART MIX, Assistant. RODEO THE ARENA, ST. LOUIS, MO. No collect wires accepted.

CALL CALL CALL

## AL. G. BARNES CIRCUS

27TH SEASON OPENS AT SAN DIEGO, CALIF., SATURDAY, MARCH 28. All persons engaged report at WINTER QUARTERS, Monday, March 23, 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 WOECKNER. Side Show Performers—DUKE DRUKEN-BROD. Candy Butchers, Etc.—CHESTER PELKE. Big Top Canvas—W. H. CURTIS. Drivers, Etc.—MIKE TSHUDY. Cook House Men—GEO. TIPTON. Elephant Men—WALTER McCLAIN. Animal Men—EDDIE TREES. Mechanics—J. O. FORBES. Car Porters and Dining Car Help—L. WAKELING. All others address S. CRONIN, Manager, Winter Quarters, Baldwin Park, Calif.

## BOCKUS & KILONIS CIRCUS WANTS

Musicians for Big Show Band, recognized Acts that double, Boss Canvasman and Working Men in all departments, Electrician for E. B. Kelly Light Plants, Truck Mechanic with own tools, Side-Show Acts and Colored Band for Side Show. Ball Games and Candy Floss Privileges for sale. WANT real Circus Steward for best framed Cook House on the road. Musicians address AL MASSEY, Band Master, 25 Seventh Street, Medford, Mass. All others BOCKUS & KILONIS CIRCUS, Box 143, Manchester, N. H.

## Milliken Bros. Circus-Ken's Wild West Combined-WANTS

Big Top Performers that do two or more acts. Wild West People with or without stock, Trick and Fancy Riders and Ropers, Whip Act, Bucking Horse and Bulldoggers, Rough Riders, Tribe of 5 or 6 real Indians. Must have flashy wardrobe. All the above for Big Top program. Side-Show People that sell. Front Man who can produce results, Boss Canvasman, Cook, 6-piece Colored Band with two Girls and Comedienne for Side Show. Lunch Stand, Ball Game, Popcorn-Peanuts, Mitts, Novelties for sale. All address J. A. MILLIKEN, Milliken Bros. Circus, Winter Quarters, Harrisonburg, Va.

# DAY VS. NIGHT ATTRACTIONS

## Latest Trend On East Coast

*Fairs go in for big daylight fare to counteract pulling power of revues*

NEW YORK, March 7.—Revived idea in fairdom at this end of the country is putting day and night attractions in competition with each other by making each chukker different. Outstanding examples are Eastern States Exposition, Springfield, and Brockton (Mass.) Fair.

Springfield, whose lineup of acts appeared in the last issue, plays Lucky Teter's Hell Drivers during the suntime, plus Hoagland's track sizzlers for a full week, unit presenting auto polo, mounted pushball, Roman style races, high-school and jumping horses and so on. Night show will have *Soaring High* revue. Brockton's layout is based on the same principle.

They constitute two among a flock of fairs which will go in for big daylight fare to counteract the heavy night patronage drawn by revues. Also on the list for this kind of setup are Canadian National Exhibition, Toronto, which will be the first to get the proposition because of its early dating; either Virginia State Fair, Richmond or Bloomsburg (Pa.) Fair, and in North Carolina, the State Fair, Raleigh, and Winston-Salem, on the George Hamid books.

In the West, with Barnes-Carruthers doing the booking, revue name will be *Soaring High*, but in the East, the Hamid territory, billing will be *Revue of Revues*. Type of billing, however, is optional with fairs using the show.

Brockton will offer Teter's troupe for two days, and each day thru the week will see a different type of thriller culled both from Teter's acts and other units.

Discussing New England fairs, Mr. Hamid announced general increases in attraction budgets. Specifically, they are Greenfield, Topsfield and Northampton, Mass., increases ranging from 10 to 25 per cent; Rochester, N. H., 35 per cent; Essex Junction, Vt., 100 per cent; Maine, increases by most annuals.

## Shanebrook Wins in Tampa

TAMPA, March 7.—More than 7,500 witnessed sanctioned IMCA dirt-track auto racing here on March 1, originally scheduled for closing day of Florida Fair and postponed because of weather. Track was in poor condition, due to excess rains. Doc Shanebrook, Illinois, who defeated Gus Schrader on opening day of Florida Fair, again took first honors, defeating Oscar Coleman, Texas, and Larry Beckett, Tampa, in finals of the Southern Sweepstakes. Coleman won a match race between himself, Shanebrook, Beckett and Buddy Callaway, Miami, and finished first in the Australian pursuit race. Lucky Teter's Hell Drivers put on their thrill program.

## Frisco Expo Funds Put In

SAN FRANCISCO, March 7.—A sponsor's contribution of \$77,149 for construction of the 1939 Bay Bridge Exposition administration building, Bush and Stockton streets, was made to the city this week by San Francisco Exposition Corporation. Board of supervisors is to make an allocation of about \$50,000 as a matching percentage of construction costs.

## Mutuels Fail Again in Va.

RICHMOND, Va., March 7.—The pari-mutuel horse-race betting bill indorsed by the legislative committee of Virginia Association of Fairs failed to pass the General Assembly, 60-day session of which is drawing to a close here. A similar measure failed to pass the last session two years ago. Bill provided that county fairs receive 25 per cent of receipts from the system and public schools 75 per cent.



GLENN W. RUBLEE, starting his seventh year as race secretary of Rutland (Vt.) Fair under General Manager Will L. Davis, former president-treasurer of Franklin County Fair, Sheldon Junction. Mr. Rublee has inaugurated an extensive horse program during his tenure in Rutland. At the 1935 fair there was a brilliant meeting with two world's records broken. He is secretary of Green Mountain Circuit and has been secretary-treasurer of Vermont Agricultural Fairs' Association since its inception.

## McGrath To Line Up Dates

PITTSBURGH, March 7.—James N. McGrath Jr. is shaping plans for several expositions to be held in the tri-State territory, all offshoots of the annual Pittsburgh Jubilee and Exposition. Most of the events will be held in small towns, with profits going to city treasuries. He is inviting mayors of surrounding towns to witness the local show and is hopeful of establishing a circuit for acts to play his promotions.

## Experts Settle Down To Talking Up Art Problems of N. Y. '39 Expo

NEW YORK, March 7.—Following a quiet period during which little or no brickbats were thrown (an unhealthy sign) and no mudslinging was indulged in (unhealthy sign No. 2), New York's 1939 World's Fair got back into fighting trim with a verbal war on comparative artistic values which would best express the physical motif of the expo.

In one trench are the traditionalists of architecture and in the other, facing the old-fashioned gentry, are the modernists. Both are intent on an exposition house more beautiful, more comfortable and more inspiring than the ones which have gone before it in world fairdom. A goodly crowd of art and music critics, dilettantes, gentlemen with appreciation for aesthetic forms and such like strutted their weapons in defense of their respective beliefs. A couple of the boys directed plenty of sarcasm at the architecture in vogue at Coney Island.

After listening to both fronts, George McAneny, president of the fair corporation, attending a meeting of the Merchants' Association of New York, told that body that practically every known architecture is eligible except that typified by Coney Island, a resort in New York City which sent out wailing cries of "foul!" because it was being slandered while not yet out of the hospital as a result of attacks from Kid Traditionalist and K. O. Modernist.

Mr. McAneny said that about \$45,000,000 will be spent by the corporation, government agencies and commercial exhibitors in investments before the opening, and that more than half of that amount would be by private exhibitors and participating governments, especially the United States, New York State

## Tampa Even; Start for '37

*Balanced budget, with bills paid, reported — Strieder lauded at directors' dinner*

TAMPA, March 7.—At the annual dinner of directors of Florida Fair Association it was announced that, despite nine days of rain, the exposition was the greatest ever held here and that the fair association budget was balanced. According to reports, all obligations have been met and plans are under way for next year.

President W. G. Brorein commended Manager P. T. Strieder for keeping the exposition going in the face of unfavorable weather conditions on nine of the 11 days. Manager Strieder reported that 5,267 exhibitors entered 49,345 displays, and more than \$21,000 was paid in premiums. Executive Secretary Albert Thornton reported that altho more was spent for exhibits and attractions than ever before, the budget was not exceeded.

Carl J. Sedlmayr, Royal American Shows, was praised for co-operation of the shows in success of the fair, and grand-stand attractions, handled by Director C. W. (Joe) Lyons, were declared the best ever seen here. Mayor R. E. L. Chancey stressed that Florida Fair focus national attention on Tampa and pledged full co-operation of the city administration.

JACKSONVILLE, Fla.—Al F. Gorman, veteran trouper and president of All-Florida Decorating Company, is amusement director for Jacksonville Division, Florida Retail Grocers' Association Food Exposition, in the Duval County Armory here this month. Special features are being prepared by Mr. Gorman.

and New York City. The remainder, about \$20,000,000, would be raised by the World's Fair Company thru sale of bonds to be redeemed out of the fair's revenue. The World's Fair Company is a privately incorporated concern undertaking the exposition.

FLUSHING, N. Y., March 7.—Long Island's Tercentenary celebration, scheduled to start in June, will have a steering committee, Governor Lehman picking 200 of Island's most distinguished figures. Event is more on the pageant side at present, but amusement phases expected to creep in.

PROVIDENCE, March 7.—Principal observance of Rhode Island's Tercentenary will center in Providence, but many towns and villages are planning their own programs. A trade expo, parades, local exhibits of historical character, Olympic swimming trials to be held at the pool in Rocky Point Park, near here, in July, as well as other features are already included on the as yet incomplete program. Tercent committee of local city council named Percy Jewett Burrell, Boston, director of the Providence pageant, which will be given six successive presentations late in July. G. Hassler Capron was appointed technical director. Burrell directed the Baltimore Stadium pageant in 1934, plus similar shows in Hartford and Saratoga, and during the 1932 Washington Bicentennial was director of pageantry in Washington. He was official pageant adviser for Massachusetts Bay Centennial in 1920. Capron has taught stagecraft in various schools and directed the Newton (Mass.) Tercentenary six years ago.

## Badger Paid Gates Up 30% Last Year

MADISON, Wis., March 7.—Paid attendance at Wisconsin's 75 county fairs increased 30 per cent over 1934, according to Ralph E. Ammon, director of fairs, with total attendance of 681,028. State Fair drew 362,459, bringing the total above 1,000,000. Wisconsin farmers and other exhibitors received from county fairs \$155,403.80 in premiums. Of this \$46,864.90 was paid to 4-H Clubs. Exhibitors of dairy cattle received more than \$31,000.

## 90 Exhibitors Sign at Dallas

*Rides, shows and games in concession lineup — Buffalo Bill press stunt scores*

DALLAS, March 7.—List of exhibitors for Texas Centennial Exposition has grown to 90, according to Paul Massman, director of exhibits and concessions. Twenty-six concessioners have been contracted.

Concessioners include Norman Bartlett, ride; Samuel Bert, popcorn; Bowen Motor Coaches, inter-fair transportation; Century Frozen Products Company; Coca Cola Bottling Company; Doughnut Corporation of America; Dufour & Rogers, shows; Dreyfuss & Son, store; Dr. Pepper Company; Clyde Elliott, games; H. C. Ford, show; Murray Goldberg, scales; Graham Enterprises, spectacle; L. L. Hamilton, frog farm; Harry A. Illions, playground and rides; Kaplan and Bloom, novelties; Lusse Bros., rides, show; F. M. McFalls, games; Charles J. Muller, res-

(See 90 EXHIBITORS on page 44)

## Jordan Jax Manager Again

JACKSONVILLE, Fla., March 7.—E. Ross Jordan is again manager of third annual Duval County Fair and Exposition, to be held here on Brentwood grounds in April, and roster includes R. L. Millican, president; advisory board, George C. Bloom, Herman C. Masters, John Richardson, A. E. Allen, George A. Stengle, Karl R. Timm, Clarence Ellis, A. S. Broward and Guy L. Simmons; Austin Miller, counsel. Fair is to have educational departments and to show work of 4-H Clubs and vocational schools. Royal American Shows will be on the midway, with pyro shows by Ohio Display Fireworks Company. Considerable work is to be done on grounds and buildings.

## For Arkansas Centen Body

LITTLE ROCK, March 7.—A. R. Rogers, director of Arkansas Centennial, left for Washington, where he plans to complete a United States Arkansas Centennial commission, to consist of senators and representatives from each of the States which became a part of the country thru the Louisiana purchase, from Louisiana to Minnesota, and from the Mississippi River to Idaho and Montana.

## Grant Home to Detroit Fair

LANSING, Mich., March 7.—The former Detroit home of deceased President Ulysses S. Grant has been accepted as a gift from Michigan Mutual Liability Company by Michigan State Fair Association, Detroit, according to James F. Thomson, State agricultural commissioner, and George A. Prescott Jr., secretary and manager of the State Fair. Announcement removed fears that the building would be demolished to make way for industrial development. It will be moved to the State Fair grounds as a permanent museum for relics of the Civil War period.



By CLAUDE R. ELLIS

**NOT LESS** than 29 cities since December have been meeting places for conventions of international, State and district associations of fair boards. Scattered from Coast to Coast and from Canada to the Gulf of Mexico, these sessions have had reams of publicity in the daily press, and in nearly all instances have had public officials as honored guests. This annual emphasis on the industry of fairs, in cumulative effect the past few years, may have had much to do with the apparent growing "fair-mindedness" of the country. Localities of the confabs were Chicago, Des Moines; Columbia, S. C.; Milwaukee, Indianapolis, Topeka; Springfield, Ill.; Raleigh; Columbus, O.; St. Paul, Atlanta, Lincoln; New Braunfels, Tex.; Winnipeg; Portland, Me.; Detroit; Grand Forks, N. D.; Greenfield, Mass.; San Francisco, Dallas; Great Falls, Mont.; Richmond, Va.; Reading, Pa.; Buffalo, Toronto, Nashville; Albany, N. Y.; Hartford, Conn., and Jennings, La. Scores of smaller circuit meetings have been held. It won't be long until roadside fences, signboards and newspapers begin to blossom with dates and advertisements of State, district and county annuals. Truly more than just a one-week-a-year industry.

**FOURTH** of July celebrations, sponsored by fair boards on their fairgrounds, promise to be more numerous than ever this year, latest to revive this feature being Kossuth County Fair, Algona, Ia., advises Secretary E. L. Vincent. Such events cannot only be made feeders for fair coffers, but do much to popularize fairgrounds and add to prestige of fair boards in their communities.

**EXPOSITIONS** now on or pending in the States, in reply to numerous inquiries, are: California Pacific International Exposition, San Diego, February to September, 1936; Texas Centennial Exposition, Dallas, June 6-November 29, 1936; Great Lakes Exposition, Cleveland, O., June 27-October 4, 1936; Pacific Exposition, Los Angeles, 1938; Bay Bridge Exposition, San Francisco, February 18-December 2, 1939; New York World's Fair of 1939, Flushing, L. I.

**SOME** Indiana State employees are being advised by their superiors, it is declared, that Governor Paul V. McNutt has decided that "of the three candidates" already announced for governor, he is for M. Clifford Townsend, who, in his capacity of lieutenant-governor, is in charge of Indiana State Fair. The governor, when asked of word being spread, said: "I have no comment to make." Two of the closest advisors of the governor are said to be working for Mr. Townsend. The latter, known for his activity in county and State fair circles, has received many commendatory messages concerning the manner in which the last State Fair was operated, when all previous

attendance records were broken during a week of more or less adverse weather.

**SHORTS:** What off-season activities have you planned for utilization of your fairgrounds? . . . James H. Hammond, former State senator, heads the commission for Columbia (S. C.) Sesqui-centennial Celebration this month. . . . Radio plugging on numerous programs has started for Texas Centennial Exposition, Dallas. . . . Fielding W. Scholler, Indianapolis race starter, foresees a big season. He has numerous bookings in the North and South. . . . Nat D. Rodgers, who is the attraction's general manager, reports success in developing the Streets of All Nations for Dallas Centen Expo. . . . This will be the 81st year for Rob Roy's "Grandpa Fair of the South," De Kalb County annual in Alexandria, Tenn. . . . Elliott H. Platt, Hartford, has been doing a bang-up job as director of the publicity committee of the Association of Connecticut Fairs. Boards co-operating in group advertising buying jumped to 23 last year from 14 that started in 1932. . . . Bluffton (Ind.) Street Fair and Auburn (Ind.) Free Fall Fair have rearranged dates, but there will be no conflict this year. . . . Brockton (Mass.) Fair management is devising ways and means to provide a new building for educational exhibits. . . . Latest harness circuit in Pennsylvania takes in Ford City, Butler, New Castle, Clarion, Ebensburg, Washington, Burgettstown, Stoneboro and Mercer. . . . Book attractions that you think your public will like—not what you like.

**Vermonters Map Campaign Of Publicity for Annuals**

**MONTPELIER, Vt., March 7.**—Vermont Agricultural Fairs Association has launched a campaign, looking toward more fair publicity, via a publicity committee, appointed by President Fred C. Brown and consisting of W. H. Gilpin, Barton, chairman; Paul Raine, Essex Junction, and Glenn W. Rublee, Rutland. Group visited the Statehouse to interview Harold H. Chadwick, director State publicity department.

From this resulted important spotting of fair propaganda in State department pamphleteering, which comes off the press soon, a few months in advance of the tourist season. Committee will also work with newspapers, as well as with oil companies in connection with maps and folders for motorists.

Turnbridge was represented by six delegates; Morrisville, four; Champlain Valley, five; Barton, two, and Rutland, one. Mr. Brown was re-elected president; Mr. Rublee, secretary-treasurer; executive committee, Will L. Davis, Rutland; Paul Raine, W. H. Gilpin, H. A. Smalley, Morrisville; N. P. Dodge, Turnbridge; John Beattie, Lancaster, N. H. Burlington was decided upon as next meeting place. Race secretaries also met to adopt a final schedule for Green Mountain Circuit.

**Exhibition Hall Completed On Navy Pier, Chicago**

**CHICAGO, March 7.**—A new convention and exhibition hall has been completed on Navy Pier, just north of the Loop. Hall has 150,000 square feet of exhibition space, and four exhibitions have already been booked for this year.

First will be the Chicago Flower Show, opening on March 21. Others are Illinois Automotive Maintenance exhibit, April 18-26, and Chicago National Boat and Sport Show, May 3-10.

Rehabilitation of the second floor of the pier for use as an exhibition hall and to accommodate large industrial conventions was undertaken by the city upon recommendation of Chicago Association of Commerce.

**To Re-Allocate Mich. Funds**

**LANSING, Mich., March 7.**—At a meeting of the State finance committee of the administrative board of Michigan here on March 5, James F. Thomson, State agricultural commissioner, was told it would be necessary to re-allocate racing revenues to provide money for operation costs and premiums for Michigan State Fair, Detroit. Mr. Thomson has asked for \$75,000 for premiums and costs, but the committee decided it did not consider the problem of the fair association an immediate emergency. Mr. Thomson pointed out that thousands of persons compete for premiums at the fair. As yet no definite plan for re-allocation of racing revenues has been proposed.

**Advertising**

EDITORIAL

From The Tacoma (Wash.) News Tribune of February 27.

President W. A. Linklater and his associates in Western Washington Fair Association have always been believers in consistent newspaper advertising. They know that they have the best fair of its kind west of the Rocky Mountains and they have not hesitated to tell the world the story in paid advertising space. As a result, the attendance of the fair has grown steadily until it is a record-breaker for fairs of its kind in this part of the country.

A recent survey has been made of the advertising and publicity which the fair has received during five years in which Lloyd McDowell, of this city, has been in charge of advertising. It reaches the stupendous total of 51,104 inches of space in 23 dailies, 154 weeklies and 10 monthly publications during the last five years.

During that time, the Tacoma daily papers carried advertising and publicity stories for the fair which amounted to 11,100 inches of space, or nearly 530 columns in five years. During that time, Seattle dailies carried 5,370 inches. As the result of this newspaper space, Tacoma attendance has always been far ahead of that of every other section, and Tacoma participation by merchants and manufacturers has constituted the heart of the show. Tacoma Day in 1935 was ahead of the previous year by 30 per cent.

The advertising for the fair has been intelligently and consistently planned and newspaper space has been used to the best advantage. As a result, the Puyallup Fair has been built from a purely local show to one of the outstanding events of its kind in the country, recognized as such by all show people. Here is another example which again proves that newspaper advertising always produces results when backed up by the quality of the product it advertises.

**Budget or Bust, Now Ultimatum**

*Discarding of hit-and-miss plans in favor of practices of proven worth will save a lot of grief for fair boards, declared Secretary Bert E. Walters, Wisconsin Valley Fair and Exposition, Wausau, who said, in part, at the annual Milwaukee meeting of Wisconsin Association of Fairs:*

The past few years have seen so many fairs struggling with the problem of their existence, in trying to make a purely philanthropic enterprise pay its way in the face of extremely adverse conditions, that it has been vitally necessary to give serious thought and consideration to the conditions that have brought this about. The solution has by no means been reached as yet, but the abandonment of some of the old hit-and-miss plans in favor of practices that have proven their worth in other activities has gone a long way towards solving it for those fairs that have taken refuge behind this "budget or bust" idea.

The future, I am confident, holds brighter promise, for a cheery and more (See **BUDGET OR BUST** on page 41)



**FLORIDA RETAIL GROCERS ASSOCIATION JACKSONVILLE, FLORIDA EXPOSITION, MARCH 16 to 21st Inc.**  
Have Opening for Few Clean Concessions. Expecting 100,000 attendance. First Food Show in Jacksonville for two years. Observing NATIONAL RETAIL GROCERY WEEK. Centrally located, Duval County Armory. Demonstrators with good product come on.  
AL F. GORMAN, Director, Jacksonville, Fla.  
117 Pearl Street,

**INDEPENDENT SHOWS WANTED**  
Plantation, Ten-in-One, Freak, Monkey, Girl Wild Animal, or any good Shows of merit wanted for one of the Biggest Carnival and Night Fairs in Pennsylvania. Over 50,000 people attending. Rides, Wheels and Bingo booked.  
**WEEK OF JULY 20TH, SELINGROVE, PA.**  
A Showman's Paradise.  
Write **ROLAND E. FISHER, Chairman.**

**WANTED LARGE CARNIVAL CO.,**  
OR SHOWS AND RIDES.  
**KEITH COUNTY FAIR AND RACE MEET**  
Ogallala, Neb., August 19-22.  
**R. E. SEARLE, Secretary.**

**ATTENTION FAIR SECRETARIES**  
Now Booking for 1936 Fair Season  
**PARKER'S SUICIDE CIRCUS**  
Auto Polo, Motorcycle Wall Crash, Broad Jumping, Surf Board Races, Head-On Collisions, etc. For full details write  
**SAM PARKER** Shelbyville, Ind.  
628 Shelby St., SATISFACTION GUARANTEED

**WANTED SHOWS AND RIDES — CONCESSIONS, GRAND-STAND ATTRACTIONS ALL MAINE FAIR ASSOCIATION**  
Weeks July 13th—Sept. 7th—Oct. 19th.  
100 WASHINGTON ST., AUBURN, ME.

**WANTED**  
Concessions for 3-day Gala Day, July 3-4-5. Also Small Side Show or Small Circus. **PRESIDENT OF BOARD OF COMMITTEE, Pinckney, Mich.**

**WANTED CARNIVAL**  
For July 4th and 5th Celebration, Fayette County Fair. **ED BAUDER, Secretary, West Union, Ia.**

**BOOK NOW!**  
Carnivals and Concessions wanted for the Biggest Thing in the Coal Region,  
**LACKAWANNA COUNTY FIREMEN'S CONVENTION, WEEK OF SEPTEMBER 7.**  
Big Parade on Labor Day. Best Lot in the County. Address Communications to  
**TOM GILL**  
Wilson Fire Co. No. 1, Peckville, Pa.

**ELKS' SPRING FESTIVAL Merchants' Food - Auto Show**  
Fitzgerald, Ga., inside, in heart of city, March 16-21 Open for Pitchmen, Cutlery, etc.; Canded Apples, Novelties, Mitt Camp, Mug Joint, anything clean. No wheels. Jack Orr, Jack Finch, decorator; Louis Morgan, Chas. Triebel, write  
**GEORGE W. CRAWFORD, Chairman.**

**WANTED**  
Three or four Rides for SILVERTON SPRING FESTIVAL, JUNE 2-6, and for HARVEST HOME, SEPTEMBER 9-12. State terms. Address **E. H. MEINZEN, 6731 Highland Ave., Silvertown, Cincinnati, O.**

**WANTED** Carnivals, Concessions, Rides, Shows, etc. Big Jubilee First Week July. Address **OSCODA BOARD OF COMMERCE, Box 5, Osceola, Mich.**



**IF YOU WANT THE BEST IN FREE ATTRACTIONS AT A REASONABLE PRICE**  
Write **B. WARD BEAM** Suite 703, 1564 Broadway, NEW YORK, N. Y.

**Thank You for Mentioning The Billboard.**

NEWS

NOTES

# CALIFORNIA PACIFIC

International Exposition  
SAN DIEGO

By FELIX BLEY. Office, Press Building. Residence, Riviera Apartment Hotel, 1312 12th Avenue, San Diego.

## Boost Comes In Attendance

More than 150,000 registered up to March 1 — concessioners in parade

SAN DIEGO, March 7.—Summer temperatures brought a marked increase in attendance last week. From February 12, opening day, to March 1 it was reported by officials to have been 150,003. Twenty marching units with a 175-piece band paraded the grounds on Saturday when the first concessioners' parade was staged, preceded by a gala Kids' Day program at Enchanted Land. Line of march started from the Fun Zone and included Fanchon & Marco show people in automobiles, midgets in gally decked wagons, Beef Trust Girls from Days of '49 Camp and animals from the zoo. Following the parade the first Queen of Enchantment Land was crowned, Eleanor May Cuthbert, winner in the MGM screen test in San Diego recently.

A capacity crowd in the House of Hospitality auditorium at night enjoyed the Kids' Day program, which included Meglin Kiddies, Taylorettes, composed of Dorothy Wallace, Sue Hambrough, Margaret Thompson, Zella Smith, Virginia Lee, Janice Wallace and Andrey Newmeister, in two fast dance numbers; Harold Rubin, whirlwind tap dancer; Sue Hambrough, contortionist; Naomi De Long, comedy sketch; Martha Jane Van Natta, blues numbers; Margaret Thompson, acrobatic stunt; Three Harmonettes, Shirley, Jean and Patricia, songs, and as a grand finale, *Poet and Peasant* overture by the entire cast. Acts were directed and staged by Doreen Taylor and music was by Jay Warde Hutton's exposition orchestra.

### Second Navy Night

The exposition music department, directed by Joseph M. Kendall, has arranged for a series of popular Negro choristers' programs. Two concerts were held in the House of Hospitality, with Mrs. A. C. Bilbrew directing the chorus of 55, with Mrs. Johnson Curl, soprano; Narvel Reese, tenor, and Rex Harris and E. P. Pollard, bass.

A second Navy Night, vaudeville and dance de luxe, was staged on Wednesday by Ernie Hulick, department of special activities. Featured acts included R. E. Massy, dog act; Juan S. Hogan, trick archery; M. W. Jones, guitar; David Blumenthal, whistler; A. J. Barnes, violin solo; Armand C. Bouchard, soloist, and B. O. Sherman, accordion soloist. Fred Heltfeld was emcee, and the exposition orchestra provided music, conducted by Jay Warde Hutton.

A dance contest, with a gold trophy to the winning couple, was crowning feature of the first Collegiate Night in the new Palace of Entertainment. There also was a vaude program with these acts: Ruby Dudley and Ernie Williams, roller skating; Norman, marimba player; Oather Hopkins, songs at piano; Rainbow Trio, Rena Pleasant, Ethel Swanson and Gladys Van Etten, singers and instrumentalists; Auren Pierce, dancer; Margaret Barnum, singer; Iris Estes, reader; Eileen Finley, dancer.

A model of the world's largest telescope for 6,150-foot Palomar Mountain is now on display. Edna M. Davis and Tommy Thompson, exposition representatives at Los Angeles, are here conferring with Elwood T. Bailey, in charge of special activities.

### Girls Win Tug-of-War

A program of Welsh airs was played Sunday afternoon by Royal Brown at console of the Spreckels outdoor organ. Hortense Stollnitz, champion typist, gave demonstrations at the House of Hospitality auditorium, holding a record of 159.1 words per minute.

In a tug-of-war in Spanish Village

last Saturday six girls from Days of '49, not one tipping the scales at less than 200 pounds, tussled nine "barkers" from the Fun Zone. Girls' team included Hannah Shepard, Annette, Williams, Grance Forney, Eadie Stanley, Ethel Rubin and Boots King. Men were Red Allen, shooting gallery; Sid Moran, Garden Dip; Arid Foster, Paris show; Jumpy Beaver, Fanchon & Marco Revue; Charlie Dodson, Strange As It Seems; Jack Brooks, talker on Alpha the Robot; Bob Davis, Midget Circus; Lance McGowan, talker of Temple of Mystery; Happy Johnson, Days of '49, and Red Kerns. In minute and four seconds the 1,500-pound aggregation of femininity yanked their opponents across the center marker.

Helene Bertel, Marissa Fores and Louis Kelso are appearing in Hollywood Specters, a Fanchon & Marco show on the Fun Zone. At the Fun House, operated by W. C. Davis and A. G. Foster, the facade is in form of a gigantic clown face, blinking eyes being illuminated at night and a grinning mouth having window panes for teeth.

Repertoire of the Old Globe Theater includes *Taming of the Shrew*, *Merry Wives of Windsor*, *Much Ado About Nothing*, *Hamlet*, *King Lear*, *Julius Caesar*, *Comedy of Errors*, *Twelfth Night*, *As You Like It* and *Macbeth*.

### Turnstile System in Dallas To Use Remote Registration

DALLAS, March 7.—A turnstile entrance and exit control system, patterned closely after the one that proved so successful at the recent World's Fair in Chicago, will be used by Texas Centennial Exposition here this year.

A unique feature is the way it registers number of visitors, going in and coming out. This registration is made separately for each entrance and is transmitted directly to the main administration office. This keeps the

management informed at all times of the rate of influx of visitors and enables it to place guards and attendants to best advantage to police grounds and serve visitors.

This turnstile control system is to be supplied by the Perey Turnstile Company, which also supplied the system used at Chicago's A Century of Progress.

## Fair Elections

CORTLAND, N. Y.—Cortland County Agricultural Society re-elected Albert J. Sears, veteran president. Harry B. Tanner was elected secretary to succeed Bruce Crapser.

FAYETTEVILLE, Tenn.—Lincoln County Fair Association elected Dr. W. F. Cannon president; Hiram Higgins, vice-president; J. J. Moyers, secretary; L. D. Medearis, treasurer. A fair will be held this year, first since 1931.

COLUMBUS, Ind.—Southeastern Indiana Fair Circuit, comprising Franklin, Columbus, North Vernon, Osgood, Shelbyville, Connersville and Lawrenceburg, re-elected Francis M. Overstreet, Columbus, president, and William H. Clark, Franklin, secretary.

AUBURN, Ind.—De Kalb County Fair Association, sponsor of the free fall fair here, elected H. E. Hart, president; John R. Leighty, A. D. Foust, vice-presidents; Wallace Hersh, secretary; Herman L. Brown, treasurer.

ALGONA, Ia.—Kossuth County Fair Association re-elected J. M. Patterson president; Clark Scuffham, vice-president; H. J. Bode, treasurer; E. L. Vincent, secretary; George D. Moulton, C. M. Gross, J. A. Raney, directors.

WHITE BEAR LAKE, Minn.—Ramsey County Agricultural Society re-elected Edward Heckerth president; M. S. Torredahl, vice-president; George S. Belland, treasurer; Robert Freeman, secretary.

MERRILL BROS. and Sister again played Florida Strawberry Festival, Plant City, March 3-7.



Fair Grounds

PROVIDENCE—Rhode Island Agricultural Conference here indorsed holding an agricultural fair in Kingston this year and recommended an adequate appropriation from the State. Action was a compromise between South County and Newport delegations. Washington County Agricultural Association is the only one of four such organizations in the State planning a 1936 fair.

CHATTANOOGA, Tenn.—Project for erection of a building in Warner Park for an electrical show as a feature of 1936 Tri-State Fair here has brought promises of co-operation from business men to Fair Manager J. A. Darnaby.

PUYALLUP, Wash.—About \$35,000 worth of improvements will be made on Western Washington Fair grounds here in the next few weeks, said President W. A. Linklater. Plans call for a 144-foot extension to south end of grand stand, costing \$25,000, to increase seating capacity 2,500, and \$10,000 will be spent widening the aisle under the east end of the old grand stand.

FORT WORTH, Tex.—Tickets for the 40th annual Southwestern Exposition and Fat Stock Show and Rodeo here this month went on sale three weeks earlier than usual because of a demand about three times greater than it was at this time last year, said Manager John B. Davis.

CANTON, O.—A one-ring circus will replace the usual rodeo as grand-stand attraction at Stark County Fair here, directors have decided, said Secretary Ed S. Wilson.

MARSHALL, Tex.—Plans for construction of a steel and concrete exhibit building on grounds of Central East Texas Fair here were announced. A committee has been instructed by President Knox Lee to get work started as soon as possible.

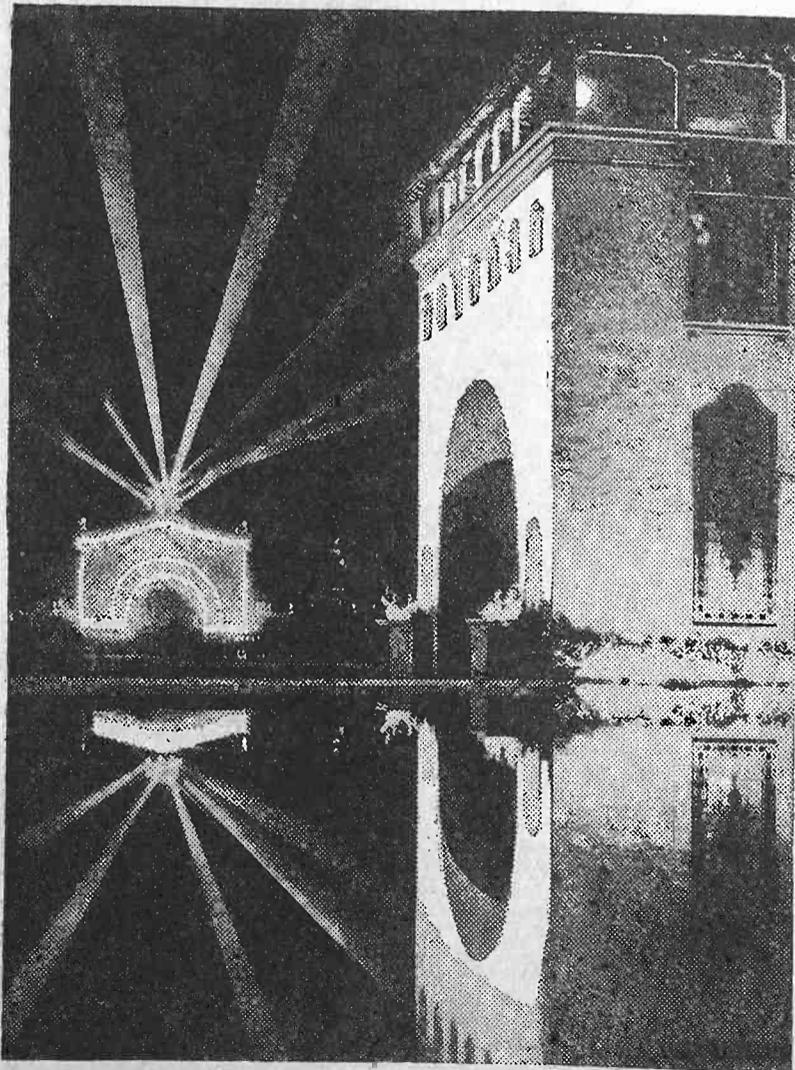
MONROE, La.—Preparing to dedicate its 12-acre park, Ouachita Valley Fair Association is expected to make most ambitious plans in its history at the spring meeting about the middle of March. Bigger exhibits and more attractions are to be carded, officials said.

SPRINGFIELD, Mass.—State competition in a home-grown grains project, special display of championship animals, award of a perpetual trophy in honor of the late William H. Pew, Briarcliff Farms, Pine Plains, N. Y., and naming of Prof. W. L. Blizzard, University of Oklahoma, Stillwater, as judge, are recent announcements of Eastern States Exposition baby beef and management committee.

DETROIT—Managing board of Michigan State Fair and Association of Cattle Breeders of the State, in conference in the Coliseum on the State Fair grounds on February 29, discussed premiums and competition and the suggestion was made that competition in cattle breeding be international. James F. Thomson, commissioner of agriculture; George Prescott Jr., secretary; William Watt, assistant secretary, and H. B. Kelley, director of live stock, were favorable to a change, as the policy for several years has been a closed one, restricting prizes to Michigan entries.

### Paris Expo Has 30 Nations

PARIS, March 2.—Up to this date 30 nations have officially signed to take part in the Paris Exposition of 1937. Among these are England, Canada, Belgium, Austria, Germany, Brazil, Italy, Hungary, Greece, Holland, Japan, Poland, Rumania, Chile, Cuba, Haiti, Egypt, Lithuania, Luxemburg, Monaco, Czechoslovakia, Switzerland, Turkey, Yugoslavia, Russia, Uruguay, Ecuador, Finland, Peru and Iran. Several other countries, including the United States, Denmark, Norway, Sweden and Spain, are expected to sign shortly.



MORE THAN 4,000,000 WATTS are used hourly in lighting buildings and grounds for the second season of California Pacific International Exposition, which reopened in San Diego on February 12. Photo shows part of the Plaza del Pacifico, with the Spreckels organ in the background.



By CLAUDE R. ELLIS  
(Cincinnati Office)

GOOD nightly biz in Olympic Park Rink, Irvington, N. J., managed by Roland Cioni, is reported by Carl S. Wills, who advises that "CI" is drawing them strongly, using his own originals as features. Roster includes Joe West, floor manager; Kenny Walsh, assistant; Otto Bailey, waltz instructor; Andy Speller, skateroom; Don Dority, Bob Hersh, skate boys; Skippy Allison, concession; Mrs. Mae Rice, Grace Jonah, wardrobe; Joe Himes, special police. Other rinks in the territory are Buddy Brown's Dreamland, Newark, and one of Joe Donato's, the Riviera, Belleville.

FOUR MACKS. American roller skaters, are at the Casino Municipal in Cannes. Harald-Ryle Company, roller skaters, are at the Liebich Theater in Breslau. For the 10th time Sonja Hentle, Norwegian skater, won the fancy skating championship of the world in Palais des Sports Rink, Paris, on February 22. Megan Taylor, English skater, won second place and Vivianne Hulten (Sweden) third.

THREE CYCLONES. Pittsburgh skating act, have a two-week engagement in Italian Gardens there following a series of banquet performances. Joe Andlor and Arden C. Cavett are now working in tails, while their partner, Ethel (Toots) Cavett, works in a fetching costume.

JACK OLIVE, St. John, N. B., former roller skater and instructor, has volunteered as life instructor for a band being organized at a St. John boys' orphanage. He was holder of the roller-skating championship of the maritime provinces and participated in numerous race meets in New Brunswick, Nova Scotia and Maine in his decade in competition.

IN THE RECENT death of Percy L. Clancy in Halifax, N. S., there passed a pioneer in promotion of ice skating and hockey in the Eastern provinces. He was first lessee of Forum Rink, Halifax, built by Nova Scotia Exhibition Commission a decade ago. He also promoted roller skating. His four sons are all hockey players.

### Some Notes From Philly

By E. M. MOOAR

Have just been reliably informed that Senior Bros., who operate and own Delwood Skating Rink, midway between Glassboro and Pitman, N. J., will operate a new rink in Atlantic City on Garden Pier. If the information is correct skating fans can be assured of an up-to-the-minute place. Everyone who has visited their Delwood plant agrees that it is one of the most up-to-date rinks in the country.

Private skating parties and benefits are seemingly the rage in Philadelphia and bookings are being made as far ahead as April at both Carman and Circus Garden rinks. The latter rink is taxed to its capacity every night, with Carman getting its share. Appealing rebates for various-sized groups have brought this situation about. So great is the business in Circus Garden Rink that additional equipment has been ordered on several occasions since its opening.

This place also runs a daily matinee, something not done here for some years. Malcolm and Jesse (Pop) Carey are getting round-shouldered taking shekels to the bank.

What effect the appointment by Mayor Wilson of several police women will have on some rinks in Philadelphia will be watched with interest. Their duties will be to investigate conditions in rinks, dance halls and taprooms, and his honor appears to be doing a neat job of cleaning up undesirable places and people.

J. V. Morasca, erstwhile rink operator for many years and who is now in the picture-taking game, has invented a new adjustable stool for four-for-a-dime booths and reports sales are coming thru due to his advertising in *The Billboard*.

Cyril Beasall, English scribe, whose articles in *The Billboard* are of great interest, advises he will publish a roller-skating sheet of 12 pages next fall, first issue to make its appearance in September.

I feel highly honored at being asked to write an article for the opening number. Beasall is doing some fine missionary work in England trying to bring about an international organization for the betterment of conditions in the game, with a view of getting it into the Olympics.

As I have personally advocated this move, I believe all who have interest in the betterment of the sport should get in touch with him and give him their support.

Some English methods of operating rinks could well be adopted in this country and if done would undoubtedly show box-office results.

craze of skating was prolonged. We have had three since that time. Every seven or eight years a new generation springs up that wants to skate. They hear their fathers and mothers speak of the wonderfully healthy and exhilarating sport of roller skating and of the good times they enjoyed at rinks. Naturally the first opportunity that they get they are regular patrons of a rink.

Rinking business today is in for new life. Managers of rinks have so many new ideas that they are giving patrons interesting programs every night in addition to usual rinking sessions. I have visited a number of rinks in the East the past winter, among them Brooklyn (N. Y.) Roller Rink, managed by Al Flath, who has spent his life in skating; Garden City Roller Rink, managed by that great skater Earle Van Horn, and Fordham Roller Rink, managed by D. Mullen. If anyone thinks these rinks have not been packing them in to near capacity all winter all they have to do is to spend one evening there and see for themselves. Philadelphia is another spot where rinking is doing big business.

Rinking is now a dividend-paying business if handled in a business way. It cannot be termed any more as a craze or a fad. It is here on a solid basis, due to the splendid management of present-day rinks. Any business that could have survived during the past five years of depression as rinking has is a good business. I look forward to seeing in America the coming year many new rinks and still greater interest in the sport. May I suggest to all who may be interested that if one is going to build a new rink to see that it is built so that it can seat not less than 3,000 or 4,000. For that's the kind of seating capacity that will be needed within the next year or two, for hockey on rollers has arrived. I shall write also on the fact that roller hockey is here.

always will be in their general aspect. And they have always been operated pretty much in the same manner. I know of no other group of public-minded men intrusted with the gigantic responsibility of an enterprise involving an expenditure of anywhere from \$10,000 to \$70,000 and more, dependent so largely upon the caprices of the weather and the whims and idiosyncrasies of a fickle and sometimes extremely critical public, who approach the culmination of their year's efforts with the placid equanimity and a sublime and implicit trust in a benevolent providence that characterizes the activities and outward reactions of the average board of fair managers.

And I know of no other individual more highly imbued with the outlook of an optimist than the average fair secretary. So long as this benevolent providence on which his optimism is founded delivers a fairly high percentage he is sitting quite comfortable, but when a day or two of stormy weather stacks the cards against him things don't add up so hot. And I have a hunch that some of you are thinking right now that when that time comes, as come it will to most fairs at some time or other, no matter whether you have budgeted or not you are headed for a bust, so why waste time and energy in working out a budget.

Fairs seem to be considered pretty much in the light of a huge gamble with a mighty slim chance for any "fixer" to square the odds, but I have yet to hear of anyone at all imbued with the gambling instinct who doesn't like to place his bets on as sure a thing as possible. The solution, then, seems to be to reduce the hazard of odds to as nearly a negligible quantity as possible by predetermining your expenditures and balancing them against what it is reasonable to anticipate your receipts are going to be, and then sticking to the conclusion you have arrived at.

### Problem Is General

First and foremost, a fair is a purely business proposition. It can hardly be considered in any other light, and that fact should not be lost sight of for a moment. Like all other business activities, it is dependent to a very large extent upon an established credit, which must be kept unimpeachable. As applied to a purely community activity there is more or less a travesty in the fact that this credit is invariably backed by a small group of men who are left holding the bag in the event of reverses, and who derive no financial benefits should they score a bull's-eye and show a profit for the season's operations. Paradoxically, the community is quick to absorb to its own benefit any prestige that may accrue from a successfully operated fair, but is extremely loath to assume any of the liabilities resulting from an unsuccessful fair.

When the time comes to consider the setup for the year I think we all approach the problem pretty much in the same manner, by scanning the previous year's report and speculating on whether we can expect as great a revenue from the various sources and whether we can keep expenditures down to about where they were. I have been told by men older in the fair game by many years than I am that a hard and fast budget cannot be adhered to; that a fair is an extremely erratic and flexible element, highly actuated with a tendency to run away with itself, no matter how closely it is watched.

(Continued next week)

### BUDGET OR BUST

(Continued from page 39)

optimistic outlook seems to be apparent on every hand. Especially is this true among fair managers and others identified with the amusement world, and I am wondering right now, when so many of us are prone to consider the lean years thru which we have just passed more in the light of an unpleasant experience than as concrete object lessons and danger signals warning against unforeseen pitfalls, whether it is altogether diplomatic to remind you that if some of us had not budgeted as a result of those lean years we would be so near busted right now that we would not be giving much thought or consideration to plans for the coming season.

Either that or some other patriots would be carrying on in our stead, for the county fair, as a distinctively American institution, is destined to continue in some form or another. It is so deeply entrenched in the minds and hearts of our people that it fills a place no other community activity can supply. Because of that fact it appeals to me that fair managers must give careful thought and consideration to their plans of operation so that expenditures may be balanced as nearly as possible by anticipated incomes if this institution is to endure in the form we would like to have it.

### Strive for Sure Thing

No matter how you look at them, fairs are all cut pretty much on the same pattern; they always have been, they



**RICHARDSON BALL BEARING-SKATE CO.**  
Established 1884.  
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### WANTED

EXPERIENCED ROLLER RINK MAN. One who owns large equipment of Skates, to run and manage very popular and good size Roller Rink in one of Western New York's most enterprising Amusement Parks. Address

**GLEN PARK, Williamsville, N. Y.**

**\$1.75** — MEN'S NEW WHITE BUCK-SKIN SKATE SHOES. All Sizes. Special Price on Dozen Lots. **WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.**

### Due Credit

By EARLE REYNOLDS

World-Famous Roller Skater and Manager

More than 30 years ago, thru the cooperation of the late W. H. Donaldson, founder of *The Billboard*, then in its infancy, I suggested the idea of making it a skating organ. He considered the idea very good and we started out. Within three years roller skating was a craze all over America and Canada, and in the third year it had reached European countries.

Richardson and Winslow skate companies were shipping skates by the thousands to all parts of the world. The best showmen of every nation were managing and operating roller rinks at that time. I might mention a dozen or more, including C. B. Cochran, London, Eng., manager of Berlin Rink, and what a dandy rink it was, and Maida Vale Rink, London, which later was bought by Sir Alfred Butt, manager of the Palace, the greatest of all music halls. *The Billboard* carried from one to two pages of advertising for rinking and columns of skating notes.

When we started our first idea was to interest all rink managers thruout the United States, and before the end of the first year each manager of the rink in his town was purchasing from 10 to 15 copies each week. We tried to make the columns interesting from every angle for patrons and managers. I will never forget that one week my mail from all parts of the world was close to a sackful.

It was thru *The Billboard* that great interest was created and the long-time

### MEN'S LOW WHITE SHOES

MOUNTED ON

**"CHICAGO"**

TRADE MARK REG. U.S. PAT. OFF.

**Racing Skates**

Be In Style With Your Partner

A New Item That Is Going Over Big.

Display Them and Watch Your Sales Grow.

**CHICAGO ROLLER SKATE CO.,**

4427 W. LAKE ST., CHICAGO



# RISK SETUP APPEALS

## Insurance Plan Draws Response

Operators "climb on band wagon," says NAAPPB secretary—deadline April 1

CHICAGO, March 7.—Altho the public liability insurance plan perfected by the National Association of Amusement Parks, Pools and Beaches thru the public liability insurance committee, headed by N. S. Alexander, Woodside Park, Philadelphia, working in co-operation with officers and directors of the association, was broadcast thru columns of *The Billboard* only a week ago and by means of countless letters mailed to the industry by A. R. Hodge, secretary, from the Chicago offices of the association, operators of parks, pools and beaches all over the country are climbing on the bandwagon at a great rate.

It is, of course, recognized that considerable time will be required to make the necessary inspections preliminary to coverage for the 1936 season, and the officers of the association, as well as the committee, are urging all interested in this new economical and efficient coverage to make application for coverage and membership without further delay.

"The special insurance committee, headed by Mr. Alexander, and consisting of L. B. Schloss, vice-chairman; Richard F. Lussee, A. B. McSwigan, Fred W. Pearce, H. P. Schneck and Edward L. Schott, spent many months on the tremendous job assigned to them by President Harry C. Baker. They have made a painstaking investigation of the carrier, its claim and adjustment facilities, and have gone over the policy forms with a fine tooth comb, with the result that a fine job from every standpoint has been accomplished," said Secretary Hodge.

"The industry owes these men, who have sacrificed so much of their time, effort and money, a debt of credit. It is only hoped that the association, its officers and committee will be supported by the industry in a manner which their achievement deserves.

"The secretary, with headquarters in Suite 317, Hotel Sherman, Chicago, will be glad to furnish full particulars to all interested persons upon request. The deadline has been set for April 1, so, Mr. Operator, it behooves you to step on the gas."

## Lurline Baths Soon To Pass

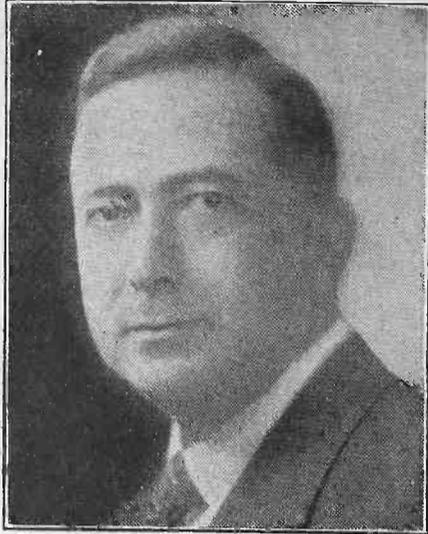
SAN FRANCISCO, March 7.—Lurline Baths, Bush and Larkin streets, for the past 42 years a landmark, will close on March 31 because of lack of patronage, said C. C. Prior, general manager of Salt Water Company, operator of the pool. Progress of transportation and bathing contributed to the indoor pool's lack of patronage of late years and forced permanent shutdown, it was said. Then, too, Adolph Sutro built the large indoor Sutro Baths at the Cliff House and Fleishhacker pool, large straight-away outdoor plunge, followed to attract the swim-minded.

## Prospects Best in 5 Years, Bond Reports on Biz Trip

CINCINNATI, March 7.—Cy D. Bond, sales manager of the Dodgem Corporation, and Lew Green, Durable Products Company, on business trips, were callers at offices of *The Billboard* on Thursday.

Business prospects in the field in which he is interested are better than at any time in five years, Mr. Bond declared. He reported that Dodgem boat ride installations will be made in Glen Echo Park, general manager by Leonard B. Schloss, Washington, D. C.; new Lido pool, Coney Island, N. Y., and by Manager Archie Coulter in Riverside Park, Indianapolis.

R. A. Anderson is making the Glen Echo installation, and the engineering work in Indianapolis is being directed by George Baker.



FRED W. PEARCE, Detroit, head of Jefferson Beach Company and Pearce Enterprises, back from a Florida sojourn, announces changes in rides, grounds and buildings in Walled Lake Park, one of the spots operated by his organization. His brother, J. E., will be manager again.

## Walled Lake, Mich., Will Have Changes

DETROIT, March 7.—Fred W. Pearce, head of Jefferson Beach Company and Fred W. Pearce Enterprises, home from a sojourn in Boca Raton, Fla., plans a number of changes in Walled Lake (Mich.) Amusement Park. A Mangels Whip will be installed and picnic grounds will be improved, as a number of large outings have been booked.

He will build about four small pavilions instead of one large one to permit handling of several picnics at one time, each of considerable size. Park will be repainted and redecorated. All rides are being thoroly overhauled, and there will be considerable outlay on landscaping. Other changes will be made.

J. E. Pearce, brother of Fred, who will be manager of the park again, recently returned from a vacation on a ranch in New Mexico.

Frank L. Danahey, formerly in the amusement-park field in Pittsburgh, has joined the staff of Fred W. Pearce Enterprises and will take charge of the promotion department for Walled Lake. With new construction work this park is expected to make a big bid for industrial and other large organization outings in the territory.

MILWAUKEE—Cubs have been born to Norris, 9-year-old black bear, in Washington Park Zoo. To date, however, nobody has been able to determine how many.

## Shillan Tells of Big Ride Demand In Europe; Rocket Goes to Dallas

PARIS, March 2.—J. W. Shillan, leading amusement device manufacturer of England, declares there is at present a tremendous demand for riding devices in all parts of Europe. Mr. Shillan, who has been spending several days in Paris conferring with officials of the 1937 exposition and managers of local amusement parks, said that his firm has orders for deliveries within the next six weeks of more than 300 Auto Skooter cars and Water Skooter boats of various types.

At present he is completing arrangements for placing fleets of his Auto and Water Skooters in the Jardin d'Acclimatation, Paris, and is negotiating for the sale of a Rocket Speedway to one of the local parks. Rocket Speedway, built by Mr. Shillan for Olympia Fun Fair, London, is being shipped to the Texas Centennial Exposition in Dallas, one of the

## White City Charts Renovation Program

NEW YORK, March 7.—Coincident with transfer of ownership of White City Park's Spanish Villa Ballroom by Harry Taylor to Sam Hamid, park's superintendent and brother of George Hamid, owner of the Worcester (Mass.) playground, an ambitious improvement schedule affecting nearly the entire property has been announced. Dance spot itself will be operated by Danny Duggan and additions are announced to include a veranda, which will be constructed to overlook the lake, interior decorations, new sign electrification and a general beautification program.

A new picnic grove will be framed, with trees and floral displays to be planted as soon as the snow is cleared. Two carloads of sand will be installed on the beach, with possibility of more speedboats to be added. Miss White City, 40-passenger launch, will be overhauled. Harry C. Baker, who built the Fun House and Glass House last year, will do considerable retouching, as will the Philadelphia Toboggan Company to its Coaster. Two new rides are under consideration.

Important in the plans under consideration is a new skating rink to be built in a semi-tropical layout, intended for out-of-season operation as well as during the regular swing. Mr. Hamid said the rink may be installed on the site now occupied by the Seaplanes, else off the main highway, at a cost of about \$6,500.

Harold Gilmore has signed a lease to operate the Arcade again and will supply improvements. Concession contract will be settled when Sol Jules returns from Florida. While no manager has as yet been appointed, Mrs. Mabel Henderson will be in charge of the office and Sam Hamid continues as superintendent and general representative. Russ Henderson will have charge of outings.

Mr. Hamid said he intends to give the park more of his personal attention than ever before. He added that for the last three years pre-season openings have been eliminated, but will be reinstated this year, commencing with Patriots' Day on April 19.

## Whalom Had Profit in '35

FITCHBURG, Mass., March 7.—Louis H. Cushing, treasurer and manager of the Fitchburg & Leominster Street Railway Company, reporting to stockholders at the annual meeting, stated that under the management of the company Whalom Park made substantial profit in 1935. In 1934, when the park was leased for the first time in its history, it operated at a loss, he said. The company, according to Mr. Cushing, revoked the lease when its terms were not complied with. The company carried 50 per cent more passengers in 1935 than in 1934.

## New Wrinkle

CHOOSING ORCHID DOLLS

ASBURY PARK, N. J., March 7.—Municipal moguls have laid out a healthy schedule of Boardwalk features for the season, opening idea being in the unique class. On Easter Sunday, April 12, an "Orchid Promenade," announced as first annual, will be staged, ushering in season's action.

Event is under municipal auspices and list of judges in celeb class has been picked, including Lowell Thomas, Arnold Genthe, John LaGatta, Russell Patterson, Dan Parker, Grace Christie, Kathleen Martin, Bob Ament. They'll single out 100 of the best-dressed feds, who'll be given orchids in corsage form.

A radio hookup will broadcast the style strut and fashion experts will be on hand. Outstanding ensembles chosen by the judges will be sketched by style artists and used in national publicity campaign planned by Asbury Park for the summer season.

## Wets Score Victory In Vote for Whalom

FITCHBURG, Mass., March 7.—Concessioners in Whalom Park, under leadership of Robert S. Lufkin, owner of Rose Garden restaurant and refreshment stand on the lake front, were victorious in a drive to bring back liquor to the park at the annual Lunenburg town meeting.

The wets rolled up 407 votes against 350 for the dries on all alcoholic beverages. Vote on wines and malt beverages was 393 for the wets and 337 for the dries. This is the second time that the town of Lunenburg, in which most of Whalom Park is situated, has voted wet. The license question was put on the ballot by special act of the Legislature.

As a result of this latest vote, liquor will be served in Whalom Park this season.

## Blackpool Beach Is Scene Of Modern Reconstruction

BLACKPOOL, Eng., March 2.—At Blackpool Pleasure Beach, which will open for Easter on the day before Good Friday and remain open one week, management is making many structural alterations in the park, according to *The World's Fair*. The Big Dipper track has been extended more than 200 feet and there will be five dips of about 50 feet each, two being on the curve.

Ghost Train, which has been demolished, is being reconstructed on a larger site and with a completely new front. A new attraction, a Privet Maze, is being installed. Noah's Ark was razed and is being re-erected on a more modern scale to conform with decorative scheme of the park.

Other remodeling is being done in line with the architectural plan which has been developed by the operating company in the past five years, the Grotto being included in this.

## Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Milder weather is back. Plans for spring toggging up are proceeding double time now to make up for setback brought on by bad weather. . . . World's Fair Directory, Inc., has been issued a State charter. Corporation, headed by Henry W. Schober, Glendale, will publish directory of '39 fair. . . . Queensboro Hotel Men's Association gathering fund for fair. . . . Broad Channel pool going thru spring readying. . . . Federal men keeping sharp eye on roadside places violating liquor rulings since an avalanche of complaints poured in. . . . Dick Linehan, chronicler of amusement news, running Sunday get-togethers at the Whip, Jamaica, assisted by Bryce Gorman.

St. Alban's Hofbrau is overcoming the talk about a depreh, packing 'em in every night. . . . Valley Stream State Park, member of Long Island State Park Commission layout, being groomed for big doin's this summer. A neat spot, trade there has never been as heavy as

(See LONG ISLAND on page 44)

# LOOP-O-PLANE

A Money Maker That Draws and Holds the Crowds on Your Midway

RUBIN & CHERRY'S Loop-O-Plane Gross \$14,227 in 10 Weeks

LOW OPERATING AND TRANSPORTATION COST! GREATER NET PROFITS!

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Write To **ROBIN REED, Jobber**  
BOX 237 SALEM, OREGON  
EYERLY LOOP-O-PLANES.  
FOREIGN REPRESENTATIVES WANTED



## The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Headache tablets are being used by many New York pool owners this week, following official announcement concerning the new municipal swim pools to be operated by the city during the coming summer. That these city-controlled tanks will offer stiff competition to commercial natatoriums is conceded by all in the business.

Biggest blow was the report by Park Commissioner Robert Moses, New York City, under whose supervision the pools have been built, that proposed charges will be lower than any ever made by an outdoor tank in the city. "Charges at the new swimming pools, which will be the finest of their kind in the country, will be 20 cents for adults and 10 cents for children," he said. "There will also be free admission for children between 10 a.m. and 1 p.m. for those whose parents cannot afford 10 cents. Moreover, the new wading pools in connection with the swimming pools will be free at all times, like the wading pools in new playgrounds, and winter use of the pools and bathhouse plants, all of which are designed for other sports outside of the summer season, will also be free."

Commissioner Moses presented this price plan to the municipal government, which, if approved, will make it effective this summer. There is talk also of an alternative plan whereby the city would provide a substantial sum before summer thru issuance of special revenue bonds, in which case the pools will probably be open to the public free at all times. Ten new outdoor tanks will be opened in May, June and July, while two old ones will be reconstructed and enlarged. Four are in Manhattan, four in Brooklyn, one in Queens, one in the Bronx and two in Staten Island.

It is the New York park commissioner's idea that with the opening of these new pools the pollution problem in the city will be greatly lessened and no longer will the administration need worry about attacks from newspapers. But the headaches of commercial tank owners, who are good tax payers, apparently don't count.

There's not much that pool men in Father Knickerbocker's area can do at this late stage. Half-hearted attempts were made when the blueprints for the pools were first issued, but lack of cooperation on the part of pool operators permitted the plans to go thru, with the result that the boys are new crying just about 10 months too late. But it is not entirely too late.

The only thing that New York commercial pool owners can do to combat the sudden competition is to fight all the harder this summer for patronage. A great many persons would not attend a city pool, no matter how clean, new and modern it is—just because it's a city pool. And commercial tanks can hold their present biz and even add to it this season despite the municipal plunges, if they operate with common sense, exploit their advantages and go out after the crowds instead of sitting back and watching Moses do all the business for Father Knickerbocker.

St. George indoor tank, Brooklyn, N. Y., received a swell break in *The Brooklyn Times Union* the other day. In a three-column by-lined-story by Frank Farrell, the tank and Dragon Club, its official swim team, got one of the biggest plugs any pool ever received. Even Bill Mosley, affectionately known as "Pop," the St. George manager, had his picture in the paper with nickname and all. And what a rave Farrell did over him! To quote the last paragraph: "Pop Mosley has done an excellent job from the start. Only a week ago the St. George pool registered its 2,000,000th guest and presented the same with a smart 1936 sedan of good will. You don't know where Pop will level off, he's so full of ideas; but if he ever starts a corporation, we'd like to be let in on the ground floor." Even a press agent couldn't do better than that, Frank!

I probably never would have heard of Loveland, Colo., had not Mrs. Theima (See **POOL WHIRL** on page 44)

# Music in 3 places



Every note played by your band can be heard in 3 places at once, or in many more, wherever you have a loud-speaker of an RCA Victor Sound System. Good sound draws the public in, holds them, makes them spend. System also great for records, announcements, ballyhoo. Is properly engineered, reliable, but costs no more than haywire equipment. Investigate. Write.

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Must be experienced in the booking of picnics and general promotion. Write **FRED W. PEARCE, 7237 East Jefferson, Detroit, Mich.**

## WANTED

Movable Roller Skating Rink under Tent, also a Dramatic Company with Seats, Tent and own Troupe, to play Show Boat, Dramas, etc. CAN USE Ferris Wheel, also a Truck Circus or any good Amusement. Write **SYLVAN BEACH AMUSEMENT PARK, Box 26, Kirkwood, Mo., 5 Miles from St. Louis. One Million People To Draw From.**

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Wants Portable Skating Rink, Rides and Concessions for season or longer. Must be first class.

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**PARIS** Exposition, 1937 For Amusement France. Concessions. Address 24 Boulevard Bonne Noouvelle, Paris.

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**WANTED**—For Fredericksburg Amusement Park, Rides, Merry-Go-Round and Ferris Wheel for summer season. Write for further details. **HARRY EVERETT, Rural Route 3, Box 111, San Antonio, Tex.**

## SCOOTA BOATS

If Launched in the Spring Will Bring Home a Golden Cargo in the Fall. We are a success on natural water or in artificial inexpensive pools of wood, metal or concrete of only 18 inches of water. Operators prefer gasoline engines in natural water—electric motors in artificial pools.

We make dead swimming pools a live, profitable boat ride and give the same magic touch to unprofitable buildings. SCOOTA BOATS earned approximately \$1,000 per boat in a fleet of twenty the third year, showing their superb drawing power as a public favorite. A flexible pool can be adapted to space or building available. Aeroplane Swings (New or Used), Kiddie Rides, Used Rides, exporting. Tell us what you have for quick sale or what your ride requirements are.



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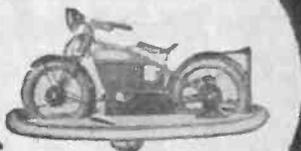
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Add the NEW DODGEM CYCLE RIDE to your present location. A few inexpensive alterations provide the necessary track . . . It looks and handles like a real motorcycle. Investigate this genuine profit-maker NOW.

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KANSAS CITY'S ONLY AMUSEMENT PARK

HAS OPENINGS FOR NEW AND UP TO DATE RIDES

WRITE HARRY DUNCAN, MANAGER, 7200 BELLEFONTAIN

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**LOCATIONS**

Choice Locations  
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**CHICAGO, ILL.**

in his pro career on Sunday as part of Cosmopolitan Varieties unit; scored big in his spot and was greeted by old buddies between acts. . . . Considerable will be spent in improving fronts and cooling systems in resort houses . . . among those contemplating big changes are Steel Pier and Million-Dollar Pier and Apollo and Ventnor theaters.

Children's Week committee is organized to get fete under way for June 26-July 3, with Alvin Poffenberger chairman. "election" of mayor and commissioners again to be feature. . . . Manuel King, boy lion tamer, got coveted post last year. . . . Max Carey, former major league baseball star, will be managing director of Atlantic City pro night baseball club. . . . Ex-Mayor Bacharach, returning from the South, urged another Headliners' Frolic this year.

## With the Zoos

**SALT LAKE CITY**—The only tiger in Hogel Gardens Zoo, in a leap and a fall, broke her leg and Capt. Ralph McCollin, zoo director, destroyed her by shooting. The tiger was turned over to the zoo by the Sells-Floto Circus with an injured back. Recovering, the zoo kept her as a prized possession. City has decided to keep the zoo intact after receiving thousands of letters asking for monkeys if they were to be given away. Unusual interest has prompted the zoo board to carry on in Hogel Gardens.

**MADISON, Wis.**—Dolly, female cub born on January 7 to Duchess, Vilas Park Zoo lioness, died, according to Director Fred Winkelmann, because it refused food while cutting teeth. Madison, cub brother of Dolly, died recently of convulsions.

**NEW ORLEANS**—Three sea lions, gift of a local philanthropist, were delivered to Audubon Park Zoo and placed in the large lions' pool with two others. Severe cold played havoc with the sea-lion colony, three dying, and replenishments were necessary, Superintendent Frank E. Neelis said. The lions were captured by Capt. George McGuire, Santa Barbara, Calif., on a fishing cruise. The two large males and a smaller female were shipped here in crates topped with ice.

**CHARLOTTE, Mich.**—Death of a number of animals in his Jungleland, traveling zoo, is being mourned by Roy Brown. They were overcome by fumes of a heater, which went wrong. Several valuable specimens were saved. The zoo is carried in nickel-plated, barred cages on an auto trailer and is shown at schools in conjunction with nature study. The last two years the outfit has wintered in the South, but this winter was kept here comfortably and in zero weather without mishap until the heater accident.

**CANTON, O.**—Carl Weis, superintendent of Nimisilla Zoo, announced birth of twin Canadian bear cubs, more than two weeks old and doing well. Arrival of the cubs was first increase in the zoo's population in some time.

## POOL WHIRL

(Continued from page 43)  
Aiken, who runs the municipal swim pool there, written to me. Loveland pool ought to do a terrific business among sweethearts, or am I speaking out of turn?

Among interesting mail received last week was a letter from Grace Dohohue, nationally known beauty expert, who gives an authoritative version on a subject that has been discussed here from time to time and one which is sure to interest every pool owner. Miss Dohohue writes: "While you no doubt will wonder how a beautician comes to read a swimming pool column, let me state that some of your articles concerning so-called 'Coney Island Hair' and effects of the sun on beauty have been brought to my attention. It's a shame that every now and then manufacturers of beauty preparations or hair tonics come forward with scary advertisements telling the public to beware of the effects of summer's sun and air. This type of advertising, for the benefit of one or two particular beauty businesses, undoubtedly hurts the man who owns a pool. And it's most unethical, to say the least, and at the same time, incorrect. There is no greater cure for skin blemishes or hair

ailments than the full force of the sun rays. Of course, sand found at beaches and pools, if left to remain on a person's body, can prove harmful, but what person does not use a shower after lying in the sand? As for chlorine in water, I have made tests and discovered it to have no ingredients harmful to the skin. So, Nat A. Tor, tell your pool owners to have no fear. If they educate the public against such damaging and erroneous beauty advertisements, I am sure their patronage will be none the less."

**CAPS and lower case. . . . HOW COME THERE WEREN'T ANY SWIMMING EXHIBITS AT THE RECENT SPORTSMEN'S SHOW IN NEW YORK, OR AREN'T SPORTSMEN SUPPOSED TO SWIM?** . . . Palisades amusement park n. j. getting out a half-million booklets announcing its new pool play area. . . . DAVE CHARNAY, FORMER LIFE GUARD AT HOLLYWOOD BEACH CLUB, DEAL, N. J., NOW ONE OF THE CRACK REPORTERS FOR NEW YORK DAILY MIRROR . . . w. p. a. announces many applicants for pool jobs thruout the country, and don't know what to do with them.

## LONG ISLAND

(Continued from page 42)  
solons desire, and a little touching up is figured to help considerably.

Al Meehan, miniature golf course king, who settled back to a life of ease after the craze went up in smoke, plans several new enterprises of a different nature, he announces. Can't be idle, he avers. . . . Joe Kane will try air-planing at a buck a throw for a five-minute fly. . . . Lots of Island towns are lifting the stiff bans on amusement stuff.

**ROCKAWAY BEACH:** Manager Lou Meisel, Playland Park, all agog over season's prospects. Only a few years out of clothing trade, he's already doin' tricks in operating an amusement park. . . . Playland's goats will be entered in the Bock Beer contest. . . . Local newspaper estimates 1,000 localites have spent some time in the South this winter. . . . About \$40,000 worth of amusement properties will go up around the Boardwalk this spring.

**LONG BEACH:** Courts have granted stay for Long Beach on judgments slapped against the city. . . . There's talk of burly again in Long Beach, tho last season's burlesque found the going rough. . . . Ed Gates postals from Miami Beach that he'll be back here shortly. . . . Attorney Moe Gensler's got a dandy scheme in mind for the new Walk, but doesn't want it made public yet. . . . By the time this appears in print the low bidder for the new Boardwalk will have been selected.

## 90 EXHIBITORS

(Continued from page 38)  
taurants; Charles C. Pyle, show; John Sirigo, photos and post cards; Skillerns, store; Southwestern Drug Company; Streets of All Nations, spectacle; Teeter and Callahan, show, and Turf Catering Company.

A State-wide amateur boxing tournament and all-star baseball game are on the program for midsummer in the large stadium. Walter Prichard Eaton, department of drama, Yale University, will serve on the national committee for National Folk Festival, two weeks, starting on June 14.

Publicity department scored in newspapers thruout the country last week, when the "official" protest against the Buffalo Bill statue being erected on the grounds came from the DAR. The department was elated over the results.

Cavalcade of Texas, costing about \$150,000 and with a cast of 500, is to be played on a stage 300 feet wide and 250 feet deep. Speaking and pantomime parts are rapidly being filled.

Dufour and Rogers and Stanley Graham, are expected within a week to start building their attractions. David Gulon will arrive next Monday to present a theme song for the Cavalcade.

