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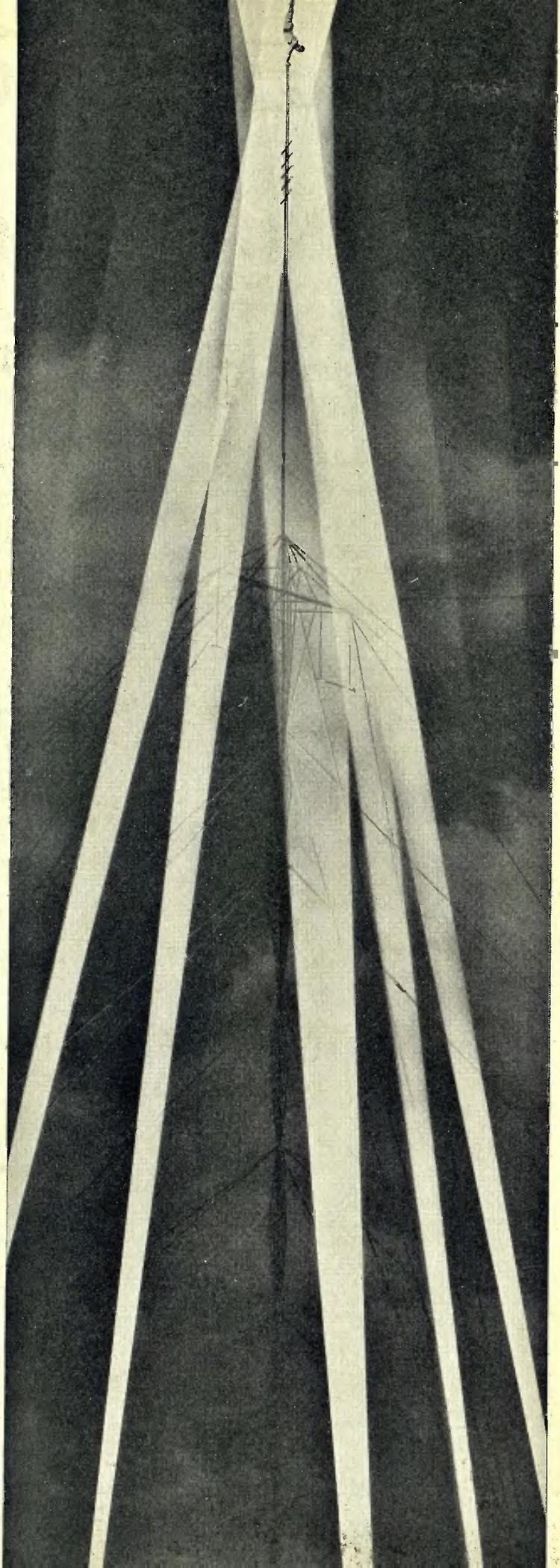


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# The Billboard

Vol. XLIX  
No. 15

The World's Foremost Amusement Weekly

April 10,  
1937

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## UPSWING FOR OUTDOOR BIZ

### AFM Licenses' Renewals, Etc.

**32 renewed, 12 canceled and two restored—most renewals are in N. Y. C.**

NEW YORK, March 27.—Latest license renewals, cancellations and restorations under the American Federation of Musicians' licensing system, now beginning its second year, number, in the order mentioned, 32, 12 and two.

Renewals in New York City comprise the greatest number, eight, and are Julius Horvath, David A. Lewis, George H. Moglioff, Music Service, Harry Norwood, Lew Price, Al Rock and T. Arthur Baker. Others are World Wide Theatrical Agency, San Francisco; Ted Weems, Chicago; C. Otho Totemeler, Iowa City Ia.; Weldon Stark, Stratford, Ia.; Al Kartstein, New Bedford, Mass.; George O. Taylor, Detroit; Continental Booking Agency, Jackson, Miss.; Pete Stewart.

(See AFM LICENSES on page 38)

### Barnes-Carruthers Has Minn. Contract

ST. PAUL, April 3.—Barnes-Carruthers Fair Booking Association was awarded a contract for the night grand-stand show at the 1937 Minnesota State Fair here at a session of the fair's amusement committee in the St. Paul Hotel on March 30.

Thearle-Duffield Fireworks Company was awarded a contract to put on displays during the annual.

Other contracts in connection with this year's fair will be awarded in May, said Fair Secretary Raymond A. Lee, who announced that premium awards will total \$70,750 as compared with \$65,000 in 1936.

### A. C. Shirtless Male 'Gorilla' Groups Clash

ATLANTIC CITY, April 3.—As summer bathing season nears, shirtless-male arguments are starting with Mayor C. D. White, recently returned from Miami, where he was converted to the cause of the shirtless males, favoring opening several beaches to topless suits, saying that perhaps in future the southern fad will be permitted on all beaches.

However, Commissioner Frank B. Off, director of revenue and finance, takes the opposite stand and calls shirtless bathers "gorillas." "There are too many gorillas running around to permit shirt-

(See A. C. SHIRTLESS on page 458)

### A. C. \$1,000,000 Easter Period Seen as Sign of Great Summer

ATLANTIC CITY, April 3.—It was a \$1,000,000 Easter here, business being mostly entertainment, as revealed by a checkup following evacuation of the resort by a record crowd of 250,000, which for four days taxed capacity of hotels, restaurants and amusement structures. While exact figures were not available, deposits in local banks on Tuesday totaled about \$1,800,000, while those in 1936 were \$1,297,000. Bankers said 1937 figures could be set higher, as several amusement enterprises made deposits in Philadelphia. Checkup of trains showed 150,000 arrived that way, while autos and buses brought the remainder.

Amusement people and city officials see in the record Easter indication of a big summer. Hundreds here for holidays made summer reservations. Steel Pier packed 'em in with name bands, Shep Fields, Hal Kemp and Alex Bartha, a stage show headed by Benny Davis, two feature photoplays, Hawaiian concert and several new exhibits.

Sunday saw opening of Beechnut Circus on Central Pier, one of the novelties of the Boardwalk, a whole side of the

### Fair, Park, Circus and Carnival Takes Will Rise, Say Operators

**Survey indicates new cycle in economic conditions that will improve amusement industry—labor situation is to meet adjustment, is opinion of observers in field**

CINCINNATI, April 3.—This will be a bigger year than 1936 for outdoor amusements. A survey by *The Billboard* not only indicates this but the consensus of leaders in the fields supports it in optimistic statements and predictions that improved economic conditions will be felt to a much greater extent than last year. Some see threatening clouds, of course, in the national labor situation and other public problems but believe there will be more clarity in these by the time the season is under way. This improved vista and a belief that present possible obstacles will be

adjusted early enough to permit an apparent wave of great business impetus to continue is general among those interviewed in the industry who have to do with state, district and county fairs, amusement parks and allied fields, circuses and carnivals.

"Based on widespread contacts with men scattered over the fair world, I believe 1937 will show increased business over 1936," declared President Maurice W. Jencks, International Association of Fairs and Expositions, and manager of Kansas Free Fair, Topeka.

"Industrial sections for the most part have increased pay rolls. Real estate and home construction show a decided upturn. In the Middle West early indications show a more favorable growing season, with agricultural and live-stock prices up. A good harvest seems possible, with wheat outlook bright in

(See OUTDOOR BIZ on page 160)

pler being given away to a mechanized circus. Offered as a free exhibit, it drew favorable comment from crowds which jammed it on four days and nights.

Capt. John L. Young presided over first net-hauls of the season at Million-Dollar Pier, which drew favorably. More than 8,500 were in the Auditorium Saturday night to see a playoff hockey game for which Manager Thompson put in several hundred extra reserves. Joseph Quittner, who came in with *Boy Meets Girl* at the Earle, had a nice three days. Reils and Dunn, who scored here last

(See A. C. \$1,000,000 on page 158)

### CIO Shadow Looms as Threat To Ruffle AFL's Smooth Pond

NEW YORK, April 3.—Nobody seems to know yet whether the CIO invasion of the theatrical labor setup is merely a tempest in a teapot or the McCoy, but

the shadow cast by John L. Lewis is undoubtedly creating wider and wider ripples on the heretofore smooth American Federation of Labor pond. As yet the disturbances have been confined mostly to the plx industry, but should an entering wedge be gained there it is likely that a determined attempt will be made to crack the entire union structure of show business. Just how much premeditation is behind the present unrest cannot with certainty be ascertained. CIO headquarters taking no particular pains to discredit certain organi-

(See CIO SHADOW on page 38)

### Dearth of Flash Novelty Acts

### Bookers Are Much Alarmed

**Lack of winter work thru vaude decline blamed by Hamid—Europe no source**

NEW YORK, April 3.—A serious situation facing all outdoor show business became more apparent last week when it was revealed by George A. Hamid, largest talent booker in the East, that his office is completely sold out of big flash novelty acts. For the first time in his career Hamid is unable to fulfill further requests for parks, fairs and circuses for sensational features. Vital importance of the situation is evidenced by the fact that, altho his supply is dry, Hamid is being contacted continually for additional talent.

Other booking establishments as well as amusement institutions that book direct are experiencing the same difficulty in obtaining headline attractions. With the announcement of several new

circuses on the road in 1937, the circus world is wondering where show-stop acts will come from to fill the new bills. For the first time in 12 years Atlantic

City Steel Pier had not completed its program of free attractions by the first of April. Despite thoro scouting

(See NOVELTY ACTS on page 158)

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### Park Uptrend Seen in N. E.

**Constructive talks feature annual group meet—Jones, Boston, new president**

NEW BEDFORD, Mass., April 3.—At the ninth annual convention of New England Section, National Association of Amusement Parks, Pools and Beaches, at President Daniel E. Bauer's Acushnet Park Pavilion and the New Bedford Hotel on March 30 and 31, the more than 60 who participated voted it the most enthusiastic in the group's history. Enthusiasm bespoke 1937 as a record year, based on trends and interest displayed.

At the business session on Wednesday in the New Bedford Hotel, Arch E.

(See PARK UPTREND on page 156)

# HEADLINERS MAKE MONEY

## Personal Appearances by Celebs Are Tops in Lecture Box Offices

Lecture bureaus booking freak names, most from newspaper headlines—hero stuff, economics, politics and travel spielers now favorites—old vaude idea

By BENN HALL

NEW YORK, April 9.—Headline makers and those who reach sudden important standing in various fields are becoming top money lecturers. The lecture bureau business has been stimulated lately by the interest radio has generated in public events and personalities, by radio commentators and the spread of the forum idea of public discussions. While most spielers hitting the worth-while money may have had some lecturing backgrounds, occasionally a heavy money maker may be a novice and something of a "freak" to the lecture platform audience. This, of course, is similar to the policy of the old Hammerstein Victoria and other houses later on when non-vaude "freak" acts were booked as headliners simply because of their news value and not because of their abilities as performers. Radio now does the same thing.

Those who chin on adventure, economic, political and literary topics find a ready audience and, of course, the humorous speakers continue to find the club luncheons wanting them. But the old-fashioned, cut-and-dried, school-teacher type spieler is out, definitely. The modern lecturer and his subject are streamlined. It's culture on 16 cylinders, and geared for the headline readers.

While the talking business is a distant cousin to the show business, the same financial standards, grosses, apply in the final judgment. Whether it's a film temple, an outdoor act or a lecturer on Freudian impulses in Marxian literature, the intake is the only barometer of paying popularity.

The keynote of many lecturers' appeal being their news value, most of (See HEADLINERS on page 10)

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## Cartoonists, Costumers May Join Scenic Men

NEW YORK, April 9.—Along with costume designers seeking an affiliation with United Scenic Artists' Local 829, there is also a move to organize cartoon animators and display artists, according to Fred Marshall, secretary of Local 829. Problem is at present in the hands of an organizing committee of the International Brotherhood of Painters, parent body with AFL jurisdiction over scenic artists.

Question of admitting the costumers to Local 829 hinges upon the possibility of amending the latter's constitution. Currently, the local's exams are not the kind that could be used to determine whether or not a costumer is eligible, altho some of the local's scenic artists also do costuming. Point is that the members of the costumers' group applying for admission would not necessarily know anything about scenic design.

Marshall says there is no objection on the part of 829 toward admitting these people if it can be done.

At present business conditions among scenic artists are better than at any corresponding time within the last few years, according to Marshall.

The Theatrical Wardrobe Attendants' Union, a Federal local of the AFL, once contemplated organizing theatrical costumers, but never got around to actually starting a campaign.

## Pa. Governor Signs Rest Bill

HARRISBURG, Pa., April 9.—Governor Earle has signed a bill passed by the Legislature, which will require all theaters in Pennsylvania to give their employes at least one day's rest each week.

## Sock Items in First Mills' Release of Master, Variety

NEW YORK, April 9.—Irving Mills' initial release of Master records under the label of Variety (35 cents) and Master (75 cents) uncorks a clever bag of tricks that ought to make the cats perk up and listen. Novelty dance tempos, odd vocal and instrumental arrangements, hot licks and whatnot combine to make the records attention-compelling. Ought to get the new labels, distributed thru Brunswick, off to a solid start.

Among the first ones are such peaches as the Five Jones Boys doing vocal and instrumental acrobatics on *Mr. Ghost Goes To Town* (Parish-Mills-Hudson) and *Down the Sasi-Q* (Davis-Coots). Then there's Midge Williams and Her Jazz Jesters, with Midge herself doing the capable vocals, cutting that oldie,

## Surrealistic Dancing

To introduce novelty into their dance programs at the Chateau Lido, Daytona Beach, Fla., Perzade and Jetan will present a surrealist comedy burlesquing surrealist technique. Dubbing the act "Surrealism in Dance Dreams," the team will arm War with ice tongs and Peace with white balloons and stuffed doves to satirize the subjects of war and peace.

## AFM Issues 73 Licenses

Territory includes 52 cities in 29 States—list of new licenses is given

NEW YORK, April 9.—American Federation of Musicians has issued 73 more licenses to offices handling bands. Territory covered comprises 52 cities in 29 States, New York City coming thru with the heaviest total, 14. New licensees are printed herewith, the tabulation bringing up to date the records kept under the AFM's licensing system, begun January, 1936.

ALABAMA—Birmingham: Smith, Andrew W.

CALIFORNIA—Beverly Hills: National Theatrical Agency, Hollywood; Coast-to-Coast Theatrical Agency, Prescott-Sedwick & Associates, Inc., Los Angeles; Gustafson, Ted, Agency; Moritz, Carl; Randolph, Roy, Agency.

COLORADO—Denver: Logan, Happy; Pittman, Bert, Theatrical Exchange. Pueblo: Glasgow, J. W. P.

CONNECTICUT—Bridgeport: Brooklawn Amusement Company, Inc. Hartford: Interstate Orchestra Service; Waterbury: Romano, Raymond R.

FLORIDA—Tampa: Dickinson, H. C.

ILLINOIS—Chicago: Short, Albert E.; Vagabond, Charles; East St. Louis: Kreloder, Earl. Murphysboro: Parker Orchestra Service. Springfield: Music Service Bureau.

INDIANA—Indianapolis: Burnett, Barney. Muncie: Harrod, Don.

IOWA—Marshalltown: Leins, Rex. Waterloo: Beal, King, Booking Agency. Webster City: Bonsel, Jace.

KENTUCKY—Lexington: Griffin, W. B. LOUISIANA—New Orleans: Washburn, Mel.

MARYLAND—Salisbury: McLennan Advertising Service.

MASSACHUSETTS—Boston: Davis, Henry "Duke." Brookline: Hardy, James Robert.

MICHIGAN—Detroit: Besman, Bernard; Fleids, Sally, Orchestras and Entertainment. Saginaw: Nippess, G. I.

MINNESOTA—Fairmont: McLwain, Mac. Minneapolis: Van Nef, Peter.

MISSOURI—Kansas City: Scoggin, T. M. (Chic). St. Louis: Downey, Jimmy.

MONTANA—Livingston: Ferguson, Jack.

NEBRASKA—Fremont: Krumenacher, F. E.

NEW HAMPSHIRE—Portsmouth: New Hampshire Entertainment Bureau.

NEW JERSEY—Arlington: Stapleton, Lionel P. Newark: Lyons, Arthur A.

NEW YORK—Albany: Crowley, J. Niles, Fort Plain: Wick Jr., Philip. New York City: Crawford, Wilson & Morgan; Evans, Sally; Heltmanek, George; Lieblich, William; Lovejoy and Cordes; Mei Theatrical Enterprises, New Theater League Artists' Service Bureau; Orlando, Nicholas; Perch Billy, Theatrical Enterprises; Ray, Alan, Associates; Rodgers, James E.; Roxanne; Silver, George L.; Winston, Leonard F.

NORTH CAROLINA—Greensboro: Hinkle, W. L.

OHIO—Columbus: Boyles, Dorothy D. Kent: Katzenmeyer, Robert G. Marion: Central Ohio Amusement Service.

OREGON—Marshfield: Hillstrom, R. J.

PENNSYLVANIA—Beaver Falls: Brown, Mrs. Emma R. Philadelphia: Smyth, Ray. Pittsburgh: Hadley, William; Mosby, Charles.

TEXAS—Austin: Stanton, Joe L. Houston: Belle, Joseph; Hoyt, Clement.

WEST VIRGINIA—Charleston: Neff, Harold H.

WASHINGTON—Seattle: Marlon Jr., Armand.

## Weber Tackles S. S. Tax, Records

NEW YORK, April 9.—Joe Weber, president of the American Federation of Musicians, is expected to take up the problems of social security and recordings shortly after his arrival here Monday. Weber will also participate in the film producer-labor conferences to be held here April 5.

Present status of the social security tax, with special regard to the independent-contractor ruling, is still in abeyance, pending the federation's survey of contract forms issued by the various locals. According to Bert Henderson, AFM assistant president, the federation is studying the entire field and will submit its findings to the Social Security Board.

## Para Signs Louise Campbell

CHICAGO, April 9.—Louise Campbell, young actress whose work in *You Can't Take It With You* at the Harris has attracted attention, has been signed to a long-term contract by Paramount. She will leave for Hollywood at conclusion of her engagement here. Miss Campbell, who is 23, appeared in the New York company of *Three Men on a Horse* and also in *White Man*. Her starting salary with Paramount is understood to be 10 times the amount she is now receiving.

## Iowa WPA Moves

DES MOINES, April 9.—About April 15 the WPA Federal Theater company, now completing its seventh week in the Waterloo Theater, Waterloo, will move into the President here. House, once the Orpheum vaudeville theater and intermittently used for stage productions, has until recently been playing burlesque.

J. Howard Miller, assistant WPA director, intimated the company of 25 may be sent out this summer with trucks and a bus to work under canvas in the larger Iowa towns.

*In the Shade of the Old Apple Tree* (William-Van Alstyne) and also *Walkin' the Rag* (Shelton-Brooks). Others on the Variety label are Red Nichols' boys going to town on *Let's Call the Whole Thing Off* and *They All Laughed* (both from the Gershwins' *Shall We Dance?*). Both very danceable tunes, with the Three Songies providing pleasant vocalizing.

Among the best of the initial Master lot are Raymond Scott Quintette's swinging *Minuet in Jazz* in brilliant style and *Twilight in Turkey*, another very catchy and unusual arrangement. Scott is at the piano with Dave Harris at the sax; Pete Pimigilo, clarinet; Dave Wade, trumpet; Louis Shoubel, bass, and Johnny Williams, drums.

Duke Ellington waxes two nifties, *I've Got To Be a Rug Cutter*, by himself, and *The New East St. Louis Toodle-o* (Ellington-Miley), both discs dishing out slick jazz in thoroughly enjoyable manner. Rudolph Friml Jr., now at the French Casino, cuts a couple of good ones—Cole Porter's *Begin the Beguine* and Redmond-David's *Sorority Waltz*, the latter a sweet reminiscent item that has Sonny Schuyler's tenor voice as well.

The rest of the first batch carry out the generally high quality. Dents.



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# MPPA Defends Music Code Against Attacks by Indies

**Paine recalls indies urged code last summer and denounced bribery—Joe Davis and Joe Morris companies take rap at code—other indies back it**

NEW YORK, April 3.—Stating that the small independent publishers were instrumental in agitating for a music code, John G. Paine, chairman of Music Publishers' Protective Association, Thursday scored the sudden change of opinion on the part of some indie pubs. Paine says: "A very interesting development in connection with the code is the statement of Joe Davis, purporting to be the attitude of small independent publishers toward the adoption of a set of fair trade practice rules by the Federal Trade Commission. If it is true that Davis speaks for the small independent publisher in his claim that the adoption of a provision against paying for plugs, either directly in cash or indirectly by gifts or special arrangements, is a detriment to the small publisher, then we are, in fact, confronted with a complete reversal of viewpoint.

"In August, 1936, the small independent publishers were the principal advocates of a code and were very vocal in their denunciation of the practice of bribery. They stated the motion picture-owned publishers were able to pay so much more for plugs than the small publishers, that they were monopolizing the media of exploitation. As a matter of fact, the whole present FTC situation arose out of a complaint filed by one of the small independent publishers against a picture-owned pub, in which it was charged that the latter drew from the treasury of the picture company money to exploit music, and was in unfair competition" by virtue of the large expenditure for music exploitation, thereby "making it impossible for small indie pubs with less financial reserve to find any suitable medium for exploiting their music.

"This complaint is still in the files of the FTC, says Paine" and for the small indies to now say that a condition prohibiting paying for plugs is detrimental to them, must appear to the commission as the small indies do not know what they are talking about.

"Be that as it may, at a meeting March 16, 1937, at the Hotel Astor, the entire industry then present, including large and small publishers, voted to support the committee elected in August to work for the adoption of a code of fair trade practices."

One of the foremost opponents of the code, Archie Fletcher, of the Joe Morris office, claims that the indies were literally forced to agree to the code in order to lift a ban on restricted music. According to this viewpoint, they agreed to the code in order to continue receiving income from the American Society of Composers, Authors and Publishers.

An executive of E. B. Marks, independent publisher, repudiated Davis' statements, saying they did not represent the opinion of his company or of many others, including Shapiro-Bernstein and Donaldson, Douglas and Gumble.

Pubs favoring the code regard some members of the opposition as one of the most harmful elements in the industry. One of the opposition, according to pro-code pubs, has consistently refused to join any fair trade practice pact and is a notorious offender in the practice of bribery.

LINCOLN, Neb., April 3.—Nebraska's box offices are temporarily safe from the legislature here, the two 10 per cent bills on ticket windows and gross film rental having been killed by unanimous vote of the revenue committee in special hearing.

## Musicians Begin Picketing RKO

NEW YORK, April 3.—American Federation of Musicians' Local 802, has already concentrated its theater drive campaign against RKO, the aim being to concentrate all the local's economic forces against a single circuit.

Plans call for withdrawal of pickets from all non-RKO houses and attack upon the circuit's 28 houses in greater New York.

Union's placards say RKO refuses local's demand for two orchestras in each borough.

## Wisconsin Bills Would Nay Distributor-Operators

MADISON, Wis., April 3.—Bills are pending in the House and Senate here to prohibit distributors from operating theaters. A hearing has been held on the Senate bill, No. 129, S, but the committee on State and local government has not as yet handed down its recommendation. The Hall bill, No. 561, A, a similar measure in the House, has not as yet had a hearing.

Two other bills of interest to theater operators, the Frankowiak bill, No. 150, A, and the Balzer bill, No. 216, A, have been killed by the Assembly and recommended for indefinite postponement by the Assembly taxation committee, respectively. The former would have prohibited games of chance in theaters, and the latter would have assessed a 3 per cent tax on gross receipts of theaters, sports events and all other amusement enterprises except dance halls, entertainment enterprises presented by communities or as benefits for religious or charitable organizations and grammar and high school athletic contests.

## S. F. Project Moves

SAN FRANCISCO, April 3.—Federal Theater Project will move from the Columbia to the Alcazar April 15. On that day a new and original musical review, *Swing Parade*, will have its first showing in the newly opened house. Written and directed by Max Dill, with music by Nat Goldstein, the show will employ 75 people.

Last FTP show in the Columbia will be a marionette presentation of *Emperor Jones*, which will run from April 13 to 24. Following this engagement, the Alcazar will become the FTP headquarters for Northern California.

## Fields Adds Band Dept.

DETROIT, April 3.—New booking office recently opened by Sally Fields, lately of the Del-Ray Booking Office, is adding a band department, with Marvin Kahn, former orchestra leader, and Jack Weisberg, business manager for Carlos Cortez Orchestra, as field men. Vaude bookings are handled by Miss Fields.

## No Maine Sundays

AUGUSTA, Me., April 3.—Sunday movies were defeated in the Maine House of Representatives last week after a two-day debate by a vote of 95 to 44. The lower legislative branch voted on roll call to accept the legal affairs committee minority unfavorable report. This is the second session of the Maine Legislature to turn down legalization of Sunday films.

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# Benefits Paid Acts \$150,000; TA Got \$50,000 Past 2 Years

*Benefits begin to pay—Theater Authority collected \$50,000 since inception—\$8,500 to overhead—rest divided among theatrical charities—\$150,000 is year's direct payoff*

NEW YORK, April 3.—Theater Authority, since it began to function January 1, 1935, collected approximately \$50,000, of which \$41,500 has been allocated to various theatrical charities. This year, about \$150,000 was spent for paid talent for benefits in the New York area. Statistics, compiled by Alan Corelli, secretary of Theater Authority, will probably be presented at a monster mass meeting to be held by Theater Authority on a Sunday afternoon early in May, on which occasion a report will be made of the work of TA since its inception. Last TA

of these seven cleared their shows thru TA, the latter deriving some \$665.

This noticeable trend toward buying shows has thrown a great deal of the benefit business into the hands of the artists' bureau connected with CBS, NBC and WOR.

Meeting of the executive board Thursday was attended by Sam Scribner, Actors' Fund of America; Ralph Whitehead, American Federation of Actors; Dave Ferguson, Jewish Theatrical Guild; Percy Moore, Episcopal Actors' Guild; Miss Antoinette Perry, Stage Relief Fund; and Dan Healy, substituting for Brandon Tynan of the Catholics Actors' Guild of America. Point was raised that night clubs could be brought into the TA fold thru an AFA closed shop.

## NAPA Confers With Machine Men

NEW YORK, April 3.—Representatives of National Association of Performing Artists, group sponsoring legislation calling for royalty payments to "interpretive" artists, met representatives of coin-operated record-machine manufacturing companies here Wednesday. Machine men said they wanted to co-operate with NAPA, but did not know why they should be attacked by the latter, the angle being that the machine manufacturers have nothing to do with the sale of records.

Current estimate of coin-operated record machines in the United States is 400,000, each of these using an average of 12 records per month.

Those present at the meeting were M. Seeburg, of J. C. Seeburg Company; D. C. Rockola, Rock-Ola Manufacturing Company; D. W. Donahue, Mills Novelty Company; H. E. Capehart, Wurlitzer, and Mr. Darling, of National Association of Coin-Operated Machine Manufacturers. Maurice Spelser was spokesman for NAPA.

## Cleveland Dancers' Group

CLEVELAND, April 3.—Seventy-five Cleveland dancers have formed a new Modern Dance Association, with Eleanor Frampton, director of modern dance at the Cleveland Institute of Music, as chairman. Assistants are Eleanor Buchla, Alice Marting, Margery Schneider and Gerald Davidson. Purpose is to sponsor dance concerts by outside artists and promote local talent into the professional field. Monthly meetings will see recitals and interchange of ideas.

## Liquorless Cafe Clicks

DES MOINES, April 3.—University of Iowa's Silver Shadow, student cabaret, closed its season last Saturday. Its backers, pleased with its success during three months of operation, asserted it more than fulfilled expectations.

"Financially and otherwise the project was a complete success," declared Ted Rehder, manager. "No one even as much as had to be reprimanded for drinking intoxicants."

Rehder said the cabaret will open again early next fall.

## Mary Ellis for Montez Play

LONDON, March 30.—Mary Ellis will play the title role in the new musical centered around the life of Lola Montez. Play will be produced in London early in the fall. Eric Maschwitz is writing the book and Edward Horan, American composer, will supply the music.

## Zoo Broadcasts

DENVER, April 3.—For the spring and summer KLZ is adding a Saturday broadcast from city park. Youngsters will be invited to attend the outdoor studios, to be located at different parts of the park, such as the bears' cages, monkey island, bird lake, etc. When the weather is bad broadcasts will be from the Colorado State Museum of Natural History, with the director explaining the exhibits, how obtained, mounted and other things of interest.

## Pitt Has Best Season in 10 Years

PITTSBURGH, April 5.—Nixon today entered last two weeks of "most successful season in 10 years," according to Manager Harry Brown, with opening of road-showed *Good Earth* pix.

Tops of 38-week run were *Ziegfeld Follies* for musicals, with \$39,000 gross in eight days, and Katherine Cornell in *Wings* for straight legit peak of \$22,000 in six days. Close behind were *The Show Is On* for tune hits, and Hepburn's *Jane Eyre* for plays.

Booster to season was near sell-out of all six American Theater Society and Guild combine shows, with Bronte's opus also given to regular subscribers as seventh show at reduced rates.

The pulling slightly lower gross than Cornell and *Eyre*, Tallulah Bankhead *Howe* hit capacity houses, with \$2.85 top. Others took \$3.30.

University of Pittsburgh annual Cap and Gown show moves in after Muni-Rainier film closes; then house will go dark until next September, according to Brown, who will head for New York next week to arrange fall bookings.

## Kondolf Denies Coast Offers

CHICAGO, April 3.—In a statement to *The Billboard* George Kondolf, head of the local WFA Theater project, firmly denied the report that he has received offers to go on the Coast for picture work and that he intends to resign the local post to accept such a position. He will continue to conduct the local WFA theater activities indefinitely.

*O Say Can You Sing?*, the successful WFA musical, closes a 17-week engagement at the Great Northern tonight for a two-week period to undergo repairs for its planned tour starting in Washington. Two more shows are now in rehearsal and will make appearances in the Loop this month. Howard Koch's *Lonely Man* will open at the Blackstone April 12 and WPA's Yiddish performers are rehearsing in Jonah Spivak's *Monesh*, which will bid for cash trade shortly.

## Benny Fields at \$2,000

NEW YORK, April 3.—Benny Fields, who opened a two-week return engagement at the Hollywood Restaurant at a special price of \$1,750 a week for Joe Moss, has been held over. Holdover weeks are at \$2,000.

## HARVEY'S PLAYERS

WANT people in all lines, Singing, Dancing, Musical Specialties. Preference to those doubling Orchestra, Piano Player to double stage. State salary. 30 weeks' season, circle to follow. Rehearsal April 22. JACK HARVEY HAAS, Dyerburg, Tenn.

## GOLD BODY MAKE-UP

SILVER—GLOSSY BLACK FOR DANCERS AND SPECIALTIES

DAZZLING LUSTROUS ABSOLUTELY HARMLESS

Washes off instantly with water. Bottle sufficient for one complete application.

Gold, \$2.00 Bottle; Silver, \$2.00; Black, \$1.00. F. X. MICHL, 6938 N. 13th St., Phila., Pa.

## WANTED

Used Dramatic Tent Outfit. Must be complete and in good condition. Must have all essentials. Will buy if reasonable. I have established name. Will play percentage basis if preferred, but prefer buying. State all first letters. Write BOX D-71, care The Billboard, Cincinnati, O.

## GEORGE D. BARTLETT

WANTS quick for two stock dates: Past Producing Itching Comed, Singing Talking Straight Man, Sister Jean to feature experienced Chorus Girls who do numbers. Salary 18 year round. Hooping Talking Juvenile, useful people write. Bonita Theater, Chattanooga, Tenn. Consider real organized 10-People Show. Don't misrepresent, you won't last.

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The QUALITY KIND that attracts and gets the money. Finest Show-White or Bright Yellow Poster Paper; Brightest, Flashiest Ink Colors.

TENT SHOW HEADQUARTERS; DATES, POSTERS, CARDS, HERALDS, BANNERS.

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### 500 ROOMS

SPECIAL WEEKLY RATES

Single, Adjoining Bath \$8.00  
Double, Adjoining Bath \$12.00  
Single, Private Bath \$12.00  
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ALL KINDS OF ACTS — FOR THEATRES AND CLUBS.  
ALL KINDS OF ACTS — FOR PARKS AND FAIRS.  
Send Full Details — Open Time — Also One Set of Photos.

NATIONAL VAUDEVILLE EXCHANGE

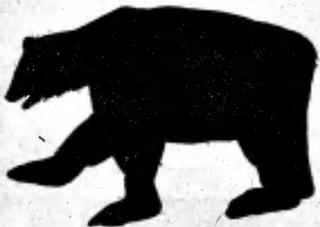
254 St. Catherine St., East, Montreal, Que., Can.

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20,000 .. 8.40	100,000 .. 20.00
30,000 .. 9.85	150,000 .. 27.25
40,000 .. 11.30	200,000 .. 34.50
50,000 .. 12.75	250,000 .. 41.75
60,000 .. 14.20	300,000 .. 49.00
70,000 .. 15.65	500,000 .. 78.00
80,000 .. 17.10	1,000,000 .. 150.50



### STOCK ROLL TICKETS

1 ROLL, \$ .50	250 ROLLS, \$ 65.00
5 ROLLS, 2.00	500 ROLLS, 125.00
10 ROLLS, 3.50	Additional over 500
50 ROLLS, 15.00	Rolls, 24c PER ROLL.
125 ROLLS, 36.25	

Each Word or Price Change, Including Change of Stock Color, \$2.00. Each Color Change only 50c. Double or Coupon Tickets Double the Above Prices.

You'll have need of quick and dependable service this summer. No C. O. D. orders.

Tell us your needs and let us talk things over with you.

**THE TOLEDO TICKET COMPANY . . Toledo, Ohio**

# FILM TUNE PLUGS REDUCED

## WOR Gets Own Show 2 Weeks After WMCA

NEW YORK, April 3.—A renewal coming thru this week of Ted Weema and orchestra for Varady's Vienna (com-metries) over Mutual means that WOR will be getting this program two weeks after itself and will be using a recording of the same show broadcast two weeks previously on WMCA, which station was also signed by the advertiser.

It's all because of daylight saving. Show comes from Chicago and WMCA picks it up from WOR. However, WOR couldn't clear the Sunday midday period the advertiser wanted and so the show, while clearing thru WOR, isn't broadcast from that station, but on WMCA. It's recorded at broadcast time.

Two weeks later, at a slightly different time period, WOR will broadcast the show, fortnight involved in cutting and pressing the platter.

## Voeller's New Coast Firm; CA Legal Angles

HOLLYWOOD, April 3.—William H. Voeller, until recently vice-president of Conquest Alliance Company, has organized a general radio and film organization in Hollywood with I. O. Witte as his partner. Last week Conquest announced that Voeller had not been with the company since early in March.

Voeller came to Hollywood recently with the plan in mind to organize a West Coast subsid for CA, to handle film and radio talent angles. Indications are that legal processes will be involved to define his status with Conquest with Voeller saying "It looks as if only legal steps will be able to clarify the matter and definitely determine my cash claims and interest in Conquest Alliance Company." Voeller's new company will work not only on a closer alliance between radio and pictures, but is doing industrial film as well.

NEW YORK, April 3.—Following its announcement that William Voeller was no longer with the company, Conquest Alliance Company this week announced the election of several new officers. Fred R. Jones has been named a new director, while Albert M. Martinez and Frank F. Morr have been elected vice-presidents. Leslie Herstus was chosen as secretary. Clarence H. Venner, president, made the announcement.

Venner stated last week that Voeller had no stock interest in Conquest Alliance.

## Witte Selects Doyle as Outstanding Radio Editor

ATLANTIC CITY, April 3.—Lawrence Witte, WPG radio gossip air columnist whose "static" stint is also syndicated in South Jersey newspapers, awarded Dinty Doyle, radio editor of *The New York American* and the *Hearst Sunday* sheets, the distinction of "America's Outstanding Radio Editor."

After a comprehensive study of newspaper radio columns all over the country, Witte contends that Doyle is the only radio editor that "files the news for the news." Presentation of honor was made on his WPG spot today.

## Chocolate Plugs

PHILADELPHIA, April 3.—With two air series yet to start, Bachman Chocolate Manufacturing Company, New York, contracts for a third over WFIL. Starting April 20, for 26 weeks, will sponsor a daily five-minute spot giving the baseball scores. Other programs, started March 29, call for a daily quarter-hour with Ole King Cole, juve entertainer, and the sponsorship of two news flashes daily. Account handled by E. W. Helwig Agency, New York.

## Carlo De Angelo Resigns

NEW YORK, April 3.—Carlo De Angelo, radio director of Lennen & Mitchell, ad agency, has resigned. Mann Hollner is temporary director.

## Headache Department

NEW YORK, April 3.—Most likely those who should know do know and are gnashing teeth already, but just as a reminder:

April 25 starts Daylight Saving Time.

## Report 20th-MBS Swap Deal Pends

HOLLYWOOD, April 3.—Talk heres that a deal between the Mutual Broadcasting System and 20th Century Film is in the works to parallel that worked out between NBC and Paramount, whereby the latter supplies the network with a weekly show using Paramount talent. Fact that Warners has its 'idic ally in Transamerican and Metro-Goldwyn-Mayer has its own station, WHN, as well as a deal with Transamerican, is regarded as hastening the reported MBS-20th deal, if there is one.

Significance is attached to Mutual's affiliate Don Lee Coast network, having a deal with Fox West Coast theaters, a relative of 20th Don Lee and the theater in swap time for trailers, the Lee stack getting plugs up and down the Coast in the WC houses.

They would have 20th film players on Mutual show, with 20th, headed by Cyril Zanic, topping the film pack recently.

## Mad Calls Yankee News Man on Racket Expose

BALTIMORE, April 3.—Leland Bickford, editor-in-chief of the Yankee and Colonial Network News Services, whose five months of exhaustive research into local dog-racing promotion developed into a hearing before Senator William H. McSweeney and his committee on legal affairs, was called to Annapolis and Baltimore, Md., recently to testify on dog racing there. Maryland Senate finance commission upon hearing of the stand which WAAB-Colonial Network took in exposing alleged dog-racing rackets in Massachusetts, called Bickford down South to voice his knowledge of dog-racing promotion.

With the approval of John Shepard III, Bickford declares he has just started to expose dog-racing tactics here, and will use all the available influence which WAAB and the Colonial Network can afford thru aerial editorials. Bickford declares that the people have a right to demand a knowledge of undercover methods, and he intends to enlighten the populace with this service.

## N. Y. Stations Nix "Classified" Column: Foresee Daily Reprisals

NEW YORK, April 3.—Attempt of Radio Classified Column to buy time on New York stations has resulted in a general vetoing of the business by station execs. Column intended to buy time which it, in turn, would sell to "business opportunity" classified advertisers by the word or minute.

Stations, after considering the idea, shied off because of fear of possible headaches involved in checking responsibility of individual advertisers. "Business opportunity" ads are probably checked more carefully by dailies running them than any other type classified ad, because of the possibility of chiselers sneaking in. Other reasons for the stations refusing the proffered business was the possibility of "competing with themselves" in the sale of time by outside individuals and the further possibility of conflict with their own salesmen.

Final item which set stations against column idea was the possibility of offending the dailies that run business opportunity column. All is quiet on the local newspaper-radio front and stations don't want to offend any sheet—at

## Musicians Act to Enforce Law With Letters to Stations, WEBS

Year-old ruling providing for commercial rates on all sustaining shows mentioning name of pictures now gets action from Local 802—NBC's edict

NEW YORK, April 3.—Columbia Broadcasting System is expected to follow suit in outlawing playing of songs from film musicals on sustaining shows, with NBC having issued early this week an edict to that effect. Step followed a letter a week or so ago from the executive board of Local 802, American Federation of Musicians, "reminding the stations that the local had ruled that on sustaining shows mentioning cinematic origin of songs, the commercial rate must obtain for the musicians playing the show. While 802's enactment and "reminder" affects only the New York jurisdiction, it in turn effects large territories of the country-fed sustaining shows, especially late evening dance remotes, by New York stations.

## Pix Trailers for WNOX Advertisers

KNOXVILLE, Tenn., April 3.—WNOX gives to advertisers who contract for specific programs and whose accounts warrant it, extra promotion and tieups. Extra sales material consists of billboard advertising, film trailers, taxicab tire cover ads and space in *The News-Sentinel's* radio column. Daily and station are both Scripps-Howard enterprises.

Trailers are used in five houses, Tennessee, Riviera, Booth, Bijou and Strand, all operated by the Wilby-Kinney chain. Trailers are changed weekly and run an average of five or six times daily in each house. Trailers promote WNOX in general as well as the specific programs.

Spare tire covers on all the Yellow Cabs carry WNOX promotion material. These covers are changed weekly and plug both the station and shows. Billboard advertising is used for general promotional material and billboards both in Knoxville and in surrounding country are used.

## Stay Carlson Suit

NEW ORLEANS, April 3.—Consent of the judge in Civil District Court for a two-week stay of hearing was granted to Charles Carlson, owner of Station WJBW, defendant in a suit for injunction asked against him by the Southern Broadcasting Company, of New Orleans. Company charges Carlson has been interfering with proper operations of the station in connection with an alleged contract existing between the two parties. Carlson denies that he has acted in any way not called for in an existing agreement. He also denied allegation of plaintiff that "he attempted to burn the station's transmitter."

All New York stations got the 802 letter. At WOR, it was stated the letter was not needed since the program department of the station had been following out the law and had required, as usual, clearance on songs. Film musical songs, when requested on local sustaining shows, from studio or remote, were immediately outlawed as a result.

John Royal, NBC vice president, has notified NBC orchestra leaders, as well as music publishers, that the 802 law is to be enforced. Inasmuch as ASCAP rules require that the origin of a number on the restricted list must be given, the number of song plugs to be given film tunes will be seriously reduced. Both film producers and music publishers count heavily on song plugs, especially on dance remotes from name bands in the New York area, to help get the song and the picture over.

On dance remotes in the Local 802 jurisdiction, there is a \$3 per man remote fee on dance band programs plus regular sales. Commercial rate which would be required by playing songs now banned is \$12 per man.

Law has been in effect one year, but the union has just started getting after violations. Thursday CBS said no actual decision would be made until later in the week or early next week as to what it would do, but the presumption is CBS will do as NBC and WOR have done.

## New Orleans, Memphis Join Baseball Armies

NEW ORLEANS, April 3.—Spring and the baseball fever have already bitten hard at Dixie just as most of the big leaguers plan the trek to their home stamping grounds in preparation for the big openings. WDSU, local indie station, gets the jump this time with re-signing of General Mills for 77 away-from-home games to be played by the New Orleans Pelicans. Remotes are forbidden this year by order of the team management and so listeners will have to be content with telegraph accounts. WSMB has not confirmed as yet, but appears ready to sign contract for about eighth year with Coca-Cola Bottling Company, Louisiana, for the Pelican foreign games. WWL announces the usual hands-off policy, while WENO, 100-watter, will broadcast night games of Coca-Cola, missed by WSMB as NBC outlet if the latter station gets its usual soft-drink commercial.

There is little change in the usual personnel for announcing of games, with Earl Smith at WDSU; Bill Brengel and Jack Halliday for WSMB, and Halliday for WENO when that station nights games.

MEMPHIS, Tenn., April 3.—For 10th consecutive year, Coca-Cola of Memphis will sponsor thru WENO, *Commercial Appeal* station, away-from-home games of the Memphis Chickasaws of the Southern Association. Frances Chamberlain, veteran sports announcer of WENO, will again announce most of the 77 games scheduled. Station has already aired one or two spring training games of the Memphis team by remote from Gulfport, Miss., training grounds for the Jersey City team.

# Philly Sports Shows on Spot

City's fight against horse-race betting imperils all remote sports shows

PHILADELPHIA, April 3.—Local radio stations are innocently caught in the middle in the war against organized race-horse betting being waged by the city of Philadelphia. Not that the stations are incriminated in any way as being an accessory, but an order issued to the Bell and Keystone Telephone Companies that they immediately terminate all leases for wire service unless authorized by city council will find the stations in danger of losing the extra coin garnered on their remote broadcasts.

Also the news service to alleged bookies is not per se a gambling machine, City Solicitor Joseph Sharfstein is armed with a decision handed down last November by the State Public Service Commission, since affirmed by the Superior Court, that a telephone company having obtained a franchise to operate in a city can lease its wires for telephonic purposes to any one it wants. But, it was ruled, if the company wants to lease wires for other purposes it has to get specific authorization in each case. Only leases having councilmanic sanction are those to Western Union and Postal Telegraph and the Holmes Electric Protective Company, a private detective agency. As for all others, including those with the radio stations, Sharfstein has formally demanded that they be canceled.

Sharfstein explained that his purpose is not to outlaw such leases, but merely to compel the different companies to come before council to have their contracts approved, thus being able to weed out those primarily interested in getting horse-racing results. Officials of the telephone companies declined to discuss the matter.

Also there would be no stymie in getting council's sanction for the radio stations, the possibility of socking a tax on each approved lease may skim the remote broadcasting coin. Sharfstein also advised city council that this new arrangement would be an excellent one to tap as a new source of revenue.

With the baseball season around the corner, all sport and score broadcasts, sponsored or otherwise, will also be hit. Most commentators depend on the news services for their last-minute sport results in order to scoop the dailies. Also hit are the wired services to taprooms, cafes, etc., over which track dope and race results are interspersed with canned music.

Marks the second restriction placed on remote broadcasts. Local musicians' union ruled last year that only those stations employing a studio band may carry dance remotes without paying stand-by fees.

## Test Tyro Spielers On Green Bay Spot

GREEN BAY, Wis., April 3. — WHBY has developed an angle of the amateur craze in its amateur announcers' contest. Ham spielers are given a half-hour spot each Monday. Five amateurs are given five minutes each to strut their vocal abilities. Commercial copy, news flashes, difficult and simple musical terms and 90 seconds of ad-libbing are aired. Studio judges and the mail vote decide winners.

First prize is an announcer's job, with cash for the runners-up.

## Spaghetti Chain

NEW YORK, April 3.—La Rosa macaroni, foreign language account, now fed from WOV to WRAX, Philadelphia, and three New England stations, will also use facilities of six stations of the New York State Broadcasting System. This makes a total of 11 stations using the Italian program, claimed to be the largest non-English "network." Show is an Italian dramatic company.

## Bulova Partner Buys In on WORL

BOSTON, April 3.—Former Federal Radio Commissioner Harold A. Lafount, president of the Massachusetts Broadcasting Corporation, owner and operator of WCOP, Boston, has acquired a substantial interest in WORL, owned and operated by the Broadcasting Service Organization, Inc., according to Jerry Slattery, general manager of WCOP. Lafount is also interested in several other stations thruout the country, including WTPI, Athens, Ga. This puts two local radio broadcasters on a par as far as station ownership is concerned—John Shepard III, with WNAC and WAAB, and Lafount with WCOP and WORL.

According to the terms of sale, effective immediately, Lafount is authorized to operate WORL, with Slattery as general manager. Slattery said he will appoint a resident manager for WORL in the near future.

James K. Phelan, William Eynon and George Crockwell, WORL executives, have been dropped, according to Slattery, altho Robert Nordblom and George Nordblom remain stockholders. Stanley Schultz, announcer and organist, has been placed in charge of programs. Complete revamping of WORL will be undertaken, but for the present the personnel will remain intact.

Slattery has already signed several contracts for WORL. Included are Transradio News for one year and, thru Kasper-Gordon Studios, Standard Radio Library Service. I. J. Fox, furrier, one of the city's leading spot advertisers, is one of the big advertisers to be placed on WORL distribution.

According to report, Lafount is working with Arde Bulova, watch manufacturer, in organizing a regional network. Bulova is also said to be interested in WELL, New Haven; WNEW, New York; WOV, New York, and WNEC, New Britain, Conn., as well as WCOP, Boston, of which station Lafount is president. Proposed Bulova network is to cover New England. Both WCOP and WORL are daytime stations.

# Census Report Gives Backseat To Radio as Medium—For 1935

PHILADELPHIA, April 3.—Newspapers run far ahead of radio as the leading medium of advertising, according to a report on advertising agencies in 1935, part of the current Census of Business, issued by the Bureau of Census. Report was prepared in the Philadelphia office of the Census Bureau under the direction of F. A. Gosnell, chief statistician, by James O. Reid, in charge of the census of advertising agencies.

Shows that of \$405,888,000 charged to clients by agencies in 1935, newspapers handled 37.7 per cent of the total, or \$153,152,000, while general magazines, agricultural and religious papers handled 26.5 per cent, or \$107,330,000. Radio networks, radio spot broadcasting and radio talent accounted for 15.6 per cent,

or \$63,307,000 of the total billings handled in 1935 by advertising agencies. Establishments covered are limited to those which contract for space or other advertising media and place the advertising of the client on a commission or fee basis. A combined mail and field canvass of agencies was conducted last year, based upon their 1935 activities.

The 1,212 agencies reporting accounted for a revenue of \$70,840,000. Revenue, for census purposes, represents the agencies' earnings for rendering service and does not include the amount passed on to the media owners and suppliers of materials. The report shows that active proprietors totaled 593, while the average number of employees for the year was 13,039. Total pay roll was \$41,186,000, of which \$40,855,000 was paid full-time workers.

Employment and pay roll data for a representative week in the year showed a total of 2,335 executive and salaried corporation officers in the United States who were getting a total of \$344,283 weekly salary. Other employees in the typical week numbered 10,584, and received wages that totaled \$445,621 for that week.

The average weekly salary, determined by the use of the typical-week figures, shows a nation-wide average of \$147 for the executive corporation officer and an average weekly wage of \$42 for other employees.

Fifteen of the 978 agencies reporting billings, either in detail or in total only, received 44.2 per cent of all revenues reported during 1935. Report also shows that pay rolls of these 978 agencies represented 58.3 per cent of the total revenue they received while their revenue amounted to 15.1 per cent of their billings.

## ACCOUNT PLANS

CHAPPEL BROS., Inc., of Rockford, Ill., taking tri-weekly five-minute shots for its dog food products, will use a dog commentator. C. E. Forsberg is account executive for C. Wendel Muench & Company, Chicago.

MRS. SMITH'S Pie Company takes to radio with a twice weekly quarter-hour serial transcription, *The Freshest Thing in Town*. Account placed for 52 weeks on WFIL, Philadelphia, by Albert H. Dorsey Agency.

RELIABLE FLOUR Company, Boston, is taking 22 participations in the Gretchen McMullen Household program, twice weekly, on WNAC, Boston, and WEAN, Providence, and four participations in the same program, once weekly, early a.m., from April 16 thru June 18, for distribution thru WNAC, WEAN, WTIC, Hartford; WTAG, Worcester; WICC, Bridgeport; WCSH, Portland, Me.; WLBZ, Bangor, Me.; WFBA, Manchester, N. H.; WSAR, Fall River; WNH, New Bedford; WLLH, Lowell; WLNH, Laconia, N. H., and WRDO, Augusta, Me. Placed direct.

MODEL HOMES, Inc., Boston, on WNAC, Boston, is using 13 15-minute programs, Sundays, from March 21 thru June 13. Placed direct.

KASPER-GORDON Studios sold 39 transcription programs of the *Laff Parade* for placement on WMAS, Springfield, Mass., for the Carter Shoe Company, Springfield. Thirty-nine episodes of *Komedy Kingdom* goes to the Adaskin Furniture Company, Springfield, for the same station.

ACME FURNITURE Company, Bridgeport, Conn., has bought 26 weeks of *Honor of the Law* from Kasper-Gordon for placement on WICC, Bridgeport. Series is based on true case histories taken from police files.

## No Lions

NEW YORK, April 3. — Frankie Basch, WMCA Roving Reporter, last week was scheduled to interview Mrs. Della Akely, explorer and widow of Carl Akely, himself a noted explorer. Mrs. Akely refused to go to WMCA's building, but insisted the broadcast come from a two-flight-up studio in Grand Central Place. She's afraid of elevators.

# "Please Find My Pet Cupid" And Other Pests Haunt Radio

NEW YORK, April 3.—Ladies whose pet parrots fly out open windows and who telephone radio stations to ask that the listeners be told about the fight immediately, so that Polly will be returned, are numbered in the pest classification which specializes in attempting to get free time on the air.

Most people asking for gratis time assert they represent organizations and a cause which will be aided by the cuffs airing. Associations that are legitimate and deserve time usually get it, but stations must be leery in both granting and refusing spots on the air. One station reports that fully 50 per cent of those asking for time by telephone forget all about it when told that the request must be made on organization stationery. Many groups that are perfectly ethical are of a too local or specialized nature to warrant station facilities. Such bodies must be handled with kid gloves, which means a lot of suave naying by the station boys.

Other outfits may have imposing letterheads, but do not seem quite kosher or may have too large an ax to grind. These, too, must get the kid glove treatment, but firmly. Representatives of such groups sometimes phone a station and promise a name spieler who may rate box listing in the dailies. Such a name looks good and the time is granted. At the last minute, station is told that the speaker for some reason or other can't make the date, but that a substitute is on his bicycle en route to the

studio. This gent is to read the speech prepared by the big gun. And the station holds the bag.

While most of these speeches are dull and have little listener-interest and dubious good-will value, stations must be careful not to offend important groups and must keep Federal "public service" policy in mind. Hence there is no wholesale vetoing of requests for time, or too much pressing of the fact that many of these groups should be asking for station rates, instead of battling for best evening hours. Women's clubs are the chief offenders in refusing to believe that there is an audience in the morning and afternoon. Fact that most of a station's afternoon time may be sold means little to the gals. They want evening spots, "just like Rudy Vallee and everybody else."

Another free time grab is the gent who holds down a minor position in a large organization and who uses office stationery to ask for free time for his speech. Chap is, of course, actually seeking to give himself a build-up, and station must check, but diplomatically, to determine his ranking. Dinners, too, are headaches. Usually dull, often badly timed, stations shy away from them.

Lack of any central clearing house to check on organizations, and readiness of many well-known people to lend their names on associations' advisory boards and stationery, makes task of determining organization's standing a headache to stations.

ROY

★ ★ ★ ★  
Dramatic Baritone

Now Appearing  
CLUB VARIETY,  
47th St. and Broadway, N. Y.

GOBEY

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GRACE & SCOTTY

WEAF Red RADIO CITY WJZ Blue

Coast to Coast  
Dir. SAM L. ROSS,  
N. B. C. Artists' Service.

## Admen's Shorts

By DAVID A. MUNRO

GEORGE W. THORNLEY'S new advertising agency moved closer to realization last week with the beginning of hiring. New men so far on the staff are William Ashley (Cap) Anderson, who will become chief of the copy department, and Thomas Dunn, who is slated to work in the new business department. Other hires are expected to be signed soon. Among them, it is granted, there will be many N. W. Ayer men and the atmosphere at the 500 Fifth avenue agency has become as charged as the Harvard campus on tap night. Loyal employees have ceased to wonder where and when the Ford (or whatever) account will go in their intense concern over Who Will Be Chosen.

In the memo noting the leaving of Dunn and Anderson, N. W. Ayer's Carl L. Rieker (The Grim Rieker) wrote, "Resigned to go with George Thornley in an advertising service undertaking," or at least so reports the espionage department.

As to where the Ford account is going, G. W. T. is reported to be a great and good friend of Son Edsel and well-liked by Father Henry. But before the whole battle started Harry Batten is understood to have asked W. J. Cameron's okeh on handing G. W. T. his check and his hat.

That the new agency will take full cognizance of the new public relations duties of advertising is attested by the inclusion of John Price Jones, publicity big shot from downtown, as partner.

Aside to job hunters: Other places where they're looking for people are J. Stirling Getchell, Benton & Bowles, Newell-Emmett and MacVeagh, Kerman & Michelson.

That element at Time, Inc., which has been spooling for a fight these many years with the impregnable Post, will get its chance in 1938. Time has trained its biggest guns on the advertising market which Life has opened up. The big guns are Roy E. Larson, who has been moved from head of The March of Time to publisher of Life, and Howard Black, Time's top business getter, who has become advertising director. No statement has been made or apparently can be made as to the circulation guarantee for 1938, but Life has printed a blurb which said it would end 1937 with 1,500,000, tho if the public picture hunger continues unabated this will have to be upped, since at present Life sells 1,100,000.

Look, which is one-quarter Time-owned and which has contracted to sell no advertising for the first year, is not regarded as a threat. It now sells 1,500,000 (reports for the third issue), but it works the other side of town.

The agencies which believe, man and boy, in the efficacy of advertising don't use the slogan space for their own advertising on their metered mail, this column's research department is sorry to report. Incidental discovery: McCann-Erickson, another rigid nonuser of metered mail self-plugging, designed the metered mail slogan stamp for client Esselene.

CBS's Paul White says that no newscasters on that net are allowed to disguise their commercial plugs as news, in spite of what Liberty's agent Erwin Wasey & Company got away with. On the new shows, Lucky Strike's and the Household Finance Corporation's, no such license shall be extended.

Rumor department: That a group "close to Hearst" is buying Curtis Publishing Company out from under the owners on the open market; that Fleischmann's Yeast is in a ferment.

Lord & Thomas took it on the chin recently when their four-color Lucky Strike ad appeared with a CBS microphone in the picture. L & T, in response to the innuendoes, growls, etc., from Radio City, could only reply lamely that they had done much the same thing six months ago for NBC and that it was American Tobacco Company's ad anyway. L & T is agent for NBC as well as Papa RCA.

# Air Briefs

New York

INTERNATIONAL News Service and Universal Service, Hearst wire services, are following United Press' start and expanding their radio departments. Looks as tho a battle royal will commence between the news services for radio business. INS still uses a regular newspaper-edited service for its radio clients, against UP's specially edited radio wire, but INS' experimental short-wave service goes thru a special radio desk for editing.

Fred Weber, of Mutual, off to Chicago. . . . George Vandel new member of B. E. D. & O.'s radio staff. Formerly with WMCA and WHN. . . . Earl Harper, of WNEW, due back to Gotham next week. . . . Bobby Breen's contract with Eddie Cantor renewed till show vacahs in June. . . . Major Bowes publishing a book of poems read on his Capitol Family programs.

Antobal's Cubans start as NBC sustainers April 11. . . . Consolidated Drug using Zeke Manners and his hillbillies on two daytime spots on WMCA now, plus a WNEW nighttime spot. . . .

Chicago

RUSS PERKINS, WAAF baritone, started a new series of memory song programs Sunday afternoons with Estelle Barnes and Barry Becker. Listeners invited to submit titles of old tunes. . . . Don Gordon, of Pittsburgh, is the new announcer on CBS's Modern Cinderella show. . . . Lulu Bell, of the WLS Barn Dance, is leaving on vacation late this month. . . . Jack Holden turned Old Painter on WMAQ 7:30 mornings for a daily half hour commercial. . . . Hank Winston, Harry Sosnick's one-time teammate, and Jesse Sutton form a new piano duo over WBBM Monday evenings. . . . Howard Neumiller, pianist, started his seventh year with CBS last week.

Smiling Ed McConnell is now a home owner in Elk Lake, Mich. Will start commuting about June 1. . . . Lucille Long, NBC contralto, back from her Florida vacation. . . . WLS started a new drama series on Friday labeled Big City Parade. Piped weekly at 1:45 p.m., depicting problems modern youth is facing in a big city. Produced by Ken Carrington and directed by Lillian Cordoni. . . . WBBM, local outlet for the General Mills baseball broadcasts, will host the firm's announcers from all over the nation when they gather for the annual convention here April 11 and 12.

Gertrude Nielsen, who has been featured on CBS's Sunday night party, is leaving town in a couple of weeks, following an engagement at the Chicago Theater. She will take in a few dates in leading combo houses and then head for the Coast and more picture work. . . .

## From All Around

CLINTON BLAKELY is a new WBIG Greensboro, N. C., announcer. . . . John Tillman, of WSB, Atlanta, haunts announcers who slur syllables or assassinate accents. . . . Victor Bove is new on the KFAB, Omaha-Lincoln, news desk. . . . Gaylor McPherson, WHO, Des Moines, comedian-accordionist, has joined WOOD, Chattanooga, Tenn., to handle several shows. . . . Walter Koessler, formerly of WCLO, is now sales manager of WRCK, Rockford, Ill.

Maurice Hart has been appointed chief announcer of WAAT, Jersey City, as a birthday present from the station.

J. P. (Voice of Your Adviser) Gage reads crime sketches to demonstrate points of law in his civil service program at WFAS, White Plains, N. Y. . . . Frank Parkins is a new engineer at WSB, Atlanta, and Eddie Melniker, manager of a local Loew's theater, handles the Woman's News Review for that station. . . . Monroe Brothers, who ended a series for RCA Victor on WPTF, Raleigh, were set the day after this con-

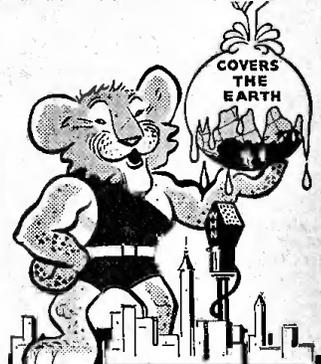
tract expired for Blackwood's, local tire dealer. . . . Doings in Dixie: Booked thru Hayes-McFarlane Agency, Chi, the Celotex Company has begun a series of Monday nights over WWL, featuring New Orleans plant's brass band. If short-booked series clicks, firm is ready for a longer summer series with remote of band concerts from grand stand in Audubon Park and E. W. Stowe, of the agency, now in New Orleans, hints that a network contract may be signed. . . . CBS is arranging for a hookup this spring of the Bayou Barataria (Haunt of Lafitte, the Pirate) pigroque race in which 100 "back-swampmen" of the Louisiana bayous will compete for 52 prizes. Unique pickup is planned from a picturesque bayou boat for piping thru WWL, Crescent City link of CBS. . . . Arkansas Gazette, Little Rock sheet, reported to have acquired interest in the Arkansas Broadcasting Company, op of KLRA and KGHI, Little Rock, and plans to combine studios in the Gazette Building, W. C. Allsup.

Expectations are that Dale Carnegie's book, How To Win Friends and Influence People, bible of the personality-plus boys and gals, will be serialized for radio. . . . Buddy Clark's Cord scared a week's growth out of Jimmy Saphier and Harold Hackett. . . . Norman Livingston, of Rocks productions, back in town after three months' road tour.

Hal Burnett, WBBM publicity head, is now busy examining the entries for the promotion idea contest he sponsored among the CBS employees. Contestant whose idea is selected gets \$100 in cash. Idea is supposed to place the chain's local outlet on the map anew. . . . Wally Nehrling, formerly of WOWO, Fort Wayne, Ind., program director of WCLS, Joliet, Ill., has been added to the announcer's staff on WIND here. . . . Another addition on that station is Jimmy Dudley, who comes from the East to assist Russ Hodges at sports. . . . The novel form of Today's Children, NBC serial drama, has already reached a circulation of over 200,000 copies, the local office informs.

ULMER TURNER, radio ed, is the narrator on a new series of WMAQ Saturday midnight broadcasts dramatizing the exploits of amateur radio ops. Labeled 200 Meters and Down. . . . Same station added a new commercial Monday, sponsored by Thomas J. Lipton, Inc., and featuring Norman Pearce, "the Bachelor Poet," thrice weekly. . . . Paul Whiteman and Henry King Orks, opening engagements here Friday, will pipe over WGN and Mutual Network. . . . Ruth Brine and Arch Farmer, WBBM newshawks, took in the christening non-stop flight between Chicago and Washington last week. Wired activities in capital back to studios. . . . WBBM visitors in New York: Bobby Brown, program director; Harry Mason Smith, commercial manager, and J. Kelly Smith, manager of Radio Sales, Inc.

SHERWIN-WILLIAMS



**WHN**  
DIAL 1010  
**COVERS THE NATION'S FIRST MARKET**

Literally scores of wise advertisers have discovered that when it comes to covering America's richest area...New York...there's one radio station that does the job most effectively. LEO takes a bow for WHN, New York's No. 1 Showmanship Station.

**WHN**  
1540 Broadway  
By association with the M-G-M Studios and Lew's chain of theatres, this station has the key to the greatest talent chest in the world—and it's at the disposal of our advertisers!

**SHOWMANSHIP STATION No. 1**  
Represented by E. KATZ  
**SPECIAL ADVERTISING AGENCY**

thru purchase, has been named a director of the company. New studios may be ready by April 5. . . . News casting gains favor in the Deep South. KALB, Alexandria, La., announces the re-signing of large furniture chain op for five-day Transradio Service. WAML, Laurel, Miss., has also booked Transradio for two-a-day, while WFOR, Hattiesburg, Miss., will air several news broadcasts daily with interruptions for "hot" flashes and bulletins using the INS. . . . A. F. Dion and James Koch have opened an office in Shreveport, La., for a Southwide booking agency of radio and stage talent. They announce plans for amateur shows thruout Louisiana and Texas during the summer, planning to back best discoveries for Eastern appearances.

WPA units are now featured on four Connecticut stations, WESI, New Haven; WICC, Bridgeport; WBBY, Waterbury, and WTIC, Hartford. . . . Carlton Wiedenhammer, in charge of the New Haven offices of WICC, Bridgeport, Conn., leaves this week to join WOR as announcer.

Gene Cook has succeeded William L. Doudna as radio editor of The Wisconsin State Journal, Madison, Wis. Doudna has joined WHEB, Sheboygan, Wis. . . . George F. Strahl, formerly with WBEY, Green Bay, Wis., has become radio operator for KROY, Sacramento, Calif.



**INDICATIONS** that radio is developing its own peculiar technique are evident. Radio showmanship is becoming less a hand-me-down from vaudeville, the legitimate stage and pictures and more a distinct form. Increasing use of unit productions is proof of the pudding.

The form of the brash child of the kilocycles is not yet clear, but it is assuming character. That radio productions of merit cannot be dashed off of a Thursday afternoon by a bright young man is being realized by some agencies and sponsors. A smooth, polished production takes planning, experience and competent staff and talent. This is no secret of witch doctors but a face-evident fact, equally true in radio, pictures or the theater.



Jean V. Grombach

(Photo by George Mailard Keselero, New York)

merely elaborated an already-strong structure.

But radio had no foundation to build from. It started from scratch and borrowed ideas and methods where it could. A medley, sometimes a bit sour, of vaudeville, films and legitimate was employed. Then this hybrid began to assume a form and personality of its own. But distinct lessons might be learned from some of the faults of these parent-forms. One of the causes of vaudeville's fall from its mighty throne was the scattering, hit-or-miss methods of productions. Acts produced their own sketches and numbers. Many of these entertainers lacked the productive ability to build acts and the results spoke. In the legitimate field today, those who have successfully produced, directed and played in their own productions are small in number. This is the day of specialization and such as Noel Coward and George M. Cohan have little company.

The picture industry serves as an excellent case history, of unit production. Each picture is the result of the combined efforts of a producer, surrounded by directors, writers, assistants and talent. Mr. Producer combines creative and executive talents, while his assistants are specialists. The producing machine may be complex, but its results speak for themselves. Radio is another mass-scale entertainment. While there are evident mechanical and financial differences which affect procedure to some degree, this principle of unit production has proved itself equally effective in radio.

Let me make clear that unit productions are not limited to independent producers alone. Several advertising agencies, including J. Walter Thompson Company and Young & Rubicam and a few others, whose billing it sufficient to permit operation in this manner, have established such divisions within their own organizations. This is one of the decided advantages which the larger agencies have over their smaller contemporaries. And by the same token, by employing outside services, these smaller agencies can deliver the benefits of unit productions.

The independent producers should not be confused with free-lance idea men. The latter, however capable they may be, have caused confusion. Possibility

# Unit Production for Radio

By Jean V. Grombach

Mr. Grombach came to radio by way of West Point, but after his graduation from the Military Academy there were several stopovers before radio was reached. He has been a boxer and fencer, a stoker on a tramp steamer, a professional football player as well as an electrical engineer. He was at one time a foreign correspondent for The London Times and has written for magazines.

Mr. Grombach was program director and sales manager of the Judson Radio Program Corporation, and in 1931 took over the studios and personnel of this organization. Among the programs which he has produced or directed are those of B. F. Goodrich Company, Coty, Inc., Gillette Safety Razor Company, Continental Oil Company, Philco Radio and Vick Chemical Company.

of law suits, especially in view of a recent decision, and the inability of many free lancers to produce their ideas—having neither staff nor plant—have caused more than one agency to shy away from him. Idea men, as a result, still occasionally handicap producers, being associated with the latter in buyers' minds.

Smaller advertising agencies, without their own production units, must rely on miniature radio departments, consisting of a radio director and very few assistants. Such limited radio bureaus have obviously disadvantages with which the larger units do not have to contend. "Paper ideas" must be shoved along a rapidly-moving assembly line until such ideas are finally put on the air. These hasty productions, no matter how capable are the directors and the talent and script writers, have all too apparent drawbacks. The director, musicians, cast and writers—in a word, the raw material needed to make a finished product—have little time to jell into a harmonious whole. Hasty production often develops bugs—bugs that are an expense to eliminate. Often that is the reason for itchy productions.

There are no sure-fire methods of eliminating such crippling effects. Hastily imported name talent at a considerable price is no panacea. Success in other amusement fields is no guarantee that such imported stars will click on the air. Training is as necessary in radio as it is to an acrobat. A broad, rich background in the theater or pictures is not an absolute guarantee of ether success. Hence, this method of a quick hypo in the form of added talent is no solution.

One of the most important assets of what might be called production plants is the cohesive results achieved. Actually there is a blending of many different colors and shades in a superior radio production. This blending results in a radio "painting" of beauty, delicacy and strength. Proper values are emphasized and the finished product is harmonious. Such a result cannot be achieved by wishing or guessing, however ardent. Or by hastily assembling a group of people with conflicting interests, whose chief desire is to push the show thru to get on to a next rehearsal. Radio is a blending of many personalities. There is nothing arty or super-aesthetic about this. It reflects dollars and cents and often is the deciding factor in moving goods from shelves.

This cohesive quality in a finished product can only be achieved by an organization striving for a general objective—a fine program. When one individual is too vain-glorious, that malady spreads. Its germ is particularly contagious in show business. But with a group of specialists, talent that has worked together over a period and can work as individuals as well as team members, a creative harmony is usually attained. This spells effective showmanship. I might add as an important reason for the success of such cohesive groups,

the fact that they allow for specialists. One man need not be a radio jack-of-all-trades. A producer, a director, a musical and casting director and others mean the proper personnel with ability to mould material into a pleasant whole.

Healthy experimentation can be developed by larger producing groups. The staff's past experience, studies of recorded off-the-air programs and a constant organized search for the new, make for the proper soil for the experimentation plant. Experiments consume time and money and are not made at the expense of sponsors, although he benefits directly. This is one of the rather intangible advantages of producing groups—intangible but visible in long-pull results.

No glasses are needed to keep the producers' vision in proper focus. He keeps his proper perspective and does not suffer from the fault of not being able to see the forest for the trees. He has an opportunity to keep the proper values of the production in their true proportion. The nature and objective of the show, its basic characteristics, its crescendos and diminuendos are all kept in mind. If it is essentially a musical production, the producer with both a dramatic and musical director working on him, will see that only the proper values are emphasized. A half-hour sketch, broken by a commercial skit, might have been bettered by a producer who would sense the value of contrast. But the director's nose might be too close to the grindstone for him to sense this sameness of material. Seemingly small, it is these items that mean smart showmanship and successful merchandising. They are the result, not of accident, but of watchful, thoughtful and imaginative production.

An objection made occasionally by smaller agencies when the subject of calling in outside producers arises, is that the sponsor will raise his eyebrows. Does the gentleman's eyebrows twitch when an outside artist is called in to do a special piece of art work? Yet all agencies have art staffs. Competent men are employed—layout, retouch and others of the pen-and-wash fraternity. When specialized or outstanding work is desired, a well-known artist is called in. He is not a member of the staff. These occasional one-shots strengthen rather than weaken the agency. They result in better production and finer sales results to the client.

To shy clear of such artists because they are not on the weekly payroll would be a short-sighted policy, penny-wise and pound-foolish. The self-same criticism holds true of agencies which are not equipped themselves to actually produce a large radio show but refuse to bring in a rank outsider.

Another objection is that the sponsor may refuse to pay the agency commission plus the added production cost. This, of course, is an individual problem to be met by each agency, but production is as important as talent, and players and singers and musicians are paid for—not just thrown in by the ad

agency boys. They cost good, hard cash and plenty of it. They are surely worth the cost of proper production.

Producers are less likely to suffer from that all too common radio ailment—sponsor interference—than the smaller agency staffs. Seeing the thoroughness, the large number of people responsible for the production, may cause friend sponsor to realize that radio is quite a complex business. Probably just as involved and requiring almost as much brains and study, say, as the producing of the client's products. As to sponsor interference, which, although less common now than previously, still occurs, producers can, by background and experience, logically show why such and such changes should not be made—or should be.

Several leading film producers, as well as leading Broadway play producers, have long used the theory that the best productions—the hits—can be more surely produced when the theatrical workmen are concerned in their presentation. Thus they surround themselves with the highest-paid men available—highest paid by virtue of past and proven performances. Independent radio producers work the same way. Writers, directors, musical directors and their assistants are paid more than those, for instance, of networks or stations. This eventuates not thru one salary, but because these men are paid for each job they do—piece work.

## HEADLINERS

(Continued from page 4)

them stick to timely topics. The writer of a best seller, a returned explorer, a political leader, are expected to keep to a subject which is fairly hot. This applies to lecturers playing women's clubs, university clubs and forums. Even professional humorists must strive to keep their gags close to the news.

Many of the talking boys and gals enjoy the traveling and occasional heckling, but dread the social functions which have become a necessary bug, particularly those doing the ladies' mental uplift clubs. The lecturer is invited, firmly and with great determination, to a luncheon or to a tea. For business reasons, he can seldom refuse. He must be sweet and charming, and consent to be stared at and pinched by the admiring gals. They must be humored and their autograph books inked. If he has written a book, attempts at merchandising it may push a few odd copies across the counter, largely to the signature collectors.

Booking arrangements vary. Talent may be offered a flat sum by a lecture bureau for so many lectures in a stated period. Or a 50-50 arrangement, with the bureau paying expenses, may be followed. The bureau manager is a hybrid literary agent and vaude booker, who must know what the literate public wants and also be able to arrange short jumps, keep the nut down and a 100 similar business tasks. There are about 12 important bureaus, some of which have offices or representatives in other key cities. Some of their offices take on a literary aspect, with bookcases and handsome furniture to remove any aspect of rank commercialism. Others resemble the corner office of a warehouse plant.

Such an item as an "average" tour is impossible to determine accurately, because of the wide variation of bookings, but 100 dates a year is a near-average.

Regional likes and peevish must be considered by the bureau before sending its talent out. Booking a Negro to play certain Southern white groups might cause trouble. Spotting a Moscow yeshman for conservative groups, unless as part of a debate or ascertaining definitely that they have some idea of the lad's fiery outbursts, might develop into a major headache for the manager. Several of the Eastern towns are considered nice pickings. One bureau likes Buffalo because the town has 40 clubs which like to listen. This compares favorably with the bureau's records of Chicago's 50 clubs and 30 each in Cleveland and Detroit.

H. G. Wells will lecture here this fall and will probably top the field.

# Indie Tele Firm's SEC Okeh Reawakens Indie Visio Field

*International Television Radio Corporation asks government to okeh stock sales—another indie proposes televised news flashes for taverns—Lee DeForest active*

NEW YORK, April 3.—First attempt of an independent television concern. International Television Radio Corporation, to secure a Securities Exchange Commission okeh to sell stock switches the television spotlight to the independents. Indies have been working quietly for some time, but are still holding on and number three in New York. None is televising images or producing receiving sets commercially, but all are attempting to develop their theories. Some years ago, independents received considerable attention and made claims which were given considerable publicity. For the past two years, interest in American television has been centered on the advances of the larger organizations, particularly Radio Corporation of America, Philco and, because of its coaxial cable, American Telephone & Telegraph.

Indies may not admit publicly that they believe the odds are against them but believe that they may develop a different, non-cathode ray tube system television which will enable them to beat the larger companies to the television gun.

Most active of the local television Indies are: William H. Priess, president of the International Television Radio Corporation; William Peck and the National Television Corporation.

Lee DeForest, working on the West Coast, is associated with Priess on a system employing a vibratory mechanical system. Company's idea is to eventually operate a complete television unit, including inexpensively made pictures, a

transmitting station and sets selling for about \$200. Priess has secured international patents for his television inventions.

Peck, who formerly televised images from Canada, is currently working on a plan to service taverns with news flashes which will be shown on a revolving ribbon at the bar. He also plans to continue with television and expects to give a demonstration of his machine later this year.

National Television Corporation is associated with the Arturus Tube Company, a subsidiary of the Sirian Lamp Company. Chester Braselton is president. Some time ago this company had been experimenting with a 60-line mirror scanning device and it is understood that engineers are seeking to develop this principle and to increase the line-age.

International Television expects the SEC okeh next week.



## THE COLUMBIA BROADCASTING SYSTEM

*Radio for the nation*

### Promotion Shorts

A free dramatic school for prospective studios of WHK-WGAR, Cleveland. It is intended for aspirants who think they have mike ability. Tryouts are held and after the preliminary weeding out the best are taken in tow. First session was held Wednesday night, with Gene LaValle acting as instructor. These will be continued weekly. It is planned to offer the group both individually and in playlets to be broadcast over one or the other of the two stations.

Kasper-Gordon Studios, Inc., Boston, currently preparing a revised edition of its catalog of available transcription shows. Should be off the press shortly.

Salesmen for the Central Broadcasting System, Nebraska, are to receive catalog of sustaining shows. The copy is brief and shows are illustrated with comical sketches. An additional insert will list program ideas available, but not now in production.

Another NBC release depicts on its cover a forum scene of ancient Rome. The top inside streamer reads "Lend me your ears." The copy stresses the by-gone value of the open forums and reveals how radio has revitalized the forum idea. Last election and current court question are cited as examples. Freedom of speech achieved by means of impartial radio is stressed.

WNBC, New Britain, Conn., keeps its listeners informed on all fires in New Britain. The station's commercial department, thru Manager Larry Edvardson, sold the idea to the W. L. Hatch Company, local insurance firm. Here's how it works. WNBC arranged with fire headquarters to phone in the place of the fire, time, number of companies answering the alarm, time of recall and the approximate damage. A fire siren is used for sound effects. The continuity runs like this: "Another Hatch fire report. When the screech of a fire siren sounds across the city, let your first thought be fire insurance for your home. Thru the W. L. Hatch Company, at 3:09 p.m. today, fire companies, one, two, number two ladder and number four engine, responded to a fire at the corner

of West Main and Curtis streets. Fire started in fireplace, sparks ignited roof, according to Chief Noble—damage to roof amounted to about \$400. Recall sounded at 3:53. This fire report came to you from the W. L. Hatch Company, 24 Washington street, New Britain's leading insurers."

WFIL, Philadelphia, is taking spot announcements for itself, using institutionalized wordage to plug its network affiliations. Station is linked with Mutual, NBC Blue, Transamerican and the Quaker State regional, which WFIL was instrumental in organizing. Announcements boost the Mutual and NBC programs which it brings to the listeners, with an addenda that "we will supplement this with a new WFIL feature," alluding to Transamerican, if and when. Now using four spots daily.

Having arranged for the distribution of a baseball booklet as a giveaway, making use of the broadcasts to promote home-set sales, Philco now adds another high-powered sales aid in a drive to stimulate auto radio sales. Intending to capitalize on all programs to the limit, Philco will issue a four-page tabloid newspaper carrying program listings. Sheet will be printed in four colors, carrying pix of Philco auto radios and bearing imprint of dealer's name and address on front page. Tying in with this free circulation, dealers' windows and trucks will carry the Philco auto radio message in five-foot streamers, reminders being amplified by dealer-newspaper ads and radio spot announcements. In addition to the keeping of listeners posted on the radio shows while out driving by means of the tabloid giveaway, other promotional items have been provided, including auto thermometers, movie slides and postcards.

Campaign was mapped out by Ernest B. Loveman, manager of advertising for Philco.

### New Bottle Show

NEW YORK, April 3.—Talent hasn't been set for a new show starting sometime in May for the Steiner Bottle Company on WEAF (NBC) locally. Program will go on Tuesday and Thursday at 7:30-7:45 p.m. Talent will be musical

## Future List

### Important Anniversaries, Etc., for Possible Program Tieups

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

- May 1. Cornerstone of Smithsonian Institution building laid, 90th anniversary.
- Connecticut opened war on Pequot Indians, 300th anniversary.
- May Day.
- Moving day in New York
- Paris Fair opens.
- 2. Haile Selassie fled from Ethiopia, first anniversary.
- 3. Popular Front won French elections, first anniversary.
- 4. Jenny Lind first sang in London, 90th anniversary.
- 5. Italians captured Addis Ababa, first anniversary.
- 6. Henry D. Thoreau, essayist, died, 75th anniversary.
- Federal suit to dissolve U. S. Steel Corporation began, 25th anniversary.
- 7. Robert Browning, poet, born, 125th anniversary.
- Mt. Holyoke celebrates its centennial.
- 8. College of the City of New York founded, 90th anniversary.
- 9. Italy formally annexed Ethiopia, first anniversary.
- Parents' Day; Mothers' Day.
- 10. Financial panic begun in U. S., 100th anniversary.
- N. Y. Stock Exchange elects officers.
- 11. Pan-American Society's 25th anniversary celebration at Waldorf-Astoria, New York.
- 12. Roosevelt signed AAA bill, fourth anniversary.
- King George's Coronation.
- Astrologers convene at Hotel New Yorker, New York.
- 13. Jamestown founded, 330th anniversary.
- 14. Constitutional Convention assembled in Philadelphia, 150th anniversary.
- 15. Department of Agriculture established, 75th anniversary.
- Privateer "Alabama" launched in England, 75th anniversary.
- Christian X ascended Danish throne, 25th anniversary.
- 17. First issue of *The Baltimore Sun*, 100th anniversary.
- 18. Josephus Daniels' birthday, 75th anniversary.
- Roosevelt signed TVA bill, fourth anniversary.
- 20. Homestead Act approved by Lincoln, 75th anniversary.
- Cornerstone of Leland Stanford University laid, 50th anniversary.
- Cuba proclaimed independence, 35th anniversary.
- Amelia Earhart made Atlantic solo flight. First woman to do so; fifth anniversary.
- 21. Lindberg flew to Paris, 10th anniversary.
- 22. Constantine the Great died, 1600th anniversary.
- 24. Al Smith will probably leave on his first European trip.
- 25. Yale College became university, 50th anniversary.
- 26. Queen Mary's 70th birthday.
- 27. Supreme Court ruled NRA unconstitutional, second anniversary.
- Adolph Lewisohn's 88th anniversary.
- 28. Dionne Quints three years of age.
- 30. Pope Pius' 80th birthday.
- Decoration Day.
- (Kentucky Derby will be run and Pulitzer Prizes announced in May. College commencements will begin.)

# Program Reviews

EST Unless Otherwise Indicated

## Jean Sablon

Reviewed Monday, 9:30-9:45 p.m. Style—Vocalist. Sustaining on WEAF (NBC network).

Sablon is NBC's latest build-up artist, an import from France. He's not worth it.

NBC's importation reminds of years back in the legit when the Shuberts were going nuts trying to fill their theaters and resorted to English play importations on a mass scale and still had empty theaters day after opening. Only there's no reason why NBC has to go abroad for talent.

Sablon is a Parisian Bing Crosby insofar as the accent and crooning angles go, but not as to delivery or style, in which departments he shapes up as only *comme ci-comme ca*. Intros his own song numbers with a typical French accent—at least typical insofar as it equals that which the laity have come to expect. Voice is pleasant, as is his personality, but nothing even moderately approaching a sock.

*C'est terrible, n'est-ce pas?* J. F.

## "Quiz Contest"

Reviewed Tuesday, 9-9:30 p.m. Style—Questions and answers. Sponsor—Roessler Furniture Company. Station—WNEW.

Ted Webbe asks five contestants questions from the stage of the Newark Paramount Theater. Questions cover a broad range of topics, including geographical, current event, gag and technical phases. Those who fail to answer correctly are not eliminated, but continue and a score is kept. Prizes go to top two answers.

Questions heard were all fair, with one exception, this one too technical for an average contestant. Webbe has a good personality for this sort thing, kept the questions going at a nice clip and handled the boys and gals good-naturedly and helpfully, without become patronizing. Only hitch was bad timing, which left the air audience somewhat up in the air over the last questions.

Fans are invited to submit questions, with ducats for those who submit acceptable quizzers. Plugs are suitably done, with an offer of an interior decoration game free for the asking. B. H.

## "Paramount on Parade"

Reviewed Sunday, 12-12:30 p.m. Style—Variety show. Sustaining on WEAF (NBC network).

Motion picture exhibitors, to whom this program is dedicated, may have another squawk to make, unless the show is hyped and plenty before long. A guide idea, with Lynne Overman and Mary Carlisle, was employed with weak and loose results. Their gag material was puny and obvious and the guest stars they introduced did little to aid the show. Mountain music and the *Waikiki Wedding* sets were used for broadcasts and talent included Shirley Ross, Bob Burns, Boris Morros, Phil Harris,ork, Albee Sisters and Victor Young.

It's scarcely believable that Paramount hasn't got the proper radio talent; it's a matter of deficient radio showmanship. Such slipshod productions will do nothing to enhance the b. o. possibilities of the flickers getting plugged. B. H.

## Ken Murray

Reviewed Wednesday, 8:30-9 p.m. Style—comedy show with orchestra and vocalist. Sponsor—Campbell Soup Co. Station—WABC (CBS network).

Ken Murray closed his Rinso series with a fairly strong rating and a certainty of landing another commercial, as he rated. Succeeding Burns and Allen for Campbell's tomato juice, he had a good five-minute opening spot and then allured along minus laughs. Nearest thing to a perk-up came with his drawing stooze, Oswald (Tony Labriola), whose delivery, if nothing else, is laugh-provoking when not overworked. However, Murray opened the same way for Rinso, but started clicking after he was

on a week or so and will most likely do likewise here.

Support has Lud Gluskin and orchestra, with Gluskin now on the West Coast whence the show originates, and Shirley Ross, vocalist. Miss Ross, recently in films, and currently therein, is a good singer, but didn't show well in her solo on the first show. Gluskin was so-so in the first half of the show, but came on at the end to do well.

Commercials ranked the juice with castor oil as to its palatability. J. F.

## "The Melody Man"

Reviewed Sunday, 4:15-4:30 p.m. Style—Musical memory contest. Sponsor—Krane Products. Station—WVIL (Philadelphia).

Old parlor guessing game gets under way again with the Melody Man (Wayne Cody) serving as radio proctor. This one finds Cody at the black and whites pounding out five ditties from Tin Pan Alley's memory shelf. To make it easy enough for everyone to play tunes are the standardized ones that even kids hum.

With the announcer, Dave Tyson, Cody ad libs a continuity theme to give the tunes a story body. Gives the lads a chance to ring in some honey humor and make way for the commercial spels. Fortunately, copy is terse and tempered, not making it taste like a dose of castor.

Sponsor, Krane Products, peddles a buttermilk facial beauty pack preparation. Guessing the correct titles of the five tunes played rates a gratis sample of the product. To insure heavy mail response, which sponsor is interested in getting, listener is tipped to both a description of the title and the number of words in it. When caught, list included *Easter Parade* and Cody even sang the lyrics, going sotto voce, of course, when coming to the titled words. Stanza also carries a \$5 prize for the contestant inclosing a box-top and a testimonial letter. Airs weekly and makes a good break for the heavy stuff coming in on a Sabbath afternoon. Account placed direct. ORO.

## "Strathmore Serenade"

Reviewed Sunday, 11-11:30 a.m. Style—Orchestra and vocalist. Sponsor—Leavitt & Son. Station—WOR (Newark).

This idyllically named early Sunday morn show is, despite the handicap of that moniker, a good session. Unbilled orchestra does excellent work both on its own and in support of Barry McKinley and the Charloters, with both of these last acts excellent entertainment in themselves. McKinley has a good voice and delivery and croons his baritone work effectively. Charloters have no equal in radio today that this reviewer knows. Voices, harmony, style are

tops as to ballads, hot stuff or Negro spirituals.

Commercials are satisfactory, limited as to time and punchy. Sponsor is a real estate development firm on Long Island and evidences, both in this program and newspaper ads spotlighting the show, that the firm knows about showmanship in the house business. J. F.

## "Sweet Shop Revue"

Reviewed Wednesday, 5:05-5:15 p.m. Style—Musical. Sponsor—Curtis Candy Co. Station—WHO (Des Moines).

The Songfellows, NBC quartet, formerly on such programs as *Farm and Home Hour*, *Breakfast Club*, etc., are outstanding talent at WHO now, and their new 10-minute program for Baby Ruth candy bars has plenty of punch. Aimed at the kids particularly, Jack Williams, manager of the quartet, writes the continuity on *The Adventures of Baby Ruth* in the cartoon manner. Keeping Baby Ruth's adventures with such characters as Old King Cole, the Princess Marguerite, the King's hunter, William Tell and other nursery book characters and story book names, down to a minimum in carrying out the plot, the musical side of the program is kept paramount at all times.

Opening with the theme song developed to the tune of *The Parade of the Wooden Soldiers*, novelty songs are pie for the quartet. Kid versions are also arranged on other pops such as *Organ Grinder's Swing*. Program closed with *Good Night, My Love*, making for good diversification and keeping Baby Ruth not only to the front on the commercial announcements by Bobby Griffin, but also keeping to the juvenile background thruout.

With Spring arriving, young listeners won't be kept in the house too long and yet the interest is sufficient to bring them in to find out what new mischief Baby Ruth is in on. R. W. M.

## Hal Totten

Reviewed Monday, 6:30-6:45 p.m. Style—Sports news. Sponsor—Axton-Fisher Company, of Louisville, Ky. Station—WMAQ (NBC-Chicago).

Hal Totten, veteran sports reporter for NBC's Windy City studios, has started a daily, except Sunday, series of sports broadcasts sponsored by the makers of 20 Grand ciggies. His first show stamped him an expert, servicing sports fans with important baseball scores and digesting topics of the day clearly and intelligently.

While there is opinion in his air stories, it is based on logic and smacks of fairness. A ticker-tape service gets him late scores hot off the wire. Hal also handles the commercial angle, spilling for about a minute's time the low price and high quality of the ciggie. HON.

## Gillmore To Map Plans For Chi Organization

CHICAGO, April 3.—Frank R. Gillmore, Equity chief, is expected in town April 20 when he, together with Frank R. Dare, organization's local representa-

# Current Program Comment

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

FRED ALLEN hit a new high in his program last week, with the sketch, a takeoff on the RUDY VALLEE show, falling flat but the parts precedent and subsequent to the sketch hilarious. Close of the show, in which Allen interviewed PAT WEAVER, of Young & Rubicam agency, was a lulu, with plenty of laughs, especially for those in the trade. April Fool's Day was used to let the members of the show do what they've always wanted to. PORTLAND HOFFA led the band; PETER VAN STEEDEN played a "nosaphone," and Allen the clarinet.

RYAN AND LEE, a new comedy team, made their radio debut on the Royal Gelatin show last week. Pair use a Dumb Dora-tough guy combination for fair results, with Miss Lee's delivery a combination of the GRACIE ALLEN and BARBARA BLAIR (Snoony) modes. On their first showing the pair drew moderate results, with the cold audience no help. Need more showing before a

decision can be made as to radio suitability.

BEVERLY HILLS, housewife for Liberty's film critic, spels out a bit of film gossip and opinions over WNEW, New York. Material consists of the usual fan chatter and personal items, but the delivery is unpolished and pronunciation is somewhat extreme New Yorkese. Probably intended for the slightly below par film addict rather than the discriminating fan. Former may like it but the latter will dial out, and in a hurry.

*Thru the Stage Door*, dramatic sustainer on WMCA, is a lively show of backstage stuff. *The 14-Year-Old Black-matter*, show caught, was superior to a production heard several weeks ago and tops more than one sponsored stanza. While most of the material is of the so-called surefire type, practical radio writing and dialog, plus a competent cast, push it over to keen results.

## MATERIAL PROTECTION BUREAU-- A Free Service for Readers

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

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

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tive, will map tentative plans to organize local radio artists. On several past occasions Equity has attempted to unionize air talent, which falls under its jurisdiction, but co-operation has not been forthcoming.

With organization talk now filling the air, radio artists have been banding together to secure protection and improvement of working conditions. Several weeks ago a few of the leaders, who prefer to remain anonymous at this stage, approached James C. Petrillo, head of the Chicago Federation of Musicians, to interest him in a leader's post. Petrillo turned thumbs down on the proposition, having enough to do as CFM chief.

Labor organization veterans feel that radio performers must organize nationally to carry out any of their plans successfully. They point out the fact that should local performers unionize and attempt a walkout, radio moguls can easily fill time using outside programs.

## Eight Hours' News Per Week on KFRC

SAN FRANCISCO, April 3.—KFRC, local Don Lee outlet, is assuming the aspects of a perpetual newspaper of the air and now has 485 minutes a week of news. Newest series, released by the full Don Lee network and sponsored by the General Motors Acceptance Corporation, began Thursday and is heard seven nights weekly for 15 minutes. John B. Hughes at the mike.

Released locally by KFRC are the three 10-minute spots daily by Borden Milk Company, the five-minute spot at 11 p.m., with Al Hunter, and regular news flashes given by Bill Davidson on *Rise and Shine*, the hour and a half early morning variety show.

## Antenna Collapses

PINE BLUFF, Ark., April 3.—A 100-foot tower which was in process of erection on the top of the Simmons National Building for antenna of Station KOTN toppled over last week and did considerable damage to the building and an automobile that was passing at the time. Station had planned to move to this new spot March 27, but accident will delay the move about 30 days. Damage was covered by insurance.

## NBC Adds Again

NEW YORK, April 3.—National Broadcasting Company has added three new stations in its affiliation drive. Addition of WDEL, Wilmington, Del.; WORK, York, Pa.; and KSOO, Stouffville, S. D., gives NBC 124 affiliated stations. WDEL, a 250-watt night-timer, will be an NBC basic Red while WORK and KSOO will be optional outlets. WORK is a 1,000-watt and KSOO is a 2,500-watt.

# AFA HITS AUDITION PLAN

## American Acts Hit in England

LONDON, March 29.—Newcomers to the Savoy Hotel are Keene Twins and Vic and Lamar, two American boys and two girls with a neat and well-routined, acro-dancing novelty holding several new ideas. They fare well. Bill and Bill are a hit with their familiar knock-about antics. George and Jack Dormonde are holdovers with their comedy on unicycles.

Berkeley Hotel has a good attraction in Senor Wences, comedy ventriloquial novelty just in from America.

Strong show at the Majestic, Harrogate, classiest nite spot outside London, has four attractions, three of which emanate from the States. Darlene Walders is again a sensation with high-speed acro-dancing full of sizzling tricks and put over in showmanly fashion. Arnaut Brothers score again with their musical clowning and whistling. Harris Twins and Loretta have a new angle in adagio and acrobatic dancing and one that registers heavily. Paul Berny, a slick juggler with a versatile act, is a hit.

Jane Armstrong, hot rhythm singer, moves over to the Cafe de Paris, where her well-chosen songs are splendidly received.

New show at the Grosvenor House is straight vaude and is a change from the usual floorshow. Vic Oliver headlines and does well, but much of his material is old. Three Nonchalants are a hit with their clowning and acrobatics. Gall-Gall is a splendid conjuror with a neat angle in comedy. Twelve Hollywood Aristocrats, six girls and six boys, impress with combined adagio and tap routines. Mildred Monson is a neat blues singer. Sells her numbers with personality.

Berino and Angelina continue to hit with their pleasing adagio work and ballroom dancing at the May Fair.

London Casino, Dorchester Hotel, Trocadero and Piccadilly Hotel shows remain unchanged. Bert Ross.

## Bryden Agency Books Singers

DETROIT, April 3.—Betty Bryden Office, noted for production of girl bands, is specializing now in girl singers. Office has several working class night spots.

Typical spot is Kin Wah Lo's, Chinese night club at Toledo, where Bernice Cullen has been spotted the past 10 weeks. Another is Marcia Bluel, who opens this week at the Polish Village, Saginaw, Mich.

## Babette's, Atlantic City, Open

ATLANTIC CITY, April 3.—Babette's Cabaret opens the new season with a swankier aura. Doc Daugherty is back on the bandstand and the Music Weavers for the instrumental strolling. Dickering for Isham Jones for the regular summer season.

## Philly Acts Hold Benefit

PHILADELPHIA, April 3.—Philadelphia United Entertainers Association staged its first benefit performance Sunday at the associations headquarters. Mary Hubbard was in charge of arrangements, the evening sponsored to provide hospitalization for Grace O'Hara, local nitery singer. Membership of the UEA donated \$170, while \$62 was collected among members of the Philadelphia Cafe Owners' Protective Association in attendance.

## Kiki Back in Films

NEW YORK, April 3.—Kiki Roberts, remembered as the moll of "Legs" Diamond and who has been playing night clubs and burlesque, has been signed by Warners and will leave for the Coast under an assumed name.

Three years ago, the Will Mays boys were successful in keeping her out of pix.

## Eddie Leonard Returns

NEW YORK, April 3.—Eddie Leonard, 61-year-old famous minstrel man, whose days date back to shows of Co-han, Sam Harris and of Primrose and West, makes his comeback trek after many years of retirement at Bill Hardy's *Gay Nineties* tonight.

Understood to be instrumental in Leonard's comeback try was another "minstrel man" who has himself broken the old adage "that they never come back," Benny Fields.

Lately Leonard has been kept busy operating a night spot and beer stube in Brooklyn.

## New Class Spot in Oakland

OAKLAND, Calif., April 3.—High Hat Club, originally the New Yorker, re-opened last week, giving metropolitan Oakland a grade-A spot. Proprietor is W. W. (Tiny) Naylor, who owns a chain of restaurants. There is dancing nightly and a five-act floorshow under direction of emcee Al Blue.

## Club Owner Fined \$1,000

SHREVEPORT, La., April 3.—Charged with operating a banking game at his Blossom Health Night Club, Joe Reno has been fined \$1,000 and costs in Bossier Parish District Court. He has 30 days to pay the fine.

# Club Chatter

## New York City:

TANIA AND KIRSOFF have been signed for film and club work in London. Before leaving in August they will keep an engagement in an East Side spot. Teddy Joyce is here from London arranging their bookings. LA MARI-RITA'S post-Easter engagement at the Valhalla Restaurant is her third here. Others were El Gaucho and El Bolero. She heads for Sans Souci, Havana, next, featuring her newest, the Argentine M-lambo, which was done for the first time in this country. MARGE CARROLL is being listed for name bands by Charles Galliano. RITA JARVIS, Bobby's sister, has left to sing in Hollywood night clubs. VIRGINIA VERRILL carried on with her show at the Versailles with the broken rib acquired in her fall over a trunk. She's going to the Coast for two weeks to work in a Goldwyn film.

EDDIE SHAFER, dancing comedian formerly at the French Casino, Atlantic City, has been booked for an indefinite period as emcee at the New Casa Vanities, Brooklyn, by Frank J. Duncan. SHEILA BARRETT will succeed Dwight Piske at the Savoy-Plaza April 16.

## Chicago:

CLIFFORD C. FISCHER off to Paris on talent and idea search. The KING'S JESTERS had their contract at the LaSalle Hotel extended another month, making it 12 consecutive weeks. SHAVO SHERMAN in from Cleveland to work in this area. GUS LIME, formerly of Lime Trio vaude act, now stage managing show at Morrison Hotel.

JOHN M. SHAHEEN is the new press agent for the Congress Casino. ANOTHER NEWCOMER to the p. a. ranks is Betty Campbell, who is now handling Bob Crosby's band. MANY PROMINENT theatrical people will attend Crosby's swing concert at the Congress Hotel April 18, which will be staged for the benefit of the ailing Joe Sullivan, well-known pianist now on the Coast.

MCA WILL HOLD a formal opening celebration of its headquarters on North Michigan boulevard here in May. EVELYNNE WISHARD, of the Four Sensational Wishards, now rehearsing at the Performers Club of America, is that "Girl on the Flying Trapeze" in *The Saturday Evening Post* tire ad.

## Calls it "Free Show Racket"; Hotel Is Going Ahead, Anyway

*Piccadilly Hotel secures agent support for dining room auditions—hopes to start in two weeks—plan follows successful "guest star" nights in other spots*

NEW YORK, April 3.—American Federation of Actors intends to picket the Piccadilly Hotel if it carries out its plan to install public auditions in its Georgian Room and also to order its members to stay out of the spot. In addition, Ralph Whitehead, AFA executive secretary, says he is appealing to the agents not to support the plan. Whitehead reveals that G. D. Rossum, promoter of the auditions idea for the hotel, had gone first to the Federal Theater Project for a tieup on talent and that the project referred Rossum to the AFA. When Rossum approached the AFA and asked its approval of the idea on the ground that it "would make jobs for actors," he was turned down. Whitehead denounced the plan as "downright exploitation of actors" and a "racket to get free shows."

Despite the AFA's threat to fight his plan, Rossum held a cocktail party Tuesday with a dozen local agents attending, including Eddie Smith, Phil Coscia, Ken Later and Don Boone. The agents, after an informal talk, agreed the idea was okeh and promised to send down talent. Rossum revealed that the Piccadilly is one of a chain of eight Dreler hotels. Two other Dreler hotels, the Capitol and the Riverside Plaza, occasionally use music and talent. Rossum's angle is that officials of other hotels as well as talent scouts would be invited to view the public auditions and might book talent for other hotels. Rossum also urged agents to invite bookers to come down to the auditions.

One of the agents, Later, cited the Hotel New Yorker's "Abe Lyman Sunday Night Informals" which packed the place for 12 consecutive Sundays. Acts did free shows, Lyman justifying the "guest appearances" by pointing out that several got jobs as a result of good performances. The AFA had also denounced the Lyman shows.

In attacking the Rossum plan, Whitehead points out the Piccadilly, in getting free talent, would be unfair competition to other hotels and night clubs which have to pay for their talent. Mrs. Gertrude Rossum is doing the publicity on the plan.

RAY STYLES is in Pittsburgh, after closing as master of ceremonies at Rainbow Gardens, Toledo. FRANK BLANDI taking over Sanders Inn, Aspinwall, near Pittsburgh. Remodeling and planning to open as La Casa. Will feature name bands. BEBE PALVO, songstress returned recently from London, is in home town, Pittsburgh, with fiance, Gerrard Manby-Colgrave. Known to England as Diane Ward.

ARTHUR SHERRICK, after 25 weeks at the Torch Club, Baltimore, is now emceeing at the 31 Club, Philly.

ENTIRELY RECOVERED from a spinal operation, Jimmy Thomas is again singing and emceeing at the Bartlett Supper Club, Rochester, N. Y., entering his seventh month at that spot. ANDRE RANDALL, emcee at the Miami Beach French Casino, sailed on the Ile de France April 1.

BILLY ARGENBRIGHT'S La Fiesta, Manitowoc, Wis., has been completely remodeled and now boasts a revolving stage, with all designing and decorating by J. Fleming, of the Capitol Theater here. JOE SCHWEITZER is the new manager of the Chateau Country Club, Milwaukee.

FRANK CLARK, harmonica-playing emcee, opened April 1 at the Circus Club, Bloomington, Ill., after a long run at the Town Club, Chicago. Bloomington spot is owned by Doss and Enos, ex-circus troupers. Woods and Bray, dancers, have returned to the Netherland Plaza, Cincinnati, as an added attraction to the Will Osborne org. ZORIMA, billed "Queen of the Nudists," is held over at the Cat and Middle, in Cincy's West End. Others on the new bill there are the Lane Sisters, Don Greenwood, the Two Marvels, the Murphy Sisters and Benny Rafalo, emcee. BOBBY CAMPBELL, the Talbot Trio and Lita and Jerome are new faces in the floor show at the Glenn Rendezvous, Newport, Ky.

## New Club in Hammond, La.

HAMMOND, La., April 3.—With the opening of the biggest strawberry season in years the Silver Slipper opened last week with a large attendance. Windy Joe Winn and his Swingsters, club org, is giving Sunday afternoon concerts as ballyhoo for the spot. M. L. Webb Jr. and A. B. Noble, both of Jackson, Miss., are managers.

## New Vermont Ballroom

NEWPORT, Vt., April 3.—Vermont's largest dance pavilion will be erected here in a site overlooking Lake Memphremagog early this spring. According to plans of Theron L. Meader, proprietor, structure will encompass an area 231 feet by 90 feet, and the dance floor will be 191 feet long and 60 feet wide. A capacity of 1,500 is planned.

## Detroit Agency Adds Clubs

DETROIT, April 3.—American Attractions has added two weeks to its circuit, making five in all. Newest locations are the Hollywood Gardens, Kalamazoo, and the Palace Gardens, Lansing. Office now has five units en route, with the sixth in production to open next week at Schneider's Garden, Detroit, which is the opening stand on the circuit.

## Those Dance Teams

NEW YORK, April 3.—Goodelle and Farnies, dance team at the Vanderbilt Hotel, are causing a sensation with their interpretations of "News of the Day." Novel idea is based upon using topical news events for dance interpretation. And they still live to tell the tale?

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# Night Club Reviews

## Club Yumuri, New York

This spot was reviewed in the February 27 issue on the occasion of its fourth month. Show caught for this review represents the first almost complete talent turnover in about two months. Yumuri is accelerating its pace as a mecca for rumba addicts. Business has been consistently good under a no-cover policy, Saturday night excepted. Frank Gonzales is manager and co-proprietor.

Pulling equally as standouts are Rosita Ortega, dancer, and Sarita Herrera, singer, imported from South America and an old hand at recording for Victor and short-wave broadcasts for NBC. Eiseo Grenet, Cuban composer, leads the band of 11 men, who alternate in sections at relief for the dance stanzas. Emsee is Felipe de Flores, young Mexican baritone, with a background of picture making in the Villa country.

Miss Ortega is unusually restrained for a tepsichorean of the Latin genre. She does two numbers that stamp her as a gifted artist—*Times of Goya*, a castanet novelty, and a Flamenco number calling for involved rhythm work. Miss Herrera is petite and of most charming countenance and carriage. At this show she impressed as not only a corking item for Latin-type niteries but a strong bet for pix in a character ingenue part. Only possible drawback for pix work might be limited knowledge of English, but this can be overcome by coaching.

Yumuri's new rumba team is Antonio and Rene. Their routines are torrid and capably executed, but they suffer by comparison (as almost any team would) with their predecessors here, Rene and Estela. De Flores has acquired a charming delivery and manner embroidered with dialect. He registers also with his Spanish warbles.

Grenet's original numbers—a combo of son, chanson and rumba—predominate in the dance repertoire. He is an ingratiating and personable conductor for the show.

## Continental Room, Stevens Hotel, Chicago

Spirit of spring is rampant in the Continental's new revue, with Jimmy Joy and his talented group of musicians and entertainers giving a refreshing background to a lively show, one of the best in months. Room has been redecorated in a restful blue shade that is pleasing.

Initial show opened with Joy and his boys playing *I Love You Truly*, followed by the Archer Sisters, lovely in striking red gowns, offering a beautiful modernistic routine and a hot number to Alexander's *Ragtime Band* that won them a big hand. Li La Ming, comely Chinese prima donna, making her night club debut, was next with vocal numbers rendered exceptionally well despite her apparent nervousness. She has a vibrant, well-modulated voice and charming personality. Her *One Night of Love* and *Chinatown*, latter in both English and Chinese, won well-deserved applause, and she was the recipient of scads of flowers from admirers.

Ronald and Roberta, refreshingly young and talented team, feature the light musical comedy style of dancing. Scored in a graceful routine to *Dancing Cheek to Cheek* and a lively strut to *Darktown Strutters' Ball*.

During the course of the show lovely Helen Heath, the Three Esquires and the Rhythm Racketeers, all of the Joy outfit, interpolated entertaining numbers, and Jimmy Joy himself won a tremendous hand for his excellent playing of two clarinets at the same time. Cub Higgins and band boys gathered laughs with an amusing tea-kettle number.

Combo of Joy's lively band and an excellent show should enhance the popularity of this deservedly popular room.

Nat Green.

## Congress Casino, Congress Hotel, Chicago

The new show at the swanky Congress Casino is loaded with entertainment for the collegiate trade attracted into this spot. Bill is headed by Bob Crosby and his Dixieland Band, versatile

13-men outfit, playing novel and feverish arrangements of pop tunes.

At show caught, the band set a speedy pace to the revue with a contagious delivery of *St. Louis Blues*, stinging out several of the boys in featured spots. Barbara Blane, control-acro dancer, followed with three routine numbers in which her slow and graceful backbends took the honors.

LePaul, master card trickster, proved claim to top position with a 12-minute act that boasted of showmanship and artistry. Opens with several neat tricks and then produces many laughs, deceiving a couple of innocent customers. Woman in act handles props.

Key Weber, ork's sweet-voiced vocalist, comes on for a session of three ditties, including *I've Got You Under My Skin*, *Stormy Weather* and *Trust in Me*, latter warbled to musical support of waltz arrangement. Gal has looks and an appealing voice.

Band boys take the spot next with *Dixieland Swing*, in which Ray Bauduc, drummer, takes the floor with a Southern-flavored shake turn. Good hand.

The fan dance satire by three of the boys is old but still entertaining, particularly for the younger element. The orchestra continues with *Bugle Call Rag* and for an encore does an unusual version of *Pagan Love Song*. Full of rhythm. Patrons liked them.

Park and Clifford, big-time hand-balancing team, close the bill with their familiar turn which added plenty of polish in recent months. That they manage to sell their wares in a ritzy spot is to their credit.

During the dance sessions Bob Crosby pipes many vocals and acts as general emcee. Also emsees the show quite adequately.

The Crusaders, five-piece aggregation, serve as the relief ork. Boys are Dick Rock, guitar; Hugh Doyle, sax and vocalist; Sed Spring, violin-accordion; Jimmie Burbett, bass, and Russ Crandall, harp.

Business has been very good in this spot. Minimum is \$2 for dinner guests, with \$1.50 price in effect for supper patrons. Tag jacked up to \$3 per person Saturdays. Show repeated twice nightly.

Sam Honigberg.

## Freddie's Cafe, Cleveland

Freddie's Cafe is presenting a snappy floorshow with good music, variety and fast action.

Topping the program is Mack Pepper, serving as emcee and entertainer. Mack is not unknown to fame since, at the age of 24 he married Mrs. Sophie Cohen Switzer Biller, 66-year-old widow of New York and former wife of a wealthy tire executive. Pepper is playing thru the states en route to Hollywood, where he hopes to land with Pix. Does a little bit of everything, from hoofing to singing.

Bee Ames' High Hat Girls furnish the background with neat rhythm and snappy dancing. Haynes and Raymond contribute vocal numbers and sax solos.

Ruth Stuart and Hilda Allison offer vocal numbers, with Miss Allison doing a dance for a finish that brings back the chorus.

Freddie Carlone and orchestra serve up a musical background. It is a neat show and well staged, owing to Pepper's ability to prove that, after all, an emcee may be an asset rather than a nuisance.

H. R. Hoyt.

## Harlem Uproar House, N. Y.

Continuing to strengthen its position as the latest successful spot to have brought Harlem to Broadway, Jay Faggen's club has gone competition one better by offering four shows nightly, two of them entirely different from the ones preceding or following them. This policy, plus moderate stipends for food and drinks, has been instrumental in encouraging patronage increase.

Shows are fast, well-knit and enthusiastic, dependent for their appeal not so much on the polished, perhaps a bit too well-known performances of "names," but rather on the whole-hearted, refreshing and talented efforts of comparatively unknown comers.

Current revues, each one approximating 50 minutes, have material by Billy K. Wells; songs by Doris and Fred Fisher, Porter Grainger and Pitzy Katz and

dances by Charles Mosconi and Leonard Harper.

Able emceed by Babe Wallace and colorfully framed by a peppy 12-girl line, cast includes Lovey Lane, nude hiding behind a headdress and a sequoin or two, who quivered and tossed in rhythmic abandon; Billy Adams, a half-pint tapper who show-stopped with an effective style that combines clean, rapid-fire taps with a free, easy-going selling personality; Freddy and Ginger, aptly labeled the "Astaire and Rogers of Harlem," make a handsome looking couple. Besides their ability as dancers, there is the ravishing beauty of figure of Ginger in her nude number to insure their clicking. Then there is Jackson and Brown, mixed comedy team, who deliver an uproarious

**BERT LYNN**  
Comedy Singer, Dancer and M. C. Now playing in Chicago. Now featuring his new invention, the only Electric Vibrotynn in the world.  
Direction: SIMON AGENCY, RKO Bldg., N. Y. C.  
GUY PERKINS, Chicago Rep.

**Olive White**  
PRINCESS OF RHYTHM  
Address Communications care The Billboard,  
1564 Broadway, New York, N. Y.

**DAWN and DARROW**  
DANCERS OF DISTINCTION,  
Dir. LEDDY & SMITH, 1270 6th Ave.,  
New York.  
Open at the Royal Frolics, Chicago, April 4.

JUST COMPLETED  
Record-Smashing Engagement  
20 Consecutive Weeks at Casino Atlantico  
Rio De Janeiro, Brazil  
Thanks to Hal Sands  
**HACKER & SIDELL**  
"Creators of Smart Dance Travesty."  
Beginning a series of Continental engagements at Europe's leading night clubs and hotels.



**Dorothy TOPS**

**Harris and Shore**  
Satirical  
Dance Innovations  
OPENING APRIL 9th  
CHICAGO THEATER  
CHICAGO  
Direction: Theatre Booking Offices

Amusing Songs and Dialogue By  
**JANE FARRAR**  
1523 LOCUST CLUB,  
Philadelphia, Pa.

take-off on the P. of W.-Simpson piece of biz, as well as impressive performances in their weird, Evil Spirit voodoo number; Abdeen Ali, a light brown wisp of flesh, who drew looks of sympathy when being lashed into fatal submission by the sex-crazed slave trader, her un-billed partner; 21-year-old Thelma Middleton, who packs 230 pounds of punch behind her blues singing and her amazingly agile Suzi-Q-ing; attractive Lillian Fitzgerald sang, recited *Mme. Nijinsky From Minsky* and, with lacy nothings on a really gorgeous figure, danced her way to a triple-threat sock impression; the four teams of dynamic Lindy Hoppers, with 400-pound Tiny Bunch menacingly heave-ho-ing his fragile partner, Babe Wallace, who did a dramatic recitation, *Drums*, and Dee Lloyd McKay, gracious and sweet-voiced purveyor of songs, during and between shows. Congo Bongo, teamed with Ginger, of Fred and Ginger, in a savage but fascinating dance ritual performed in the Evil Spirit number with Jackson and Brown.

Erskine Hawkins and his Bama State Collegians supply dance music that packs a flaunting swing wallop and also appropriate accompaniment to the torrid goings-on. Hawkins himself supplies near tops ear-splitting solos on the trumpet and Ruby Hill does the vocalizing. Clarence Browning does the planologs over the bar. *George Colson.*

**Club Esquire, Toronto**

Newly organized band of 12 pieces headed by Trump Davidson moves in, replacing Charles Kramer's ork. The boys work nicely together and have developed a distinctive style. The band made its debut over NBC blue network.

Bill Beasley, owner of the spot, made the deal.

Floor show is a standout and Sigman and Fields, champ table tennis wizards, head the bill. The team was a sensation here and drew plenty of pictures and publicity in the local press when they offered \$50 to anyone that could defeat them (no pay-off).

Barbara Belmore, ostrich fan dancer, made a tremendous hit. Renie La Mar Trio and Peggy Marlowe, songstress, were also on the bill. George Libby's line of 16 girls, well costumed, sets the show off in grand style. Leonard Elliott, comic songs, works hard to sell his wares and doubles as well. White and Cole, strolling colored team, come on after the floor show and make a hit playing on a miniature piano and singing request numbers. Act is held over indefinitely.

To attract American visitors, the management has decided to advertise in New York, Chicago, Cleveland and Detroit dailies. *Arthur E. Woods.*

**Blue Fountain Room, LaSalle Hotel, Chicago**

This intimate spot, booked by Consolidated Radio Artists, offers three brief floor bills nightly, augmenting its regular musical outfit with two acts.

The King's Jesters take down most of the honors with their instrumental and vocal versatility. Band is composed of six men, the trio doubling vocally being the original Jesters with Paul Whiteman. They are John Ravencroft, sax and clarinet; Francis Bastow, guitar, and George Howard, drums, who also emcees the show. The other three are

James Awad, cornet; Sid Nierman, piano, and Bob Casey, bass. Working with them is Marjorie Whitney, a charming torch singer, who singles and partakes in special arrangements with the singing trio. The outfit offers a lot of vocal work, emphasizing cleverly arranged lyrics.

At this session they entertained with original concoctions of *Banjo on My Knee, Getting Ready for Love and Your Love Is Mine*. Miss Whitney warbled *This Is My Last Affair* and netted a good hand.

Grace Drysdale opened the bill with her marionette act presented on a miniature stage. Pleased with a couple strutting to the tune of *De-Lovely* and the graceful ice-skating waltz of a Sonja Henie dancer.

Charles and Helen Stone, talented tap team, opened with routines set to *Trees* and followed with *Poet and Peasant*. These are difficult routines to do and, while well done, are not as entertaining as pop-tune strutting. Turn-out gave them a big appreciative hand. Encored with a feverish *Truckin'* routine. *Sam Hontyberg.*

**Chi Clubs Want Versatile Acts**

CHICAGO, April 8.—While an extensive repertoire usually makes it easier for an act to be held over, several clubs, by advertising three and four "different" shows nightly, insist that performers be equipped to offer something new at each turn. They favor acts whose bag of tricks is not limited to a mere few routines and who can keep the customers in by changing their performances.

Some clubs who sell "different" shows in their ads do so for business reasons only. They feel that this teaser serves as an attendance stimulant, even tho the same entertainment dish is served several times nightly. Other clubs actually change their shows the same nights. Where four a night are offered, the first and third and second and fourth programs are different affairs.

Among clubs jumbling routine nightly are Denis Cooney's Royale Prolics Cafe and Big Ivy's Cabin Inn. They do a healthy repeat business, some of which is probably attracted by the steady re-routing of performances.

**F. & M. Agency Now Booking Four Clubs**

NEW YORK, April 5.—Fanchon and Marco Agency has lined up two more spots for production shows out of the office. New spots are the Lookout House, Covington, Ky., starting April 23, and the Arabian Gardens, Columbus, O., starting May 12. Jack Lee of the agency landed the houses while on a six-week scouting trip.

Other spots booked by the office are the Mayfair Casino, Cleveland, and New Keamore, Albany, N. Y. Among performers recently signed to F. & M. contracts are Beau Brummels, Miac, Enrica and Novello and Bill Steele, the latter opening today at the Powatan, Detroit.

**Pike Manages Montreal Spot**

MONTREAL, April 3.—Art Pike continues to manage Krausman's Lorraine Grill here, despite reports he was about to resign a few weeks ago.

**Providence Club Reopens**

PROVIDENCE, April 3.—Hillsgrove Country Club reopened last Saturday p.m. with a floor-show polley. Spot closed prior to Lent.

**Boston Agents Raise Fee**

BOSTON, April 3.—Mrs. Buddy Shepard, secretary of the Massachusetts Theatrical Agents' Protective Association, announces the boosting of membership fees from \$10 to \$50. MTPAA has 28 members.

**Beverly Hills, Cincy, Makes Its Bow April 22**

CINCINNATI, April 3.—Beverly Hills, under construction just outside of Newport, Ky., across the river from here, is (See BEVERLY HILLS on page 39)

"THE DARING DARLING OF DANCE"

**MARION MORGAN**



"Marion Morgan's style stamps her as a Stripper who'll outlast many of the better knowns."—JOSEPH LAWLER, Chicago Daily News.

"Her dances are daring but done with artistry. Few other exotic dancers have been able to attain in our caedom."—CHARLIE DAWN, Chicago American.

8TH WEEK  
**HARRY'S NEW YORK BAR**  
CHICAGO

OPENING APRIL 9  
FOR FOUR WEEKS  
EMPIRE ROOM  
PALMER HOUSE, CHICAGO

**JOAQUIN GARAY**

Currently Appearing in  
PARAMOUNT'S "CHAMPAGNE WALTZ"  
Singing  
"ON THE MERRY-GO-ROUND"

NOW PLAYING 6TH WEEK  
EMPIRE ROOM  
PALMER HOUSE, CHICAGO

**FOUR VESPERS**

TEETER BOARD SENSATIONS

OPENING APRIL 16TH,  
CHICAGO THEATER.

Direction Harry Kilby,  
Radio City, New York.

EDGEWATER BEACH HOTEL, CHICAGO, MARCH 26-APRIL 1  
CHASE HOTEL, ST. LOUIS, APRIL 2-APRIL 8

**WALTER JENNIE and "BUDDY"**

"THE SEAL WITH THE HUMAN BRAIN"

OPENING APRIL 15  
RUSSELL BROS.' CIRCUS

Direction:  
C. W. NELSON  
Billsbury Agency  
Chicago

**MARIO and FLORIA**

"The Utmost in Dancing"

Just Closed 16 Weeks at  
WALDORF-ASTORIA, N. Y.  
Dir. Music Corp. of America

OPENING AT THE  
PALMER HOUSE, CHICAGO  
Indefinite Run.

**NICHOLAS BROTHERS**

now appearing at  
**COTTON CLUB, N. Y.**

"As is usual with Cotton Club shows, the dancing is always fast and furious. The Nicholas Brothers (Harold and Fayard) uncork their sprightly and spectacular tapping, with the younger one leading a big production number like a veteran and later unleashing some nifty wordless sing-shouting. The boys stole the show hands down."—Paul Denis in The Billboard, issue March 27, 1937.

Personal Direction  
**HERMAN STARK**  
Cotton Club, New York

**Writes Texas Guinan Story**

PHILADELPHIA, April 3.—Johnnie Stein, p. a. for Mitchell and Durant and once Texas Guinan's manager, reveals that he has just completed a biography of the late niter queen, Grace Hayward, who never even saw Tex, collabed on the tome.

# Orchestra Notes

## America's Leading Radio, Theatre, and Dance ORCHESTRAS

Music of Yesterday and Today Played in the Blue Barron Way

### Blue Barron

AND HIS ORCHESTRA  
Southern Tavern, Cleveland  
WTAM and NBC NETWORK  
Excl. VARIETY RECORDING ARTISTS

CRA

### Mario Braggiotti

AND HIS ORCHESTRA  
NBC NETWORK  
Excl. MASTER RECORDING ARTISTS

CRA

### Jack Denny

AND HIS ORCHESTRA  
Now Playing  
MEADOW BROOK COUNTRY CLUB,  
Cedar Grove, N. Y.  
NBC RADIO STARS  
Excl. MASTER RECORDING ARTISTS

CRA

### Dick Dixon

49th Week GLORIA PALAST, New York.  
The Romantic Tenor  
AND HIS AMBASSADEURS  
Per. Rep.—Harry Moss

CRA

### WILL HUDSON & EDDIE DELANGE

ORCHESTRA  
"Ambassadors of Musical Youth"  
Excl. MASTER RECORDING ARTISTS

CRA

### Ina Ray Hutton

AND HER MELODEARS  
"The Blonde Bombshell of Rhythm"  
Excl. VARIETY RECORDING ARTISTS

CRA

### King's Jesters

"The Biggest Little Band in America"  
AND THEIR ORCHESTRA  
with MARJORIE WHITNEY  
Currently LA SALLE, Chicago  
NBC NETWORK FAVORITES

CRA

### Clyde McCoy

And His "SUGAR BLUES" ORCHESTRA  
DECCA RECORDS  
VITAPHONE MOVIE SHORTS

CRA

### Barney Rapp

Mighty Maestro of Melody  
AND HIS NEW ENGLANDERS  
featuring RUBY WRIGHT  
Currently CHASE HOTEL, St. Louis

CRA

### Jan Savitt

AND HIS "TOP HATTERS"  
KYW, PHILADELPHIA, AND NBC NET-  
WORK  
Excl. VARIETY RECORDING ARTISTS

CRA

Offering Sparkling, Versatile Music

### Jack Sherr

"America's Most Versatile Instrumentalist"  
AND HIS ORCHESTRA  
14th Week at the  
HOTEL ST. MORITZ, NEW YORK

**CONSOLIDATED**  
RADIO ARTISTS, Inc. CHAS. E. GREEN  
NEW YORK: 30 ROCKEFELLER PLAZA  
CHICAGO · CLEVELAND · DALLAS · HOLLYWOOD

JACK SPRATT and band, who recently signed with CRA, comprise the following: Jerry Britton, Mike Stelbasky, Freddy Schuett, Harold Fliegelalba, Luke Lunkenheimer, Doc Wildeson, Fritz Mueller, Roland Fansher, John Anderson, Eddie Evans, Earl Wendelkitt and Jack Spratt, leader. Barbara Moffitt is featured vocalist.

BOB YOUNG's orchestra has replaced Herb Saman's at the Bal Tabarin, San Francisco.

EDDY DUCHIN returns to the Palmer House, Chicago, June 1 for summer, succeeding Henry King, who opens a stay Friday.

BENNY THE BUM'S, Philadelphia, finally gets out of its musical entanglements, new season's contract awarded to Leo Zollo, who comes from the Hotel Walton Roof.

MADELINE HALL brings in her all-fem band for terping at Verrillo's Cafe, Philadelphia.

REX DONNELLY orchestra, of Wildwood, N. J., has been booked for a number of college hops this spring, prior to its summer location at the Wildwood Crest Pier.

HUNT'S PLAZA BALLROOM, Wildwood, N. J., opened the season with the Las Vegas orchestra. Band will carry on for the week-ends until summer, when a name band policy will prevail.

JIM FERRARI opens the season for the Golden Dragon Cafe, Wildwood, N. J. DON PEDRO and orchestra opened a three-week engagement March 27 at the Chateau Country Club, Milwaukee, with a remote control hookup over WTMJ.

KEN KETCHIN's orchestra celebrated its second anniversary with a free dancing party March 29 at the Hollywood Ballroom, Madison, Wis.

SAXIE SIEDEL and her old-time band opened the first of a series of old-time dances April 1 at the Cinderella Ballroom, Appleton, Wis.

CRACKERJACKS are billed for the intermissions at the Park Central Hotel, New York.

LANA and her seven boys make up the new combination playing the cocktail hour at the Onyx Club, New York.

EDDIE MILLER, Lucille Moore and Demuth Mills, formerly with Ernie Hayden's band, are shifting for themselves at the Emmerson Hotel, Mt. Vernon, Ill.

JIMMIE FERLIS and his 10 collegians are playing one-night stands near Douglas, Ga., so the boys don't have to cut classes.

BOB VAN and his Chicago Esquires open a four-week stay at the Hotel Miami, Dayton, O., April 10.

TED BAIR and his Rhythm Kings are in their eighth week of an indefinite engagement at The Stables, Topeka, Kan.

DON ELLIS and ork have begun an indefinite engagement at Trimble Spring Hotel and Night Club, Durango, Colo. Personnel comprises Bob Hooven, George Pulliam, Bill Egbert, Harlow De Voss and Don Ellis.

ORRIN TUCKER's combo has succeeded the Larry Funk band at the Lookout House, Covington, Ky.

PAUL WHITEMAN opens at the Drake Hotel, Chicago, April 9. Will air over MBS network.

JENO BARTAL was chosen out of 15 contestants to furnish the music for the Cadarel testimonial dinner at the Biltmore Hotel, New York, March 31.

ALAN BROOKS orchestra will open at the Glen Casino, Williamsville, N. Y., now that they have closed at the Savarin Club, Buffalo.

MIKE PANTONE and orchestra, a fixture at Matt Loftus' Ambassador Inn, Albany, N. Y., for the past 35 weeks, shift next week to the Canton Restaurant there.

JOHNNY HAMP and orchestra opened an indefinite stay at the Muhlebach Hotel, Kansas City, Friday. Booked by CRA office in Chicago.

CHARLES SHRIBMAN has booked Mal Hallett's ork for the annual Inter-City Club dance April 8 at South Armory, Boston.

JIMMIE WILKINS, who recently left the Paramount Club Reuse with his band, is now playing a cruise on one of the Grace liners en route to South America. Trip is for 38-days.

JOE RIVET and orchestra have opened at Cedar Lane, Opelousas, La., for an indefinite stay, after two years at Bat Gormly's Club, Lake Charles, La. Roster includes Ray Goodwin, Frank Peters, Jack Baker, Tom Ashley, Louis Segar, "Tight-Eye" Sheets, Joe Rivet, Armon Armond, Hal Gilder, Roy Garbi Gonsales and Audrey Merritt, vocalist.

SYE DEVEREAUX and his Blue Shades of Harmony are at Chez Florence, and Willy Lewis and band are at Chez Ray Ventura, both in Paris.

KAY KYSER, now in Chicago, leaving next month on a tour of one-nighters. Was also signed for the June German, social event held in Rocky Mount, N. C., every summer. Kysler first played for the affair in 1930.

MEL CROCKER and band have been signed for an indefinite stand at the Kit-Kat Klub, Cleveland.

CHARLES VERNA replaces Leo Zollo at the Hotel Walton, Lexington Casino sports a new band in Chick Ryan. Bill Thornton supplies the dance urge at the Club Parakeet in Philadelphia.

BENNY THE BUM'S, Philadelphia, adds a relief band, bringing in Teva Gorodetsky.

BUNNY BERIGAN will bring down a dozen jamsters for the RCA-Victor dance in Camden, N. J.

UNCLE TOM (Tom Ferrick) and his Texas Hillbillies have moved into New (See ORCHESTRA NOTES on page 20)

## ORLANDO ROBERSON

and his orchestra

**NOW TOURING THE SOUTH**

MASTER and VARIETY RECORDS

Exclusive Management  
**CENTURY ORCHESTRA CORP.**  
1619 BROADWAY, NEW YORK

## DON MARIO

and his ORCHESTRA

ON TOUR

Per. Mgt. PAUL WIMBISH,  
R. K. O. Bldg., New York City.

THE ONE AND ONLY

## JIMMIE LUNCEFORD

AND HIS ORCHESTRA

*the new king of Syncopation*

Now Appearing  
**HOWARD THEATRE, Washington, D. C.**  
Direction:  
**HAROLD OXLEY, 17 E. 49th St., New York, N. Y.**

## STEELES MILLER

ONyx CLUB ORCHESTRA

2nd YEAR ONYX CLUB.  
"Cradle of Swing"  
Personal Mgt.  
Herbert E. Rosenberg, Atty.  
261 Broadway, N. Y. C.

## ANDY IONA

and his Islanders

**HOTEL NEW YORKER, New York**  
Recording Artists.  
Direction—Rockwell-O'Keefe.

## JERRY BLAINE

and his orchestra

5th Month, Coconut Grove,  
**PARK CENTRAL HOTEL, N. Y.**  
NBC Coast to Coast.  
Management  
Consolidated Radio Artists, New York.



## JACK POWELL

Now Appearing  
**VICTORIA PALACE, London.**  
Dir. LEDDY & SMITH,  
1270 Sixth Ave., New York.

Just concluded 12-week engagement at Park Central Hotel, N. Y.

## CLARK RINGWALT

and his  
NBC Rockin' Rascals

This famous relief outfit now available for Clubs, Hotels, Nic Spots. Add. Hotel President, W. 48th St., N. Y.

## Glaude Hopkins

on tour

AND HIS ORCHESTRAS

EXCLUSIVE MANAGEMENT  
**ROCKWELL-O'KEEFE INC.**

## DON REDMAN

and his orchestra

ON TOUR

Brunswick Records

**Century Orchestra Corp.**  
1619 Broadway, New York

Another Great Band Swinging Forward Under the C. R. A. Banner

## Jack Spratt

and his  
**FAMOUS RADIO DANCE BAND**  
Consolidated Radio Artists, Inc.

# Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEAF (NBC) and WABC (CBS) from Friday, March 26, thru Thursday, April 1, and also, for comparative purposes, from Friday, March 19, thru Thursday, March 25. Ratings are based on the number of combined network plugs for each song.

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

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

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

Position Title Publisher Mar.26-Apr.1 Mar.19-25 Net. Ind. Net. Ind.

Turn to our Amusement Machines, Music Section, for listing of 10 best records (Bluebird, Brunswick, Victor and Vocalion) for the week ended March 29.

Position	Title	Publisher	Mar.26-Apr.1	Mar.19-25
			Net. Ind.	Net. Ind.
1.	Trust in Me	Ager, Yellen	32	26
1.	Too Marvelous for Words (F)	Harms	32	22
2.	I've Got My Love to Keep Me Warm (F)	Berlin	31	18
3.	Boo Hoo	Shapiro, Bernstein	28	26
4.	Little Old Lady (M)	Chappell	25	27
5.	When the Poppies Bloom Again	Shapiro, Bernstein	22	13
6.	What Will I Tell My Heart?	Crawford	20	30
6.	This Year's Kisses (F)	Berlin	20	29
6.	Sweet Is the Word for You (F)	Famous	20	19
6.	Where Are You? (F)	Felst	20	15
7.	Moonlight and Shadows (F)	Popular	19	29
7.	September in the Rain (F)	Remick	19	19
7.	How Could You?	Remick	19	18
7.	On a Little Bamboo Bridge	Morris	19	5
8.	Goodnight, My Love (F)	Robbins	18	18
8.	You're Laughing at Me (F)	Berlin	18	16
9.	You're Here, I'm Here, You're Every-where	Marlo	16	11
9.	Gee, But You're Swell (F)	Remick	16	10
9.	When Love Is Young (F)	Miller	16	7
10.	The Mood That I'm In	Broadway	15	8
11.	Swing High, Swing Low (F)	Famous	14	26
11.	May I Have the Next Romance With You? (F)	Felst	14	24
11.	Serenade in the Night	Mills	14	23
12.	Was It Rain? (F)	Santly-Joy	13	14
12.	Wanted	Sherman Clay	13	10
12.	Never in a Million Years (F)	Robbins	13	4
12.	I Can't Lose That Longing for You	Donaldson	12	18
13.	One in a Million (F)	Hollywood	12	13
13.	Just a Quiet Evening (F)	Harms	12	13
13.	When My Dreamboat Comes Home	Witmark	12	12
13.	Let's Call the Whole Thing Off (F)	Chappell	12	9
13.	Rockin' Chair Swing	Red Star	12	8
13.	Easter Parade (M)	Berlin	12	3
14.	My Last Affair (F)	Chappell	11	22
14.	He Ain't Got Rhythm (F)	Berlin	11	16
14.	Jamboree (F)	Felst	11	3
15.	Big Boy Blue	Schuster	10	19
15.	They All Laughed (F)	Chappell	10	13
15.	Our Song (F)	Chappell	10	7
15.	I Can't Break the Habit of You	Davis	10	6
15.	I'm Bubbling Over (F)	Robbins	10	6
16.	You Showed Me the Way	Robbins	9	11
16.	That Foolish Feeling (F)	Felst	9	7
16.	Just To Remind You	Donaldson	9	5
16.	My Little Buckaroo	Witmark	9	3
16.	I'd Be a Fool Again	Words & Music	9	3
17.	Dedicated to You	Crawford	8	13
17.	Blue Hawaii (F)	Famous	8	12
17.	You're Precious to Me	Marks	8	10
17.	There's Something in the Air (F)	Robbins	8	7
17.	Love and Learn (F)	Chappell	8	6
17.	Vienna Dreams (F)	Harms	8	5
17.	Moon Is in the Sky	Fox	8	5
17.	In a Little Hula Heaven (F)	Famous	8	5
17.	Smoke Dreams (F)	Robbins	8	4
17.	Choir Boy	Schuster	8	4
17.	I've Got Beginner's Luck (F)	Chappell	8	4
17.	It's Swell of You (F)	Robbins	8	2
18.	Stumming on Park Avenue (F)	Berlin	7	22
18.	Sweet Lileani (F)	Select	7	11
18.	Mr. Ghost Goes to Town	Exclusive	7	9
18.	I'm Riding High (F)	Chappell	7	6
18.	Spring Cleaning	Berlin	7	6
18.	Wake Up and Live (F)	Robbins	7	4
18.	Whoa, Babe	Lincoln	6	9
18.	You Can't Take It With You (M)	Ager, Yellen	6	8
18.	Carelessly	Berlin	6	6
18.	I'll Never Tell You I Love You	Mills	6	5
18.	Love Is Good for Anything That Ails You (F)	Santly-Joy	6	5
19.	They Can't Take That Away From Me (F)	Chappell	6	5
19.	Sweet Heartache	Santly-Joy	6	4
19.	To a Sweet and Pretty Thing	Shapiro, Bernstein	6	1

Turn to our Amusement Machines, Music Section, for listing of 10 best records (Bluebird, Brunswick, Victor and Vocalion) for the week ended April 5.



**--What Make-Up Is To The Face-- WEBSTER-CHICAGO Is To The Voice**

The effect of "make-up" is to improve personal appearance . . . the effect of a Webster-Chicago sound system is to improve the voice . . . to show off at your best to a vastly increased audience.

**Model MP-530**  
30 Watt Output.  
Includes:  
30 - Watt Amplifier with Phonograph Turntable.  
Crystal Microphone.  
Two Heavy Duty P. M. Speakers.  
Dual Electronic Mixing System, Mixing Microphone and Phonograph.  
★ Will handle audiences up to 10,000 people.

## "DRESS UP YOUR SHOW" WITH Better Sound

TODAY all members of the amusement profession recognize the importance of sound systems . . . but few appreciate the enormous difference in sound systems. If your system sounds thin and tinny, try out a new Webster-Chicago unit . . . A model for all purposes and all purses. Dress up your show with better sound.

### WEBSTER-CHICAGO'S ALL-PURPOSE SOUND SYSTEM

For Both 6 V. D.C. and 110 V. A.C. OPERATED  
Being battery or AC operated, Model MP-530 has the advantage of being usable anywhere and under all conditions. All necessary accessories are included, the phonograph turntable being an integral part of amplifier cabinet.



### WEBSTER-CHICAGO

Webster-Chicago, Mfrs. of Complete Line of Sound Equipment and Accessories.  
Section A-12, 5622 Bloomingdale Ave., Chicago, Ill.  
Without obligation please send me your Catalog on Sound Systems for . . . . .  
Name . . . . .  
Address . . . . .  
City . . . . . State . . . . .

### Vibrator REED

Patented  
**SAXOPHONE and CLARINET PLAYERS!**  
Tone is your greatest asset! Produce the finest with The New Black Diamond Cut VIBRATOR REEDS.  
A Strength in accordance with each player's lips.  
Ask your preferred Dealer or  
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**Sheet-Music Leaders**  
 (Week Ending April 3)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.  
 Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. Boo-Hoo (Shapiro) (2)
2. Little Old Lady (Chappell) (1)
3. Moonlight and Shadows (Popular) (3)
4. When My Dream Boat Comes Home (Popular) (4)
5. What Will I Tell My Heart? (Crawford) (7)
6. This Year's Kisses (Berlin) (5)
7. When the Poppies Bloom Again (Shapiro) (11)
8. Trust in Me (Ager) (9)
9. I've Got My Love To Keep Me Warm (Berlin) (10)
10. Goodnight, My Love (Robbins) (6)
11. Serenade in the Night (Mills) (8)
12. My Little Buckaroo (Witmark) (15)
13. On a Little Bamboo Bridge (Morris) (12)
14. Sweet Is the Word for You (Famous) (14)
15. Blue Hawaii (Famous)

PHONOGRAPH RECORD best sellers will be found on page 183.

**Detroit Agency Plans Route of Resort Dates**

**DETROIT,** April 3.—Highland Park Conservatory, operated by Lloyd C. Rudy, is planning a route of resort dates for both orchestras and floor shows in Northern Michigan this summer. Nell West, orchestra manager, says he has nine contracts lined up.

Billie Caplin, who has been connected with the WPA Theater project here, is joining the Conservatory staff and will handle the floor show department. Night spots now on the books include the Blue Boat, Blue Rendezvous, Meyer's Garden, Casino Cocktail Bar, Puritan Cafe and John R. Gardens.

**Disc News in This Issue**

In the Music Section of the Amusement Machine Department will be found each week additional news of phonograph recording activities, coin-operated machine merchandising and a listing of best sellers of the leading record labels.

*Music News in New York City*

**RICHARD MILLS**, recently in charge of the Chicago branch of Exclusive Publications, has been placed at the helm of the exploitation end of the concern in New York. At the same time his brother, Sidney, has been promoted to a similar capacity with Mills Artists' Bureau. Young Richard, who, by the way, has set June 6 as the date of his marriage to Shirley Heller, sister of little Jackie Heller, in Pittsburgh, is enthusiastic over the progress of *Sorority Waltz*, by John Redmond and Lee David, writers of the new Cotton Club revue.

**ROY MUSIC COMPANY** has arranged for larger quarters in the Brill Building, New York. Firm will occupy something like 900 square feet on the seventh floor. Removal date April 15.

**AL DUBIN** AND **HARRY WARREN** are in town for their first vacation in a year and a half. Just completed text and tunes for the new Warner musical, *Singing Marine*. Six numbers in all.

An illustration what one hit song can do is the progress of Words & Music Company. The firm has added studios and more room for the office and stock department staffs.

**ANDY RAZAF** AND **EDDIE MALLORY**, Ethel Waters' accompanists, have completed a new song entitled *A Woman in Love Ain't Got No Sense*. Miss Waters may use the number in her current repertoire.

**JOHN MULDOWNEY** has switched his latest song over to Sherman, Clay & Company. Title, *Fraidy Cat*.

**E. B. MARKS** is getting out a new musical arrangement of Joe Howard's famous song, *I Wonder Who's Kissing Her Now*. The oldtimer has taken on new life.

**ALEX HYDE** has placed *With My Heart Upon My Lips* with Joe Howard Music Company. Wrote it with Buddy Feyne.

With the success of revivals, placing these numbers in special folios, their writers or heirs are coming in for some unexpected royalties. Most of the songs are recopyrighted efforts, thereby assuring their creators a proprietary interest for a period of years. Jack Mills Music Company is issuing such books, including such staple musical smashes as "Mother Machree," "That's What the Rose Said to Me" and many Ernest Ball, and Ted Snyder contributions.

**BEN EDWARDS**, recently with the Isham Jones emporium, has joined the staff of the Miller Music Publishing Company.

**RED STAR SONGS, Inc.**, reports its mammy tune, *Rockin' Chair Swing*, is doing well and will have at least 12 major contacts this week. Decca has been cut in on it by Mal Hallett, as well as the Mills Brothers. Brunswick is also slated to release the platter soon.

**IRVING GRAHAM** will fashion the score for Leonard Stillman's *Calling All Men*. Graham left Philadelphia last season to add several new tunes to *New Faces*.

**Ex-Travers Men Co-Op**

**PHILADELPHIA,** April 3.—Former members of the Vincent Travers ork are banding together again on a co-op basis. Len Forte, former concert master for Travers and fiddler with Anthony Candelori, will front. When Travers accepted the French Casino call, Local 802 nixed his bringing over the original band and boys disbanded.

**Heidt Breaks Record**

**BRIDGEPORT,** April 3.—Vallee, Lombardo and Goodman's attendance records here for one-night engagements tumbled Sunday at McCormick & Barry's Ritz Ballroom here when 3,000 persons jammed the hall to hear Horace Heidt and his Brigadiers, while 1,600 more were turned away.

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**A-HUNTING I WILL GO**  
**IT'S HIGH TIME**  
**OH, SAY, CAN YOU SWING?**  
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**IT'S STILL BEING DONE**  
 Orchestrations, 50c Each.

**RUMBAS (Orch. 75c)**  
 Spic and Spanish  
 Lady Likes To Love  
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 Blue Caribbean Sea

**TANGOS (Orch. 60c)**  
 Plegaria  
 Tomo y Obligo  
 Adios Argentina  
 Clavel del Aire

**JIMMY DALE SPECIALS (Orch. 75c)**  
 By Heck (New)  
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 Ida, Sweet as Apple Cider  
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 There'll Be Some Changes Made

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**Del-Ray Books Bands**

**DETROIT,** April 3.—Eddie Minich and 18-piece orchestra were booked last week by the Del-Ray Booking Organization for Sonja Henie's International Ice Carnival at Olympic Auditorium. Same office also booked major shows for Packard Motor Company sales organizations at both Detroit and Chicago last week, using six acts in addition to bands. Noon session at Detroit was played by Ray Gorell, and in the evening by Del Deibrige.

(A press agent reveals an interesting note or two about his business while reminiscing thru the Prohibition and after-Prohibition era of the cafe business.)

**W**HEN I broke into night club press agency during the Prohibition era most of the cafes were dives or, as the cafe owners termed them, "upholstered sewers." Generally they were located on side streets of Broadway and situated above old dilapidated buildings, over garages or in cellars. Naturally the sale of liquor was illegal and the money was in bootleg whisky, so it isn't hard to imagine how cafes in those days operated and the type of trade they drew.

Broadway itself was infested with "Chink" joints. They monopolized all the motley trade, particularly that of the tourists. Prohibition killed the glamour of old Broadway. Places like Murray's, Churchill's, Reiselweber's, Rector's, Palais Royal and others of equal class filled with tradition and romance, glamour and prestige, and whose head waiters had to have a bowing acquaintance with society in order to keep their jobs, were no more. The patrons were social register or people with enormous wealth. It was a carriage trade and it was strictly top hat, tails and white tie.

Prohibition erased all that and in its wake came the Chinese joints and the "hideaway hot spots." However, Broadway soon became tired of the "Chink joint" and it remained for two smart business men to inject new blood and with it life into the night club situation; in fact, they revolutionized the cafe business. They took the majestic corner of Broadway and 48th street, rented the entire second-floor loft, built an 800-seater cafe, originated the no-cover charge policy,



Mack Millar

hired the "most beautiful girls" in show business, signed two outstanding bands, procured name attractions and with an eight-course meal offered it all to a very eager public for a buck and a half. Employing the simple merchandising principle of volume and turnover, they knocked not only Broadway but the entire nation clear on its ear and cleaned up a great fortune. The place is the famous Hollywood Restaurant and the men were Jacob Amron and Joe Moss. Today "Jake" Amron is the money man behind the Jack Dempsey Restaurant enterprise, while Joe Moss owns and runs the Hollywood Restaurant "solo."

The Hollywood Restaurant had little competition. The only other night club was off the beaten path. It was a hotel room known as the Paramount Grill located on 48th street, close to Eighth avenue. For all the business it did it might as well have been in Kalamazoo. The Hollywood Restaurant became the show place of the nation and, as I have already written, reaped a handsome harvest nightly. Of course, there were small cafes spotted here and there like the Everglades, Monte Carlo and Silver Slipper, but they meant very little. The Hollywood practically represented Broadway's after-dark entertainment. That is, until N. T. G. (Nils T. Granlund) had a business difference with Amron and walked out to start an opposition spot across the street. That was the birth of the Paradise Restaurant. In a nutshell this is the cafe picture as it appeared up to the repeal of Prohibition.

During Prohibition less than a handful of night club press agents existed. There was little to be done for the "hideaway hot spots" and, in fact, most owners wanted very little publicity. Most of

# Exploitation of Night Clubs ---A Cafe Cavalcade

By Mack Millar

Mr. Millar is a born and bred New Yorker and a product of the New York University School of Journalism. At the age of 18 he worked as a legman on the city desk for The Brooklyn Daily Eagle and from there was transformed into a sports writer. He was baptized into the publicity business by ballyhooing a Jewish Center in Brooklyn. He later directed the Mayor's Committee for the Relief and Unemployed Needy under sponsorship of Jimmy Walker, the campaigns raising three quarters of a million dollars for relief purposes in Manhattan.

He has been press agent for the Hollywood Restaurant, Ben Marden's Riviera, Stork Club, Versailles, Palais Royal, Pavilion Royal and several others, in addition to Station WNEW.

Mr. Millar was instrumental in breaking down the resistance that newspapers had placed against publicity for night clubs. Practically all of the night club departments being used in the New York papers today are the result of his one-man crusade. He has been responsible for the comeback campaign of Benny Fields, an outstanding feat of the publicity business. Today he is outstanding in his field, in addition to heading a large and substantial advertising business. Of late he has entered the commercial field, handling some important business accounts in New York.

them had a regular patronage and were satisfied. Of course, the Hollywood, Paradise and the Paramount Grill, catering to the masses and operating with an "open-door" basis, welcomed publicity. But tho they had the field to themselves, the market was not a good one. Monte Proser, now press agent for the French Casino, then publicized the Paramount Grill. Joe Russell handled the Paradise and still does. And your correspondent looked after the press destiny of the Hollywood. We depended on the columnists for most of our breaks and looked to the city desk for co-operation with our exploitation. As a group, the amusement pages were closed to our copy with the exception of *The New York Journal*.

Let it be recorded now that Jack Smith, amusement editor of *The Journal*, had the foresight to give space to places like the Hollywood, Paradise and Paramount Grill. He reasoned, and very sensibly, that if a cafe could entertain 2,000 people each evening, offer musical revues with as great lavishness as most musicals, it was entitled to the same courtesies extended the theaters. So he gave the cafes plenty of space and spread-eagled the field by getting most of the advertising business.

Sheets like *The New York Times*, *Herald-Tribune* and *The Sun* wanted no part of cafes and made no bones about it. The Hearst papers, as a group, were liberal in this respect. *The Journal* allotted plenty of lineage, while *The Daily Mirror* and *The American* accepted occasional notices, particularly when the news warranted it. *The New York Post* under the Curtis regime ran a supper club column, conducted by Frank Lynch, every Saturday and occasionally embellished it with art (pictures). On rare occasions *The World-Telegram* would use a stick on the signing of an important personality or the premiere of a new revue. However, the conservative papers like *The Times*, *Tribune* and *Sun* would not touch the night clubs, and the only chances we had to get space in them were pages not concerned with amusements.

Remember, this was still during Prohibition, with most or virtually all of the hotel rooms closed. Some 10 spots in all comprised New York's night life, and a handful of men were the press purveyors. Even tho competition was not keen then, it may be seen that space was tough to get.

Here and there one would find a sympathetic editor, but no matter how anxious he was to co-operate he could

do nothing because it was against the policy of the paper, and the advertising revenue was too insignificant to warrant the expenditure entailed in setting up a new department or adding to existent amusement personnel. To put it bluntly, the night clubs were the "bastards" of show business and were treated as such.

Today, of course, we have a different picture here in New York. The repeal of Prohibition and the return of prosperity, together with the reopening of the bars, grills and dining rooms of all the major hotels, have brought a very important source of revenue to the papers and have resulted in the establishment of regular night club departments. This is written very simply and probably reads easily, but recognition and the organization of night club departments by the metropolitan dailies was not accomplished with the same facility.

There was many a heartache and belly-ache. It was not only a struggle but an actual crusade, and, might I add with sincere pride and gratification, I was a pioneer in this crusade. It was a stiff battle, too. You might have read and heard a good deal about progressive American journalism, but have you ever tried to persuade a publisher or a managing editor to change the policy of his paper, or to recognize the growth of a certain field and the necessity for covering it?

Well, I have, and happily enough, I succeeded. But I should never want to do it as a steady diet. It just isn't a bowl of cherries. But let me not forget my assignment. I was asked to write about the *Exploitation of Night Clubs*.

I have tried to explain or mirror the background and the renaissance of the cafes. During Prohibition they were not accepted. Cafes were, with very few exception, joints, dives, clip joints, speakeasies or saloons. Those that were recognized were exploited by a handful of men getting anywhere from \$25 to \$75 a week. They had few tangible outlets and depended on the columnists for most of their breaks. Today with the repeal of Prohibition and the virtual death of vaudeville the night club has become a major leaguer in show business.

We still have the Hollywood and the Paradise of the late Prohibition era, but we have also the French Casino and the Cotton Club as the major cafe em-

poriums on Broadway, and several East Side smart spots as the Versailles, El Morocco, Stork Club, Rainbow Room, Cafe Bali, Sapphire Room and Joe Zelli's Royal Box. And then, of course, there are the important hotel rooms such as the Ambassador, Astor, Biltmore, Commodore, Essex House, Lexington, New Yorker, Park Central, Roosevelt, Ritz-Carlton and St. Regis.

Besides the hotels and the Broadway show places there has been the development of a colony of intimate "open-door" hot spots on 52d street. Approximately 15 cafes are situated on one block, now popularly known as "Swing Street," while Harlem and the Village have several intimate cafes that get quite a play.

All in all it would be safe to say that we have in the neighborhood of 200 important cafes here in New York, and the advertising revenue received by the papers for every-day consistency and stability overshadows the rest of the amusement field.

With so fertile and progressive a market the papers are constantly devoting more space to night clubs. Many of them have set aside and are now setting aside special budgets for the promotion of that phase of the entertainment field.

Sheets like *The Mirror*, *Sun* and *The Brooklyn Eagle* even issue booklets recommending cafes to visit before and after the theater. To sum it all, cafes have won their place in the sun and are now an important, if not the most important, factor in the realm of entertainment.

Now let's get back to the press agents. The phenomenal growth and importance of the cafe business has developed in the last three years or since the advent of repeal. It is safe to say we have from 100 to 150 night club press agents in New York City. Excepting 5 per cent of them, who they are, where they come from, what experience they have, I, who am closely affiliated with that phase of the profession, cannot answer. They come and go. I think there is a greater turnover in the night club press-agent field than in the sale of well-known brands of merchandise.

Recently I had informal off-the-record discussions with a majority of night club editors on the dailies and I asked them what they thought of the press agents in cafes—what percentage were good and how they compared with the theatrical press agents. Remember, I spoke to these editors separately and on different occasions, and yet the answers were astoundingly similar.

Practically to a man they agreed that most night club press agents are "fly-by-nighters" and are not to be trusted at all. Man for man, the editors said they do not stack up against the theatrical press agent with possibly three or four exceptions. They felt only a handful of press agents in the night club field could be depended upon. Many agreed that the majority of night club press agents use no tact in contacting newspaper men and display poor taste in the releases they submit. Of the 150 men in the market they felt that 10 press agents were to be trusted and respected.

As an old hand in this business, I agree wholeheartedly. I have seen so many phony releases sent out by press agents, so many stories without foundation, that many a time I feel that it is only a question of time before the remainder of us suffer because of these deliberate falsifications.

In the theater most producers swear by their press agents. Many producers have employed the same press agents for many years and would not change them under any circumstances. Many are almost legendary and have their own circle and they command respect and attention.

In the night club field we also have a group that can be trusted, who are (See *EXPLOITATION* on page 21)



HE Scene is New York's Hotel Commodore Palm Room, capacity for over 500. The Time is 10 p.m. last November 13 (a Friday!). The Characters are Mal Hallett and his 14-piece band, head waiter, six captains, 35 waiters, 20 bus boys, the guy who's telling this story and six guests.

The night had been announced as the opening of the Metropolitan Intercollegiate Dance Contest, a promotional effort to drag the kids into the spot. The idea of the dance contest was a radical step for a place which had the rep of conservatism. It tanged of Broadway, thought some. But after thrashing the matter out Frank J. Crohan, Commodore prexy, okehed the plan and got solidly behind it.

Back to that Friday the 13th. Beads of sweat stood out on foreheads. We waited. At 10:30 the kids started to come; at 11 they were packed around the checkroom, and the midnight count was better than 200 covers. It had clicked.

The contest continued with five semi-final nights and the finals on December 18. The winners pursued \$300 and got two weeks at the Paramount Theater. Everybody was happy.

To our way of thinking, the promotion showed the possibilities for more daring exploitation on the part of hotel spots. During the winter other local dining rooms relaxed from the uniform to put over till-ringing stunts. Among the results shown are that the college crowd comprises the great class of potential customers for this type of place and that the youngsters' main concerns are a good dance band, a large floor and not too much show.

Of course, this alludes only to supper trade. As a rule the transients and "regulars" support the dinner session. It's the late hours which must produce enough to keep the music and entertainment cost down to a maximum of 25 cents on every dollar taken in. Good dinner biz and one good supper can't do that.

Most hotel dining rooms were originally constructed with major thought given to the dining angle. Therefore we have seen much remodeling—raised floors, special band stands, terracing—to meet the demands of dancing and acts. And the physical layout is an important item as well as a serious problem in most places. At the Commodore, for instance, the room's capacity is taxed at luncheon. Thus it must be modeled to be as attractive and practical in mid-day as at night. The answer here this season was to construct a large band stand and place it at one end of the rectangular room, out about 35 feet, allowing adequate passageway on each side and creating space behind the rostrum for 150 covers when jammed in. The advantages gained consisted, in part, of establishing an illusion of a smaller room for slacker nights and still have accommodations for the overflow on turn-away occasions.

The one possible kick from this arrangement might come from a relative minority when the floor show is on, but experience has proven that such complaint is negligible. As a rule the time this space is utilized is precisely when the guest is only too glad to get just a place to sit.

We believe that more serious thought has to be given to every move in con-

# Handling a Hotel Dining Spot

By Glenn Ireton

Mr. Ireton went to New York directly after his graduation from Colgate University in '27. His first job was as a musician with Frank "Bananas" Silver's Band. Then followed engagements with other orks in vaude, restaurants and presentations: a season with legit (juvenile lead in Lew Cantor's "The Skull"); with stock companies in Baltimore and Englewood, N. J.; a little pix work here and there; a vaude sketch with his wife, Barbara Marsh, and a bit later, his own band on a tour of college and pavilion dates. Then came jobs which a Wall street bond house, a Long Island real estate firm, a dry cleaning company, a trade paper, and an out-of-town newspaper. He had a commercial on WOR four years ago, just after leaving the staff of The Billboard. Since then he has been a reporter for the New York News Association, advertising and publicity manager for the Hotel Montclair, New York, and his present post as press representative for the Hotel Commodore, New York, since December, 1934.

Romantic Note: 'Twas the night of the Tunney-Dempsey scrap. Glenn and Barbara Marsh were playing break-in dates in different acts on a New London, Conn., stage. They met to wager. The gal lost the bet . . . and also her name, about a month later.

nection with a hotel spot than a straight night club. The reasons are obvious. First of all the hotel is a public institution with a weekly turnover of thousands of living-quarter guests, three or more other dining rooms, ball-rooms, bar, cocktail lounge, etc. Thus policy must be a more important factor here. Service, entertainment and prices in one phase have closely correlating influence on another. Emphasis on college trade in the dine-and-dance room may bring private parties and fraternity conventions for the ball-rooms and teachers and students on vacation for room biz. In other words, the effect upon the whole establishment must be considered when an activity for one department is proposed. It seems to me that the question to ask yourself is: "Will this idea make more people GET THE HABIT of coming to my hotel?"

That leads into my pet theory, the concentration upon the college trade. The old chestnut, "get 'em young," is quite applicable to the case. There's a lot of all kinds of business to be had from the kids themselves. More matured, they constitute a class which is at least better prepared to develop into profitable guests.

When bidding for the college trade I believe that a reasonable cover charge in a hotel room designed for wholesale patronage will more than offset the smaller food and liquor consumption. Then, too, people from 30 to 50 like to go to a place swarming with youth. It's invigorating. The effect is psychological. They smirk at the youngsters' dancing stances and often find them more entertaining than a dervishly swirling pro dance team.

The question of talent for the hostelry is perplexing to many operators. We figure it's good business to depend upon such an organization as Music Corporation of America to service us exclusively; to abide by Bill Goodheart's uncannily excellent judgment of bands, Sonny Werbling's routining of shows. This procedure is especially adaptable to a hotel, since it has been found that to cement its many departments into a smoothly working machine tie-ins with expert specialists make for economy and efficiency.

Entertainment policy at the Commodore, and we feel at most competing spots, demands a band for dancing rather than just pretty music, a ball-room team and an acro girl single (new acts booked every two weeks) to highlight the ork's presentation of instrumental and vocal novelties in a half-hour show given twice nightly.

Since we seem to be in an era of style bands, we think that the star

attraction should be the ork, with the heat put on press and radio publicity, together with special stunt exploitation.

As for the floor entertainment, it must, of course, be absolutely clean. No double-entendre or vulgarity is permissible. Wardrobe must be neat and tasteful and, altho it may be a bit revealing, it must not lean toward nudity. A hotel cannot afford to permit patrons to criticize the show.

Performers playing class hotel dining spots must carry themselves with dignity, of course. Clowning with other employees or indiscriminate mixing with patrons is frowned upon.

Entertainment and music in a dining room enables a hotel to get much more publicity than it would ordinarily. It also enables the advertising department to run brighter copy, as a hotel show is easier to advertise than a hotel alone. Using the show as a front, the ad copy sells the hotel service anyway, only with more subtlety.

We do not believe that too much stress can be put upon such policies as personality buildup of the band leader in all media and unifying all promotional effort toward a common goal, definitely arrived at after sound planning. More specifically, I know that a great deal can be accomplished thru close tie-ins with such connections as the college newspapers. For example, my Campus Reporter radio program, consisting of a weekly resume of news notes from metropolitan schools and featuring an interview between a student leader and the editor of his college paper, is making and keeping a representative portion of undergraduates Commodore-conscious.

Once the crowd is coming to your hotel spot the job is only about 60 per cent done. Even granting that the music, food, liquor, service, atmosphere and prices are right, I contend that the mob returns again and again in direct ratio to the extent to which the patrons are made to feel "at home."

After all the whole theory of hotel hospitality is to keep the attitude that the guests should be treated with the same consideration and anticipation as would be given them in your own home. The understanding, tact and friendliness of your maestro and head waiter are factors for which substitutes are not easily found. A knowledge of the spot's patronage, the band leader's regard for requests, his "feel" of the audience as to choice of tunes and tempos—all these are indispensable. The veteran one-nighter who knows his dance crowds, especially from college dates thruout the country, is the man to have in front of the ork. I believe this is one of Tommy Dorsey's greatest attributes.

From the standpoint of the promotion and publicity man in a hotel spot, I would label the following condition of utmost importance: That the man at the top

be promotion-minded and as well informed on changing tendencies as the exploiter himself.

For years the average hotel dining and dancing spot was a luxury. It was always in the red. The ultra-conservative's idea of a sensational gesture was to advertise his hotel. The depression came and forced the cost-control man into supper-room statistics. Then came repeal, which opened new opportunities for profit making. This, brought in the exploiter, who now has ample opportunity to create solid business in a mighty interesting and enduring enterprise.

## ORCHESTRA NOTES

(Continued from page 16)

England for the next two months. Current engagement is at the Roundup, Boston.

AL VIERRA and his Hawaiians moved into the Glass Hat Room, Congress Hotel, Chicago, replacing the Dictators.

MAURIE SHERMAN and ork replaced Charlie Agnew's outfit at the Casino Parisienne, Hotel Morrison, Chicago, last week. Sherman will alternate with Lou Brees and orchestra.

FRANKIE MASTERS and orchestra go on the NBC Blue network, starting April 6, as a feature of the Eddie Guest program.

KEITH BEECHER and orchestra succeeded Bob Chester at the Schroeder Hotel, Milwaukee, March 27. Chester closed March 21 and opened at the Lowry Hotel, St. Paul.

GRAND TERRACE, downtown Wichita spot operated by Ray Fleming, saw March out with business increased and loudly praising Husk O'Hare, on location with his band. O'Hare plays out the month and then moves to Chicago.

FLOYD MILLS and orchestra have just begun their 29th week at the Hotel Du Pont, Wilmington, Del. Combo etherizes nightly over Station WDEL.

LOYD SNYDER and ork, with Virginia Lee and Joe Rio, opened in the Fountain Room of the Washington-Youree Hotel, Shreveport, La., March 23. Engagement is for four weeks, after which the band returns to the Olmas Club, San Antonio, for an indefinite run. MCA handles the outfit.

MANUEL GIL'S 10-piece combo holds forth nightly at the Plaza Ensenada Hotel, Ensenada, Lower California. Orchestra comprises, besides Gil, Manuel Carreon, Felipe Ortega, Miguel Bravo, Luis Vargas, Juan Pena Flores, Clemente Melendez, Edwarte Suarez, Rafael Orozco, Roberto Camacho and Alfonso Fernandez.

DICK JURGENS and ork have moved into the Florentine Room of the Gibson Hotel, Cincinnati, for a limited stay, following the Bernie Cummins' combo, which jumped to Dallas for a brief engagement. Ronnie Kemper, Eddy Howard and Stan Noonan, billed as the Three Jokers, are highlighted with the Jurgens outfit.

DICK BARRIE and his Music Makers, featuring Anita Boyer, the Three Sheiks and a glee club, are playing for dances Saturday and Sunday nights at the Dirigible of Dance in Music Hall, Cincinnati.

LEW DAVIES and ork are in their 16th week at the Embassy Club, Jacksonville, Fla. Billy Austin made the booking.

HERMAN WALDMAN, who has been playing in Texas and Tennessee, replaced Al Lyons' band in the Persian Room, Sir Francis Drake Hotel, San Francisco, last week. Airing over Mutual-Don Lee webs.

EDDIE FITZPATRICK is doing one-nighters up and down the West Coast. AMONG THE SEVERAL young bands being booked by Associated American Artists is that of Horace Perazzi, recently set for the Uptown Ballroom, Portland, Ore.

JESS STAFFORD'S orchestra celebrating second anniversary at Lake Merritt Hotel, Oakland, Calif.

ELLIS KIMBALL leaving Topsy's Roost, San Francisco, for two-month road tour.

JIMMY JOY replaced Frankie Masters at the Stevens Hotel, Chicago, April 1. NBC will pick up the music.

# Summer Resorts Prepare To Book Bands

By Frank Burke

(Publicity Director, Consolidated Radio Artists)



ANOTHER summer of band bookings for parks, lake resorts and pavilions is just around the corner and already aggressive managers and promoters are beginning to give thought to the task of merchandising their musical attractions.

From the avalanche of advance inquiries and the personal contact we are having with park men and promoters, indications are that 1937 will be the greatest year since 1928 in the outdoor summer season and that more money than ever will be spent to sell name radio and dance band attractions.

As we prepare for the summer season many questions arise as to the best way to advertise, exploit and publicize dance-band attractions. To arrive at a tried and true formula would be impossible. Local conditions, in many instances, alter publicity plans that may have been successfully carried out in another city. Then, too, budgets have a lot to do with this business called ballroom.

There are, however, some fundamental forms of publicity and advertising of dance-band attractions that are applicable to almost any spot. They include:

Liberal use of cards and one-sheets in covering the main highways approaching your spot and window coverage in your business district.

Use of sound truck featuring graphophone recordings of the attraction as a traveling display in advance of the play date of your attractions.

Sending out a postcard or circular to your mailing list which carries a cut or two of the attraction and lists the name, date, place and price.

Arranging with your radio station to plug the coming attraction's records in advance of the play date and if possible to announce the personal appearance of the orchestra in your city.

Contacting radio editors, columnists and amusement editors with pictures, stories and mats of the attraction. (Newspapers especially like photos of attractive girl singers and biographical data on band leaders.)

Staging talent quests in advance of the coming of the name attraction and holding the finals in connection with the orchestra's appearance and awarding a silver loving cup or some other prize to the winner.

While the foregoing suggestions do not cover every phase of ballroom or park publicity on dance-band attractions, they do represent some angles that have consistently been used effectively many times in the past by successful promoters. They represent standard features of a campaign that can be applied to almost any traveling dance-band attraction.

Contact with scores of promoters throughout the country who are publicity conscious and believe that you must do more than sign a contract to cash in on a name attraction has unearthed many interesting sidelights of their methods. Tom Archer, famous Iowa ballroom operator, for instance, is just as concerned about the quality and quantity of publicity and advertising material an attraction carries as he is about the musical ability of the band. He uses window cards liberally to sell all his bands.

C. S. Rose, who operates Modernistic Ballroom at State Fair Park, Milwaukee, in the summer and plays many name attractions, is a firm believer in outdoor advertising for his attractions. Mr. Rose employs his own billposter and tack-card crew and really uses circus tactics when he sells. It is not unusual for him to put out 2,000 cards on a big name attraction. Hundreds of cards are placed on the leading high-

ways entering Milwaukee and others are distributed thruout the business district of the city and suburbs.

In Los Angeles George Anderson, manager of the Palomar, uses a weekly bulletin, radio and the newspapers in advertising his famous ballroom.

Andrew Karzas, famed Chicago ballroom operator, whose Aragon and Trianon ballrooms are known from Coast to Coast, has used radio a great deal to keep the names of his attractions and places before Chicagoland. The Aragon and Trianon feature nightly broadcasts over WGN, Chicago station, and radio announcements are changed daily to attract patrons to the ballrooms.

McCormack & Barry, well known in the East as the operators of the Ritz Ballroom, year-round spot at

Bridgeport, Conn., deviate considerably from the usual advertising sent out.

They feature a bulletin or program as a mailing piece. This bulletin is mailed out periodically and carries cuts and data on from four to six bands scheduled for early appearances at their ballroom.

Others on the long list of enterprising operators who believe in newspaper, radio and outdoor advertising are Ralph Hackett, George F. Pavillon, Johnson City, N. Y.; Roy Hartenstine, Sunnybrook Ballroom, Pottstown, Pa., and J. B. Sollenberger, of Hershey Park, Hershey, Pa.

They are but a few of the successful operators whose 1937 plans call for not alone booking bands but also to successfully sell them.

## Another Liquor Bill in Pennsy

HARRISBURG, Pa., April 3.—A measure to stop the sale of liquor and beer in Pennsylvania niteries at midnight has been introduced in the House of Representatives by Assemblyman Welsh. Bill provides that a permit to extend sales after midnight may be issued by the liquor control board at a fee of \$5.

Another proposal would prohibit a liquor license to any club not located in a municipality maintaining a police officer on call at all times.

## Philly Entertainers To Elect Officers

PHILADELPHIA, April 5. — Philadelphia United Entertainers' Association meet Sunday for election of officers. Candidates for president are Harry Otto, Harry Lester, Mason and Al Rea; for vice-president, Paul A. Mohr and Matt White; for second vice-president, Dianne Johnson and Eddie Swartz; for treasurer, Paul A. Mohr and William Jones. Royal Scott runs unopposed again for the secretary post. A board of 11 directors will be elected from the following: Frank Murtha, John Ellwood, Ada Ripel, Matthew White, Harry Otto, Paul DeLaney, William Fredericks, Joe Gaston, Frank Schluth, Eddie Swartz, H. L. Mason, Al Rea and Willard Johnson.

Tom Kelley, UEA executive secretary, reports that 65 new night club entertainers were admitted to the association, swelling the membership ranks to more than 400.

## Tom Marten in Chicago

CHICAGO, April 3.—Tom Marten, vice-president of Rockwell-O'Keefe Inc., was in town to plan the opening of a local branch this summer. He interviewed prospects for the manager's job, with a definite announcement expected to be forthcoming shortly.

## MCA Signs Boy "Wonder"

WICHITA, Kan., April 3.—Jack Marshall, 14-year-old "wonder" guitar player and former student of Harry Reser, is in Los Angeles with a MCA contract. Lad was given an audition by Husk O'Hare, playing at the Grand Terrace, and a contract was arranged.

## Chuck Wiles Joins Academy

WICHITA, Kan., April 3. — Chuck Wiles, xylophonist formerly with name band, has joined the staff of the June Frisby academy here.

## Takes Over Philly Club

PHILADELPHIA, April 3.—Irvin Wolf, who formerly operated the Rendezvous Cafe, a center-city spot, has taken over the Continental Room in the West Philly sector. Percy Stoner is emcee, floorshow including Sally Winston, Dorothy Door, Ross Trio, and Nelson and Marsh. Jack Adcock carries on for the music.

## Candid Bug Bites Philly

PHILADELPHIA, April 3.—Local night spots are going in for promotional stunts to bolster the off-night trade. Hotel Walton Roofgarden makes blue Monday a Candid Camera Night. Everyone is invited to bring his own pictures, exhibition to be rung in as part of the floor divertisement.

## EXPLOITATION

(Continued from page 19)

diligent and take their profession seriously. The remainder are the run-of-the-mill type—here today, gone tomorrow. Broadway is saturated with night club press agents who know nothing about their business. Yet they manage to hang on because all run night club columns and the law of averages feeds them enough breaks to prolong their "hand-to-mouth" existence.

There are different types of cafe press agents. One is the "petty-larceny" press agent who thinks that most newspaper men can be bought off with a couple of drinks and a meal. The second is the "quote-racket" press agent who generally calls up the columnists or night club editors and asks them to give the show, or individual in the show, a break so that the writer can be quoted in an advertisement. Still another is the "columnist's leg man" press agent who snoops from one place to another, gathers gossip (most of it phony) and, hoping to curry favor with the news he offers, peddles it to a columnist. And finally there is the "bellyaching" or "crying" press agent who whimpers his very life away for a plug. The night clubs are infested with them.

Before I go any further please let me get this straight. I am not an idealist and I don't want to leave the impression that I have not asked a newspaper man for a break, that I have never offered news to a columnist, nor that I haven't called upon editors for quotes. I have done all of these things and expect to do them again. I have no illusions about the business I am in, and I realize that the things I sell happen to be intangible commodities and depend on favors and friendships to a great extent. But there is a right and a wrong

way of doing these things. You can ask a newspaper man for a break when the occasion warrants it, but don't haunt him every moment of his life and rely upon favors for the base of your existence.

A good press agent should welcome breaks, but he should also try to do an honest and thoro job. I have in mind press agents like the late beloved Harry Reichenbach. To me he was the greatest single factor in the development of American publicity and advertising. He was considered the P. T. Barnum of his day and his reputation was helped by friendly editors and newspaper men. But he had a genius second to none. He made tieups, but he also made news. You will find that real good press agents know how to develop original copy, create smart human-interest stories, capitalize on news events of the day and make tieups with promotion departments of papers and of agencies and retail stores.

A good press agent has a real love for his job, career and profession. He will work with infinite zest and whole-heartedness. He will try to absorb and make a keen study of all the outlets that are available for his progress and success in his chosen career. A good press agent practically is born with an acute sense of showmanship.

All these things are swell requisites, but to my mind the greatest of them all is trustworthiness and honesty. Play the game on the level, give the business everything you've got and your success is assured. A capable man in the night club press-agent field is good for from \$10,000 to \$25,000 a year.

These facts are presented here to acquaint you with the possibilities of what thoro application can do for you. I have been and still am a "shirt-sleeve" press agent. I know no hours nor holidays—I keep punching all the time.

This business has been good to me. I have been asked "What future has a night club press agent?" My answer is: "As bright a future as any other profession."

## Are You At The Top in Your Profession?

If you are earning more than you did last year you should aim even higher. Your musical knowledge—your position and income today—are the result of past training. Improve that knowledge, advance in your position and see your income increase!

Thousands of professional musicians have climbed to higher positions as a result of study through Extension Courses. Without any obligation on your part you can see for yourself what the instruction is like by examining at your leisure the actual lessons.

The lessons are easy to understand and you progress rapidly, because you are in a class by yourself.

If you are "in a rut" do not stay there any longer. Let us give you a free, practical demonstration of the thoroughness of our methods and see how easily you can master our courses. Send for sample lessons today. Remember that the real opportunities open in your profession go to men well trained.

## University Extension Conservatory

Dept. 5-30, 1525 East 53d Street, CHICAGO, ILL.

# Reviews of Acts and Bands

## Ace Brigade Orchestra

Reviewed at the Rathskeller, Gibson Hotel, Cincinnati. Style—Dance music.

Instrumentation: Mark Davidson, Marty Wietzel and Al Cassidy, saxes; Bugs Wilson, Don Seelye and Ken Hosak, trumpets; Tommy Thompson, drums; Benny Bruno, guitar; Bob Bradley, bass, and Bill Dinkel, piano.

For the last several years associated with the ballroom type of music, the Ace Brigade band, with its engagement here, has proved that it is capable of pleasing the most discriminate hotel trade. Packing a neat change of pace, an easy-to-dance tempo and pleasing arrangements, the Brigade combo has proved immensely popular with the Rathskeller crowds. The fact that it is now in its 13th week of what was originally to have been a four-week run proves that. Music leans to the sweet type, due largely to the room's poor acoustics, which does not permit of much "letting out." On the entertainment end are Wanda Edwards, a looker with a sweet pair of pipes; Gene Nathis, tenor and whistler of the Elmo Tanner type, and Bill Dinkel, who handles the comedy in great shape. Nathis kid needs a touch of personality to bring him out of the average class. Outfit is youthful, well-groomed and makes a good appearance from the front.

W. J. S.

## Martin Barnett

Reviewed at Bronx Theater, Bronx, N. Y. Style—Magic. Setting—Front of band. Time—Seven minutes.

Barnett, one of the younger magicians, limits his repertoire mostly to card and cigaret sleight-of-hand. Pulls these out of the air with sufficient mystification, but should try to attain a smoother manner on the stage.

The varying the turn with one or two cloth and knot tricks, too much emphasis is placed on Barnett's forte, the cigarets in particular showing up with amazing regularity.

Should do better with more experience.

P. A.

## Oshins and Lessy

Reviewed at State Theater, New York. Style—Comedy singing—Setting—In one. Time—Thirteen minutes.

Jule Oshins and Ben Lessy, into vaude from the 52d street intimate night spots, are a welcome relief for theater audiences with their refreshing handling of a comedy singing act. Definitely the intimate night club stamp, but still it's a pushover act for vaude. Both talented lads, tops on delivery, and what's more they've got stock special material.

On with a miniature piano, they go right into a sort of parlor-room carrying-on. They give out with Russ dialect and double-talk, and in general clown most delightfully. Right off the bat the piano learner asks for a spot with hair on it for the nearly bald chap at the piano.

Then they sing a special on the trapeze man theme. Also do the rhythm number, *Naga Saki*, a lullaby, a Chinese Bing Crosby, impression of a typical singing emcee and a song special on the legionnaires. Latter has a "screen" line in it that's a wow.

Never work seriously at their singing, which makes the act's comedy value even stronger. They're not singers—they're funny men. Pianist is a standout with his mugging and expert dialectics. Deuced on the five-act bill and had no trouble in batting out a decided show-stop.

S. H.

## Carli and Carlye

Reviewed at Gayety Theater, Boston. Style—Dancing. Setting—Full stage (special). Time—Fourteen minutes.

Generally billed as *The Exotic Dance Duo*, Carli and Carlye are an impressive pair. When caught, the duo worked quite a few bits. One is *The Dance of the Vampire*, patterned on the Dracula theme, with Carli nude and Carlye in huge black wings and an ultra-violet ray lens on the spot to bring out the glow of a diabolical makeup. Very effective. *Vishnu and Siva (Dance of the Golden Gods)* is a Javanese routine in gold paint, and *A Basque Bolero* is a Moorish-Spanish piece to an arrangement of the bolero. Another is *Speak-easy*, in semi-nude, with extremely full multi-colored trousers and skirt.

Team has built a reputation for dramatic novelty in an artistic manner. Miss Carli has a fine reputation as Mayta Palmera, Spanish dancer and builds the actual choreography from themes created and outlined by Carlye.

Definitely a click act, with youth, ambition, energy, costuming, lighting and repertoire theirs.

S. J. P.

## The Lockwells

Reviewed at Bronx Theater, Bronx, N. Y. Style—Skating. Setting—Front of band. Time—Four minutes.

Mixed team doing a regulation skating turn. Work on the usual small mat and present a series of fast turns, the man swinging the girl. Latter, a nice-looking brunet, helps the turn a lot with her dangerous poses. Closing trick is best of all, the iron-jaw swivel. Brought the act to a fine finish, drawing forth more of a hand than opening turns usually get.

P. A.

## Los Ojodos

Reviewed at the Casa Valencia, New York. Setting—Floorshow. Style—Spanish dance team. Time—Eight minutes.

Dance team, in colorful Spanish costumes thruout, performing two dances in an all-Flamenco revue.

Both are nice appearing, the girl of striking appearance in a Latin way, and the male partner, rather small in stature, but lithe and fast.

First dance is divided into two sections, both done to a Spanish tune, *Your*

*Eyes*. Opening half is an Andalusian tambourine number, full of fast darting body movements and speedy footwork, together with synchronized drumming of tams. In the latter half they discard the goatskins and use bell castanets. Style of dance remains unchanged, only speeding up of tempo to a furious finish.

Their second is a gay little Mexican folk piece, cute in movements and mannerisms, with fast footwork and heel-clicking being dominated by the boy.

G. C.

eff of any untusal entertainment talent. Pleasantly and informally he went thru his paces of introducing and sending off the several acts, using a discreet sense of timing for the benefit of all concerned.

His singing shores he performs in a warm, pleasant, lyric tenor, scoring particularly with *The World is Mine Tonight*. After the show, he obliges with additional numbers, attempting to foster community singing.

G. C.

## Freddie Zay

Reviewed at Oriental Theater, Chicago. Setting—In three. Style—Juggling unicyclist. Time—Eight minutes.

Zay is a top-ranking juggler, making it all the harder by working on a unicycle. It is a consistent, applause-getting act, each succeeding trick earning a hand from the interested audience. Works mostly with hoops, finishing his feats by controlling his single wheel with one foot and twirling a hoop on the other. Among his top-notch bits is the balancing of a table lamp on his forehead while juggling five hoops. Another man is on and off, handling the props.

Hon.

## Frances McCoy

Reviewed at Oriental Theater, Chicago. Setting—In one. Style—Singing. Time—Four minutes.

A striking brunet who has the coyness of an Ella Logan and at the same time blasts out songs a la Martha Raye. At this stand, her high voice, shouted into the mike, proved discomfiting at times. She knows how to sell a tune, however, and more respect for the mike will improve her act. *Piped Sing, Baby, Sing* and *I'm Putting All My Eggs in One Basket*. Old selections. Worked as single in *Paradise on Parade* unit.

Hon.

## Louise Massey, Westerners

Reviewed at Roxy Theater, New York. Style—Harmony singing. Setting—Special. Time—Ten minutes.

Aired over NBC on Log Cabin Dude Ranch and Maxwell House shows, this harmony quintet lends itself nicely to presentation house production. Combo, comprising four men and Miss Massey, accompanies itself with bass viol, guitar, violin and piano accordion. Give out with western tunes such as *I'm a Lone Cow Hand*, *The Eyes of Texas Are Upon You* and *Ridin' Down That Old Texas Trail*.

Turn is of the quiet kind, the arrangement being smooth and enhancing rather than hiding the melody. Costumes and production are in keeping with the cowboy theme.

P. A.

## Nadine and Kirk

Reviewed at Roxy Theater, New York. Style—Ballroom dancing. Setting—Special. Time—Seven minutes.

Versatile ballroom couple, the girl being Nadine Gae, formerly of the Roxy line. Routines are finished and individualized and range from waltz to tap-dancing. Turn in addition has sparkle and showmanship.

Offer first the waltz from *Swingtime*, doing it a la Fred Astaire and Ginger Rogers. Follow with the Continental and a novelty from *Follow the Fleet*. Turn is then given variety with a stylized *St. Louis Blues* number and a tap, the latter against a background of Foster girls.

Team has talent and shows good sense in choice of numbers.

P. A.

## Master Eugene

Reviewed at State Lake Theater, Chicago. Style—Xylophone. Setting—In one. Time—Eight minutes.

Billed as the Paderewski of the xylophone, Master Eugene stands out with energetic work and nimble feet that keep time with his fast work. Offers semi-classical and pop numbers, the latter taking the prominent spot in his act. Played *De-Lovely*, which he sandwiched in with a bit of tap work. *Goodnight My Love* and closed with *Hold That Tiger*. Held the deuce spot and took three earned bows.

Hon.

## Don Casanova

Reviewed at the Casa Valencia, New York. Setting—Floorshow. Style—Emcee and singing. Time—Ten minutes.

Speaking and singing with the slightest of accents, enhancing his generally clean-cut, almost handsome appearance, this fellow impressed favorably in carrying off the burden of tying together an intimate little show without the ben-

## Dorris and Semon

Reviewed at Oriental Theater, Chicago. Setting—In one. Style—Eccentric dancing and singing. Time—Eleven minutes.

Joe Dorris, eccentric dancer who came into the limelight following his appearance in the Broadway *Sho-Window*, is doing an act with Primrose Semon. Latter handles some talk and offers a sizzling tune.

Best in the act is Dorris' hilarious strutting, of which he does enough. Opens with a nut number and is interrupted by Miss Semon. Engage in some comedy talk which is fairly worn out. Then the redhead turns on the heat with *You Got Me, Baby*, which got a nice hand. Dorris follows with the high spot in the turn, an expert takeoff of the dancing Ray Bolger. Three bows.

Hon.

## Edgar Kennedy

Reviewed at Palace Theater, Chicago. Setting—In one and full stage. Style—Comedy. Time—Seven minutes.

Like other screen performers who try to cash in on their following by grabbing a few weeks of personal appearances, Edgar Kennedy equipped himself with a half-baked act which he is doing with his wife (Patricia Alwyn.) Entered to a nice hand, but his poor material was disappointing to both the screen and vaude fans.

Comes on with the usual glad-to-be-here speech and then produces his ace in the hole by displaying his exploited temper. In this case it is thru grief with a piano he tries to play while singing *Il Trovatore*. The Mrs. is doing just the things Edgar doesn't want her to do, hence cause for more hair pulling. Three mild bows.

Hon.



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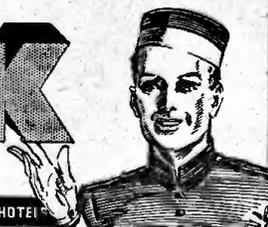
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ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

Aasen & Broderick (Michigan) Detroit, t. Abbott, Merriell, Dancers (St. Regis) NYC, n. Adair (French Casino) NYC, n. Adams, Billy (Uproar House) NYC, n. Adrian, Irls (Leon & Eddie's) NYC, n. Ah San Lu (Hockanum Diner) Hartford, Conn. Alan & Anise (Cotton Club) NYC, n. Alcazar, Mari & Chiquita (Paradise) NYC, n. Al. Abdeen (Uproar House) NYC, n. Allen & Kent (Orpheum) Memphis, t. Almonte, Marie (Maria's) NYC, n. Alston, Elaine (Venezia) NYC, n. Alvin, Don, & Girls (State-Lake) Chi, t. Ambrose, Ruth & Billy (Blackhawk) Chi, n. Ames, Jimmy (Broad-Mont) Chi, cb. Andre, Janis (Paradise) NYC, n. Anderson, Ivey (Cotton Club) NYC, n. Apollon, Dave, Show (Shea) Toronto, t. Arabella, Rich & Mario (Casino Paristen) Chi, n. Archer, Gene (Bell) NYC, n. Arden, Dolly (Commodore) NYC, h. Arena, Joe, & Co. (Tower) Kansas City, Mo., t. Aristocrats of Adagio (Palace Gardens) Lansing, Mich. Ariene (Frolics) Miami, n. Armando & Maria (Broadway) Syracuse, N. Y., re. Arma, Frances (Pal. Cleveland, t. Armstrong, Maxie (Black Cat) NYC, n. Armstrong, John & Jorie (State) Baltimore, t. Arno & Arnetta (St. George) Brooklyn, N. Y., h. At Home Abroad (Albee) Providence, t. Ates, Roscoe (Orpheum) Memphis, t. Atwell, Roy (Met.) Boston, t. Bailey, Bill (Cotton Club) NYC, n. Baird, Bill (Jefferson) St. Louis 2-16, h. Baker, Charlyne (Parody Club) Chi, n. Balabanow Sextet (St. George) Brooklyn, N. Y., h. Baldwin & Bristol (Gold Nugget) Canon City, Colo., n. Ballantine & Pierce (Cocoanut Grove) Boston, n. Bamba Trio (El Bolero) NYC, n. Banks, Sadie (Old Romaine) NYC, re. Barber, Hal (Flamingo Club) Orlando, Fla., n. Bard, Robert (Ambassador) NYC, h. Barrett & Smith (Chalfonte) Pinehurst, N. C., h. Barnett & Parker (Nixon Cafe) Pittsburgh, n. Barry, Paul (Hollywood) NYC, re. Barstow, Dick & Edith (State-Lake) Chi, t. Bartell & Hurst (Palmer House) Chi, h. Bartholemey, Lillian (French Casino) Miami Beach, Fla. Barto & Mann (Paradise) NYC, re. Bay & Trent (Earle) Washington, D. C., t. Beau Brummels (Colonial) Dayton, O., t. Beaumont, Marvel (West End Grill) NYC, re. Bell, Carolyn (Wivel) NYC, re. Bell & Grey (Merry-Go-Round) Hamtramck, Mich., n. Bemis, Beverly & Billy (Paradise) NYC, re. Bennett, Owen (State) Winston-Salem, N. C., t. (Pantages) Birmingham, Ala., 16-18, t. Beno, Ben: Festival, Albany, Ga., 12-17. Bentley, Gladys (Uproar House) Chi, n. Bentum, Bunch (Funland Park) Miami, n. Bergen, Edgar (Waldorf-Astoria) NYC, h. Bernard, Freddy (Merry-Go-Round) Brooklyn, N. Y., n. Bernard & Henrie (Club Alabam) Chi, n. Bernie, Al (Fox) Phila., t. Bernier, Nelda (Edgewater) Lafayette, La., n. Berry, Bob (Edison) NYC, h. Berry Bros. (Stanley) Pittsburgh, t. Bert & Jay (Colonial Village) Peoria, Ill., n. Bertolase, Enrico (Casino Paristen) Chi, n. Beryl, Billy (Oasis) Detroit, Mich., c. Bigelow & Lee (Barrel of Fun) NYC, n. Billett, Eddie (Shrine Circus) Hartford, Conn. Billmore Boys, The (Wm. Penn) Pittsburgh, h. Blk. Helen (Bismark) Chi, h. Blaine, Barbara (Congress) Chi, h. Blaine, Dorothy (Harry's New York Cabaret) Chi, n. Blanchard, Jerry (18) NYC, n. Blake, Charles (Ambassador) NYC, h. Blake, Arleta (New Penn) Pittsburgh, n. Blenders, Four (Embassy Club) San Francisco, n. Blue & Garun (Versailles) NYC, re. Bongo, Congo (Uproar House) NYC, n. Bonner, Carl & Leone (Radio City Rainbow Grill) NYC, n. Booth, John (Commodore Club) Detroit, n. Bordin & Carole (Wivel's) NYC, n. Bore, Emil (Casino Paristen) Chi, n. Boshner, Dora (Russian Art) NYC, re. Bouche, Naida (Edgewater) La., n. Bonger, Art (Pantages) Birmingham, Ala., t. Bourbon & Raine (Village Barn) NYC, n. Bows, Major, All-Girl Show (Loew) Richmond, Va., t. Bows, a Verne (Ballyhoo Club) Columbus, O., n. Boyer, Lucienne (Cafe de Paris) London, n. Bray, Alma (Mirador) NYC, n. Bredwins, The Three (Casino Paristen) Chi, n. Brenker, Roy (Kit Kat) NYC, n. Brent, Ruth (Hollywood) NYC, re. Brice, Lanny (Villa D) Detroit, n. Brito, Phil (Mount Royal) Montreal, h. Brown, Buddy (Park Central) NYC, h. Brown, Cleo (Three Deuces) Chi, n. Brown, Danny (Edgewater) Detroit, n. Brown, Eddie (Ben Lomond) Ogden, Utah, h. Brown, Evans (Wonder Bar) Cincinnati, n. Brown, Mardo (Cotton Club) NYC, n. Browning, Clarence (Uproar House) NYC, n. Bruce, Betty (Casino Paristen) NYC, n. Bryson, Clay (Montclair) NYC, h. Buck & Bubbles (Stanley) Pittsburgh, t. Buckley, Josephine (Chez Paree) Chi, n. Bucks, Four (G. G. Gray Indoor Circus) Winnipeg, Can., Apr. 1-10. Bunch, Tiny (Uproar House) NYC, n. Burkhardt, Peggy (Plaza) Brooklyn, c. Burnett, Rosa (Round Room) NYC, re. Caidos & Baline (Roosevelt) New Orleans, h. Coleman, Hazel (Kit Kat) NYC, n.

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; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Calgary Bros. (Paramount) NYC, t. California Varsity Eight (College Inn) Chi, re. Callings, Tex (Hockanum Diner) Hartford, Conn. Calloway, Cab. & Orch. (Earle) Phila, t. Campbell, Burns (Javo Jungle) Pittsburgh, n. Campo, George (Ritz-Carlton) NYC, h. Carega, Verma (Valhalla) NYC, re. Carewe, Lucille, & Her Melody Men (El Reno Club) Ottawa, Ill., n. Carita, La (Valencia) NYC, n. Carlos & Carmencita (Park Central) NYC, h. Carlton, Lydia (Frolie) Albany, N. Y., n. Carroll, Marie (Gaynor's Club) Milwaukee, n. Carroll, Winnie (Dizzy) NYC, n. Carvino & Yovito (Club Gigle) Peoria, Ill. Casanova (Valencia) NYC, n. Case, Evelyn (St. Moritz) NYC, h. Castle, Betty (Harry's New York Cabaret) NYC, n. Chappy (Casino Paristen) Chi, n. Charles & Barbara (Fountain Club) Detroit, n. Charmion (Boston) Boston, t. Chia, El Chico NYC, n. Clare & Sanna Sisters (Earle) Washington, Claudet, Marguerite (Jermyn) Scranton, Pa., h. Glens, Margie (Edison) NYC, h. Clifford & Wayne (Nightcap) Phila, n. Coca, Imogene (Ambassador) NYC, h. Cole, Lester & Singers (Fox) Phila, t. Cole, Walter (Barrel of Fun) NYC, n. Coley, Curtis (Club Diamond) Wheeling, W. Va., n. Collins, Dee (Radio City Rainbow Room) NYC, n. Condo, Aurelia (Rainbow Room) NYC, re. Condos Brothers (Versailles) NYC, re. Conrad & Haydock (Flamingo) Orlando, Fla., n. Conville, Frank, & Sunny Dale (Tower) Kan-ty, Mo., t. Cook, Eileen (Village Casino) NYC, n. Cook, Ted (Tower) Kansas City, Mo., t.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Cooper, Evelyn (Kit Kat) NYC, n. Coral Islanders (Montclair) NYC, h. Coral, Tito (Palmer House) Chi, h. Corolla, Claudia (El Gaucho) NYC, n. Corliss & Palmer (El-Hat) Chi, n. Cornett, Alice (Lexington) NYC, n. Corson, Charles (West End Grill) NYC, re. Cortez, Gene (Frontenac) Detroit, n. Cossacks, Three (Paradise) NYC, re. Cotton, Larry (Biltmore) NYC, h. Courtney, Ann (Montclair) NYC, h. Craddock, (Michigan) Detroit, t. Crane, Ford (Nixon Cafe) Pittsburgh, n. Craven, Fran (Bertolotti) NYC, re. Craven, Ruth (Village Barn) NYC, n. Crawford, Jack (Ringside) Ft. Worth, Tex., n. Cummings, Don (Chez Paree) Chi, n. Cunningham, Paity (Silver Slipper) Kansas City, Mo., n. D'Arcy Girls: Ft. Smith, Ark. Dale, Marion (Le Mirage) NYC, n. Daley, Joe (Streets of Paris) Phila, n. Dandies (Four Larks) NYC, re. Dare, Dolly (Doc's Club) Baltimore, n. Date & Yates (State-Lake) Chi, t. Davies, Mary (Wonder Bar) Cincinnati, t. Davis, Lois (Eldorado) Detroit, n. Davis, Mary Louise (Gypsy Village) Wheeling, W. Va., c. Dawn, Patricia (Casino Paristen) Chi, n. D'Andre, Pill (Nini's) NYC, n. DeBolt Twins (Royal Palms) Miami, Fla., n. De Carlos, Six (Elze Circus) St. Louis 2-18. DeLorm, Fred (Famous Door) Boston, n. Delmont, Dolly (McGee's) Phila, c. Del Rio, Jose (Frontenac) Detroit, n. Delmar, Ruth (Drake) Chi, h. De Castro, The (Leon & Eddie's) NYC, n. DeFlores, Felipe (Yamur) NYC, n. De Jannette, Renee (Radio City Rainbow Room) NYC, n. DeSota, Nina (El Gaucho) NYC, n. Deyer, Ted (Gay '90s) NYC, n. Digges, May (Cotton Club) NYC, n. Dimas & Anita (Bal Tabarin) NYC, n. Dimitri & Virgil (El Gaucho) NYC, n. Dixie, Angela (Nixon Cafe) Pittsburgh, n. Dixon, Dixie (Villa D) Detroit, cb. Doll, Vivian (Frolie) Albany, N. Y., n. Donald & Drima (Le Mirage) NYC, n. Dore, Dorothy (Leon & Eddie's) NYC, n. Dorel, Chiquita (Hollywood) Akron, O., n. Dougherty, Bill (Chickamauga) Columbus, Ga., n. Doyle, Eddie (Olmos) San Antonio, n. Drake, Charlotte (Chateau Moderne) NYC, n. Drysdale, Grace (LaSalle) Chi, h. Duchin, Eddy, & Bard (Paramount) NYC, t. Duran, Adelina (Cotton Club) NYC, n. Duke, Paul (LaRue's) NYC, re. Duke, Norman (Nixon) Pittsburgh, c. Duncan, Judy (Royale-Frolie) Chi, n. Dunn, Vera (Famous Door) Boston, re. Dupo, Bob (Casino Atlantico) Rio de Janeiro, n. Dyer, Hubert (Shrine Circus) Winnipeg, Can., re. Earns & Gordon (Gatineau) Ottawa, Que., Can., cc. Easton, Bob & Odette (State-Lake) Chi, t. Elaine & Barry (Park Central) NYC, h. Elica, Rita (Bertolotti's) NYC, re. Elliott, Barton (Showboat) Pittsburgh, n. Endor & Farrell (Savoy-Plaza) NYC, h. Enrica & Novella (Met.) Boston, t. Enrico, Don (Colosimo's) Chi, re. Esquires, Four (Mayfair) Cleveland, n. Ertels, Leon, Hollywood Revue (Orph.) Minneapolis, t. Estelle & Leroy (Victor Hugo) Hollywood, h. Eton Boys (Earle) Washington, D. C., t. Everett & Stevens (St. George) Brooklyn, h. Faber, Ruth (Oriental) Chi, t. Fargo, Billie (Clarendon) Daytona Beach, Fla., h. Farmer, Chic (Ball) NYC, n. Farrar, Jane (1523) Phila, n. Faries & Goodelle (Vanderbilt) NYC, h. Faye, Frances (Yacht Club) Chi, n. Feeley, Mickey (St. George) Brooklyn, N. Y., h. Fields, Benny (Hollywood) NYC, re. Feindt, Cilly (Michigan) Detroit, t. Fenton, Mildred (Roosevelt) New Orleans, h. Fern, Pearl Duo (Dutch Village) Columbus, O., n. Fower, Mitty (Biltmore) Miami, h. Petchit, Stepin (Pal.) Cleveland, t. Pink & Maxine (Chateau) Detroit, n. Flske, Dwight (Savoy-Plaza) NYC, h. Flames, Three (Colonial) Dayton, O., t. Flash, Serge (New Yorker) NYC, h. Flomen, Eileen (Consuelo (Merry-Go-Round Bar) NYC, n. Flying Whirls (Village Barn) NYC, n. Fogarty, Alex (Weylin) NYC, h. Fontaine, Evan Burrows (Adelphi) Phila, h. Fontaine Sisters (Edgewater) Lafayette, La., n. Foran Sisters & Tom (Mayfair) Cleveland, n. Foyers, Marie (Weylin) NYC, h. Ford, Gene (Torch Club) Baltimore, n. Foster, Allan (Chateau Moderne) NYC, re. Four Sons of Satan (French Casino) NYC, cb. Fowler, LaMae (Dixon's Cafe) Omaha, c. Fox & Ann (Dempsey) NYC, n. Foy, Boy (St. Regis) NYC, h. Frank, Art, & Co. (Earle) Washington, D. C., t. Fray & Braggiotti (Capitol) Washington, D. C., t. Frazee Sisters (Chicago) Chi, t. Freddie & Ginger (Uproar House) NYC, n. Fretz & Laurence (Lido) San Francisco, n. Freiber, Milton (Park Circle) NYC, re. Frohman, Bert (Chez Paree) Chi, n. Fuchner, Ellen (Rome) (Forest Hills) Augusta, Ga., h. G. Gale, Barbara (Butler's) NYC, c. Gallagher, Shirley (Frolie) Albany, N. Y., n. Gardell, Tess (Benny the Bum's) Phila, n. Garner, Nancy (Wivel) NYC, re. Garrett, Jeannette (Roosevelt) New Orleans, h. Gaston (Monte Carlo) NYC, n. Gaultier's Steeplechase (Pal.) Cleveland, t. Gay Nineties Quartet (Gay Nineties) NYC, n. Gay, Sally (Hi-Hat) Chi, n. Gaynor, Marilyn (Chateau Moderne) NYC, re. George, Eileen (Northwood Inn) Royal Oak, Mich., re. George & Olive (Casino Paristen) Chi, n. Georges & Jalna (Waldorf-Astoria) NYC, h. Gershwin, Virginia (Broad-Mont) Chi, cb. Giants of Rhythm, Three (Cotton Club) NYC, n. Gibley, Merion (Royal) Columbus, Ga., t. (Gordon) Rome 12-13; (Hijou) Savannah, t. Gibson, Virginia (Bagdad) Miami, n. Gilbert, Bob & Fleurette (Colosimo's) Chi, re. Girard, Adele (Hickory House) NYC, re. Gobby, Roy (Variety) NYC, n. Golden, Les (Brown Derby) Boston, n. Goldsmith, Paul (Old Mill Tavern) Jackson, Mich. Goll, Wanda (Le Mirage) NYC, n. Gomez & Winona (Pal.) Cleveland, t. Goodelle, Nella (Paramount) NYC, t. Goodwin, Jack (One Fifth Ave.) NYC, h. Gordon, Don (Place Elegante) NYC, n. Gordon, Paul (Park) Chi, n. Grass, Rudi (Ritz Carlton) NYC, h. Gray, Alexander (Biltmore) Miami, h. Gray Sisters (Royal Palm) Miami, n. Green, Terry (Yacht) NYC, n. Grey, Barrington (Uproar) NYC, n. Guby, Bernon (Park) Phila, c. Gypsy Irma (Crisis) NYC, c. Gypsy Luba (Gypsy Tavern) NYC, n. Gypsy Nina (Variety) NYC, n.

H. Hagle, Prof. (Hockanum Diner) Hartford, Conn. Hall, Shirley (Famous Door) Boston, n. Hall, Bob (Tower) Kansas City, Mo., t. Hall, Kiki (La Paloma) Miami, n. Halladay, Ruby (Chez Brummel) Cannes, France. Halliday, Heather (Ambassador) NYC, h. Halsey, Alma (Jimmy Kelly's) NYC, n. Hallow, Bunny (Royal Palm) Miami, n. Hamilton, Betty (Edgewater) Lafayette, La., n. Hamilton, Milton (Como's) Buffalo, N. Y., n. Hardee & Mills (Gloria) Columbus, n. Harden (Oxford) Phila, t. Harin & Houston (Ball) NYC, n. Harlem on Parade (Stanley) Pittsburgh, t. Harper, Ruth (Mount Royal) Montreal, Que., h. Harrigan, Frankie (Barritz) Phila, n. Harris, Alice (Kit Kat) NYC, n. Harris, Tom & Mickey (Gesuvio) St. Petersburg, Fla., n. Harrison, Spike (Gay '90s) NYC, n. Harvey, Dave (Broad) Miami, n. Hastings, Sue (Rainbow Room) NYC, re. Hatch, Harry (Bruno's) NYC, n. Haviland, Henry (Peacock) Columbus, O., n. Hawthorne & Whitney (Nixon Cafe) Pittsburgh, n. Hayes, Georgia (Casino Paristen) Chi, n. Hayes, Mitzl (Hollywood) NYC, re. Haywood & Allen (Leon & Eddie's) NYC, n. Hayworth, SeaBee, Revue (Imperial) Kings Mountain, N. C., t. Hector & Pals (Oriental) Chi, t. Helaine & Donaldson (Kenmore) Albany, N. Y., h. Henri, Harri (Hockanum Diner) Hartford, Conn. Herber, Joe (Caliente) NYC, n. Herrera, Sarita (Yumuri) NYC, n. Hewitt, Buster (La Paloma) Miami, n. Hickey, Ed & Tom (Oxford) Phila, t. Higgins, Peter (Frolie) Miami, n. Hill & Hill (Leon & Eddie's) NYC, n. Hill, Milton (Edgewater) Cleveland, n. Hill, Milton (Edgewater) Lafayette, La., n. Hill, Ruby (Uproar House) NYC, n. Hillard, Jack (Royal Frolie) Chi, n. Hoffman, Gertrude, Ballet (College Inn) Chi, n. Holman, Max (Chez Maurice) Montreal, n. Holden, Virginia (Hollywood) Wheeling, W. Va., n. Holland & Hart (Radio City Rainbow Room) NYC, n. Howard, Willie & Eugene (Dempsey's) Miami, re. Howe, Dorothy (Vanderbilt) NYC, h. Howland, Rosine (Half Moon) Coney Island, N. Y., h. Hubert, Fritz & Jean (Ritz-Carlton) NYC, h. Huby, Tiny (Barrel of Fun) NYC, n. Hughes, Romona (Club Races) Omaha 5-19. Huston, Josephine (Versailles) NYC, re. I. Idler's Trio (Roosevelt) Pittsburgh, Pa., h. Internationals, Three (Roosevelt) NYC, n. International Trio (Town Casino) Miami Beach, Fla., n. Irving, Jack (Bagdad) Miami, n. J. Jackson & Brown (Uproar House) NYC, n. Jackson, Paul (Old Mill Tavern) Jackson, Mich., n. James & Allen (Wagner) Bath, N. Y., h. Jansleys (Met.) Boston, t. Jaros Sisters (Brevoort) Chi, h. Jarrot, Lucille (L'Escargot D'Or) NYC, re. Javanello, Marie (Barritz) Phila, n. Jeannette & Kalan (Chalfonte) Pinehurst, N. C., h. Jeannette, Sonya (Park) Madison, Wis., h. Jennie, Walter & Buddy (Chase) St. Louis, h. Jennings, Don & Sally (Commodore) NYC, h. Jerry & Turk (Ball-Ball) Chi, n. Jill (Madeleine's) NYC, n. John Jr., Wally (Coronado) St. Louis, h. Johnson & George (Yacht) NYC, n. Johnson, Mae (Ubang) NYC, n. Jonay, Roberta (Le Mirage) NYC, n. Jones, Dick & Dottie (Jimmy Kelly's) NYC, n. Jones, Ray (Queen Mary) NYC, re. Jones, Tom (Harry's New York Cabaret) Chi, n. Jordan Co. & VaNeta St. Clair (Pantages) Birmingham, Ala., n. Joyce, Janet (McGee's) Phila, c. Joyce, Jacqueline (Mirador) NYC, n. Joyce, Marlon (Merry-Go-Round) Brooklyn, N. Y., n. Jumps, Leonora Bell (Orpheum) Memphis, t. Kaiser & McKenna (Frolie) Niagara Falls, N. Y., n. Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h. Kar, Li (Ballyhoo) Columbus, O., n. Karson Duo (Jermyn) Scranton, Pa., h. Kator, Grace (Brevoort) Chi, h. Kay, Dolly (Royal) NYC, n. Kay, Dolly (Royale Frolie) Chi, n. Kay, Katya & Kay (Capitol) Washington, D. C., t. Kaye, Johnny (Trotas) Baltimore, n. Keck, Eddie (Shrine Circus) Ft. Wayne, Ind. Keller, Marie (Plaza) Brooklyn, c. Kelso, Princess (Hollywood) Akron, O., n. Kemble, Lyle (Hollywood) NYC, re. Kemp, June (Lookout House) Covington, Ky., n. Kerny, Phyllis (Park Central) NYC, h. Khadaric, Nicolas (Russian Art) NYC, re. Kimmel, Gretchen (Harry's New York Cabaret) Chi, n. King, Bob (Park Central) NYC, h. King, Dorothy & Johnny (St. Charles) New Orleans, n. King & Sinclair Twins (Earle) Washington, D. C., t. King, Joy (Barritz) Phila, n. Kingston, Marion (Nightcap) Phila, n. Kirk, Jan (Weylin) NYC, n. Kirst, Albert (Roosevelt) New Orleans, h. Kissinger, Dick (Lincoln) NYC, h. Kitchell, Iva (Village Barn) NYC, n. Kramer, Ida (Swanee) NYC, n. L. LaCentra, Peg (Meadowbrook) Cedar Grove, N. J., n. LaPaul (Congress) Chi, h. LaVerne Quartet (Frolie) Miami, n. LaZella, Aerial (Police Circus) St. Louis 9-18.

Laevin, Bene (Brevoort) Chi, h. Lafayette & Laveine (Jefferson) St. Louis, h. Laird, Horace (Hipp.) NYC.

Nadine & Girardo (Commander) NYC, h. Narry, Charles (St. Regis) NYC, h. Nazario Jr., Nat (Lido) Montreal, nc.

Roberts, Three (French Casino) NYC, nc. Roberts, Peggy (Club Chalonie) Pinehurst, N. C.

Vestoff, Floria (Drake) Chi, h. Vicl, Count Berni (Riverside) Milwaukee, t. Villano & Lorna (Manley's French Casino) Baltimore, nc.

THE NONCHALANTS

Now playing GROSVENER HOTEL AND TROXY THEATER, LONDON. Personal Direction MUSIC CORPORATION OF AMERICA

Norman, Fay (Paddock Club) Louisville, nc. Nova, Yvonne (Village Casino) NYC, nc. Novis, Donald (Drake) Chi, h.

St. Claire & O'Day (American) NYC, mh. St. Claire, Sylvia (St. Regis) NYC, h. Sallie's Puppets (Capitol) Washington, D. C., t.

Waters, Ethel (Cotton Club) NYC, ch. Waters, Ella Mae (Shanley) Pittsburgh, t. Webb, Ruth (Gallente) NYC, nc.

McCarrill, Louise (Stanley) Pittsburgh, t. McConnell & Moore (Tabor) Denver, t. McCormick, Mary (St. Charles) New Orleans, t.