**WANTED**

HIGH DIVING OR OTHER SENSATIONAL ACTS,  
For period of four weeks or more. Send photos, lowest figure and full particulars. Address  
**GLEN PARK, Williamsville, N. Y.**

**CATERPILLAR RIDE  
FOR SALE**

Used Travers Caterpillar, in good condition, ready to ship. Complete with Motors and Fans. Must sell at once to settle an estate. Write to **LEO WAGENER, 807 McKinley Ave., N. W., Canton, O.**

## American Recreational Equipment Association

By R. S. UZZELL

The New England park men's meeting in the Manger Hotel, Boston, on February 25 and 26 was up to its usual form in proposals for a constructive program of useful work. Added to dog races, they have other angles to curb, and in Massachusetts the Sunday licenses for operating devices and attractions in amusement parks are a heavy handicap. These subjects are up for treatment in the interest of justice to the large tax-paying amusement park industry. This closely knit amusement organization is learning more and more how to bring the full power of its influence to bear on any question that adversely affects its interests.

The amazing rapidity at which snow-train business has grown was vividly placed before us by word and picture. A scientific agriculturist is one who makes two ears of corn grow where one grew before. What shall we call these people who have made three industries grow where none existed before? The snow trains, snow clothes and ski, skate and toboggan production have grown at Tom Thumb golf rate, but unlike that mushroom growth, they promise to endure and continue the upward swing. A Sunday snow train out of Boston once paid only \$143 gross. This year over \$5,000 was taken in on one Sunday from fares on the snow train.

### Evidence Without Cost

Snow clothes go into huge sums. A woman's outfit ranges from about \$35 for a modest ensemble up to a neat sum for the more pretentious and finer fabrics. A new prosperity for the merchants was born thru railway enterprise looking for a new revenue producer. Now merchants are a valuable ally to railroads in exploiting snow trains, which they advertise effectively in show windows where snow clothes are on display.

Autos are not much as competitors to the trains, as the going is not good for them when the snow is at its best.

The equipment producers of this new venture got a most profitable volume of business laid on the counter without stimulating effort. Now they are awake and are out after the business with a vim and a go that makes another ally to advertise snow trains.

Park men are presented, without  
(See RECREATIONAL on page 57)

## Atlantic City

By WILLIAM H. McMAHON

**ATLANTIC CITY, March 7.**—Easter parade, which usually draws 'em in big numbers to give the Boardwalk people a pre-season break, has been moved up one week to Palm Sunday. Amusements are making plans accordingly. Night spots will also have a pre-Easter week opening and most likely keep going full thru week. . . . American Olympic ice hockey team is expected to be an Auditorium feature for this week-end.

There will be squawks and some people will be running back from Florida post-haste when news gets out that the city commission has passed a new liquor ordinance forbidding sale on ocean side of the Boardwalk, thus throwing out Steeplechase Pier and Garden Pier. . . . licenses for these places will not be renewed, it is said. . . . owners now in South. . . . move has backing of principal biz interests.

Artists and architects are studying the beach front in the light of adding color to the scene. . . . one suggestion has been brightly painted rolling chairs with splashed sun shades. . . . Boating will play big part in season here with deepening of channel and improvement of docking facilities.

William Fenman, late of old Steeplechase and now managing Ocean Pier, Wildwood, will soon make announcement of big amusement doings in that down-coast resort. . . . Jack Dempsey, wife and baby, Joan, here for vacation, while Dempsey looks over Auditorium as possible site for fight promotion. . . . Summer policy of big hall still in air.

Horton Spurr, former member of Ventnor police motorcycle squad who made international rep for himself as a dancer, returned to shore for first time

**Motor Truck Photos**

The Billboard is desirous of receiving photographs of automotive equipment used in the amusement field. Pictures showing groups of trucks are preferred. Address same to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.

**HASC Aux. Has 16th Birthday**

*Occasion fittingly celebrated in Kansas City, Mo.—Mrs. C. Parker honored*

KANSAS CITY, Mo., March 7.—The Ladies' Auxiliary of the Heart of America Showman's Club celebrated its 16th anniversary Friday of last week. The entertainment committee had been busy for days under the direction of Margaret Haney, chairman, and when the members arrived at the Colonial Room of the President Hotel at 7 p.m. a beautiful sight met their eyes. The table was set in the shape of a heart and was covered with red cellophane. There was a large three-tier birthday cake, decorated with red and white roses. This was donated by one of the members, Mrs. Thelma Froncke. Also two baskets of flowers added to the  
(See HASC AUX. on page 48)

**Everything Set For League Show**

CHICAGO, March 7.—With all committees working overtime on final details of the annual Spring Theatrical Night of the Showmen's League of America, it looks as if the affair, to be held the night of Monday, March 16, in the College Inn of the Hotel Sherman, will equal, if not eclipse, that of last year.

The league is fortunate in having the co-operation of many well-known artists of radio, stage and screen in putting on a tremendous show. New acts are volunteering daily, and with the George Olsen-Ethel Shutta show and the Ice Carnival presented in usual College Inn style, a show of exceptional excellence is assured.

The ticket sale is progressing nicely, many reservations having been received from out-of-towners who are coming to Chicago especially for the show. J. L. Streibich, ticket chairman, advises that reservations should be sent in as early as possible in order to insure obtaining the best spots. Address reservations to J. L. Streibich, secretary Showmen's League of America, 165 W. Randolph street.

**Five Fairs Added to Hennies Bros.' List**

HOUSTON, March 7.—Harry Hennies and Noble C. Fairly, of Hennies Bros.' Shows, returned here early this week with the announcement that they had contracted the Ouachita Free Fair at Monroe, La.; Meridian (Miss.) Fair and Dairy Show; Mississippi and Alabama Fair, Tupelo, Miss.; Columbus (Miss.) Radius Fair and the South Mississippi Fair at Laurel. These dates increase the number of fairs for Hennies Shows to 19, including the State fair at Huron, S. D.

**Murphy With Gooding**

CINCINNATI, March 7.—Mr. and Mrs. James F. Murphy were visitors here yesterday from Piqua, O., and James confirmed a rumor that he will again be executive connected with F. E. Gooding amusement interests this season, as last year. The Murphys still have two business establishments, millinery and queensware, at Piqua.

DALLAS, March 7.—Mel H. Vaught, manager of State Fair Shows, advised from Oklahoma City, Okla., that his show contracted the Tulsa Four-State Fair, Tulsa, Okla.; Red River Valley Free Fair, Sherman, Tex., and Ellis County Free Fair, Ennis, Tex.

**MSWC'S NOVEL FETE**



A GROUP of attaches of Happyland Shows (Dumas & Reid) wintering at Gibsonton, Fla. Photo contributed by Mrs. Bertha McDaniel. Left to right: Fred Belford, Mr. and Mrs. Ray Tahash, Mr. and Mrs. Frank Allen, Mr. and Mrs. Eddie Miller, Mr. and Mrs. R. V. Ritz, Mr. and Mrs. William Dumas, Mr. and Mrs. Harry Boyles, Mr. and Mrs. Matson, Mr. and Mrs. L. Dickey and Jimmy, Laurel Dickey.

**No Charge Made For Gala Event**

*Staged at St. Louis hotel—menfolk are treated, but draw 'kangaroo court' fines*

ST. LOUIS, March 7.—The Missouri Show Women's Club held a most novel banquet Tuesday evening in the ballroom of the American Hotel here. It was the first event of its kind ever given by the show women of St. Louis, as "all treats" were on the club and no charge was made for the gala event. It was an occasion on which the women "treated" their husbands and friends and it was pronounced the most enjoyable event ever held by this club. Mr. and Mrs. Frank B. Joerling, of *The Billboard*, were specially invited guests.

Immediately following a splendid meal Mrs. George Davis, who served as toastmistress for the evening, made a welcoming talk and then called on Joerling, as the guest of honor, for a few words. He was followed by Mrs. Eddie Vaughan, who was referred to by the toastmistress as the "Founder and  
(See MSWC'S on page 48)

**Louis J. Berger Launching Show**

DETROIT, March 7.—Louis J. Berger, whose experience in the traveling amusement fields during the last 35 years has included treasurer, general representative and manager and co-owner, has announced that he will launch his own show this season to be titled the Louis J. Berger Shows. Early in his career he was an assistant to his brother, John S. Berger, well-known showman; later general agent Polack Bros. and other carnivals, and last year was with Henry J. Pollie in the Pollie & Berger Shows.

**Gooding Interests Get Ohio State, Other Dates**

COLUMBUS, O., March 7.—The F. E. Gooding Amusement Company has been awarded contract for all riding devices (15 locations) at this year's Ohio State Fair, which awarding was previously given to General Manager Gooding many years.

Gooding also informs that Gooding Greater Shows, Inc., has been awarded contracts for shows and rides at the Decatur (Ind.) Centennial Celebration and the entire midway at the Frankfort (Ind.) Fair for this year.

**Clark Ready for Start of Season**

LOS ANGELES, March 7.—Clark's Greater Shows, at the winter quarters on San Fernando road, have its equipment ready for the opening. Everything has been put in shape, an especially fine job has been done on the paint work, also new banners and fronts, new canvas spreads, all rides will be brilliantly illuminated, and the electricians have tried out some new ideas in lighting.

Show will be considerably enlarged over last year. The route is said to be booked for a large part of the season and Manager A. S. Clark is looking forward to one of the best seasons in the history of his show.

Mrs. Rose Clark and Archie have been spending considerable time at Gilman Hot Springs and advise that they are ready for the go signal.

**"Bill" Fleming Takes A "Breathing Spell"**

ROCHESTER, N. Y., March 7.—William C. (Bill) Fleming, widely known former show general representative, and last two years and present-time energetic representative in the amusement field for the H. William Pollack Poster Print, has lately been taking a "breathing spell" after attending meetings of fair, park and showmen's gatherings in many places.

"Bill," as he is intimately known to acquaintances, took to the poster business as tho it had been his exclusive specialty, and he has been notably successful. On one of his trips he was accompanied by the head of the firm, H. William Pollack, the occasion being the various meetings held in Chicago the first week of last December.

**Endy Bros. Add Fairs**

MIAMI, March 7.—David B. Endy, manager Endy Bros.' Shows, who a few days ago returned from a trip to the North, advises that fairs at the following places have been added to his show's list: Marion, N. C.; Rutherford, N. C.; Smithfield, N. C.; Goldboro, N. C. Endy further states that this makes 12 fairs for his company this year, starting in August at Red Lion, Pa.

BATON ROUGE, La., March 7.—R. S. Halke, general agent Great Coney Island Shows, advises that the annual Cotton Carnival at Dyersburg, Tenn., and the Benton County Fair, Benton, Ill., have been added to that show's engagements for this year.

**Jean De Kreko Gives His Version Concerning the Word 'Ballyhoo'**

"I am writing this letter in regard to your recent request to hear from the De Kreko Brothers about how the word 'Ballyhoo' originated. To the best of my knowledge I shall try to give my version of it, as it has been 43 years since the Chicago Columbian Exposition, and I cannot recall it very clearly.

"I want to call attention first to the article in the January 25 issue relative to a magazine story which quoted W. O. Taylor. It states that two Mohammedan dervishes in the show came out in front to do their act to draw a crowd. They began to jump and dash about shouting what sounded like the words 'B'Allah hoo!' It might have sounded like 'B'Allah hoo' to some people, but with all due respect to Mr. Taylor, I cannot agree, in  
(See JEAN DE KREKO on page 48)

view of my long experience with the Mohammedan. The words 'B'Allah hoo' are used only in some of their religious ceremonies at a certain time of the year. Mohammedans are religious fanatics and do not allow the name of God (Allah) to be used lightly, or in any way that would impart a sacrilegious aspect. I remember some years ago when we were in Coney Island with our show, and put on the 'Mohammedan Prayer,' in which we were saying 'Allah hoo.' The Turkish Consul protested vigorously and demanded that we stop, and we had to obey to avoid trouble. We met the same experience at A Century of Progress, Chicago, in 1933, when we put on the 'Mohammedan Prayer' in the Oriental  
(See JEAN DE KREKO on page 48)

**BALLYHOO BROS.' Circulating Exposition A Century of Profit Show**

By STARR DeBELLE

Jungle Island, Fla.,

Week ended March 7, 1936.

Dear Charlie:

This found the show as far south in Florida as a show could go. Water to right of us, water to the left of us. Good fishing but poor showing. A maiden spot, so, naturally, it took time to let the natives know just what it was all about. They never did find out, neither did we. Show located on an island, south of Key West. No bridges to it from the mainland. We just had to wait until the tide went out and then they waded across. The tide held up the wagons for

six hours. But all was ready to go Monday night.

Auspices, the Tropical Sun. That was what we played under. Some hot auspices. There was also *The Tropical Sun*, a defunct newspaper. Show took it over for a week. When in its heyday the circulation was 30. But we got out our season's printing and five issues of the paper. This gave the show five praise editorials. Mailed them all to fair managers and committees.

This spot, Jungle Island, made many feel at home. Our Darkest Africa Show  
(See BALLYHOO on page 48)

**WHEELS**  
Park Special  
30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price,  
**\$12.00**

**BINGO GAME**  
75-Player, complete, \$5.25. Including Tax.

Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confections, Artificial Flowers, Novelties.  
Send for Catalog No. 235.  
Heavy Convention Walking Canes.  
Dark Mahogany Finish.  
Price Per Gross, \$24.00.  
**SLACK MFG. CO.**  
124-126 W. Lake St., Chicago, Ill.

**MIDWAY CONFAB**  
By THE MIXER

**SECOND WEEK** in March, soon the "parade" headed north!

J. C. McCAFFERY was making business calls in Chicago last week.

William Bradley Smith (Aloa, the Alligator Boy) has joined the ranks of the Benedicts—see Marriages column.

JOHN MASON postcarded from Wisconsin that he booked his girl show with Central States Shows for this season.

WESLEY BLAIR (Joe-Ann LaFrance) is booked with Corey Greater Shows. Says will have new top and banners.

Cherry Exposition with Wally Welliver and will soon leave Miami for Atlanta.

BECKMANN & GERETY SHOWS have been signed for the Joplin (Mo.) Fiesta, late in April, Paul F. VanPool, chairman of the carnival committee, informed a few days ago, the engagement following the B. & G. stand at the *Battle of Flowers* in San Antonio, Tex. The Fiesta will be staged in a new location this year, in Landreth Park, four blocks from the center of the city.

**ASTRO FORECASTS AND ANALYSES**

All Readings Complete for 1936.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00  
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Samples of the 4 Readings, Four for 25c.

No. 1, 34-Page, Gold & Silver Covers. Each .30  
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Gazing Crystals, Oulja Boards, Planchettes, Etc.

**NEW DREAM BOOK**  
120 Pages, 2 Sets Numbers, Clearing and Polity. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15  
HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.

**FORTUNE TELLING WITH CARDS.** Same Binding, 24 Pages. Samples, 25c.

**HOW TO BECOME A MEDIUM.** Same Binding, 30 Pages. Sample, 30c.

**ZODIAC FORTUNE CARDS.** Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise.

**SIMMONS & CO.**  
19 West Jackson Blvd., CHICAGO.  
Instant Delivery. Send for Wholesale Prices.

**MR. RIDE OPERATOR**  
HERE 'TIS—  
**EYERLY LOOP-O-PLANE**

Fully equipped with fence, lights, ticket booth, CHEVROLET Truck for transportation and SPACIOUS HOUSECAR for living quarters. Have responsible show to place you. This equipment now at Kansas City, Mo. TERMS: Our easy finance plan.

**ABNER K. KLINE, Gen'l. Rep.**  
Eyerly Aircraft Corp., Salem, Ore.

P. S.—Also Studebaker President 8 with Housecar, \$650.00 cash; one 1934 Four-Passenger Loop-o-Plane, especially adapted for small park or lake, \$1,200.00 cash.

**BINGO CORN GAMES**  
100 CARD SET, \$3.00  
200 CARD SET, 6.00  
300 CARD SET, 9.00

All Sets complete with Calling Numbers and Tally Sheet. We pay the postage.  
Please remit with order.

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Buddha Papers, 1-4-7 and 35-page Readings. Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

NEW 124-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

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**HIGH DIVER AT LIBERTY**  
DARE-DEVIL OLIVER, World's Premier High Diver, at Liberty for 1936. Address 2811 53d Ave., N., St. Petersburg, Fla.

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AND SUPPLIES.  
Write for Circular Real Targets. G. W. TERPENDING, 116 Marine St., Ocean Park, Calif.

**SECOND-HAND SHOW PROPERTY FOR SALE.**  
\$ 1.85 Pair Chicago Used Rink Skates. Big Selection.

\$22.00 Headless Chinaman Cabinet Illusion.  
\$35.00 Large Lion Head Rug, Mounted.  
\$37.50 Sugar Puff Waffle Machine in Trunk.  
\$125.00 Wurlitzer Organ with Drums, No. 125.  
WE BUY Candy Floss Machines, Rink Skates, all makes, Concession Tents. Pay cash. **WEIL'S CURIOSITY SHOP**, 20 S. 2nd St., Philadelphia, Pa.

**WANTED**  
Freaks to feature, Working Acts, Glass Dancers, Fire Eaters, Hillbillies, must sing. Show opens April 20. Thirty weeks with Art Lewis Shows. All address **JACK KELLY**, 529 So. Broad St., Philadelphia, Pa.

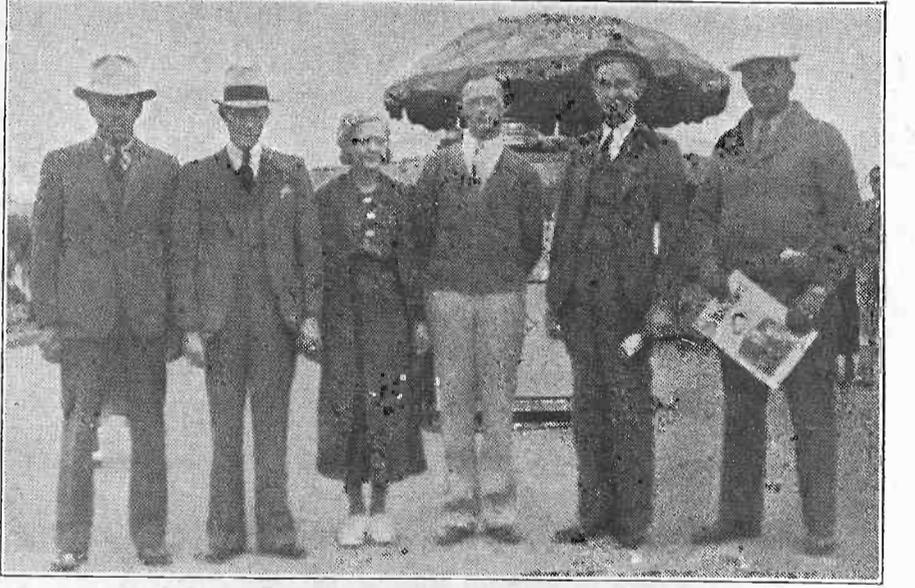
R. L. LOHMAR, of United Shows of America, spent several days in Chicago on business last week.

ED TORBERT, formerly with Royal American Shows, has been visiting acquaintances in Cincinnati. May remain in the Queen City for the summer.

L. E. (FAT) REDDING, "Two-Face Clown," was slated to leave Springfield, O., late last week to join Morris Miller's traveling museum at Elyria, O.

AMONG SHOWFOLKS in and around Miami this winter has been W. H.

According to a "column" in a newspaper, a certain show was negotiating a return engagement at a Tennessee town. Last year the show's Merry-Go-Round and its music were in front of a local auto dealer's establishment. When he heard of the this-year negotiations the auto dealer remarked that if the "flying jinney" was again placed as last year "they've got to promise to change the records." "So," wrote the columnist, "that's now a part of the contract."



A GROUP of people who have been with Royal American Shows many years (some of them with C. J. Sedlmayr since the days of the Siegrist & Silbon Shows). Left to right: George Golden, assistant to Curtis Velare, concession manager; Cliff Jewell, concessioner; Marie and Red Sreigel, concessioners; "Uncle Bob" Sweeney, concessioner; Nathan Nelson, chief electrician.

(Duke) Brownell. Duke commented: "Plenty of show people here."

JACK STUCKY infoed from Indianapolis that he had signed as electrician with the Mid-West Shows for this season.

ROBERTA SHERWOOD was in Cincinnati for the first time in more than 10 years last week when she appeared at the Shubert Theater with *Buddy Rogers and His California Cavaliers*. She had a pleasant visit from Eddie Owens and wife (Molly), old friends and ex-troupers, and dropped into *The Billboard* office to say hello. Roberta is a daughter of Bob Sherwood, who needs no introduction in the carnival world. Bob is taking life easy in Miami, where his other daughter, Ann, is doing nightclub work.

OWEN A. BRADY, veteran but incapacitated showman, who on March 5 had spent seven years as a resident of Elks' National Home, Bedford, Va., has greatly enjoyed receiving letters from his showfolk acquaintances. Owen recently received an interesting letter from B. H. Patrick (Philadelphia representative *The Billboard*), for whose show he was general agent five seasons, 1912-'16. Says Owen: "I am getting along nicely and feel fair in health. This sure is a fine home and I take a lot of comfort in being here, altho I get a little lonesome sometimes sitting in my wheelchair."

MAX HELLER (the "Organ Man") spent a day in Cincy last week while en route to Atlanta and other headquarters cities of carnivals in the South. Max, known to nearly all amusement folks in the eastern half of the country thru his years of repairing and rebuilding mechanical organs, is what might be termed a "natural showman." He

LEO HAMILTON and his wife, well-known aerial artist, are going with the Keystone Shows as a free attraction until their fair season starts in July

CAPT. ELTON DENHAM, who has been wintering at Savannah, Ga., has booked his Midget City (mechanical show) with Bunts Greater Shows.

If you have had The Billboard's mail-forwarding department forward your mail to a "permanent address for the winter," and you make a change—for instance, join a show — inform that department immediately.

WESTERN STATES SHOWS have been signed for a community event, Lander Pioneer Days Celebration, Fourth of July week, at Lander, Wyo.

J. W. (HAPPY) BOULTINGHOUSE recently arrived at winter quarters of Happyland Shows with his new corn game outfit from Florida.

AMONG RECENT arrivals at quarters of Casey's United Shows were Doc Wilson, two shows; D. D. Duke, two attractions; J. J. (Doc) Kelly and Indianola, mental act; Eddie Birley, J. F. Sparks, Ray Carey,

E. C. Ruthledge and wife, and Wilton Powell, infoed Bobby Kork last week (show was scheduled to open in Lanett, Ala., last Saturday).

GENE CARTER advised from Alabama that he had signed with George Gardner's Band with Bunts Greater Shows. Has been working radio and vaude dates the last seven years.

HARRY AND LUCILLE DAVIS, after spending three months at Pasadena, Calif., meandered over to Phoenix, Ariz., where they expect to spend a couple of weeks before returning eastward.

RICHARD (DICK) DYKMAN is still at Jackson Memorial Hospital (Isolation Pavilion), Miami, suffering lung trouble and would appreciate receiving more letters from his showfolk acquaintances.

FRANK MEEKER with his band will again be active in showdom this year. According to an executive of Midwest Shows, Frank's musical organization and free act will be with that company.

HARRY DUNKEL, general agent Ceilin & Wilson Shows, spent a few days in Pittsburgh on business and meeting acquaintances. Planned returning to Philadelphia.

MRS. BERTHA (GY) McDANIEL (she of Rocky Road to Dublin note) after spending some of her winter vacation at Gibsonton, Fla., motored on southeastward to Miami recently.

CARL E. RATLIFF, who with the missus has been wintering at their home city, Chicago, was a visitor to Detroit recently, scouting for things new for his concessions.

HARRY FARRELL, NOTICE: Mrs. Walter Ward, 404 Jasper street, Paris, Ill., informs that the father of Harry Farrell, lately with a show at Patterson, Ga., "is near death," and "Please tell him to get into touch with us at once."

"PICKUPS" from Majestic Shows—R. G. McHendricks returned from a successful booking trip in Virginia. . . . Joe Kary arrived with his midway cafe. . . . A new arch for the Eli Wheel is completed. . . . Clarence Sogee a daily visitor to quarters.

Says Leon Hewitt: "The Lockwood Exposition, which was owned and operated by Frank Griffiths, Henry W. Lockwood and William Judkins Hewitt in 1904, was the first carnival to carry its own portable electric light plant. It was also the first carnival to use the word concessions in connection with 'privileges,' as they were then known."

DOC SCANLON has been handling the reptile division of Captain Walters' Aquarium at Miami and has been complimented by many showfolks on his lectures. Doc will again be with Rubin &

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Writes F. E. Gooding: "BIG ELI SEMI-TRAILERS are the best we have come in contact with considering the cost. It is 100% satisfactory." Write for information.

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**WANTED**  
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**SHOWS, RIDES AND CONCESSIONS.**  
Address  
**LOUIS J. BERGER**  
Room 709, Fox Theatre Building, Detroit, Mich.

was born in a wagon "on the lot" in Germany, and during his early years traveled in practically all parts of that country with his parents. His telling of incidents during those days are indeed interesting (should he visit your show ask him to tell of the "first phonograph" he saw in Germany). For years he has resided at Macedonia, O.

**MEMBERS OF Pacific Coast Showmen's Association and Ladies' Auxiliary and other folks were delighted guests recently of Crafts 20 Big Shows and directors of the National Orange Show at San Bernardino, Calif. Among them were Theodore Forstall, Mr. and Mrs. S. L. Cronin, Mr. and Mrs. Dr. Ralph Smith, Mrs. Ida Smith, Marie Vernon, Mr. and Mrs. Steve Henry, Mr. and Mrs. Ernest Schmidt, Mrs. H. E. Schmidt, Mr. and Mrs. Mark Kirkendall, Mr. and Mrs. O. H. Hilderbrand, Mr. and Mrs. A. Samuel Golden and daughter, Mr. and Mrs. Harry B. Levine, Peggy Marshall, Mr. and Mrs. Claude Barie, Lucille King, Sis Dyer, Esther Carley, Mrs. B. Bishop, Jane Ritchie, Hal Stephens, Frank Judy, Leon (Duke) Weir, Mr. and Mrs. Leo Haggerty, Mr. and Mrs. John J. Kleine, Ted Rockwell, C. R. Fielding, Frank C. and Josephine Foley, Mr. and Mrs. Ross-Davis, Mr. and Mrs. Dobbert, Mel and George Miller, Mr. and Mrs. Frank J. Downie, Ernest Downie, Bob Downey, George Moffat, Mr. and Mrs. George (Whitey) Gore and daughters (Georgette and Marilyn), Dr. George W. T. Boyd, Joe and Maxine De Mouchelle, Walter De Pellaton, Hazel Fisher, Verna Seeborg, Jolly Lee Hardy, Anna Vaccro, Captain Mundy, William Hobday, W. Seebold, Alice Lane, Milt and Alma Taylor, Dad Parker, Mr. and Mrs. E. S. Workman, Charles Gruber, Mr. and Mrs. Will Wright, Mr. and Mrs. G. W. Wheeler, Elva Rockwell, Mr. and Mrs. Sol Grant and mother and sister, Rose Keenan, Mrs. M. M. Buckley, Lucille Zimmerman, Cleve Marshall, Happy Mills, Mike Collins, Hershell and Toots Phillips, Mr. and Mrs. Charles Guberman, Mr. and Mrs. Henry Stark, Ethel Rosen, Murry Guberman, William (Red) Lowney, Charley Sodderberg, Will J. Casey, Mr. and Mrs. Milt Runkle, James B. Simpson, Jack Bennett, E. S. Wells, Mr. and Mrs. C. S. Wrightsman, Mr. and Mrs. C. W. Banbury, Joe Metcalfe, Anna Veldt, Mr. and Mrs. G. K. Copenhagen, Homer Hobson Jr., Phil Williams, G. E. (Mysterious) Blondell, Shadow Rosen, Mr. and Mrs. Tom Talley, Mr. and Mrs. E. (Spot) Kelly, Mr. and Mrs. C. V. Rellly, Clyde and Topsy Gooding, Ross Ogilvie, E. E. Terrill, Vance Niehaus, Phil Stopeck, Mr. and Mrs. C. L. Miller, Mr. and Mrs. H. O. Davis, Joe Marion, Jimmie Marino, J. Costello, Pat Parent, Forrest VanVleck, Frank Richardson, Billie Lovett, Mr. and Mrs. F. F. Gough, Frank Perryman and Otha Kilmer.**

Al Davis, Aubrey De Pellaton, S. A. Brooks, Mr. and Mrs. Casey Taylor, Mr. and Mrs. Hunter Farmer, Mr. and Mrs. Jack McBride, Mr. and Mrs. Ed Walsh, Benny Kaplan, R. C. Rockwell, Mr. and Mrs. Bill Davis, Dick Hyland, Mr. and Mrs. J. Tweedie, Mr. and Mrs. Harry Seibert, Mr. and Mrs. Ed Bates, Mr. and Mrs. T. E. Jones, Mr. and Mrs. Harold Webber, Mrs. Julia McKinney, Jake Hilderbrand, Emmett Faith, Mr. and Mrs. Marvin Harding, Fat Williams, Mr. and Mrs. Frank Porter, Dell Grayson, Tate Willoughby, Sis Dyer, Joe Horwitz, Max Grant.

**Blue Ribbon Shows**

FLORENCE, S. C., March 7.—The Blue Ribbon Shows' winter unit ended its Florida tour last Saturday at Melbourne, and Sunday found the show's rolling stock headed north for winter quarters here. On arrival Manager Roth ordered "full steam ahead," and building and painting has started in earnest. Altho work in quarters has been going on since the first of the year, there is yet much to be done. The building of paraphernalia for some new attractions will be rushed, to be ready for the opening. General Agent Robert R. (Bob) Kline met the show here on its arrival, but is off again to continue with the season's booking. Mrs. L. E. Roth, treasurer, taking care of the lumber, paint and electrical bills that pour into the office. The show will be one of the most beautiful and best lit-up shows of its size en tour. Baby Rose, fat girl, and her husband and manager, Howard Blackford, are ready for the opening of their attraction. Evelyn Blackford, supervising the building of her new ball game. Doc Wilsie's Circus Side Show is in quarters. James Lacey's Pony Ride booked, also Dr. Jack Wilson, with his "Life" and Superba Show. Frank Rupp has booked his Loop-O-Plane and U-Drive-It rides. Manager Roth placed an order with the Spillman Engineering Corporation for June delivery of a new Ridee-O. Scenic Artist Luke Turner is working overtime. Billy Davis, chief electrician, working on the show's new electrical features. Mr. and Mrs. Jack Kennedy have the cook house ready to go. Art and Mary Ann Alexander getting their concessions in shape. There are 40 people now in quarters and everybody busy. Show opens March 28 in the heart of Florence, on the Front street lot, under the auspices of Elks. STARR DeBELLE.

**John R. Ward Shows**

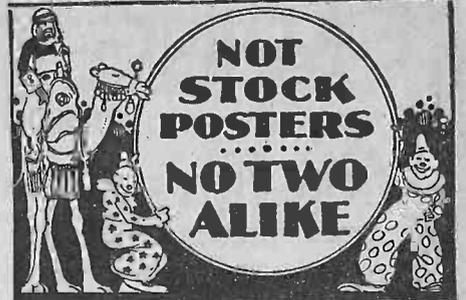
MEMPHIS, Tenn., March 7.—Paraphernalia of John R. Ward Shows, which closed the first week in January in Mississippi, was shipped here, the home city of Mr. Ward, and a desirable garage building was secured for winter quarters. Since that time overhauling, repairing and painting of the entire show has been going on. Lewis Friedell (known as "Jew Murphy") has had charge of the repairing of show fronts and rides, and when he needs any particular design it doesn't take long for him and his band saw to turn it out. Mr. Ward has spared no expense in getting the show ready for the opening, the latter part of March. A beautiful sound truck has been purchased and will be used in advance of the show, also a Monkey Motordrome and a new Funhouse. The winter quarters, located in the downtown district, has had many visitors, also quite a number of jackpots have been cut up—at last report Charles Drill, concessioner, was leading the field by a wide margin. Show will open with 7 rides, 10 shows and 25 concessions. The Flying LaMars, sensational trapeze act, have been contracted for the free act. Show will still maintain its policy of a free gate. W. E. (Billie) Bowen has been booking a promising route, with the Collierville (Tenn.) Cheese Carnival the first celebration this spring. PERCY SHIELDS.

**Zimdars Greater Shows**

MAGNOLIA, Ark., Mach 7.—Zimdars Greater Shows, wintering here, has a crew working full time overhauling all equipment, painting, building new fronts and making a decided effort to send the show forth the most attractive of its career. Harry Zimdars, manager, is devoting his days supervising construction and repairing, and his nights in planning new ideas. He states that this year the show will carry 12 rides—seven major and five kiddies—and 10 shows.

**Corey Greater Shows**

JOHNSTOWN, Pa., March 7.—Morris Hannum, of Bethlehem, Pa., has again booked concessions on both units. George P. Milliken writes from Reading, Pa., that he is building a new house-car. Domonic Corsillo, wintering in Cleveland, advises that he has his three concessions all revamped. Joseph (Shorty) Devore, of long-range gallery note, formerly with Corey Shows, has made Johnstown his permanent home. Jack Smith, of Wheeling, has contracted his concessions with this show. W. T. Yount, wintering in the South, has booked his ride and concessions, and Allen Dellinger his ride. John Palsa will again be on the No. 1 unit as electrician—his 18th season with Corey Shows. He is wintering at Bridgeport, Conn. Kid Simmons, Athletic Show manager, has been promoting matches in Western Pennsylvania and West Virginia this winter. Joe Rea, Lester Tate and Harry Wilson, wintering here, are getting their paraphernalia reconditioned. Albert Aldrich, of Pittsburgh, has contracted his two shows. Manager E. S. Corey received many telegrams and greeting cards on his birthday, February 13. C. J. Reich, of Chicago, has contracted his two shows. George H. Ammon, boss canvasman, is repairing the canvas. Benjamin M. Davieson will manage the No. 2 unit and is lining up dates for same. Edgel (Shep) Shepard, wintering at his home in Urbana, O., is rebuilding and painting his concession. Eugene Beedle, manager the Hill-billy Show, has been working houses in Central and Western Pennsylvania with his show. Wesley A. Blair, wintering in Parkersburg, W. Va., has contracted his attraction. Jack Bowden, concessioner, this winter has been pitching in the near-by coal towns with novelty items. Harry (Slim) Keller, wintering in Indiana, Pa., will be back again with three concessions. R. S. Rakestraw, of "Argo" show note, is hibernating at Acosta, Pa. Mr. and Mrs. Ed (Mile. Alpera) Stevenson, of "Streets of Paris" show, are wintering at their home in Trenton, N. J. Howard Lamont, George T. Russell, Edith Young and Sonya La Pearl, concessioners, are all wintering in Philadelphia. Irving Udowitz and the missus will soon go from Hot Springs, Ark., to New York City to spend a few days with relatives and friends before coming to Johnstown for the opening date with their eight concessions. ED RHOADS.



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for CIRCUS and CARNIVALS  
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**Hilderbrand 6 Weeks In Los Angeles Area**

LOS ANGELES, March 7. — Hilderbrand's-United Shows, playing this week on a location on San Fernando road, Glendale, Calif., opened there Monday with a very good crowd on its midway. The show got a fine-weather break the last three days of its first stand of the season, Inglewood, Calif., last week, and had good business, especially on Saturday and Sunday. Show will play six weeks in this area before going northward. Visitors to the show at Inglewood were asked to register. The list included Mr. and Mrs. Bud Martin, Mr. and Mrs. Art Ferri, Captain Mundy, Theo Forstall, Mrs. Walter Hunsaker, Will Wright, Roy Ludington, Bobby Edwards, Mr. and Mrs. Elmer Hanscom, Mr. and Mrs. Milt Runkle, Mr. and Mrs. Charles Simpson, Madam Delmar Myers, Earl Myers, Fred Pillsbury, J. Ed Brown, Mr. and Mrs. Glen H. Perry, Mr. and Mrs. Charles Miller, Mr. and Mrs. Fred Miller, Rose Clark, Mr. and Mrs. Mike Herman, Mr. and Mrs. Max Bernard, Mr. and Mrs. Art Hillery, Mr. and Mrs. Ernest Downie, Mr. and Mrs. Robert Schoonover, Jack Sullivan, Ethel Harrison, Mrs. Bess Polk, Ollie Polk, Melvin Garber, Mr. and Mrs. Charles Youngman, Mr. and Mrs. L. M. Hamilton, Doc Hall, Roy Moyer, Denny Tweedie, Peggy Marshall, Al Cecchini, Mr. and Mrs. Ben Dobbert, Mr. and Mrs.

**Third Annual Gigantic Theatrical Night**  
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**The SHOWMEN'S LEAGUE OF AMERICA**  
COLLEGE INN, Hotel Sherman, CHICAGO  
**MONDAY, MARCH 16th**  
7 P.M. Till Dawn  
**Tickets . . . \$2.50 Per Person**  
(INCLUDES DINNER)  
GEORGE OLSEN and ORCHESTRA With ETHEL SHUTTA  
And Complete College Inn Ice Skating Show  
Plus  
**25 HEADLINE ACTS**  
Entire Proceeds for Showmen's League Hospital and Cemetery Fund  
TICKETS ON SALE AT SHOWMEN'S LEAGUE,  
165 WEST MADISON STREET, CHICAGO.  
GET TICKETS NOW BEFORE YOU ARE TOO LATE

**ATTENTION CONCESSIONERS AND OPERATORS**  
New 1/4 Pound Packaged Chocolates and Confections. Biggest Flash on the Market. Big Open-Face Cellophaned Boxes.  
ASSORTMENT OF 8 KINDS. PRICE \$6.00 PER HUNDRED BOXES.  
Terms—25% Deposit, Balance C. O. D.  
Sample Assortment—12 Boxes, \$1.00 Postpaid.  
**THE PURITAN CHOCOLATE CO., Cincinnati, Ohio**

**CALL—CROWLEY'S UNITED SHOWS—CALL**  
CAN PLACE Foreman for Caterpillar and Mixer. Must be sober, reliable and capable. Working Men on all Rides, Truck Drivers. SHOWS—Can place Unborn, Crime, Mechanical, Fat Family. Have outfits for high-class Grand Shows, or will finance any other high-class Attraction. CAN PLACE Motordrome and Fun House. **MANAGER CROWLEY, Richmond, Mo.**  
WANTED CONCESSION PEOPLE—Can place Stock Concessions, Erie Digger or Iron Claws, Juice and Grab, Penny Arcade, American Mitt Camp, Candy Apples, Candy Floss, Lead Gallery, etc. Real route, long season. Plenty of Fairs. WANTED—Capable Agents for Wheels, Grind Stores, Fishpond, Scales, New String Game, Cigarette Gallery, Corn Game, Cook House Help, Canvasman, A-1 Ball Game Workers, and all those with me last year answer. NOTE—All our Concessions use and put out merchandise. Reply to **ROY GOLDSTONE, Concession Manager, Winter Quarters, Richmond, Mo. P. S.**—Will pay cash for Bowling Alley. Must be cheap. Also Concession Tops, A-1 condition.

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IN THE WHOLESALE MERCHANDISE SECTION  
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LATEST NOVELTIES, PRIZES  
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# LEADING CARNIVALS

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## Your Investigation and Inspection

**WORLD OF MIRTH SHOWS** • Strongest, Largest, Finest—Now or Ever

1936 FAIRS BOOKED SO FAR:

Allentown, Pa.	Brockton, Mass.
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WORLD'S LARGEST CARNIVAL ATTRACTIONS.

Now Booking Attractions for 1936 Season, Opening at the Battle of Flowers, San Antonio, Tex., April 20, 1936.

WANTED—Ride Foremen, Single Men preferred. Also experienced Manager for Fun House. Write, stating experience and references.

FOR SALE—"Over the Jumps" and No. 5 Ferris Wheel.

Address  
301 Duval Street, San Antonio, Tex.

# 1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:

35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

# 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers tally and direction sheet. All cards size 5 x 7.

## THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c.

Automatic Bingo Shaker, real class, \$12.50

Bingo Blackboard, cloth, size 24x36 (Rolls up) 2.00

Bingo Record Sheets, 24x36, 20 for \$1.00

Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd., Chicago

**ROGERS & POWELL OPENING.**  
West Helena, Ark., March 20 to 28; Marianna, Ark., Following.

WANT Merry-Go-Round, any Flat Rides, Shows of all kinds. Opening for Cook House, Corn Game, or any Stock Joints that will use stock, Custard, Ice Cream, Soft Drinks. Want to hear from Pete Cole, Jay Warner, Benny Norman, Charlie Lana, Sam Allen, Bill Chalket, Bill Pike. Ride Help wanted, or Organized Minstrel with Band. Wire, no time to write. Yazoo City, Miss., until March 20, then West Helena, Ark.

## CALL

All People holding contracts with **DIXIE BELLE ATTRACTIONS**, advise when you will reach Winter Quarters, Owensboro, Ky. Exclusive on Ball Games still open. Will sell exclusive on choice Wheels. Must work for stock. No G. Other legitimate Concessions get in touch with us, may be able to use you. Attractive proposition to good Sideshow with own outfit. Will NOT carry Athletic Show, nor any form of racket. People in all branches of Carnival business address **DIXIE BELLE ATTRACTIONS**, Owensboro, Ky.

## FOR SALE

100' R. T. 30' Middle, complete; two 4-K. W. Universals, Cables, Switchboard; three 1 1/2-ton Trucks, 20' Semi-B K equipped, three Trailers, Marquee, Poles, Stakes; 17 sections Seats, 10-tier; Cook House Equipment. "Everything shipshape." Sell whole, part. Party able financing small Show. People with trained stock communicate with **WILLIAMS & BERNICE**, Billboard, Cincinnati, O.

## Wanted-O. J. Bach Shows-Wanted

One Flat Ride, Ride-O or Tilt-a-Whirl. Shows with own outfits, low percentage. Concessions: Strip Photo, Scales, String Game, Diggers, Slum Spindle. Write what have you. No racket. Low rates. Opening April 25th. New York. Wanted Sound Car. Address **BOX 292, Ormond, Fla.**

## GIRLS WANTED

**ORIENTAL DANCING GIRLS.** Features. Also Posing Girls. Can use good Talker and Musicians. **BARNEY STONE**, care Billboard, St. Louis, Mo.

**FOR SALE—Merry-Go-Round**  
In good running condition, \$400.00—30 Horses.  
**MR. W. O. CASH**, Cloquet, Minn.

## DUAL LOOP-O-PLANE

Latest type demonstrator, warehoused at Galveston, Tex. Also Single Unit. Will book or sell on legitimate business basis. **ROBIN REED**, Salem, Ore.

## Carnivals Wanted for Schenectady

Decorated and 4th of July Weeks. Big Celebrations. Other dates also open. Best location, best proposition in East. **J. J. LEARY**, Box 91, Roxford, N. Y.

End your correspondence to advertisers by mentioning The Billboard.

## Ladies' Auxiliary, PCSA

**LOS ANGELES, March 7.**—President Ethel Krug presided at this week's meeting, which was well attended. The president is leaving for the road, and Vice-President Ruby Kirkendal will preside during the summer.

Clara Zeiger left recently for Phoenix, Ariz. . . . The writer, Lucille King, is busy around Los Angeles for Hilderbrand United Shows. . . . The club-rooms will be maintained thruout the summer, which last year proved logical. . . . Olga Celeste was reported gaining nicely after a severe attack of the flu. . . . Blossom Robinson absent for two meetings, working an indoor promotion at Fresno.

Inez Walsh back after an extended trip north. . . . Nina Rogers back after a trip to the San Bernardino Orange Show, where she had a concession. . . . Mora Bagby in town from Huntington Park, where she operates a hotel since leaving the road. . . . Ada Moore just completed a picture at a local studio. Several members working on the same set with W. C. (Bill) Fields. . . . Topsy Gooding, Madge Buckley and Rita La Doux leaving to join Zeiger Shows.

The tickets for the big celebration and dance to be held on November 25 are going along nicely. Members are taking plenty on the road to dispose of before their return, and if all the books taken out are sold the affair will be one of the largest in attendance known in the show world.

Luncheon was served and bridge and bingo played after the weekly meeting, which adjourned at 10 p.m.

## B. & V. Enterprises

**GARFIELD, N. J., March 7.**—After one of the most severe winters in the last 10 years work in winter quarters will be started soon. Show will open on May 2. Will carry seven rides, eight shows and a free act, and have a gate. Joe Polack will again have the Ferris Wheel, his ninth season with the show. John Stefanick will have the Chairplane and Luke Smith the Swings. Manager Van Vliet just returned from a successful booking trip in New York State and Pennsylvania. At the home of Mr. Van Vliet on February 6, Mrs. Van Vliet gave birth to a girl. Mrs. Van Vliet is daughter of Michael Bux, co-partner in the show. Baby was named Elizabeth Emma. Mother and child will be with the show this summer. Several new innovations in lighting will be used the coming season, with neon lights, also a new front for the entrance will be built. All of which is from an executive of the show.

## Majestic Exposition Shows

**GREER, S. C., March 7.**—With the opening getting close, most all of the work has been completed. Eddie Bank has the scenic work finished. A new Minstrel Show has been built and will be among the feature attractions. The show will play here for the Greer Fire Department, starting March 21. The merchants here seem to be benefiting from the showfolks wintering here. With the engagements already contracted by Manager R. G. McHendricks himself, those connected with show are

looking forward to a prosperous season. J. J. Steblar's riding devices have been overhauled and repainted, all ready to go. A new arch has been built for the Ferris Wheel—very modernistic. Mrs. R. G. McHendricks and Mrs. J. Karr went on a shopping tour and had quite a time. J. Karr has his midway cafe ready to go. Lew Carpenter is expected to return soon. Slim Davis and family arrived and will have the "Paris at Night" show. Shorty Wilson was a recent visitor. Sam Hyson will have the Athletic Arena this season. Johnny Hobbs is expected to arrive soon. Many visits have been exchanged with Miller Bros.' Shows, wintering in Greenville. The writer will be salesman *The Billboard* on the show. **R. W. SHARPE.**

## JEAN DE KREKO

(Continued from page 45)

Theater. The Mohammedans in the village protested so violently that we had to discontinue.

"The word 'Ballyhoo' did not come into common speech until lately, and now it has outgrown its meaning as applied to just the show business, and can mean any method of exciting interest in any kind of endeavor.

"But to get back to the story. On the Midway Plaisance of the Columbian Exposition most of the language spoken by the Egyptians, Algerians, Arabians, Moors and Syrians was Arabic. When calling each other they said 'Dehalla hoon,' which means 'Come here.' In the Turkish Village, Arabic was spoken more than Turkish, as even the merchants, as well as the performers, spoke it. Even such performers as LaBelle Rose, Sarra and Abdalla spoke Arabic, altho they were Turks. The word was used so much that it was picked up and used by almost everybody. When the talker wanted the performer out in front he told his interpreters to call them, and they would holler 'Dehalla hoon.' You can imagine how often these words were used in the different shows. Probably in the absence of the interpreters a talker wanted his performers out and hollered 'Ballyhoo,' which was as close as he could come to the Arabic 'Dehalla hoon.' He used the Arabic so poorly that it sounded like 'Ballyhoo' and that is how I think it originated. You will find it an American characteristic in foreign lands to pick a foreign phrase and then make up some word that approaches the foreign phrase without being too difficult to pronounce. World War veterans know what they did to French phrases.

"I remember, also, at the Columbian Exposition in 1893, that for some reason they banned opening talks for the shows and each show had its front plastered with signs that gave announcements, and the talkers would point to them with their canes while the performers would beckon to the crowd, shouting the Arabic 'Dehalla hoon.' There is also another word, 'Yallah,' meaning 'Come on,' or, possibly, 'Get going,' that was used by the interpreters to call the performers out.

"At another time at the Columbian Exposition, in the Streets of Cairo, my brother, George, and I heard some small children of performers hollering to each other, 'Ballyhoo,' not knowing what they were saying. I inquired. The children said that when the man (meaning the talker) wanted them he called 'Ballyhoo,' and they thought it great fun to hear the man try to talk their language.

"Of course, now, the word 'Ballyhoo' is so common that we often think of it as an American word or phrase, such as 'Hot dog.' It can be considered as an American word, as it comes as close to the Arabic 'Dehalla hoon' as we care to worry about.

"I hope this letter is of some interest, and with all due respect to the idea Mr. Taylor advanced, I think this is the way the word originated."

## MSWC'S

(Continued from page 45)

"Mother" of the Missouri Show Women's Club. After that Mrs. Davis called on all those present for a few words each. Following the speech making there were various contests which the women had arranged. A feature was a "hat-trimming contest," first prize being awarded to Frank Joerling and the consolation prize to Dee Lang. There was also a Kangaroo Court, during which all the males present were accused of different violations and fined in proportion. After the funnest Art Botte and his Three Buttoniers dispensed fine dance music, and between dances the Matthew Twins entertained with songs and dances, they being furnished gratis by

the Edna Deal-Grover La Rose Theatrical Agency.

Among those present were Mr. and Mrs. George Davis, Mr. and Mrs. Eddie Vaughan, Mr. and Mrs. Dee Lang, Mr. and Mrs. James W. McLaughlin, Mr. and Mrs. Charles Thomas Goss, Mr. and Mrs. Earl Riebe, Mr. and Mrs. George B. Jacobson, Mr. and Mrs. Robert B. Hancock, Mr. and Mrs. Frank Joerling, Mr. and Mrs. John Francis, Mr. and Mrs. Ray G. Shute, Mr. and Mrs. Tom W. Allen, Mr. and Mrs. Leo C. Lang, Oscar Bloom, L. S. (Larry) Hogan, Al W. Rauer, Mrs. Edna Deal, Mrs. E. M. Kirman, Mrs. Rose Fitzgerald, J. J. Kinneally, L. B. Smutz, Mrs. Jane Pearson, Mrs. Florence Parker, Mrs. Dorothy Robinson, Mrs. Alice Burke, Irene Burke.

## BALLYHOO

(Continued from page 45)

vacationed for the week and went back to nature. Our Jungle Show (not meaning the entire caravan, on account of so many stew pots and living tops) in the top-money class. The entire staff of *The Tropical Sun* reviewed the show (bosses gave each one of the show's press agents a press card and a pass to make it look right. And in appreciation of them getting the paper out).

Thursday a mid-week feature, a used-car tourist party was held in the center of the midway. This was well represented by our own people. Several prizes were offered by the office. Hercules, the show's strong man, won the capital prize by opening a dozen gallon cans of tomatoes with his teeth.

The management noticed several pleasure crafts pass some distance off but none stopped to enjoy the midway. Finally woke up to the fact that the lighthouse on our coral island kept them away. It was immediately torn down.

Outside of getting the season's printing done the spot as a whole was a blank. But everyone slept and ate—fish, manatee, pelicans, sea gulls and swamp cabbage getting a good play.

## MAJOR PRIVILEGE.

P. S. A letter from a fellow regarding booking his 60x60-foot concession for \$1,000 didn't register. The Ballyhoo Brothers book nothing but big stuff. Our electrician gets \$1,000 for a cut-in tip.—M. P.

## HASC AUX.

(Continued from page 45)

decorations, one donated by the HASC the other by Mrs. Bessie Fuller, who could not attend because of being snow-bound on her way back from the Pacific Coast. At intervals were silver candleabra with lighted candles. The place cards were red satin hearts, perfumed and to be used as sachets.

Mrs. Myrtle Duncan gave the invocation, after which a delicious dinner was served, including the birthday cake which had been cut by President Mrs. Juanita Strassburg.

The president then introduced the toastmistress of the evening, Mrs. C. W. Parker, of Leavenworth, Kan., saying that Mrs. Parker held three places in the hearts of the members, one of the founders of the club, the only life member and the "Mother" of the organization. Mrs. Parker gave some original poetry, written for the occasion. She then took as her theme *My Day*, applying several incidents to her own day. She said then that as she had "had her day," she would call on the members to say something. All responded in turn and Mrs. Gertrude Parker Allen read an excerpt from *The Billboard* of March 4, 1921, which recorded the first anniversary dinner of the club, which was held at the Coates House that year. Mrs. Ida Freeman, honorary member, was present and spoke briefly.

The members then adjourned to an adjoining room, where tables were prepared for bingo. Each had brought a "white elephant" gift and these were given as prizes for the games played.

Later they returned to the Coates House, where the men were meeting and passed around the remainder of the birthday cake.

Among those present were Beatrice Fogel, Mary Francis, Margaret Haney, Vivian Wilcox, Myrtle Duncan, Elizabeth Yearout, Hattie Hawk, Bird Brainerd, Helen Brainerd Smith, Juanita Strassburg, Luella Riley, Lucille Parke Hemingway, Harriet Calhoun, Ett. Smith, Thelma Froncke, Martha Walters, Sally Stevens, Anna Rosselli, Elizabeth Rice, Tillie Johnson, Ruth Spallo, Gertrude Parker Allen, Blanche Francis, Georgia Kuhn, Margaret Robinson, Irene Lachman, Alta Nelson, Ruth Marton, Louise Parker, Ida Freeman.



### Showmen's League of America

165 W. Madison Street, Chicago, Ill.

CHICAGO, March 7. — Thursday's meeting was well attended. Vice-President Jack Nelson presided. With him at the officers' table were Vice-President J. C. McCaffery, Treasurer Lew Keller, Secretary Joe Streibich and Past Presidents C. R. Fisher and Ernie A. Young. Relief committee reported Brother Patty Ernst confined to his home and Brother Frank Leslie in hospital; both doing as well as could be expected.

Finance committee gave a very concise report of the finances of the League covering the first three months of its fiscal year, showing the League to be in a very flourishing condition.

Theatrical Night show committee working hard and progressing nicely. Reservations coming in good and it will doubtless be a sellout. Remember the date is March 16 at Hotel Sherman.

Brother Howard Gloss attended his first meeting and was given introduction by the chair. . . . Claude Blum attended after a long absence. . . . Bob Lohmar in town and took time to attend the meeting. . . . A number of the brothers will visit Terrace Garden the night of March 27, the visit a courtesy call in honor of Brother Ted Lewis.

Brother Ernie A. Young announces that he is going to prove that his method of raising funds for the League will stand the test. He will show results, for Ernie is a go-getter.

Col. F. J. Owens, who had been confined to his home since December 3, attended the meeting. He wishes to acknowledge receipt of 107 letters of condolence received after the recent death of his sister. . . . Past President Edw. A. Hock left for Caruthersville, Mo., to get ready to open the season with Imperial Shows. . . . Brothers Irving Malitz and Harry Lewiston left for the East by auto. . . . Peter Pivor, George Terry and Charles Owens on an auto trip to the East. Say they will be back for the affair of the 16th and have made reservations. . . . Kitty Owens and Lulu Owens, sister and sister-in-law of Col. Owens, past chaplain of the League, visited Colonel and Mrs. Owens during the week. Guests invited to meet them included Mrs. Edith Streibich and daughter, Alice; Mrs. James Chase, Mrs. Lew Keller and others.

Brother Arthur Beard, in town for a short time, dropped in for a visit. . . . Brother Forest Scott back after a prolonged absence. . . . Brother Ned J. Torti is leaving for a business trip to the South. . . . H. (Tubby) Snyder never misses a meeting. . . . Brother Louis Hoekner advises that he will attend a meeting soon.

The brothers are "with it and for it," as is evidenced by the number who have recently sent in their dues. Better give this some thought and attend to yours. Pretty nice to feel that you are a paid-up member of such a wonderful organization.

Brother Lew Dufour left for Dallas, getting ready for summer's work at the Centennial.

Brother Nat Green is sure a hustler, and is he getting some wonderful publicity for the big doings on March 16? But who else could handle it like Nat does? Let's have as many as possible on hand for the meeting on the 15th. President Patty Conklin wires that he will be here for that day. This will perhaps be his last meeting until fall.

#### LADIES' AUXILIARY

CHICAGO, March 7.—At the regular business meeting Thursday President Mrs. Lew Keller presided. With her at the officers' table were Mae Taylor, first vice-president; Keah Brumleve, second vice-president; Hattie Lotto, third vice-president; Cora Yeldham, secretary, and

#### TONY SARG

Discusses display and attention-getting ideas in his column in the WHOLESALE MERCHANDISE DEPARTMENT

Edith Streibich, treasurer. Attendance was the largest of the year.

Deep sympathy is expressed to Sister Bell, whose mother passed away during the week.

Mrs. Paddy Ernst is added to the roster. She was formerly one of the oldest and most active members.

Mrs. Chic Eckhart has moved to Milwaukee, and her genial personality will be missed at the meetings. Mrs. Eckhart was active in forming a quartet to function at the Auxiliary burials.

A letter from Mrs. Carsky states that she has visited a number of shows thru the South and expects to return with a number of applications. Good for Phoebe! This is a good example for the "rest of us."

Secretary Cora Yeldham reports receipts of dues from several members. Why not give yours your immediate attention?

Treasurer Edith Streibich, accompanied by her daughter, Alice, spent several days in Milwaukee visiting her mother, who has been ill for some time.

Neglected to state last week that Alice Schadel left to play an engagement in Ohio.

Mrs. Alice Hill is reported on the sick list and, of course, all are hoping for her speedy recovery.

#### De Luxe Shows of America

NEWARK, N. J., March 7.—Work at winter quarters is going full blast. The new panel fronts, five in number, are practically ready for the painters, and when finished will be novel and beautiful. An indirect lighting system will be used and a uniform color scheme will add to the midway flash. Harry Fox has the Whip ready. Ben Cheek has practically finished his ride. All motors have been thoroely gone over. Arthur Canfield came over from New York and reported that the new canvas for all shows will be ready for the opening. General Manager Sam Prell made a trip to Philadelphia and purchased two 75-kw transformers. He also went to North Tonawanda and purchased two new rides. The new office truck is practically completed. The show will take to the road with 8 major rides, 4 kiddie rides, 2 free acts and approximately 25 concessions. Special paper from the Pollack Poster Print will be used. Will have one billposter with truck ahead of the show, also a calliope for advertising. Nelson Winget is busy with contracting dates, and the promotion staff has already started working on the opening date. All of which is from an executive of the show.

#### Mighty Sheesley Midway

SALISBURY, N. C., March 7.—Some "pickups" from Mighty Sheesley Midway quarters: "Captain John" and Mrs. Sheesley returned a few days ago from a successful business trip. John D. Sheesley and wife and two daughters arrived from Miami and all look fine after "spending the winter in the sunshine." On their trip north the John D. Sheesleys narrowly escaped serious injuries or death when their fine house trailer was demolished when struck by another car. None of them was injured. People to be with the show the coming season are arriving and work at quarters will start in earnest next week. Scotty Steytton, painter on the show, is ready to step on it in his department. F. A. Wright is en route here to get his Heyday ride in shape, from Paragould, Ark., where he has been spending the winter with his family. Frank Tezzano, talker on Kay and Louie Weiss' Hawaiian Show, is here and ready to start work on the equipment. Mamie Kaushura, formerly maid to little Joan Sheesley, daughter of Mr. and Mrs. John D. Sheesley, is now in Pittsburgh. Mack McCrary and wife, concessioners, and their daughter, with their car and trailer, arrived Wednesday from Macon, Ga. Hilton Hodges and crew, with his Big Snake show, playing Durham, N. C., this week. Charles H. Pounds is on a business trip to Winston-Salem, N. C., in interest of the show. Kay Weiss arrived from Florida and is planning features for her show. E. C. May, second agent, will soon arrive from Miami. A letter from Frank Sweeney advises that he is comfortably located in a hotel at St. Augustine, Fla. William Zeidman and his foreman, Pat Anger, and crew have the Zeidman rides nearly ready for the road. Colorado Mack has his ponies and equipment in fine shape and gives school children rides at the entrance to winter quar-

<b>WANTED</b>	<b>PIT SHOW ATTRACTIONS</b>	<b>WANTED</b>
	Good Freak To Feature. Will Book good Grind Show and Build or Finance any new Show of Merit. Will Book Snake Show with own Big Snakes. Want one more Flat Ride, Concessions that can work for Stock, also Diggers and American Palmist. Long season and good circuit of real fairs.	
	<b>STATE FAIR SHOWS</b>	
	WEEK MARCH 9, YUMA, ARIZ. Can use good Carnival People at all times.	

**WANTED!—GREAT OLYMPIC SHOWS—WANTED!**

**OPENING MARCH 22**

HALLS, TENN., ANNUAL SPRING FESTIVAL, ON THE STREETS.

CAN PLACE Secretary, Banner Man, Legal Adjuster. Bob Page answer. **WANTED**—Shows with or without outfits, capable Man to take charge of large Side Show. Also Man to take charge of Platform Show. Harry Sidler come on.

Concessions all open, including Corn Game and Cook House. Floyd Shankle wire.

CAN PLACE Band and good Free Act, Foreman for Whip, Chairplane and Duplex Wheels. Also capable Ride Help. All people holding contracts with this show please acknowledge this ad. Brownie Gardner, let me hear from you.

A. (CURLEY) SPHERIS, Owner and Manager, 2536 Summer Ave., Memphis, Tenn.

**MAJESTIC MIGHTY MIDWAY SHOWS**

L. M. BROPHY, General Manager.

15 RAILROAD CARS, 10 RIDES, 10 SHOWS.

WANT for Coming Season, 35 Weeks, 12 or More Fairs.

OPEN ST. LOUIS, MO., APRIL 4. **STRONG COMMITTEE.**

Concessions all open except Corn Game. Custard and Photo Gallery exclusive open. **FAIR SECRETARIES AND CELEBRATION COMMITTEES**, write us. We have a few open weeks.

**SHOWMEN**—Will book any Show not conflicting with what we have, or will finance any real Show Idea. **WANT TO BOOK** Glass House, also Fun House.

Want to hear from parties with Rides. CAN PLACE Baby Ride. All address

**L. M. BROPHY, 113 North Broadway, St. Louis, Mo.**

**GREATER EXPOSITION SHOWS**

OPENING SATURDAY, APRIL 4, TWO SATURDAYS, TWO SUNDAYS, EAST ST. LOUIS, ILL.. WHERE EVERYONE IS WORKING.

**WANTED**—Manager for Side Show. Will furnish complete Frame-up for right man, also Living Trailer. Must be able to get Acts and Freaks which can be featured. Organized Minstrel Show with Band. Concession Agents, men and women, who can work for stock. Ride Help on all Rides. Will furnish complete outfit and finance Managers who can frame Shows which will get money. **WANT Musicians for White Band.** Jess Morris write. **HAVE FOR SALE** 18 Dual Wheel Semi-Trailers all complete with bodies. Also 3 Electric Light Plants.

Address all mail P. O. BOX 165, East St. Louis, Ill.

**DENNERT & KNEPP COMBINED EXPOSITION, Inc.**

WANT first-class Cook House, Custard, Photo Gallery, Penny Arcade, Eric Diggers and legitimate Concessions of all kinds.

**SHOWS**—Will book first-class Side Show for 25%. **CAN ALSO PLACE** Grind Shows of all kinds that don't conflict. Will furnish outfit for any New or Novel Show of merit.

**RIDES**—Will book Pony Track and Scooter.

**CAN PLACE** Promoters that are capable. **ALL DATES BOOKED UNDER STRONG AUSPICES.** Show opens April 25, Covington, Ky. Address all Mail and Wires to BOX 22, Covington, Ky.

**WANTED**

FOR TWENTY WEEKS IN MONTGOMERY, BUCKS, CHESTER, BERKS AND DELAWARE COUNTIES, PA.

**CAN PLACE** legitimate Concessions of all kinds, Stock Wheels, Grind Stores, Cook House, American Palmistry, Diggers, Candy Apples, Ball Games, Rides of all kinds, Five-in-One Show, or anything that will get the money. All must be in first-class condition, carry plenty of flash, have own transportation. Opening date May 1. Write E. M. MYERS, 78 Rambo St., Bridgeport, Pa., or JACK HULL, 1129 Colona St., Philadelphia, Pa.

Veterans' Organizations, Write for Open Dates.

**ALAMO SHOWS**

IN THE HEART OF MACON, GA., MARCH 14-21. LOCATION, 3RD AND ARCH STREET.

2 SATURDAYS, 2

Beyond a Doubt This Will Be the Best Spring Date in Georgia. All Mills and Factories Working Full Time.

WANT high-class Rides, Shows and Concessions. Must have plenty of **FLASH**. Long season assured. Musicians that can double for high-class Minstrel Show that parades every day. G. W. Browner wire. Space limited. Write or wire quick. **FRANK BIZZELL** or **J. L. JOHNNO**, 852 3rd St., Macon, Ga.

P. S.—FOR SALE, Allen Herschell Two-Abreast Merry-Go-Round, good running condition, ready to go. \$400.00 cash takes it.

**WEST BROS. AMUSEMENT CO.**

OPENING MARCH 21, TWO SATURDAYS, CAPE GIRARDEAU, MO., AUSPICES SERVICE COMPANY, MISSOURI NATIONAL GUARDS.

**CAN PLACE** legitimate Concessions of all kinds, Concession Agents come on. **CAN PLACE** small Motordrome, Penny Arcade, Shows that don't conflict. Ride Boys come on, Truck Drivers preferred. Our Fairs and Celebrations start June 15 in North Dakota.

**WEST BROS. AMUSEMENT CO.**

**LOOK**

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

ters. G. W. Cracraft, general representative, is still in the North looking up new spots for the show.

WARD (DAD) DUNBAR.

**WANTED**

Cook House, Loop-o-Plane, Kiddie Rides, Stock Concessions, Colored Minstrels, Athletic and Grind Shows. Those with own transportation given preference. Wire or come on. Playing all "hot" mill towns where everything is working and plenty of money.

**FRANK CASEY, West Point, Ga.**

It Helps You, the Paper and Advertisers to Mention The Billboard.

## Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Calif., March 7.—J. Ed Brown was a week-end visitor and received a warm welcome from his many friends on the midway. . . . Mr. and Mrs. Johnny J. Branson visited the "Fun Zone" while en route to the Johnny J. Jones Exposition at Augusta, Ga., and Strates Shows at Norfolk, Va., to get their Rocket Planes ready for the coming season. . . . Secretary Houghton of the Lewiston (Mont.) Fair an interesting visitor to the midway. . . . Mr. and Mrs. Chet Bryant, of Clark's Greater Shows, visited friends over the week-end and returned to Los Angeles. . . . Park Owner, Trier of Trier's Amusement Park, Fort Wayne, Ind., was piloted around the midway by Thomas (Fuzzy) Hughes.

Mrs. William Denny, of the Barnes Circus, visiting Irene McAfee, who has her dog act in the Midget Circus. . . . Capt. Jim Moore was featured in a stage-coach holdup in front of Days of '49 on February 26, Buffalo Bill's birthday, also February 29 in the theater at Enchanted Island, where he entertained thousands of youngsters with stories of the Old West, and received much publicity from the press. . . . Happy Johnson is emcee at the Days of '49 cabaret and dance hall. . . . Marquita, singer of Spanish, Mexican and Argentine songs, and Maria, dancer of Latin tangos, have joined Jose Arias, whose troubadours delight visitors all around the grounds and buildings.

Col. W. F. McNulty, old-time repertoire and stock manager, is doorman at the Cafe of the World. . . . Scotty Thomas, member of the Pacific Coast Showmen's Association, is night watchman at the Paris show. . . . John H. Gage is manager in charge of the Cafe Casa del Rey Moro in the House of Hospitality. . . . Robert Sherry Elliott is again manager of the Press Building. . . . Whitey Woods, chief talker and emcee at Zoro Garden Nudist Colony for Stanley Graham, has one of the niftiest uniforms at the exposition. All his assistants are also wearing colorful uniforms and white gloves. . . . Madame Ellis selling horoscopes in front of the organ amphitheater. . . . William MacInnis, one of the featured players in Hollywood Secrets, gets respite from the job of making movies by playing the part of movie director in a show. . . . Elizabeth Sowersby, Queen Elizabeth of the Old Globe Theater, was guest of honor at the Women's Breakfast Club.

Paul Termine, "the lucky gypsy," is leader of orchestra at the Cafe of the World. . . . Joe Williams, nationally known columnist and sports editor of *The New York World-Telegram*, toured the exposition and visited the midway. . . . Muriel Simpson has received a permit to continue operation of the Merry-Go-Round near the east gate of the exposition. The contract was signed by the city manager. The rental is 10 per cent of the gross receipts, and the city promises that it will not issue any merry-go-round permits to others within half a mile. . . . Ruth Cubitt is Queen of Nudist in Zoro Gardens. . . . With ages totaling two and a half centuries, one of the oldest musical trios is being featured at the exposition this year. The organization is composed of O. W. Sheppard, 93; H. T. Sandford, 81, and Mrs. Belle Sandford, 76. Sheppard is the sole survivor of a band of 14 pieces that led the cortege at Abraham Lincoln's funeral May 4, 1865.

## Al C. Hansen Shows

Mobile, Ala. Eight days ended February 29. Auspices, Azalea Trail, Inc. Location, Government and Bradford streets. Weather, mild. Business, disappointing.

Under strong auspices, with balmy weather and a good location, but sans attendance, the initial engagement of the new season will long be remembered by the entire personnel. Many factors contributed to lack of patronage, but principal one was that Mardi Gras parades were routed away from show lot instead of towards it. The beautiful entrance arch, designed by Mr. Hansen, attracted much favorable comment from visiting showmen and local business men. Many other new ideas this year, especially in the electrical department. The paintings of Artist Clay on the

## Los Angeles

LOS ANGELES, March 7.—Most of the carnivals in this area will have opened within the next two weeks. . . . Frank Forrest will continue with "Bare Facts of Life" at Ocean Park until the opening of West Coast Shows. . . . George Haley, who had been at the Santa Anita track, left for Dallas. . . . Max Grant, back from San Bernardino, will join one of the West Coast carnivals. . . . Eddie Gamble is booking the Department of Water and Power Show, and Will Hoffman, retired trouper, is the chairman of the committee.

P. E. Payne up from Long Beach for a short stop. . . . Henry Brouillet noted around town. . . . Hap Young has completed six hookhouse units to play outdoor events. . . . Gene Hudson is at Clark's Greater Shows' winter quarters completing the painting of new show fronts. . . . W. E. Hobday and F. A. Soley will have the Ten-in-One with Golden State Shows and have sent their equipment to Santa Anna, the opening spot. . . . Bob Perry in town while en route to points north and to Provo, Utah. He will be with Monte Young's Shows.

Harold Boyd left for Jacksonville, Tex., to join the J. Doug Morgan Shows. . . . Wimpy Manna was winner of the new Willys-Knight at the San Bernardino National Orange Show. . . . Clyde Gooding will take his Midget Show to the C. F. Zeiger Shows—in the party, Topsy Gooding, George Rogers, Ross Ogilvie, Ann Vachon and Prince Elmer. Clyde will be mate on the Deep Sea Show, with Capt. Barnett the skipper and lecturer. . . . Ed Malden leaving for Phoenix, Ariz., to join Zeiger Shows. . . . Al Lindenberg in town. Will be with one of the West Coast carnivals.

Doc Hall will have four rides in the outfit that he will handle in Northern territory. . . . The Steffen Shows opened on Manchester boulevard and will be spotted on locations in vicinity of Los Angeles. . . . Johnny Kleine (the organ man) has returned from work at four of the carnival winter quarters. . . . Dick Morris, noted among the "Coast defenders," will be with a Western show. . . . D. Brownie mingling with the folks, around carnival headquarters. Will be with Zeiger Shows. . . . Bob Penn leaving to join an Eastern carnival.

Ed Baldwin will be on the front of one of the shows on the Zeiger Shows. . . . Phil Williams out looking up spots for the Golden State Shows. . . . C. Dudley Lawrence in and out of town booking his girl revue. . . . Mr. and Mrs. C. S. Wrightsman left for San Francisco and Sacramento. . . . Joe De Mouchelle and the missus (Maxine) will be with the Golden State Shows, Joe as a special agent and will also have concessions. . . . Charley Rising and the big squadron back from the Orange Show at San Bernardino and report as having done nicely with eats and drinks. . . . Milt Runkle also returned from the Orange Show.