Face, Elmer (Ben Lombard) Ogden, Utah, h. Pace & Blanche (Bal Tabarin) NYC, nc. Page, Ann (Caliente) NYC, nc.

Sissman, Dan (Fort Pitt) Pittsburgh, h. Sinn, Elvira (La Paloma) Miami, nc. Skelton, Glenn (New York) NYC, nc.

Young, Ben (Blackstone) Ft. Worth, Tex., h. Zasko, Karen (Casino Parisis) Chi, nc. Ziegler, Billy (New Ear) Baltimore, nc.

McCarroll, Louise (Stanley) Pittsburgh, t. McConnell & Moore (Tabor) Denver, t. McCormick, Mary (St. Charles) New Orleans, t.

Queens of Rhythm, Four (Schlitz Winter Garden) Chi, nc. Quinn Sisters (Broad-Mont) Chi, ch.

Stuart & George (Jeanne's) NYC, nc. St. Clair, June (Colosimo's) Chi, re. Sullivan, Joe (Elysee) NYC, h.

Abbott, Dick (Netherland Plaza) Cincinnati, h. Adams, Johnnie (Dutch Gardens) Dayton, O., nc.

McCarroll, Louise (Stanley) Pittsburgh, t. McConnell & Moore (Tabor) Denver, t. McCormick, Mary (St. Charles) New Orleans, t.

Ramon & LeMoine (Webster Hall) Detroit, h. Ramon & Renita (Town Casino) Miami, nc. Ramon, Sig (Bertolotti's) NYC, re.

Tanguay, Leo (Nini's) NYC, nc. Taylor & Moore (Flat River Mo.) Tempton, Alec (Rainbow Room) NYC, re.

Babb, Julian (State) Winston-Salem, N. C., t. Bear, Billy (Deshler-Walick) Columbus, O., h.

Capraro, Joe: (Cotton Club) Natchez, Miss., nc.  
 Carroll, Frank: (Schierenbeck's) Bronx, NYC, cb.  
 Carter, Chalk: (Indiana Roof) Indianapolis, b.  
 Carter, Jack: (Harlem Hollywood) NYC, nc.  
 Casson, Del: (Ark) Dayton, O., nc.  
 Cessner, Charles: (Castle Terrace) Columbus, O., re.  
 Chandler, Chan: (Club Casino) Greenville, Miss., nc.  
 Chassy, Lon: (Greenbrier) White Sulphur Springs, W. Va., h.  
 Chester, Bob: (Lowry) St. Paul, h.  
 Circle, Terry: (Golden Grill Inn) Rochester, N. Y.  
 Cleff, Pat: (Times Square) Rochester, N. Y., nc.  
 Clemente: (Royal Palm) Miami, nc.  
 Codelban, Cornelius: (St. Regis) New York, h.  
 Coleman, Emil: (St. Regis) NYC, h.  
 Collins, Harry: (Gladstone) Casper, Wyo., h.  
 Condulo, Joel: (Seven Gables Inn) Milford, Conn.  
 Continental Four, The: (Backstage) Cleveland, nc.  
 Contreras, Manuel: (Coronado) Houston, Tex., nc.  
 Cooper, Jerry: (Arcade Tavern) Phila., nc.  
 Cornelius, Paul: (Royal Villa) Peony Park, N. Y., nc.  
 Covato, Etzi: (Frolics) Miami, nc.  
 Covert, Michael: (Ten Eyck) Albany, N. Y., h.  
 Craig, Mel: (Bordewick) Bronx, N. Y., nc.  
 Crickert, Ernie: (Unique Grill) Delawanna, N. J., re.  
 Crosby, Bob: (Congress) Chi., h.  
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.  
 Culom, Red: (Southern Club) Pampa, Tex., nc.  
 Curcio, Jimmy: (Chateau) Phila., nc.

D'Angel, Jimmy: (Frolic) Albany, N. Y., nc.  
 Dantzig, Eli: (St. George) Brooklyn, h.  
 Datsko, Russian: NYC  
 Darrell, Pat: (Wonder Bar) Zanesville, O., nc.  
 Davies, Al: (Saracac Inn) Saracac, N. Y., h.  
 Davis, Eddie: (LaRue) NYC, re.  
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.  
 De Babary, Joska: (Biltmore) NYC, h.  
 De Leon, Ted: (Dutch Mill) Natchez, Miss., nc.  
 DeLuca, Eddie: (Palumbo's) Phila., nc.  
 DePietro, Eddie: (American House) Lowell, Mass., re.  
 De Salvo, Emil: (L'Aiglon) Chi., c.  
 Dee, Don: (Pine Grove) Middletown, N. Y., c.  
 Delmar, Jack: (La Casa) Phila., b.  
 Denny, Jack: (French Casino) NYC, nc.  
 Deutsch, Emery: (Rainbow Grill) NYC, re.  
 Di Polo, Mario: (Wegny) NYC, h.  
 Libert, Sammy: (Webster Hall) Detroit, h.  
 Digons, Richard: (Casino) Memphis, nc.  
 Dixon, Dick: (Gloria Palast) NYC, nc.  
 Doggett, Bill: (Theatrical Club) Phila., nc.  
 Donabue, Al: (Bermudiana) Bermuda, h.  
 Donaldson, Joyce: (Lance) Erie, Pa., h.  
 Dornberger, Charles: (Royal Palm) Miami, nc.  
 Dorsey, Tommy: (Commodore) NYC, h.  
 Duchin, Eddy: (Paramount) NYC, h.  
 Durr, Ralph: (Green Derby) Cleveland, nc.  
 Duffy, George: (Mayfair) Cleveland, O., nc.  
 Durst, Henry: (Eastman) Hot Springs, Ark., h.  
 Dvorak, Francis: (Sherry-Netherlands) NYC, h.

Eddy, Carl: (Showboat) Pittsburgh, Pa., nc.  
 Edmund, George: (Lovale) NYC, c.  
 Ekins, Eddie: (Raleigh) Washington, D. C., h.  
 Elliott, Len: (Four Towers) Cedar Grove, N. Y., nc.  
 Engel, Charlie: (Royale-Frolics) Chi., nc.  
 Engle, Freddy: (University Club) Albany, N. Y., nc.  
 Estlow, Bert: (Morton) Atlantic City, N. J., h.  
 Evans, Gil: (Trianon) Seattle, Wash., nc.

F  
 Farmer, William: (Leon & Eddie's) NYC, nc.  
 Farrar, Art: (Chaser) St. Louis, h.  
 Fejer, Joe: (DuFerro) NYC, nc.  
 Felix, Don: (Elmes) Newtown, Conn., h.  
 Fenton, Ray: (Hitchin Post) Union, N. Y., nc.  
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.  
 Ferriek, Tom: (St. Paul) NYC, nc.  
 Fisher, Jack: (Steuben) Boston, h.  
 Fitzpatrick, Edote: (St. Francis) San Francisco, b.  
 Fodor, Jerry: (Talk of the Town) Toledo, O., nc.  
 Follman, Joe: (Chez Michaud) Phila., nc.  
 Fossick, Gene: (Mon Paris) NYC, nc.  
 Fox, Ray: (Smart Spot Inn) Haddonfield, N. J., nc.  
 Francisco, Don: (Bal Tabarin) San Francisco, c.  
 Frankin, Sid: (Gallente) NYC, nc.  
 Frederick, Bill: (Palace Gardens) Lansing, Mich., nc.  
 Freeman, Jerry: (Paradise) NYC, cb.  
 Freyer, Kenny: (Evergreen Casino) Phila., nc.  
 Friml Jr., Rudolf: (French Casino) NYC, nc.  
 Fulcher, Charlie: (Forest Hills) Augusta, Ga., h.  
 Funk, Freddy: (LeLand) Aurora, Ill., h.

G  
 Gasparre, Dick: (Ambassador) NYC, h.  
 Genovese, Vince: (Arcadia) St. Louis, b.  
 Gilbert, Irvin: (Coca-Cola) NYC, nc.  
 Gilbert, Don: (Casa Valencia) NYC, nc.  
 Goho, Billy: (Checkerbox) Buffalo, c.  
 Gordon, Gray: (Merrie Garden) Chi., b.  
 Graff, Johnny: (Anchorage Inn) Phila., nc.  
 Gray, Len: (New Cedars) New Bedford, Mass., nc.  
 Green, Garth: (Rice) Houston, Tex., h.  
 Grenet, Eliseo: (Yumuri) NYC, nc.  
 Grisha: (St. Moritz) NYC, h.

H  
 Hall, George: (Taft) New York, h.  
 Hamilton, Artie: (Klown Klub) NYC, nc.  
 Hamilton, George: (Palmer House) Chi., h.  
 Hamp, Johnny: (Muehlebach) Kansas City, h.  
 Hampton, Jack: (Rendezvous) Battle Creek, Mich., nc.  
 Hawk, Carlton: (Sak's) Detroit, nc.  
 Hardie, Dick: (Club Frolics) Albany, N. Y., nc.  
 Harmon, Frank: (Rustic Inn) Corinth, Miss., nc.  
 Harris, Claude: (Joey's Stables) Detroit, nc.  
 Harris, Ken: (Bar Leond) Ogden, Utah, h.  
 Harvey, Dave: (Dempsey's) Miami, re.  
 Hawkins, Erskine: (Uproar House) NYC, nc.  
 Hayes, Bobby: (Edison) NYC, h.  
 Haymes, Joe: (Roseland) NYC, b.  
 Hayton, Lennie: (Normandie) Boston, b.

Headrick, Pearl: (Manhattan) Johnstown, Pa., nc.  
 Heath, Al: (Sunset) Los Angeles, nc.  
 Hebranos, Le Belard: (San Souce) Havana; Cuba, h.  
 Hines, Earl: (Cotton Club) Chi., nc.  
 Hogan, Tweest: (Park Casino) Chi., b.  
 Hoff, Carl: (Biltmore) NYC, h.  
 Hoffman, George: (Old Heidelberg) Denver, O., re.  
 Holden, Cally: (College Inn) San Diego, nc.  
 Holly, Harry: (Savoy-Tavern) Phila., nc.  
 Holst, Ernie: (El Morocco) NYC, nc.  
 Hope, Hal: (Montclair) NYC, h.  
 Horton, Harry: (Le Mirage) NYC, nc.  
 Humme, Ray C.: (Hummel's) Silver City, N. M., b.  
 Huntley, Lloyd: (Mount Royal) Montreal, h.  
 Hutton, Glen: (Paradise) NYC, re.  
 Hyde, Victor: (Mirador) NYC, nc.

I  
 Imperial Trio: (Imperial) NYC, h.  
 Iona, Andy: (New Yorker) NYC, h.  
 Irwin, Don: (Trocadero) Houston, Tex., nc.  
 Jackson, Jimmy: (Melody Mill) Chi., b.  
 Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.  
 Jacol, Alex: (Chez Maurice) Montreal, nc.  
 James, Jimmy: (Lookout House) Covington, Ky., nc.  
 Janis, Fred: (Parody Club) Chi., nc.  
 Jalesnik, Eugene: (Venezia) NYC, nc.  
 Jansen, Chl: (Waverly) Minot, N. D., h.  
 Johnson, Bud: (Carmichael Club) Augusta, Ga., nc.  
 Jones, Johnny: (Harry's New York Cabaret) Chi., nc.  
 Joseph, Jimmy: (Queen's Terrace) Woodside, L. I., N. Y.  
 Joy, Jimmy: (Stevens) Chi., h.  
 Juele, Frank: (Bellevue-Stratford) Phila., h.  
 Jurgens, Dick: (Gibson) Cincinnati, h.

K  
 Kanue, Evalyn: (Canzoneri's) NYC, re.  
 Kavin, Albert: (Cosmopolitan) Denver, Colo., h.  
 Kay, Bobby: (Kit Kat) Phila., nc.  
 Kay, Joe: (Browning Lane Inn) Phila., nc.  
 Kaye, Sammy: (Arcadia) Phila., re.  
 Keeler, Willard: (Murray Hill) NYC, h.  
 Keener, Lee: (Madison) Jefferson City, Mo., h.  
 Kemp, Read: (Tivoli) Oak Bluffs, Mass., nc.  
 Kendis, Sonny: (Stork Club) NYC, nc.  
 Kennedy, Pat: (Grey Wolf Tavern) Sharon, Pa., nc.  
 Kerr, Jack: (Warwick) NYC, h.  
 Kestiner, Bob: (Paradise Gardens) Flint, Mich., nc.  
 King, Oliver: (Hollywood Casino) Savannah, Ga.  
 King's Jester: (LaSalle) Chi., h.  
 Kirshner, Don: (Blackland Inn) Denver, nc.  
 Klein, Hal: (George's) Camden, N. J., re.  
 Klein, Jules: (Statler) Detroit, h.  
 Knight, Harold: (Adelphi) Phila., h.  
 Knowles, Jesse: (DelRio) Nashville, Tenn., nc.  
 Kook, Jimmie: (Brevoort) Chi., h.  
 Kramer, Charlie: (Chez Maurice) Montreal, Pa., re.  
 Kress, Andy: (Avon Inn) Asbury Park, N. J.  
 Krumin, Costya: (Russian Bear) New York, re.  
 Kruezer, Robert: (Martin's Rathskeller) NYC, nc.  
 Kuhn, Richard: (Firenze) NYC, re.  
 Kula, Paul: (Frolics) Miami, nc.  
 Kyser, Kay: (Trianon) Chi., h.

L  
 La Salle, Frank: (Wivel) New York, nc.  
 Larkin, Bill: (Club Trion) Mobile, Ala., nc.  
 Lamb, Drexel: (Lido) Jackson, Mich., nc.  
 Lane, Jules: (St. Regis) NYC, h.  
 Lane, Eddie: (Vanderbilt) NYC, h.  
 Lang, Lou: (Bossert) Brooklyn, N. Y., h.  
 Lang, Sid: (Hi-Hat) Chi., nc.  
 Larson, Eddie: (Radio City Rainbow Room) NYC, nc.  
 LeBrun, Duke: (Colonial) Rochester, Ind., h.  
 Lee, Glen: (Washington-Youree) Shreveport, La., h.  
 Leisch, Bert: (Chateau) Phila., nc.  
 Leroy, Red: (Jean's) NYC, nc.  
 Lewis, Harry: (Victor) Seattle, Wash., nc.  
 Lewis, Ted: (State) NYC, t.  
 Lewis, Vic: (Brightview) Rochester, N. Y., nc.  
 Light, Enoch: (McAlpin) New York, h.  
 Ligon, Ed: (Gloria) New York, cb.  
 Lison, Henri: (Royale Frolics) Chi., nc.  
 Little, Little Jack: (Hollywood) NYC, re.  
 Littlefield, Frankie: (Edgewater) Lafayette, La., nc.  
 Livingston, Jimmy: (Charlotte) Charlotte, N. C., h.  
 Lucas, Clyde: (Drake) Chi., h.  
 Lofner, Carol: (Washington-Youree) Shreveport, La., h.  
 Long, John: (John Marshall) Richmond, Va., h.  
 Lopez, Vincent: (Astor) NYC, h.  
 Levant, Phil: (Bismarck) Chi., h.  
 Lyon, Bob: (Commodore Club) Vancouver, B. C., Can.

M  
 McCann, Grace: (Chidese T Gardens) Detroit, re.  
 McCune, Will: (Bossert) Brooklyn, h.  
 McGrew, Bob: (Green's Casino) Pittsburgh, Pa., nc.  
 McHale, Billy: (Brown Derby) Boston, nc.  
 McKe, Jerry: (Playhouse) San Antonio, Tex., nc.  
 Mack, Austin: (Harry's New York Bar) Chi., nc.  
 Mack, Babe: (Anselmo's) NYC, re.  
 Mack, Ed: (Marlin's Tavern) Lima, O., c.  
 Mack, Ted: (Childs) 8th St. NYC, re.  
 Maitland, Johnny: (Pershing) Chi., b.  
 Mann, Milt: (Village Barn) NYC, nc.  
 Manning, Piper: (Pirates Castle) Miami, nc.  
 Manone, Winy: (Washington - Youree) Shreveport, La., h.  
 Marano, Frank: (Sweeney) Baltimore, c.  
 Mariani, Hugo: (Blackstone) Chi., h.  
 Marsala, Joe: (Elckory House) NYC, re.  
 Martel, Gus: (Stork Club) NYC, nc.  
 Massengale, Bert: (Club Plantation) New Orleans, re.  
 Masters, Frankie: (Biltmore) NYC, h.  
 Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re.  
 Mayhew, Nye: (Glen Island Casino) Long Island, N. Y., nc.  
 McAndrew, Boy: (Versailles) NYC, re.  
 Mella, Michael: (Top Hat) Union City, N. J., nc.  
 Meroff, Benny: (Pal.) Chi., t.  
 Meyers, Ike: (Ubangi) NYC, nc.

Meyers, Jack: (Club New York) New York, nc.  
 Middleman, Herman: (Nixon) Pittsburgh, c.  
 Mills, Dick: (Trocadero) Houston, Tex., nc.  
 Mills, Floyd: (Du Pont) Wilmington, Del., h.  
 Monroe, Jerry: (Tip Top Tavern) Flushing, L. I., N. Y.  
 Moore, Carl: (New Blossom Heath) Tonawanda, N. Y.  
 Moran, Eddie: (Eagles) Ithaca, N. Y., b.  
 Morelli, Larry: (Merry Gardens) Lynchburg, Va.  
 Morris, Griff: (Wagon Wheel) Akron, O., c.  
 Motely, Berk: (Casa Grande) Berwyn, Md., nc.  
 Munro, Hal: (Ivanhoe Gardens) Chi., nc.  
 Murdoch, Johnnie: (Murray's) Tuckahoe, N. Y., nc.

N  
 Nagel, Harold: (Pierfe) NYC, h.  
 Navarro, Al: (Belvedere) Baltimore, h.  
 Naylor, Oliver: (Club Rex) Birmingham, Ala., nc.  
 Nelshaur, Eddie: (Casino Moderne) Chi., nc.  
 Nelson, Happy: (Gaynor's Club) Milwaukee, nc.  
 Nelson, Harold: (Bungalow) Jackson, Miss., nc.  
 Nelson, Ozsie: (Lexington) NYC, h.  
 Newcomb, Billy: (Radio City Rainbow Room) NYC, nc.  
 Newton, Hub: (Patterson's Grill) Steubenville, O., nc.  
 Nickles, Billie: (Waldorf) Los Angeles, nc.  
 Nichols, Frank: (Variety) NYC, nc.  
 Noury, Walt: (Roma) Haverhill, Mass., re.  
 O'Hare, Husk: (Grand Terrace) Wichita, Kan., nc.  
 Ohman, Frank V.: (Fellce's) Westbury, L. I., N. Y., nc.  
 Olson, Walter: (New Julius) Gardenville, N. Y., re.  
 Osborne, Will: (Netherland Plaza) Cincinnati, h.

P  
 Pablo, Don: (Merry-Go-Round Club) Dayton, re.  
 Packard, Freddie: (Jonathan) Los Angeles, nc.  
 Palmer, Freddy: (Colohai Inn) Singao, N. J., re.  
 Palocco, Louis: (Oriental Gardens) Chi., re.  
 Pantone, Mike: (Matt Loftus Club) Albany, N. Y., nc.  
 Parker, Rol: (College Inn) Phila., nc.  
 Peak, Harry: (Murray's) Phila., nc.  
 Peary, Bob: (885 Club) Chi., nc.  
 Pedersen, Dick: (Monte Rosa) NYC, nc.  
 Pedislin, Michael: (Savoy Tavern) Phila., nc.  
 Pedro, Don: (Graemers Hotel) Chi., h.  
 Pedro, Don: (Graemers) Chi., h.  
 Pendarvis, Paul: (St. Paul) St. Paul, h.  
 Perry, Bert: (Oliver Twist) NYC, nc.  
 Perry, Nick: (Village Brewery) NYC, nc.  
 Peterson, Eric: (Woodlands) Ardley, N. Y., nc.  
 Pett, Emil: (Savoy Plaza) NYC, h.  
 Pitman, Jack: (Fort Arthur) Providence, R. I., re.  
 Plon, Earl: (Broad Street Grill) Harrisburg, Pa., re.  
 Pollack, Ben: (Beverly) Hollywood, h.  
 Provost, Eddie: (Penthouse) Baltimore, nc.  
 Pryor, Roger: (Shubert) Cincinnati, t.

R  
 Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.  
 Rand, Lionel: (Jimmy Kelly's) NYC, nc.  
 Rapp, Barney: (Chase) St. Louis, h.  
 Rausch, George: (Melody Mill) Chi., b.  
 Ravel, Art: (French Lick Springs) Indiana, h.  
 Reardon, Dick: (Monte Carlo) Dallas, Tex., h.  
 Read, Kemp: (Spartan Club) New Bedford, Mass.  
 Reader, Charles: (Fort Montague) Nassau, W. I., h.  
 Reel, Tommy: (Syracuse) Syracuse, N. Y., h.  
 Reichman, Joe: (Cocoonat Grove) Los Angeles, nc.  
 Reisman, Leo: (Waldorf-Astoria) NYC, h.  
 Resh, Benny: (McCurdy) Evansville, Ind., h.  
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., h.  
 Richards, Brothers: (Diamond) Wheeling, W. Va., nc.  
 Richardson, Stephen: (Hollywood) NYC, re.  
 Rico, Don: (Brown Derby) Boston, nc.  
 Rinaldi, Nick: (Yacht Club) Chi., nc.  
 Rizzo, Vincent: (Adelphi) Phila., h.  
 Roberts, Eddie: (Red Mill) Bronx, nc.  
 Rock, Dorothy: (Harry's New York Cabaret) Chi., nc.  
 Rodriguez, Chago: (Hildebrecht) Trenton, h.  
 Roeder, Jose: (Montparnasse) NYC, nc.  
 Roland, Will: (Schenley) Pittsburgh, Pa., b.  
 Romer, Bill: (Weller) Zanesville, O.; (Garden) Lockhaven, Pa., 12-13. t.  
 Rosen, Tommy: (Wistler's Gardens) Atlanta, nc.  
 Routhal, Harry: (Merry-Go-Round Bar) NYC, nc.  
 Rudolph, Herbie: (Broad-Mont) Chi., cb.

S  
 Sabin, Paul: (Dempsey's) Miami, re.  
 Sadler, Laddie: (Vesuvio) St. Petersburg, Fla., nc.  
 Sana, Herb: (Bal Tabarin) San Francisco, c.  
 Sanders, Joe: (Blackhawk) Chi., re.  
 Schrieber, Carl: (Guyon's Paradise) Chi., b.  
 Scott, Bud: (Hollywood) Alexandria, La., nc.  
 Seare, Walt: (Greenbrier) White Sulphur Springs, W. Va., h.  
 Senter, Jack: (Bagdad) Miami, nc.  
 Setpato, Canto: (San Souci) Havana, nc.  
 Shaw, Art: (Meadowbrook) Cedar Grove, N. J., nc.  
 Shatz, Ben: (Plaza Grill) Brooklyn, c.  
 Shick, Maurice: (Valhalla) NYC, nc.  
 Shelley, Lee: (Brunswick Casino) Boston, nc.  
 Sherman, Maurie: (Casino Parisienne) Chi., nc.  
 Sherr, Jack: (St. Moritz) NYC, h.  
 Sherr, Fran: (Belgian) Houston, Tex., nc.  
 Smith, Stuff: (Onyx) NYC, nc.  
 Snyder, Lloyd: (Washington-Youree) Shreveport, La., h.  
 Spiro, Milton: (Merry-Go-Round Bar) NYC, nc.  
 Spotts of Rhythm, Six: (Onyx) NYC, nc.  
 Stable, Dick: (William Penn) Pittsburgh, Pa., h.  
 Stanley, Arthur: (Yacht) NYC, nc.  
 Stanley, Stan: (Blossom Heath) Shreveport, La., nc.  
 Start, Archie: (Chez Parce) Chi., nc.  
 Stern, Harold: (Merry-Go-Round) Brooklyn, re.  
 Steunos, Charles: (Webster Hall) Pittsburgh, Pa., h.

Stewart, Fred: (Half Moon) NYC, re.  
 Stuart, Nich: (Mad House) San Diego, Calif., c.  
 Stel, Allan: (Bedford Springs) Bedford Springs, Pa., h.  
 Sullivan, Mickey: (Eden Gardens) Worcester, Mass., nc.

T  
 Tallare, Pedro: (Larue's) NYC, re.  
 Tellone, Lennie: (Wright's) Plainfield, Conn.  
 Terry, Mack: (Tutweiler) Birmingham, Ala., h.  
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.  
 Thoma, Wit: (Lido) Tulsa, Okla., nc.  
 Thomas, Eddie: (Nut Club) NYC, nc.  
 Thompson, Lang: (Peabody) Memphis, h.  
 Tinsley, Bob: (Colosimo's) Chi., re.  
 Tison, Paul: (Astor) NYC, h.  
 Tolan, Kay: (Harry's New York Cabaret) Chi., nc.  
 Tompkins, Tommy: (Raymor) Boston, b.  
 Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.  
 Tracy, Jack: (Frances) Monroe, La., h.  
 Tidesley, Bobbie: (Irvin Cobb) Paducah, Ky., h.  
 Tucker, George: (Cofers Club) St. Simons Island, Ga., nc.  
 Tucker, Harry: (Lookout House) Covington, Ky., nc.  
 Twins of Harmon: (Frolics) Brooklyn, nc.

V  
 Van, Garwood: (Madhouse) San Diego, nc.  
 Van Loon, Dutchy: (Famous Door) Boston, re.  
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind.  
 Veil, Tubby: (Bruno's) Chi., re.  
 Ventura, Ray: (Cirque Medrano) Paris, France.  
 Venturi, Joe: (Rosevelt) New Orleans, h.  
 Via, Pedro: (El Trocadero) NYC, nc.  
 Vierra, Al: (Congress) Chi., h.  
 Vouzen, Nick: (Sapphire Room) NYC, nc.

W  
 Wade, Johnny: (Romance Inn) Angola, N. Y., nc.  
 Wagner, Bill: (Jimmy Kelly's) Brooklyn, nc.  
 Wagner, Buddy: (Mirador) NYC, nc.  
 Wallace, Jack: (Ball) NYC, nc.  
 Wambaugh, Allan: (Marline Room) Muskegon, Mich.  
 Webb, Joe: (Queen Mary) NYC, nc.  
 Webster, Lions: (Onyx) NYC, nc.  
 Webster, Ralph: (Lido) Tulsa, Okla., h.  
 Weeks, Anson: (Edgewater Beach) Chi., h.  
 Weeks, Randy: (Cocoonat Grove) Boston, re.  
 Weiser, Leo: (Michigan Tavern) Niles, Mich., re.  
 Whalen, Jimmy: (Bertolotti) NYC, cb.  
 Williams, Rod: (Club Edgewood) Albany, N. Y., nc.  
 White, Dave: (Oasis Grill) New York City, re.  
 White, Lew: (Variety) NYC, nc.  
 White, Roy: (El Trocadero) NYC, nc.  
 Whitney, Walter: (Satan's Zoo) Chi., nc.  
 Whitney, Palmer: (Baker) St. Charles, Ill., h.  
 Widmer, Bus: (West) Sioux City, Ia., h.  
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.  
 Witton, Barry: (Sapphire Room) NYC, nc.  
 Witt, Joe: (Klown Klub) NYC, nc.  
 Wright, Jack: (Frolics) Brooklyn, nc.  
 Wyle, Austin: (Commodore Perry) Toledo, O., h.

Y  
 Young, Ben: (400) Wichita, Kan., nc.  
 Zarin, Michael: (Waldorf-Astoria) NYC, h.  
 Zelman, Rubin: (Caravan) NYC, nc.

DRAMATIC AND MUSICAL

Babes in Arms: (Shubert) Boston.  
 Bankhead, Tallulah: (Parkway) Madison - Wis. 7; (Davidson) Milwaukee 8-10.  
 Boy Meets Girl: (Ford) Baltimore 5-10.  
 Brother Rat: (Plymouth) Boston.  
 Carte D'Oyly: Opera Co.: (Shubert) New Haven, Conn. 5-10.  
 Dead End: (Shubert) Newark, N. J. 5-10.  
 Drupper, Ruth: (Roxie) Sacramento, Calif., 7; (H. S. Aud.) Stockton 8; (Civic Aud.) Fresno 9; (Savoy) San Diego 10.  
 First Lady: (Metropolitan) Minneapolis 8-10.  
 Great Waltz: (Mosque) Newark, N. J. 5-10.  
 Idiot's Delight: (American) St. Louis 5-10.  
 Leaning on Letty: (Selwyn) Chi 5-10.  
 Susan & God: (McCartor) Princeton, N. J., 10.  
 Tobacco Road: (Harris Grand) Birmingham, Ind. 7; (La Porte) La Porte 8; (Wor-Grand) Muncie 9; (Mars) La Fayette 10.  
 Tovaritch: (Curran) San Francisco 5-10.  
 You Can't Take It With You: (Harris) Chi.  
 Ziegfeld Follies: (English) Indianapolis, Ind. 5-8; (Hartman) Columbus, O., 9-10.

REPERTOIRE

Bilroy's Comedians: Billy Wehle's; Valdosta, Ga. 8; Moultrie 9; Camilla 10; Albany 12; Cordele 13.  
 Harvey's Players: Dyersburg, Tenn. 5-10.  
 Hayworth, Seabee, Players: (Avon) Lenoir, N. C. 9-10.  
 Lenoir's Comedians: Summersville, S. O., 5-10.

INDEPENDENT BURLESK

Beef Trust: (Gayety) Washington, D. C., 5-10; (Bijou) Phila 12-17.  
 Crazy Quilt: (Gayety) Cincinnati 5-10; (Gayety) Detroit 12-17.  
 Folic Capers: (Eudson) Union City, N. J., 12-17.  
 Girls From Toyland: (Capitol) Toledo, O., 12-17.  
 Ladies in Lingerie: (Century) Brooklyn 5-10; (Howard) Boston 12-17.  
 Merry Melons: (Hudson) Union City, N. J., 5-10; (Century) Brooklyn 12-17.  
 Monte Carlo Girls: (Howard) Boston 5-10; (Empire) Newark, N. J., 12-17.  
 Nothing But Dames: (Casino) Toronto 5-10; open week 12-17.  
 Oriental Girls: (Gayety) Baltimore 5-10; (Gayety) Washington, D. C., 12-17.  
 Pardon the Olanour: (Troacadero) Phila 5-10; Allentown 12-13; Harrisburg 14; Reading 15-16; Williamsport 17.  
 Paris by Night: (Empire) Newark, N. J., 5-10; (Troacadero) Phila 12-17.  
 Pepper Pot Revue: (Rialto) Chi 5-10; (Gayety) Cincinnati 12-17.  
 Snyder's, Bozo, Show: Open week 5-10; (Rialto) Chi 12-17.  
 (See ROUTES on page 161)

# AEA Opposish Seethes Over Nominees and Secret Ballot

**Indie ticket possible despite placing of three indie men on administration slate—Gillmore welcomes open battle—Insurgents insist on secret ballot referendum**

NEW YORK, April 3.—Announcement of a compromise slate chosen by Equity's nominating committee for the forthcoming elections in June has failed to put a quietus on the opposition group within the membership, with the result that Frank Gillmore, Equity president, stated Thursday that he would welcome an opposition ticket. Gillmore vehemently backed his stand with the remark that he did not wish to serve without the support of the majority. Those nominated on the regular ticket include Frank Gillmore, president; Osgood Perkins, first vice-president; Florence Reed, second vice-president; Arthur Byron, third vice-president; Peggy Wood, fourth vice-president; Paul Dullzell, treasurer; Leo Curley, recording secretary. Above are in office and now are candidates for another term of three years. Nominated for five-year terms as councillors are Glenn Anders, Franklyn Fox, William Gaxton, Walter N. Greaza, Louis Jean Heydt, Ben Lackland, Burgess Meredith, Claudia Morgan, Edith Van Cleve and Richard Whorf. Those named to fill, unexpired terms on the council are Clifton Webb, until 1939, and Mary Morris, until 1940.

Independent slate for last year included Miss Van Cleve, Miss Morris and Meredith.

Talk of an opposition slate centers around Kenneth Thomson, Walter Hampden, Selena Royle, Alfred Lunt and others. Mrs. Dorothy Bryant, executive secretary of Chorus Equity, also mentioned, said her name was used without her authorization, further adding she had no desire to become involved in Equity's factional differences.

Action of Equity's council, which adopted the proposed secret ballot for mailed votes, has not satisfied the opposition, Equity having learned Wednesday that a referendum was still insisted upon. Angle here is that the council ruling applies only to voting by mail, whereas the opposition wants to extend the secret procedure to all balloting.

Gillmore stated the council adopted the secret ballot in order to avoid the hard and fast decision entailed by a constitutional amendment via the referendum. As a council ruling, the procedure may be given a trial to determine its advantages, if any, over the previous method of voting.

## Gillmore Won't Be At Informal Confabs

NEW YORK, April 3.—Frank Gillmore, president of Actors' Equity, recently said he would not attend the association's informal discussion meetings any more, because the confabs were largely monopolized by insurgents.

Feeling of Equity's president on the matter is that at present, with many important constructive matters affecting the legitimate theater to be worked out, the opposition is throwing a monkey wrench into the drive for rejuvenating the stage. Main attitude of all concerned should be solidification of forces to this end, and not quibbling over controversial questions, he claims. So he says he won't attend any more informal discussion meetings.

## Anderson Gets Nod 2d Time with "Tor"

NEW YORK, April 3.—Maxwell Anderson, for the second consecutive year, was recently awarded the New York Drama Critics' Circle Prize, 14 out of the 18 commentators voting for *High Tor*. Circle, making its first award last year, gave the nod to the dramatist-poet's *Winterset*.

Decision on *High Tor* was made on the 11th ballot, the critics, after the fourth ballot, agreeing to choose three plays each, with their favorites being given three points. After the fifth ballot, the boys decided to limit themselves to *High Tor* and *Johnny Johnson*.

George Jean Nathan did not participate after the fifth ballot, since he insisted on voting for *Daughters of Atræus*.

### Miller To Do 3 in London

LONDON, March 30.—Gilbert Miller is back from America, with three plays set for early London production. They are *Yes, My Darling Daughter*, Mark Reed's comedy, set for production at a West End theater early in May, *Victoria Regina*, Laurance Houseman's play, now running in New York, which will be staged in London in June, and Keith Winter's costume play, *Old Music*, set for the same month.

### Ruth Draper for Cox, Cincy

CINCINNATI, April 3.—Ruth Draper, character actress, will give a series of her dramatic sketches at the Cox Theater April 22 to 24, inclusive. Local legit stand has been dark the last several weeks. *Leaning on Letty*, with Charlotte Greenwood, is slated to play the Cox before the end of the present season.

# ATC Confab On May 24

**Most ambitious attempt yet to aid legit—ATC constitution to protect all groups**

NEW YORK, April 3.—First annual convention of American Theater Council, new organization to be composed of all theatrical associations aiming to rejuvenate the legitimate theater, will be held the week of May 24 instead of May 18, as previously announced, according to Frank Gillmore, president of Actors' Equity.

Plans of the ATC, if carried out, will bring to a realization long-discussed ways and means of increasing employment among actors by reviving the road and doing everything possible to make theater-going more attractive to patrons. Formation of the org is said to be the first time that all the elements that make up theatrical productions have combined to take constructive action on behalf of the theater.

All unions involved support the idea in principle, according to Gillmore, and the organization's constitution will protect the rights of the different units.

Those currently concerned with attending to preliminaries are Frank Gillmore, Paul Turner, Luise Silcox, Marous Helman, Lawrence Langner and Warren P. Munsell. A national advisory board and officers and directors are soon to be chosen.

## Loses \$50,000 in Six Weeks

LONDON, March 23.—On *Your Toes*, slick American musical comedy which was withdrawn from the Palace Theater here last Saturday after a brief run of six weeks, cost its backers 50 grand. Strangely enough, the critics were unanimous in acclaiming *On Your Toes* as one of the liveliest and funniest musical shows produced in London in recent years. Lee Ephraim, who presented the show, claims that apart from the initial production cost of \$30,000, it was necessary to take \$12,000 per week to keep out of the red.

## New Maine Cowbarn Spot

BOOTHBAY HARBOR, Me., April 3.—Plans for a summer theater here have been announced by Sherwood K. Lacount, of Somerville, Mass., and Joseph J. Celli, of Stoughton, Mass. They have purchased the Wyman farm on the Boothbay-Wiscasset highway and will convert it into a theater, using the house for living quarters.

# From Out Front

By EUGENE BURR

The boys on the dailies have decided that, to all intents and purposes, the season of 1936-'37 is over; and therefore, in conclave duly assembled, they have awarded the prize of the New York Drama Critics' Circle to Mr. Maxwell Anderson's *High Tor*. This is the second year in succession that Mr. Anderson has won the award offered by the professional playgoers, getting it last year for *Winterset*—which deserved it. Since the prize is only two years old, Mr. Anderson has made a clean sweep.

*High Tor*, according to profane reports that in one way or another emanated from the sacrosanct precincts of the circle, took 11 ballots before it won out, since, according to the terms of the award, it is necessary for 14 of the 18 judges to agree. On the first ballot, however, *High Tor* was a clear leader, and it held its advantage all the way. Others named on that first ballot were *Johnny Johnson*, the asinine melange of New Art poppycock that the Group Theater perpetrated in the name of peace; *Daughters of Atræus*, Robert Turney's linguistically magnificent retelling of the Elektra legend, that was ruined on the stage by the expensive, musical-comedy production with which Delos Chappel muffled it, and *You Can't Take It With You*, the hilarious but very wise farce that offers a chuckle-filled challenge to those 99 one-hundredths of the world's population who do things simply because those things are expected of them.

In case you're interested in the modus operandi of great ones at work, the critics decided, on what I believe is supposed to have been the fifth ballot, to vote for three plays each, giving first choices three points, second choices two points, and third choices one point; and thereafter to confine their votes to the two plays that placed first and second in this amended poll. *High Tor* and *Johnny Johnson* came out clear leaders, and so, according to the agreement, they monopolized the subsequent vote.

After the fifth inning, however, Mr. George Jean Nathan refused to cast a ballot, since his own choice, *Daughters of Atræus*, was no longer under consideration. At least one man had the courage of his convictions, refusing to name as his choice for the best play of the season any play except the one he actually happened to think was the best play of the season.

In any case, after a reputed 11 ballots *High Tor* won. It is gratifying, of course, to see that Mr. Maxwell Anderson, the Shakespeare of the Main Stem, has received such acclaim from his contemporaries as never was received by the primitive fellow from Stratford; it is doubly gratifying, since Mr. Anderson really has a very fine play, a splendid play, now on the boards. It is not quite so gratifying, however, to realize that that play doesn't happen to be *High Tor*.

If so obviously unintellectual a pœn as a trade-paper reporter may be permitted to put his ear into post mortems on the activities of the anointed, I'd like to quote a bit from my original review of *High Tor*. It brings out certain points which, of course, may be incorrect, since they were either ignored or denied by 14 of the 18 members of the Critics' Circle; yet it represents a viewpoint in which I mistakenly persist.

"After seeing *High Tor* . . . one is reluctantly forced to believe that Mr. Anderson must have read somewhere that Shakespeare (the Maxwell Anderson of the Elizabethan age) took his plots ready-made from earlier writers. He must also have read that Shakespeare improved as he filched, turning old tales into frameworks for the magnificent platitudes that stud his verse. . . . Mr. Anderson's *High Tor* is uncomfortably reminiscent of such diverse literary predecessors as *Rip Van Winkle* and *Berkeley Square*.

"The varied plots are woven together with many jolts and bumps, the mood breaking from the farce of the reactors to the pastel drama of Van's love for the Dutch girl, and back again. Continuity, both intellectual and emotional, is lost.

"Even less fortunate is the fact that Mr. Anderson in none of his plots reaches the mark that he must have set for himself at the outset. . . . Van's love for the mountain, the primary spring of the play, never comes thru as it should, never stands as it was meant to, as a fine individual protest against the lack of beauty and the muffling, horrible, smug conformity of our day. The pastel love affair with the wraith strains too hard—and falls—to reach the heights that *Berkeley Square* achieved without straining. The plight of the sailors marooned upon the borders of the lapping sea of time, wistfully wondering whether they be flesh or mist, is never made into what its author obviously intended.

"Worse still, Mr. Anderson's poetry fails to fulfill its purpose. In *Winterset*, in *The Wingless Victory*, it is amazingly and gloriously right. It is not altogether right in the light, wistful, comic fantasy of *High Tor*; almost always it outweighs its material. Even in the speeches concerning Van's love for the mountain, the most fitting place for it, it is too heavy for the light and idealized thoughts it is intended to convey. Mr. Anderson overstresses his lines and overwrites his material."

From all of which it may be gathered that I am in something less than hearty accord with the decision of the Critics' Circle. Surely it seems that a better choice might have been made. Mind you, I by no means damn *High Tor* as a completely and hopelessly inept fantasy; I simply say—and very definitely—that, though moderately amusing, it failed badly to achieve its own ends, and rates nowhere near various other plays by the same author, notably *The Wingless Victory*, which was also produced this season. *The Wingless Victory* is an infinitely finer play, in purpose, artistry, achievement and effect, than *High Tor*; it seems that, if Mr. Anderson had to be given the prize two years in succession, more attention might have been paid to a powerful tragedy than to a fanciful but unimaginative harlequinade that wastes its own fantastic strength in wandering ineffectively all over the theater.

There were other plays, too, that might have been named. Started as I am to find myself agreeing with Mr. George Jean Nathan, I feel that *Daughters of Atræus* would have been an eminently worthy choice. *You Can't Take It With You*, (See *From Out Front* on opposite page)

## BROADWAY RUNS

Performances to April 3, inclusive.

Dramatic	Opened	Perf.
Amazing Dr. Clitterhouse	Mar.	2... 40
The (Hudson)	Mar.	2... 40
Behind Red Lights (Main)	Jan.	13... 05
Boy Meets Girl (Govt)	Nov.	27... 573
Brother Rat (Biltmore)	Dec.	18... 130
Chalked Out (Marcos)	Mar.	28... 12
Cornell Repertory (Empire)	Mar.	19... 52
Candide	Mar.	10... 14
Wingless Victory, The	Dec.	23... 102
Dead End (Balcon)	Oct.	28... 002
Eternal Road, The (Manhattan Opera House)	Jan.	7... 07
Farewell Summer (Fulton)	Mar.	29... 8
Having Wonderful Time (Lyceum)	Feb.	19... 52
High Tor (Beck)	Jan.	8... 100
King Richard II (St. James)	Feb.	5... 08
Marching Song (Bayes)	Feb.	17... 46
Masque of Kings, The (Shubert)	Feb.	8... 04
Now You've Done It (Miller)	Mar.	5... 35
Red Sunset (National)	Mar.	30... 7
Storm Over Patsy (Guild)	Mar.	8... 32
Sun Kissed (Little)	Mar.	10... 30
Tobacco Road (Forsyth)	Dec.	4... 1428
Tovarich, (Plymouth)	Oct.	15... 101
You Can't Take It With You (Booth)	Dec.	14... 181
Victoria Regina (2d engage.) (Broadhurst)	Aug.	31... 240
Women, The (Barrimore)	Dec.	28... 116
Yes, My Darling Daughter (Playhouse)	Feb.	9... 05
Young Madame Conti (Music Box)	Mar.	31... 6

## Musical Comedy

Frederike (Imperial)	Feb.	4... 98
Red, Hot and Blue (Alvin)	Oct.	23... 178
Show Is On, The (Winter Garden)	Dec.	25... 118
White Horse Inn (Center)	Oct.	1... 208

# New Plays on Broadway

Reviewed by Eugene Burr

## FULTON

Beginning Monday Evening, March 29, 1937

### FAREWELL SUMMER

A comedy-drama by North Bigbee and Walter Holbrook. Staged by B. F. Kamsler. Setting by Frederick Fox, built by Vail Construction Company. Presented by Walter Franklin.

Mrs. Stuart ..... Suzanne Jackson  
 Mr. Stuart ..... George Spaulding  
 Keith Stuart ..... Lois Wilson  
 Sally Lindsay ..... Marilyn Jolie  
 Jane Lindsay ..... Ellen Love  
 Prof. Albert Lindsay ..... Walter Gilbert  
 Guy Boyd ..... G. Albert Smith  
 Freddy ..... George Vigor  
 Dot ..... Lynn Whitney  
 Philip Howard ..... James Todd  
 Avis Howard ..... Virginia Campbell  
 T. J. Green ..... Richard S. Bishop  
 Bobo ..... O. Z. Whitehead  
 Emma Lou ..... Linda Lee Hill

The Entire Action of the Play Takes Place on the Side Terrace of the Stuart Home in a Southwestern University Town. The Time is the Present.

ACT I—An Evening in May. ACT II—Late Evening in August. ACT III—Sunset in Late September.

Far be it from me to turn stool pigeon, particularly if the fugitive happens to be a pal—except, of course, in the interests of reportorial accuracy. In the interests of such accuracy, then, it is reported that the Mr. Walter Franklin who ostensibly presented *Farewell Summer* at the Fulton Theater Monday night is in reality the Mr. B. Franklin Kamsler who directed it. After seeing the play I feel that the reasons for Mr. Kamsler's cognominal hideaway are obvious.

*Farewell Summer*, which was written by North Bigbee and Walter Holbrook, a couple of newspaper men from Texas (where evidently journalistic standards are pretty low) is one of those pitiful little pieces that starts out hopefully and with enthusiasm; stops to look around the theater in the middle of the first act and realizes that it's in a strange place; develops a feeling of acute discomfort in the second act, and then somewhere along about 11 o'clock stops—probably with a feeling of relief. It is a feeling that is shared wholeheartedly by the customers.

It's all about pretty Miss Keith Stuart, who lives in a Southwestern university town where she is assistant to a biology professor whom she idolizes. It is her misfortune (at least the authors seem to feel that it is her misfortune) that the biology professor in question is married and hasn't the slightest intention of straying. Keith, since she is almost 30, evidently an almost senile age in the great Southwest, figures that her life is about over. She, her papa, her mama and a large group of assorted friends stand around and talk about it until 10:45. Keith meanwhile has tried and failed to sell herself on the idea of marriage to someone else and has turned down no less than three ardent swains. Oppressed by the heavy weight of 28 years, she decides she may just as well go away to New York, which

evidently, in the Lone Star country, corresponds to a combined limbo and old folks' home. It is there that the play stops—if so definite a verb may be applied to something which never really began.

Miss Lois Wilson, who has been gracious and charming in many motion pictures, is gracious and charming as Keith. George Spaulding, as her father, and G. Albert Smith, as the most lecherous of her swains, troupe valiantly in a courageous effort to make the odd thing on the stage seem like a play. Linda Lee Hill makes a real impression in the second act as a predatory pretty. As for the rest, one should deplore their judgment rather than deride their ability. The hopelessly inept dialog, including some of the unfunny blue lines ever delivered, on a stage, must have been even more embarrassing to them than it was to the audience.

## NATIONAL

Beginning Tuesday Evening, March 30, 1937

### RED HARVEST

"Pages from a Red Cross diary" by Walter Charles Roberts. Directed by Antoinette Perry. Settings designed by John Root, built by William Kellam & Company, and painted by Studio Alliance Inc. Costumes by Brooks Costume Company and Eaves Costume Company. Presented by Brock Pemberton in association with the Theater Foundation of America.

Private Transky ..... Michael Carlo  
 Private Adams ..... Chester Stratton  
 Private Hawley ..... Lloyd Gough  
 Veronica Ellis, a Nurse ..... Elizabeth Love  
 Carol Whiting, an Aide ..... Martha Hodge  
 Belle Smith, a Nurse ..... Doro Merande  
 Mary Luddy, an Aide ..... Amelia Romano  
 Rose Clarkson, Night Supervisor, Jeanne Har  
 Dorothy Bruffel, a Nurse ..... Margaret Mullen  
 Major David Allison, M.C. .... Frederic Tozere  
 Zinna Meek, Chief Nurse ..... Leona Powers  
 Corporal Topley ..... Edwin Rand  
 Private Breen ..... Allan Hale  
 Charlotte Van Worder, a Nurse ..... Malan Cullen  
 Sally Farrell, an Aide ..... Frances Creel  
 Courier Rockman ..... Walter Burke  
 Holly Farrell, an Aide ..... Phyllis Langner  
 Sergeant Bennett ..... John Alexander  
 Soeur Therese ..... Joan Sudlow  
 Major McCann, M.C., C.O. .... Carl Benton Reid  
 Ruth Bissley, a Nurse ..... Drue Leyton  
 Courier, G.H.Q. .... Robert Marcato  
 Nurses, Nurses' Aides, Orderlies, Ambulance Drivers, Nuns, Stretcher-Bearers, Wounded Men.

The action of the play proceeds thru the first 17 days of August, 1918.

ACT I—Scene 1: The Interior of a Hospital Ward-Tent at Jouy-sur-Morin, France. Eleven o'clock, Thursday Night, August 1, 1918. Scene 2: The Same. Ten o'clock Saturday Morning, August 10, 1918. ACT II—Scene 1: The Oratory of the Hotel-Dieu, Chateau-Thierry. Three o'clock Monday Afternoon, August 12, 1918. Scene 2: The Same. Nine o'clock Wednesday Night, August 14, 1918. ACT III—The Same as Act II, 9:30 o'clock Saturday Night, August 17, 1918.

Those daughters of mercy and enforced handmaidens of horror, the Red Cross nurses in the Great War, get their dramatic innings in *Red Harvest*, the play by Walter Charles Roberts that Brock

Pemberton brought to the National Theater Tuesday night. In a drama packed with vivid and exciting background, the activities of Red Cross Hospital Unit No. 107 (and later No. 111) are told during the dreadful days when the personnel moved practically up to the enemy's lines at Chateau-Thierry. Being a tale that is founded upon fact, being a play whose details were corroborated and explained by the people who took part in the actual events, it is moving and extraordinarily interesting in its background. Being written by a literate and compassionate gentleman, it is an effective arraignment of the bloody horrors of war. But being also a drama that is so interested in its background that it forgets to provide even the suspicion of an adequate plot, it is, unfortunately, a very bad play.

This is the second Pemberton production in two weeks that has combined absorbing and authentic background with almost complete absence of play—the other, of course, being *Chalked Out*, the Lawes-Finn piece about life in Sing Sing. Unfortunate as was the deficiency of *Chalked Out*, that of *Red Harvest* is more unfortunate still; for *Red Harvest* has a general and fundamental tale of great power—a tale of the activities of the hospital unit during its most gruesomely busy days. Mr. Roberts has misguidedly superimposed upon that canvas the grotesque figure of a personal plot that concerns the resourceful, courageous and altogether admirable head nurse of the outfit, and the pompous, conceited doctor with whom, presumably, she is in love.

He has also told the stories or sketched in briefly but effectively, the characters of the other nurses in the unit; he has painted a powerful and unforgettable picture of panoramic background. In fundamentals he has done an excellent job; but fundamentals are not enough.

Thus, the intrusion of the supposed plot, time after time in the course of the action, weakens those effects that he does manage to obtain; as, for instance in his last act, when he gets around to a stirring indictment of war in the person of a nurse crazed by the suffering she has been forced to witness and inflict. With heroic bitterness she calls the allied commands and the rulers of the nations on the disconnected field telephone: "Hello, you sons of bitches," she intones grimly, "are you comfortable?"

The field hospital, at the time, is full; the nurses are dropping from exhaustion; no more men can be accommodated. Just then another convoy rolls up; the cases are serious, and the curtain should come down on the scene of frenzied activity as the new shell-torn wrecks are brought in.

But Mr. Roberts chooses to extend his play to include a scene wherein the supercilious doctor turns out to be a Rover Boy after all, thereby weakening the entire effect of his play. It is typical of the unfortunate plot and the manner in which it manages to spoil otherwise fine effects.

The performances, in individual instances, are excellent, although they are never whipped into a cohesive whole by Antoinette Perry's direction. Chief among the players—and offering one of the grandest jobs of the season—is Leona Powers as the head nurse. Steering an amazingly right course in the whirling action of the role, she gives an altogether memorable performance. Many others also do good work, including Martha Hodge, Amelia Romano, Margaret Mullen, Elizabeth Love, John Alexander, Chester Stratton, Doro Merande,

Lloyd Gough, Frederic Tozere and Carl Benton Reid. The only weak spot in the entire cast, as a matter of fact, is Jeanne Hart, who plays the night supervisor with a complete lack of any taint of professionalism.

The background of *Red Harvest* is stirring, exciting, interesting and overwhelmingly authentic. It is a great pity that the play itself fails to share any of these attributes.

## OUT-OF-TOWN OPENINGS

### "Hitch Your Wagon"

(Washington)

By Bernard C. Schoenfeld. Staged by Garson Kanin, with settings by Watson Barratt. Presented by Malcolm L. Pearson and Donald E. Baruch at the Belasco Theater for one week, beginning March 29. Cast: George Curzon, Dennie Moore, Dora Weissman, Joseph Greenwald, Kenneth Roberts, Mary I. Wickes, Keenan Wynn, Joseph Sweeney, William Tracy, Robert X. Williams, Willis Claire, Gilmore James, Ethel Purnello, Millicent Green, George Hunter, James G. Backus, Robert Kellard, John Galedon, Frank Munn and Thomas Willard.

Program passed out to customers bore an impish notation—"All characters depicted in this play are imaginary and fictional," but the old eyebrow-lifting act must be dragged out for this one. A wire brought to attention of pro watchers opening night indicated a Mr. Huntington, ostensibly Barrymore mouth-piece, no like.

Rex Duncan, temperamental, alcoholic screen star, is in sanitarium, bitter at Hollywood, longing for old legit days. One Camille Schwartz sneaks in with offering of noodle soup, strikes sympathetic chord by voicing admiration for his stage work. Duncan later grabs coat, fiddle and bottle, sets forth for gal's apartment, reaches it after session of discourse with cab driver on park bench. Actor hides out with Schwartz family for week, learns Camille isn't such a little girl after all. Mama goes to work vigorously on wedding plans, Duncan points for return (See *Out-of-Town Openings* on page 28)

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# From Out Front

(Continued from opposite page)

too, might have been justified by its theme, if not by its stock farce treatment. And perhaps a couple of other starters might reasonably have been named. There was no real necessity for the boys to insist upon planting their plaque upon *High Tor*—and necessity would have been their only real excuse.

As a matter of fact, it might have been a wise move to award the prize to no play at all this season. For, despite the increase in theategoing, the season's quality was relatively poor. Good plays—really good plays—were so scarce that sometimes it seemed as tho they were nonexistent. So weak was the season from the point of view of quality, in fact, that plays like *Tovarich* and *High Tor* scored smashing box-office successes, simply because of the overwhelming lack of comparatively better efforts.

In justifying its award the Critics' Circle said that *High Tor* was "the first distinguished fantasy by an American in many years." (What about *Berkeley Square*?) "Imaginative and as comic as it is poetic in both spirit and expression. *High Tor*," said the critics, "is a singular accomplishment." The equivocal phrasing of "as comic as it is poetic" is a nice example, it seems to me, of critical fence-sitting, giving the impression of praise when it may actually be nothing even remotely resembling it. With the final crack, "a singular accomplishment," I wholeheartedly agree; but that, too, when you come to think of it, is more than a little equivocal. One wonders if the Critics' Circle isn't kidding about the whole thing. It would be nice to think so.

In any case there's one real consolation; awarding the prize to *Johnny Johnson* would have been even worse.



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FOR CATALOG ADDRESS SECRETARY, ROOM 145, CARNEGIE HALL, NEW YORK

**"Sea Devils"**

(RKO RADIO)

Time—Seventy minutes. Release date—February 19. Directed by Ben Stollhoff. From screen play by Frank Wead, John Twist and P. J. Wolfson. Cast: Victor McLaglen, Preston Foster, Ida Lupino, Donald Woods, Helen Flint, Gordon Jones, Pierre Watkin, Murray Alper and Billy Gilbert.

This adventure of the sea dramatized by the Coast Guard tells no new story, but it provokes downright guffaws. In the main it entertains a masculine clientele, but its romantic bait is a certain attraction for the women folk. Besides, there is as much of that something about coast guardsmen as there is about a soldier.

Being Officer Medals Malone doesn't interfere with McLaglen's zeal for a good fight, which is all the more fun when he comes to blows with his physical equal, Mike O'Shay (Foster). The rows are inspired by no other reason than that Malone objects to O'Shay as a suitor for his daughter, preferring to groom Steve Webb (Donald Woods) for his future son-in-law. Steve's death ends the love triangle, but before the flashing of domestic tranquility for Mr. and Mrs. O'Shay and Medals Jr., the picture reaches its heights in the portrayal of a Coast Guard rescue at sea. That chapter may be good publicity for the government service, but it is also a credit to Director Stollhoff and his camera men.

There is diversity galore in the love and adventure angles, as well as in the sprightly bits of repartee. The combinations should insure good box-office returns.

Weiss.

**"The King and the Chorus Girl"**

(WARNER)

Time, 95 minutes. Release date, March 27. Director, Mervyn LeRoy. Screenplay by Norman Krasna and Groucho Marx. Score by Werner R. Heymann and Ted Koehler. Cast: Fernand Gravet, Joan Blondell, Edward Everett Horton, Mary Nash, Alan Mowbray, Luis Alberni, Jane Wyman and others.

Warners, scouring the backwash of the continent for great performers with which to feed the personality-hungry American public, have come up with a sort of Winnie-the-Pooh in evening dress called Fernand Gravet. Whooping up the ballyhoo for Monsieur or Senor or Signor or Herr or Mr. Gravet, they have thrown him in as star of a little something called, with an overwhelming lack of imagination, *The King and the Chorus Girl*, and in it Monsieur Gravet makes his bow to American audiences. Whether it is a bow of greeting or farewell remains to be seen, with chances in favor of the latter.

For Herr Gravet, impersonating the gay and drunken young ex-king of a mythical country, is alarmingly cute—so much so that his cuteness seems the most painful manifestation of performing this side of Simon Simone—until he also begins to get coy. When that happens, mere cuteness emerges as a comparatively innocuous attribute. Since the chief item in his repertoire is Joan Blondell, who is still one of the five most annoying ladies to show complete lack of acting ability on the screen, the nuisance value of the picture may be imagined. It may be imagined, but it cannot be accurately gauged without direct infection from the film itself.

The story, according to the billing, is by Norman Krasna and Groucho Marx. There are three cracks that might conceivably have been written by Marx; for the rest, Krasna might have perpetrated it while he was in a bright Hollywood

coma. In it, Signor Gravet is an ex-king who has no interest in life except a brandy bottle (which he takes to bed with him), his boredom being induced by the fact that all women chase him. So Miss Blondell, as an American chorus girl, fails to chase him and he falls in love with her and she, breaking her pure heart for love of him, pretends to be engaged to somebody else and he finds out about the hoax and she breaks down and marries him. That's all there is to it, except for the painful histrionics of Miss Blondell and the inauspicious debut of Senor Gravet.

Edward Everett Horton performs his usual vaudeville act as the ex-king's ex-chancellor, and Alan Mowbray and Mary Nash, a couple of fine players, seem singularly out of place in a pair of minor roles.

Burr.

**"Top of the Town"**

(UNIVERSAL)

Time, 91 minutes. Release date, April 18. Director, Ralph Murphy. Original story by Lou Brock, screenplay by Brown Holmes and Charles Grayson; songs by Jimmy McHugh and Harold Adamson. Cast: George Murphy, Hugh Herbert, Gregory Ratoff, Ella Logan, Gertrude Niesen, Three Sailors, Henry Armetta, Mischa Auer, Doris Nolan and others.

*Top of the Town* has nothing as a pic, but is just a series of variety turns strung together by a weak story. Production is lavish, expensive and boring and tunes are trite.

What goes on concerns Ted Lane, ork leader and night club producer who has a yen to get an engagement in the Moonbeam Room, Manhattan's ace night, which is owned by the Bordens, a snooty, conservative family. Lane meets Diana Borden, just returned from Russia and aching to give nite life entertainment an injection of Marxism. Couple fall in love, and the Bordens offer Lane the Moonbeam Room on condition that he keep Diana out of show business. Usual battle between the sexes, with everything winding up in tidy fashion. Threat of Marxian nite spots is effectually routed, but perhaps it would have been a good thing if Stalin had taken over the script.

Names will pull the piece thru handily, but it's merely a decadent melange. Hugh Herbert comes thru with his comedy.

Ackerman.

**"History Is Made at Night"**

(UNITED ARTISTS)

Time, 100 minutes. Release date, April 2. Directed by Frank Borzage. Original story by Gene Towne and Graham Baker. Cast: Charles Boyer, Jean Arthur, Leo Carrillo, Colin Clive, Ivan Lebedeff, George Meeker, Lucian Prival, Georges Renavent, George Davis and Adele St. Maur.

A more motely batch of events was never strung together under the head of plot than has been flashed in the film, *History Is Made at Night*. The picture wobbles along tediously, perking up only on occasion with Carrillo's comedy, Boyer's Continental suavity and Miss Arthur's tingling manner supplemented by her engaging smiles. Together with Clive, these three could provide plenty of entertainment even for the most fastidious if they were unhampered by multiple plot ramifications. As the story stands, however, one full hour of extraneous incidents precedes the climax and tempers an appreciation of the shipwreck a la Titanic. The portrayal of the wide range of human emotions in rapid succession toward the end of the picture is a redeeming feature.

Clive, as the jealous, erratic Bruce Vail, shipbuilder and husband, becomes a dramatic foil for the sympathetic and

romantic Boyer who provides a female audience with vicarious heart thrills. Boyer enters the story accidentally (at night) when Vail sets a trap for his wife to make her ineligible for a divorce. The ensuing love match between Mrs. Vail and Paul Dumond (Boyer) gives rise to a series of chases, transoceanic trips, and a nondescript murder committed by Mr. Vail, but blamed upon Dumond. When Vail realizes the futility of trying to regain his wife, he insists upon a record crossing for his new ship, the Princess Irene, knowing full well that his wife and Dumond are among the 3,000 passengers, and that under the prevailing weather conditions "full steam ahead" certifies disaster. He pens a confession to the murder and commits suicide before he learns that a celluloid miracle rescues the couple. The first meeting of Mrs. Vail and Dumond after sundown, their subsequent evening tete-a-tetes and the midnight shipwreck account for the title.

Weiss.

**OUT-OF-TOWN OPENINGS**

(Continued from page 27)

to boards with wife opposite him, but, doing vaude benefit, he can't bear her murdering of lines, bolts from stage. Nuptials are avoided by getting football hero rival a picture spot, with Camille seeing the light at same time, deciding to hitch with that less-cultured suitor.

George Curzon makes Duncan as amusing as author intended, while Denine Moore affects a half-lisp to good effect in the stage-struck youngster role. Joseph Greenwald scores as Papa Schwartz, backing footballer Mel Kahn for Camille's hand against strong-willed mama, latter done with definite authenticity by Dora Weissman. No stand-outs among others, but all discharge tasks in sufficient fashion. Schoenfeld has espoused Hollywood technic, quick black outs being one evidence. Piece packs adequate quota of laughs, departures from conventional writing pattern may help it to stick for a while, but real-life angle is principal aid to audience digestion.

MATHISEN.

**ATS Lists 40 Per Cent Over Year Ago**

NEW YORK, April 3.—American Theater Society, subscription organization established five years ago by Theater Guild, the Shuberts and the Erlangers for the distribution of tickets for the companies' shows on the road, announced recently that a total of 50,000 subscriptions were sold during the past season. This is a 40 per cent increase in sales over the previous year. Society operates in Chicago, Pittsburgh, Philadelphia, Boston and Washington. Statistics became available after a meeting of ATS with Theater Guild Tuesday, at which all five cities and New York were represented.

Owing to the upped sales last year, the Society will launch a campaign in all five cities, beginning Monday, in order to stimulate a greater fall sale of subscriptions. Hopes for the coming season are high.

**Chestnut St. to Legit**

PHILADELPHIA, April 3.—Chestnut Street Theater removes the silver sheet April 12, currently showing *Lost Horizon*, to take its place again in the legit fold. George Abbott brings in the *Boy Meets Girl* road company for a four-week stay, engagement to be prolonged if his warrants. Joyce Arling leaves the original cast in New York on that date to head the company here.

Promised premiere of *Friday at Four* at the Erlanger gets another postponement. Has been set back week after week and now gives no definite date. Musical is reported to be in the throes of casting trouble.

**Chi Legit Bookings**

CHICAGO, April 3.—Another house will return to legit fare next Monday when the Erlanger will end its two-day run of *Lost Horizon* and open a four-week stay with *Idiot's Delight*, the Alfred Lunt-Lynn Fontanne co-starring vehicle. The Grand Opera House is going dark for a week on Monday and will relight April 13 for Vinton Freedley's *Red, Hot and Blue*. Its current tenant, Tallulah Bankhead in *Reflected Glory*, moves to St. Paul Monday, where it opens a road tour that is to last until June.

**Film Shorts**

Note: These reviews emphasize talent, rather than direction or production. They are intended to provide the trade with a line on development of band and variety talent in picture shorts.

**'Jacques Fray and Orchestra'**

(VITAPHONE)

Strongly classical in style, JACQUES FRAY'S ORCHESTRA is a pleasant contrast to supposedly more "swinging" combos. Arrangements show good sense of musical values and the boys have the ability to play solid music. Offer *South Sea Island Magic*, *Christopher Columbus* and *Poinciana*, a novelty. Fray and his second pianist do particularly fine work at the keyboard in a couple of the renditions.

ANDREA MARSH, beautiful brunet, matches her sex-appeal with her singing ability. Offers but one number, *Poinciana*, and exits with the audience wanting more. ANDY AND LOUISE CARR, hoofers, contribute a pleasing eccentric turn.

P. A.

**"Play Street"**

(VITAPHONE)

CHERRY AND JUNE PREISSER, acro tap dancers, and DUKE McHALE, hoofer, scored heavily in this one, with VERDI AND LEE, hokey instrumentalists, running a close second. June and Duke first do their stuff on a "play street," urchin-fashion, and Cherry, star of a show, invites them to a party to perform. Gals and Duke are simply tops, particularly June, whose combination of tap and acro is unbeatable. Screens well too, and has verve and dash.

Verdi and Lee do their comedy vaude turn, the girl, a beautiful blonde, playing a fiddle and the man doing gymnastics with a cello. Man's mugging and manipulation of the instrument is hilarious, and the act has enough genuine musicianship in it to make it score heavily. Winds up with the blonde vocalizing *I'll Sing You a Thousand Love Songs*.

WALTER CASSELL sings the production numbers smoothly, clicking best in a special marionette number. BENNY DROHAN, impersonator, tells one gag, but a beauty.

P. A.

**"Home on the Keys"**

(VITAPHONE)

Idea presented here is kind of screwy, but it affords BABE RUTH, ZEE CONFREY, BYRON GAY and the THREE DE MARCOS opportunity to show some of their wares. Confrey and Gay try to work up an idea for a song, and Babe, reminiscing about baseball, suggests a tune called *Home Run on the Keys*. Confrey, who comes thru nicely with his old favorite *Kitten on the Keys*, works up the new tune, which is then broadcast to the celluloid accompaniment of batters knocking out runs.

Three De Marcos are more fortunate in not being tangled up with a nutty script. Simply come on to do a broadcast and sing *On the Beach at Bali Bali*. Harmony is simple and sweet, the arrangement coming over the sound track beautifully.

P. A.

**THEATRE EQUIPMENT NEW & USED**

MOVING PICTURE MACHINES, SOUND EQUIPMENT, SCREENS, BOOTHS, CURTAINS, CHAIRS, SPOT LIGHTS, STAIRS, OFFICES, FILM CABINETS, HORIZONTAL PROJECTORS, M. P. CAMERAS, GENERATOR SETS, REFLECTING AND LAMP BURNERS, VENTILATING FANS, CANDLES, TILES, CEMENT, TICKETS, MAZDA LAMPS AND SUPPLIES.

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P. A. BOOKING OFFICE, Stockton, Calif.

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20,000.... 7.80	50,000....11.25	200,000.... 28.50	Double These Prices

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\$50,000.00 Bond Guarantees Quality and Accuracy

# Thru Sugar's Domino



# The Broadway Beat

By GEORGE SPELVIN

**C**OMPETITION being the lifeblood of business there is nothing unwholesome about the general situation of the larger band and talent agencies fighting for supremacy or to retain their places in the sun. The fact that there is widespread and potent competition is a sure indication of activity in the field. Activity usually means that artists and musicians get work—and competition usually means that higher salaries are paid than would otherwise be the case.

Unfortunately, the struggle among the band and talent offices has assumed certain aspects that redound definitely to the detriment of artists and musicians. Individually, the outlook is hopeless as far as the victims are concerned. It is even doubtful whether anything can be done collectively; unless this action were to be directed with unusual intelligence and astuteness.

As brought to our attention both by artists and musicians and agencies that at the moment were holding the dirty end of the stick, the situation amounts to this: In order to tie up certain territories certain of the agencies are issuing contracts for single and bunched dates with clauses that forbid artists and musicians—at the penalty of paying commissions for these dates or lawsuits—from playing for any other office a selected list of spots in the territory booked by opposition offices.

This amounts to poor sportsmanship and is inequitable. Of course, the artists and musicians are not forced to accept such dates. But, as the proposition works out practically, refusal to accept dates proffered under conditions described in the foregoing usually means that they get no dates at all.

As far as we know there hasn't yet been a fair test made of the dog-in-the-manger clause in the courts. Since such an action would have to be brought in a court of equity it is apparent to anybody who has ever had any contact with such procedure that expert legal technic is necessary. On the basis of the facts it seems unlikely that a contract with such restrictive clauses would stand up under fire. But the question is, Who will place himself on the sacrifice block to instigate such an action? And, Is there any assurance that if such an action is brought it will be in the hands of persons who are capable of seeing it thru to a smashing finish? With these factors alone as the solution the results are dubious.

A far better method of approaching the problem would be to place it in the laps of the American Federation of Musicians for persons under their jurisdiction. We doubt whether the American Federation of Actors is as yet strongly intrenched to fight the practice. The AFM can fight it to a triumphant finish, however, thru amendment of its licensing regulations and policing of enforcement.

Because an artist gets two or three dates from a certain office is no justification for preventing it from playing other dates in the territory for an unreasonably long time. In the days of big-time vaudeville there used to be such things as opposition clauses whereby acts could not play a certain date with impunity if they had played for the opposition in the same territory within six months or a year. This was understandable and equitable altho frequently abused. Booking offices did not always keep exact records of opposition bills and the clause was designed to promote honesty among acts in regard to their declarations about recent playing time. It was understandable then—and still is in regard to hotels and night spots—that the operator of a spot should take measures to protect himself against using attractions that have worn out their welcome in a certain territory. But a cafe owner or an agency acting presumably for a cafe or hotel man cannot buy futures with current dates as bait. Our point is that they cannot do it but they do—and simply because up until now the work-hungry artists and bands have been helpless to do anything about it. Our further point is that they will continue to be helpless unless an organization such as the AFM takes the matter in hand. It is expecting far too much to expect the agencies involved to quit the practice of their own accord. With them it's a matter of dog-eat-dog and so shall it be as long as they impute to the other fellows the lack of ethics that they scarcely realize exists within themselves.

**B**URLESQUE is not quite the ostracized field it used to be. Not because burlesque has gone out of the bawdy house business but because the other fields have gone into it in competition with burlesque. Not very long ago the sex emphasis characteristic of burlesque was the label that distinguished this field from others that catered to the better class of patrons. But the urge to cash in on what made burlesque box-office tills ring with the merry music of coin caused night clubs, and revues to recruit the stripping ladies from burlesque; the smut in emcee gab and dialog they already had.

The result is that today the only real difference between the average burlesque show and the average night club show is the scale. The burlesque patron pays a bargain price for a herd of strippers and a freight carload of cackling comedians; the night club habitue gets the same dose from emsees and a solitary damsel highly skilled in the art of undressing. Even Paris, the city that used to be able to teach Broadway a few things about the art of sex glorification, has been forced to fall back on imports from the burly mart of the States.

In other words, burlesque is gradually being beaten at its own game. As an institution it can no longer give its patrons anything that they can't get in night clubs and theaters. Burlesque is no longer the sewer of the show business. Not because it has crept up to the street level; rather because show business has crept down to the sewer depths. Burlesque has dragged show business down with it. Burlesque has won comparative respectability (respectability has always been comparative) but it has lost the element, we suspicion, that caused this field to enjoy a minor prosperity while others were still suffering from post-operative pains of the Depression.

We wonder where the trend will lead those who stole the red lights from the bawdy house keeper. We wonder, too, what new trick burlesque has up its sleeve. In a field that has been resourceful only from the standpoint of sex exhibitionism it is quite apparent what the nature of the next step will be. Nothing to add to the glory or stabilization of the show business, one can be sure.

**T**HE statue of Father Duffy in Longacre Square is awaiting better weather breaks for its unveiling, which will probably come off some time in May; also, delay is partly due to efforts being made to eliminate some of the comfort stations around the memorial. . . . Clifton Webb has been set by Sam Lyons for a Sam H. Harris show in October. . . . The eighth annual dance and entertainment of the Press Photographers' Association will be held April 9 in the three ballrooms of the Hotel Commodore, with three bands and a host of names appearing. . . . The lobby that the Criterion put out for *Silent Barriers* is attracting mobs of passers-by; credit tag reveals that the display is by Sid Nagler. . . . There's a vaude unit out called *Red, Hot and Beautiful*, advertised as "another dame good show." . . . A new mag called *Talent Scout* will hit the news stands soon. . . . The International Casino is turning into another *Jumbo*, what with its postponed openings. But the play called *Driftwood* is out-jumboing *Jumbo*; after seven postponements it was abandoned by its original producer, and may now go on another firm's list. . . . Delays were due to a yen to get realistic; toy locomotives were made for a Chicago scene; vapor was arranged for a fog scene; real rain was provided—and for a swamp scene the stage was to be flooded with three inches of real water. . . . One scene called for an airplane landing, and the actors were afraid to ask what was to be done about that. . . . The cast, tho, made out all right; they rehearsed for seven weeks, three of them at full pay. . . . Frank Jacquet, who does a grand job as Pop in *Chalked Out*, found his son because of the show. . . . Years ago, when his son was two years old, Jacquet was divorced, and later, when his ex-wife remarried, he was told that the youngster had died; after a publicity picture of Jacquet appeared prior to the *Chalked Out* opening, his ex-wife's husband got in touch with him to tell him that the boy was still alive.

A recent legit show promoted its women's clothes from a cloak-and-suit, who was invited to see one of the late rehearsals—and the next day he took back his clothes. . . . That's not a gag; it happened. . . . Add expert drunk routines: that of Paul Dullizek, exec sec of Equity, who faked a drunk scene at Equity headquarters and then, noticing a reporter, cracked that he expected to read in the papers that the association was full of cocked executives. . . . Harry Salter, ork leader, has been in radio for about 10 years, handling a flock of big-time shows; sooooo, last week he was interviewed on the air in his own home for *Let's Visit*—and he was scared stiff. . . . Walter Neff, who is a candid camera fiend and a recent father (no connection), has photographs of his youngster at practically every hour of his life, starting with the natal day. . . . NBC is throwing a shindig for radio editors, the occasion being the opening of the baseball season. . . . A newspaper game inventor by Amster Spiro, managing editor of *The Journal*, in which players judge the circulation value of stories, went on the market recently—and Spiro claims that altho he's played the game plenty he's won only once. . . . Add oddities: Skaters in toppers and tails floundering around in awkward spills at the Rockefeller Plaza skating rink. . . . This was one Easter when the male paraders looked perkier and natter than the femme contingent, the cold snap making the ladies look drab and miserable as they bundled up for warmth.

# Chicago Chat

By NAT GREEN

**I**N SPITE of the failure of a recent audition we still contend that radio is overlooking a world of talent in the vaudeville and night club fields. . . . Following a recent NBC-press get-together at which the subject was broached, Sidney Strotz, NBC program manager, offered to give whatever time was necessary to audition talent from the fields mentioned. . . . The response was disappointing and the audition was a headache for everybody concerned. . . . Trouble was, it was more or less impromptu, or at least arranged with too little preparation. . . . Doubtless both NBC and CBS would find it profitable to have talent scouts comb the local night spots, select promising material and put some time and thought on working out a suitable air routine for the artists before attempting an audition. . . . In this way there would be less time wasted on mediocre talent, artists would be given a real opportunity to prove their fitness for radio and the chain execs certainly would have a greater chance of developing something worth while than they have under the present hit-or-miss plan of auditioning. . . . We don't know what the public wants; neither do the radio execs—they admit it! . . . Nevertheless, there are certain known requisites, and the need for better radio talent justifies greater care in selection and development.

Plenty of color—and traffic jams—on Windy City streets now that the taxi strike is off and Checkers and Yellows are once more cruising. . . . Settlement of the strike has brought increased business to the theaters and night clubs. . . . William B. Gellatly, sales manager of WOR, Newark, and his wife in town on business and pleasure. . . . Chicago Group Theater resumed activities last week with production of *The Angel*, amusing new play on show biz by Dorothy Bates and T. A. Walker. . . . Herb Jones' newest venture, *Ad Lib*, is off the press and a second issue on the way. . . . One has to give Jones credit for trying! . . . Taste left at the Palace by the *N. T. G. Revue* was not so good, many squawks having been registered on the unentertaining rough stuff dished out. . . . Marcus Glaser, last four years with the Ernie Young office, now associated with Theater Booking Office. . . . Edgar Bergen, the man who raised ventriloquism to an art, will start on his new coffee commercial May 9, piping the first few broadcasts from New York, where he will be working, and the rest from the West Coast, where he will be making a movie for MGM during July and August. . . . Mrs. Edward A. Arlington, here with her circus-owner husband, is the former Nettie Born, well-known stage "heavy" woman of the old La Salle Theater days. . . . She's hobnobbing with her former side-kick, Mabel McCane, musical comedy and vaude favorite, who was toast of the town when she sang *I Wonder Who's Kissing Her Now*.

"Opportunity" contests still have their lure, and Chicago's Charter Jubilee committee is using the idea to spread the fame of the Windy City. . . . They are offering a tour of the country to youngsters between 16 and 21 who have talent as singers, musicians, dancers or actors. . . . Winners will make the tour in a "covered wagon" which will be the last word in trailer luxury—built to represent a Conestoga wagon of 100 years ago—and the two most promising youngsters will receive six-month movie contracts from MGM.

## Bridgeport Nicks Cast for \$414.50

NEW YORK, April 3.—Lyric, Bridgeport, on its final week of burlesque, left performers holding the bag for \$414.50 in salaries. Burlesque Artists' Association is firm in saying that the money will be paid, whether it be from Frank Ilo, who operated the house, or the Independent Burlesk Circuit, which serviced the theater with shows.

House was to have closed March 13, according to notice, but ran an extra week, with the short payoff at the end of the week. During the last week the Ilo group was dispossessed, the sheriff taking over the box office for the balance of the week. Whatever came into the box office was given to the performers.

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CHICAGO, April 3.—Rialto Theater here is switching to stock May 7, Indie wheel shows going out week of April 30. Jess Mendelson, an associate of the Popkin & Ringer firm on the Coast, is coming here to produce. He will succeed Chuck Gregory, who has been set by Milt Schuster with the Casino, Toronto, to produce a stock there starting May 9.

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## Raye's European Publicity Already Showing Results

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Booked for the Falladium, London, Miss Raye was canceled during rehearsals, the producer being afraid of action from authorities if she opened. She was paid off for six weeks' salary and given her transportation.

## Chicago's Burly Competition

CHICAGO, April 3.—Five small burly houses, all neighbors on South State street, are now competing for some of the trade attracted by the big-time Rialto. The Gem invites ladies, the Folly banners announce "the real McCoy burlesque," the State-Harrison advertises "burlesque the modernistic way," the National is open "for men only," and the Chicago has a sign announcing "live burlesque."

## Colored Units in Indie Spots

NEW YORK, April 3.—Two houses on the Independent Circuit, the Hudson, Union City, and Empire, Newark, will follow their burly season with colored revues. Union City will play its colored show April 25, while Newark gets the show May 9. Shows are in for one week, with the likelihood of more if business warrants.

FREDDY WALKER has deserted comedy ranks to operate a luggage store near the Pennsylvania Railroad station, New York.

## Midwest Cafes Go For Strip Lassies

CHICAGO, April 3.—Demand for strip teasers by local club operators has reached a new high. Milt Schuster, burly booker, lays the reason to the publicity spurge given Gypsy Rose Lee and more recently the undressing act of June St. Clair. Club patrons now seem to favor this type of entertainment from a cafe table where they can be served with food and refreshments while watching the art of disrobing.

Among clubs now featuring teasers or exotic dancers are Colosimo's, where June St. Clair holds the spotlight; Harry's New York Cabaret, where Marion Morgan heads the bill; Minuet Club, where Dorothy Wahl is spotted, and 606 Club, where Mary Grant is billed. Strippers in other spots are Colleen, at the Gay '90s Cafe; Billie Steward and Fay Kean, Velis Brothers' West Side Cafe, and Billy Webb, at the 830 Club. Yvette, "the muff dancer," after closing at the Rialto Theater here Thursday, was booked into the Mayflower Casino for an indefinite stay.

## BAA Nixes George Katz Burly House in Erie, Pa.

ERIE, Pa., April 3.—Park Theater here, recently opened with burlesque stock, is the subject of attack by the Burlesque Artists' Association. BAA members and artists' representatives have been warned against accepting employment there, the BAA revealing that this action is the result of past difficulties with George Katz, general manager of the theater.

House opened March 17 as a four-day stand and midnight shows on Fridays, with changes of show on Mondays and Thursdays. Among the performers at the house are Hazel Miller, Diana King, Jean Richardson, Lou Powers, Bill Pharlsh, George Graf, Russell Stanford and Jeannette Campbell.

# U-Notes

By UNO

JULIAN RYAN, of the Oriental, New York, will adorn the poster advertising for the April 19 ball of the Cartoonists' Guild.

KARIN LLOYD, showgirl at the Irving, New York, who gave up a Boston college law course for the stage, is studying for a principal's berth.

JUNE FAIGE and Gail Lawrence left Paris By Night, Indle show, March 27 for a three-month run at the Atlantic Club, Panama.

CHARLES (KID) KOSTER, agent for Boy Meets Girl, sends word about a lot of good towns in the Southwest eligible (See U-NOTES on opposite page)

A New Strip-Teaser From the South  
Lovely

## LEONE THUS-TON



An Absolute Bona-Fide, Sure-Fire Asset to Any Worthy Burlesque Organization.

Found and Sponsored by  
IDA ROSE, Producer.

## MADGE CARMYLE

Ultra Nudes Modernistic  
NOW TOURING INDIE CIRCUIT.

## PROFESSIONAL CARDS

### DOT DABNEY

Blues Singer, Strip-Teaser, Dancer and Scenes, Dir.: DAVE COHN.

### Ray—LeRoy & Rappee—Arllie

Juvenile Straight. Talking Strips.

### QUEEN OF BURLESK GLADYS FOX

Truckin' on Down at Minsky's Oriental, N. Y. O.

### WADE & WADE

SINGING—DANCING—COMEDY.  
"Top Hat Revue"—2nd Time Around Indie Circuit This Season.

### DONNA WAMBY

SOPRANO AND TALK SCENES.  
Paris By Nite Co., Indie Circuit.

THE PERSONALITY GIRL

### JUNE LACEY

Superior Strip-Teasing, Singing and Talking.

BENNY "WOP" LUOY

### MOORE & BAXTER

Enjoying This Season on the Indie Circ.

WINBOME

### WINNIE GARRETT

Burlesk's Newest Strip Sensation.

A° New Versatile  
Star In Burlesk

# SHIRLEY O'DAY



A Singer—A Talker—A  
Stripper—A General  
All-Round Artiste

Now at the  
CASINO, BROOKLYN  
Indefinitely

# Burlesque Reviews

## Apollo, New York

(Reviewed Monday Evening, March 29)

Boasting of such sure-fire specialists as Margie Hart and Georgia Sothern and with a rounding-out cast that compares better than favorably in color, spice and humor with any in town, Allan Gilbert has supplied this house with a show that should have no trouble in getting its share, at least, of burly play.

According to burly standards, production numbers are colorful, well staged and replete with appealing, youthful flesh in sprightly display. Production songs are handled well enough by Jack Lyons. Best of the flashes was the Paris in the Spring number with a beautiful setting in blue and pink.

Numbered among the strip teasers, tall, blond Victoria St. Mary lent her comely charms and also a song, Love Is Just Around the Corner; brunette and vivacious Marie Voe got an appreciative hand and many recalls for a routine

that was accentuated by sensuous bumps; Connie Fonslau, after a lengthy fish story of mildly amusing double entendre, scored with a bang-up technique that surpassed even her noteworthy charms; blond June Taylor certainly knows how to handle her good points in teasing. Headliner Margie Hart, with white ostrich-feathered gown strikingly offsetting her flaming red hair, had them rushing for front row seats that didn't exist, and of course, equally flaming-haired, sensational Georgia Sothern raised havoc with the boys with her super-torrid, exciting cooch strip.

The comedy contingent, consisting of Harry Clexx and Bobby Morris, is ably abetted by Straightmen Jack Coyle and Russell Trent, respectively. Clexx showed up best in his barber shop scene, while Morris brought down the house with his strip-tease number, it easily being the most laughable piece of business of entire show.

House well filled at evening performance caught. GEORGE COLSON.

# Burly Briefs

ISSY HIRST has been made an honorary member of the Burlesque Critics of America, an organization originating in Washington. . . . Changes in the "Bozo" Snyder Indie show will take effect this Friday in Chicago. Bobby Vall, Hodges and Rodgers, Sammy Spears and Ruth Donald will exit, while Foster and Jacobs,

Sugar Farrell and Lorrie Lamont will join. . . . Eddie Lloyd replaced Fred Binder with the Indie's Oriental Girls Sunday in Baltimore. . . . When Philly gets two Indie shows week of April 11 at the Bijou and Troc, the Bijou stock cast will move into Hudson, Union City, for the one week. . . . Steve Mills has quit the Westminster fold. . . . Sid Stone, working the Oriental, New York, under a joint contract with Hank Henry, is contacting the BAA and lawyers because he was let out individually. Joe Lyons went into his spot, placed by Mortan.

COLONIAL THEATER, Indianapolis, closed down for four days last week while the house underwent improvements and a change in the name. It is now labeled the Empress. . . . The veteran Billy Arlington and his partner in (See BURLY BRIEFS on opposite page)

# ROBERT GOLDEN

ASSISTANT TO BOBBY SANFORD

Producing Dances at

H. K. & MORTON MINSKY'S ORIENTAL THEATRE, N. Y. C., INDEFINITELY

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CHICAGO, April 3.—Five small burly houses, all neighbors on South State street, are now competing for some of the trade attracted by the big-time Rialto. The Gem invites ladies, the Polly banners announce "the real McCoy burlesque," the State-Harrison advertises "burlesque the modernistic way," the National is open "for men only," and the Chicago has a sign announcing "live burlesque."

### Colored Units in Indie Spots

NEW YORK, April 3.—Two houses on the Independent Circuit, the Hudson, Union City, and Empire, Newark, will follow their burly season with colored revues. Union City will play its colored show April 25, while Newark gets the show May 9. Shows are in for one week, with the likelihood of more if business warrants.

FREDDY WALKER has deserted comedy ranks to operate a luggage store near the Pennsylvania Railroad station, New York.

### Midwest Cafes Go For Strip Lassies

CHICAGO, April 3.—Demand for strip teasers by local club operators has reached a new high. Milt Schuster, burly booker, lays the reason to the publicity spurge given Gypsy Rose Lee and more recently the undressing act of June St. Clair. Club patrons now seem to favor this type of entertainment from a cafe table where they can be served with food and refreshments while watching the art of disrobing.

Among clubs now featuring teasers or exotic dancers are Colosimo's, where June St. Clair holds the spotlight; Harry's New York Cabaret, where Marlon Morgan heads the bill; Minuet Club, where Dorothy Wahl is spotted, and 806 Club, where Mary Grant is billed. Strip-teasers in other spots are Colleen, at the Gay '90s Cafe; Billie Steward and Fay Kean, Vellis Brothers' West Side Cafe, and Billy Webb, at the 830 Club. Yvette, "the muff dancer," after closing at the Rialto Theater here Thursday, was booked into the Mayflower Casino for an indefinite stay.

### BAA Nixes George Katz Burly House in Erie, Pa.

ERIE, Pa., April 3.—Park Theater here, recently opened with burlesque stock, is the subject of attack by the Burlesque Artists' Association. BAA members and artists' representatives have been warned against accepting employment there, the BAA revealing that this action is the result of past difficulties with George Katz, general manager of the theater.

House opened March 17 as a four-day stand and midnight shows on Fridays, with changes of show on Mondays and Thursdays. Among the performers at the house are Hazel Miller, Diana King, Jean Richardson, Lou Powers, Bill Parish, George Graf, Russell Stanford and Jeannette Campbell.

## U-Notes

By UNO

JULIAN RYAN, of the Oriental, New York, will adorn the poster advertising for the April 19 ball of the Cartoonists' Guild.

KARIN LLOYD, showgirl at the Irving, New York, who gave up a Boston college law course for the stage, is studying for a principal's berth.

JUNE PAIGE and Gail Lawrence left Paris By Night, Indie show, March 27 for a three-month run at the Atlantic Club, Panama.

CHARLES (KID) KOSTER, agent for Boy Meets Girl, sends word about a lot of good towns in the Southwest eligible (See U-NOTES on opposite page)

A New Strip-Teaser From the South  
Lovely

### LEONE THUS-TON



An Absolute Bona-Fide, Sure-Fire Asset to Any Worthy Burlesque Organization.

Found and Sponsored by  
IDA ROSE, Producer.

### MADGE CARMYLE

Ultra Nudes Modernistic  
NOW TOURING INDIE CIRCUIT.

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Blues Singer, Strip-Teaser, Dancer and Scenes, Dir.: DAVE COHN.

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Juvenile Straight. Talking Strips.

#### QUEEN OF BURLESK GLADYS FOX

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

#### WADE & WADE

SINGING—DANCING—COMEDY.  
"Top Hat Revue"—2nd Time Around Indie Circuit This Season.

#### DONNA WAMBY

SOPRANO AND TALK SCENES.  
Paris By Nile Co., Indie Circuit.

#### THE PERSONALITY GIRL

#### JUNE LACEY

Superior Strip-Teasing, Singing and Talking.

#### BENNY "WOP" LUCY MOORE & BAXTER

Enjoying This Season on the Indie Cir.

#### WINBOME WINNIE GARRETT

Burlesk's Newest Strip Sensation.

A New Versatile  
Star In Burlesk

## SHIRLEY O'DAY



A Singer—A Talker—A  
Stripper—A General  
All-Round Artiste

Now at the  
CASINO, BROOKLYN  
Indefinitely

## Burlesque Reviews

### Apollo, New York

(Reviewed Monday Evening, March 29)

Boasting of such sure-fire specialists as Margie Hart and Georgia Sothern and with a rounding-out cast that compares better than favorably in color, spice and humor with any in town, Allan Gilbert has supplied this house with a show that should have no trouble in getting its share, at least, of burly play.

According to burly standards, production numbers are colorful, well staged and replete with appealing, youthful flesh in sprightly display. Production songs are handled well enough by Jack Lyons. Best of the flashes was the Paris in the Spring number with a beautiful setting in blue and pink.

Numbered among the strip teasers, tall, blond Victoria St. Mary lent her comely charms and also a song, Love Is Just Around the Corner; brunette and vivacious Marie Voe got an appreciative hand and many recalls for a routine

that was accentuated by sensuous bumps; Connie Fonslau, after a lengthy fish story of mildly amusing double entendre, scored with a bang-up technique that surpassed even her noteworthy charms; blond June Taylor certainly knows how to handle her good points in teasing. Headliner Margie Hart, with white ostrich-feathered gown strikingly offsetting her flaming red hair, had them rushing for front row seats that didn't exist, and of course, equally flaming-haired, sensational Georgia Sothern raised havoc with the boys with her super-torrid, exciting cooch strip.

The comedy contingent, consisting of Harry Clexx and Bobby Morris, is ably abetted by Straightmen Jack Coyle and Russell Trent, respectively. Clexx showed up best in his barber shop scene, while Morris brought down the house with his strip-tease number, it easily being the most laughable piece of business of entire show.

House well filled at evening performance caught. GEORGE COLSON.

## Burly Briefs

ISSY HIRST has been made an honorary member of the Burlesque Critics of America, an organization originating in Washington. . . . Changes in the "Bozo" Snyder Indie show will take effect this Friday in Chicago. Bobby Vall, Hodges and Rodgers, Sammy Spears and Ruth Donald will exit, while Foster and Jacobs,

Sugar Farrell and Lorie Lamont will join. . . . Eddie Lloyd replaced Fred Binder with the Indie's Oriental Girls Sunday in Baltimore. . . . When Philly gets two Indie shows week of April 11 at the Bijou and Troc, the Bijou stock cast will move into Hudson, Union City, for the one week. . . . Steve Mills has quit the Weinstein fold. . . . Sid Stone, working the Oriental, New York, under a joint contract with Hank Henry, is contacting the BAA and lawyers because he was let out individually. Joe Lyons went into his spot, placed by Mortan.

COLONIAL THEATER, Indianapolis, closed down for four days last week while the house underwent improvements and a change in the name. It is now labeled the Empress. . . . The veteran Billy Arlington and his partner in (See BURLY BRIEFS on opposite page)

## ROBERT GOLDEN

ASSISTANT TO BOBBY SANFORD

Producing Dances at

H. K. & MORTON MINSKY'S ORIENTAL THEATRE, N. Y. C., INDEFINITELY

## Peterborough Will Have Summer School

PETERBOROUGH, N. H., April 3.—Edith Bond Stearns, manager of the Peterborough Players, has announced the inclusion of a summer school of the theater in her plans for the company at Peterborough during the coming summer.

Richard H. Gaines, formerly with Richard Boleslavsky and connected with a number of Broadway productions, has been engaged as director of the school. He will be assisted by Roger Beirne.

Others to teach in the summer school are Mary Harris, in the Maria Ouspenskaya School of Dramatic Arts, James Harker, also of the Ouspenskaya school, and Reyzl Krupnick, formerly designer at the Romy Theater, New York.

Warren Loundsbury, of the Cleveland Playhouse, will act as technical director, and Mildred Price Smith, connected with the Philadelphia Orchestra children's concerts, will be musical director.

A regular professional company, not engaged as yet, will present plays from week to week.

## McNally Vaudeville Show Opens Canvas Tour May 17

LYNCH, Md., April 3.—McNally Variety Vaudeville Show closes its winter season here April 10. Organization has been playing halls on the eastern shore of Maryland, since closing its tent season last October, to the best business since 1929, management reports. Show goes into winter quarters after concluding its engagement here.

After a two-week layoff, organization will open its regular tent season at Stanfordsville, N. Y., May 17. A new middle piece, 100 chairs and a new truck will be added. A seven-piece string band will be featured, in addition to the program of tab script bills and novelty acts.

Roster includes A. P. McNally, manager; Mrs. Blanche McNally, Donald and Howard McNally, Roy and Ruth Robinson; Melanson and Hoffman, Ronald Welsh and Martin Brown.

## Wayland Show Opens April 15

KNOXVILLE, Tenn., April 3.—Mr. and Mrs. Fred Wayland, who returned here last week after attending the funeral of Blair Camp at Lincolnton, N. C., March 24, will open their Stewart's Comedians under canvas near here April 15. Wayland had engaged Camp as his straight man for the coming season, and the latter's passing forced Wayland to postpone the opening of his show.

## WINDOW CARDS

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GORDON HOWARD COMPANY  
8th and Baltimore, KANSAS CITY, MO.

# Rep Ripples

VAN AND DELLA BROWNE are now on tour with George Bishop's *Scandals*. Show is reported to be set for the summer at an Eastern resort spot.

SHOW MANAGERS—Make it a habit to send in your route each week for listing in *The Billboard's* route department. Billy Wenle, manager of Billroy's Comedians, has the following to say regarding publishing of the show routes: "As usual, the Billroy show route will appear in the rep. route list in *The Billboard* each week, as we have never considered our route to be a secret. In fact, in my opinion, if all shows would route themselves in *The Billboard*, it would eventually save a lot of backtracking and day-and-dating."

FRANK D. CANNON, of Cannon's Comedians, jumped into Mohawk, Tenn., April 3, to begin preparations on the new season, which gets under way April 19.

WAYNE BARTLETT will be the official news correspondent on the Billroy Comedians this season. Why not appoint a correspondent on your show, Mr. Manager?

CHET SPRINGER, former rep pianist, is touring with Dee Delano's orchestra, currently appearing at Hotel Dwan, Benton Harbor, Mich. Chet is also doing a bit of hoofing in the floor show there.

GEORGE W. BLACKBURN, now operating his own med and soap opry in halls thru Southern Ohio, will be back with the Rosalie Nash Players when the company begins its tent season early in May.

AL GRANT, well-known prize candy and surprise package salesman, is back on the staff of Sid Anshell's General

Concessions Company this season. Al was a visitor at the rep desk last Thursday, en route south to make the tent shows now heading northward with his firm's new Chest o' Gold package. He will work thru Kentucky, Tennessee and Georgia and then head westward into Texas.

ROY AND VIOLET FAUSTINO, now at home in Bloomington, Ill., are undecided as to whether they will troupe this season. Roy is at present directing dramatics for the municipal recreation board in Bloomington. He has held that job since closing his Len-Roy Comedians three months ago.

PETEY AND PATSY LE ROY, who were severely burned March 2, have left the hospital and are now recuperating in Waupun, Wis.

GEORGE NEWMAN and wife, Lucille Blackburn, will be back with the Norman Ginnivan Dramatic Company this season.

## Pitts Playhouse Group Still Minus a Director

PITTSBURGH, April 3.—Applications for director's job being considered for Pittsburgh Playhouse, exec board member Ferdinand Well stated here, with no decision near for successor to Herbert Gellendre, resigned.

Playhouse policies anent Equity, choice and number of shows for the new season and the amount of local talent to be used will depend on choice of director, Well added.

Season just closing with fifth week of *The First Legion* brought in a half dozen lead players from New York. Balance of cast was from Pittsburgh.

Peter Joray, Playhouse lead for last two months, leaves for El Paso, Tex., April 12. Muriel Brasler, leading woman, has returned to her home in Englewood, N. J. She is set for a summer stock engagement. Anthony Horton, recent Playhouse import, has gone to his home in Texas.

## Kansas City Jottings

KANSAS CITY, Mo., April 3.—Mr. and Mrs. J. Richmond Roy are village visitors, having closed their company in Arkansas.

Mr. and Mrs. Jack Hamilton, former rep artists and now engaged in commercial lines, were spotted on the main drag here this week.

Christy Obrecht Players opened the spring house season March 28 at Alma, Wis., to good business. Troupe is playing three-night stands in Minnesota until tent time.

Hershall Weiss, well-known rep character actor and playwright, was spotted in the theatrical district here this week.

Roscoe Patch, former director with the Original McOwen Stock Company, has signed with the Jack Ripley Players as director for the forthcoming season.

The Feltons, King, Hazel and Ethel, have joined the Barr-Gray Company after having worked all winter in the Rio Grande Valley of Texas.

Alice Collins, well-known in Midwest rep circles as the "friend of the trooper," was seen in the local theatrical district this week.

Billy (Toby) Young's Comedians will invade Oklahoma this week—playing Texas since the first of the year.

Collier and Hartnett have joined the Crago Players in Wisconsin, as has George B. Fluhrer, who will direct.

Darr-Gray show opened March 15 in Texas.

Jack Brooks is making tentative arrangements for the opening of his tent show in May.

Jack Vetter, veteran trail blazer, has signed as advertising man with the J. L. Landes carnival.

Miles A. Pryor is now tri-state manager for the Pulver Company, Rochester, N. Y.

Ted Hawkins has signed with Madden-Stillian Players for the tent season through Iowa. Players recently purchased a new Baker-Lockwood outfit.

J. Stark and Merna Robinson recently closed a long engagement with Collier's Comedians.

Bob Williams and Millicent Devere recently joined Jimmie Warren's in the South.

Glenn Morris and Hester Holderby recently joined the Wallace Bruce Players in Kansas.

Taylor Bennett and Ivy Bowman were seen on the local Rialto this week.

David and Mary DeMille will leave this week to join the Hilla Morgan Players in Arkansas.

Alice Ellis, widow of Frank Ellis, is resting at her home here.

Art and Mae Newman, formerly with the Wilfred circle, have joined the Shankland Players in Illinois.

Blanche Forbes has signed with the Chick Boyes show for the season.

Goody Godbey and Ida McColm, sojourning in San Bernardino, Calif., will be with a Midwest rep opry this season.

Bob and Gladys Feagin will leave here soon to join the Harry O. Brown Players in Wisconsin.

Ray Zarlinton's Comedians are making definite arrangements to open the tent season soon in a Southern spot.

Jack Hart's Comedians are slated to open the canvas season soon in Forman, Ark.

Boyd Trousdale sojourned briefly in the village this week, enroute to a Northern spot.

Jimmie Warren's Comedians opened recently under canvas in the South.

## Lambs Club Group For Summer Stock

SKANEATELES, N. Y., April 3.—Leasing of the Skaneateles Odd Fellows Hall to the Lambs Club of New York as a summer theater has been announced by the Skaneateles Chamber of Commerce. Arrangements were made by the Chamber of Commerce with Walter Davis, production director of the Lambs Club, and Virginia L. E. Franke.

A play a week will be presented by members of the club, beginning with *Accent on Youth* the week of June 21 and continuing thru the week ending August 28.

Purpose of the theater, according to Lambs Club officials, is to present well-known hits to representative groups, to provide actors and actresses with vacations and at the same time to help defray the expenses of the vacations.

Davis and Miss Franke will visit Skaneateles next week to complete plans for the summer theater.

## New London Players Open Season July 8

NEW LONDON, N. H., April 3.—New London Players will open their fifth summer season here at the Knight Barn Playhouse July 8, it was announced today. Performances will be given thereafter on Thursday, Friday, and Saturday evenings, with special matinees on Saturday up to and including August 28.

Company will remain substantially the same as in years past, and Josephine Holmes will be the director. Plays chosen for the summer schedule are *Accent on Youth*, *Kind Lady*, *The First Year*, *Squaring the Circle*, *First Lady*, *Meet the Prince*, *Elizabeth the Queen*, *He Who Gets Slapped*, and *Ibsen's Hedda Gabler*.

New London Players is the only summer stock company in this particular locality adjacent to the White Mountains, and draws its patronage from Lake Sunapee, Pleasant Lake and Cornish, N. H., summer home of Maxfield Parrish and Winston Churchill.

## Plans Outdoor Theater

CARROLLTON, Ky., April 3.—J. G. Howe has in the making plans for an outdoor theater here this summer. It is to be operated under canvas.

BRYANT'S SHOWBOAT has tied up in Charleston, W. Va., for a several weeks' engagement. Tom Reynolds' Majestic Showboat was tied up in the same town for a few days last week.

## WANTED

Accordian Player doubling Street Band; young woman for character part, husband doubling band and orchestra. Useful musicians and people with one-night stand experience wire or write. Prefer those with trailers, must be nice equipment. I pay gas and oil. State everything in answering; pay own wires. We never close.

HARLEY SADLER AND HIS OWN COMPANY  
Grosbeck, April 7th; Kerens, 8th; Malakoff, 9th; Hubbard City, 10th; West, 11th; all Texas.

FRANK SMITH PLAYERS  
WANTED for tent season A-1 Juvenile Leading Man. Preference given one doubling Orch. or real Specialties. Also Hot Sax, Clarinet, real Piano Player, Bass Drummer; state if double stage or have car. Other useful Musicians write. Want to hear from young Sister Team. State all and lowest. Opening for fast Banner Man or Woman. Address FRANK SMITH, Box 335, Mt. Vernon, Ill. Allow time for forwarding.

WANTED for JACK and MAUDE BROOKS CO.  
Young Team, Woman for Ingenues and Second Business; Man for Light Comed. general line of parts. Characters not necessary. Prefer those doing strong Specialties. Also Actor to double E flat Alto Sax. Can also use two E flat Sax Men who would be interested to help on canvas. Do not misrepresent. Address JACK BROOKS, Sabula, Iowa.

## WANTED

Tent and equipment for Outdoor Theatre, summer season. Picture contracts okn.  
J. C. HOWE, Carrollton, Ky.

## ROSALIE NASH PLAYERS

Want people in all lines. Musicians double stage; musicians B. and G.; specialty people; working-men who can drive trucks; boss caravanman. We furnish room and board. Rehearsals first of May in Mich. S. F. NASH, 2217 Bonny Castle Ave., Louisville, Ky.

# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

**HENRY HABILAND**, paper-tearing magish, has joined Rajah Rabold's *Mysteries of 1937*, currently playing in the East. Company carries 20 people and, in addition to the illusions, there are knife-throwing, mental, singing, dancing and musical specialties. Steve the Magician also does a beautiful production routine between scenes. Outstanding illusions are the costume trunk, coffin varnish (using two-coff-ins), production of nude girl via flash cabinet and pigeon production of 40 birds. Rabold show last week played the Majestic, Patterson, N. J., and this week holds forth in Hartford, Conn., with Lancaster, Pa., and Fay's, Philadelphia, to follow.