Homer Reece will be lot superintendent and master transportation with Golden State Shows. . . . R. E. Moyer getting his show ready for the opening at Ocean Park. . . . Ruth Fowzer has taken over the booking agency of her husband, the late Hugh Fowzer, and is sending three acts to Japan. . . . Robert Mitchell in a downtown job. Will later troupe with one of the Western carnivals. . . . J. D. (Jack) Reilly again in hospital for observation and possible operation. . . . Jack Schaller and his acts back in town. . . . Mr. and Mrs. Ed Walsh back from 10-day vacation in the North. . . . G. G. Keener and Frank Stanley noted around the concession folks. Both will be with West Coast Shows. . . . Beaches, with warm weather, drawing big week-end crowds. . . . Jack Gillespie and Tom Fernaux in from the East.

front of the Hawaiian Show was a revelation to all who saw them. There was a host of visitors too numerous to mention here. Among callers during latter part of the engagement were F. M. Smith, of Great Sutton Shows; Mike Cranson, of Utica, N. Y., and Jerome McGuire, also Chester Taylor, who now claims Mobile as his home town and was busy greeting old friends on the show. The writer, Walter B. Fox, was under the weather with a slight attack of the flu.

## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 7.—One of the important events within the last few days, which may have a very vital effect upon the railroad shows in the carnival industry, is to be found in the pronouncement of the Interstate Commerce Commission issued a few days ago in which it decided by a five to four decision that basic railway passenger rates be reduced from 3.6 to 2 cents a mile, effective June 2. The order of reduction is applicable to the entire country, but will have no particular effect upon Western and Southern roads, inasmuch as those roads have been operating under the 2-cent rate upon an experimental basis. The principal effect will fall upon Eastern roads and within territory serviced by the Trunk Line Association, of which organization we have had occasion to write in the past.

Strangely enough, of all the Eastern carriers the Baltimore & Ohio Railroad was the only one to favor the reduction, the remainder of them contending that a reduction in price would impair their revenues. However, the majority opinion, written by Claude R. Porter, indicates that the revenues of the Eastern carriers will benefit from the increase in volume. Of the four commissioners who dissented, Commissioner B. H. Meyer expressed the opinion that the reduction was not great enough. While the carnival industry is not directly concerned with the attitude of the Interstate Commerce Commission, yet it is our opinion that a general reduction in passenger rates will be an opening wedge for a general reduction in freight rates and hence in private contracts with carnivals which are not subject to Interstate Commerce control. Already the National Coal Commission has urged reduction of present coal freight rates and has threatened to oppose continuance of the present emergency surcharge on soft coal beyond June 30.

Of course, the carnival industry has no basis for complaint as to the emergency surcharge because that 10 per cent increase was not imposed upon carnival contracts and the 10 per cent saving thus effected to the industry was due, at least in part, to the efforts of the American Carnivals Association at the hearing in 1935.

Present indications are that the railroads opposed to the reduction will not give up without a tremendous fight. However, time will tell whether or not the Interstate Commerce Commission has judged the matter correctly and whether or not the railroads will be better off with greater volume and lower rates.

As soon as the situation has crystallized further, we will proceed with the application for a hearing authorized at the last annual meeting of the ACA in Chicago.

## Snapp Greater Shows

JOPLIN, Mo., March 7.—A great deal of the equipment is ready for the annual trek. The riding devices are all ready, but there is still work ahead on the show fronts and front arch. John Morton, who is in charge of winter quarters, will also have charge of the riding devices placed on the lots here prior to the official opening. Bert Norton, electrician, has installed an additional transformer in the wagon and feels confident that he can take care of the additional current needed by the show this season. Dick O'Brien, who will handle the advance, has just returned from a trip thru Northern States in the interest of the show. Judge Caulkins informed from Houston that he would be heading northward in the next 10 days. The folks are starting to come. Seen at winter quarters were Tex Baker, Jack Barns, Pat Bales, Pete Bales, Bill Hogan, Roy Murray, Henry Walsh, Jimmie Brigid, James Ross and family, Red Norman, Fred Hook, Mr. and Mrs. Curley Reynolds, Danny Reynolds, Robert Spencer, Slim Cunningham and wife, Henry Moss, John Terry and Charles DeVoe. Among visitors to Joplin were Joe Shillibo, Larry Hogan, Rodney Spencer and Johnny Castle. A delightful birthday luncheon was served by Mrs. Dolly Snapp. At the festive board were Mr. and Mrs. Frank Switzer, Mr. and Mrs. Bob Toutz Jr., Dick O'Brien and Mr. and Mrs. William Snapp. All reported a wonderful time. Two addi-

## Dallas

DALLAS, March 7.—The outdoor season in Texas is really under way. Greater United Shows opened its season several weeks ago at Laredo, Henries Bros.' Shows opened March 4 at Houston, Western States Shows open next week at Crystal City and Big State Shows have had several weeks.

Mr. and Mrs. Fred Beckmann, Larry Hogan, Gregg Wellinghoff and Maudie Jamieson motored from San Antonio to Laredo to visit Greater United Shows over a recent week-end and then to Monterey, Mex.

Sam Gordon passed thru this city en route to San Antonio to confer with the executives of Beckmann & Gerety Shows.

Mr. and Mrs. Denny Pugh and Catherine Oliver were out of the city for a few days last week visiting showmen around San Antonio and Houston. Upon their return Mrs. Pugh left for Chicago, where her mother is seriously ill. L. Clifton Kelley was a visitor here for a day last week, coming from Lubbock, where he attended the fair meeting.

A showman's club for the Southwest is in the making. Plans are under way to organize a club, with headquarters in this city.

H. F. Logan, special agent of Beckmann & Gerety Shows, was a visitor here for several days while en route to Fort Worth to engage in promotional work at the Stock Show.

W. F. (Doc) Palmer acquires from El Paso that business with his "World's Strangest Assembly" has been exceptionally good. The show opened in El Paso on February 23 for a two weeks' stand.

W. H. (Bill) Rice and family, here the last two weeks, left Thursday for the North. Freddie Payne accompanied them. Frank Downs, who was associated with them six months, remained in Dallas.

## Kelley's Greater Shows

ROMEO, Mich., March 7.—The show's paraphernalia is being shipped to the opening stand in time to apply the finishing touches of paint and other preparations. Letter from Henry Heyn informed that his Tilt-a-Whirl and two kiddie rides were all painted and ready for the road. He has a new calliope for the Tilt-a-Whirl and new imported organ for one of his other rides. Coleman Lee advised from Poplar Bluff, Mo., that his Loop-o-Plane and two concessions were ready, and Edgar McComb from Mississippi that he would soon leave for the North to get his concessions ready. Mr. Zimmerly, of Paris, Ill., will have four concessions. Mrs. Marion Wilson, in Pittsburgh, last season with Peerless Exposition Shows, is anxious for the opening, with her ball game. The lineup will include 6 rides, 5 shows and about 20 concessions, with free act and band, and until next fall will play spots in Indiana, Ohio, Illinois and Wisconsin. CORA KELLEY.

## Dee Lang's Famous Shows

ST. LOUIS, March 7.—With warmer weather prevailing the winter quarters of this show is a scene of activity to get ready for the opening, only a few weeks away. Extra men were put to work to get as much work done as possible before opening, with a lot to be done after opening on the lots of St. Louis. Work is going ahead on the new transformer truck, which will be one of the finest with two 75-kw transformers. Recently received in winter quarters was the fine new sound advertising truck—white, trimmed in red, and it is a beauty. Mart Williams, manager of the Circus Side Show, arrived Wednesday. Dee Lang is a very busy man, just back from Chicago, where he went to buy a complete set of loudspeaking systems. Beautiful lines of special paper have been ordered from the Hatch Printing Company and the Donaldson Lithographing Company. All of which is from an executive of the show.

tional Calliaphones were purchased by William Snapp to be used on the fronts of the Minstrels and Carioca shows. The sound truck is rapidly nearing completion and will be used by the Fiesta committee here until the show is ready to hit the road. MARK BRYAN.



**Pacific Coast Showmen's Assn.**

816 New Orpheum Bldg., Los Angeles, Calif.

LOS ANGELES, March 7.—Monday night's meeting had 89 members present when President Theo Forstall called it to order. Other executives present included First Vice-President Dr. Ralph E. Smith, Second Vice-President Roy Ludington; O. H. Hilderbrand the only absentee.

The main matters now being discussed are the membership drive, the functioning of the newly created Temporary Emergency Relief Fund and the furtherance of the J. Doug Morgan idea—the "show within a show" plan—for raising funds. There will be intensive effort put forth.

Some of the chairmen of the membership drive and the J. Doug Morgan plan were announced after their acceptance of the duty involved. For Crafts 20 Big Shows, Orville N. Crafts and Roy Ludington; Clark's Greater Shows, Archie Clark; Hilderbrand United Shows, O. H. Hilderbrand, E. W. Coe and Walter De Pellaton; Golden State Shows, Will Wright, Phil Williams and Joe De Mouchelle; Frank W. Babcock Shows, Frank Babcock; West Coast Shows, Mike Krekos, W. T. Jessup and Charley Walpert; Silver State Shows, C. H. (Fat) Alton; Al G. Barnes Circus, S. L. Cronin, Theo Forstall, Floyd King, Mark Kirkendall and George Tipton; Tom Mix Circus, Ted Metz, William Lowney and George Surtees; Ken Maynard's Diamond K. Ranch Wild West and Circus, Harry B. Chipman; Monte Young's Shows, Monte Young.

President Theo Forstall stated that there would be a minimum of 500 new memberships established as the quota for this year, and that any number less than that would not reflect a great effort on part of the many who voluntarily set their own quotas. President Forstall made a very pointed business talk and stressed the definite responsibilities members had assumed. All present were enthused and there is every indication that PCSA will show the largest year's growth in its history. Anyway, one is impressed with the keen spirit manifested among members. Communications: J. Ed Brown wrote that he was temporarily taking a vacation and would be here soon for a short stop. From Doc Hall, a note expressing appreciation to PCSA for kindnesses shown him during his illness. From Hilderbrand's United Shows, thanks for the large floral horseshoe sent by PCSA for their opening at Inglewood. From West Coast Amusement Company, best wishes of the personnel, and giving assurance that the show would be 100 per cent PCSA and that there would be staged three or more shows working on the J. Doug Morgan plan.

Harry Fink made appearance after missing several meetings, being busy with promotions in San Fernando Valley.

Dr. Ralph E. Smith announced for diversion, "The most foolish thing I ever did," which fun subject got rises out of Floyd King, Roy Ludington, Will Wright, Archie Clark, Will Hobday, Sol Grant, Frank Foley, Dick Morris, Milt Runkle, Johnny Kline and Hap Young, who won the award.

S. L. Cronin, Bert Harris and Henry Brouillett made interesting short talks.

It was decided that, following custom, the clubrooms would be open all summer, with meetings each Monday night.

**Royal American Shows**

TAMPA, Fla., March 7.—The show after playing its Florida winter fairs is back in winter quarters here and the tedium of preparations for the spring northern run is under way with a lot of fervor. Sedlmayr and Velare Brothers, owners, have under construction an extremely elaborate Midget City. A miniature theater will be the featured section of the attraction, with all equipment properly sized for the purpose. Two complete stage shows will be given at one price, one by Harry Klima's group

of acrobatic midgets and the other by Nate Eagle's artists, featuring Stella and Helen Royal. Among the special buildings will be a city hall, fire station, art institute and open-sided homes for performers. A crew of men is at work on the construction under supervision of Ed Nelson. Raynell's new front is under construction and will be made up of massive columns festooned in red and blue neon illumination. Three arches will permit an unique bally plan. Raynell's troupers are spending four weeks on the Sparks theatrical circuit in Florida, opening at Miami, doubling back to Jacksonville for a split week, and ultimately working Daytona Beach, Orlando, St. Petersburg and Tampa. Ginger Ray, who was injured in a dance fall at the Central Florida Exposition, Orlando, has recovered and will be starred on the stage engagements. Leon Claxton's Brown Skin Vanities play a theater circuit after 10 days' layoff. Claxton's attraction topped the midway at Orlando. Royal American will reopen at the Florida East Coast Fair, Jacksonville, an eight-day engagement, beginning April 17. Walter DeVoyne, secretary, was confined to his room in Hillsborough Hotel here more than a week as a result of a tooth infection. Sam Gluskin, special agent, who spent several days with the show at Orlando, returned north but is expected back in Tampa soon. JACK DADSWELL.

**Philadelphia Pickups**

PHILADELPHIA, March 7.—Still many pro-and-con rumors as to whether the city will be open to carnivals this season. A number of agents still hovering around, locating lots and making other arrangements to be ready if the good word is flashed.

John Marks was a visitor during the week, arranging for some attractions and other business relative to the coming season.

Everett (Sonny) Brown has returned to the city after wintering in Bridgeport, Conn. Will be connected with Jack Kelly the coming season.

Duke Jeanette, who will have the Circus Side Show with Cetlin & Wilson Shows, paid a visit this week. Was looking up some attractions and outfit. Says his wife, Baby Lillian, who was sick a part of the winter, is in good health again.

Jack Kelley has signed to handle the Circus Side Show on the Art Lewis Shows. This will be his second season with Lewis.

W. J. O'Brien, who operates the Side Show at Revere Beach, was in the city relative to an indoor promotion he is now handling.

Ray Wagner, of Coney Island, stopped over while on his way home from Florida. Had been wintering in the South.

**Greater American Shows**

TEXARKANA, Tex., March 7.—Winter quarters has been a bee-hive of activity the past two weeks, with 26 men getting the paraphernalia in shape for the opening here, March 11. Cooper Herndon, show's artist, has done some beautiful work in a modernistic style. His ideas have been novel, including on the fronts. Mrs. C. A. Vernon and Al Ziedman have been preparing the corn game, which will be 60 feet long, seating 70 players, and leather stools have supplanted the wooden benches—a special stock truck will be used. An important social event was held in winter quarters Monday, the occasion being the fifth birthday of Mary Ann Vernon, daughter of Mr. and Mrs. C. A. Vernon. Two beautiful birthday cakes were baked. Mary Ann received several gifts. About 15 children, all of the show, attended the party. The show will carry 10 riding devices, 12 shows and 30 concessions. A special flood lighting system will be tried out this season. Transportation will be on 26 trucks, the manager having secured six new Dodge trucks. Maple Williams getting his cook-house in fine shape. It will be 50 feet long, seating 64 customers. The staff: C. A. Vernon, owner-manager; Tom Brown, assistant manager; N. L. Dixon, general agent; Bill Starr, publicity and secretary; Luther Harvey, electrician; Tom Martin, boss canvasman and calloper; Wayne Herndon, master mechanic; Swede Newberg, assistant mechanic. Free acts will be Bob Vernon, Loop-O-Death; Jackie Herndon, high trapeze act; Edward Leroy, high wire. The show's route will be thru Arkansas, Missouri, Wisconsin and Minnesota. BILL STARR.

**St. Louis**

ST. LOUIS, March 7.—Frank Duffield, of Thearle-Duffield Fireworks Display Company, visited *The Billboard* office here Thursday when in this city on a business mission.

Mrs. Nelle Allen, who was ill for a month, is able to be up and around again.

Many showfolk attended the "wake" and the funeral for Tom Kearney, prominent betting commissioner and a friend of show people. Floral pieces from many large shows and individual showfolks were in evidence at the funeral parlors.

R. E. Haney spent several days here and advised that he was having success selling the new Ridee-o.

Carl Burg, who operates a concession for Mr. and Mrs. J. C. McCaffery, passed thru the city this week en route from Minneapolis to Shreveport, La.

Charles Goss returned Thursday and reported that he sold motor equipment to Sol's Liberty Shows, Hennies Bros.' Shows and J. L. Barker Shows.

Mrs. Bess Anderson had an hour's stopover here while en route to her home in Memphis, Mo., on the sad mission of burying her father, who died last week. Mrs. Anderson, who has been with Royal American Shows, took a plane from Miami to St. Louis, then by train to her home town.

Mrs. Charles Goss, who had been sojourning in Florida for two months, returned Monday in time to be on hand for the banquet of the Missouri Show Women's Club, of which she is an officer.

James C. Simpson, general agent Johnny J. Jones Exposition, visited *The Billboard* office here Thursday. He left for Birmingham, Ala., where he will enter a hospital to undergo an eye operation.

Oscar Bloom, owner of Gold Medal

Shows, returned to this city from his home in Chicago Heights, Ill. He will start work in winter quarters next week.

Norman Vaughan, brother of Eddie Vaughan, is at present in the city visiting the popular "Eddie." His home is in Oklahoma City, Okla., where he is editor of *National Elks' Horn* magazine. He is well known to many outdoor show people.

L. S. (Larry) Hogan, general agent Beckmann & Gerety's World's Best Shows, left Thursday for points north after spending several days here.

Mrs. Hazel Shaw, of the W. H. J. Shaw Wax Figure Company, during a visit to *The Billboard* office, stated that she will have two wax shows on the road this season.

**Imperial Shows**

CARUTHERSVILLE, Mo., March 7.—Details of all rides for Imperial Shows have been completed. There will be 10 in number. Everything will be new and the management expects to open about April 11. The show will play fairs in Minnesota, Wisconsin, Illinois and Missouri. There have been quite a number of visitors at winter quarters, among them Frank Sutton, of Great Sutton Shows; J. T. McClellan, who will be with the show, and Mrs. McClellan. Mr. Jones, of the Carl Lauther's Congress of Oddities; Mr. Haney, who represents the Spillman Corporation and also operates riding devices, and Fred Kressman, of the Barnes-Carruthers Booking Office. Charley Goss, of the Standard Chevrolet Company, also paid a visit; also S. C. Harrington. Mr. and Mrs. Clayton left for Fulton, Mo., to spend a few days with his mother. Edward A. Hock is expected to arrive in a few days and will start building his concessions. All concessions will be under his personal supervision. All of which is from an executive of the show.

**IMPERIAL SHOWS, INC.**

*First American Tour*

Booked solid for the season, playing Fairs in Minnesota, Wisconsin, Illinois, Iowa and Missouri. Opening date April 11. All new equipment. Can place good showman with or without outfits. What have you? Can place a few more Concessions.

Concessionaires Address  
**EDWARD A. HOCK**

Showman Address  
**LEW MARCUSE**

BOX 223, CARUTHERSVILLE, MO.

**STRATES' SHOWS CORP.**  
**WANT FOR SEASON OF 28 WEEKS**

Can place Minstrel Show for the season. Will furnish a complete outfit and wagon for same. Will furnish wagon and outfit for any Show that will not conflict. Can use Big Snake, Congress of Fat People or any clean attraction. Can place one more major Ride and couple of Kiddie Rides that will not conflict with Kiddie Autos. Concessions—Several legitimate Concessions open yet. Want Help in all departments. Can use a good Lot Man and all around Ride Help. Doc Garfield, Sealo, Eugene Curry, write. We open April 16 in Portsmouth, Va., the first show in 13 years in the city, with a good route of still dates and 14 fairs. Write BOX 26, Portsmouth, Va.

**GOLDEN EAGLE SHOWS**

WANT Shows with or without own outfits. Will book following and X same: Fishpond, Devil's Bowling Alley, Frozen Custard, Novelities, Candy Floss, Erie Diggers, American Palmist, Hoop-a-la, Novelty Shooting Gallery, Ball Games, Snow Cones, Ice Cream, or any legitimate Concessions not conflicting. WANT Snake Show, Five or Ten-in-One, Monkey Circus, Mechanical Show, Fat Girl, Freak or what have you? CAN USE Minstrel People. Pay at office. Meal Tickets furnished. Talkers for Girl Show, Minstrel, also Hill Billy Show. WILL BOOK OR BUY a Big No. 5 Ell Wheel and Tilt-a-Whirl. Opening April 11. All mail W. A. GIBBS, Erie, Kan.

**READING'S UNITED SHOWS**  
**WANTED WANTED**

SHOWS—Will furnish Top for A-1 Freak or Side Show. Also want Snake, Geek, Illusion, Monkey Motordrome, Monkey Circus, Fat Show, or any Shows of merit. Also Colored Performers for Minstrel Show. CONCESSIONS—All open except Cook House, Popcorn and Diggers. First-class Corn Game wanted. Legitimate Concessions only. Earl Connors and Buddy Delandry answer. Those holding contracts answer this call. RIDES—Will book small Merry-Go-Round. WANT experienced Ride Help. All address 700 McFerrin, Nashville, Tenn.

**TILLEY SHOWS**

Now booking Shows and Concessions. I will furnish outfits for worthwhile Attractions. Can place Frozen Custard, Penny Arcade, Stock Wheels, Candy Floss and Pitch-Till-You-Win. Address BOX 635, Ladd, Ill.

**For Sale Kiddie Rides**

Mangels 8-car Kiddie Whip, also Kiddie Chair-a-Plane. First-class shape. Girl Show and Sideshow Banners, new last season. Also several Show Tops. Priced reasonable. ART LEWIS, Morehouse Hotel, Bridgeport, Conn.



## MUSEUMS

### Philadelphia Houses

PHILADELPHIA, March 7.—Museums here have been doing a very good business since weather has become more spring like.

Eighth Street Museum presents the following bill this week: Three Dells, club jugglers; Shackels, handcuff and escape performer; Leo, magician; Poses Plastique; "Venus in the Wishing Well," illusion, and Mme. Zenda, mentalist. In the annex, dancing girls and Mary Morris.

South Street Museum has Smith and White Colored Revue, in specialties; Anderson Sisters, spotted people; Roy Doss, mechanical man; Captain Sig, tattooed man, and Mme. Verona, mentalist. Dancing girls still featured in the annex.

### Robertson's, Traveling

GRAND RAPIDS, Mich., March 7.—John Robertson's Side Show Oddities has been having some prosperous stands in this area when weather conditions were favorable. The roster includes: Deep Sea Exhibition, Count Nemo, midget; Amlah, ventriloquist and magic; Natalie's trained birds; acrobatic canines; "Spinx," illusion; Rolla, Indian entertainer; Zollo, reptiles; Nastorbor, Punch & Judy; McNish's Minstrels.

## U. S. Acts Score in Australian Circus

NEW YORK, March 7.—American performers are clicking heavily with the recently inaugurated Ivan Bros.' Circus in Australia, which opened the season in Manly, near Sydney. Contingent was booked abroad thru Phil Wirth, of Boyd & Wirth Attractions, and includes the Nellie Dutton Troupe, Demnati Troupe, Casting Delcos and Naida and Ernesto Perez. *The Manly Daily Pictorial* said of the Duttons: "Thrilled with daring and spectacular routines perfectly performed." Of Delcos: "Featuring Miss Rose Campbell, it is a sensational casting act." Of Demnatis: "Their tumbling was a revelation." Of Perez: "Equilibratics extraordinary." Paper also raved Miss Evelyne, of Dutton act, for her aerial work and Nellie Dutton for feats on wire.

It is said that Australia has never before seen a girl flyer of the type seen in the Delcos act, members of which, aside from Miss Campbell, are Marvin Mason, Herbert Grow and Jimmie Campbell, manager. With the Campbells is their 4-year-old son, Joseph.

### Benefit for Cho-Cho

ALAMEDA, Calif., March 7.—Misfortune recently visited Cho-Cho, the international clown. For three months he had been working on the Alameda Federal Theatrical Project enjoying his usual good health, but was stricken four weeks ago with a combination of ailments which necessitated his removal to the hospital. For a while his life was despaired of, but with the fortitude built by many years of healthy living under canvas he rallied and won a battle with the grim reaper. As a sequel to a long list of ailments it was decided that an amputation of one of his legs was necessary in order to save his life.

At the time of writing this the writer, Harry Payne, is happy to report that Cho-Cho is resting easy, altho no one with the exception of his wife, Mrs. William Lea, is allowed to see him, and it is thru his wife that the information reaches the writer that his bedridden days could be made a great deal brighter if he could receive letters from his legion of friends thruout the country.

Cho-Cho is one of the most colorful performers in North America. Cho-Cho at the age of 73 is no more. Cho-Cho has passed along, but William Lea will still be spared for many more years, at least so all his friends hope.

Every major circus has at some time or other had Cho-Cho on its roster. He toured this country and the European countries with the old Barnum & Bailey show as far back as 1898, doing leaps and being principal clown on the hippodrome track. His travels also took him at an early date to Australia. The original Forepaugh show was his home for a number of seasons.

His friends can reach him by ad-

### F. W. Miller's, Traveling

LITTLE ROCK, Ark., March 7.—Moving out of New Orleans the day after one of the biggest Mardi Gras seasons in history, when the show did a good business, F. W. Miller's Oddities opened here late last week at 1008 Third street in downtown Little Rock. Show, sponsored here by VFW Post No. 1736, is headed for Iowa.

### Dime, Newark, N. J.

NEWARK, N. J., March 7.—The weather having improved considerably the past few days, business has also improved. A very good show, with plenty of variety, is on the platforms this week, the lineup as follows: Prince Mendes, sleight-of-hand and card manipulations; Capt. Herbert Martinez and his police dogs, second week; Peggy Dill, also second week, this week doing swinging ladder; Ritchie Doolin, ventriloquism and juggling; Mde. Athella, mental act and Buddha, and Coo-Coo the Bird Girl, featured. *Oriental Revue* still popular in the annex. Madam Verona, Jack Kellie and Bobbie Hassan, of South Street Museum, Philadelphia, were visitors here last Sunday afternoon. GEORGE E. MOORE.

dressng Cho-Cho, care the Alameda County Hospital, Alameda, Calif. His fellow troupers plan to stage a monster benefit performance on March 14 at the Oakland Auditorium.

Before taking the professional name of Cho-Cho, William Lea was known as Lucifer.

### Letter From Stanley Dawson

COLUMBUS, O., March 7.—The writer, accompanied by Joe Trosey, left the West Coast at the close of the Santa Anita racing season. Were employed during the meet. Went via New Orleans and during stay there were entertained by Charley Meyers and wife and Jimmie Liverman. New Orleans is Jimmie's home town.

Leaving New Orleans, stopped at Birmingham and spent a few hours with Leon Friedman and Bob Kinsey, of *The Birmingham News*. Missed Donald Gordon at Phoenix. Arriving at Washington C. H., O., learned from Doc Nolan that Ward Clement, Donald's brother-in-law, had recently passed on. Also learned that Buck Saunders was in Washington C. H., but did not see him.

Looking around the Cole Show at Columbus week of March 2 we saw many faces whom we had recently observed in California, including Roy Barrett, Paul Delaney, Bob Hickey and Clyde Beatty, and also renewed friendships with Bob Courtney, Mr. and Mrs. George Cutshall, Maley, Earl Lindsey, George Belford, Earl Shipley, Roy MacDonald, Clara Codona, Harry La Pearl, Joe Lewis, the Clarkonians, Frankie Ormond, Henry Brown, Mr. Murden, Nick Carter, Ira Millette, John W. Vogel, Jess Adkins and Allen Lester.

Doc Ogden is wintering in Columbus and is to be seen around the Elks' Club.

Before leaving the West Coast were entertained at the ranch of Harry Fink. Those present were Spike Foley, Ed Nagle, Mark Kirkendall, Joe Trosey and the writer. Also were entertained on the palatial yacht of Pepito, the clown, at Balboa Island. On trip to Santa Barbara were accompanied by Floyd King and was his guest at a dinner party given at hotel in Ventura on return to Los Angeles.

### IABP&B, Local No. 7

INDIANAPOLIS, March 7.—Officers of the Billers' Alliance, Local No. 7, for this year are: President, Roy E. Fitzgerald, vice-president, Edward F. Kindley, treasurer, E. E. Earl; recording secretary, Carl Mall; financial and corresponding secretary, F. A. Kelzer; business agent, C. A. Carroll; sergeant at arms, John W. Barton; board of trustees, Lon Adams, Frank Tieben and E. J. Butler.

### MINSTRELSY

*(Continued from page 27)*

don't they throw real money out on the floor anymore? How about you and I doing that double someone suggested in a recent issue of *The Billboard*? I've got some old clothes you could wear."

## UNDER THE MARQUEE—

*(Continued from page 36)*

Every Decoration Day since his death Coddington laid a flower on Mr. Warner's grave. Annually he used to get a letter of appreciation from Mrs. Warner. . . . Edwin C. Hill, the Globe Trotter of the Hearst Metrotone News, scored nicely with members of the Showmen's League recently. While on the radio February 22 (Buffalo Bill's birthday anniversary) he recited several reminiscences of the veteran scout, Col. Cody (Buffalo Bill) was first president of the Showmen's League, and naturally anything concerning him is of great interest to members of the League.

CLEVELAND WILLIAMS, warrant officer at Fort Leavenworth, Kan., is co-operating with Leavenworth newspaper and business people in a promotion to erect a memorial to "Buffalo Bill" on the old home place, owned by Colonel Cody's father. It is located near Leavenworth and is where young Cody had his early training with horses and guns. Williams is capable of doing much for its success.

SHANGHAI MICKEY, tattooed man, who was in an auto wreck at Harrisburg, Pa., October 29, and suffered broken bones in ankle, is off crutches. Dorothy, tattooed woman, underwent an operation on hand at Buffalo and some fingers may be crippled. Will have an operation on eye in three weeks. Will not try to go with Ringling show as scheduled, but may hit the trail latter part of season.

NEWSPAPERS recently had stories to the effect that surgeons amputated William H. Lea's (Cho Cho, clown) right leg February 15 at Oakland, Calif., because of a threatened artery obstruction. Word comes that there is another Cho Cho, known as the health clown, who is in Florida. For years he has been teaching school children to "eat spinach and like it." *The Tampa Tribune* recently carried a story about him.

HARRY LAPEARL and clowns have contracted to be with the Walter L. Main Circus after playing the Morton-Hamid indoor dates. Harry will be producing clown on the Main show. Last week the LaPearls were at the Cole-Beatty indoor circus in Columbus, O., following which they returned to Indianapolis, Ind., where they have several school shows booked. The Tudor Sisters and Avery, also Eddie Keck, will again be with the LaPearls, playing school shows. Jack Klipel will again be with LaPearl's clowns, opening on string of indoor shows for Morton-Hamid.

A FLYING RETURN ACT that has attracted much attention in the last year is the Flying Behrs, which last spring worked as a casting act with the Hagenbeck-Wallace Circus during the show's engagement at the Chicago Stadium. The act, first developed by Johnny Behr, of the Illinois Athletic Club, now consists of four people, one of whom is Henry Diaz, for years with the Ringling Circus. The other three are among the youngest aerialists in the business. They feature passing leaps in the flying-act routine and also do aerial bar work over the rigging.

### Riddle Lines Up Program

POPLAR BLUFF, Mo., March 7.—Jack Riddle's Society Unit will open here for the Chamber of Commerce. Al Sigsbee, agent, has contracted six fairs and has several more pending. Show will be presented in two rings and on a stage.

Program will run as follows: Ladder acts, Bernice and Annetta Riddle; four clowns on stage; foot slide, Abie Rozina; perch, Lois and Annetta Riddle; clown telephone; on stage, Woodrow Dallas, fire eating; two double trap acts, Lois and Annetta Riddle—Bernice Riddle and Martiana Rozina; on stage, Roba, the Man of Mystery; clown number; four-people tight-wire act, Annetta, Lois and Bernice Riddle, featuring Martiana Rozina; clowns; sharp shooting, Woodrow Dallas; clowns; iron jaw, Lois Riddle; balancing ladder on stage, Abie Rozina; 35-foot high foot revolve, Annetta Riddle; clowns; closing, Punch and Judy by Louis E. Collins, who also will be general announcer. Show will run an hour and 30 minutes. Loudspeaker will be used for music. Gally Van Camp will have the concessions.

## Peeping In On the Performers' Club of America

By BERT CLINTON

CHICAGO, March 7.—Many performers and members of the circus world who are members of the club and have not been here since the beginning of the 1935 circus season are arriving at club daily, getting their props and riggings ready.

New members accepted at last meeting were Henry Diaz, William Seymour, Hazel Marie Paul, Ray Goody, Helen Lee, Wynona Prettyman and Fred Willos.

Al Ackermann and his Tip-Tops and Hazel Cotter closed a two weeks' engagement at the Oriole Terrace, Detroit, and Al is now paying a visit to his home in Norwood, O.

Primo Velly left today to open with the *Mixed Nuts* unit.

Lew Christensen had an appendix attack at his home in Sheboygan, Wis., last week and reports that everything is fine and dandy now.

Ira Millette and the Willos are back from indoor circus dates in Columbus, O., and Detroit.

G. G. Gray reports that despite the terrific cold weather encountered in the Northwest during the last five weeks, business was better than was expected. The show plays Winnipeg, Can., next week for the Shrine. Has two more dates indoors following Winnipeg and will play under canvas, under auspices, this summer. The following acts, all members of the club, are with the show: Aerial Macks, Avalon Troupe, Salton and Parodner, Toby Wells and Company, Happy Harrison's Animal Circus, Wallin Brothers, Chris Cornalla Troupe, Healy and Healy, Harry Sykes, Mack and Healy, Hans and Rosita Claire, Harris and Leaping Greyhounds, Carl Marx, Demitri Cossack Troupe, Valero Brothers and Pickard's Seals.

Bobby and King stopped over for two days this week en route south with a unit.

George Geddis has been kept busy with his dog, Rowdy, playing night clubs in and around Chicago.

Ishikawa and the Saki Family leave Chicago early next week to play night clubs in Kansas City, Denver and Salt Lake City.

Eddie Mack and Buddy Brown are en route to the Coast with a products show.

Pete Adair, Barnum Smilletta, Henry Diaz, Vic Smilletta, George Geddis, Bluch Peters and Paul Bonel are daily in the club's gym working out on the hickory sticks. Katherine Brown is practicing swinging ladder and muscle grinds.

George Stolich has recovered from his recent operation. Jay Gallagher has been engaged by a Loop dance school to teach stage dancing to the advanced classes.

Dave Winnie has left Chicago to join a unit in the South. Jonnie and Jorie Armstrong are playing Detroit night clubs.

Case Brothers and Marie, wire act, closed some indoor circus dates and are leaving for the East to open in vaudeville.

Harry Clark is rehearsing his eighth unit at the club. It is titled *Scrap Book Scandals* and opens on the Cushman Circuit March 20 at Hutchinson, Kan.

Charles Riggs and Joe Kocher stopped off in town for two days, paid the club a visit and left for Montreal.

Griffiths, Wells and Stuart are playing clubs and night spots and will open with a unit shortly.

Ambrose Byron, of the Three Byrons, suffered a broken nose while performing at the Terrace Room here this week.

### Notes From Europe

PARIS, March 2.—The Cirque A. Rancy is at the Cirque Municipal, in Limoges, with Rancy's horses and the big cats of Trubka. The Cirque Amar Freres has returned from Africa and is at present on the French Riviera.

The Circus Busch is at the Varietes Palace at Charleroi, Belgium, presenting a big bill with Adamsky's bears, Carre and Borschel's horses, Orth's lions, Singel's elephants, Harry Carre's high-school horses, the Cubanos, aerial; Three Huberts, jockeys; Five Marywards, Risley acrobats; Two Nellis, "Iron-jaw" aerial; Six Readings, acrobatic bicycle number; Miss Maeckers, contortionist; Ramon Prieto's bucking mule, and the crowns, Dario and Bario, and the Three French.

# Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$1.00. CASH WITH COPY.  
First Line and Name Displayed in Caps.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

**FORMS CLOSE (in Cincinnati) THURSDAY**  
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)  
2c WORD (First Line and Name Black Type)  
1c WORD (Small Type)  
Figure Total of Words at One Rate Only  
No Ad Less Than 25c.  
CASH WITH COPY.

## AGENTS AND DISTRIBUTORS WANTED

**AGENTS — PROFITS GUARANTEED.** Sensational Dance Floor Cleaner; waxes as it cleans. Write for details; you can't lose. **BOX 272, Evansville, Ind.**

**ATTENTION, SUBSCRIPTION SALESPERSONS—** 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.**

**BIG MONEY APPLYING GOLD INITIALS ON** Automobiles. Easiest thing today. No experience needed. Free samples. "RALCO," 1084 Washington, Boston, Mass. **tfnx**

**CARTOON BOOKLETS — REAL STUFF,** \$2.50 hundred. Samples, 25c. **RAY, Box 83, Sta. N, New York.** **mh14**

**CARTOON BOOKLETS, WOW!** \$2.00 hundred; samples, 25c. Importers. **BOX A94, Peoria, Ill.**

**CLOSE OUT—CARTOONS, PHOTOS, HOTTEST** stuff, \$1.50 hundred; samples, 20c. **JAMES TRIPPE, Guntersville, Ala.** **x**

**ELECTRIC RAZOR, \$3.00 — BULLOCK,** 2218 East 34th, Kansas City, Mo. **mh14**

**GOOD INCOME SILVERING MIRRORS—PLATING** and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by new method. Outfit furnished. Write **GUNMETAL CO., Ave. C, Decatur, Ill.** **tfnx**

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**MAGIC "RUN" PREVENTATIVE FOR HOSIERY** sells every woman. Repeats. Particulars, sample free. **NEVIN LABORATORIES (1103), 210 Fifth Ave., New York.**

**MAKE GOOD MONEY TAKING ORDERS—** Shirts, Ties, Underwear, Dresses, Hosiery, Raincoats, Pants, Uniforms. Sales kit free. **NIMROD CO., Dept. 43, 4922-28 Lincoln Ave., Chicago.** **ap25x**

**MEN TO SELL ONE OF THE GREATEST** natural tonics, made from many herbs, for Stomach, Liver, Blood and Nerves. Guaranteed; direct and stores. **HERB LABORATORIES, 1803 Vine St., Cincinnati, O.**

**NECKTIES—100 NEW PATTERNS; BIG PROFITS;** 25 and 35-cent sellers. 6 samples prepaid \$1.00. Particulars. **CENTURY SALES CO., 308 Kasota Bldg., Minneapolis, Minn.** **mh14**

**OUR SENSATIONAL ILLUSTRATION; 11x14** inches, featuring Townsend the Moses of America, should be in every true American home; also windshield stickers. Agents, send 35 cents for samples and liberal terms. **Z. H. DUNCANSON, Distributor, Emmett, Ida.**

**PROFITS SELLING FUN BUSINESS CARDS,** Advertising Surprise Letters, Clever Pocket Novelty, etc. Samples, list, 20c. **NATIONAL SPECIALTIES, Box 500B, Cincinnati.**

**SPICY COMICS, READERS, NOVELTIES.** Samples 25c. **BUK, Box 2, Station W, New York.** **mch14**

**TOY SUBMARINES THAT DIVE—EASY TO** make; sell instructions. **CAPITAL SERVICE, Box 1257, Washington, D. C.**

## ANIMALS, BIRDS AND PETS

**ANIMALS, BIRDS, SNAKES — EVERYTHING** for shows. **SNAKE KING, Brownsville, Tex.** **ap25**

**AUTHENTIC RIPLEY FREAKS — HORNED** Rooster, alive; Double Nosed Pig and Horned Rabbit, mounted. Sell \$100.00. Answer quick. **ROY BROWN, Charlotte, Mich.**

**CHIMPANZEES, TAME, \$225.00 UP—KEIEN-** BURG, 8 West 169th Street, New York.

**DONKEYS (BURROS), SPECIAL FOR ANY** purpose, \$18.00 each; Raccoons, \$8.00; Wild Cats, \$8.00; Ringtail Cats, \$11.00; Harmless Snakes, den, \$10.00; Gila Monsters, \$3.50; Armadillos, \$2.50; Mexican Lion, \$50.00. **Wire NATIONAL PRODUCTS COMPANY, Laredo, Tex.**

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**FOR SALE—ALIVE PIG WITH EIGHT FEET.** **B. E. FARM, Beech Creek, Pa.** **mh28**

**FOR SALE — YOUNG, HEALTHY CHIM-** panzees. **CESELE ANIMAL FARM, Amsterdam, N. Y.**

**MOTHER RINGTAIL MONKEY WITH BABY—** Ringtail, Woolly, Spider and Sapajou Monkeys, Ocelot Kittens, Boas, Pigmy Marmoset Monkeys, Parakeets, Finches, etc. **BIRD WONDERLAND, Van Nuys, Calif.**

**POLICE DOG, STAGE STUNTS, \$150.00 —** **McGRAW KENNELS, Terre Haute, Ind.**

**SNAKES NOW READY — DENS CONTAINING** large assortment fat 4, 6-ft. Snakes, \$15.00. **RATTLESNAKE JOE, St. Stephen, S. C.**

## BOOKS

**PERSONAL MAGAZINE—CATALOG, PHOTOS,** Cartoons, 15c. **BOX 290-B, New Haven, Conn.** **x**

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## BUSINESS OPPORTUNITIES

**COMPLETE TEN-IN-ONE WITH PLENTY BAN-** ners ready to go cheap. **BOX 96, Marion, O.**

**IT'S NEW, SENSATIONAL—ODORENE LIQUID** Perfumed Deodorizing Spray. Guaranteed sales; big profits; sample, 10c coin. Key chain free. **WOODLING, 127 So. Jefferson, Allentown, Pa.** **x**

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**MAKE MONEY SELLING SHOE LACES—OUR** 1936 general shoe lace price list is now ready and will be sent to you free upon request. We sell to jobbers only. **FALLS CITY MERC. CO., Box 305, New Albany, Ind.**

**SELL BY MAIL! BOOKS, NOVELTIES! BAR-** gains! Big Profits! Particulars Free! **F. ELFCO, 525 South Dearborn, Chicago.** **tfnx**

**WHERE TO BUY AT WHOLESALE 500,000 AR-** ticles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS, 925 Broadway, New York.** **ap4x**

## CARTOONS

**ARTIST WILL DESIGN YOUR IDEAS—CAR-** toons, Advertisements, Illustrations, Music Covers, Letterheads. Lowest rates. **NENDICK, 220 N. 3d Ave., Maywood, Ill.**

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**ENTERTAIN WITH TRICK CHALK STUNTS** and Rag Pictures. Catalog free. **BALDA ART SERVICE, Oshkosh, Wis.** **mh14**

## 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-1 OPERATORS OF BALLY DERBYS AND** Pamco Parleys, send \$1.75 for sample attachment that will increase your earnings over 50% on these games. A proven product and can be applied in two minutes. **GORMAN NOVELTY CO., Utica, N. Y.**

**BARGAINS — BALL GUM, CIGARETTE, PEANUT** Machines, Diggers, Games. **NOVIX VENDERS, 1191 Broadway, New York.** **mh21**

**BARGAINS RECONDITIONED MACHINES, ALL** types. Prices you will be willing to pay. Write for new list. **BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis.** **my9**

**CHANGE YOUR SILVER STREAKS, SOLOS,** Targets into 1c play. Material and instructions, \$1.00. **H. L. SMITH, Grifton, N. C.**

**COIN-OPERATED MACHINES BOUGHT, SOLD** —**JARL, 1704 Leavenworth, Omaha, Neb.**

**COIN-OPERATED MACHINES BOUGHT, SOLD** —**CHARLES PITTLE, New Bedford, Mass.** **mh21**

**COUNTER GAMES, MILLS TICKETTES, WITH** 500 Tickets, \$4.95; Penny Ante, \$3.00; Get-A-Pack, \$6.75; 21 Vendor, \$4.50; Dice-O-Matic, \$4.75. **LINDSAY SALES CO., 102 Tuloma Bldg., Tulsa, Okla.**

**DIGGERS, MUTOSCOPES, 1933-'34, FIRST-** class condition. **BOX 695, Billboard, 1564 Broadway, New York.**

**EXCELLENT PAY TABLES, ROCKETS, CHAM-** pions, \$6.75. Want Sportsman. **DE LUXE SALES, Blue Earth, Minn.**

**FOR SALE—4 ELECTRO HOISTS, \$60 EACH;** International Mutoscopes with Roll Chute, \$75 each. **EXHIBIT NOVELTY CO., 1123 Broadway, New York.** **mh28**

**FOR SALE — RECONDITIONED MUTOSCOPE** Cranes and Merchants. Very attractive prices. Write today. **BOX 693, Billboard, 1564 Broadway, New York.** **tfn**

**LIKE BRAND NEW: JUMBO, \$52.50; PROS-** pector, \$47.50; Bonanza, Rodeo Caliente, \$35.00; Flying Colors, Jr., \$9.50. A-1 condition; Put 'n' Takes, Champions, \$12.50; Silverstreak, \$8.75; Target, \$6.25; Penny Packs, \$7.25; Penny Smokes, \$6.75; I O U, Twins, Select-Em, Four Stars, Horseshoes, Goal Line, \$4.75. **FINN & GENE, Mocanaqua, Pa.**

**LITE-A-LINES TRIPLE SLOT SKILLS, \$20;** Bowls, \$30; \$25 takes two Traffic A's, perfect condition, Ticket and Payoff; 200 Late Pin Games, \$5 each. **BINGHAMTON NOVELTY, Mary St., Binghamton, N. Y.**

**LITTLE DUKES SINGLE JACKPOT, TEN DOL-** lars; Spark Plug, five dollars; Watling One Cent Double Jackpot, twenty-five dollars; Jennings Double Jackpot, twenty dollars; Field Five Jacks, five dollars; Mills Silent Ten-Cent Escalator, new, thirty-five dollars. Cash with order. **JACK O'BRIEN, 97 Thames St., Newport, R. I.**

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**MACHINES LIKE NEW—SPORTSMAN, \$10.00** to \$25.00; Squadron, \$20.00; Master Contact, \$10.00; Traffic A, \$20.00; Relay, \$5.00; Castle Light, \$7.00; Sink or Swim, \$9.00; Army & Navy, \$10.00; Rockelite, \$10.00; Zooms, \$18.00; Rockets, \$10.00; Blue Ribbon, \$5.00; Big Leaguer, automatic, \$20.00; Scrimmage, \$22.50; Sure Shot, \$29.50; Sure Shot, used, \$20.00; Five & Ten, \$22.00; Tango, \$20.00; Battle, \$20.00; Beacon, \$10.00; Skyscraper, \$12.50; Champions, \$12.50. **UNITED AMUSEMENT, 3411-15 Main, Kansas City, Mo.**

**MAKE AN OFFER—TWO CHAMPIONS, TWO** Wahos, Two Actions, Three Tickettes, all in good condition. **NORTHERN VENDING CO., Petoskey, Mich.**

**MILLS AMPLIFIED TROUBADORS FOR SALE** or trade for modern Slot Machines; guaranteed A-1 condition. New Bodine Changer Motors, \$12.50. **SALES CO., 1812 N. Grand, St. Louis.**

**MILLS WAR EAGLE MODEL SLOT, 10c OR 25c,** \$50.00 each; Spark Plugs, \$12.50; Jennings Flying Turf Automatic One Ball, \$55.00; Put and Take, Blue Cabinet, Front Door, \$17.50; Tickettes, with 500 Tickets, \$7.50, 1/3 deposit. **GA. AMUSEMENT CO., Box 185, Newnan, Ga.**

**ONE MERCHANT MAN, \$75.00; LIKE NEW.** Iron Claw, \$35.00; Five Erie Diggers, \$65.00. **JAMES TRUSCIO, 353 So. Main St., New Britain, Conn.** **mh21**

**PENNY ARCADE MACHINES BOUGHT, SOLD,** exchanged. **FUN PALACE, 703 First Ave., Seattle, Wash.** **ap11**

**RECONDITIONED, LIKE NEW, CIGARETTE** Machines: Rowe Standard Cigarette Machines, 5 Columns, \$15.00 each; Advance, 4 Columns, \$12.50 each; U-Need-A-Pak, 8 Columns, \$37.50 each; Garcia 5c Cigar Machines, \$5.00 each. Coin Machines bought, sold and exchanged. 1/3 with order, balance C. O. D. **X. L. COIN MACHINE CO., 484 Elmwood Ave., Providence, R. I.**

**SEND STAMP FOR LIST OF USED MACHINES—** Get on our mailing list. You save money on machines and supplies. **GOODBODY, 1824 East Main, Rochester, N. Y.** **mh28**

**SLOT MACHINES FOR PARTS, \$5.00 EACH—** 1013 5TH AVE., Rockford, Ill.

**SLOTS—1 5c MILLS BLUE FRONT MYSTERY,** 1 5c Mills Gold Award, 1 1c Mills Single Jak; all three, stands included, \$90.00. 2 Kings of Turf, both, \$10.00. **H. LUBMAN, 110 W. Bank St., Petersburg, Va.**

**SPARK PLUGS, \$11 EACH; 5 \$300 MODEL C** Iron Claws, \$50 each; Saratoga Sweepstakes, \$10. **A. BENHAM, 138 N. Main, Fremont, Neb.**

**WANTED — WHIRLPOOLS, AUTOMATICS,** Scales, priced right. **SILENT SELLING CO., 548 Massachusetts, Indianapolis.**

**SPIN-A-PACKS, PLAY PAX, PENNY SMOKES,** Cent-A-Packs, any quantity, \$8.00 each; Exhibit Play Balls, \$35.00; Merchantman, 1934, Roll Chute, \$75.00. Send deposit with orders. **PENN-MARYLAND NOVELTY CO., 3243 Pea St., N. W., Washington, D. C.**

**USED AUTOMATIC PAY-OFF MACHINES, IN** excellent shape: Jumbo, \$45.00; Ace, \$20.00; Electric Baffle Ball, \$45.00; Prospector, \$35.00; Cold Rush, \$15.00; Stamped, \$20.00; Fairway, \$17.50; Equity, \$17.50; Do or Don't, \$15.00; Sportsman, visible, \$17.50; Sportsman, non-visible, \$12.50; Put 'n' Take, \$9.50; Traffic B, \$17.50; Match Play, \$17.50; Wahoo, \$8.50; Red Arrow, \$10.00. **NATIONAL SALES & DISTRIBUTING COMPANY, 3136 San Jacinto Street, Dallas, Tex.**

**WANTED — MILLS MYSTERY BLUE FRONT** Slots to operate on percentage. Bond. **BOX 207, Martin, Tenn.**

**WANTED—MUTOSCOPE CRANES, 1934-1935;** also Bally Ticket Machines, any kind. **HUDSON VENDING CO., 402 6th St., Union City, N. J.**

**WANTED—ALL TYPES OF SLOT MACHINES** for cash. **CONNECTICUT AMUSEMENT MACHINE CO., 294 N. Main St., Waterbury, Conn.** **ap18**

**\$40.00 CASH GIVEN FOR MILLS BLUE** Fronts 5c, 10c, 25c; state serials. **BOX F, Pittsburg, Kan.**

**2 MILLS 1c Q. T., \$26.50 EACH; 2 MILLS 5c** Escalator Double Jack Pot, \$36.50 each; 1 Little Duke Single Jack Pot Vender, \$16.50 each; 6 Mills Tickette, late type, \$6.50 each; 4 Rockets, late type, \$11.50 each. **H. & G. SALES CO., 217 W. Fourth St., Lexington, Ky.**

## COSTUMES—WARDROBES

**BAND COATS, RED, \$2.50; CAPS, \$1.50;** Trunks, Costumes, Velvet Curtains, assorted, \$15.00. **WALLACE, 2416 North Halsted, Chicago.**

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**NINE ORCHESTRA SUITS, RED MESS JACKETS,** Blue Vests, Trousers, English Whipcord material, like new, \$135.00. **VAN ARNAM, 521 Oneida Street, Syracuse, N. Y.**

## FORMULAS

**CHEESE-COATED POPCORN FORMULA, 50c—** **W. J. LYNCH, Springfield, Ill.**

**FORMULAS — ALL KINDS, GUARANTEED;** catalog free. **KEMICO, B-66, Park Ridge, Ill.**

**FORMULAS, PLANS, IDEAS — LITERATURE** free. **H. BELFORD, 4042 N. Keeler, Chicago.**

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**NEWEST GUARANTEED FORMULAS—BIGGEST** catalog free. Special prices, leads. **GIBSON, Chemist, BH-4704 No. Racine, Chicago.** **x**

**SUCCEED WITH YOUR PRODUCTS—FORMU-** las, Processes, Analytical Service. Information free. **Y. THAXLY CO., Washington, D. C.** **mh28x**

## FOR RENT, LEASE OR SALE

**FOR RENT — 400-SEAT THEATRE, FULLY** equipped, \$80 month. \$500 deposit required. **BOX 395, Rochester, N. Y.**

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## FOR SALE—NEW GOODS

**BALL GUM, FACTORY FRESH, 12c BOX—** **AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.** **ap4x**

**BARBECUES — INTERIOR AND EXTERIOR** models. **PEERLESS STOVE CO., Columbus, O.** **ap11**

**PERFUME BOTTLES, IMPORTED, ONE DOZEN** assorted postpaid for fifty cents (coin). **MacARTHUR, 17 North Wabash, Chicago.** **x**

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PHOTO OUTFITS—4 FOR DIME STRIPS. OUR new Photastrip Machines, either 1 1/2"x2 or 2 1/2"x3 1/2" sizes, complete, \$140.00. All supplies at cut prices. WABASH PHOTO SUPPLY, Terre Haute, Ind. mh21

POPCORN—CHEESE FLAVORED AND CANDY Corn Machines, Popcorn and supplies. BARNARDS, 2815 Leavenworth, Omaha, Neb. mh28

POPCORN, SOUTH AMERICAN VARIETY, 100-lb. bag, \$8.00; freight prepaid; cash with order. MURHL R. SMITH, Portland, Ind.

SAVE ON DIRECT POSITIVE SUPPLIES BY buying from one source. Rolls, 1 1/2"x250", \$4.75; 5x7 Enlarging Paper, \$5.40 gross. Stock absolutely fresh. Mounts, Mirrors, Cameras, Booths, Visualizers, etc. Catalog on request. MARKS & FULLER, INC., Dept. 1, 44 East Ave., Rochester, N. Y. x

FOR SALE—SECOND-HAND GOODS

ELECTRIC HOT DOG WAFFLE MACHINE; Tent, 10x12. F. E. SANDERSON, Mt. Sterling, Ill.

HAND-INKING PRESS, 5x8, \$7.00—BAHR, 70 Exchange, Rochester, N. Y.

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POP CORN AND POTATO CHIP EQUIPMENT—LONG-EAKINS, 1976 High St., Springfield, O. ap25

POPCORN POPPERS, ALL KINDS—NORTH-SIDE CO., 2117 Harding, Des Moines, Ia. mh9x

FOR SALE—SECOND-HAND SHOW PROPERTY

BALLOONS, PARACHUTES, INFLATORS — THOMPSON BROS.' BALLOON & PARACHUTE CO., Aurora, Ill. ap4x

BALLROOM AND STAGE LIGHTING EFFECTS—Crystal Showers, Spotlights, etc. NEWTON, 253 W. 14th St., New York. ap4

BARGAIN—15 DODGEM CARS, GOOD CONDITION. DELMAR WINTERSTEEN, 360 Reynolds St., Kingston, Pa. mh21

CARROUSEL, 3-ABREAST, JUMPING, \$600—804 Jamaica Ave., Brooklyn, N. Y. mh14

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and Used, out or indoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 W. Thompson, Philadelphia, Pa. ap4

COMPLETE SHOW, TENT, CHAIRS, PIANO, Light Plant, Trucks, Trailers, Pictures and Machine. JOE PITTS, Sharon, Tenn.

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FOR SALE OR RENT — CARROUSEL, ALSO Skee-Ball Alleys with exclusive rights. Well located; attractive proposition. E. BRENNAN, Iroquois, N. Y.

LINDY LOOP, GOOD CONDITION, REASONABLE. TABICKH, 257 Court St., Brooklyn, N. Y.

SEE ADVERTISEMENT CARNIVAL PACES—WEIL'S CURIOSITY SHOP, 20 South Second, Philadelphia, Pa. tfn

SHADOW OF THE CROSS PAINTINGS, ALSO the Mystery Cross. New creation, baffling, \$5.00 up. Stamp for particulars. TODD, Valdosta, Ga.

SKEE-BALL ALLEYS, EXCELLENT CONDITION, practically new, price very reasonable. M. COHEN, 142 Henry St., Brooklyn, N. Y.

WAX SHOWS, TWO-HEADED BABY, MUMMIES. SHAW, 3316 Sidney, St. Louis, Mo. mh21

\$275.00 STRIP PHOTO OUTFIT, \$95.00—HASSAN, Box 971, Parkersburg, W. Va. mh14

HELP WANTED

COMEDY BAR PERFORMER, MUST FILL IN Comedy Acrobats. Act booked with circus. PAUL LeROY, 6245 N. W. 2d Ave., Miami, Fla.

GIRL, TAP DANCER, RESIDING IN CINCINNATI, not over 115 lbs. BOX C-8, Billboard, Cincinnati.

GIRL WANTED FOR TUMBLING ACT, PREFER one who can do Aerial Act or will learn. Give full details. GLADYS WILLIAMS, 117 Mackubin St., St. Paul, Minn.

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MOTORDROME MAN TRICK RIDER, MUST BE good mechanic; also lady rider. Address STEWART KNAPP, 2512 Canton, Detroit, Mich.

ONE-RING CIRCUS—CARL WOOLRICH, BAND musicians, truck drivers, all write. All others tell all first letter. F. R. SMITH, Linden, Plainville, Conn.

SINGLE FAT LADY—SEASON'S WORK IN FAT family. BOX C-9, Billboard, Cincinnati.

TRAINER TO BREAK AND WORK FIGHTING Lion Act. Sober and steady. Week stands. BOX 96, Marion, O.

WANT BUTCHERS—BOND BROS.' CIRCUS. Write WARNER BECKLEY, Fredericktown, O.

WANTED — MAN WITH THREE OR FOUR rides. HOT SPOT BEACH, Box 65, St. Simons Island, Ga.

HELP WANTED—MUSICIANS

BARN DANCE — HILL-BILLY PERFORMERS, Singers, Musicians, Novelties. Send photograph. J. R. VAN ARNAM, 521 Oneida Street, Syracuse, N. Y.

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FOR NAME BAND, SALARY \$50.00 PER WEEK —First Trumpet or Cornet, also Trombone; consider organized brass section. Write references detailed. BOX C-6, Billboard. mh21

MODERN GUITAR AT ONCE—MUST READ, jam, modulate, feature Singer; single; location. Liquor, hams, no. Other musicians write; state all. ADOLPHE MCFARLAND, 619 East Capitol, Little Rock, Ark.

SAX DOUBLE CLARINET—READ, FAKE, TONE. HOTEL HOWALD, Hamilton, O.

MAGICAL APPARATUS

BOX GOOD MAGIC, \$25.00; PUNCH JUDY Figures, \$12.00; Eight Lessons Ventriloquist, \$1.00. BOWEN, 129 E. Baltimore St., Baltimore, Md.

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NEW 124-PAGE ILLUSTRATED CATALOGUE, plus 8-page supplement, Mental Magic, Mindreading, Spirit Effects, Horoscopes and 33-page 1936 forecasts. Graphology sheets, books, crystals and lucky pieces. Most complete line in world. New catalogue, 30c; none free. NELSON ENTERPRISES, 198 S. Third, Columbus, O. mh14

PUNCH, VENTRILOQUIAL AND MARIONETTE Figures. PINXY, 64 W. Erie, Chicago. mh14

MAIL ORDER OFFERINGS

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DIME PLAN BRINGS IN THE DIMES; SIMPLE and easy to operate; complete plans, 25c coin. V. & S. SALES, P. O. Box 21, Hagaman, N. Y.

MAIL-ORDER IDEAS — LITERATURE FREE. SILVESTER & CO., BM7, Old Bridge, N. J.

MISCELLANEOUS

BEAUTIFUL SHIP AND SCENERY STAMPS, 10c per packet. SHIELDS, 121 E. Third, Winona, Minn.

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WISH TO CONTACT DISTRIBUTOR WHO CAN supply cigarettes at discount. MORGAN MITCHELL, 2414 Gilboa, Zion, Ill.

M.P. ACCESSORIES FOR SALE

BUY NOW—LIKE NEW, 35 MM. MOTOR-Driven Silent Projectors, only \$14.95; Sound Heads for Powers, Acme, Holmes, DeVry; Theatre Equipment. MOTION PICTURE PRODUCTS, 346 West 45th, New York City.

HOLMES SEMI-PORTABLE PROJECTOR, complete with Amplifier and Speaker, \$150. THEATRE SOUND SERVICE, Box 395, Rochester, N. Y.

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LATEST DEBRIE ALL-METAL MOTION PICTURE Camera, two motors, bayonet mount, five finest lenses, including Telephoto, latest tripod, high hat, carrying cases, six magazines, sound aperture mask, other accessories, ready for double system sound work. We carry complete line of sound recording equipment and accessories. PHONOTON MOTION PICTURE LABORATORIES, Washington, Ind.

RELIGIOUS SPECIALS — NEW SOUND ON Film Passion Play, Kristus, Jesus Nazareth, \$175.00 each. Talkie Features, Shorts, \$5.00 up. 16MM. Silent Film, sacrificed, \$5.00 reel. 35MM. Silent, Dollar reel. Complete Talkie Program rented anywhere, \$10.00 nightly, \$25.00 weekly. New Holmes-DeVry Portables, 20% off. Terms. New Acme Suitcase Talkie, complete, \$225.00. New 16MM. Sound Felix, \$15.00. Latest Silent Acme Suitcase Projector, \$35.00. WALDO FILMS, No. 6 Waldo Bldg., Cincinnati.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue S free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. ap4

M. P. FILMS FOR SALE

SOUND FEATURES, \$15.00 UP; ALSO SHORTS, guaranteed perfect. Finest Semi-Portable Sound Projector on market. Write for large list. ZENITH THEATRE SUPPLY CO., 308 W. 44th, New York City.

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M. P. (TALKIES) FILMS

JESUS OF NAZARETH—PASSION PLAY, LIFE of Christ; sound or silent, 16 or 35 mm. six reels. SCREENART, 729 7th Ave., New York City. ap4

PERFECT CONDITION—ALL TALKING FILMS, Road Shows and Westerns. E. L. FAWKS, Graford, Tex. mh14

SUPERSPEED PANCHROMATIC 16 MM. FILM, 100 ft., \$3.75. Other films from \$2.19. Bargains in new, used equipment. Send for circular. FOTOSHOP, 136 1/2-D West 32d, New York.

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16 MM. FILMS BOUGHT, SOLD, EXCHANGED—Catalogue 10c. FOTOSHOP, 136 1/2-D West 32d, New York.

M. P. ACCESSORIES—FILMS WANTED TO BUY

HIGHEST PRICES FOR USED STILL 16 MM. Movie Equipment. Send description. FOTOSHOP, 136 1/2-D West 32d, New York. x

HOLMES EDUCATORS—VIRGIL GREEN, 2231 No. Seventh, St. Joseph, Mo.

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SOUND ROAD-SHOW SPECIALS—ALSO WESTERN Action Features. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. mh14

16 MM. SOUND FILMS, 16 MM. SOUND SUITCASE Projectors. BRANDCO FILMS, 3305 Glenway Ave., Cincinnati, O.

MUSICAL INSTRUMENTS

CONN CORNET, WONDERFUL TONE, REAL bargain, only \$25.00. WILLIAMS, 2615 Eads, St. Louis.

SAXOPHONE, HOLTON, B-SOPRANO, CASE, \$18, guaranteed. TICKNER'S, Commonwealth Annex, Pittsburgh.

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\$125 DEAGAN XYLORIMBA, LIKE NEW, \$40.00. FRANK BARKER, Bamberg, S. C.

PARTNERS WANTED

PARTNER WITH BIG TOP AND SEATS—S. A. CATES, Royal, Ark.

SALESMEN WANTED

NEW SERIAL TRADE CARD SALES STIMULATOR. Side line or full time; advance cash commissions; big repeats. Sells all retail merchants, including gas stations, restaurants, etc. Hottest, newest out. Complete ready-to-work Sales Kit free. MEINHARDT, Dept. F3, 18 E. Kinzie, Chicago. x

SELL NOTHING; \$170.00 WEEKLY—\$500,000 salesboard firm announces new no-investment plan. Season starting. K. & S. SALES, 4326 Ravenswood, Chicago. x

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SCENERY AND BANNERS

A-1 BANNERS FOR SIDE SHOWS—MANUEL'S STUDIO, 3544 N. Halsted, Chicago.

CARNIVAL, CIRCUS, SIDE-SHOW BANNERS—ROSS-HILL STUDIO, Cumberland Center, Me. mh14

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At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

AT LIBERTY—GROUND TUMBLER. CAN DO four fast routines; work Straight or Comedy. Sober and reliable, age 27, weight 145 lbs., height 5 ft. 8 in. Write ARTHUR CAISSIE, 89 Park St., Lynn, Mass.

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DYE DROPS, LIKE NEW, ALL SIZES, \$10 TO \$20. SCHELL SCENIC STUDIO, Columbus, O. tfn

BANNERS, SCENERY, TAVERN PAINTINGS—Artistic, inexpensive. ENKEBOLL STUDIOS, Omaha, Neb. mh21

SIDE-SHOW BANNERS — COMPARE OURS with others. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago. mh14

SONGS FOR SALE

WANTED—SINGER OR BAND; INTRODUCE beautiful waltz. Interest in song. CARTER, 29 Yale Ave., Rockville Center, Long Island, N. Y.

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TENTS FOR SALE

NEW SIDE WALL, 6.40-OZ. DRILL, HAND roped, 8 foot, \$24.00; 10 foot, \$28.00; 100 ft. long. Tents, all kinds. KERR CO., 1954 Grand Ave., Chicago. ap4

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USED TENTS, ALL SIZES; REAL BUYS—ILLINOIS VALLEY AWNING & TENT CO., 102 S. Washington St., Peoria, Ill.

THEATRICAL PRINTING

FLASHY DODGERS—2,000 3x8, \$1.65; 4x9, \$2.35, postpaid. SOLLIDAYS, Knox, Ind.

FLASHY WINDOW CARDS, 14x22, HUNDRED, \$3.00. TRIBUNE PRESS, Fowler, Indiana.

REDI-KUT STOCK FOR CIRCULAR PRINTING, Multigraphing, Office Carbons; 5x8 to 14x22; 10 lbs., 65c; 25 lbs., \$1.30. OXFORD PRESS, North Oxford, Mass. x

SAVE MONEY ON PRINTING—STATIONERY, Dodgers, Tickets, etc. Postcard brings list. Colored Dodgers, 5,000 6x9, \$4.50; 3x8, \$2.75. STUMPPRINT, South Whitley, Ind. mh14x

WINDOW CARDS, 14x22, 100, \$2.50—50% deposit, balance C. O. D. BELL PRESS, Winton, Pa.

6-PLY WHITE, YELLOW, ORANGE CARDS, your copy, \$5.50. DOC ANGEL, Ex-Trouper, Leavittsburg, O.

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\$1.00 PREPAID SPECIALS, FREE SAMPLES—LAWNDALE PRESS, Franklin, N. H. mh14

100 LETTERHEADS, ENVELOPES OR CARDS, 25c. X-RAY, 513 E. 144th, New York City.

1,000 LETTERHEADS, \$2.50; 1,000 CARDS, \$1.50. OLSEN, 3417 Southeast 17th Ave., Portland, Ore.

WANTED TO BUY, LEASE OR RENT

STRIP PHOTO OUTFIT, ALSO HOUSE TRAILER —AL DICK, Bloomington, Ind.

WANTED — CANDY FLOSS MACHINE OR other good money maker. Full particulars. BOX C-521, Billboard, Cincinnati. mh28

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WANTED—TENT, 40 OR 50x90. TURPIN, 1804 East Church, Jacksonville, Fla.

WANTED MIXUP, PREFER ONE BOOKED ON show; no junk. JOE MILEY, 208 1/2 North Main St., Piqua, O.

WANTED — INFORMATION LARGE TENT, section floor. D. SHIPMAN, Dunseith, N. D. WANT MECHANICAL CITY, WORLD, ANY money-making outfit. HARRIS PARTIN, Paris, Tenn.

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THEATRE MANAGER—Can bring a theatre corpse to life if it hasn't been buried. 15 years in knowing how. Your proposition or mine. BOX 65, Billboard, Chicago.

AT LIBERTY BANDS AND ORCHESTRAS

FIVE TO EIGHT-PIECE ORGANIZED ORCHESTRA open after March 15th. Strictly professional, swing or sweet. Trailer, uniforms, special arrangements, vocalists, etc. Experienced in both dance and show. All replies considered. Go anywhere. ORCHESTRA DIRECTOR, 809 Woodsdale Ave., Toledo, O.

GUS SMITH AND HIS 10-PIECE COLLEGIATE Orchestra want summer location. Go anywhere. All well educated, sober young men. Same personnel two years. Plenty of doubles and special arrangements. Flashy equipment. Several changes of uniforms, amplifying system. Photo on request. C. A. BERTRAM, 1024 Commercial St., Emporia, Kan.

ROY MILLER AND HIS NINE-PIECE UNION Orchestra, now playing one-nighters, will be available after March 1st. Booking permanent or summer engagements. Write ROY MILLER, 71 Mountain St., Swoyerville, Pa. mh14

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AT CASTLE FARM on WLW and Indiana Roof, Indianapolis, Don Pablo & Orchestra, featuring Lynn Blue, were held over. Available March 23d. Now playing Colonial Club, Evansville, Ind. Write or wire, stating your proposition fully. Amplifying system, colorful uniforms. Something different, not just another band. mh21

EIGHT-PIECE NOVELTY BAND at Liberty for night club or location. Have sound system, wardrobe, up-to-date library, a fine group of musicians and entertainers. Reliable managers or bookers write. HARRY COLLINS, Grand Island, Neb. mh21

HOTELS, RESTAURANTS and Clubs, take notice! 5-Piece Orchestra featuring smooth swing and light concert, doubles and vocals. Strictly professional. Now working smart winter season. Consider only authentic bookings. Address MUSICIAN, Box 224, Saranac Lake, N. Y. mh14

LEE FINN and His Chicagoans—Have 10-piece Union Orchestra carrying 4 vocalists and trio, P. A. system and special arrangements. All men double. Would like to get located in hotel, ballroom or night club. For references, publicity, photos, etc., write RUSSELL FINN, 2153 N. Kildare Ave., Chicago, Ill. mh14

NAME ORCHESTRA at Liberty May first—Ten young men, nice wardrobe, modern arrangements, all union. Reliable bookers, hotels, ballrooms, stage, cafes and ship agents write. Do not misrepresent. Our price is right. Can cut anything. Play sweet music. DIRECTOR, 918 Spruce St., Kulpmont, Pa.

NATIONALLY KNOWN 10-Piece Dance Band at Liberty. Spring and Summer bookings, road work and location only. Best offers considered. Address ORCHESTRA LEADER, Decatur, Mich. mh21

SIX-PIECE SWING BAND—All young, can play sweet and hot, with up-to-date modern library and fine arrangements, uniforms, racks and vocalists. Combination of 3 Saxes with Altos, Tenors, Baritone and Clarinets, one Trumpet, Drums and Piano. Fine floor show band with plenty experience. State full particulars in first letter. We will go anywhere on reliable locations and can open job on ten-day notice. Write or wire AL RICCI, 402 W. 8th St., Mishawaka, Ind.

TWELVE-PIECE Dance Orchestra after May 25th. Neatly dressed, union. Every man doubles. Good singers, good library, amplifier system, some features, such as five Trumpets, five Saxes, four Trombones, etc. Prefer mountain hotel. Consider board proposition. Contract for summer season. PIKU BURRITT, Seneca Falls, N. Y. ap4

CIRCUS AND CARNIVAL

AT LIBERTY—TWO TICKET sellers for coming season; carnival or circus. E. HINTON, GUY KELLY, Edgewood, Ill.

FOUR HIGH-CLASS ANIMAL ACTS—DOGS, Pony, Mule. For fairs, parks, celebrations, circus. HAPPY DAYS SHOW, Blanchard, Mich.