**BECKER THE MAGICIAN**, forced to lay off for a few days recently due to injuries sustained when his car skidded off an icy road, is back at work again. His show is now playing in the East.

**WPA MAGICIANS** have been making it plenty tough for their contemporaries who are not on relief. The WPA mystics, who look to Uncle Sam for their stipend, can afford to work school and civic club dates for a mere "thank you" or the cup of coffee and sandwich that the usual civic or fraternal organization date usually brings, but the magician out on his own is forced to demand money for food and lodging on these very same dates. An organization committee would be foolish to pay for an act when it can get one of equal quality for nothing or for a cup of coffee and a swiss on rye. It's a pretty stiff obstacle for the non-relief magician to surmount. And you'd be surprised at the number of magi who have been confronted with that problem in recent months.

**ST. LOUIS ITEMS:** Le Paul is booked for St. Louis Theater; Bill Baird is playing Hotel Jefferson; Scott and Warfield working in and around town; Ben All Hason playing night clubs; Prince Bud-dah going strong with *Punch and Judy*; Jack Herbert working East St. Louis, Ill., night spot; Haskell, from the West Coast, playing Hotel Chase. Our St. Louis magic friend, Ben Badley, cautions that Haskell is very clever and asks that we keep an eye on him.

**PROF. LEONORIS**, mentalist, is currently appearing at the Palm Gardens, Chicago.

**LE PAUL** (Paul Braden), appeared last week at the Michigan Theater, Detroit. His wife, formerly a Russian dancer, is appearing in the act with him. William A. Heisel, Detroit magician, was host to the Le Paul's at an after-the-show party.

**DAVE FOGO** has recovered from serious illness and was released recently from Henry Ford Hospital, Detroit, after eight weeks' confinement. He is now ready to go back to work.

**OKLAHOMA AND TEXAS** are full of magi of all kinds and from everywhere. Most of them are playing schoolhouses in the smaller towns without a guarantee, which is another way of "getting it the hard way." Night spots in Oklahoma are not developed enough as yet to be able to pay outside magicians to come in. Magicians residing in the State have been able to keep the convention and organization work well in hand.

**KARL ALZORA**, mentalist, is working window displays in South Carolina. He calls the customers by name with each purchase, using a p. a. system. Says he is working single and that business is good. "Magic is not overworked in this section," Alzora postals from Chester, S. C.

**JOE RAYNO**, after winding up a run at Wilson's Night Club, Philly, has switched to the Club Morocco in the same city. He is still using the fire-

eating bit for an encore. Rayno reports that he is practically set to go to England for the Coronation.

**CALVERT THE MAGICIAN**, after several weeks in and around Los Angeles, sailed April 3, for Hawaii, where he is booked with his show for six months, with options. He was the guest recently at Thayer's Studio, Los Angeles, at a gathering of Los Magicos, where he says he had the pleasure of meeting a number of old-timers, including the Great Leon and Chester Morris, of Hollywood. Calvert also visited for several days with Prof. Bonar.

**THAT EASTERN magic enthusiast**, who in a recent scrivening said that "too many magicians put too much effort on fooling each other, rather than on trying to please the public," really hit the nail on the head.

**NICOLA** returned to Miami last weekend, after spending some time in Havana on business. He postals that he is greatly enjoying his stay in the land of sunshine.

**W. P. SLUSHER, JR.**, known professionally as Preston the Magician, has spent considerable time recently in St. Louis and Louisville, making preparations to launching a large magic show under canvas. His big top, he says, will accommodate 2,000 people. Preston, who hails from Pineville, Ky., was the guest of John S. Van Gilder in Knoxville recently.

**HOWARD BROOKS** headlines the new floor show at the Arcadia International House, Philadelphia's smart supper club.

**NICHOLAS SAHJA**, the "American psychic," has just finished playing his fourteenth theater for Consolidated Amusement Enterprises, New York. He was booked by Hershell Stuart, formerly of RKO. Engagement, as a whole, was successful. Sahja says, much of it due to the novel exploitation stunts engineered by Stuart. Last week Sahja and several theater managers tendered a farewell party to Stuart, who resigned his post as general manager of Consolidated Theaters to take the position of treasurer with Monogram Picture Corporation.

**CARL ROSINI**, who just completed a month's engagement at the Kenmore Hotel, Albany, N. Y., left Wednesday (31) for Chicago. Booked by Consolidated for an indefinite stay at the La Salle Hotel there.

**A CRYSTAL BALL** does not a mentalist make, nor a tuxedo a magician.

**NOEL LESTER** (The Great Lester), in a visit to the magic desk early last week, revealed that he will again have a magic and illusion on the Mighty Sheesley Midway this season, in charge of his wife and his father-in-law. Lester, who is now presenting a 20-people magical revue, plans on continuing with the show throught the summer. Company played the Rialto, Cincinnati, Sunday of last week, where it was well received. Blackstone and Lester Lake caught the show during its engagement there. Lester reports that he enjoyed a successful winter season in the South.

**BILLY STILES** (Wassaw the Magician), after two more weeks of schools and theaters in Tennessee and Kentucky, will open with a rag opera for the season. He says the season has been the best he has enjoyed in years.

**KENNEDY and Company**, illusionists, are at the Bobino in Paris.

**ISOLA BROTHERS** are presenting their illusion number at the Empire in Brussels, Belgium.

**PALMER AND DOREEN**, who opened Monday (5) at the Paddock Club, Louisville, for a week's stay, move into Old Vienna, Cincinnati, April 12, for an indefinite engagement. Palmer is featuring the pouring of mixed drinks from his magic tea-kettle.

**MYSTERIOUS SMITH** and Company have just concluded a successful swing



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

## For LEGIT DRAMATIC

**RICHARD MANNING** — recently graduate of the American Academy of Dramatic Arts who appeared successfully in many of the student shows. Has poise and real ability, as displayed in a variety of parts. Rates a chance in the pro ranks.

New Yorkers a type of clowning most of the customers have never seen before. Their highly personalized tricks and gags are a solid click at the Hipp, and should be a natural for one of the larger night clubs. Griebling cleverly combines talk and pantomime, while Kelly relies solely on sad-faced panto.

## For NIGHT SPOTS

**JAMES ALVIN**—young and good-looking harmonica player with plenty of personality, caught at the Friars Frolic. An excellent player, at both straight and trick effects, he should get a chance in the night spots.

## For FILMS

**CALGARY BROTHERS** — veteran pair of pantomime comedians in vaude, who rate the interest of picture people. They'd be a setup for a revue-type film, in which they could be spotted with their act. Funny lookers, employ lots of very amusing bits, and in general serve up belly-laugh humor while working as a pair of drunks. Might even romp thru an entire picture with their funny pieces of business.

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**AL TINT**, postals from Chicago, where he did a sit-down strike during Lent: "Sure sorry to hear of 'Smoke' Gray's passing. I will troupe again soon; they just can't keep a good man down, so I'm going to work."

**HARRY FIDDLER**, well-known colored entertainer has joined Charles Collier's *Silas Green* Company, which this season is being produced by Bolesey De-Legge. Show opened its season in Brunswick, Ga., Monday night, March 22, and

around the Criterion Theater Circuit houses in the South. "We are playing to the largest attendance we have played to in a good many years," Smith writes. On the show's last day at the Criterion Theater, Charlotte, N. C., it played to more than 4,000 paid admissions, Smith reports. The Smith organization is booked up until June 1, when Mr. and Mrs. Smith (Mme. Olga) will jump to their home in Warrenville, Ill., for a two-month rest.

## London Magic Briefs

**LONDON**, March 27.—Ninth annual dinner of the International Brotherhood of Magicians (British Ring) took place in London last week. A good program, mainly devoted to magic, had the following contributors: Brian McCarthy, Edward Victor, Victor Peacock, Maurice Brooklyn, Ling Soo, Levante, Geoffrey Robinson, Ben Brierley and Roma Clark.

Russell Swann, American magician and emcee who has just concluded 12 months of solid club work in the West End of London, a record for these spots, sailed this week for America to fulfill a booking at the Palmer House, Chicago.

Great Carmo, Australian illusionist, with several comedy features in his act, headlines a strong bill at the Shakespeare, Liverpool.

Dante has taken his elaborate two-and-a-half hour show of diversified magic to the Theater Royal, Norwich, where he plays to capacity houses.

Horace Goldin tops the bill at the Lewisham Hippodrome, one of London's biggest vaude houses.

Giovanni, the comedy "pickpocket" conjurer, is getting huge laughs at the Globe, Stockton.

The Joannys, comedy shadowgraphists, have returned to England and opened at the Victoria Palace this week.

played City Auditorium, Savannah, Ga., April 5. Show is transported, according to Fiddler, on a private Pullman, a new bus, six trucks and four touring cars.

**F. S. WOLCOTT'S Rabbit Foot** Company, will open its season at Port Gibson, Miss., April 10. Show, numbering nearly 50 people, is now in rehearsal. Sammy Green is producing, with Johnny Penny serving as bandmaster. There will be a chorus of 12.

**WILLIAM A. DILLON** was born in Cortland, N. Y., November 6, 1877. (Comedian, musician, vocalist, songwriter). First minstrel engagement with Field & Hanson Minstrels in fall of 1894. Subsequent engagements with his own companies and in vaudeville. Known as "the man with 1,000 songs." Later became theater owner. Now is promoting personal loan companies. Permanent address, 406 First National Bank Building, Ithaca, N. Y.

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# Indie Field Threatened by Contract-Jumping Practice

*Acts and units disregard play-or-pay contracts in indie theaters—bookers hope for licensing and AFA power—other evils exist—only redress is thru courts*

NEW YORK, April 5.—Independent vaude field, recognized as an important phase of the flesh industry for talent development and keeping acts busy with fill-in weeks, is being threatened by dangerous practices among acts, agents and unit producers, according to indie theater owners and bookers. Chief among the evils is the utter disregard for play-or-pay contracts, with contract jumping a regular habit nowadays. Indie bookers and theater managers are resorting to courts as the only means, but are strongly hoping for local licensing of agents by the License Department as well as 100 per cent membership in the American Federation of Actors. They feel that licensing would control the agents, and indirectly the acts, and that more power by the AFA would be a solution for controlling acts.

An example of a booking office resorting to court is seen in the case of the A. & B. Dow office, which, during the last three years, has secured in the neighborhood of 20 judgments against acts for jumping contracts. However, the Dows figure this as just a hopeless attempt, considering the years it takes to drag out court cases, as well as the difficulty of satisfying judgments when they are obtained.

Another evil, showing disregard for the indie booker or theater, was recently seen in the case of the towns of Binghamton and Endicott in this state. A unit was booked into Binghamton for three days, when it already had a contract to play Endicott, only nine miles away, immediately following. While the unit was playing Binghamton, the Endicott theater advertised in the Binghamton papers, calling attention to the Endicott booking of the show and that its admission price was 35 cents whereas Binghamton's was 55 cents.

In the days of the Vaudeville Managers' Protective Association, the theaters, and in that way the bookers, had protection. Acts had to live up to contracts to the letter or else be hauled before Pat Casey and in later years Major J. O. Donovan, who handled the Joint Complaint Bureau. The indie bookers point out that circuit bookers can cooperate with each other to halt such practices, but in the catch-as-catch-can business of the indie field this is impossible.

## Village Barn Gives Big Play to Vaude

NEW YORK, April 5.—Favoring a vaude show in a night club and opposed to elaborate production, Meyer Horowitz is splurging at his Village Barn here with vaude. The new show will open this Thursday and will feature 12 acts, headlined by Willie Solar and Marshall Montgomery.

Larry McMahan will emcee the bill, which comprises in addition to the head liners, the Flying Whirls, Barnet and Parker, Iva Ketchell, Bourbon and Baine, Jean Kirk, Hank Ramsay, Johnny Russell, Ruth Craven and the Tex Lewis Cowboys. Club also has its 10-piece ork.

## London Circuit's 350-House Drive

LONDON, March 27.—Union Cinemas Company here, which operates 300 vaude-film houses in England and Wales, is making an effort to bring its total of theaters up to 350 before summer. Six new houses have been leased in South Wales. They are the Albert Hall, Carlton and Picture House, Swansea; Groll and Windsor, Neath, and Palace, Ammanford.

Union Cinemas will spot vaude acts into the six houses, which belong to the South Wales Cinemas, Ltd.

## Cincy Shubert Quitting Flesh

CINCINNATI, April 5.—Shubert Theater here goes into its final week of stage shows next Friday when *Radio Revels*, unit comprised of local radio talent, moves into the house for a week's run. Unit headed by Roger Pryor and ork is the current attraction. Photoplay, *The Good Earth*, begins a two-a-day series at the Shubert about April 16, followed by the flicker, *Lost Horizon*.

## Billing Bungling

LONDON, March 29.—Acts usually squawk about billings, but the Four Franks had plenty of reasons to complain when they recently played Kurt Robitschek's Victoria Palace. Their regular billing reads: "Four Franks (Bennett, Perry, Leona and Ollie), Youthful Stars of Steps and Tunes." House bungled it up to read: "Four Franks (Bennie, Bertie, Mollie, Lena) Useful Stars of Steps and Tunes."

## Increase Noted in Chi AFA Membership

CHICAGO, April 3.—Membership in the local office of the American Federation of Actors increased almost 15 per cent this year, Guy Magley, branch manager, reveals. Office is still marking time for additional members before going ahead with its campaign to improve working conditions for acts in this territory.

Meantime, the office has been fighting breach of contract and non-payment suits for AFA members here. Latest case involved the Four Bucks, teeter board act, who secured a judgment against Paul Block. Block booked a bill for a New Year's Eve midnight show at the Coliseum and failed to pay the talent. Other similar cases are now pending in court.

tant to issue licenses elsewhere. The organization feels that the first agencies to be licensed in a given territory are at a disadvantage, competitive non-AFA agencies being able to undersell them.

As a result, the AFA has been refusing to issue licenses in territories where it has not already established a strong branch and has appointed experienced branch representatives ready to police the field. According to Whitehead, the organization would rather wait until it has sufficient membership strength before issuing licenses in a particular area.

This "endorsement" system is enabling the AFA to take advantage of agencies which are friendly to the purposes of the organization and have inquired as to what they can do to prove their support.

## AFA Gets 200 Endorsements

*Plan set in motion in unlicensed areas—proof of support of friendly agents*

NEW YORK, April 5.—More than 200 agencies have "endorsed" the American Federation of Actors, Ralph Whitehead, executive secretary, revealed this week. The "endorsements" are in the form of office display by the agencies of placards printed by the AFA reading, "This agency endorses the AFA. Membership application blanks may be secured here or at the AFA, Bond Building, New York."

The placards are given only to agencies not on the AFA's unfair list and which are located in areas not considered ready for the organization's licensing system. Like the American Federation of Musicians, the AFA has a system whereby licensed agencies agree to abide by AFA rules, including the minimum wage scales, and also agree to use only member acts. The agents in Detroit and Milwaukee are practically all licensed, but the AFA has been reluct-

# Vaudeville Notes

SAM BRAMSON of Chicago's William Morris Agency, booked the following attractions into Eddie Wisefelt's Riverside Theater, Milwaukee: Olsen and Johnson, April 9; Leon Erroll unit, April 16, and Fletcher Henderson's ork, April 30. Wisefelt is now negotiating for the condensed version of *Ziegfeld's Follies*, which will soon be ready for combo houses.

CHARLIE HOGAN, with the Chicago branch of the William Morris office, has acquired the Orpheum Theater in that city.

BERT GRANOFF, who left featured, vocalist spot with Freddie Clark's pit ork at Earle, Wash., for Chicago hotel stays, returned to Warner combo house last week.

ANOTHER new booking office has been opened in Detroit by Leo Curtiss, formerly with the E. T. N. Agency and the Artists' Booking Service. He will specialize in theater and night club bookings, as well as maintaining a separate department for amateur bookings.

CARLOTTA DALE, singer over KY-W-NBO and soloist with the Top Hatters ork, will join Fred Waring's band as vocalist after undergoing a series of plastic operations to eliminate traces of an auto mishap. . . . Lucky Millinder due back from Europe next week and makes his first date, fresh from the boat, at the Nixon-Grand, Philadelphia, April 16. . . . James Hall, former screen star, after a fling at orchestradom, legit and niteries, is back again in the vaude fold, playing Warner's week-end dates in Philadelphia.

J. H. (JAKE) LUBIN is at the Hospital for Joint Diseases in New York, where he underwent an operation a week ago Monday. . . . Cilly Feindt will come into New York after her current engagement in Detroit to make her dra-

matic test with 20th Century-Fox pix. . . . Rudi Gral left New York Thursday on the Bremen to return to Europe after playing eight weeks at the Casino Parisienne, Chicago, and six weeks at the Ritz Carlton, New York. . . . Corinne, nude dancer, and the Three Sophisticates have been signed to three-year contracts with the French Casino firm. . . . Lynette Sisters, adagio and comedy girls, now with *Hollywood Holidays* unit, opening on the Cushman Time, April 14, in Winnipeg. . . . Healy and Mack, after finishing seven weeks at the Tivoli, Melbourne, Australia, moved into the Tivoli, Sydney, for five weeks. Due back in the U. S. in May, when they'll play a few weeks of vaude and then a run of fairs, following which they'll sail for Europe.

LESTER HAMMEL, of the William Morris Agency, New York, stopped off in the company's Chicago office on his way to the Coast.

BELL'S *Hawaiian Follies* is set on the Interstate Time in Texas until April 29. Bob Hicks Page, company manager, is routing the troupe westward to the Coast. Unit opens at the Orpheum, Los Angeles, May 5, and at the Golden Gate, San Francisco, May 18, with Seattle, Portland and Canadian dates to follow.

ARTHUR NELSON and Boxing Cats have been signed to make a picture for Paramount, the deal set by Kay Davison, Detroit booker. Latter has two new night spots, Semler Tavern's Rainbow Room, Cuyahoga Falls, O., and Merry-Go-Round, Akron, O.

SUTTON BROTHERS, comedy trio, is being rebuilt as a double since Arthur J. Sutton has been appointed page boy for Congress in Washington. Robert Sutton, another brother and ex-manager of the Drury Lane, Detroit, is now in charge of entertainment for Pat Van Wagoner, Michigan Highway Commissioner, in his campaign for reelection.

# Europe's Vaude A Tough Study

*Foreign conditions outlined—setup complex—advise cautious bookings*

PARIS, March 29.—The vaude situation in Europe is complex, due to varied labor and money restrictions as well as the constant changing of theater policies. Best advice for American acts is to go abroad only after securing, thru reliable American or English agencies, sufficient time in England, and perhaps a few weeks in Paris and Berlin, to cover expenses of the voyage. England offers the most time for Americans, with the Scandinavian countries and France fair for certain types of acts.

This city is the center of European vaude, not because of playing time, but because it is a spot where foreigners are able to make their headquarters unrestricted by visa requirements, and where all European agents are to be found at all times. London, of course, is also a vaude center, but foreign acts cannot remain there after completing contracts.

Local vaude is unstable. For a time this season there were three big-time houses, the Alhambra, Empire and ABC. Empire recently closed, but has reopened under new management. Alhambra is dropping vaude in favor of legit. This leaves the town with two big-time spots, the Empire and ABC. There are also three neighborhood houses, the Bobino, European and Petit-Casino, and about 20 picture houses using acts, including the Rex, Gaumont Palace, Paramount and Moulin Rouge.

Acts not requiring too much space are able to work houses at the Riviera resorts of Nice, Cannes and Juan-les-Pins, as well as night spots there and in Monte Carlo. Suitable acts at not too much money are able to break the Paris-Riviera jump by playing Avignon, Aix-en-Provence and Marseille, Deauville, LeTouquet, Biarritz, Vichy and other resort towns offer employment also. Circuses in France and other countries offer vaude employment, with this town having the Cirque Medrano and Cirque

(See EUROPE'S VAUDE on page 39)

## Newark Flesh Held Up By Musicians

NEW YORK, April 3.—Following the Ted Lewis big week at the Branford, Newark, last week, the first show in five years there, Warner went into hurdles with the unions in an effort to continue stage shows. Plan was to run a band show every three or four weeks, laying off during July and August. Idea was okeh with the stagehands, but the musicians' demands has a damper on it at present.

As in the case of the Lewis engagement, and which was observed, the musicians demand a standby ork during stageband bookings at a cost of \$850. Warner is willing to pay half that amount, but the musicians are firm for the full amount. If the Branford was to get shows, there would be a possibility of RKO, Loew and Adam Brothers putting flesh into their respective Proctor's, Orpheum and Paramount theaters.

Lewis, on his six days at the Branford, including Good Friday, grossed in the neighborhood of \$19,000, which netted the house a big profit. If the unions would make a deal, Warner would run the Branford shows in Hoboken on Thursdays and open in Newark on Fridays.

## Return of Vaude to Chi Houses Rests with Draw

CHICAGO, April 3.—The regular return of vaude into Essaness theaters here will depend on business the attractions do at the Sheridan, where Billy Diamond has been placing units week-ends for two weeks. Initial bill, WLS Barn Dance, did well enough to land dates in the firm's North Centre, Crown and American theaters.

A Major Bowes unit, which opened at the Sheridan yesterday, may be booked into other houses if its initial date proves a profitable one. Next show booked into the latter house is the *Casa Manana Revue* for April 30, week-end.

**T**HE last eight years have seen a steady decline of stage shows due to radio and talking pictures. The growth of commercial radio programs, centering around the best comedians of vaudeville, sounded the death knell of the two-a-day vaudeville. It was impossible for a theater catering to 2,000 or 3,000 people a performance to compete with the radio program that catered to millions. With reputations being made over night and salaries soaring sky high, it wasn't long before it was practically impossible to buy a good show for a reasonable budget. It was too expensive to book a show that would have audience appeal. The growth of the talking pictures, with the popularity of the musical features, then added the finishing touches to what we termed vaudeville. It is plain logic that there must be a satisfactory return on an investment for

theaters to keep in business. Vaudeville did not pay dividends, so it was accordingly dropped or transformed into a show business that would pay worthwhile dividends.

Vaudeville of old looked good when it was played in theaters seating 2,000 people at the most. However, with the growth of the theater circuits and their building of theaters seating from 2,500 to 4,000, vaudeville shows developed a sameness that was distracting. There were certain formulas that were used in laying out shows for the smaller and intimate theater which could not be applied to the larger theater. Audiences attending the larger theaters were soon made aware that the vaudeville show, as a rule, had an emptiness and sameness about it, occasioned, naturally, by the size of the theater. The backbone of vaudeville, the sketch, was gradually eliminated as the increased size of theaters made it difficult for audiences to hear talking. Besides, it was impossible to compete with the smart screen dialog that could be heard plainly.



Harry Kalcheim

... The deluxe theaters, sensing the changes occurring in vaudeville, were quick to evolve a new type of entertainment—the band policy and presentation show. The first stripped itself of the slow vaudeville acts, and the second augmented the dancing, singing and novelty specialty acts and the shows were booked intact thru the larger cities of the country. In order to compete with the deluxe theaters, the vaudeville houses started to augment their shows and what are now known as units began to make their appearance. Just about that time, the depression caused a gradual elimination of the deluxe presentation type of entertainment due to the need for economy. While this elimination was going on, the talkies suddenly developed their musical comedy phases and the stagershow found it impossible to meet this competition. Stagershow of several thousand dollars investment could not compete with films that represented investments of hundreds of thousands of dollars, with the cream of the musical and script writers working for them. The films soon had all the elements that the stagershow contained—all except one, the stagershow were "in the flesh."

Then the double-feature film policy in theaters entered on the scene, catching on immediately and driving another nail in the coffin of family vaudeville shows. So, the unit vaudeville show was evolved. Of course, this type of show encountered difficulties because of the investment required in scenery, costumes, rehearsals and other production

costs. The producer faced huge risks in view of the uncertainty of obtaining consecutive playing time, and with from 25 to 30 people in a cast the producer would have cast difficulties unless his

ing to record attendances in the course of seven and eight shows a day. Radio had its limits of developments, but it left its mark on stagershow. The style bands were here to stay. Radio, being a great advertiser, had sent its



THE BENNY GOODMAN ORK is one of the outstanding examples of a later trend in stage shows, that of using a name band in the pit or on stage. In line with the name pit-band policy at the Paramount, New York, the Goodman swingers were mainly responsible for a record-breaking three-week engagement.

time was consecutive. The deluxe theaters soon realized that it was cheaper for them to engage their own producer and employ their own line of girls rather than be assessed, in buying units, for huge railroad fares, and also possibly buy shows that might not conform with the tastes of their audiences.

While this evolution was going on, the radio was developing and gathering listeners by the millions. The backbone of entertainment being music, each radio program attempted to develop a musical style. Before long, the style bands, such as Guy Lombardo, were becoming popular. I still remember traveling to the Granada Cafe on the far South Side in Chicago, a trip of about 15 miles from my home, to see and hear the band. It soon played vaudeville theaters, starting with Palace, Chicago, and was the means of unheard-of grosses. The vaudeville interests sensed a change sweeping on them, noting the case of a pianist named Snodgrass, who, while serving a prison term in Missouri, built up a radio popularity that eventually secured him his freedom. Upon his release, he made theater appearances and broke attendance records everywhere. This was also about the time that the WLS Showboat, a combination of radio performers who had been broadcasting out of Chicago, started to tour the smaller towns, play-

# The Trend in Stage Shows

By Harry Kalcheim

Mr. Kalcheim, theater booker, is a native New Yorker, but from 1913 until 1928 settled in Chicago. Altho only 37 years of age, he is a veteran in the theater industry. He entered the field in 1917, when he joined the Chicago theater firm of Finn & Heiman, which was later absorbed by the Orpheum Circuit. He remained in Chicago with the organization until 1928, when he was brought to New York to book the Orpheum theaters, later being assigned to buy talent for New York theaters of the Keith-Albee-Orpheum Circuit. He left the organization in 1932.

After a brief period as an artists' representative Mr. Kalcheim joined the Paramount booking office the same year to book the circuit's de luxe theaters. Among his houses, the Paramount in New York is one of the most successful combination-policy theaters, its success being attributed to an unusual name pit-band policy.

broadcasting feed lines into hotels which featured dance orchestras, and the results were astonishingly good for the hotel business and for the popularity of the orchestra.

So, for the larger towns the diet for theaters has become either units or locally constructed presentations alternating with radio-famed orchestras.

Of course, the elimination of the family type of vaudeville has seriously affected the development of talent. Inasmuch as a great portion of the talent that played the larger towns—talent that later went into the musical comedy, radio and motion picture fields—had received its schooling in the family vaudeville theaters, the elimination of such entertainment began to make itself felt. Fortunately for the entertainment industry, the repeal of Prohibition soon brought about the rebirth of the cafe show. However, its rebirth was in a more elaborate and vaudevillian form. With the yearly crop of stage-struck youngsters hitting the large towns, it was the cafes instead of vaudeville that absorbed the embryonic talent. The youngsters sensed that their opportunities for advancement in show business could be speeded by appearing in the cafe spots. The newspaper columnists, regular visitors to the cafes, began to acquire the roles of talent discoverers, boosting talented performers in the columns and which naturally attracted the attention of talent buyers. Of course, the cafe field, with its steady work, gradually took over the work that had been done by the family vaudeville theaters. Now, in reaching out for talent, the theater booker and other talent buyers must of necessity when in New York frequent such spots as the Hollywood, Paradise, French Casino and the well-known 52nd street cafes.

The change in stage shows, with the rise of units and the elimination of break-in houses, has compelled the owners of units to go considerable distances in search of theaters where they can assemble and whip their productions into shape. In former days, it was quite simple for the vaudeville booker in New York to cover shows right in town during the afternoons and evenings. Now it is necessary to keep a railroad and plane schedule handy, as it is a common practice for a booker at the finish of a day's work in the office to jump to Philadelphia, Baltimore, Hershey, and further distances to see shows. Either that or else scan the radio columns of the daily

(See THE TREND on page 38)



SYNTHESIS OF PARIS production number of French Casino Folies. It is representative of the unit trend in stage shows, wherein expensive revues are used as the flesh portion of a combination policy. The French Casino shows, originating from the widely known theater night clubs, have been building up box-office grosses for theaters the last few years.

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and Color"  
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LONDON, ENGLAND.  
Direction: HARRY ROMM.

**RAJAH RABOID**  
and gorgeous girls  
"MIRACLES OF 1937"  
dir. Roger Murrell  
Playhouse Theater, N. Y.

**Loew's State, New York**  
(Reviewed Thursday Afternoon, April 1)  
Any performer, big or small, would do well to visit the State this week and get a first-hand lesson in showmanship from that learned professor of stage show technique, Ted Lewis. In a condensed show of 45 minutes, trimmed to accommodate the five shows a day, Lewis gave out with everything and more. Not only five for him today plus theater rehearsal, but also a radio rehearsal and a broadcast at 8 p. m. with Kate Smith. At this second show, his and the company's performance was a rare treat, the capacity audience yelling at him not to leave. Picture is Grace Moore in *When You're In Love*, and Lewis has the edge as the draw.

Everything that Lewis does, and he does a lot, denotes showmanship. He leads his 14 red-coated bandsters in that trick way of his, the finger biz and body movements; he sings in that inimitable (or peculiar, as he would say) sincere manner; he juggles a baton dexterously; he injects quite a bit of amusing comedy, and last but not least he wins the audience over completely with his intimate salesmanship.

The band is mounted well, with clever lighting setting them off effectively. Outfit comprises two pianos, drums, bass viol, three cornets, two trombones, two fiddles and three boys doubling at the clarinet and sax. Their music is jazz—pure and simple—and it's a treat to hear it after all that departure from jazz music in the way of swing music, etc. It's theater music, and the folks loved it.

Radio Aces work in the ork, doing most of their corking harmony singing from the bandstand. Middle chap of the trio has swell tenor pipes, doing much to pull heavy applause. Charlie (Snowball) Whittier is a big fave with his dusky personality, his dancing and his work with Lewis, especially that *Me and My Shadow* number. Hi-Batters are a colored arlo doing neat rhythm stepping, clicking with their precision routine of soft-shoe work. Lita Lede and Ruth Daye are a nice-looking pair of femmes who contribute a lot of hoofing, soloing at tap work and doubling off at a waltz routine and also in rumba.

In addition to the "shadow" item, other sock numbers are the *Music Is Magic* opener, *Hold That Tiger*, *With My Little Thrill*, *Shine*, *When My Baby Smiles at Me*, *Serenade in the Night*, *I Hate to See the Evening Sun Go Down*, the unfinished symphony leading up to *Dark Eyes*, *I'm the Leader of the Town's Brass Band*, *Sunny Side of the Street*, *Siboney* which leads into the peanut vending biz, and *My Homemade Sunshine*. That's the whole show, in fact, and it's all sock.

Ruby Zwering and pits boys are on tap this week and have a clinch, playing the introduction and taking up the last few bars at the close of the Lewis show.

**Palace, Chicago**

(Reviewed Friday Afternoon, April 2)  
A supply of fresh adjectives comes in handy when covering such sparkling entertainment as that furnished by Benny Meroff and his Revue at the Palace. And what a welcome relief for the customers who are forced to sit thru the current screen tenant, *Top of the Town*, Universal's super-boring tunefest. Show ran 46 minutes when caught, heavy on clean comedy all the way and adequately spiced with other elements to make it an almost perfect bill.

Benny, as energetic and as pleasant an entertainer as ever, doesn't leave the stage for a minute, which is okeh with the patrons. With his versatile 13-piece band he hits the bull's-eye thru number after number, most of them delightful novelties.

Ork goes to town, opening with *Everything Is Swing Today*, ushering in the blond Miss Sonia to warble *Goodnight, My Love*. Benny next solos on several instruments, including an elongated deep-toned sax that brought many laughs. Larry Powell, rotund funster, then mikes an Irish-flavored ditty, the boys joining in to do a bit of *Sweet Rose O'Grady*, tapping for a closing.

Jeanne Walker, shapely and personable tapster, makes an appearance for some rhythm strutting, exiting to the catchy *Susi-Q*. Benny in bare limbs, a relief from the pajama-clad tap dancers. The Jambers, composed of five band boys, come to the front for a hot tune in which the clarinet player's one long continuous note nets a big hand.

Benny next leads the boys in an en-

gaging swing arrangement of *Get Happy* and brings one of the bill's comedy high-spots doing nonsense business with Florence Gest, while she sings *I Got Talent for Love*. Both close the session with a neat soft-shoe routine to the strains of *In the Chapel in the Moonlight*. Big hand.

More laughs, with Jack Marshall in the spotlight. Stays on for three numbers and is at his funniest doing his trained flea bit. Rest of the show is all Benny's, from the presentation of an old-time vaude show and his baton twirling in the finale. There seems to be no end to his talents. He juggles, chalks an artistic scene on an easel board, performs tricks with his high hat, leads the boys in a hilarious take-off of typical newsteel scenes and turns acrobat in *Alexander's Ragtime Band*, the finale.

House big and very receptive first show opening day. SAM HONIGBERG.

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

(Reviewed Monday Evening, March 29)  
Stage at this consistent combo house is taken over for the most part by Rose's Royal Midgets, company of little people comprising five women and three men. Turn is introduced as the largest assemblage of midgets in one act.

Material presented comprises practically all the better known varieties of vaude talent, including singing, dancing of different types, comedy and ensemble work. Standout of the turn is the hoofing of the company's colored boy, Hollis Edwards, designated as miniature Bill Robinson. Besides his Lilliputian qualities, Edwards taps and trucks with ability and showmanship, practically stopping the show. Featured singer, yelped miniature Morton Downey, also an engaging lad, scores heavily with *Goodbye, My Love*. Best comedy bit is done by miniature Mae West, pretty miss who comes out in a fetching costume to sing a "Come Up and See Me" novelty. Dances vary from waltz to Spanish numbers, and include the Pick Sisters and Mlle. Fifi, the latter doing a nervous, but cute, fan dance in a production number using the other four girls. Act clicked, both kiddies and adults going for it with gusto.

Opening act is the Lockwells, mixed team doing a regulation skating turn. Go thru their stunts at a rapid pace and lead up to their sock bit, the iron-jaw swivel trick, a tough-looking stunt. Turn a nice opener and scored okeh.

Martin Barnett, young magician in the midspot, specializes in cards and cigaret prestidigitation. Works in top-hat and formal attire, wearing gloves to increase the difficulty of his sleight-of-hand. Appears somewhat abrupt in his motions, but will take out the kinks with experience. Well liked here.

Witt and Witte, comedy duo, offer gags in a short act. Irving Witt emceeds the bill with fair success.

Pix, *Born to Dance and God's Country and the Woman*. Business heavy this viewing, the solid bill being aided by Clown Night, a weekly feature at the house for more than two years.  
Paul Ackerman.

**Earle, Philadelphia**

(Reviewed Friday Afternoon, April 2)  
Not since live entertainment returned to this downtown emporium has opening show found 'em standing in the aisles. At least, not until this week, with Cab Calloway being responsible for the welcome metallic tune being played in the boxoffice. And if opening day is a criterion, which it usually is at this house, there'll be waiting for seats all week.

Silver sheet has *Girl Overboard* (Universal), but that matters none. It's the hi-de-ho monarch that's turning the trick. For the record, Cab cabbles a band of 14, which, incidentally, rocks the rhythm far better than the Calloway cast brought here in years past; the top-tapping of Evelyn Keyes, the tutored tonsiling of Avis Andrews and the Tramp Band, former feature of the Cotton Club parade. All told, they ring in about 50 minutes of fast and furious Harlemian. But, essentially, it's Cab Calloway who garners all the salaams. Literally, he's the whole show himself.

For the hot addicts, show opens with *Harlem Congo* and shuts with the Casa Loma anthem, *White Heat*, one of Calloway's three slip-sliders ruffling a valve trombone on the latter tune to send the gates howling. Apart from one inning, when the stomp-boxer pushes a pop, it's a merry roundelay of musical hog-latinisms delivered by the *Suzie-Q* strutting stick.

Tapper and canary on only once, while

Cab gives out on *The Hi-De-Ho Miracle Man, I've Got You Under My Skin, St. James Infirmary, That Man Is Here Again and Minnie the Moocher*.

Having the bandstage a sit-down strike serves as a good excuse to ring in the Tramp Band. Seven in the outfit, plus a stooping stick. Nothing like the tramp band Charlie Ahearn used to tag around, and musically, they simulate the washboard outfits that characterize many Harlem honkey-tonks. May be alright for a 52d-Street sweatshop, but poor fare here.

Not only does Calloway grab credit for packing the show, but also marks the initiation of a name-band policy for this house; and, as such, has hit a high mark for those following to aim at. ORO.

**Orpheum, Lincoln, Neb.**

(Reviewed Friday Evening, April 2)  
Al Weston's *Stop, Look and Listen* is a one-man show. Plaudits are all for screwy Joe Christy, who lives recklessly on the shady side of his billing as the all-American half-wit. Did nearly 27 minutes of the show's 51.

Christy, jack of all trades, emceeds, furnishes the comedy, sings and otherwise acts as general utility man. His comedy makes the audience partially forget there isn't anything else in the show, but it still can't get by. Needs a novelty act, or two, and an 18-day diet for part of the chorus.

Besides Christy, the only other act is the Four Warners, of which the junior male member is the meal ticket. He fiddles and dances in fine shape. His sister sings, but her choice was bad and slow. Kid has a lot of poise before the mike, but could stand it a bit more jazzy. Also needs fitting costumes. Father and mother bear in gags on crutches. (The gags, not the father and mother.)

Then there's Frances Burdick, acro dancer, who's young and cute, but lacks polish and new tricks; Ann Anderson, accordionist, who shares her portion with Christy in a measure of clowning, and the Five Betty Coeds, the line.

Line does three numbers, the best being the *Partisan Sleeve* dance, altho it's overlong. Shadow skirts take a bit of the beef of the gals, which is a help.

Owned by Al Weston, company manager is Frank Warner. It's with the Cushman Time at present. Shared bill with *Outcast* (Paramount) this week-end and business was o. k. B. OWE.

**RKO Keith, Boston**

(Reviewed Thursday Afternoon, April 2)  
Collegians from Harvard, M. I. T., Boston U. and other local intelligentsia learning spots came en masse to see N. T. G.'s third Hub appearance within a year. Gate was the best since the Ritz Brothers and as good as George White's *Scandals*. Come-on for the guys was *College Humor's* shower girl, Heloise Martin, whose stunt has been splashed all over the sheets. Caliber of show is in the brackets of blue burlesque, with dialog and gestures rather unorthodox and not exactly kosher. But if that brings in the gelt, then okeh. N. T. G. went the limit with his type of unhearsed business and toned down on the later shows after receiving a blue-penciled list of eliminations. N. T. G.'s consistent belittling of his performers registers with some, but it detracts attention from the performer. At opening, N. T. G. and eight showgals paraded the audience, tossing noisemakers to scrambling groups. Eddie Rosenwald's house ork on stage this week. Acro dancer Vera Fern, Baby Wampas fem, appears twice with an acro and tap routine. Gladys Crane sang *Dancing Mood*. She needs polishing. Christine Maple warbles okeh with *Pennies from Heaven* and has a nifty form. Sonja Yarr could have done better with a Russian ditty.

Charmlon, one of the "queens of the nudists" at the San Diego Fair, is suave in her novel shawl dance. Lithe and shapely, she is clean in her work and has grace and subtlety in revealing the proper amount of flesh.

The Digatanos offer two ballroom numbers and do rather well, particularly on the windups. Rapid-paced prouettes with the girl braced on the lad's shoulders received good applause. Marie Alvarez works a Yiddish dialect with the Three Sailors, headlining the bill, that's a bit risque. Spring in a *Nudist Camp, Summer, Autumn and Winter* are tableaux featuring the Great Ziegfeld Girls. Nudity hardly set the boys to luke warm. The Three Sailors are zany comedians with a repertoire of hoke that

is fairly laffable. Best bit is the rope jumping-tap specialty that clicked. They kibitz on stage and from the audience thruout the revue. Could be very funny if they let the blue alone and developed their style of comedy.

Earl, Jack and Betty, roller skating act, perform nicely on the wheels. Ride-gag for the \$1 was attempted by an audience lad, and two plant ferns, one with puffed up avoirdupois. Promise to any Harvard man, by N. T. G., that a kiss from Miss Martin would be his reward, providing he could stand up after the dizzy ride, created a furor of laughter. John Harvard's protege won out and in better than Robert Taylor style. Miss Martin earlier explained her cellophane-covered shower stunt, and offered a cute toe-tap routine.

*She's Dangerous*, (U) is the pic. Sock biz, packed house.

SIDNEY J. PAINE.

**Cine Roma, New York**

(Reviewed Thursday Afternoon, April 1)

Nicola Perroni wrote and directed the stage show at this Italian film and presentation house and when Signor Perroni writes, he writes. Layout is long, lasting well over an hour, and at least two-thirds of it must have been taken up with talk.

A reporter whose courses in Italian hardly fit him for this sort of thing, managed to discover only that it was all about a gentleman who strayed into the Grand Hotel in Paris and had an irresistible urge to kiss the mole on the arm of a lovely American singer. This rather upsets his wife, who kept on being upset about it with alarming regularity all thru the show. She also talked a lot about housework and Romeo and Juliet and walked off arm in arm with a tenor, which must have been almost as bad as doing housework. In the end, of course, there is the expected reconciliation.

The straight parts—all talk, and that means plenty of talk—are played by Gigi Mattioli, Carlo Garuffi and Corradina Corradetti.

The comedian (probably Signor Mattioli, altho the billing isn't explicit) did manage to get a few laughs, and Signorina Corradetti unleashed an expensive flow of patter that scored tidily. Musical and dancing interludes are interspersed thruout with the singing assignments falling to Alba Camillucci and Francesco Lo Savio. Latter is a pleasing-enough tenor, while Miss Camillucci displays great loveliness, a charming stage presence and a splendidly handled voice of unusual beauty. Three dance routines are offered by Rolando and Verditta, a team from night spots that will shortly rate among the top notchers of the field. Doing a waltz, a tango and a rumba, they impress as

one of the smoothest duos this reporter has ever seen. Lass is a strikingly lovely blonde. Lad is good-looking, and their work, tho not startling, possesses the ultimate in polish and style. Definitely, they're a class team.

A troupe of eight, known as The Tony Mendez Girls, erupts for two numbers, one a Can Can and the other an eightly fan dance, no less. In the fan dance, tho, they wear tights, which does away with the stigma of Minsky competition. They're unusually pretty kids, but their looks fail to make up entirely for their dancing.

Overture comprises selections from *Cavalleria Rusticana* and is conducted by V. Alberti. Considering the small orchestra and what appeared like lack of sufficient rehearsal, he did a nice, tho overlong job. Production is somewhat on the gaudy side and could be considerably improved. So could the lighting, which depends chiefly upon the footlights and a rather billous-looking amber spot. Picture is *Daro Un Milione (I'd Give a Million)*. House was weak the supper show, Thursday.

Eugene Burr.

**Chicago, Chicago**

(Reviewed Friday Afternoon, April 2)

A mildly entertaining 40-minute show, bolstered with four acts and decorated, as usual, with the Evans line. Twenty-four gals open the bill to tune of *Gee, But You're Swell*, doing a good precision routine with a spinning-top exit.

Stadler and Rose, dance team, appear in Mickey and Minnie Mouse costumes, doing a variety of dance steps in front of a cut-cheese setpiece. Novel, altho expressiveness in masks would help the turn.

The fair Frazee Sisters, in smooth voice and pleasing delivery, are on next, warbling *We Want To Be Happy, Little Old Lady* and *He Ain't Got Rhythm*. Girls warmed up the customers to a nice receptive mood.

A clever bird act, billed as Joe Tio, follows. The bird speaks with amazing clarity and his imitations of such items as a police whistle, banjo strumming, a laugh and others are easily understood. Animal is worked by an Oriental, who is personable, but not showmanly enough to make it a show-stop turn.

The Wier Brothers, back for another stay in the States, do their familiar silky soft-shoe dances and violin business that retains a charming Continental flavor. Boys could do away with some of the pantomime bits they added of late, as it makes their turn draggy. Stayed on for 10 minutes here.

A Gypsy camp scene, in which the return of the Frazee team and Stadler and Rose are used to good advantage, closes the bill. Sisters are in the background singing *Serenade in the Night*, while line executes a colorful tamborine number.

Screen has *Marked Woman* (Warners). House fair second show opening day. SAM HONIGBERG.

**Folly, Brooklyn, N. Y.**

(Reviewed Wednesday Evening, March 31)

Two flickers, *Hideaway Girl* and *Ghost Town Gold*, five acts running 51 minutes, and the six-piece house band isn't a bad buy at a neighborhood house and attendance was up at show caught. Wilfred May trio, in the hello frame, went thru several hoop-rolling routines nicely enough, but in the stunt calling for rolling a hoop across a wire there were several misses before the feat was accomplished. As this stunt was one of the highlights, more effective treatment would probably have earned an even nicer hand.

Bernardo de Pace and company, clown and a blond assistant, have a neat act. Clown plays the mandolin and by literally "making it talk" gags with the woman. The woman, who possesses assurance and poise, attempted to pipe a number which led to more gagging. A nice turn with both working to mutual advantage. Took a heavy hand and they could have stayed on another 10 minutes.

Cuby and Smyth, working in one, do drunk hoke comedy and acrobatic stuff. Boys toss each other around and take lots of abuse. Plenty of youngsters in the house and they went for this act, Okèh for a family house like this, but that's about all.

Smith and Hard, mixed comedy team, exhibited plenty of pep and vigor. Man, who also emceed the show, possesses youthful exuberance and received able support from the blonde. Plenty of

give-and-take lines, most of which won laughs. A ventriloquist number, with the woman working as the dummy, should have been a better rib-tickler. Probably could be improved by the woman actually working as tho she were a dummy, instead of kidding. Bowed off to a handsome mitting.

*Youthful Rhythm*, five-people act working in full stage in front of a drug store fountain set, closed. Blond solo dancer, accordionist, man singer and a team of dancers comprise the act. Dance team, Ann and Bert Royce, stood apart from the others, who were so-so. This dance team possesses a youthful and engaging appearance, the boy a pleasant, lively looking lad, and his sister, an attractive and winsome blond. The routine nicely executed but a bit too simple, which can be corrected. Act took a fair hand. BENN HALL.

**Golden Gate, San Francisco**

(Reviewed Wednesday Afternoon, March 31)

This week the regular band, under Jay Brower, and the Sunkist Beauties are off to make way for Fred Waring's Pennsylvanians. Opening show played to a full house and ran for 68 minutes. Waring gang hasn't played Frisco for many years.

Opening with *Alabama Barbecue*, the show built steadily thru 13 numbers by the band and the featured entertainers to a smashing original climax that left 'em wanting more. Fern and Her Violin

deuced with a group of Latin American melodies. It was 'hot fiddlin' presented by loveliness.

Johnny Davis, who exuded personality all over the place, used the old chestnut, *The Sheik*, to give out with his well-known scat-singing and staccato trumpeting. Came next a home town, Charles Newman, who blows as much chromatic harmonica as anyone. He did *Bohemia* and *Hungarian Fantasy*. Priscilla Lane danced the *Suzie-Q* to *Honey-suckle Rose*, then her sister, Rosemary, sang *Goodnight, My Love*. Both were swell.

*Let's All Sing Like the Birdies Sing* gave the band and frog-voiced Poley McClintock a chance for some good comedy. Rosemary sang again, then an imitator from Major Bowes' Hour, Larry Best, did his best, but added little to a show that was good without him.

Two numbers from *This Mad Whirl* were followed by the glee club in *The Night Is Young*. Final was *Dancing Tambourines*, using grand lighting effects and climaxing a great show. Production, showmanship, musicianship

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and comic-heckler Art McFarlan, all combine in the Waring name, which is magic, to form a winner and what looks like a house-record smasher.  
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**PAT KELLY.**

**London Bills**

(Week of March 29)  
 Several new openings this week, including the Palladium show, *Sitting In the Air*. Keen Twins and Vic and Lamar, acrobatic dancers with a novel routine, hit solidly at the Savoy Hotel. Larry Adler, harmonica player, resumes his tour at Leeds Empire, where he's a big hit. Gene Sheldon, pantomimist and banjo playing expert, assisted by personable Loretta Fischer, dancer, headlines and scores heavily at the Palace, Blackpool, Cookie Bowers, Four Franks, Forsythe, Seamon and Farrell, Three Biltmorettes, Fred Sanborn, Shirley Richards and Bob Gillette, and Sims and Bailey are seven American acts all hitting solidly at Victoria Palace.

Browning and Starr, colored songsters, hold well at the Ritz Huddersfield. Other American act on this bill is Devito Denny Four, whose knock-about routine remains unchanged. Doesn't mean much here.

Carroll and Howe, with a peach of a comedy act plus slick dancing, and De Wolfe, Metcalf and Ford, smart comedy dancing trio, hit heavily at the Hippodrome, Brighton. Holborn Empire has two American acts in Page and Nona, a smart and daring wire act, and Rich and Adair, comedy team, whose act could be improved by newer gags. Two major hits at the Majestic, Harrogate, are Darlene Walders, clicking heavily with her swell and applause-compelling high speed acro-dancing, and Harris Twins and Loretta, with their neat and novel dancing.

Ganjou Brothers and Juanita are splendidly received for their *Romance in Porcelain* adagio presentation, which headlines at the Cuxar, Eastbourne. Chapelie and Carlton are newcomers at the Shepherd's Bush Empire, where they score with a smart and daring act featuring hazardous balances on a flight of stairs. Dezzo Retter's solo wrestling and clowning is the best thing at the Empire, Chiswick. Bob Fisher, black-face monologist and singer, is the hit of the bill at Kingston Empire, where Renee Houston and Donald Stewart, comedy team, headline with a woefully weak act.  
**Bert Ross.**

**Alhambra, Paris**

(Week of March 22)  
 As the Alhambra next week switches to legit and musicals, the present bill is the swan song of vaude at this house. Also, it is the poorest show caught here in many a moon and the audience punctuated the performance with boos and whistling. Feature spot held by a tedious farce in which Armand Bernard and other French film favorites appear. Skit has nothing and when the curtain went down the audience let loose a hearty razzberry.  
 Harry Reso, best of native eccentric dancers and nut comedians, scores the outstanding hit with his zany hip and torso weaving and nutty antics. Marie Hollis, American acro dancer, new to Paris, runs Reso a close second with her fine contortion bits and acro routines. Lalage, cute aerialist, has only one real trick, but sells it well.

Roy, Lee and Dunn, new to Paris, register a near-top as there is nothing new nor amusing in their weak gags. Sparo also flops as he attempts to get by with old material he's been using for years. Harvard and Kendricks liven up the show a bit with their new act, the Five Oxfords, a peppy basketball match on bikes. Aifo and Yette get by in well-mounted but modest novelty balancing act. Raymond Bour mildly amusing in topical patter. Gealks and Gealks on in tedious session of whistling and imitations. Fred Mele, former ork leader, has resumed his place with the boys in the pit.

**CIO SHADOW**

(Continued from page 3)  
 zations which have been regarded as "phonies." Attitude of keeping mum, however, presupposes an element of opportunism in the CIO camp, the inference being that the high moguls will get behind the wheel with life and drum if and when the various local agitators or organizers make headway. AFL union leaders are hoping that this incipient

case of ants in the pants is merely a short-lived nightmare.

Instance of how the CIO influence is filtering not only into the pix industry, as evidenced by the strike in Consolidated Film Laboratories at Fort Lee, N. J., but into the more out-of-the-way crannies of show business occurred some nights ago at a meeting of the theatrical unit of the American Advertising Guild. A proportion of the membership urged CIO affiliation, despite the fact that one of the earliest announced aims of the group was to obtain an AFL charter.

In addition to reports that CIO is organizing film exchanges, rumors are current that a move is being made to organize local theater managers into a CIO unit. Meetings have been held at the Hotel Lincoln.

In Denver and Salt Lake City, however, the AFL forces are active. Exchange unions are being formed, with George Brayfield, International Alliance of Theatrical Stage Employees' rep, delegated to the latter area. CIO activity has been noticeable there. Denver as yet has not been a scene for CIO operations.

In Cincinnati a move got under way recently to form an inspectors and 'bookers' union, but no definite advance has been made.

Activity has even hit the International Brotherhood of Painters, parent body of scenic artists' Local 829, New York. Problem of extending its jurisdiction to costumers and display artists is being considered.

One of the most important angles in the general agitation is the presence of IA men as advisers wherever film exchanges are being organized.

**DETROIT, April 3.**—Two brief theatrical sit-down strikes developed here last week. On Saturday truck drivers carrying films to Detroit theaters struck, principally for a higher wage scale. A temporary agreement was quickly reached and the men returned to work in about an hour.

On Monday five girls at the inspection room at Paramount Exchange struck when one was discharged. No union question was involved, spokesmen for Paramount claim, and a settlement was made a few hours later.

**PITTSBURGH, April 3.**—CIO is not contemplating entrance into amusement biz in Western Pennsylvania. Press Relations Director Vin Sweeney stated here today, replying to questions prompted by action of a motion picture operators' delegate at labor convention in Harrisburg that in effect saw Lewis organization winning point over AFL. "Present plans call for no organizing the show trade here," he commented.

But in the State capital one branch of the movie industry found itself indirectly in accord with CIO policies.

Occasion was rejection of a resolution denouncing "reactionary AFL leaders" and calling for a referendum of all Pennsylvania unions on the issues current between CIO and the AFL.

In refusing to "draw a line" between CIO unions and those in good standing with the AFL, the convention, in effect, defied AFL proxy, William Green, who urged such action, and refused to support action of the AFL executive council in suspending CIO affiliates from membership.

**AFM LICENSES**

(Continued from page 3)  
 Vicksburg, Miss.; James E. McGibbon, Amsterdam, N. Y.; Paradise Amusement Service, Rochester, N. Y.; Rex S. Baughman, and United Music Service, Alliance O.; Artists Reference Bureau, Cleveland; Bob Jones & Company, Columbus, O.; D. E. Mulvihill, Marietta, O.; John Zerosh, Hokendauqua, O.; Nathan Frey, Philadelphia; Nicholas J. Parillo, Pittsburgh; James S. Lyon, Washington, Pa.; Paramount Orchestra Service, Sioux Falls, S. D.; Billy Murray Attractions, Barré, Vt.; Edward Connell, Eau Claire, Wis.; Wally Beau, Fond Du Lac, Wis., and Wisconsin Amusement Company, Racine, Wis.  
 Cancellations are Georgia Orchestra Service, Savannah, Ga.; Ted Lutger, Carlisle, Ill.; Danny Dugan, Worcester, Mass.; Stan Jackson, Kalamazoo, Mich.; H. Thompson White, Omaha; Alexander Morley, Artists Syndicate of America and David S. Samuels, New York City; Richard Carpenter, Cincinnati; Art Zellers, Lebanon, Pa.; Edward F. Callaghan, Philadelphia; Samuel F. Carpenter, Fairmont, W. Va.

Licenses restored are Earl J. Redden, South Bend, Ind.; and Times Square Amusement Enterprise New York City.

**THE TREND**

(Continued from page 35)  
 newspapers to see what program to hear or what studio show to cover.

In discussing the trend of stagershow, it is essential to bring up that freak of all times, the Bowers' amateur units. Without a doubt, I believe these units have done more to make people conscious of stagershow than any other influence in show business. Towns that hadn't seen shows in years virtually clamored for these units. At one time, there were 14 of these amateur units touring the country, appearing at theaters, fairs, conventions, etc. The units were arranged in the form of a variety show, avoiding confliotions in specialties. With the sentimental touch added and the invaluable advertising given over the radio, these shows were outstandingly profitable to theaters. These units absorbed a large number of stage-minded people, but, with the gradual elimination of these units, this other developing ground will soon be lost. The units have not as yet developed any new important personalities, but then one must consider that this talent still has to encounter other stages of development.

Some time ago, having had a request from the Michigan, Detroit, and the Chicago, Chicago, to try to secure Leslie Howard for personal appearance, I wrote asking if he would be interested. That was in 1935, and his partner at the time, Gilbert Miller, answered, his communication being most amusing and interesting. After pointing out how much profit *The Petrified Forest*, in which Howard was starring, was making and that there would have to be other items added to the salary if Howard was to make personal appearances, Miller finished his letter with the following remark: "Under the circumstances, a more economical solution might be to bring your Detroit and Chicago theaters on here for one week each."

Headliners for the stagershow were formerly made thru repeated engagements of performers. Stars of today, such as Ted Lewis and Belle Baker, grew in importance thru years of steady playing in the theaters. With only about 10 large cities consistently playing stagershow, this form of headliner development is impossible. The theaters now look to the radio and picture fields for their "name" or headline acts.

Each week the vaudeville and picture talent scout awaits with great interest the acme of all variety radio programs, the Rudy Valle hour. From this program, many of the present headliners got their footing on the road to stardom, including Frances Langford, Joe Penner, Edgar Bergen, Tom Howard, and a host of others.

As for the future of stagershow, there seems to be very little hope for the growth of this field without a developing ground for new talent and new ideas. The premium on good talent having become so high due to its scarcity, the cost of stagershow will only be within the reach of the larger towns. A hope for the stagershow lies in the development of the small tabloid or unit show that now tours the smaller cities and the possibility, tho remote, that they will develop new personalities and new talent. A hope also is seen in the café field, where thru steady employment performers can acquire the finish needed for any strides up the success ladder. Also, the radio field, where embryonic singers and comedians can go thru the process of development. The radio field has developed on its own such stars as Amos 'n' Andy, Gene and Glenn, *WLS Showboat* and Louise Massey and Her West-erners. Just as the legitimate field needs its stock and little theaters, the stagershow in picture houses need the developing grounds that now rest with amateur shows, cafes and small-time units.

**DETROIT, April 3.**—The four-act vaude in the show, *The Spider*, now in its third week at the People's Theater here, includes Lillas Shipley and Madge Maitland, Samuel Chagy, Alma La-Pointe, William Williams and Grace Roberts.

## Chorus Equity Notes

One new member joined the Chorus Equity in the past week.

Chorus Equity is holding checks in settlement of claims for the following members: Adlan Anthony, Nancy Lee Blaine, Adele Butler, Ronnie Campbell, Charlotte Davis, Lela Gans, Gladys Harris, Eda Hedin, Marge Hyland, Marlon Hyland, Fred Holmes, Lorraine Jancee, Dorothy Mellor, Evelyn Page, Carol Rafin, Percy Richards, Ragna Ray and Carolyn Russ.

The following members have accepted the nomination to serve on the nominating committee: Francis Clarke, chairman; Emily Marsh, Gertrude Rittenhouse, Harry Murray and Dene Dickens. The nomination committee consists of nine members, three from the Executive Committee and six from the general membership. The slate is not yet complete. This committee makes nominations for members of the executive committee, for chairman of the executive committee and for recording secretary—that is they make nominations for the regular ticket to be voted on in the coming election.

At the executive committee meeting held March 24 Michael Luciano was suspended from the Chorus Equity following charges preferred against him by the Wipam office for leaving the *On Your Toes* company after a Saturday matinee and before completing his two weeks' notice. An additional charge was that Luciano left after being paid in full for eight performances but after he gave only seven. During the period of his suspension no member of Chorus Equity may work with him in any legitimate production. Luciano also uses the name of Robert Forsythe and Bob Long.

Our members are reminded that any member working in clubs or representations may place himself in good standing, irrespective of the amount of indebtedness, by paying current dues while working. It is of great importance to all of our membership that this field be sufficiently organized so that we may have a standard contract and also obtain salary bonds as we do in the legitimate theater. This can only be done when we get an Equity shop in these fields as we have in the legitimate theater.

Equity's present bonding policy in the legitimate theater was obtained in its present form only in 1924 when the Equity shop policy was extended thru-out the legitimate theater. Since that time there has been no instance of stranded companies. Unfortunately, many of our members have worked and failed to collect salary, in both clubs and presentations. When a sufficient number of the people in these fields realize the value of organization such things will be impossible there also.

Equity has proved its worth in the legitimate theater. In recruiting in clubs and presentations we are not asking people to try an unproved organization. The reason that chorus people prefer working in the legitimate theater to employment in clubs and presentations is that in the legitimate theater the Association has stabilized working conditions. Help us to help you in the other fields. DOROTHY BRYANT, Executive Secretary.

## Ask Change in Neb. Anti-ASCAP Bill Before Vote

LINCOLN, Neb., April 5.—Declaring the proposed anti-ASCAP bill before the unicameral here will be found unconstitutional if passed as it stands, the legal counsel of the Legislature asked its discard or change before being presented to vote. It's including too much territory as is, declares the counsel.

Bill, which has the backing of several radio stations and nearly all the State's dance halls and theaters, wants to write the Sherman, Anti-Trust Law into the Nebraska statute books and make ASCAP illegal. At a recent hearing on the bill, it was called an attempt to break a "vicious trust."

Washington and Montana already have anti-ASCAP laws.

## Lunceford Opens in Philly

PHILADELPHIA, April 3.—First date for Jimmy Lunceford and orchestra, fresh from the boat after their European tour, is slated for the week of April 16 at the Nixon-Grand Theater here. Lucky Millinder's new band is set to precede Lunceford.

## Nertz to You

DETROIT, April 3.—George Hunter's *The Mad House*, town's newest joint, not only is "nertz, crazy, screwy and berserk" but also welcomes patrons to *Horrors of 1937-'38-'39*, the spot's "broken-down revue."

## "Stars and Strips" For East and West

CHICAGO, April 3.—Theater Booking Office here, Balaban & Katz affiliate, is so pleased with its *Stars and Strips* unit, which it recently unfolded at the Oriental Theater, that it placed in rehearsal another show of this type to be routed east under a similar title.

The first show moved into the Orpheum, Davenport, last week after a week at the Palace, Milwaukee, and will pick up other dates on its way west. The feature in this one is Claire Powell, former NTG prodigy, who replaced June St. Clair, now staying here for club work. Other acts are Paul Rosini, Violet Carlson, Wilkie and Ray, Florence Hin Low, and the Hollywood Ingenues Ork under the baton of Beverly Jean Britton.

## 98% of Music Locals Favor CFM's Ruling

CHICAGO, April 3.—Overwhelming response from outside locals favoring the ruling on recordings made by the Chicago Federation of Musicians gives rise to the probability that this question will gain national approval during the annual convention of the American Federation of Musicians in Louisville in June.

Recording Secretary Edward Benkert reveals that 98 per cent of the nation's locals responded favorably to the ruling forbidding canned music on radio unless as many musicians as have been used in the making of the recordings are employed to stand-by.

Remaining 2 per cent do not seem to care one way or the other. Most locals of this small percentage are located in small towns where membership ranges between 25 and 30 musicians.

## Try for Liquor In Penn Theaters

HARRISBURG, Pa., April 3.—A proposal to repeal Pennsylvania's law which prohibits proprietors, lessees, keepers or managers of theaters or other places of amusement from obtaining a license to sell beer or liquor has been introduced in the House of Representatives by Assemblyman Dougherty.

Present laws prevent the issuance of such licenses to theaters and to places adjoining such establishments. This repealer would also scrap the law which prohibits places next to theaters from obtaining licenses.

All local and special laws to prevent such licenses would be revoked by the bill.

## Two New Clubs Open in Chicago

CHICAGO, April 3.—Two spots opened this week and there is a strong indication that many more will enter the field during spring and early summer season.

Ben Stein and Max Landesman opened the Briar-Bar Monday, with a policy of intimate entertainment and music in effect. Bill Wogan held the opening of his Club Caricosa Wednesday. George Sanders and ork and Bernie Green, comedian, are in for indefinite engagements.

## Orr Joins NBC

CHICAGO, April 3.—Wynthrop Orr, former announcer at CKOC, Hamilton, Ont., and producer-actor-writer at WLS, WCCO and WJR, among other stations, joined the NBC radio production staff here, succeeding Vance McCune. McCune will tour as member of a blackface team.

## Ruth Ray Joins MCA

CHICAGO, April 3.—Ruth Ray, former operator of a booking office here, joined the Music Corporation of America as head of the club and convention department. Miss Ray will book talent for parties, banquets and other one-night affairs.

## Washington Anti-ASCAP Law Tough

OLYMPIA, Wash., April 3.—The new law curbing the American Society of Composers, Authors and Publishers and going into effect June 1 requires ASCAP to make a complete list of its copyrighted works and file the same each year with the Secretary of State as a public record, together with prices charged. Chief lobbyists for the law were radio interests.

The piece fee must be the same as charged elsewhere in the U. S. and raises serious problems for ASCAP, since it will be difficult for the society to check up on orchestras, radio stations and others using its music.

The bill creates a State anti-monopoly board to hear cases involving the society if it tries to withdraw from business in the state. Such board would be authorized to set a license rate for the use of copyrighted works.

## Dem. Convention Dough Being Held in Escrow

PHILADELPHIA, April 3.—Altho the Democratic Convention last summer proved a bonanza for local musicians, some of the boys are still waiting to collect their money, hoping to get it before another political convention hits these parts. Not that the New Dealers failed to pay off, but some of the money is held in escrow by the local musicians' union, and unusual for union procedure, the courts are being asked to decide.

Testifying yesterday before Judge Robert E. Lamberton in Court of Common Pleas, No. 5, Bandmaster Joseph Frankel charged that Local 77 is withholding from him \$1,800 of the \$6,000 paid him for tooting up the Democratic goings-on. However, it was brought out that Frankel was fined \$100 for violating the union's rules in making a bid for the convention music below the scale.

Frankel complied with an order of the trial board that he turn over the money paid him for distribution among his bandsmen. The money was held in escrow pending his appeal to the executive board and now Frankel thinks he ought to get part of the money back. However, on the other end, union officials contend that Frankel still owes his musicians \$1,600 for overtime playing at the convention. But, now it will be up to hizzoner to decide who gets how much.

## Four Names, \$10,000; Boston Experiment

BOSTON, April 3.—Benny Ginsburg, owner of the swank Club Mayfair, is making a costly experimental stab into local nitery conditions—can the Hub support national names in the entertainment firmament?

Ten grand will be plucked out of the Mayfair pocketbook for one-week engagements of Sheila Barrett, March 31; Belle Baker, April 7; Benny Fields, April 14, and Cross and Dunn, April 21. Sophie Tucker is also being considered.

Local press is going to town with publicity. No advance in prices or cover charge.

Experiment might revolutionize local niterydom and put Boston on the map.

## CRA Chi Office Expands Club Dept.

CHICAGO, April 3.—Local office of Consolidated Radio Artists is branching out extensively into the night club and party booking field. Conducted by Reginald Voorhees, the department has contracted for a number of prominent affairs, in addition to the booking of such spots as the LaSalle and Drake hotels.

Voorhees reveals the office placed two topnotch parties this week: one at the Palmer House Thursday which used a \$1,500 show; the other, a \$1,000 show to be staged at the Sherman Hotel next Thursday.

Voorhees, formerly with Kennaway in a similar position, states there is an increasing demand for entertainment from organizations.

## Haggard Leaves Wm. Morris

NEW YORK, April 5.—Mrs. Sewell Haggard has left the local William Morris Agency to join Curtis Brown, Ltd. Her successor at the Morris office as head of the literary, script and scenario department is Robert K. Goodhue.

## "Boy Meets Girl" Is Forced To Cancel Wilmington Date

WILMINGTON, Del., April 3.—General union truck strike now nearing its fourth week in Wilmington prevented the moving of the scenery for the play *Boy Meets Girl* from the railroad to the Playhouse Thursday night and the return engagement for the play had to be canceled.

More than 1,200 persons, a full house, were turned away. Company jumped from here to Richmond, Va.

## BEVERLY HILLS

(Continued from page 15)  
rapidly nearing completion, with the official opening slated to take place April 22.

Clyde Lucas and his California Dons and an elaborate floor show will inaugurate the new club, which promises to be one of the most beautiful spots of its kind in the country. It will have accommodations for 1,000.

Glenn Schmidt, who at 19 is one of America's youngest night club managers, will direct the destiny of Beverly Hills. Jack Middleton, Cincinnati booker, is reported to be booking the new spot thru Sligh & Tyrrell, Chicago.

## EUROPE'S VAUDE

(Continued from page 34)  
d'River, which run from September to June.

Scandinavian countries offer a year-round field for acts. Copenhagen, Stockholm, Oslo, Gothenberg and other cities have a limited number of vaude houses, but a large number of cabarets and restaurants using acts. These cities also have long indoor circus seasons. There are many amusement parks open to acts in Denmark, Sweden and Norway. London and Paris are the best places to book these countries.

Germany has much work, but as acts are unable to take out their money, except from a few houses in Berlin and Hamburg, there are only four to eight weeks that can be played profitably.

Holland and Belgium offer several vaude weeks at Brussels (Empire) and Amsterdam (Variete Carre) and six houses and cabarets in Amsterdam, Rotterdam, Brussels, Antwerp and Liege. There are circuses and seashore resorts there also. Italy has plenty of work in six houses and cabarets, but jumps are long and expensive. Switzerland uses acts in Geneva, Zurich and Basle, but only in season. Central European countries—Austria, Hungary, Bulgaria, etc., as well as Greece—offer work, but an act must line up feasible jumps and carry little baggage.

Small acts may be able to play on indefinitely in most of these countries. The higher salaried act may count on two to six weeks in Paris, four to eight in Germany and six to 12 in Scandinavia. Of course, England is to be included also.

Practically all countries require labor permits, usually arranged for by agents or theater managements. Most countries exact a small tax on artists' salaries. A list of restrictions is useless, as they constantly change, and furthermore are ignored by agents and managers. In France an agent is not supposed to collect commissions, but they nevertheless get 10 per cent or more from acts. In Italy agents have been legally suppressed, but they still exist as "producers" and collect.

In resume, an act is quite safe in booking England, France, Scandinavian countries, Holland, Belgium and Switzerland, where complications are few, but should make inquiries before booking other countries. Acts should carry as little baggage as possible, as the railway cost is heavy. Passports should be kept up to date and formalities of all countries should be observed. Politeness and patience many times causes the letter of the law to be overlooked.

## "VALLEY & LEE"

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MORGAN-HELVEY SHOW  
Winnboro, Tex., this week; Paris, Tex., next.

# 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.

Beverly Hills, Calif.

In reply to a recent Forum letter written by one who signed himself "C. C. Clifford," accusing Dr. Edward Saint, manager for Mrs. Harry Houdini, and myself of tending to expose the secrets of Igo Pipitilla, it is quite true that Dr. Saint and I are members of the Society of American Magicians and it is also true that we have both gone on record publicly in many instances as being distinctly against magical exposes and our attitude thereto will continue indefinitely.

Dr. Saint, Mr. Mel-Roy and I were present at the pseudo-scientific demonstration in question is the special invitation of its sponsors, a group of serious-minded scientists and occult students, and it was distinctly understood that our duties in behalf of our hosts were to determine whether the phenomena produced and exhibited by Mr. Pipitilla were accomplished by him, as per his claims, thru the hypothetical faculty of moving material objects by thought alone, known among occultists as Telekinesis, or by some clever misrepresentation thereof.

Prior to the demonstration, Pipitilla, thru his interpreters, was questioned and in reply he and his interpreters and managers distinctly disavowed that the "power" purportedly possessed by Pipitilla had any relation whatsoever to magic. Hence, the question of an expose of magical methods, despite Mr. Clifford's accusations to that effect, did not then, nor does it now enter into the matter. CARYL S. FLEMING,

President Pacific Coast Association of Magicians.

(Accompanying Fleming's letter was a letter from H. L. Remsten, of West Los Angeles, writer and student of Occult Sciences, who invited Pipitilla to give the demonstration. Remsten defends Fleming in the following words: "When a conjuring performance is given for amusement, one who explains the methods used by the magician is simply making it difficult for all magicians to earn their living. This, both Dr. Saint and Mr. Fleming know. But when a performance is said to be of divine origin, with the actor merely an instrument for the transmission of forces so subtle as to defy observation, it becomes a community matter and transcends the arbitrary restrictions and taboos of any order. If Pipitilla had admitted using magical means, the gentlemen mentioned would have known how to applaud. By insisting upon the supernatural aspects of his art, and refusing to submit to tests, he provoked, quite naturally, their profound skepticism. I cannot help but share this attitude, knowing some of their work in exposing the charlatans who advertise their pseudo-occult arts at low prices.")

Washington.

Referring to the letter of Roe Nero in The Forum of March 20, I call attention to my article in The Billboard of February 27 replying to William Newton Jr., who stressed the need for a national canvas shows' organization mainly for the purpose of preparing a code for the canvas shows. Such an organization, if formed and supported, could also be useful to all owners in many other ways, particularly in the case Mr. Nero set forth. Because of outdoor show business being wholly unorganized, there is no one to defend the industry nor offer objections to State legislators when tax and license bills are presented at the instance of the motion picture industry. Such bills have clear sailing before State legislators because the side concerning owners has not been presented in forceful and opposing manner. Little or no action has been taken by the canvas show owners in reply to either Mr. Newton's article or my own story on the subject, in spite of Mr. Hartmann's encouraging statement on the point of necessity of

## Tent Shows' Org as Aid to Entire Field

organizing, under Hartmann's Broadcast, issue of February 27. I am in sympathy with any movement towards the organizing of canvas shows, as I have been for a number of years a circus owner myself, some years ago, and can therefore appreciate the existing conditions and the hardship worked by the numerous laws and taxes. I shall be happy to lend my support and aid in whatever manner possible toward formation of such an organization and in opposition to all hardships worked against the owners. It remains, however, the absolute need for the formation and grouping together of all owners 100 per cent before very much could possibly be accomplished in the way of relief. Mr. Newton's address is Exchange Hotel, Montgomery, Ala. LOUIS ENGEL.

New York. The music industry has been dealt a severe blow and a serious setback by a recent issue of the March of Time movie newsreel. I am referring to a recent release of this usually reliable news medium which features the new swing music craze. This picture establishes the idea that swing music is nothing new and is the same music as played by the Original Dixieland Jazz Band. That impression is as unfair as one which would tend to represent today's great newspapers as not a bit more important than the first crude stone carved message. The point I am trying to make is that despite the fact that the Original Dixieland Jazz Band was the acorn that performed its part in the producing of the oak of swing music, the greatest share of credit must be given to the past and present-day arrangers, leaders and instrumentalists who, as a result of years of painstaking effort, have developed and produced the brand of swing music that is heard today. I feel that an important contribution to swing music was made by my "Five Pennies" orchestra which featured such stylists as Benny Goodman, Tommy Dorsey, Jimmy Dorsey, Joe Venuti and other outstanding swing exponents. Swing music is not the invention of the Original Dixieland Jazz Band but the combination of their inspiration plus the genius of a cavalcade of talented musicians, arrangers and leaders. Among its followers, swing music has reached a high point of artistry only after a long period of experiment and development. It is but remotely related to the 1916 era. Therefore when an influential medium such as the March of Time newsreel purveys a wrong impression, it is my opinion

## Swing Music Developed from Era of 1916

that it should be revised or censored in order to give the public an authentic picture. "RED" NICHOLS.

Buna, Tex. Since November 1, 1935, we, a group of troupers, two ladies and three men, have been playing in halls and schools and living in housecars. We noticed a letter in a recent issue of The Billboard telling troupers to go out into the sticks, travel and live in housecars and we are sending in this information in the hope that our experiences may be of some value to encourage others to earn their living in like manner. We know what terrible and generally unfair competition the talkie interests bring to bear on stage shows. We have experienced it personally for years in large cities when we had our own companies and rented theaters in which to show in Chicago, Denver and Oakland, Calif., where we had various forms of competition. But there is still a field not overcrowded, where there is a welcome for small groups of players that present clean, wholesome entertainment. That field is small towns. In small towns shows can perform under their own top or in rented halls under the auspices of PTA or other social and welfare groups. Housecars and motor transportation are necessary as is co-operation to an unusual degree among the players. Absolutely there must be no booze and no familiarity if there is to be success. CHARLES AND FLORENCE HINTON.

They Praise Field Found in Small Towns

Boston. A recent letter in The Forum from my old friend, Tom Waters, brought fond memories of Gray's Opera House on Chardon street in Boston. The name is still carved over the door, altho it is now a lumber mill. On one bill were Harry and John Ainsley; Flora Moore, Irish singer; Sanford and Wilson, musical act; Maggie Cline; the Parkers, twin brothers, dancers; Sam Lucas, colored singer, and Hattie and Ben Grinnell. Some of the players and plays were Nance O'Neil in classic plays; Grismer and Davis, Way Down East; E. H. Southern, Lord Chumley; Pete Daly, The Game Keeper; Annie Pixley, Meliss; McKee Rankin, The Danites; Percy Haswell in high-class plays; Johnny and Emma Ray, A Hot Old Time; James B. Mackey, Grimes' Cellar Door; Charles Frohman companies in Paid in Full, The Thief, Men and Women and Bought and Paid For. Nearly all of the players in these plays have passed on and there is no one to replace them: Mary Anderson in classic plays; Henry Miller, The Rainbow; Agnes Wallace Villa, The World Against Her; J. F. Paul, Hoop of Gold; Richard Mansfield, The Mikado; Henry Dixey,

Adds to List Of Old Plays And Sponsors

Adonis; E. E. Rice Company, Evangelist; Richard Golden and Dora Wiley, Sweet Singer of Maine, Old Jed Prouty; Kiraly Brothers, Around the World in 80 Days; Brothers Byrne, Eight Bells; Nellie McHenry, A Night at the Circus; Roland Reed, The Woman Hater; Nat Goodwin, The Skating Rink; William and Dustin Farnum, The Littlest Rebel; Mildred Holland, The Power Behind the Throne; Chauncey Olcott, Mavourneen; Charles L. Davis, Alvin Kossin; Ward and Vokes, Percy and Harold; Oliver Dowd Byron, Across the Continent; Charles McCarthy, One of the Bravest; Annie Ward Tiffney, The Child Stealer; Zephey Tillsbury, Zaza; Eleta Proctor Otis, Sappho; Mrs. Scott Siddens, Jane Eyre; Gus Williams, One of the Finest. HARRY LAMARR.

## How Will Television Be Handled?

FORTUNE hunters have their eyes riveted on television. It is, by all popular consent, the next large-order industry and has been properly ballyhooed as such for the past five years. Opportunists think back to the pioneers in the automobile, aviation and radio and other industries who piled up fortunes overnight. But television is not a proposition that can be made to show pay dirt by the investment of a few dollars and the use of a sucker list. The nature of television's problems makes it necessary for great sums to be spent for its financial and entertainment development—as well as technical progress. Consequently the larger established radio companies are in a position to get in on the ground floor. The little fellows, the inventors and experimenters of transmitting apparatus and receiving sets, have the long odds against them. Experiments are costly and require long periods of trial and error—with money going out and none coming in. To finance such experimentation usually means borrowing money or selling stock. The rub is in the stock selling. The chiseling promoter may see in television the chance for quick money. To him television is come-on bait to lure suckers. The recent arrest of several television promoters gives the entire industry a black eye. Legitimate inventors, manufacturers and potential investors should be protected. If a national or international independent television organization were formed, comprised of both large and independent manufacturers and inventors, it would probably keep potential racketeers from hatching and preserve the public's faith in the ultimate commercial development of television. Or if the Radio Manufacturers' Association established some type of "seal of approval" of television companies, that faith could be easily preserved. If it is destroyed the introduction of television on a large scale will be a doubly difficult task.

Saranac Lake By JOHN C. LOUDEN Joe Tio is our latest guest-patient. He hails from the Philippine Islands and was formerly a member of the Mamla Four, which played the Pantages and other circuits for many years. Harold Rodner and Herman Levine, WRMH executives, visited the lodge last week and distributed Easter candy among the patients. They were accompanied by Mr. Daly, consulting engineer, who is planning a ventilating system for the proposed operating room. Joseph McCarthy, who has been curing at the lodge for the last three months, has left for his home in New York, where he will continue the cure. Dorothy Kruse enjoyed the company of her husband, Harry, over the holiday week-end. Max Pfeffer left the lodge last week for his home in New York with his okeh papers. Doris Gascoigne and Martha Gill have the sincere thanks of their fellow patients for their thoughtfulness at Easter. Martha and Doris presented to each patient an Easter gift, each bearing an appropriate message. Lois Thomson, nurse, and Frank Brady, both of the staff of the Ray Brook Sanitarium, New York, visited Bill Robertson at the lodge during the Easter holidays. Dan Lee is another newcomer to the lodge. He hails from Jersey and was formerly manager of the U. S. Theater, Hoboken. Write to those you know in Saranac Lake.

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# The Final Curtain

**ALPINE**—Charles, 75, who with his son and three daughters was well known as the Alpine Troupe, in Durham, N. C., March 18. Born in Germany, he came to America in his youth and made his first vaudeville appearance with the Adams Humpty-Dumpty Show. He originated the aerial double-wire act and with his son and three daughters traveled with many leading circuses. They also played in vaudeville. Survived by widow and three daughters, Mrs. Dave Castello, Mrs. Jess Benn and Mrs. E. A. Wadsworth.

**BARKOOT**—Hattie, 64, of Barkoot Bros. Shows, at Toledo, O. April 1, after several months illness of heart trouble and pneumonia. Survived by husband. Burial in Toledo.

**BARNES**—T. Roy, 56, veteran stage and screen comedian, at his home in Hollywood, March 30, of heart attack. Born in Lincolnshire, England, he came to America at age of nine. With his wife, the former Bessie Crawford, he was a vaudeville headliner for years. He played in *Katinka*, *Over the River*, and *The Passing Show*. Motion pictures in which he appeared were *The Virginia Judge*, *Doubling Thomas*, *Carnival Revue*, *Dangerous Curves*, *Is Marriage a Failure?*, *The Great White Way*, *The Old Homestead*, *So Long, Letty*, *Scratch My Back*, *The Price of Pleasure*, *Wide Open*, *Sally*, *The Crowded Hour* and *Body and Soul*. Survived by widow, two daughters, Mrs. Joseph Riznik, Mrs. Homer Ohlsholm, and two brothers, Alfred and Harry.

**BARNUM**—George William, 84, actor, at the Edwin Forrest Home, Philadelphia, March 30. He began his stage career at the age of 19, supporting such stars as Mrs. Leslie Carter, Ethel Barrymore, De Wolf Hopper and William J. Scanlan. His last appearance was in *The Noose* five years ago in New York. His sister survives.

**BLETT**—G. M., 84, father of Mrs. Joseph T. Brett, who was with Sam Lawrence Shows this season, in Grand Rapids, Mich., recently. For two seasons Blett traveled with his daughter.

**BOITEUX**—Edith, 33, French parachute jumper, professionally known as Edith Clark, killed at Avignon, France, March 17 when a new-type parachute she was testing failed to open.

**BROWERS**—Louise, 18, sister of Mrs. Maxie Herman, well known in carnival circles, killed in a bus crash near Salem, Ill., March 24. She was traveling with a roller skating troupe from St. Louis to Cincinnati. Burial in Cincinnati March 25.

**BROWN**—Mrs. Mae, known professionally as Mae Dickinson prior to 1913, at her home in Flint, Mich., March 20. She worked with the late Monte Thompson, of Boston, and was with many road shows. Survived by her husband, William C. Brown, musician, troupier and theater man; a son, Clifford G. Dickinson; one daughter, Melba Dickinson; two brothers; two sisters, Mrs. Minnie Salisbury and Mrs. Sidney Duva. Burial in Evergreen Cemetery, Flint.

**CARROLL**—Ewell C. (Whitey), 42, steward of Seils-Stirling Circus, at Springfield, Mo., April 1 of pulmonary hemorrhage. He was well known in the circus world, having trouped with Yankee Robinson, Hagenbeck-Wallace, Sparks, Seils-Floto and the Sam B. Dill-Mix Circus. Survived by a brother, Circuit Judge Carroll of Jonesboro, Ark., and a sister.

**CLARK**—Walter, 71, widely known among Eastern Ohio fair executives and long identified with stock breeding, March 25 at his home in Freeport, O., following an extended illness. He and his brother, Pradbee, specialized in the breeding of cattle and swine, which they exhibited at fairs thruout the Central and Eastern States. The deceased also judged cattle and swine at many of the major fairs in the Middle West. His widow, a daughter, two sons and a brother survive. Funeral and burial in Freeport.

**DIXSON**—Major Leslie Lyne, 54, English showman and amusement caterer, in London March 15. He is credited with having introduced greyhound racing into England.

**DUNCAN**—James Earl, Columbia Broadcasting System technician, in Hollywood, March 31, as a result of a fall from a fifth-story window.

**DUNCANSON**—James, 69, past president of the LATSE and former minstrel performer, of uraemic poisoning at St. Joseph's Infirmary, Louisville, Ky., March 30. A native of England, he came to the United States as a Punch and Judy operator, joined Bentley's Minstrels, and after serving in other theatrical companies became a stage manager on the Keith Circuit 30 years ago. He later

served as property man at Macauley's Theater, Louisville, until it closed, and in recent years had returned to his Punch and Judy work. Surviving are the widow, Mrs. Anna Duncanson; four daughters, Mrs. Thomas Aschbacher, Mrs. Anna Gruber, Mrs. Frank Weigel and Mrs. Edward M. Saylor; three sons, John S., James W. and William Duncanson, and seven grandchildren. Burial in Eastern Cemetery, Louisville.

**ELLIOT**—Mrs. Louise Wakelee, 65, widow of Arthur Elliot, English actor, March 30 in a Bennington (Vt.) hospital. In the 30 years that she was connected with the stage she directed local productions, as well as those of the Cap and Bells Society at Williams College, Bennington.

**ELLIS**—Frank, 65, actor, well known in Midwest theatrical circles, March 29 at the General Hospital, Kansas City, Mo., of pneumonia. Born in Sheffield, Eng., he came to America at an early age. He joined the Ferris Hartman-Steindorf Opera Company and later had parts in Friml's *Katinka*, Strauss' *A Waltz Dream* and *King Dodo*. He had also been a member of Jolly Della Fringle's Company, Frank Dudley Company, Harold Porter's Comedians and the Musical Grays. His last appearance on the stage was in *Parnell* at the Resident Theater, Kansas City. Survived by widow, Alice. Interment in Floral Hills Cemetery, that city.

**FENN**—Everett G., 37, minstrel entertainer, March 29 at his home in Beverly, N. J., of a heart attack. He was well known for his active part in the annual minstrel shows of the Burnt Cork Association, of Burlington, N. J. His widow, Anna Severs; his mother, a son and a daughter survive.

**FURSTENBERG**—Mrs. Bruce, who traveled with her husband, Bruce W. Furstenberg, pitchman, from a tumor operation in St. Joseph Hospital, Omaha. She and her husband were known on the road as Polish Bruce and Bertie. Burial in Hillcrest Cemetery, Omaha.

**GORDON**—Dale, 31, at Sioux Falls, S. D., March 25. Survived by parents, a daughter; one brother, W. O. Gordon, and a sister, Eula Nelson.

**GRONER**—Frank L., 78, March 26 at his home at Columbiana, O. For many years he operated the Groner Opera House in that city and was prominent in theater operation there for more than 25 years. A daughter and a sister survive. Funeral at the Fry Funeral Home, Columbiana, followed with burial in that city.

**GRUBINSKI**—Anthony (Tony), a keeper at the municipal zoo, Toledo, O., and trainer of Toots, pet elephant, in that city March 21 after a long illness. Funeral services and burial in Toledo.

**HENDRY**—Sanford James, musician, killed in an auto accident near Austin, Tex., March 23. Hendry was a member of Glenn Lee's dance orchestra and was riding in the orchestra truck when the accident occurred.

**HOLMEN**—Charles Oscar, 58, co-owner with his brother, John, of Park of the Lakes on Lake Mitchell, near Cadillac, Mich., and former member of Holmen Bros., for 30 years an acrobatic team in vaudeville and with circuses, at his home on Lake Mitchell March 27 after a long illness. They built the resort in 1917 and engaged in other businesses after leaving the road. He was a native of Sweden. Survived by three brothers and two sisters. He was a life member of Cadillac Elks' Lodge, the Masons and Rotary Club.

**HOLMES**—Hugh S., 83, contractor of Avalon, N. J., and one of the founders of the South Jersey ocean resort town, March 27, at his winter home in St. Petersburg, Fla. Survived by his widow and a daughter.

**HOUSEHOLDER**—Lillian C., 27, night club entertainer, suddenly in Greensburg, Pa., recently.

**KIEFFER**—Goldie Cole, 50, well known in Midwest repertoire circles, March 24 in Kansas City, Mo. She at one time had her own company. Survived by husband, Harry Kieffer, and a son, George.

**KIRNAN**—Tommy, 43, trick roper, who appeared in the Southwest Exposition and Fat Stock Show and Rodeo, Fort Worth, Tex., for the last 19 years, in Iowa Park, Tex., March 26 from a heart attack while visiting at the Tom Burnett Ranch. Funeral March 29, with inter-

ment at the ranch. Survived by his widow, Bea Kirnan, rodeo performer; his parents and one sister.

**LEAVITT**—Harry L., 85, former actor and booking agent, in Los Angeles March 30. For many years he was a vaudevilian, trouping with Morton, Leavitt and Allen and with McIntyre and Heath. He was a member of The Troupers. Survived by a brother, Charles L., and a nephew, Al Haagen.

**McDUFF**—James, 74, actor, March 31 in the Southside Hospital, Bayshore, L. I., N. Y. He retired in 1932 after 52 years on the stage, having played in *A Trip to Chinatown*, *Natural Gas* and *Sis Hopkins*. In *Eyes of Youth* he supported Marjorie Rambeau. He also played vaudeville with Mrs. Thomas Whiffen.

**MALONEY**—Tim, 53, former trapeze actor, at his home in Clarksville, Tenn., March 31, of pneumonia. Survived by his daughter, Mrs. Mae Hannon. Interment at Riverview Cemetery, that city.

**MARTIN**—Meder, former theater operator, in Burlington, Vt., recently. Survived by his widow and one son.

**MASSIE**—Albert E., 70, for 40 years active as a vocalist and member of the Arion Male Quartet, of St. John, N. B., recently there.

**MILLER**—John, 50, watchman on the Beckmann & Gerety Shows for two years, March 23 at Santa Ross Hospital, San Antonio. Had been with many carnivals in the past. Body shipped to his family at Pennsgrove, Pa., for burial.

**MORRIS**—Thomas F., secretary of Saginaw Driving Club, former secretary of Michigan Short Ship Circuit and identified with Saginaw County Fair, of a heart attack in Saginaw, Mich., March 29 while on a business trip from his home in Detroit. Survived by his widow and two sisters. Interment in St. Andrew's Cemetery, Saginaw.

**NEWMAN**—Howard, 37, concessioner with Burdick's All-Texas Shows, drowned in Three Rivers, Tex., March 23. Other carnivals on which he worked were Western States, Yellowstone and Silver State shows. He was a member of the Allen Post American Legion. Surviving are the widow, Mrs. Bessie May Newman, of Burdick's shows; his mother and sisters. Burial in Lubbock, Tex.

**PAMIES**—Senora Paulette, 87, ballet mistress of the Barcelona Opera, April 1, in Barcelona, Spain, after an attack of bronchitis. Among her pupils was Anna Pavlova.

**POKORNEY**—Charles F., 57, band leader and musician, March 28, at his home in Wilkes-Barre, Pa., after a long illness. Pokorney organized the Wilkes-Barre City Band, which in 1908 was absorbed by the Alexander Band, which he directed. Alexander Band played at Princeton University reunions for 25 consecutive years. Deceased was also an accomplished violinist. Burial services March 31. There are no survivors.

**POWELL**—Frank, 48, widely known thruout Michigan as a trainer of racing horses, March 29 of a heart attack at the Washtenaw County Fair grounds, Ann Arbor, Mich., where he was employed. Surviving are the widow and one brother.

**RICHMAN**—Walter H., 55, owner of Lakeside Park, Kirkwood, N. J., April 1, 85, at his home in that city. He had been in ill health for the last two years. Surviving are his widow, Mrs. Mabel Richman, two step-sons and two brothers.

**ROSENTHAL**—Jerome F., secretary in the American Federation of Actors, suddenly March 29 in New York. He leaves his mother and four sisters.

**SAVAGE**—Mrs. James, exhibitor in Buffalo recently after a long illness. With her husband she established the Park, Buffalo South Side's first movie house, in 1907. She had been retired for 20 years.

**SHALE**—Jacob B., 81, founder of *Editor and Publisher*, March 30 of a cerebral hemorrhage.

**SIGNORET**—Gabriel, 58, celebrated French stage and film star, former partner of Rejane, in Paris March 18.

**SIMONS**—W. A., 72, who operated theaters in Idaho and Montana for the last 20 years, at his home in Missoula, Mont., April 1.

**SMITH**—Andrew, 101, veteran English showman and concessioner, at Petworth, Sussex, England, March 13. He had been in show business over 80 years and his

family had been represented in English fairs for over 300 years.

**STUTZMAN**—John G., member of traveling theatrical companies for 25 years, at his home in Cincinnati March 29. He retired from the stage 12 years ago. Survived by mother, Mrs. Carrie Sohn Stutzman; a brother, Fred G., and four sisters, Mrs. Matilda Bogart, Mrs. Esther Richen, Ida Stutzman and Mrs. Homer Johnson. Burial in Spring Grove Cemetery, Cincinnati.

**SYLVESTER**—Herbert, 55, electrician at MGM studios, in Los Angeles March 28. Survived by a daughter, Mrs. Evelyn Funke, and two sons, Herbert and Earl.

**SZYMANOWSKI**—Karol, 54, Polish composer, March 29 at a sanatorium near Lausanne, Switzerland. Recently he achieved success at the Paris Opera House with his ballet, *Harnasie*.

**THIEN**—Conrad, J., owner and operator of the Palm Theater, St. Louis, in that city, March 26 from a stroke. Four sons, Victor, George C., Edward and Joseph survive. Services at the Blessed Sacrament Church, St. Louis.

**VALLANCE**—Mrs. Tom, 31, mother-in-law of Sir Harry Lauder, famous Scottish comedian, at her home at Dunoon, Scotland, March 11.

**VINING**—Frank J., concessioner with Cole Bros' Circus and a member of Peru (Ind.) Elks, instantly killed at Salem, Ill., in a bus crash March 24 which took a toll of 20 lives. Vining was en route from St. Louis to Cincinnati with a troupe of professional roller skaters who were scheduled for an exhibition in the latter city. Survived by a sister and a brother. Body was sent to St. Louis.

**WALL**—John, clarinetist and past member of Local 103, Associated Federal Musicians, at Athens, Ga., March 29. Surviving are a brother, Carl, and a sister, Mrs. J. B. Potter. Burial at Monticello, Ga.

**WEAVER**—Charles J., 66, retired superintendent of RCA Communications, March 30 in St. Petersburg, Fla., following an operation. He leaves a wife, Amanda, and a half-sister.

**WEBB**—William, noted English showman and concessioner, at Basingstoke, Eng., March 13.

**WIELAND**—Wilson Kay, 23, singer and dancer in tab and more recently a professional roller skater, one of the 20 victims of a bus crash near Salem, Ill., March 24. Funeral March 28 at Sharer's Funeral Home, Alliance, O. Body was claimed by a brother, Ralph Wieland, of Chicago, and was returned to Alliance for burial. His mother, three other brothers and two sisters survive.

**WILLIAMSON**—Edgar Ewell, pianist with Glenn Lee's Orchestra, killed in an auto accident near Austin, Tex., March 23 while riding in the orchestra truck. He had formerly played at White City Ballroom and the Lagoon resort, Ogden, Utah.

**WINTHROP**—Eddie, of the Wells, Winthrop and Stanley Trio, backstage of the Golden Gate Theater, San Francisco, recently.

**WOOD**—Mrs. Lena Cooper, 52, wife of Joseph L. Wood, owner and manager of shows and rides, March 26 at the Bessemer General Hospital, Bessemer, Ala. Survived by her husband. Services at the First Baptist Church, Bessemer, with burial in Cedar Hill Cemetery there.

## Marriages

**BELLANDE-LAMONT**—Edward A. Bellande, nonprofessional, and Mollie Lamont, screen actress, at Santa Barbara, Calif., March 30.

**BODIFORD-MARTIN**—Lowell Bodiford, theater manager, and Mary Martin in Fort Worth, Tex., March 28.

**BROOKS-DE MARKS**—Jim Brooks, nonpro, to Alva De Marks, Southern radio songstress, recently in Birmingham, Ala.

**BYRD-CARROLL**—Ralph Byrd, screen player, to Virginia Carroll, actress, in Pasadena, Calif., February 20, it has just been learned.

**CEDER-KELLERMAN**—Ralph Ceder, screen writer and director, and Ouida Kellerman, English actress, recently at Yuma, Ariz.

**DAY-SANDERSON**—Charles W. Day, Tulsa nonprofessional, and Sally Sanderson, of the *Tobacco Road* Company, in Indianapolis March 22.

**DREW-MANNING**—Harlin Drew and June Manning, of the *Chez-Parée* show, Chicago, in that city March 31.

**DILLON-UROVA**—John N. Dillon, branch manager for 20th Century-Fox

(See MARRIAGES on page 164)

## Cole Business Has Picked Up

Management satisfied with Hipp engagement—press department obtains results

NEW YORK, April 8.—The Cole Bros.-Clyde Beatty Circus has not set any house-attendance records during the first two weeks of its 25-day run at the Hippodrome here, but business has been comfortably satisfactory and officials are contented with the engagement so far. Business the first 10 days was encouraging, according to Hipp officials, considering the fact that it was the closing of the Lenten season, always a slow week in this city for all sorts of amusements. Beginning on Monday following Easter a three-shows-a-day policy was instituted, extra stanza being offered daily at 10:30 in the morning and directed to the kid trade. Morning shows have been averaging 60 per cent capacity, with a 50-cent \$1 and \$1.50 scale. Business has picked up steadily since Easter and advance sale indicates sell-outs over the week-end.

Jess Adkins, co-owner of the show. (See COLE BUSINESS on page 49)

## Wathon Books Acts For Ringling Show

LONDON, March 23.—Stanley W. Wathon, European circus booker and agent, who is European representative for Ringling-Barnum Circus, has completed his first official bookings for that concern.

His three initial bookings are the Five Cleveres, young Australian acrobats, tumblers and pyramid builders; Great Magyar Troupe of Hungarian spring-board sensationalists, and Wen Hai Troupe of Chinese entertainers. They will sail for New York March 26 by S. S. Washington.

## Doris Throwaway Found in Newport

NEWPORT, R. I., April 3.—Demolishing the old Lawton house, built in 1744, workmen came upon an interesting souvenir of a bygone circus era when rivalry between shows was bitter and outspoken, to say the least. The souvenir is a wood block printed throwaway for "John B. Doris' Three-Ring Circus, Museum, Menagerie and Mammoth Elevated Theater Stage." The attraction played Newport June 2, year unknown.

One side of the ad sheet sets forth in glowing adjectives the wonders of the Doris show, while the reverse, under a heading, "Shame on You Forepaugh!", reads on, in part:

"So you are still at your old outrageous tricks and continuing your method of deceiving the people. Alas! Once more you have dug a pit that will swallow you. All the lessons of the past have been lost upon you, and with haste, bred by personal malice, you attack my great and ever-growing show. Aye, even here in New England, where I was born and my great show had its origin."

The columnist of *The Newport News* is trying to "date" the circus relic and would be glad to hear from any reader of *The Billboard* who can give information as to the year when the Doris show played the Rhode Island resort city.

## Local 26 Installs Officers

HARRISBURG, Pa., April 3.—Owing to the death of Secretary Frank J. Rupp, of Local No. 26 of the IABP&B, the local held a meeting and installed following officers: John Whitney, president; Edward S. Rupp, secretary-treasurer; Ed Putt, business agent. Headquarters are at 111 South Third street.

## New Lot at Campbellsville

CAMPBELLSVILLE, Ky., April 3.—A new lot for circuses has been opened at the golf course. It is three blocks from heart of city.



IRA WATTS, last with the Hagenbeck-Wallace Circus, was recently appointed general manager of Ray Marsh Brydon's Dan Rice Circus.

## Seal Adds To Menagerie

Rickman arranging different program — Atterbury buys animals

EMPORIA, Kan., April 3.—Some valuable additions have been made to Seal Bros.' menagerie. A recent shipment of animals received here consisted of a very large double-hump camel, two rare deer and some beautiful spotted horses to be used for pulling of animal cages in the street parade.

Bert Rickman, equestrian director, at (See SEAL ADDS on page 49)

## Lewis Bros. Opening May 1

Will move on 53 vehicles — Filbert, Harnett to have concert—Harry Shell band

JACKSON, Mich., April 3.—Lewis Bros.' Circus, Paul M. Lewis, general manager, will open season May 1. Show will move on 53 vehicles, 36 of which are show-owned. H. L. Filbert and Billie Harnett will have a big lineup with their Wild West concert. Several Indians, including Chief Morning Star Clear, have been contracted for an Indian Village. Due to sudden death of Al Massey, who was to direct the band, Harry Shell has agreed to take the leadership.

Some of the new acts will be Jack and Clara Moore, Ernos and Rita, Well Brothers, Abadiziz troupe of acrobats making a return after an absence of three seasons; the Moreen Troupe, headed by William G. Morris Jr. Johnny Silvie Troupe will join shortly after opening date, and clowns headed by Joe Gould. Doc Joe Edwards will be in charge of the Side Show, assisted by John Rob. (See LEWIS BROS. on page 49)

## Downie Signed With IABP&B

CINCINNATI, April 3.—In the half-page announcement of the International Alliance of Bill Posters and Billers of U. S. and Canada, published in April 3 issue of *The Billboard*, a regrettable mistake was made in listing Downie Bros. Circus among those that had not signed the circus agreement for the 1937 season.

Last year the Downie show signed for two seasons, 1936 and 1937.

## Social Security Act

In the Carnival Department of this issue appears the fourth of a series of articles on the Social Security Act as it affects outdoor amusement fields. Owners, performers, musicians, concessioners and all others employed by circuses, carnivals, parks, etc., will find these articles invaluable.

## Excellent Business for Barnes Despite Rain at Several Spots

LOS ANGELES, April 3.—The Al G. Barnes-Sells-Floto Circus Combined, since opening day, has not had a good break in weather until March 27, and yet, according to Manager S. L. Cronin, with rain at Santa Ana, Riverside, Alhambra and Pasadena, the show has done an unexpectedly good business with the conditions as have prevailed. Opening in downtown Los Angeles March 26 (Good Friday), it probably was one of the worst days of the year. There was a very good matinee, almost capacity night house; Saturday matinee and night on the straw, Easter Sunday matinee on the straw and near capacity at night; Monday, March 29, fair matinee and capacity at night.

Show is now down to a two-hour running time. The Los Angeles dailies have given the show much space. *Los Angeles Herald-Express* gave first page of section two of March 27 issue to camera shots on the lot of notable performers, in the backyard, screen personalities, etc.

Jake Newman, general agent, back for few days. Local papers are being handled by Gardner Wilson and Cliff McDougall. The concert given by the Del Rio is doing the largest concert business in history of this show. Duke Drukenbrod stated the Side Show was ahead of last year in same number of

days. Pete Staunton joined at Santa Ana, inside lecturer and Punch. Local manufacturer of magic goods completed two new illusions that will be Side Show features.

Newman, Wilson, Klara Knecht and McDougall put over a fine publicity stunt last Friday. Invitations were sent to local press and all newsreel service to be present for a buffet luncheon in lions' den. Nelson had some of the big cats on pedestals for many camera shots. George Tipton served a nice lunch. Voted by press folk and other guests as a most enjoyable stunt.

The Del Rio Trio, with their mother and Jack Tavlin, were guests and after the luncheon received the guests on their special stage. Guests who registered: J. H. Campbell, managing editor *Herald-Express*; Jean Withers, Mr. and Mrs. Lew Young, Lyle Abbott, Perry Fowler, G. Hubbell, of International News Service; George McCaull, news service; Ellis Bosworth, Bob Johnson, of *The Examiner*; Bill Ferguson, Gene Stewart, Ken Frogley, Charley Judson, Steve Kitzmiller, Alex Swan, of *Hollywood Citizen News*; Cliff Wesselman, news camera man; Mervyn Friend, Steve Henry, of *The Billboard*; Mr. and Mrs. H. W. Krauch, E. W. Krauch, of *Herald-Express*; Pat Hogan, Bert White, Edith Quinlan, Joe Willard, Cleves Ames, M. K. Doddridge.

## Proud of Him

It is gratifying to know that Charlie Sparks will once more winter the Downie Bros.' Circus in Macon, when the time comes.

The people of Macon have long since looked upon Mr. Sparks as one of our worthiest citizens. He has a hand "open" as day to melting charity." He is public-spirited and always takes an active part in those things which make for the upbuilding of the community. Personally, he has a magnetism which wins friends wherever he goes.

The Downie Bros.' Circus has long since established itself as one of the best and cleanest entertainments on the road, and in this it reflects the character of Charlie Sparks.

It would not seem natural if he were not a part of the winter colony. —Macon (Ga.) Evening News.

## 40 Cars of R-B Leave for N. Y.

SARASOTA, Fla., April 3.—The Ringling-Barnum Circus left winter quarters April 1 New York bound in a 40-car train carrying equipment, performers and personnel.

For the first time in several years newshawks were spared the necessity of keeping an eagle eye on the "Jomar," private railroad car of the late John Ringling. Altho "Mr. John," failing in health, had not been able to travel with the show for some time, his car was always conditioned each spring "just in case." This year, however, the "Jomar" remained in a corner of the train yard.

Sam W. Gumpertz, general manager, left with the train, leaving the quarters in charge of Carl T. Hathaway, general superintendent.

Toward the end of April Hathaway will dispatch a 10-car "dead" train of pullmans to New York for the purpose of moving performers to Boston for the second engagement of the season. The final or canvas train, carrying the big top and other equipment for the first "under canvas" show in Brooklyn, will leave here on May 2. Hathaway will leave with this train.

## Easter Services In Tom Mix Tent

ANNISTON, Ala., April 3.—The Anniston Ministers' Union accepted an invitation from the officials of the Tom Mix Circus to hold the Easter sunrise service under the Mix big top, and services similar to those of the Hollywood Bowl were held at 5:30.

The program: Introductory number, *Onward, Christian Soldiers*, by the circus band; scripture verse by Dr. Melton Clark; prayer by Rev. C. R. Bell Jr.; hymn, *Christ Arose*, Ben R. Sayre, leader, accompanied by the band; hymn, *All Hail the Power of Jesus' Name*; scripture, Dr. W. G. Henry; address, Dr. Henry; hymn-doxology; benediction.

The services, believed to be the first ever held in a circus tent, were attended by hundreds, including many of the circus personnel who were gathered here for the opening March 31.

## Huntington Pupils Visit Peru Quarters

PERU, Ind., April 3.—Pupils of kindergarten and first grade at Huntington came here for educational visit to winter quarters. Wabash Railway carried children at cost, and with free transportation to and from farm by city and county school buses. Manager Ralph Clawson had uniformed guards and speakers escort kiddies over the grounds.

Two features were rehearsed for their benefit—Cheerful Gardner, working 29 elephants, and Capt. Terrell Jacobs a new lion act.

## Leland Brison Under Knife

PETERSBURG, Va., April 3.—Leland Brison, of Silver Bros.' Circus, was taken to hospital here Sunday night for an operation and will be there for about three weeks. Manager Sam Dock has eight men working at quarters. Raymond Owens, local sign painter, will again letter the trucks.



# DAN RICE

## 3 RING

# CIRCUS

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**this OUR STAFF**

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T. Ross Harrison, General Agent; Ben Holmes, Contracting Agent; Harry L. Hamilton, Contracting Press Agent; Omar Meyers, Exploitationist; Walter Lawrence, Car Manager; Bill Durant, Brigade Agent; Hank Dean, Opposition Brigade Agent; W. D. Storey, Auditor; Fred Miller, Treasurer; Dr. Jos. M. Heffern, General Press Representative; Howard King, Department Public Relations; Ray Cramer, Manager Side Show; Danny McPride, Producing Clown; Earl Brumbo, Equestrian Director; Lee Hinckley, Musical Director; Ed (Red) Monroe, General Superintendent; Owen (Slim) Webb, Master of Transportation; W. R. (Little) Henry, Superintendent of Privileges; Pete Jones, Cashier candy stands; Jack Fenton, General Advertising Manager; Pete Brovid, Assistant; Curly Cammeron, 24-Hour Agent; Frank K. Nalley, Superintendent Lights; Jack Walsh, Steward; Big Charley Ryan, Boss Canvasman; Sandy Sallee, Side Show Canvas; Ben E. Town, Superintendent Property; Sam Marrietta, Superintendent Front Door; John Smith, Superintendent Elephants; Tony Morreno, Superintendent Animals; Roy Taylor, Superintendent Sleepers; "Doc" Earl Williams, Master Mechanic; Del Graham, Superintendent Ring Stock.

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With the **Circus Fans**

By THE RINGMASTER

CFA. President, FRANK H. HARTLESS, W. M. HUCKINGHAM, 2980 West Lake Street, Chicago, Ill. Secretary, Thomas Bank, Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., April 3.—Dr. Edwin J. Butterfield, chairman of the Iowa CFA, whose home is at Dallas Center, is convalescing at Iowa Lutheran Hospital, Des Moines, following an appendectomy.

W. H. Hohenadel met National President F. H. Hartless in Chicago March 26. They had lunch with the Atwell gang at the Sherman and in the afternoon, together with Burt L. Wilson and Bill Sneed, discussed association matters. Mr. Hartless left for San Antonio the following day.

While in Chicago Friday had dinner with John R. Shepard, former editor of White Tops. Shepard and his assistant, Dick Rowlands, are still "hammering away" on Hale Bros.' all-new 50-cage menagerie. John states that they will not have it completed until early fall. Harper Joy spent three days in Chicago on his way home from the East. On March 23 Joy, Sneed and Wilson drove to Rochester and Peru. They were guests of Mr. and Mrs. Zack Terrell for lunch and afterwards paid a visit to winter quarters and then out to the farm, where they inspected the baggage stock.

They have made some wonderful improvements there since last year with new wagon sheds and car shop and numerous other improvements. At Peru, Ralph Clawson showed them over the quarters. Everyone is busy and the Hagenbeck show is shaping up nicely. They had a visit with Terrell Jacobs and wife, also Mabel Stark, who was visiting in Peru for a few days.

E. L. Williams, old-time circus fan, is residing at 57 North Parkside avenue, Chicago. Is home on account of illness of Mrs. Williams.

Evening of March 22 Joy had as his guests at the Harris Theater, Chicago, Clint Finney and Shepard. Harper left for home evening of the 24th and stopped over in Salt Lake City for a visit with CFA Guy Toombes at Hotel Utah, then home to Spokane, which he reached Easter morning.

Fred W. Schlottzauer, CFA of Oquawka, Ill., was visited recently by his brother and wife from Boston.

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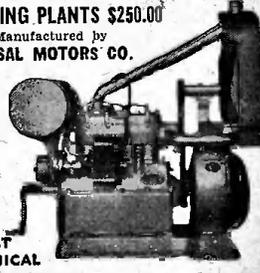
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**SNAKES, ELEPHANTS, BEARS, MONKEYS**

. . . WRITE JOHN T. BENSON, NASHUA, N. H.

The reason my prices are the lowest is the public pays my operating expenses in admissions.

## Baker-Lockwood Plant Humming

By FRANK B. JOERLING



W. L. MELLOR, president.

KANSAS CITY, Mo., April 3.—On a visit to the offices of Baker-Lockwood Manufacturing Company, Inc., this week the writer was escorted thru the plant and factory, as well as outside buildings. The activity, magnitude of plant, finished big tops, mammoth roping room, hundreds of employees, carload upon carload of duck, canvas, rope, etc., and the precision and dispatch with which each department executes its work was a revelation.

On the first floor, in the stockroom, were stored, it seemed, enough bales of duck to make all the tents in the world and yet they told me how many bales went out a few days before to make up one circus order, not counting the bales of knaki and stripe—and Baker Bold—that went into concession and dramatic tents and other special show canvas.

On the second floor they cut and make up the smaller tents, concession tents, marquees, masking and proscenium curtains, bally curtains, etc. It looked like every machine was being used to sew up a different color of duck. And, by the way, I found them making a lot of tents out of this Baker Bold they have been telling us about. At the rear of this room is the paint department, where special lettering and designs are put on the prosceniums and gables of main entrances. Here Joe Baker, known to so many tent users, is still inventing new ways of painting on canvas.

On the top floor they make big tents for circuses, carnivals, repertoire shows and the like. They told me that room is only about 115 feet long, but it looked like it was several hundred feet. There are plenty of people here and plenty of work on the floor. The man in charge of this floor has been with the company 30 years. He lays out and supervises all the details of putting the ropes on the tents, splicing and leathering.

On the second floor they are keyed up just as tightly. The man in charge has been with Baker-Lockwood for 39 years. Every tent diagram, large and small, has his personal checkup before it is started thru the factory. He also supervises the special work that is completed on the second floor, where one whole department is given over to concession tents, corn game tops and similar show equipment.

On the first floor of an attached building 85 by 150 feet they have stored I don't know how many thousands of awnings that belong on stores and residences in Kansas City. This is part of the big retail awning business. During the season this outside work calls for an erection crew of about 60 people in uniform and the use of 10 specially designed trucks.

In the basement they have a department where they make the binder belts and aprons for harvester machinery and combines. I even saw them making the slats and buckles that go in these machines. In the basement, too, they have a department where they make up the fittings for tent poles and similar work.

Don Lutton, in charge of the banner department, has been run clear out of

the main building because they had to have more room for the big tents, and he had to have more room for making the fine banners he is turning out. I don't wonder either because I saw some recent letters commenting on the good banner work he is doing. This building is over in North Kansas City and also houses the second-hand department, which, too, was doing a rushing business.

I almost forgot to mention the office in the main building on the second floor, where about 30 people handle the office work, six of the men known to show-folks giving practically all of their time to the show end. Altogether Baker-Lockwood is using all of the space in three buildings and a 50 by 175 floor in a fourth warehouse.

Folks who read *The Billboard* think of Baker-Lockwood only as a tent house making canvas for shows, and in that connection I had no idea of the many different stages necessary in the manufacture of a big top, starting at the beginning, where the raw materials are stored, then in turn going thru the cutting, seaming, roping and finishing departments. I found in department after department special details that are being worked out to make tents better, easier and safer to handle. For instance, they have just perfected and are patenting a special arrangement to use at the quarter poles of the big tops and are already using a special leathering on concession tents. Then in the banner department they have completed their experiments and are patenting a special idea whereby figures appear and disappear on the banner as lights of different colors are turned on.

In addition to the tent work put out, and the retail awning department operating in Kansas City, Baker-Lockwood supplies materials and makes up equipment for awning manufacturers and dealers all thru the Southwest.

There is a separate department for handling paulins and fitted truck covers for owners of big trailers and semi-trailers, as well as small truck owners. Many of these covers are built for the manufacturers of the truck bodies and go out as original equipment.

That's only a part of what I saw and heard on a hurried trip thru the Baker-Lockwood plant. I see now why they call it "America's Big Tent House."



ROPING FLOOR, one of the busiest places at the Baker-Lockwood plant.

**WANTED**  
**BUYERS OF TENTS**  
 LARGE ASSORTMENT FOR THE  
 CIRCUS AND CARNIVAL  
 SMALL LIVING TOP  
 TEN-IN-ONE TO A LARGE  
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**ELI BRIDGE COMPANY**  
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**CAMPBELL'S CIRCUS**  
 (ONE RING)  
 WANTS Aerial, Acrobatic, Contortion, Wild  
 West with Saddle and Bucking Horses, Musi-  
 cal Clowns, Dogs and Ponies with own  
 transportation, and Side Show Acts. Send  
 photos, salary expected and what you do.  
 Opens May 1. One performance daily.  
**Campbell's One Ring Circus**  
 Box 692, Kansas City, Mo.

**ARMY AUCTION BARGAINS**  
 ARMY WHITE HELMETS ..... \$0.75 Up  
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**Seal Bros. Circus**  
 account disappointment, Boss Canvasman,  
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 people. WANT Pet Show. Show opens  
 April 9th here. Wire Emporia, Kan.

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 VERTISING PURPOSES. Write for Catalog.  
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**FOR SALE**  
 Educated Talking and Pick-Out Pony. Excellent  
 act. Circus or Vaudeville. Pony now in North  
 Carolina. Deliver immediately. Address: JIM  
 OONLEY, 3807 Paxton Ave., Cincinnati, Ohio.

**SEILS-STERLING**  
**4-RING CIRCUS**  
 WANTS at once. Experienced Circus Steward. Wire  
 or write Springfield, Mo. Show opens April 16,  
 1937.

*Dexter Fellows*  
 (CSSCA)  
*Tent Tattles*  
 By FRED PITZER  
 NEW YORK, April 3.—John Anderson,  
 in his review of Cole Bros.' show, had  
 much favorable comment to make about  
 the clowning. He mentions especially  
 Melancholy Kelly (christened Emmett)  
 and Otto Griebling. This writer has  
 always held Otto high in clowning and  
 some of his creations have been sure-  
 fire. He seems to know crowd psychology  
 and makes you laugh at him directly,  
 which is a new but forceful angle in  
 this art. Emmett was a guest at the  
 last Dexter Fellows luncheon and did  
 a swell job.

We have come into possession of a  
 fine lot of material, a Welch, Mann &  
 Delavan Mammoth Circus herald of  
 1848. It tells us that "J. J. Nathans  
 will introduce his beautiful and inter-  
 esting little pupil, Francis Pastor." And  
 what a rider Frank Pastor turned out to  
 be. John May and John Whitaker were  
 the clowns. A D. W. Stone's Circus  
 one-sheet, fully illustrated and size  
 14" x 41", states that the clowns will  
 be William E. Burke and William Conrad  
 and that Caroline Rolland will make her  
 first appearance in five years. Carrie was  
 some pumpkins as a rider. Then it men-  
 tions the "Pride of the Desert," Emma  
 Stickney, and another great rider, Mollie  
 Brown. Bob Stickney was also on the  
 program, as well as the Three Duval  
 Bros. and Fred F. Levantine. Can you  
 imagine looking down from your 25-  
 cent seats at those artists? Then we  
 thumb thru the 182-page route book of  
 the Ringling Bros., season of 1894. What  
 meaty reading. What historic value.  
 And how ye collection builds up, thanks  
 to friends.

**Clyde Beatty Luncheon**  
 Highlights of the Clyde Beatty lunch-  
 eon: The clever idea of the invitation,  
 putting Clyde in the cage and having  
 a lion put him thru stunts. Bim Pond  
 as the lion was a wow. . . . Ringmaster  
 Tony Sarg's burlesque biography of the  
 Fall Guy. . . . Prexy Orson Kilbourn's  
 dignified emceeing. . . . Carlton  
 Steinke's inimitable barking. . . . Carlton  
 Hub as prop boy. . . . Mel Pitzer busy-  
 ing himself getting Clyde and Kelly onto  
 the lot. . . . we will give a more de-  
 tailed account of this luncheon, a blow  
 by blow description in fact, next week  
 . . . in the meantime here's wishing my  
 good friend, our interested executive  
 committeeman, our ardent, lovable Dexter  
 Fellowstizen George Hamid another  
 happy 30 years.  
 One can always depend on a breezy  
 and newsy letter out of *The White Tops*  
 in Madison, Wis. Here are a few para-  
 graphs culled from the last epistle:

**Braathen Briefs**  
 "We have a girl from Oshkosh, Wis.,  
 on the big show this year. Her name  
 is Mary Erdlitz and she is the daughter  
 of the high school football coach. She  
 has had some summer vacation experi-  
 ence on the Seils-Sterling show, as her  
 parents also take a summer vacation  
 trip with that show. The father does  
 some clowning. She has received con-  
 siderable space in the local papers as  
 the girl who left college to join a circus.  
 "Joe Taggart, of miniature circus  
 fame, has built a beautiful little wagon  
 for the new Ringling spec. It is called  
 India and will be drawn by the pygmy  
 elephants. Joe worked about two months  
 on it. It is six feet long, three feet  
 wide, five and a half feet high and the  
 front wheels are 18 inches and the back  
 wheels 24 inches. It weighs 750 pounds  
 and it is a beauty."

**Wanted: BUCKING**  
**MULE**  
 Good one. Will pay cash, State lowest  
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 Suitable for small Circuses and Carnivals. Five  
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 Not muddy in rainy weather. For further  
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 standard of the Outdoor Advertising craft.  
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 Tents cost real money—and they depreciate  
 rapidly unless they are taken care of properly.  
 Poor tents mean poor business. Preservo is the  
 best tent insurance. It waterproofs all canvas  
 thoroughly, keeps it soft and flexible, easy to  
 handle and preserves it against mildew and rot,  
 even when folded wet.  
**PRESERVO Waterproofs and Preserves Canvas**  
**EASY TO APPLY**  
**ROBESON PRESERVO CO.**  
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 FROM BORNEO, SUMATRA, CELEBES, ETC.  
 ARRIVES EARLY IN MAY.  
 Black Panthers, Bengal Tigers, Small Elephants, Pythons (over 20 feet!),  
 Orang-utans, Gibbons, Pheasants, Etc., Etc.  
**PARAMOUNT AQUARIUM, INC.**  
 21 STATE STREET, NEW YORK CITY.

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**BABY ORANG UTANS** — Big Pythons (Not One Under 21 Feet Long and  
**BABY CHIMPANZEES** — All Good Feeders). Our Stocks also include: 30  
 Varieties Monkeys, Apes, Baboons  
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**BABY ELEPHANT** — Royal Bengal Tigers—Malayan Honey Bears—Sloth  
 Bears—Black Bears. Cobras, Monitor Lizards (5  
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**RARE SHOW BIRDS** — Cassowaries, Adjutant Storks, Cranes, Macaws,  
 Cockatoos, etc.  
 Greatest Animal Sales Display in America.  
 TELL US WHAT YOU WANT FROM ALL PARTS OF THE WORLD.  
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 AMITYVILLE, LONG ISLAND, NEW YORK

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Send for complete list of all Shows I have photographed since 1924 including Cole Bros.-Clyde Beatty entire personnel in New York Hippodrome. (Price \$1.25)

All pictures 12x20 inches, \$1.25  
Single—6 for \$8.00; \$10.00 Dozen.

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PRACTICALLY NEW. BARGAIN.  
CHARLIE DRIVER, Manager.

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12 SMALL ASSORTED SNAKES... \$ 3.00  
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All round Billers. Address Mike Pyne. Big Show Performers. Address George L. Myers, Equestrian Director.  
Musicians for Big Show Band, especially Strong Circus Cornet and Clarinet Doubling Saxophones. Address Benno Waters.  
Side-Show People, "Teku" Sellers for Second Openings. Address Leon Bennett.  
Huckster Wants Big Top Caravanman, Seat Men and Pole Tiggers. Come on. All others address Elmer Jones, General Superintendent. All communications Raymond, Ga. Show opens April 16.

## Want Circus Acts

Musicians and Wild West Team with stock and transportation. Want Man for Horizontal Bars. All people engaged report April 8. **KAY BROS. CIRCUS**, Hamlet, N. C.

## BEERS-BARNES CIRCUS WANTS

Due to Disappointment Acrobatic Clowns, Ground and Aerial Acts, Musicians all instruments. Opening April 15. Mail, Augusta, Ga.

## For Rent

Large Lot suitable for circus or large size carnival, located close to business section of Massillon, O. Address **EDWARD F. BOSS**, 302 3d St., N. W., Massillon, O.

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The Show Must Move  
Write **CHARLIE T. GOSS**,  
**STANDARD CHEVROLET CO.**, East St., Louis, Ill.

## CIRCUS PICTURES

Extra Clear, Postcard Size, Interesting Subjects: 1920 Sells-Floto; 1924-'25-'26 Ringling-Barnum; Old Bridgeport Winterquarters; 1934 E. W. Parade; 1935-'36 Cole-Beatty Parades; 1936 Mix Circus. Send 20c for samples or stamp for complete list. Novel Circus Wagon Wheel Paperweight, \$1 Each. **ROBT. D. GOOD**, 27 S. Tenth St., Allentown, Pa.

## TIGHTS

**KOHAN MFG. CO.**  
290 Taaffe Place Brooklyn, N. Y.

# Under the Marquee

By CIRCUS SOLLY

**CAPT. S. G. SELINE** cards that he will be with the Hagenbeck show.

**LARRY BENNER** advises that he played the Manila Fair.

**JACK DeSHON** will be in clown alley with Lewis Bros.' Circus.

**TINY W. GLASS** and wife visited P. G. Lowery and Bill May, of the Cole show, in New York.

**CHARLIE CAMPBELL**, butcher, will be with Lewis Bros., his third season with Ray Rogers.

**GOOD CLEAR-CUT** photographs for reproduction are always welcomed by the circus editor, especially news photos.

**CECIL SCOTT**, of Cincinnati, a member of the CPA, will be with Hagenbeck-Wallace, assisting on props.

**FRANKIE SALUTO**, midget clown, will again be with Ringling-Barnum, his ninth season.

**REX M. INGHAM** and wife spent the Easter week-end with the latter's mother at Reidsville, N. C.

**PAT AND JERRY CARNIE McFEE** had a good winter season, recently closing with Daly Bros.' Circus.

**HOLLAND & DOCKRILL** will again be at St. Louis Police Circus, their third time.

**PHYLLIS DARLING**, now visiting her mother in Philadelphia, will be with Sells-Sterling.

**MOREEN TROUPE** has contracted with Lewis Bros.' Circus for third consecutive season.

**MIKE PYNE** was recently called back to New York due to the illness of his sister.

**ELDON D'ORIO**, drummer and xylophonist, is emcee of the floor show in the Cotton Club, Kansas City. States that he will be with a circus this year.

**COAT-TAIL PULLERS** are generally wife beaters—putting their kissers in somebody else's business.

**HARRY McQUISTON**, candy butcher with Hagenbeck-Wallace, stopped off in Cincinnati and visited *The Billboard* offices on his way to Peru, Ind.

**JOHN BERDAY**, formerly with Downie Bros. and Mighty Haag shows, will not be on the road this year. Is located at Belleville, N. J.

**GROVER NITCHMAN**, white-face clown, after being away from circus life for five seasons, will be with Wallace Bros.

**FRANCIS DORAN** and Normal Carrole, of Russell Bros.' Circus, worked the Fat Stock Show and Rodeo, Fort Worth, Tex., doing come-in and clowning.

**WHITESIDE TROUPE** appeared at Shrine Circus, Omaha, and met many old friends. Will play parks and fairs this year.

**MEMBERS** of Brunk's Comedians visited Howe Bros.' Circus in Phoenix, Ariz., and report a good show and snappy 10-piece band.

**KEN WHEELER**, last season with Silver Bros.' Circus on the advance, will again be with that show in same capacity. He formerly was business manager of Reo Bros.' Circus.

**ALWAYS** leave a town so that you can come back. Laying those three-buck Nassau street watches in lieu of lot rent isn't helping show business.

**TEXAS TEX O'ROURKE**, who has been with Ringling-Barnum and 101 Ranch shows, states that due to business reasons he will not troupe this season.

**HAROLD BARNES**, absent from Cole Bros.' Hippodrome program a few days

because of illness, is back in the ring and meeting with great success. *New York Evening Journal* recently featured him in a two-column story.

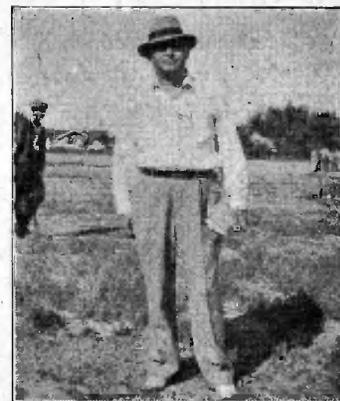
**HARRY BAUGH** will not be with a circus this year, altho he has had several nice offers. Is connected with the Washington Duke Hotel, Durham, N. C., and will be pleased to see acquaintances passing thru Durham.

**LILLIAN LaBLANCHE**, of Washington, pens that she sees many circus and carnival folk passing thru. Among them have been Ralph Smith, Harry Berger, J. Frank Hatch, Romano Lygod, John W. Berry and Edward Oliver.

**HOME-MADE WARDROBE** is just home-made. Why not spend a few extra bucks and get a customer to make it. Get out of the small time into the big time.

**ROBERT FRASER**, now in charge of Social Security for Ringling Bros.-Barnum & Bailey, visited prominent internal revenue officials in Washington recently in connection with the development of plans for more effectively keeping the show's records.

**RUMOR** has it that many of the Ringling masterpieces now housed at Sarasota will be transferred to the new National Art Gallery being erected by Andrew Mellon in Washington. Failure of Florida to take adequate care of the



**CHESTER PELKE**, superintendent of concessions with the Al G. Barnes-Sells-Floto Circus.

pictures is said to be the reason for the suggested move.

**JACK ROONEY**, formerly on Hagenbeck-Wallace and Ringling Bros. advance, is now piloting Harley Sadler's one-night stand tent theater thru Texas. Rooney never fails to read license laws and ordinances, and thus he finds "sleepers" that enable him to make alleged prohibitive towns.

**ON PAPER** it looks like this is going to be one real season—something like 1919. But you are not going to make money if your circus is one of four or five making one city. 'Too much is plenty.

**HAZEL COTTER**, aerialist, and Whitey Harris, clown policeman, recently finished six weeks with G. G. Gray unit thru North and South Dakota. Will pick up their house car in Detroit and then go to St. Louis Police Circus, Eeorse Kivwanis Circus and St. Thomas and Hamilton, Ont. Will play a number of fairs this summer.

**TIM McCOY** stopped off at Madison, Wis., March 26 en route from Hollywood to New York for a visit with William Hommel, formerly head of the commissary department of the Ringling Bros.' Circus. He also visited the Ringling home and theater housing early mentees of the Ringling Bros.' Circus at Baraboo, Wis.

**WHEN COLE BROS.' CIRCUS** opens its season under canvas at Rochester, Ind., in May

spectators will see a radically new lighting system. The principle of indirect lighting has been carried out most effectively and the frequent criticism that circus lighting has not kept pace with the times will no longer apply to Cole Bros.

**HAROLD HUNTER** and wife were hosts to a number of showfolk in New York March 22, who gathered in honor of Robert Dickman, who left to take up his duties as steward on the Famous Robbins Circus. After dinner all attended the Cole Bros. Circus at the New York Hippodrome. Among those present were Mr. and Mrs. Edward Fleming, John McMilland and Charles Schott, of the Schott Concession Company.

**MR. AND MRS. FRED KERSLAKE**, of Turner Falls, Mass., are now in their trailer-home at Sarasota, Fla. Kerslake, known as Lil Kerslake, became famous for his trained pigs and was a feature attraction of Ringling Bros. and other circuses for many years. He also trained dwarf India donkeys, dogs, ponies and birds. A lengthy writeup of the Kerslakes appeared in *The Sarasota Herald*.

**R. W. STEWART'S** miniature circus, a 25-car show, is attracting much attention in New England. It is a three-ring circus and each of its cars are 25 inches long. There are 11 tents, the main one 4½ feet long; 45 wagons, including a calliope and 14 menagerie cages; 150 horses, eight elephants, four camels and a crew of performers and workmen. Its exhibitions in New England have been sponsored by the Sherwin-Williams Paint Company, which furnished the paint for the little circus.

**THE DEADLINE** for the circus department is Friday. Please mail stories and notes to arrive in the Cincinnati office not later than that day.

**NEW YORK** has novel taxicabs with roofs which may be moved back, giving the same effect as an open car. Consequently Dexter Fellows has the scribes all on edge when he announces that Robert Wadlow, famed Alton (Ill.) giant, will ride to Madison Square Garden in a taxicab so arranged that his head and shoulders will be leaping out of the roof. Photographers and news hounds are itching for the spectacle; it will be a smash hit. Also featured for the coming Garden engagement are Maria Rasputin, formerly with Hagenbeck-Wallace, but this time with horses instead of bears; the Great Aloys, who will drop from the Garden's roof with his head in a hangman's noose, similar to the act featured a few years ago in the Sells-Floto Circus; Mile. Richter and the Great Florescu, performing on poles 68 feet high, and William Meyer, Holland's noted horseman. A great feature will be the new spectacle *India*, an outstanding event of which will be the graffes walking around the hippodrome track, a stunt not done since the old Barnum days of 50 years ago.

**COLLECTORS** of the unusual are holding on tight to the Ringling and Cole circus ads in *The New York Times*. This is the first time within memory that two opposition circuses have been found advertising in the same column in New York City.

## Notes From Paris

**PARIS**, March 29.—The Bouglione Bros. are presenting a new Wild West spec at the Cirque d'Hiver. Circus acts on first half of the bill are the Three Gazettis, hand-to-hand balancers; Alcardi Troupe, jugglers; Jean Blondel, eccentric, and Guldans the bears.

Circus turns at the Alhambra are the Five Oxford (Harvard and Kendricks), bike novelty; Lelage, aerial; Alto and Yette, novelty balancing, and Gaikas and Gaikas, musical clowns. Joe Ortnes, juggler; Raoul's dogs; Concha and Concha, contortionists, and the George Wong Company, acrobats, are at the Bobino.

Finks and Ayres and the Avalon Sisters, roller skaters, and Berkey and Deen, comedy acrobats, are at the European. Christiane and Fleurette, contortionists and equilibrists, and the Moustiers, acrobats, are at the Petit Casino.

The Bertl-Forrests, aerial novelty, and Florence Mayo with her burlesque horse, "Pansy," are at the Rex. Bliek and his chimpanzee, "Shura," are at the Gaumont Palace. The Six Harlequins, Arab tumblers, are at the Cigale. Edith and Aldo, leapers, are at the Moulin Rouge.

## Old-Time Showmen

By CHARLES BERNARD

Dan Rice's Circus, when he called it "The Great River Show," over three-score years ago, plied the Ohio and Mississippi rivers and their navigable branches. John A. Moak was general agent; A. C. Wurzbach, treasurer; Sig Codona, equestrian director. Under the show's title and a good portrait of Dan Rice, on a herald used to advertise an exhibition at Attica, Ind., the catch line announcement read: "A Brilliant Combination of Arenic Attractions" forming the most complete "Exhibition of the Period." On the obverse side of the quarter-sheet herald, down each side of the descriptive matter, was 32 small cuts representing circus acts of every description known to the profession. At the bottom was the admission prices of 50 cents for adults and children at 25 cents. The date line in half-inch type read: Attica Saturday, June 6. On the reverse side of this herald the performers and their acts were given in detail, thus confirming the claim of a "Brilliant Combination."

The featured number on the lengthy program was the world-renowned blind talking horse, "Excelsior." Any reader of *The Billboard* who has listened to a grandfather's stories of the 1860's or 1870's visit to the Dan Rice Circus will appreciate the greatness of that educated horse. Rice, in the role of principal clown, introduced the horse and put him through the routine which amazed patrons of the show. The remainder of the arenic performance included the specialties of performers of established reputations as stars and champions in their respective acts. Mme. Marie Macarte, as a character equestrienne and premier danseuse, headed the list of offerings; Harry Codona, a "hazardous somersault rider," was given prominence in space on the herald. He was followed by W. G. Miles, hurdle leaper and bareback rider; John Luando in a double somersault act, and the Luando brothers were featured in trapeze and aerial suspension specialties.

### Kent in Various Roles

Julian Kent clowning as an "arenic comedian and comic vocalist." He also took prominent part in the ground and lofty tumbling, leaping and vaulting. Madame Codona introduced and worked the pair of trick ponies, "Phil Howard" and "Rebecca," in a pleasing routine for the children visitors. Another act presented as a children's favorite was Chatta Rhodes, an infant prodigy, only four years old. "The Olympians" presented gladiatorial sports and athletic feats. The Grady Family in a diversified exhibition of strength, grace, physical tact and difficult feats on the horizontal bars. Sig Codona as the "Living Prototype of Gabriel Ravel," was a featured number on the bill. Theodore Tournair as a gymnast and master of callisthenics was also prominently announced.

Three group offerings by members of the company gave comedy and excitement for the closing numbers. They were "The Comic Pantomimists," "Les-brigades" and the "Tumbling, Leaping and Vaulting." The "Will S. Hays" was a river steamboat of size and equipment to carry a large company and the necessary show property to give a performance in size and merit to compete with any of the wagon shows of that period. History of circus operations from about 1850 to 1870 gives evidence of the Dan Rice popularity and financial success being at its peak in the late 50's and the early 60's. About the time of the visit to Attica, as advertised by this old herald, was when members of the profession were all familiar with popularity of Mr. Rice in New Orleans, where he had made much money and many friends, and that popularity had spread over the entire South, particularly in the river towns and cities. His boat show of that period was perhaps the real peak of his operations as an owner. Later, when his name was an asset to be used with shows of other owners, and he was paid large salaries for use of it and his services as a clown, political ambitions changed conditions to the extent that the management under which he was a salaried employee objected to political speeches in the circus ring. It resulted in discord and eventually to withdrawal from that organization and a trial at operations again as owner, but the tide had turned and, in retirement from public life, Dan Rice spent his declining years quietly with relatives in Long Branch, N. J.

## Shrine Circus Week Goes Big in Buffalo

BUFFALO, April 8.—Injury to Capt. George Wernesch, human rocket, 44, on opening night, March 26, was the only jarring note in a highly successful week for the Hamid-Morton Circus Company at the fourth annual Shrine Circus, sponsored by Ismailia Temple, in Broadway Auditorium. S. R. O. signs were out before show time each night. Newspapers were tops in co-operation with space and art.

Capt. Wernesch, Anton Barker in private life, suffered three fractured vertebrae when he fell 20 feet short of the net and landed on hard planking.

Performance comprised concert overture by Joe Basile's Madison Square Band, grand tournament of entire troupe with participation of Shrine bodies and officials and Miss Bernett Dietsch and ballet, Jinks Hoaglan's garland entry and equestrian drills, singing property men, Madame Maree, trained pony and dog circus; Jumbo, elephant; camel, Great Dane and pony; Torellis' Ponies, handled by Madame Bedini; Kenneth Waitte's clowns; Four Arleys; Alvera Les Rebras; Katzenjammer Kids American, directed by Charlie Hart; Five American Eagles, high wire; Silver, wonder horse; Winifred Colleano; Mme. Bedini's White Arabian Stallions; Les Kimris; Mickey King; Hal Wong Troupe; Dr. Pierre Bennard's Elephants; Will Morris and Bobby; Eight Otaris; Sir Victor and kicking pony, and Mme. Maree and comedy mules. General circus chairman was Russell J. Mulholland; Albert E. Fankow, director general, and Edwin G. Ziegler, assistant. H. William Pollack Poster Print did publicity and poster work.

## Erna Rudynoff Seriously Hurt

SARASOTA, Fla., April 3.—Officials and personnel of Ringling-Barnum Circus spent a gloomy Easter worrying over the fate of Erna Rudynoff, equestrienne, who suffered a broken neck in a fall from her horse during a Good Friday training session.

In the Halton Hospital here Erna's condition was described as improving by Dr. Joseph Halton, who set the fractured vertebra and placed the girl rider in a plaster cast.

Dr. Halton said it was unlikely that she would ride this year but that she would be entirely recovered by the time the 1938 season opened. Erna, an indomitable little blonde, predicted from her hospital cot that she would ride in the show before the end of this year's Boston performance.

## Two New Ones Sign

PITTSBURGH, April 3.—Two circuses are new this year to the list of shows signing agreements with the IABP&B. President Leo Abernathy stated here. They are Hagenbeck-Wallace-4-Paw-Sells Bros.' Combined Shows and the Circus Operating Corporation.

Those who were parties to the international contract signed in 1936 for two years are Ringling Bros. and Barnum & Bailey, Tom Mix, Al G. Barnes, John Robinson, Sparks, Cole Bros., Russell Bros., Barnett Bros., Wallace Bros. (R. W. Rogers, manager) and Downie Bros.

IABP&B now has 138 locals thruout the United States and Canada, according to Abernathy, with posters guaranteed \$120 monthly, plus \$2 daily for lodging and \$2.25 daily for meals. Truck drivers get \$3 a week more.

## Tent Shows in France

PARIS, March 29.—The Cirque Bureau, under direction of J. Glasner, has hit the road with the following bill for the season: Glasner horses; Six Cristianis, tumblers; Two Rios, double trapeze; Four Misleys, equilibrists; Five Richleys, acrobats; Four Zerbinis, bounding trampoline; Three Palmieris, motorcycle novelty; Besplays, acrobats, and Mylos and Nanderiff, clowns.

The Cirque Poutrier is presenting new bill at Bordeaux, with the Volair Trio, flying trapeze; Seven Racosos, teeterboard; Alamar, wire; Rancy horses; Rambeau's animals; Seven Juliens, Risley; Bartley Manetti, juggler; Duart Sisters, equilibrists, and Three Nicolettos, aerial.

Geretty, unsupported ladder ace, has joined the Cirque Medrano on tour. Jouviano's "Big Cage" managerie and Durwal's dog show are playing street



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### STANLEY GRAHAM

Graham Enterprises, Inc., Administration Bldg., Fair Park, Dallas, Tex.

fair in Paris. Amosi's dog show is at the street fair in Nimes.

**HOLLYWOOD PICKUPS** by Buck Moulton: Things are certain picking up around here after a hard winter. Booger McCarthy and the missus left to join the Big Show at Sarasota, Fla. . . . Hoot Gibson and Doc Adams go to Wallace Bros., with Hoot being featured in concert. . . . Bob Custer, it is rumored, will be with Russell Bros. . . . Tex Cooper has two spots, Dan Rice and Cole-Beatty. . . . Tex Sherman, John Agee and Herman Nolin left for the Mix Circus. . . . Ken Maynard is finishing his pictures preparatory to joining Cole-Beatty. . . . Lots of work here for the boys, all starting at one time. Paramount is making *High, Wide and Handsome*. *Empty Holsters* is the Warner Bros.' Western. Universal is making a serial, *Wild West Days*. MGM's *Madam Walewski* is using many of the boys as soldiers and cossacks. RKO's *Toast of New York* is also using many cowboys to drive rigs. Plot is dated before the advent of the automobile. . . . Much activity is prevalent around the Riding Actors' Association, Inc. President Cliff Smith is directing pictures by day and handling association business at night in preparation for a big show to be held April 11 at Victor McLaglen's Stadium.

Show is being presented to raise funds to build a clubhouse for association. Cliff has placed Sam Garrett, Lloyd Saunders and John Judd in charge of arranging the program. It will be called *Frontier Hippodrome*. Intention is to feature circus and Wild West. . . . Tex Sherman and Lyle Abbott, of *The Los Angeles Herald and Express*, prepared the newspaper contacts and Curley Fletcher the radio plugs. . . . Monty Montana says he has more than 20 shows contracted for this summer, featuring a four-horse Liberty act. . . . Vern Tantlinger appeared in Buck Jones' picture at Universal titled *Smoke Tree Range*. . . . Larry Dalmour is starting a new Western, starring Bob Allen and called *The Ghost Ranger*. . . . Charles Starrett, Columbia's star, is also making a new Western. . . . Hugh Strickland is here for the Andy Jauregul show at San Fernando, Calif., and Paul Hill's show at Saugus, Calif. . . . Augie Gomez, working with Gene Autry at Republic, may go to Cole Bros. with Ken Maynard. . . . Gene McKay is recuperating at Soldiers' Hospital, Sawtelle. . . . Bob Card is around again after undergoing a knee operation. . . . Frank Guskys is with the Lockheed Airplane Company police force at Burbank. . . . Buck Bucko has been promoted to lieutenant of the Santa Monica mounted police.

## Cronin Is Host To PCSA Members

LOS ANGELES, April 3.—Manager S. L. Cronin of Barnes show, following usual yearly custom, was host to members of Pacific Coast Showmen's Association, Ladies' Auxiliary and specially invited showfolks. Met on the lot where John Miller, chairman of committee, handed out tickets, which were for admission and reserved seats, all free but tax, also admission to side show. J. C. (Dusty) Rhodes, Skinny Matlock and Karl Knudson formed reception committee. Sections reserved for showfolks decorated with PCSA colors and welcome banner overhead. Eddie Woekener, bandmaster and member of PCSA—well, practically all Barnes folks are members—had prepared special musical program with several impromptu numbers.

Doc Cunningham, announcer of show, bid the folks welcome in name of Mr. Cronin and paid tribute to the two organizations that formed the largest part of the gathering of the show contingent. Mr. Cronin was given an ovation. Cliff Clifford, who has candy floss concession on the show, handed out confection to those who could get near his place of business.

### In Attendance

Registered guests: Mr. and Mrs. John Miller, Mr. and Mrs. Ross R. Davis, Mr. and Mrs. Steve Henry, Mrs. Harry Stewart and Harry Jr., Glen Callender, Bob Nethvin, Mr. and Mrs. Frank Downie, Capt. W. D. Ament, Mrs. C. Y. Clifford, Frank Babcock, Milt and Pearl Runkle, Mrs. Mark Kirkendall, Mrs. Stella Brake, Mrs. Mabel Nohstein, Ed and Bertha Nagle, Mr. and Mrs. A. Samuel Goldman, Mr. and Mrs. Harry B. Levine, Joe Krug, Joe Glacey, Bozo, the magical clown; Mr. and Mrs. Harry Bayless, Esther Carley, Margaret Murphy, Mrs. Ed Mozart, Mr. and Mrs. Ben Dobbert, Mr. and Mrs. Ed Workman; George Hines, Ambassador Theater; Sid Graumann, Graumann's Chinese Theater; Mr. and Mrs. William N. Thorpe, William Jr. and Jack; Mr. and Mrs. Otto Tanglieber, Mr. and Mrs. L. A. Wand, Edith Lockhart, Mrs. Peggy Forstall, Frank Murphy, Sam Haberman, C. A. (Spot) Blair; Dr. and Mrs. Ralph E. Smith and daughters, Florence and Gloria; Mr. and Mrs. James J. Jeffertes, Mrs. A. J. Ziv, Mrs. Martha Wood, Mr. and Mrs. "Plain" Dave Morris, Mrs. M. Welch, George Simmonds, Hugh Evans, Jack Bigelow, Shirley Downing, Hazel Murray, Agnes McKay, Eva Johnson, Mr. and Mrs. Vic Johnson, Hazel and June Kirk, Mr. and Mrs. Dick Hunter.

Mr. and Mrs. Tom Jones, Lew Keller, Harry Anderson, Paul Johnson, Mr. and Mrs. Jack Schaller, Betty Anderson, Earleen McCullough, Fred Shafer, Dorothy Wright, Mrs. Ida Hunsicker, Mr. and Mrs. Harry Howard, Elva Rockwell, Mayzie Brown, Bill Beresford, Mr. and Mrs. Forest Van Vleck, Blossom Robinson, Cora E. Grieves, L. G. Waters, Jack Linn, Mr. and Mrs. Jay Stillinger, Mr.

## "Laws and Lawsuits Pertaining To the Amusement Business"

Under the above title there will appear in The Billboard, starting with an early issue, a series of legal articles pertaining to various branches of the amusement business. The articles will be authored by Leo T. Parker, a prominent attorney of Cincinnati, and should be exceedingly interesting to readers of The Billboard.

All of the material will be treated in such a way as to be readily understandable and to the point. Variations of the law will be discussed, and each statement and explanation of the law will be based upon a higher court decision, which will be digested in the fewest possible words.

Advice will also be given on how to avoid litigations, but if suits are filed the late citations being included in the articles should assist those concerned and their lawyers in fighting the cases.

No attempt will be made to offer advice on personal inquiries, but if a sufficient number of suggestions are received, a special article on the subject will be published at a subsequent date.

and Mrs. Ed Walsh, Mr. and Mrs. E. W. (George) Coe, Mrs. J. L. Linn, Mrs. L. R. Hinkley, P. E. Payne, Flo Appel, Doc Hall, Grace De Garro, C. W. Nelson, C. Overstreet; Mr. and Mrs. Frank Mattison, production manager Warner Bros. Pictures; Mr. and Mrs. Ernie Smith, Peg Mitchell, Phil Williams, H. Perry, Thomas J. (Fuzzy) Hughes, Ed Smithson, R. Freiberg, Ethel Cotton, Mabel Manley, F. Freiberg, Mr. and Mrs. Bob Downie, Mr. and Mrs. Dell Kiest, Bernard C. Kaplan, Maybelle Bennet, Frank L. Bennet, Mr. and Mrs. L. Krueckemeyer, L. J. Van Slyke, Hugh Wier, Marjorie Griffith, G. B. Griffith, Jeanette Griffith, Ronald Wier, Bennie Griffith, Fred Coach, E. Z. Wilson, Opal Manley, Louis Manley and son, Arthur Nall, Fred Fewins, Mrs. J. D. Reilly, Mrs. Nora Cline, Alice Underwood, Kirt Ober, H. N. Fanning, Fred D. Highland, Jim Burch.

Robert Mitchell, Bob Stack, Johnny Brosseau, Frank Pironne, Bud Cross, John E. Heith, Walton de Pellaton, Lucille Kimball, Charles T. Marshall, Clara Hirtl, Mr. and Mrs. Bill Fox, Charley Donaldson, Mrs. Claude McHaney, Dollie Greenwood, H. F. McLaughlin, Etta Hayden, C. W. Hunt, Donna Wiler, Mrs. C. H. Hunt, Dorothy Farris, Mrs. M. A. Wiler, Mrs. Ruth West, Mr. and Mrs. Rookie Lewis, Mr. and Mrs. Harry Phillips, Mr. and Mrs. Harry Hughes, Mr. and Mrs. B. Carson, Mr. and Mrs. Ernest McCarthy, Litha Brooks, S. A. Brooks, Richard Benham, Harold A. Porter, Keith J. Sutton, Mr. and Mrs. R. W. Richards, Marylyn Richards, Mr. and Mrs. Bob Winslow, A. R. Brown, Justapearl Brown, Bert G. Fisher, Laura E. Fisher, Bill Stark, Minnie Fisher, Captain and Mrs. Frank Phillips; Mr. and Mrs. Ken Weider, Philadelphia; N. H. Van Wormer, Clara Masters, Sis and June Dyer, Mr. and Mrs. Tom Jones, George Tipton, Mr. and Mrs. Leo J. Haggerty, Mr. and Mrs. Chet Bryan, Mr. and Mrs. Don Cash, Mr. and Mrs. Ken Maynard, Natalie Townsend, Mr. and Mrs. Earl Carpenter,

Mr. and Mrs. Earl (Jolly Lee) Harvey, Anna Veldt and son, W. S. Parker.

Harry Merkle, Stella Linton, Mr. and Mrs. E. Buhr, Mr. and Mrs. Buddy Cohen, Mr. and Mrs. William Williams, Whitey Olsen, Mr. and Mrs. George Moffat; Mr. and Mrs. Blake McVeagh, Warner Bros.; Mary Stillman, Mr. and Mrs. Bones Hartzell, Mr. and Mrs. R. E. Moyer, Charles E. Mills, Mr. and Mrs. H. C. Rawlings, Mr. and Mrs. R. L. Rawlins, Marylyn Rawlings, Texas Tommy, George Silver, Mr. and Mrs. Frank J. Kennedy, Mr. and Mrs. Paul W. Richmond, Joe Means, James V. Romana, Hazel Romana; Mr. and Mrs. Brent Kyle, Honolulu; Lucille King, Elisha (Pickles) Pickard, Mr. and Mrs. Fred Altenmeier, Mr. and Mrs. Frank Gull, Joe Metcalfe, Mr. and Mrs. N. G. Sentous, Mr. and Mrs. Fred Miller, Harry G. Seber, Pat Parent, Mr. and Mrs. Frank Richards, Mr. and Mrs. Ben Douthitt, Mr. and Mrs. Randall Pettit; Mr. and Mrs. W. S. Burris, Warner Bros. Pictures; Mr. and Mrs. Paul Block, Mr. and Mrs. John J. Klein, Ben Robideaux, Andy Kennedy, Mr. and Mrs. John H. Callahan and Mrs. Goldie Newstedt.

### WPA Show Briefs

NEW YORK, April 3.—WPA Federal Theater Project's circus opened the second of its week-end runs at Bronx Coliseum Saturday afternoon, March 27. Biz was fair, night house light. Sunday matinee found a record attendance for this spot and at night show there was another capacity house. "Big Rosie," elephant, which has been appearing with circus since the Star Casino date, has left. Show has obtained "Big Jap," the bull formerly used on the Gorman show.

There will be one more indoor date before show starts under canvas. Show was host to several hundred children from the Crime Prevention Bureau of the Police Department this week, reports Wendell J. Goodwin.

## Macon

MACON, Ga., April 3.—Mrs. Inez Cooper, of East Brady, Pa., is a guest of Mrs. Charles Sparks.

The many visitors who have viewed the new Downie Bros. ticket wagon declare it to be the finest they have ever seen. It surely is a work of art.

Clint Shufford, treasurer, is back at Central Hotel after an operation and in a few days will be ready for work. In the meantime William Morgan is doubling on the job.

Jasper Davis, of the riding department, has arrived from West Baden, Ind., where he handled Miss Ballard's stable.

The wardrobe department has closed, as all wardrobe has been completed.

Mel Colburn, of the Downie advance, arrived from his home at Tulsa, Okla.

Isabelle Gilligan spent a few days here with husband, Joe, before joining the Tom Mix Circus.

Mitt Carl and wife arrived from Atlanta.

Mrs. Butters and the act arrived from Fort Wayne, Ind., ready for rehearsals.

Willie Wilken, accompanied by Walter Gilbey, hitched their car in front of the office and said, "Here we are."

Carl Larkin arrived from Springfield, Mo., after a visit with homefolk.

## Peru Pickups

PERU, Ind., April 3.—Terrell Jacobs, Eddie Treggs and John Helliott are back from Detroit with "Victor," hippopotamus, which will be in menagerie of Hagenbeck-Wallace. Animal was leased to Michigan Zoo for one year.

In moving calliope from downtown boiler shop, where repairs had been made, to farm one of perfectly matched, and valuable six-ups, baggage stock, slipped on ice, fell and heavy prop passed over leg, breaking it. Horse was killed by police.

First camel born here and named Dolly. Funk keeping seal barn crowded with visitors. Irvin Young, camel man, in effort to keep mother from stepping on youngster, received painful injuries to left ankle.

Stated that Whitey Beason will be assistant to Frank Siegar, trainmaster.

John (Tarheel) Alexander is seeing that all baggage stock is getting best of grooming and care.

Spot Griffin, veteran baggage stock man, succeeds Ray Thompson, who, it is stated, resigned and returned to Chicago. Griffin has already started a force of grooms, readying equines for Kokomo opening.

Photographers and feature writers of Chicago newspapers were on hand the past week, getting movies and stills of farm and activities. William B. Naylor guided the party.

Charles (Syndicate) Mack is busy with helpers, readying cover props.



PERSONNEL of the Cole Bros.-Clyde Beatty Circus, Jess Adkins and Zack Terrell, owners, which will close a 25-day engagement at the New York Hippodrome April 11. It is the first appearance of the show in that city.

—Photo, E. J. Kelly, Century.

# 15 Years Ago

(From The Billboard Dated April 8, 1922)

Sparks' World-Famous Shows strayed 'em at its opening engagement in Macon, Ga., April 1. Many improvements over previous year's show were noted. . . . Frank A. Cassidy, general agent of Howe's Great London Circus, announced that he had signed a contract with Clark Thomas, general manager of the Thomas H. Ince Company, calling for a company of motion picture actors to travel with the circus for 10 days, filming scenes for a picture titled *Someone To Love*. . . . Plenty of activity at the West Baden, Ind., winter quarters of the Hagenbeck-Wallace Circus.

After a successful showing at the Shrine Circus at Medinah Temple, Chicago, Bob Stickney informed that the Stickney family, comprising Stickney, the missus and daughter, would not appear with a circus the coming season but would play fairs. . . . H. G. Wilson closed his vaudeville act, *The Horseback Riding Lion*, on Poli Time March 18 at Waterbury, Conn., and, after sojourning in New York, left for Havre de Grace, Md., to get ready to open with the Walter L. Main Shows. . . . A bucking mule had just been added to the Atkinson Dog and Pony Show, bringing the stock up to 15 head besides the parade stock.

J. E. Ogden breezed into Chicago to take up his duties as side-show manager with Sells-Floto Circus. . . . Jack Croake had just arrived in Naples, Italy, from Algiers, Africa, en route to Cairo, Egypt. He had been making stops along the Mediterranean Sea, including Gibraltar and Madeira. . . . Charles F. Mack signed a contract with the Cincinnati Zoo to do Punch and Judy. He also had charge of the ice skating show. . . . Mabel Murphy, formerly with the Howe, Rhoda Royal, Robinson and Yankee Robinson shows, returned to burlesque, featuring her Oriental dance, under the name of Mile. Macherris.

## New York Notes

NEW YORK, April 3.—Lobby of the Hotel President resembled the front door of one of the "big ones" this week, with representatives of several shows cutting up the jackpots from time to time. Among those noted at one time or another were Arthur Hopper, Eddie Johnson, Doc Sinclair and Mickey Coughlan, all of the Ringling-Barnum show; Dick Scatterday, of Downie Bros., and Doc Foster.

Scatterday, handling national advertising for Charlie Sparks this year, found time to deliver an address at the Manhattan Advertising Club before departing for the South and the show.

James McGee, ticket seller with the Walter L. Main contingent, departed for the opening in Montgomery, Ala., late in the week.

Jack Fenton, banner solicitor on the Dan Rice show and who has been spending the winter in New York, left for Jackson, Tenn., and the Brydon opening.

John Salvador and Andy Stryker, Ringling-Barnum concessioners, arrived from Florida and are preparing for the April 8 inaugural at the Garden.

James Bagwell, concessioner, is on his way to Anniston, Ala., for the initial date of the Tom Mix show.

Larry Burns, concessioner, passed thru New York on his way to the Wallace Bros.' show in York, S. C.

Lester DeMay, back-door assistant on the Cole-Beatty show, announces that he will again be with that show this year, his third consecutive.

## SEAL ADDS

(Continued from page 42)  
rived to start arranging the program, which will be different this season. Fred Brad, director of public relations, returned here from Kansas City. Recent visitors were E. L. Atterbury and daughter, Mary; Mr. and Mrs. Johnny Castle and Bertha Grubbs and mother.

Atterbury purchased a large elephant from Tol Teeter, also a large semi-trailer truck. He bought a large male lion and other animals from Bud Anderson, owner of the Seal show.

Brad has purchased a new Hollywood trailer; Luke Anderson will have all the

privileges on the show; Rickman bought a new housecar. The new advance trucks are loaded with a new line of paper and are ready to go. General Agent Albert Sigsbee has already contracted many towns. Bill Wilcox, brigade agent, is making frequent trips to Kansas City in interest of show.

## LEWIS BROS.—

(Continued from page 42)  
ertson, Kenneth Peck will have the concessions.

### Finishing Truck Bodies

Most of the construction on truck bodies, cages, etc., is nearly completed. LeRoy and Helena Howe have broken many new dog and monkey acts, also several little pony acts. Three more high school horses will be added.

Dorothy Lewis, in addition to helping break stock, has assisted in a general way with the clerical work, as well as purchasing nearly all of the food supplies. Spike English is busy breaking elephants and advises he will present some new tricks. Kenneth Poley, Bob Morris and Dorothy Morris arrived at quarters and will assist in getting jumping horses in readiness. Mae Lewis, in addition to taking care of the household duties of the new home at quarters and making plans for landscaping, is also assisting with dogs, ponies, etc.

### Dogs Purchased

One of the finest collections of dogs has been purchased by the owners of the show. A great trick will be one dog jumping an elevated pedestal to a teeterboard and tossing the other dog for a complete back somersault.

Vern Hall and his mechanical staff have been overhauling trucks. R. O. Wade is in the midst of the construction of a new body to take care of the lighting plants. All new cable has been purchased. Patty McDermott and crew of big-top men have been banding new stakes, getting center and quarter poles ready and overhauling seats, etc. Doc Rutherford and Charles Moulds have begun their bit in almost every capacity. Billy Tingley has the kitchen wagon redecorated, all tables painted and repaired, and is awaiting the arrival of new dining room top. His assistants in quarters are Charles Robinson, first cook, and Frank Gamber, second cook. Hobart Arls, in charge of props, has had his crew of boys redecorating all props. Following musicians have been engaged: Lew Randall, Frank Clark, Connie Kirkendall, Frank LaPointe, William Nolan, Richard DeCarlo, C. S. Fahl, Burt Barnes, J. H. Del Vecho. C. S. Primrose has already booked several towns and his assistant, Al Oakie, is making tieups. Al Osborn and crew of billposters and lithographers will leave in a few days in two newly equipped trucks. F. C. and Emma Hill will again be with show, both on tickets. H. O. and Pearl Broilner also will be in ticket department.

## COLE BUSINESS

(Continued from page 42)  
who has been here since before the opening, departed for Chicago and the Rochester (Ind.) winter quarters early in the week, and Jess Murden, special representative, came on to take charge until Zack Terrell arrives today or tomorrow. Ora Parks, story man, made a flying trip to Chicago but is back again and will remain until almost the close. Allen J. Lester departed for Chicago on Wednesday.

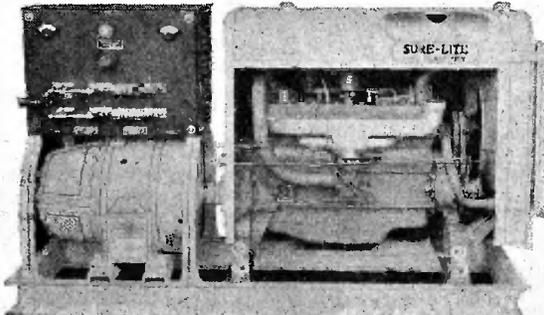
Press department, consisting of Parks, Lester and Raymond B. Dean, have obtained remarkable results in the daily papers, on the radio and in periodicals. Hearst dailies, because of the Milk Fund tieup, have been especially co-operative.

### Cole-Beatty Shorts

It will probably be a long time before Clyde and Harriet Beatty forget this date at the Hippodrome. There has been a constant stream of feature writers, newspaper reporters, photographers and autograph seekers on their trail since their arrival in town three days before the show opened. Clyde even had to brush his way thru a group of school-kid hero-worshippers as the whistle blew for his act one afternoon last week. And did the Circus Saints and Sinners' Club make it miserable for him at its monthly luncheon on Wednesday? Climax was reached when a Sinner in a lion skin cornered the "World's Greatest" in an improvised cage. Otto Griebing and Emmett Kelly con-

# LIGHTING PLANTS

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4387 Vernon Boulevard  
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TO ALL MEMBERS OF INTERNATIONAL ALLIANCE BILLPOSTERS & BILLERS OF U. S. AND CANADA.

## THE DOWNIE BROS. CIRCUS

Has Signed Circus Agreement for 1937 Season.

LEO ABERNATHY, Pres. WM. McCARTHY, Secy.  
A. THOMAS NOONAN, Treas.

## DAN RICE CIRCUS WANTS AT ONCE

For brigade, sober, reliable, combination billers. Must be fast and no agitation allowed. Longest season, best accommodations and sure pay. Walter Lawrence is car manager. Also want workmen in all departments. Red Monroe, general superintendent. All reply to DAN RICE CIRCUS, Centerville, Tenn., April 6; Dickson, Tenn., April 7; Springfield, Tenn., April 8; Hopkinsville, Ky., April 9; Russellville, Ky., April 10.

## CHIMPANZEEES

Male and Females, very tame.

All Kinds of Monkeys, Animals, Fowl, Birds and Reptiles.

Information and Prices Gladly Furnished.

## WOHLSTADT BIRD CO.

186 GREENWICH ST., NEW YORK CITY.

tinue to roll them into the aisles with their personalized buffoonery. And Kelly stopped the show at the GSSCA luncheon. Even Beatty was thrown in hysterics by his pantomimic antics.

Governor Harold G. Hoffman of New Jersey and Mayor La Guardia were visitors with their families on the same afternoon last week. After the show Hoffman spent a few interesting minutes with Jorgen M. Christiansen, the horse trainer. It seems the governor is a horse enthusiast in his own right and marveled at the work of the handsome Christiansen.

Mile. Rita La Plata is scoring with her clever break-away trap number. When she begins using a flying trap on the takeoff it will be one of the best acts of its kind.

Because of the necessity of cutting down the program to a three-hour running time Cyse O'Dell has been forced to forego her web work. She's doing only the one-arm planges but scores solidly regardless.

Most of the show will give a performance for the crippled youngsters at Bellevue Hospital Tuesday morning. It's reported that the Cole show will be the only circus to perform there this spring.

Jimmy Picchiani, manager of the Great Picchiani Troupe, drops around the back door now and then and occasionally sees his boys work. Jimmy has announced that he is getting a divorce in May. His wife sails for Italy April 9.

### Visitors Plentiful

Stream of visiting celebs continues, despite the fact that the show is more than two weeks old. Seen around the theater at one time or another this

## HAAG BROS.' CIRCUS

### Wants Quick

Troupe Trained Ponies and Dogs, Aerial Performers, Oriental Dancers. Route: Linden, 7th; Hohenwald, 8th; Lewisburg, 9th; Fayetteville, 10th; all Tennessee.

ROY HAAG, Gen. Mgr.

## DOWNIE BROS. CIRCUS WANTS

Assistant Boss Convaerman, Side Show Boss Convaerman, Address: DOWNIE BROS. CIRCUS, Charles Sparks, Mgr., Macon, Ga.

week were James J. Braddock and his manager, Joe Gould; Earl Chapin May, the novelist; Ed Wynn, Dave Rubinoff, Joe Cook and Frank Buck, besides Mayor La Guardia and Governor Hoffman.

Harold Barnes has returned to the lineup. The young tight-wire artist is working hard between shows on a front somersault, featured trick of Con Colleano.

Allan K. Foster, altho his part of the production is practically finished, continues to appear at the Hipp daily. He is proud, and justly so, of the phosphorescent effect used in the menage number. The horses are becoming more accustomed to the darkened arena during the number and their work improves correspondingly.



WHEN you bring the circus indoors you introduce it to a practically new world. It becomes in effect just another hall show so far as the general public is concerned and faces, under these changed conditions, an entirely new setup.

This new setup presents many difficulties not usually met with on the lot. It is, as a result, a challenge to the circus. And at overcoming obstacles there is no organization today better fitted than the circus.

While the circus under cover becomes in effect a hall show, the problem to be met with in exchanging a fixed habitation for a constantly changing one is not so simple as merely converting an outdoor show into an indoor one. For while taking the show under cover introduces it to a new public, largely composed of people who never have gone to a production under canvas, it still must be so managed as not to disappoint or discourage the millions of circus lovers.

That public knows its circus from stake to ring bank and from baggage stock to the red wagon on the front door. It cannot be fooled and must not be for it is upon this great, far-reaching public of circus fans that the circus depends for its existence. They want a circus, they would prefer it out in the open, with tents and shavings, the proverbial sawdust of circus legend, with reserved seat sections and blues. They want the warm sun beating down on the big top, they want the never ending rhythm of constant, unhurried movement that makes the circus the most alive thing on earth. To them the tented city spells release from the hideous bands of binding steel which the workaday job of earning a living and keeping up a family have forged about their gypsy souls.

Out on the lot, with its hurrying forms of busy workmen, and performers passing back and forth from padroom to big top, they can have their paradise for a fleeting few hours at least. And time and again, standing on the front door of the show or in one of my favorite points of observation, just in front of the band stand in the arena, I have watched, with not a little sympathy mixed with my amusement, some such individual bringing with him or her into this fleeting moment of paradise the one with whom the world of reality is shared, hoping against hope that they too will find satisfaction in its wonders, a new pleasure to be shared together.

In moving the circus under cover this public must be remembered and every possible element of the outdoor setup maintained. You cannot, it is true, transport, even with the magic of the circus, the warmth of summer sunshine, nor the bellowing canvas walls, nor the fascinating forest of quarter poles with its gallant spread of foliage as represented in the rigging. But you can, and the successful indoor show does without fail, keep the circus atmosphere intact.

#### What Indoor Public Wants

Now let us consider what the increasing public of the circus under cover wants to see. For as the spring custom of showing under cover continues to grow and as available quarters for housing the big show and its smaller brethren of the road increase in number this element of the public must more and more be considered.

First and foremost they want a show. It must be brilliant in coloring and fast in movement. It must move with flawless efficiency. And nothing that does not add to their individual comfort and convenience as hall-show customers must be permitted to creep in to mar their enjoyment. This great and growing public of the circus expects exactly the same kind of treatment and the same high efficiency of operation as had at grand opera. These people have been trained in the motion picture palaces,

# The Circus Under Canvas vs. Under Cover

By George Brinton Beal

Mr. Beal, editor, critic and lecturer, has been studying the circus and writing circus material for the past 30 years. During that time he has had the privilege of traveling with Ringling Bros.-Barnum & Bailey Circus, Hagenbeck-Wallace Circus, and has paid many visits to smaller shows. He is rated as an outstanding writer and lecturer on circus life.

A Yankee, of old New England stock, Mr. Beal first entered show business as a candy butcher in an "opry" house. From ushering he took to acting, from that he inaugurated the first, and longest, sit-down strike on record, sitting down out front as a critic. He was for nearly two-score years associate dramatic critic on The Boston Post, and is now motion picture editor and critic of The Boston Sunday Post.

which now stretch an unbroken link of popular-priced entertainment from Coast to Coast, to expect what they know as elegance. Circus bleachers do not appeal nor do the very fundamental elements that make the circus under canvas a source of unending delight to its millions of supporters delight them. City life and a slowly narrowing environment of social captivity have killed the gypsy in them, if they ever had it.

They must be catered to when you bring the show in under a roof. The routine of the performance must be timed to their ability to grasp and understand, which, for some apparently unexplainable reason, is a much slower process than that possessed by your under-canvas circus goer. Glitter and show and speed, with a steadily growing preference for numbers rather than quality in any given act, are their outstanding preferences.

This double demand, that of the sturdy, never falling army of circus fans whose love of the circus was fostered under canvas, on the lot, and who by force of circumstances beyond their control must now see the circus under cover, and that of the under-cover circus public who haven't the slightest idea of what a lot looks like and wouldn't recognize the big top if they woke up sitting in it, places quite a problem in the hands of the circus management.

#### Another Element

And there is, of course, another element to be considered. The American circus, as we know it, represented thru the passing generations by the Ringling Bros.-Barnum & Bailey Circus and other

great circus names, past and present, is built expressly for showing under canvas. Except for a very few weeks of its long and busy season it is under canvas day after day and for the greater part of that time on one-day stands. The acts are planned for showing under canvas and the whole nervous system of the show from the press agent tolling in advance to the last man off the lot at night is tuned and trained for showing under canvas.

The working conditions of a circus under cover present new hazards both to the performers and the workmen. These hazards must be successfully concealed beneath a smooth-running routine. A fall indoors is a much more serious affair than a fall under canvas. Indoors you strike not the living earth but a thinly veneered bed of solid and unyielding cement. Even if you come down under canvas on one of the stages, it is resting not on unyielding cement banded together with steel but against the living earth. Living things when struck by living things serve as shock absorbers; much of the resulting shock is taken up and distributed thru the larger mass of the two contacting bodies. It is the living body of the performer or laborer that must take up the entire shock of that terrific force in a fall indoors.

While performers for the most part, especially the star turns, are trained thru long experience in the winter circuses of Europe to work under indoor conditions, the buildings used for such circus in Europe were built with that purpose primarily in mind, which our own auditoriums most decidedly were not.



AN IMPROMPTU rehearsal of Merle Evans' famous Ringling Bros.-Barnum & Bailey Circus Band at the Boston Garden. Insert, George Brinton Beal, Boston editor and writer and lecturer on circus life and customs. (Photo from the George Brinton Beal Circus Collection.)

It must be remembered that, with the show under canvas, every detail of the construction of that show has been carefully studied out and planned with the particular performance to be given in mind. The lighting arrangements have been so planned, the entrances and exits laid out with the particular traffic they will have to handle in mind.

Obviously this condition is lacking when you leave your custom-tailored canvas outfit for an auditorium, however well equipped it may be for the purposes for which it was built. And as a hint to any possible architect who faces the task of planning such an auditorium in the future, there are quite a few simple, important facts about a circus that should be considered in laying out those plans.

#### Lighting an Important Thing

Lighting is an important part of the circus. It has two functions to perform. One is to light the public in and out of the show. That is comparatively simple and already insured by legal requirements. The second is to be so arranged as to properly light up the various acts as they perform and at the same time be so arranged as to provide no added hazard to the performers. That last-named condition has received little or no consideration in the planning of our vast indoor auditoriums and is a constant element of added danger to the circus performer as well as to the property men who must work with them.

Getting your show in and out in anything like an orderly fashion is another great obstacle to be overcome when you move indoors. There is no conveniently located "back door" or "connection" available. And what entrances there are usually are located in most inconvenient relationship to available dressing-room quarters. No puzzle of greater magnitude ever existed than that which is annually solved in moving the big show into New York and Boston and getting dressing rooms enough for the performers and laying out a routine of movement that will permit a smoothly flowing tide of performers in and out of the auditoriums during the performance with the least possible inconvenience and delay.

It will probably be generally admitted without argument that the reason an individual pays his or her money at the front door and takes a seat at a circus is to see the show. It is true that no other entertainment has so curiously a shifting public as the circus. From the hour in the menagerie before the spec down to the final whoopees of the Wild West aftermath, there are people coming in and going out. But for the most part the public pays to see the show, the whole show and nothing less.

#### Another Great Difference

Which brings us to another great difference between the circus under canvas and the circus under cover. From every point in the big top you can see the show, all of it. This is true whether you inhabit a front row in G section of the grand stand or squat in the generously provided carpet of a "straw house" under canvas. It is, unfortunately, not so under cover.

A circus was made to be looked up to, both spiritually and physically. Flying acts are thrilling only when the flyers are occupying space high above the eyes of the observer. Elephants tower in massive dignity and impressive bulk only when they are above the eye level of the onlooker. When the show moves indoors this necessary balance is removed. None of the seats are on the level of the arena, many tower far up into the rafters, so high above even the flying acts that the performers look like flies rather than human beings risking life and limb in exchange for food and shelter. And what is even a more serious

(See THE CIRCUS on page 165)

# The Corral

By ROWDY WADDY

TOM KING, with a band of full-blooded Indians, is en route from Fort Reno, Okla., to Raymond, Ga., to join the Jack Hoxie Circus. This veteran's show days date back to the Buffalo Bill show.

TEX ALBRITTON is in Silver Springs, Fla., recovering from a crushed arm which he sustained in a recent automobile accident in Cleveland, O. He says he will make the Great Lakes Exposition again this year.

PLANS for the second annual Chicago Stadium Rodeo are shaping up nicely, even at this early date. Barnes-Carruthers will again handle the production of the rodeo and they expect to have a much larger and more interesting event than last year's.

ED BOWMAN, trick roper and bull-whip exponent, after appearing at several rodeos in Florida, blew into Cincinnati last week en route to Detroit. During a visit to the Corral desk he informed that he plans to work several local night spots before going into the motor metropolis.

FRANK AND BERNICE DEAN, trick riders and fancy ropers, who have headlined vaudeville in various parts of the United States, after closing their 1936 engagements in Memphis showed at some 20-odd theaters. Frank informs that they are contracting now and expects 1937 to top all previous years. He is publishing *The Rodeo News*.

TENSION of long standing in the situation involving conflict in dates of Salt Lake City's Covered Wagon Days and the Ogden Pioneer Days Celebration was relieved recently when Harry S. Joseph, of Salt Lake City, visited Ogden's mayor, Harman W. Peery, and assured him he will co-operate in attempting to avoid any possible friction between the two cities.

DANNY WINN and his Western Rodeo Runners, under the management of Theo. (Tex) O'Rourke, have concluded negotiations with a radio sponsor for a 13-week contract. "That," says O'Rourke, "together with our personal appearances and dances, will keep us off the road for some time, thus we will not troupe with any outdoor show until possibly later in the season when, perhaps, we might make connections with a motorized unit."

COLONEL REESE JOHNSON has contracted with Billy Crosby for several summer spots as publicity agent. Crosby is heading a new combination unit to be known as the "Flying Cowboys." Plans call for the unit to play airports, presenting a combination aerial circus and exhibition rodeo. Fifty head of stock and 15 cowboys and cowgirls will represent the rodeo end. Five planes, two transport and three stunt, will represent the flying portion and transport the personnel.

FIFTH ANNUAL Eastern Colorado Roundup to be held in Akron, Colo., this summer under American Legion

sponsorship will be similar to those of the past, but much larger in size, according to R. E. Fisher, roundup manager. Lowry Brothers have been contracted to furnish all stock, including 100 pitching horses. Three-day event will also feature the Silver States Shows on the midway. Rodeo contestants from all over the West, Texas to California, Washington to North Dakota and all other Rocky Mountain States are expected to participate.

E. L. RICHARDSON, general manager of the Calgary Exhibition and Stampede, has announced that the stampede prize list will total \$10,000, exclusive of trophies, which will bring the total value up to \$10,500. Amounts to be offered in the competitions in which the RAA awards points follow: North American Bucking, \$1,720; North American Calf Roping, \$1,500; Steer Decorating, \$840; Bareback Bucking, \$495; Steer Riding, \$310. Stampede committee decided at a recent meeting to rearrange the prize list so as to offer smaller amounts in the finals of the principal event and increase the amounts paid in day money. Officers re-elected at the meeting were Ray Knight, president; Walter Birney, first vice-president; A. E. Russell, second vice-president; E. L. Richardson, honorary secretary-treasurer. No changes from last year were proposed in the following contests: Consolation Bucking, Horse Riding, Bareback Bucking, Wild Steer Riding, Boys' Wild Steer and Cow Riding, Wild Cow Milking and Wild Horse Race.

## Association Protests Tucson Rodeo Stories

CINCINNATI, April 3.—Following is the Cowboy Turtle Association's protest concerning the Tucson Rodeo stories which appeared recently in one of Tucson's leading newspapers and *The Billboard*.

"We have read in one of Tucson's leading newspapers and in *The Billboard* articles that are falsely written about the Cowboys' Turtle Association and about the professional cowboy as a whole. They compared the Tucson Rodeo with the three other Arizona rodeos. There is no comparison in the way the Tucson Rodeo was conducted and the way the other three were conducted. Tucson Rodeo was conducted like an amateur rodeo in comparison with the three other Arizona rodeos. The public is badly fooled in the Tucson Rodeo because of the lack of co-operation between the arena director, who promotes amateur rodeos, and the contestants, as the majority of the contestants are top hands of the rodeo business. The article in the Tucson paper stated that it was the cowboy's fault that the two horses were killed during the rodeo. It was up to the arena director to keep the arena clear and he had two horses running loose when he turned the third horse out with a boy on him. He was

lucky that just two horses were killed instead of two horses and the boy. They also stated that the cowboys crippled 18 head of steers. If the correct size of cattle had been chosen for the rodeo events there would have been no crippled stock, as these steers were too large and too old for the events they were to be used in. For comparison, at the Phoenix Rodeo, where there were twice as many ropers, only one steer was crippled and no horses killed.

"We are just as interested or more so than James C. Kinney, rodeo boss of Tucson, is in cruelty to animals, as we make the rounds of 30 or more rodeos in a year and he makes one. All prize lists read that anyone being cruel to animals is to be disqualified. If anyone was being cruel to animals why wasn't he disqualified at that time?"

"Speaking of the strike at Tucson, which he stated the boys caused 10 years ago, was in February, 1929. The reason was: The cowboys in 1929 at Tucson asked to work for their own money, as their entrance fees more than covered the purse offered by the Tucson Rodeo committee, and the entrance fees were not added to the purse advertised that was to be given. The rodeo committee refused. Then Tucson went ahead and presented the rodeo under the same advertising as a championship rodeo, having about eight or 10 professional contestants working, the remainder being amateurs. In 1930 the Tucson Rodeo put up \$300 in each event and added all entrance fees. If they had such wonderful success with their amateur rodeo why did they invite the professional contestants to return? Contestants have worked for the same purses up until this year, when the Tucson Rodeo committee raised the purse \$100 in each major event. Total purse paid to the cowboys this year was \$2,350. They were boasting about the Tucson Rodeo being the very largest in money paid contestants. The reason for that is that the contestants put up their own money for entrance fees and is added to the purse so that people who do not understand think that Tucson alone is putting up the money, when after all two-thirds of the entire purses are put up by the contestants at Tucson.

"The people who are rodeo fans are educated enough to know that the rodeos ranked second for 1936 in the sports and would not be interested to go to a rodeo where only non-professional contestants competed.

"The Cowboys' Turtle Association, which has 175 members who are top hands of the rodeo world, all professional cowboys, is working in co-operation with the Rodeo Association of America officials, and if purses are not approved by the board of directors of the Cowboys' Turtle Association the R. A. A. is notified and the contestants do not go to that particular rodeo. And if the purses put up at the Tucson Rodeo are the same for 1938 as they were this year, it doesn't pay the contestant to go there, as living expenses are so extremely high in Tucson."

# Rodeo Is Good Draw At Oklahoma City

OKLAHOMA CITY, April 3.—Despite dust storms and cold weather, more than 20,000 paid admission were tallied by the rodeo which closed here March 24, after playing five night and two matinee engagements in connection with the State Junior Stock Show. Total does not include 1,040 4-H and FFA exhibitors at the show and 4,000 underprivileged children who were given oak-leys.

Financially, the rodeo broke about even with an \$11,000 net, according to T. W. Kelley and H. D. Blinn, promoters of the show. Events were held in City Coliseum here.

Hardin-Simmons' cowboy band furnished the music. Officials included Blinn and Kelley, managers; Floyd Gale, arena director; C. A. Tyler, announcer, and Fred Alvor, secretary. Judges were Leo Murray, Claude Wallace and Mont Churchill. Bob Crosby and Dick Truitt were pick-up men. Blinn and Kelley furnished all stock except 10 head of bucking horses each from Beutler Brothers and Red Lyons.

Rodeo drew 116 entries with seven main events. Entertainment features were presented by Ramsay Family; Vern and Myrtle Goodrich, formerly with Ringling Show; Chester Byars, Florence Randolph, Tad Lucas and Don Wilcox. John Lindsay crowned the show. Johnny Gimes presented a steer-jumping act with a Brahma steer hurding an auto.

Six accidents, none serious, however, hit the show. Billie Kelley, son of the promoter, fell in a Roman riding race and was badly bruised; Al Bartlett, local man, sustained injuries when Pete Grubb rode Black Bottom thru the arena fence and into Coliseum lobby; Buck Jones sustained a broken elbow, and Ward Watkins, Model, suffered a broken foot when tossed by bronks. Everett Vassar was severely bruised by a Brahma steer that tossed him.

Final winners were: Bronk Riding—Eddie Curtis, Vic Swartz, Cliff Helm, Calf Roping—Buck Goodspeed, Dick Truitt, Herb Myers, Bulldogging—Dick Truitt, Andy Curtis, Steve Heacock, Cowgirls' Bronc Riding—Von Kreig, Ruth Woods, Margie Greenow, Wild Cow Milking—Gene Ross, Clyde Burks, Everett Shaw, Steer Riding—Durwood Ryan; Jimmie Olson and Jim White-man tied for second and third.

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## Watch for These Name Articles

Beginning at an early date, *The Billboard* has arranged to publish a series of by-line articles as regular-issue features—articles by men who have established a name for themselves and are authorities in their respective fields. These articles should be not only interesting but helpful to those engaged in the amusement industry. Following are the names of some of the authors and their topics, also some of the names of other writers:

**Fairs**  
Ralph T. Hemphill: "Is the Day of the Fair Over?" Maurice W. Jencks: "Broader Fields for the Fairs." Fred A. Chapman: "Popularity of County Fairs Returning." P. T. Strieder: "Prosperity and Fairs." W. R. Hirsch: "Carnivals' Connection With Expositions and Fairs." L. B. Herring Jr., Charles A. Nash, E. L. Richardson, Raymond A. Lee, Frank H. Kingman, A. W. Lombard and Howard W. Power.

**Parks**  
Herbert F. O'Malley: "How Parks Will Meet Added Public Interest." Harry C. Baker: "We Are on Our Way." Henry Wagner: "Park Lessons of 33 Years." Rex D. Billings, Paul H. Huedephol, Paul C. Morris, A. R. Hodge, A. Brady McSwigan, Hoyt Hawk and Otto Wells.

**Circuses**  
Paul M. Lewis: "Should the Circuses Adopt a Code of Fair Trade Practices?" Clyde Beatty: "Arena-Struck." Jess Adkins, Zack Terrell, Floyd King, R. M. Harvey and Robert E. Hickey.

**Carnivals**  
Chris M. Smith: "Forty Years of Carnivals." Thomas W. Kelly: "Two Midway Evils—Promiscuous Use of Passes and Jam Openings." Walton de Pallaton: "Hilderbrand—the Showman." Starr DeBelle: "Humorous Side of Trouping." R. L. Lohmar, W. R. Harris, Orville W. Hennies, Tom Terrell and Eric B. Hyde, Joe S. Scholibo and Jack V. Lyles.

See My Advertisement  
GEO. A. HAMID TESTIMONIAL SECTION  
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**Special Spring Offering - - Partial List of Used Tents**

Prices of all canvas are advancing—all quotations here are subject to change and to previous sale. Better give second choice when ordering.

And remember, if you don't find here just what you want we may have it—this of necessity is only a partial list—and we can always make it new at a price that gives you the most for your money.

**CONCESSION TENTS**

No. 0076—8x10 Gable End Concession Tent, top in one piece, made of 10 oz. army khaki duck, trimmed in red. Rings at eave. 5 ft. 0 in. awning attached to one 10 ft. side. 3 ft. bally curtain, made of 8 oz. khaki duck. Wall 8 ft. high, in one piece, made of 8 oz. khaki. Snaps one-half width apart to snap to top. New. Without frame—\$35.00

No. 0078, 0679—10x16 Gable End Concession Tents, top made of 10 oz. double-filled khaki duck, trimmed in red. Gable 2 ft. 0 in. high. Rings on eave, crows feet on corners. Awning 7 ft. 0 in. attached on one 10 ft. side. 3 ft. bally curtain 10 ft. long. Wall in one piece, 0 ft. 0 in. high, made of 8 oz. khaki duck, trimmed in red. Wind band through center, snaps on top to snap to top. Fair condition. Without frame—Each \$32.50

No. 0082—10x16 Gable End Concession Tent, top made of 10 oz. double-filled khaki duck, trimmed in red. Gable 2 ft. 0 in. high. Rings on eave, crows feet on corners. Awning 7 ft. 0 in. attached, 3 ft. bally curtain. Wall in one piece, 0 ft. 0 in. high, made of 8 oz. khaki, trimmed in red. Wind band through center, snaps on top to snap to top. Fair condition. Without frame—\$32.50

**ROPED TENTS**

No. 571, 577, 578—12x14 Oblong Square End Tent, top made of 8 oz. white army Baloo Duck, roped ridge, striped in white at each wall pole. Rings at eave, double guys at corners. Wall 7 ft. high, in two pieces, made of the same material. Snaps between to snap to top. Good condition. Top only—Each \$30.00  
 Top and wall—Each 44.00  
 Complete with poles and stakes—Each 50.50

No. 678, 074—12x16 Oblong Square End Tents, top made of 10 oz. army khaki Textiled, roped ridge, webbed in white at each wall pole. Wall pole holes sewed in. Rings at eave, double guys at corners. Wall 7 ft. high, in two pieces, made of 7 oz. khaki duck. Tent has 4 ft. pitch. Good condition. Top only—Each \$34.00  
 Top and wall—Each 52.00  
 Complete with poles and stakes—Each 66.00

**ROPED TENTS Continued**

No. 671, 672—14x24 Oblong Square End Tents, top made of 8 oz. double-filled khaki duck, roped ridge, webbed in white at each wall pole. Pole holes sewed in. Rings at eave, double guys at corners. Wall 7 ft. high, in two pieces, made of 8 oz. khaki duck. Tent has 5 ft. pitch. Good condition. Top only—Each \$46.00  
 Top and wall—Each 79.00  
 Complete with poles and stakes—Each 94.00

No. 668—16x28 Oblong Square End Tent, top made of 10 oz. double-filled khaki duck, roped ridge, webbed in white at each wall pole. Pole holes sewed in. Rings at eave, double guys at corners. Wall 7 ft. high, in two pieces, made of 8 oz. khaki duck. Snaps every seam to snap to top. Tent has 5 ft. pitch. Good condition. Top only—\$60.00  
 Top and wall—\$114.00  
 Complete with poles and stakes—\$108.00

No. 599—18x38 Oblong Square End Hip-Roof Tent, top in one piece, made of 10 oz. army white duck, roped fourth seam, trimmed in white. Pole holes sewed in, sash cord on eave. Double guys at corners. Wall 7 ft. high, in two pieces, not roped, made of 8 oz. Army white duck. Good condition but soiled. Top only—\$112.00  
 Top and wall—\$148.00  
 Complete with poles and stakes—\$163.00

No. 645—20x30 Oblong Square End Tent, top made of 10 oz. double-filled khaki duck, trimmed in red, with red curtain. Roped every 4 1/2 widths. Pole holes sewed in, double guys on corners. Guys cut for 7 ft. wall. Top only—Fair and patched—\$60.00  
 With poles and stakes—\$73.50

No. 602—20x30 Oblong Square End Tent, top made of 8 1/2 oz. Presero Drill, roped thoroughly, trimmed in white. Pole holes sewed in, sash cord on eave. Wall 8 ft. high, made of 6 oz. drill, trimmed in white, not roped. Snaps every width to snap to top. Fair condition. Top only—\$85.00  
 Top and wall—\$117.00  
 Complete with poles and stakes—\$143.00

**ROPED TENTS Continued**

No. 623—19'6"x156 Shed Roof Canopy, gable end style, made in four pieces. Roped second, pole hole fourth. Storm guys on eave on each center pole, double guys at corners. Rings and links at wall pole holes only. Outside sun curtain on back side only, made of khaki, inside curtain green and front curtain green. No rings or sash cord on eave. Canopy made of 10 oz. double-filled khaki duck. Double guys on two end center poles. Green trimming. Good condition. Top only. Without poles or stakes—\$186.00

No. 610—20x40 Oblong Square End Hip-Roof Tent, top in one piece, made of 8 oz. Army white duck, roped every 5 ft. Trimmed in white. Pole holes sewed in, sash cord at eave. Double guys at corners. Wall 8 ft. high, made of 6 1/2 oz. white drill, in two pieces, roped second seam. Wind band through center, snaps between to snap to top. Good condition. Top only—\$115.00  
 Top and wall—\$174.00  
 Complete with poles and stakes—\$185.00

No. 640—20x40 Oblong Square End Hip-Roof Tent, top in one piece, made of 10 oz. Army khaki duck, roped every 4 1/2 widths. Trimmed in khaki. Pole holes sewed in, sash cord at eave. Triple guys at corners. Wall 8 ft. made of 7 oz. khaki duck, in two pieces, trimmed in khaki. Wind band through center, roped every 10 ft. Snaps between to snap to top. Good condition. Top only—\$126.00  
 Top and wall—\$174.00  
 Complete with poles and stakes—\$195.00

No. 701—20x60 Oblong Square End Push Pole Tent, top in two pieces, made of 10 oz. Army khaki duck, trimmed in khaki. 7 ft. pitch. Roped third seam, overlaps over lacing. Rings and links at pole holes. Sash cord on eave, triple guys on corners. Tent trimmed in khaki. Wall 8 ft. high of 8 oz. khaki duck in four pieces, one wind band through center. Roped third seam, snaps between to snap to top. Good condition. Top only—\$165.00  
 Top and wall—\$225.00  
 Complete with poles and stakes—\$260.00

**ROPED TENTS Continued**

No. 601—20x24 Oblong Square End Hip-Roof Tent, top made of 6 1/2 oz. Presero treated white drill, trimmed in white. Roped thoroughly. Pole holes sewed in. Sash cord on eave, double guys at corners. Wall 7 ft. high, in two pieces, made of 6 1/2 oz. white drill, not roped. Snaps every seam to snap to top. Good but soiled. Top only—\$75.00  
 Top and wall—\$101.50  
 Complete with poles and stakes—\$113.50

No. 555—20x40 Oblong Square End Push Pole Tent, top in one piece, made of 8 oz. Army white baloo duck, paraffined, trimmed in white. Roped fourth seam. Pole holes sewed in, rings on eave, double guys on corners. Wall 8 ft. high, in two pieces, made of 6 1/2 oz. white drill, roped fourth seam, snaps between to snap to top. Fair and patched. Top only—\$108.50  
 Top and wall—\$137.50  
 Complete with poles and stakes—\$178.50

No. V552—35x150 Gable End Canopy Style Push Pole Tent, top in five pieces, made of 10 oz. Army khaki treated duck, trimmed in green and red. Roped fourth seam, except one 35 ft. middle roped third seam. Pole holes sewed in, storm guys at each center pole, triple guys at corners. Made for 10 ft. wall at front, 8 ft. at ends and back. Guys sewed in and thimbles on outside of eave. Calf's tail on ridge and bands, snaps on eave and band. Overlaps over lacing. Guys cut 21 ft. Good condition. Top only—\$975.00  
 With poles and stakes—\$875.00

No. 715—35x84 Oblong Square End Push Pole Tent, one end gable. Top made in three pieces of 10 oz. double-filled khaki duck, trimmed in khaki. Roped third seam except corners. Rings and links at pole holes. Sash cord on eave, double guys on corners and at center pole holes at eave. Overlaps over lacing. Wall 10 ft. high, made of 8 oz. khaki, trimmed in khaki. Roped third seam, band through center. Snaps between to snap to top. Sod cloth on bottom. Fair and patched. Top only—\$355.00  
 Top and wall—\$471.00  
 Complete with poles and stakes—\$588.00

Special Spring Offering - - Partial List of Used Tents - - Continued

ROPED TENTS Continued

No. 704-20x80 Oblong Square End Push Pole Tent, top in two pieces, made of 10 oz. Army khaki duck, trimmed in khaki, 7 ft. pitch. Roped third seam, overlaps over lacing. Rings and links at pole holes on eave only, sash cord on eave, triple guys on corners. Wall 8 ft. high, made of 8 oz. khaki duck, in three pieces, roped third seam. Wind band thru center, snaps between to snap to top. Good, has few patches. Top only ----- \$420.00 Top and wall ----- 405.00 Complete with poles and stakes ----- 545.00

No. 710-20x180 Canopy Shed-Roof Top, in three pieces. Top made of 10 oz. khaki drill, trimmed in red. Roped at eaves and ridge, webbing every third seam. Snap overlaps. Rings and links at pole holes, rings at back eave. Double guys at corners. No pole holes in front eave. Front guys cut for 12 ft. wall, back guys for 9 ft. 6 in. wall. Canvas fail for standing guys. Open with sun curtain edge. Poor condition. Patched and mildewed. Top only ----- \$125.00

No. 680-21x140 Oblong Square End Push Pole Tent, canopy shed roof. Top in four pieces, made of 10 oz. double-filled khaki duck, trimmed in red. Center pole 1/2 ft. from front wall. Top roped approximately every 5 ft. 0 in., pole every 11 ft. 6 in. Roped eave and ridge. Rings and links at pole holes, sash cord on eave, triple guys at corners. Wall 8 ft. at back, 10 ft. at front, made of 8 oz. khaki duck, roped, with red wind band through center. Snaps between to snap to top. Fair condition. Top only ----- \$162.40 Top and wall ----- 179.00 Complete with poles and stakes ----- 347.60

No. 0551-24x98 Oblong Square End Push Pole Top, gable end style (suitable for Corn Game). Top in one piece, made of 10 oz. Army khaki duck, roped every five widths. Pole holes sewed in red. Center pole 1/2 ft. at eave. Double guys at corners. Orange and green stripe curtain. Made for frame, or if poles used will set outside of curtain in guys. Two center poles, 12 ft. apart, cut for 9 ft. wall. Top only ----- \$105.00

No. 703-30x50 Oblong Square End Push Pole Tent, one piece top, made of 12 oz. Army khaki duck, trimmed in khaki, roped irregular. Rings and links at pole holes at eave only. Sash cord on eave, triple guys on corners. Wall 8 ft. high, made of 8 oz. khaki, trimmed in khaki. Snaps between to snap to top. Tent has 9 ft. pitch. Good, few patches. Top only ----- \$185.00 Top and wall ----- 278.00 Complete with poles and stakes ----- 278.00

No. 657-30x50 Oblong Square End Push Pole Tent, top in three pieces, made of 8 1/2 oz. olive drab water-repellent duck, trimmed in olive drab, roped third seam. Pole holes sewed in, sash cord on eave, triple guys on corners. Wall 8 ft. high, in four pieces, made of 8 oz. khaki duck, roped, khaki wind band thru center. Tent has 9 ft. pitch. Good condition. Top only ----- \$245.00 Top and wall ----- 350.00 Complete with poles and stakes ----- 600.00

No. 725-30x60 Top, One End Hip, Other End Gable, top in one piece, made of 8 oz. Army khaki duck, trimmed in red, roped every 7 ft. 6 in. Rings and links at pole holes, rings on eave. Double guys on corners. Gays cut for 10 ft. wall. Poor and patched. Top only ----- \$90.00

No. 710-30x70 Oblong Square End Push Pole Tent, top made of 10 oz. double-filled khaki duck, in red, roped third seam, except corners. Rings at pole holes, double guys on corners. 12 in. extension eave. Guys cut for 8 ft. wall. Fair and patched. Top only ----- \$120.00 With poles and stakes ----- 169.00

No. 702-30x70 Oblong Square End Dramatic Tent, push pole style. Top in three pieces, made of 10 oz. Army khaki duck, trimmed in red. Overlaps over lacing. Roped irregular. Rings and links on eave, triple guys on corners. Wall 8 ft. high, in two pieces, made of 8 oz. khaki, roped, trimmed in red with red band through center. Snaps between to snap to top. Stage 14 ft. deep, 15 ft. wide. Two center poles in front end. Tent has 9 ft. pitch. Good with few patches. Top only ----- \$312.00 Top and wall ----- 416.00 Complete with poles and stakes ----- 470.50

No. 722-35x70 Oblong Square End Push Pole Top, hip end on front, modified gable on back. Top in three pieces, made of 8 oz. Army khaki duck, trimmed in red. Roped third seam except corners. Rings and links at pole holes, sash cord on eave, storm guys on center, double guys on corners. Overlaps over lacing. Snaps and rings on eave and bands. Guys cut for 9 ft. wall. Fair and patched. Top only ----- \$225.00

ROPED TENTS Continued

No. 643-20x50 Gable End Tent, top made of 10 oz. Army green duck, in one piece, trimmed in red. Sash cord on eave, 4 ft. awning attached all around, except one end which is 8 ft. Filled in corners and laces at each rafter enforcement. Crows feet on corners and eaves. Lettered "DINING ROOM" on side sun curtain and "CAFÉ" on end sun curtain. Good but faded. Made for frame. Top only ----- \$165.00

No. 664-20x30 Oblong Square End Push Pole Tent, top in three pieces, made of 8 oz. white drill, paraffined, roped fourth seam. Trimmed in white. Pole holes sewed in, sash cord on eave. Double guys on corners. Wall 8 ft. high, made in two pieces of 8 oz. white duck. Good but soiled. Top only ----- \$ 90.00 Top and wall ----- 128.00 Complete with poles and stakes ----- 144.50

No. 650-40x80 Oblong Round End Push Pole Tent, top in three pieces, made of 8 oz. Army white duck, paraffined, trimmed in white. Roped third seam, band not roped. Sash cord on eave. Double guys on corners, overlaps over lacing. Wall 10 ft. high, made of 8 oz. white duck, in two pieces, roped third seam. White wind band through center, snaps between to snap to top. Good condition. Top only ----- \$261.00 Top and wall ----- 328.00 Complete with poles and stakes ----- \$62.00

No. 651-40x80 Oblong Round End Push Pole Tent, top in three pieces, made of 8 oz. white drill, paraffined, trimmed in white. Roped third seam, pole third. Pole holes sewed in, rings at eave. Wall 8 ft. high, made of 8 1/2 oz. white drill. White wind band through center, roped third seam, snaps between to snap to top. Good condition. Top only ----- \$265.00 Top and wall ----- 341.00 Complete with poles and stakes ----- 386.00

No. 617-40x60 Oblong Round End Push Pole Tent, top in three pieces, made of 13 1/2 oz. Army khaki duck, trimmed in khaki, roped every third seam, sash cord on eave. Pole holes sewed in. Overlaps over lacing. Wall 10 ft. high, made of 8 oz. khaki duck. Good, few patches. Top only ----- \$285.00 Top and wall ----- 365.00 Complete with poles and stakes ----- 410.00

No. 720-40x80 Oblong Square and Dramatic End Push Pole Tent, top in three pieces, made of 10 oz. Army khaki duck, trimmed in red, with red inside curtain. Roped irregular. Pole holes sewed in, storm guys on center, triple guys on corners. Sash cord on eave. Double guys at corners. Wall 8 ft. high, in four pieces, made of 8 oz. khaki, in pieces, trimmed in red, roped. Wind band through center, snaps between to snap to top. Fair condition. Top only ----- \$275.00 Top and wall ----- 337.00 Complete with poles and stakes ----- 392.00

No. 679-55x135 Push Pole Dramatic Tent, one 40 ft. and one 20 ft. plain middle with 14 ft. stage middle. Stage end has two center poles, 14 ft. apart, in front of stage poles. Top in five pieces, made of 10 oz. double-filled khaki duck, Preservo treated, trimmed in red. Roped second seam, pole fourth except stage. Rings and links at pole holes, sash cord on eave. Two storm guys on each pole, triple guys on corners. 12 in. extension eave set inside. 1 1/2 in. red valance across top of tent at proscenium line, 2 1/2 in. white fringe on bottom of scallop. Rope across top of tent behind valance for proscenium. Snap overlaps over lacing. Stage 21 ft. wide by 14 ft. 3 in. deep, with 7 ft. back of rear stage poles, stage poles 21 ft. apart, 14 in. in diameter. Five pointed stars at quarter poles. Snaps at bands and thimbles at stage poles. One curtain pole on rear band. One extra sweep band. Three-quarter poles in front round end and one in each side of each middle, three quarter poles in back of stage. Back of stage poles 21 ft. high at front of stage 14 ft. back of stage 14 ft. Wall 9 ft. high, in three pieces, one piece goes around stage end and four widths over on middle. Rest of wall begins at stage and overlaps four widths in center of front. No rope in bottom of wall. Wall made of 8 oz. khaki duck, roped fourth seam, except stage, snaps between to snap to top. Fair condition. Top only ----- \$295.00 Top and wall ----- 410.00

No. 682-50x80 Oblong Round End Ball Ring Tent, top in three pieces, made of 10 oz. khaki duck, trimmed in red. Roped third seam, rings and links at pole holes, the ropes on band and eave. Wall 10 ft. high, in three pieces, made of Boyle's 8 oz. khaki duck, khaki wind band thru center. Wall roped, with snaps between to snap to top. Good condition. Top only ----- \$420.00 Top and wall ----- 525.00 Complete with poles and stakes ----- 585.00

ROPED TENTS Continued

No. 708-40x80 Oblong Square End Push Pole Tent, top in four pieces, made of 10 oz. double-filled khaki duck, trimmed in red. Roped third seam. Rings and links at pole holes, sash cord on eave. Double guys on lacing, triple guys on corners. Snaps eave and band, top in three pieces, made of 8 oz. khaki, trimmed in red, band through center. Roped third seam, snaps between to snap to top. Good condition. Top only ----- \$301.00 Top and wall ----- 512.00 Complete with poles and stakes ----- 678.00

No. 507-42x88 Oblong Square End Skating rink Push Pole Tent, top in four pieces, made of 10 oz. Army khaki treated duck, trimmed in blue. Roped third seam, pole holes sewed in. Sash cord on eave, triple guys on corners. Snaps eave and band. Wall 10 ft. high, made of 8 oz. khaki duck, in three pieces, with red wind band through center. Good condition. Top only ----- \$395.00 Top and wall ----- 509.00 Complete with poles and stakes ----- 594.00

No. 721-50x80 Oblong Round End Push Pole Tent, top in three pieces, made of 8 oz. white duck, in two pieces, roped every 2 ft. apart to fasten, with overlaps. Top made of 8 oz. drill, paraffined, trimmed in red. Roped second seam. Pole holes sewed in. Wall 9 ft. high in two pieces, made of 8 oz. white, trimmed in red. Roped fourth seam, with red wind band, Fair condition. Top only ----- \$200.00 Top and wall ----- 246.00

No. 647-60 ft. Round Top, with two 30 ft. and two 40 ft. middles (60x200 ft.), Ball ring style, top made of 8 oz. white drill, trimmed in white. Roped second seam, pole fourth. Pole holes sewed in, storm guys on corners, triple guys on lacing. Wall 10 ft. high, in six pieces, made of 6 1/2 oz. drill, roped fourth seam, white wind band through center. Fair condition. Top only ----- \$ 810.00 Top and wall ----- 990.00 Complete with poles and stakes ----- 1,140.00

No. 633-80 ft. Round Top with two 40 ft. width middles, and one 12-width middle (80x130 ft.). Top made in five pieces, ball ring style, of 8 oz. white drill, trimmed in red and blue, red stars at quarter pole holes, inside red curtain on eave. Tent is machine roped third seam. Quarter band roped, other bands not roped. Rings and links at pole holes. No extension eave. Rings on eave, tie ropes at eave and quarter band. Wall 10 ft. 6 in. high, made of 6 1/2 oz. drill. Snaps between to snap to top. Good condition. Top only ----- \$ 775.00 Top and wall ----- 925.00 Top, wall and rigging ----- 1,025.00

No. 207-70x145 Oblong Square End Dramatic, or Ambley Tent, top in seven pieces, made of 10 1/2 oz. Army khaki duck, treated, trimmed in red. Rings and links at pole holes, rings on eave, triple guys on corners. Sash cord on eave. Double guys on corners. Wall 10 ft. high, made in four pieces, trimmed in red, red wind band through center. Roped third seam, snaps between to snap to top. Wall 10 ft. wide by 10 ft. deep. Fair and patched. Top only ----- \$285.00 Top and wall ----- 580.00 Complete with poles and stakes ----- 580.00

No. 746-70 ft. Round Top, with three 30 ft. middles (70x160 ft.). Ball ring style. Top in five pieces, made of 8 oz. drill, paraffined, trimmed in red and blue, stars on quarter poles. Roped second, pole fourth. Rings and links at pole holes. Overlaps over lacing. Wall 10 ft. high, in five pieces, made of 6 1/2 oz. white drill, roped fourth seam, red wind band through center. Good condition. Top only ----- \$1,200.00 Top and wall ----- 1,375.00

No. 846-70 ft. Round Top, with three 30 ft. middles and one 40 ft. middle (70x200 ft.). Ball ring style. Top in six pieces, made of 8 oz. white drill, trimmed in white. Roped second seam, pole fourth. Pole holes sewed in. No overlaps. The ropes at bands, eave and ridge. Wall 10 ft. high, made in six pieces, made of 6 1/2 oz. white drill, roped fourth seam. White wind band thru center. Fair condition. Top only ----- \$1,400.00 Top and wall ----- 1,370.00 Complete with poles and stakes ----- 1,985.00

No. 723-75 ft. Round Top with three 30 ft. middles (75x165 ft.). Ball ring style. Top in five pieces, made of 8 oz. white drill, trimmed in red. No overlaps. Roped second seam, pole fourth. Rings and links at pole holes, 18 in. extension eave. Wall 10 ft. high, made of 6 1/2 oz. white drill, roped fourth, red wind band thru center. Fair and patched. Top only ----- \$ 900.00 Top and wall ----- \$1,025.00

ROPED TENTS Continued

No. 700-80 ft. Round Top, with two 30 ft. middles and one 40 ft. middle (80x190 ft.). Ball ring style, top made of 8 oz. white drill, in 10 pieces, roped second seam, trimmed in white. Rings and links at pole holes. No overlaps except at ridges. Wall 9 ft. 6 in. high, made in six pieces, roped fourth seam, wind band through center. Fair and patched. Top only ----- \$ 650.00 Top and wall ----- 745.00 Complete with poles and stakes ----- 1,080.00

No. 251-80 ft. Round Top, with one 45 ft. middle (80x235 ft.). Ball ring style. Top in four pieces (middle in two pieces lacing at ridge). Top made of 10 oz. khaki Rain-kite drill, trimmed in khaki. Roped third seam. Pole holes sewed in. Wall 10 ft. high, in two pieces, made of 8 oz. khaki, trimmed in red. Wind band through center, roped third, snaps between to snap to top. Fair and patched. Wall poor condition. Top only ----- \$675.00 Top and wall ----- 807.00 Complete with poles and stakes ----- 982.00

MARQUEES

No. M-4-14x10 Gable End Style Marquee, top made of 10 oz. double-filled white, paraffined, trimmed in red, roped every 7 ft. or made to fit roped third seam. Pole holes sewed in, storm guys on gable, double guys on corners. Panels sewed on front. Wall 10 ft. high, made of 8 oz. white duck, trimmed in red. Wind band through center. Roped on edge. Made to set independent. Good condition. Without poles or stakes ----- \$75.00

No. M-10-20x12 Gable End Style Marquee, top made of half width orange and blue duck, trimmed in blue. Roped every 9 ft. 6 in., made for roped second tent. Pole holes, storm guys on gable, double guys on front corners. Wall 9 ft. 6 in. high, made of same material, trimmed in blue. Top roped on edge, wind band thru center. Full width front curtain lettered "MAIN ENTRANCE", gable lettered "SIDE SHOW". Made to tie to top. Without poles or stakes ----- \$30.00

No. M-2-30x20 Hip End Style Marquee, top made of 8 oz. white drill, trimmed in red and blue. Roped every 9 ft. 6 in. or made to fit roped second tent. Rings and links at pole holes, storm guy on center poles, double guys on corners. Lettered "BIG SHOW ON GABLE, MAIN ENTRANCE" on curtain. Wall 9 ft. 6 in. high, made of 6 1/2 oz. drill, trimmed in red. Roped on edge, wind band thru center. Has netting trimmed in red. Made to set independent. Fair condition. Without poles or stakes ----- \$80.00

No. M-7-30x30 Circus Style Marquee, top made of 8 oz. white drill, trimmed in blue and tangerine. Made to tie to second tent. Rings and links at pole holes, storm guys on centers, double guys on four corners. Rings width curtain across front. Wall 11 ft. 6 in. high, made of 6 1/2 oz. white drill, trimmed in blue and tangerine. Blue wind band thru center. Ropes around edges. Wall sewed to top. Wall at front has netting ventilator above the band 11 ft. 5 in. high, with rain curtain. Wall made to go across back. Back masking made of tangerine trimmed in blue, coat band 4 ft. up from ground. Lettered "ALL CHILL-DRINK MUST HAVE BEVERAGES" on side, "TO THE CIRCUS" front curtain "MAIN ENTRANCE". Fair and patched. Made to set independent. Without poles or stakes ----- \$104.00

No. M-9-40x21 Gable End Style Marquee, top made of 10 oz. Army green duck, trimmed in red. Roped fourth seam, or every 9 ft. 6 in. Made to fit roped second tent. Rings and links at pole holes, storm guys on centers, triple guys on corners. Top has brown woven stripe sun curtain all around, same color as wall. Wall 11 ft. 6 in. high, made of stripe, trimmed in red. Roped on edge, wind band through center. Wall attached to top. Lettered on gable "MAIN ENTRANCE". Made to set independent. Good but faded. Without poles or stakes ----- \$100.00

TENT WALL

No. T-01985-100 ft. of 8 ft. 8 oz. Khaki Drill Wall, roped all around, wind band through center, snaps every seam at top. New ----- \$51.00

No. T-01988-100 ft. of 8 ft. 8 oz. Khaki Drill Wall, roped all around, wind band through center, snaps every seam at top. New ----- \$51.00

No. T-01970-100 ft. of 7 ft. 38 in. 8 oz. White Wall, not roped, snaps every width. Good condition ----- \$35.00

No. T-02027-100 ft. of 8 ft. 8 oz. White Wall, roped all around, wind band through center, snaps every seam at top. New \$40.00

TENTS-BANNERS-SHOW CANVAS

You know our real business is designing and making Tents and Banners and Canvas Show Equipment. Over there under the Baker Marquee are the men who will handle satisfactorily any canvas problem you may have, from the smallest living or concession tent, or canopy, to the largest circus or show layout. Some of you already know about the entirely new idea in Banners, for which patent has already been applied.