LEGAL ADJUSTER, SIDE-SHOW MANAGER—HOTEL ARCADE, City Hall Ave., Norfolk, Va. mh14

THE WILSONS—LILLIAN DOES TWO AERIAL Acts, Iron Jaw, Ladder, also work our own Spitz Dog Act in big show. G. E. and Son have first-class Pit Show, all new, wish to book on same show. We carry all our own equipment and furnish everything. What's your best proposition? Answer G. E. WILSON, care Billboard, Cincinnati. mh21

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DON PHILLIPS and His Minute Men—Ten neat young musicians for reliable location. Union, uniforms, excellent equipment. Radio experience. Vocalists, feature special arrangements, novelties. References, photos on request. Attention, managers and bookers. DON PHILLIPS, 801 So. Chestnut St., Seymour, Ind. mh21

NELLIE KING'S Beautiful Musical Act—George King, Lecturer, Punch and Judy, Ventriloquist. Above acts now available, jointly or single. Address 526 Water St., Indiana, Pa. mh21

DOG, PONY, MONKEY, BIRD CIRCUS—Complete unit. Gives performance one hour or longer. All clean stock and good features. Presented by the well-known Prof. Pamahasika himself. A real attraction for summer resorts or indoor circuses. GEO. E. ROBERTS, Mgr., Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536. mh14

PROFESSIONAL MALE Calliope, sight reader, doubling Piano, experienced feature Singer. Grand-stand band. State fairs. Appearance. State top salary. MACK, 622 North Liberty, Winston-Salem, N. C.

PSYCHIC AT LIBERTY for carnivals, parks or summer resort. Salary or percentage. State all first letter. ALBERT ZOLO, 3008 W. Cumberland St., Philadelphia, Pa.

RAJAS DUO—Revolving Ladder, Swinging Ladder, Loop Finish with Muscle Grind. Open for circus for coming season. Good acts. Address Gibsonton, Fla. ap4

WANT TO PLACE American Palmistry, 2 Readers and Grinder. Address ROSE MAYER, 620 Deming, Chicago.

AT LIBERTY COLORED PEOPLE

EXPERIENCED PIANIST—Read, fake, transpose. Want med show, club or beer garden work. Furnish piano if necessary. Consider any proposition. State all and salary in first letter. TEDDY, 1504 Ashley St., Tampa, Fla. mh14

AT LIBERTY DRAMATIC ARTISTS

TEAM—MAN, BLACK TOBY or Straights; wife, one year experience, willing to learn; Talking Specialties; have Cadillac car and house trailer. TED JORDAN, care General Delivery, Mobile, Ala.

AT LIBERTY—SIROS AND COMPANY. Complete show of Mystic Thrills and Chills. Open for all propositions. Wire or write. 502 Capital, Houston, Tex. mh28

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ACTOR, ANNOUNCER, Alto Horn, Toby Specialty. Age 45, height 6 ft., weight 160, dark hair. Reliable managers only. One-nighter or small rep. Ticket? Yes. Low salary. Join for tent season or sooner. JACK GAMBLE, New Dover, O.

AT LIBERTY—General Business, Characters, Character Comedy, Specialties. 5 ft. 11, age 39, weight 170, reliable. AL UNRUH, 34th Ave., Columbus, Neb.

AT LIBERTY—Team. Characters, General Business, Single and Double Singing and Talking Specialties. Piano and Drums. Use Guitar and Banjo for double songs. Man: Age 45, 5 ft. 6, weight 130. Woman: Age 39, 5 ft. 5, weight 120. Good wardrobe, sober, reliable. Have car. W. LEROY, General Delivery, Palestine, Ill.

EDMON BARRETT, actor, author, director. Have plays, old and new; short cast, sure fire, long experience, capable of taking full charge of productions and getting results with any average talent. Managers wanting a regular director address 208 Eagle, Tampa, Fla.

AT LIBERTY MAGICIANS

HIGH-CLASS MAGICIAN—ONE AND HALF-hour program. Suitable for schools, churches, fraternity organizations, etc. Not the largest magic show, but one of the best. Will consider any reasonable proposition. Write KEYSTONE THE MAGICIAN, Springboro, O.

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MINDREADING, Crystal Gazing, feature attraction for any kind of show. Age 40, height six feet. State salary. 50-50 on private readings. PRINCE YOSE, Box 22, Peoria, Ill.

AT LIBERTY MISCELLANEOUS

AT LIBERTY—PRINCE Yogi Naranda, American Astrologer, Palmist, best references. Address care BERT ROLLINS, Box 632, Sioux City, Ia.

BURIED ALIVE MAN WITH LONG RECORD—Great attraction, draws the crowd, legitimate. Write for full particulars. HERBERT HANNAGAN, General Delivery, Plainfield, N. J.

YOUNG MAN, 21, INEXPERIENCED, DESIRES to get into any line of show business. Wants actual experience. Work for expenses. CARL VOGELMANN, 202 Kolmar, Chicago, Ill.

MASTER OF CEREMONIES—Clubs, vaudeville. Young, neat, sober, reliable. Experienced, Sing, Comedy. Will work New York, New Jersey, Pennsylvania on ticket. Photo, references on request. ALBERT D. SMITH, 526 W. 49th St., New York.

AT LIBERTY M. P. OPERATORS

OPERATOR—EXPERIENCED, WILLING TO DEVOTE time to employer's interest. Reference. OPERATOR, Box 246, Trumann, Ark.

AT LIBERTY MUSICIANS

CLARINET AND Eb SAX for circus or concert band. 15 years' experience on the big ones. J. W. CUNNINGHAM, Patoka, Ind.

A FAST ALTO SAX-CLARINET MAN DOUBLING Guitar and Trumpet. Sing, read, fake and modern take off. Married, reliable and sober. Absolutely guarantee ability. Eight years' experience in all types of organizations. Cut or else. Write or wire ORVILLE BOHRER, 413 Clay St., St. Charles, Mo.

ALTO MAN WANTS JOB WITH SWING BAND—Good tone, phrasing and Clarinet. D. WHITNEY, 732 Fourth Street, Jackson, Mich.

ALTO SAX DOUBLE CLARINET AND TRUMPET. Sing and Arrange. Modern, read, fake, phrase. Young, married, union, sober, reliable. Location preferred. Write or wire J. E. WELAND, Coln, Ia. mh21

AT LIBERTY — A-1 ALTO SAX DOUBLING Clarinet; go anywhere. EVERETT RIMMERS, Cullom, Ill. mh21

AT LIBERTY — BRASS BASS, EXPERIENCED, dance work only. Address BASS MAN, 330 N. Spring, Sioux Falls, S. D.

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TRUMPET PLAYER — A-1, experienced in all lines. Good tone, range, take-off, modern. Wishes location with recognized band. LOUIS RIDLEY, 1527 N. California, Chicago, Ill.

AT LIBERTY PARKS AND FAIRS

BALLOONISTS—BOYS AND girls schooled by old heads. Book early. THOMPSON BROS.' BALLOON CO., Aurora, Ill. Established 1903. ap4

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. mh21

BALLOON ASCENSIONS — NOW BOOKING parks, fairs and celebrations. Boy and girl Parachute Jumpers. Trapeze performance in mid-air. Write or wire JACKSONVILLE BALLOON CO., Jacksonville, Ill. mh28

BOOKING OFFICES AND FAIR SECRETARIES—Aerial Age Sensation, newest of outdoor thrillers. AL MARRIOTT, Allegan, Mich.

DOUBLE TIGHT WIRE—LADY, SLACK WIRE, Rolling Globe, Gent, Juggler, Magician. As good as the best. Write for prices and literature. THE CHRISTYS, Keokuk, Ia. mh28

SOUND SYSTEM SERVICE — MICROPHONE, Phonograph, radio; motor-generator equipped 1 1/2-ton, 131-inch panel truck. Four complete systems, high fidelity amplifiers, velocity microphones, eleven horns, 100 audio watts output; capable reaching 50,000 people, inside or outside audience. Reasonable rates for dependable contract. R. D. WAGNER, 1909 N. Capitol, Washington, D. C. mh21

A THREE ACT COMBINATION, consisting of a High Trapeze and Swaying Pole, 130 feet high, with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robing and Disrobing on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish bond to guarantee our appearance. Address BOX C-389, Billboard, Cincinnati, O. ap25

AERIAL COWDENS, double Trapeze, Comedy Revolving Ladder, Illuminated Swinging Ladder. All standard acts. Celebration managers write for prices. Literature on request. Address Billboard, Cincinnati, O. mh21

JO-JO, the High Diving Dog, climbs a 40 ft. ladder and dives off, and a list of other tricks. JOSEPH F. McLAUGHLIN, 1010 Euclid, Wilmington, Del. mh21

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LaVALLE'S PARAMOUNT CIRCUS — Clowns, Bears, Pigs, Goats, Dogs, Monkeys. Show with a reputation; a bally truck; a sure money maker. Open for dates. CONGRESS THEATRE, Newark, N. J.

SECRETARIES OF FAIRS and Park Managers—Now is your time to book Lamont's Bird Act for your attraction. J. LAMONT, 7 W. Delaware St., Chicago. mh14

VAUELLE'S CIRCUS — Dogs, Cats, Monkeys. Flashy car with animals on and public address system. Small expense for any show, inside or outdoors. Address Tampa, Fla.

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST — READ, FAKE, transpose, all essentials. BOX C-7, Billboard, Cincinnati, O.

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AT LIBERTY—A-1 Piano Player, twelve years' experience repertoire, vaudeville and med. shows. Read, fake and transpose. Available now. Salary low. Prefer South. NELLIE K. EATON, General Delivery, Fairhope, Ala.

PIANIST — Experienced unit, club, dance, tent rep. Car, go anywhere. Leader tent dramatic in South past season. PIANIST, 536 Lincoln Street, Hazleton, Pa. ap4

PROFESSIONAL MALE Singing Pianist doubling show calliope. Sight reader, appearance. Feature Singer, plenty dance orchestra experience. State salary. MACK, 622 North Liberty, Winston-Salem, N. C.

AT LIBERTY VAUDEVILLE ARTISTS

SHULER AND WESLEY, INC., FOR VAUDEVILLE, stage units and night clubs. Comedians using Violin, Vibraphone and Xylophone. Flashy instruments, original comedy, age 21, 25. RAY PHILLIPS, 1732 S. 4th St., Columbus, O.

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AT LIBERTY NOW, coming season—Rep, circle stock. Martie Leady, as Cast, feature Singing, Dancing Specialties. Jack General Business, as Cast, A-1 Advertising Man, Double Specialties. Have car. JACK & MYRTLE ALBRIGHT, 548 Dauphine, New Orleans, La.

FLOYD AND KICKIE WINTERS at Liberty—Man, Characters, heavies, general business. Lady, Piano, Singing Blues, Ballads, Tyrolean Yodeling from Piano. Single and double Singing and Talking acts. Sleigh Bells, Steel Marimbaphone. One String Fiddle. Up in acts. Strong candy worker. Paint banners. Have car. Pay your wires. Address Brandon, Fla.

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NEOPOLITAN ACCORDION Trio or Duo. Young, neat, costumes, flashy instruments. Vaudeville experience; prefer reliable stage unit. Wire or write QUINTO VITALE, 25 10th St., Wheeling, W. Va. mh14

SINGLE MAN, Talker for Hawaiian Show or variety. Play Mandolin, Harmonica, Rubie Specialty. Managers write me. Address to J. H. G., R. F. D. No. 3, Marysville, O.

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LEGAL ADJUSTER, SIDE-SHOW MANAGER—HOTEL ARCADE, City Hall Ave., Norfolk, Va. mh14

THE WILSONS—LILLIAN DOES TWO AERIAL Acts, Iron Jaw, Ladder, also work our own Spitz Dog Act in big show. G. E. and Son have first-class Pit Show, all new, wish to book on same show. We carry all our own equipment and furnish everything. What's your best proposition? Answer G. E. WILSON, care Billboard, Cincinnati. mh21

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NELLIE KING'S Beautiful Musical Act—George King, Lecturer, Punch and Judy, Ventriloquist. Above acts now available, jointly or single. Address 526 Water St., Indiana, Pa. mh21

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## ROUTES

(Continued from page 31)

Sterling, Frank (LeClaire) Moline, Ill., t.  
Stevens, Jimmy (Oasis) Detroit, nc.  
Stewart, Larry (Leon & Eddie's) N.Y.C., nc.  
Stiles, Beebe (Show Bar) Forest Hills, L. I., nc.  
Stone, Al (Paddock Club) Cleveland, nc.  
Stone, Neil (Howdy Club) NYC, nc.  
Stone & Lee (Fox) Washington, D. C., 9-12, t.  
Stoner, Percy (Barrel of Fun) NYC, nc.  
Stover, Ginger (Ritz) Muskogee, Okla., 11-12, t.  
Stratton, Scottie (Brass Rail) Ogdensburg, N. Y., re.  
Stuart & Lea (Roxy) NYC 9-12, t.  
Stuart & Morgan Dancers (State) NYC 9-12, t.  
Sue, Lyda (Ambassador) St. Louis, t.  
Sullivan, Bobby (Swanee Club) New York, nc.  
Suter, Ann (American Music Hall) NYC, mh.  
Sutton, R. Patrick (Jefferson) Beaumont, Tex., 15-17, t.  
Swann, Evelyn Eppee (Stork Club) NYC, nc.  
Swing Brigade (Cocoanut Grove) Minneapolis, nc.  
Sykes, Harry (Shrine Circus) Red Wing, Minn.  
Symington, Eve (Plaza) NYC, h.

Table Toppers (Chateau Moderne) NYC, nc.  
Taft, Ted & Mary (Ambassador) St. Louis, t.  
Taka Sisters, Three (State-Lake) Chi, t.  
Tapps, Georgie (Paradise) NYC, re.  
Tappan, Maxine (Ambassador) New York, h.  
Tarrant & Dacita (Pennsylvania) New York, h.  
Tate, Nancy, Six (Orph.) Dubuque, Ia., 11-12, t.  
Taylor, Dub (Orph.) Dubuque, Ia., 11-12, t.  
Tegnor, Michael (Number One Bar) NYC, nc.  
Tennill, Frank (New Yorker) NYC, h.  
That Quartette (American) NYC, mh.  
Theodore & Denesha (Montclair) NYC, h.  
Theodores, The (Chez Paree) Chi, nc.  
Thompson, Kay (St. Regis) NYC, h.  
Thorson, Carl (Orph.) Winnipeg, Can., t.  
Tic Toc Girls (Paradise) NYC, re.  
Tien, Paul (Old Rumanian) NYC, nc.  
Timberg, Herman (Earle) Phila 9-12, t.  
Times Square Topics (Ritz) Muskogee, Okla., t.  
Tint, Al (DePalmas) Columbus, O., nc.  
Togo, Great (Orph.) Dubuque, Ia., 11-12, t.  
Toi, Ming (Chez Paree) New Orleans, nc.  
Tomack, Sid (Royale-Frollics) Chi, nc.  
Tomlin, Pinky (Roxy) NYC 9-12, t.  
Toomey, Regis (Met.) Boston 9-12, t.  
Toots & Al (Kit Kat Club) NYC, nc.  
Top Hat Revue (Orph.) Dubuque, Ia., 11-12, t.  
Trahan, Al (Palladium) London 9-31, t.  
Trent, Tommy (Michigan) Detroit 9-12, t.  
Tucker, Sophie (Hollywood) Hollywood, Fla., cc.  
Turry, Dorothy (Chateau Moderne) NYC, nc.  
Tranger, Don (Club Madrid) Milwaukee, nc.  
Tscherkassy, Alexis (St. Moritz) New York, h.

Udell Triplets (Poncan) Ponca City, Okla., t.  
Uncle Ezra Jones Barn Dance Frollics (Rivoli) Douglas, Ga., 11; (Ritz) Tifton 12; (DeSoto) Lake City, Fla., 13; (Ritz) Valdosta, Ga., 14; (Quincy) Quincy, Fla., 16, t.

Valencia, Magda (Club Gaucha) New York, nc.  
Valley, Vivian (Club Normandie) NYC, nc.  
Van Loon, Willem (Chez Josephine Baker) NYC, nc.  
Van, Pearl (Cocoanut Gardens) Chi, nc.  
Van, Vera (New Yorker) NYC, h.  
Van's, Jack G., Glorified Revue (State) Pontiac, Mich., 13-15, t.  
Van's, Jack G., Mixed Nuts (Pal.) Huntington, W. Va., 14-17; (Strand) Crawfordsville, Ind., 18-19, t.  
Velas, Ester (Roosevelt) NYC, h.  
Veloz & Yolanda (Ambassador) Los Angeles, h.  
Vermonte, Claire (Commodore) NYC, h.  
Vernon, Evelyn & James (Weylin) N.Y.C., h.  
Vestoff, Florida (Broadway Room) NYC, nc.  
Villano & Lorna (Chateau) Rochester, N. Y., nc.  
Vincent, Romo (Lookout House) Covington, Ky., nc.  
Vinegra, Fermin (El Toreador) NYC, nc.  
Vine, Billy (Kenmore) Albany, N. Y., h.

Wages, Johnny (Club Lido) Youngstown, O., nc.  
Wagner Sisters (Cecil) Mason City, Ia., 11-12, t.  
Wakefield, Oliver (Waldorf-Astoria) NYC, h.  
Walders, Darlene (Savoy Hotel) London 16-29, nc.  
Waldron, Jack (Hollywood) NYC, re.  
Walker, Buddy (Club Sharon) NYC, nc.  
Walker, Kirby (Hickory House) NYC, nc.  
Waller, Fats, & Orch. (Fox) Washington, D. C., 9-12, t.  
Wally & Verdun (Chez Paree) Chi, nc.  
Walsh, Clara Bell (Ambassador) NYC, nc.  
Walsh, Sammy (Hollywood) NYC, nc.  
Walton, Bert (Shubert) Cincinnati 9-12, t.  
Wamby, Donna (Club Lido) Youngstown, O., nc.  
Ward, Aida (Kit Kat Club) NYC, nc.  
Watson, Hot Foot (Ubangi) NYC, nc.  
Wayne, Carlyle (Jefferson) Beaumont, Tex., 15-17, t.  
Wayne, Clifford, Six (Jefferson) Beaumont, Tex., 15-17, t.  
Weaver, Gloria & Jeanette (Paradise) NYC, re.

Webb, Nella (Normandie) New York, nc.  
Weber, Rex (Morrison) Chi, h.  
Webster, Hazel (Number One Bar) NYC, nc.  
Wells, Dickie (Ubangi) NYC, nc.  
Wences (Loew) Richmond, Va.; (Loew) Norfolk 13-19, t.  
Weylin Nightcaps (Weylin) New York, h.  
Whalen's, Jimmie, Streamline Steppers, (Happy's) Glendale, L. I., N. Y., nc.  
White, Al (Town Casino) Phila, nc.  
White, Ann (Man About Town Club) NYC, nc.  
White, Jack (Broadway Room) NYC, nc.  
White, Jerri (Dizzy Club) NYC, nc.  
White, Paul (Connie's Inn) New York, nc.  
White, Teddy (Normandie) New York, nc.  
Whitman, Flo (Gay 90s) Chi, nc.  
Whitmer, Ken (Lido) Montreal, nc.  
Wicke, Gus (Gay Nineties) NYC, nc.  
Wilbert, Raymond (Earle) Phila 9-12, t.  
Wilkins & Meyers (New Yorker) NYC, h.  
Williams, Dorothy (Jack Dempsey's) NYC, re.  
Williams, Dortha & Chic (Jackhammer Club) Indio, Calif., nc.  
Williams, Jerry (Man About Town Club) New York, nc.

Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc.  
Winthrop, Dale (Uptown) Chi, t.  
Witzie Trio (Ottumwa) Ottumwa, Ia., 11-12, t.  
Woods, Eleanor (Riverside) Milwaukee, t.  
Woods, Johnny (Biltmore) NYC, h.  
Wright, Charlie (Hotel Weylin) NYC, h.  
Wynn, Natalie (Club Deauville) NYC, nc.  
Wynton, Victoria (Dizzy Club) NYC, nc.

Yacht Club Boys (Paradise) NYC, re.  
Yates, Irving, Making Talkies (Regent) Harrisburg, Pa., 9-12, t.  
Yost's Varsity Eight (Pennsylvania) NYC, h.  
Young & Webb (Beacon) Winnipeg, Can., 7-13; (Radio) St. Paul, Minn., 21-22, t.  
Yvonne, Princess (Ritz) Muskogee, Okla., 11-12; (Liberty) Oklahoma City 13-16, t.

Zudella (Subway Grill) Detroit, nc.

## BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.)

Abbott, Vince (Club HiMac) Chi, nc.  
Abrams, Al (Arena Bar) Miami, Fla., c.  
Adams, Johnny (Greyhound Lines) Dayton, O., re.  
Adams, Sugar (Cotton Club) Cleveland, Miss., h.  
Adcock, Jack (Yorktown Tav.) Elkins Park, Pa., nc.  
Allen, Dick (Moulin Rouge) Tampa, Fla., nc.  
Alvin, Danny (Gold Coast Embassy Club) Chicago, nc.  
Andaloro, Russ (Jermyn) Scranton, Pa., h.  
Antobal (Stork) New York, nc.  
Armstrong, Mrs. Louis (Silver Grill) Buffalo, nc.  
Ashman, Eddie (Sharon) New York, nc.  
Aven, Al (Greyhound) New York, h.

Badger, Harwood (Miller's) Marion, Ind., re.  
Barnett, Jimmy (Stables) Webster City, Ia.; (Versilus) Lake Park, Ia.; (City) Yankton, S. D.; (Krofta) Gregory, S. D.; (Hollyhook) Hatfield, Minn.; (Kahlidahl) Benson, Minn.; (Miller) Paullina, Ia., h.  
Barron, Blue (Paradise) Rochester, N. Y., re.  
Bartal, Jeno (Ambassador) New York, h.  
Barron, Duke (Wagon Wheel) Nashville, nc.  
Batkin, Alex (St. Moritz) New York, h.  
Becker, Bibbles (Sir Walter) Raleigh, N. C., h.  
Berger, Jack (Astor) New York, h.  
Bergere, Maximilian (Biltmore) Miami, Fla., h.  
Berkeley, Duke (Honkey-Dory) Stamford, Conn., nc.

Bestor, Don (Mt. Royal) Montreal, h.  
Biagini, Hank (Graystone) Detroit, b.  
Black, Art (Yacht Club) Detroit, nc.  
Black, Bob (Pere Marquette) Peoria, Ill., h.  
Botta, Charlie (Club S-X) Chicago, nc.  
Brandwynne, Nat (Stork) New York, nc.  
Breese, Louis (Weylin) New York, h.  
Breinholt, Verdie (Rainbow) Salt Lake City, b.  
Bring, Lou (House of Morgan) New York, nc.  
Brito, Alfredo (Versailles) New York, cb.  
Brooks, Billy (Hill Top Club) San Antonio, Tex., nc.  
Buccaneers (George Vanderbilt) Asheville, N. C., h.  
Bundy, Rudy (Gibson) Cincinnati, h.  
Burkhardt, Johnny (Brown Pal.) Denver, h.  
Busse, Henry (Chez Paree) Chicago, nc.

California Collegians (Pennsylvania) NYC, h.  
Candulla, Joel (Hollywood) Miami, Fla., cc.  
Carlson, Merle (Rainbow) Denver, b.  
Carper, Don (Old Country Club) Phoenix, Ariz., cc.  
Carlton, Duke (Club Nightingale) Wausau, Wis., nc.  
Castle, Jay (Thomas Jefferson) Birmingham, Ala., h.  
Chester, Bob (Athletic Club) Detroit, nc.  
Christie, Geo. (Club Silhouette) Chicago, nc.  
Coakley, Tom (St. Francis) San Francisco, h.  
Codelban, Cornelius (St. Regis) New York, h.  
Cole, Eddie (Panama Cafe) Chi, nc.  
Coleman, Emil (St. Regis) New York, h.  
Collins, Harry (Gladstone) Casper, Wyo., h.  
Continental Gypsies (L'Aiglon) Chicago, c.  
Conrad, Judy (Tower) Kansas City, t.  
Copeland, Eddie (Casino) Sea Cliff, L. I., N. Y., b.

Courtney, Del (Bal Tabarin) San Francisco, nc.  
Covert, Mike (Seneca) Rochester, h.  
Crawford, Jack (Club Boga) Oklahoma City, nc.  
Crosby, Bob (New Yorker) NYC, h.  
Cugat, Xavier (Earle) Washington, D. C., t.  
Cummins, Bernie (Edgewater) Chi, h.

Dailey, Frank (Meadowbrook) Cedar Grove, N. J., nc.  
Damar (Madeleine) New York, nc.  
Dantzig, Eli (St. George) Brooklyn, h.  
Davis, Eddie (Larue's) NYC, re.  
De Barbary, Yoshka (Dubonet) New York, c.  
De Torre, Emile (El Chico) NYC, nc.  
Delbridge, Del (Webster Hall) Detroit, nc.  
Delman, Cy (Whitehall) Palm Beach, Fla.  
Demetry, Danny (Vanity Ballroom) Detroit, b.  
Denny, Jack (French Casino) New York, cb.  
Dibert, Sammy (Penthouse) Detroit, nc.  
Diekman, Harry (Casa Madrid) Louisville, nc.  
Dictators, The (885 Club) Chicago, nc.  
Dolen, Berpie (Vanderbilt and Sherry-Netherlands) NYC, h.  
Donahue, Al (Bermudiana) Bermuda, h.  
Donnelly, Rex (Dixie Club) Miami, nc.  
Dorsey, Jimmy (Palomar) Los Angeles, nc.  
Drummond, Jack (Club Loftus) Albany, N. Y., nc.

Dubrow, Art (Chop House) Hartford, Conn., nc.  
Duchin, Eddie (Paramount) NYC, t.  
Dugoll, Benny (Cormaine) Niles Center, Ill., c.

Emerson, Mel (Ten Eyck) Albany, N. Y., h.  
Engles, Charles (Marquette Club) Chi, nc.  
Ernie, Val (Maxim's) New York, h.

Farmer, Willie (Leon and Eddie's) New York, nc.  
Fenton, Ray (Farcher's Grove) Union, N. J., re.  
Fields, Shep (Ambassador) Los Angeles, h.  
Finch, Freddie (Broadway Gardens) Kansas City, nc.

Fiddler, Max (Towne Club) Pittsburgh, nc.  
Fio-Rito, Ted (Lavagge's) Boston, nc.  
Fomeen, Basil (Savoy-Plaza) New York, h.  
Fosdick, Gene (LaRue) NYC, re.  
Fray, Jacques (Montmartre) New York, nc.  
Freeman, Jerry (Palm Island Casino) Palm Island, Fla.  
Frisko, Sammy (Tuite & Dean's) Chi, c.  
Fretas' Hawaiians (Thelma Todd's) Santa Monica, Calif., re.  
Frisko, Al (College Inn) Philadelphia, nc.  
Fulcher, Charlie (Club Casine) Greenville, Miss., nc.  
Furry, Wendell (Showboat) Jacksonville, Fla., nc.

Garber, Jan (Stanley) Pittsburgh, t.  
Gardner, Dick (Lord Baltimore) Baltimore, h.  
Gasparre, Dick (Savoy Plaza) New York, h.  
Gandy, Bill (Colonial Inn) Trenton, N. J.  
Gaylord, Boyd (Tantilla Gardens) Richmond, Va., nc.  
Gendron, Henri (Royale Frollics) Chicago, b.  
Gerun, Tom (The Grove) Houston, Tex., nc.  
Gilberto, Don (Toreador) New York, nc.  
Gill, Emerson (French Casino) Miami, Fla., nc.  
Gitlin, Irving (Pierre) New York, h.  
Golden, Neil (Queens-Terrace) Woodside, L. I., N. Y., cb.  
Gordan, Gray (Oriole Terrace) Detroit, nc.  
Gotthelf, Manfred (Monte Cristo) Chicago, r.  
Graham, Eddie (Nut Club) New York, nc.  
Grant, Bob (Beach & Tennis Club) Miami Beach, nc.  
Grant, Douglas (Comeau's) Haverhill, Mass., cc.  
Grier, Jimmy (Biltmore) Los Angeles, h.

Hagelston, Charles (Post Lodge) Larchmont, N. Y., ro.  
Hall, Ewen (Plaza) San Antonio, h.  
Hale, George (Palmer's Casino) Boyton, Fla., nc.  
Hall, George (Taft) New York, h.  
Hamilton, George (Casino Gardens) Los Angeles, re.  
Hanson, Earl Barr (Miami Biltmore) Miami, Fla., h.  
Hanson, Lloyd (Marcus Whitman) Walla Walla, Wash., h.  
Hargraves, Bobby (Kit Kat Club) NYC, nc.  
Hartley, Hal (Fairmount) Hull, Que., Can., cc.  
Harris, Phil (Netherland Plaza) Cincinnati, h.  
Harris, Ray (Uptown Gardens) Marion, Ind., re.

Hawkins, Jess (Merry Gardens) Chicago, b.  
Haymes, Joe (Roseland) NYC, b.  
Haynes, Frank (Congress) New York, cb.  
Henderson, Fletcher (Grand Terrace) Chicago, nc.  
Herbeck, Ray (Multomah) Portland, Ore., h.  
Herman, Dave (Jack Dempsey's) New York, re.  
Hess, Edith (McCleans) Pensauken, N. J., nc.  
Hessberger, George (Old Heidelberg) Milwaukee, re.  
Hill, Harry (Ingleterra) Peoria, Ill., b.  
Hill, Teddy (Ubangi) New York, nc.  
Hope, Hal (Nonmandle) New York, nc.  
Hopkins, Claude (Cotton Club) New York, nc.  
Hopkins, Josh (Broad St. Tavern) Pawtucket, R. I., c.

Howard, Ben (Silver Tavern) Chi, nc.  
Hulwi, Bill ("620" Club) Minneapolis, nc.  
Hummel Family (Stouton Beach) Slippery Rock, Pa., b.  
Huntley, Lloyd (Statler) Buffalo, h.  
Hutton, Ina Ray (Orph.) Omaha, t.  
Hylton, Jack (Drake) Chicago, h.

Janis, Freddie (Parody Club) Chicago, nc.  
Jarrett, Art (Morrison) Chi, h.  
Jeleznik, Eugene (Hollywood) New York, cb.  
Johnson, Charlie (Small's Paradise) New York, nc.  
Johnson, Jerry (Kenmore) Albany, h.  
Johnson, Johnny (Commodore) New York, h.

Kane, Allan (Brevoort) Chicago, h.  
Kavelin, Al (Blackstone) Chicago, h.  
Kaye, Sammy (Cabin Club) Cleveland, nc.  
Keller, Jack (Parkway Casino) Bridgeport, Conn., br.  
Kerwin, Gene (After the Show Club) Chicago, nc.  
King, Henry (Plaza) NYC, h.  
King, Ted (Ohio) Youngstown, O., h.  
Kirkham, Don (Blakeland Inn) Denver, nc.  
Klein, Jules (Statler) Detroit, h.  
Knapp, Orville (Waldorf) NYC, h.  
Korbin, Van (Madison Casino) Chicago, c.  
Krauss, Eddie (Via Lago) Chi, nc.  
Krumin, Costya (Russian Bear) New York, re.  
Kuhn, Lee (Cedar Shore) Sayville, L. I., N. Y., h.  
Kyser, Kay (William Penn) Pittsburgh, h.

La Marr, Frank (Arcadia) NYC, b.  
LaPorte, Joe (Lombardy) New York, h.  
Lagman, Bill (Club Trionon) Mobile, Ala., nc.  
Lamb, Drexel (Club Lido) Jackson, Mich., nc.  
Lang, Syd (Hi-Hat Club) Chi, nc.  
Lane, Eddie (Governor Clinton) New York, h.  
LaPorte, Manny (Manna-bar) Ardmore, Pa.  
LaSalle, Frank (Wivel) New York, nc.  
LeVoy, Rollic (Rollie's) Berlin, N. H., nc.  
Leafer, Allan (The Farm) White Plains, N. Y., ro.  
LeBrun, Duke (La Salle) South Bend, Ind., h.  
LeRoy, Howard (Shawnee) Springfield, O., h.  
Lee, Alan (Edison) New York, h.  
Lee, Larry (Beverly-Wilshire) Beverly Hills, Calif., h.  
Lehmas, Al (Pershing) Chi, b.  
Lehrer, Ivan (885 Club) Chicago, nc.  
Levant, Phil (Bismarck) Chicago, h.  
Lewis, Ted (Orph.) Minneapolis, t.  
Liddell, Fritz (Robt. E. Lee) Winston-Salem, N. C., h.

Light, Enoch (McAlpin) New York, h.  
Lindeman, Udo (Gloria Palast) New York, cb.  
Little, Little Jack (Lowry) St. Paul, Minn., h.  
Lombardo, Guy (Roosevelt) New York, h.  
Lopez, Antonio (Tampa Terrace) Tampa, Fla., h.  
Lopez, Vincent (Ambassador) New York, h.  
Lossez, Billy (Arcadia Int'n'l House) Phila, nc.  
Lube, Jacques (Princess) Bermuda, h.  
Lyman, Abe (Hollywood) New York, cb.  
Lyons, Bob (Commodore) Vancouver, B. C., Can., cb.

McCarn, Grace (Chinese T Gardens) Detroit, re.

McCoy, Clyde (Roseland) NYC, b.  
McKenzie, Red (Famous Door) NYC, nc.  
Mack, Austin (Harry's N. Y. Cabaret) Chicago, c.  
Mann, Milton (Village Barn) New York, nc.  
Mannone, Wingly (Hickory House) NYC, nc.  
Manuti, Al (Man About Town) New York, re.  
Maples, Nelson (Ye Olde Tavern) Fort Wayne, Ind., nc.  
Marsico, Al (Club Mirador) Homestead, Pa., nc.

Martel, Gus (Stork) New York, nc.  
Martell, Paul (Arcadia) New York, b.  
Martin, Freddie (Aragon) Chi, b.  
Martin, Bill (Orph.) Dubuque, Ia., t.  
Marshall, Bill (Ponce de Leon) St. Augustine, Fla., h.  
Masters, Frankie (Roosevelt) New Orleans, h.  
Mayno, Artie (Belmont Grill) Bridgeport, Conn., re.  
Meadow, Frank (Barrel of Fun) New York, nc.  
Meeker, Bobby (De Witt Clinton) Albany, N. Y., h.

Meo, Jimmy (Royale-Frollics) Chicago, nc.  
Meroff, Benny (El Coronado Club) Houston, Tex., nc.  
Messner, Dick (Park Central) NYC, h.  
Meyers, Jack (Club New Yorker) New York, nc.  
Middleman, Herman (Nixon) Pittsburgh, c.  
Miller, Russ (Edgewood) Treton, N. J.  
Miller, Walter (Breakers) Palm Beach, Fla., h.  
Mills, Floyd (Joe's Casino) Wilmington, Del.  
Mills, Jay (Delmonico's) NYC, nc.  
Mohr, Bob (Deauville Club) Santa Monica, Calif., cc.  
Monroe, Jerry (Varsity Casino) New York City, nc.  
Mooney, Art (Oasis) Detroit, nc.  
Morgan, Russ (Biltmore) NYC, h.  
Moser, Jinks (Sheraton) High Point, N. C., h.  
Moyer, Ken (Lido) Tulsa, Okla., b.  
Mulligan, Norvey (Cocoanut Grove) Minneapolis, nc.  
Murphy, Dick (Columbus) Miami, h.  
Myers, Stan (Trionon) Chi, b.

Nagel, Harold (Rainbow Room) New York, nc.  
Navarre, Ted (Roseland) Brooklyn, N. Y., br.  
Naylor, Oliver (Anchorage) Phila, re.  
Nelson, Howard (Dempsey) Macon, Ga., h.  
Nelson, Ozzie (Lexington) New York, h.  
Newman, Ruby (Rainbow Grill) Rockefeller Center, N. Y., nc.  
Niebauer, Eddie (Casino Moderne) Chicago, nc.  
Noble, Ray (Rainbow Room) New York, nc.  
Norris, Joe (Eastern Star) Detroit, nc.  
Norvo, Red (Dempsey's) NYC, re.

Ohman, Frank V. (Oceanic Gardens) Miami, Fla., h.  
Olson, Walter (New Julius) Gardenville, N. Y., re.  
Oliver, Eddie (Reno) Reno, Nev., cc.  
Oliver, Fiorello (Anna Held's) New York, re.  
Olsen, George (College Inn) Chicago, nc.  
Osborne, Will (Blackhawk) Chicago, nc.

Pablo, Don (Colonial Club) Evansville, Ind., nc.  
Pancha (Sixty Club) New York, nc.  
Panico, Louis (Olympic) Chicago, b.  
Parham, Tiny (Club Havana) Chi, nc.  
Paradise Ork. (Sweeney's) Baltimore, c.  
Parker, Johnny (Knickerbocker) Chicago, nc.  
Paul, Eddie (Columbia) Cleveland, b.  
Pearce, Red (Jeff Davis) Tupelo, Miss., h.  
Peary, Bob (Gramere) Chi, h.  
Pendarvis, Paul (Pal.) San Francisco, h.  
Perry, Ron (St. Moritz) New York, h.  
Peterson, Dee (Coral Gables) Lansing, Mich., h.  
Pizzita, Julia (Robert Morris) Trenton, N. J., h.

Platt, Earl (Broad Street Grill) Harrisburg, Pa., re.  
Prague, Jean (Deauville) New York, nc.  
Prima, Louis (Famous Door) Hollywood, Calif., nc.  
Purvis, Jack (Thru Looking Glass) New York, nc.

Rabucci, Paul (El Morocco) New York, nc.  
Rainbow Ramblers (Roma) Haverhill, Mass., re.  
Ramos, Ramon (Forge Club) Miami, nc.  
Randal, Jay (Palm Island Casino) Miami, Fla.  
Ravel, Arthur (Oldenbach's) Rochester, N. Y., nc.  
Raymond, Richard (Kit Kat) New York, nc.  
Raeburn, Boyd (Muehlbach) Kansas City, h.  
Reader, Charles (Fort Montague) Nassau, B. W. I., h.

Redell, Herbie (Casino) Chicago, c.  
Regis, Del (Anchorage) Phila, nc.  
Reichman, Joe (Statler) Boston, h.  
Resh, Benny (Club Lido) Syracuse, N. Y., nc.  
Richards, Barney (Limehouse) Chicago, c.  
Richardson, Florence (Rene) New York, c.  
Rines, Joe (Mayfair) Boston, nc.  
Rivet, Joe (Francis) Monroe, La., h.  
Robbins, Ted (Rossmore) Boston, Mass., h.  
Rodriguez, Jose (LaRue's) New York, nc.  
Rodrigo, Nano (El Morocco) New York, h.  
Rosen, Tommy (Wisteria Garden) Atlanta, Ga., c.

Rosenthal, Harry (LaRue's) New York, re.  
Ross, Bob (Montclair) NYC, h.  
Roth, Eddie (Club Alabam) Chicago, nc.  
Royal, Ted (Meadowbrook) Cedar Grove, N. J., ro.  
Rubini, Jan (Palm Island Casino) Palm Island, Fla.  
Russell, Jack (Melody Mill) Chicago, b.

Sabin, Paul (Town Casino) Miami, Fla., nc.  
Sachs, Coleman (Club Rex) Birmingham, Ala., nc.  
Sales, Lew (Club Minuet) Chicago, nc.  
Sand, Carl (Chateau) Chicago, b.  
Sandusky, Bob (Clovis) Clovis, N. M., h.  
Schneider, Sol (Old Rumanian) New York, re.  
Scholl, Jack (Coronado) St. Louis, h.  
Schreiber, Carl (Oriental Gardens) Chicago, c.  
Schulman, Julius (Veney Park) St. Petersburg, Fla., h.  
Scoggin, Chic (Jefferson) St. Louis, h.  
Selzer, Irving (Dixie) New York, h.  
Simmonds, Arlie (Claridge) St. Louis, h.

(See ROUTES on page 76)



# Out in the Open

By LEONARD TRAUBE

## Capt. Dan the Foxy Man

DAN FOX, friend of troupers, is a trouper — and trouper — himself. Capt. Daniel E. Fox heads Troop C, known as the Spotted Horse Troop, of the New York State Police in Sidney. Wherever there's an outdoor show of any size and within reasonable distance, the captain and his men are certain to visit it. Wherever horses and horsemen perform, that's where Fox & Company belong, for they are actually the front men for the Empire State's police division and their rough-riding contingent is one of the best in the world, having appeared at numerous fairs (a few years ago at the Canadian National Exhibition, Toronto), the National Horse Show in New York and plenty of other "stands." Captain Fox himself is on the advisory council of Guy Weadick's rangers, in company with fellows like William S. Hart, Captain Tom Hickman, Frazier Hunt, Peter B. Kyne, Will James and others. Many of his men are former Wild West and rodeo riders.

Having thus established Troop C's eligibility for major mention in an amusement journal, your correspondent's conscience is clear. He can, therefore, exploit the troop's winter wonders without apology. The area under jurisdiction of Captain Fox received a fair share of the oppressive snow attacks, which meant misery for the natives. To reach marooned families it was necessary to employ horses in considerable number. Motors couldn't make it owing to deep snow in the hills. Medicine, food and clothing had to be packed on the horses, a slow process, to be sure, but the only way of getting to the stricken people. Fox & Company managed the deal perfectly, if not more so, and now that the backbone of the winter is about broken, these stalwarts are on regular, routine duty, which is to say they are on a romp, comparatively.

I just wanted to let the customers know that when it comes to heroic deeds, leave it to the troupers. In or out of the business, you can always detect 'em.

## All-Time Favorites

of JOHNNIE WALL\*  
Walter L. Main Circus

Art ELDRIDGE, Elephant Trainer; Jack (Cow) O'CONNELL, Contracting Agent Ringlin-Barnum; Fred SEYMOUR, Cole Bros.-Beatty Circus; H. B. GENTRY, Gentry Bros.; William J. NEWTON JR., Walter L. Main Show; Harry WERTZ, Bert J. CHIPMAN, Charles BELL,\* Wallie COLLMAR,\* Charles COLLMAR,\* all of Original Collmar Bros.' Circus.

Send in your ballots nominating your 10 favorite showmen, living or dead, to Leonard Traube, New York office.

\*Deceased.

\*\*"Their ages total 600 years."

LE MARQUIS DE ST. PIERRE crossed the pond, took shelter at the Waldorf-Astoria and started to do business in behalf of the Paris Exposition. With him was Gaston Akoun, best known for his management of Luna Park in Paris. . . . Max Linderman, World of

## FROZEN CUSTARD MACHINE

Would like to book with reliable show.  
**PAUL PASSAS**  
220 Audubon Ave., New York City

**LOOK**  
IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

Mirth skipper, arrived in from a Miami vacation, but shot right out again, this time to Philly, accompanied by his general agent and inspiration, Doc Cann. Cann, incidentally, is showing New York his bride, which makes it all velvet for New York. . . . Talking of brides, Florence Carlson, charming fat girl of the Carlson Sisters act, will wed her manager, Edward E. MacEddy, on Palm Sunday, which on any calendar is April 5. Couple plus Dorothy, second half of the attraction, will all be together on the Mighty Sheesley midway. . . . Frank Ketrov, of Kay Bros., in and out of town. . . . Ben Williams, head man of Williams Standard Shows, back from the South. . . . There's a terrific show angle on New York's building service and elevator strike, which is so hot that it would melt any type. . . . I like the way *The White Tops*, Circus Fans' organ, describes the 1935 routes of the country's four largest circuses—outline or area covered on four separate maps which appear on the cover of the mag. What I don't like is the fact that Mr. Editor picks up several *Billyboy* stories without even bothering to change a comma or render credit.

## All-Time Favorites

of FRED W. LANDERS  
Ex-Park Auditor

Tom MIX, Nellie DUTTON, Rex D. BILLINGS, George HAMID, Will HILL, Oscar BUCK, John M. SHEESLEY, Barron C. COLLIER, Thomas COLEMAN, Joe HUGHES.

of CHUCK LANKFORD  
Nashville, Tenn.

Sam B. DILL,\* Ernest HAAG,\* Al C. BARNES,\* Lew GRAHAM,\* Fred WARRELL,\* Danny ODOM, Floyd KING, Austin C. KING, Merle EVANS, Mel BURTIS.

\*Deceased.

PARK and beach men who visited the Sportsmen's Show held last week in Grand Central Palace, must have been impressed with the way the paying customers stampeded the place, upward of 50,000 going past the turnstiles on the first two days alone and the average daily attendance hovering dangerously near the 25,000 mark.

I mention these little features, not to puff the event, since Albert Rau, manager of the show for Campbell-Fairbanks Expositions, doesn't need that kind of acceleration; my reason for cracking about the park and beach fraternity is that these people have been for years interested in staging an annual amusement device-product show, in conjunction with performing features, on an admission basis.

The Sportsmen's affair brought 75 cents a copy. I don't see how they were able to get that kind of per capita money, but they succeeded in doing it and your prophet congratulates the project. Possibly New Yorkers came in vast numbers because outdoor shenanigans and trinkets represent a new and considerably fascinating world to them. To get poetic, these are fresh fields opening up new and entrancing vistas, new worlds to conquer; opportunity to see and touch the very things which are associated with red-blooded Americanisms, or words to that effect.

An organization which can ask and get six bits from people who pay the premium for the privilege of seeing things which exhibitors would like them to buy must be guided by a magician. And mind you, there were several not inconsequential handicaps, not to mention objections.

Grand Central Palace is not an ideal place for a show of this character. The recent National Auto Show, as well as the Motor Boat Show, found this out. The Palace is probably the best spot in New York for the staging of big trade shows, but it is admitted that it is far from suitable.

Lack of adequate space, causing congestion, hinders exhibitors from talking up their wares, prevents customers from enjoying the show as much as they could under better conditions. The air is something less than good, despite the ban on smoking. The climb to the second floor can shorten the old wind. The lighting could be improved upon.

Admitting these things, what do you have? You have one of the most successful shows held in New York in years. Of course the fact that it was a new project for this town had something to do with the success of the show, but success is success, and when one tries to advance reasons for superiority at the

box office a lot of good time is wasted. All one should care about is the fact that an enterprise was put over.

If the National Association of Amusement Parks, Pools and Beaches is serious about staging an admission show in conjunction with the American Recreational Equipment Association, the Sportsmen's Shows is their basis, in my opinion. The park-pool-beach men have nothing to sell to the public at such a show save an intangible thing called propaganda. That, to me, gives the summer spots the advantage right from the start. If the he-man tournament at the Palace can play to thousands at 75 good American coppers per head, the parkites can certainly draw almost as well, if not better, at, say, 50 cents—without even working up a good sweat.

## RECREATIONAL

(Continued from page 44)

cost to them, convincing evidence of what winter sports can do. Snow has always been up there every winter; strange that it took so long to find it. Had railroads not been put to thinking hard for new revenue the snow would have been unused this winter of its unusual abundance.

The trip is worth the price for the scenery alone. The writer ran from Montreal to Boston over the Canadian National, Vermont Central and Boston & Maine, which covers a good snow train special route. The sight-seeing passenger often wears snow clothes, the same as midget golf players wore real golf clothes. Merchants are making us dress for everything now, except they are rather lax in their efforts toward bathing and don't seem to sell the bathers much in wearing apparel.

## New Winter Possibilities

Hot dogs! Don't they eat them and drink coffee! Pop corn goes, too. As a beautiful complexion producer it puts the drug store and beauty parlors on the back seat. As a health producer without cod liver oil it stands alone. The complexion is more beautiful and lasts longer.

Imagine a ski run on Mount Tom in Mountain Park, Holyoke, Mass. With a fine restaurant and ballroom there now at the foot of the run, Mountain Park would experience the same rate of snow-train prosperity.

The foothills are only 14 miles from Denver, where the length of the run can be made to suit the boldest, while Pikes Peak is only 80 miles away, with an altitude of 14,108 feet. Here we could suit the wildest fancy. With a possible return to colder winters, these sports are going to grow amazingly and go into undreamed-of places. Can we each now see the possibilities at our door?

Danny Bauer is the guiding hand of New England Section for 1936. Here is his chance to oppose the abuses which impede amusement park operation. He will be active. Fred L. Markey, quiet and purposeful, is retained as secretary. He knows what New England wants. Miss Muldoon is really the treasurer and is efficient.

## Joint Session Efficient

Tom McCaskey, Providence, three score and ten, our baseball star, was there. We shall need him to correct that draw game of two years ago. We must not compromise a ball game. It must go to a finish. George Hamid, with dynamic energy, gave us an excellent show. It's no small effort to produce these shows at our various meetings each year. George, they do appreciate it more than is manifested to you.

The American Recreational Equipment Association had an executive committee meeting with some of the chairmen of its standing committees in the adjoining room just after the close of the New England meeting. Present were George H. Cramer, Harry C. Baker, Fred L. Markey, C. D. Bond, Fred Fansher, Maurice Piesen, Wallace St. C. Jones, C. T. Keller, Leonard Traube, Norman Alexander, Arch Clair, H. F. O'Malley, H. Gilmore, R. S. Uzzell and George Hamid.

We decided to publish 1934-'35 annual proceedings in one volume and send one to each member. The policy of the past year and procedure for 1936 had a thoro inning, and a special committee of three was appointed to confer with a committee from the national association in New York City soon on the conduct of the exhibit for 1936. The remainder of the meeting was devoted to routine work. The session lasted two and a half hours and adjourned in



SINCE the exclusive announcement in *The Billboard* two weeks ago, there has been a lot of comment on the engagement of a Major Bowes amateur unit to furnish the concert with the Cole Bros.-Clyde Beatty Circus the coming season.

Opinions are divided. Some commentators feel that the venture will prove a wise one, while others argue that the country already has been pretty well covered by these amateur units and that the chances of the success of such a feature with a circus are almost hopeless.

Whether the country has been overrun with amateur shows or not, there's at least one thing in favor of the circus carrying this form of amusement. It will give the public an opportunity of "killing two birds with one stone" in seeing, on one trip, the big-show performance and the amateur unit, with a small additional fee, as the after-show. The situation, too, is different from that of the theater in that the circus has its own pulling power plus that of the amateur show, no matter in how small a degree.

And with Managers Jess Adkins and Zack Terrell paving the way for the amateur unit with a circus under canvas, don't be surprised if the idea spreads to carnivals, altho it will have to be worked along different lines. We know of at least one carnival showman who is right now giving serious thought to the matter.

THERE'S going to be some confusion with two shows going out with the name Maynard in the titles. One is Ken Maynard's Diamond K Ranch Wild West, Circus and Indian Congress and the other is Maynard Bros.' One-Ring Circus. The former is organizing in Hollywood and the latter at Springfield, Mass.

THE population of the United States is still growing. According to the official estimate of the Bureau of Census, just released, the population as of July 1 last was 127,521,000. This figure represents a gain of 0.71 per cent since 1934 and of 4 per cent since 1930. "If the increase should be continued at this rate," the Bureau states, "the nation's population in 1940 would be around 132,000,000."

ERNEST ANDERSON is strong for the publicity methods followed by Steel Pier at Atlantic City. "If some of the men who are operating amusement parks would like a lesson in publicity, take my tip," he said, "and pay a visit to this pier and adopt some of the methods used. They cover the universe."

Ernie is building a Jungle Show which will be located in the nether regions of Steel Pier. "The mayor of this delightful city," he continues, "has decided that there are not enough amusements for the populace and is all set to launch an amusement park on the public and also create a modern Monte Carlo for we of the upper strata. So what with the soldiers' bonus coming thru and the help of a couple of fine Sundays it looks as tho the dear old city by the Atlantic should enjoy a prosperous season."

HERE is an item taken from a recent issue of *Domestic Commerce* that should interest all amusement purveyors:

"The five-day week has become widely prevalent in American business establishments, according to a nationwide investigation of the National Industrial Conference Board. The survey developed that wage-earners in 1,404 companies with 2,767,000 employees are on the five-day week. These companies constitute 57 per cent of the total number covered in the survey. A five-day week for clerical employees is reported by 1,110 companies, or 45 per cent of the total."

time to catch late afternoon trains. The two meetings at the same place did save time and expense.

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

## HOW TO DEVELOP NEW PRODUCTS

By WILLIAM GORDON

President Gordon Manufacturing Co.

Don't we all wish at one time or another that we would luckily strike it rich. We hope we would find a large sum of money, some remote relative might die and leave us a fortune, or something else entirely unexpected might happen to make us comfortably rich. But I have long ago discarded these futile dreams and I've gotten down to something more concrete. My hopes are all placed in developing and marketing new products. At least I have proved to my own satisfaction that the chances for success with new items are almost certain and that the law of averages is with me instead of against me.

### Big Money in New Things

I believe we will all agree that there is a lot of money in developing and marketing new items. The question then arises how to find these new items. At first we must all define for ourselves just the type of merchandise we are interested in. We will sometimes strike a good item at random, but more often we must bear in mind the type of business we are in and look for items that will fall into the same class. Some of the different types of items may be classified as household specialties, labor-saving devices for offices; items appealing to men, such as smoker's accessories, auto accessories, electrical specialties, premium and advertising novelties, goods used widely in sportlands and claw machines, notions, etc.

### How To Find New Things

Assuming then that our interests are in any of the different fields mentioned, we are faced with the problem of how to find new items that will fit into our lines, and I mention here a few sources that have proved productive for me. You undoubtedly can find other means and sources for locating items in your own particular field.

One of the surest ways in locating new items is to watch your trade journals. Every magazine published which touches on the line you are in should be reviewed religiously the minute it comes out. Here you will generally find the latest items advertised. You will also find editorial descriptions of new items. If anything it helps to stimulate your thoughts along these lines, and with one thing leading to another you will soon find yourself busily engaged in experimenting with new items.

Another important function is to comb the retail outlets which sell your particular class of goods. See what they feature and at what prices. Perhaps they have some item which you can improve or which you can bring out at a lower price than is now sold in the stores. Also you should never fail to attend business expositions in your line.

Other sources are foreign journals, patent office reports and encouragement to people you trade with to work with you in developing new ideas and products.

### Manufacturing New Products

We now come to the phase of manufacturing the new product after you have made a definite picture in your own mind as to what it will be. Sometimes we are fortunate in having our own factory equipped to manufacture the complete item. But if your factory is not equipped to make the complete item you should not sacrifice the item to conform to your factory's equipment, rather have the other parts made elsewhere. I always maintain that the item is the all important thing and the factory only the tool. If the particular tool we have on hand will not do the work, then it becomes our duty and business judgment to get the correct

tool. I have too often seen a good item made worthless by turning it out crudely at a factory not equipped for the work.

Once you have a clear picture of what the item should be, let nothing stand in your way to produce the thing as it should be. If need be, have the entire item produced outside of your factory, but have it produced right. In developing new items you will undoubtedly run into manufacturing problems. In this connection do not believe that you can solve every detail. A better method is to put your problems up to the different factories that are going to produce the item and let their experience work with you. However, it is important that you keep up with new developments in materials and manufacturing processes. It often means the difference between success and failure for your new item.

### Attractive Packaging Is Important

We are now facing the problem of packaging the item or making it ready for the market. I hold that it is very important that every possible sales help be developed before the item is placed on the market. It must be presentable both to the consumer as well as to the distributor. No cost should be spared in developing every possible sales aid. I look upon an item that comes thru the factory only half finished if it is not properly packaged and surrounded by every possible sales aid that the item will take.

### Value of Patent Protection

Many people developing new items are greatly concerned with patent protection. The inexperienced will fuss with patent attorneys, spend a lot of money and lose a lot of time in an effort to (See HOW TO DEVELOP on page 64)

### Bad Weather Helped Electrical Sales

There has been a definite rise in sales for much of the merchandise which the industry has been featuring the past six months. Among the items which have recently helped increased sales are some of the new products which have been introduced.

The many imitations of the better novelty clocks and also the more attractive electrical appliances have gained a tremendous following due to the great price difference. These items are guaranteed to be like those of better-known manufacturers.

The rise has been a gradual one, tho some of the merchandise firms have felt that it should have been much greater with all prospects for one of the greatest winter seasons assured them prior to its opening.

It is believed that sales would have been very much greater if the heavy snows and bad weather conditions would not have prevailed thruout the country.

However, many of the merchandisers claim that due to adverse weather conditions many electrical appliances and other electrical items saw the greatest sales of many years.

Such items as automatic electric pads enjoyed a very fine season. The sale of these items is believed to have been trebled over that of any other season. Even smaller jobbers report increases in sales of these and similar items.

In general, the report is that there has been a gradual rise in the sale of merchandise, tho in some cases so small as not to be perceptible immediately. The general volume of merchandise sales combined over the past four-month period is computed in this rise.

## N.Y. Gift Show Goes Over Big

Over 300 display new lines to thousands of buyers—all-year trend noted

A general trend toward the all-year merchandising of gift and art wares was much in evidence during the New York Gift Show, held at Hotel Pennsylvania February 24-28. Scores of manufacturers' exhibits featured merchandise suitable for all-year promotion in a profusion and variety never offered before.

Outstanding among the lines to which this trend has given fresh impetus are decorative home furnishings of quality.

Approximately 300 exhibitors took part in this spring show, sponsored by the National Gift and Art Association, which annually draws great throngs of buyers to the nation's metropolis for inspection of the new lines offered by manufacturers and importers.

Last spring got off to a good running start, but slowed down about the middle of March and the balance of the season was poor. The Show was conspicuous for the registration of buyers from distant points, showing that business is on the up. Department stores, gift shops and decorators from Maine to Texas were in, and buying was well distributed, not concentrated in one or two districts. Buying has opened up at retail with the improvement in weather conditions, and the upswing in business has tended to improve the sales of better grade merchandise. Price is still a factor, and an important one, but it's a little easier to sell a good item (instead of a compromise one) than a year ago.

Garden items were especially popular, tho there was less of the new and novel in this line than in others. Gift and prize items to retail from \$1 to \$5 were snapped up where there was something good, and there were lots of good ones. The items which combine utility with novelty also got a good play, with nearly every buyer in the place looking especially at lamps which had something unusual on the ball.

Resort business was good, with the Southern spots wanting immediate delivery and others spacing according to location. Looks like a good spring and summer for those places—Mr. and Mrs. U. S. are traveling this year. The reduction in railroad fares, just announced as effective June 2, came too late to

(See N. Y. GIFT on page 63)

## WHAT PRICE RADIO

By ROBT. HIMMEL

President of Balkeit Radio Corporation

Having been in the radio industry since its commercial inception, I feel qualified to answer in brief the hundreds of questions that have come across my desk in the last four years. I will endeavor to classify these questions into two groups.

**FIRST—Is Radio a Good Premium?** My answer to that is "Yes." Inasmuch as premiums are successful only if they have that certain something that the majority of people want.

I do not think that I have to prove that everyone wants radio, inasmuch as radio is definitely as much a part of American home life as the telephone and there have been more radios sold than telephone installations within the same period of time. One advantage that the radio market has is a continual replacement market, plus the added feature that with the advent of small radios, there has developed a tremendous market for second and third sets in the home. Too many times has the parent and child come to loggerheads because there was only one radio in the home and they wanted to listen to different stations.

Certain companies have used radios as premiums with marked success; others have used them and lived to regret it.

Naturally, there is a logical reason always for success and failure. We have found that those that were successful used good types of merchandise and, in the main, those that failed were interested only in the advantage that they knew existed by having radio as a premium, but were restricted, because of the type of their deals.

**SECOND—Radios for Resale.** At the inception of radio the merchants fell into restricted groups, such as music and electrical dealers. Today we find that the total volume of retail business done in radios for the year of 1935 was in excess of \$500,000,000.

Radio represents one of the leading industries. This volume was done by diversification. Today, the druggist is as well qualified to sell radios as the local radio man. It has become package goods and there is no reason why the variety store or hardware store, or any other dealer that has an assortment of merchandise for resale should not be able to display and sell radio sets.

The market has broadened—the fields that were never considered radio outlets today have developed to be some of the best accounts. The old adage of "Fools go where angels fear to tread" is particularly true as applied to radio. The old-time merchant felt that he had reached the saturation point, and yet, newcomers have entered into the fray and have been eminently successful.

One of the most outstanding cases of this sort is Walgreen's chain of drug stores. It is my understanding that the first year of their radio activities they did over a \$2,500,000 radio volume. Certainly, if this be true, other merchants



Robt. Himmel

can use radio to procure their plus volume. You do not have to be afraid of the service problem because there are always local servicemen that specialize in this field and they will welcome the opportunity of handling your service on a very low basis so that you do not have to add to your overhead. Recent surveys show that only 3 per cent of a factory's production was subject to trouble and that was usually due to minor faults that were very readily corrected.

It has come to my attention that in many small communities that cannot support a regular radio store that even undertakers have been successful in the merchandising of radio sets. One undertaker that I am familiar with, in a town of 6,000 population, sold 60 radios from September 1 to January 1. The market for radios in small towns and farming communities is particularly fruitful to

(See WHAT PRICE on page 65)

Lights the Smokes of the Nation . . .

U. S. PAT. RE. NO. 19023 TRADE MARK REGISTERED

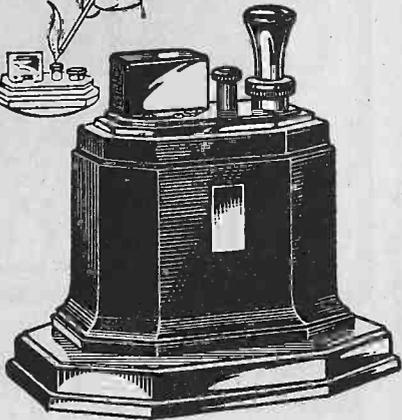
RONSON

CANADIAN PAT. NOS. 288,148-289,889 308,844-311,040 BRITISH PAT. NO. 291,695

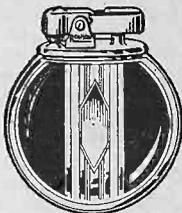
FLIP—It's lit! RELEASE—It's out!

WORLD'S GREATEST LIGHTER

One Finger, One Motion



RONSON TOUCH-TIP NO. 2102—Mysterious Table and Desk Lighter for office and home. All-metal body richly enameled in Black, White, Maroon, Tortoise, Green or Aquamarine. Polished Chrome-Plated Base and Filaments; raised Chrome-Plate Monogram Shield—An exceptionally fine value at \$5.00 Nat'l Retail Price. Other Models at \$7.50.



RONSON POCKET LIGHTER "ACE" Watch Shaped Chromium-plated and richly enameled in Black and White or Tortoise and Ivory. With polished Monogram Shield. No. 2357 A or B. Nat'l Retail Price. \$5.00

Quality always pays!

Watch the crowds patronizing the operators who use

RONSON

for premiums and prizes.

Sweeten up

with what every smoker recognizes as the finest that money can buy

The public knows the difference.



RONSON POCKET LIGHTER "PET" Chromium Plated and richly enameled in Black and White or White and Green. With polished Monogram Shield. No. 15241 Pet. Nat'l Retail Price. \$4.00



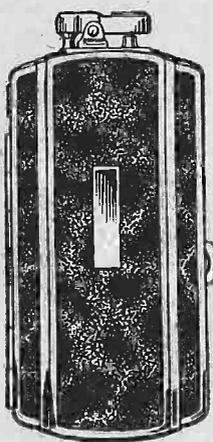
RONSON PENCILITER



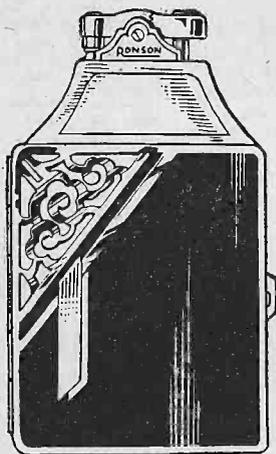
PRESS—and it's LIT! RELEASE—and it's OUT!

RONSON PENCILITER

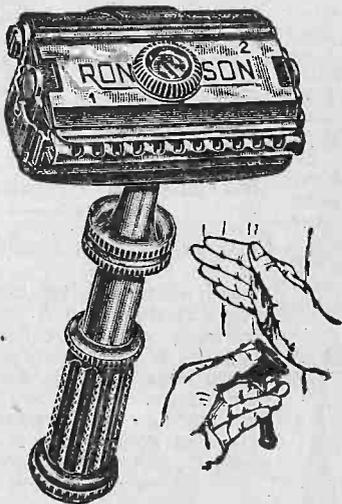
Chromium-plated, "Engine-Turned" design, with Pocket Clip and Monogram Shield. Black or Pearled Green Writing Grip. Extra Leads and Igniter. No. 15252 Penciliter. National Retail Price \$3.50



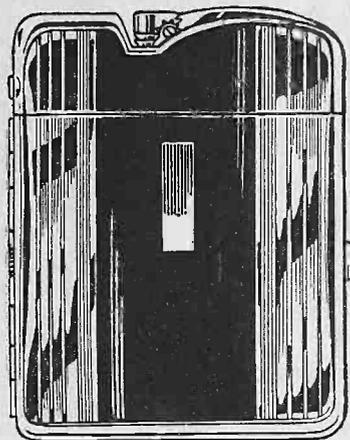
RONSON Combination Lighter-Cigarette Case—Chromium plated and richly enameled in Black, White or Tortoise. With Monogram Shield. No. 2375 Sportcase. Nat'l Retail Price \$6.50



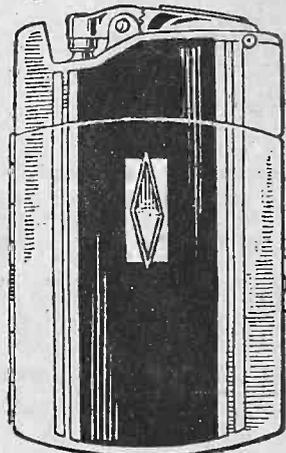
RONSON Combination Lighter-Cigarette Case—Chromium-plated and richly enameled in Black and White, Tortoise and Ivory or Two-Tone Tortoise. With polished Monogram Shield. No. 2089 Mastercase. Nat'l Retail Price \$7.50



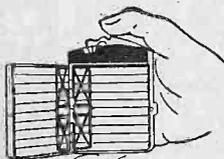
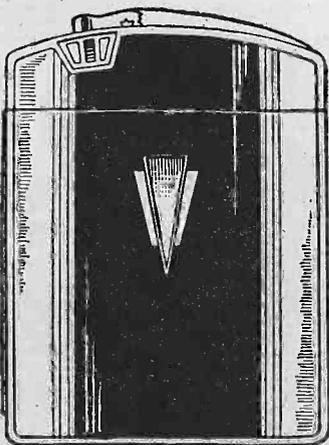
THE SELF-SHARPENING RONSON RAZOR is finished in polished chromium and precision-built for a lifetime of Shaving and Saving. Packed in handsome Gift Case with 3 Ronson Sheffield Blades and Chromium Blade Box. Nat'l Retail Price \$5.00



RONSON Combination Lighter-Cigarette Case—Chromium-plated, "Engine-Turned" and richly enameled in Black, Tortoise or White. With polished Monogram Shield. No. 2276 Ten-A-Case. Nat'l Retail Price \$10.00



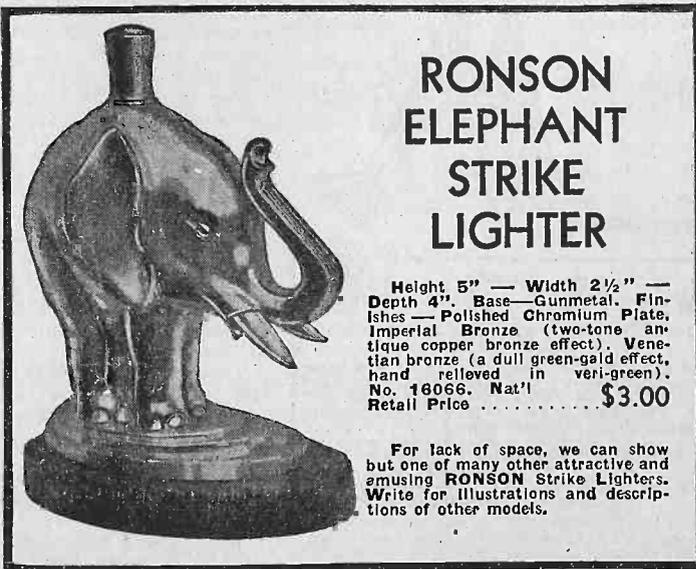
RONSON Combination Lighter-Cigarette Case—Chromium-plated and richly enameled in Black, White and Black, Black and White or Tortoise and White. With polished Monogram Shield. No. 2053 Tuxedo. Nat'l Retail Price \$12.50



RONSON TWENTYCASE

RONSON Twentycase—A new RONSON Lighter Case in streamlined form. Holds a full pack. Large fuel capacity. Packed in new display box.

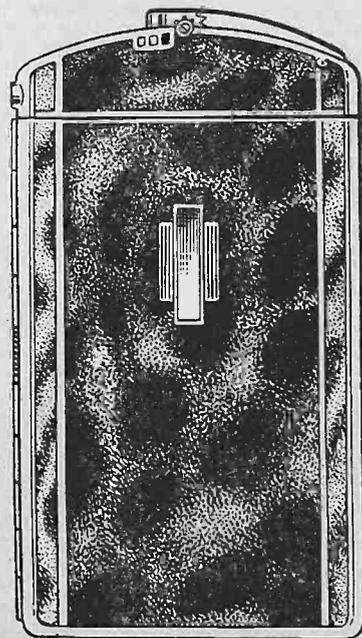
RONSON Combination Lighter-Cigarette Case—Chromium-plated, in "Butler" finish and richly enameled in Black and White, Tortoise and Ivory or Black and Super-Black. With polished Monogram Shield. No. 2193 Twentycase. Nat'l Retail Price \$13.50



RONSON ELEPHANT STRIKE LIGHTER

Height 5" — Width 2 1/2" — Depth 4". Base—Gunmetal. Finishes—Polished Chromium Plate, Imperial Bronze (two-tone antique copper bronze effect), Venetian bronze (a dull green-gold effect, hand relieved in vert-green). No. 18066. Nat'l Retail Price \$3.00

For lack of space, we can show but one of many other attractive and amusing RONSON Strike Lighters. Write for illustrations and descriptions of other models.



RONSON Combination Lighter-Cigarette Case—Chromium-plated, "Engine-Turned" and richly enameled in Two-Tone Tortoise, Black or Black and Ivory. With polished Monogram Shield. No. 2285 Magnacase. Nat'l Retail Price \$13.50

In the many years we have been serving the digger and premium fields we have found that the profit-making operators are those who have constantly featured RONSON Products.

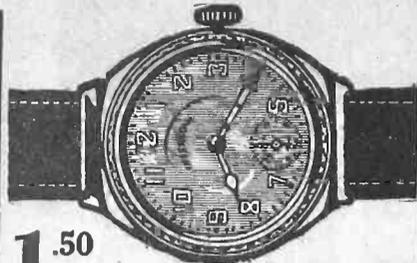
Write for special discounts. Enter your name on our mailing list.

DIRECT DISTRIBUTORS TO THE PREMIUM TRADE

LIBERTY CLOCK and NOVELTY CO. 1140 BROADWAY NEW YORK BALTIMORE • 1344 WEST NORTH AVE. "THE HOUSE OF FINER MERCHANDISE" WASH. D. C. • 1008 H. ST. N.W.



# INGER SOLL MITE WRIST WATCH



**1.50**  
Each  
Sample Watch  
**1.60** Each  
Former Wholesale Price \$3.33 Each.

**B1W78** — Chromium-Plated Case with Open Link Metal Band or Leather Strap. Silvered Dial with Gilt Figures. Unbreakable Crystal. Each in Box with Original \$5.00 Price Mark.

## ST. PATRICK'S DAY NOVELTIES

- B93N15**—SILK SHAMROCK. 60c
- Per Gross
- B93N21**—SHAMROCK with Hat. 85c
- Per Gross
- B93N20**—SHAMROCK with Pipe. 85c
- Per Gross
- B3N501**—ROSE PIN. 50c
- Per Gross
- B93N40**—IRISH FLAG, 1 1/2 x 2", on Brass Pin. Per Gross. 60c
- B51N10**—AMERICAN FLAG, 1 1/2 x 2", on Brass Pin. Per Gr. 60c
- B93N9**—GREEN CARNATION. 2.00
- Per Gross
- B93N36**—ST. PATRICK DAY HAT ASSORTMENT. Gross. 1.80
- B93N37**—ST. PATRICK METALLIC HAT ASSORTMENT. 2.00
- Per Gross
- B93N38**—ST. PATRICK METALLIC HAT ASSORTMENT. 4.00
- Per Gross
- B93N26**—ST. PATRICK DAY GREEN PAPER HORNS, with Tassels. 2.25
- Per Gross
- B93N24**—ST. PATRICK DAY GREEN ASSORTED WOOD NOVELTY HORNS. Per Gross. 3.30
- B93N25**—ST. PATRICK DAY GREEN BLOWOUTS with Wood Mouth-piece. Per Gross. 1.50

**N. SHURE CO.**  
Adams and Wells St.  
**CHICAGO**

# NEW ITEMS

## New Dry Cleaning Brush

The U. S. Manufacturing Corporation embodies the fountain pen idea to excellent advantage in their new Automatic Dry Cleaning Fountain Brush. Outfit consists of an aluminum brush-head with an automatic feed fixed to a convenient container of semi-flexible, non-breakable hycoloid with aluminum cap and seal filled with a good quality, non-inflammable cleaning fluid. Unit is said to be one of the neatest home-cleaning gadgets ever invented. Liquid will not injure the skin or damage the most delicate fabrics and materials. Operator simply "brushes" away the dirt or grease spots. Cleans even better than the average cleaning agents because the bristles of the brush penetrate the fabric and actually "dig" out the dirt. Here is a product that really combines convenience and utility and should make a wonderful premium or demonstrable item. Over-all length of the gadget is 5 1/2 inches. Inquiries will be forwarded promptly.

## Tests Hand Strength

A new trade-building device that creates a lot of fun as well as increases beer sales for taverns has recently been placed on the market by B. & N. Sales Company. It consists of an indicator dial actuated by air pressure from a rubber bulb, inclosed in an attractive cabinet, to be placed on the bar near the tavern entrance. Members of a party entering the place will stop to see how many pounds of pressure they can show on the dial by squeezing the bulb. Wagers are frequent on the outcome.

## Master Shuffler

A handsome bridge table accessory, which automatically shuffles cards perfectly in six seconds, is called the Master Shuffler. Its manufacturers point out that scientific tests have proved that it makes bridge hands that are both more interesting and better tests of playing. Made of polished plastic, its over-all height is only 7 inches and it is remarkably attractive. Very reasonable in price for a card shuffler, initial acceptance has been reported very good by its makers, Master Shuffler Company.

## New Lamp Line Out

The Electro Manufacturing Company has recently announced a complete new line of small lamps, including table models, lamps for the desk, end table, wall bracket types, etc. Style, color and neatness of design are combined to make this line one of the best. Prices are low enough to couple price appeal with quality.

## Modern Kitchen Necessity

The 5-in-1 Kitchenaid, a new modern kitchen necessity, is being introduced by Charles Ufert, well-known jobber and distributor. This handy kitchen aid is rustproof and prevents burning of hands when straining hot potatoes, soups, etc. It fits all medium-sized pots and converts them into steamer; also with its use two pots can be used over one burner. It is an excellent safety grater, fruit and vegetable slicer and shredder—a fine item for demonstrators.

## Spra-Way Dishwasher

A new type of spray dishwasher which does away with dishpan, dishcloth and greasy water and permits constant use of scalding hot water (either soapy or clear, at will), has been introduced by Moderne Specialties Associates. The new type dishwasher, which can be attached or removed from any faucet at will by a simple twist of the wrist, is said to wash off all food, grease and dirt instantly. Excellent for washing silver, pots and pans, vegetables, lingerie also. Any kind of soap or chips can be used for the soap container. The price is very low.

## Lamps From Seashells

The Union Novelty Company, a newcomer to the gift and premium fields, is featuring what promises to be a hit item. It is a new hand-made lamp comprised of real seashells found only in tropical waters. No artificial coloring is used in the seven eye-appealing designs. It comes complete with five-foot cord, electric push-in plug and bulb.

## Developments in Metals Aid Merchandise Industry

Probably one of the greatest aids to general merchandise improvement in the last few years has been the scientific progress made in aluminum, light metals, plastic materials and alloys of an inexpensive but durable nature. A great many interests have combined their efforts to produce new and finer basic materials which go into a wide range of useful and artistic merchandise. In addition, the new type metals and alloys lend themselves admirably to modern methods of fashioning, molding and decorating. The latest types of plastic materials are especially well adapted for merchandise of quality which requires an equally attractive appearance, for it is made in a variety of attractive colors at low prices.

These developments have stimulated the leading manufacturers and designers and other craftsmen to produce, at prices undreamed of a few years ago for like quality—a great number of new products in addition to vastly improving many of the old stand-bys of the industry.

Among the classes of merchandise to receive greatest benefit from the new developments are home accessories, notably those of the smaller character, such as ash trays, beverage coasters, lamps, cigaret boxes, clocks, thermometers, desk sets, pen and pencil combination outfits and many others. A good many of these items were either introduced or gained much of their popularity following the progressive steps in the materials suitable for their construction.

This same trend is becoming more and more apparent in many other classes also, particularly merchandise in favor as digger machine fillings, pin game awards, and so on.

## HI-LO TROPICAL LAMP



Size 9" x 9" x 8 1/2".

## MOTHER NATURE'S OWN PRODUCT

Hand-made of real Sea Shells, found only in Tropical Waters. Unequaled in beauty, no artificial coloring. Seven eye-appealing designs. Here's a Lamp of hidden value—looks like a \$10.00 Number.

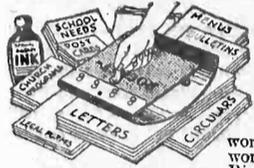
IN DOZEN LOTS **\$1.50** EACH

Send \$1.95 for Sample Today. It Will Sell Itself and You Will Reorder in Dozen Lots. 25% Deposit, Balance C. O. D.

**UNION NOVELTY CO.**  
4459 Olive Street, St. Louis, Mo.

## THE NATION'S SELLING SENSATION! Full Size LETTER DUPLICATOR

**\$3.00** COMPLETE



Ideal for Mail Order Operators

Lowest priced full letter size Stencil Duplicating Machine in world! Does same type work as \$150 Machines. Big demand from office, stores, factories, restaurants, churches, etc. Prints in a jiffy in one or more colors; letters, letterheads, advertising, menus, circulars, art work, etc. Complete with ink, stencil supply and full directions. Lasts lifetime. Simple, a child can operate. BIG PROFITS TO YOU selling everywhere. Enormous repeat sale of supplies. Territories open for live wires. Write or wire for details.

**FREE SAMPLE**  
Of work done and index of 1,001 uses—if you write quick.

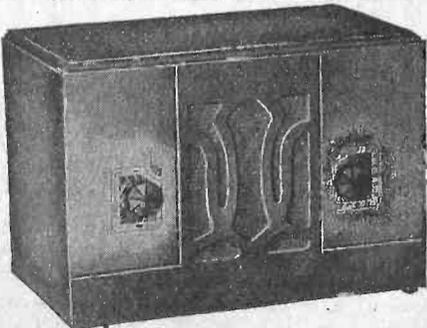
**ROCKET DUPLICATOR CO.,**  
Dept. Z-872, 3317 Madison Road, Cincinnati, O.

## THE MODEL BOAT SENSATION For 1936 BOAT RACE-REGATTA LAMP

No. 800—Two Chrome Sailboats, 6 1/2 inches high, mounted on metal base 4x7 inches to form a boat race. Parchment Shade is decorated with regatta scene, in colors to harmonize with the base. Shade is cellophane wrapped. Base is finished in special transparent colors to contrast and reflect the Chrome sails. Height overall, 16 inches. Shade 10 1/2 inches in diameter. Finished in Blue, Red and Green. This lamp was the sensation of the 1936 Lamp Exposition. It is certain to follow in sales the great successes of the model boats last year. Weight: 12 Shades and Bases, 20 lbs.

Sample, \$1.00 Dozen, \$10.20  
Jobbers' and Quantity Prices on Request.

**ELECTRO Manufacturing Co.**  
611 West Adams St. Chicago



**\$5.95 EACH** **\$6.50 EACH**  
IN LOTS OF 6 SAMPLE  
F. O. B. New York. 25% Deposit.  
Order Now Before Prices Advance.

## Don't Miss This BET

WITHOUT A DOUBT—THE BEST BUY IN RADIO TODAY

This 1937 Five-Tube Radio amazes all who hear and see it. Volume production makes this buy possible. Take advantage now before prices advance. There's nothing in the market today costing 3 times as much that can touch it.

**5 TUBE RADIO** **5 R C A**  
With Dynamic Speaker. Lic. Tubes  
Including One Metal Tube.

Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current. Super-Tone Quality. Powerful Dynamic Speaker. No ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons.

**PHENIX TRADING CO.**  
118 EAST 28th STREET NEW YORK

## BULK PERFUME FOR PRIVATE LABEL Over 75 Odors

Canvassers—Crew Organizers—Retailers. Make great extra profit for yourself. Bottle Perfume under your own name at low cost. We supply perfume, bottles and full information. In our complete line of fine quality odors, made for repeat sales, you will find every popular type of odor in demand today. The Bulk Perfume Co. products will do full justice to your own label. Write, stating needs.

**BULK PERFUME CO.** Room 925, 1472 Broadway, NEW YORK, N. Y.

## LEATHER TIES & LINKED BELTS

Best Selling Items on the Market. None Better. Biggest Assortment. Money-Back Guarantee. LOWEST PRICES.

- 1 Doz. TIES or BELTS. Per Doz. . . . \$2.00
- 6 Doz. TIES or BELTS. Per Doz. . . . 1.75
- 12 Doz. TIES or BELTS. Per Doz. . . . 1.60
- BOW TIES Are Per Doz. . . . . 1.00
- SAMPLE TIE or BELT. Each . . . . . .25
- Combination TIE, BELT and BOW TIE. .50

**ACME LEATHER NOVELTY CO.**  
152 Washington Street, Salem, Mass.



**New! Revolutionary PALLY WADS**  
THE MOST ASTONISHING POLISHING IDEA IN A DECADE.  
Pollywad Cleaning and Polishing Papers are soft, chemically treated papers—conveniently sized. Use one sheet at a time—NO WATER IS NECESSARY—rub the surface to be cleaned lightly—then polish with a dry cloth. Perfect for Silverware, Glass, all Metals, Tile. To retail at 10 papers for 10c. Packed in a neat cellophane container. WRITE FOR SAMPLES.

**PADCO Inc.** 480 LEXINGTON AVE. NEW YORK



## MEXICAN Gem & Birthstones!

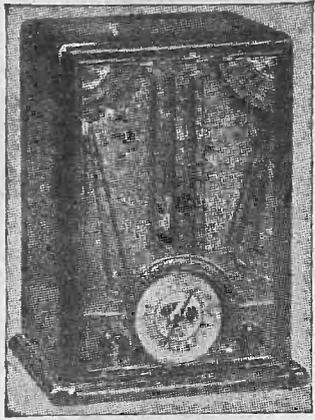
New sensational designs. Complete line Genuine Mexican Gem Birthstone Rings, Cameos, Rainbow Rings, Signets, Etc., for Men, Women and Children.

**DAZZLE! APPEAL! SELL!**

Prices from \$6.75 Gross. Send \$1.00 for Samples. Write for Big 1936 Ring Catalog No. 132.

Immediate Delivery—Wholesale Only.  
**POWELL BROS.,** 2800 Belmont, Chicago

# STEINBERG-CARLTON RADIO



The most remarkable radio value ever offered! This Model 710, 5 Tube AC-DC Receiver (ballast metal tube) highly engineered TRF circuit, manufactured under RCA license, full moving coil electro dynamic speaker, new illuminated aeroplane vernier dial, Type 42 output tube, built-in aerial, ground unnecessary, oversize chassis construction, sturdy attractive cabinet, beautiful tone. Tubes: One 6c6, one 6d6, one 48, one 12X3, 50b2. For 110-120 volt operation. Size: 7 1/2" x 9 3/4" x 6 1/4". Shipping weight 6 lbs., 11 ozs. **\$8.74** Net (List Price, \$17.50.)

Order today! 1/3 Deposit, Balance C. O. D. B. O. B. Brooklyn, N. Y.

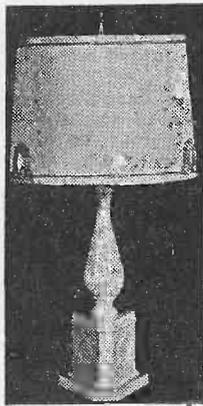
**IMPORTANT**—A few exclusive territories still open! Write or wire today for further information.

**Steinberg's - Carlton Radio Co.**  
413 Knickerbocker Ave., Brooklyn, N. Y.

## NOTES from SUPPLY HOUSES

It is generally agreed that a New York mailing address and preferably a street number on Broadway or Fifth avenue, adds prestige to small mail order concerns. Mr. Andrew Piccirillo, of the New York Mail Service, has capitalized on this psychology to the extent that he has built up a large business in New York City catering to out-of-town mail order concerns that want a New York address and even many New Yorkers who might be operating some mail order business from their residences, but feel there is an advantage in using an address on a well-known business street. Mr. Piccirillo claims he has the perfect setup in the matter of a mailing address business.

Recht & Deutsch, Inc., creators of the Rand Lamps, are one of few, if not the



only company which makes their own china for the lamps they manufacture. This is done in their New Jersey plant. Because of this they make a specialty of china lamps and have a complete and assorted line. Units come in an unusual chimney style vanity or end table china lamp with a voile shade over parchment paper; others with tailor-

ed shades, etc. The trim is made to match the white, blue, coral or fawn bases.

Ben Gelber, of Berk Bros., called our attention to the description of "The Lord's Prayer" in the March 7 issue. *The Billboard* ran this item as being made of celluloid, whereas "The Lord's Prayer" is made of French ivory bone.

The Grodin Pen Company has opened offices, in New York, to manufacture a complete line of pens and pencils. They are equipped to do a volume business and will carry a complete line of parts as well. Jack Grodin is manager.

M. H. Steinberg, of the Steinberg-Carlton Radio Company, is introducing their radio to the premium and concession field. With good sets obtainable at lowest prices in history, business, he says, is very brisk. Steinberg has been in the radio business for 15 years and for many years as a wholesaler.

J. P. Graham and Asa Stroud, formerly with Two Pearl and Dixie Premium companies of Dallas, have taken over the Worth Premium Company, Fort Worth, Tex. In reorganizing the company, the firm name has been changed to Western Premium Company. The new partnership will carry a complete line of premiums, novelties, gifts and specialties.

E. J. (Doc) Goodier, president of Universal Laboratories, Dallas, motored to Hot Springs, Ark., for a brief rest after a strenuous early 1936 season. Before leaving Doc announced that his plant is working full time and that business the past two months has been the best since 1929. Coupon and special deal workers are coming back into the field and meeting with unusual success, he says.

H. A. Jeffrey, New York importer of watches, believes that the lowering of the U. S. tariff on incoming watch movements will help the watch business here materially. This new tariff policy should aid in eliminating smuggling, he says. Jeffrey has been in the watch importing business for 11 years and merchandises his watches under the trade name of Du Barry. Prices on new watches today are lower than they have been for 10 years, he says.

## B & N'S MARCH SPECIALS

**NEW BENACO**—De Luxe Double-Edge, Blue Steel Blades, 5 to Box, **45c** Cello. Wrapped. Per 100.

**BENACO**—De Luxe Single-Edge Blades, 5 to Box, Cello. Wrapped. **70c** Per 100.

**PENLITES**—Complete with Battery and Bulb. Dozen. **1.50**

**BENACO SHAVING DEAL**—Syring Pen-cil, Soap and 5 Benaco Blue Steel Blades, in attractive box. Dozen Boxes. **80c**

**FLORSHEIM BLADES**—Heavy Duty Steel. 100 for. **1.00**

Please include 25% deposit on all C. O. D. orders.

Order From This Ad or Write for Our Big Free Catalog.

The Pittsburgh and Detroit Stores are OPEN SUNDAYS From 9 A.M. to 1 P.M. for the Convenience of OUT-OF-TOWN CUSTOMERS.

**B & N SALES**—Same Day Service

DALLAS, TEX.—1914 Main St.  
CLEVELAND, O.—1444 West 3d St.  
CHICAGO, ILL.—115 South Wells St.  
DETROIT, MICH.—527 Woodward Ave.  
CINCINNATI, O.—1005 Vine St.  
MILWAUKEE, WIS.—1006 No. 3d St.  
ST. LOUIS, MO.—112 North Broadway.  
PITTSBURGH, PA.—967 Liberty Ave.  
Order From Your Nearest Branch

## NEW, TIMELY, QUICK SELLING

### Specialties, Gifts, Novelties, Premiums, Prizes

Clocks  
Blankets  
Lamps  
Liquor Sets  
Bed Spreads  
Smoking Sets

Razor Blades  
Salesboards  
Aspirin Tablets  
Balloons  
Rubber Toys  
Plush Toys

Peanuts  
Popcorn  
Candy  
Dolls  
Radios  
Etc.

and  
Hundreds  
of  
Other  
Items

WRITE FOR PRICE LIST OF ITEMS IN WHICH YOU ARE INTERESTED

**SOUTHERN PREMIUM MFG. CO., Dallas, Texas**

## AUTO POLISH DEMONSTRATORS ATTENTION!

7 1/2-in. Tube—1/2-lb. Regular Price 50c. Per Gross.....\$12.00

6-in. Tube—3-oz. Reg. Price 25c. Per Gr. 6.00

4-in. Tube—2-oz. Reg. Price 10c. Per Gr. 3.00

OR  
1 Gross of Each Size for  
**\$18.00**

LAST CALL on \$2.50 Racing Machines \$5.00 Per Dozen.  
Combination Key Case and Flashlight, Genuine Leather, \$1.00 Number, \$2.00 Per Dozen.

CASH WITH ORDERS

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## 5c -- CLOSEOUTS -- 5c

NECKLACES, CLIPS, PINS, BRACELETS, EARRINGS, NOVELTY VASES, DOGS, BOATS, Etc. Not slum—all high-class merchandise. Limited stock. First come, first served. Write or wire your order today. Spangler Money-Back Guarantee.

**SPANGLER, Inc., Merchandise Mart, Chicago, Ill.**

## POST CARD--GREETING CARD--MAGAZINE

Newspapers and Packet Seed Displays that will treble your sales and beautify your stores and windows at a small cost.

Illustrated Catalogs sent on request.

**DAVIS METAL FIXTURE CO., Lansing, Mich.**

Inexpensive Peanut Vending Machines that will add to your income.

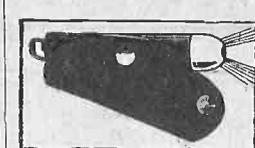
## SALES SENSATIONS



### MICRO-LITE

Powerful tiny flashlight. Fits man's vest pocket or lady's handbag. Baked enamel finish in colors. Takes standard battery and bulb. Variety of styles. Sample, 20c. Per Dozen, \$2.00.

### Micro-Lite KEY-CASE



Combination Leather Key Case and Micro-Lite. Holds 6 Keys. Goes big with men and women. Sample, 40c. Per Dozen, \$3.60.

### "TWINFACE" CLOCK



(Look for Name on Dial. Accept no Substitutes.) Original, genuine "Twinface" Electric Clock—has 2 faces—no back. For end table, between twin beds and office desk. Variety of styles and colors—a low as \$3.30 in quantities.

(25% deposit on order, balance C. O. D.) Write in for Our Large Quantity Wholesale Proposition.

**MODERN MERCHANDISING ASSOCIATES**  
551 FIFTH AVE., New York City

## MOST POPULAR MATCH KING

**\$1.50**

DOZEN IN GROSS LOTS

Petite Flask Model, genuine Match King, in lustrous nickel finish. Regularly retailed at 50c and more, now can be sold fast at 25c. Full flint model. New goods, no seconds. Order No. B91. Per Gross, \$18.00; per Dozen, \$1.80.



Catalog on request! State your business. 25% Deposit Required on C. O. D. Orders.

**JOSEPH HAGN COMPANY**  
"The World's Bargain House," Dept. BB,  
217 W. Madison St., Chicago, Illinois.

## SEND NOW FOR THIS FREE Catalogue OF BARGAINS

More than 1,000 sure-fire, fast selling specialties. Every item in entire line is a sure-seller and good money maker. Send postcard now or get free catalogue with first order of razor blades.

**RAZOR BLADES**  
Guaranteed first quality  
100 Single Edge 60c  
100 Double Edge 30c  
Order NOW. Don't delay. Send 1/4 deposit with your order.

**MARMAN PRODUCTS COMPANY**  
205 SIXTEENTH AVE. DEPT. 10 NEWARK, N. J.

## FOUNTAIN PENS

Western buyers order from us and save time  
54 varieties in every desired color, all equipped with improved Durium points. Two-tone points if desired.

Get Our Newly Reduced Price List

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300 W. Adams St., Chicago, Ill.

## SENSATIONAL VALUES in DIAMONDS and REBUILT WATCHES POCKET & WRIST WATCHES

Write for our Latest Catalogue. Large Assortment. Unusually Low Priced—American and Swiss.

**CENTRAL WATCH MATERIALS & SUPPLY CO., INC.,**  
134 South Eighth Street, PHILADELPHIA, PA.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



## Factory Bargain Lot PHOTO HANDLE POCKET KNIVES

Assorted Models. Regular Size. Polished Steel, 2 Blades, Brass Bolsters and Lined.

A New Deal—Big Buy Per Dozen, **\$2.25**  
Five Dozen for **\$10.00**

Send for New Catalog.

**ROHDE-SPENCER CO.**  
Wholesale House,  
223-25 W. Madison St., Chicago.



### NEW EASTER NOVELTY CREATIONS

EASTER RABBITS AND ASSORTED ANIMALS.  
Brilliant Colorings—Clever Costumes—Novelty Shapes—All Sizes and Priced for All Purposes. Chocolate Jumbo Rabbits—Giant Easter Eggs, Etc.

A WIDE SELECTION OF MERCHANDISE as Trade Stimulators—  
Leaders—Coupons, Also for Card Contest and Attendance Prizes,

Illustrated 1936 Catalog Ready Soon.  
Listing Hundreds of Popular Priced Items for the Premium, Concession, Novelty, Specialty Trade. Please State Your Business. Get on Our Mailing List Now.

### WISCONSIN DELUXE CORP.

1902 No. Third St. MILWAUKEE, WIS.

### TONY SARG'S TIPS ON TRIMMINGS



EDITOR'S NOTE: This series of exclusive articles by Tony Sarg, noted author, illustrator and authority on window display, is published with the thought that the various ideas under discussion from week to week will offer valuable suggestive material to merchandise concessioners on carnivals, fairs, celebrations, etc., and to those of our readers who sell to retail outlets. Mr. Sarg is president of the Dexter Fellows Tent of the Circus Saints and Sinners Club.

The Big World's Fair of 1939 is apparently going to have the finest collection of displays ever presented anywhere at any time! I have been fortunate enough to attend several luncheons dealing with this big project and have had many interesting talks with executives connected with the coming World's Fair.

The size of the Big Fair is probably its most staggering feature. The Chicago World's Fair of 1933 occupied some 350 acres of ground. For the New York Fair of 1939 over 1,000 acres have been set aside. To give an idea of the size of such a large acreage, it may be interesting to compare Central Park, which represents some 850 acres.

A very powerful art committee will sit in judgment of all displays, and I have been told that this committee will be "hard-boiled" in the extreme. There will not be any ultra bizarre modernistic displays which cannot classify as beautiful, and the committee which will govern the artistic trend of all exhibits has promised to be quite ruthless.

Visitors to the Chicago World's Fair will remember a number of displays which were startling in the extreme. A large furniture concern adopted for its display an old mirror illusion, commonly known as "Peppy's Ghost." A large mirror is placed in an opening at an angle of 45 degrees which enables it to reflect an interior of an old-fashioned room. Because light rays reflect from a mirror at exactly the same angle, this old-fashioned room appears to the audience in the mirror only. Now behind this very mirror, apparently placed in exactly the same spots where the old-fashioned pieces of furniture appeared, these manufacturers placed ultra modern substitutes of furniture. When the lights were dimmed on the old-fashioned furniture, the reflection in the mirror faded out, but at the same time, a brilliant light illuminated the modern room, which became instantly visible to the audience, because the mirror was so thin silvered that it became absolutely transparent. This effect is of course magic as the audience does not understand the possibility of looking thru a mirror.

In "Peppy's Ghost" this method was employed to turn the figure of a man into a skeleton.

Another simple display device which stopped them all was a glass of plain water displayed in the window. The water was boiling and bubbling furiously and a quite definite column of smoke was rising from the glass. It was apparent to the audience that there was no heating appliance of any kind being used to bring about this effect. Everybody was mystified and they looked and wondered! The explanation is very simple. A small piece of dry ice dropped into the glass will give this very startling chemical effect, lasting a long time.

Another very ingenious display, which is causing a great deal of attention and is stopping them at the windows, is a revolving upright round disk. With the help of a rubber roller, this glass disk revolves slowly without any apparent support in the middle of the circle. Bottles of liquor or cans of food attached a little off-center describe a circle in apparently midair. It is extremely difficult to see the glass, and loads of people try to figure out how on earth this device is working.

Of course this form of display is a real attention getter and is comparatively inexpensive to manipulate. Quite recently a small cleaning establishment on West Eighth street, New York, suspended a figure by strings in the show window and attached a small magnetic motor to the strings. This gave the figure the ap-

### EVEREADY FLASHLIGHTS



sell in the millions on their own. No wonder they're the best "selling" premiums you could use!

For special trade prices, write  
**NATIONAL CARBON COMPANY, INC.**  
P. O. Box 600, Grand Central Sta.,  
New York City.  
Unit of Union Carbide and Carbon Corp.

### French Flapper Dolls

No. 96  
**\$24.00 Doz.**



Beautiful Boudoir Dolls attract business. Doll 32 inches high and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. 25% With Orders. Jobbers & Distributors Wanted.

**STANDARD DOLL CO. Inc.**  
36 E. 22 St., N. Y. C.

### PROFIT WINNERS FOR PITCHMEN AND STREET WORKERS

Always Fast Sellers!

Automatic Wind Lighter

\$16.50 Gr.

Made of Nickel-Plated Brass with sliding cylinder. When in use the flame is protected from the wind. A practical low priced lighter.



B144—Royal Crest Double-Edge Blue Steel Blades, 5 in Cellophane Wrapped Package. Per 1,000, \$4.00.



B1767—Czecho 3-Blade Toothpick Knives. Gross, \$1.40.  
B1769—Czecho 5-Blade Toothpick Knives. Gross, \$1.65.  
B1759—The Old Reliable Glass Cutter Knife. Per Gross, \$12.00.

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### HEADQUARTERS FOR LOW PRICED BILL FOLDS

And Small Leather Goods

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### NOVELTY MOULDED PAPER HATS

Overseas, Derby, Policeman, Kelly, Mexican, Tropical, Spanish, etc. Regular and Miniature Sizes. Any Color. Uniform—Superior Quality.



FIREMAN.

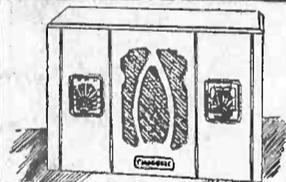


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If Your Dealer Cannot Supply You, Write Direct to

**UNITED PRESSED PRODUCTS CO.,** 407 So. Aberdeen St., Chicago



**\$6.25**  
Lot 6

\$6.50 SINGLE LOTS. 5-Tube AC and DC Radio, illuminated dials, dynamic speaker 17 1/2 to 550 meters, for standard broadcasts and police calls. In attractive finished cabinet. Other Models \$5.75 to \$9.00. Send for catalog. All our radios carry 90 days guarantee. 25% deposit, balance C. O. D.

**LAFAYETTE MFG. & DIST. CO.**

28-30 Portland St., Boston, Mass.

### JOBBERS! STRIKE IT RICH WITH STRIKALITE'S TWO NEW FAST-SELLING LIGHTERS!

STRIKALITE presents to its jobbers two new, bigger-profit opportunities: The No. 700 SCOTTIE DOG with a lighter inside of him, the most appealing lighter ever made, and No. 610 AUTOMATIC TABLE LIGHTER, on bases of onyx, amber, jade and red. Made by us in U. S. A. (\*Simulated.) Of course, don't forget our Midget LIPSTICK LIGHTER. Baked enamel finish, new designs. Price \$8.50 per Gross. **JOBBERS ONLY!** Write today for information regarding our complete line and prices.



Retails for 69c.



Retails for 59c.

★ **STRIKALITE** Ltd., 10 W. 33d St., Inc., New York, N. Y. ★

### BEST SELLING ST. PATRICK'S DAY NOVELTIES

B100—Silk Shamrocks. Gross. . . . . \$ .50  
B200—As Above, with Hats. Gross. . . . . .85  
B300—As Above, with Pipes. Gross. . . . . .85  
B400—St. Patrick's Bow Pin. Gross. . . . . 1.00  
B500—St. Patrick's Paper Hats. 100. . . . . 1.50

B600—Assorted Nolemakers. 100. . . . . 1.50  
B700—Green Balloons, 7". 100. . . . . 1.00  
25% with Order, Balance C. O. D. Use Air Mail. Write for Our General Catalog. Be Sure and Mention Your Line of Business.

**MIDWEST MERCHANDISE CO.**  
1026-28 BROADWAY, KANSAS CITY, MISSOURI.



### New Handy ARMOR SHOE SHINE KIT

10c SELLER

Consisting of: \*Box of Armor Oil Wax Shoe Polish—\* Ideal Dauber—\*Shine-O-Cloth.

See your jobber or send 15c for Sample and full Information.

**MORRISON-ATLAS PRODUCTS, Inc.**

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### SUPREME ART NOVELTY CO.

900 NORTH 43rd STREET MILWAUKEE, WIS.

Manufacturers of

**PLASTER NOVELTIES AND STATUARY**

WE SUPPLY CONCESSIONS, JOBBERS AND STORES. LET US SUPPLY YOUR NEEDS.

### IF

You are wondering how the other man is always able to undersell you on ASPIRIN, RAZOR BLADES, SHOE LACES, ALL CARDED GOODS AND HOUSE-TO-HOUSE ITEMS,

Just ask us to send you our New Price List R. (A postal card will do.)

### OPTICAN BROTHERS

IMPORTERS,

300 West 9th St., Kansas City, Mo.



### Great Sale-While They Last

**MEN'S STRAP WATCHES—**  
10 1/2 Ligne Swiss Chromium Cases, Gilt Dials. \$22.00 Price Tag in Box. In Lots of 6, 6-Jewel, \$3.00 Ea.; 15-Jewel, \$4.00 Ea.  
**NEW STYLE LABEL FOB WATCHES, Asst. Colors, 6 J.—RB. Each \$3.50**  
15 Jewels—RB. Each \$4.00  
**WALDEMAR CHAINS—As Low as \$1.50 Dozen.**  
**ELGIN AND WALTHAM.**  
18 Size, Railroad Model Case, 7-Jewel. \$2.00 Hunting Movement. Each . . . . .  
15-Jewel, \$2.50; 17-Jewel, \$2.75.  
16-Size, 7-J., Yellow Tornado Cases with black enamel border. In Lots of 6, Each. \$2.50  
Same in 15-J., \$3.00; 17-J., \$3.50.  
**SPECIAL PRICES FOR QUANTITY USERS.**  
25% Deposit, Balance C. O. D. Send for Catalog.

### N. SEIDMAN

178 CANAL ST., Dept. D, NEW YORK, N. Y.

### WRIST WATCHES

Men's Sport Model, new Cases and Dials, in 6 to 15-Jewels, Assorted, complete with Band. While they last. **\$1.85 Each**

### POCKET WATCHES

In New White Fancy Cases  
18 Size, Elgin or Waltham. . . \$1.75  
18 Size, Elgin or Waltham. . . 2.50  
12 Size, Elgin or Waltham, cased in fancy 2-tone cases. 3.00  
Send for Price List.

### CRESCENT CITY SMELTING CO.

"Old Gold and Silver Buyers and Refiners,"  
113 N. BROADWAY, ST. LOUIS, MO.

### New York Mail Address FOR BUSINESS, OR PERSONAL PURPOSES, \$2.00 MONTHLY

Three Choice Locations (42d St.-Times Square) (5th Ave.-Madison Square) (Park Row-Broadway).  
**NEW YORK MAIL SERVICE, 15 Park Row, New York City.**

pearance of continually jiggling. When I happened to pass this particular window there were 20 people looking into that window, and I noticed then for the first time that there was a cleaning establishment there which I had never noticed before.

*Tony Sarg*

## Present BIG Favorites for PREMIUMS

Appealing Articles you can use to help get MORE Business

- S51N—Electric Sandwich Toaster. Ea. 90c
- C1377—Catalin Handle Stainless Steel Knife and Fork Sets. (12 in set.) Set. . . . . 90c
- B33—8-Quart Aluminum Waterless Cooker. Each . . . . . 98c
- S8901—"Reverso" Two-Slice Electric Toaster. Each . . . . . 90c
- B26—Table Flatware Set. (26 Pieces.) Set. . . . . 95c
- B27—"Three Way" Cooker (French Fryer, Double Boiler, etc.). Each. . 95c
- B510—Walnut Magazine Basket. Ea. 95c

Note: We are now ready to fill your orders for St. Patrick's Day and April Fool's Day Novelties. Write for Prices.

**LEVIN BROTHERS**  
TERRE HAUTE, INDIANA

## N. Y. GIFT

(Continued from page 58)

have any effect on the show proper, but the few buyers interviewed, the day of the announcement (which was the day after the closing of the Show) said that they anticipated materially improved resort business as a result, and would be increasing orders and buying additional items.

One buyer let out a good tip: His store is going after the chamber of commerce of his city to promote vacationing there, featuring the reduced fares, and will probably lead a co-operative advertising campaign among the merchants to back the chamber of commerce job. There's no patent on this scheme. Anyone can put it to work in his own back yard. Sounds like an idea that will click.

## Novelties In Crystal

Dritz-Traum Company offers a smart and "looks-the-money" line of crystal, including cigaret boxes, ashtrays, salt-and-pepper sets and condiment sets, which make handsome and flashy gift and prize items. Especially good is the oval cigaret box with tray to match, supplied in several designs, and the new salt-and-pepper sets built on a shoe or a beehive, which is both pretty and novel.

## New Bridge Score Form

Talle-Rol is a new and different bridge score sheet, which comes in roll forms and attaches to the corner of the table, yet lies flat so as not to interfere with the playing surface. The roll has a continuous score sheet for 200 rubbers. Packed individually or in pairs. Another swell bridge-prize item.

## Yarn Holder

A new gadget to cash in on the revived popularity of knitting is Yarn-Maid, a ball-type holder for a ball of knitting yarn. It encloses the yarn, keeps it clean, keeps it away from the cat or the pup, and feeds it as needed to the knitter. By Ritter-Carlton.

## Flower Shears

Clever flower shears are shown by Mollie Boynton, Inc., which hold the stem of the flower as it is cut, thus

leaving one hand free to hold a basket. Substantial and well finished, and packed individually. Also a good line of flower arrangers, with a lead base which not only keeps them in position, but avoids the chance of staining the dish or vase. Finished in green to harmonize with foliage, and made in four sizes.

## Novel Ashtrays

Chromium finished ashtrays have been given a novel slant by Diecasters, who show one with a pair of crows in the center with their bills wide open. These birds will hold a cigaret nicely, and if it is forgotten act as snuffers automatically. Another good item here is a tray with a small ball lighter set in a niche on the edge. The lighter is removable, of course, and is well accented in color. Both items are boxed individually.

## Bookends and Gadgets

Heavy and attractive bookends are offered by Usalite, with animal, mask, ship or elephant decoration. A particularly clever one of these shows a cat on top of a pile of books, with a dog on guard below. It's good for a chuckle every time. Ashtrays are also shown with the same or similar motifs. A good-sized metal

(See BOOKENDS AND on page 65)

## Handy Pocket Knife

A new and snappy novelty in the knife field is shown by Gits Corporation, and is called Gits-Nife. The blade slides out of the handle instead of unfolding as in the usual pocket-knife, and can be locked open in any of four positions, making the length of the blade adjustable according to the use desired. It locks shut when not in use, and the blade is replaceable should it be broken or nicked. The knife operates easily with one hand, and may be used for many things more conveniently than the casual type. Supplied in a wide variety of finishes, designs and price ranges.

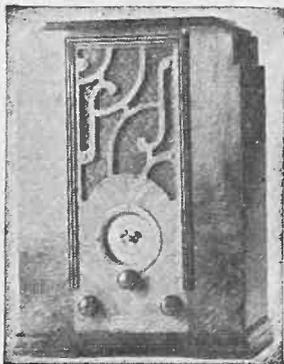
## Night Lamp

Twin-Glo is showing a new type of night lamp, with a selective rotary switch controlling two degrees of illumination. Made on the style of an old-fashioned students' lamp, they are finished in chrome, copper, brass or pastel colors, including yellow, rose, green,

## Free Buyer's Directory Service

The Billboard maintains a special Buyer's Directory Department for the convenience of prospective purchasers who know what they want but do not have a source of supply. Our 41 years of experience in the novelty, premium, prize, gift and specialty merchandise field has enabled us to build up indexes that include from one to 50 sources of supply on over 4,500 separate items.

Write us about any article or address you want and we will forward your inquiry to the proper sources. This service is entirely free!



Rectangular Wrist Watch. 011. \$3.25

## The "WALTHAM" Library Model

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BUY DIRECT FROM IMPORTER

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Complete with Large Porcelain Sockets. Dresden Dolls, attractively dressed. All colors. Packed one set to a box; 18 sets to a carton. Per Set. . . . . \$1.00

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FREE 100 RX BLADES FREE



With order for \$5.00 or more from this Ad or regular Catalog.

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  - POWDER AND PERFUME SETS—Cello. wrapped. Per Set. . . . 4 1/2c
  - CHOCOLATE LAXES—8 Tablets in tin. Gross Tins. . . . . \$2.75
  - RUBBERIZED LATEX BANDAGE—In Rolls. Each in box. Dozen. . 48c
  - INK, LIBRARY PASTE—Special values. Dozen. . . . . 35c
  - FLAVORING EXTRACTS—Prize Medal Imit. Vanilla Flavor, 3-oz. Jugs. Dozen. . . . . 48c
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  - COSMETICS AND EXTRACTS—In gallon jug. Almond Lotion, Brilliantine, Coconut Oil Shampoo, Quinine Hair Tonic, Liloa Vegetal, Vanilla and Assorted Extracts. Per Gallon. . . . . 75c
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GET OUR FREE 1936 CATALOG It Features Over 2,000 Outstanding Values. Take Advantage of Our Amazing Free Deal. Any order for \$5.00 or more from this ad or our regular catalog entitles you to 100 RX Blades FREE.

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VALUE EXTRAORDINARY Long Profits for Jobbers, Storekeepers and Agents. \$9.00 PER GROSS Postage Prepaid

Quality Perfume in 2-Dram Bottles. Boxed in Silver and Blue Metal Foil Cartons, as per illustration. Odors: Sweet Pea, Gardenia, Bouquet, Chypre, Orchid, 90c per Dozen. Sample at 10c.



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## BLANKETS NOVELTIES

Beacon—Esmond—and other makes at the jobbers' prices. Job lot of Blankets, part wool, sateen binding, full size, beautiful patterns, at 88c. Just bought out a mill's surplus stock of Indian Blankets, former price \$1.40. Sale Price, \$1.00. Patch Quilt design, Old Kentucky Patterns, special, \$1.19 each. Rayon and Silk Umbrellas, 16-rib, gilt and silver frame, beautiful handles and patterns, special, \$1.38, and thousands of novelties at below the wholesale price. Our latest Catalog will be mailed on request.

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## Attention Concessionaires



Parks and Stores—Line up with our new Plaster Dog and Novelty Ash Tray—Electric Table and Radio Lamp. Also jobbing on Beacon and Fleeces Blankets, Water and Tea China Sets. Imported Slum Vases; Penny Items. Catalog ready about April 1. Write now for copy.

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Genuine "Frank Buck" Helmets for Men and Boys. Sold by leading sporting goods stores. Set of Six Samples and Price List, \$1.00, Postpaid. Get in on this now.

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White Shoe Polish, 4-oz.	\$4.00
Bottles, Gross	---
Moth Tabs, Cello, Wrapped, Dozen	.30
7-Cake Soap Assortment, Per Box	.09
Atlas Shoe Polish, Black & Brown, Gross	3.60
Razor Blades, Blue Steel, Per 1,000	2.40
Shaving Soap, Pure Milled in Bulk, Gross Bars	1.50
Styptic Pencils, Gross	.45
Brilliantine, Perfumed 2-oz. Bottles, Gross	4.60
Honey and Almond Lotion, 4-oz. Gross	5.50
Cocconut Oil Shampoo, 4-oz. Gross	5.50
Spices, Pure Ground, Ass't. 2-oz. De Luxe Tins, Doz.	.36

Write for Free Knockout Flyer. Send all orders to Chicago ONLY. 25% deposit with orders, balance C. O. D.

**MILLS SALES CO.**  
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PAD-Y-WAX, the hand Waxing PAD that contains enough of the finest grade wax to completely wax a car or a household of furniture—sells at 20c with a large margin of profit to you—a BIG REPEATER and something entirely new and labor saving.

Jobbers and Agents Wanted—write for sample.

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**WAXED FLOWERS**

Best Quality Imported. All Colors.

No. 77 — GEORGINE, \$27.50 per 1,000; \$3.00 per 100.

No. 80 — DAHLIA, \$25.00 per 1,000; \$2.75 per 100.

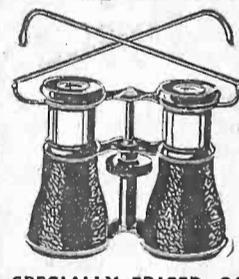
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Sample Box of 100 Georgines, Dahlias and Roses sent postpaid for \$3.00.

**FRESH MOUNTAIN LAUREL**, 15c per lb. Any Quantity. Prepared Foliage for all flowers, large bunch, \$1.

We have a complete line of all Flowers, Wreaths, Sprays and Flags for Easter, Mother's Day and Memorial Day. Complete Sample Assortment of all Flowers Sent Postpaid for \$1.00. 25% deposit with orders, balance C. O. D. Send for Free Catalog.

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Importer and Manufacturer,  
1429 Locust St., ST. LOUIS, MO.



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Strong Power, Adjustable, with Bar Frames. No need to hold glasses. Just put them on and supports hold them firmly to your nose.

SPECIALLY PRICED, \$4.50 Per Dozen. SAMPLE PREPAID, 50c Each.

ALL ORDERS F. O. B. N. Y.—20% deposit, Balance C. O. D. No Catalogues.

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"Specialists in Premium Merchandise."

**5000 WALTHAM and ELGIN**  
Hunting Movements in New Open Face Chromium Cases!



16 Size, Cased in Ioco or Engraved; Jewel, \$2.75; 15J, \$3.75; 17J, \$4.75.

12 Size, Cased in Round, Octagon, or Engraved; Jewel, \$3.25; 15J, \$3.75; 17J, \$4.75.

20% Dep., Bal. C. O. D. Send for Catalog.

**The NEW YORK JOBBERS**  
74 Bowery, New York, N. Y.

**ATTENTION JOBBERS**

PONTIAC BLADES—D. E. Per 1,000... \$6.00

PONTIAC—S. E. Per 1,000... 7.50  
(All Blades Cellophanned, Packed 5s.)

ASTOR BLADES—D. E. Per 1,000... 3.10

Write for Lowest Prices on Shaving & Dental Creams

**PONTIAC RAZOR BLADE CO.**  
14 East 17th Street, NEW YORK, N. Y.

blue or white. Shade is to match the lamp, and the maker also supplies for a few cents extra a wall bracket to match, by which the lamp becomes a wall or a table item at will. Standard GE hubs are used, and as a promotional feature, there is a thermostatic switch supplied with orders which alternates the bright and dim light of the lamp. Thru open-work in the base there shines a dim illumination from a small concealed bulb in color, adding a distinctive touch.

## Attractive Items In Brass

Lots of snappy brass items at Baltimore Clipper Importing Company. An ashtray with the match-box at a 5-degree angle was smart; you can scratch matches without spilling them. Another ashtray was in a new nautical motif—the seahorse, which is the most popular fish in the Aquarium at New York. Still a third is a good big man's-sized ashtray shaped like a rowboat. Desk clips, for keeping your papers in order, carry turtle and eagle as decorations, and small bells for dining room use have ostrich and bouffant skirts to liven them up. A swell finish on this line, too.

## Bridge Table Linens

Fallani & Cohn, Inc., showed a very handsome line of decorative linens. Bridge sets, of a 36-inch cloth and four napkins, were especially good, as was also a luncheon set, with a 52-inch cloth and six napkins. Another popular item was a runner set with eight doilies and eight napkins. This line is priced to sell, but not by sacrificing design. It's good, well-styled merchandise.

## Snappy Cocktail Shaker

West Bend has a snappy cocktail set in aluminum, with the shaker having a built-in jigger at the top, with a red catalin knob as decoration. The top of the shaker is black bakelite, and is rubber-gasketed to prevent leakage. Four or eight cups and tray complete the outfit. Another good set here is a tray, lamp and ashtray to match, all in mahogany-finished copper, while an aluminum beverage set of pitcher, tray and four glasses has lots of appeal.

## New Everedy Line

Attractive lounge and desk lamps are presented by Everedy, in the ever-popular chromium finish. A good set item is called Puff-and-Sip and includes four coasters and two ashtrays to match, for bridge table use. There are swell designs in this number, too. Good-looking sets of round tray with four coasters to match are boxed individually, and make a good gift or bridge-prize item. Ashtrays in a wide variety, too, at real prices.

## Ship's Motif

Sun-Glo Studios, Inc., present a brass lamp, with a base to simulate the running light of a ship—red or green. The shades also carry nautical motifs, and the upper or main lamp gives an excellent illumination. The running light idea is also used separately as a lamp in itself. Both look like ready sellers. The same firm also shows an Ingraham electric clock, whose upper part, surrounding the dial, is a ship's wheel, while the base carries an anchor as an ornament. Another new item in this line is a mirror framed in a ship's wheel of brass. The mirror is 10 inches in diameter. Also smart and attractive is a lamp whose base is a bell-buoy which actually rings. It'll ring cash registers, too, unless we miss our guess.

## Utility Bags

S. S. Sarna is showing a clever line of India Print knitting and utility bags, which are lined as well as faced with interesting prints. In the same line there are handsome bags hand-embroidered on burlap.

## Ladies' Fob Watches Back

Shades of Florodora days! Fob watches are coming back in a big way and should prove tremendous sellers with a big women's suit season predicted. Here's the way to display them. Cut the lines of a woman's shoulder out of a piece of heavy cardboard. Back it up with a swatch of suit material. Cut a lapel design from cardboard, cover it

in the same material. Attach the lapel over the shoulder design. Then slip one of your watches thru the lapel buttonhole. Ten times as effective as displaying them in a case or even on a slanting counter board, because it shows merchandise in use.

## HOW TO DEVELOP

(Continued from page 58)

secure a patent before he even faces the manufacturing problems or questions if there is a market for the item at all. That is a great mistake. Established business concerns which are always creating new items seldom lose much sleep worrying over patent protection. They hold to the principle that if they can bring the item out economically and the market is there they can manufacture and sell a large enough volume to satisfy them before competition can catch up with them. Furthermore, they figure that when competition does catch up to them they will be in a position to reduce their prices and still be ahead of competition by reason of the fact that their first cost of tools and dies have already been amortized.

In this respect I do not profess to lay down a set policy for all items. Every item calls for a different point of view and treatment, but in my own case I have found that if I can play the item fast enough to take the cream off the market I have no worry as to what will happen afterwards.

## Marketing New Products

Marketing new items is generally a most interesting story in itself. However, we will touch on the highlights in this article. There is a lot of truth in the mousetrap story about people beating a path to your door. I mean if your item is a good one the buyers will find you out eventually, but if we are going to follow the principle of putting the item out faster than competition can catch us, then we must go after the buyer instead of waiting for the buyer to come after us.

The first thing we must do then is let the trade know what we have for sale. Of course, we employ our customary distributing methods in introducing this new item, but usually that is not sufficient because this particular item may have greater possibilities in other fields than those which we are accustomed to cover. The first thing to do then is to make a list of every possible market for the item. The next thing is to lay ourselves open to inquiries by advertising, direct mail methods, sampling and by personal contact.

Next we must plan the most economical methods of distribution for every separate field. Thought must be given to the distributors who we expect to cooperate with us. The item must not only be brought to their attention, but must be presented to them in such an interesting manner that their enthusiasm will be aroused and their active cooperation enlisted. A further advantage in promoting a new item is that it stimulates activity and often results in additional business for the old lines as well as for the new.

As stated at the outset of this article, my greatest hopes are based on finding new and quick-selling items. As long as I judiciously follow my plan for locating new items as outlined in this article I am sure to always be a step ahead of competition and find that "my boat" can come in just as often as I can develop new items.

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|------------------------|---------------------|
| Goad, Duke             | Proctor, Geo. H.    |
| Gorden, Daron          | Rehn, George        |
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| Greenwood, Capt. Harry | Rife, Ed            |
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| Martin, Carl           | Wagner, Ralph       |
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| Nelson, M. J.          | West, Ben           |
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| Parker, Chas. M.       | Williams, Maple     |
| Pearson, Jack H.       | Wilson, Jack J.     |
|                        | Yager, R. E.        |

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DOUBLE-EDGE RAZOR BLADES. 30c  
Blue Steel, cello, wrapped. Per 100

SINGLE-EDGE BLADES, 1st quality. Per 100... 55c

Velvet Edge AUTOSTROP. Per 100... 65c

GOLF, Double-Edge. Per 100... 50c

UNITED, Double-Edge. Per 100... 44c

ARMY & NAVY NEEDLE BOOKS. 10c  
1st grade. Per Dozen... 1.20

HANDKERCHIEFS, large size. Dozen... 2.00

25% Deposit, Balance C. O. D.  
SEND FOR FREE CATALOG.

**BENGOR PRODUCTS CO.**  
10 E. 17th St., Dept. K, New York City



**WALTHAM & ELGIN**  
Pocket Watch—R. B., 12 Size Thin Model Style. New Chromium Knife-Edge Cases. 7-Jewel. Lots of 3, \$2.65 Each.

**MEN'S WRIST WATCH**  
R. B. Waltham, 7 Jewels, new Chromium Case, Leather Strap, in Gift Box. \$2.95  
In Lots of 6, Each... \$3.95  
Same in 15-J. Ea., \$3.95.

**ELGIN and WALTHAM LATEST CREATION LAPEL WATCHES**—This item is the Biggest Seller Today. Thin Model, new chromium knife edge case, fitted with 7-jewel R. B. movement, complete with Leather Lapel CORD, in Lots of 6. Each... \$2.85

25% Deposit, Balance C. O. D. 50c Extra for Samples. SEND FOR NEW 1936 CATALOG.

**PILGRIM WATCH COMPANY**  
161 Canal St. New York City

# SOAPS

## FANCY TOILET SOAPS

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DOG SOAP, SOAP POWDERS, FLAKES, LAUNDRY SOAPS

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JOBBER, WHOLESALERS, RETAILERS, SOAP CREWS, CANVASSERS, etc., etc.

HIGHEST QUALITY—LOWEST PRICES

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NO INVESTMENT NEEDED.

Good pay right from the start handling one of our regular routes. Place famous line 5c-10c Counter Card Goods with steady store customers. World's finest, largest, best-selling line. Almost 200 daily necessities, including Razor Blades, Aspirin, Choccolated Laxative, Bromo Fizz, Mercurochrome. All mounted on new-style, sales-making, self-help counter displays. Up to 140% profit for you and merchant. Make up to \$65 weekly. A lifetime business. Big Catalog and Samples sent free.

**WORLD'S PRODUCTS CO.,**  
Dept. 388, Spencer, Ind.

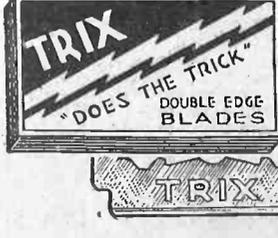
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Guaranteed 1000 Hours

Retails to consumers at over 50% off list prices and make 100% PROFIT for yourself.

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Dept. GC9, 110 E. 23rd St., New York



**TRIX**  
"DOES THE TRICK"

DOUBLE EDGE BLADES

Packed 5 Blades in a Pack, 20 Pkgs. in a Carton.

\$3.68 a 1000

Octagon Shaped Lighters	Doz.	Gro.
15" Imitat'n Pearl Necklaces	... .04	\$4.80
Needle Threader	... .07	2.85
Perfume in Ast'd. Shaped Btl's	... .24	1.75
Gorgeous Powder & Perfume Pkg.	... .04 1/2	
Army & Navy Needle Book	... .12	1.25
H232 Toothpick Knife	... .10	.75
No. C209 Men's Fancy Ties	... .79	8.95
No. N375 Sewing Needles, 10 in Pkg. 100 Pkgs.	... .29	
Men's Rayon Sox, U. S. Made	... .85	

OVER 3,000 Bargain Specials. Write for New 1936 Wholesale Catalogue. It's Free.

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# FOR REPEAT BUSINESS!



Sell **6** BLADES for **10c**  
Costs Less Than **3c** PACKAGE OF 6 Carton of 20 packs 55c

## PRONTO Chrome Blue DOUBLE EDGE BLADES

Get in on the business that pays big profits—the repeat business. Sell your customers Blades that will bring them back for more. Pronto Blades are going over big. They're all first-class Chrome Blue Steel Blades . . . and they can't be beat!

**YOUNG NOVELTY CO., Inc.**  
100 Hanover Street, Boston, Mass.  
Free Sample. 50% Deposit With Order.

### Premium Show, May 4-8

Over 30 per cent of the exhibit spaces at the Sixth National Premium Exposition to be held at the Palmer House, Chicago, May 4 to 8, has already been taken by 40 leading premium manufacturers, it is reported by the convention management.

It is expected that the exhibits will be more elaborate and even more colorful this year than last, and the variety of premiums on display without precedent for quality and profusion. As the exposition is taking on the character of the nation's market place for premium merchandise, so the convention sessions are counted on to take the character of the nation's premium forum, and the committee in charge of the programs for the various sessions promise a series of meetings without a parallel in importance and value to the entire premium industry.

Hundreds of concerns with merchandise suitable for premium use, as well as thousands of premium users from all over the country, and others with sales problems, will be in attendance in the hope of finding the right solution along premium lines.

### BOOKENDS AND—

(Continued from page 63)

smoker has a graceful figurine base, and is a crackerjack item for clubs, amusement rooms, lounge rooms, etc. Table lamps and desk lamps here are smart, too, being of the indirect type and offered complete with attractive shades. Smaller lamps of the direct style harmonize with the bookend and ashtray lines, having the same animal motifs. Some of these also have ashtrays built into the base.

### Hand-Carved Wood Items

A clever line of hand-carved wood novelty and practical items is offered by Mollie Boynton, Inc. Dogs in many forms—as brushholders, as muddlers, and pulling on the ends of a neat little cigarette box—are featured.

### WHAT PRICE—

(Continued from page 58)

those that will go after the business, as a recent survey shows that over 50 per cent of the sets in use are not current and most of them obsolete and should be replaced by new merchandise.

This enables the aggressive merchant to sell at a profit, at the same time taking the old set in trade. These old sets can always be reconditioned and whatever they are sold at represents a profit.

The market potential is gigantic. This being a presidential year it is estimated that \$100,000,000 more radios will be sold than last year. The public is going to buy radios.

### ST. PATRICK NOVELTIES

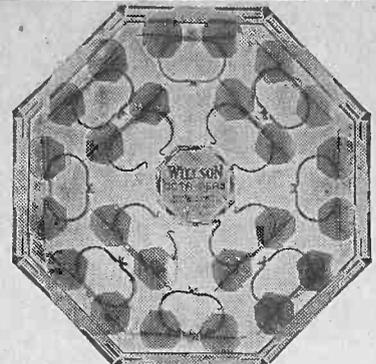
- SAME DAY SHIPMENTS
- 501—SILK SHAMROCKS, Gross. . . . . **55c**
  - 502-3—SILK SHAMROCKS, with Hat or Pipe, Gross. . . . . **85c**
  - 601—IRISH-AMERICAN BOW FLAGS, Gr. . . . . **60c**
  - 1207—ASSORTED CREPE HATS, Gross. . . . . **\$1.25**
  - 401—ASSORTED ST. PATRICK NOISE MAKERS, Gross. . . . . **\$1.25**
  - 400—DE LUXE ST. PATRICK NOISE MAKERS, Assorted, Gr. . . . . **\$3.00**
  - 1200—DE LUXE ST. PATRICK HATS, Assorted, 24 Styles, Gr. . . . . **\$3.00**
- 25% deposit with order, balance C. O. D. Send for our Circulars, Easter Goods, Circus Items, Texas Centennial Souvenirs, Souvenir and Gift Novelties.

**GOLDFARB NOVELTY CO.**  
116 Park Row, NEW YORK CITY

### APRIL FOOL JOKES

"NO FOOLIN'!" Our New Bulletin of over 400 FAST SELLERS is READY. Send for it, or \$2.00 for 50 Samples. Our Catalogue lists 2,000 TRICKS AND JOKES. Jockey Puzzle (new, clever, gr. . . . . Doz. 25c; Gro. \$2.50) New Shooting Music Box, Doz. . . . . \$1.20; Gr. 13.50 SPINNERS, COMIC MIRRORS, Best Shillmies, 6 kinds of each, Doz. . . . . 35c; Gro. 3.75 Hotsy Fanny Dancer, Jocko Elephant, Doz. . . . . .65 Snap Back Trick, Doz. . . . . 35c; Gro. 3.75 (RAFFLE CARDS) our own make and GOOD, from 10 to 100 holes, at very, very special prices. MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.

MAIL ORDER DEALERS, ATTENTION, PLEASE  
Cartoon Booklets, \$1.25 per 100. \$10.00 per M  
Transparent Cards, asst. . . . . 3.00 " M  
Fold Paper Novelties (forms fig.) . . . . . 1.00 " M  
Marriage Book, \$1.50 per C. . . . . 10.00 " M  
Cartoon Cards, 50 different ones. . . . . 1.50 " M  
Septa Art Postcards, 15 varieties. . . . . 2.00 " M  
And Other Novelties. Send 10c for Catalogue and List of 25 for 10 Samples.  
T. R. PAYNE, 25 Cardinal Place, New York



## Willson Octa-Glass GOGGLES

WILLSON—The Biggest Name in Quality Goggles. One dozen on a swivel, Octagonal-shaped card, In Amber, Smoke and Feuzel Tints. A "Natural" Special by MORRIS STRUHL! Willson Goggles in the New Octa-Shape RETAIL EVERYWHERE at 50c EACH. Our LOW PRICE brings you the BEST BUY of the Year . . . PER DOZEN **\$2.25**

## BOY SCOUT WRIST WATCH

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(Cincinnati Office)

## Confidence Men and Politicians

By **CHARLES UFERT**

A feature writer wrote a lengthy article, published in a prominent Chicago newspaper some weeks ago, *Confidence Men and Politicians*. In order that readers of *The Billboard* may gather the general trend of this writer's blast, a few excerpts are published here. We quote:

"Did you ever hear a confidence man engaged in selling the City Hall Park or the Brooklyn Bridge, or anything else that he had no right or title to?"

"Did you ever hear a politician trying to sell himself and his political cure-alls to the public?"

"The technique is just the same—exactly the same."

"The first thing the patent medicine man and the confidence man do is to establish a confidential relation."

"That is the reason such smooth and persuasive gentlemen are called 'CONFIDENCE' men."

"They metaphorically link arms with their auditor. They create an intimate atmosphere."

"They pat their prospective customer on the back and tell him how smart he is. Then they unlimber their full line of talk" That's the end of the quotation, altho by no means the end of the writer's very extended say so.

If the writer of the article would have actually written only about CONFIDENCE MEN and POLITICIANS we would have no quarrel with him or his viewpoint, but when he drags in medicine men and without the hint of a qualification links them with his confidence men and politicians that, as Josh Billings would say is, "2 mutch."

### Does the Shoe Fit

Is it fair, or in keeping with fact, that the epithet should so loosely be applied to medicine men? We doubt whether many medicine men—we are referring here to the thousands of workers who sell medicine on the road or at permanent locations in stores have seen or read the articles we are taking for our text. Had it been seen by them, we feel certain that the editor of the Chicago newspaper would have received more than one letter from medicine men, in which they would have expressed their opinions in no uncertain language. Some of these letters might very likely have been in the vein that the attorney in the story here told was anxious to suppress.

"An attorney turned his back on the presiding judge and started to walk out of the court room when he was hailed by a court attendant and was told to

come back. When he faced His Honor the latter said: 'Sir, do you mean to express contempt for this court!' 'No—Your Honor—I was trying to suppress it.'"

Insinuations so loosely and freely flung about should have no place in editorial opinions, as they can do a lot of harm to a body of men who are hard and conscientious workers and who—as a class—do not deserve being linked up with Brooklyn bridge sellers or other petty larceny perpetrators.

### Consider This Gem

We will submit just one more quotation from the piece we have been alluding to, as it takes another crack at medicine men.

The writer says: "Take the patent medicine man, for instance. He says: 'My friends, you and I know that this great universal, Oriental, transcendental, mystical, marvelous remedy is my own exclusive invention."

"You and I know that it cures and has cured warts, pain in the neck, freckles, bunions, toothache, sore throat, falling hair, athlete's foot, ingrowing nails, high blood pressure, gas on the stomach, rheumatism, spots before the eyes, lack of appetite and that tired feeling."

"It also cures bots, ringworm, splints, epizootic, pip, hives, heaves and mange. "When anybody or anything anywhere gets well of any of these diseases or difficulties, it is always, uniformly, universally, entirely and exclusively due to this marvelous Oriental, transcendental, magic remedy."

"Walk up, friends and brothers, and invest your dollars in glorious health."

"There are a lot of rich guys sitting in doctors' offices thinking they are going to get well, but you and I know that they never will be any better until they buy a bottle, or two bottles, or maybe five bottles of this stupendous, Oriental, synthetical, supernatural cure-all."

"That is the talk, and if you, gentle reader, had happened along toward the end of that speech, you would not have known whether a patent medicine man was speaking or a politician."

### Can This Happen

It occurs to me that, our friend, the writer of the CONFIDENCE men has a very vivid imagination for one thing. We have heard numbers of medicine men, remedy sellers, corn cure purveyors, healing salve workers, soap deal salesmen and others, that might appropriate (See *Confidence Men* on opposite page)

**THE BILLBOARD'S** Spring Special edition will be dated April 11, on newstands the 7th. All pipes for this big number should be in not later than April 1 and preferably earlier. If you send them in advance be sure to mark them "For Spring Special" so that they will be held for that issue.

"CLOSED AND WINTERED here after the holidays," tells Doc Eli (Lord Dietz) Vino, from Chase, Mich. "Will open here soon. Last year's business was slow. Will jump up into a few of the Canadian islands. Seems that no one makes them but me. Like to see pipes from old friends before I disappear for the season."

**MILTON F. CLEWELL**, who has spent the past 31 years in a wheel chair, writes from New York that he intends taking to the road, according to his annual custom, when the first robin appears. Milton says he has been

reading *The Billboard* since 1894. He would like to read word in the column from Charlie Sullivan, old-time jewelry package worker.

**M. O. MINNIER** . . . pipes from Daytona Beach, Fla.: "This is my first pipe since going on the road with cosmetics and specialties nine years ago. Worked Tampa during the State Fair and found business slow. Also worked Orlando and several other inland towns and did well. I don't intend working any more until after April 1, at which time I'll be back in the Middle West. My wife, Bernis, and four-year-old son, Byron, are with me and we're having the time of our lives on the beaches. Would like to see a pipe from Mac and Elsie McClure."

"AM HOLDING A . . . sale at a local drug store and drinking much of the famous water," cards Chic Denton, Mineral Wells, Tex. "Business is

IT PLUNGER FILLER VAC Sells ZIP! ONE PULL—IT'S FULL!



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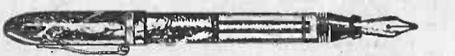
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### LOOK—JOKE—FUN

April Fool will soon be here. The joke fans will never find a device that will measure up to the calibre of our Auto Joker, or Whiz Bang, for its thrill and fun. Also now contracting Display Fireworks for Fourth of July, Parks, Fairs, etc. "From the Door of Our Factory to You."  
**ILLINOIS FIREWORKS COMPANY,**  
P. O. Box 792, Danville, Ill.

pretty good. Saw Doc Tate's ox team at Colorado, Tex., two weeks ago. Some flash and he is doing a fine business with it."

**AL (TOBY) JOHNSON** . . . . .  
postcards from Waskom, Tex.: "Have been lecturing for the past three months for the Connie & Dolly Med Show and just recently jumped to Texas after putting in the winter working thru Mississippi in school and courthouse auditoriums. Manager Connie has a nice outfit and I've signed up for the season as lecturer. Let's read pipes from Doc McNeely and Johnnie Mack."

**MARTIN A. CARROLL**, . . . . .  
Chicago, writes of a new demonstration he will bring out soon. Says it will be a wow. He would like to read pipes from Jim Wardlaw and Kid Holmes.

**CONFIDENCE MEN**

(Continued from opposite page)

privately come under the general classification of medicine men. If any single one of them would have spouted anything half as inane and senseless, it must have escaped our hearing. We believe that practically every medicine man in the U. S. A. will say, like Brother Amos: "I agree with you dere."

If the writer of the Chicago newspaper piece would have used the talk that he put into the mouth of his supposed medicine man as a sermon on the folly of exaggeration, he might have scored a good point. If there are any of our readers who will read the harangue the pitching medicine man is supposed to be in the habit of using and if it hits their particular style of talk—even in a very limited way—it's our advice that they had better turn over a new leaf. Right NOW, too, not on next January 1st. We doubt very much tho, that there is one in a hundred who would be so foolish or so half-witted as to use language similar to that imputed by the Chicago writer.

**An Undeserved "Knock"**

The present writer, by no means wants to paint the medicine man as being an individual without flaws or contend that he would not incline to exaggeration at times in his selling talk. Any real enthusiastic salesman, "ad" writer or sales manager is liable to exaggerate occasionally. Also, there are without doubt black sheep among the medicine men fraternity—as they are to be found among any class of men. However, that offers no justification for writing matter that places odium upon medicine men in general.

The Lord doesn't only know what a pitchman or medicine man is up against. The medicine man knows too. There's a heap of truth in the saying that "all of us have a cross to carry." The medicine man is held up for excessive license fees, he is banned (without due process of law) from working in numerous cities and towns and when times are bad he is generally harder hit than most other

business men. For, after all, the medicine man is first of all a business man—which may be news to the writer who classes him with confidence men and politicians.

While we're on the subject of defining the medicine man's station in life, it might also interest the writer in the Chicago paper to know that the medicine man is a MAN who is always desirous of making his own way in life. He asks for no doles, hand-outs, gratuities or something for nothing. He's quite willing to pay for what he gets.

Many business men, particularly in the small towns, are down on traveling medicine men because they imagine that they are taking business away from them. This, in most cases, is not true. The medicine man can lay some claim to being like what old school economists defined as "the real benefactor of mankind." These old school economists held that such a man "was he who made two blades of grass grow, where only one had grown before."

That's quite at variance with the ideas of modern economists. The medicine man and the pitchman selling specialties are frequently responsible for producing sales that the local merchant would never have made. That means they help create NEW business or, they help expand the business turnover. They create a desire for new things, for remedies or tonics that had not been previously called for.

**Are You in Accord With These Suggestions?**

In summing up on what has been said with regard to medicine men, it occurs to the writer that a few things might also be said to medicine men and pitchmen as to the best policy to observe in pursuing their vocation.

The newspaper writer, whom we've been taking to task, inadvertently shows the folly of exaggeration. Medicine men prone to claim too much for the remedy they are selling might well take note of that error of policy. That makes a hard road for the man who will follow YOU at a certain spot. If the other fellow is modest in his claims, if he is courteous and considerate in his dealings with the public, he's helping you to travel a smoother road. If all medicine men were to resolve to be always on the level, to make sure of offering quality merchandise or remedies of real merit—what a stride it would be toward "making this world a better place to live in" for the hard-working medicine or pitchman.

Medicine men who have been long on the road KNOW that honesty and fair dealing is not only the best policy—they know that it is the ONLY policy worth while practicing.

**Do You Second This Motion**

Before signing off—what's to be done to the scribe that was so free in handing out knocks to medicine men? Here's our suggestion. He should be condemned to go to the sticks and deliver the harangue he puts into the mouth of a medicine man. That would be making him taking his own medicine.

If he succeeded in selling just one bottle of the dope he had in mind when he drew this simile of likening the medicine man to a confidence man or politician, to any other audience than one of nit-wits or to one gathered in the backyard of a lunatic asylum, he would be entitled to a prize of a one-way ticket to some institution for the feeble-minded.

It may be that we have treated his diatribe rather too seriously, for after all the average medicine man is well able to take care of himself and he would most likely "laugh this off" if it were called to his notice.

However, there are newcomers in the field, those who lack the knowledge and experience of the oldtimers, to whom such a writeup would act as a douche of ice water thrown on their backs. This article is for them rather than for the experienced trooper or roadman, that we have seen fit to pen a reply to the feature article, which had a wide circulation and which was assuredly ill-chosen in the particular aspect we have criticized.

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- 4-Oz. Bouquet Hair Tonic, Green Color, 50% Alcohol . . . . .50 Doz.
- 12-Oz. Bouquet Hair Tonic, Green Color, 50% Alcohol . . . . 1.38 Doz.
- 4-Oz. Coconut Oil Shampoo . . . . .50 Doz.
- 6-Oz. Wave Set Fluid, Heavy . . . . .45 Doz.
- 4-Oz. Bay Rum, 50% Alcohol . . . . .50 Doz.
- 12-Oz. Bay Rum, 50% Alcohol . . . . 1.25 Doz.
- 4-Oz. Lilac Shave Lot'n, 50% Alc. .50 Doz.
- 12-Oz. Lilac Shave Lot'n, 50% Alc. .1.25 Doz.
- Giant Size Vanilla Flavor (Imitat'n) .70 Doz.
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- 2-Oz. Machine Oil . . . . .3.00 Gro.
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1-Lb. Size, 50 to Case . . . . .19 Each  
1 1/2-Lb. Size, 50 to Case . . . . .28 Each

**SMACK-O:** Delicious Beverage Powder, packed in 3-color varnished envelope, packed in beautiful counter display carton. Seven popular flavors: Lemon, Lime, Cherry, Strawberry, Grape, Raspberry, Orange.

**CARTON, Forty 5c Packages . \$1.20 Carton**  
Concentrated for Carnival Use, 2-Oz. Package Makes 5 Gallons.

**CARTON, 6 PACKAGES, \$1.20, Prepaid.**  
**SINGLE PACKAGES, 25c Each, Postpaid.**

**BRILLIANTINE.**

Our Brilliantine and Hair Oils are packed in modern private mold bottles, using pure white oil especially prepared for Brilliantine.

3-Oz. BRILLIANTINE . . .45c Dozen  
3-Oz. ROSE HAIR OIL . .45c Dozen

**KITCHEN TONGS.**

Absolutely brand new. A Kitchen Tong, 17 1/2 inches long, with safety lock on handle. Ideal for broiling meats, toasting bread, lifting hot pans, removing baked potatoes from oven, unbeatable on picnics.