Evidently Showmen-Customers feel the same way about it. Here are a few 1937 comments from two months old including Circus Carnivals, Repertoire purchasers. "We'll give you the name if you want them." "We wish to acknowledge receipt of the 20x100 foot canopy stile pit show top, and immediately put same into the air, and we must state that it is not only the most beautiful top ever made for us, but trimmed better than any we have ever seen in the outdoor show business."

"It is indeed a wonderful sight to see the new tents we have just received from your factory. It is said that a 'thing of beauty is a joy forever' - and so the new canvas is going to be a joy to all who see them." "To congratulate you on the swell banner line and marquee - it certainly is a flash." "The show looks good and everyone compliments us on the banner line."

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And then there are the New 15-Inch Solid Color Stripes that are putting the Color Punch on many Midways



# 300 CARNIVALS TO TOUR!

## Greatest Number in History To Bid for Public Favor This Year

*From all directions optimism prevails—each owner-manager having prepared for the new era anticipated, has left or will leave quarters with bigger and better shows, they report*

CINCINNATI, April 3.—The *Billboard* survey of the carnival amusement industry to date reveals that there are approximately 300 carnival units scheduled to open for the season of 1937, which is now on in practically all sections of the United States, to be followed by those who tour exclusively in the Dominion of Canada. This number of strictly carnival organizations ranges in size from three rides and concessions, transported on trucks, to those of the baggage and flat car class numbering from three baggage cars to combination trains of sleepers and flat cars, 40-odd in number. Previously established carnivals, both motorized and railroad, have in every instance reported themselves enlarged and modernized in every department of their physical equipment and ride and tented attraction units.

That there are more carnival organizations in readiness to open between now and May 15 than ever before in the history of the industry is generally accepted as a fact beyond question.

With some the season has been on since the first of the year or immediately following. These have toured in the Gulf States, Florida and even California and Mexico, not however omitting the Canal Zone, Hawaii, Puerto Rico, Cuba and South America.

### Business Done

In Florida the largest carnival to tour that State enjoyed business of record proportions and as for the minor units (See 300 CARNIVALS on page 61)

## Paul Williams Now Owner of Big State

HOUSTON, March 27.—The Big State Shows have been making local lots since March 13 to splendid business. Friends of Roy Gray, visiting its midway, were at a loss to understand why Gray was not in the owner's saddle. Display ads in *The Billboard* revealed the true status.

For five years, Roy Gray operated the Big State Shows, and builded to its present standing. He has disposed of it to Paul Williams, well-known show man and showman, of this city. At present, it consists of three rides, four tent theatres, and 15 concessions.

Under the new ownership, it will go to the rails, and the intention is to make it formidable as a railroad amusement enterprise. Reported by Jess Wrigley.

## Prominent Talker on Vacation in Cincinnati

CINCINNATI, April 3.—C. C. Chamberlin, talker on the front of the fat girl show on the Royal American Carnival, is in the city on a short vacation prior to the opening of the show's season at Jacksonville, Fla.

Chamberlin visited *The Billboard* office and reported that "Baby Ruth" Pontico, the feature of the show, was in the best of health and spirits and that she greatly enjoyed her tour with the Royal American at the Florida fairs played and profited thereby. He describes the lady as being just an old-fashioned fat girl show woman who is proud to exhibit her charms amid the scenic environment provided as her tent theater. He stated that an entirely new outfit has been built for the fat show and that the whole scheme of presentation is along entirely new lines.

### Read First News Page!

On page 3, the first news page of this edition, you will find the consensus of a number of the leaders of the carnival amusement industry as to how they view the outlook for season 1937. Read and profit thereby!

## Secretary Jos. L. Streibich Gets Set Right by Tillie

CHICAGO, April 3.—Beverly White, the press agent, reports great consternation reigns in the club rooms of the Showmen's League of America and in the lobby of Hotel Sherman over a coffee cake question.

It seems that Secretary Streibich, unable to answer the question passed it on to Waddley Tiff. He asked Soapy Glue, who in turn queried Tillie Few Clothes. Tillie opined: "Have Mr. Streibich tell his brother members that if President J. C. McCaffery is not lucky the members may take a chance and 'ge-dunk' his coffee cake."

## Michigan Showmen's Association Easter Party Put Over to Success

DETROIT, April 3.—The Michigan Showmen's Association held its first social event in the form of an Easter party Saturday night at the Detroit Hotel. About 400 showmen and their guests attended. With the decision to make this a major event instead of just a little party at the clubrooms made only a week before, the committees, under President Leo Lipka and Secretary A. H. McQueen, did a first-class job of organizing.

A good entertainment program was furnished by the entertainment committee headed by Jack Dickstein, with William Carlson, of the Carlson Studios, as master of ceremonies. A program of eight acts was furnished by the Monte Carlo Troupe from the Monte Carlo Studios, including dance, song, acrobatic and other numbers produced by Mrs. Lillian Thibodeau, with Harold Thibodeau as the juvenile emcee for this part of the program.

Other entertainment was furnished by Boyd Senter, orchestra director, of the

Colonial Theater, with solos on most of instruments in the band; Margie Richman, song and dance numbers; Mel Snyder, dancer; Blanche Ray, dancer; Walter Ryan, district representative of the American Federation of Actors, who did his famous ski-shoe act; Molly Hunter, singer; Edgar Neal, Detroit police censor, who rendered some solo numbers, and Red Ace, doing a tap dance on the head of a drum.

Eddie Minich and his orchestra furnished his music thru the Del-Ray Orchestras and Attractions office.

A number of prominent Detroit men were present during the evening, among those introduced by President Lipka being Edward H. Williams, Wayne County auditor; Clyde V. Fenner, president of the Forgotten Men's Club and candidate for the Detroit city council; William Cody, Circuit Court commissioner; Lieut. Lester Potter, Detroit police censor, and former Circuit Judge Robert Sage.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

O-Gee-Chee Swamp, Ga.

Week ended March 27, 1937.

Dear Editor:

From division to division, sideing to sideing, with the aid and support of hat passing, borrowing and rock hocking the Ballyhoo Bros. gold leaf special, gradually nosed and thumbed its way north into the "cracker" state. We then thumbed our noses at the territory behind arriving here late Monday night with one down and still five days to go. The show being sponsored by the Habitual Buck Ague Shakers of the O-Gee-Chee Lowlands. Shaking, shivering and trembling, our committee of the ten-gallon-hat type, met the train on its arrival. They then escorted the manage-

ment on a two wheeled cart drawn by oxen to the swamp location.

The lot was a quagmire of mud covered with rotten weeds, tree limbs and the skeletons of live stock that had mired down and left to die, the swamp being infested by mosquitos, snakes and tarantulas. Originally the land had been owned by a lumber company that soon cleared off the timber leaving thousands of tree stumps that almost covered the lot.

With the adverse lot conditions the outlook for a weeks work seemed very bad. After a staff huddle the bosses decided to bridge the lot and use the tree stumps for pillars. Load after load of

(See BALLYHOO on page 61)



FRED BECKMANN  
Voted by J. W. Conklin and the carnival profession as the "Grand Old Man of Outdoor Show Business."

## Geo. F. Dorman With Tinsley Shows

GREENVILLE, S. C., April 3.—Simultaneously with the opening of the Tinsley Show here Thursday it was announced by the management that arrangements had been completed whereby George F. Dorman, former carnival owner, will join the show in an executive capacity. Dorman is well known in the carnival field and for the past two years has been manager of the Krause Greater Shows.

## Modern "Ark" Rated a Wow

*Big innovation in show business meets with public approval at opening*

NEW ORLEANS, April 3.—Something new in show business opened here Sunday, March 28, the "Modern Noah's Ark," built by the owners of the Pacific Whaling Company, the people who have had the giant embalmed whales around the country for the last few years. This extraordinary exhibition is under the auspices of the Knights of Columbus Charity Fund and made its bow in a blaze of glory.

Beautiful sunny weather brought out a crowd estimated conservatively at 50,000 to the lot at Carrollton and Tulane, directly opposite the big Henle-mann Baseball Park. The "Ark" proper is built up by a series of trucks dovetailed together and surrounded by a beautiful green top with a frame all around the ship painted to represent a real seafaring vessel. Portholes have been cut thru the metal frame and give

(See MODERN "ARK" on page 61)

## Prell Is Ready for Grand Opening

NEW YORK, April 3.—Looking forward to a highly successful season for the entire carnival business as well as for his own show, S. E. Prell, of De Luxe Shows of America, announced recently that his '37 season will begin April 10 at Lancaster, S. C. Prell thinks that the people of the nation are psychologically as well as financially prepared for more and better entertainment on midways this year.

De Luxe Shows will feature L. L. Coffey's girl show this season, show to utilize a new stage, seats, curtain and costumes. Charlie Taylor will have the Southern Minstrels, and Bobby Hasson, the slide shows. Frank King, developing into a "Gang Buster DeLuxe," will have charge of the Underworld Exposé.

About four weeks after the opening Captain Schultz and his circus, featuring his lions, will join the show and will give performances under an 80-by-200-foot top. According to Prell, he is negotiating for a couple of high act numbers to fill his free attractions at the 14 fair dates and more than a dozen still dates he has lined up.

In addition to the shows, DeLuxe will carry a Merry-Go-Round, Scooter, Whip, Ferris Wheel, Ride-O, Caterpillar, Cuddle Up, Loop-o-Plane, Sea Plane and Tilt-o-Whirl. Shows will consist of Girl Show, Slide Show, Minstrel Show, Underworld Exposé, Schultz Circus, Monkey Circus, Punhouse, Sidewalks o' Faree and an illusion show.

## Several Carnivals Open In St. Louis and Vicinity

ST. LOUIS, April 3.—Quite a few carnivals opened here Saturday, March 27, all playing lots on both sides of the Mississippi. Weather has been cool practically all week, but even considering the bad weather all report a fair business under existing conditions. Those open here at present are Dee Lang's, Crawford Francis, Charles Oliver and Donald McGregor. Greater Exposition Shows open in Wellston April 3.

### See General Outdoor News!

Owing to the size of this issue the carnival department had to be closed two days earlier than regular editions. You will find additional carnival news in the general outdoor section.



As Colorful  
As a Parade . . .

# DONALDSON POSTERS

The brilliant coloring of Donaldson's new designs warms the cockles of a showman's heart and makes the tokens tinkle at the gate. Donaldson Posters, Cards and "Dates" are the latest in lithos . . . all sizes . . . ready for immediate delivery. And we mean IMMEDIATE delivery. Write for Catalog of Fair and Show Posters.

# DONALDSON

DIVISION OF THE UNITED STATES PRINTING & LITHOGRAPH CO.  
NORWOOD, CINCINNATI, OHIO.

## West Coast Opens Again

*Mike Krekos' Amusement Co. does the unusual and makes second start of season*

MENLO PARK, Calif., April 3.—After the attempted opening at Alameda, which was completely disrupted by a disastrous flood, the show opened the second time here for a 10 days' run, with perfect weather and a record day's business for March 27 and 28. The shows, riding devices and concessions glittered in the new color scheme and a complete new lighting arrangement. New pennants by the thousands, flying flags and whatnot added to the desired "spirit of the carnival" effect.

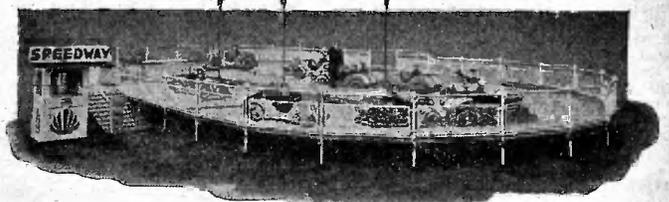
Business Manager W. T. Jessup was busy meeting new and old friends all day Sunday, as was Secretary-Auditor Leos. World's Fair Shows opened for business just three miles from this spot and many visitors exchanged season's

greetings during the engagement. Spot Ragland was a visitor from this show. Staff: Mike Krekos, owner and general manager; W. T. Jessup, general agent and business manager; Louis Leos, secretary and auditor; William Bradley, advertising manager; Nick Krekos, master of transportation; Andy Kocan, manager commissary department; Ralph Deering, general superintendent of riding devices and master electrician; Al Katzner, lot superintendent and assistant electrician.

Shows: Heading an array of side shows is Carl Holt's Girl Revue, with a panel front 90 feet long. Inside the top, which is 40 by 80 feet, a stage draped in gold satin drops, with special lighting effects, glorifies the many talented girls presented in this really unusual show. A crew of 12 men, superintended by H. F. Walker, erect and dismantle the outfit. The show's roster: C. H. Holt, owner and manager. Heading the feminine ensemble is Grace Carlos. Others in cast are Jean DuPre, Lorraine Day, Lyn Gordon, Trudie Blair, Neta Harris and Carol Dawn. Leo Sievert, of Santa Cruz, Calif., with the exception of the girl show, made all of the banner fronts on the midway. Athletic Show is under the direction of Eddie Helwig, assisted by Shorty Costello. Al Bird handles the front and Mrs. Bird, tickets. Four shows are operated by M. E. Arthur, Side Show, featuring the Odd Twins; Marlo, graphologist; Hal Williams, armless carpenter; Petite Paulette, "girl you cannot lift"; Dolores Bonita, levitation; Lawrence Steiner, midget; Lady Yvonne, Punch and Judy. In annex, LuVerne. Dope Show has Doc Runfield on front and C. F. Korb, tickets; Angie Richards, inside lecturer; Rosie Westpool, model. Bare Facts Show, Dick Byron, front; Dorothy Mary Youngman, inside lecturer, assisted by Jayne Roberts. In annex, Fifi, two-headed sheep. Darkest Africa, M. E. Arthur, manager; Eddie McCue, front; Tex Willis, inside lecturer; Tombo, Ituri-an pygmy, and Dacie Sloan, torture worker. Show presents also a collection of boa constrictors, crocodiles, monkeys and other jungle creatures. Voodoo torture rites are revealed as the feature. Reported by W. T. Jessup. Roster of rides and concessions is scheduled for next issue of *The Billboard*.—EDITOR.

## SPILLMAN'S NEW AUTO SPEEDWAY RIDE

A SURE, BIG PROFIT-MAKER AT LOW COST!



Perfectly controlled, all autos stop at one time when operator pulls a lever. Individual 2-Passenger Racing Type, Gasoline Driven Autos, operating on the banked speedway platform. For portable or permanent use. 45x90 Speedway complete with 12 autos, load readily on 3 wagons. The perfect ride with proven, enormous, public appeal—facts show 80% of business from adults.

Our plant is working day and night—get details quick for early delivery.

**SPILLMAN ENGINEERING CORPORATION**  
NORTH TONAWANDA, N. Y.

## CALL! HENNIES BROS. SHOWS INC.

40 Car R. R. Show Special Leaves Shreveport, La., April 14  
Opening Date, Fort Smith, Ark., April 17

All People, Performers, Workingmen and Concessioners, report at once Shreveport, La.

**We Do Not Need Any More Shows or Rides**

Can use Only Few More Experienced Ride Help

HENNIES BROS.' SHOWS, INC., P. O. Box 144, Shreveport, Louisiana

NEW USED  
**TENTS**  
FOR SALE OR RENT  
WRITE FOR FREE CATALOG.  
VANDERHERCHEN, INC.  
2846 Emerald St., Philadelphia, Pa.

**TENTS--CANVAS**  
For Circus and Concessions.  
High Quality—Low Price.  
HUDSON CANVAS PRODUCTS, INC  
329 Canal St., NEW YORK CITY



ABOUT 14 years ago the late Robert A. Josselyn, one of the shrewdest agents of his day, and the writer had to unload a large Eastern show on the main line of a railroad, due to inadequate switching facilities in a small Pennsylvania town where we were to play a county fair. It was necessary for us to secure permission from the president of this fair to haul our wagons up a road thru his corn field to get them to the fairgrounds. We then contacted the operating department of the railroad and arranged for a section crew with some planks to "lay" a crossing. We stood in a boiling-hot sun for over four hours superintending the "laying" of the crossing so that it would be done properly. When the train arrived we commenced unloading the wagons immediately and hauled them thru the corn field to the fairgrounds. The wagons were wider than the road and by the



Walter B. Fox

time all were unloaded and hauled thru the field we had knocked down three rows of corn stalks on both sides of the road. The president of the fair came down and inspected the damage (?) but said nothing at the time. At the conclusion of the fair, however, he waited until the entire show had been loaded, with the exception of the office wagon, and then attached the wagon for heavy damages. It was necessary for us to "pay off" before we could move the show to the next town.

Several years later, while in advance of another large railroad show, I wanted to play the capital of one of the Central States. I entered this city as a total stranger without too much time to spare. I had trouble making the necessary contacts but finally succeeded in so doing. At the city hall I was informed that before they would grant me a license it would be necessary for me to secure the signatures of 60 per cent of the known free-holders living within a radius of five blocks of the show grounds. I was on short time, as I have just stated, so I contacted a local politician and asked him what he would charge to secure the signatures for me. He named an exorbitant figure so I decided to get them myself. It took me several days to do this and then I had to take the list to the city hall for a "check back" by an inspector. After the inspector had checked the list, which required several more days of my valuable time, the city granted me a license. In the meantime I had ascertained that the lot I wanted was owned by a large railroad system so I called on the local freight agent of the system. He informed me that I could have the lot but that the contract would have to be approved by the legal department of the company at the general offices in an Eastern city, 800 miles away. We signed the contracts and he sent them to the legal department. In four days they were returned with the proper approval. So I went on my way rejoicing but not before I had received several very "warm" wires from my employer wanting to know why I was "wasting" so much time in that particular city.

During the winter of 1926-'27, while in advance of the winter unit of Narder Bros.' Shows, I wanted to play a small town on the west coast of Florida but before I could show there I had to re-invited me to travel with him thru the duce the license, which, as written, was prohibitive. The mayor, who was hostile

# The Trials and Tribulations of a General Agent

By Walter B. Fox

Mr. Fox entered show business in 1915 with Solomon & Dorman's Famous Liberty Shows. Prior to this he managed a boxing club and was the local "committee" for many shows playing his home town of Conneaut, O.

His first position as a general agent was with Nat Narder's Majestic Shows and he has served in a like capacity with Clark's Broadway Shows, Zeidman & Pollie Shows, Lew Dufour Shows, L. J. Meth Shows, Matthew J. Riley Shows and several others. He has also managed hotels and theaters.

He was general agent and traffic manager of the Al C. Hansen Shows in 1935-'36, and at present is assistant manager of Wallace Bros.' Shows. His residence is at Greenville, Pa.

to all outdoor amusements, ordered the city clerk not to issue a license except as stated in the ordinance so I called a "star-chamber session" of the City Council and succeeded in getting a signed order to the city clerk to issue a license at a much lower figure. The mayor was unaware of my maneuvers, so after I secured the license, I called on him at his office and again asked him if he had any objections to my show coming to town. He replied that he had none, provided that the regular license fee was paid in full. I then pulled the council order and the license from my pocket and showed them to him whereupon he promptly ordered me out of his office. We played the town the following week but his honor refused to accept any passes and never came on the grounds during the entire engagement.

While the majority of carnival managers fully realize the almost insurmountable difficulties their general agents are constantly confronted with, it is a fact that some of them do not even know the basic principles of booking towns, while to the rank and file of their personnel, the duties of a general agent still remain a Sphinx-like mystery. The most vociferous "cook-house general agents" are to be found along concession row, but were you to call a meeting of all concessioners on the average carnival and ask them to vote on a town for next week, they would be unable to make a decision as to which was the best town to play.

Two years ago I was fortunate in booking a town for the Al C. Hansen Shows that had been "closed" for some time. Not only was the town closed but also the county and State. We had the strongest suspicions in the city and the newspapers were liberal with space, while the radio stations generously "plugged" the coming of the show. The forth-coming event had all the ear-marks of a prosperous week but, imagine my surprise, while standing on the lot on a Sunday afternoon to overhear a "knocking" conversation between two "travelling concessioners" who did not even know me. They spoke in disparaging terms of the city, the management and the agent and one of them remarked that he was going to join another show. So I broke into their conversation and invited both of them to go "elsewhere."

My erstwhile employer, Al C. Hansen, always co-operated with me to the fullest extent but a few managers seem to take an unholy pleasure in keeping their agent in mental "hot water" at all times. For instance: Not so many years ago, I happened to be in a Southern town where the show with which I was connected was to play the county fair. The fair secretary, who was also the county agent, county and assist him in holding "pep"

meetings in the interest of the fair. He told the farmers all about the fair and then I told them all about the show. As a result of these meetings we were enabled to increase the attendance over what it had been the year before. As the secretary furnished the transportation I was out nothing but my time, but when the carnival manager heard about it he roundly upbraided me and said it was nothing except a lot of d— foolishness. As Wilbur S. Cherry used to say, "That was one of the book."

General agents may be roughly divided into three classes: First is the agent who selects his own territory and picks his own towns; second is the agent who picks his own towns after his manager has selected his territory, and third is the man who books the town his manager has selected in the territory the manager wants to play. Needless to say the first-named agent is the agent who can practically command his own salary.

Robert A. Josselyn once remarked that "an agent is a man who sells something that he does not have to a man who does not want it, and after that man gets it, he doesn't know what to do with it." The old-time general agent may have been in this class but the "Johnny-Come-Lately" agent certainly is not. An agent must have at least 15 years' experience before he can have the answers to most of the questions and, to my mind, experience and intelligence are the deciding factors today. The winter just ended has seen a dearth of seasoned general agents and the experienced man is more in demand than ever before. He has been vilified and criticized, harassed and hounded, and sometimes not paid at all, but he still is a necessary adjunct to any show.

The late M. B. (Duke) Golden and I were both stopping at the same Pittsburgh hotel several years ago. "Duke" had been waiting for some expense money which was slow in coming. Finally the bell boy came over and handed him a wire which he opened, read and then exploded. The telegram had been sent thru one telegraph company instructing him to call on another telegraph company for the money. To make matters worse, the sender had neglected to waive personal identification and "Duke" had to chase all over town to find someone to identify him. Had an agent made these mistakes he never would have heard the last of them. Most showmen and their agents use the services of a certain telegraph company almost exclusively, but they do not have offices in all towns and cities. I have had telegrams phoned to me many times, thereby causing costly delays, when all the show would have had to do would be to inquire if the company had an office in the town

in which I happened to be. There must be co-operation from every department if the agent is to succeed in his efforts.

Most of the old-time agents can recall many amusing incidents of their long career. I once contracted a circuit of southern fairs for an eastern show which is no longer in existence so there will be no harm in telling the story. One of these fairs had been "hold-

ing out" for a price which was far in excess of what the fair was worth. I wanted this fair because it was a logical railroad move on the circuit. After several trips up and down the circuit I finally contracted the fair to be held the week before theirs and the one immediately after them, thus leaving them "out on a limb," so to speak. As soon as they found out what I had done they wired all over the country until they located me and asked me to return there for a "conference." I went back and contracted that fair at my own price and, to this day, not even the manager of the show knew of my strategy.

Opposition is the bugaboo of all agents and causes many sleepless nights as well as bitter disappointments but it has its amusing side as well. I once lost a contract to another agent which nearly broke the show I was with. I damned this agent "up hill and down" for a long time but we afterwards became the best of friends.

Not long ago A. R. Wadley and myself had opposition from a show that wanted to day and date us in a certain southern town so we decided to "stretch a red herring across their trail" and organize a fictitious show. We then rented a lot for a show that never existed and posted paper for it. So far as I know the local residents of this particular town are still waiting for that show to arrive.

I am indebted to Mr. Wadley for the following reminiscence: Going back to wagon-show days, I was the general agent of a certain wagon show playing thru Oklahoma and Kansas, and while driving into one of the towns on my route to arrange some contracts, I happened to notice some carnival paraphernalia strewn all over a lot. Not paying any particular attention to the show, I proceeded to make the necessary arrangements to show the town and, while posting my paper, which all general agents in those days were required to do, I accidentally met the manager of the carnival who introduced himself as Mr. Doe. His carnival consisted of a '49 Camp, two girl shows, one ride and about 20 concessions. After conversing for several minutes Mr. Doe started to tell me about having just been run out of one town and, not having an agent, he had "wild-catted" into this town and, owing to the fact that he was out of funds, he was unable to get a license to show the town. He then asked if I could render him any assistance. To make a long story short, after holding a meeting with the mayor and other city officials, I arranged for the troupe to open. Mr. Doe's parting conversation was that if he could ever be of service to me I should not hesitate to call on him. Five years later I received a letter from the same Mr. Doe offering me a position as general agent, which I accepted after an investigation and found that his show had grown from three shows and one ride to a 10-car train, but the unsavory reputation of the show had never changed. Before the season was well under way I had my hands full. While the show was playing the largest Fourth of July celebration in Wisconsin I happened to be stopping at a Milwaukee hotel and on Saturday morning I received a long-distance call from Mr. Doe that all permits had been cancelled in Milwaukee. The show was to play there the following week and owing to the fact that this was a railroad show I had to step fast. The first

# THE OCTOPUS

"...proving to be the ride sensation of the past several years."

"WORLD'S NEWEST RIDE SENSATION"



O. N. CRAFTS  
SOLE OWNER  
1927 HOLLYWOOD DRIVE  
HOLLYWOOD, CALIF.  
Phone HOLLYWOOD 4448

JOHN (SPR) RAGLAND  
GENERAL MANAGER

PHIL H. WILLIAMS  
GENERAL REPRESENTATIVE  
ST. MARK HOTEL, OAKLAND  
Phone TEMPLEBAR 8205

San Francisco, Calif.,  
March 25, 1937

Eyerly Aircraft Corp.,  
Salem,  
Oregon.

Dear Mr. Kline:

After operating your Octopus ride since February 18th, at which time we opened our 1937 season at The National Orange Show, San Bernardino, California, I can sincerely see that it is proving to be the ride sensation of the past several years.

I immediately placed my order for another Octopus which we now have on our Golden State Shows and find it topping all of our other rides every night. I am therefore enclosing order for a third Octopus to be used on our third unit "The Worlds Fair Shows".

The Octopus is very easily erected and requires only one truck for transportation and I can sincerely recommend it to any show owner as being the outstanding ride for the 1937 season.

Hoping that the third Octopus comes through on time and with kindest personal regards, I am

O. N. Crafts, Sole Owner  
Crafts 20 Big Shows  
Golden State Shows  
Worlds Fair Shows

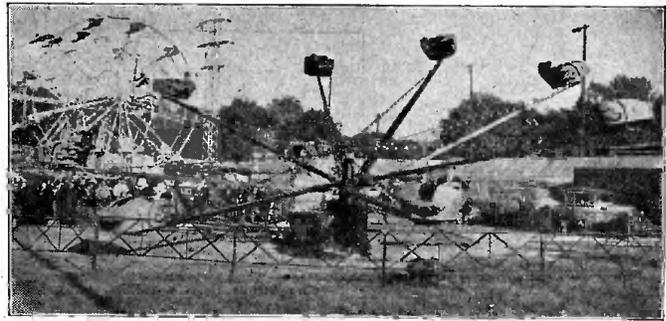
*O. N. Crafts*

WORLD'S LARGEST MOTORIZED CONEY ISLAND

"... topping all of our other rides every night."

**EYERLY AIRCRAFT CORP., SALEM, OREGON [ABNER K. KLINE, Factory Representative]**

GREATEST  
MONEY  
MAKING  
RIDE  
OF  
THEM  
ALL  
!



LOOK AT THIS RECORD — 46 OCTOPUS Rides Sold Since the Convention at Chicago. FOLLOWING ARE THE NAMES OF PURCHASERS:

- Ziegler & French, Ziegler Shows, Tacoma, Wash.
  - Lee Cuddy, Jones Shows, Augusta, Ga.
  - D. C. Cross, Hildebrand Shows, Los Angeles, Calif.
  - Joseph Zotter, Zotter Shows, Oakland, Calif.
  - J. L. Landes, Landes Shows, Chapman, Kan.
  - John Francis Shows, St. Louis, Mo.
  - Henry Meyerhoff, Meyerhoff Shows, Pentloton, B.O.
  - O. N. Crafts, Crafts 20 Big Shows, Hollywood, Calif.
  - Hennles Brothers, Hennles Bros.' Shows, Shreveport, La.
  - Royal American Shows, Tampa, Fla.
  - Sheesley Mighty Midway, Charlotte, N. C.
  - Dorish World's Fair Shows, Savannah, Ga.
  - Oscar Bloom Gold Medal Shows, St. Louis, Mo.
  - Beckmann & Gerey Shows, San Antonio, Tex.
  - F. E. Gooding Greater Shows, Columbus, O.
  - Sell Liberty Shows, Caruthersville, Mo.
  - Gus Elsmar, Royal Palm Shows, Plant City, Fla.
  - Dee Lang Shows, St. Louis, Mo.
  - Endy Brothers' Shows, Pottstown, Pa.
  - J. W. Conklin, Conklin Shows, Hamilton, Ont., Can.
  - Roy Gray Shows, Houston, Tex.
  - T. J. Tidwell Shows, Sweetwater, Tex.
  - M. S. Alexander, Woodside Park, Philadelphia, Pa.
  - Louis Scarelli, Jantzen Beach, Portland, Ore.
  - World of Mirth Shows, W. H. Mertend, Miami, Fla.
  - Zimdar's Greater Shows, Memphis, Tenn.
  - Joe Tilly, Tilly's Amusement Co., Ladd, Ill.
  - Neal Creamer, Coleman Bros.' Shows, Middletown, Conn.
  - Foley & Burk Shows, Oakland, Calif.
  - D. B. Stook, Max Goodman Shows, Raleigh, N. O.
  - W. J. Bunts, Crystal Shows, Crystal City, Fla.
  - Capt. Lattin Shows, Charleston, W. Va.
  - Oscar O. Buok, Buok Exposition Shows, Richmond, N. Y.
  - Hill, N. Y.
  - J. D. Klonis, New England Shows, Manchester, N. H.
  - Mrs. Virginia Laughlin, West Bros.' Shows, Morley, Mo.
  - Keystone Shows, Punta Gorda, Fla.
  - Fairly-Martone Shows, J. O. Shannon, Texarkana, Tex.
  - Rubin Gruber Exposition Shows, Atlanta, Ga.
  - Park & Beach Supply, Playland, Rye Beach, Rye, N. Y.
  - Miles Amusement Co., Great Lakes Exposition, Cleveland, O.
  - O. N. Crafts, Golden State Shows, Hollywood, Calif.
  - L. P. Brady, Revere Beach, Mass.
  - Isadore Kraus, Coney Island, N. Y.
  - Bantley's Greater Shows, Reynoldsville, Pa.
  - Maurice Pleson, Palsades Park, Palsades, N. J.
  - Krause Shows, Lee Cuddy, Key West, Fla.
- WE ARE JUSTLY PROUD OF OUR SALES, which represent the MOST OUTSTANDING operators of amusement rides from all parts of the United States and Canada. Our factory is working day and night to meet this demand. Write NOW if you are not on the above list. We can accept your order for MAY and JUNE delivery.

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**GOSS** has  
made **TENTS**  
of every size  
for carnival  
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**J. C. GOSS CO.**  
36 E. Woodbridge, Detroit, Mich.

**World of Mirth Shows**  
WANT to hear from few Male and Female Midgets. One to play piano. Want Fat Boy. Wally Cobb wants to hear from Dutch Miller and other White Train Hands. Address WM. BYRD HOTEL, Richmond, Va.

**WANT TO BOOK**  
GOOD Cookhouse and Diggers on good-sized carnival for 1937 season. Also WANT agent to operate diggers. Must be financially responsible and have truck or house car, own transportation. Northwest territory.  
**GEORGE G. RITTER—CHEF.**  
Big Boy's Coffee House  
164 VISTA AVE. DALY CITY, CALIF.

**MELVIN'S UNITED SHOWS**  
Can use for coming season, shows of merit, with or without outfits. Also Ride Help and Useful Show People. Cookhouse, Carr Game and other legitimate Concessions open. Will buy Illusions and Wax Figures. Must be cheap.  
P. O. BOX 184, St. Paul, Minn.

**WANTED**  
For Band 52nd Coast Artillery (Ry), Ft. Hancock, N. J., good clarinet who doubles also saxophone; strictly musical duties. Good rating. Other musicians write. Address **BANDLEADER**.

thing I did was to look up the members of the township board, from which I ascertained that my permits had not been cancelled altho all the members had been interviewed by the sheriff. My next move was to get in touch with the operating department and get it to hold up my railroad move. After this was done I went to see the sheriff. I will never forget the expression on his face when I introduced myself as the general agent of Mr. Doe's show. The first thing he did was to reach in a desk drawer and hand me a half-dozen telegrams all of which were uncomplimentary to say the least. The content of one particular telegram is still a vivid memory. It read: "The dirtiest, rotten show we ever had," and was signed by the chairman of the committee where the show was now playing our July Fourth celebration. Not being able to overcome this wire I asked the sheriff what he intended to do. In a gentlemanly way he told me that he could not keep us from showing the county but if we did enter it he would arrest everyone connected with the show; and not only that, he would do everything in his power to have the show driven from the State. Two weeks afterwards, while contracted to play an Indian Powwow in another town in Wisconsin, against my wishes and advice, Mr. Doe bullheadedly decided to play the town whether or no. And, being just an employee, all I could do was to sit back and let the show train roll in. But, unfortunately, on this balmy Sunday afternoon, as the train came rolling in, it was met by the high sheriff and other county officials and there, on the depot platform, the sheriff proceeded to read the final death warrant for the show and gave us just 48 hours to leave the State.

And now for the final word. To Napoleon is credited the epigrammatic statement that "an army travels of its belly" while my life-long friend, George Pennell, prominent Asheville (N. C.) attorney, avers that "a show travels on the ability of its general agent." In my opinion, he is right.

**Concession Tents**  
Give Measurements as Indicated BUY from Factory SAVE Money  
**POWERS & CO., Inc., 26th & Reed Sts., Phila., Pa.**

**Immediate Shipment**  
**WIRE ROPE**  
for Riding Devices  
All Work by Expert Splicers  
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**POPCORN AND PEANUT PEP-UPS!**  
Every conceivable help in making CAMEL CHEESE and other Popcorn Confections—Poppers, Peanut Roasters, Cheese Coating Duffins, Furnaces, Kettles, etc. The Electric Popper at left, only \$15.00. Caramel Copper Kettles, \$18.00. Furnaces, \$15.00. Cheese Coating Compound, 25 lb. cans, \$9.50. CHEESE-KOYER, the perfect machine, with spray, oil formula and directions, \$20.00. Snap on to this: 15 Popcorn Formula, \$1.00. French Fryers, elec. and gas, at all prices. Thermometers, other helps galore. Money making specialties.  
**A. T. DIETZ CO., Dept. C, Toledo, O.**



OR the past two decades it is of record that propagandists and knockers of collective amusements, generally known as the carnival, have been crying "They won't last much longer" or "Carnivals will soon be a thing of the past." However, during the past few years their predictions have passed into the discard by reason of the fact that during all this tirade against carnivals there still remained in the business showmen who had faith in the future of this unit of the outdoor amusement industry. They stuck by their guns, grinned with set jaws and fought for their right to remain in the business in which they had heavy investments and in which line of endeavor they had undying faith as to its future.

It is a sad commentary to relate that even some men who were credited as being showmen joined in with the "down-with-the-carnival-criers" and expressed themselves as being ready to quit the business. A vast majority of this class of showmen did forsake the business and called it quits, believing that there was nothing new under the sun that could be garnered and applied to enhance the amusement value of the carnival and to rehabilitate it in public favor.

A great number of the class referred to, thru some force of circumstances, were led to believe that the carnival had seen its best days and disposed of their holdings as best they could and retired to other lines or demoted themselves to minor positions in the realm of carnivaldom.

The scene changed and those who still have faith in the cause became inspired by the fact that all real men abhor the quitter. This confidence attracted the attention of the younger showmen, those who had money to invest and those who were willing to fight their way from the ground up to build for the future. Now we find that instead of the carnival gradually rotting away and property being thrown into the discard, it has taken on new life and in recent years has grown by leaps and bounds.

### The March of Progress

The march of progress is recorded in the physical completeness of the modern carnivals of this day as they now appear at various stands over the continent in their annual tours at still dates, fairs, exhibitions and celebrations. Every feature has changed from the old to the new—from the train to the back end of the lot. Old railroad coaches that displayed ownership or leased plates bearing the inscription, "Built prior to 1888," have long since been left standing on some railway siding as of no value, even as junk. Wooden flat cars have been replaced with those of steel and valued at thousands upon thousands of dollars.

Many of the old-style rides are still popular and are still retained in type but have been enlarged and beautified in every particular. These have been augmented with the addition of mammoth thrillers of different types that require from five to six and seven big wagons to haul them from the trains to the lot and back.

The old-time show fronts that were the pride and toast of many of the former owners and managers are no longer seen on the modern midways. They have been replaced by those of the modernistic design, which were inspired by the style of architecture seen at the last Chicago World's Fair and other exhibitions.

Behind these fronts are displays, performances and exhibitions, embellished

# Either Build for the Future or Quit

By Walter A. White

Mr. White hails from Quincy, Ill. After 14 years with Rubin & Cherry and Model Shows of America, he joined the Johnny J. Jones Exposition when that property was taken over by E. Lawrence Phillips in 1933. Since then he has been the active manager of that organization. He is credited by his fellow showmen as being one of the most astute managers of the younger generation. His confidence in the value of the show name of the late Johnny J. Jones seems to have borne fruitful returns if the advancement made under Mr. Phillips' ownership can be taken as a criterion.

Walter A., as he is referred to by most of his associates, now finds himself again in the position of active manager of the Jones organization, which will go out of winter quarters at an early date many cars larger than when he took hold.

by wardrobe that is in style, scenic and electrical effects that are right up to the minute. Within the tent theaters of the present-day modernized carnival are displays and performances that are not duplicated in any other branch of show business, all to the credit of the carnival.

As for illumination, the present-day carnival owner does not think that candles or oil lamps for footlights are the proper thing. There are electrical effects within the tented attractions that would do credit to most any modern theater. No longer is there the light stringer dangling on rides or in front of shows in a haphazard fashion. These have been replaced with effects in neon, spotlights in colorful radiations. No longer is there the arc light atop a pole. They have been supplanted with the light towers and batteries of flood lights revolving and casting their rays to the heavens around the lot and not to some special ballyhoo or free display.

With all this change has come the better type of builder, electrical, engineer, artist, mechanic, working man and helper. When the show is on they are in uniform or are dressed as becoming a man of business. There is no longer the talker who carries a cane and hollers at the prospective patron. He now addresses them as becoming of a high-class salesman. Yes, there are women talkers too, but they have yet to be guilty of some of the practices indulged in by their former male associate workers. Some of the present-day talkers are former college students, this also to the glory of the modern carnival to attract a better type to its fold.

### Credit to the Past

To the past goes credit for some of the best carnival shows known. They were a credit to any fair or exhibition midway. They were real exposition attractions of their day, but their day has passed, yet they presented attractions that were enjoyed by the public and left millions of satisfied patrons with the thought in mind that they got their money's worth when they visited those attractions. Times have changed. In this modern age Mr. and Mrs. Public no longer enjoy the old-style girl London Ghost shows, the submarine exhibit of divos, or the miniature spectacle like the Merrimac and Monitor fight was. Even trained animals appear as uninteresting to the average patron. In the past there were many real and true showmen and upon the foundation they laid the present-day carnival has built and built well.

Many of this old school who are living have been recently convinced that the carnival has a future—convinced by the present-day uptrend of the carnival in public favor, and are preparing to return to the fold or have already done so. It took a little time to convince them but today they stand ready to acknowledge that they quit a bit too soon and must now build again if they are to hold their own in the march of progress which now encompasses the carnival.

### Dark Days Fought Out

During the dark days of the late de-

pression no great throngs clamored in front of the shows and ride-ticket boxes for admission tickets. Big crowds gathered on the midways but spending was nil. By adopting the pay gate and in many cases by offering free acts many of the shows managed to keep moving and at least got a bite if not a full meal.

The gates registered big grosses at small admission prices and millions visited the midways but the rides and shows still suffered for profitable returns, but the carnivals moved weekly. That come-easy-go-easy money was not in circulation. It was during this period that showmen realized that they would have to put their attractions on a higher plane and create a demand for them by presenting better shows inside and to adorn them with more attractive fronts and to make the rides more inviting. It was evident to the progressive showman that the prospective patron wanted something modern and worthwhile if they were to be expected to dig down deep in their jeans for their few spare dimes. Above all they wanted a lot and something of value for their money. There was no alternative for owners of carnivals to do but to improve their offerings. It was either do or die. Happily, many of them met the situation and survived while others passed into oblivion. They weathered the storm with better attractions presented amid most attractive environments, and gave more than the public expected in many instances.

With the injection of this new spirit the smaller shows thrived and grew larger while some of their big brothers still believed that "What was good enough for your father should still be good enough for you, Mr. Prospective Patron." This class of showman passed out of the carnival picture right at this time. They stored their cars, left shows and rides on lots and wailed "It was all out and over as there ain't any money in circulation."

### The Jones Buildup

During the winter of 1933-34 E. Lawrence Phillips took over the Johnny J. Jones Exposition as general director and I was appointed general manager. We two, who had quite a bit of show life, held many conferences as to the future of the organization. It was decided that we must build for the future or quit. So it was finally agreed that to build for the future was the right course, not only for the approaching season but for the next and for those in years to come.

The first move was to employ staff talent of ability and understanding and the next was to engage heads for the construction and working departments who were dependable and knew their business thoroly. Then followed the booking of independent showmen who had entertaining features to offer. The staff was selected for their ability to know facts and figures—not guessers or theorists. The whole idea in the re-organization was to populate the show with a personnel of new faces, those who

knew their show business and could take and execute orders without murmuring "We did not do it that way last year!"

Money was spent lavishly, spent to build a modern outfit. In other words money was spent

in order that the Jones Exposition of the future could make money.

### As of Today

Not alone of the Jones Exposition do we speak of progress, but of those of the entire field of collective amusements who saw the light gleaming as of the future. The past winter in particular progressive show owners in America have spent thousands upon thousands of dollars in modernizing equipment, adding more railroad cars, buying the latest riding devices, contracting high-class free acts and bands, placing independent showmen with heavy investments, financing worthwhile attractions, installing innovations in illumination and effects, and so on. All these investments in preparation for the future.

If any showmen cannot see any future for this branch of show business they are lacking in a consciousness of the needs of their business and are quitters when the outlook appears the brightest.

When a patron enters the pay gate of a midway now he expects to see a modernistic type of show fronts and performances behind them that are of a high standard. Flashy fronts without the essential entertainment value being presented are nul and void on the modern midway. A hurrah will not make a show. The hurrah will soon die out and the lights will soon lose their glow.

Neither will a show glamorized by posters on the billboards add to its entertainment value. It may bring the people out for the first night, but it must be remembered that instead of the first-night patron bringing along more spenders in nights to follow, he can keep them away.

Many of the good old recognized showmen are still reluctant to return to the amusement field. They just cannot seem to convince themselves that the carnival is here to stay. However, if they will once more stand on the side lines and watch the progress being made they will come back—with loosened purse strings. Let us all make our trade mark "Better Amusements" and continue to build for the future by being modernistic. EITHER BUILD FOR THE FUTURE OR QUIT!

**FOR SALE - FINE  
10 Car LEAPING LENA**

\$1,000.00 Cash

A-1 Operating Condition. Can be  
Seen Set Up at Park.

**EDWARDS FALLS  
AMUSEMENT CO., Inc.**

Manlius, N. Y.

**Blotner Model Shows**

OPENING MAY 10th IN MAINE  
Can place sensational Free Act. Want show  
with or without own outfit. Will book Fun  
House, Motordrome or other money-getting  
attractions. Want man to handle Athletic Show.  
Can use good contest man. Concessions, Frozen  
Custard, Candy Apples, Erie Diggers, Pitch-  
Till-You-Win, Shooting Gallery, Photo Gallery  
and other Grand Shows that don't conflict.  
Want ride help and other useful people. Ad-  
dress SAMUEL BLOTNER, 8 Chelmsford St.,  
Wethers, Mass.

**FOR SALE**

A Used Loop-the-Loop Ride, also 12-Car Lindy-  
Loop Ride.

**SPILLMAN ENGINEERING CORP.**  
NORTH TONAWANDA, N. Y.

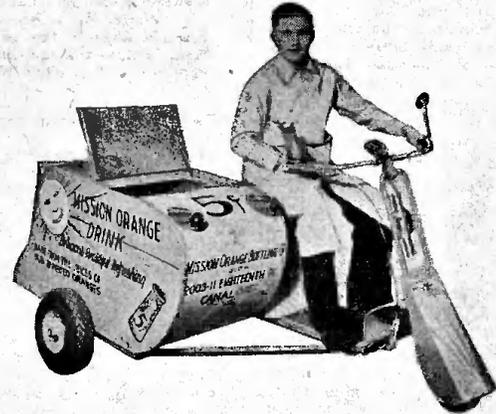
# New! Sensational! Big Money Maker!

Mr. Parkman! Mr. Showman! Here's the ride of rides for all ages. They repeat again and again. You get immediate profits and lasting profits.

Now is the time to get all set for a banner year—and Blue Ribbon Skoot-Mo-Bile is sure-fire!

This amazing machine that operates like an automobile is easy to operate—astonishingly inexpensive—provides thrills galore.

Blue Ribbon puts new life and earnings in a park. Don't delay! Write for full details today!



## Self-Started! 120 Miles on 1 Gal. of Gas!

Step on the starter—and Blue Ribbon Skoot-Mo-Bile is ready to go. Creeps at 3 miles an hour or spurts along at 25. No hazardous running start. Clutch slips in exactly like an automobile. Mechanical brake.  $\frac{3}{4}$  h. p. 4-cycle engine. Automotive choke. Ignition switch and key. 1-gal. gas tank, good for 120 miles. Comfortable seat. Puncture-proof balloon tires.

**BLUE RIBBON SKOOT-MO-BILE, INC.**

## For Collections --- Deliveries --- Sales

Equipped with side car, carries a payload of 300 pounds and more. Ideal for collections and deliveries and about the park. If you want economical, safe, speedy transportation—here's the machine for you!

**1712 So. Michigan Ave., Chicago, Ill.**

## Fairly-Martone Get Open-B'r'r'!

Motorized carnival, formerly Hennes Bros., makes its initial bow—weather cold

TEXARKANA, Tex., Ark., April 3.—With the temperature hanging around 35 degrees the show made its first appearance and got under way here Saturday, March 27. At 7 o'clock Earl Strout and his 15-piece band played the first concert of the season even tho the listen-

ers were wearing fur coats and heavy wraps. To be exact, just 320 paid admissions passed thru the main gate but a good spending spirit was shown on the midway by even that number. Nothing has been left undone in making the show to well fill the name. The midway has the appearance of daytime as all shows, rides and concessions are a mass of lights, huge spotlights flood both the entrance and back end of the midway, also the parking lot. The management received many telegrams of good wishes from friends from nearly every place. After receiving a wire early in the day from William R. Hirsch, secretary of the Louisiana State Fair, Fairly and Martone felt highly honored when he walked on the lot for the opening with a party of friends from Shreveport. Other visitors were Orville W. Hennes and wife, Harry W. Hennes and wife, Joe S. Schollbo and wife, Harrison King and wife, R. L. Lohmar, Denny Howard, Eddie Sanders, all from the Hennes Bros. Shows; Denny Pugh and wife, from Dallas; Joe Morsour, Shreveport, and Miss McDuffy, secretary for W. R. Hirsch, with a party of friends. To have a host of friends battle a cold north wind and drive to the opening indeed gave a new spirit to the entire show. Down the midway and past the concessions, first in line, Fred Bond and his freak animal show with Kent Merry, talker; then the Side Show, with a 160-foot all new banner line with new double-deck banners, managed by J. J. Bejaho with James Chavame as talker, Chi. Willard and Nys Willard in the ticket boxes; the Jungle Village, with an all-bamboo front 80 feet long, under the management of R. V. Domer, with Mary Domer as ticket seller. Then comes *The Manhattan Girl Revue*, Alice Melville, manager, with George Roops, talker, also an eight-piece band and 15 Red Heads all dressed in full evening dresses. Palace of Illusions, Fred Black, manager; H. J. Hardesty, talker. Life Show, Doc Roberts, manager; Bessie Wyatt, nurse. *Ginger Snap Frolic*, Rastus Jone producer, with a six-piece band and 12 performers. Motordrome, Ted Brown, manager and rider, featuring Lavinia, the lady rider; George Hall, talker. *A Night in Paris*, Russ Morgan, talker, with four Hawaiian dancers. *Crime Does Not Pay*, Doc Westergard, manager; Fred G. Ohmert, talker. Deep Sea Divers Show, Athel Rose; Capt. Robert O'Brien, diver;



NOBLE C. FAIRLY, who is associated with Tony Martone in the management of the Fairly-Martone Shows, one of the new 1937 carnivals.

## Now You Can Make Big Money on a Small Investment! PHOTASTRIP JUNIOR

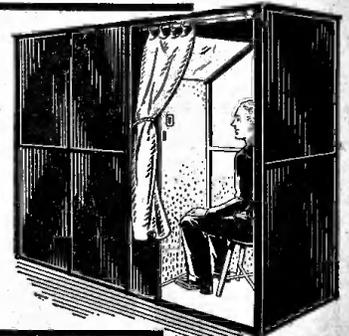
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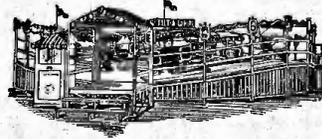
Write for our new free catalog giving full details about the Photastrip Jr. and many other photographic supplies and equipment.

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## IT'S TIME TO GET GOING!

Get Set To Break All Your Ride Records With the



## 1937 TILT-A-WHIRL

Dazzling Beauty—Quick Portability—Real Money-Getting Power.

FOR PARTICULARS WRITE

**SELLNER MFG. CO.,** Faribault, Minn.

Jack Lorenzo and Harry Walker, first and second mates.

Riding devices: Across the back of the midway, twin Ell wheels with a gold-leaf front studded with red and white electric lights; Merry-Mix-Up, Tilt-a-Whirl, Ridee-O, Whip, Skooter, pony track, Loop-o-Plane, Baby Autos and Merry-Go-Round. The new Octopus ride is in Ft. Smith, Ark., the next stand for the shows.

Concessions: Martin and Phillion (4), Ruth Martone (1), Opal Phillion (1), Graham Davis (2), Clifford Jewel (7), Ralph Smith (2), Verna Davis (1), Peggy Butler (1), J. Taylor (1), D. Moore (1), John Been (2) and R. Cook (1). The D'Arcy Sister Dare-Devils is the free attraction. Earl Strout, with his uniform band and two callopes, furnishes the music for the midway. Staff: Noble C. Fairly and Toney Martone, managers;

## BARBECUE

And CHARCOAL STEAK OVENS. Six sizes in stock. Any size made to order.  
**L. J. DOCKERY SHEET METAL WORKS**  
3734-36 Easton Ave., St. Louis, Mo.

## LARGE TENTS

FOR SALE OR RENT

**M. MAGEE & SON, Inc.**  
140 Fulton St., New York, N. Y.

Dan McGugin, treasurer; Sam Benjamin, special agent; Rodney C. Borros, electrician; H. C. Dunn, mechanic; William Beheny, assistant. Press agent, the writer.—Reported by M. Van Horn.

# BECKMANN and GERETY

## WORLD'S LARGEST CARNIVAL ATTRACTIONS

# SHOWS

—Sincerely Extend to All Friends Best Wishes For a Successful Show Season

### SHOW MANAGERS

—If you have a new and novel idea for a money-getting show, would like to hear from you. . . .

Season opens San Antonio, Texas, April 19th.  
Annual Fiesta De San Jacinto and Battle of Flowers Celebration.

Winter Quarters-305 Duval St., San Antonio, Tex.

## MARKS SHOWS, Inc.

Extends Greetings and Best Wishes to All for a Successful Year

We can always place showmen with constructive ideas, novel rides, legitimate concessions.

Show opens in Richmond, April 10, with Firemen's Frolic in heart of Newport News to follow.

P. O. Box 771 — JOHN H. MARKS — Richmond, Va.

## Leading All Texas Shows

### BIG STATE SHOWS

### The Enterprise All Texas Knows

Present size: 3 Rides, 4 Midway Shows, 15 Concessions. Starting July 4 size to be "doubled," and thus presented at 9 fairs.

A dependable, clean, meritorious railroad organization.

Wanted—Shows and Clean Concessions. Address:

PAUL WILLIAMS, Care Big State Shows, Houston, Texas.

## CALL DICK'S PARAMOUNT SHOWS, INC. CALL

OPENING APRIL 29th to MAY 8th  
CENTRAL FALLS, R. I., IN THE HEART OF TOWN

WANTED: SHOWS with own outfit, liberal percentage.

CONCESSIONS: Long Range Gallery, Knife Rack, Fish Pond, 4 for a Dime Photos.  
HELP: Girls for Illusion Show and capable Talker; Banner Man and Billposter with car.

RIDE HELP: Foreman on Merry-Go-Round and others please write. Address: DICK'S PARAMOUNT SHOWS, Inc., Winter Quarters, 84 So. Main St., Concord, N. H.

## New York Sector Alive With Activity

NEW YORK, April 3.—Plenty of hustle and bustle marked this week in local carnival circles as Eastern managers hurried final preparations for the opening of the approaching season. Most shows are planning to make their 1937 debut at near-by still dates on either the 15, 16 or 17 of this month.

Max Goodman, owner-operator of the newly organized Goodman Wonder Shows, paused in town over Easter and the holidays long enough to say goodbye to his family and friends and to take care of last-minute details. He departed later in the week for winter quarters at Raleigh, N. C.

L. C. (Ted) Miller, who will handle press and promotion on the Cetlin and Wilson midway this year, received word from Jack Wilson to report at the show's Southern quarters late this week. Ted departed, via newly acquired Cadillac, on Wednesday.

Michael Centanni, who will again operate his own Centanni Greater Shows this year, reports that his 20th annual trouping trek will open shortly in New Jersey with five rides, four shows, one free act and about 20 concessions. Tour will take the show thru New Jersey, New York and Pennsylvania. Mike reports the acquisition of a new front and a 50-k.-w. light plant.

The Art Lewis Shows, Art Lewis directing, opens in Connecticut shortly and will tour extensively thru Canada, New England, and the Southern United States.

## Heavy Orders for Show Banners Swamp Millard

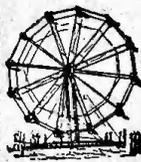
NEW YORK, April 3.—Further evidence of the likelihood of a big carnival and general outdoor show season this year was borne out this week when A. W. Millard, Coney Island front and banner painter, revealed that his concern is getting capacity business from shows preparing for their seasonal openings.

"Showmen made money last year, are expecting to make much more in 1937, and consequently are willing to spend more on their equipment," Millard states. "It's a mighty good sign when carnival men spend almost unprecedented amounts of money on their shows to make them as up-to-date and beautiful as possible. I only wish that orders did not come all at one time. It keeps our plant terribly rushed."

BUCCYRUS, O., April 3.—R. A. Jolly, ride operator, announced this week the booking of fairs, as Auglaize County, Medina County, Paulding County, Muskingum County, Plain City County and Wyandor County. He also lists the Fourth of July at Conneaut, O.

## DUPLEX BIG ELI WHEELS

Time-tried and 100 per cent satisfactory to the public and to the Ride-Owner. On every show they hold top place for consistent profit paying and on many Midways are top money day after day. Add to the prestige of your Show by featuring a Du-Plex Unit—and watch it add to your net profit.



### ELI BRIDGE COMPANY

Builders of Dependable Products.  
800 Case Avenue, JACKSONVILLE, ILL.



## BERT'S

Electric Automatic Ice Shaving Machines  
ATTENTION  
Mr. Concessionaire

A NEW DEAL—  
A NEW PRICE

For a limited time we are offering our \$200.00 Electric Ice Shaving Machine at a New Low Price.

This Machine shaves ice as fine as snow, for making Snow Balls, Fruit Snow, Fruit Sherbets, and Glace A. Sells for 6c, costs 1c each.

Machine has G. E. Motor and operates automatically.

Our Machines have actually cleared at Fairs and Parks \$300.00 a day. Shaves 12 1/2-lb. piece of ice in 1 1/2 minutes.

Send for our Prices at once, as material is going up.

We also handle Snow Supplies.

SAMUEL BERT MFG. CO.

1504 South Akard Street Dallas, Tex.

## U-DRIVE-EM MIDGET AUTOS

"EVERYBODY RIDES 'EM"  
ORIGINALITY—STEEL FRAMED CAR  
PLENTY OF LEG AND SEAT ROOM FOR ADULTS  
40 LB. & 10 YARDS BUILT TO STAND THE GAFF  
EASY TO OPERATE  
LOW OPERATING COSTS  
Leo L. McKenzie BODY WORKS  
WICHITA, KANSAS

## CARNIVALS—FAIRS

NEW, NOVEL  
PLEATED FOIL FANS FOR DECORATIONS

Brighten up your Booth, Stand or Display for the new season. 2-Color, Biflex, 36" Spread. Write for Details.

DISPLAY SPECIALTY CO. P. O. Box 213, JAMAICA, N. Y.

## Watch for These Name Articles

Beginning at an early date, The Billboard has arranged to publish a series of by-line articles as regular-issue features—articles by men who have established a name for themselves and are authorities in their respective fields. These articles should be not only interesting but helpful to those engaged in the amusement industry. Following are the names of some of the authors and their topics, also some of the names of other writers:

### Fairs

Ralph T. Hemphill: "Is the Day of the Fair Over?" Maurice W. Jencks: "Broader Fields for the Fairs." Fred A. Chapman: "Popularity of County Fairs Returning." P. T. Strieder: "Prosperity and Fairs." W. R. Hirsch: "Carnivals' Connection With Expositions and Fairs." L. B. Herring Jr., Charles A. Nash, E. L. Richardson, Raymond A. Lee, Frank H. Kingman, A. W. Lombard and Howard W. Power.

### Parks

Herbert F. O'Malley: "How Parks Will Meet Added Public Interest." Harry C. Baker: "We Are on Our Way." Henry Wagner: "Park Lessons of 33 Years." Rex D. Billings, Paul H. Huedepohl, Paul C. Morris, A. R. Hodge, A. Brady McSwigan, Hoyt Hawk and Otto Wells.

### Circuses

Paul M. Lewis: "Should the Circuses Adopt a Code of Fair Trade Practices?" Clyde Beatty: "Arena-Struck." Jess Adkins, Zack Terrell, Floyd King, R. M. Harvey and Robert E. Hickey.

### Carnivals

Chris M. Smith: "Forty Years of Carnivals." Thomas W. Kelly: "Two Midway Evils—Promiscuous Use of Passes and Jam Openings." Walton de Pallaton: "Hilderbrand—the Showman." Starr DeBelle: "Humorous Side of Trouping." R. L. Lohmar, W. R. Harris, Orville W. Hennies, Tom Terrell and Eric B. Hyde, Joe S. Scholibo and Jack V. Lyles.

# 1912 -- SILVER JUBILEE -- 1937

## 25th - ANNUAL TOUR - 25th

WORLD'S FINEST MIDWAY

# RUBIN AND CHERRY EXPOSITION INC.

THE 1937 TOUR "SILVER JUBILEE" FINDS THE  
 "ARISTOCRAT OF THE TENTED WORLD"  
 LARGER, GREATER AND MORE BEAUTIFUL THAN EVER BEFORE

CALL CALL CALL

SEASON OPENS SATURDAY, APRIL 10, AT TUSCALOOSA, ALA. SHOW TRAIN WILL LEAVE LAKEWOOD PARK, ATLANTA, GA., WINTER QUARTERS, ON THURSDAY, APRIL 8. ACKNOWLEDGE THIS CALL.

CAN PLACE COMPETENT PEOPLE ALL LINES—ALL DEPARTMENTS. WANTED — TRAIN HELP, POLERS, CHALKERS, TRACTOR DRIVERS.

FOR SALE—One very fine Private Car with four staterooms, kitchen, dining and sitting room and two bath rooms. One All-Steel Car; can be used for stock or baggage; 72 feet long; built by Warren Tank Car Co. One 7-Room Stateroom Car with lunch room end. One 48-foot One Wagon Front; can be used for any show; practically new, built last fall. One Motordrome, built new last fall; new green top, beautiful panel front, elaborate electrical effects, with five motorcycles; complete and ready to operate; strongest flash on the midway.

**RUBIN GRUBERG--President--Robert Fulton Hotel--Atlanta, Ga.**

### MODERN "ARK"—

(Continued from page 54)

a realistic appearance. This feature is free. On the inside there are several small concessions with a small admission charge. Flea circus, mummy, dope exhibit and character handwriting.

Directly opposite the "Ark" is the main animal arena with a 10-cent charge to go in, and has several concessions inside: Sword box, two-headed cow alive, "The Shepherd of Nazareth" and horoscopes. This tent is fitted up with all the center poles and quarter poles covered with palms, beautifully decorated. There are plenty of odd animals; "World's largest" cow weighing 3,000 pounds, baby elephant, several big steers, St. Bernard dogs, ponies, oxen, sacred cattle, buffalo, a team of painted mules. Altogether the animal tent makes a great flash, with plenty of brilliant lighting effects both inside and out. Directly in the center of the midway is the Unicorn exhibit, 10 cents admission, with a huge truck which opens on the sides exposing a big cage and the animal in a pit on the inside. Two entrances and two exits kept a continual stream of people going thru at all times.

"Guess your weight" and several smaller concessions on the midway. It all goes to prove that the rides and concessions generally operated by the general run of carnivals are not necessary in this case. The whole thing is conducted in a high-class manner, no unnecessary ballyhoo or noise, no music, everything orderly and dignified. The result is that the 16-day engagement here will doubtless be profitable, as the highest class of people come out day after day. The papers have taken care of the show in first-class shape, giving it plenty of space and indorsing the auspices and the performers in general.

The personnel of the new show: Owners, the Pacific Whaling Company, represented by Harold Anfenger; Arthur Hoffman, general manager; Jack Grimes, business manager; Ed Maxwell, general agent; Louis Dixon, auditor; Gertrude Dolan, secretary. Capt. Mike Dolan is in charge of the Marine exhibit, with the following crew: Russell Bowman, H. R. Bush, Arthur Cooper, Mike Grabin, George Hill, Robert Marsh, L. P. McClure, William Miller, Dominick Rondo,

F. E. Salisbury, S. H. Stephens, Clark Taylor, Arthur White and Glen Winston. W. E. Alexander and his London Flea Circus, with Leonard Tijan, assistant; Besie Fuller, handwriting and character analysis; the Tyres, astrology; Joe LaMont, guess your weight; Eugene Sonda, sword box, with Marie Rondo assistant; George Perkins, Egyptian mummy exhibit, and Charles Edelman, chief embalmer; William Kennedy, manager Dope exhibit; J. Elvin Thomson, two-headed cow; R. J. Thomas, head cowboy; Bill Lyons, Lynwood Wilcox, Ted Davis, Paul Englehart, Skeeter Bill, Tex Woods, cowboys. Scotty Brown, boss canvasman; George Keightly, chief engineer; Edward Grau, manager Marine exhibit; Gordon Fonda, electrician; W. E. Hoard, lot foreman; Mrs. Arthur Hoffman, novelties; Mrs. George Keightly, candy floss. "The Shepherd of Nazareth" with two assistants; Harry Langford, 24-hour man and press; Ernest Thomas, manager No. 1 car with six men, and Forest Beaton, brigade manager with four men. Reported by Jack Grimes.

### 300 CARNIVALS—

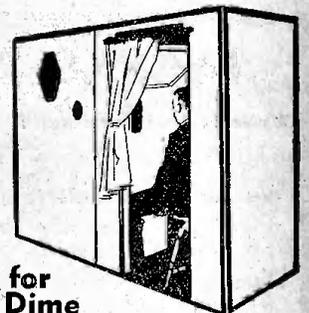
(Continued from page 54)

the intake has been good in spots but not of a consistent week for week profit. However, all of the carnivals that toured that State, with few exceptions, have emerged northward intact into Georgia, South Carolina and other States. Those that played the Gulf States for the winter months report in general that when good weather prevailed they enjoyed a little above break-even returns. As for California, several opened under favorable weather conditions only to encounter the worst weather for the month of March that section, speaking, of course, of the southern portion. The outstanding celebration dates in February in Texas are reported to have gone beyond all expectations in public interest and spending for the carnival form of entertainment. Since then the weather has cut in and has given most of them a setback, altho in the western part of the State weather conditions are reported to be better than the central and eastern part of the Lone Star State. From Arizona comes word that in most spots business and weather have been most satisfactory. In South Carolina

weather and business have not been to the liking of carnival managers who opened there early. General opinion of managers in the sections named is that they opened the season a bit too early. This has ever and always is the case with the smaller units.

### More Money Spent in Quarters Than Ever Before

Be they of whatever size or prestige, the carnivals in quarters this winter have spent more money in equipment and for the securing of entertainment talent than ever before in the history of the carnival industry. This statement is garnered from winter and spring quarter reports from all sections of the continent. The trend has been for more and better rides, tented theaters and illumination features and several have added more trucks and cars. All of the foregoing portends to express faith in the carnival business and to show confidence in the future monetary and industrial conditions of these United States of America.



### 4 for a Dime Direct Positive Camera

Makes popular size pictures, 1 1/2 x 2, directly on paper while customer waits. Complete with highest grade camera and \$140.00 super speed, F:3.5 lens.

**BURKE & JAMES, Inc.**  
 221 W. Madison St. CHICAGO, ILL.

### BALLYHOO—

(Continued from page 54)

rough pine lumber was delivered to the banks of the slough, charged up to the committee and building was under way. Undaunted the famous Ballyhoo Bros., donned high boots. Then standing on the high banks directed the men working in mud up to their waists.

By Wednesday the lot was transformed into the world's largest stage covering approximately ten acres or more. Then the city mayor declared it a Gala Week, this making it a bonafide celebration and boosting the concessions another five a foot. The city having been previously decorated with malaria, chill and fever cure placards, by different medicine manufacturers.

Opening night found the midway packed and jammed with all shows playing a blank. That necessity is the mother of invention, proved true here, as an old still discovered in the underbrush at the back end of the lot was soon put to a good use. Thus, the Boon to Man Kind, Dr. Peter Ballyhoo's Horse Tent Malaria Relief, was placed on the market for the first time. Every

## Nils Nelson

Wire Address Collect. Important.  
 BILL, 7608 Hough Ave., Cleveland, O.

talker that wore a goatee was immediately promoted to a doctor. Each show featured the physic pitch and grossing the nut.

The front end soon followed suit by stocking up with quinine and doctors books. Those that weren't chilled were soon chilled. They then decided to put a little heat on the midway to warm them up a bit. This proved so effective that by Friday night they were covering the lot with crackd ice for shavings.

### MAJOR PRIVILEGE.

P.S.—The Chief of Cheese tried to stop our oriental show, but our fixer soon squared it by claiming the girls were having chills.

M. P.



VERY employer, therefore every show owner, must keep accurate records of all wages and salaries paid to his employees for services performed for him. Such records shall show with respect to each employee:

- (1) Name and address of employee and account number assigned under the Act.
- (2) Occupation of employee.
- (3) Total amount, including any sum withheld therefrom as tax or for any other reason, and date of each remuneration payment and period of services covered by such payment.
- (4) Amount of such remuneration payment which constitutes wages subject to tax.
- (5) Amount of employees' tax withheld or collected with respect to such payment, and if collected at a time other than time such payment was made, the date collected.

There is no certain form for keeping these records. Every show owner can select a form that is most convenient to him but records must be absolutely clear and easily understandable and must cover all points mentioned above.

#### Keep Records Four Years

The records kept by the show owner must include a complete copy of any statements he files with the government with his tax payments. All records required by these regulations must be kept at some convenient and safe location accessible to internal revenue officers. Such records shall at all times be open for inspection by such officers. A show owner cannot refer an inquiring revenue officer to his lawyer or his headquarters office. He must have all records for the current season at least either handy on the lot at all times or at such a place that they can be produced within an hour or two. **ALL RECORDS MUST BE KEPT INTACT AND COMPLETE FOR A PERIOD OF AT LEAST FOUR YEARS AFTER THE DATE ON WHICH THE TAX TO WHICH THEY RELATE BECOMES DUE OR IS PAID.**

#### Bureau Can Request Bond

Regardless of provisions of the law as to the payments of the tax, it is in the power of the Internal Revenue Bureau, at its discretion, to request a bond of twice the amount of the expected tax if investigating revenue officers are not satisfied with the way in which records are kept or if they are in doubt that the full tax payments will be made regularly. Therefore, show owners should be very careful that they live up to the law, regardless of its inconveniences.

Every employer must make a monthly tax return in quadruplicate on Form SS-1 for each calendar month. Each return must be signed and verified under oath by (1) the employer, if the employer is an individual; (2) the president, vice-president or other principal officer, if the employer is a corporation; or (3) a responsible and duly authorized member having knowledge of its affairs, if the employer is a partnership or other unincorporated organization.

Each return shall be filed with the internal revenue collector for the district in which is located the principal place of business of the employer, which in our case would be the home town of the show or of the show owner. Or, if the show owner wishes to do so, which would simplify matters for him, he can file his monthly tax return with the internal revenue collector in Baltimore, Md., where the main enforcement office for the law is. Each return shall be filed on or before the last day of the first month following the period for which it is made.

#### Quarterly Reports Required

The Act also requires that every employer make periodically an information return (1) containing a summary

# The Social Security Act As It Affects Outdoor Amusement Fields

(SERIES No. 4)

The so-called Social Security Act, which has been partly in force during 1936 and is now completely in force, is in all probability one of the most important and far-reaching acts ever passed by Congress. The apathy and general low interest in regard to this Act among show owners and show employees is astonishing, **BECAUSE ALL SHOWS IN THE COUNTRY, OWNERS AS WELL AS EMPLOYEES, COME UNDER THIS STATUTE AND ARE VITALLY AFFECTED BY IT.**

There seems to have existed the absolutely erroneous impression that outdoor shows do not come under the scope of this law. Show owners who have lulled themselves into this attitude will be sorely disappointed because they do not only fail under this law but we are very reliably informed that the Internal Revenue Bureau, Washington, D. C., which is the enforcement agency of the national government for the law, is very much determined to make every show owner and show employee live up to the full letter of the law.

The authorities in Washington are now organizing a special division which will deal exclusively with outdoor shows and there will be men at the helm of this division who are familiar with every angle of outdoor showdom. It will be to the utmost interest of every show owner to live up to the letter of the law if he wants to avoid very heavy penalties, including jail sentences, and if he wants to stay in business.

The Billboard has therefore asked an authority on federal tax laws, a former showman, who knows also the show angles, to write this series of articles, including workings of the Social Security Act so far as the outdoor show world is concerned. The writer has been in constant touch with the business administration of the Act in Washington and it will be well worth while to read these articles very carefully and follow his suggestions to the letter.

of taxable wages paid to his employees and of the taxes with respect to such wages on Form SS-2 in duplicate and (2) reporting the taxable wages paid to each of his employees. The latter report is made on Form SS-2a with a separate form sheet for each employee covering the period for which the report is made. The wages appearing on this form will be credited to the employee on his account with the government, as he must earn a total of \$2,000 over a period of years to be entitled to the old age pension and the pension is figured on the basis of the taxable

wages the employee earns until he reaches the age of 65 years or dies, if he passes away before reaching this age. If an employee reaches the age of 65 or dies while in the employ of a show, the show owner must make a special report of Form SS-3 within 15 days.

The first information report must be made on June 30, 1937, covering the first six months of the year. Subsequently information reports must be made for quarterly periods, ending September 30, December 31, March 31 and June 30.

These are the principal regulations of the Old Age Pension section of the Act. The Business Information Division of the Social Security Board has furnished the facts and asked The Billboard to publish them, because pleadings of ignorance of the law and its regulations will not be accepted by the enforcement agencies.

And if ever a law had teeth in its delinquency rules, this one has. For delays in filing returns penalties of from 5 to 25 per cent of the taxes due are prescribed, but where willfully false or fraudulent returns are made the penalty is not only 50 per cent of the taxes due but an offender can also, upon conviction, be fined not more than \$10,000 or imprisoned for not more than five years or both, together with the costs of prosecution.

#### Unemployment Section

The Unemployment Section tax of the Act is based upon the same fundamental rules as described for the Old Age Pension tax. The only difference is that this tax is paid only by the employer, the show owner. **IT IS A CRIMINAL OFFENSE TO MAKE THE EMPLOYEE PAY ALL OR ANY PART OF THIS UNEMPLOYMENT TAX. THE EMPLOYER MUST STAND THE ENTIRE AMOUNT HIMSELF, AS IT IS AN EXCISE TAX PURE AND SIMPLE.**

The returns on this tax are to be made on a yearly basis. They must be filed not later than January 31 of each year for the previous year, but as this tax was already in force for the calendar year 1936 an extension for the first report under this law has been granted till April 30, 1937.

This tax is computed on the basis of all wages paid to any employee during the year, with the one exception that it applies only to employers having eight or more persons in their employ during 20 weeks of the year, even if only for one day in each week. Weeks do not have to run consecutively.

For instance, a side-show man who works only 10 weeks of fairs is exempted from this tax; so are concession men who employ less than eight people. These exemptions are so complicated that they cannot very well be

dwelt with in the scope of this article, but any question that showmen wish to ask will be gladly answered by The Billboard.

This Unemployment Tax consists of 1 per cent on all wages paid during the calendar year 1936. For 1937 the tax rate is 2 per cent on all wages and for 1938 and thereafter 3 per cent. This tax can be paid in four quarterly installments.

#### Circus Performers Exempted

The administration of this law and the granting of benefits under it are somewhat complicated, as administration is left to the authorities in States that have passed Unemployment Relief Acts. The federal government collects the tax but turns it over to the States to finance their own laws. Each show employee for whom this tax is paid by the show comes under the jurisdiction of the State he considers his home State, but the State that is mentioned in his application for his Security Act Account number is considered his home State.

State employment offices will help to get work for men out of employment, but it is safe to say that two classes of show employees are not to be considered as coming under this act, namely, bona fide circus performers who make their living exclusively by the exhibition of unusual feats, and freaks of side shows, who would not be able to do any other work. What work could any State employment office offer to these two classes of show employees? Therefore, as they cannot benefit from the relief provisions of the law show owners cannot be held liable for taxes on their wages. If show owners otherwise live up to the letter and spirit of the Social Security Act there will be no questions asked and disputes raised in regard to unusual cases which do not appear in any other class of employment. But the federal government expects all show owners to comply with the Act, regardless of the bookkeeping inconveniences and other hardships. The Act has been created for the benefit of mankind, it is contended, and it is up to every good citizen to uphold the law and all its provisions.

Questions raised by readers since this series of articles has been running will be answered in subsequent issues of The Billboard.

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**Galvins Boulder Baseballs** . . . \$1.15 per Doz.  
**Heavy Maple Parade Games** . . . \$18.50 per Gross (\$1.45 per Doz.)  
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**Sweagers** (All Flat-top Heads) . . . \$8.00 per Gross  
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**WE CARRY A COMPLETE LINE OF CORN GAME MERCHANDISE—LAMPS, BEACON BLANKETS, BEACON SHAWLS, SLUM ITEMS, STATUARY, COOKIE JARS AND MANY OTHER ITEMS TOO NUMEROUS TO MENTION.** Write for Complete Price List.

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White porcelain, chrome plated. Capacity 8 viener sausages. Cooks by electricity—no odor, no steam, no heat. Takes only 1 or 2 minutes. Factory close-out; formerly sold for \$85. While 100 of them last, \$8.00 each. F. O. B. Chicago. Send for illustrated circular free. C. O. D. orders, \$2 deposit. J. M. SIMMONDS & CO., 19 W. Jackson Blvd., Chicago.

## The Billboard's Special Social Security Service

The Billboard has made arrangements to keep the outdoor show world posted in regard to all regulations and decisions in connection with the new Social Security Act which affects all show people and is of the highest importance to every show owner in the country.

Any show owner is welcome to ask questions in regard to the act and its regulations and The Billboard shall be glad to answer these questions in its columns. All questions will be submitted to an authority on the law, who is in a position to get special rulings from the administrative authorities within a short time.

This service will be absolutely free. Address inquiries to the Social Security Act Department of The Billboard, Cincinnati, O.



# Trailer Legislation

MADISON, Wis., April 3.—To date no trailer legislation has been enacted into law by the State Legislature, altho several bills are pending.

Committee on highways has under consideration the Hall Bill (105-A), which would double fee on trailers and semi-trailers, putting license on the same basis as trucks.

Committee on transportation has under consideration Bill No. 417-A, which would place a gross weight limitation of 18,000 pounds on commercial vehicles after May 1, 1942.

Handrich Bill (241-A) has been amended to raise the weight limitation on four-wheel-drive trucks operating on Class A highways to 28,000 pounds. Measure has passed Assembly and is now in Senate.

Rubin Bill (531-A) prohibits operation of a tractor or semi-trailer or tractor-trailer combination in any first-class city unless two men are employed on combination at all times.

Committee on highways has under consideration Schoenecker Bill (124-S), which would provide for a registration fee of 25 cents per 100 pounds for each trailer coach having a gross weight of not more than 3,000 pounds and an additional fee of \$5 per ton of such excess weight. Measure further provides that trailer coaches shall be equipped with front and rear outside corner markers of green and red, respectively, combination tail and stop light, a 12-gauge or heavier wiring system and at least one vaporizing liquid fire extinguisher. Trailers would not be permitted to exceed a 45-mile per hour speed limit and State board of health would have general supervision over tourist camps and trailer coaches under terms of the bill.

Joint Resolution 38-S, providing for a conference on reciprocity by Iowa, Illinois, Michigan, Minnesota and Wisconsin, has been passed by both Houses.

AUGUSTA, Me., April 3.—Two bills affecting trailers have been enacted in Maine by the Legislature now in session and have been signed by Gov. Lewis O. Barrows. Six others are pending.

One of the bills passed provides for a \$10 license fee on trailers and the other

for at least one rear reflector that will show 200 feet on an unlighted highway.

Pending measures include a bill for licensing trailer camps and providing for sanitation measures by the operators of the camps, also setting at \$1 the top fee to be charged for 24-hour parking in a trailer depot; a bill prohibiting parking on highways or private property between 6 p.m. and 6 a.m.; a bill extending from 36 to 40 feet the overall length of a truck and trailer and setting at 26 feet the length of the latter; a bill increasing from 36,000 to 40,000 the gross weight of truck, trailer and load; a bill

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 Wanted For Two Units: Free Acts, Ferris Wheel, Looon-Plane, Tilt-a-Whirl, Whip, Octopus or any Flat Rides, Kiddie Auto Rides, Motorcours. Man to manage new Ten-in-One and put a real show inside. Monkey Show, Fat Girl, Jeek, Hillbilly, Mechanical, Musical Comedy or any Shows of merit. Will furnish outfits to any north-wide attractions. Arcades, Diggers, Candy Floss, Stock Wheels, Ball Games, Fishpond, Devil's Bowling Alley, Penny Pitch, Hoopla, Pitch-Till-You-Win, or what have you. Must be legitimate. This is our 51st season. We have already contracted nine Old Home Weeks, two Centennials, three Conventions and twelve Fairs. Our route second to none. Address P. O. Box 618, Johnstown, Pa. P. S.—Wanted Real Contest Promoter and Bannerman, Cookhouse for No. 2 Unit. Wanted to hear from all our old Plant Show People.

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 For the latest 1937 Model **ELECTRIC REFLECTOR LIGHTED HI-STRIKER**. **STEEL PARTS** USED in ALL sizes from 17 ft. to 40 ft. high. Outfits weigh 225 to 800 lbs. We supply 2, 3 and 4 Maults; very largest China Gongs in colors and nickel; prices lower, \$45.00 and up, depends on the size. **FINEST DOUBLE STRIKERS**, \$45 up; **TRIPLE** or **3-in-1 Machines**, \$100 up. We build many new ideas in Games for 1937. NOW is the time to get ready **EARLY**. Get particulars NOW. Established over 25 years. Factory at 77 Turritt Ave. Address **LA PEER HI-STRIKER WORKS**, LaPort, Mich.

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providing for trailer fees at the rate of 15 cents per 100 pounds if equipped with soft tires, 40 cents in solid rubber tires and 75 cents if equipped with iron, steel or other hard tires. The last-named bill also provides that anything with 1,000 pounds carrying capacity or better be considered a truck.

Trailers also come in on the compulsory insurance bill which is pending on all motor vehicles.

CONCORD, N. H., April 3.—A bill introduced in the New Hampshire Assembly relative to trailers, while still in the hands of a committee, says in part that no motor vehicle used in connection with a common contract carrier shall be operated on the highways, transporting property for hire, unless provided with adequate brakes in good working order. It has not come up for discussion in the House as yet.

Two other bills relate to the definition of trailers and "trailer dealers," and provided for certain changes in registration fees.

### Easter Business in Detroit Area Good

DETROIT, April 3.—The carnival season in this sector got into swing Saturday with two carnivals opening, for a total of three in the territory. Glen Wade, now the veteran of all, got into action three weeks ago at Michigan Ave-

nue and Hoe Streets, to good business. Pilbeam & Carpenter Shows, a new partnership this year, opened Saturday at Wyandotte, Detroit suburb. Frank B. Pilbeam, incidentally is said to be the first man to operate a carnival locally, some 20 years ago.

Roscoe Wade and his new shows opened Saturday at Vernor Highway and Dix Avenue in Dearborn, West Side suburb.

Two more carnival openings are scheduled for today—Flack's Northwestern Shows at Vernor Highway and Stair Avenue, and Shelley Brothers, a new show owned by Frank Payne at Van Dyke and Nine Mile Roads, just north-east of the city limits.

Practically all of these are new shows this season, altho Roscoe Wade and F. L. Flack have both had large shows in this section in former years. Flack, in recent seasons, operated with three rides only. The sudden increase of shows playing this section indicates, the carnival men believe, that Detroit and Michigan will enjoy good business this season, and a preliminary survey of lots showed first-rate Easter business, despite cold weather.

SHREVEPORT, La., April 3.—Hennies Bros.' Shows will leave here on the morning of April 14 for Fort Smith, Ark., to appear under auspices of the Labor Council. Following this date the shows will play the Joplin Civic Fiesta, Joplin, Mo.

### Shooting Gallery Operators!

Kant-Splash .22 Short Cartridges were designed especially for shooting galleries. They are being successfully used by some of the country's largest galleries and have proven satisfactory and popular with operators.

Kant-Splash .22's are supplied with a special synthetic bullet designed to disintegrate into small particles upon striking iron targets or iron backstop. This reduces the possi-

bility of a ricochet or splashback, and further protects the shooter and observers from possible injury. Your targets last longer, too, with fewer pits and craters. Smokeless, non-corrosive, clean, accurate and sure-fire.

Packed 1,000 in a special gallery package. Eliminates the old-style small packages that litter the gallery. Speeds up loading. Let us send you more information and prices.

WESTERN CARTRIDGE CO., Dept. D-80, East Alton, Ill.

*Western*  
**Kant-Splash**  
GALLERY CARTRIDGES



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**STYMOGRAPH CAMERA WORKS**

\*On the Spot Office 515, 106 W. Third St. Los Angeles, Calif.

### FRUIT CONCENTRATES

Soft Drink and Ice-Ball Concessionaires. Get our prices on Fruit Concentrates and Supplies. Gold Medal Fruit Concentrates have the flavor of the natural fruit, the rich full-bodied flavor that brings the customers back for "seconds." Get started right this year. Our flavors cost no more than the ordinary kind. Send for price list and full particulars.

**GOLD MEDAL PRODUCTS CO.**

133 E. Pearl Street, Cincinnati, Ohio

### CALL HELLER'S ACME SHOWS, Inc. CALL

OPEN APRIL 15th-24th INCLUDING TWO SATURDAYS AND TWO SUNDAYS  
Bound Brook Road Near Car Barn, Dunellen, N. J.

Want 2 Free Acts, man to take charge of Side Show, Talkers and Grinders, good proposition for Penny Arcade, flat rental or percentage. Will Book Loop-o-Plane and Midget Auto Races. Want Scenic Painter, Canvas Man and Help on Rides. Kiddy Auto Ride, Twin Ferris Wheels, Whip, M. C. R. Chair-o-Plane, Swings. All concessions open except Cookhouse, Pop Corn, Custard, Candy Apples and Bingo. Want Billposter. Will trade for show property, 2 15-K.W., 2 20-K.W. Complete Generator Sets on lot from April 7th, every day. All address HARRY HELLER, Gen. Mgr.; phone Humboldt 3-0474 after 8 p.m., before 9 a.m. (Will give Diggers exclusive.)

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"



Show people will appreciate the rugged, husky construction of the safety steel Covered Wagon Models. Built for a lifetime of use—with all-steel, electrically welded chassis, Shermanite steel bodies, proved and tested design, including electric brakes, patented spring drawbar to take up all road shock and railroad type coupler. Has complete living and sleeping accommodations for two, four or six people. Interior arrangements include fully equipped kitchen with cooking stove, sink, running water,

pantry, china cabinets, silver and linen drawers, ice box, work table, etc. Davenport and pullman type beds with wardrobes, dresser drawers, toilet facilities are part of the many features making Covered Wagon the ideal home on the open road. Special low time payment plan. Four models ranging in size from 17 ft. to 22 ft. overall and starting at \$495, F. O. B. factory. Built by the originators and world's largest builders of trailer homes and commercial display trailers.

Send 10c postage for new 4-color Trailer Book.  
COVERED WAGON COMPANY, 544 Cass Ave., Mt. Clemens, Mich.

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Everything New But the Name

Opening Cape Girardeau, Mo.

April 10

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Address: SAM SOLOMON, Mgr., CARUTHERSVILLE, MO.

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Visible Steaming  
Heat Resisting Glass  
Ideal Conditioning  
Protected Against Dust  
Attractive Appearance  
Highly Polished Aluminum  
Low Operating Cost  
Genuine Nichrome Elements  
For Counter Use  
All Sizes Carried in Stock

**JUMP YOUR SALES**



No sales arguments are needed to show the profit-stimulating possibilities of the Champion Electric WIENER STEAMER. It increases your Wiener Sales, improves your service, and lowers the cost of instantly furnishing hot, appetizing food. The Two-Pound Capacity Steamer will be shipped transportation prepaid, anywhere in U. S. A. on receipt of \$10.00.

THE CHAMPION ELECTRIC CO.  
P. O. Box No. 88 NORTHFIELD, OHIO

Two-Pound Capacity  
**NOW \$9.85**

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Write for complete details. Tell us your needs! Or see your local *Schult* dealer.

**SCHULT TRAILERS, Inc.**  
Dept. 204 Elkhart, Indiana

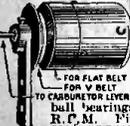
World's Largest Manufacturers of Popular Priced House and Commercial Trailers  
In Canada—Beach-Schult, Ltd., Ottawa, Canada

Write

FOR FREE CATALOG!

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## AUTO ENGINE SPEED CONTROL GOVERNORS FOR POWER PLANTS



To control speed of ANY MAKE of Auto Engine, regardless of load changes, when used as a portable or stationary power plant, such as running Ferris Wheels, generating electricity, or other concession uses. Governor is fully guaranteed. At \$8.00 and \$13.50 with plain bearings, and \$18.50 with ball bearings. Shipping weight averages 6 pounds. Governor speed ranges from 400 to 3,500 R.P.M. Fine opportunity for established agencies. Free circulars.

Mrs. CANDEE-SMITH GOV., Dept. 152-D, 215 N. Los Angeles St., Los Angeles, Calif.

# KARR NOVELTY CO., INC.

427 MARKET ST., PHILADELPHIA, PA.

Get your name listed for our NEW CATALOGUE containing NEW CARNIVAL, BINGO AND BALL GAME numbers. To be ready about May 1. We carry a full line of all items in stock and are able to make immediate shipment of all orders. PRICES LOWEST. 25% deposit all orders.

# W. G. WADE SHOWS

OPENS SATURDAY, MAY 1, AT DETROIT

If you want to show five good locations in Detroit and then a splendid route North in Michigan, get in touch with us. Special, we have several Rides and Concessions operating on the lots now, so you may join any time you wish.

W. G. WADE SHOWS, 289 Elmhurst, Detroit, Michigan.  
Phone, Longfellow 1506.

# AMERICAN LEGION "STREET FAIR & SPRING FESTIVAL"

Week of April 12th, COLLINSVILLE, ILL., 3 Blocks on Clay St. (Heart of Town) and V. F. W. "SPRING FESTIVAL," East St. Louis, to follow.

WANT: Motor-drome, Monkey Circus or Speedway, Hill-Billy, Wild West, Unborn, Crime or any meritorious Shows. Also Single Pit, Illusion or Midget Village. Attractive proposition to those with own transportation. This is a Motorized Show; will book you with or without transportation. WANT: Experienced, reliable, sober Ride Men, who can drive trucks, good salary. Would like to hear from Joe Engesser, (Monkey Joe). Can use few more legitimate concessions. Write or wire WM. TUCKER or ANDY CARSON, Managers, care AL C. HODGE SHOWS, INC., BELLEVILLE, ILL., all this week.

## "Laws and Lawsuits Pertaining To the Amusement Business"

Under the above title there will appear in The Billboard, starting with an early issue, a series of legal articles pertaining to various branches of the amusement business. The articles will be authored by Leo T. Parker, a prominent attorney of Cincinnati, and should be exceedingly interesting to readers of The Billboard.

All of the material will be treated in such a way as to be readily understandable and to the point. Variations of the law will be discussed, and each statement and explanation of the law will be based upon a higher court decision, which will be digested in the fewest possible words.

Advice will also be given on how to avoid litigations, but if suits are filed the late citations being included in the articles should assist those concerned and their lawyers in fighting the cases.

No attempt will be made to offer advice on personal inquiries, but if a sufficient number of suggestions are received, a special article on the subject will be published at a subsequent date.

## Sol's Liberty Show Ready for Opening

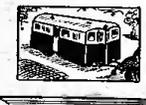
CARUTHERSVILLE, Mo., April 3.—Everything is hustle and bustle in quarters of Sol's Liberty Shows here. Finishing touches being put on rides and show paraphernalia, preparatory to the opening Saturday, April 10, at Cape Girardeau, Mo.

Herb Meyers and his crew of 20-odd painters, who have been working practically continuously for the past three months, have completely finished their task, and everything is spick and span. Sam Solomon returned from St. Louis, where he purchased some new canvas and oversaw the loading of the new Octopus ride which arrived in that city on March 30. The ride was taken directly to Cape Girardeau. Arrivals at quarters during the past several weeks are Charles Docen, freak animal; James Dunlavey, big snake; Red Scott, illusion; LaMonte Dodson, Hollywood monkey star; Al LaBuce, Polles of 1937; Doc Jack Wilson, Life, and Johnny Webb, side-show. Larry Hall, cookhouse, grab joints and peanut and popcorn stands; Mrs. Mabel Pierson and Mr. and Mrs. Alton Pierson, Mr. and Mrs. Sam Leberwitz; Mr. and Mrs. Charles Whitehead, Harry and Billy Talley, Mr. and Mrs. E. Rasmussen, Tom and Bertha Berry, Mr. and Mrs. Sid Hoey, all of whom will operate concessions, are on hand. Pop Whitman is ride foreman and general superintendent and Rube Liebman, special agent.

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Get any parts immediately for any type of repair job you may need while on the road. Reasonable prices. Send for FREE 1937 catalogue of everything for the trailer or builder—the most complete catalogue of trailer parts ever published.



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### NUCOL Golden Yellow



Added to seasoning, so that when popcorn is kettle-popped, it comes out a delicious and appetizing golden yellow. INCREASE SALES. Cost very small for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10c cash or stamps to cover handling expense.

THE DYKEM COMPANY 2301 N. 11th St. St. Louis, Mo.

## How do they do it?

Comforts you wouldn't dream possible in the FAMOUS CUSTOM-BUILT AUTOCRUISER

The utmost in home convenience for the traveling family. Can easily accommodate as many as 4 or 6 people. Regulated against cold and intense heat. Running water—lighting and refrigeration—extremely economical. Autocruiser offers new opportunities for profitable operations. Send for complete details today.

Branch Showrooms  
1850 Broadway at 61 St. N. Y. C.

AUTOCRUISER

COMPANY OF AMERICA, INC., 4405 York Road, Baltimore, Md.

## TRAILWAY COACH



Completely finished Streamline Coach, also Other Styles

P.R. COE \$450.00 AND UP; Commercial Coaches \$350.00 Up. Dealers Wanted

WALLENBECK MOLAND MFG., Sandwich, Ill.

## A RADIO

Especially Designed for Trailers

Operates 6-volt. No "B" batteries and 110 AC line. Excellent tone, economical operation. Representatives wanted. Address TRAILERADIO, 3007 12th Ave. S., Minneapolis, Minn.

## Wilson Amusement Shows

OPEN MAY 1st IN PETERSBURG, ILL.

Can use for season Shows of merit with own outfits; also Ride Help and Concession Agents.

Address RAY WILSON, Astoria, Ill.

## FAIRYLAND PARK

### KANSAS CITY, MO.

WILL BOOK Lindy Loop, Octopus, Tit-A-Whirl or any Kiddie Rides. Have Building suitable for Water Scooter and also building, size 280 by 50 ft., suitable for Roller Skating Rink (Portable Floor Required for Same). Good opening for Skating rink never been in park. WANTED to hear from Illusion Shows, Midget Shows and any Shows that can do business; will furnish building. WANTED: To Book Motorized Circus. Park opens May 14th. Free License, Lot and Water. Address EMIL POPKE, Mansfield, S. D.

## SECOND-HAND SHOW PROPERTY FOR SALE

\$55 Richer Roller Rink Skates, all sizes. \$40.00 Per 100 Government Code Flags. Send list. \$15.00 Headless Chinaman Illusion; others \$17.50 Knaki Wall Tent, waterproof, 10x12 ft. \$2.50 New Aluminum Floodlight with clamp, bracket and cellophane. We buy skates, all makes; Turnstiles with dime slot Concessions. Pay for cash. WE'S CURIOSITY SHOP, 20 S. 2d St., Philadelphia, Pa.

## RELIABLE "AMERICAN" GASOLINE BURNERS

Stoves, Lanterns, Tanks, Generators, Wiro, Etc. Let us replace your old worn-out equipment.

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## DREAMLAND EXPOSITION SHOWS

WANTED—Big Eli Wheel, Kiddie Autos, Loop-o-Plane, Whip, Free Acts, Geek, Fat Girl, Fat Man, Half-Hall, Freaks, Motorhome, Arcade, Monkey Show or any Show of merit (we have outfits). Diggers, Candy Flows, Peanuts, Cookhouse, Cicagotta Gallery, Bowling Alley, Fishpond, Hoopla, Wheels, Ball Games and Grind Stores of all kinds; reasonable rates. Address P. O. Box 918, Johnstown, Pa.

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Increase Your Profits**



With "Moderne" Glass Photo Frames, 90% of those whose pictures you take will buy one of these beautiful frames. Made in all sizes. Our new design as illustrated fits all stamp photos, comes in assorted and two-tone colors. Mar died-out back, making it easy to insert picture. Back is held firmly to glass with non-tarnishable Chrome plated clips. Designs are in Pure Silver Mirror Inlay. Edges of all frames are smoothly beveled. For \$1.00 plus postage you may receive a sample set of Six Frames from stamp to 5x7 enlargement size, and full information as to sizes and prices. We manufacture a complete line of fine Photo Frames.

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3037 Main St. Kansas City, Mo.

**POPCORN**

WHITE RICE .....\$5.50  
SOUTH AMERICAN ..... 6.50  
Per 100 Lbs., F. O. B. Kansas City.

**THE BAGNALL COMPANY**  
Station A, KANSAS CITY, MO.

**WANTED**

A few Rides, Games, etc. We have buildings. Old established.  
Write WATERFRONT AMUSEMENT PARK, Atlantic Highlands, N. J.

**MINER MODEL SHOWS**

Wants Shows with own outfits, twenty-five per cent. Corn Game, Frozen Custard and all kinds of Grind Concessions and Wheels that work for stock. Show opens Saturday, April 24th, Pennsburg, Pa. Address all mail to F. W. MINER, 161 Chambers St., Phillipsburg, N. J.

**WANTED TO BUY**

Big E.H. No. 5 Wheel, small Merry-Go-Round, Chair-Plane and Kiddie Ride. Must be cheap for cash and in good condition. NO JUNK. STATE ALL IN FIRST LETTER.

P. O. Box 545 MAYSVILLE, KENTUCKY

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**POSTERS - CARDS**

**JUICE POWDERS**

\$1.50 Lb., 6 Lbs. for \$7.50 Postage Prepaid

Trial Samples of above, 25c each. We have been selling these Powders for the past 16 years to satisfied customers. Try them and get satisfaction. Special prices on large quantities for repacking. We also furnish bulk goods for household 5c and 10c packages. Write for info.

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311 NO. DESPLAINES STREET, CHICAGO, ILL.

**4 for 10c PHOTOGRAPHERS**

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To reduce our large inventory, we offer for cash some very exceptional bargains in factory rebuilt calliope outfits, including 18-whistle and 53-whistle automatic or hand-played instruments. Will give cash customers an annual discount on new 1937 models in either size for 30 days only, with or without power equipment. These prices will not last long. Act quick. Communicate immediately. Remember "NATIONAL" CALLIOPEs are the world's finest and most dependable instruments.

**NATIONAL CALLIOPE CORP.** 729 BALTIMORE, KANSAS CITY, MO.

*15 Years Ago*

(From The Billboard Dated April 8, 1922)

Snapp Bros. Shows ushered in its season at Little Rock, Ark., April 1, featuring a beautiful midway lineup. . . . Negotiations pending since the first of the year had been just closed by Clarence A. Wortham for a complete operating outfit of a radiophone, thus making him the first outdoor showman to carry this scientific development. . . . Rosa and Josefa Blazek, the "grown-together-twins," who, had been appearing in Vaudeville in Chicago, under the management of Ike Rose, died March 29 in the West End Hospital there. The native Czech-Slovakians succumbed to a pneumonia attack. . . . Tony Bernhardt, widely-known wrestler with carnivals, was confined in the Good Samaritan Hospital, Lexington, where he had undergone an eye operation.

Manager John L. Cooper, of the Cooper Rialto Shows, advised that Sam McCrackin, former manager of the Barnum & Bailey Circus, had been engaged as general agent for his organization. . . . I. B. Baxter, after purchasing his father's interests in the Baxter & Hansen Shows, announced that henceforth the organization would be known as the Baxter-Irvin Greater Shows. Transaction made Baxter sole owner of the show. . . . Charles J. Auerback of Karr and Auerback carnival supply house, joined the ranks of the benedictines when he was wed to Minerva Sherman, at a sumptuous wedding ceremony at Philadelphia. . . . Bustling spot in Dallas was the winter quarters of Wortham's World's Greatest Shows. An already huge army of workers was being augmented daily by new arrivals prior to the show's opening there.

Levitt-Brown-Huggins Shows were enjoying good business in Fresno, Calif.

H. F. McGarvie, widely-known concessioner, was seriously ill and confined to his apartment at Atlantic City. Physicians held little hope for his recovery. . . . Officials of the Percy Martin Famous Shows announced that they had just engaged Sig Sautelle, "grand old man of the white tops," to present his Punch and Judy and magic with the organizations' big circus side-show. . . . Rubin & Cherry Shows had just completed its first jump of the season, moving from Savannah to Augusta, Ga., where a heavy downpour hampered the opening. . . . C. D. Scott's Greater Shows enjoyed good business at Forest City, N. C., despite inclement weather.

Billie Clark consummated a contract with Horace Golden to place a big illusion with Clark's Broadway Shows. . . . W. L. (Slim) Griffen, concessioner, joined the Mighty Haag Shows.

**You Can Have  
Coleman  
INSTANT GAS  
SERVICE for  
Lighting • Heating • Cooking**



on the road . . . and everywhere!



- PORTABLE
- LOW-COST
- SPEEDY



Wherever you need quick, powerful heat or light, there's a Coleman Lantern, Stove or Burner that will do the job dependably and economically. They make their own gas from ordinary gasoline; give real city gas service everywhere.

For cooking in concessions, trailers, homes, cottages, restaurants . . . for heating coffee urns, griddles, boilers, steam tables; in pop corn and "hot dog" stands there's a Coleman Stove or Burner that just fits the job.

Coleman Cabin and Trailer Stoves light and regulate instantly, just like city gas. They're compact—sturdily built to withstand the knocks of hard use.

Coleman Burners deliver intense, economical heat just where you need it, without need for commercial gas connections.

Coleman Pressure Mantle Lanterns are the finest outdoor lights. Dependable, powerful, will do a real lighting job in any weather. No storm can blow them out.

Whatever your requirements are for lighting . . . heating . . . cooking . . . a Coleman Instant-Gas Appliance will serve you best and give you most for your money.

**FREE**—Send for illustrated literature showing the various models of Coleman Stoves, Burners, Lanterns. See how they can help solve your heating and lighting problem. You're never far from Coleman service. More than 30,000 Coleman dealers in every part of the United States handle Coleman products.

**THE COLEMAN LAMP AND STOVE COMPANY**  
Dept. BB18 Wichita, Kans. Chicago, Ill. Philadelphia, Pa.  
Los Angeles, Calif. Toronto, Canada (718)

**CARROUSEL RINGS**

Brightly Polished Steel, Also Brass Rings.

Manufactured for 30 Years by

**INTERNATIONAL CHAIN & MFG. CO. YORK, PENNA.**  
WRITE FOR PRICES

**PLASTER PLASTER PLASTER**

SPRING OPENING SPECIAL

200 Assorted Large Plaster Items; New Colors, Tinsel Finish; Wonderful Assortment. Special Introductory Offer, \$25.00. Terms, \$5.00 Down, Balance C. O. D.