PER DOZEN . . . . . \$1.50  
Prepaid Sample, 25c.

**SPECIAL DEALS.**

4-Piece Cosmetic Set . . . . . \$ .21 Each  
7-Piece Cosmetic Set . . . . . .36 Each  
4-Piece Extract Deal . . . . . .45 Each  
Vanilla-Cake Plate Deal . . . . . .47 Each  
Vanilla-Kitchen Tong Deal . . . . .25 Each  
Perfume-Powder (Cello, wrapped) . . .10 Each

TERMS: One-half deposit with all orders, balance C. O. D.

**UNIVERSAL LABORATORIES ♦ Dallas, Texas**

**CASH IN WITH THE WINNER!**  
Official "JOE LOUIS" Autographed Rings are money-making items . . . Made of nickel silver, will not tarnish.  
(c) Reg. Nos. G21975-G21976.  
Let these lucky Rings put DOLLARS in your pocket. Send \$1.00 for Sample of each Ring, Agents' Terms and Prices.  
**JOE LOUIS NOVELTIES, INC., Dept. B3,** 307 Lenox Avenue, New York.  
Men's Style. Ladies' and Boys' Style.

**PITCHMEN • DEMONSTRATORS • CANVASSERS**

feature the famous **WILLIAM A. WOODBURY DEALS**

TOILETRIES and COSMETICS for MEN and LADIES  
**FOUR NEW SURE-FIRE 4-PIECE DEALS**  
Just Released  
★ EYE-APPEAL  
★ PRICE-APPEAL  
WRITE FOR QUANTITY PRICES OR \$100 FOR THESE 4 SAMPLE DEALS POSTPAID ON MONEY BACK GUARANTEE  
ALVIN BUICKROOD, 1738 Coleman St., Brooklyn, N. Y.

**LA SALLE BLADES**

Keep Your Customers Satisfied  
Long ago we decided that the only way to keep our salesmen satisfied was to give them the kind of Blades that kept their customers happy. LA SALLE BLADE SALESMEN are making money right along because they haven't ruined their trade and their own profits with cheap merchandise.  
If your jobber cannot supply you, write for Samples and Prices.  
**LOUIS O. BLACK CO.**  
1916 Vermont Ave., Toledo, O.

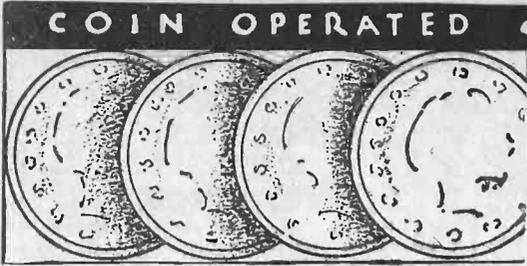
ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**SENSATIONAL VALUES!!!**  
IN RINGS, DIAMOND CUT CRYSTAL NOVELTIES and VARIOUS OTHER ITEMS!!! Our NEW SPRING and SUMMER LINE of CRYSTALS, CORAL and BONE JEWELRY, in BRACELETS, CLIPS, PINS and EARRINGS NOW OFFERED at GUARANTEED LOWEST PRICES!!! Send \$2.00 for Complete Line.  
**LATEST Designs in WHITESTONE, BIRTHSTONE, CAMEO and RAINBOW RINGS NOW READY.** Send \$2.00 for the most BEAUTIFUL LINE ever OFFERED.  
We also carry a full line of Identification Bracelets, COMPACTS, LEATHER GOODS, Beautiful SUMMER BEADED BAGS, and many other items SUITABLE for GIFTS, SOUVENIRS and PREMIUMS. FREE CATALOG. OLYMPIC BEAD & NOVELTY CO., Importer 307 Fifth Avenue, NEW YORK, N. Y.

**MEDICINE MEN**  
PRIVATE LABEL TONICS. Immediate Shipments. New Price List. WRITE OR WIRE.  
**NUTRO MEDICINE CO.**  
16 South Peoria Street, Chicago.

**LEADER TIES** THE TIE WITH THE READY-MADE KNOT Holds Its Shape Forever.  
Young and old go for it in a big way. Silk-Lined. Gorgeous Woven Materials. Satin Stripes, Jacquards, Plaids and Solid Colors. Good 50c Sellers and Steady Repeaters.  
**\$2.50 PER DOZEN, POST PAID**  
Send for Sample Dozen and Be Convinced. Money Refunded or Goods Exchanged Without Question.  
**M. LEVINE, INC.**  
Manufacturer of Neckwear, 13 North 13th Street, Philadelphia, Pa.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



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Judge Kitts urged location owners not to encourage children to play games. "While the court is powerless to act in cases where said machines are not gambling devices," he said, "yet it would appear to us that any storekeeper, merchant or anybody else should co-operate with the school authorities and refuse the school children the right to operate these machines even tho they are not gambling devices."

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"Is it a game of skill, like trap-shooting, bowling, handball, tennis or roque? Ask the man who owns one. He knows. Literally it is a game of skill, because you have to be skillful to back away from the pinball machine with your jaw. . . . And to show you (See QUINLAN WRITES on next page)

(See PINBALL, LIKE on next page)

## "Advertising Age" Reports Campaign

NEW YORK, March 7.—It may be a "mere bagatelle," but the humble game, somewhat harassed by misunderstanding, is becoming articulate, launching of an advertising campaign here by Amusements Service Corporation of America revealed.

The industry, heretofore unorganized, now has a czar in the person of James F. O'Ryan and has realized that educational work is needed. The initial campaign in New York is scheduled for four weeks, after which a second will get under way.

A few weeks ago pin games in New York were the target of vigorous newspaper criticism as the license commissioner attempted to subject them to the State's coin-machine law. The matter now is awaiting the decision of the Appellate Court.

Amusements Service Corporation, formed by merging boro associations, offers 25 full-size bagatelle games to writers of the best letters of 50 words or less on "Why I Like To Play Pin Games." All New York newspapers are listed for weekly insertions of 210 lines.

The immediate reason for the advertising is to see whether the 2,000,000 bagatelle players of New York consider bagatelle a "game of skill" or play for the prizes which were generally offered.

The big question is not whether the game is legal, but whether it is lawful to use premiums. If it is found that the play is for prizes operators must prove that such awards are legal.

Other campaigns will start soon in Newark and Pittsburgh, and possibly Baltimore and Washington. The agency is Byrde, Richard & Pound, New York.

—Advertising Age, March 2, 1936.



RAY BECKER, sales manager for J. H. Keeney & Company, Chicago.

words: 'Good for one free game,' and on the other side, 'Loaned, property of machine,' or where the chips carry on one side the inscription, 'Good for amusement only,' and on the other side, 'No cash value.'

"The defendants (the city of St. Paul, Safety Commissioner H. E. Warren and Corporation Counsel John L. Connolly) and their representatives are hereby enjoined from interfering with the operation or use of the machines described above, which are declared to be amusement and not gambling devices, and from confiscating same or arresting persons engaged in their operation."

### NEWSPAPER ADS

(Continued from preceding page)

to be distributed by locations. Plans are now under way to print 250,000 of these for immediate use.

Locations are reporting great interest in the pinball letter-writing contest, and some have called upon operators to furnish writing materials for the use of contestants. The size of the advertisements was increased this week, and it is reported that they will be increased still more next week. The present campaign is due to close the week of March 14. The radio tieup is being continued, and word of a still more unique radio tieup has been given out.

### AKRON PUBLICITY

(Continued from preceding page)

chants. The campaign and advertising itself was planned and placed by Becker & Becker agency of Akron, and has been copyrighted by the association.

Much assistance in forming the local association and in planning the advertising campaign was given by M. M. Marcus, of the Markepp Company, Cleveland, who also introduced a system of window card advertising to the pin game industry several months ago. Mr. Marcus says that the Akron publicity program is destined to be a national example for all people interested in pinball games and that many other cities will soon be using the same program. The formation of a local association, with affiliate merchants, specifically for the purpose of promoting a publicity campaign is the proper way, he says.

Officers of the Akron Amusement Association are Eddie George, president; Harry Weiner, vice-president; Mr. Hoskins, secretary, and Mr. Kurtzer, treasurer.

### MIAMI OPS

(Continued from preceding page)

ices, or from the hours of 4 or 5 a.m. (regular closing time) to 9:30 p.m. A few violators were arrested and released on \$100 bonds.

The blue-law closing is only one of many hindrances in the Florida slot-machine war which has centered in Dade County, and Miami in particular, since the 1935 State Legislature legalized the devices. In spite of the legalization, operators controlling the Miami area have been harassed at every step with legal technicalities and loopholes which have not, however, prevented the placing of hundreds of machines in Miami and Miami Beach.

The horse-racing machines, legal and lately introduced here, are proving popular.

Legal difficulties, however, are only one of the files in the ointment. A

variety of other troubles have beset the operators here. Last week an estimated \$5,000 was filched from the machines at the beach by an elderly couple who worked together, the woman playing the machine and the man manipulating the coins by means of a wire thrust thru a hole bored in the side of the machine. The man covered his operations by leaning against the machine while the woman played. They were not apprehended, but the holes were mute testimony to the theft.

### QUINLAN WRITES

(Continued from preceding page)

how skillful you must be, the percentage of holes-in-one on the pinball machine is just as small as the hole-in-one on the golfing dunes.

"But it is fun and it is a test of skill and it was no trick at all for the owners of pinball machines to convince the city fathers of Minneapolis that here at last was a device that would go a long way to sharpen the eyesight, steady the nerves and build up the sportsmanship of our city youths. . . . In the case of the pinball machine, it is a winter sport that keeps the restless citizens supplied with diversion while they are holed-in for the chilly season."

### PINBALL, LIKE

(Continued from preceding page)

flirting with Lady Luck even if he has to play automobile poker, that form of betting on motor license plate numbers.

Distributors of the pinball machines refer to them as amusement devices and contend the profits obtained from them have enabled many small merchants to stay in business during the depression. The games, it was pointed out, helped him to get better acquainted with his customers and when his customers knew him better they gave him all their business.

Instead of loitering on the streets, they argued, young men were led into the store in the evenings to enjoy pinball with their friends under the supervision of the local neighborhood merchant. This was credited with having done much to eliminate corner gangs and the subsequent evils which these corner gangs fomented.

"How much better it is that these young men gather, play pinball in the local store, under the eye of a merchant who knows them and who knows their parents, than in many other places today which suggest evil tendencies of various kinds," asserted one of the men, who has thousands of the machines leased thruout Northeastern Pennsylvania.

The machines range in price from \$10 to as high as \$400. The more elaborate models have all kinds of trick gadgets. Some have colored lights and electric bells operated by motors attached to the machines. Every day a new model appears on the market and if it is sufficiently novel it may pay for itself within a day or two.

Some of the games attempt to simulate a horse race, a baseball, basket-ball or football game. We observed one that was played according to the rules of war, with the balls being propelled from miniature cannons that flashed with every shot.

An idea of the different forms the games take is to be had from the names of the machines. For instance, there's Rodeo, Par Golf, Ball Fan, Kings of Turf, Flying Trapeze, Subway, Rapid Transit, Signal, Times Square, Beacon, East River, Traffic, Hop Scotch, Prospector and other descriptive titles.

Bagatelle, in its present pinball form, may be just one of those passing fads like the cross-word puzzle, mah jong and miniature golf. How long it will last is a matter of conjecture, and whether a righteous law enforcement agency will decide to banish them remains to be seen. In our opinion the pinball game is just as desirable for time-wasting purposes as many other things the law will never be able to eliminate. Like many other things, they can be used for weal or woe. That, as we have already mentioned, is up to the individual.

(Editor's Note—Benjamin J. Sterling, secretary and treasurer of the Anthracite Vending Machine Association, in submitting the above newspaper comment on pinball, writes as follows: "It is rarely that we get any desirable publicity in relation to pin games. This seems to be our most conservative write-up and we believe some good would come from reproducing this article in *The Billboard*. However, we shall leave that to your good judgment.")

It pays 3 ways to use these two batteries in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Evereadys" present no fire hazard

Distributors! Jobbers! Operators!

Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

NATIONAL CARBON COMPANY, Inc.  
P. O. Box No. 600  
Grand Central Station  
New York, N. Y.

Name.....  
Address.....

Distributor Jobber Operator  
PLEASE CHECK

Unit of Union Carbide and Carbon Corporation

**B PARTS and SUPPLIES B**

Ball Gum (1/2 Case, 50 Boxes) ..	\$ 6.00
Batteries "General" (Set of 25) ..	5.00
Bumperettes, Per Dozen ..	1.00
Collection Books, Per Dozen ..	1.20
Locks ..	1.00
Marbles (No. 7/8), Per Dozen ..	.60
Marbles (No. 1), Per Dozen ..	1.20
Steel Balls (No. 5/8), Per Dozen ..	.36
Plunger Springs, Per Dozen ..	1.20
Penny or Nickel Slots ..	2.00
Rebound Springs, Per Dozen ..	1.00
Rubber Suction Cups, Per Dozen ..	1.00
Slot Safes (Stands) ..	12.50
Coin Wrappers, Per 1,000 ..	.85

Write for Our Complete Price List No. 198.

**B BESSER NOVELTY CO. B**  
3020 OLIVE ST., ST. LOUIS, MO.

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### Quinlan Writes About Pinball

MINNEAPOLIS, March 7.—Jack Quinlan, popular writer in *The Minneapolis Journal*, recently expressed his ideas of modern pinball freely in his daily column, "Looping the Loop." In his brisk style Mr. Quinlan compares pinball with other forms of diversion and sport, with the suggestion that it may be as good as golf and better in that it is an indoor sport for the winter months. The evils that may be charged against pinball, he suggests, may also belong to other games.

"Is it a game of skill, like trap-shooting, bowling, handball, tennis or roque? Ask the man who owns one. He knows. Literally it is a game of skill, because you have to be skillful to back away from the pinball machine with your jaw. . . . And to show you (See QUINLAN WRITES on next page)

(See PINBALL, LIKE on next page)

## "Advertising Age" Reports Campaign

NEW YORK, March 7.—It may be a "mere bagatelle," but the humble game, somewhat harassed by misunderstanding, is becoming articulate, launching of an advertising campaign here by Amusements Service Corporation of America revealed.

The industry, heretofore unorganized, now has a czar in the person of James F. O'Ryan and has realized that educational work is needed. The initial campaign in New York is scheduled for four weeks, after which a second will get under way.

A few weeks ago pin games in New York were the target of vigorous newspaper criticism as the license commissioner attempted to subject them to the State's coin-machine law. The matter now is awaiting the decision of the Appellate Court.

Amusements Service Corporation, formed by merging boro associations, offers 25 full-size bagatelle games to writers of the best letters of 50 words or less on "Why I Like To Play Pin Games." All New York newspapers are listed for weekly insertions of 210 lines.

The immediate reason for the advertising is to see whether the 2,000,000 bagatelle players of New York consider bagatelle a "game of skill" or play for the prizes which were generally offered.

The big question is not whether the game is legal, but whether it is lawful to use premiums. If it is found that the play is for prizes operators must prove that such awards are legal.

Other campaigns will start soon in Newark and Pittsburgh, and possibly Baltimore and Washington. The agency is Byrde, Richard & Pound, New York.

—Advertising Age, March 2, 1936.



RAY BECKER, sales manager for J. H. Keeney & Company, Chicago.

words: 'Good for one free game,' and on the other side, 'Loaned, property of machine,' or where the chips carry on one side the inscription, 'Good for amusement only,' and on the other side, 'No cash value.'

"The defendants (the city of St. Paul, Safety Commissioner H. E. Warren and Corporation Counsel John L. Connolly) and their representatives are hereby enjoined from interfering with the operation or use of the machines described above, which are declared to be amusement and not gambling devices, and from confiscating same or arresting persons engaged in their operation."

### NEWSPAPER ADS

(Continued from preceding page)

to be distributed by locations. Plans are now under way to print 250,000 of these for immediate use.

Locations are reporting great interest in the pinball letter-writing contest, and some have called upon operators to furnish writing materials for the use of contestants. The size of the advertisements was increased this week, and it is reported that they will be increased still more next week. The present campaign is due to close the week of March 14. The radio tieup is being continued, and word of a still more unique radio tieup has been given out.

### AKRON PUBLICITY

(Continued from preceding page)

chants. The campaign and advertising itself was planned and placed by Becker & Becker agency of Akron, and has been copyrighted by the association.

Much assistance in forming the local association and in planning the advertising campaign was given by M. M. Marcus, of the Markepp Company, Cleveland, who also introduced a system of window card advertising to the pin game industry several months ago. Mr. Marcus says that the Akron publicity program is destined to be a national example for all people interested in pinball games and that many other cities will soon be using the same program. The formation of a local association, with affiliate merchants, specifically for the purpose of promoting a publicity campaign is the proper way, he says.

Officers of the Akron Amusement Association are Eddie George, president; Harry Weiner, vice-president; Mr. Hoskins, secretary, and Mr. Kurtzer, treasurer.

### MIAMI OPS

(Continued from preceding page)

ices, or from the hours of 4 or 5 a.m. (regular closing time) to 9:30 p.m. A few violators were arrested and released on \$100 bonds.

The blue-law closing is only one of many hindrances in the Florida slot-machine war which has centered in Dade County, and Miami in particular, since the 1935 State Legislature legalized the devices. In spite of the legalization, operators controlling the Miami area have been harassed at every step with legal technicalities and loopholes which have not, however, prevented the placing of hundreds of machines in Miami and Miami Beach.

The horse-racing machines, legal and lately introduced here, are proving popular.

Legal difficulties, however, are only one of the files in the ointment. A

variety of other troubles have beset the operators here. Last week an estimated \$5,000 was filched from the machines at the beach by an elderly couple who worked together, the woman playing the machine and the man manipulating the coins by means of a wire thrust thru a hole bored in the side of the machine. The man covered his operations by leaning against the machine while the woman played. They were not apprehended, but the holes were mute testimony to the theft.

### QUINLAN WRITES

(Continued from preceding page)

how skillful you must be, the percentage of holes-in-one on the pinball machine is just as small as the hole-in-one on the golfing dunes.

"But it is fun and it is a test of skill and it was no trick at all for the owners of pinball machines to convince the city fathers of Minneapolis that here at last was a device that would go a long way to sharpen the eyesight, steady the nerves and build up the sportsmanship of our city youths. . . . In the case of the pinball machine, it is a winter sport that keeps the restless citizens supplied with diversion while they are holed-in for the chilly season."

### PINBALL, LIKE

(Continued from preceding page)

flirting with Lady Luck even if he has to play automobile poker, that form of betting on motor license plate numbers.

Distributors of the pinball machines refer to them as amusement devices and contend the profits obtained from them have enabled many small merchants to stay in business during the depression. The games, it was pointed out, helped him to get better acquainted with his customers and when his customers knew him better they gave him all their business.

Instead of loitering on the streets, they argued, young men were led into the store in the evenings to enjoy pinball with their friends under the supervision of the local neighborhood merchant. This was credited with having done much to eliminate corner gangs and the subsequent evils which these corner gangs fomented.

"How much better it is that these young men gather, play pinball in the local store, under the eye of a merchant who knows them and who knows their parents, than in many other places today which suggest evil tendencies of various kinds," asserted one of the men, who has thousands of the machines leased thruout Northeastern Pennsylvania.

The machines range in price from \$10 to as high as \$400. The more elaborate models have all kinds of trick gadgets. Some have colored lights and electric bells operated by motors attached to the machines. Every day a new model appears on the market and if it is sufficiently novel it may pay for itself within a day or two.

Some of the games attempt to simulate a horse race, a baseball, basketball or football game. We observed one that was played according to the rules of war, with the balls being propelled from miniature cannons that flashed with every shot.

An idea of the different forms the games take is to be had from the names of the machines. For instance, there's Rodeo, Par Golf, Ball Fan, Kings of Turf, Flying Trapeze, Subway, Rapid Transit, Signal, Times Square, Beacon, East River, Traffic, Hop Scotch, Prospector and other descriptive titles.

Bagatelle, in its present pinball form, may be just one of those passing fads like the cross-word puzzle, mah jong and miniature golf. How long it will last is a matter of conjecture, and whether a righteous law enforcement agency will decide to banish them remains to be seen. In our opinion the pinball game is just as desirable for time-wasting purposes as many other things the law will never be able to eliminate. Like many other things, they can be used for weal or woe. That, as we have already mentioned, is up to the individual.

(Editor's Note—Benjamin J. Sterling, secretary and treasurer of the Anthracite Vending Machine Association, in submitting the above newspaper comment on pinball, writes as follows: "It is rarely that we get any desirable publicity in relation to pin games. This seems to be our most conservative write-up and we believe some good would come from reproducing this article in *The Billboard*. However, we shall leave that to your good judgment.")

It pays  
3 ways  
to use these  
two batteries  
in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Evereadys" present no fire hazard

Distributors!  
Jobbers!  
Operators!

Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

NATIONAL CARBON COMPANY, Inc.  
P. O. Box No. 600  
Grand Central Station  
New York, N. Y.

Name.....  
Address.....

Distributor Jobber Operator  
PLEASE CHECK

Unit of Union Carbide and Carbon Corporation

## B PARTS and SUPPLIES B

Ball Gum (1/2 Case, 50 Boxes)	\$ 6.00
Batteries, "General" (Set of 25)	5.00
Bumperettes, Per Dozen	1.00
Collection Books, Per Dozen	1.20
Locks	1.00
Marbles (No. 7/8), Per Dozen	.60
Marbles (No. 1), Per Dozen	1.20
Steel Balls (No. 5/8), Per Dozen	.36
Plunger Springs, Per Dozen	1.20
Penny or Nickel Slots	2.00
Rebound Springs, Per Dozen	1.00
Rubber Suction Cups, Per Dozen	1.00
Slot Safes (Stands)	12.50
Coin Wrappers, Per 1,000	.85

Write for Our Complete Price List No. 198.

BESSER NOVELTY CO.  
3020 OLIVE ST., ST. LOUIS, MO.

# Weekly MUSIC Notes

## Veteran Music Operator Visits Seeburg Factory

CHICAGO, March 7.—Earl Anderson, "outstanding citizen of Gibson City, Ill., was accorded some genuine Seeburg hospitality at the company's plant Tuesday by none other than the genial Earl Holland, sales manager of the automatic phonograph division of the J. P. Seeburg Corporation.

The "Earl of Holland," feeling like himself once again after a brief illness, and the Earl of Gibson City spent many pleasant hours discussing the automatic phonograph business.

Mr. Anderson is a veteran music operator, operating many Seeburg Symphonolas in the vicinity of his home town. Some interesting sidelights of Earl's method of operating should be well taken by all operators. "I make my living, and a darned good one at that, operating automatic phonographs," he says. "Because my livelihood depends upon the volume of my business, I make every human effort to give the people what they want and what they deserve for their money. I've been in the operating business too long to know that the locations will take care of themselves. Consequently, I service my phonographs as often as possible. It is surprising how receipts will increase if the operator will only pay the proper attention to his business. I am exceptionally careful about changing my records often, giving the people that patronize certain locations the type of music they like to hear and dance to. I always check the mechanism, altho those Seeburg Symphonolas never go out of order; shine

the machine so that it attracts attention, and keep an accurate record of needle changes. I also believe that it is good business to replace some of my older machines with new models. The increased business the new models will usually do more than repays my original investment in a remarkably short space of time. Earl Holland has just received a good order from me. I think the new Seeburg line of phonographs, which include the Symphonola 'F' Super De Luxe, the Symphonola 'B' and the Symphonola Model 'A' are the finest phonographs the automatic music business has ever produced."

## Record Books for Music

NEW YORK, March 7. — Charley Fleischman, of Baltimore Salesbook Company, reports that they have been enjoying record sales of their new music machine collection book since introduction a few months ago.

The book was given away free at the Wurlitzer booth at the 1936 show. Baltimore Salesbook Company has been making collection books for the coin-machine industry for many years and has developed special books for pin games, diggers, slot machines, music machines, venders and cigaret merchandisers and a general book which can be used for every type of machine.

It also has been making special books for many manufacturers and operators. Some time ago it made up a special book for Modern Vending Company on the Chicago Club House machine which was considered one of the best collection books in the coin-machine industry.

## Coin Device Suit Ended

CINCINNATI, March 7.—According to *The Cincinnati Enquirer*, the parties to the suit have reached an agreement regarding the liability of the Monarch Tool and Manufacturing Company, Cincinnati, to the Mills Novelty Company, Chicago, for profits and damages in connection with the alleged infringement of the Lesley and Schoen patents on coin devices for automatic musical instruments. Accordingly the District Court entered a final order this week disposing of the litigation between the companies. The suit was filed by the Mills Novelty Company October, 1926. The Circuit Court of Appeals passed upon the case twice.

## Gabel Phonos to Royal.

NEWARK, N. J., March 7.—Dave Stern, of the Royal Distributors, announces his company's entrance into the music field. After experimenting for months, Dave says that his outfit is definitely sold on music operation. A carload of new model Gabel Entertainers was received last week. These machines are already placed in profitable locations.

Bob Grenner, Gabel's New York representative, has booked Royal Distributors for 200 machines. A second carload is on the road. "If these boys stop at 200 pieces, I will be very much surprised," says Bob. "They have a splendid field to work in, and a real live organization. I'm looking forward to seeing 500 Gabel phonographs operated by Royal Distributors very shortly."

## New Orleans Notes

Dropped in to see the Bertucci Brothers on the Mississippi Gulf Coast the other day. S. J., if you must know, is probably the biggest operator in Mississippi, and this can be proved by the fact that he paid the biggest individual license tax, according to official figures given out recently by the town officials of Biloxi and Gulfport. Brother Frank is right there, too, and reports a big play in his area of the Coast.

Melvin Mallory, secretary-treasurer of the Music Machine Operators' Association, has returned to his office as manager of the Louisiana Amusement Company following a slight spell of illness, which confined him to his home for a few days this week. Melvin is displaying his first shipment of Harmony Bells.

The Howell Brothers are stepping along as one of the biggest operating firms in North Louisiana. These boys, who run their firm under the name of Royal Novelty Company, Shreveport, also know how to live a pleasant life in addition to operating coin machines. Their home is one of the nicest looking abodes in Shreveport and in it there is plenty of everything to enjoy life, including first-class fishing tackle.

Harry Batt stated this week that his new Dixie Distributing Company, consisting of a partnership between himself, Julius Pace and Sam Gentilich, is getting ready to open its beautiful new office and warehouse on Poydras street in downtown New Orleans. "There will be a big party to honor the affair," Harry says. By the way, Harry renewed his lease on Pontchartrain Beach last week for another two years and is planning to have the biggest season there in the beach's history.

Mrs. C. N. Martin is a new operator of Louisiana. She is locating pin machines and phonographs in the vicinity of Houma, the heart of the State's oyster and fishing industry. She has purchased several Mills Novelty Company's machines.

The Mills Novelty Company has been forced to add two new salesmen to its staff at New Orleans to take care of increasing demands for ice-cream counters and phonographs. William W. Cullen is to sell counters, while Walter A. Redon will sell both lines. The demand for Mills new ice-cream counters has improved considerably since warmer weather prevails, according to Frank Gleason, manager of that department.

Ray Bosworth and Jack Sheehan, of the New Orleans Novelty Company, were walking out Canal street this week,

## Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, February 28, to Thursday, March 5, both dates inclusive.

Shooting High .....	26
Let Yourself Go.....	25
Alone .....	24
Putting All My Eggs In One Basket.	24
Let's Face the Music and Dance..	24
Gonna Write Myself a Letter....	23
You Hit the Spot.....	23
Lights Out .....	21
Please Believe Me.....	21
Beautiful Lady in Blue.....	17
Goody, Goody .....	17
What's the Name of That Song?..	17
It's Been So Long.....	16
Little Rendezvous in Honolulu....	16
Wake Up and Sing.....	16
Yours Truly is Truly Yours.....	15
If You Love Me.....	14
Building Up to an Awful Letdown..	14
Breaking In a Pair of Shoes.....	13
Wah Hoo .....	13
With All My Heart.....	13

## Sheet-Music Leaders

(Week Ending March 7)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

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

1. Lights Out
2. Beautiful Lady in Blue
3. Alone
4. It's Been So Long
5. Moon Over Miami
6. Please Believe Me
7. Goody, Goody
8. Write Myself a Letter
9. Alone at a Table For Two
10. Wah Hoo
11. Putting All My Eggs in One Basket
12. Cling to Me
13. Rhythm in My Nursery Rhymes
14. With All My Heart
15. What's the Nave of the Song?

along with Jakey Atz Jr., son of the baseball team manager, when a candid cameramen took their picture. Jack can plainly be seen jabbering away, probably about his new digger outfit, while Ray shows that he is making vain efforts to get in a word edgewise or other. Jakey is just listening.

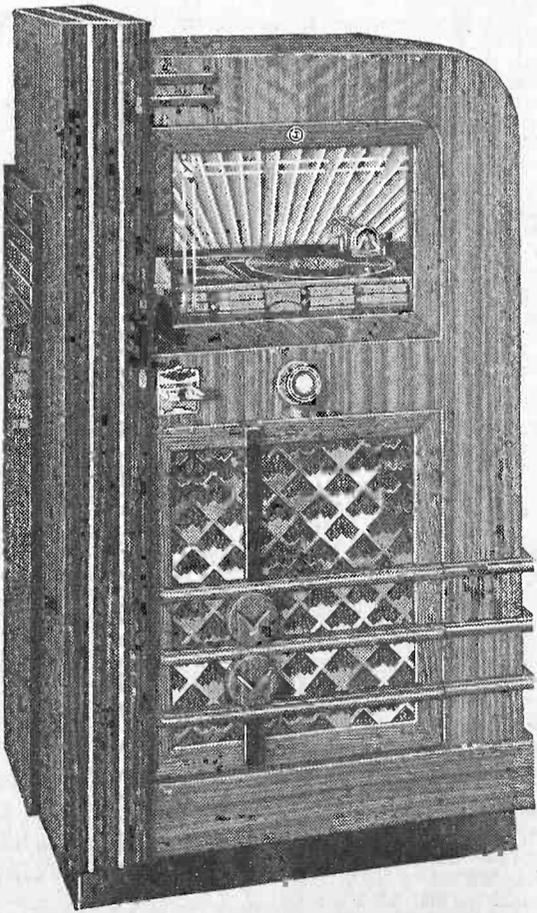
Donald Duthu, local op, is still standing off all competition at the Starlight Inn, one of New Orleans' bigger night spots. Donald this week took up his abode in a rear room of the inn so as to be near when his laurels are threatened.

## New License Agreement

VANCOUVER, Wash., March 7.—Clark County commissioners have recently decided to allow pinball games to come back. A licensing and regulation resolution, based on recent Yakima County Superior Court decisions that the games were not gambling but games of skill, was adopted.

The new regulation prohibits placing such games closer than 300 feet to a school and prevents anyone from obtaining a license for a machine if that person has not lived in Washington a year. The latter rule was aimed at Portland "spotters" and gives a practical monopoly to Vancouverites who handled machines before the governor's ban scared the machines to cover for a while. Each machine will be taxed \$2 a month. Other counties report the governor's statement against the machines was "breaking down" and had failed to drive out the machines.

## THE SEEBURG FRANCHISE IS MORE VALUABLE



## SYMPHONOLA MODEL "C & D" MODERNISTIC

*The Instrument without "Service Headaches"*  
 DESCRIPTIVE LITERATURE UPON REQUEST  
 WRITE TO US TODAY!

**J. P. SEEBURG CORPORATION**  
 1510 DAYTON STREET, CHICAGO, ILL.

**THE LEADER FOR OVER 30 YEARS!**

## War Vet With Memphis Distrib

MEMPHIS, March 7.—Lieutenant Ira C. Barend, who recently became affiliated with the Automatic Amusement Company, Memphis and Fort Worth, in the capacity of promotional sales manager, has had a colorful career, according to S. L. Stanley, general manager of the firm. Lieut. Barend was retired from the regular army as first lieutenant September 30, 1929, after 17 years of service. He enlisted as a private August 25, 1912, in the 11th U. S. Infantry. His next assignments were the 20th U. S. Infantry, where he was made a corporal; the 43d U. S. Infantry, where he was made a sergeant; the 20th U. S. Infantry, where he was made a second lieutenant, and the 60th U. S. Infantry, where he was commissioned first lieutenant, all in the 5th Division. Transferring to the 14th Machine Gun Battalion, 5th Division, during the early months of the World War, Lieut. Barend became instructor of machine guns in the 5th Army Corps in France and later on saw the same service with the 134th M. G. Battalion, 37th Division.

Lieut. Barend was wounded at the battle of Montfaucon, Argonne Forests, September 27, 1918, and was confined to hospitals in France and the United States for about 16 months. During his army days Lieut. Barend was the undefeated featherweight champion of the U. S. Army for four years until he received his commission, and the title was then awarded to Young Nurdin, of the 61st Infantry, after winning a decision from Kid Faber.

In 1921 Lieut. Barend was assigned to the Department of Investigation at the Military Police Headquarters of the 2d Division. During the course of his work he completed a chemical formula that developed latent finger prints from any character of surface that a criminal may touch in the act of committing a crime. This finger-print powder is now used by the Department of Justice and other branches of the federal government.

Upon Lieut. Barend's retirement from the army in 1929 he organized a company to promote the use of his powders, which were given the trade name of Supreme Finger Powders. Due to the far-fetched theory cultivated in the merits of these powders, it required considerable pioneering to prove to the finger-print experts of the world that his powders would accomplish results thought impossible. Lieut. Barend has spent the last several years calling on different law-enforcement agencies throughout the United States and today some 2,000 different departments are using Supreme Finger Print Powders. Again

in 1932 Lieut. Barend cultivated the idea of lifting latent finger prints from any character of surface thru the use of a transparent lifter, thereby eliminating the use of a finger-print camera and making positive identification of a subject in a few minutes' time after the print was developed and lifted. In order to further his experiments in actual practice, Lieut. Barend became chief of police of Marianna, Ark., and operated his own bureau of criminal identification, including a single finger-print filing system, consisting of approximately 26,000 single print records. During Lieut. Barend's activities in behalf of the sale of his finger-print powders he has become acquainted with most of the leading police officers throughout the United States. He is an active member of the International Association of Chiefs of Police and was formerly associated with the International Association of Identification.

"Lieut. Barend in his new capacity as promotional sales manager of the Automatic Amusement Company has been of great help to many operators throughout the South," according to Stanley. "I don't know of a better man that I could have secured for the job," further states Stanley. "During the entire time I have been selling machines over the wide Southern territory there is scarcely a day or week goes by without some operator reports trouble here or there. I have always worked on a theory that if both sides of the picture of coin-operated amusement machines is properly put before a regularly constituted official, then he is inclined to be very reasonable in his decision. During Lieut. Barend's association with my company we have been instrumental in opening up a number of territories for the operation of amusement machines thru the correct presentation of the true value of the coin-machine industry to any community and the large amount of financial relief the operation of these machines has given many people during the years of the depression. Lieut. Barend has found that where operators are willing to co-operate with one another and avoid friction that he is always able to induce regularly constituted public officials to adopt a liberal attitude, and Lieut. Barend's services are available to any operator anywhere in the South."

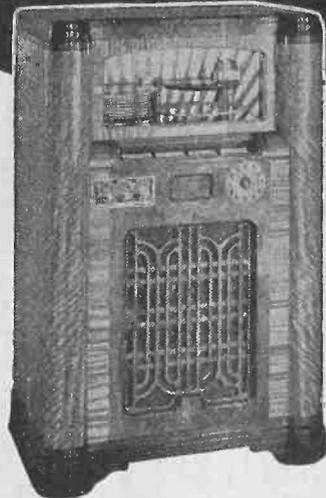
# SUCCESSFUL OPERATORS CLAIM PROOF of PROFIT is in the CASHBOX!



B. B. GINSBERG, Ginsberg Music Co., Roswell, N. M.  
"36 Simplex clicked with me . . . never so enthusiastic or so sure of cleaning up big profits."



CHARLES EWING, Automatic Amusement Co., Evansville, Ind.  
"Glad I lined up with Wurlitzer. '36 Simplex would be tough competition to buck."



## WURLITZER SIMPLEX



HARRY H. COHEN, Ohio Specialty Co., Cincinnati, O.  
"Didn't look like a coin machine show—but a Simplex show—that's all you heard talked about."



L. L. RICHARDSON, Poplar Bluff, Mo.  
"Most beautiful, finest tone quality instrument I ever saw. Bought it because I buy the best."

America's largest and most successful operators—men who are cleaning up big profits operate with the Wurlitzer-Simplex—the automatic phonograph with the beauty and tone that gets and holds the best locations—piles the nickels, dimes and quarters into the cash box. Write, wire or phone for Wurlitzer-Simplex Proposition—the cleanest, safest operation in the coin machine industry.

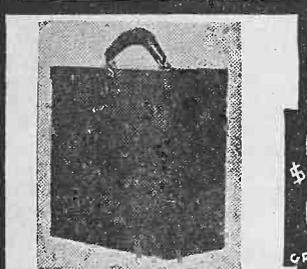
THE RUDOLPH WURLITZER MFG. CO., North Tonawanda, New York

### SOLD ONLY TO OPERATORS

## 10 Best Records for Week Ended Mar. 9

	DECCA	RCA-VICTOR	BRUNSWICK	VOCALION
1	697—"Let's Face the Music and Dance" and "It's Been So Long." Ted Fio-Rito and orchestra.	25252—"Wah - Hoo" and "What's the Name of That Song?" Paul Whiteman and orchestra.	7613—"Breakin' in a Pair of Shoes" and "I Hope Gabriel Likes My Music." Frankie Trumbauer and orchestra.	3169—"I'se a Muggin'" and "I'se a Muggin' Musical Numbers Game." Stuff Smith and his Onyx Club Boys.
2	717—"Misty Islands of the Highlands" and "The Wheel of the Wagon Is Broken." Jan Garber and orchestra.	25251—"Saddle Your Blues to a Wild Mustang" and "The Wheel of the Wagon Is Broken." Paul Whiteman and orchestra.	7610—"I'd Rather Lead a Band" and "I'm Building Up to an Awful Let Down." Johnny Green and orchestra.	3170—"I'm Putting All My Eggs in One Basket" and "I Hope Gabriel Likes My Music." Stuff Smith and his Onyx Club Boys.
3	704—"Life Begins When You're in Love" and "No Greater Love." Isham Jones Orchestra.	25243—"I'd Rather Lead the Band" and "Get Thee Behind Me, Satan." Richard Himber and orchestra.	7609—"I'm Putting All My Eggs in One Basket" and "We Saw the Sea." Johnny Green and orchestra.	3159—"Ol' Man Mose" and "Please Believe Me." Wingy Mannone and orchestra.
4	688—"My Heart and I" and "Moonburn." Glen Gray and the Casa Loma Orchestra.	25253—"West Wind" and "Sing an Old-Fashioned Song." Fats Waller and orchestra.	7608—"Let's Face the Music and Dance" and "Let Yourself Go." Johnny Green and orchestra.	3158—"The Broken Record" and "If I Had Rhythm in My Nursery Rhymes." Wingy Mannone and orchestra.
5	696—"I'd Rather Lead a Band" and "Let Yourself Go." Glen Gray and the Casa Loma Orchestra.	25245—"It's Been So Long" and "Goody, Goody!" Benny Goodman and orchestra.	7607—"But Where Are You?" and "Get Thee Behind Me, Satan." Ozzie Nelson and orchestra.	3151—"How Many Times?" and "Sadle Green." Roy Newman and his Boys.
6	703—"Lights Out" and "West Wind." Victor Young and orchestra.	25236—"I'm Getting Sentimental Over You" and "I've Got a Note." Tommy Dorsey and orchestra.	7600—"That Moment of Moments" and "I Can't Get Started." Hal Kemp and orchestra.	3147—"Suzannah" and "Lights Out." Art Karle and his Boys.
7	651—"A Beautiful Lady in Blue" and "Moon Over Miami." Jan Garber and orchestra.	25241—"Let's Face the Music and Dance" and "Let Yourself Go." Ray Noble and orchestra.	7597—"Cling to Me" and "Gotta Go To Work Again." Ozzie Nelson and orchestra.	3146—"Moon Over Miami" and "I Feel Like a Feather in the Breeze." Art Karle and his boys.
8	671—"The Music Goes 'Round and Around" and "I'm Gonna Sit Right Down and Write Myself a Letter." Boswell Sisters.	25242—"I'm Putting All My Eggs in One Basket" and "But Where Are You?" Guy Lombardo and orchestra.	7591—"The Broken Record" and "Too Much Imagination." Freddy Martin and orchestra.	3123—"You Took My Breath Away" and "You Hit the Spot." Putney Dandridge and his orchestra.
9	699—"I'm Putting All My Eggs in One Basket" and "But Where Are You?" Jan Garber and orchestra.	25235—"Cling to Me" and "So This Is Heaven." Richard Himber and orchestra.	7587—"The Music Goes 'Round and Around" and "Dinner for One, Please, James." Hal Kemp and orchestra.	3122—"A Little Bit Independent" and "No Other One." Putney Dandridge and orchestra.
10	698—"I'm Putting All My Eggs in One Basket" and "Yes-Yes! My-My!" Louis Armstrong and orchestra.	25212—"Lights Out" and "Moon Over Miami." Eddie Duchin and orchestra.	7579—"Just One of Those Things" and "Lights Out." Freddy Martin and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.

## PHONOGRAPH OPERATORS CARRYING CASE



PRICE  
**\$3.91**  
EACH  
F. O. B.  
GREENVILLE, N. C.

### A HIT!

WITH EVERY MUSIC MACHINE OPERATOR IN AMERICA IN LESS THAN 30 DAYS!

### RUSH

YOUR ORDER TODAY! YOU NEED THE "McCORMICK RECORD CARRYING CASE"!

## McCORMICK MACHINE CO.

121 EAST 4th ST.—GREENVILLE, N. C.

## German Exhibits Show Big Gains

LEIPZIG, Germany, March 7.—The annual Leipzig Spring Fair opened March 1 with an unprecedented response on the part of exhibitors and buyers. Coin-operated machines, particularly of German make, are shown at the fair each year. Fair authorities said that exhibition floor space taken up surpasses the record figure of 96 per cent in 1929. Exhibitors number 8,163, of whom 472 are foreigners.

American buyers registered exceed by 50 per cent the number attending last year's exposition, officials said.

The fair is an institution 700 years old. It has always recorded the nation's economic pulse. Last year's fixture meant export values for Germany totaling 90,000,000 marks and domestic business double that amount.

In accordance with Chancellor Adolf Hitler's call for motorizing Germany, a feature of the fair lies in the exhibits of new gadgets for the convenience of motorists.

Business machines and appliances occupy much exhibit space. Special efforts are being made to attract American and Canadian buyers of German toys.

Occupation of 600 square meters of exhibition space by the Fascist Foreign Trade Institute dispelled fears that Italy might not be represented at the fair because of the war.

## Upstate New York Plans For Statewide Publicity

SYRACUSE, N. Y., March 7.—Operators in this city and other cities in this area are organizing for a publicity drive to bring the pinball games closer home to the public and also to gain public favor.

The organization in this city is reported to have accumulated a sizable fund toward this end. There is a plan afoot to co-ordinate the advertising which is now being done weekly in the New York City newspapers with the papers in this area.

The idea has been suggested here to make the campaign State wide and to have all members of the Empire State Skill Games Board of Trade share in and profit by it.

The belief is that once the campaign is made State wide it will be of unusual aid to every operator and that the general effect will be to gain more favorable public opinion as well as greater consideration from the press.



IRA C. BAREND, promotional sales manager, Automatic Amusement Company, Memphis.

## Schlesingers Given Surprise

POUGHKEEPSIE, N. Y., March 7.—Mr. and Mrs. Al. Schlesinger, who have just returned from their honeymoon cruise in Havana, were surprised at the boat in New York by their friends, Mr. and Mrs. Joseph Fishman, leader of the Amalgamated here, as well as Mr. and Mrs. Irving Tgub and Mr. and Mrs. Joe Lippey, of the Square Amusement Company, this city.

Mr. and Mrs. Schlesinger then rushed to this city, where they were given a thrilling surprise by the employees of the firm at the new home of Mr. and Mrs. Joe Lippey.

More than 30 employees of the firm were present, including Mr. and Mrs. Joseph Fishman, who were specially informed of this surprise event, and the Schlesingers were surprised by a gift from their employees.

The party lasted into the small hours of the morning with many friends from surrounding cities present. The return party was a surprise to both Mr. and Mrs. Schlesinger and was so well arranged that, up to their entrance into the home of Mr. and Mrs. Joe Lippey, they didn't know that any special affair had been arranged in their honor.

Mr. and Mrs. Schlesinger looked the picture of health. They are both deeply tanned from the long month's cruise and from their week's stop-over at Havana. They also brought back many gifts and souvenirs of their voyage.

## Announce First Game in New Series of Payouts

CHICAGO, March 14.—Genco, Inc., announces the first of a new line of combination automatic payout and ticket games.

Silvercup is an extra large, oversized game that embodies entirely new playing ideas for payout games. The use of large saucer-type holes are cleverly combined with curved metal buffers so as to provide tantalizing suspense for the player. Without the use of springs or pins on the board a teasing new action has been created. The extra large balls twirl around the holes, and just when the player thinks it is ready to drop in it goes scooting off to another section of the board.

Two balls are used in the play of Silvercup; the idea is to match the colors; that is, if the player makes a red hole on the first shot, the second ball must make the other red hole. In all there are only 10 holes on the entire playing field. If the player successfully makes two holes of the same color the game automatically pays out the indicated amount and also vends tickets in units of 10 cents. Thus Silvercup may be used as a straight payout, a combination ticket payout and as a straight ticket game. When used as a straight ticket game the payout drawer may be locked and the key left with the location owner, who redeems the tickets vended, for which he may be reimbursed by emptying the payout cup at his convenience.

The combination payout and ticket unit used in Silvercup is entirely of Genco design and manufacture. The Genco firm reports that it was ready to present this unit in its games over a year ago, but it wanted it to stand the test of time and experimentation. As a result the unit is being used without any doubts as to its dependability and accuracy.

Genco, Inc., will soon have a complete line of combination automatic payout and ticket games on the market. Silvercup is now in full production and first shipments will go forward this week.

## Scale Biz Is Improving

DETROIT, March 7.—The public patronage of penny scales is showing signs of steady improvement, according to Henry C. Lemke, head of the Lemke Coin Machine Company. Lemke has ordered 500 specially built machines which will bear his name rather than the manufacturer's plate and which he will operate himself. The new machines, of which a model was available on display here this week, are finished in a light green and are of modernistic design with slanting dials. Lemke will place them thruout Michigan.

Lemke is also rebuilding 100 of the Chester Pollard Football cabinet machines in his own shop. They are being cut down so that the table of play is lower and players can see and be seen right over the top of the machine. In this way they can be placed in a store window or in the middle of the room and can attract the attention of prospective customers from all sides instead of obstructing the sight as the higher models do.

Lemke is changing the coin chute so that these machines will play at 1 cent instead of a nickel, allowing steady games between two customers at a low price with increasing popularity.

Lemke himself is giving up direct charge of the jobbing business which he has operated for a number of years and will devote his entire attention to operating, spending most of his time on the road thruout the State. His wife, who is familiar with the details of the business, is taking direct personal charge of the jobbing department this week.

Electrical Products Company, manufacturer of Electropak and Electrolok, was incorporated this past week, with head offices at the plant at 6527 Russell street. Incorporator is A. B. Chereton. The company's capital structure consists of 10,000 shares of no par value.

Allied Amusement Company has been formed at 618 Wayne street. Edward Feldman is the head of the company and Frank Stein is manager. They operate baffle boards and pinball games. Mr. Feldman is spending several weeks in Florida.

## Await Ruling on Sales Tax as Appied to Pins

SAN FRANCISCO, March 7.—Interference with operators of pinball games came to a stop February 29 by order of the San Francisco member of the State Board of Equalization "until the State board meets as a whole and defines a policy regarding the games."

It is commonly reported that the failure of operators to pay the State sales tax led to the trouble in the beginning. Operators are said to have contended that the sales tax did not apply to their games, since there is "no sale" in operation of the machines.

The issue has also raised the question of the legality of the machines, "and the raids have led to so much confusion and disputes as to their legality that interference has been ordered stopped until a definite ruling can be had," a State agent explained. No time as to when the State board would meet to adopt a policy has yet been announced.

## Full Production Under Way on Payout Machines

CHICAGO, March 7.—Chicago Coin Corporation flashed to the coin machine world this week the news that its complete line of de luxe automatic payout games are now in full production and ready for shipment.

All three of the payout games were laboratory and location tested before first samples were sent to jobbers and distributors. As a result, the games reflect the utmost in mechanical and electrical perfection. Each machine has proved its player acceptance and withstood every conceivable test to which they have been put.

A special assembly line for the automatic pay table division has been created. Thus all the workmen in this department will specialize on payouts and will have nothing to do with the straight skill-game assembly department of the firm. Every part used in the manufacture of the Chicago Coin's pay tables undergoes tests before it is allowed to go into a game. Payout units are triple checked before they are assembled with the rest of the mechanisms. The complete games must withstand 17 complete and thoro tests before they are approved and packed for shipment. Officials of the Chicago Coin Corporation state that every payout game that leaves the factory must be perfect and live up to the Chicago coin's reputation for dependable amusement devices.

The Chicago Coin Corporation advertises the fact that they now have a complete line of games for all operators, regardless of local operating conditions. Where payout games cannot be run they offer a complete line of straight novelty games, such as Ginger, a fast action game, and Cue, a clever light-up game that comes in both regular and de luxe models.

CHICAGO, March 7.—Lou Koren, Chicago Coin Corporation, made a flying trip to New York last week. Lou was rather mysterious about the reason for his visit and said he did not care to reveal the nature of the business that was transacted.

Lou is the good-will ambassador for the Chicago coin firm, and is usually the one who makes the out-of-town deals for his firm. He informed *The Billboard* that he expected exciting news to pop soon as a result of the New York visit. As a rule things about the Chicago coin's games and business transactions are not kept concealed. Therefore, the entire industry is anxiously looking forward for the big news story that should soon break.

## Employees Honor Fitz

NEW YORK, March 7.—The employees of Fitzgibbons Distributors, Inc., Bally factory representative, presented their boss and president, John A. Fitzgibbons, with a memento of their loyalty and gratitude in commemoration of the erection of the Bally Building.

The memento itself is done on parchment and of a warm brown color. It is matted and incased in a large frame. The signatures of the 15 employees of the firm appear on it. This was presented to Mr. Fitzgibbons the early part of the week and the occasion was one of much rejoicing. Mr. Fitzgibbons was greatly moved by this expression on the part of his employees and will arrange to have it placed in his private offices on the second floor of the Bally Building.

## AUTOMATIC COIN MACHINE CO.

369 CHESTNUT ST.

SPRINGFIELD, MASS.

Phone 4-1109.

RECONDITIONED PAYOUT TABLES—RECONDITIONED SLOTS.

Monarch Jackpot .....	\$25.00	5c and 25c Dewey Jackpots.....	\$100.00
Match Play .....	22.50	5c Mills Escalator Bells .....	40.00
Kings of Turf .....	45.00	10c Mills Escalator Bells .....	45.00
Q. T. Tables .....	22.50	25c Mills Escalator Bells .....	42.50
Red Arrow .....	20.00	5c Mills Dragon Head .....	34.50
Sportsman .....	20.00	10c Mills Dragon Head .....	37.00
Rocket .....	10.00	5c Jennings Centuries .....	45.00
Gold Rush .....	22.50	10c Jennings Centuries .....	47.50
Traffic A .....	22.50	5c Jennings Odd and Even .....	50.00
		5c Watling Twin J. P. Vend.....	35.00

WE WILL EXCHANGE ALL TYPES OF PIN TABLES FOR SLOT MACHINES.

Write for our complete list of machines.

## FOR 1936 BASEBALL SEASON

A NEW DAILY 120 TICKET BOOK, ENTIRELY DIFFERENT.

Will Double the Sales.

A NEW SCHEDULE FREE TO OUR CUSTOMERS.

Special Weekly Tickets, All Kinds, All Sizes.

Folded and Sewed With Your Label. Write Your Requirements.

WERTS NOVELTY CO., INC., Muncie, Ind.

SOUTHERN OPERATORS KNOW THAT AUTOMATIC MAKES FIRST DELIVERIES ALL NEW GAMES.

IN STOCK—INSTANT SHIPMENTS  
Bally Peerless.....\$115.00  
Bally Derby.....115.00  
Repeater.....99.00  
Big Five.....99.00  
Relliance Dice.....\$119.50  
Tit-Tat-Toe.....17.50  
Punchette.....19.75  
Mammoth (sample) 59.50

AUTOMATIC AMUSEMENT COMPANY  
683 Linden Avenue, MEMPHIS, TENN.  
1304 Throckmorton Street, FT. WORTH, TEX.

## Sportland Kings Use Newspapers

NEW YORK, March 7.—Schork & Schaffer, "sportland kings" of this city, started a unique advertising campaign in newspapers here last week. The first ad appeared in *The New York Evening Journal* and was a surprise to the industry.

The advertising offers a free game in any of the five sportlands operated by this firm to those who clip the coupon and bring it in. Copy and plans for the campaign were prepared by Bill Gersh, of Byrd, Richard & Pound Agency. The 50-line ads will appear at two-day intervals in such dailies as *The Evening Journal*, *Herald Tribune* and *Daily News*. The bringing in of coupons for free plays is expected to introduce many new players to sportlands and pinball for the first time.

The Amusement Men's Association, sportland trade association, is noting the results of the campaign carefully and is planning a larger campaign under the auspices of the association if it proves successful. All members of the association will be listed in the advertising.

## Distrib Bulletin Shows Friendly Spirit of Biz

MINNEAPOLIS, March 7.—That friendly business spirit is aptly expressed in the March bulletin of Leary, Manguson & Jensen Company, progressive distributing firm here composed of "two Scandinavians and an Irishman."

The bulletin declares that "nowadays when all of us are trying to make a living and are doing our best to beat our competitors to the punch there are lots of times when we really could get mad, but 'We Ain't Mad at Nobody.' We are running our business the way we feel it should be run and we are not interested in what the other distributors are doing. We like them all and we will work with them all to see that you,

## Wedding Bells

CHICAGO, March 7.—Mr. and Mrs. M. Eisen announce the marriage of their beautiful and talented daughter, Betty, to Sam C. Kracoff, of Houston, Tex.

Mr. Eisen is one of Chicago's leading operators and is prominent in the local affairs of the Operators' Association.

What do you say, Max, we initiate the new son-in-law into the coin machine fraternity?

Who knows? Possibly a little later on Sam and Betty might also have a few "Kracoffs the old block" to break in as operators. Time will tell.

the operators, get the best kind of service possible.

"We are out after business, that is what we are here for, and from the way we have been stepping along we don't feel that we have to worry about what our competitors are doing. We hope that they get a lot of business, too! We are not out to get their share, but rather we are here to build more business and feel that there is plenty of room in this business for a concern such as ours. We have had a few operators apologize because they couldn't give us all of their business, and we want to assure you that we don't expect to have all of your business. We only want what you feel you can afford to give us and it's up to us to make it well worth your while to do business with us!"

## Proud of Bally Name

CHICAGO, March 7.—The boys at Bally Manufacturing Company must be proud of their company name (and well they might be!), as three of the current hits of this popular concern include the name Bally in the name of the game. They are Bally Derby, giant one-shot payout or ticket game with changing odds feature; Bally Baby, tiny combination penny cigaret game and 5-10-25-cent trade stimulator, and Bally Bonus, jumbo-size one-shot payout or ticket game with the new "out-hole" bonus feature.

## Pat Buckley at Mardi Gras; Opening Branch in Havana

NEW ORLEANS, March 7.—Pat Buckley, president of Buckley Manufacturing Company, Chicago, accompanied by L. H. Stivers, local branch office manager, left New Orleans this week for Havana, where a branch office will be established. He spent a month in New Orleans, covering the trade with Stivers and enjoying the Mardi Gras between business calls.

Buckley states that four men connected with various offices of his firm are due to sail within a few years to establish a missionary survey in several of the republics of South America, with headquarters at Rio de Janeiro.

"I believe that there is a fertile field for the coin-machine business in South America," Buckley said before sailing. "We intend to find out if this is true. Our company recently sent S. B. Lombard down to Rio to establish a tentative office and he has been yelling for help. So we are sending George Willson, Bill Lambert, Eddie Dykes and Jim Sloan, all formerly connected with our various American offices.

"I've enjoyed my stay in New Orleans immensely. This wonderful climate sure has got me and I find it pretty hard to leave this fine Southern weather. I've seen several Mardi Gras festivals, but the one this year beat any of them. It was one of the greatest shows I've ever seen."

Buckley said that in Havana he and Stivers would be joined by B. B. Moseley, field man, who has been working with great success in Florida. Mr. Moseley will be in charge of the new branch to be opened in Havana.

Asked what kind of machines he thought might be used to best advantage, Buckley said that there is nothing on which to base any idea as to what will prove to be the biggest attraction down there.

"This country is purely virgin and we will have to find out a few things," he said, "before we can figure just what machines will be distributed. We are going to go into almost every republic in the Southern continent and believe that we will succeed in building up a big business in short time."

Those of us who have had time to associate with Buckley know that he will accomplish a good part of what he is setting out to do. Perhaps he is right, as usual, and South America will prove to be a "bonanza." Rather favorable reports on business conditions have reached us in recent months from several of the larger South American countries, particularly in Argentina and Brazil, two countries that are becoming important exporters of wheat, corn and cotton to our country.

The Buckley company has recently been forced to double its space on South Broad street. Opening late last year at 103 S. Broad here, the adjoining vacant building was leased. Within a few weeks' time the company's Cent-a-Pack has been selling rapidly in this section, the local branch having sold 3,000 since it opened.

## St. Louis Distrib Plans Grand Opening March 21

ST. LOUIS, March 7.—Ideal Novelty Company of this city will have its grand opening party Saturday and Sunday, March 21 and 22, at the mammoth new headquarters located at 1518 Market street.

The firm moved into the new location shortly after the first of the year and has since that time been busy at work preparing its headquarters in all departments so that it will be complete in every detail for the grand opening festivities, which will be attended by hundreds of operators from Missouri and Southern Illinois. Many factory representatives have signified their intentions of being on hand as Carl Trippe's guests.

Trippe has made marvelous strides since he entered the coin-machine field four years ago. He is rated as one of the largest distributors in the Middle West. His grand opening festivities will be in the form of a Midwest coin-machine convention, according to Trippe, and he promises all of the operators who journey to St. Louis for the gala occasion a fast and furious time. The party will start at 8 a.m. Saturday, March 21 and be in continual progress until Monday, March 23.



## ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Made Only By

**WATLING MFG. CO.**

6460-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGITE" Chicago

## CORRECTION

Our advertisement appearing on page 85 of the March 7th issue of *The Billboard* listed Prospector at \$27.50 in error. Correct price

**PROSPECTOR \$37.50**

National Coin Machine Exchange 1407 Diversey, Chicago, Ill.

## INSIDE DOPE!

Write, wire, or see us before buying any of the new games! Liberal TRADES! Get our "Coin Sheet" Bargain List. Write now!

**LEARY, MANGUSON & JENSEN CO.**  
56 East Hennepin Ave., Minneapolis, Minn.

## Billiard Pinball Craze

CHICAGO, March 7.—A new nationwide amusement craze, "billiard pinball," is gaining converts every day, according to George Jenkins, assistant sales manager of Bally Manufacturing Company. "It all started," says George, "with our big Rambler 10-ball payout or ticket game. This board uses 1 1/2-inch balls made of catalin, a light, durable and highly resilient composition similar to that used for billiard balls.

Ever since the introduction of Rambler, operators have been reporting the appearance of new "crops" of players, people who never played pin games before, but who are attracted by the billiard action of the Rambler balls. In some instances locations which had closed their doors to games, due to lack of play, are now calling up operators and asking for "that billiard pin game they're talking about! There's apparently something about those big, nimble balls that people go for. I guess it's the fact that every snap of the plunger makes you feel like a fancy-shot cue champ."

## LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



## It's Skill that Counts

when you play PIN BALL

To play Pin Ball, that most popular of all modern games, takes something more than passing interest and ordinary manual cleverness. Like our ancestors' diversion, bagatelle, from which it is descended, Pin Ball really requires skill that comes only from close mental concentration, and like all other good, clean sports such as golf, bowling, tennis and billiards, it requires thought and practice.

And Pin Ball is not a passing fancy. A revival and refinement of an ancient, time honored diversion, which for hundreds of years has been played by the Western World, it is here to stay. That's true because it is a wholesome, interesting recreation that offers much more than a good way to

pass a few idle hours. On the contrary, it is beneficial to the player in many ways.

Of course, it is a pleasant pastime that has been used in some places even for tournament play by organized teams, but far above its social and sports character, it takes rank as a real remedy for fagged minds and tired bodies. In fact, its restorative effect on the esprit of players has proved so pronounced that clubs, societies, fraternalities and even some hospitals are reported to be installing Pin Ball Games.

Pin Ball not only helps you to keep mentally alert and manually efficient, but it also represents worthwhile recreation on an economy basis that is within the reach of all.

FOR CLEAN FUN *PinBall* IS THE GAME

Sponsored by AKRON AMUSEMENT ASSOCIATION

**"THE BEST BUY"**  
In Cigarette Vending Machines!



**THE NEW NATIONAL**  
"6 - 30"

Goods Well Displayed Are Half Sold.  
The Only Modern Cigarette Machine  
That Really Displays What It Sells.  
Capacity—186 Packages Cigarettes,  
186 Book Matches, \$ **75<sup>00</sup>**  
30 Box Matches. Slug Proof — Trouble  
Proof..... **75<sup>00</sup>** F. O. B.  
Factory.

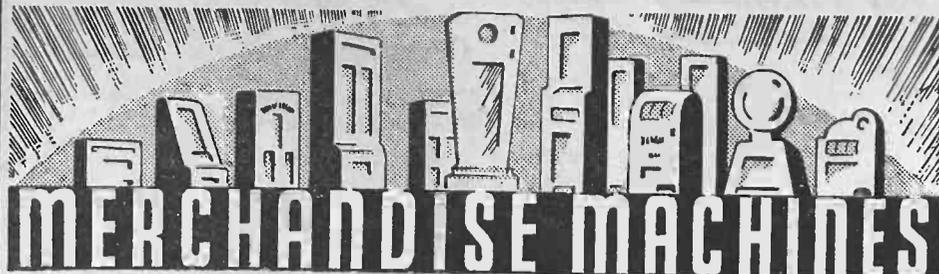
A Trial Will Convince You  
Write For Complete Details

**CLOSE-OUT USED CIGARETTE  
MACHINES! ALL IN PERFECT  
CONDITION!**

- 6 Nationals—5 column, at \$15.00 Each.
  - 2 Nationals—3 column, at \$12.50 Each.
  - 1 National—6 column, at \$20.00 Each.
  - 2 Stewart & McGuire—6 column, at \$30.00 Each.
  - 5 Stewart & McGuire—4 column, at \$25.00 Each.
  - 4 Advances—Chromium, Large Size at \$25.00 Each.
  - 2 Advances—Four column, at \$12.50 Each.
- 1/3 Deposit, Balance C. O. D.

**Seiden National  
Sales Co., Inc.**

Exclusive Eastern Distributors  
101 West 31st Street, New York, N. Y.



**Assured Protection to  
Cig Vender Operators**

IRVINGTON, N. J., March 7.—Public Safety Director Balentine came to the rescue of operators of cigaret venders in this area when reports were made that racketeering threats had been made by certain parties. Location owners, particularly taverns, reported to officials that they had found the cigaret vending machines of great service in their places of business.

The Newark Evening News reported Mr. Balentine as promising "immediate and decisive action if fears of an impending war among cigaret vending ma-

chines were not removed from Irvington.

A tobacco company representative said today Lewis' complaint was merely "a publicity grab."

"We want an investigation by the police department," he said, "so we can prove the falsity of this complaint."

A survey of Irvington taverns and restaurants revealed a wide variety of machines. Police are anxious to learn whether an attempt has been made by any one company to force a monopoly by gangster tactics. Undoubtedly, however, most of the distributors are legitimate concerns in normal competition.

Machines in use in Irvington are installed by Public Service Tobacco; the

the customer to say "put it on the bill," one proprietor declared. The machines yield 1 1/2 to 2 cents profit on a package, according to the number sold in a month.

No force or threats were used on them, tavern owners said, to use any particular concern's machines beyond sales arguments. Some companies offer premiums such as the tavern's name on matches, others will provide vending machines that have radios on them. One vending company offers a \$2 bonus to any person writing the name of a site for a machine if it is taken over by the company.

No estimates could be obtained of the number of such machines in Irvington. Ruban said an ordinance licensing them would enable police to make a better check on the number and companies.

**Northwestern in East**

NEW YORK, March 7.—The Northwestern Corporation, of Morris, Ill., well-known manufacturer of vending machines, has opened an Eastern sales office at 1560 Broadway. Samuel Strahl is in charge of the office. The Eastern branch consists of office, attractive display room and service department, where repairs and parts may be obtained.

**To Test New Merchandise**

NEW YORK, March 7.—Morris Struhl, wholesale premium firm, is planning a program whereby new merchandise of every type will be presented to the coin-machine industry and to other allied industries in an advertising campaign.

Archie Struhl, advertising director for the firm, believes that in this fashion they will be able to immediately determine whether the market favors certain new items for which they have contracted. One of the new merchandise products which the firm will feature will be portable bars. These bars have created a sensation in this city and are extremely popular with the general public. The bars are also expected to prove of unusual interest to premium purchasers. Sportlands have been using them as a feature display and sales item and have reported unusually fine results.

This is but one of the new merchandise products which the firm is ready to present. Many others are already under contract and are being manufactured. Archie Struhl stated: "We believe that the program of new merchandise which we will introduce will be extremely valuable to the entire industry, for it will suggest many fine promotion ideas to operators."

"The only way that we know to judge the immediate appeal of new products is to introduce them thru the columns of The Billboard and watch the reaction prior to contracting for volume production."

**INDEPENDENCE**

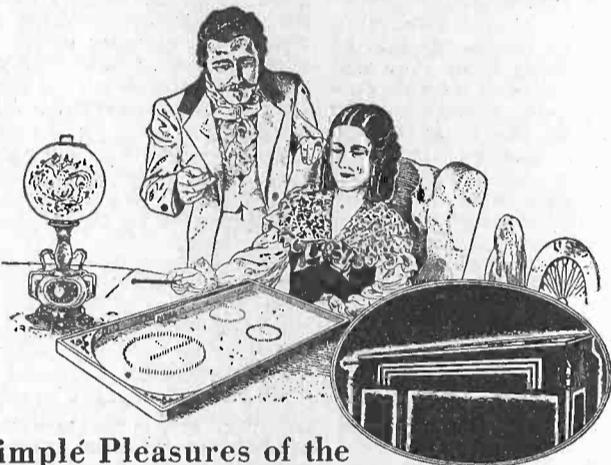
with **TOM THUMB**



Many have started with one Tom Thumb Vendor, owned chain in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects—The 1936 Tom Thumb is the finest miniature vendor you have ever seen—15 exclusive features, including "Magic Coin Selector." Neatness and beauty opens many stores, waiting rooms, beer taverns, restaurants; to Tom Thumb where unsightly machines are barred. Exclusive features, precision manufacture, lasts years. Write immediately for bulletin giving you the inside story.

Pat. App'd For.  
FIELDING MANUFACTURING CO.  
Dept. 6, Jackson, Mich.

MONDAY, FEBRUARY 11, 1936 AKRON BEACON JOURNAL



**Simple Pleasures of the  
Past Set High Standards for the Present**

Our forefathers are considered far behind our times in many respects. But in some ways they were far ahead of their own day—in fact were abreast of the present.

They were not prone to follow as many fads and fancies, perhaps, although they did set standards of play for the present generation.

During times of rest and quiet indoors, they would turn to their bagatelle board, that time-honored game which for ages had been a test of man's dexterity and mental alertness.

And Pin Ball—worthy and refined descendant of their bagatelle board is even a greater test of one's skill. Like golf or ping-pong,

jackstones or marbles, success in PIN BALL depends on a clear brain, quick eye, and a steady hand.

The popularity of PIN BALL has swept the country in recent months—in fact, has become so great that in many places smaller games similar to PIN BALL are being offered by toy shops for home use.

But its recreational value, although important, is not all. PIN BALL offers opportunity for pleasant association and friendly rivalry—is beneficial to the health—relaxes the mind and body and is economical entertainment. Thanks to the ancestors who gave us the finest game of the day.

**FOR CLEAN FUN PinBall IS THE GAME**

Sponsored by Akron Amusement Association and Affiliated Merchants

REPRODUCTION of page advertisements appearing in Akron Beacon-Journal. Copyright by Akron Amusement Association and used by permission.

chine operators in Irvington are justified in an investigation. Public Safety Director Balentine of that town today ordered an intensive inquiry.

"I will go to any end to protect legitimate business of all kinds," Balentine said, "and I will not countenance any racket or attempts at rackets in this town."

He issued a general request to all tavern owners to report threats.

"This department is bigger than any gang," he said, "and will not permit any to work here."

Chief Ruban conferred with Detective Sergeant Byrne, who is investigating the complaint of Milton H. Lewis, South Orange, who said Monday a representative of a vending firm threatened him with a "wrecking crew" if his tobacco

Unit Vending Corporation, of East Orange; the Lewis Vending Machine Company, of South Orange; Cigarette Service Corporation, of Newark; Stirling Cigarette Service Company, of Newark, and the Liberty Vending Company, of Hillside.

Most tavern owners prefer having cigaret vending machines to selling packages over the bar. It is too easy for



**New 1936  
LITTLE NUTS Are Here!**

Mirror Polish Solid Aluminum. Most beautiful rotary action high-grade Vendors on today's market at lowest prices. Wonderful proposition for salesmen and distributors.

**LITTLE NUT VENDOR CO., Lansing, Mich.**



**LOOK**

IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

Eastern Chatter

TWO MORE

(Continued from page 4)

transitional stage, the most vital dramas of the day are bound to be of an experimental nature also. And it is in this sense that the Experimental Theater hopes to operate." *Chalk Dust* is certainly not arty, altho it does suggest the Provincetown Playhouse background of its director, James Light.

The play tears into the reactionary elements that control our public school system. It is militantly liberal in political viewpoint and probably inspired another program note, which reads, "The Federal Theater Project is part of the WPA program. However, the viewpoint expressed in this play is not necessarily that of the WPA or any other agency of the government." The production was sponsored by the New School for Social Research and a host of prominent educators.

The story: Allen Rogers is a young teacher full of idealism, who begins to run up against the smothering influence of school executives and older teachers who want blind obedience rather than the flaming, probing spirit. Miss Sherwood, a slightly older teacher, sympathizes and they fall in love. He is caught in an embarrassing position in the lady teachers' waiting room. The gossip mills began to grind. The school principal uses the gossip to expel him. Miss Sherwood, who resigned in a burst of bitterness against the system, goes back to school, drawn by the irresistible attraction of the classroom. The curtain comes down with both principal characters licked.

Light's direction deserves applause. It hits a high space from the opening scene. Except for a slow second act, it rips its way to an exciting climax, only to permit the last two scenes to become anti-climaxes. Tightened up, this play should find its way to a commercial theater. Howard Bay's single set, incidentally, is the last word in economy. It is a large blackboard, squared off, so that pieces can be removed to suggest different parts of the school building.

The cast is uniformly good, the best seen by this reviewer in any WPA production. It has Herschel Cropper, George Smithfield, Faith Avery, Katherine Standing, Shimen Ruskin, Mitchell Grayson and Eugenia Woods in principal roles. Others are William Hitch, Georgianna Brand, Lida McMillan, Frederic Giuliano, John Adair, Bertha Willsea, Violet McKinley, Lisa Rembova, Alan MacAteer, John Carr, Jerome Sheldon, George Yesner, George Pembroke, Dorothy Readick, Amelia Romano, Beth Cantreau, Frances Victory, Trudy Goldrich, Louise Kirby, Eleanor Scherr, Roslyn Gilbert, Maryn Myers, Arthur Singer, Monty Ash, Richard Huett, Dorothy Nolan, Ymske Tyssen, Minnie Lithgow, Philip G. Jones and Gordon Fitts.

*A Woman of Destiny* is a loose, rambling and rather dull play, and we doubt if the Shuberts will give it a Broadway production. The dialog is fair, but there is insufficient comedy relief; the plot is incredible and the cast is weak, except for Miss Alexandra Carlisle, who is starred. The story is reminiscent of *If This Be Treason*. Once again are we told that the United States is being drawn into an unnecessary war with Japan, and once again does the president fight the jingoists, appeal to the people and finally use marvelous persuasive powers to effect a truce. Of course, this time the president is a woman who had become vice-president in a political deal to get the woman's vote. The president dies just as Congress declares war, and the new Mrs. President is given the supreme chance to put her pacifism into action.

Robert Perry plays her son and is a sort of one-man Greek chorus who hovers in the background and keeps telling her she is a woman of destiny, who must rid the world of war. Altho the message is pacifism, it is not shouted at you and that alone makes the play a real anti-war preaching. Others with important roles were William Roselle, Dillon M. Deasey, Walter Scott Weeks and Robert Harrison. The rest of the cast comprises Joseph Guthrie, Terry Carlson, George Zorn, George Trader, Fuller Mellish, Roger Quinlan, Alice Cavanaugh, Dorothy Raymond, William Malville, William Brady, Wilfred Clark, Horace Head, J. Warren Lyons, Tom Morrison, Walter Green, Carlton Macy, Howard Hall, John F. Morrissey, Lee Beggs, Robert Conness, Henry Sherwood, Boris Korlin, Frank Kelly, Theodore Collins, Ralph Simone and Kermit



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Augustine.

The scenery, designed by James Marcum and executed by Cleon Throckmorton, is simple and exceedingly effective. Edward Vail staged the play. The lighting is excellent. Otto Metzger supervised the production, assisted by George Miller, Norman Schwartz, Max Gilman and A. J. Sheldon.

Both shows charge admissions. The Willis is 25, 35 and 55 cents, and Daly's is 25 and 40 cents. PAUL DENIS.

BANK NITE

(Continued from page 4)

ance: "The interest must be more than a mere hope; thus an expectation of a gift is not an insurable interest."

The plan was to insure one against losing at a bank or cash night drawing if the one insured was not at the theater and his name was the first drawn. Donaldson ruled that the insurance would attempt to pay for a loss that had never been sustained, because the one injured had no interest in the award unless at the theater to claim it.

In ruling on the lottery angle, Donaldson said:

"Furthermore, it follows that the contract of guarantee itself, because reimbursing a loss that has never been sustained and for which a consideration has been paid, is against public policy and therefore void as being a mere gaming or wagering contract and violative of our constitutional and statutory provisions relevant to lotteries. It is generally understood that there are three elements necessary to constitute a lottery; first, a prize to be given; second, upon a contingency to be determined by chance, and third, to a person who has paid some valuable consideration or hazarded something of value for the chance. The instant plan involves all three elements of a lottery. . . ."

"In conclusion let us frankly say that this office would never undertake to give official sanction to the scheme here under consideration, which we regard wholly illegal and invalid, unless and until the Supreme Court of Colorado holds to the contrary."

A court battle is looked for to determine the legality of the plan.

Los Angeles, March 7.—Unless the sale of weekly bank night insurance tickets here stops immediately, criminal prosecution will be instituted before the end of next week, according to Chief Deputy J. W. Joos of the city attorney's office. Theater bank night insurance violates the state insurance law, he stated, and constitutes a lottery.

Within the past week vendors of bank night insurance have been springing up, advertising in the dailies for salespeople to sell books of 100 tickets for 100 per cent profit at \$10. About \$10,000 worth of 10 cents a week guarantees have been sold during the past week.

PASADENA, Calif., March 7.—Fox Tower management here this week introduced a new angle on bank night drawings. If winner is not present in theater, management will henceforth announce to patrons to look under their seats, where 25 coupons will be concealed in various sections of the house. Coupons call for prizes running from a radio to boxes of candy.

DES MOINES, Iowa, March 7.—Tri-State bank night purse has now reached \$1,150. Business on Tuesday has reached such proportions that much has been turned away because customers arrived on matinee prices and stayed thru the 9 o'clock drawing. To offset this, the theaters have given the matinee crowds cards to sign, entitling them to be eligible for the drawing, thus making room to take care of the night crowds at the higher admissions.

The Orpheum has tied in with 12 independent theaters for a Thursday night "bank drawing," starting March 5 with \$200, to be increased \$100 every week.

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GRIFFITH'S

(Continued from page 4)

held the attention of a somewhat astonished audience for two hours and 35 minutes. Anticipations of hilarity, fully realized in two previous showings, failed to materialize when Griffith's masterpiece, an arraignment of injustice and hypocrisy based on four different periods of history, swung its ponderous bulk in scenes of ancient Babylon, Calvary, 16th century France, and the East Side slums of 1914.

Technically impressive, this film of 1916 is also remarkable for the number of its players who were to become figures of note in the motion picture industry. These include Mae Marsh, Lillian Gish, Monte Blue, Eric von Stroheim, Seena Owen, Ruth St. Denis, Tully Marshall, and among the extras, Carmel Myers, Alma Rubens, Colleen Moore, Douglas Fairbanks and De Wolf Hopper. W. S. Van Dyke assisted in the direction.

The fourth program of the series, to be held April 17, will be F. W. Murnau's *Sunrise*, exemplifying the German influence. P. A.

Relief Employment Figures

WASHINGTON, D. C., March 7.—Statistics released by the United States Employment Service show that in June last year 191 actors and 76 actresses registered for jobs with the various federal employment agencies, with 191 actors and one actress being placed in jobs.

Also, 946 male and 334 female musicians and music teachers registered, 123 men and 13 women being placed in jobs. These figures compare with the total figure registered: 556,397 people, classified among 292 occupations.

Cansino's New Studio

NEW YORK, March 7.—Angel Cansino, Spanish teacher, has opened a new studio on Fifth avenue. Ed Sinclair is handling tap classes.

General report that is circulated after every big event: "Conditions are better than ever" has become as stereotyped as that famous expression of the Hooverian era, "Just around the corner."

Harry and Ben Josefsberg, who have the energetic Jerry Brown working for them, now have two cranelands. One on Eighth avenue near 34th and the other on Delancey near Essex. They call themselves the Greyhound Merchandise Company.

Another gag by Nat Cohn: Large ring-side gong to go "boom" whenever some one pulls the lever on Tit-Tat-Toe games. Idea being, "It's a knockout," says Nat.

During intermission of Jubilee, that four-star clicker musical, visit the men's lounge and see the World's Series on location there getting a whopping play. Wonder who the op is that places games in the legit shows?

Georgie Ponsler, of New Jersey, is gaining weight at the rate of two pounds per week. Information to friends.

Blessed Event—the Sam Broudys. He's the president of Jersey Trading Company, premium suppliers to the ops in the Skeeter State.

Ben D. Palastrant, of Boston, is booming a Duetto in his part of the world all by his lonesome. Seems that Ben is doing a great job with this little merchandiser.

Milty Green, of American Vending Company, is using the expression made famous by the buxom lady of the screen, Mae West, for his new business policy, "Take it easy—you'll last longer."

The employees of Jack Fitzgibbons made up a beautiful memento for the boss that touched his heart. In fact, Jack's going to put it right where he can look at it every day in his private offices.

Leonard Schneider, popular record seller of Brunswick Record Corporation, can tell you where you can get 2 cents per pound for your old, worn, chipped and mutilated records. If you care to know.

Willie Blatt, the "Little Napoleon," is making regular visits to the "wailing wall" and 'tis said he's bullish on the market with plenty of stocks. But, plenty!

The Gold Dust Twins, Max and Harry Hurvich, of Birmingham, have a peach-erino of a new idea. They'll be popping it just too soon.

Bee Gisser, at Hercules, is the latest addition to the sales force and is doing a mighty job of it, too. They say she walks away with record sales almost every day. And is Sam's face red.

The phonograph factories are working both day and night. Just in case you didn't know.

"Little Caesar," Jerry Kertman, of American Coin Machine Company, Rochester and Buffalo, has become the news exchange for operators in that part of the world, with Harry Kertman, the journalist de luxe, doing all the reporting.

Dave Robbins claims Eddie Cantor double-crossed him. It seems that Dave's newest masterpiece, the *Shoot-the-Chutes*, being made by GM labs, was originally named after the pic that Eddie was making in Hollywood for MGM. The game was so timed that it appeared on the market at the same time they started to distribute the picture to the country's movie palaces. But instead of using the name *Shoot the Chutes*, the movie moguls changed it to *Strike Me Pink*. What can you do?

Optimist. Benny Walenitz, of Rochester, recently opened a sportland on the main stem. And all the boys are wondering whether those explosions they have been hearing around town are Benny making his daily bank deposits.



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**Big Shot Game Now Made In 1 and 5-Ball Models**

**LOS ANGELES, March 7.**—The California Exhibit Company's Big Shot table game is having a big sale, it was stated by Harry Stearns, president. This week the total sales of this machine topped 3,000 and production is now at the rate of 125 per day.

A new development has been made in the game which is increasing the wide demand for it. It is now made in a five-ball model with hand pay-out. There are five one-inch steel balls with a new idea in scoring, operated on practically the same playing fields as the one-ball automatic. In territories where automatic pay-outs are limited, the new model is found to be acceptable. The firm reports that announcements in *The Billboard* have produced excellent results.

**ROUTES**

(Continued from page 56)

Simmons, Lanny: (Nut Club) NYC, nc.  
Singer, Lou: (Three Little Pigs) Hollywood, Calif., nc.  
Smith, Joe: (Copley Plaza) Boston, h.  
Smith, Joseph C.: (Versailles) New York, cb.  
Smith, Stuff: (Onyx) NYC, nc.  
Snyder, Floyd: (Eastern Star) Detroit, c.  
Snyder, Frankie: (Winona Gardens) Chi, nc.  
Snyder, Skeet: (Sheraton) High Point, N. C., h.  
Solari, Phil: (Bath Club) Miami, cc.  
Sorey, Vincent: (Rene) New York, nc.  
South, Eddie: (885 Club) Chi, nc.  
Spaeth, Karl: (Marco's Grill) Detroit, nc.  
Stanley, Al: (Chateau Lido) Daytona Beach, Fla.  
Sterney, George: (Plaza) New York, h.  
Stock, Bert: (Book-Cadillac) Detroit, h.  
Stone, Al: (Leghorn Farms) Trenton, N. J., ro.  
Stutland, Steve: (Silver Cloud) Chi, nc.  
Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.

Talbot, Larry: (Kit Kat) New York, nc.  
Terry, Ron: (St. Moritz) New York, h.  
Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.  
Tinsley, Bob: (Colosimo's) Chicago, nc.  
Tompkins, Tommy: (Lookout House) Cincinnati, nc.  
Topps, Al: (Nut House) Chicago, nc.  
Toimey, Bob: (Casa Loma) South Bend, Ind., nc.  
Travers, Vincent: (French Casino) NYC, nc.  
Tremain, Paul: (Gloria Palast) New York, cb.  
Tucker, Tommy: (Merry-Go-Round) Miami, Fla., nc.  
Turner, Al: (Bachelor's Club) Pittsburgh, nc.  
Turner, Jimmie: (Showboat) St. Louis, nc.

**U**  
Ulbrick, Lee: (Okeena Club) Hayti, Mo., nc.

**V**  
Valjo, Eddie: (Don Ce Sar) St. Petersburg, Fla., h.  
Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.  
Van Horn, Dave: (Cafe Grande) Wilmington, Del., c.  
Vargas, E.: (Hollywood) Hollywood, Fla., nc.  
Velas, Esther: (Roosevelt) New York, h.

**W**  
Wagner, Buddy: (Ira's) Miami, Fla., nc.  
Waller, Fats: (Fox) Washington, D. C., t.  
Watts, Kenny: (Dicky Wells) Harlem, New York, nc.  
Weeks, Ranny: (Cocoanut Grove) Boston, re.  
Weems, Ted: (Palmer House) Chicago, h.  
Welk, Lawrence: (Holmquist) Salina, Kan.; (Kippes) Ellis, Kan.; (Opera) Cuba, Kan.; (Rigadon) Sioux City, Ia.; (Chermot) Omaha, Neb.; (Corn Palace) Mitchell, S. D.; (Andrews) York, Neb., b.  
Weikly, Wee Willy: (Columbia) Columbia, N. J., h.  
White, Dave: (Oasis Grill) New York City, re.  
Whiteman, Paul: (Hippodrome) New York, t.  
Widmer, Bud: (Mile-Away) Grand Junction, Colo., b.  
Williams, Griff: (Mark Hopkins) San Francisco, h.  
Williams, Hod: (Charlotte) Charlotte, N. C., h.  
Williams, Ray: (Coral Gables) Lansing, Mich., nc.  
Wilson, Sammy: (Edison) New York, h.  
Winegar, Frank: (Rowe) Grand Rapids, Mich., h.  
Winston, Jack: (Blackstone) Fort Worth, Tex., h.  
Woods, Howard: (Robert Treat) Newark, h.

**Y**  
Young, Glenn: (Showboat) St. Louis, b.  
Young, Sterling: (Mission Beach) Los Angeles, b.  
Yuhasz, Johnny: (Durant) Flint, Mich., h.

**Z**  
Zarin, Michael: (Waldorf-Astoria) New York, Zatur, Joseph: (Biltmore) New York, h.  
Zemay, Jene: (Town Casino) Phila, nc.  
Zwilling, Sid: (Bellevue) Belleaire, Fla., cc.  
Zwolin, Ted: (Moulin Rouge) Detroit, c.

**MISCELLANEOUS**

Birch, Magician: Ft. Myers, Fla., 12-14; Dania 16-17; Miami 18-19; Coral Gables 20-21.  
Bragg Bros.' Show: Glenwood, N. C., 9-14; Oxford 16-21.  
Coward, Linden, Magician: Danielsville, Ga., 9-14.  
Dressen & Purcell Circus: Stuttgart, Ark., 12; England 13-14; Little Rock 16-19; North Little Rock 20-21.  
Great Cairo: Newport News, Va., 9-14.  
Harlo & Marlo: Monroe, La., 9-14.  
Lewis, H. Kay, & Hollywood Varieties: Santa Fe, N. M., 11-13; Espanola 14-15; Albuquerque 16-17.  
Marquis, Magician: Kellogg, Ida., 13.  
Mel-Roy, Magician: Judsonia, Ark., 12; Little Rock 13-14; Morrilton 16; Russellville 17; Paris 18; Clarksville 19.  
Richard III (Gerald Pryor-Welch): (Theosophical Society) Milwaukee 14.  
Ricton's Show: Gough, Ga., 9-11; Matthews 12-14.  
Turtle, Wm. C., Magician: (Blue Danube Tavern) Portland, Ore., 9-14.  
Zinbad, Mentalist: (Colonial) Pompton Lakes, N. J., 9-11; (Hawthorn) Hawthorn 16-19.

**DRAMATIC AND MUSICAL**

At Home Abroad: (Forrest) Phila 9-21.  
Boy Meets Girl: (Selwyn) Chi.  
Children's Hour: (Curran) San Francisco 9-14.  
Dodsworth: (Ryman Aud.) Nashville, Tenn., 11; (Memorial Aud.) Louisville, Ky., 12; (English) Indianapolis, Ind., 13-14.  
Great Waltz: (Auditorium) Chi.  
Hampten, Walter: (American) St. Louis 9-11; (Davidson) Milwaukee 12-14; (Grand) Chi 16-28.  
Hollywood Ballet: (Temple) Birmingham, Ala., 13.  
Idiot's Delight: (National) Washington, D. C., 9-14; (Nixon) Pittsburgh 16-21.  
Nazimova: (Auditorium) San Jose, Calif., 11; (White) Fresno 12; (Lobero) Santa Barbara 13-14; (Biltmore) Los Angeles 16-21.  
Old Maid: (Savoy) San Diego, Calif., 11; (Orph.) Phoenix, Ariz., 13; (Strand) Tucson 14.  
Personal Appearance: (Plymouth) Boston.  
Personal Appearance: (Orph.) Kansas City 9-14.  
Porgy and Bess: (Cass) Detroit 9-14.  
Sailor, Beware: (Broad) Phila 16-21.  
San Carlo Opera Co.: (Auditorium) Portland, Ore., 10-14.  
Three Men on a Horse: (Cox) Cincinnati 9-14.  
Three Men on a Horse: (Garrick) Phila.  
Three Men on a Horse: (Roy) Portsmouth, O., 11; (Hartman) Columbus 12-14.  
Tobacco Road: (Chestnut St.) Phila 9-14.  
Tobacco Road: (Weller) Zanesville, O., 11; (Colonial) Akron 12; (Virginia) Wheeling, W. Va., 13-14.  
Winterset: (Shubert) Boston 9-14; (Chestnut St.) Phila 16-28.

**INDEPENDENT BURLESK**

Corio, Ann, Show: (Hudson) Union City, N. J., 9-14; (Werba) Brooklyn 16-21.  
Flying High: (Family) Mahanoy City, Pa., 11; (Maj.) Williamsport 12; (Orph.) Reading 13-14; (Variety) Pittsburgh 16-21.  
Ginger Snaps: (Republic) NYC 9-14; (Trocaadero) Phila 16-21.  
High Jinks: (Empire) Newark, N. J., 9-14; (Howard) Boston 16-21.  
Jolly Girls: (Gayety) Washington, D. C., 9-14; (Empire) Newark, N. J., 16-21.  
Night Birds: (Trocaadero) Phila 9-14; (Lyric) Allentown 16-17; (Family) Mahanoy City 18; (Maj.) Williamsport 19; (Orph.) Reading 20-21.  
Novelties of 1936: (Howard) Boston 9-14; (Hudson) Union City, N. J., 16-21.  
Smart Set: (Variety) Pittsburgh 9-14; (Gayety) Baltimore 16-21.

They're Off: (Gayety) Baltimore 9-14; (Gayety) Washington, D. C., 16-21.  
Vanity Fair: (Werba) Brooklyn 9-14; (Republic) NYC 16-21.

**CIRCUS AND WILD WEST**

Mix, Tom: Compton, Calif., 11.  
Polack Bros.: (Mirza Shrine Temple) Pittsburgh, Kan., 9-14; (Convention Hall) Hutchinson 16-21.  
Webb, Joe B.: Mineral Wells, Tex., 17; Ranger 18; Albany 19; Colorado 20; Lamesa 21.

**REPERTOIRE**

Blythe Players: Waldorf, Md., 9-14.  
Porter Comedians: Olddale, Calif., 9-14.  
Princess Stock Co.: Omaha, Tex., 9-14.  
Sadler's Own Co.: Graham, Tex., 9-14.

**CARNIVAL COMPANIES**

(Routes are for current week when no dates are given.)  
Alamo: Macon, Ga., 14-21.  
Allen United: Eutawville, S. C.  
Amerson Attrs.: Eastman, Ga.  
Barfield's Cosmopolitan: Wildwood, Fla.; Bushnell 16-21.  
Big State: Houston, Tex.  
Capitol City: Marietta, Ga.  
Casey's United: Lanett, Ala.  
Crafts 20 Big: (Fair) Imperial, Calif.; Brawley 16-22.  
Dalley Bros.: Waurika, Okla.  
Evangeline: Fordyce, Ark.; Camden 16-21.  
Golden States: Santa Ana, Calif., 15-21.  
Great Coney Island: Reserve, La.; Laplace 16-21.  
Greater United: Luling, Tex.; Austin 16-21.  
Green's, Doc, United: Ruffin, S. C.  
Hames, Bill: Ft. Worth, Tex., 13-22.  
Hansen, Al C.: Sylacauga, Ala.; Sheffield 16-21.  
Harris Greater: Atlanta, Ga.  
Heth, L. J.: North Birmingham, Ala.  
Hughes Bros.: Lilly, Ga.  
Krause Greater: Miami, Fla.  
Lamon, Harry W.: Elaville, Ga., 14-21.  
Regal United Am. Co.: Diboll, Tex.  
Shugart, J. E.: Batson, Tex.  
Slebrand Bros.: El Paso, Tex., 14-21.  
Small & Bullock: Bath, S. C.  
Smith Greater Atlantic: Augusta, Ga.  
Southern Attrs.: Strang, Okla.  
Spencer, C. L.: Kosciusko, Miss.  
State Fair: Yuma, Ariz.; Phoenix 16-22.  
Volunteer State: Cleveland, Tenn., 14-21.  
Western States: Crystal City, Tex., 14-21.  
Zeiger, C. F., United: Phoenix, Ariz., 14-21.  
Zimdars Greater: Magnolia, Ark., 14-21.

**Additional Routes**

(Received too late for classification)  
Avery, Gertrude, Diamond Revue: Randolph Avery & Band: (Princess) Nashville, Tenn., 10-12; (Capitol) Atlanta, Ga., 15-21.  
Daniel, 2-10, Magician: Hettick, Ill., 9-14.  
Elgins, Five: (State-Lake) Chicago 14-20.  
Felton, King, Magician: Clisco, Tex., 9-14.  
Gilbert & Sutton Revue: Walterboro, S. C., 9-14.  
McNally Show: Aquasco, Md., 9-14.  
Miller, Al H., Show: Portal, Ga., 9-14.  
Marine-Frestone Co.: Ft. Worth, Tex., 9-21.  
Taylor & Moore: (Oriole Terrace) Detroit 9-14.  
Wickse Bros. & Armida: (Auditorium) Minneapolis 9-14.

**Concessionaires...**  
**NOVELTY SUPPLY FOR**  
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.  
Catalog with New Low Prices  
**THE TIPP NOVELTY COMPANY**  
TIPPECANOE CITY, OHIO

**WEST BROS. AMUSEMENT CO.**  
WANTS legitimate Concessions. Opening March 21. Two Saturdays, Cape Girardeau, Mo.

**B. & V. ENTERPRISES**  
Opening May 2. Booking Shows and Concessions. All open. 5 Westminster Pl., Garfield, N. J.

**ANDERSON-SRADER SHOWS, INC.**  
Open early in May. Will furnish complete outfit for capable showman. Wm. "Bill" Johnston, Bill Hynes, P. E. Restman write. Will book Loop-o-Plane on reasonable percentage. Address Concordia, Kan.

**EYERLY LOOP-O-PLANE**  
Write for Our Special Finance Plan. **ABNER K. KLINE**, 3024 Olive St., Kansas City, Mo.

**SOL'S LIBERTY SHOWS, INC.**  
Now booking for 1936. Address Winterquarters, Caruthersville, Mo.

**HAPPYLAND SHOWS**  
Now Booking for 1936.  
Address 3633 Seyburn St., Detroit, Mich.

**PAN AMERICAN SHOWS**  
NOW BOOKING SEASON 1936.  
Address 410 Winona St., Hot Springs, Ark.

**Anderson-Strader Shows, Inc.**  
Now Booking Shows and Concessions for 1936.  
Address Concordia, Kan.

**GOLD MEDAL SHOWS**  
Now Booking Season 1936.  
Address 390 Arcade Bldg., St. Louis, Mo.

**GOLDEN EAGLE SHOWS**  
Now Booking Shows and Concessions for 1936. Will sell exclusive. **W. A. GIBBS**, Erie, Kan.

# RINGLING BROS.- BARNUM & BAILEY

## COMBINED SHOWS

OPENING SEASON 1936

### MADISON SQ. GARDEN, New York City

Wednesday Afternoon, April 8th

ALL PEOPLE engaged for various departments will report for rehearsal MADISON SQUARE GARDEN, as follows: AERIAL PERFORMERS, with Riggings, 10 A.M., April 2. ALL OTHER PERFORMERS, 10 A.M., Monday, April 6. MUSICIANS, Big Show Band, 9 A.M., Monday, April 6. TICKET SELLERS AND DOOR MEN, 8 A.M., Monday, April 6. FREAKS AND SIDE-SHOW PERFORMERS, 10 A.M., Wednesday, April 8. SIDE-SHOW BAND AND USHERS, unless otherwise instructed, will report for opening under canvas in Brooklyn, N. Y., Monday Forenoon, May 11. Performers answer this call to PAT VALDO. MUSICIANS, BIG SHOW BAND, to MERLE EVANS. SIDE-SHOW FREAKS AND PERFORMERS, to CLYDE INGALLS. All others to CARL T. HATHAWAY. Address all care

RINGLING BROS.-BARNUM & BAILEY, Sarasota, Fla.

## CONCESSIONAIRES AND SHOWMEN!

Your attention is directed to important announcement by Fort Worth Frontier Centennial on Page 5 of this issue.

## GOLDEN STATES SHOWS OPEN

SCIOTS SPRING FIESTA, SANTA ANA, CALIF.

Can use two good Grind Shows for full season of 35 weeks.

Address all communications

WILL WRIGHT, 816 New Orpheum Bldg., Los Angeles, Calif.

## EVANGELINE SHOWS WANTS

Ten-in-One with own equipment, Snake Show (Will furnish Tent and Banners), Illusion Show, Fat Girl or Midgets. Grinnell's Midgets answer or come on. Effie Moore wants Minstrel People. WILL BOOK Auto Ride and Merry-Go-Round with own transportation. CONCESSIONS OPEN—Cook House, Grab Joint, Grind Stores, Bowling Alley, Blower, Darts, Watch-La, Hoop-La, Palmist, Snow Cones, Ice Cream, Frozen Custard, Ball Games, Photo Gallery. Lead Gallery. Address EVANGELINE SHOWS, Fordyce, Ark., week March 9; Camden, week March 16. Location Heart of Town. Good Auspices.

## BEAUTIFUL WURLITZER ORGAN FOR SALE

Style No. 153. Just been thoroughly overhauled. Same in perfect playing condition. Fancy and case looks like new. Front wired for electric lights. Ideal for Merry-Go-Round or Skating Rink. Organ stored here in Columbus, O., and can be inspected any time. Cost \$1,800.00 new.

First \$500.00 Takes Same

Address

GOODING GREATER SHOWS, Inc.

Box 386, Columbus, O.

## GOLDEN GATE SHOWS WANT

Good Man to take charge of Cook House, Grind and Stock Concessions; \$10.00; Corn Game, \$15.00. Have Geek, Athletic and Girl Shows complete for people who can get money. WANT good organized Minstrel Show with Brass or Performers. Salary and percentage paid. WANT Ride Help on Merry-Go-Round and Ferris Wheel. Office wants good Agents. Letty wire. Grind Shows with outfits. Good proposition for Banner Man who can do Advance Work with car. Opening date April 11. Have outfit for Hawaiian Show. FRANK OWENS, Mgr., Winter Quarters, Box 311, Glasgow Jct., Ky.

## WANTED Caterpillar Foreman

Write fully stating past experience and salary. Address SUPERINTENDENT OF RIDES,

HAPPY DAYS SHOWS  
McMINNVILLE, TENN.

## GREATER DICKERSON SHOWS

WANT—Two more Shows that don't conflict, also Stock Concessions, experienced Ride Help, Good opening for Candied Apples, Popcorn and Frozen Custard. Address 803 Cokey Road, Rocky Mount, N. C.

## WANT

Single Pit Attractions for four new Platform Shows with Panel Fronts. Prettiest Shows in America. WANT Fat Girl, Big Snake and any other strong Pit Attraction. WANT Talkers that can make good openings. WILL BOOK OR BUY a Tilt-a-Whirl and Loop-o-Plane. CAN USE a few more Stock Concessions. No grift. Opening April 6. Lot of good Fairs and Celebrations booked, including Big Golden Jubilee at Armour, S. D., July 2-3-4.

FREDERICK AMUSEMENT CO.  
CHICKASHA, OKLA.

## WEST SHOWS WANT

Caterpillar Help at once. Can book several Shows; have Platform Wagons. Address FRANK WEST, Gen. Mgr., Norfolk, Va.

## SALE OF REAL ESTATE SUMMERLAND BEACH PARK

The most beautiful spot bordering on BUCKEYE LAKE  
Will be sold to the highest bidder  
MARCH 21, 1936  
This property consists of about 8 1/2 acres of land, 40-room hotel, large dance hall, bathhouse and other concession buildings. Also water system supplying water for cottages which furnishes a nice yearly income. A great opportunity as an investment or to operate. For further information address THE NEW SUMMERLAND BEACH CO., Millersport, Ohio.

## HENRY J. POLLIE. AL LATTO. POLLIE & LATTO'S SHOWS

Open Battle Creek, Mich, May 2, 7 Days, 2 Saturdays.

CAN PLACE Two-Abreast Merry-Go-Round, also Chair-o-Plane and Kiddie Rides. WANT Ferris Wheel Foreman. WANT Ten-in-One Show, Motor-drome, or any other Shows of merit. CAN PLACE all kinds of legitimate Concessions at reasonable rate. Address HENRY J. POLLIE, Battle Creek, Mich.

FOR SALE—A Real Bargain, Parker Three-Abreast Merry-Go-Round, fine Wurlitzer Organ, good Motor, in operating condition. Cash price \$550. Stored in Northern Ohio. Address: H. J. POLLIE, Battle Creek, Mich.

## Who Made First Payout?

To the Editor: "I find that one of your readers is trying to settle the question as to who manufactured the first pay-out pin game and I hasten to remind you that it was, of course, Bally."

"There were pin games with automatic jackpots previous to Rocket, but I am sure that your files will show that Rocket was the first fully automatic pay-out pin game in which varying scores automatically paid out various awards."

"We will be very pleased if you call this fact to the attention of your readers."—HERB JONES.

## MARRIAGES

(Continued from page 29)

Mayer, to Mary Caroline Topping at Harrison, N. Y., March 3.

SMITH - CURRAN—William Bradley Smith, known as Aloa the Alligator Boy, of late with Dick Best's Side Show on Royal American Shows, and Ann Curran, of Belleville, N. J., February 25 at Tampa, Fla.

TRAU-GUIZOT—Edward E. Trau, non-professional, to Elise Guizot, dancer, in Reno March 2.

WEEKS-KOWALSKI—Anson Weeks, orchestra leader now playing at the Trianon Ballroom, Chicago, and Viola Kowalski in Chicago March 4.

WOLLITZ-MORRIS—Rudolph F. Wollitz Jr., saxophonist with Wick Mackey's orchestra, recently, to Jean Elizabeth Morris, featured solist with the same orchestra, at Youngstown, O.

## COMING MARRIAGES

Adolphe E. Brandstatter, manager of Sardi's Hollywood cafe, in the near future to Mrs. Helen Stumar, non-professional.

Mae Clarke, film actress, and Dr. Frank Nolan in Los Angeles soon.

Charles Gorman, make-up artist at Universal pictures, and Anne Thompson, non-professional, in Hollywood soon.

Dorothy Wilson, screen actress, and Lewis Foster, writer, in Los Angeles soon.

Commodore J. Stuart Blackton, film producer, and Evangeline Russell, former actress and writer, in Santa Barbara, Calif., late this month.

Kathleen Burke, screen actress, and Jose Fernandez, concert dancer, in Hollywood soon.

Sven-Hugo Borg and Maxine Pettit, picture actors, in Los Angeles after Easter.

Hoagland (Hoagy) Carmichael, well-known songwriter, soon to Ruth Minardi, of Warsaw, Ind.

## BIRTHS

Daughter to Mr. and Mrs. Joseph Finn February 23 in Los Angeles. Father is assistant auditor at Metro-Goldwyn-Mayer.

An eight-pound daughter to Mr. and Mrs. John Wayne in Hollywood. Father is Western movie star.

A six-pound son to Billy and Marigold Armond, well known in the rep and tab field, at their home in Worthington, Ind., recently. Mother is the daughter of John Lawrence, tent show operator.

To Mr. and Mrs. "Smokey" Brown, concessioners, formerly with T. J. Tidwell Shows, at Gladewater, Tex., February 28, a girl, named Lola Lee.

To Mr. and Mrs. Park Rose, concessioners with Pan-American Shows, formerly with S. W. Brundage Shows and Sol's Liberty Shows, a girl, Patricia, at Frankfort, Ind., February 25.

A son, Thomas Livingstone, seven pounds five ounces, January 22 at Sarasota, Fla., to Mr. and Mrs. John F. Seawell. The Seawells were with Hagenbeck-Wallace, Cole-Beatty and finished (See BIRTHS on page 79)

## WANTED

### Greater United Shows

Fun House, Unborn Show, Glass House, Mechanical Show and other attractions. Can place couple for well-framed Snake Show. Mamie Scott report with Pin Heads and Elephant Boy, or communicate immediately. Can place Frozen Custard, Country Store and American Palmist; also other Legitimate Concessions. Twenty Fairs and Celebrations booked. Wire J. GEORGE LOOS, week March 9th, Luling, Tex.; March 16th, Austin, Tex.

## FOR SALE

CIRCUS BLEACHERS. New, exceptional value, sacrifice. Also other Circus Equipment, including 10 Trained Horses. CIMIJOTTI, Mason City, Iowa

## RAY'S TRACK



The Sensational 8-Horse, Automatic Payout Race Horse Game.

The greatest sensation in All Coin Machine History. Write for Complete Details and Prices!

Ray's Track Opens a New Big Boom Era for You. IT'S THE SENSATION OF 1936.

## RELIANCE



The first Real True-Dice Automatic Payout Game.

We're SWAMPED with orders for RELIANCE! WIRE US TODAY—let us reserve some for you! RUSH!

WRITE NOW—Get Full Details and Prices of all BALLY Hits! Teaser—Harvest Moon—Golden Harvest—Bally Baby. ALL SENSATIONAL GAMES! FOR FAST DELIVERY WIRE ORDERS!

Bally's Peerless \$115.00	Electro Eye ... Write
Bally's Derby ... 115.00	Pamco Palooka ... 169.50
Bally's Rambler ... 115.00	Tit-Tat-Toe ... 17.50
Bally's Reliance ... 119.50	Mills Tycoon ... 19.75
Pamco Par-lay, Sr. ... 115.00	Mills Futurity ... Write
Pamco Speedway ... 115.00	Bally's Multiple ... Write
Maglic Eye ... Write	Bally's Bonus, Pay-out ... 115.00
Gottlieb's Sunshine ... 89.50	Ticket ... 125.00

JOBBERS Write for Quantity Prices. PROMPT DELIVERY.

1/3 Cash With Order, Balance C. O. D. See Our Classified Ad.

MOSELEY VENDING  
MACHINE EXCHANGE, Inc.  
90 Broad Street, RICHMOND, VA.  
Day Phone, 34511. Night Phone, 55328.

## Frisk Greater Shows

SEASON OPENS MAY 16th. WANT—Shows, Athletic, Unborn, any capable show. Book Loop-a-Plane. Want Concessions, Diggers, Photos, Ball Game, Penny Pitch, Hoopla and others that work for stock. No racket. Want Electrician, Ride Help, Light Plant. 3719 Emerson Avenue, No., Minneapolis, Minn.

## WORLD'S FAIR MUSEUM WANTS

Strong Annex Attraction. Life or Half-and-Half Show. Wire Monroe, La., this week.

## WANTED

Merry-Go-Round with own transportation to join at once, also Kiddie Ride. Write or wire BARFIELD'S COSMOPOLITAN SHOWS Wildwood, Fla., this week; Webster, Fla., next week.

## NINE CAR TILT-A-WHIRL

Late model, good running condition. Cheap for cash. P. O. BOX 2725, Bloom & Lake Sta., Minneapolis, Minn.

WANTED Side Show People, Half-and-Half, Working Act. Salary sure. Table Board. Join immediately. B. H. DAVIDSON, At O. Hansen Shows, this week Sylacauga, Ala.

End your correspondence to advertisers by mentioning The Billboard.

**Attention**  
**OPERATORS IN**  
*Closed Territories*

**Open Them**  
**Up With**  
**"FREE**  
**GAME"**  
**RECORDER UNITS**  
**on KEENEY Games**

At last! A Life-Saver for Operators in "closed" territories! Games that are **ABSOLUTELY LEGAL**—yet **POWERFUL** enough to **EQUAL** Pay Table **EARNINGS!**

Keeneey "FREE GAMES" Recorders Stop ALL arguments against coin, check or ticket vending games— for "FREE GAMES" is held to be strictly within the "Amusement Class"

Keeneey "FREE GAMES" unit Visibly and Automatically **ADDS** and **SUBTRACTS** the number of "FREE GAMES" on Recording Reel. Earned "FREE GAMES" may be **RE-PLAYED** or **REDEEMED** as Players see fit.

Only ONE Inspection and Settlement is necessary by Location Owners as EACH player decides to redeem his winnings. Merchant presses Knob to return "FREE GAMES" Reel to "0."

Hidden Meter accurately records all redemptions made by location owner—the Operator's **PROTECTION** against location "padding."

Start opening YOUR "closed" territories **AT ONCE!** Order a Sample of the following Keeneey-Built Games—equipped with this Remarkable "FREE GAMES" Recording Device.

**REPEATER \$9900**  
50"x 25"—ONE BALL PAYOUT

**BIG-FIVE \$9900**  
50"x 25"—2 or 5 BALL PAYOUT

**BIG-FIVE Jr. \$7250**  
42"x 20"—2 or 5 BALL PAYOUT

**J. H. KEENEY**  
**AND COMPANY**  
2900 S. Michigan, CHICAGO

**181 Los Angeles**  
**Ops at Meeting**

LOS ANGELES, March 7.—At the recent meeting of the California Amusement Machine Operators Association the attendance mark showed 181 members present. The organization is setting an all-time attendance mark for operator organizations by its unique programs. The delectable dinner at 7 p.m. was followed by a business session at 8 p.m. Some important business matters were discussed with enthusiasm at the session and a number of suggestions referred to the board of directors. The door prize, a watch of standard make, went to Morgan Edick, well-known operator.

Then followed what is said to be the best floor show since the organization adopted the policy of presenting a floor show at each monthly meeting. The opener was the well-known Bee Ho Gray, featuring whip-cracking and knife-throwing. He also offered a banjo specialty and wowed the audience with the *Yodeling Coyote* number. The Saunders Sisters followed with an adagio number. By special request Rich and Adair were on the program again. Maude Saunders offered acrobatic dances, a truly remarkable contortion act. Cal. Norris was present with his movie chimpanzees to do funny hat tricks, roller skating and closing with the funny Jiggs and his comedy. The Variety Boys, Jack Parsons, Al Weemer, Jerry Campbell and Jack Perry, offered excellent harmony numbers. The Saunders Sisters returned for tap and toe dancing. The Arleys, from the Tom Mix Circus, did difficult balancing acts.

The evening was immensely enjoyed and the good fellowship that prevails among members, including operators, jobbers and manufacturers, was a mark of special comment by all.

**WHITEHEAD HAS**

(Continued from page 3)

in the advance ticket campaign for the Great Lakes Exposition which runs for 100 days, starting June 27.

Whitehead, who formerly managed Clarence Darrow's speaking engagements and at one time was ahead of the Ripley Believe It or Not show, established what is said to be an all-time ticket record a year ago in Los Angeles, when his sales crew, operating 125 miles from the California exposition grounds, disposed of a half-million general admissions before the gates opened in San Diego.

**DODSONS BUY**

(Continued from page 3)

with Gruberg's announcement some weeks ago that equipment of the Model Shows of America unit of Rubin & Cherry would be sold, one of the principal reasons being that Gruberg and his wife wished to concentrate their active interests on the other unit, Rubin & Cherry Exposition. In last issue announcement was made that Gruberg had sold three flat cars, a stateroom car and eight wagons of the Model Shows' paraphernalia to the Johnny J. Jones Exposition.

**HARRY HAAG'S BIG**  
**THREE-RING CIRCUS**

WANTS IMMEDIATELY Billposters and Lithographers, Big Show Performers, Clowns and Musicians, Calliope Player for Band, Ticket Sellers, Candy Butchers. Address **DEADUP ATKINSON**. All others **HARRY HAAG**, Box 22, Mobile, Ala.

**SILVER STATE SHOWS**

OPENS MARCH 21.

Will sell X on Corn Game and Cook House. WANT capable Managers for Athletic and Snake Shows or any other money-getting Shows. Have complete outfits. Nick Delo wants for Ten-in-One, Freaks and Novelty Acts, Tattoo Artist. Those with me before wire. WANT Ride Help. **WILL BOOK OR BUY 7-car Tilt-a-Whirl.**  
**BOX 816, Carlsbad, N. M.**

**WANTED**

**DANIA TOMATO FESTIVAL**, March 19, 20, 21. Loop-the-Loop. Loop-o-Plane. Scales, legitimate Grind Stores only. No Wheels. Write **METROPOLITAN SHOWS**, Canal Point, Fla., this week; Dania, Fla., week March 16.

**GRUBERG'S**  
**World's Exposition Shows**

OPENS APRIL 18, AT GREENSBORO, N. C., AUSPICES GREENSBORO POLICE DEPARTMENT. LOCATION ON MAIN STREET, OPPOSITE O. HENRY HOTEL. This Will Be the Big One.

OUR FAIRS—NEW YORK STATE FAIR, Syracuse, N. Y.; ELMIRA, N. Y. FAIR; With Three More Fairs in New York State to be announced later; DURHAM, N. C. FAIR; LEAKS-VILLE-SPRAY, N. C. FAIR; ASHBORO, N. C. FAIR; OXFORD, N. C. FAIR; ROXBORO, N. C. FAIR; BENNETTSVILLE, S. C. FAIR; SUMTER, S. C. FAIR; CHARLESTON, S. C. Middle State Fair; SAVANNAH, GA., Middle State Fair of Georgia.

CAN PLACE Caterpillar, Loop-the-Loop and other big Rides not conflicting. Kiddie Auto Ride and other Kiddie Rides. SHOWS—Monkey Circus or Speedway, Fat People, Penny Arcade or any new and money-getting Shows. Concessions are all open for Greensboro, N. C.

WANTED—Man and Wife to take complete charge of brand-new Wax Show who have had actual experience, on percentage basis; also Man and Wife for Turnover Fun House on percentage.

CAN PLACE a few more Midgets for Midget Show. Salary paid out of office.

WANTED—Billposter with car, one who knows his business.

WANTED—Sensational High Wire Act. Price must be right. Entire season's work.

WANTED—For Circus Side Show; Tattooed Man. Must be neat and good flash; also for Illusion Show a good Magician, with Mind Act preferred, with good personality and good wardrobe; also Ticket Sellers. Pelican, the Magician, answer. For Side and Illusion Show write to **ART L. CONVERSE**, Box 224, Ojus, Fla.

WANTED—Foreman for Lindy Loop and Ferris Wheel, Carrousel, Chair-o-Plane Foreman and other Ride Help. Ticket Sellers, Talkers and Grinders for Shows. Write **MAX GRUBERG**, Box 101, Philadelphia, Pa., Until March 20; After That Date, Roxboro, N. C.

**10 Fairs -- WALLACE BROS. SHOWS -- 10 Fairs**  
**OPENING MARCH 21st**

AMERICAN LEGION CELEBRATION, COVINGTON, TENN.

WANT—Fish Pond, Lead Gallery, Frozen Custard, Pop Corn, Candy Apple, Ball Games, American Palmist, Nail Joint or any Grind Concession that work for stock. Can place Monkey Circus, Wax Show, Big Snake, Mickey Mouse, Mechanical City or what have you? Lon Morton wire. Johnny Steven wire Jack Oliver. Want Musicians and Performers for Minstrel Shows. Acts for 10-in-1, Dancer for Musical Comedy, Boxers and Wrestlers for Athletic Shows. Ride Help write. Fair Secretaries in South, have open dates after November 20th. Write **E. E. FARROW**, 223 Poplar Street, Memphis, Tenn., until March 18th; then Covington, Tenn.

**YELLOWSTONE SHOWS**

(MOTORIZED AND MODERNIZED)  
LAST CALL. OPENING MARCH 28.

CAN PLACE Acts and Freaks for Side Show, Minstrel Show, Animal Show, Snake Show, or any Show that don't conflict. On account of disappointment can place capable Athletic Showmen. Will frame Show for any Showman that can produce. CAN USE Whip Foreman and Swing Help. We have the best route in the Northwest, beginning at Albuquerque and Sante Fe, N. M. 14 Fairs and Celebrations already contracted. CAN PLACE Cigarette, Lead Gallery, American Palmistry or any legitimate Concessions. **ABSOLUTELY NO RACKET.** Write or wire **W. S. NEAL**, Manager, Box 904, Albuquerque, N. M.

ALL PEOPLE CONTRACTED REPORT AT QUARTERS. George Proctor wire me.

**THE R. H. WORK SHOWS**  
**WANT FOR SEASON 1936**

High-class Shows with or without own frameup. Want Flat Ride and Kiddie Ride, also legitimate Concessions of all kind. Those booked, write at once. Sol Wasserman wants to hear from Curley Lewis. Opening middle of April in Virginia. Wire or write **R. H. WORK**, Sanford, N. C.

**DIXIE EXPOSITION SHOWS WANT**

Merry-Go-Round, 2-Abreast, one more Flat Ride. Have 5 new Panel Fronts and new Canvas for reliable Showman. Want Ten-in-One; Harding, answer. Shows with own outfits, low percentage. Want Cook House, must be first class. All other Concessions open except Bingo, Fishpond, Bowling Alley, Penny Pitch, Diggers, Photo Gallery. Ride Help, Foremen for Loop-O-Plane, Kiddie Auto and Chairplane. Help all departments, Musicians and Performers for first-class Minstrel; Kid Talley, wire. Show opens Ellaville, Ga., Monday, March 16. **C. D. SCOTT** or **JOE HAMPTON**, Ellaville, Ga.

**T. J. TIDWELL SHOWS**

OPENS MARCH 28 FOR THE 1936 SEASON, WHICH INCLUDES 20 WEEKS OF FAIRS AND CELEBRATIONS.

**WANT TO BOOK**

OUTSTANDING SHOWS that will not conflict with Shows already booked. CONCESSION AGENTS that work for stock. RIDE HELP and USEFUL PEOPLE in all Departments.

Have opening for **GOOD SECOND MAN**, no boozier.

ALL PEOPLE CONTRACTED, report to Sweetwater not later than March 20.

**T. J. TIDWELL SHOWS**, Box 954, SWEETWATER, TEXAS

**GOODMAN CONCESSIONS, Inc.**

77 FIFTH AVE. NEW YORK CITY

Again will have exclusive Concessions with United Shows of America, Season 1936.

All agents wishing to be with us again report at Shreveport, La., no later than March 25. We open April 13.

**Motorized Payout Units**

CHICAGO, March 7.—After extensive tests on the part of discerning operators in various sections of the country, Jack Keeney is now equipping all of his pay-out games with a new rotary type motor-driven pay-out unit.

Operators who have observed its trouble-free simplicity and efficiency are enthusiastic in their praise of this new feature, which, to an added extent, accounts for the countrywide acclaim being accorded Double Score, the new one-ball odds-boosting pay-out game, according to reports from the Keeney Company.

Employing a "skill" shot into a double-score hole as a means of boosting possible awards on that play, Double Score is really going places in the way of reported earnings from various locations.

This "skill" shot into the double-score hole doubles the indicated award of every pay-out hole on the board, which run from 10 cents to \$2, with the ball returning free for another scoring attempt.

And to make Double Score a still better game even the out hole becomes a pay-out hole if the outgoing shot happens to strike the bottom out hole and a pair of like-colored lights flash on. Then the player collects from 10 cents to 50 cents on what might have been a wasted shot. The upper out hole also has a 10 to 50 cents mystery award and is equipped with the new motor-driven pay-out unit now used in all Keeney games.

**BIRTHS**

(Continued from page 77)  
the 1935 season with Rice Bros. They will open with Cole-Beatty in Chicago.

To Mr. and Mrs. Willie Wright, of Wright's Comedy Players, twin girls January 19 at their home in Beech Grove, Tenn.

**DIVORCES**

Viola L. Mount, film actress, filed suit against Hary Clay Mount Jr., writer-director, in Los Angeles.

Dolly Newmire Snyder, screen actress, March 4 in Los Angeles from Joseph Earle Snyder, sound technician.

Phyllis Flanagan, dancer and actress, recently from Bud Flanagan, comic, in Los Angeles.

Edna Brothers Bancroft filed suit against George Bancroft, film actor, in Las Vegas, Nev., March 5.

Mrs. Naomi Bengston, former principal owner and program director of KLZ, Denver, filed suit against Elmer L. Bengston, also formerly connected with the station.

Bernard Ruffner from Helene Ruffner, show girl, in Pittsburgh February 27.

**Late Deaths**

(The following items were received at press time. More details in the next issue.)

GOLDMARK—Rubin, 64, noted composer, March 6 in New York.

STRANSKY—Josef, 61, conductor of the Philharmonic Society of New York for 12 years until 1923, of heart disease in New York March 6.

**Rice, Breden Join Polack Bros.' Show**

PITTSBURGH, Kan., March 9.—Polack Bros.' Circus made 1,200-mile jump from El Paso, Tex., to Pittsburgh in three days. Gus Larson rejoined here, having recovered from a heart attack in El Paso hospital. Bill Rice has joined the promotion department. Barry Breden joined as publicity director at El Paso.

Show opened an eight-day engagement here for Mirza Shrine to capacity business. New motorized equipment has been added here. Irving Polack contracted show under Shrine auspices in Hutchinson, Topeka and Leavenworth, Kan., and St. Joseph, Mo. Show is being enlarged for Eastern dates.

**Old-Time Showmen**

By CHARLES BERNARD

It would be amazingly interesting to know just how many of the readers of this issue of *The Billboard* were readers of *The New York Clipper* in the early months of 1881. Only 55 years have elapsed, but the readers of current circus news do not include many who remember and can describe clearly the many important events that were covered in news of circus organizations and season openings for 1881. It was a year of much activity in the circus profession; many shows had pulled thru the trying ordeal of the 1880 Presidential election; President Garfield was inaugurated March 4, 1881, and there was a whirl of unusual publicity announcing the coming events.

The partnership creating the firm of Barnum, Bailey & Hutchinson was in operation, and their "call" in *The Clipper* of March 12 notified all performers and musicians engaged for the Barnum & London Consolidation to report at Madison Square Garden Monday morning March 21. Charles Day, the great publicity expert, representing Adam Forepaugh, had announced thru *The Clipper* that in an open-to-all contest \$10,000 would be the premium paid by Mr. Forepaugh for the most beautiful woman in existence, the selection to be made from photographs sent in by contestants; winner to engage for the 1881 season and travel with the Adam Forepaugh Circus as Princess in the Lalla Rookh spectacle. Louise Montague was selected as the "\$10,000 beauty," and Charles Day's scheme proved a profitable advertising stunt for the Forepaugh show. W. W. Cole was completing his Australian tour, with 10 days in Adelaide and 15 days in Melbourne during January and February before sailing to San Francisco, where his 1881 season in the United States was being mapped out by General Agent Louis E. Cooke.

The New Great Pacific Menagerie and Circus was a combination of Welsh & Sands outfit, with other show property at Houston, Tex., to be operated as a No. 2 Sells Bros.' show, managed by Lewis Sells. The No. 1 original Sells Bros.' Circus gave its home city of Columbus a three-day engagement, April 25, 26, 27, as start of the season. The Forepaugh show opened at Washington, D. C., April 4 for two days, four days in Baltimore and back home to give Philadelphia a "\$200,000 Free Street Pageant" April 11 and two weeks of daily exhibitions to demonstrate by actual display that Philadelphia was the home of a circus and menagerie not excelled by any show in existence. On a surprise billing of only one week W. C. Coup's New Monster Shows jumped into Philadelphia, opened at Broad and Dickinson streets night of April 6 after a creditable street parade early that day. Special feature advertising was given riding acts of Katie and Emma Stokes, the Zazel "dive for life," "shot out of a cannon" acts and the "Lulu" flying act. It was a daring move by Coup and his agents in the face of Forepaugh's extensive billing for his two weeks' engagement.

Van Amburg's Circus and Menagerie opened at Noblesville, Ind., April 20;

**ALL BRAND NEW! ACTUAL \$75 VALUE!**

**AUTOMATIC PAYOUT**

with **LITE-UP BACKBOARD**

**HOP SCOTCH**

**5 BALL**

**SENSATIONAL UNLOADING SALE!**

Imagine, this ridiculously low price! Here's why! Our original contract with the BUCKLEY MFG. CO. called for 1,000 5-BALL AUTOMATIC PAYOUT HOP SCOTCH GAMES. We have used only 800. Because of "certain conditions" we can't use the remaining 200.

**All in their Original Packing!**

These games are all brand new, in their original packing and GUARANTEED PERFECT! As a straight pin table HOP SCOTCH sells for \$44.50—as a 5-BALL AUTOMATIC PAYOUT, \$75.00. You'll admit, it's a "give-away" at \$39.50. Because of the limited supply, orders will be shipped as fast as they are received until the 200 games are sold. Act fast! Act now!

**Send Us Your Order Immediately!**

**Chicago Automatic Vending Co.**  
109-111 N. Leavitt St.  
CHICAGO, ILLINOIS

**\$39.50**

**ONLY 200 LEFT**

**FIRST COME FIRST SERVED**

IN ALL THE WORLD, NO "BUY" LIKE THIS

Hudson & Castello's Atlantic Circus, Museum and Menagerie at Pana, Ill., April 30; John H. Murray's Circus at Mott Haven, N. Y., April 16. John Robinson's Circus and Menagerie opened April 11 for a week in Cincinnati, John Lowlow, W. Thompson and Bill Ash featured clowns. Batcheller & Doris Inter-ocean Show started the season at Camden, N. J., April 11. Dan Rice had played New Orleans for a winter season, routed east and reached Pensacola for March 23; north thru Alabama, reached Nashville, Tenn., for March 31. Burr Robbins and E. D. Colvin were partners, operating the Robbins & Colvin's Great American and German Allied Shows. Their opening was at Monee, Ill., Monday, May 2. They had on their business staff and in the performance some notable members of the profession. L. B. Lent was general agent; Col. Robert Filkins, advertising agent; Den Stone, equestrian director; M. A. Aldridge handled press back with show. Professor Gibler's Band for big show and Professor Goin's Colored Alabama Band for side show were both strong parade features. Charles W. Fish, the famous bareback rider, and his three horses had the star honors in the show's program.

**Medranos Have Three Shows**

PARIS, March 2.—The Medranos are launching their tent circus this weekend with the inauguration taking place at Auteuil, Paris suburb.

The new Medrano show will be a big affair, traveling by rail but with a big fleet of trucks, trailers and tractors to haul equipment from the cars to the circus lot and with a large fleet of motor cars for the circus officials, publicity and advance staff, as well as a motorized fire-fighting department and first-aid station.

The big top will have a seating capacity of approximately 6,000 spectators and will be equipped with a big ring and a raised stage so placed that the entire audience will be able to enjoy an unobstructed view of both. Modern air-conditioning plant will provide heat or cooled air as required and three groups of dynamos will furnish current for lights and light effects.

In addition to the main show there will be a big menagerie and also a Side Show. Street parades will be given daily.

The Cirque Medrano, in Paris, continues its indoor season until June and the Cirque Medrano "construction," demountable semi-rigid circus arena, starts its season at Havre shortly, which will give the Medranos three big circuses operating in France.

The Bougliones are also preparing for their road season but continuing their circus-spectacle, *Pearl of Bengal*, at the Cirque d'Hiver, in Paris. New circus acts on the bill are the Amadoris, flying trapeze; Eight Frillis, tumblers; Three Djharas, Japanese acrobats, Fifteen Ras-moukis, Arab tumblers, the Four Sos-mans, musical clowns, and Chief Hyambi and his troupe of African fakirs.

JACK SYNDER comments on clowning at Minneapolis Shrine Circus, as follows: Joe Coyle seemed to take clowning seriously this year. He put plenty of it on the track, in ensembles and big numbers. There were many walkarounds. Dennie Curtis and Leo Hamilton did straight for Jack Klippel and pulled the long shirt. Kenneth Waite and his gang were in and out so many times that they had to dress on the first floor. The LaPearls' double long-shoe dance went great and Walter Goodenough with his pig followed in great style. Felix Adler, very grotesque. Lind and Dyer, on high stilts, had the track to themselves. Joe Lewis found time to rest during walkarounds and Pierre is nursing a bruised ankle from the rickety ladder fall.



A CARLOAD OF WURLITZERS FOR CINCINNATI—Harry H. Cohen, head of the Ohio Specialty Company, operators of the Wurlitzer music machines in Cincy, snapped with his assistants as they unload the car. Cohen is in the center of the picture, wearing the light coat. To the left of him is C. L. Latscha, of *The Billboard*, and to the right of him is Harry Payne, Wurlitzer representative for Ohio and Western Pennsylvania.

**LOOK**

IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

**A NEW DEAL  
for OPERATORS!**

# THANKS OPERATORS

FOR THOSE MANY ORDERS ON THE FOLLOWING  
WINNERS THAT INSURE FOR YOU:—

<b>PAY TABLES</b>	<b>Golden Harvest</b>	<b>MISCELLANEOUS</b>
Multiple .....\$167.50	(10-Ball) .....\$ 87.50	Ray's Track, 25c
Peerless ..... 115.00	Big Five Jr. (2 or	play .....\$600.00
Bally Derby ..... 115.00	5-Ball) ..... 72.50	Ray's Track, 5c
Bonus ..... 115.00	(above tables 1 ball unless	play ..... 500.00
Double Score ..... 115.00	specified more)	Bally Reliance, 25c
Stock Market ..... 115.00		play (dice).... 124.50
Turf Champs ... 115.00		Bally Reliance, 5c
Repeater ..... 99.00		play (dice).... 119.50
Rambler (10-Ball) 115.00		Electric Eye ..... 250.00
Wild Fire (10-Ball) 115.00		Roll-Ette ..... 262.50
Big Five Sr. (2 or		Superior Stepup Boards.
5 Balls) ..... 99.00		
Standard (5-Ball) 97.50		

OUR LEGAL GUARANTEE ELIMINATES ALL RISK

FOR THE WORLD'S SPEEDIEST DELIVERIES OF ALL POPULAR MACHINES

YOUR ORDER TO THE OFFICE NEAREST YOU

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WORLD'S LARGEST COIN MACHINE DISTRIBUTORS

SALES · RENTALS · LEGAL GUARANTEES · TRADE-INS

HERE ARE CONVENIENTLY LOCATED OFFICES READY TO SERVE YOU

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1255 Springhill Av., MOBILE	216 Masonic Temple Building, ENID	<b>HENDERSON</b> 2401 Main Street, HOUSTON	<b>VERNON</b>
<b>ARKANSAS</b>	<b>SOUTH CAROLINA</b>	<b>HOUSTON</b>	<b>TENNESSEE</b>
202 Towson Avenue, FORT SMITH	24 Amherst Street, CHARLESTON	905 Peden Street, HOUSTON	628 Madison Avenue, MEMPHIS
<b>LOUISIANA</b>	<b>TEXAS</b>	<b>KERRVILLE</b>	209 N. Market, PARIS
815 Poydras, NEW ORLEANS	1025 S. 14th Street, ABILENE	2210 18th Street, LUBBOCK	
Caddo Hotel, SHREVEPORT	1102 Leopard Street, CORPUS CHRISTI	<b>PHARR</b> Crockett Hotel SAN ANTONIO	<b>WEST VIRGINIA</b>
<b>MISSOURI</b>	1304 Throckmorton Street, FORT WORTH	734 East Houston, SAN ANTONIO	98 N. Kanawha, BECKLEY

Used Machine Buyers and Exporters:—Get our prices and lists on all used machines before purchasing. Many used machines frequently returned on our legal guarantee are as good as new. Write your requirements in kinds and quantities to used machine clearance office, 632 Madison Avenue, Memphis, Tenn.

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JENNINGS 1c DUCHESS DOUBLE JAKPOT VENDER.....	\$22.50
JENNINGS 5c DUCHESS DOUBLE JAKPOT VENDER.....	22.50
MILLS 1c ESCALATOR GOLD AWARD VENDER.....	37.50
MILLS 5c ESCALATOR DOUBLE JAKPOT VENDER.....	30.00
MILLS 5c EXTRAORDINARY DOUBLE JAKPOT VENDER.....	57.50
MILLS 1c SKYSCRAPER DOUBLE JAKPOT VENDER.....	30.00
WATLING 1c DOUBLE JAKPOT VENDER.....	27.50
WATLING 5c DOUBLE JAKPOT VENDER.....	27.50

EXTRA SPECIAL P. S. WATLING ROL-A-TOP Slot Machines. We are Distributors for the World Famous BRAND-NEW BLACK MAGIC \$52.50

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BUY DIRECT FROM EXCLUSIVE DISTRIBUTORS  
**GEORGE PONSER CO.** 11-15 East Runyon Street, NEWARK, N. J. All Phones: Bigelow 3-2335.

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KENTUCKY'S OLDEST DISTRIBUTOR, EST. 1915.  
SPECIAL FREE OFFER, 1,000 BALLS OF GUM WITH EACH CENT-A-PACK.  
**KENTUCKY SPRINGLESS SCALE CO., INC.** 514-516-518 S. 2d St., LOUISVILLE, KY.

## THE TALK OF THE INDUSTRY PUNCHETTE \$19.75

ORDER YOURS TODAY

**MARKEPP Co.** 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O.  
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### BETTER HURRY

Gold Rush .....\$12.50	Put 'n' Take, Late...\$12.50	Mills Equity .....\$12.50
Sportsman, Visible... 13.50	Do or Don't..... 12.50	Rockola's Fortune .. 49.50
Sportsman, Non-Visible 9.50	Watch Play ..... 12.50	Stampede ..... 24.50
Red Arrow ..... 9.50	Ivory Golf ..... 24.50	Prospector ..... 42.50
Rocket ..... 8.50	Mammoth ..... 47.50	Jumbo ..... 49.50
Traffic A ..... 12.50		

BOYLE AMUSEMENT CO., 522 N. W. Third St., Oklahoma City, Okla.

## ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

**THIS WEEK'S  
SPECIAL**  
DO OR DON'T  
(Brand New) \$30.00  
SPOT LITE \$9.50

<b>STONER'S</b>	<b>WESTERN'S</b>
Mad Cap .....\$47.50	Ponies .....\$57.50
Turf Champs... 115.00	Shell Game ... 87.50

### RECONDITIONED GAMES.

<b>AUTOMATIC PAYOUTS</b>	Angle Lite .....\$ 8.50
Keeney 7-11...\$22.50	Kings of Turf... 15.00
Gold Rush ..... 22.50	Ball Fan ..... 13.00
Put 'n' Take... 18.50	Five & Ten ..... 14.50
Rapid Fire ..... 15.00	Big Game ..... 13.50
<b>NOVELTY GAMES.</b>	Home Stretch... 17.00
Chicago Express..\$10.00	High Hand..... 17.00

Get On Our Mailing List—Write For Other Bargains.  
MAIL ORDERS PROMPTLY FILLED.

## ATLAS NOVELTY CORPORATION

2200 N. WESTERN AVE.,  
CHICAGO, ILL.

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Personal Service

### Marty Rosen Helps Form New County Association

NEW YORK, March 7.—Marty Rosen, manager of the Bronx office of the Supreme Vending Company, Inc., and a sincere worker for coin-machine unity, has successfully aided the organizing of the first Westchester County operators' association.

There has been a long-felt need for an organization in this suburb of the city. Operators here have never been able to get together under amicable relationship. Marty stepped into the picture some months ago and with tireless effort gathered together the operators into what is now the nucleus of a large organization.

Attorney Theodore Blatt, well known to the coin-machine industry, spoke before the gathering this past week and aided the organization cause inspired by Marty. Many claim that his speech was the keystone for the formation of the new organization. The full name of the organization is Westchester and Putnam County Vending Machine Operators' Association, and temporary headquarters are at 1416 Webster avenue, Bronx, New York.

Meetings are now being held at the Trevor Club, 171 North Broadway, Yonkers, N. Y. Full information and details of the next meeting can be had from the new organization officers, which were elected at the last meeting. They are Harry Haskin, president; Ben Fagan, vice-president; Max Klein, treasurer; Joseph Friedlander, secretary. At the present time the organization is composed of 15 members. Westchester operators are enthusiastic for the future of the organization and believe that every operator in the two counties will soon be members of the body.

They are striving to bring about better understanding of operating conditions throughout their territory. Westchester County is known as the richest county in the State. Another reason for a strong organization. Due to many activities here it is necessary for a well-organized body to be in constant attendance.

The general hope is that within the next few weeks the membership will total at least 75 per cent of the operators now placing machines in these two counties. Jobbers and distributors have agreed to co-operate in notifying customers of the new organization and asking them to join.

### Modern Vending Boosts Its New Stock Exchange

NEW YORK, March 7.—Modern Vending Company believes that the return of a big sales era is on the way with the arrival of the first carload of the new Daval Stock Exchange straight pin games.

Nat Cohn and Irving C. Sommer, of the firm, state that in their belief this game should equal as great returns as any pay table now produced. They also claim that the game is sensational from the standpoint that it is simple and yet brings many new features to the industry never before seen in straight-play pin games.

They report that the game is so arranged that it can be easily adjusted for scores by the operators. No numbers appear on the playing board, but are registered on the unique stock-ticker totalizer on the light-up backboard.

The firm has already booked many advance orders for the game and its

salesmen have been sent on the road with instructions to unconditionally guarantee the game as one of the greatest which has been developed in the industry.

Nat Cohn suggested many features of the game on his last trip to Chicago and reports that New Yorkers who were with him and who saw the game expressed their enthusiasm for it. They feel that it may be considered the best pin game of the year and will also see a tremendous volume of sales before the year is over.

"This is the most perfect pin game I have ever seen for a sure high-score thrill action," Nat Cohn claims, and further says, "it is certain to win the admiration of every operator in the country."

### Verse Used To Stress Virtues of Reliance

CHICAGO, March 7.—Bally Manufacturing Company's new payout dice game, Reliance, has caused Herb Jones, advertising manager, to break out in verse again. Reliance advertising shows the Two Zephyrs, who danced at the banquet during the coin-machine convention. One Zephyr is down on his knees with a pair of dice, while the other is playing the machine and saying: "Sell dem ol'-time bones fo' junk, 'cause craps am now a science! Rise and dust yo' britches off—git goin' on Reliance!"

Reliance is described as playing the regulation dice game with true dice. Player can win on 7 or 11 on first throw, or if he throws a point he gets free plays till he makes his point or sevens—2, 3 or 12 on first throw, however, automatically locks the machine. Payouts are all automatic, and a \$25 gold award is paid for four "naturals" in a row. First reports, according to the makers, show a heavy play in various parts of the country where the game is being introduced.

### New Manufacturing Firm

LOS ANGELES, March 7.—Coinamatic Company is a new manufacturing concern here which has recently taken over the large building and equipment of the Automatic Amusement Manufacturing Company on West Pico boulevard.

Gene Hopkinson heads the new manufacturing firm, while Wally Moore, electrical engineer, formerly of San Francisco, will supervise the departments of experimentation and production.

The first game, Tornado, has already been put thru the test period with very satisfactory results and will soon be announced to the trade. The National Amusement Company is reported to have already arranged to distribute the game in Southern California.

### Brainteaser No. 3

A bottle and a cork cost \$1.05. The bottle costs \$1 MORE than the cork. How much does the cork cost? The answer is NOT 5 cents. Correct answer will be published next week.

Answer to Gag No. 2:

The combined value of two U. S. Coins is \$1.01. One of the coins is NOT a penny. What are the coins?  
Answer: \$1 and 1c.

**AMERICAN SALES CORPORATION**  
 936 WRIGHTWOOD AVE., CHICAGO, ILL.

**WE BOTH LOSE**  
 IF YOU DON'T BUY YOUR PIN GAMES FROM US  
 SELECTED-LOCATION TESTED machines  
 original payment plan At regular factory prices.  
 WRITE US TODAY. ASK US FOR CREDIT.

*Lu S. Jones*

P. S.—Ben Bernie, Rudy Vallea, Schnozzle Durante and Parkyourkarkus  
 DON'T WRITE. You Can Pay Cash.

**Texas Trade Twinkles**

B. W. (Bert) Davis has been placed in full charge of city operations in Dallas for the Operators' Amusement Company, according to statement made by Roy E. Jones, owner and manager of the firm. When interviewed by *The Billboard* reporter, Mr. Davis said: "The day when operators can attain any degree of success on the old hit-or-miss plan is over. We have installed a perpetual record system whereby we know daily what each individual piece of equipment is doing. To insure better service and efficiency in operation each man will operate fewer pieces of equipment, concentrated in smaller areas and fewer locations. The equipment, however, will be newer and finer." Mr. Davis has added several additional service men to the force and has equipped them with new pick-up trucks.

It has been officially announced by Fisher Brown, president of the Texas Coin Machine Operators' Association, that the association will hold its annual meeting in San Antonio April 4, 5 and 6. The general business sessions will get off to a flying start Sunday morning, April 5, and will finish up Monday morning, April 6. Fisher requests that all coinmen gather in San Antonio Saturday, April 4, and be all set for the big day Sunday. One of the main items of business at this annual meeting will be the election of officers to serve the association another year. Many plans for the future will be outlined and programs arranged for putting them over. Several out-of-State visitors are expected.

Speaking of "coin-machine row" in Dallas, don't forget Ross avenue. There is Polson & Brown at 2702, Operators' Amusement Company at 2509 and reports are to the effect that another distributor will join the boys on Ross avenue shortly.

The H. & H. Novelty Company, Fort Worth, are real active operators who place the newest and best of equipment at all times. Fort Worth now boasts of approximately 30 operating firms.

The Santone Coin Machine Company, San Antonio, has moved its headquarters from its old spot to 1524 Main street. The new quarters affords the firm about four times the amount of floor space and puts them in a better position to render operators a pleasing service. R. Warncke is manager and owner of the Santone organization.

One would not think so, but Temple, Tex., is an outstanding coin-operated machine city. Claiming only approximately 10,000 people, Temple, Tex., no doubt boasts of more operators than any other town in Texas its same size. Austin, the capital, and from which little is heard in the way of operations, is another favorite coin-machine city. More than 20 operators are active in and around Austin, and several jobbers have nice showrooms in that town.

Operators in the territory of Fort Worth are dusting up their equipment preparatory to the coming Southwest Live Stock Show and Wild West Rodeo, which will be held at Fort Worth March 13 to 22. The big celebration always makes mere business for coin machines in the Texas Cowntown.

Johnny Wilson and Ethelda Murray, of Fort Worth, were united in marriage February 15. Mr. Wilson is one of Fort Worth's leading operators. Johnny has practically grown up in the business, having been tutored by his father who was one of the first operators in the city. Operating has been his only busi-

ness during his lifetime. Miss Murray is the only daughter of Mr. and Mrs. Tom Murray, of Fort Worth. Mr. Murray is popularly known to the coin-machine industry as the genial editor of *The Automatic World*.

Electro Ball Company, largest distributor in the Southwest, reports good business at all its branch houses. The firm recently took on the Watling Manufacturing Company's line and is featuring the Watling springless scale and Rol-a-Top slot machine.

**Free Games Unit Proves Adaptable to Many Uses**

CHICAGO, March 7.—The Keeney free games recording unit, long heralded as the most practical device and means of opening territories closed to payout, check or ticket games, is now available in various Keeney games.

This unit eliminates all legal controversy as to the purpose of games so equipped, in that awards are made solely in terms of which as won can be immediately played back into the game. There is no cashing or redeeming of tangible checks or tickets.