We also carry a full line of Lamps and other Plaster Items. Send for price list.  
**ST. LOUIS ART NOVELTY CO.** ST. LOUIS, MO.  
2623-25 LUCAS AVE., The Home of ART NOVELTIES

**FRISK GREATER SHOWS, 3719 Emerson Ave, North, MINNEAPOLIS, MINN**

6 RIDES—6 SHOWS—NEW TRUCKS AND TRAILERS  
Opening Northfield, Minn., May 10, 1937 (Auxiliary Junior Chamber of Commerce)  
WANTED—For Red Wing, Minn., to follow long season; 18 bona fide fairs and celebrations.  
RIDES—Loop-Plane or Loop-a-Loop—any non-conflicting Rides.  
SHOWS—Fit or Ten-in-One—Midget—Unborn—Mechanical Farm or City—Fat Girl—good small Grind Shows. Want to hear from Tom, Bob, House, Kentucky, Newell, Tom Wells, Bud Costello, Ted Wilson, Dugan, Crummitt, Lane, Morse, Tappan, Count Zeno.  
Have complete Athletic Show. Want good Man for same. Also several tops and fronts for reliable showmen.  
CONCESSIONS—That work for stock—no grift—useful—carnival and ride help. Write  
**FAIR SECRETARY WANTING CLEAN SHOW WRITE OR WIRE**

**SARATOGA KETTLE POPPER**

Pop wet or dry, roasts peanuts, parches sweet corn, operates over any fire—gas, gasoline, electric or charcoal. Twelve quart batch every few minutes.  
**KAR-O-MEL, CHEESE and 15 other popcorn formulas FREE with each popper.**  
PRICES: Heavy Gauge, Sanitary Aluminum . . . . . \$14.00  
Same as above, extra heavy stock . . . . . 16.00  
Weight packed in strong carton, 8 lbs. We have pressure burners from \$5.00 up. Complete heating units, including burner, tank and heat concentrator—\$11.95. All prices F. O. B. Toledo. The combination is a world-beater. Get set—Biggest Season Ahead.  
**A. T. DIETZ COMPANY, Dept. A, 2144 Madison Ave., Toledo, O.**

**CALL CALL CALL WINTERS EXPOSITION SHOWS**

**7 Rides** Will Play 28 Weeks in Western Pennsylvania Opening To Be Announced Later  
**7 Shows**  
Wanted: American Palmistry, Monkey Speedway, Midget Motorrome, Fat Show, Bonnie Jean come on, Fay's Animal Show come on, Mechanical City, Fun House, Morris Rosen wants Talker and Girls for Musical Comedy Show, Mickey Mouse or any show that don't conflict, but must be clean. Concessions, Penny Arcade, Hoopla, Scoops, Pitch-Till-You Win, Frozen Custard, come on, More Animal Show, write, Jobber Midgets come on, Clint Myers come on, Harry Money come on, WATCH HILLGARD FOR OPENING DATE. Mr. Haverstick, Penny Arcade, come on, Address Beaver Falls, Pa.

### WHEELS

**Park Special**  
80 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 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 238.  
Heavy Convention Walking Game. Dark Malting Finish. Price Per Gross, \$21.00.

### SLACK MFG. CO.

124-126 W. Lake St., Chicago, Ill.

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All Readings Complete for 1937.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00  
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Analysis, 8-p., with White Cover. Each . . . . . .18  
Forecast and Analysis, 9-p., Fancy Covers. Ea. .05  
Samples of the 4 Readings, Four for 25c.  
No. 1, 34-Page, Gold and Silver Covers. Each .30  
Wall Charts, Heavy Paper, Size 28x34. Each 1.00  
Gazing Crystals, Ouija Boards, Planchettes, Etc.

### NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound. Samples, 25c.

### FORTUNE TELLING WITH CARDS. Same Binding, 24 Pages. Samples, 25c. ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c. Shipments Made to Your Customers Under Your Label. No checks accepted. O. 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.

## 1937 Astro Forecasts

With Full Hourly and Daily Guide.

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 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the world. Catalogue, 30c. None free.

### NELSON ENTERPRISES

198 S. Third Street, Columbus, O.

It takes 30 TON PRESSURE to emboss the Lord's Prayer on a Penny. Fancy toys or meatgrinders can't stand up. Buy a proven, guaranteed product. (Feeds 5 times faster.) Bond 10c for sample Penny and facts to **BLUE ROY STAMP CO.** Established 1928. 124 E. Larned St., DETROIT, MICH.

## POPCORN

South American, Jap. Hulless, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.

### H. B. HUISINGA

DELAND, ILLINOIS  
Grower of Pure-Bred Varieties of Popcorn.

### HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.  
Open All Year Round.  
Want Freaks and Novelty Acts of merit at all times.  
SCHORK & SCHAFFER.

AMERICA'S LEADING PAINTERS OF CIRCUS-CARNIVAL BANNERS  
MILLARD & BULSTERBAUM  
2894 W. 8 ST. CONEY ISLAND, N. Y.

# Midway Confab

By THE MIXER

WHATEVER BECAME of Dick Collins? "I'm Rubin Gruberg." Who are you? "Oh! yes, you are the secretary, or of what fair?"

TOM AITON cards from Marietta, Ga.: "Now out of Alabama headed north with Eric B. Hyde Shows."

TIPPING UP and rolling down seems to be an old carnival custom.

A LOT of small carnivals headed northward are doing the "nip and tuck" act in the scramble for bookings.

C. W. FINNEY letters from his home town, Aurora, Ill., that he expects to visit the Cincinnati office of *The Billboard* soon.

"LUKE WARM"—you write fairly good stuff. Just what is your real name? It cannot be used unless the editor has that information.

IT WAS the Royal American Shows that glorified neon illumination.



MRS. ANNIE GRUBERG, vice-president and treasurer of the Rubin & Cherry Exposition, Inc. Mrs. Gruberg has long since been voted a show woman of keen business judgment and a proven asset to her husband, Rubin Gruberg, president and general director of the organization.

WILLIAM G. DUMAS associate owner Happyland Shows cards from Detroit, that Eddie Miller, Concessioner, made a big catch of fish at Gibsonton, Fla.

POP AND ED. TRIBER card from Maysville, Ky.: "Again booked photo gallery with Howard Bros. Shows, making ninth year with them."

JACK THOMPSON, prominent concessioner for last six years with Al. C. Hansen Shows, is now with the Majestic Shows, owned and managed by R. C. McHendrix.

HOW ABOUT "Old Woman in the Shoe" fun house?

LEW MARGUSE, of the Imperial Shows, seems to be a mighty busy person in connection with this season's tour. He is in and out of Indianapolis as business duties require.

PUNCH ALLEN letters from Georgetown, S. C.: "W. J. Bunts, of Crystal Exposition Shows, purchased a new Covered Wagon housecar. His daughter, Alta May Bunts, is very proud of it."

SO W. H. (BILL) RICE plans to return to his first love, general agent of a carnival. They all come back eventually it seems. Now for George L. Doby's announcement.

IF YOU THINK carnivals ever were on the "fade out" read Walter A. White's article in this issue.

VISITED the quarters of a carnival in South Carolina some years ago, where "60 men were working" and he was

painting a Merry-Go-Round horse to beat the band.—Leon Hewitt.

OREST DEVANY—C. L. Lomas letters from New York that there is a party that wants you to tie up with a foreign concern to build a park. Communicate with The Mixer.

JIMMY GRAY cards from Miami: "Am manager Fred Zschille's concessions. Carl Robinson has been on a vacation here. He will join Zschille on the Cettin & Wilson Shows."

PEOPLE do not necessarily have to be reliable with the "un" in front of reliable.—Wadley Tif.

H. C. KILBURN cards from Columbia, Tenn.: "Have peanuts, candy floss and apple concessions booked with Al. C. Hansen Shows. Everything with me is going okeh."

NOW LET Barney S. Gerety and Fred Beckmann have a celebration tour in honor of the forming of their partnership and the launching of the Beckmann & Gerety Shows. How about it Kent' Hosmer?

BILL DAUPHIN, formerly of Long Island fame, is reported to be in the



WHO DO YOU THINK THIS LADY IS? Why it is Mrs. Abner K. (Virginia) Kline, a tried and true show woman. She is holding "Chatts," her pet pooch. Mrs. Kline is also the author of the Ladies' Auxiliary of Midway Confab. Photo taken at her home, Salem, Ore., recently.

publishing business in New York at present. He is connected with advertising end and is reported to be doing fine.

REAL SHOWMEN are optimistic and fearless. They create opportunities and force prosperity upon themselves and their associates.—Wadley Tif.

J. A. REED cards from Winchester, Ky.: "Been out of show business since 1935 handling insurance. Was recently promoted and now have charge of the entire county. Was with Bruce and other shows."

SCOTTIE MOATS wired A. C. Hartmann from Columbus, O.: "Coming back after being away from outdoor show business for several years. Now framing two pay attractions with new names and plenty of flash."

TO REMEMBER: Mr. and Mrs. Carl Baker, W. T. Stone, Fred Thomas, "Shackles," Namy Salth, Harry Jansen, Herman Shumlin, Gordon Whyte, Waterson E. Rothacker, Jed Harris, W. O. Taylor, Johnny J. Jones, Jr., Andrew J. Desmond and Frank A. Lovelock.

A NOVELTY PROBABLY: Assemble the oldest rides obtainable as exhibits on midways that play those 50th and 100th anniversary celebrations.

E. S. COREY cards from Johnstown,

## BIG DAYS AHEAD

Are you sure your Power can "take it" when the rush days come? Get an ELI POWER UNIT and be certain.

### ELI BRIDGE COMPANY

Builders of Dependable Products.  
N. West St., JACKSONVILLE, ILL.

## Hi-Speed Changer

Make Change Quickly!

Easy to operate. Saves an hour a day. Use a Durably constructed of finest brass and cold rolled steel. Over a million in use. 3, 4, 5-Tube Models. Model illustrated.

**\$1.50**

### J. L. GALEF

75 Chambers St. (Dept. B), New York City.

## KWIKUP STANDS

CONCESSION

Quickly erected—100% portable—bolt and wing nut construction. Orange and Black colors. Five Models, 12 Sizes. New low prices. Circular free.

THE MONROE CO., COLFAX, IOWA

## POPCORN

GOLDEN—Jumbo (Dynamite), O-MI-JAP (hulless), White Rice, Golden PEARL, 100-lb. bags. JAP-O-NUT BUTTER (golden color), for "buttered" corn. Frying potatoes, etc. Packed 10, 25 and 50-lb. pails. GLASSINE Cones (7 Colors), also Bags and Cartons for "buttered" corn. Corn Syrup in 125-lb. steel drums, half barrels, etc. Cash deposit with orders. (Est. 1905).

### BRADSHAW CO.

31 Jay Street, NEW YORK CITY.

## BUDDHA PRICES CUT

Send Stamp to **S. BOWER**  
Bellemead, New Jersey.

## Best Pop Corn Quality

Write us now and we will place your name on our Mailing List. Give your permanent address. We offer this year a new Improved South American Yellow Pop Corn. Also Standard Varieties, Supplies, Electric Poppers, \$35 to \$160.

### INDIANA POP CORN CO., Muncie, Ind.

## BINGO

SPECIALS—LAP BOARDS—MARKERS, in fact, everything for Bingo Games. 1000 Specials, \$2.00; 3,000, \$6.00. Each 4,000 Different Colors. Send for catalog. Lowest prices.

### HILLSIDE PRESS, Providence, R. I.

189 Eddy Street.

## SOL'S LIBERTY SHOWS, INC.

Now Booking for 1937 Season  
Address, CARUTHERSVILLE, MO.

## Ball Throwing Outfit

Hoods, Dolls, Cats and Bottles. Order now. Price of canvas advancing rapidly. Get Catalog today.

### TAYLOR GAME SHOP

COLUMBIA CITY, IND.

## HOROSCOPES

1, 4, 5 and 8 Pages, WAND BUDDHA PAPERS, FUTURE PHOTOS  
Send 10c for Samples.  
JOSEPH LEDOUX & SON,  
169 Wilson Avenue, Brooklyn, N. Y.

**GET READY NOW!**

**PROSPER**  
in **1937**

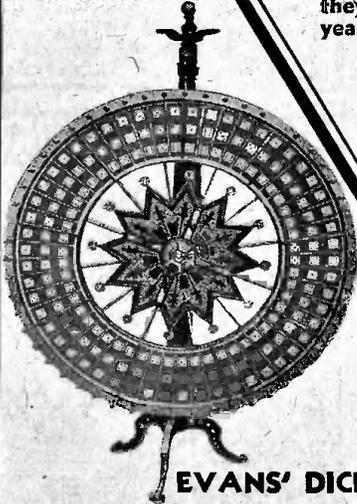
**WITH Evans' FAMOUS ATTRACTIONS!**

**Hurry! Hurry! Hurry! Prosperity is waiting! Right this way, gentlemen, for the world-famous EVANS top money-makers! They'll make your concessions the LIVE SPOTS—they'll bring the crowds over to spend—they'll make 1937 your banner year! Don't delay—write us now for complete information and prices!**

**FREE CATALOG**

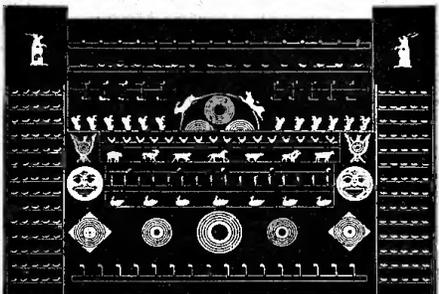


Evans' latest PARK and CARNIVAL Catalog contains a Complete Line of Amusement Equipment for Parks, Beaches, Fairs, Carnivals, Picnics, Homecomings, etc. All kinds of Wheels, Shooting Galleries and Grind Stores, Parts and Supplies—in fact, everything for the Midway. This 80-page, fully illustrated Catalog is yours for the asking.



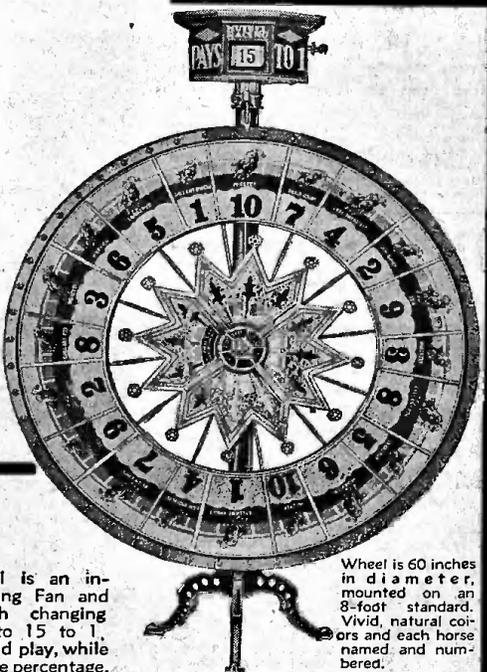
**EVANS' DICE WHEEL**

One of the most popular wheels, ideal for Chuck Luck. Face of wheel covered with glass handsomely plated, highly polished. Jumbo Dice Wheel, 60" in diameter, mounted on 8-foot post. Also New Junior, size 32" in diameter.



**EVANS' SHOOTING GALLERY**

Evans' Long Range Shooting Gallery is constructed of steel throughout, strong and practically indestructible. Thoroughly tested before shipping. Easily and quickly assembled. Everywhere a money-maker. See catalog for complete line, including supplies and parts.

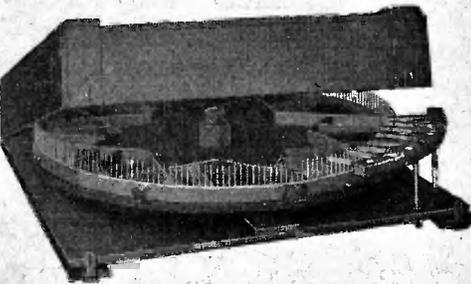


**EVANS' HORSE RACE WHEEL**

The Evans' Horse Race Wheel is an instantaneous hit with the Racing Fan and the Mutuel mechanism with changing odd, ranging from 5 to 1 to 15 to 1, never fails to attract and hold play, while netting the house a handsome percentage.

Wheel is 60 inches in diameter, mounted on an 8-foot standard. Vivid, natural colors and each horse named and numbered.

**EVANS' COUNTRY STORE WHEEL**



An unflinching money-maker. Wheel has extra deep pockets, a fence to protect merchandise and equipped with Evans' special multi-indicator cups. Accommodates 8 players, insuring ample earning capacity. Made in any size up to 10 feet in diameter.

**EVANS' DEVIL'S BOWLING ALLEY**

In a class all by itself and without equal as a Grind Store. The regulation outfit is 16 feet in length and consists of elevator cabinet, runway and return chute, made in sections, with supporting horses, etc. Also 100 new push-up balls and 6 operator's pushes.



Lures the crowds and holds them like a magician. Has proven itself to be one of the most consistent money-makers in the amusement field.

**EVANS' ALUMINUM MILK BOTTLES**

A great improvement over the old-style wood bottles. Produces its own bally. Has the sound of falling glass when knocked over. Always a winner!



**EVANS' HIGH STRIKER**

A steady money-maker everywhere. Very durably made of the best materials, quickly set up and easy to transport. 2 sizes, 28-foot and 36-foot. Complete details on request.



Leading Manufacturers of Amusement Devices Since 1892

**PROVEN HITS OF 1936**

- JITNEY ROLL DOWN
  - BLOWER GAME
  - GIRL IN BED
  - CIGARETTE WHEEL
  - BINGO GAME
- WRITE QUICK FOR FULL INFORMATION!

**BARGAINS!**

40 Ten Ball Roll Downs Practically New Write At Once For Prices

**H. C. EVANS & CO., 1522-28 W. ADAMS ST., CHICAGO, ILL.**



→ NEWS FLASH ←

The Andrew B. Hendryx Company Has Appointed  
**HORROW NOVELTY COMPANY**  
Exclusive Distributors to the  
**CONCESSION TRADE**

**FRAME A  
BIRD STORE NOW!**

Shipping Points EAST and WEST  
**PHILADELPHIA, PA.  
NEW HAVEN, CONN.  
CHICAGO, ILLS.**

Send Orders to Philadelphia  
We Will Ship From Nearest Point

**CORN GAME OPERATORS**

As in the past—Horrow will again lead—hundreds of new items never shown before.  
REMEMBER—Horrow's Flash sometimes equalled; never excelled.

**BALL GAME and COUNTRY STORE OPERATORS**

In addition to the hundreds of new items we have added "SUPREME ART" PLASTER—shipments will be made from Philadelphia at factory prices.

NOTE—Special "Hendryx" folder now ready for mailing. Write for same. Our Catalogue showing our entire line will be ready on May 1. Reserve your copy at once.

**Cage B**  
7 Asst. Colors,  
Chrome Trimmed,  
Sliding Tray,  
Det. Base Plate.  
**PRICE 75c Each**

**HORROW NOVELTY CO.**

215 MARKET ST. PHILADELPHIA, PA.

**THE PAL THE WORLD'S LEADING GASOLINE PROPELLED "DRIVE-YOURSELF" CAR**

**DON'T EXPERIMENT**

Own the Ride Used by All the Leading Shows.

Get in and STAY in the Money with the Only Miniature Car That Can Really Take It.

Manufactured and Sold by

**THE MEILI-BLUMBERG CO., Inc.**

LOCK BOX D

NEW HOLSTEIN, WIS.



**BINGO HEADQUARTERS GAMES - WHEELS**

We Carry a Complete line of FLASHERS, WHEELS, PAPER PADDLES, SKILL GAMES, HORSE RACE GAMES, CLUB ROOM EQUIPMENT, BINGO CARDS AND BINGO CAGES and HUNDREDS OF OTHER CONCESSION GAMES.

WRITE FOR CATALOG

**W.M. ROTT MFG.**

53 East Ninth Street,

NEW YORK CITY.

**AND WE WANT FOR SALISBURY BEACH, MASS. NEW DEVELOPMENT**

Rides, Shows with own outfits—Send Late Photos of Outfits, Beach Concessions, Group Games, Bingo, etc. —No Junk; all A-1.

ACTS for New Side Show—Mind Act, Magic, Freaks, Working Acts, WANT Scale and Striker Agents.

WANT Agents for Coney Rabbit Racer and Horse Derby, throw out plenty stock to steady beach trade. State if you have Park experience.

All address **O'BRIEN BROS.** European Museum, Revere Beach, Mass.

IT'S HAMID WEEK

Pa.: "John Hoff has contracted for four shows with the Corey Shows. Harry Ellsworth, concessioner, has been laid up the past seven weeks with a fractured leg. He was hit by a hit-and-run driver here.

THERE is no law to compel a man to advertise. Those that do realize that it is essential to advertise their business generally forge ahead of those who say that advertising is an expense—and not an asset, which it is to any business, individual, firm or corporation.

HARRY CORY letters from Kansas City, Mo.: "Have booked my auction concession with Hennies Bros' Shows. Have been refereeing wrestling matches in the Middle West this winter. This will make my fourth consecutive season with Hennies Bros."

TO have your shows incorporated does not mean that those who are part and parcel of them are immune from moral obligations.—Tillie Few Clothes.

EDYTHE SIEGRIST letters from Miami: "Will present the 'Daring Young Men on the Flying Trapeze' with the Sam Lawrence Shows, opening at Clinton, S. C. The troupe is back from Havana, Cuba, and will rest here a few days."

J. S. BULLOCK, of Bullock's Amusement Enterprises, letters from Bamberg, S. C.: "Been getting the troupe in shape. I believe it is the ambition of every man in show business to want to get his picture in *The Billboard* and I am no different than the rest."

SHOW LETTER and news writers: Kindly list the staff complete in your



O. H. HILDERBRAND, directing head of Hilderbrand's United Shows, a Pacific Coast carnival that is credited by showmen as of importance in its territory. Hilderbrand recently launched the season with an organization with many modern features.

writers. Those who have their best interest at heart will give the correct names in full and will not pad the list with phony names. Thank you gentlemen!

ANY MAN who denies his nationality, just ain't the man, people sometimes think he is. Most any person can tell an owl from a rabbit.—Soapy Glue.

THE BILLBOARD has had winter quarters and spring quarters as features recently. It will not have summer quarters, however, because summer quarters are too transient. Send in your news when it is news. Most all showfolk are now on the road or will soon be.

PAUL HOUCK announces that he will open in Detroit with 7 shows and that a new platform show has been built on a Ford truck for the two-headed baby show. Houck stated while in Cincinnati that his side-show would be quite a large one.

G. LAWRENCE MacDONALD, many years artist with the Mighty Sheesley Midway, writes that he has been in Hillsboro County Hospital, Tampa, since last October. He expects that he can not be released before July or August because of the extent of injuries he received when struck by an automobile.

MRS. ALLEN B. MITCHELL cards from

**ELECTRIC GRIDDLES**

ALL SIZES . . . FOR ALL PURPOSES



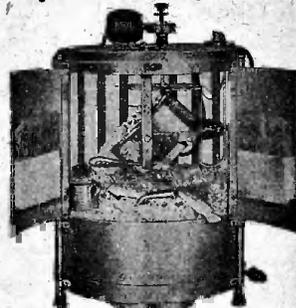
TYPE C-800  
18"x24"—CAST ALUMINUM—\$62  
BEAUTIFUL DISPLAYS FOR HEAVY DUTY SERVICE  
LOWEST PRICES QUALITY EQUIPMENT  
SINGLE ELEMENTS  
MULTIPLE ELEMENTS  
CAST ALUMINUM  
STEEL PLATE  
CAST IRON

Main Griddles or in combination with Hot Plates, Food Jars or Wiener Steamers, Etc. All standard sizes from 12"x12" to 21"x54." For Carnival use, may be equipped with special block to make immediate connections for either 110 volts or 220 volts.

WRITE FOR CIRCULAR  
LET US QUOTE ON YOUR PARTICULAR NEEDS.

**THE CHAMPION ELECTRIC CO.**  
P. O. Box 88 NORTHFIELD, OHIO

**Popcorn Machine FREE!**



Offering best quality yellow and white popcorn direct from mill. Write for lowest prices and free offer or see our Broker. Five million pounds on hand. Best grade.  
**ROBINSON POPCORN COMPANY**  
219 Huron Road, Cleveland, O.

**POPCORN**

5c AND 10c PACKAGE

DELICIOUS—Good Profits. Also Popping Corn of All kinds. Write for Samples and Prices.

**STAR BRAND POPCORN CO.**  
394 Hudson St., New York.

**Cunningham's Expo. Shows Wants**

Dog, Pony Circus, Athletic, Ten-in-One, Snake Show, Monkey Circus, Colored Minstrel, Fun House, Hill Billy or any show of merit. Will book Lion-Plane and Kiddie Ride. Want Free Act. Concessions open, Digger, Custard, Pitch Tilt You Win, Devil's Bowling Alley, String Game, Lead Gallery, Ball Game, Bird Store, Scales, Fish Pond, Photo Gallery, Duck Pond and Wheel Merchandise Concessions. Show will open May 1 in Ohio. Address. NEW MATAMORAS, OHIO.

**ALL AMERICAN EXPO. SHOWS**

Booking shows and concessions, shows with or without outfits. Want sober ride men. Wurlitzer Curls, good as new, for sale. Address H. V. PETERSEN, Gen. Mgr., Yankton, S. D.

**Barnhart Golden West Show**

Opening date, May 15, Granite Falls, Minn. Get place legitimate stock concession. Have top, banners and front for good ten-in-one people. Want dancing girls. We have good route and solid booking. Can use good banner man. Address 4262 Thomas Ave., No., Minneapolis, Minn.

**SHOWS 1937 SEASON HERE MOTORIZE!**

THE SHOW MUST MOVE  
Write: CHARLIE T. GOSS,  
STANDARD OIL/ROULET CO., EAST ST.  
LOUIS, ILL.

**NOW BOOKING FOR SEASON 1937**

Rides, Shows, Concessions, Secretaries of Fairs and Committees get in touch with us. Ride help wanted in all departments. **JAMES YORK, 37 Lancaster St., Portland, Me.**

## CARNIVAL and STREETMEN

New Merchandise for Circus, Hoopla, Ball Games, Penny Pitch, Corn Games and Wheels.

O-U DOGS, mech. with Wagging Tail. This year's selling sensation. Gr. \$21.00

Large Mech. Crawling Babies. Doz. 2.00

Men's Polished Crook Handle Canes. Gr. 6.50

Men's Crooked Handle Bamboo Canes. Gr. 4.25

Men's Swagger Sticks. Gr. 4.50

Reich's Bounder Balls. Gr. 12.80

Large Flying Birds, outside whistle. Gr. 2.00

Large Flying Birds, inside whistle. Gr. 2.50

LASH WHIPS. SPECIAL. Gr. 5.75

Silk Lash Whips with Whistle. Gr. 7.20

Fur Monkeys. Gr. 6.80

Tossups, Assorted Animals. Gr. 4.00

Oak's Mickey Mouse Tossups, each in envelope. Gr. 4.40

7-in. Hi-Hat Feather Dolls, cell. Gr. 8.00

Large Asst. Lucky Charms W/Coard. Gr. 7.50

Plush Dogs with Leather Leash. Gr. 21.00

8-in. Sailor and Cowboy Dolls. Gr. 8.00

12-in. Large Sailor Dolls. Gr. 21.00

Large Jap Cigarette Cases. Gr. 4.00

SLUM—50¢ Per Gross and Up.

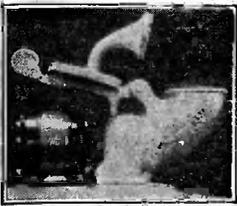
"Ride 'Em Cowboy" Felt Hats. Gr. 7.20

### WRITE FOR NEW BULLETIN

Which will be ready about the middle of April, featuring Watches, Clocks, Chromeware, Lamps, Aluminumware, Smoking Stands, Leather Goods, Fountain Pens, Umbrellas, Canes, Plaster, Electrical Appliances, Chinaware, Toilet Sets, Bacon Blankets, Knives, Opera Glasses, Flashlights, Zipper Tourist Sets, China Stum and a complete line of Oak Barkers.

### M. GERBER, Inc.

"Underwriting Streetmen's Supply House."  
505 MARKET ST., PHILADELPHIA, PA.



ECHOLS' HIGH SPEED ELECTRIC SNOW SHAVER \$49.50

S. T. ECHOLS  
1337 Walton Avenue, St. Louis, Mo.



FEARLESS CORN POPPERS 4 models \$27.50 up Northside Co. 2117-20th Des Moines, Ia.

### 4-FOR-DIME PHOTO MEN

PHOTO JEWELRY IS A FAD NOW from which you can reap BIG PROFITS. OUR PHOTO REDUCER makes small photos quick as a flash for Photo Rings, Stickpins, Etc. \$35.00—Sold on 10 Days' Trial. ANDERSON CAMERA WORKS, 804 Grand Ave., Kansas City, Mo. 4-FOR-DIME PHOTO MACHINE, COMPLETE \$350.00 A Wonderful Money-Maker.

## FOR SALE

3-Track Monkey Speedway; 3 Elec. Autos; 3 Head Trained Monkeys; Frame, Canvas, Cover, Signs. Cost \$800.00 last year; sac. \$300. Biggest attraction on Midway. F. PALZEN, 4095 Diversey, Chicago, Ill.

## PLASTER

Full Line, Large Assortment, Glossy Finish. Table Lamps for Corn Games.

**COSIMINI MFG. CO.**  
208 No. West St., Raleigh, N. C.

## BABY WHALE

Six Feet Long, with 8x10 Banner. \$40.00; Petrified Stone Man with Banner, \$40.00; without Banner, \$15.00. Order now, as this is the last of the cut prices.

**NELSON SUPPLY HOUSE**  
514 E. 4th St., South Boston, Mass.

## G. H. TOTHILL'S ATTRACTIONS

Opening on streets, business district Lockport, N. Y. First in years. May 20-23. Sunday inclusive. Other good spots to follow. Want Ferris Wheel, Kiddie Rides, Shows, Concessions. Used Merry Ton. Committees wanting clean amusements write or wire C. H. TOTHILL, 187 Washburn St., Lockport, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Hermosa Beach, Calif.: "Allen B. myself and daughter Betty finally got to Los Angeles and are at this beach. Have lunch concession. We were with Elaine and Keystone Shows, east last season. May not return to the road for sometime."

A PROMPT reply to a letter relating to financial matters will many times ward off a law suit. Real business men fully realize this fact.

BUDDY LOU DAVIS cards from St. Louis: "Am manager Lou-Louette. Had a very pleasant visit with John T. Hutchens' and family on the McLellan Shows; Jimmy McLaughlin, manager-owner West Brothers Amusement Company; and Leona-Lee and Bob Fox on Wallace Brothers Shows."

DOC WADDELL letters from Mexia, Texas: "Bob Hurst of the shows bearing his name is some sort of a champion. He is his own agent, secretary, treasurer, legal adjuster, trainmaster and lot superintendent. In other words, whatever there is around his carnival he is it."

CARL J. SEDLYMAYR writes a dandy letter in appreciation for services rendered by The Billboard in the past. No wonder the Royal American Shows have climbed up. The general manager can find time to give consideration to others when it is due time.

SHOW LETTER WRITERS! Everyone has a name given them at birth. Please write them out in full. Out with all the Blackies, Whites, Pegs, Big Hats, Marble Tops, Chucks, Goofeys, Captains, Colonels and all such. Merely Mr. and Mrs. Spoofts will not suffice. What are their

cus, is in Jackson Memorial Hospital and will not be able to leave there for several months. His wife, Kathrine, and brother, Joe, will open with the Rubin and Cherry Exposition, making the third year."

R. A. JOLLY, of Seccatum Park, Bucyrus, O., letters Claude R. Ellis: "See ride men are giving information to The Billboard, so here's mine. Recently purchased a new No. 5 Big Eli Wheel from the Eli Bridge Company and a Kiddie Ride from the Allan Herschell Company. Will open first week in June to play celebrations and fairs."

SHOWMEN: Have you talking (moving electric) signs on the front of your shows similar to many of the up-to-date billboards? No! Well, get some and see how much difference it will make in the appearance of your show fronts and entrances to marquee's.

T. L. DEDRICK, manager Happy Days Shows, cards from Huntsville, Ala.: J. L. Murray and A. H. Pine closed with us to launch their own show. This makes five shows that have been framed from this one. Sam Kravetz succeeded Pine as business manager and general agent. Here under auspices the Elks and they were okeh. Weather cold. Remained here second week."

C. W. CRACRAFT letters from Baltimore: "Many thanks to The Billboard for recent news of my activities. Things are beginning to hum over here. Have plenty of work in booking. Need a good press agent. Expect to visit Cincinnati and Billyboy soon. Had seven inches of snow here recently. Going away on a scouting trip that will take me near the Canadian line."



THRILL STARS! The young lady is Marjorie Kemp, "Dare-Devil" of the Kemp Lion Motordrome, one of the outstanding features of the Royal American Shows. The youthful male person is none other than J. C. (Chubby) Gilfoyle, veteran trainer of wild animals. He has the record of having trained Miss Kemp, Clyde Beatty and Manuel King and has been the unsung hero behind the scenes in many wild animal movies. Photo by Jack Dadswell, RAS press agent.

full names, Mr. and Mrs. Who? B. C., James or Clarence! Just examples.

E. F. CHURCH letters from Atlanta: "During recent engagement of the Krause Greater Shows at Key West, Fla., several members of the shows took advantage of the close proximity to Cuba and airplanned to Havana. In the party were Nancy Miller, Doral Dina, Mark Williams, Billy Tirko and Bernice Lamb."

F. A. SHORT letters from Branchville, S. C.: "Spent the winter in Florida with the family. Open season with Howard Bros' Carnival. Am owner and manager of Short's Musical Revue and besides will have Oriental and Nudist shows. Will make second season with Howard Bros."

WHAT is your pet superstition? Some showmen cannot stand to be hit by a broom, others will not let a harmonica or Jew's harp be played on the lot. We know a feller in the carnival business who will not let his secretary eat peanuts in the office tent.

F. R. WARE letters from Mobile, Ala.: "Closed successful season with Happy Ray Productions Company. Staged 21 home talent shows in Alabama. Wish to thank The Billboard for the fine points it has set forth in advertising and proper methods to be applied to showmanship. Will join a carnival as promoter."

K. JULIAN letters from Miami: "Leo Julian, partner in Julian's monkey cir-

F. PERCY MORENCY letters from New York: "Am to assume the position of secretary for the Art Lewis Shows. Been laid up in the Cadillac Hotel here for the past three weeks with a very bad attack of influenza, bordering on pneumonia, but am now feeling somewhat better. Take pleasure in reading Midway Confab each week. It brings back memories of other days."

He walked beneath the moon,  
He slept beneath the sun,  
He was always going to do,  
But died with nothing done.  
He was only a dreamer.

These lines have been credited to both John Barrymore and the late Wilton Lackaye.

HERMAN PALMER, former Maynes-Illion ride man is now with Tom Morris's eating emporium opposite the exposition grounds, Dallas, says Doc Waddell. Herdman is listed as the steward and Maitre'de hotel. The Onion asked a Colored boy in Douglas, Ga., one time what the hotel was (as is show fashion in making inquiries). He replied "De hotel is where de white folks lives."

HARRY MACK letters Charles Wirth from Macon, Ga.: "Dinty Moore's Skooter has been completed. Canvas for Digger concessions arrived from Baker-Lockwood, Kansas City, for 14 units. The Shrine Carnival at the Macon Auditorium had Jimmie Hodges' girl show and Moore's skooter. This is the first time a ride as big as a skooter has ever been

# QUICK Cone Deliveries

Any stop, any time any quantity



No need to carry large stocks of cones from place to place.

250 National Biscuit Company branches assure prompt deliveries of crisp, fresh Real Cake Cones right to the lot at every stop you make. No breakage, no waste, no spoilage, no shipping worries.

The freshness and flavor of Real Cake Cones will bring you more cone sales and bigger profits. Mail us your route list today. We will send our agency list and full information about our CONE service.

NATIONAL BISCUIT COMPANY  
449 W. 14th St., New York, N. Y.



# They Can't Keep Away!

It's a Natural

New "MIKE"  
Sensation Stops Them All!

DO YOU want something new and red hot that will bring in cash without any headaches . . . a concession that's like a magnet to the crowds . . . that not only stops them, but makes them spend money? Here's the answer . . . a 25c record of their own voice! And do they love it? Man, you should see them flock around the Speak-O-Phone on Broadway!

Small Space . . . Low Operating Cost

Speak-O-Phone is a perfect set-up for concessionaires at parks, circuses, carnivals, fairs or celebrations. Its value has been proved in a few cities . . . but it's flash news to the rest of the country. Only a small space needed for each unit. One man can easily handle \$100 business a day without help. No breakable, perishable or bulky supplies.

A Money Maker in Wurlitzer Music Store in New York for 7 years.

Compact, portable equipment. Quickly set up. Simple to operate. Ideal for short stands. Will work on any current.



**Appeals to Vanity of Man, Woman & Child**  
Everyone wants to hear how they would sound on the radio, the talkies or a phonograph record. Everyone has a hidden desire to talk into a "mike." Give them what they want. For only 25c each they get a permanent, unbreakable record, easy to carry away, easy to mail to parents, friends, sweethearts. They speak, sing or play an instrument for 1 1/2 minutes. The record is played back instantly and the crowd hears the clear, fine reproduction. The record can be played hundreds of times. You give REAL value . . . and they come back for more.

**Send for Free Information!**  
Give them the biggest novelty sensation of the day . . . be among the first to introduce Speak-O-Phone. Mail the coupon today for complete details about this new money-maker! Or come in to see it work at SPEAK-O-PHONE Recording & Equipment Co. 23 West 60th St., New York City

**SPEAK-O-PHONE RECORDING & EQUIPMENT CO., DEPT. B-1.**  
23 West 60th St., New York City.

Gentlemen: I want complete details on how to cash in on the popularity of Speak-O-Phone Personal Phonograph Records.

Name . . . . .  
Address . . . . .  
City . . . . . State . . . . .

**SPEAK-O-PHONE**

**SHOW PRINTING DATES PICTORIAL PAPER**  
"FASTEST SERVICE IN AMERICA"  
Phone — Write — Wire  
- U. S. -  
**Printing & Engraving Co.**  
KANSAS CITY, MO.

**POPCORN**  
CARTONS - BAGS - CONES - PEANUTS - SEASONING  
Glucose, Apple Sticks, Coloring, Granulated Peanuts, Coconut, Salt

The best references in the world we can give you are: "Buck" Weaver—Bob Russell—"Buzz" Buzzella—Mrs. J. C. King—D. H. Jessup—"Smoker" DiCappio—Joe Lynn—Al Moore—H. D. Washburn—Mrs. Sabelle—J. McCarrin—T. R. Owens—and many others. CARNIVAL AND RESORT MEN—A postcard will bring you our Special Low Price List. Write for it! WE KNOW THAT WHEN YOU ORDER YOU WANT GOOD MERCHANDISE . . . WE HAVE IT!

**MOSS BROTHERS NUT CO., 231 N. 2nd St., Philadelphia, Pa.**

**TILLEY SHOWS**

Wants Shows with or without outfits. Will furnish outfits to reliable showman. Want Fun House and Glass House, Unborn Show. Mark Williams wants Side Show Acts. Concessions—A few more open. This show has nine rides and carries 8 shows. We open in one of the best towns in Illinois April 24 Address BOX 635, Ladd, Ill.

**REYNOLDS & WELLS UNITED SHOWS**  
ATTENTION—FAIR AND CELEBRATION COMMITTEE MEN IN MO., ILL., WIS. and ARK.

Mr. Secretary or Committeemen: If you are planning on Celebration or going to hold a Fair this coming season and have not as yet contracted your Show, we have to offer you the Middle West Newest Show. Consisting of Six New Rides, Eight Clean and Moral Shows and positively 25 of the Cleanest Concessions working on any show of this kind. Our moral is "Fair Dealings To All, With a Positive Guarantee of Same."

Address Winter Quarters, 519 W. Walnut St., Springfield, Mo.  
P. S.—We will be glad to furnish references and welcome the asking of same.

placed in an auditorium. Kokomo Sykes did the electrical work on the skooter and has departed for Charlotte, N. C."

BETTY McMAHON letters from Wilkinsburg, Pa.: "Sending copy of *Light*, a magazine published by the General Electric Company. Thought *The Billboard* might be interested, as it is always mentioning more light for shows. Perhaps this illustration showing a big carnival's illumination indicates that show owners have taken the advice. I am merely an interested spectator."

STUDY your business like Barney S. Gerety, Fred Beckmann, Carl J. Sedlmayr, Curtis Velare, Elmer Velare, Rubin Gruber, Mrs. Anne Gruber, Max Linderman, Ralph W. Smith, Frank Bergen, E. Lawrence Phillips, Walter A. White, Orville W. Hennies, Harry W. Hennies, R. L. Lohmar, Max Goodman, and a host of others and you will certainly go places and do things.

SOME in the business are forever crying "We cannot put up or take down that much show property. It is too much to carry and so on." Well if that is the mental attitude toward the obligation there are a lot of men and women who will never make good independent showmen and will never own a show that has any real merit.

KENT HOSMER letters from San Antonio: "Received copy of George Jackson's (he was formerly secretary of Nebraska State Fair, Lincoln) book on fairs and expositions. Note: His article on page 17: *Are Carnivals Essential to the Success of State Fairs?* Well, Kent: The progressive State and other fair secretaries have long since conceded that the carnival is really essential, so the subject has been settled.—The Onion.

TOM RIGGIN letters from Lakeland, Fla.: "Had my cookhouse at a few of the Florida fairs and made a little money for a change this winter. Will play the Jacksonville fair and then go to the speedway races at Indianapolis. Will make my regular circuit of fairs in the Dakotas and many State fairs as usual." A newspaper gave Riggins credit for catching several big fish in a phosphate pool near Lakeland.

GEORGE WEBB, who likes to be known as Captain Webb, net high diver, letters from St. Paul, Minn., to E. Walter Evans: "Will be with the Pan-American Shows, opening at Cairo, Ill., until August and then booked with Lew Rosenthal of Waterloo, Ia., to play fairs. Had a lot of snow up here and some of the roads are still blocked 8 feet deep. Old Cincinnati must have been tough during the recent flood."

WANTED: "Shows and rides that don't conflict—Don't write or wire. Come on.—Manager Chump, Nut Bros. Carnival." This is a sample of how some do business, if any. Moral: Its very poor French if learned off of the labels of perfumes bottles. You no comprehend? Certainly not if you want shows and rides that do not conflict, to come on.

CARLETON COLLINS letters from Richmond, Va.: "James M. Hurd, with motordrome; Frank Lafferty, billposter; Roy B. Jones, contracting agent; Henry, Al and Dot Palmer, James Laird, Mr. and Mrs. R. C. McQueen, Mr. and Mrs. E. H. Hawkins, and George Ambrose have arrived at Marks' Shows quarters. Before the opening Mr. and Mrs. Hawkins will spend a few days at their home, Martinsburg, W. Va."

JACK GRIMES letters from New Orleans: "Guess I have gone carnival. This 'Modern Noah's Ark' I am with is quite an experiment but looks like a winner. It creates plenty of talk in towns. It is fitted up like a million dollars and the equipment is great. Regards from Arthur Hoffman and myself." N. B.: Jack was on the Al G. Barnes Circus last season and has now gone somewhat carnival it seems. He certainly is elated.

JOE CRAMOR (Great Zorskey) free act man thinks Thomas P. Littlejohn is a great little man. One time he visited Thos. P., at his fair Troy, Ala., and had a fish dinner and then played the fair. During the first days of the fair a large truck arrived and carried a sign reading that the truck was loaded with gentleman cows. A few minutes later some concession boys arrived who had walked in from the last fair.

SELDOM DOES a man have two Silver Jubilee's to look after in the same year, but such is the position J. C. McCaffery finds himself in. He is now directing the Silver Jubilee tour of the Rubin & Cherry Exposition and the Silver

**I'm Satisfied**

Each time I read *The Billboard*, I feel a certain pride To know that I'm a showman; at heart I'm satisfied. I've been a trouper many years, I love to make the jumps; But to be a real good showman you must also take the bumps. To be a regular trouper, you must have a showman's heart, And tho' that heart is breaking go on and do your part. There were showmen long before us, there'll be showmen when we're gone. And no matter what may happen, the show must go right on; And if you don't feel that way about the profession you are in Just step right out and let a man who feels that way step in.

Note: Motto—Don't freeze 'em, please 'em.  
If certain carnival owners, managers and general agents would wipe that don't-you-dare-approach-me makeup off their faces, the carnival world would be a much better place for all concerned.—Harry Edwards, Montreal, Que., Can.

Jubilee Year of the Showmen's League of America. The eyes of all outdoor showmen are on J. C. Mc. That he will do well by these two obligations all are confident.

IT IS noted that John Alexander Pollitt is now connected with a circus. Some ask what does he know about a circus. Well he knows this much that he bought a big top from the late John Ringling and John called Pollitt's outfit position. The Onion helped Pollitt put this top in the air at Long Beach, N. Y. And he, Pollitt, helped the late Al G. Barnes organize his first circus. That's all.

LEO GRANDY of the O. J. Bach Shows wrote a letter from Corinth, N. Y., and inclosed a clipping regarding the carnival situation at Glens Falls, N. Y. It seems that in that city the carnival has a host of staunch supporters. They do not want money to go into the business channels of adjacent towns, money and people that should be attracted to Glens Falls, by redoubtable carnivals. However, for the time being there will not be any carnivals in that city.

WHAT INVENTOR of riding devices except Hyla F. Maynes, ever got credit for the rides they invented? Now who invented Whip, Waiter, Chairplane, Hey-Dey and the poor old Merry-Go-Round? It is a funny world. Most people are entirely averse to giving credit for or paying for ideas. Ideas are just as tangible as anything that is built if they are practical. Ideas have a commercial value the same as any commodity that there is a demand for.

M. W. (WATT) CLARKSON cards from Miami: "After two years retirement from the road, during which time I have been breeding miniature Italian greyhounds here. Am about to start out with a show to play fraternal auspices and fairs. The writer will be recalled as having been the manager of the Hot Springs (Ark.) Fair; Clarkson & Mills Minstrels, Pollie Bros. Circus, Miami's Gayety burlesque theater and Dade County Fair here, as well as handling promptons in the mid-west and south."

IT HAS DOUBTLESS been noticed by carnival folk who visit moving picture theaters that a great number of pictures recently shown have had carnivals as integral parts of them or have used them as "atmosphere" for the scenes. Now what would those picture producers have done if there were no carnivals for them to utilize as "atmosphere" for their stories? More carnival and outdoor show scenes are yet to come. Motion pictures have helped to make the public carnival-conscious and not to the contrary as some trade papers and knockers of the carnival would have it.—Red Onion. N. B.: Take the pictures for instance in which Jeanette MacDonald and Nelson Eddy and other stars are appearing in. All of them hits.

FRANK M. SUTTON letters from Coe, Ark.: "Notice in The Mixer's column where he says 'Great Ham and Egg Shows!' As there are only two shows using the prefix 'Great,' the Great Sutton Shows and the Great Superior Shows, we are passing the compliment to our friend J. O. Beaty. Our shows have been using the title 'Great' for just 30 years, and the first part of this paragraph is very appropriate, as all with us

can have ham and eggs anytime they feel like eating them."

R. F. McLENDON letters from Greenville, S. C.: "When a man is trying to organize a carnival, keep books, book it and attend to a thousand and one things he imagines he is busy. Had a fall and sprained my ankle so badly that, I am on crutches. Had an X-ray taken and am afraid it is broken the way it feels. This won't stop my activity, however. Looks like the Tinsley Shows will merit all the praise that has been given. John T. Tinsley sends good wishes to The Billboard."

ROCCO TRUPIANO letters from Lakeland, Fla.: "Thought I would let out a little news from back home. Ben Williams' quarters. Boys are busy. Frozen Delight is ready to go and it is something new and different from anything yet attempted for motorized outfit. Will again be with the old boy, B. W., who has been tried and found a proven success. In keeping in line with the modern trend for concessions nothing is being left undone. All new and with latest ideas. Alex (Shorty) Brown is still with it."

TOM M. ALLEN assistant manager Johnny J. Jones Exposition has a new idea on how to relieve unemployment. HE WANTS EVERYTHING MADE BIGGER, such as larger houses, bigger beds, longer sheets, wider streets, bigger automobiles, bigger women and men, larger coffee cups, bigger buns and hot dogs, longer and larger cigarettes, bigger lead pencils and fountain pens, bigger postage stamps, larger hotel rooms, bigger wheelbarrows and larger shovels, wider viewpoints on political subjects, bigger umbrellas, longer streets and so on. The fact of the matter Tom M., wants everything on a grander scale. He admits that the steamships are big enough and that the length of bridges will suit him for the present as will some of the largest airplanes now flying to destruction almost daily. We are altogether too stunted and cramped in many ways he concludes.

ORA E. KINCH letters from Sumter, S. C.: "The Al Blumenthals of the Blumenthal Amusement Company are now north after a vacation in Florida. They have purchased a lot of new equipment, including Chairplane, callopo, 2 trucks, stock and small items for concessions. E. C. Firestone and family are traveling with them. He is the lot superintendent and electrician. Mrs. Firestone has charge of the grab stand. Buck Weaver is Chairplane operator. Mrs. Loreffa Blumenthal is secretary-treasurer. The season is scheduled to open latter part of April in Pittsburgh."

MRS. JOHN J. MacDONALD letters from Thomason, Ga.: "Operated a U-Drive-It ride at Spa Beach, St. Petersburg, Fla., this winter. Macdonald is the one-legged stunt man and he did a free act there. We were with O. J. Bach Shows last summer with ride and act. Fair season with Strates' Shows. Aubrey R. Milam, 20-year-old son of Mrs. Macdonald, suffered a heart attack due to inflammatory rheumatism, but is better and will have some concessions, a wife, automobile and trailer plus a few rides. We are booked with Kaus United Shows."

PEARL BRETT letters from Clinton, S. C.: "Mr. and Mrs. Joseph T. Brett shipped their Tilt-a-Whirl from Funland Park, Miami, here to join the Sam Lawrence Shows. Just before leaving Miami Mrs. Brett airplane to Grand Rapids, Mich., hoping to reach her father, G. M. Brett, before he passed away, but was too late. He was 84 years old and will be remembered by many in show business. Wonder what ever became of Eddie and Edna Arthur, who had concessions in years past, and Mr. and Mrs. Herbert Crager. William U. Lambert will be foreman of the Tilt-a-Whirl, assisted by George Preston."

PRESS AGENTS are not really on the job if they fail to have all the news happenings, on the carnival they are with, pass thru their hands. They should know just what is going on around the midway and if he is on the job and a good fellow the show-folk will give him the news. To get the news right about the carnivals is the reason THE BILLBOARD requests SHOW LETTERS from the carnivals be written by the press agents. No good press agent will give out the wrong dope to the press. Managers of carnivals should at least co-operate in every particular with their press agents in giving out news from the office and around the lot and train. It is too bad that some owners and managers do not fully support their news men. But what is going to be done about this? Nothing of course! Some say

press agents are just necessary evils and let it go at that to their own detriment. Bye Bye!

GAYLORD WHITE, press agent World of Mirth Shows, letters from Richmond, Va.: "Back on the job. Regarding names at end of my story. The working boys get a lot of kick out of seeing their names in The Billboard and as it has happened so seldom—have included all of them. Want to thank our paper for all the fine co-operation given. It is highly appreciated." N. B.: White has the right idea. When he says so many men are at work in quarters he names them as it should be done. He does not say we have "50 to 100 working" and let it go at that. When a man helps to build a show he should at least have some credit for his efforts. Thank you, Gaylord White.—The Mixer.

E. V. McGARRY letters from Miami: "We formed a party of 12 sunny dispositioned showfolk, virtually all veterans in outdoor amusements. They met at our home and motored to Hialeah race track for the Florida Derby, where all had a hectic day. We met a large number of carnivalites, ate peanuts and hot dogs, visited the taproom and waged many bets. Each person took the writer's tip and placed bets on Columbian, the Derby winner. All in the party, friends of myself and Diamond Kitty, then hied to our house for a spread of eats and drinks. Those present: John Densten and wife; Louis Fedtsoldt, retired carpet manufacturer, Philadelphia; Mr. and Mrs. Jerome Saunders, Bennie McGee, Thomas Laswell, Mr. and Mrs. Joe Ward and Agnes Bleau."

Hilderbrand's Hippodrome Sound Your A

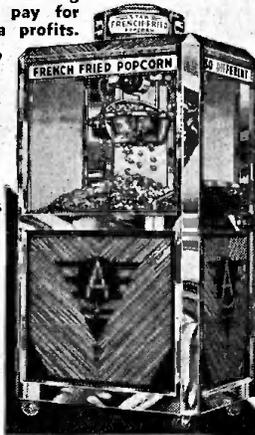
- Abstemious E. W. Coe
temperate in all things.
Amanuensis Lucille King
with understanding and aptitude.
Ambassador E. Pickles Pickard
envoy of business.
Aggressive O. H. Hilderbrand
forceful, exacting.
Authentic Hazel Fisher
genuine and true blue.
Adamant Bud Cross hard
as stone in business.
Agile Danny Callahan alert
to opportunities.
Affectionate Virgie Miller
expert in hot love.
Adulation I. Wilson servile.
flattering, retiring.
Adventurous Charles Marshall
fools rush in where angels fear
to tread.
Amiable Irene Gibson
friendly, entertaining.
Automaton George Morgan
self-moving machine.
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mechanic.
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showmanship.
Aristocratic Madam Frazee
noble bearing.
Aptitude Johnnie Gibson
fitness of stature.
Appellant Verna Seeborg
gifted with sense appeal.
Avidity Dixie Olson eagerness
of life.
Agnostic Margaret Balcom
always on the opposite side.
Applomb Zaza Frazee self-
possession.
Anonymous Myles Nelson
unknown quantity.
Apparent Margaret Hilderbrand
a sense of visible beauty.
Ardent Mrs. Claude Barrie
friendly, inviting.
Amenable Ralph Balcom
tractable, easy going.
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viable.
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opposite, intrepid.
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Get in the BIG POPCORN MONEY With ADVANCE Machines

Why go along with old out-of-date poppers when new machines like these will double your sales? Any kettle or skillet will pop corn—but it takes these machines to really show results! Get our Catalog for complete details on these and other big capacity models—you'll see they will pay for themselves in extra business and extra profits.

The "WORLD'S FAIR SPECIAL"

Original and Genuine World's Fair Model with automatic eye and automatic popping temperature control. Truly a modern big capacity machine! Latest improvements: Head and shoulders above all other models. It gets the business. Automatic popping control assures you of maximum volume and bigger profits.



SPECIFICATIONS

75" high, 36 1/2" long, 26 1/2" wide. All electric. Capacity \$15.00 to \$20.00 per hour. Modern indirect lighting, big real porcelain enamel cabinet. Low down payment. Easy terms.

Write for Catalog and Complete Details



Here's the "PROGRESS" Model

Large full cabinet size model with "flash" and beauty. Revolving illuminated sign. All electric. Capacity \$8.00 per hour. A New Better Machine in the low priced field. Easy to handle and operate. Size: 67" high, 25" long, 20" wide. Low down payment. Easy terms.

Also other Models—the world's finest and lowest priced corn popping equipment. A model for every location. Counter styles, too!

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THE ORIGINAL CANDY PULLER

DISPLAY PULLERS

Excellent for demonstration purposes. Very attractive, nicely finished, nickel trimmings and aluminum base—Motor driven, varied sizes and styles. All replacement parts in stock for immediate delivery. WRITE OR WIRE FOR DESCRIPTION AND PRICES.

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EVERYTHING ELECTRICAL FOR CARNIVALS

OUTDOOR. ELECTRIC WIRES, CABLES (ALL TYPES AND SIZES), ELECTRIC LAMPS, RECEPTACLES, SWITCHES, ETC.

WHOLESALE PRICES

For many years we have been headquarters for Carnival Electrical Supplies. We know the language and understand your wants.

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NEW YORK CITY.

- Autocratic Mrs. Herman Van Dee absolute ruler.
Automatic H. Clifford self-acting.
Antemeridan S. A. Brooks never rises before noon.
Amenity Mrs. W. G. Couden pleasantness, congenial.
Asseveration D. O. McCarty the "yes" man.
Apathy Tommie Lee jack of responsibility.
Astral Madam Del Mar communing with the stars.
Antediluvian Doc Hall before the flood of depression.
Aborigines Harry Golden the earliest carnie.
Aome Frank Kennedy height of something or other.
Adjutant Abner K. Kline military bearing.
Austere Frank Babcock severe, critical.
Affable Ben Doubbert ambassador of canvas.
Authority Mrs. Virginia Kline on the ladies of today.
Antique Ross R. Davis music rolls.
Apropos Frank Downie to the purpose of creating sales.
Auctioneer Milt Runkle salesman extraordinary.
Accomplishment Will Wright efforts well done.
Adolescence Billie Farmer youth personified.
Active Mrs. Elva Rockwell on the qui vive for shows.
Advertisement Joe De Mouchelle on a Ferris Wheel.
Achievement Joe Krug successful over obstacles.
Allegiance Max Benard loyalty to principle.
Advocate Mrs. Charles Soderberg the show must go on.
Agog Johnnie Cardwell all's well that ends well.
Aggrandizement Chet Saunders pictures no artist can paint.
Accumulate El Severson a summer's bank roll.
Artist Gertrude Severson skilled in the art of frying chicken.
Apprentice Stanley Cole nothing ventured, nothing gained.
Altogether Hilderbrand's United Shows one for all all for one.
Now say "ah!"
WALTON DE PELLATON.

# Spring-Quarters News and Gossip

(Reported by Show Representatives)

## Hennie Bros. Shows

SHREVEPORT, La., April 3.—Shows are drawing their quarters' activities to a close. Members of staff, who did not winter here are in. Robert L. Lohmar, general representative, was first; followed by Denny Howard, layout man, from Chicago; and Edw. Saunders, show's treasurer.

Eddie Doyle and wife, who are to have the attraction, "Life Marches On," and Fred Bantlemann, of Milwaukee, and his manager, with their new feature "Front Page," arrived.

Mr. and Mrs. Eddie Clark, Bill and Ted Shulman, and Harry Van, of the concession department have put their stands in readiness.

Jack Dondlinger, secretary of concessions has finished his office, and it is now being used as general offices, while the show office wagon is overhauled.

Jack Rhodes is being complimented by everyone on his new front for the "Life Marches On." Artist M. K. Waltz, is painting entire Monkey Town Hotel of Buttons Crapham. Bill Kemp is building more features to his motor-drome.

Seven lion act will be under the direction of Trainer Miles Rieley. Hennie boys, Orville and Harry, are working 22 men each evening after supper, in addition to the regular force of 60 odd.

Mrs. Tom Adams is improving each

day, after a seige in the hospital for seven weeks, but has not been permitted to leave her hospital bed.

Many of Hennie Bros.' organization were on hand for the Fairly-Martone Shows opening at Texarkana, Tex.

Mrs. Lillian Murray Sheppard, assisted by the show's boss canvas man Wendell Schooley has completed two plush stage settings for her "Casa Madrid" and Arthur Ray's colored musical revue.

Visitors: Mr. and Mrs. Andy Carson, Mr. and Mrs. Dave Friendenheim, Florida; Mr. and Mrs. Denny Pugh, Dallas; Dillon Hurt, of Tampa; S. B. Doyle, of Mimic World Shows, Lake Charles, La., and Ralph Miller, Millerville, La.

Reported by Joe. S. Scholibo.

## Rubin & Cherry Shows

ALLANTA, Ga., April 3.—Only finishing touches remain. The 96 wagons are out of the shops, entire train has been painted, Pullman coaches rebuilt, and motive power plants as well as electrical department has undergone a complete renovation.

The engagement at Tuscaloosa, Ala., will be a return visit. Last year the show enjoyed a big week there. A complete line of billing in brand new in color scheme is out for this season. Ned Torti of Wisconsin De Luxe Doll Company was a recent visitor. J. Gilbert Noon arrived and is arranging his rifle



TWO CARNIVAL EXECUTIVES who aspire for honors in this field of outdoor amusements. They recently announced a policy they are confident will place the Eric B. Hyde Shows in the front rank of its class during the current season. Left, Eric B. Hyde, general manager. Right, Tom Terrill, business manager.

range. Jen J. Williams, well known radio station manager, was also a recent visitor. S. H. Dudley, Jr., who will present the Club Plantation Revue reports he will arrive from St. Louis. Walter Hale, talker, arrived and will be on the front of one of the attractions. Cash Miller states that his banner line on the side show will be 210 feet in length. Ward Caldwell, callioophone player, will again be with Midget City and is rehearsing. Charles Shepherd will operate Jack L. Murray's crime show and Squintorium. Gus Woodall will again manage the dining car—his 25th year with the show. William E. Cain is due, another veteran in the Rubin & Cherry service. The new Bingo game is a fine creation and all booths will be uniform in design and modernistic in type. St. Julien Brothers will again operate the Monkey Circus. Reported by Walter D. Nealand.

## Marks Shows

RICHMOND, VA., April 3.—Shows, loaded on trucks except for odds and ends, were ready to leave for beginning of eighth annual tour. Last-minute work on fronts and rides, General Manager John H. Marks said, would be completed on the lot when the show moves to South Richmond. James M. Raftery, acting as general agent, contracted an engagement in Newport News, Va. Advance agents have started billing the city and a promotion is under way.

Late arrivals in parking lot surrounding the buildings a trailer village came into being with James H. (Turk) Laird as usual becoming mayor; Mr. and Mrs. Dick Harrison, Mr. and Mrs. Frank Harrison, M. A. Glynn, Joseph Payne, Mr. and Mrs. Paul Layne, F. C. and Mrs. Carver, Ben Holliday, Red Batten, new assistant electrician; Pete and Mrs. Madura, Mr. and Mrs. Jimmy Hester, Tom Martin, Walter Holliday and the boys; Sam and Mrs. Politz, Pete Richards arrived recently.

Art Eldredge made a hurried trip to the Frank Buck farms at Amityville, N. Y., accompanied as far as Philadelphia by Raftery, who visited a ride manufacturer to rush delivery on some late equipment. The first shipment of paper from the Triangle Poster Print is up for the first stand. Reliance Engraving Company is filling an order for cuts for the publicity department. Reported by Carleton Collins.

## World of Mirth Shows

RICHMOND, Va., April 3.—Max Linderman's spring drive to get the show out of "Tobacco Road" by May 1 is rolling along ahead of schedule, superintendents of all departments told General Manager Linderman upon his return. His attention was focused in particular upon the two new strikingly modernistic show fronts which the able Charlie Kidder and his crew of builders are rapidly creating from the designs and models submitted by Fred Jule, the new scenic artist, for the Parisian Vanities and Club Alabam. Manager Art Gordon and wife, of the first-named attraction, have been in Richmond for sometime laying plans for the show. Russell Judy and wife, associates of Linderman for the past 15 years, arrived from Sarasota, Fla. Judy brought word that T. W. Kelly was on route, by way

of Detroit, where he is slated to hitch onto a brand-new trailer. The Purtles—Earl and Ethel—are back from Florida, and at home in a new 20-foot trailer. Earl has widened his drome by several feet, completely rebuilding it, and, in preparation for record crowds, has added another deck for spectators. He will again headline his six performing lions. Other arriving showmen on hand are the veteran Whitey Turnquist, penny arcade operator. Ralph W. Smith, treasurer, remained in Richmond the entire winter. Mabelle Kidder, who will offer her Temple of Mystery illusions, Jesse Rhodes, manager for Mrs. Linderman of the Bughouse; Floyd Covington and Frank Andersen, foremen of the Ride-o-o and the Merry-Go-Round, and Frank Bergen, who with his wife recently returned from a Florida tour. Completing the personnel now at work are: Lester Bovender, Jim Monohan, George Griswold, Vance Walthmore, Frank McLaughlin, Earl Jacobs, Henry Gamble, Jack Allen, Wilson Ford, Pete Mohlnar, Robert Parker, Samuel Pivel, Albert Kline, Louis Kohler, Milford Stanley, Laurence Bowe, Paul Vilcko, Fred Demarest, Frank Bach, Frank Reed, Leo Hauser, Henry Weddle, Pat Murphy, Hugh McNichols, Sandy Clate, Paul Moyer, Ronald Driver, John Robinson, Albert Zimmer. Reported by Gaylord White.

## Johnny J. Jones Expo Shows

AUGUSTA, Ga., April 3.—Last winter quarter activity story. Loading of show train is underway. All equipment that has been revamped or newly built is loaded into the wagons and have pulled out of the barns. Shop departments are working full blast finishing the building program that was layed out. Building of the modern midway of New Johnny J. Jones Exposition is about completed. Director E. Lawrence Phillips, returned here, after business travels. General Manager Walter A. White, is being congratulated on the line up of new shows and rides he has assembled. Mrs. Walter A. (Sadie) White, joined her husband after spending the winter at her home, Quincy, Ill. Showmen, ride operators and concessioners are still coming in. T. A. and J. T. Welch, pony track operators arrived. Mr. and Mrs. Ralph Posner, who returned from a talent booking tour, report their Rhumba Show all set for the Washington, D. C., opening. Karl J. Walker and Gay New Yorkers, returned from their theatrical tour, and is now presenting his revue at the Carmichael Club here. Mr. and Mrs. Buddy Veys, arrived to finish up the work of redecorating their Waltzer ride. Anastasia and troupe of Royal Russian Midgets, arrived from Miami. Mr. and Mrs. Lee Cuddy, will have two rides, the Octopus and Loop-O-Plane. Francis Scott, reported on the sick list suffering with tonsillitis and the flu, now well on the road to recovery. Dolly Dimples, fat girl show feature, is visiting homefolks in Cincinnati. Lipsky and Paddock, concession operators framing twenty stock stores. All concessions to be of a modernistic trend with Eddie E. Coe, designer of elaborate fronts. Carpenters having been working for weeks building stars, crescents, and other decorations. These electric lighted designs should make the stores more inviting and be in the keeping with the

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back end midway. More neon has been ordered, new drapes are being made, new canvas has arrived, all being done to present a new idea in the concession line. Herman, Horrow and Joe End, salesmen for merchandise houses mixing business with pleasure. Morris Lipsky, back from New York and a stock buying trip. J. R. Kelley and Charles Gross, arrived. Advance brigade in charge of Dave Traugott, left quarters to start the billing of the opening spot, Columbia, S. C. Reported by Starr DeBelle.

**Happyland Shows**

DETROIT, April 3.—Advanced opening date three weeks. Work in quarters is on overtime basis. More men have been added to finish the work started. Finishing touches are being made on the new entrance arch, with generous application of Neon. Trucks are to bring in the new Ridee-O and Merry-Go-Round from North Tonawanda, N. Y., and the gasoline engine equipment, which has been completely re-conditioned at Jacksonville, Ill. Among concession people here or enroute, are Jack Watson and wife, Eddie Miller and wife, Virgil Dickey and wife, Laurel Dickey, Ray Tahash and wife, Joe Alexander and wife, Harry Boyles and wife, Frank Allen and wife, Lou Krem and Vic Ferguson are trucking thru with the Octopus and Loop-O-Plane from Miami. From quarters of John T. Rea Attractions at Indiana, Pa., comes the information that four outstanding shows are complete and will arrive in time for opening. Capt. R. V. Ritz is engaged in the construction of a new modernized front for his motordrome. Bill Dumas, co-partner with John F. Reid, in the operation of this enterprise, arrived from his winter home at Gibsonton, Fla. Mrs. Dumas remained in Florida so that she might fully recover from a painful operation. Reported by John F. Reid.

**Cetlin & Wilson Shows**

GREENSBORO, N. C., April 3.—Real activity going on, putting the final touches in readiness for opening in High Point, N. C., April 17. Mrs. Leo Carrell arrived and has a crew working on the Caterpillar. Leo, who is a little under the weather, recuperating in Miami after trip to Cuba. William Purchase and family, G. M. Cooper and family are among late arrivals. Speedy Merrill, who was down with the flu, is up again. New front for Paradise is finished, as is the front of the Harlem Revue. Outstanding front will be Streets of Cairo. Word received from Mr. and Mrs. Willis Johnson that will have something entirely new and different for Palace of Wonders. Duke Jeannette advises he will arrive with an array of side-show attractions. Sammy Lewis, after a very successful winter at the Ritz Club in Baltimore, is due. Glen Porter is back after a trip to Chicago, owing to illness of his father. Charles Cohen has added neon signs to his bingo stand. New transformer wagon has been all rigged out under the supervision of Fred Utter. Toney Lewis is doing the lettering of all fronts as well as all trucks. Reported by George Hirschberg.

**Curl Greater Shows**

LONDON, O., April 3.—With the arrival of Mr. and Mrs. Curl and Don Wagoner, who toured Florida this winter, things have begun to hum at quarters. All rides, shows and other paraphernalia will be overhauled. Don Wagoner caught a 100-pound turtle near Melbourne, Fla. General Agent Doc Edwards and family and L. E. Collins arrived from Louisville. Edwards is busy with bookings. Manager Curl plans to enlarge the show. Reported by L. E. (Roba) Collins.

**B. & V. Amusements**

GARFIELD, N. J., April 3.—Show will open season in Wallington, N. J. Mike Sherwood has been engaged as Merry-Go-Round foreman. He was with the show eight years ago when it was known as Buck's Empire Shows. Ray McWethey is ready with his corn game and same will be in charge of Mrs. McWethey. Flying Leroy's have been engaged as a free attraction. Mr. and Mrs. Joe Luderer were visitors and have new costumes for their Streets of Paris show. Gus Tramer advises that he will have some new acts in his animal circus. The Motordrome of Penly's has been completed and paint work being done in red and green. Carl Neyden, organ man,

arrived and started on the organ. Work is under the supervision of Mike Buck, manager. General Agent Van Vliet states that route of still dates has been contracted. Special paper was received from U. S. Printing and Engraving Company. Reported by Queenie Van Vliet.

**West Coast Shows**

SEATTLE, Wash., March 27.—All rides and attractions are painted, repaired and ready for the opening. Hal Compton, manager of the side show, arrived from Los Angeles. William Bray has arranged with W. C. Huggins, owner, to have his dog and pony show. Clark Willey has engaged riders for the Motordrome. Neon lighting is being installed on the entire show. D. Newland has 10 concessions which are to be operated by the management. General Agent Harry L. Gordon has the show booked to open at Spokane, Wash., auspices of the American Legion. Reported by Harry L. Gordon.

**Reynolds & Well's United**

SPRINGFIELD, Mo., April 3.—Opening date set but owing to bad weather has been postponed indefinitely. Roster: L. C. Reynolds, manager; H. Wells, secretary-treasurer; Chas. S. Noel, general agent; W. J. Lindsay, legal adjuster and press agent; M. E. Reynolds, lot superintendent; Dan Kelly, superintendent of transportation; Red Miller, master mechanic and builder, and Carl Jarvis, electrician. Rides: Tilt-A-Whirl, Tex Smith, foreman; Eli Wheel, Harry Ruseel, foreman; Merry-Go-Round, Henry Welch, foreman; Loop-O-Plane, C. F. Clark, Kiddie Auto and Ferris Wheel, R. B. Brewer. Shows: Ten-in-One, Buck McClanahan; Freak Animal Show, C. C. Burkett; Mechanical Show, C. M. Miller; Posing Show, L. DeRosknob; Illusion Show, Alf Jones; Snake Show, Bert Bolis; "Oh Boy!" Funhouse, owned by management; Big Snake, Jake Lacy. A wire from A. N. Opsal, stating that he would be on hand for opening, with a new 30x40 corn game and concessions. Opsal purchased all concessions and stock of the late Paul Hunter, of Dallas. Buck McClanahan will have concessions; Al Vurohoore, cook house and country store; Dr. Reynolds, pop corn and confectionery; Tex Clark of Ft. Worth, Tex., will have new and novel concessions. Diggers, Mrs. Peggy Reynolds and Mrs. Ruth Wells; cigarette gallery, Mrs. M. E. Reynolds, John Bedoe, Carl Jarvis and P. Patrick will have concessions. Secretary H. Wells and Superintendent Kelly left for Fairbault, Minn., and will return with new Tilt-A-Whirl. All rides and show canvas are new. Reported by Jack Lindsay.

**Winters Exposition Shows**

BEAVER FALLS, Pa., April 3.—Work has been speeded. Everything will be ready for opening. Office has spent lavishly and the show will take to the road with all equipment either new or in first-class shape. Much attention has been paid to lighting effects. A 75 k. w. transformer has been added to the transformer truck. Morris Rosen has revue show; Boyd Harris, minstrels, with new 40x60 top and panel fronts. Show will have two free acts, Mills and Mills, human elephant, and Ethel Garland, loop-the-loop. Walter Javens, general agent, arrived. Manager Joe Anthony just arrived from Long Island, N. Y., where he has purchased sound truck. Harry H. Winters, owner of the shows, completed his trip from Jackson, Mich., where he purchased a new three-ton truck. Mr. and Mrs. Hugh White booked a new long-range lead gallery built on Fruehaff trailer. Mr. and Mrs. Harold DeMond will have cigar shooting and dart gallery. Paul Bennett and wife will arrive from Florida. Charlie King, from Youngstown, O., has booked his magic show. Reported by Alice J. Winters.

**O'Brien's Greater Shows**

BOSTON, April 3.—Work is progressing at Lawrence, Mass. General Manager Eddie O'Brien returned from New York, where he purchased sound and office wagon. Assistant Manager Charlie Metro is at quarters putting finishing touches to his new motordrome. Will feature Little Bobby La Marr from Canada with her trained lion. Mrs. O'Brien has made arrangements to have her Chair-o-plane shipped and ready for the opening. Show will open in the



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heart of Boston April 24. New front entrance is nearing completion and will be most attractive, also there will be no gate for the first few weeks. Billy McFall, artist, has completed the banners for the side show. Dan Sharmán has finished work on his funhouse. O'Brien is making arrangements with George A. Hamid, New York, for a free act for the show after it leaves Boston. Reported by Al Manning.

**Bert's Wonder Shows**

ROCK ISLAND, Ill., April 3.—Show will open here last week of April. Roster: Honest Bert, owner; Kit Cason, general manager; Mrs. Kit Carson, secretary and treasurer; Ray Granmar, lot foreman; Robert McCauslin, ride foreman; Pat Glynn, corn game; John Fisher, Athletic Show; Cutler Robinson, Minstrel Show; Roy Kitchen, electrician; Ben Fox, manager of Maebelles Troubadours, girl show; Milton McCarthy, pony ride; Grover Park, cookhouse, and Mal Star, ball game. Reported by Honest Bert.

**Yellowstone Shows**

ALBUQUERQUE, N. M., April 3.—Quarters are scene of activity and money is being spent to make this show attractive and well equipped. W. S. Neal, owner and manager, is overseeing work so that it will be ready for opening April 17. He recently purchased five trucks and semi-trailers. Showfolks who arrived are Mr. and Mrs. J. C. Rain, of Ft. Worth, Tex., with concessions; Zec Gleason, concessions and a new truck; Mr. and Mrs. Yates, of Oklahoma City, concessions; Mr. and Mrs. G. D. Brachell, of El Paso, Tex., concessions, and Mr. and Mrs. Raymond Slover, cookhouse. Mr. and Mrs. Danny Starr are painting and rebuilding six concessions, and May Starr is the possessor of a new 20-foot housecar. Mr. and Mrs. Harry Hunter are here with concessions, and Eva Perry, with her Hollywood Revue, is due. Herbert Gardner and his Hollywood Circus have been contracted to furnish the free attraction. W. R. McKittrick is building a new funhouse, which he will

have in addition to an illusion show and the Jungleland. Mrs. McKittrick will have one concession. Mrs. Vaughan, mother of Mrs. McKittrick, is visiting the Southwest for the first time. Slim Simmons, show electrician, is building a new body on a truck for the transformers and electrical equipment. His wife, Mabel, is visiting relatives in Texas, and his daughter, Teddy Neal Simmons, is progressing nicely with her dancing. Johnny Bridges, ride superintendent, has rides in shape. Reported by G. McKittrick.

**W. E. West Shows**

OKLAHOMA CITY, April 3.—Show all set for opening McCloud, Okla., April 12. Mrs. Bondurant, wife of Bondurant, owner of the Ferris Wheel, is ill and unable to join. A new Funhouse has just been completed and will be managed by Ames, who will also be chief electrician. Jack Rooney arrived to take charge of the Athletic Show. Strawberry Rhone is superintendent of all rides and rolling equipment. W. E. West, owner, has dates booked. Reported by Mrs. W. E. West.

**Imperial Shows**

INDIANAPOLIS, Ind., April 3.—Everyone on the go and according to General Superintendent A. Clayton Holt everything will be in readiness for opening on April 17. New paper has been ordered with a change of colors. Holt has 15 men working, according to Mrs. O. Seibert, who is in charge of cookhouse. Mr. and Mrs. John Starkey arrived from Bainbridge, Ga., John started building new trailers for Chevrolet power units purchased from Viri Z. Hill, Streator, Ill. Ted Brunke, artist, at work day and night on new panel fronts. Ted from the old school. Ray Davison, master mechanic, will have all of the rolling stock in first-class shape. Alec Granik, chief electrician, has all electrical equipment ready. Dave Tennyson left on an extended booking trip. Edward A. Hock, owner-manager, is on hand. Visitors: Charlie T. Goss, East St. Louis; A. J. Sugarman, Cleveland; J. C. Weer, South Bend, Ind.; Golding & Son, city;

Army Beard, Chicago; Viri Z. Hill, Streator, Ill., and Al Hook, Chicago, Ill.; Harry Lessinger, Hudson Fireworks; Mrs. Dave Tennyson and Mr. and Mrs. Charles Owens also arrived from Louisville, Ky. Reported by Lew Marcuse.

### Bantly's Shows

REYNOLDSVILLE, Pa., April 3.—Ten of the 12 rides are here. Incidentally, these rides are owned by Mr. and Mrs. Herman Bantly. An Octopus and Loop-o-Plane are due April 15. Eight panel fronts have already been built and painted. Dick Keller, of motordrome fame, is in charge of quarters, with crew of eight. Eighty-foot illuminated arch and special line of poster paper will be ready in time. Title is Bantly's All-American Shows, and all fronts and the entrance will be done in red, white and blue. General Manager Herman Bantly and Advance Representative Bert Rosenberger have returned for a needed rest. Mrs. Bantly on the go handling the sale at Bantly's store here, while Mr. and Mrs. Harry Copping have their hands full with Imperial Hotel, which they own. The talk of this little town is Bantly's new trailer. Twenty-two feet long and with every convenience, two bedrooms, lavatory, two entrances and many other conveniences. Buddy Bantly, 19-year-old son of the owners, is home from medical school for a short vacation, and will be with show summer months. William Whitmore, the new secretary, is planning many improvements for office wagon. Reported by an executive of the shows.

### O. C. Buck Expositions

RICHMOND HILL, N. Y., April 3.—Shows will be an entire new outfit when it hits for season. Three new panel fronts have been built, one for Maybelle Kidder's Temple of Mystery, one for Hawaiian Show. These fronts were designed by Charles Kidder and built by the owner, Oscar C. Buck. The Motordrome is new from ground up and Jockey Rowland has worked hard on it. Art Conversal Side Show is all new. All new loud speakers will be on the fronts of the various shows. A new light plant has been purchased, giving the show 220 k. w. power in lights. Shows will operate most all concessions and the same principle will be in vogue—that is, no controlled-games of any kind will be carried. No girl show will be on the midway at all. Free acts will be the feature, namely, The Unicars' flying act, and Benoh Bentum's water circus. Manager Buck has worked very hard this winter, striving to show the public something new and different in the way of lighting effects and building new equipment. Jack V. Lyles announces that the show will play 12 fairs. Opening is set for April 15 at Mount Vernon, N. Y., under auspices of Veterans of Foreign Wars. Jake Shapiro of Triangle Poster Print, was a recent visitor, as was W. C. Fleming of Buffalo. Cook house will be under direction of Max Gould. Fourteen men have been at work in quarters. James Sears, the cook, says he has been in many show quarters, in his 30 years in show business but has never seen men fed and treated any better than Manager Buck does.

Superintendent of Rides Cranford has rides ready and the painters are thru with the decorations, now waiting for the Octopus ride to come in. Buck Shows will travel in five baggage cars and its fleet of 12 trucks. Staff: Oscar C. Buck, owner and general manager; H. Cranford, general superintendent; Jack V. Lyles, general representative; Ross Manning, contracting agent; Harry Bentum, special agent, and press, and Max Gould, superintendent of commissary. Reported by H. Sims.

### Art Lewis Shows

NEW YORK, April 3.—Opening date set for April 22. Work in quarters at Bridgeport, Conn., is being speeded up by crew of 24 under superintendency of E. G. Paul. Albert Bydrak has crew overhauling all rides. Scenic painting being taken care of by Hank Campbell. Writer accompanied Manager Lewis on a recent trip to Coney Island to the factory of W. F. Mangels and saw the new Whip. Mangels and Lewis arranged a new indirect lighting system which will be an innovation on this ride. Jobers' Midgets, who have been contracted to present their Midget Village. Mickey Divine informs that he will bring his stable of fighters and wrestlers on. L. E. (Barney) Lamb with his troupe will arrive April 15. Pete Thompson and his folks are also due.

All new canvas from marquee to back end is ready for shipment by the manufacturer. Show has purchased from Frank Miller one of the new electro-freeze custard machines, which is being mounted on a Chevrolet truck with a special-built body.

Rides and shows which Lewis has had touring Florida are back in quarters and will receive a complete overhauling. The Octopus ride has been promised by the factory for an early delivery. The new 30x40 commissary, which is being built by caterer Jerry Swisher, is about completed. Eule Bros., Henry Shapiro, Freddy Vina and Ed Humay Evans report that their concessions will be elaborate and have all new canvas. Al Rogers is general superintendent of winter quarters. Mrs. E. Percy Morency arrived from Dallas, Tex., to nurse hubby back to health. Reported by F. Percy Morency.

### Goodman Wonder Shows

CHICAGO, April 3.—With quarters in Raleigh, N. C., offices in New York and staff members in Chicago the show begins to loom up as a stellar constellation in the outdoor show world. All three "headquarters," if such they may be called, are antitheses of clock watchers. On all fronts there is activity aplenty, with the different divisions all taking the offensive in the plan of organization. Some day these generals or admirals will be honored by a liberal-minded postmaster general and have their pictures engraved on postage stamps. Who can tell?

Max Goodman has returned from an intensive trip to New York. He came in time to welcome Jack Wilson and Izzy Cetlin, of Cetlin & Wilson Shows. They drove over from their quarters at Greensboro to see what it's all about. Roy B. Jones, of the Marks Shows, also put in appearance. As he drove thru he tarted for a few hours to swap a little chatter on things in general.

J. C. Thomas, he of Johnny J. Jones Exposition, came along to wish Murray Zand well and also to "duke" many other friends in the family Goodman. Rumor says Thomas invented the smile that won't come off! He had plenty of samples of this Texas optimism with him.

From another point of the compass Ned Torti, of the Wisconsin De Luxe Company, dropped in, as did Max Gruber. Max stopped in Saturday, but consistently refused to linger over the week-end. Around winter quarters they are accustomed to seeing big shipments roll in, but this week we thought Max Goodman had bought and annexed another show.

Closer investigation, however, proved it was merely the arrival of Max Klepper and Louis Yaffa, concession manager and secretary, respectively. They came with their personnel and equipment from Shreveport. With five aides de camp they accompanied three baggage cars and six big trucks loaded with paraphernalia for enthralling the multitudes of customers just in the offing. In the complement of aides are Pete Benway, George Bemis, A. Hardy, Bobby Rose and Morris Gilnea.

Good news from Baltimore tells us

Mrs. Dave Stock is recuperating rapidly in Memorial Hospital there, where she recently underwent a major operation. She is expected back about the time the bugle blows the first assembly of the season. General Agent Clay M. Greene advises from Chicago he has contracted a big show, which has scored heavily thruout the nation in theaters. It is calculated to do as well as an open-air attraction. So mote it be.

Everyone is satisfied with the progress of the show, and more so with the service of the cookhouse. Many of the rides are completed, decorated and are under cover waiting for the big day to dawn. And having transcribed this from letters of Irving Ray, secretary, Beverly White says Adios!

### Sam Lawrence Shows

CLINTON, S. C., April 3.—Joseph T. Brett and wife in their trailer, accompanied by their Tilt-a-Whirl crew, arrived. Owner-Manager Lawrence and wife broke in their new Oldsmobile DeLuxe 8 on the jump northward from Florida. Business Manager William R. Hicks and wife arrived. Special Agent Harry E. Crandell was in time to secure temporary quarters and lots ahead of the shows' arrival. Front designer and builder Pete Thompson and crew are now engaged in the completion of two new fronts for the Minstrel and Revue shows. Main entrance arch has been completed. General Agent Percy Martin reports that the show is booked July 4th. Chief Electrician and Ride Superintendent Louis Gueth has his crews on the job. Pete Christ, in charge of cook tent, advises that he is feeding 84 employees. Mrs. Shirley Lawrence and Mrs. Rose Hicks are as busy as any of the menfolks. Chairman Geary Hooper, the Boy Scout committee, who is also night fire chief, has given much of his time assisting in the work preliminary to the opening of the shows. Chief of Police Holland has gone out of the way to do favors.

Staff members visited the J. J. Page Shows and Johnny J. Jones Exposition, Augusta, Ga. Everyone's eyes were opened by the magnitude of this show on which E. Lawrence Phillips and Walter A. White have spared neither time nor money. Brownie Smith Shows at Columbia, where "Brownie" and Harry Ramish did the honors, and Johnny Tinsley Shows in Greenville, S. C. This latter organization is going to be a surprise to those unaware of the vast amount of work completed. Billing Clinton for the engagement started. Both Clinton and Laurens newspapers are being used. Reported by Harry E. Crandell.

### Spencer & Clark Shows

BROOKVILLE, Pa., April 3.—Work is almost completed. New Chevrolet office car and transformer truck, with the new colors, red and white, look fine. New marquee, show tops and pits arrived from Baker-Lockwood. New banners for girl revue, half and half and crime show have been delivered by Manuel. Kilno Sign Service, James Scott, James R. Shipman, Moldy Brooks and son have all done their part in finishing up last-minute details. Walter Ulrich, M. Brooks and son, J. R. Shipman will work as ride fotemen. Dave Harris has completed three new outfits, consisting of ball game, candy apples and pop corn. Dave will also have his Kiddie Ride on the show. Harry K. DeVore, of Staunton, Va., will have the cookhouse; A. J. Williams will have bingo; Earl McDonald, free act; Spot Proudley is ready to go with his stores. J. Ernest Moberg visited and announced he will be ready with five stores. B. L. Decker will be on with some new ideas in shooting galleries. J. R. Teters will have X on all wheels. James Scott will have charge of the new marquee and act as general property man, also do clowning on the streets. William J. Klingler Jr., with two assistants, will have charge of all promotions. Johnny Riddick will have Minstrel Show. Mr. and Mrs. Henry Hawes will have concessions. Theodore Meadows will be the electrician. Sammie Littlebridge will run the Crime Show. Ben Chappell and wife are due with their concessions. Frank Mitchell wires that he will be in time. Esther-Lester will have complete new outfit, from center pole to ticket box. Marlan Wilson will have concessions, Captain McDonald will have his photo gallery.

## ATTENTION! Candy Floss Operators

Anyone wanting a new or used Candy Floss Machine, or any parts for same, will find it to their interest to communicate with us. We have been in the business for 32 years. We know the game from A to Z. We make any type of machines, duplex, triplex, exhibition outfits, etc. We not only own all rights to the title, good will, etc., of the Kotton Candy name but we also own the same right for the Empire machines; and anyone using these names without our authority will be prosecuted to the limit. We mean what we say. Get our price on all the latest models, separate parts, such as pans, generators, colors, flavors, mantrelins, tents, etc., etc.

We are headquarters for Electric Bands and Ribbons. Standard Sized Ribbons, \$3.50 each; Super Insulated Bands, \$3.50 each. Special: One Ribbon, One Band, \$8.00; Three Ribbons and Three Bands, \$15.00; all postpaid.

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## ANDERSON-SRADER SHOWS, Inc.

OPENS AT WICHITA, KAN., APRIL 24th

Want Manager for Pit Show who can furnish attractions, have complete outfit. Johnny Howard wire. Want Cookhouse and Loop-o-Plane. Want Eli Ferris Wheel operator. Clyde Bishop wire. Can place the following concessions: Erie Diggers, Fish Pond, Scales, Ball Games, Shoot-Till-Win, Novelties or any stock concession. Shows winter quarters, 217 West Lewis. Address all mail ANDERSON-SRADER SHOWS, General Delivery, Wichita, Kan.

## KEYSTONE SHOWS TEN CELEBRATIONS TEN FAIRS

LAST CALL SPRING OPENING, APRIL 29, WAYNESBORO, PA.

Have opening for Special Agent and Promoter. Must give reference. Will book worthwhile Shows not conflicting with what we have. Will buy or took Tilt-a-Whirl, Caterpillar, Fun House. Can place Grind Concessions and Wheels that will grind for 10 cents, reasonable rates, no rackets. Want Foreman and Ride Help for new Octopus and Dual Loop-O-Plane Rides. All address C. A. HARTZBERG, Manager, Winter Quarters, McConnellsburg (Pa.) Fairgrounds.

"HELLO WESTERN CANADA"

## The E. J. C. All Canadian Shows

Opening St. Boniface, Man., May 12 (Coronation Day), under strong auspices. Can place Rides, Shows and Legitimate Concessions that do not conflict. Playing Manitoba, Saskatchewan, Alberta and Western Ontario.

E. J. CASEY, Owner-Manager, 58 Fifth Ave., St. Vital, Man.

H. E. Barshney writes that he will join with concessions. Louis Black writes that he will be in. Harry J. Myers will be with the show. Frank G. Kreis will take regular job as talker. Homer Simons and wife are due from Miami with English penny roll and blower. Mrs. J. Scott will have ice cream stand. Reported by C. D. Clark.

**Frisk Greater Shows**

MINNEAPOLIS, April 3.—With the sun out 10 men are working full speed, under supervision of Neil Lanigan. B. C. Frisk has enlarged his show to a great extent this year. Show will leave quarters transported on 12 trucks, including two new trucks and semi-trailers, with 24-foot bodies, that Frisk just purchased from General Motors here. E. H. Parks will have cookhouse. Mrs. Frisk has new office ready. Order has been placed with W. C. Printing Company for paper. Frisk has been a constant caller at Porter Electric Company in regard to a new light plant. Writer will serve as general agent. Reported by H. D. Smith.

**Mid-West Shows**

ALBUQUERQUE, N. M., April 3.—Shows are about to take to the road. The quarters, recently purchased by the owners, Mr. and Mrs. Ed Lundgren, are a scene of activity. Fourteen men working, painting, building and repairing. New canvas has arrived. Four new trucks have been purchased by the manager. Staff: Ed Lundgren and Mrs. Ed Lundgren, owners; Lundgren, manager, and Mrs. Lundgren, treasurer; Doc H. Capell, special agent; Mrs. Doc Capell, publicity; Horace Manval, superintendent; Harry Pool, foreman of rides; Shorty Adams, Kiddie Ride; Slim Ellis, Ell Wheel; Robert Lindsey, Merry-Go-Round. Mr. and Mrs. Knight will have the Mix-Up and Jack Nolan, Pony Ride. Dick and Bessie Proctor arrived from the Badger Shows in Oklahoma. Dick will have the Athletic Show and Bessie will have her Temple of Knowledge booth. Mr. and Mrs. Jim Moore will have the Kid Show; Henry Nolan, Freak Show, and writer his Den of Death, featuring Melvin Toleson. Joe Beck, Amaze-U Show and Robert Capell, Mouse Circus. Roy Fletcher and wife, cookhouse. Concessioners are Mr. and Mrs. Monty Montgomery, Dick and Sylvia Langford, Frank Hazelwood, Cora Ritter, Skeet and Charley Pipkin, George Williams, Otis McLeon and Oscar Kelley. Reported by Doc H. Capell.

**Anderson-Strader Shows**

CONCORDIA, Kan., April 3.—With the opening date near, things at quarters in Wichita are fast getting into shape. Sailor Oliphant is boss man over a crew of 15 men, who are painting and repairing all equipment. All major rides are managed and owned by the show. Strader recently purchased a new kiddie auto ride, which he gave to his daughter, Patricia, for her 14th birthday. She will manage and operate it. A new and novel front with a unique lighting effect for the entrance to the midway is being made. Gabe and Grace King wrote from Oklahoma City that they are still bingo operators. Mrs. Salika Martin will operate the Hawaiian Show, and her son, Albert, will be manager of the Nudist Show and the Girl Revue. H. A. Stanley will have the Animal Show; Jim Ely, Monkey Circus; Jack Lane, Educated Birds; Doc Hoyt, Hillbilly, and A. J. O'Dell, the Athletic Show. Show will be much larger than in former years and will operate with a free gate. Will travel in six railroad cars. The writer will again be banner and advertising agent. Reported by A. E. Hutchinson.

**Miner Model Shows**

PHILLIPSBURG, N. J., April 3.—Show will take to the road April 19, at which time all shows, rides and other equipment will be moved from New Holland, Pa., to the show's opening spot in Pennsylvania. Among recent callers at Miner's office were James Smith, Harry Mutchler and William Davis, all ride men from Easton, Pa. Meyer Pimentell and Don Carr, of New York, booked concessions; Raymond Parker, of Lambertsville, Pa., concessions; Harry Vanhouten, two shows; Bill Spence and Mrs. Anna Spence, of Trenton, N. J., concessions; Harry (Doc) Murray, of Lowell, Mass., two rides, concessions and calliope; Mart Fisher, of Pittsburgh, concessions and

a sound truck, and George Hoyle, of Honesdale, Pa., concession. Word was received from Louis Kauffman, of Philadelphia, that he will arrive before opening and again be the lot man. This will make the 18th season for Miner Shows. Reported by R. H. Miner.

**Crowley's United Shows**

SHELBYNA, Mo., April 3.—The show in its entirety is ready for the road and trucks have been thru the paint shop and are now being lettered by Scenic Artist Menge and he has completed work on the show as well as the trucks. Billposters left quarters April 1. Two billers will be carried this year and especially equipped bill car is ready for country routes. Doc Howell has booked Side Show; W. B. Myler, Snake Show and girl show. Chappell and Drumb will present the free acts. L. S. Logan joined with shooting gallery. Lots of folks coming to quarters. Chief Electrician Clevenger has the new transformer truck ready as well as all the new electrical equipment that has been added. Word from Joe Riggers that he will be in with his Minstrel Show, which will be featured, carrying a special line of paper and a new outfit in its entirety. Carpenter Ashley having as compact a stage as possible for a truck show to have, and he has built all new seats and blues. Every show will have new banners. Earl Richardson has cookhouse. Visitors: Mr. and Mrs. H. R. Hopkins, Danny Furguson, Charles Liedl and wife, D. A. Carmichael and wife. Word from Sunny Bernet is that the special paper is ready. Reported by G. C. Crowley.

**Byers & Beach Shows**

CARDWELL, Mo., April 3.—This show (formerly Byers Bros.) is bigger and better. All transportation units have been painted in red and lettered with gold. All the shows have new panel fronts, and new canvas has been ordered from Charles L. Seigel Tent and Awning Company for the Merry-Go-Round, Pit Show, corn game and other concessions. All other equipment is ready for the opening at Kennett, Mo., April 10. Roster: Ted Talciot, Twin Ell Wheels; Roy Dally, Merry-Go-Round; W. E. Fletcher, Tilt-a-Whirl; Candy Anders and wife, concessions, as are Mrs. W. E. Fletcher, J. L. Henson and Jim Sullivan. Mrs. Frailey, Kiddie Auto Ride; William McKannan, corn game; Walter Downs, shooting gallery; Mr. and Mrs. Harold Bennett, night club revue; Tommie O'Laughlin and Johnnie Hines, Athletic Arena. The management has completed a new cookhouse, which will be in charge of Mr. and Mrs. Frank Smith. Diego, the magician, with assistants, will have a 110-foot Side Show. Manager Carl Byers and Jim Sullivan have kept the table at quarters supplied with fish. Visitors: J. W. Byers, Tommie Puzzell, Roy Lee, Milford Smith. Executive staff: Harry Beach and Carl Byers, managers; Tressie G. McDaniel, special agent and business manager; Don Trueblood, secretary; Oscar Sneden, lot superintendent; Curtis Pool, scenic artist; Harry Fallor, electrician; Ted Talciot, transportation superintendent. Reported by Harry Fallor.

**E. J. C. Shows**

ST. VITAL, Man., Canada, April 3.—Opening date May 12, Coronation Day, on college grounds at St. Boniface, Man., auspices of Kiwanis Club. Show will have a new front, and the three rides will be overhauled and painted. Fred MacKenzie, Sailor Larusson and Baldy Knott will have charge of the rides. Three new shows are being built. The new Ten-in-One promises to be good with Professor Valjean and his troupe with magic and oddities. Tommy Ginn will have the Temple of Illusions, and the Desert Show will be managed by Gerry Smith. A new banner line has been ordered from Manuel's Studio for all shows. New tops have been ordered for several of the concessions. To date Joe Carter, Hoop-la; Jack Ballie, air guns; Madeline Casey, novelties; Red Walker, ball game; Fred Prescott and Bob Kerslake, Big Tom Albert Evans, cigarette wheel; Mrs. Ford Braden, Bingo Palace; Ted Casey, candy floss and popcorn; Darcy Nobes, grab; Stan Rodway, cane rack, are in the concession lineup. A new trailer has been built to carry the light plant, which was bought from Leeders, Ltd. Ford Braden will have his new Ford sound truck painted red, silver and black. A complete new line of pictorial paper has arrived. Reported by E. J. Casey.

# FLASH!

## A NEW POPCORN CONFECTION (IT'S TOPS)



**READ THESE FEATURES:**

1. Most Delicious New Popcorn Confection
2. Prize in Every Carton.
3. Animal Cutout on reverse side of each package.
4. Carton printed in 3 colors.
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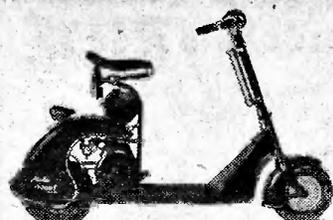
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Get on the band-wagon with a real winner. Be first in your territory; ride to riches with this new thrill sensation. World's greatest ride—anyone who can ride a bicycle can handle the Glorified Scooter. Speed 5 to 30 m.p.h.; 120 miles per gallon of gas. Safe, sturdy and foolproof. Write or wire for particulars and prices.

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CHICAGO, ILL.

### MAKE \$50.00 A DAY - CANDY FLOSS



Orders are coming in for our Candy Floss Machines—the biggest Money-Maker Known. Order with your machine, our new DOUBLE SPINNEUR, the fastest of all times, made specially for Series B model, runs true as a die with our new one-piece steel band, should last a lifetime. Write TODAY.

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## "LOOP-THE-LOOP-RIDE"

### FOR SALE

**4 UNITS. COMPLETE WITH MOTORS.**

Suitable for Park or Carnival. Unusually low operating cost, simple and easy to transport and erect.

Ride has been in operation only 2 seasons and is in perfect operating condition. Will sacrifice for quick sale.

**CONEY ISLAND, INC. Cincinnati, Ohio**

**8 RIDES —**

**Opening April 29th**

**— 8 SHOWS**

**Wallington, N. J. Sunday included.**

**FLYING LEROYS, FREE ATTRACTION**

Want Grind Shows, all open except Cigarette Gallery; Stock Wheels, will give ex. to responsible party. Shows: Side Show, Hiltson, Darkest Africa, with or without own outfit. One or two Grind Shows. Want Special Agent, Banner Man, also Electrician and ride help in all departments.

Joe Ludorow wants Girls for Girl Show; top salary.

**B. & V. ENTERPRISE**

5 Westminster Pl., Garfield, N. J. Phone: Passaic, 2-3195 R.

## Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

### Valley Shows

**Pasadena, Tex. Week ended March 27.** Location, circus grounds. No auspices. Weather, bad. Business, fair.

Manager Ed Stritch returned from Mississippi with three rides, Merry-Go-Round, Mix-Up and Kiddie Ride. Mickey Mouse did some business. Colored minstrel is directed by "Laughing Sam" Duxley. Visitors: Ed Jacobs, Jesse Wrigley, Paul Williams, J. T. Malone, Jack LaBarge, Louis Bright; Buskirk sisters, who are conferring with Manager Stritch to add a musical comedy unit; Mayor Fonville and Mr. and Mrs. Tony Nolsch. A motordrome is being built.

CARL MARTIN.

### Big State Shows

**Houston, Tex. Week ended March 27.** Location, Northside lot. Auspices, city firemen. Free gate. Weather, cool and rainy. Business, good.

Paul Williams is operating the show. Williams says the carnival world will be surprised when his name appears. A new "Crime" show is on the midway. J. T. Malone, assistant manager of the Texas Longhorn Show, visited and accidentally collided with the Merry Mix-Up. He was taken to the hospital. Eugene Kelly is lot superintendent; Jack

Swafford, Ferris Wheel foreman, and J. B. Harvill, Merry Mix-Up. H. T. Chaslan runs the tent restaurant. Show has a cookhouse for its own people. Visitors: Mayor Fonville, assistant police chief; Turner, Gladys Vernon, Eunice Tucker, Pop Gaylord, Ed Jacobs, Mr. and Mrs. C. O. Rason, Barry Gray, Tom Morris, Claud Damarin, Louis Bright and Phoebe McIntire. SAM T. WILLIAMS.

### Hilderbrand's United Shows

**Wilmington, Calif. Six days ending March 14.** Location, E. Anaheim on the Quay. Auspices, Spanish War Veterans. Business, fair. Weather, unsettled.

With weather conditions continuing worst ever experienced in Southern California in 60 years, business under circumstances only fair. Being the harbor of city of Los Angeles, strike situation affected the receipts nightly. Jack Schaller's Four Aces drew heavily, and the attendance nightly was most gratifying but very little money was spent. Octopus and Tilt-a-Whirl ran a race for top honors. Claude Barrie's Hollywood Revue topped the shows. Mr. and Mrs. Harry C. Baron joined with a concession. Mr. and Mrs. Jack Elhart departed to join the White City Shows in Colorado, owned by Mrs. Marge Kennedy Woods Curry. Mr. and Mrs. Harry Sucker also



THE SEASON IS ON AND ARE THEY HAPPY! Left, Arthur Glen Alexander; center, L. E. Roth, director general of the Blue Ribbon Shows, and Mary Ann Alexander, of spaghetti fame. Photo was recently taken in Phenix City, Ala., as they sat on the running board of an auto and watched the shows load out.

departed with their baby ride for same show. Mrs. Herman Van Dee's baboon, Jeff, escaped and raced down the main street, creating pandemonium amongst the natives. He was recaptured and returned to Lady Elysa. Madam Del Mar Meyers purchased a new living trailer and will leave for a trip to Detroit. Visitors: Will Wright, Joe De Mouchelle, Mr. and Mrs. Milt Runkle, Frank Babcock, Mrs. F. Everest, Madam Delmar Meyers, Hank Carlisle, Mrs. Theo. Forstall, Blossom Robinson, George Tipton, Cliff McDougall, Jerry Godfrey, Eva Perry, William De Mellier, Ethel Harrison, Frank Downie, Mr. and Mrs. Jack Schaller, Mr. and Mrs. Stephan L. James, Billie Farmer, Al Bozart, Mrs. Maxine Miller, Loren Kestersen, Stanley Cole, Frank and Vera Vardon, Mr. and Mrs. Riley Tweedie, Mr. and Mrs. Jack Hanley, Mr. and Mrs. Red Grove, Ernest McCarthy, Mrs. Elva Rockwell, Lonny and Cora Grieves, Mr. and Mrs. H. Severson, Steve Henry, Marjorie Mason, Charles Steffans, Roy Ludington, Mr. and Mrs. Buddy Coffin, Aubrey de Pelaton, Ben H. Martin, Doc Hall, Doc Cunningham, Mr. and Mrs. Al Copeland, William Groff, Ruth Groff, June Pickard, Mrs. E. Pickard, Mr. and Mrs. Charles Cook, Mr. and Mrs. Thomas Gaither and Ross Baxter.

WALTON DE PELLATON.

### Western States Shows

**Crystal City, Tex. Week ended March 24.** Auspices, Spinach Festival. Weather, good. Business, fair.

Opening spot for the show and good attendance. Saturday night showed to over 5,000 people. One of the largest attendances for this city past five years on opening night. The show is bigger than ever before. Manager Jack Ruback has all new panel fronts beautifully painted and lighted. Each show is equipped with a loud-speaker. The midway laid out uniform by Lot Manager Ben Hyman. Twenty-five concessions, 10 up-to-date rides and 15 shows. The Four Valentinos, free act, are a drawing card.

Ruback entertained the visitors on the show over in Old Mexico to one of Mexico's famous quail dinners. Visitors: Mayor Bruce Holsenback; Jack Chinn, district Texaco manager; Roland Jarrett. Concessioners are Olan Thornton, Les Schoettlin, Larry Wood, Chester Arthur Jr., Herbert Moon, Mickey Goldberg, Mr. and Mrs. Kitterman, Mr. and Mrs. Bill Deniky, Mr. and Mrs. Jack Goldie, Mr. and Mrs. Mike Davis and family. Tommie Davis is in charge of the Rotary machines. Snippy Kold has enlarged the cookhouse.

Four new trucks have been purchased for the show, and Ben Hyman bought a small pick-up truck for the corn game.

Jim Schneck, advance man, is now in Amarillo taking a rest after a very strenuous winter's booking tour.

MURRELL WOOD.

### Eric B. Hyde Shows

**Thomaston, Ga. Week ended March 27.** Auspices, Boy Scouts. Weather, perfect. Business, excellent. Location, ball park.