The Keeney "free game" recorder visibly registers the total of free games won, the total so registered being automatically reduced as the player uses up his earned free plays, with the location owner only inspecting and checking the final number of still unused free games at the time the player may wish to stop.

The location owner merely makes note of the number of free games still to the player's credit and sets the dial or recording reel back to zero for the next player. A hidden meter in the game enables the operator, at the time he makes his collections, to check the total number of free games which were left to the credit of players.

The following Keeney games are now available with this free game recorder: Repeater (one-ball), Big Five Sr. (two or five-ball) and Big Five Jr. (standard size). The unit itself is patented and has proved itself to be 100 per cent trouble proof.

**Good Reports on Torpedo**

CHICAGO, March 7.—According to reports, Torpedo (10-ball novelty game now made by Keeney) is producing big earnings in novelty game areas just as it has been turning in consistently for several months on thousands of Pacific Coast locations.

Torpedo was first introduced on the Western Coast, and its manufacture for Central-Western, Eastern and Southern operation was recently undertaken by J. H. Keeney & Company, well-known Chicago concern.

While an "action" game, Torpedo has neither too much nor too little of this quality, but is just suited to player's tastes in multiple action with skill. Balls progress from hole to hole and to higher score holes and into kicker areas for even higher totals. There are lights, kickers, and as Jack Keeney says, "everything you want in a novelty game—and then some!"

**Planning Novelty Game**

CHICAGO, March 7.—The Chicago Coin Corporation reports that a new straight novelty game will soon be announced. It claims that this new game should be an instant hit, inasmuch as it is packed with plenty of appeal and excitement. More about this new game will be revealed next week.

**FREE!**  
**ONE**  
**DAVAL**  
**TIT-TAT-TOE**  
**EVERY WEEK FOR THE NEXT 8 WEEKS**  
*"The World's Greatest Counter Game!"*

*Just write a*  
**JINGLE**

Here's the easiest way to get a FREE Tit-Tat-Toe, just WRITE A JINGLE and Rush it in TODAY! Here's a sample JINGLE on Tit-Tat-Toe that we wrote—we're BURE that you can do much better!

To get full of pep,  
 Speed and go,  
 Just rush your order  
 For TIT-TAT-TOE!

**CONTEST OPEN TO EVERY OPERATOR**

No hitches, no schemes, NOTHING TO BUY! We want YOUR Jingles for our 6-months' advertising campaign on TIT-TAT-TOE. Get that JINGLE out of your system NOW—Rush it to us immediately—it may be the WINNING JINGLE OF THE WEEK! Contest lasts for 8 full weeks.

**IF** you haven't yet placed TIT-TAT-TOE on location, do so TODAY! Rush your order for a sample TIT-TAT-TOE and get set for a FLOOD of BIG MONEY—it's the BIGGEST MONEY-MAKER IN HISTORY!

**\$17.50**  
 With Double Door and Register, \$2.00 Extra.



DAVAL MFG. CO. 200 SO PEORIA ST. CHICAGO

**WORLD'S SMALLEST DISTRIBUTOR—BUT OH, MY!**

**MONARCH'S SPECIALS**

Daval Pennypack, \$9.50  
 With Register, \$11.00

**TERMS:** 1/3 Deposit, Balance C. O. D. COMPLETE LINE OF NEW MACHINES. Be Smart! Get on Our Mailing List. Bargain List Every Month.  
 MONARCH COIN MACHINE CO., 2306-08 Armitage Ave. (our New Home), CHICAGO, ILL.

<b>AUTOMATIC PAYOUTS.</b>	<b>AUTOMATIC PAYOUTS.</b>
Exhibit Whirlpool (10 Ball) \$45.00	Rocket \$10.00
Exhibit Rodeo (10 Ball) 45.00	Champion 15.00
Exhibit Football (10 Ball) 50.00	Fairway 25.00
Traffic Payout and Ticket (Like New) 27.50	Carloca 20.00
Sportsman (10 Ball, Visible) 30.00	Gold Rush 25.00
P. & Minus 17.50	<b>NOVELTY GAMES.</b>
	Rockola \$11.00
	Screamo 18.00
	Roto-Lite 13.50
	Flying Colors 15.00
	Kings 12.50
	Squadron 25.00

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● **INTRODUCTORY OFFER!**

● **WURLITZER'S SIMPLEX—P12-3 MONTHS \$199.50**

● **WRITERS SOLD, LIKE NEW. EACH... \$199.50**

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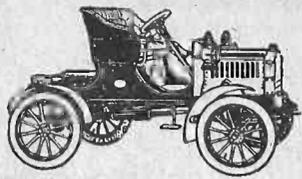
Will take in trade Used Slot Machines, any make, or One-Ball Automatic Pay Tables. One Used Machine on One New Machine; freight prepaid to Joplin or Ft. Smith. What have you to trade on any machine the manufacturers listed below build. At factory prices. Bally Mfg. Co.; Rock-Ola Mfg. Co.; J. H. Keeney Co.; Exhibit Supply Co.; Genco, Inc.; Pacific Amusement Co.; Western Equipment Co.

<b>K. G. RECONDITIONED GAMES</b>	<b>GOLD AWARD</b> \$32.50
JUMBO \$50.00	SPORTSMAN 17.50
MAMMOTHS 65.00	RED ARROW 15.00
DE LUXE 46 45.00	PUT & TAKE, late 15.00
TROJAN 50.00	
GIANT NEW BORD. 55.00	
TEN GRAND 65.00	
HI POCKET 35.00	
GOLD RUSH 20.00	
STAMPEDE 30.00	

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 112 N. Main St., JOPLIN, MO. DISTRIBUTORS AND JOBBERS 205 N. 6th St., FT. SMITH, ARK.

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

**80 MILES PER HOUR!**

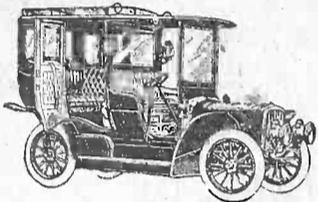


**THAT'S THE STUFF YOU READ  
— BUT IT CAN'T BE DONE**

**IT TAKES A NEW THRILLER  
EXHIBIT'S**

**"Electric Eye"  
TO MAKE THAT PACE TO-DAY**

**WOULD YOU PREFER TO  
OPERATE THIS MACHINE TO-DAY!**

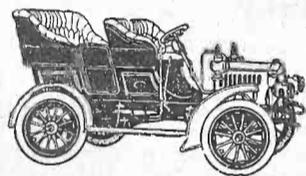


**NEITHER DO PLAYERS  
ON YOUR LOCATIONS**

**GIVE THEM A MODERN ATTRACTION**

**"Electric Eye"**

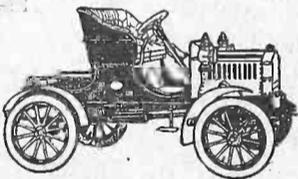
**LIKE THE DIFFERENCE  
IN SPEED OF TO-DAY**



**YOU WILL FIND THAT  
VAST DIFFERENCE WITH**

**"Electric Eye"  
ON YOUR LOCATIONS**

**WE WOULDN'T BET A NICKEL  
ON THIS TO WIN A RACE TO-DAY**



**BUT—WE WILL BACK  
YOU FINANCIALLY**

**EXHIBIT'S**

**"Electric Eye"**

**will be the Biggest  
winner you had in years**

**Ask Your Jobber  
EXHIBIT SUPPLY CO.  
4222 W. LAKE ST. CHICAGO**

**In New York See  
MODERN VENDING CO.**

**Acclaim Western's Ponies**

CHICAGO, March 7.—Ponies, Western's realistic turf light-up game, has already clicked big with operators all over the country. Indications of its success were apparent right after the initial showing to many of the real veterans of the coin-machine business.

Ponies is a light-up pin table version of the real turf sport. Built in a beautiful de luxe cabinet, it is an exceptionally attractive game that is certain to be a standout on location. Reports from operators acclaim it as one of the greatest pin tables.

Jimmy Johnson said that "players get almost as great a kick out of playing Ponies as they do when they plank 'two bones' down on Dragging Drawers to lead the rest of the field across the tape at the race track." Upon insertion of a coin the "horse selector" spins, which automatically shows the player's horse. Upon making the "start" pocket the horses revolve on the miniature track. Ponies is a 10-ball game with the speed of a one-ball. If the player's horse fails to win, place or show upon making the "start" pocket the player loses. If the player's horse wins, automatically win place and show awards record upon the light-up backboard when he makes these respective pockets. If the player's horse places the player is awarded on the basis of his ability to make "place" and "show" pockets. "Show" is rewarded by the number of "show" pockets the player makes. Ponies is an all-skill game.

Jimmy Johnson, owner of the Western Equipment and Supply Company, announces that all orders for Ponies will be shipped promptly.

**Special Offer on Games**

CHICAGO, March 7.—Chicago Automatic Vending Company announces a most unusual value for operators.

This live-wire distributing and jobbing firm originally signed a contract with the Buckley Manufacturing Company for 1,000 five-ball automatic Hop Scotch games with the light-up backboard. Inasmuch as the company used 800 of the original 1,000, it is not offering them for sale. The 200 automatic Hop Scotch payouts they are offering for sale are all brand new; in fact, the original packing has never been removed.

The five-ball automatic pay-out Hop Scotch games originally sold for \$75. Officials of the firm stated that because of the limited supply and the rapidity with which this offer will be snapped up, orders will be shipped as fast as they are received until the supply is exhausted.

**Production on Mad-Cap  
Reported in Full Swing**

AURORA, Ill., March 7.—Now in production at the Stoner Corporation plant, having had its first showing at the 1936 convention in Chicago, is a new five-ball light-up game called Mad-Cap, incorporating a new and original scoring principle and numerous other play-pulling features.

As coin is played three numbers show at random on upper row of the light-up board. Player shoots with skill to match these with similar numerals in lower row. Winning odds are shown in lighted disks at either side.

Mad-Cap is every inch an "aristocrat" game. Cabinet handsomely finished in stippled russet enamel. Strong, clear plate-glass top. Entire playing board lifts out for easy servicing. All exposed metal parts heavily plated and polished.

The game is popularly priced, designed to make big earnings on a minimum investment. Its action is fast and fascinating.

**Texas Meeting April 5**

CHICAGO, March 7.—Fischer Brown, president of the Texas Coin-Operated Vending Machine Association, spent a busy week in Chicago calling on various manufacturers, and before departing for his home advised *The Billboard* that the State association meeting will be held on April 5 in San Antonio. Pat Noonam, of the San Antonio Amusement Machine Company; Bill Calloway, local manager for Electro Ball Company, and H. W. Thompson will have full charge of the festivities, entertainment, etc. A very interesting meeting is expected and a good time will be had by all.

**EXHIBIT'S Sensational  
ELECTRIC EYE**

It's New! It's Different! It's Colossal! It operates and gets big play where other games don't . . . can't! It's the answer to many an operator's "prayer". See it at any Electro-Ball Office. In stock for immediate delivery! Write for special legal brief and other interesting information!

DISTRIBUTED EXCLUSIVELY IN THE SOUTHWEST BY

**ELECTRO-BALL CO., Inc.**

**1200 CAMP : : : DALLAS**  
428 Main San Antonio 125 S. 7th Waco 1018 Jennings Fort Worth  
804 10th Wichita Falls 517 Canal New Orleans 527 W. 9th Oklahoma City

**ANY 2 MACHINES HERE ONLY \$11.50**

Subway	Chicago Express	Spot Lite
Golden Gate	Time	Checkers
Beat Aces	Combination	Star Lite
Contact	Castle Lite	Combination
Silver Moon	Beam Lite	Rebound
Crisp Cross		

**JUMBOS \$39.50 EA**

**AUTOMATIC PAYOUTS**

New Yorker	\$25.00
Champion	15.00
Rocket	12.50
Red Arrow	15.00

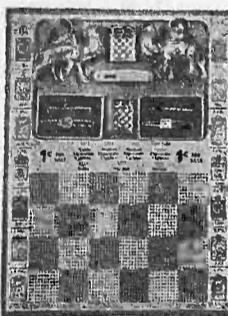
1/3 Cash With Order, Balance C. O. D. All Machines Subject to Prior Sale.  
**ROYAL DISTRIBUTORS, INC.** 1125 BROAD STREET, NEWARK, N. J.

**BREATH-TAKING CLOSE-OUT SPECIAL!**

Balance Line	\$10.90	Frisky	\$15.90	Scrimmage	\$23.90
Beacon	5.90	Genco Baseball	8.90	Signal, Jr.	4.90
Beat Aces	5.90	High Hand	19.90	Signal, Sr.	6.90
Big Leaguer (Auto.)	25.00	Kings of the Turf	10.90	Six Sixty Six	19.90
Castelle	5.90	Checkers	5.90	Starlite	7.90
Cheer Leader	15.00	Olympic	10.90	Par Golf	10.90
Crisp Cross-A-Lite	7.90	Ranger with Reg.	75.00	Tango	23.90
Fifty-Fifty	16.90	Rebound	6.90	Three in Line	7.90
Flying Trapeze, Jr.	4.90	Seven-Eleven (Auto.)	25.00	Tops and Bottoms	7.90
Flying Trapeze, Sr.	6.90	Safety Zone	4.90	Traffic C	10.90

<b>USED BALLY PAY-TABLES</b>		<b>BRAND-NEW CLOSEOUTS</b>	
New Yorker	\$25.00	Three in Line	\$20.00
Champion	15.90	C. O. D.	12.50
Traffic A	23.90	Monarch	10.00
Red Arrow	19.90	Six Sixty Six	25.00
Ranger	75.00	Skyscraper	12.50

1/3 Cash With Order, Balance C. O. D., F. O. B., New York.  
**JOHN A. FITZGIBBONS** 453 West 47th St., NEW YORK, N. Y. Tel.: LACKawanna 4-9472-3.



**SALESBOARD OPERATORS**

2,400 1c sales takes in \$24.00, nets \$19.30 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

**General Sales Company**  
121 4th Avenue, South, NASHVILLE, TENN.

**Takes in**

**\$24.00**

**Costs You**

**\$2.90**

One-Third Cash with Order. Balance C. O. D.

**PIONEER NOVELTY DISTRIBUTING CORP.**  
MANUFACTURERS-DISTRIBUTORS OF VENDING AND AMUSEMENT MACHINES  
**GUARANTEED SLIGHTLY USED MACHINES**

CHICAGO "L's"	\$8.75 Each	TREASURE HUNTS	\$7.75 Each
MAN-IN-THE-MOONS	8.75 Each	CROSS ROADS	7.75 Each
PAR GOLF	8.75 Each	STAR LITES	4.75 Each
CROSS COUNTRY'S	8.75 Each	SPOT LITES	4.75 Each
CHEER LEADERS	7.75 Each	CHICAGO EXPRESS	4.75 Each
GENCO BASEBALLS	7.75 Each	ACTIONS	4.75 Each
TRI-A-LITES	7.75 Each	GRIDIRONS	4.75 Each

All Equipment Guaranteed in Excellent Condition. Ready for Location.  
TERMS: 1/3 Cash or Certified Deposit With Order, Balance C. O. D.

**414 H. ST. NORTHEAST, WASHINGTON D.C.**

**TIT-TAT-TOE :- PUNCHETTE**  
Two of the Great Counter Games, which were the Hit of the Show.  
Rush your order for prompt delivery.

Est. 1923 **SOUTHERN AUTOMATIC SALES CO.** Phone WAbash 5464  
540-542 S. 2nd Street, Louisville, Ky.

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

**5¢ SKY HIGH 5¢**  
CLIPPER SHIP JACKPOT PAYS \$10.35  
\$250.31

TICKETS PRINTED "JACKPOT" RECEIVE PUNCH IN CLIPPER SHIP SHOW WINNING TICKETS TO CLERK BEFORE PUNCHING

OCEAN ROWS									
PAY \$250					PAY \$100				
PAY 50¢					PAY 25¢				
PUNCH HERE FIRST									
25	30	35	40	45	50	55	60	65	70
75	80	85	90	95	100	105	110	115	120
125	130	135	140	145	150	155	160	165	170
175	180	185	190	195	200	205	210	215	220
225	230	235	240	245	250	255	260	265	270
RECEIVE PUNCH IN OCEAN ROWS					RECEIVE PUNCH IN OCEAN ROWS				
PUNCH HERE FIRST									

LAST PUNCH IN EACH SECTION RECEIVES PUNCH IN OCEAN ROWS

## Hit the Profit High Spots WITH HARLICH'S »SKY HIGH«

LOW AVERAGE—BIG PROFITS  
No. 714—600 HOLES. TAKES IN \$30.00. Average Payout, \$11.94. Average Gross Profit, \$18.06. Price includes Easels and Fraud-Proof Tickets for the \$10.00, \$5.00 and 4 "Jackpot" Tickets.

PRICE \$2.85 Plus 10% Tax.

A Harlich Jumbo Board—the best in sales-boards. Extra Thick, with Extra Large, Easy-to-Read Tickets for Extra Fast Play. Our New Flyer Showing 20 Sensational Profit-Makers Is Ready. Write, Stating Your Line or Business, to

**HARLICH MFG. CO.**

1417 W. Jackson Blvd., Chicago, Ill.



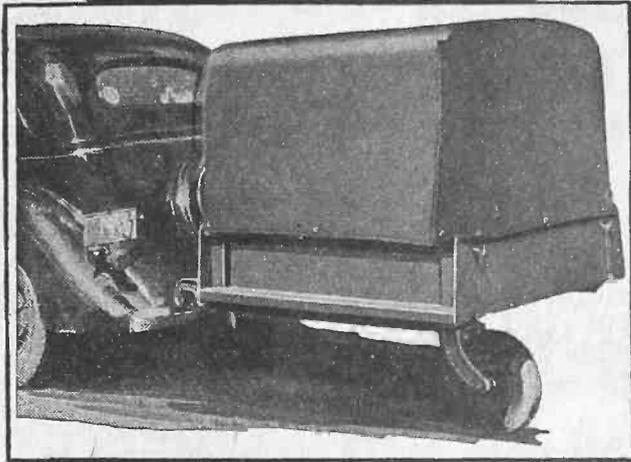
HENRY W. SEIDEN

TO ALL OPERATORS WE ARE GIVING AWAY

absolutely

**FREE**

an **AUTOMOBILE TRAILER**



The SEIDEN AUTO TRAILER is easily attached to all cars. The trailer is rigidly constructed—pressed steel sides, pressed steel channel frame, a removable weather-proof covering and a heavy ball bearing wheel with a genuine GENERAL PNEUMATIC TIRE. The trailer is 42" wide and 52" in length. Easy driving, the Seiden Auto Trailer will last a lifetime—AND IT COSTS YOU NOTHING!

COMPARE THIS WITH THE OLD WAY OF HAULING!



Demonstrating the capacity of the SEIDEN AUTO TRAILER! Imagine! A complete digger, ten counter games and three pin tables! Phonographs, scales, slots and other coin-operated machines are just as easily hauled. All SEIDEN AUTO TRAILERS are equipped with weather-proof covering. No longer do you have to suffer the inconveniences of hauling the old way! Especially when SEIDEN OFFERS IT TO YOU FREE! GET IN TOUCH WITH US NOW!

ADDRESS ALL COMMUNICATIONS TO CHICAGO OFFICE  
On Display at All Our Branches! See It Today!

**HENRY W. SEIDEN & CO., Inc.**  
2753 W. NORTH AVE., CHICAGO, ILL.

61 HUDSON AVENUE  
ALBANY, NEW YORK  
550 NORTH SALINA STREET  
SYRACUSE, N. Y.

347 N. CLINTON AVENUE  
ROCHESTER, N. Y.  
101 W. THIRTY-FIRST ST.  
NEW YORK CITY, N. Y.

## Auto Trailer Is Offered To Some Lucky Operator

CHICAGO, March 7.—An auto trailer free is the big offer made in an announcement by Henry W. Seiden, president of Henry W. Seiden & Company, Inc.

Never in the annals of coin-machine history has a more startling or generous offer been made to the operators. Mr. Seiden was most emphatic in his statements that there is nothing "fishy" or "fluky" about this proposition. Some operator will actually get the auto trailer absolutely free. The Seiden auto trailer is manufactured by one of the foremost auto trailer manufacturers in the world, he said.

Easily hooked up to any make of car in a few minutes' time, and detached just as fast, the trailer will definitely prove invaluable to the operator. To give you an idea of the capacity, the trailer will hold eight pin tables or two regular size phonographs or digger machines, as many slot, counter machines, scales, peanut and confection machines as the operator cares to load up. The trailer has one-half-ton capacity. Compare this new way of transporting games with the old way of tying them upon an automobile rack and also carrying them on the inside of the car. Operators don't have to be told how inconvenient and unhandy it is, they know from experience.

Incidentally, the Seiden auto trailer, in addition to being used for hauling coin machines, is really great for camping, touring picnics and hunting expeditions.

Every trailer to be given away by Henry W. Seiden & Company, Inc., is equipped with a duck weather-proof covering that is removable. This covering is sturdily and snugly supported by four wooden posts that are firmly held in place by steel pockets in the chassis. The trailer is attached to your bumper brackets by means of rugged malleable towing hitches, which are rubber mounted, thus eliminating all noises. The pull is direct from the car chassis. It tracks directly behind the car with no sway, skid or whip, regardless of the load or the speed. The heavy single wheel has a General pneumatic tire that holds from 40 to 60 pounds of pressure, depending upon the load to be carried. The wheel is mounted on a fully enclosed steel spindle that operates in oil

and never requires adjustment. The spindle enables the driver to handle the car and the trailer as if it were one unit. He can drive forward or backward or turn without regard for the way the trailer will act. The chassis is all steel, with a warp-proof solid wooden floor and a removable wooden back which permits easy loading and unloading. The sides of the chassis are strongly constructed of pressed steel, and the flare is braced with four full-length stake pockets. The trailer has a pressed steel channel frame. The inside dimensions of the trailers are 42 inches wide and 52 inches in length.

Models are now on display, ready for immediate delivery, at all Henry W. Seiden & Company, Inc., branches. These branches are located in Chicago, Albany, Syracuse, Rochester and New York.

Operators who are not able to visit the Seiden showrooms are urged to address all of their inquiries to the Chicago branch of Henry W. Seiden & Company, Inc. Inquiries will be taken care of at the Chicago office only. Operators all over the world are eligible to receive the Seiden auto trailer free.

## Modern Vending Lays Claim To "World's Largest" Title

NEW YORK, March 7.—Modern Vending Company, this city, feels that it can further stress the fact of its right to the title which the firm has used for the last four years, "The World's Largest Coin Machine Distributors," because of the fact that not only does the firm lead in purchases and sales of coin machines, but in that it has the largest number of outlets in the country for distribution of its products. At the present time they have 63 jobber outlets.

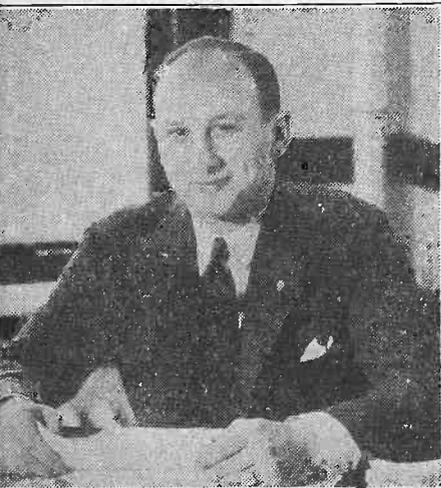
Nat Cohn, president, reports that they are distributors in the true sense of the word, due to the fact that they sell exclusively to jobbers only. Furthermore, he claims, these 63 outlets are all jobbers in the territory in which the firm distributes. Cohn and Irving Sommer, who lead the destinies of the Modern Vending Company, have for the last four years built the largest sales organization in the coin-machine industry and are irritated at another firm in the industry which has laid claim to a title which they feel is strictly their own, due to accomplishments with which the entire industry is familiar.

The 63 jobber outlets are the largest that any distributor has ever enjoyed. It took years to complete the chain, the firm states, and its recognition to the title, "World's Largest Coin Machine Distributors," is partially based on this fact.

They also claim that no other firm has ever equaled their sales and purchasing records, nor the present records which they are establishing on the sales and purchases of machines.

## Welcome Caille Visitors

ST. LOUIS, March 7.—L. L. Blake, representative of Caille Bros. Company, of Detroit, spent almost an entire week visiting jobbers and operators in this territory recently. He reported good business from the St. Louis trade and promised that he will be back soon. The home office is receiving increasing orders for machines since the 1936 convention, he said.



HENRY W. SEIDEN, of Henry W. Seiden & Company, Inc., Chicago.

Keep These  
**2 BIG DATES!!**

1936 SATURDAY 1936  
**MARCH 14TH**

**"RED SAILS"**  
GRAND OPENING AT  
EVERY JOBBER SHOW  
ROOM! BE THERE! IT'S  
**DIFFERENT!**

1936 TUESDAY 1936  
**MARCH 17TH**

**"PAMCO PALOOKA"**

APPEARS IN ALL PROGRESSIVE COIN  
MACHINE DEALERS' DISPLAY ROOMS —  
SHIPMENTS GOING OUT NOW ON THIS  
BIG 6 COIN CHUTE DE LUXE PAY TABLE  
—ACTUALLY GOOD FOR TWO HUNDRED  
TIMES THE MONEY YOU'D GET  
WITH ANYTHING  
ELSE!

PRICE  
**\$169.50**



50"  
x  
24"

**PACIFIC AMUSEMENT MFG., CO.**  
4223 West Lake St. Chicago, Ill. 1320 South Hope St. Los Angeles, Calif.

**ATTENTION OPERATORS!**

**2 Brand New Paytable Releases  
PROVED WINNERS for YOU!!!**

**"RED SAILS" "Pamco Palooka"**

IN  
BIG OPENING  
AT OUR  
DISPLAY ROOM  
MARCH 14th

Huge Super De Luxe 1-Ball  
Payout—Bowl-Type Scoring—6  
Coin Chutes Take-In as MUCH  
MONEY as a Half-Dozen Bell  
Machines or ordinary  
Payouts combined! **\$169.50**

Write! Wire Your Order for EARLY DELIVERIES!!!

**H. G. PAYNE COMPANY**  
312-314 Broadway,  
NASHVILLE, TENN.

**Red Sails and Palooka  
Are on Hand at Jobbers**

CHICAGO, March 7.—All set for the big release date of March 14, Red Sails, new payout secretly developed by Pacific Amusement Manufacturing Company and on concealed display at jobber showrooms thruout the country, bids fair for a warm reception when seals are broken. Much interest in the new game has been manifested by eagerly waiting operators, according to word from Pacific. Shipments are being made daily to all parts of the country. So when the machines are unveiled at display rooms every operator will have an equal opportunity to be first in getting Red Sails on location. Pamco Palooka, huge bowl-type machine with six coin chutes, is said to be growing in demand as each day passes. Irv McCarthy, sales manager of the Pacific Company, says that an unusually great number of bell-machine operators have placed orders for Palooka. "Looks as tho this pay-out table is recognized as worthy competition for any type of equipment," is the way McCarthy puts it.

Fred McClellan, president of Pacific Amusement Manufacturing Company; Jimmy Johnson, of Western Equipment and Supply Company; Irv McCarthy, sales manager at Pacific; C. B. McClellan; Mr. Hunter, of Capehart Corporation, and others. The Capehart Company is assisting in sponsoring the affair as a tribute to Jack Rosenfelt's accomplishments in the Missouri area, along with Western Equipment and Pacific. It is said that a brand-new 1936 Model M Capehart phonograph is to be given away free to some fortunate operator who joins in the merriment of that date. While the party begins on Saturday, March 14, it's going to carry on thru Sunday, the 15th. Many operators will come from miles around, for the inducements are many. Pamco Red Sails unveils on the 14th, Western Equipment's Harmony Bell will be showing, Pamco Palooka and a fine line of Capehart automatic music makers will add to the cheer. The two days should live in the memories of everyone for a long time to come.

**Union Novelty Co. To  
Give Big Unveiling Party**

CHICAGO, March 7.—Jack Rosenfelt, of Union Novelty Company, coin-machine distributor in St. Louis, has sounded a welcome to all coin-machine men to join in festivities to be conducted at the general offices March 14. Having a host of operator and jobber friends, Jack has issued a general invitation to everyone engaged in coin-machine operation to be present. The occasion promises to be a gala affair and should afford operators an extraordinary opportunity to get together midst a world of fun and entertainment. There's going to be an attendance prize of \$500, disbursed along with an abundance of beautiful favors for the ladies—wives and fiancées of operators who attend.

Noteworthy among manufacturers who'll be present on late advices are

**Punchette Makes Record**

CHICAGO, March 7.—When Punchette was offered to the trade just a little over a month ago distributors, jobbers and operators were quick in bestowing their approval on this clever counter machine.

Karl Klein, of the Groetchen Tool Company, reports record sales for Punchette and states that hundreds of letters that he has on file prove his statement that Punchette is one of the greatest investments for operators. Mr. Klein says that the security of the cash receipts places a positive check on payouts and has been most appreciated by the operators.

Punchette is a coin-operated mechanical salesboard machine that is finely tooled and constructed according to the famous Groetchen standard of producing trouble-free dependable counter machines.

Distributors and jobbers the country over have been featuring Punchette quite extensively. They report that their operators have found this device to be most successful on locations.

**Punchette**  
SENSATIONALLY New!

Get all the Profits you are entitled to—  
PUNCHETTE is cheat-proof. Locations  
keep tokens as proof of payout. . . . \$19.75  
It's a real gold mine for you.

**VIKING SPECIALTY CO. OF SAN FRANCISCO**  
632 POLK ST. SAN FRANCISCO, CAL.

# WELCOME TO Union Novelty Company's BIG UNVEILING

**Saturday MARCH 14TH OPEN HOUSE ALL DAY!**

**\$50000**

"PAMCO PALOOKA"

## IN CASH ATTENDANCE PRIZES!

Brand New 1936 Capehart Model "M" Phonograph GIVEN AWAY FREE!! Music — Entertainment — Dancing — Choice Foods and Drinks — Beautiful Favors for the Ladies — Operators — Jobbers — Manufacturers — EVERYBODY is coming. BE There! DON'T MISS IT!



## All The LATEST Game Releases —

AUTOMATIC PAYOUTS — NOVELTY MACHINES — FRESH FROM THE NATION'S LEADING PRODUCERS!

Drive — Fly — Come by Train. Saturday All Day and Night — Sunday, too! A BIG TIME'S in store!

**"RED SAILS"**  
NEW PAMCO PAYOUT IN FIRST SHOWING  
IT'S NEW AND DIFFERENT

**HARMONY BELL**  
WESTERN EQUIPMENT'S ALL-TIME WINNER  
SEE IT! PLAY IT!

## UNION NOVELTY COMPANY

4459 OLIVE STREET, ST. LOUIS, MISSOURI

*Jack Rosenfelt*  
CHARGE D'AFFAIRS

## HERE'S A "KNOCKOUT"

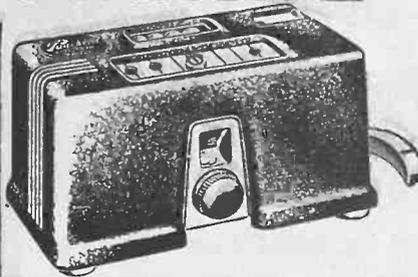
### THE BIG FIGHT . . .

600 Hole . . . . . Form 3810  
Takes in . . . . . \$30.00  
Pays out . . . . . \$16.50  
PRICE WITH EASEL . . \$1.14  
PLUS 10% FEDERAL TAX.

**CHAS. A. BREWER & SONS**  
LARGEST BOARD AND CARD HOUSE IN THE WORLD  
6320 Harvard Ave., Chicago, U. S. A.



## Punchette



## IMMEDIATE DELIVERY

Coin-operated mechanical salesboard. Automatically vends paper token—location owner keeps these as proof of payout. No cheating, more profits. Made by GROETCHEN, so you know it's O. K.!

RUSH ORDER TODAY FOR \$19<sup>75</sup>  
PROMPT DELIVERY . . . . .

**TRIMOUNT COIN MACHINE CO.**  
1292-98 Washington St. BOSTON, MASS.

Any 3 For \$10.00

## SENSATIONAL SALE - USED MACHINES

ELECTROS,  
FLEETS,  
FLYING TRAPEZE,  
JR.  
GOLDEN GATE,  
LIGHTNING,  
SUBWAY SPECIAL,  
SUPER "8"  
SIGNAL, JR.  
MERRY-GO-ROUND,

Mills Balance Line . . . . . \$ 4.95  
Rockola's Big Game . . . . . 9.50  
Criss-Cross-A-Lite . . . . . 5.50  
50-50 . . . . . 9.00  
Kings of the Turf . . . . . 4.95  
Man 'n Moon . . . . . 6.75  
Quick Silver . . . . . 6.50  
Rapid Transit . . . . . 14.50  
Screamo . . . . . 11.50

T-N-T . . . . . \$ 8.00  
Tri-A-Lite . . . . . 6.00  
Under or Over . . . . . 17.50  
Wing Lite . . . . . 16.50  
A. B. T. Winner . . . . . 6.00  
Beat Aces . . . . . 6.00  
Hop Scotch . . . . . 10.00  
Rockola's 21 . . . . . 6.00

Full Cash Orders \$10 or Less. Over, 1/3 Cash, Balance C. O. D.

## ACME VENDING COMPANY

1121 ST. NICHOLAS AVE., NEW YORK N.Y.

Action	Travel . . . . . \$ 5.90	Cheer Leader . . . . . \$ 7.95
Contact	Wing Lites . . . . . 14.95	All-American . . . . . 6.95
Criss-Cross	Beam Lite . . . . . 4.95	Star Lite . . . . . 4.95
Drop Kick	Criss-Cross-A-Lite . . . . . 6.95	Spot Lite . . . . . 4.95
Electro	Major League . . . . . 4.95	Rock-Ola's "21" . . . . . 6.95
Golden Gate	Tit-for-Tat . . . . . 6.95	Signal, Sr. . . . . 6.95
Super "8"	Kings of the Turf . . . . . 6.95	Balance . . . . . 6.95
Big Bertha	Kings . . . . . 10.00	Dealer . . . . . 4.95
Chicago Express	Screamo . . . . . 15.00	Hop Scotch . . . . . 15.00
Malik Keys Kicker	Lucky Stars . . . . . 14.90	50/50 . . . . . 11.95
Mystery 6 . . . . . \$ 4.95	Tri-A-Lite . . . . . 6.95	Big League . . . . . 17.50
T. N. T. . . . . 7.95	Hunter . . . . . 27.50	Big Game . . . . . 9.95

Full Cash Orders \$10 or Less. Over 1/3 Cash, Balance C. O. D.

## UPREME VENDING COMPANY INC.

557 Rogers Ave., Brooklyn, N. Y.    1416 Webster Ave., Bronx, New York.    922 - 8th Avenue, New York, N. Y.

DE LUXE 46, \$40; MAMMOTH, \$45; TROJAN, \$40; JUMBO, \$40; ACE, \$25; STAMPEDE, \$32.50; DAILY DOUBLE, Small, \$42.50; DAILY DOUBLE, Large, \$52.50; PUT AND TAKE, \$16; RAPID FIRE, \$15; RED ARROW, \$10. All Machines quoted subject to prior sale. One-third deposit required.

**H. G. PAYNE,** 312-314 Broadway, Nashville, Tenn.

## The VENDING MACHINE Co.

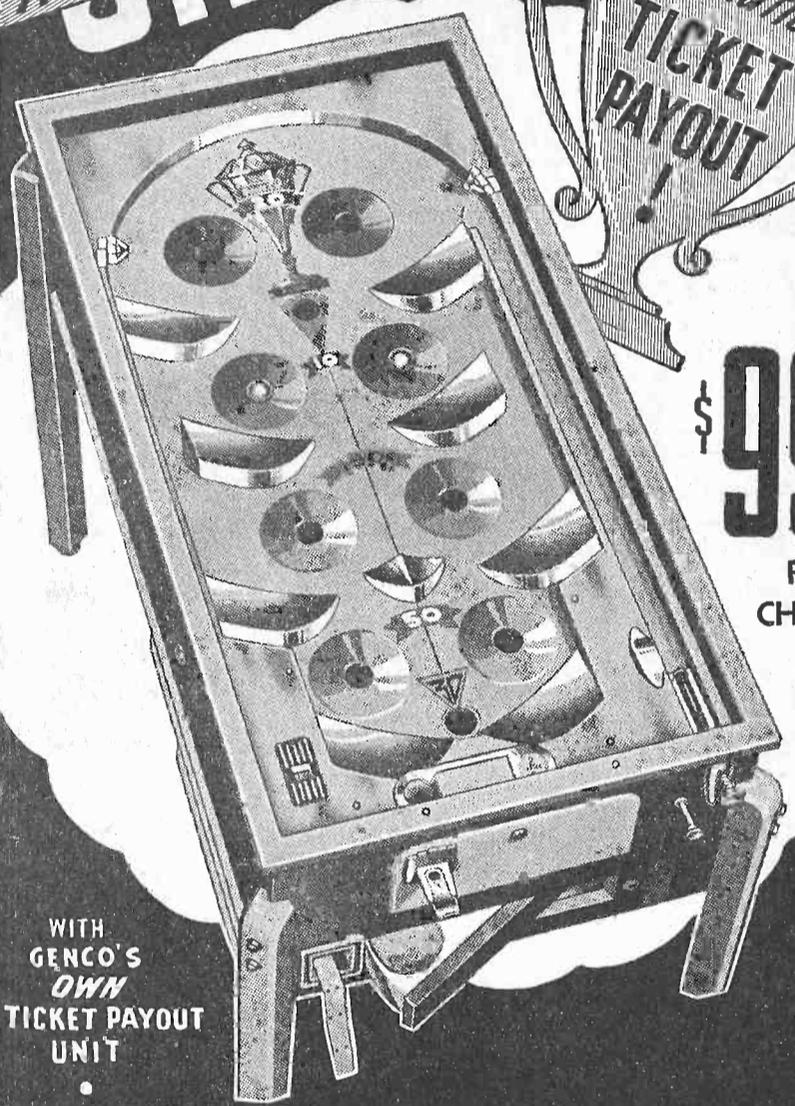
The South's Largest Distributors for the Worlds Leading Manufacturers of Coin Operated Devices.

WRITE FOR LATEST LIST OF NEW AND USED MACHINES.

205-215 FRANKLIN ST., FAYETTEVILLE, N. CAR.

# Genco's SILVER CUP

A NEW IDEA IN PAYOUT GAMES!



Combination  
**TICKET  
PAYOUT**

\$ **99.50**

F. O. B.  
CHICAGO

WITH  
GENCO'S  
OWN  
TICKET PAYOUT  
UNIT

50 x 26 in.

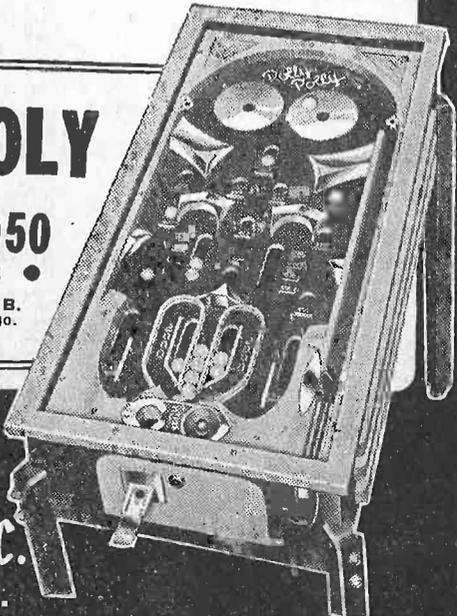
The big news is out! After a year of experimentation Genco presents a payout-ticket game with a foolproof, dependable, trouble-free, Genco made unit. SILVER CUP is a super-colossal sized two-ball payout game that uses larger saucer type holes and curved buffers instead of pins and springs. It looks SO easy to beat! There are 10 holes on the board; any two of the same color is a winner. Large 1 1/4 inch balls are used. Boys, you haven't seen anything until you've seen Genco's SILVER CUP!

## NOW! ROLY POLY

Just see the balls go bouncing off the curved metal guides . . . watch 'em twirl around the Roly Poly saucer holes. A new alternating kicker idea for captive balls provides plenty of thrills and suspense.

\$ **42.50**

F. O. B.  
Chicago.



**GENCO Inc.**  
2625 N. ASHLAND AVE.  
CHICAGO, ILL.

### Ordinance To License Pin Games in Phila

PHILADELPHIA, March 7. — With police seizing amusement machines by the hundreds for the past few months, Councilman Louis Schwartz, father of Sunday baseball and Sunday movies in Philadelphia, objected to these raids and insisted that the machines were legal. Further, at a meeting of city council Thursday Schwartz introduced an ordinance to license "baseball and pin amusement games or similar machines and devices."

"The police have seized some of these machines, claiming they are illegal," said the councilman. "That is not correct. Pennsylvania recognizes these machines as legal and charges a \$2 regulatory fee." Plan proposed by Schwartz is similar to the one used in New York and Atlantic City.

Under terms of the ordinance a \$10 license fee for each machine is provided. The machines may be placed and operated in public or semi-public places; however, they may not be placed in any building within 200 feet of a school and persons under 16 are not allowed to operate them.

The director of public safety is authorized to grant the licenses, investigate the applicants and the truth of the statements made in their applications and thereafter to regulate use of the machines. The ordinance also provides that persons having the machines shall furnish the safety director the serial number of each and also the manufacturer's name and address. The license would contain the serial number in large figures so that it could be readily checked.

One provision of the ordinance is that a machine permittee shall be allowed to transfer the license within a calendar year to any other machines operated on the same premises. A violator of any of the regulations automatically loses his licenses for all machines. To curb the possibility of bootlegged machines violators may be punished by a fine of \$25 or 30 days' imprisonment. Councilman Schwartz later explained the machines he had in mind particularly are those in which a pellet or ball is propelled around a playing circle and is projected into digits for a score. There are about 10,000 in the city now. The proposed ordinance was referred to the city council's committee on public safety.

### License Bill in Massachusetts

BOSTON, March 7.—A bill to authorize the licensing of pinball and another to penalize persons conducting these games have been introduced in the Massachusetts Legislature for consideration during the current session.

A petition by Tycho M. Peterson and Frank Hurley would authorize the operation of the games under a license. Under the terms of this bill the operators of the games would pay an annual license fee (the amount not mentioned) and a permit fee of \$1 yearly for each game. The bill further states that the license shall not be granted to any person who is not a citizen of the United States and a resident of Massachusetts. In the event of a corporation no license shall be issued unless all the stockholders of the corporation are American citizens and residents of the State.

No action has been taken on the bill as yet.

### AMA Men Visit Chicago

CHICAGO, March 7.—Murray Goldstein, Nat Faber and William Schork spent a busy week here contacting manufacturers in behalf of the Amusement Men's Association in New York. The AMA represents the sportland field in that city. Mr. Goldstein is executive secretary of the group, Mr. Faber is owner of a number of sportlands and Mr. Schork is a partner of Schork & Schaffer, known as the "sportland kings."

The AMA is fostering a movement to obtain legal recognition of the right to give merchandise prizes with games of skill. A hearing was held in New York City this week, and reports came while the representatives were in Chicago that a strong defense of the games was made. The decision will be handed down later.

Messrs. Goldstein, Faber and Schork expressed their appreciation for the cordial co-operation given them by the trade here as they left for New York today.

# TIT TAT TOE



The greatest, most sensational of all counter machines. Its streamlined design plus the small compact size makes it simple to place anywhere. It's cheatproof, fool-proof! \$2 extra for \$17.50 Veeder counter.

Immediate Delivery

**GERBER & GLASS**  
914 DIVERSEY BLV'D.  
CHICAGO, ILL.

# Punchette

COIN OPERATED  
MECHANICAL PUNCH BOARD  
WE HAVE IT FOR YOU!



Order Yours **\$19.75**  
Today Sure!  
Uses roll of tickets—pays out from 10c to \$2.50. Cheat-proof and trouble free. Selective hole punch.

Exclusive Louisiana Distributor,  
**PACE-GENTILICH**

517 No. Scott Street,  
NEW ORLEANS, LA.

### NEW! BARKING DOG



Real **BLACK FUR SCOTTY**. He Wags His Tail! Opens His Mouth! And BARKS!

A few twists of a hidden key and this exclusive new Black Fur Scotty breaks into short, joyful barks—wagging his tail furiously. A life-like bark that's a wonder, too! Continues this show for about two minutes at one winding. 16 inches high; 17 inches long; weight 4 3/4 pounds.

Positively a wow anywhere. Draws crowds instantly. **EXCLUSIVE WITH US.** Barking Scotty "peps up" any salesboard business. Put him to work on your locations NOW! Price, \$4.95 ea. (in lots of 6 or more). Samples, \$5.25 ea. 25% cash with order, balance C. O. D.

The One and Only  
**J. M. BREGSTONE & CO.,**  
538 S. Clark St., CHICAGO, ILL.

**OPERATORS HEADQUARTERS**  
FOR INFORMATION ON GAMES AND SYSTEMS  
WRITE FOR CATALOGUE AND LOWEST PRICES

**REX NOVELTY COMPANY**  
1010 GEORGE ST., CHICAGO  
ESTABLISHED 1918



# STONER CORPORATION

Aurora, Illinois

## Design Perfection

By I. W. EISENBERG

Since the introduction of Pamco Parlay into the amusement field a new era of construction has been pioneered for the manufacturing organizations producing pinball games. Namely, the advancement of uniformity in the production of games and the design and perfection in which the game is developed.

Considering the development of a modern amusement game, the term "bug free" hardly does justice to the perfection of the game. This amusement unit must not only give practically no trouble, but must be so designed and constructed that it will take punishment never before subjected to a pin table. This is due to the game's appeal to the player, which results in the constant operation of the game.

With the odds-changing principle as introduced by Pacific Amusement Company in Pamco Parlay, we have a unit that not only changes the values of the pockets on the table, but a device that automatically makes the necessary electrical connections whereby corresponding payouts are obtained according to the values indicated. The development, design and production of this odds unit covered several phases of engineering, both mechanical and electrical.

To spin the drum of the Pacific odds changer it is not only necessary to utilize every bit of available energy, but also to reduce to a minimum the amount of energy needed to operate this unit. This was accomplished by ratchet and pawl arrangement, which utilized the increase of power in an electro magnet as the air gap closed, thereby giving an automatic means to take all the power created in the magnet and convert this power to spin the drum.

In regard to the electrical design of the commutator of the odds unit, many things had to be taken into consideration. If we applied too much pressure to the brushes of the commutator, to insure perfect contact, we created friction that reduced the spin and performance of the drum. This pressure obviously had to be reduced and the result was a very simplified unit with the movable and working parts reduced to their smallest possible number and positive contacts that never failed.

Expectations and hopes for the success of Pamco Parlay were very high. However, the acceptance by the player exceeded our wildest dreams. In fact, the unit received such a tremendous amount of play that the life of the batteries which we considered would give good service on a pay-out table did just that. The only difficulty being that the game did not receive normal play.

Thru the medium of the Electropak, a unit that utilizes the available power of the location, reduces and rectifies this energy to electrical current that replaces the battery and gives a constant source of energy to the game, we offer Pamco Parlay, Speedway and now Palooka. Games that require only the attention of an operator to empty the coin pan so that it will not overflow and cause the coins to impede the operation of the game.

The reasons for adopting Electropak as standard equipment on Pamco Parlay are many, namely, the fact that the game is faster, has six chutes instead of one, thereby keeping more electrical parts in action and resulting in more energy being required.

In the adoption of Electropak we obtained a constant amount of energy. In the use of the Electropak we eliminate any possible variations in power and thereby have what we consider an ideal condition to work with. This not only aids the design and production of the unit from a standpoint that we have a constant source of power instead of a variable source of power to work with, but gives the operator of the game a unit which is as trouble free as can possibly be made and reduces the amount of attention necessary.

**READY FOR DELIVERY!**  
MAD CAP... \$47.50  
LITE-A-BASKET \$43.50  
SHOOT-THE-CHUTES \$39.50

Write for Prices of Used and New Pin Games, Cigarette Machines, Peanut Vendors, Gum Vendors, Weighing Scales, Counter Games, Etc.



**D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.**

**THE GREATEST SUCCESS**  
IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS, Jackpot Bells—Counter Size Machines—AMUSEMENT PIN GAME TABLES OF EVERY DESCRIPTION.  
ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.  
**BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.**

Step into the **BIG MONEY** with **MAGIC KEYS!**

**THE "STEP UP" SALESBOARD SENSATION OF ALL TIME**

3000 5c Sales Takes in . . . \$150.00  
Total Awards . . . . . \$72.50  
Big Profits of . . . . . \$77.50

55 Winners, 12 of which secure certificates paying \$1.00, \$2.50 or \$5.00. Within each of these certificates a key is enclosed—three of these keys open the three aluminum treasure chests, paying an additional award of \$5.00, \$10.00 or \$15.00, making it possible to get as much as \$20.00—odds of 400 for 1.

Step up your profits with this new salesboard hit.  
WRITE FOR DETAILS.

**LINCOLN NOVELTY CO., 4333 E. RAVENSWOOD AVE. CHICAGO**

**BLOOD PRESSURE**  
Coin Machines, self-operating, original, patented. Successfully used in Atlantic City, Coney Island, Miami Beach, etc. Ideal for Sportlands, Fairs, Resorts, etc. Now selling at a new low price of \$39.50. Send for Illustrated Circular. **LAUFMANOMETER CORP., 4532 Park Ave., New York City.**

Wire for... **KEENEY'S NEW 1-Shot Payout Table**  
**"DOUBLE-SCORE"**

...where a **SKILL Shot** **DOUBLES** the **AWARD Value of Every Payout Pocket!!!**

"ODDS-BOOSTING" games **CERTAINLY BOOST EARNINGS** of Operators. And, **EARNINGS** from "DOUBLE SCORE" are **CERTAINLY TOPPING EVERYTHING** in "Odds-Boosting" Tables. Why? Because "DOUBLE SCORE" eliminates the "all-luck" factor by means of a **SKILL Shot** into the "DOUBLE" Hole. Ball returns for **RE-PLAY** and **Automatically DOUBLES** the **VALUE** of **EVERY Payout Hole** on the board.

**OUT HOLES BECOME PAYOUT HOLES**

Even the 'Out' Holes say "try it again"! Two Wings of four-colored lights flank both sides of the bottom 'Out' Hole. Player gets from 10c to 50c—IF ball in 'Out' Hole produces a pair of like-colored lights. More, too, even upper 'Out' Hole has a mystery Award of from 10c to 50c!

Get **"DOUBLE SCORE"** on **YOUR Locations** and **DOUBLE YOUR RECEIPTS!**



SIZE  
50"  
x  
25"

"A Lot of Game" for  
**\$115**

Check Separator and Checks  
**\$2.50** Extra

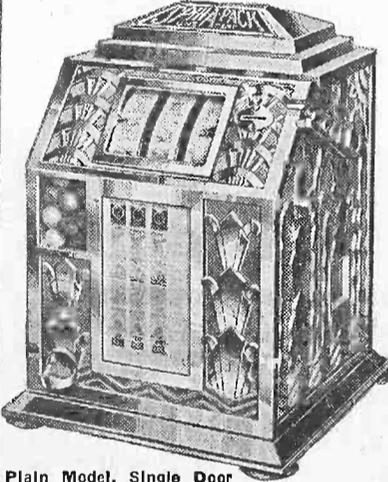
ROTARY TYPE MOTOR  
DRIVEN PAYOUT UNIT

**"TORPEDO" \$47.50**  
**"PROVEN HIT" 10 BALL NOVELTY GAME**  
 Introduced on the Pacific Coast—"TORPEDO"—a **HUGE SUCCESS**—Improved—and now of Keeney manufacture—gives **PLENTY OF ACTION**—Hole-to-Hole Ball Advancement—**EVERYTHING!**  
**IMMEDIATE DELIVERIES!**

**J. H. KEENEY AND COMPANY**  
 2900 South Michigan Blvd.,  
**CHICAGO ILLINOIS**

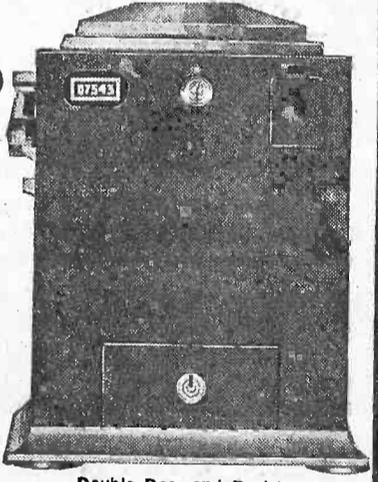
**"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER**

Hundreds of locations waiting for this new, 10 stop Reel Cigarette Machine. SPIN-A-PACK location tested and guaranteed for 2 years against mechanical defects. Average payout 50%. Double Door and Register are made for the purpose of allowing the operator to leave key with location for lower door. Register keeps track of all plays. Register shows through special window. Operator retains key for upper door. No one can tamper with register.



Plain Model,  
**\$12.00**  
 With Register and Double Door,  
**\$1.50 Extra**

**BALL GUM**  
 15c a box (100 pieces)  
**CASE LOTS, 100 Boxes, \$12.00.**  
 1/3 Deposit With Order.



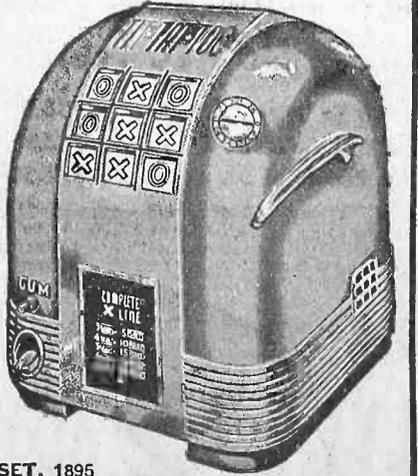
Double Door and Register

DAVAL'S **TIT-TAT-TOE**

WITH GUM VENDOR.  
**Three Games in One**  
 Use for Cigarettes, Beer or Cash Prizes. Just Change Card on Face of Machine.  
**THE SENSATIONAL COUNTER GAME OF '36.**  
 The Most Beautiful, Most Fascinating Counter Game Ever Made. Positively the Greatest Penny Collector You've Ever Seen.

**\$17.50** Register and Double Door \$2.00 Extra  
**BALL GUM**—Box of 100, 15c. Case of 100 Boxes for \$12.  
 1/3 Deposit, Balance C. O. D.

**SICKING MFG. CO., INC.**  
 1922 Freeman Ave., Cincinnati, Ohio  
 AMERICA'S OLDEST DISTRIBUTORS—SET. 1895



**EVANS' WINNERS**

- ★ **LITE-A-BASKET** A snappy basketball game with new Fieldlight Score board, 10 balls. 42"x21" (Illustrated)... **\$43.50**
- ★ **CLIPPER** A ten-ball pin table. 42"x21". **\$14**
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- ★ **ROLL-ETTE** A perpetual life, automatic payout with the fascination of real roulette. Three coin chutes. **\$262**

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**GUARANTEED USED MACHINES AT BARGAIN CLOSE-OUT PRICES**

**COUNTER GAMES:** FLYING COLORS, JR., \$4.00  
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**PIN GAMES**  
 Criss Cross Allite \$ 8.00  
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 Flying Colors 10.00  
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Jennings Win-A-Pack (Divider) \$10.00  
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 Sink or Swim (1c or 5c) 7.00  
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Write For Special Prices on Any Other Used Machines You are Interested In.  
**TERMS:** 1/3 Deposit, Balance C. O. D.  
 These Games have been overhauled from top to bottom. The Cabinets are washed and polished. All batteries are tested for voltage. Playing fields are trim and clean. No dirt rings around runways. No bent pins. Legs are strong and firm. Coin chutes smooth.

**MILLER SALES CO., 4404 Manchester Ave., St. Louis, Mo.**

**READY FOR IMMEDIATE DELIVERY**  
 Mills' Tycoon, Double Header, Ten Grand, Keeney's Repeater, Groetchen's Punchette.  
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**PUSHCARD AND SALESBOARD OPERATORS**  
 —YOUR DREAM HAS COME TRUE—  
 WE HAVE THE NEWEST AND MOST SENSATIONAL ITEM OF A CENTURY.  
 WRITE FOR ILLUSTRATED DETAILS AT ONCE.  
**VARIETY SALES CO.,** Dept. 48, LOEB ARCADE BLDG., MINNEAPOLIS, MINN.

# Reclaimed by ALL AMERICA!

Built by Rock-Ola

## ★ Trans-Atlantic

●Applause sweeps America. From the seaboard to the Coast, from Canada to the Gulf, 3 new tables are stirring up a national sensation. 3 tables are winning the cheers of the whole country!

First on the list is **HOLLYWOOD**. **HOLLYWOOD**—with its **Star Award Panel** that has all the appeal of a jackpot . . . with its **Rock-Ola Universal Pay Unit**, which is 100% clog-proof . . . with its mint vender feature . . . its "out" pocket score . . . and its dazzling, colorful beauty. Yes, **HOLLYWOOD** is the most thrilling, most beautiful one-shot you ever set eyes on. The sweetheart of them all. And it's \$25.00 under the market!

Then comes **TRANS-ATLANTIC**—a table whose dramatic success has reached the ears of every operator in the business. The reports of its earning-power have made it the most sought after table since the days of the World's Series. Its mechanical motion right on the

## ★ Hollywood

playing field is fascinating the public by the thousands. And, best of all, it is a \$57.50 product priced down to \$44.50!

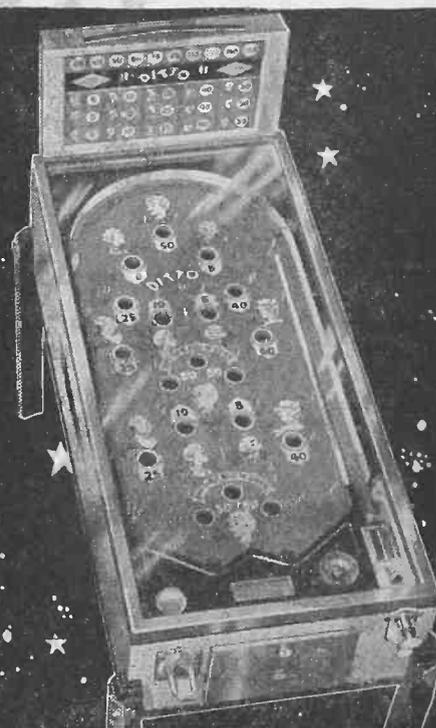
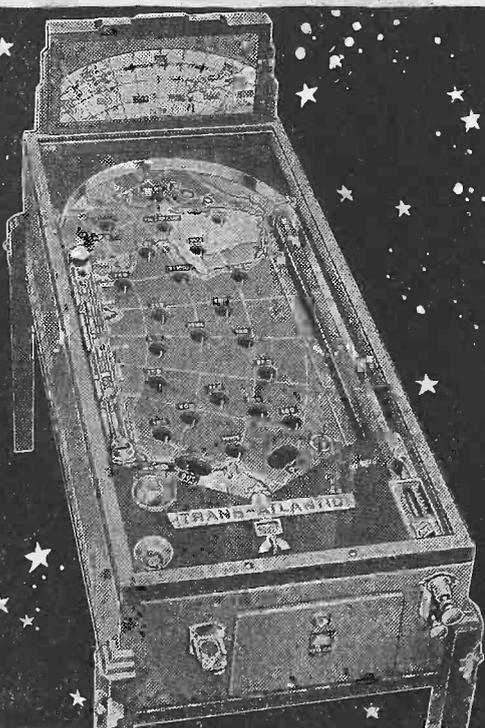
And, third, you have **DITTO**, America's newest and most popular 10-ball table. A table for the whole family. A table that gets them all hot and bothered. A table packed with excitement and thrills. Just think of having 10 scores to shoot for and 1,000 ways to make those scores. Once you put a coin in the chute and pull the plunger, you are sold. Sold from your head to your heels. **DITTO** is a table you can't stay away from. And it has an ivory and gold cabinet that really sparkles. And it's only \$44.50.

●So count them in. All 3. **DITTO**, **TRANS-ATLANTIC**, **HOLLYWOOD**. A 10-ball table. A straight amusement table. And a one-shot. 3 perfects. And for times like these, they are real honeys! Better see your nearest Rock-Ola Distributor today.

## ★ Ditto

**ROCK-OLA MFG.**  
800 North Kedzie Avenue,

**CORPORATION**  
Chicago, Illinois, U. S. A.



**TRANS-ATLANTIC--\$44.50** ★ **HOLLYWOOD--\$89.50** ★ **DITTO--\$44.50**

# YOU'RE ON *the top* of *the world* WITH THESE **BALLY** *GAMES* **GAMES**



## PEERLESS

PAYOUT. \$7.00 GOLD AWARD. Up to 4 SEPARATE PAYOUTS on Electric Ballyhole. ODDS-BOOSTER when lit. This irresistible combination of features insures record-smashing profits!

Giant (50 in. by 26 in.) 1-SHOT PAYOUT or Ticket Game. DOUBLE

## RAMBLER

INCH BALL—made of "Cue-Ball" and bullet-fast. RAMBLER has already started a new amusement craze—"BILLIARD" PIN BALL! Get in on the ground floor!

Giant (50 in. by 26 in.) 10-BALL PAYOUT or Ticket Game. GIANT 1 3/8-

## BALLY BONUS

"Jumbo Size" (44 in. by 22 in.) 1-SHOT PAYOUT or Ticket Game. Ball in left or right Out-Hole operates BONUS DIAL. Ball in center Out-Hole pays amount shown on Dial—10 cents to \$1.50. ELECTRIC BALLYHOLE, DOUBLE PAYOUT, \$7.00 GOLD AWARD, and famous JUMBO \$1.00-\$1.50-\$2.00 WINNERS on the board.

## RELIANCE

wins on 7 or 11, loses on 2, 3 or 12, or "shoots" on FREE PLAYS till he "makes his point" or "sevens"! \$25 GOLD AWARD for 4 "naturals" in a row. Get started ahead of competition for the biggest profit clean-up of your life.

Plays old favorite Dice Game with GENUINE TRUE DICE. Player

## HARVEST MOON

NON-PAYOUT 10-BALL hit with LIGHT-UP BACK-BOARD. Based on famous Golden Harvest—produces PAYOUT PROFITS in non-payout territory!

**Order from Your Jobber Today!**  
**BALLY MANUFACTURING COMPANY**  
2640 BELMONT AVE. CHICAGO, ILL.  
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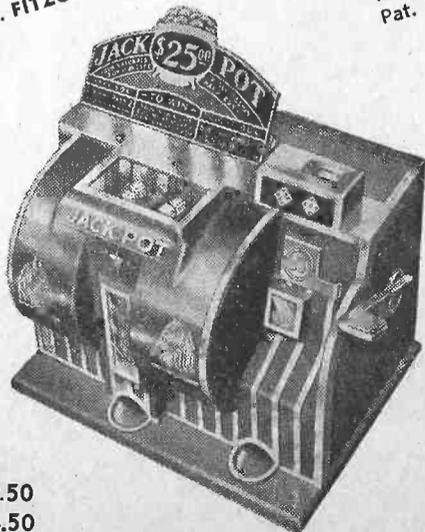
**PEERLESS**  
PAYOUT \$115  
TICKET \$125  
Check Separator, \$5.00 Extra. F. O. B. Chicago.



**RAMBLER**  
PAYOUT \$115  
TICKET \$125  
Check Separator, \$5.00 Extra. F. O. B. Chicago.



**HARVEST MOON**  
\$49.50  
F.O.B. CHICAGO



**RELIANCE**  
NICKEL MODEL: \$119.50  
QUARTER MODEL: \$124.50  
F.O.B. CHICAGO



**BALLY BONUS**  
PAYOUT \$115  
TICKET \$125  
Check Separator, \$5.00 Extra. F. O. B. Chicago.

# "WHAT A Sap I WAS!"



**I BOUGHT PAYOUT GAMES WITHOUT INVESTIGATING! I OVERLOOKED THE FACT THAT CHICAGO COIN HAS 3 OF THE GREATEST PAY TABLES MADE!**

## BIG CASINO

Super de luxe one-shot game. If CASINO hole is made the ball is returned for another play. On the next shot all payouts are doubled and the "out" holes pay 20c. Extra large sized cabinet.



**\$89.50**

## STRAIGHT '8'

Here's one of the cleverest of all odds changing games. A double thrill in every play—if the player misses the selected hole he has another chance to make the same number hole below. 1 ball, giant size.



**\$115.00**

## TRACK ODDS

Every hole a winner! As a coin is inserted two captive balls shoot up. One selects the horse to play, the other the odds. If selected horse wins indicated odds are paid, all other holes pay 10c. 1 ball, giant size.



**\$115.00**

**RUSH YOUR ORDERS TODAY!**

COMPLETE LINE OF NOVELTY AND PAYOUT TABLES FOR OPERATORS

JOBBERS...  
DISTRIBUTORS...  
SOME TERRITORIES ARE STILL OPEN FOR OUR PAYOUT GAMES - WRITE WIRE OR PHONE US TO-DAY!

**CHICAGO COIN Corporation**  
1725 DIVERSEY BLVD.  
CHICAGO ILL.

**RECORD SALE 12 Minutes Per Case!**  
**AVERAGE TIME OF SALE, FIRST 500 CASES**  
**PRODUCED ... 2 HOURS 25 MINUTES PER CASE!**

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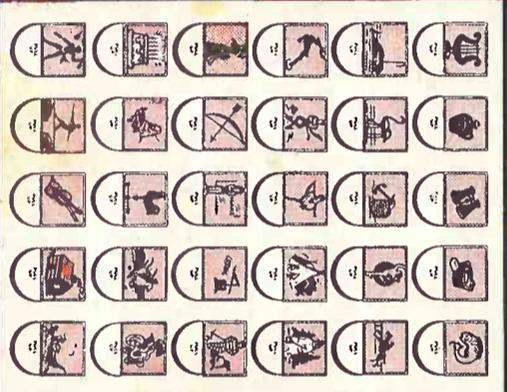
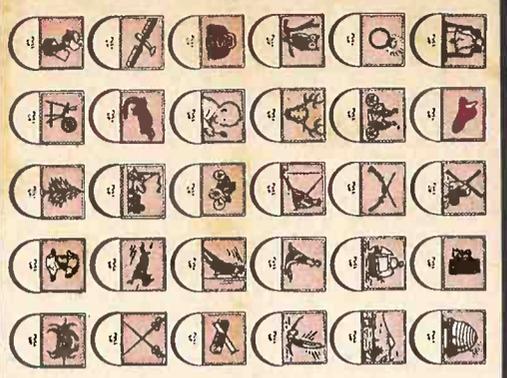
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# HONEST JOHN

TRADE MARK  
**PRESENTS**



**THE GREATEST ASSORTMENT OF EXTRAORDINARY ARTICLES THE MOST MARVELOUS VALUES EVER OFFERED... INCLUDING SILK NECKWEAR-SILK SCARVES AND SILK HOSE-SILVER PLATED AND PEARL INLAID CIGARETTE CASES AND CIGAR LIGHTERS-BRIAR AND ROSEWOOD PIPES-PEARL HANDLED POCKET KNIVES AND PERSONAL JEWELRY FOR THE GENTLEMEN. FOR THE LADIES, SILK LINGERIE-SILK HOSE-EXOTIC PERFUMES-COSTUME JEWELRY. IMPORTED AND DOMESTIC NOVELTIES. UNIQUE! ASTOUNDING! THE PRICE-THE SMALL SUM OF TEN CENTS PER PURCHASE!**



**AMAZING ARTICLE**  
**FOR A TRIFLING SUM**  
**ASTOUNDING MERCHANDISE**  
*each and every PURCHASE*

**10¢**  
 per PURCHASE

**OPERATORS... SALES PROMOTORS \$50.00 TO \$100.00 PER DAY FOR YOU!**  
**YOUR PROFIT \$1.25 FOR EACH CASE OF "HONEST JOHN" PLACED.**

**WE GUARANTEE THE SALE TO YOU!**  
**YOU GUARANTEE THE SALE TO THE RETAILER!**

YOU CAN EASILY PLACE 30 TO 50 ORIGINAL CASES PER DAY. AS "HONEST JOHN" REPEATS OVER AND OVER CONTINUOUSLY, YOUR PROFITS PYRAMID... THERE IS NO LIMIT!

UNQUESTIONABLY THE MOST EXTRAORDINARY VALUE... THE FASTEST SELLING PROPOSITION... THE GREATEST MONEY MAKER EVER CREATED! A SMALL UNIT... A SPEEDY TURN-OVER... A REAL PROFIT FOR OPERATOR AND RETAILER... TREMENDOUS VALUES FOR THE CONSUMER!

**We GUARANTEE**

the Sale of  
**"HONEST JOHN"**  
**100%**

We will make full refund at any time on any full or broken cases and pay return charges on same!

**FIGURES**

"HONEST JOHN" HAS

60-10c PURCHASES...

RETAILER \$6.00 PER RECEIVES

HE PAYS \$4.50 PER YOU

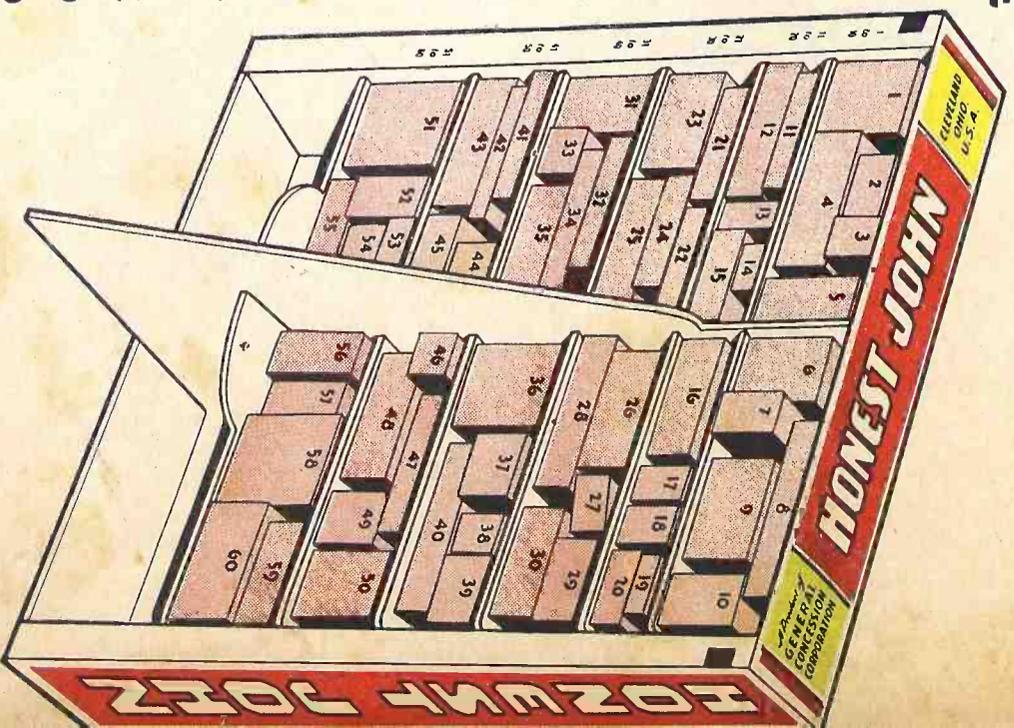
YOU PAY \$3.25 PER US

DELIVERED PREPAID

25% DEPOSIT REQUIRED

ON ALL ORDERS

... BALANCE C. O. D.



BACK VIEW OF "HONEST JOHN"  
 Cabinet contains 60 ARTICLES OF TREMENDOUS VALUE  
 ... ONE FOR EACH AND EVERY PURCHASE.

GENERAL CONGRESSION CORPORATION 6545 CARNEGIE AVE CLEVELAND O. U. S. A.