Spot was touted by Janette Terrill, general representative, to be a bright red and so it proved. A \$250,000 pay roll from the mills and Goodrich plants at

Silvertown, the first show ever in the heart of mill district, a background of super aerial acts and whole-hearted co-operation of city, county and State officials all combined to give the show a week that harked back to old times. Murphy's Midgets contracted to join at Marietta. Harry and Mitzie were added to the free-act program. Concession row is building some new concessions. Clay Mantley has new corn-game canvas. Great Dehomans, breakaway ladder act, contracted for the midway circus. Management is free-act minded, the senior partner being of circus experience and plans to present the finest free-act program in America with a carnival. Over 3,000 passed thru the gates here both Friday and Saturday. An average attendance of 1,500 for the first four days. "Yes, sir," says Eric B. Hyde, "the show's the thing." JAN HYTER.

### Texas Longhorn Show

**Merita, Tex. Week ended March 27.** Location, Gin lot. Auspices, State-county-town officials. Pay gate, 10 cents. Weather, rain-cold. Business, almost total blank.

This, the second week, indescribable loss account weather, three big revivals in Merita, two at Wortham and two at Groesbeck (suburban) and a total of 19 revivals in county. Birch, magician, in movie theater, paid back 12 paid admissions and left for next stand. He, company and Tom Morris, Dallas showman and restaurateur, given midnight banquet by Longhorn showfolk. Jack Rooney, former circus trainmaster and 24-hour man, honored by show people with twilight dinner. E. J. Spencer, manager, scouted Texas for territory. Purchased three new tops, Crawford-Austin make, for flea circus, educated blind horse and poses plastique. Mrs. Jack Bel-Mar, of Kokomo, Ind., to have flea circus. Stage and panel show fronts to be flashed with lighting effects, new midway creation by Jack Ellis. Sidney Rink is breaking and training menage horses for circus department. New idea of Ferris Wheel installed. Two more kiddie rides added. One gives children lesson on menagerie and zoo animals. Other has riding figures imitating funny characters of popular cartoons. Hon. George Frause toured midway for novelties for Yoakum "Tom Tom." Roy Gray, William Dearmin and writer guests of Tom Morris at steak dinner in his eating "oasis" opposite Dallas Centennial grounds. Party given chicken dinner at Montgomery home, Fort Worth, guests "Sir Edward" Bruer and wife (Ma Bruer) and Max and Buster Montgomery. Another dinner to them as guests of W. H. (Bill) Hames and Mr. and Mrs. John Wilson, who have dining tent with the "Bill" Hames carnival. Found Hames' carnival big, bright and doing fine at Fort Worth. Visitors: W. T. McElwee, P. C. Alamia, W. O. Ellis, Dan Odum, J. Edward Brown, Dr. A. C. McDaniel, Bertha E. Hilton, Herman Palmer, Bob Hurst, Jim and Katherine Williams, Colonel Art B. ("Wild Bill Hickox," speedway race dare-devil) Hickox and wife, Mrs. R. P. Moore (mother of Billie Moore, girl-show wonder lassie), Mrs. R. W. Mitchell and daughter (Billie Lou Mitchell, child prodigy), Mrs. Daisy Johnson and Ruth Farris. George Martin, feature writer Times-Picayune, New Orleans, special

DOC WADDELL.

## NOTICE

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Use the DALY Quality Ticket for Your 1937 Season

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## STRATES' SHOWS CORPORATION

OPENING PORTSMOUTH, VA., APRIL 22ND.

Can place Legitimate Concessions of all kinds. New and novel attractions such as Freak Animal, Fat Girl; also have beautiful outfit for organized troupe of entertaining Midgets (must be Lilliputians). Also can place experienced Fun House Operator—Working Men in all departments, Train Help, Ride Foreman. Experienced Snake Show Talker and Lecturer. Also Glass Blower experienced on neon tubes. All address

JAMES E. STRATES, Box 846, Norfolk, Va.

## DIXIE MODEL SHOWS, Inc.

Opening at Princeton, W. Va., May Third

Want Rides. Will book Ride-o, Octopus and Caterpillar on liberal proposition for the season. Shows—Want Monkey Circus, Fat Show, Wild West, Life Show, Fun House or any shows of merit with own outfits and transportation at 25% to office. Mabel Mack, Dan Kinsey, Big Charlie Christian and others, get in touch quick. Concessions: Can use neat cookhouse that will cater to showfolks. Want Lead Gallery, Penny Arcade and other legitimate-merchandise concessions. Martin Lutzler get in touch at once. Dick Harrison, Bill Pinkston, Taylor and Moore, Tony Colombo and others that are contracted acknowledge this call. Showmen, take notice—This show will carry 10 Rides, 10 Shows, two Free Acts and two Bands, featuring Captain Leo Simons Fire Dive, and will spend the season in West Virginia and Pennsylvania. Goal Fields. For further information contact J. P. BOLT, General Manager, High Point, N. C., until opening, then as per route.

## SPENCER & CLARK EXPOSITION SHOWS

Opening—Washington, Pa., Saturday night, April 17. Our office is holding bond fide contracts with deposits, under strong auspices for sixteen large towns and cities within a radius of 100 miles of Pittsburgh. These contracts will be gladly shown to persons interested. We can use shows not conflicting that have their own equipment; also rides and concessions. Experienced ride help report on lot. WANTED—Scenes and digests. Shows that are not legitimate, save your stamps. ALL people holding contracts with us for the 1937 season, also those who have been corresponding, report on lot not later than April 16. Knockers, gossipers and drunks, connect elsewhere—we don't want you.

C. D. (JACK) CLARK, Mgr.; SAM E. SPENCER, Treas., BROOKVILLE, PA.

## WANT CUMBERLAND VALLEY SHOWS WANT

OPENING COWAN, TENN., APRIL 26

Shows with or without outfit. Freaks of all nature for ten-to-one. Good Hawaiian show. Hillbilly show. Musicians and chorus girls. Percentage and good salary. And A-1 athletic men. All legitimate concessions open except cookhouse, corn game and popcorn. Prices reasonable.

A-1 Ferris Wheel—Whip—Chairplane man wanted.

Paul Reynolds—James Wilkins report.

Address All Mail to  
ELLIS WINTON, Mgr., MANCHESTER, TENN.

# Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25-27 Opera Place, Cincinnati, O.)

## Sunbury on Parade Is Big Annual Event

SUNBURY, Pa., April 3.—A big program has been booked for the annual celebration here, which this year will mark the 42d anniversary of Sunbury City Band. There will be an independent midway and Aerial Cowdens have been contracted for free acts.

There will be local attractions, said Chairman Mel Sober, of Sunbury City Band. Eagles' State convention parade, firemen's parade, band concerts by visiting bands, contests and athletic events and shows and rides.

Concession space is reported to be going fast. Sunbury on Parade will be shown in an exhibit tent with displays of local products by merchants and manufacturers. Contests are being supervised by H. C. Taylor.

## Wright Show to Play Expo

ANSONIA, Conn., April 3.—C. A. Wright's Trained Dog and Vaudeville Show, of Bradford, N. H., will return from dates in the South since last October to play the Merchants and Manufacturers' Modernage Exposition here. In the company are C. A. Wright, Ila Gay Wright, Llewellyn, Estelle E. Wright and W. P. Griffin.

## Beam Lining Up Events

WINDBER, Pa., April 3.—Ten celebrations have been lined up by Merle A. Beam, Windber, who will furnish the rides, shows and concessions. Two free acts will be carried, and at some events this number will be increased, he said. His season of sponsored doings is to start in June.

**RIDES, CONCESSIONS, Etc. WANTED**  
For Henderson, Minn., Annual SAUERKRAUT DAYS  
AUGUST 14th-15th.  
For information write ELMER BRAHS, Henderson, Minn.

**WANTED**  
SHOWS AND CONCESSIONS FOR NORWOOD SPRING FESTIVAL  
WEEK JUNE 7th-12th.  
E. W. NEWMAN, Sec'y  
Norwood Business Men's Club,  
2121 Washington Ave., Norwood, O.

**WANTED**  
Good Sized Carnival Co. for one week. Big 4th July celebration, sponsored jointly by Elks and American Legion Drum and Bugle Corps. Town 12,000. County Seat, drawing power, 25-mile radius, 60,000. Your large mines and industries working best ever. Promoters or suitcase outfits save time and stamps. Write full particulars and present day recommendations. Address JEFF CHLEBUS, 518 S. Washington, Taylorville, Ill.

**WANTED**  
Carnival, Rodeo, Free Acts, Shows: 7th Annual "Days of '49," Aug. 17, 18, 19. Mile-long parade each morning. Large crowds guaranteed. Write CHAS. ROWLAND, Co-chairman, Hanover, Kan.

**INDEPENDENT CELEBRATIONS**  
CAN FURNISH RIDES, SHOWS, CONCESSIONS, FREE ACTS FOR SPONSORED EVENTS  
Can place Concessions, Rides, Shows, Free Acts at 10 Celebrations Already Booked, starting June. Write M. A. BEAM, Windber, Pa.

**Carnival Wanted**  
To appear for annual celebration 1st, 2nd and 3rd of July. Always large crowd.  
MARLAN STEWART, Greenwood, Ark.

**Wanted**  
RIDES, SHOWS, CONCESSIONS.  
For Sixth Annual Firemen's Jubilee, Week July 10, Stoneboro, Pa.  
Write G. E. SMITH, Box 113, Stoneboro, Pa.

## Gladstone Will Celebrate

GLADSTONE, Mich., April 3.—For the 50th Anniversary Celebration of the founding of Gladstone committees have been named and plans are being formed. George E. Johnson is general chairman; William L. Marble, vice-chairman; Charles C. Strickland, secretary, and John M. Olson, treasurer. A pageant portraying city history will be presented each night of the four-day jubilee. A water sports carnival will include motor and sail boat races and diving contests. Concessions will be on streets and there will be nightly fireworks. John B. Rogers Producing Company will direct the pageant, with a cast of 400.

## Tomato Battle Fete Feature

RUSKIN, Fla., April 3.—Third annual Florida Tomato Festival here will still be kept on an old country-fair basis, said Manager George D. (Buck) Buchanan, with the "Battle of Tomatoes" a feature, two teams of 10 men 45 feet apart "stripped to the waist and soaking tomatoes at one another." There are 25 entrants in a queen contest. Free acts, string band and fiddlers' contests will be offered. While drawing territory is Tampa, Bradenton and Sarasota, boat excursions will run from St. Petersburg.

## Name Charleston Committee

CHARLESTON, S. C., April 3.—Committee for Fourth Annual Azalea Festival here is composed of a volunteer group of citizens totaling about 400 and divided into 20 subcommittees. Event is underwritten by city government and publicized thru press, radio, bumper signs, window cards and programs. Total cost yearly is about \$12,000 less miscellaneous income of about \$1,000. Deficit, as stated, is covered by a city appropriation.

## Bean Festival Books Shows

PAHOKEE, Fla., April 3.—Barney Tassell Shows have been contracted in place of Krause Greater Shows, which could not fill the date, for the postponed Everglades Fair and Bean Festival here, sponsored by Mansfield and Everglades Posts, American Legion. Secretary Malcolm H. Millar, in charge of exploitation, said postponement was due to crop conditions.

## Maple Festival in Chardon

CHARDON, O., April 3.—Many contests and attractions will be featured at the 12th annual Geauga County Maple Festival, said to be the only show of its kind in the world, which will be held here this spring. All Northeastern couples wedded 50 years or more have been invited to attend the banquet in their honor the first day of the festival. A special feature will be a Tom Thumb wedding. Committee includes E. L. Maurer, George D. Talbot, Paul E. Denton, C. N. Quirk and Malcolm M. Maynard.

## Shorts

BOOKED for annual Shrine Circus at Hartford, Conn., are Zaccchini, Great Curran, Billetti Family, Seven Danvilles, Seaton Duo, Spiller's Seals, Dr. Bernard's Elephants, Francis Trio, Naida and Perez, Hazel Williams, Flying Beauties, Neise Family, Helen Reynolds' Skating Ballet, and a number of clowns.

WITH OVER \$1,000 in cash premiums already promised, the Montgomery (Ala.) Fat Cattle Show will be held soon, sponsored jointly by Chamber of Commerce and Alabama Live Stock Growers' Association.

HELP This Department by Telling Committees About It.

sociation. Dr. R. S. Sugg of Auburn University is superintendent in charge, with F. E. Thompson, secretary-manager. 4-H Club will take part.

THE MOUND Bayou Foundation, Inc., an organization to keep alive the pioneer spirit of the founders of Mound Bayou, Miss., Isaiah T. Montgomery and Benjamin T. Green, announces the celebration of the 50th anniversary of the town will be held next summer. Eugene P. Booze, president of the foundation, will leave soon for New York to address a group and seek money for the celebration, which will take place in what is said to be the second largest exclusive Negro colony in the world.

WILBUR F. BOLEN has been named secretary of the committee in charge of the Old Home Week and Golden Jubilee to be held in Dunellen, N. J., in celebration of its incorporation as a borough.

ANNUAL Spring Industrial Exposition which will be held at Thief River Falls, Minn., is under American Legion auspices.

JOE FAIL, Dr. F. E. Weed and Elmer Landsborough are members of the committee named by the American Legion post, Pale River, N. D., to arrange for the Independence celebration to be held there. Professional entertainers will be featured.

GROUNDS and building layout for the Centennial and Lumberjack Festival in Muskegon, Mich., this summer covers 64 acres, according to Ralph T. Guyer, director. A permanent auditorium will be utilized for exhibit and show purposes. All other buildings will be of log construction typical of old trading posts of that area. Event will be of two weeks' duration.

JOE BASILE'S Madison Square Garden Band made a flying jump from Newark (N. J.) Home Show on March 27 to opening of Buffalo Circus. Following the Buffalo show the band will be at Albany (N. Y.) Shrine Circus, Spring Garden Show Philadelphia, and New Haven, Conn.) K. C. Indoor Circus. This summer the band will again be in Olympic Park, Irvington, N. J.

CELEBRATION committee of Cumberland (Md.) Municipal Sesqui-centennial booked the Marks Shows, rides, shows and concessions to be on streets surrounding the municipal armory.

J. D. CUDLIP has been named executive secretary of WinnebagoLand, Inc., planning to sponsor several events this summer to boost tourist business in Oshkosh, Wis., territory.

**STRATOSPHERE MAN**  
World's Highest AERIAL ACT  
for Fairs, Parks, Celebrations  
SEE ILLUSTRATION ON INSIDE FRONT COVER

**Wanted for**  
2-DAY CELEBRATION, JULY 4-5  
GOOD CARNIVAL OR INDEPENDENT SHOWS AND RIDES.  
FAIRGROUNDS, ALGONA, IOWA.  
Also CLEAN CONCESSIONS for KOSSUTH COUNTY FAIR, SEPT. 6-10.  
**E. L. Vincent, Sec'y**  
ALGONA, IOWA

**WANTED**  
RIDES, CONCESSIONS, SHOWS  
EAGLES' OUTING  
Hamilton, O., July 4, Celebrated July 5.  
Have your bids in by June 11, 1937.  
HARRY W. HETTERICH, Secy.

**WANTED**  
SHOWS - RIDES - CONCESSIONS  
Independent Midway,  
4th Anniversary Sunbury City Band  
WEEK JUNE 13 TO 19  
Custard, Bingo, Pop Corn, Drinks sold. Free Acts Booked. All other concessions open. Shows and Rides not conflicting. Write MEL SOBER, Chairman, Sunbury, Pa.

**WANTED**  
SHOWS, RIDES, CONCESSIONS.  
ANNUAL KNIGHTS of PYTHIAS PICNIC  
Aug. 2d to 7th, 1937.  
RAMON BURNETTE, Chairman,  
Waverly, Illinois.

**Good Clean Carnival**  
JULY 5th AUGUST 23-24-25-26  
AMERICAN LEGION ADAMS POST No. 119 ANNUAL PLAY DAY, JULY 5th  
Biggest Celebration in Iowa—Playing to 10,000 to 20,000 People.  
Carnival Company—August 23-24-25-26  
Paid Rides, Shows, Concessions, or what have you?  
**HUMBOLDT CO. FAIR**  
Write ARCH B. MYLES, Secy., Humboldt, Ia.

**WANTED -- Carnival - Acts - Attractions**  
for the Big 3-Day  
**WYOMING'S ANNUAL CELEBRATION - - - JULY 28-29-30**  
Sponsored by THE GREATER WYOMING CLUB  
WRITE, Wire MARION BODWELL, Pres., Wyoming, Ill.

**CARNIVAL WANTED**  
This Is a Red One.  
South Dakota's Largest Event.  
"GREATER SIOUX FALLS DAYS"  
September 9-10-11  
Write FLOYD WAGNER, Care Junior Chamber of Commerce,  
SIOUX FALLS, S. D.

**TRENTON, MO., COMMERCIAL CLUB**  
TO SPONSOR CELEBRATION  
**JULY 5th**  
Want High-Class Carnival for Entire Week. Want Sensational Free Acts for July 5th.  
Write FRED O. McGUIRE, Trenton, Mo.

# RISK PLAN DEMANDS GREAT

## Applications in NAAPPB's Drive Pile in on Brokers Handling Biz

*Unprecedented interest is reported by the Campbell and James offices—Chairman Alexander predicts increase of 100 per cent in parks to be covered for 1937*

CHICAGO, April 3.—Offices of Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, report that word has come from John Logan Campbell from his Baltimore offices in the Munsey building that inquiries regarding the public liability insurance plan sponsored by the NAAPPB have just about trebled last year's record. The experience of Jack Griswold, in charge of the association plan in offices of Fred S. James & Company, Chicago, appears to be identical with that of Mr. Campbell. San Francisco offices of the James Company, in charge W. M. Murphy, report an even greater increase over the 1936 record. Already most of last year's policyholders have made commitments for 1937 coverage, it is said.

A map has been prepared showing the distribution of territory between the Campbell and James offices to advise anyone interested in whose territory their properties lie. All questionnaires are forwarded, however, thru the offices of Mr. Hodge, executive secretary, in Suite 295, Hotel Sherman, Chicago. To expedite inspection previous to opening, all operators of amusement parks, piers, pools and beaches and concessions therein are urged to forward without further delay questionnaires previously sent them by Mr. Hodge, he said.

### Thinks Problem Solved

"The 10 per cent discount available to all members of the association from bureau rates, with the same experience credits previously enjoyed by individual operators allowed, together with the liberal savings on excess limits and the not less than 10 per cent dividend to be enjoyed by last year's policyholders, has created much interest and, in fact, great enthusiasm among all amusement men, as the association thru its latest achievement has solved a problem which has worried hundreds of operators during the past few years when gross receipts were on the downgrade and yet minimum premiums and bureau rates moved forward by leaps and bounds with no apparent justification because losses were in proportion to the decrease in gross receipts so far as operators were able to ascertain," declared Secretary Hodge.

"Quite naturally, the standing of any company is of paramount importance to

(See RISK PLAN on page 97)

## Dominion, Montreal, Has Ducharme Again

MONTREAL, April 3.—Readying Dominion Park here for the season, Manager Georges Ducharme declares that the 1937 period should be the best in years. He has just signed a contract to manage the spot for another five years. He assumed the post in 1934.

"I expect the best season we have ever had," he said, "because business is much better and prospects are for better weather. Last season was marked by the worst weather here in 46 years, according to McGill University weather bureau. However, we could already see a big improvement in conditions. Per capita spending in the park increased 12 cents over the year before."

Attendance in Dominion Park has increased as follows in the last four years, said Manager Ducharme: 1933, 63,000; 1934, 155,000 in 10 weeks, with a June 20 opening; 1935, 250,000; 1936, 200,000. He plans to renew walks, have new rides and more and better attractions and to study the tastes of patrons in an effort to provide for their demands.

EIGHTY employees of Euclid Beach Amusement Park, Cleveland, have recently become eligible to life insurance in amounts ranging from \$1,000 to \$2,500 each, according to rank, thru adoption of a group policy involving a total of \$88,000. Employees themselves pay a part of the premium. Remainder of expense is assumed by employing company.

## Vidal Will Manage Danville, Va., Pool

DANVILLE, Va., April 3.—A lively advertising campaign and addition of rides and concessions will mark the advent this season of W. H. Vidal as manager of Luna Lake Pool here, opening being set for May 29. A recent survey determined plans after an indifferent 1936 season under other management.

The pool plant being complete as such, it is believed addition of these other features will be big pullers because of a dearth of outdoor attractions hereabouts, altho industrial conditions are much improved, local cotton mills employing 12,000 having granted two 10-per-cent wage increases in the last six months.

Manager Vidal, also in charge of special features at Station WBTM here, plans novel stunts in broadcasts direct from the pool, picking up natural sounds of the place with informal interviews with patrons.

## Shreveport Pool Purchased

SHREVEPORT, La., April 3.—Frank D. Fowler, pool operator of Denver, has taken a 10-year lease on the old Shreveport natatorium, Fourth and McNeil, downtown, and has begun remodeling.

JOE BASILE'S Madison Square Garden Band, after a series of engagements at indoor shows, will return for the season to Olympic Park, Irvington, N. J., to give special concerts during the week and with an enlarged band on Saturdays and Sundays.



GEORGES DUCHARME, who has just signed a five-year contract as manager of Dominion Park, Montreal, has been in that capacity the past three years and reports that annual attendance has been brought up from 63,000 in 1933 to more than 200,000 in 1936 with the worst weather there in 46 years. Plans for 1937 include improving walks, new rides and more and better attractions.

## Lake Worth Casino Will Open as Usual

PORT WORTH, April 3.—Summer opening of Casino Park on Lake Worth has been set for May 1, with two week-end openings on April 16-18 and April 23-25. Opening of the park as usual was assured on March 24 when Federal Judge Wilson granted permission to temporary trustees, Manager George T. Smith and F. W. Skiles, for negotiating a \$3,000 loan thru issuance of trustee certificates, the money to be used for repairs and opening expenses.

Hearing on reorganization of Casino Park, Inc., is set for April 7. Mr. Smith testified at first hearing that buildings and equipment at Lake Worth probably are worth \$70,000 if operated but that failure to open the spot for 120 days each season would void the lease with the city, which owns the land.

Changes due include two entrances to the ballroom and new lighting and decorations. Manager Smith plans to book name bands.

## Coakley Goes to Erie Beach

ERIE, Pa., April 3.—Fred C. Coakley has joined the staff of Waldameer Beach Amusement Park here as promotion director, having announced his resignation from the staff of Idora Park, Youngstown, O. Before entering the park field he was in the booking business, publicity and promotions for several outdoor enterprises in Ohio and Pennsylvania. F. W. A. Moeller is lessee and general manager of Waldameer Beach Park and Walter Hanson is assistant manager and secretary. Season's prospects are said to be bright. The Hof Brau, which had tremendous business last year, will open on May 15 and the park about May 30.

## Moosic, Pa., Rocky Glen Is Rejuvenated

MOOSIC, Pa., April 3.—Rocky Glen Park here in the midst of its greatest rejuvenation has every reason to expect a record-breaking season. Given a new \$60,000 dance hall, a stadium with 5,000 seating capacity, pleasanter picnic surroundings, and a new coat of paint, Rocky Glen is a stand-out in Northeastern Pennsylvania, said Manager Benjamin Sterling Jr., of Sterling Service. The dance hall, modern in every respect, and contains besides dancing facilities, an up-to-date bar and dining room. Erected at a cost of between \$40,000 and \$60,000 it represents the crowning achievement of the new building program.

Amateur boxing tournament, part of last year's program, under management of Dinty Waleski, former All-American football star, drew so many fans as to suggest erection of a stadium to accommodate crowds. This year a stadium

(See MOOSIC, PA., ROCKY on page 97)

## New Dress in McKeesport

MCKEESPORT, Pa., April 3.—Bookings to date are at least 75 per cent better than ever before at this time of year in its 33-year history, said Manager H. E. Hampe, in predicting a big season for Olympia Park here. Advantage has been taken of the open winter to do work that will mean a new spot in appearance to patrons, he said. There will be new landscaping, park will be entirely repainted, new dance pavilion and five rides will be added to Kiddyland. Opening date is May 16.

## Olentangy Opens Ballroom

COLUMBUS, O., April 3.—Olentangy Park, one of the largest in Central Ohio, will open its season on May 23. Japanese ballroom in the park will inaugurate its season on April 4 with a one-night appearance of Don Bestor's orchestra. Week-end dancing will be policy until seven-day operation is started.

## Idora Presents Whiteman

YOUNGSTOWN, O., April 3.—Idora Park here on April 5 will open its ballroom in a pre-season policy of name dance bands and sponsored dances with a one-night presentation of Paul Whiteman. Ballroom was adapted for winter use a year ago. Park opening has been set for late in May, with some of the largest industrial outings, including annual reunion of National Brotherhood of Operative Potters, contracted. Improvements to midway and rides are planned.

## Spots in Philly Preparing

PHILADELPHIA, April 3.—Willow Grove Park will offer an innovation this season in presentation of operatic concerts. Organization of Franz Phillips Grand Opera Company here will make it possible to present the new group in the pavilion. Plans call for establishment of the park as the new company's permanent home. In Woodside Park, Jack Steck, local radio and vaudeville personality, has been re-engaged to stage amateur and professional shows each week in Sylvan Hall.

## Watch for These Name Articles

Beginning at an early date, *The Billboard* has arranged to publish a series of by-line articles as regular-issue features—articles by men who have established a name for themselves and are authorities in their respective fields. These articles should be not only interesting but helpful to those engaged in the amusement industry. Following are the names of some of the authors and their topics, also some of the names of other writers:

### Fairs

Ralph T. Hemphill: "Is the Day of the Fair Over?" Maurice W. Jencks: "Broader Fields for the Fairs." Fred A. Chapman: "Popularity of County Fairs Returning." P. T. Strieder: "Prosperity and Fairs." W. R. Hirsch: "Carnivals' Connection With Expositions and Fairs." L. B. Herring Jr., Charles A. Nash, E. L. Richardson, Raymond A. Lee, Frank H. Kingman, A. W. Lombard and Howard W. Power.

### Parks

Herbert F. O'Malley: "How Parks Will Meet Added Public Interest." Harry C. Baker: "We Are on Our Way." Henry Wagner: "Park Lessons of 33 Years." Rex D. Billings, Paul H. Huedepohl, Paul C. Morris, A. R. Hodge, A. Brady McSwigan, Hoyt Hawk and Otto Wells.

### Circuses

Paul M. Lewis: "Should the Circuses Adopt a Code of Fair Trade Practices?" Clyde Beatty: "Arena-Struck." Jess Adkins, Zack Terrell, Floyd King, R. M. Harvey and Robert E. Hickey.

### Carnivals

Chris M. Smith: "Forty Years of Carnivals." Thomas W. Kelly: "Two Midway Evils—Promiscuous Use of Passes and Jam Openings." Walton de Pallaton: "Hilderbrand—the Showman." Starr DeBelle: "Humorous Side of Trouping." R. L. Lohmar, W. R. Harris, Orville W. Hennies, Tom Terrell and Eric B. Hyde, Joe S. Scholibo and Jack V. Lyles.

# "LET'S RIDE" "THE SKOOTER"

"LET'S RIDE" THE SKOOTER MAKES THE TURNSTILES CLICK, SO DON'T HESITATE—INSTALL A SKOOTER QUICK

ARE YOU PREPARED FOR SUCH AN ULTIMATUM FROM PATRONS IN 1937



WATER SKOOTER, PALISADE PARK, N. J.

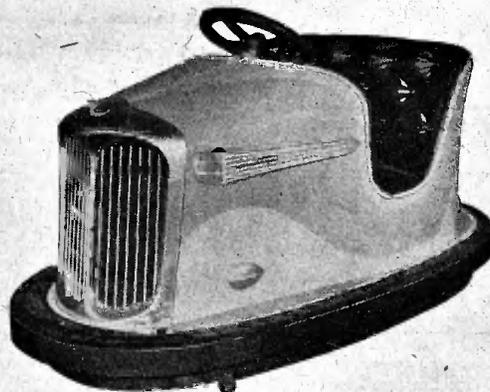


SECTION OF A PORTABLE BUILDING AT THE NAAPB CONVENTION THAT TOOK THE PRIZE

WATCH LUSSE 1937  
AUTO SKOOTER  
CAR

*Increasing Park Owners Receipts By Answering the Public's Demand to*

"LET'S RIDE"  
THE SKOOTER



1937 LUSSE AUTO SKOOTER—THE CAR THAT MAKES THEM SAY, "LET'S RIDE"

DON'T FAIL TO SEE  
LUSSE'S

*Modernistic Portable Skooter Building and Cars on Most Every Carnival.*

"LET'S RIDE"  
THE SKOOTER

Now is your time to purchase either an Auto Skooter or Water Skooter at bargain prices—before price increase. Either the Auto Skooter or the Water Skooter is modern in design, most perfect in construction, beautiful in color. Included in the Auto Skooter construction are such exclusive features as the Unique Power Unit, Automatic Free Wheeling, Direct Geared Transmission, Double Tractor Wheels, with Renewable Rims. Equipped throughout with Timkem Bearings, Rear Axle Rubber Mounted, Everlasting Rubber Bumper with Flexible, Frictionless Steel Facing, Smart Lighted Louvre Lights; Streamlined Tail-light. Choice of five, two tone paint colors.

WRITE IMMEDIATELY FOR PRICES AND DELIVERIES. ALSO BOOKLETS FOR  
AUTO SKOOTER ----- WATER SKOOTER

BE PREPARED TO  
"LET'S RIDE" "THE SKOOTER"

LUSSE BROS., INC. 2809 N. Fairhill Street, Philadelphia, Pa., U. S. A.  
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# NEW CIRCULAR OF MACHINES FOR PARKS & ARCADES

JUST OFF THE PRESS — SEND FOR IT TODAY. CONTAINS MANY BARGAINS in ROLL DOWN POKER Machines, etc.

Also See Our Ad in Amusement Machine Section



**INTERNATIONAL MUTOSCOPE REEL MANUFACTURERS CO. INC.**

PRICE \$1,185.00 Cash F. O. B. North Tonawanda.

## ALLAN HERSHELL CO.



### 1937 DE LUXE BLUE GOOSE MODEL KIDDIE RIDE THE NEW KIDDIE RIDE SENSATION

Made in one size only, 20 ft. in diameter, 8 sections of platform, 10 comical geese that flap their wings and move their feet while rotating. Large seat between wings accommodating largest child. Tried and proven in 1936. Eight orders already received for 1937.

**ALLAN HERSHELL CO., Inc.**  
North Tonawanda, N. Y.

Patent Applied For—James Whiteley, Inventor.

## IT'S TIME TO GET GOING!

Get Set To Break All Your Ride Records With the



### 1937 TILT-A-WHIRL

Dazzling Beauty—Quick Portability—Real Money-Getting Power.

FOR PARTICULARS WRITE

**SELLNER MFG. CO.,** Faribault, Minn.



W. H. VIDAL, who will manage Luna Lake Pool, Danville, Va., this summer, is in charge of special features for Radio Station WBTM there. Following a recent survey of the pool property, it has been decided to add rides and concessions for the season and an extensive building program is being considered for 1938. Industrial conditions are reported greatly improved in that section.



Streamline Miniature Railways for Parks and Places of Amusement.  
**WAGNER & SON, Plainfield, Ill., U. S. A.**

## SUPREME ELECTRIC BULBS

Buy Direct From Manufacturer and Save Money. Write for Price List  
**BRIGHTON LAMP CO., Inc.**  
17 Hudson St., New York, N. Y.

### FOR RENT

#### 20 Acre Amusement Park and Swimming Pool

440x240  
Accommodation over 5,000 people in Pool. Drawing population over 2,500,000. Complete with all equipment. Act Quickly!  
BOX 777, care Billboard, 1564 Broadway, New York.

### WANTED ROLLER COASTER (SCENIC RAILWAY)

In good condition for New Park in Havana, Cuba. Will book on percentage basis and will advance money for transportation. Address:  
**SANTOS y ARTIGAS**  
AGUILA 24 HABANA, CUBA

### DARK RIDES

Are Made SENSATIONAL With STROBLITE  
LUMINOUS COLOR EFFECTS  
STROBLITE CO., Dept. 85-4, 35 W. 52 St., New York

## Big Changes Made At Lake Cisco, Tex.

CISCO, Texas, April 3.—Management of Lake Cisco Amusement Company, operating swimming pools, dance hall, skating rink, boating and other concessions here, predicts the best season in its history this year. It plans to add to its concessions and rides. The company operates what it calls the largest artificial swimming pool in the United States, the concrete basin being divided into three sections, one for small children, another for bathers and inexpert swim- (See BIG CHANGES on page 131)

## ESTRAL BEACH

ON LAKE ERIE, MICHIGAN  
Will book Rides, Concessions, Shows or complete Carnivals. A good spot. Write.  
**ED MOREY,**  
7408 Michigan Ave., Detroit, Mich.



**UZZELL SCOOTA-BOATS**  
Simplified perfected steering in any direction, including reverse, plus bumping adds up to an appeal that  
**MAKES THEM RIDE — NOT LOOK**  
Convert Unprofitable Buildings and Swimming Pools Into Profitable Boat Rides. Manufactured by  
**R. S. UZZELL CORP.**  
130 W. 42nd St., New York City.  
Specialists in Reconditioned Used Rides "ONE RIDE OR A COMPLETE PARK"  
LARGEST EXPORTERS OF AMUSEMENT RIDES and EQUIPMENT

**ROLL OF FOLDED MACHINE TICKETS**

SPECIAL PRINTED — SIZE 1X2 INCHES

10,000	—	\$6.95	50,000	—	\$12.75
100,000 Tickets	- -	\$20.00			

RESERVED SEAT COUPON TICKETS AND BOOK TICKETS  
STOCK TICKETS FOR IMMEDIATE SHIPMENT

**NATIONAL TICKET CO.**  
SHAMOKIN, PENNA.

## HUNT'S OCEAN PIER

Wildwood by the Sea, N. J.

Will Pass the 40 Attraction Mark This Season

### ALL FOR ONE ADMISSION

And Still Looking for Good Ideas

### THAT WILL ENTERTAIN

Management—Hunt's Affiliated Enterprises

## Savin Rock Park

New Haven, Conn.

FOR RENT—Several good locations for Rides, Shows and Concessions.  
Address SAVIN ROCK PARK CO., West Haven Sta., P. O. Box 108, New Haven, Conn.

## Have Used Dual Loop-O-Plane, \$2700

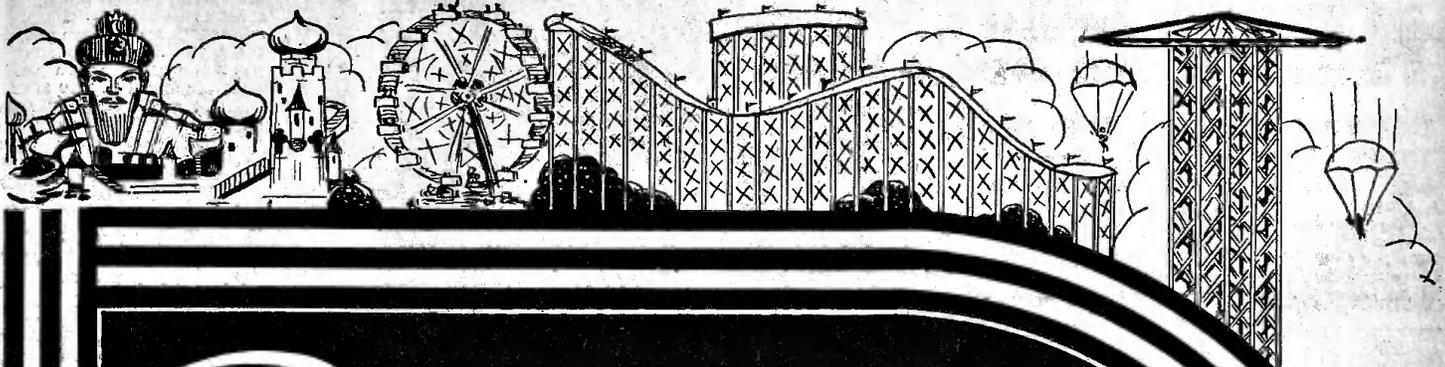
This machine used by factory representative thirty days. First deposit takes machine. Wire deposit my expense.  
**ROBIN REED, Box 237, Salem, Oregon.**

## FOR RENT --- A PARK

TO A RELIABLE CONCERN that is willing to put all kinds of Rides in it, or to a reliable concern that is willing to put Rides in the park on a percentage basis. The park contains forty-three acres of ground and has a large Swimming Pool in it, Dance Hall, Ferris Wheel, Merry-Go-Round, Toboggan, Slides, Swings and plenty of parking space. It is the only park in the vicinity. The population within twenty-five miles is about 300,000 people. For information write to BOX D-68, Care The Billboard, Cincinnati, O.

## KAYDEROSS PARK & BATHING BEACH

SARATOGA SPRINGS, N. Y.  
Available.  
Choice locatons for Whip, Ferris Wheel or any new Rides, Shooting Gallery, Frozen Custard, Speed Boat or Cabin Cruiser, Strip Photo. Two Concession Buildings for right type of operators.  
**E. A. WALKER, Kaydeross Park, Saratoga Springs, N. Y.**



# Riverview

AMERICA'S GREATEST AMUSEMENT PARK

OPENS

WEDNESDAY MAY 19<sup>TH</sup>

LIVE WIRE  
 CONCESSIONAIRES WITH  
 LEGITIMATE ATTRACTIONS  
 ARE ALWAYS  
 WELCOME



*For Full Information Communicate With*  
**EDWARD F. HILL, Director of Concessions**  
 RIVERVIEW PARK, ROSCOE & WESTERN AVENUES, CHICAGO, ILLINOIS



IT'S NOT a new slogan and you may have heard it before. But it so explains the theme of this article that we think it bears repetition. The saying, "Operating an amusement business without advertising is like winking at a girl in the dark, for you know about it and nobody else does," is as true as it is clever. And it deals directly with those in the amusement park industry. However, sad to relate, too many park operators ignore this all too important morsel of advice. In discussing the whys and wherefores of a park's duty in attempting to attract the extra visitors to a city during a fair or exposition year, or to counteract any competition that may be offered because of the big event, that particular slogan comes to mind all the more.

"Operating an amusement business without advertising is like winking at a girl in the dark." How true! But if the author of that phrase won't mind, we'd like to alter it and say, "Operating an amusement business during a fair or exposition year without advertising is like winking at two girls in the dark." It's that important—in our estimation, that is—to beat the ballyhoo drums to entice the throngs.

### No Reason for Panic

First, let us state that there is no reason in the world why an operator of a park or amusement resort should get panicky at the news of a big fair or exposition opening in his vicinity. To be sure, the uppermost thing in one's mind at a time like that is to feel that the opposition will be too great, that the amusement-going public will probably forsake the park or long-



Jack Rosenthal

established resort for the fresher and undoubtedly bigger spectacle, and the only thing left to do is to close one's doors, throw in the sponge and yelp the proverbial "Uncle" cry of distress. How often just those things occur! Too often, we're afraid. While in the majority of cases owners of amusement parks do not close their portals because of competing fairs, they sit back and do nothing at all during the fair or exposition year or years. All of which is just as bad if not worse. And to our way of thinking they might just as well shut the gates as to take that stand.

A well-managed amusement park need not fear the opposition which might be expected from such a festival. Your Centennial and your Century of Progress and your Gala Exposition need not cut in on your own particular amusement park business. Even the greatest of all events, a World's Fair, need not offer competition. That is, it need not if you yourself do not let it. And so we come back to that business of winking at a girl (or was it two?) in the dark. If you don't do that no fair, exposition or pageant in the world can harm you. As a matter of fact, if you analyze the situation carefully a big special event which has the power to draw innumerable visitors to your city should, on the other hand, prove an asset instead of a detriment to your park during its existence.



Irving Rosenthal

# Park Operation During Fair Year

By Jack and Irving Rosenthal

The Rosenthal Brothers began their amusement career in New England by operating a carousel which they purchased with money they had saved. With profits from that they bought a Whip and then additional rides. Their first big investment was in Golden City Park, Canarsie, Brooklyn, N. Y., which they took over. They converted this dilapidated playground into one of the best money-makers in the outdoor amusement field. Then they built the Cyclone Ride in Coney Island, N. Y., which they have operated many years. In 1935 they took over management of Palisades, N. J., Amusement Park. Schenk Brothers made a fortune in that park but in later years devoted most of their time to the motion picture industry. The Rosenthals signed the papers two weeks before Decoration Day in 1935 and within ten days they made alterations and opened in time for the holiday. They turned the park into the big-money class in the first year and last year many innovations were introduced. This summer many other new ideas are planned.

### Will Bid for Visitors

We at Palisades Amusement Park have just that situation before us. In 1939, two years hence, what is predicted will be the biggest world's fair of all time is to be conducted within our environs. And are we fretting or planning to lay low during that period? We should say not! Situated as we are, atop New Jersey's picturesque Palisades cliffs, overlooking the Hudson River and its adjoining city of New York with its 10,000,000 inhabitants, we are going ahead to unleash the biggest promotion campaign ever attempted by any park. We realize that the New York World's Fair will pull into New York millions upon millions of tourists, and we are planning to do everything we can to entice those visitors to come over to Palisades during their stay in the city.

The New York World's Fair, like any special centennial or like attraction, will act like a mammoth magnet, drawing crowds to Gotham. Every train, bus, liner and plane will bring additional neophyte thousands, yea, millions, to the city for their first time. The new fad of trailers and private cars will transport even more newcomers, not to mention the millions of out-of-towners who have already visited the city and who will be brought back by the fair.

Taking all this into consideration, small wonder then that we, operators of a big playground, feel certain that we have something to offer that will appeal to this influx. In our two years of experience at Palisades we have discovered that with proper exploitation and operation we can entice those across the river to come to the park and whereas under former management only near-by Jerseyites were encouraged to attend, we were able to get many of New York's 10,000,000 to patronize Palisades. And in 1939, with many millions more flocking to the city, we are certain we will be sure to get many more to journey to our establishment.

### Rounding Up Fun Converts

Besides attracting guests to a city, a fair or exposition has another power which, if used to advantage by a park operator, can be transformed into additional patronage for him. A certain proportion of any city, town or hamlet, no matter how small or large, is amusement-conscious. That is to say, whatever the population of a city may be, not all the people make a practice of going to amusement parks. As a matter of fact, some have never visited one and have no desire whatsoever to do so. Over a period of time, of course, thru their attractions and advertising,

parks can appeal to their immediate public and create a certain number of new parkgoers each season. But in the main men in the park profession have found that their trade is usually the same from one summer to another with the exception, of course, of the town's new generation, members of which are added to the outdoor amusement-seeking lists annually. A single amusement park's appeal, however, is limited, and its ability to bear so-called new faces all the time is a long-drawn-out tussle.

With a centennial or exposition it is a horse of a different color. One big special event can make thousands of new amusement seekers overnight. The Aunt Tessie type who would never think of going to a park for a ride on the Scenic Railway or the studious boy who never could find time to relax on the Merry-Go-Round jump at the first sign of a fair or historic event. And they learn to ride the Scenic Railways and Merry-Go-Rounds. Then you can't give them enough of it. In park business we all know that the intrinsic devices and slides that make up a part of our diversion purveying have that indefinable something to draw them back. And that's exactly what a fair or exposition in your city will do for your enterprise.

### Working on 1939 Schedule

We expect the New York World's Fair to create millions of new amusement seekers in 1939 by attracting that percentage of Father Knickerbocker's 10,000,000 who never have thought of going in for such fun, as well as many more from suburban districts and out-of-towners in general, to become outdoor amusement-conscious. You can rest assured we are not going to ignore this new-born field of prospective parkgoers but are planning to appeal directly to them.

Many things can be done to bid for the trade attracted by an exposition in your immediate vicinity. The caliber of attractions and entire setup are naturally the initial step. You just can't expect to open your doors and have the fair crowds pour in without doing something. During a fair or expo year a park owner must open his pockets and prepare to spend some money to put across his project in the manner that it deserves. Alterations are, of course, of major importance, for one's park has to be as beautiful and as fresh-looking as the so-called competing festival. Old dilapidated stands and unpainted rides are certainly not going to attract any new business or even satisfy regular patrons once they've seen the modern,

alluring and electrifying concessions and games usually offered at expositions.

At Palisades we have already instituted a new modernistic lighting system, which when fully completed in 1939 is sure to rival the World's Fair no matter what it turns out. On top of that we have built three new rides for this summer which will gain in popularity and be some of our main attractions during fair year, and we have plans for other extra spectacles, the likes of which have yet to be seen. Concerning the new rides just completed, another item in this park versus fair discussion is raised. We discovered that the World's Fair organization was planning a ride for its midway similar to the Flying Turns at the last Chicago World's Fair. And so, rather than permit them to get the jump on us, we made rapid negotiations to erect a gigantic gravity ride to be known as Lake Placid Toboggan Slide. We hope to accommodate hundreds of thousands on this ride this summer and next and when fair year comes around we will have initiated a greater portion of the metropolitan area's parkgoers to the attraction.

### Really No "Competition"

It's this idea of getting the jump on the fair and exposition fellows that park men must practice. While you're not actually competing with them you've got to do things first if you are to appeal to their throngs and catch their overflow. In other words, a park should never allow an exposition to beat it to the draw, so to speak, when it comes to midway appeal. Rides and attractions have got to be as good or better, if possible, than those offered at the fair.

In the majority of cases no individual amusement park can compete with a one or two-year exposition as to size or entire facilities, altho, not wanting to appear egotistical, we think that because of the enormous proportions of Palisades we will be able to offer attractions equal to those of the World's Fair. But what one can't do on educational features one most certainly can and should do with amusements. Any exposition or fair has a limit to its amusement and midway features, and many times activities of administrative boards run to architectural construction and educational lines, leaving very little for the midway. When this occurs a park operator has a swell opportunity to take advantage of the situation if he will unloosen purse strings and elaborate on his amusement center, both in construction and promotion.

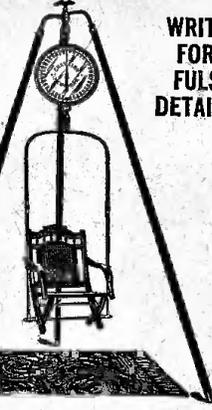
### New Acts To Be Sought

Supplementing Lake Placid Toboggan Slide, we have erected an Octopus, Radio and Flying Scooter, all new for this summer. Arrangements will also be started this year and plans definitely laid for a gala water show for 1939, which will be an Aquatic Cavalcade of tremendous proportions. Big names are always good amusement magnets, and so during the World's Fair season we intend to employ every big name band in the country, including Paul Whiteman, Guy Lombardo, Rudy Vallee, etc. Head-line radio and screen attractions are being contacted to make personal appearances at Palisades during the summer of that year, and thru our affiliations with Metro-Goldwyn-Mayer studios we intend to establish a subsidiary Eastern studio for them right on the park grounds so as to show exactly how motion pictures are made, using internationally known screen stars as subjects.

In this manner we hope to appeal to out-of-towners visiting the fair. All of the greatest outdoor thrill talent, most of which we now book each summer, will be shown as free acts at the park in 1939, and in this connection it might be interesting to report that we expect to take a trip to Europe this fall with George A. Hamid, the booking

(See PARK OPERATION on page 95)

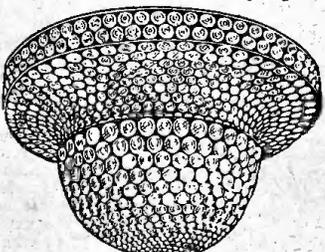
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**The Pool Whirl**  
By NAT A. TOR  
(All communications to Nat A. Tor, care of Cincinnati Office, The Billboard)  
**Rose Comes Back**

This department is in receipt of a most interesting letter from Producer Billy Rose. He explains his stand concerning accusations he is said to have made against the high-diving profession. "This in answer to your letter of March 18 concerning Ken and Viola Blake, high divers," Rose writes. "First, let me thank you for giving me an opportunity to answer. I appreciate the fairness of your position. It is rare indeed for an amusement column to open its doors to a producer. He is generally condemned without a hearing and, unless he runs an ad or goes into the newspaper business, there is no opportunity for him to answer."

Rose then explains the situation in Fort Worth last year by saying that over his protest one of the local boys was allowed to install a sort of carnival midway. "Its chief feature," he continues, "was a series of ham and bacon wheels, merchandise wheels and the typical blower games. Within a few days after the opening, the police department received various complaints from visitors to the exposition. Despite the assurance of the local gentleman who was handling this small midway, we very quickly realized that the entire outfit was operating on a crooked basis. In what purported to be a 10-cent game people were complaining to the police that they were being fleeced."

"I, naturally, determined that I and my staff would not take the rap for such shenanigans. Despite some local opposition, I was determined that the whole outfit should get off the grounds. But this was easier said than done. For reasons that I do not care to go into at present, the local authorities were only half-hearted in carrying out my instructions. The boys operating these concessions would lay low for a few days, but directly I left for New York, they would start running wide open again."

"Then to promote that part of the midway, the local operator engaged Ken and Viola Blake to do their high dive. Despite a contract that called for my approval before any midway attraction could be erected, their apparatus was put up. Naturally, I objected, knowing the purpose behind their engagement. Ken and Viola Blake probably didn't know why they had been engaged. I insisted that their apparatus be taken down and, under similar circumstances, for the rest of my producing life I would do likewise."

"I assure you most sincerely that I never said that I thought they were a small-time attraction. Human beings with the skill and courage to go off a 100-foot elevation into a small tank will never be small time in my opinion. As a matter of fact, the phase small time has no significance in my producing career. Some of the most skillful performers in America are working and will continue to work in small theaters. In my few years of active producing, I have never been influenced by the theater in which an act appeared."

"I am constantly auditioning unknown people. I think nothing of getting into an airplane and flying a thousand miles to see some attraction on a fair-grounds midway. The majority of the performers I presented in *Jumbo* at the New York Hippodrome were virtually unknown to the New York public."

"In other words, when anyone quotes me as calling an act small time, they are quoting me on hearsay rather than evidence. I saw Captain Blake's act. I thought it was one of the most effective acts of its type I had ever seen. I insisted that it be removed from the midway, not because I didn't appreciate it, but because it was necessary for me to eliminate a bit of petty larceny that was going on. Unfortunately, Ken and Viola Blake were the victims."

**Dots and Dashes**  
Mac Levy, who took over the Parc Vendome indoor pool last week as reported exclusively here, is advertising the tank extensively at the Women's National Exposition at Grand Central Palace, N. Y. C. . . . Ambassador inclosed natatorium in Atlantic City, N. J., packed 'em in last week with the Easter rush at the shore.—And don't forget to read the story by Jack and Irving Rosenthal, of the Palisades Amusement Park mammoth pool, in this issue!

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IT IS well known that amusement park owners, swimming pool proprietors, concession operators and the like have frequently suffered heavy losses in damages where patrons have been injured as a result of defective equipment such as broken boards in floors, obstacles in water, seats for spectators which break or collapse, poorly lighted stairways, steps, etc. After making a careful and thoro review of the recently decided litigations involving various points it seems to be universal law that a proprietor is bound to exercise ordinary good judgment and care in selecting and maintaining bathing-beach equipment and apparatus so that it may be used with reasonable safety by patrons. Also owners of amusement parks must use ordinary care to protect patrons against injury.

In other words, to avoid liability for injury to patrons proprietors, owners, operators and lessees must prove that the same degree of care was used to keep premises, equipment and apparatus free from defects and in repair as would be exercised by an ordinarily prudent and intelligent person experienced in operation of amusement parks, swimming pools and beaches under identical circumstances. Otherwise the injured person is entitled to a judgment for damages provided his own negligence was not the direct or proximate cause of the injury.

However, it is important to know that a proprietor is not required by law to anticipate unusual accidents. The law merely expects him to exercise ordinary care. Generally in controversies involving injuries to patrons there are differences of opinion as to whether the proprietor and his employees exercised ordinary care in maintaining the premises, apparatus and equipment safe. Therefore the facts of each case are carefully considered by a jury that may determine whether or not an injured person is entitled to a judgment for damages.

Obviously, therefore, owners, proprietors, operators and lessees of amusement parks, concessions, swimming pools and the like may readily and without great difficulty prepare to avoid liability for injuries. This preparation consists of doing certain acts which may be introduced in the event an injury occurs. And the purpose of this article is to review several higher court cases involving various phases of the law so as to clearly illustrate what to do to avoid liability.

### Pool Operator Avoids Liability

Various courts have held that neither an amusement park owner nor other proprietor of a public place, as a swimming pool owner, is liable for a consequence or injury which is merely possible, according to occasional experience, but only for a consequence or injury which is probable, according to ordinary and usual experience. The natural and probable consequences are those which human foresight can foresee because they happen so frequently that they may be expected to happen again. The possible consequences are those which happen so infrequently that they are not expected to happen again. In other words, a proprietor is bound to anticipate and provide against what usually happens and what is likely to happen, but it would impose too heavy a responsibility to hold him bound to guard against what is unusual and unlikely to happen, or what, as it is sometimes said, is only remotely and slightly probable.

Therefore a proprietor always may

# How Parks May Reduce Liability for Injuries to Patrons

By Leo T. Parker

Mr. Parker is a Cincinnati attorney, member of the Ohio bar and attorney and counselor of the United States Circuit Court of Appeals for the Sixth District and also a graduate machine designer.

He is known as a writer of informative articles on legal, mechanical, invention and business subjects, running the gamut of American business practice, mechanics and machinery, theater construction, warehousing and distribution, combustion, waterworks engineering, home and garden improvement, municipal sanitation, ceramic industry, purchasing agencies, bus transportation, quarrying, baking, jobbing, power, professional photography and building management.

He also at one time operated a theater of his own.



Leo T. Parker

avoid liability for an injury by proving that many other patrons had, under similar circumstances of the injury, performed the same act without injury. For example, in *Hair vs. Lynchburg*, 181 S. E., 285, it was disclosed that a man who was an experienced swimmer and diver and weighed 180 pounds was injured in making from a diving board what is called a "one and a half" dive. On this occasion he executed the dive and continued to the bottom of the pool until he struck the top of his head with such force as to fracture two vertebrae in his neck. As a result he was at once totally paralyzed from his neck down. He sued the owner of the swimming pool for damages. During the trial the swimming pool owner proved that during the past 10 years the pool had been patronized by an average of more than 15,000 people during the swimming season of each year and that the one-and-a-half and other fancy dives had been made innumerable times from the same diving board and there had been no accident except on one occasion when a drunken man had been slightly hurt and on another when a boy who was learning to swim hurt himself slightly in some way.

In view of this testimony the higher court refused to hold the injured patron entitled to a recovery and said:

"These facts, of themselves, seem to us to constitute indisputable proof that the construction and operation of the pool was reasonably safe for those who exercised a like degree of care in making use thereof, which is all that could be expected or required under the circumstances."

### Duty To Safeguard Children

The law is well settled that there is a legal duty on the part of proprietors to take precautions with respect to children which are not necessary in the case of adults who are able to understand, appreciate and avoid danger. Notwithstanding this latter rule, the owner of an amusement park or swimming pool is not expected to exercise unusual or a relatively high degree of care to safeguard small children against injury as by supplying a special or individual guard or attendant. The latest higher court case involving these important points of law is *Swan vs. Riverside Bathing Beach Company*, 294 Pac. 902.

The facts of this case are that a girl nine years old entered a swimming pool having water two feet deep at one end and about nine feet deep at the other end. The girl was drowned and her parents sued the corporation owner of the swimming pool for damages. Counsel for the parents contended it was negligence on the part of employees to permit a girl only nine years of age to enter the swimming pool without the special attention of a guard. In other words, the parents contended that if the guards were too busy to give her the necessary

attention she should have been excluded from the pool until such time as a special guard might give her such individual attention.

However, counsel for the swimming pool owner introduced testimony showing that the swimming pool was not inherently dangerous; that two regular life guards were kept on duty at all times. Therefore the higher court held the owner of the pool not liable in damages for the death of the girl.

In view of this higher court case it seems that to avoid liability for ordinary injuries to children in swimming pools the proprietor need only to supply regular guards who, of course, must use ordinary care to protect all persons from injury. Obviously, any evidence which tends to show negligence on the part of the owner of a swimming pool to provide a sufficient number of life guards to adequately watch and rescue inexperienced swimmers may result in liability.

For illustration, in *Brotherton vs. Manhattan Beach Improvement Company*, 50 Neb. 214, it was disclosed that a young swimmer was seen to go under water and not reappear. A boat was there but no man or guard was there to use it. As a result of this negligence the swimmer drowned and the higher court held the park owner liable in damages. Also, in another leading case, *Larkin vs. Saltair Beach Company*, 30 Utah 86, a bathing beach company entirely failed to provide for the rescue of bathers. On being notified that a swimmer was in danger of drowning no one was sent to his relief until several hours had elapsed. The court held it was negligence not to keep someone on duty to supervise bathers and immediately to rescue any apparently in danger.

### Law Applies to All Proprietors

The same law which requires owners, proprietors, operators and lessees to use ordinary care to prevent injury to patrons is applicable under all conditions to all apparatus and with respect to all parts of premises. By that it is meant that an amusement park owner or proprietor is not an insurer of the safety of patrons, but that he merely is expected by law to exercise ordinary care to prevent an injury. Therefore a park owner whose act or omission to perform a duty results in an injury to a patron cannot be held liable unless he was guilty of negligence involving a breach of duty.

One certain method to avoid liability is to have competent employees frequently inspect premises, apparatus and equipment so that if someone is injured testimony can be introduced proving that care was used to discover and remedy any and all dangerous conditions or defects. Obviously, therefore, the owner of an amusement place is liable in damages to all persons who come there at his invitation, express or implied, on any business, pleasure or

recreation, providing the injury is occasioned by the unsafe condition of the park or apparatus which is known to the owner and not to the patron, and also providing the owner of the park failed, after discovering the defect, to repair the same within a reasonable period.

On the other hand, various courts have held that the operator of an amusement park is not liable in damages for injuries sustained by a patron as a result of his own carelessness. For instance, in the late case of *Lappin vs. St. Louis Club*, 33 S. W. (2d) 1025, it was shown that a woman who was familiar with a park was injured when she was walking down concrete stairs. She sued the proprietor for damages. Counsel for the owner of the park proved that the stairs had been in existence without an accident for twelve years and that carelessness on the part of the woman resulted in the injury.

Altho the lower court held the owner of the park liable, the higher court reversed this decision and said: "It (owner or park) was not bound to make the stairway absolutely safe but was charged only with the duty to use ordinary care to maintain it in a reasonably safe condition. It would be liable only if the plaintiff (patron), using due care, was injured by an unsafe condition in the stairway known to it and not known to the plaintiff. . . ."

### When Danger Is Concealed

It is well-settled law that a proprietor always is liable in damages for an injury sustained by a patron as a result of a concealed danger of which the patron did not know and of which the proprietor did know. This rule is applicable to all hidden or concealed dangers. For example, in *Halligan vs. Westmont Loving Service*, 187 Atl. 729, it was disclosed that a woman went to a place of amusement, made inquiry as to where she could put her coat and was directed to a room in the building. She had been in this particular room on other occasions, but it had been altered since she had last seen it. In the room there was sufficient light from windows to enable one to see. At the far end of the room stood a table upon which the coats of other patrons were piled. The table was placed alongside a staircase leading from the room to a lower level. The woman fell down the stairway. She sued to recover damages. The higher court held the amusement company liable, saying:

"The defendant was under the duty of exercising ordinary care to keep the premises reasonably safe for those who came by invitation. . . . Under the testimony it appears that the danger of the open staircase was almost entirely concealed by the table, upon which the coats were piled high enough to prevent one from observing the rail paralleling the staircase. . . ."

### Risk Was Assumed by Patron

Another important point of law is that any person who performs a hazardous act when realizing the danger associated therewith is not entitled to recover damages for an injury thus sustained. This point of law is well illustrated in *Murphy vs. Willis*, 166 N. E. 173. In this case it was disclosed that a patron was seriously injured while riding on a moving platform. The injured patron filed suit against the proprietor for damages, contending that the injury was caused because the device was operated at a dangerous and high rate of speed. The proprietor defended the suit on the contention that, one who realizes the hazard of his act accepts all the dangers connected therewith so far as they are obvious. In accord with this argument, the higher court held the owner not liable, saying: "One who takes part in such a sport accepts the dangers that inhere in it so far as they are obvious and necessary, just as a fencer accepts the risk of a thrust by his antagonist or a spec-

(See HOW PARKS on page 93)

# American Recreational Equipment Association

By R. S. UZZELL

Dust blowing again in the dust bowl, frost in California, big strike in Detroit, March the worst month of the winter in Montreal, peach crop enormously injured by the cold snap in Georgia and Tennessee, unprecedented flood damage in the Ohio Valley, more labor strikes threatened, ravages of the flu still much in evidence and a cold Easter-tide are all together insufficient to dampen the ardor of amusement park men and cannot turn the slowly rising tide of optimism generated by an undertone of gradually improved conditions industrially.

The numerous strikes alone are an index of expanding industry. Labor leaders, radical and otherwise, do not risk a strike on stagnation or a receding scale of production. The extreme radicals deem it advisable to call a halt on some of their cherished schemes for interference with orderly procedure. You cannot be expected to ignore these adverse factors, but you should not let them blind you to the fact that America will carry on.

These are times which call for courage and vision, the well-reasoned variety that gets results and leads to victory. Our horizon has only mists where France has black, ominous clouds constantly threatening safety and peace. Unperturbed Paris goes steadily on with work of opening its exposition this spring. Since they do not falter when confronted with far greater perplexities, why should any American amusement men toss in the sponge?

### Co-operation Abroad

An International Traveling Show Congress is called for Paris in June. Those fellows over there are not quitting, either. They ask us to participate. Much can be learned from them, while some of their discussion could hardly apply here because of widely differing conditions confronting us. The fourth division on the "Order of the Day" does touch us vitally: (a) Conditions of entry and sale; (b) Patents; (c) Customs, duties. We have been taking over and sending photos of devices for them to copy (many of our devices have been crudely reproduced from photographs) or selling one device from which all subsequent ones are made and have been

seeking some method of protecting ourselves.

One man went over to sell his patent obtained over there, only to learn that five of his devices were already in operation. His prospective purchasers told him to stop infringements or make an allowance on the patent, price for the necessary procedure. We should cooperate, but how and to what extent does not yet appear. Contributions on the subject from our members with export experience will be gratefully received. Perhaps this matter should be handled by our export committee, with no authority to incur expense unless authorized by our executive committee.

The matter was officially presented to our national association but referred to us by President Harry C. Baker as being of more concern to us. We are open for suggestions. All who have been over there on the active front can speak from conviction. Lusse Bros., Dodgem Corporation, Maurice Piesen, Spillman Corporation, W. F. Mangels, Harry G. Traver, Harry A. Ackley, L. L. Custer, Eli Bridge Company, Sellner Manufacturing Company, H. F. Maynes, Leon Cassidy, Norman Bartlett and others can surely be helpful here.

The busy season is on, but this matter should impel you to stop and think, then let us hear your proposed solution. Better times bring out patent plates. How long shall we leave them undisturbed in the free use of our inventions? At this distance we should make sure of the permanency of this proposed organization.

### How NAAPB Started

Twenty years ago at the Hotel Astor in New York City was held the organization meeting which led ultimately to the present National Association of Amusement Parks and Beaches. We should forever keep green the memory of the three prime movers in that first meeting, Albert K. Greenland, New York, manager of *The Billboard*; Kiralfy, of England, and Harry E. Tudor, who has recently returned to us from England.

More than 500 attended the dinner at \$5.00 per plate. These three intrepid souls worked incessantly for weeks on that meeting and would not take no for an answer. Let us persuade Tudor to write it up so as to get it permanently into our archives. The writer was there but did not go thru the early discouraging work of this immortal trio. They assigned me five tickets. It was no easy matter to sell four of them. It is all an interesting story, but let Tudor tell it.



## A WINNING ATTRACTION FOR BEACHES, POOLS AND PARKS

HERE'S fun for your customers—and new profits for you. Wherever there's water enough to float on, there is a ready demand for these water-riding air rafts that bring new thrills to children and adults alike!

Ocean, lake, swimming pools everywhere and water-craft of every description take to these colorful air rafts as they, in turn, take to water. They bring new thrills to the thousands that love water-sports—and they bring new profits to sporting goods dealers, concessioners, pool owners, and boat-supply houses.

**CONSTRUCTION** Made from extra heavy jeans material, heavily rubberized and vulcanized. Colorful, permanent design applied with special rubber inks. Lock-type, nicked air valve permits pump or mouth inflation. When inflated, smallest Funfloate can support two adults; larger sizes three or more with safety.

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You will tear your hair if you overlook our marvelous new concession, X-RAY POKER, the greatest park game on the market today.

See X-RAY POKER smashing all records at Joe's, famous spot on the Boardwalk, Coney Island, N. Y.

Get the exclusive in your park NOW while the getting is good.

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## SCIENTIFIC MACHINE CORP.

1072 ATLANTIC AVE.,

BROOKLYN, N. Y.

## Large Dance Hall To Lease

for the summer months. Also Cafeteria and Dining Room, fully equipped, on percentage basis. Just a few remarks about Geauga Lake Park for the coming year. All last year's merchandise concessioners will be back for the 1937 season and all other help will be on.

**Geauga Lake Park, Geauga Lake, Ohio**

ALL AMERICA DANCES ON

**COOK'S DANCE FLOOR WAX--COOK'S PARAFFIN MIXTURE**

Increase your gate receipts.

FREE—Sample upon request.

**Frank C. Cook Co., 1017 19th, Denver, Colo.**

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Complete Fun House, 2 Shooting Galleries, Complete Coaster, Pig and Rabbit Games, Large Penny Arcade, 200 A. C. Motors, Calliaphones, Benches, Wheels, Scales, Concrete Mixer, Hundreds of Items of all kinds. Bring Cash! Get your bargain! Last Call!

A number of high-class amusement companies will operate the

# NEW 8-CAR WHIP

this season. Classy high speed, streamlined cars. Brilliant colors.

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# CEDAR POINT-ON-LAKE ERIE

1937 SEASON JUNE 12 TO SEPT. 6

Improved hotel accommodations and ground facilities, combined with better business, will make 1937 bigger than last year. . . . Several locations for new rides and amusement devices.

Reached by auto, bus, inferurban, railroad and lake steamers.

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**THRILLING NEW RIDE  
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Everybody wants to ride these mysterious, flashy, chainless, new kind of "bikes." Their unusual action pulls in the crowd and is a challenge to men, women, boys and girls of all ages. It's a thrilling ride, full of action and fun galore. Provides a real kick for young couples. Two can ride as well as one. Kids go wild over them. Greatest repeat ride out. A great concession for parks, resorts, pavilions, carnivals, dance floors, roller rinks, outside paths, ovals, etc.



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SPACE AND BUILDINGS ON MAIN MIDWAY FOR

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GAMES OF SKILL — PHOTO STUDIO

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SEASON 16 WEEKS

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1937 Models more attractive, more profitable than ever. The ride that has made good on dozens of Midways the World over.

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PRICED FROM \$1,150.00 Up

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### 1937 DE LUXE KIDDIE AUTO RIDES

MORE THAN 130 SATISFIED OWNERS.

"Made in three different sizes, for 1937. Model 'A' De Luxe 30-Car, seating 14 children, sells for \$1,350.00 F. O. B. North Tonawanda. Model 'B' De Luxe 8-Car, seating 12 children, sells for \$1,150.00 F. O. B. North Tonawanda. Special 20-Car Model for \$2,250.00 furnished on special order. Also Manufacturers of Blue Goose Kiddie Ride.

**ALLAN HERSCHELL CO., Inc.**  
NORTH TONAWANDA, N. Y.

## KOHR FROZEN CUSTARD FREEZERS

KOHR LEADS in the PERFECTION of the all Electric continuous machines. We have built these iceless units for five years. Our 1937 model is the greatest flash of them all. Many large Carnivals changing to the NEW KOHR AIR COOLED All Electric machines. Several reconditioned Deluxe model ice and salt machines available. If you want the best, buy a KOHR.

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Frelinghuysen Ave., NEWARK, N. J.

"New Jersey's Most Popular Playground."

Drawing population over 4,000,000. Radius of 5 miles. Have opening for Concessions of every description. Two choice locations for Rides.

VICTOR J. BROWN, President and General Manager.

## Long Island

By ALFRED FRIEDMAN

**FROM ALL AROUND:** No question but that there's a much happier side to depression so far as Long Island territory is concerned. Where money formerly trickled in slowly, there is now an increased volume, coupled with a quickened spending pace. Theater and night club receipts have upped considerably during the past two or three months. The whole thing seems to be the forerunner of a new confidence on part of Long Island amusement people and an indication of an ensuing boom.

Robert Moses, head of the Long Island State Park Commish, feted and in attendance were found virtually all of leading lights in the Island's public park field. Some doubt as to whether O'Hagen's in Broad Channel, damaged by fire, will be restored. Spot was always one of the Island's big money-takers. A number of improvements were made at Jones Beach during the winter and Ben (See LONG ISLAND on page 94)

### Seccaium to Have 16 Rides

BUCYRUS, O., April 3.—With 16 rides, band concerts, free attractions and fireworks, season of Seccaium Park here will open on Decoration Day, said Manager R. A. Jolly. Week-end dancing will be started on May 1. After formal opening the park will have nightly dancing and will play name bands every two weeks, he said. A big season is anticipated by the staff and several large industrial outings are on the books.

### Life Guards on City Pay

ROCKAWAY BEACH, N. Y., April 3.—Largest life-saving crew of its kind in the world will presently be recruited here, and the first batch of the huge contingent goes on duty about Decoration Day. Number of guards on the Rockaway Peninsula, from Far Rockaway to Rockaway Point, should approach 275, and will be under a half dozen chiefs. All salaries are borne by the City of New York. Lifeguard pay runs at \$5 per diem. Before New York City took over the beach front, virtually all lifeguard salaries were defrayed by bathing pavilion operators and public contributions.

LANSING, Mich.—Michigan department of conservation, park division, granted a three-year lease to George S. Rye, for the concession in Monroe State Park, three miles from Monroe. Mr. Rye has been connected with the Park Hotel, Monroe, 23 years.

BALLSTON LAKE, N. Y.—Preparing for its fifth season, management of the White Beach here, which has been drawing bigger crowds each year, plans to add rides and concessions. A new dance floor has been completed, said J. B. White.

## The Aristocrat

No. 19 BIG ELLI Wheel made especially for the Amusement Park. 55 feet high; 16 seats, 82 to 140 paid fares per trip. Always an A-1 dividend-payer, and a ride with established drawing-power and popularity with the Public. Like all BIG ELLI Products, the No. 19 is built to give many years of dependable service.

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I have a number of used single units suitable for Parks or Shows. There are no used dual units available. Partmen. I have a number of prospects who are interested in purchasing a dual Loop-o-Plane to book with a reliable Park in a good location. Write or telegraph

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### PUBLIC ADDRESS EQUIPMENT

Outdoor and Indoor Complete Sound Systems. By the Oldest Manufacturers. Most Complete Line from Small Bally-Hoo Set to Largest Park Installation. Also Sound Truck Systems.

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### ELABORATE 50-FT. PARK MACHINE FOR SALE

at a Bargain Price. Troupers Baby "Big" Model Carry-Us-All complete, \$2,500.00 Cash. F. O. B. Baby "Q" Carry-Us-All complete, \$4,250.00 Cash. Order placed now assures you of Spring Delivery. Details to C. W. PARKER AMUSEMENT COMPANY, Leavenworth, Kansas.

### BAR B-Q SAUCE, HAMBURG RELISH

Superior method to make. Sells your Sandwiches. Each for \$1.00.

### ZEHNDER SALES

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### A REAL BARGAIN FOR CONCESSIONAIRES!

Finest, most interesting modern Race Game of Skill (Aviation) exciting, repeats. Real Money Maker. Successful during one season trial at Coney Island. 12 Units, 22x22x12 ft., \$750.00, cash, balance terms. Write

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110 17th St., West New York, N. J.

### WILL SELL

at sacrifice, half or all interest in N. J. waterfront

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Drawing power N. Y. City and New Jersey. Inspection invited. BOX 778, care Billboard, 1584 Broadway, New York City.

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Music Rolls for Artizan (North Tonawanda) Instruments. Cardboard Music for All Makes. Tuning and Repairing. Bargains in Newly Transformed Organs.

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### FOR SALE

MINIATURE STEAM LOCOMOTIVE and Tender. (15-Inch Gauge).

Completely rebuilt and refinished; in A-1 condition. \$500 FOR QUICK SALE

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### We Want a Carnival

Or Circus or Rides for the 2d, 3d and 4th of July, or June 24th, 25th or 26th.

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MILES CITY, MONTANA

### BLOOD PRESSURE

COIN MACHINES, original, patented. The biggest hit of the year. Hundreds now on display throughout country. Ideal for Fairs, Resorts, Drug Stores, etc. Operated with or without an attendant. Exclusive territory arranged. Now at \$39.50. Send for illustrated circular. LAUF-MANOMETER CORP., 4522 Park Ave., New York City.



P. G. BERRY, manager of Lake Cisco Amusement Company, predicts the best season this year in history of the Cisco (Tex.) resort, which has swimming pools, dance hall, skating rink, boating and concessions. Rides and other attractions are to be added this year. Manager Berry opened the Cisco spot in 1927, serving two years. Since his return in 1935 business has continually improved.

# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

THIS PARTIAL list of entries was given by Manager Fred Martin, Arena Gardens Roller Rink, Detroit, where the first national amateur roller skating speed championships were on while this was being written, dates being April 2-4: Joe Ketter, Ohio one-mile champion; Frank Aermes, Ohio half-mile champion, sent by Norwood Roller Club, Cincinnati; Harry Schierbaum, 1937 Chicago and Illinois State champion; Edward Chuddy and Harold Saindon, from the 302nd Armory Rink, Chicago, sent by Joe Laurey; Floyd Christopher, from St. Louis Palladium Rink; Rodney Peters, representing St. Louis Champions, sent by Rodney Peters; Hershel Rhodes, city rink champion, from East Liverpool, O., sent by Melville A. Wood, Winland Auditorium, East Liverpool; John R. Uebel, running first at Canton, O. and at Cedar

MANAGEMENT of Arena Rink, Hackensack, N. J., declares it is skating on an average of 4,000 a week without the aid of a roller club, hockey or racing.

CONTINENTAL Thrillers, doing speed and fancy skating with Leon and Eddie's Revue, opened last week in Portland, Me., after playing the week before in Hartford, Conn., reports Ralph E. Collins.

BETTY CANTWELL and Harry Leech, skating dance team are at Evergreen Casino, Philadelphia night club.

EARLE REYNOLDS, veteran skating and rink authority, announced from New York that the Helen Reynolds Skating Champions, nine-girl roller act, is all set for several months of near-steady work. The Reynolds clan, resting this week in Manhattan for Hartford and Waterbury Shrine Circus dates, is tentatively set for a return engagement at Loew's State Theater in New York late in the month. Act played the big Paramount testimonial party for Adolph Zukor at the Waldorf-Astoria on March 30, and has

**New Stickers**

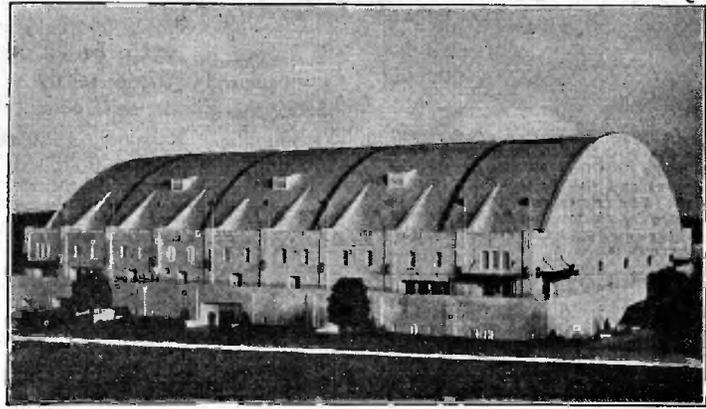
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**Tie up National Campaign to promote  
ROLLER SKATING  
CHICAGO ROLLER SKATE CO.**



ROLLER SKATING may hold sway this summer in the new Hershey (Pa.) Ice Rink, and definite announcement is expected soon. It was opened on December 19 and seats more than 7,000 for hockey and ice events and 10,000 spectators for basket ball and other sports. The building, without floor obstructions of any sort, is 232 by 362 feet and roof is 100 feet above the floor.

Point, O., for two years; from Dover, O.; sent by Eli Studer. Women entries: Nancy Flick and Vivian Bell, from Roller Drome Skating Club, Cincinnati, sent by William F. Sefferino, Mary Lou Clark from the Roller Drome Skating Club, Cincinnati, intermediate champion in Ohio; expected to enter senior class as there is no intermediate.

JOHNNY UEBEL, Dover (O.), roller speedster, who has been retained by management of Studer's Rink, near Dover, as instructor for beginners, holds weekly classes and gives exhibitions at each session.

16 weeks of fair and park dates lined up via the George Hamid office for this summer and fall.

Ohio and Tri-State combination roller skating races at Norwood Roller Rink, March 28, under auspices of Norwood Roller Club of Greater Cincinnati. Meet was sanctioned by Ohio State Amateur Skating Association, Inc., and under rules of the Amateur Skating Union of U. S. A. Officials in charge were Otto J. Albrecht, O. S. S. Association, Cleveland and the Ohio State Amateur Athletic Union Officials' Association of which Hi-Baurittel (Bartell) is president. Armand J. Schaub was general chairman of the meet. Winners under A. S. U. rules were: Girls' intermediate class, first, Mary Lou Clarke, Cincinnati, 90 points; second, Ruby Call, Dayton, O., 50; third, Betty Jackson, Ft. Thomas, Ky., 40; boys' intermediate class, first, Arthur Emanuel, Cleveland, 90; second, Bill Rhodes, Louisville, 30; third, Carl Severino, Youngstown, O., 20; Howard Herrman, Cincinnati, 20; John Hogg, Youngstown, 20; men's senior class, first, Frank Vermes, Cincinnati, 40; Robert Hamilton, Cincinnati, 40; second, Stephen Deters, Cincinnati, 30; Joe Ketter, Cincinnati, 30; third, Earl Weimer, Cincinnati, 10; Pete Pollock, East Liverpool, O., 10. Final position and time: Girls' 1/4-mile intermediate, first, Mary Lou Clarke, Cincinnati, time, :59 2/5; second, Ruby Call, Dayton, O.; third, Betty Jackson, Ft. Thomas, Ky.; girls' 1/2-mile intermediate, first, Mary Lou Clarke, Cincinnati, time, 2:00; second, Ruby Call, Dayton; third Betty Jackson, Ft. Thomas, Ky.; girls' 1-mile intermediate, first, Mary Lou Clarke, Cincinnati, time, 4:03 2/5; second Betty Jackson, Ft. Thomas, Ky.; third, Ruby Call, Dayton; boys' 1/4-mile intermediate, first, Arthur Emanuel Cleveland, time :52 4/5; second, Carl Severino, Youngstown, O.; third, Bill Rhodes, Louisville; boys' 1/2-mile intermediate, first, Arthur Emanuel, Cleveland, time, 1:44; second, Howard Herrman, Cincinnati; third, Bill Rhodes, Louisville; boys' 1-mile intermediate, first, Arthur Emanuel, Cleveland, time, 3:15 3/5; second, John Hogg, Youngstown; third, Bill Rhodes, Louis-

ville; men's 1/4-mile senior, first, Frank Vermes, Cincinnati, time, :52; second, Bob Hamilton, Cincinnati; men's 1/2-mile senior, first, Stephen Deters, Cincinnati, time, 1:43 3/5; second, Robert Hamilton, Cincinnati; third, Frank Vermes, Cincinnati; men's 1-mile senior, first, Joe Ketter, Cincinnati, time, 3:28 3/5; second, Earl Weimer, Cincinnati; third, Pete Pollock, East Liverpool, O. Gold, silver and bronze medals were awarded to first, second and third place winners by Norwood Roller Rink, Incorporated.

Joe Laurey and Bill Henning, Armory Rink, Chicago, say business there is flourishing. Apparently Manager Fred Leiser caters to good-class patronage and finds it paying.

Fred Murree, 76-year-old Indian, who can still give a wonderful show despite the weight of Anno Domini, says he found most rinks he visited in the East, during three months of touring, doing very well. He recently spent an enjoyable time at Revere Beach, Mass., and met some old friends he had not seen in many years. Said he had a fall there during his show, while doing a one-toe spin, a rare event for him. Fortunately, our European skaters don't favor chewing gum and we don't find it deprecated on our floor.

### Current Comment

By CYRIL BEASTALL

DERBY, Eng.—From many letters recently received from across the pond, one realizes that roller rinks, as a whole, are doing excellent business over there. Johnny Davidson, whose exhibition work has been going on for several decades, tells me that all rinks in and around New York City are doing exceptionally well. Norman Skelly and John Shefuga, Boston, who skated from Boston to Los Angeles in 55 days toward end of last year (congratulations, Skelly and Shefuga, on a feat of endurance which was truly remarkable), have told me that Rollerdrome, Shrine and Lincoln Park rinks, in Los Angeles, are packing them in. Skelly sends a picture of the Shrine interior and speaks highly of the courtesy of General Manager William Wood. Said there were 980 skating the night he dropped in.

Mahager Shaw, Winnipeg Rink, seems an enterprising person and an enthusiast as well. Said their fancy skating club has 350 members and they just want to go ahead with improvement in their standard of dance skating and figures.

By the way, Fred Murree tells me that in his recent travels he found many rinks all for the move to have rollers in the 1940 Olympiad but they mostly seemed to be concentrating on speed trouts and little being doing in the fancy skating line. Surely, there should be more interest taken in figure skating if the thing is to be done thoroly.

Glad to hear that Fred Martin and the people at Arena Gardens put the (See RINKS on page 124)

**The First Best Skate**

**QUALITY**

**RICHARDSON BALL BEARING SKATE CO.**

Established 1884.

3312-3318 Ravenswood Avenue, Chicago, Ill.

**The Best Skate Today**

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Location for Roller Rink—capable of 500 Skaters or Better. All New Equipment. Experienced personnel. Write or wire

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**REWOODING**

FIBRE WHEEL HUBS  
HARD MAPLE

RACING HUBS  
HARD ALLOY

**FRANCIS J. BALDWIN, 240 S. DIAMOND ST., RAVENNA, OHIO**

# G. L. BEING REMADE

## Cleveland Expo Grounds Scene Of Space Reallotment by Heads

*Congestion on midway will be affected by rerouting of bus transportation—changes are to be seen in physical makeup of plant—shows, rides, concessions booked*

CLEVELAND, April 3.—With activity renewed on Great Lakes Exposition grounds, Director General Lincoln G. Dickey, Associate Directors Almon R. Shaffer and Peg Willin Humphrey; Frank D. Shean, in charge of midway concessions, and John R. Gourley handling Streets of the World, spent several days this week working out reallotment of space and remaking of the physical structure to meet demands of new concessions. One of the most important decisions insofar as midway concessions are concerned was the rerouting of intramural bus transportation. Last year busses ran the length of the midway to Streets of the World entrance and retraced to the main entrance on Lakeside avenue. This has been drastically changed.

Busses will take the outer route by the lake upon entering the midway sector to and from the blimp field. This will leave the midway free from congestion of bus passage and will increase selling value on both sides. A new feature will be a 10-cent round-trip fare from west terminal at foot of the Bridge of Presidents to Streets of the World and blimp field, returning by way of the Firestone Exhibit and Aquacade.

### Many Features Signed

Among major attractions of course will be the Aquacade, which Billy Rose is handling and which will prove the great draw in its sector. In Streets of the World will be Rose's Pioneer Village, with appropriate entertainment. The Byrd Ship will return to the midway Lake Erie front and the Show Boat, to be a popular-priced spot, will be placed between the midway Streets of the World to command a view of nightly fireworks displays. Water transportation is assured in return of speed boats, cabin cruisers and other craft to bring visitors from the farther suburbs to the grounds. They will also offer pleasure rides.

The midway soon takes on a lively aspect with many features of international scope. Ripley's Believe It or Not

(See GREAT LAKES on page 92)

## Mutuels Bill in Arkansas Given Veto From Governor

LITTLE ROCK, Ark., April 3.—Governor Bailey vetoed the House bill which would have legalized pari-mutuel betting on horse racing at county fairs. Representative Ivy W. Crawford said he sponsored the bill to promote live-stock breeding and to benefit Mississippi County Fair and that believed that its passage would help county fairs in the entire State.

He said many county fairs had to be discontinued and declared "there is no comparison between race betting on a modest scale at a track virtually owned by the public and the operations at privately owned tracks like the one at Hot Springs, Ark."

Officials of county fairs pleaded for signing of the bill as an aid to restoration to county fairs. Clergy led the opposition, arguing that "fairs were coming back without resorting to any such scheme."

## Wisconsin Takes Extra Day

MADISON, Wis., April 3.—Wisconsin State Fair, Milwaukee, which had an all-time attendance record last year during its eight days, will be extended to nine days in 1937, with premiums hiked \$19,000 to a total of \$72,000, said Manager Ralph E. Ammon. State Fair Division, Wisconsin Department of Agriculture and Markets, has spent \$39,000 in grounds improvements, with the WPA spending additional sums.

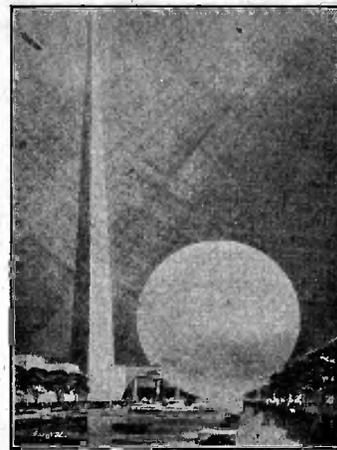
LUXEMBURG, Wis.—Julius Cahn, secretary of Kewaunee County Fair, has returned from his annual sojourn, visiting Florida fairs and other points, and have final written after it along in 1931. fair which will be combined with a homecoming celebration. He reports a successful 1936 fair.

## Sloan Auto Racing Firm Will Continue

CHICAGO, April 3.—American Booking Agency, Inc., founded by the late J. Alex Sloan, will continue to function as a sponsor of spectacular speed under direction of Mr. Sloan's only son, John Alexander Sloan Jr., who has emerged upon the automobile racing horizon much as his noted father, in a transition from the newspaper field to sports promotion.

The name of J. Alex Sloan will stand out pre-eminently in sports history as one of America's leading automobile race promoters. His son has been associated with automobile racing ever since he was 6 years old, and is well qualified to engineer his late father's business. His long association with his father and his practical experience derived on the road, coupled with 10 years with *The Chicago Tribune*, *Herald* and *Examiner* and *Daily News* has given him a publicity background, wide acquaintanceship and aggressive and enterprising methods that should carry him to greater efforts in auto race promotion.

While 1936 was probably one of the most successful years in Alex Sloan's 30-odd years of auto racing, he looked forward to 1937 with more optimism than ever. With support of the same efficient organization, the American Booking Agency, Inc., has already launched forth into 1937 promotional activities to blaze a trail which it hopes will be unequalled in annals of gasoline sport.



ARTISTS' conception of what will be the two landmarks of New York World's Fair in 1939, the needle-like Trylon and the Perisphere, 200-foot ball. The structures will be connected by a ramp and will be located in the approximate center of the fairgrounds.

## Activities Planned At Erie Expo Plant

ERIE, Pa., April 3.—The old Erie Exposition grounds have been leased as a seasonal recreational park with an Erie Exposition date possible later in the season, according to information given *The Billboard* by Charles R. Rubins, who is here. Except for an effort two years ago, there has been no fair here in ten years.

The expo plant, 110 acres, has the buildings formerly used at the annual Erie Exposition. There is a half-mile track and it is said that a riding academy, auto races, celebrations, convention outings, horse racing, dog show and a fair are among activities planned this season.

There has been talk that if pari-mutuel betting is legalized, the Erie track will be one of those to come under the new law.

## Watch for These Name Articles

Beginning at an early date, *The Billboard* has arranged to publish a series of by-line articles as regular-issue features—articles by men who have established a name for themselves and are authorities in their respective fields. These articles should be not only interesting but helpful to those engaged in the amusement industry. Following are the names of some of the authors and their topics, also some of the names of other writers:

### Fairs

Ralph T. Hemphill: "Is the Day of the Fair Over?" Maurice W. Jencks: "Broader Fields for the Fairs." Fred A. Chapman: "Popularity of County Fairs Returning." P. T. Strieder: "Prosperity and Fairs." W. R. Hirsch: "Carnivals' Connection With Expositions and Fairs." L. B. Herring Jr., Charles A. Nash, E. L. Richardson, Raymond A. Lee, Frank H. Kingman, A. W. Lombard and Howard W. Power.

### Parks

Herbert F. O'Malley: "How Parks Will Meet Added Public Interest." Harry C. Baker: "We Are on Our Way." Henry Wagner: "Park Lessons of 33 Years." Rex D. Billings, Paul H. Huedephol, Paul C. Morris, A. R. Hodge, A. Brady McSwain, Hoyt Hawk and Otto Wells.

### Circuses

Paul M. Lewis: "Should the Circuses Adopt a Code of Fair Trade Practices?" Clyde Beatty: "Arena-Struck." Jess Adkins, Zack Terrell, Floyd King, R. M. Harvey and Robert E. Hickey.

### Carnivals

Chris M. Smith: "Forty Years of Carnivals." Thomas W. Kelly: "Two Midway Evils—Promiscuous Use of Passes and Jam Openings." Walton de Pallaton: "Hilderbrand—the Showman." Starr DeBelle: "Humorous Side of Trouping." R. L. Lohmar, W. R. Harris, Orville W. Hennies, Tom Terrell and Eric B. Hyde, Joe S. Scholibo and Jack V. Lyles.

## World Trade Improves

LEIPZIG, Germany, March 31.—The rapid improvement of business conditions is shown by records of Leipzig Fair just closed. Attendance this year was 278,000 from seventy-four countries in every corner of the globe, establishing a new record for the 700-year old fair. It comprises 8,897 exhibits, a gain of 10 per cent over 1936. There were more than 83,000 exhibitors and buyers from 100 foreign countries compared with 25,000 last year. Foreign exhibits were doubled in comparison with the previous year. American participation showed an increase of fully 100 per cent. The world has watched the Leipzig Fair for centuries as a barometer of world conditions.

## Memphis Plant In Easter Fire

*Damage to cattle building and parade floats heavy—business firms will aid*

MEMPHIS, April 3.—An Easter fire that destroyed Mid-South Fair cattle barn and 87 Cotton Carnival floats will result in the most striking parade in the city's history, carnival officials promised. Twenty-one brilliantly lighted and decorated floats are planned to replace those burned, with business firms jumping in to take care of costs.

"Loss of the cattle exhibit building is a serious blow to Mid-South Fair Association," Manager Frank D. Fuller, said. "We can't have a fair without it and cattle and 4-H Calf Club Shows held there are among the most important attractions of the fair."

The building was insured for \$900, with city park commission and Cotton Carnival Association sharing the premium. The fair association carried \$4,000 insurance on floats and equipment. However, total damage was estimated as high as \$50,000. Origin of the fire was undetermined. A lesser fire was put out a few hours before the disastrous blaze, officials reported.

## Swenson Will Continue With Sloan Organization

CHICAGO, April 3.—Austyn O. Swenson, whimsically known as the late Alex Sloan's "Hired Boy," and up until Mr. Sloan's death, his right-hand man, continues to be associated with the organization founded by one of the country's outstanding sports figures and successful automobile racing promoters.

Mr. Swenson's versatility as booking agent, circuit manager, publicity writer, advertising lay-out man, and his general managerial qualities, together with his wide knowledge of automobile racing gleaned over the past 17 years, makes him invaluable, officials believe, in a productive capacity to the firm, which will continue to operate as the American Booking Agency, Inc.

## Talk of Admission Tilts Continues in Eastern Ohio

CANTON, O., April 3.—Several larger eastern Ohio county fairs will boost admission prices, following the lead last fall of Stark County Fair here, Secretary Ed S. Wilson said.

"There are a number of larger fairs making extensive improvements after being dormant during depression, others are appropriating larger amounts for races, acts and premiums and others are planning bigger midways," he said. "To better these annuals the boards must have more revenue and an admission boost is the best solution."

Mahoning County Agricultural Society announced admission to the Canfield Fair will be 35 instead of 25 cents, latter charge having prevailed many years. Tuscarawas County Agricultural Society proposes to advance admission to 35 cents in Dover and, according to reports, Columbiana County Agricultural Society will meet to adopt a new admission scale.

— The only "Thrill-Day" Sensation that is continually in the headlines of newspapers and magazines —

# CAPT. F. F. FRAKES

## Deliberate AIRPLANE CRASH

SEE CHICAGO SUNDAY TIMES, MARCH 13, AND POPULAR AVIATION, FEBRUARY ISSUE  
25,000 TO 50,000 IS A "FRAKES CROWD"

THERE ARE A FEW DATES LEFT FOR THIS MIRACLE OF SHOW BUSINESS — THE GREATEST CROWD-PULLER KNOWN

THE CAPT. FRAKES "THRILL-DAY" PROGRAM ALSO INCLUDES A FULL SHOW OF RACE TRACK EVENTS— "DYNAMITE DRIVE"—"ESCAPE FROM SATAN"—"AUTO-COLLISION"—"ROLL-OVER CAR"—"SUICIDE LEAP" AND A LONG LIST OF OTHER FEATURES.

A SUCCESSFUL GRANDSTAND IS A SUCCESSFUL FAIR

— LET US SUBMIT A SUCCESSFUL SHOW —

ACTS----REVUES----RODEOS----BANDS----RADIO  
STARS----MUSICAL EXTRAVAGANZAS----EUROPEAN FEATURES

FOR FAIRS--:--PARKS--:--CELEBRATIONS

# BARNES - CARRUTHERS

FAIR BOOKING ASSOCIATION

121 North Clark

Chicago, Ill.

## "Building of an Empire," Theme Of Drama-Exhibit in Fort Worth

FORT WORTH, Tex., April 3.—"The Building of an Empire" will be subject of a dramatized industrial exhibit in the new Will Rogers Memorial Coliseum, to be added to Fort Worth Frontier Fiesta layout this year. The new Auditorium, adjoining the Coliseum, also will be used but type of entertainment there has not been disclosed by the board.

Coliseum will be floored and a huge painting, a portable mural, will encircle rear of the boxes, hiding all other seats in the building. This painting will be more than 500 feet long, according to plans, and will depict building of Texas. Portion of painting behind a certain section of the industrial exhibits will illustrate the industry of that section and so on. Exhibit is to be more on the order of a dramatic show than of the usual static display, according to Billy Rose, who thought of it. W. S. McHenry, signed to line up exhibits for this attraction, had charge of similar work with Chicago's A Century of Progress, San Diego Exposition and Texas Centennial Exposition, Dallas.

This year main entrance to the show-grounds will be moved from the two blockhouses at head of Sunset Trail to in front of the Coliseum and an esplanade will connect Coliseum, Auditorium and Sunset Trail.

Acts are being sought by Rose for Casa Manana Revue and he is negotiating with name orchestras for Casa Manana. Only person definitely signed is Everett Marshall, singer here last year.

Boyce House, in the show's publicity department last year, will have charge of Texas publicity this year. Ned Alford, who arrived on March 30, will again handle national billing. Plans for a 1,000,000 advance ticket sale are being discussed by officers and Harry P. Harrison, gate admission guarantor of the other shows.

Another search for a 1937 Texas Sweetheart No. 1 in a contest is being launched. Instead of a \$5,000 gold mesh dress, this year's sweetheart is to wear

500 yards of satin in what is to be known as the largest dress in history of the theater. First call for showgirls and dancers for Casa Manana Revue on March 25 brought out 500 girls but only 60 were chosen. Calls are to be made in Dallas and New York, if enough suitable dancers and showgirls are not forthcoming here.

Landscaping of grounds began this week. More trees are to be added to the dozen that were planted last year. Temporary Centennial buildings will be repaired and repainted and a few concession structures will be torn down.

### Capt. Frakes in the News

CHICAGO, April 3.—Capt. F. F. Frakes Barnes-Carruthers ace daredevil thrill-day attraction, who deliberately crashes airplanes at fairs and draws crowds from 25,000 to 50,000, is "crashing" the headlines of newspapers and magazines with regularity these days. The *Chicago Sunday Times* of March 13 had a full-page feature story about him, and the February issue of *Popular Aviation* had three pages of cuts and reading matter devoted to the pilot's death-defying exhibition. Fox Movietone News is keeping a film record of the "crack-ups," their cameramen having shot at least a half dozen to date.

### Colo. Mutuel Bill Advanced

DENVER, April 3.—A bill to legalize horse and dog racing and pari-mutuel betting has been ordered printed by the finance ways and means committee of the House of Representatives, and is designed to raise revenue, 80 per cent of which is to go into the general fund and 20 per cent into a state special advertising fund, advertising is to be used to attract tourists and others to the state.

TOBY WELLS      Phones: Delaware 2755-2759      BERT CLINTON  
**PERFORMERS CONSOLIDATED ATTRACTIONS**  
Performers' Club of America Bldg., 643-9 North Clark St., Chicago.

ACTS and ATTRACTIONS of ALL KINDS  
For Parks, Fairs, Celebrations and Indoor Circuses. Always pleased to hear from recognized

ACTS OF MERIT.  
Chicago's Only Artists' Representatives Dealing Exclusively in Outdoor Attractions.  
Fair Secretaries and Managers—Would be pleased to be advised when your Attractions Committee will meet.

### Close Control

—By WHITNEY MURRAY—

Secretary of Pine Belt Circuit and Wadena (Minn.) County Free Fair.

Our 1936 annual was the largest in the 28 years of this fair. Attendance was 52,000 and exhibits in spite of a poor farm year, were the largest we ever had. We had capacity crowds at grandstand performances every show and large overflow at several of them.

We have operated eight years with an independent midway and will do so again this year. This has made it possible to very closely control shows and concessions and keep them on a high plane. We insist on the public getting a fair value for their money and no high-powered games are permitted to operate. This policy will be continued.

We have purchased 15 acres adjoining grounds to give room for an enlarged midway and to give more auto parking space. This will be developed and used this year. We are also building a modern addition to the grand stand to seat 3,000. That will give grand stand seats for 5,500. Under the new part will be rooms to house 4-H Clubs. We are also building a new 4-H Club exhibit building. Water and sewers will be extended.

The first day WLS National Barn Dance will be the entertainment feature. Adams Rodeo will provide entertainment for the next two days and last-day programs are yet to be completed. This will provide practically complete changes, which we find to be necessary. We have been giving an automobile as a grandstand puller and expect to do so again this year. We expect to provide



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CHICAGO  
Can furnish any type of Entertainment for  
**FAIRS, INDOOR SHOWS and CELEBRATIONS**  
Write us when your attractions committee is going to meet.

some pullers for children on Children's Day, probably bicycles. On three afternoons we give away bull calves of best dairy breeds to farmers as a means of distributing good blooded bulls and as an attendance pullers. Creameries cooperate in this.

## Fair Secs Frown Upon Carnival License Law in North Carolina

MEBANE, N. C., April 3.—"Here it is and it looks as tho we will have to 'put up' with it and like it for two years, anyway."

This is the message of C. S. Parnell, secretary of Six-Counties Fair here and secretary-treasurer of North Carolina Association of Agricultural Fairs, in a letter to members transmitting the latest State tax law affecting fairs and carnivals and which cannot be amended until next session of the Legislature two years hence.

The association had gone on record favoring legislation which would do away with so-called promotional fairs and which would exempt carnivals playing established agricultural fairs. The law does not take care of either of these desired provisions.

"This letter is going to be somewhat of a disappointment to those who really want legitimate agricultural and educational fairs," wrote Secretary Parnell, "nevertheless it is true that the Legislature did pass a law taxing carnivals \$200, whether they play real agricultural fairs, so-called fairs or just 'still dates.'"

### License for Rides

It is expected that carnival companies will insist that the \$200 tax imposed for each week or any part thereof be absorbed by the fair associations with which they contract. The license fee, it is declared, will not necessarily be prohibitive for promotional fairs, and at any still dates auspices committees will be expected to take care of the license imposed upon carnivals which the contract.

The law further provides "that when a person, firm or corporation exhibits only riding devices, which are not a part of nor used in connection with any carnival company, the tax shall be \$10 per week for each riding device and no additional tax shall be levied by counties, cities and towns under this provision.

"If the commissioner of revenue shall issue a State license for any such show, exhibition or performance in any county or municipality having a local statute prohibiting the same, then the said State license shall not authorize such show, exhibition or performance to be held in such county or municipality, but the commissioner of revenue shall refund upon proper application, the tax paid for State license.

### One-Year Operation

"No person, firm, or corporation, nor any aggregation of same, giving such

shows, exhibitions, or performances, shall be relieved from the payment of the tax levied in this section, regardless of whether or not the State derives a benefit from same. Nor shall any carnival operating or giving performances or exhibitions, in connection with any fair in North Carolina, be relieved from the payment of tax levied in this section. It is the intent and purpose of this section that every person, firm, or corporation, or aggregation of same which is engaged in the giving of such shows, exhibitions, performances, or amusements, whether the whole or a part of the proceeds are for charitable, benevolent, education, or other purposes whatsoever, shall pay the State license taxes provided for in this section.

"It is not the purpose of this act to discourage agricultural fairs in the

tax herein levied shall be treated as an advance payment of the tax upon the gross receipts tax. The commissioner of revenue may adopt such regulations as may be necessary to effectuate the provisions of this section and shall prescribe the form and character of reports to be made, and shall have such authority or supervision as may be necessary to effectuate the purposes of this act. Nothing herein contained shall prevent the American Legion posts in North Carolina from holding fairs or tobacco festivals on any dates which they may select, provided said fairs and festivals have heretofore been held as annual events."

## GREAT LAKES

(Continued from page 90)

Odditorium will occupy space allotted last year to the World a Million Years Ago. Tony Sarg's Marionettes come to the Old Globe Theater. Other showmen are Stanley Graham, Lew Dufour and Joe Rogers, George Young and Warren Irons, Jack Greenbaum and partners,

## "Laws and Lawsuits Pertaining To the Amusement Business"

Under the above title there will appear in The Billboard, starting with an early issue, a series of legal articles pertaining to various branches of the amusement business. The articles will be authored by Leo T. Parker, a prominent attorney of Cincinnati, and should be exceedingly interesting to readers of The Billboard.

All of the material will be treated in such a way as to be readily understandable and to the point. Variations of the law will be discussed, and each statement and explanation of the law will be based upon a higher court decision, which will be digested in the fewest possible words.

Advice will also be given on how to avoid litigations, but if suits are filed the late citations being included in the articles should assist those concerned and their lawyers in fighting the cases.

No attempt will be made to offer advice on personal inquiries, but if a sufficient number of suggestions are received, a special article on the subject will be published at a subsequent date.

State, and to further this cause, no carnival company will be allowed to play a still date in any county where there is a regularly advertised agricultural fair 15 days prior to the dates of said fair. An agricultural fair shall be construed as meaning one that has operated at least one year prior to the passage of this act.

"That upon all performances taxable under this section there is levied, in addition to the license tax levied in this section, a tax upon the gross receipts of such business at the rate of tax levied in Article V, Schedule E of this act upon retail sales of merchandise." The license

Unger, Horwitz and Park, with the Fountain of Youth, a show of plastic type in which living models are displayed in fountains of colored water and against varied backgrounds. Rides for children and entertainment for the elders are included. Harry Hargrave and Eddie Reicher came in to sign for their old sites and to conclude negotiations for two other features.

### Rides Are Contracted

A list of latest attractions signed includes: Ripley's Believe It or Not Odditorium, Tony Sarg's Marionettes, Cliff Wilson's Monster Show and his Crystal Maze; Fountain of Youth, Sterling Amusement Company; Bouquet of Life, Studies on embryology, H. J. Zouary Attractions, Inc.; Submarine S-49, Capt. F. J. Christensen; Fun House, Miles Amusement Company; Motordrome, John H. Branson; Goodyear Blimps, Goodyear Tire and Rubber Company; Speed Boats, Tings, Inc., Edwin C. Hildee, president; cabin cruisers, Capt. J. Longdon; Swan Boats, H. H. Hammond, Intramural Water Transportation.

Rides—Stratoshop, R. E. Chambers Company; Octopus ride, George Young; Flying Skooters, Tumble Bug, Loop-o-Plane, Ferris Wheel, Merry-Go-Round, Kiddy Rides, Custer Cars, Paddle-Abouts and Pony Track.

Streets of the World—Tratorrio Santa Lucia Cafe, Italian Village, Mrs. Lucy Fortunato; restaurant and cafe, Belgium Village, Mrs. Philomene Borris; German Cafe, German Village, William Kiefer; Alt Heidelberg Cafe, German Village, Frank O'Bell and Art Tammesfeld; cafe and restaurant, Hungarian Village, Zoltan Gambos; Lithuanian Cafe, Lithuanian Village, Joseph Blaskovica; Tea Room, English Village, Mrs. E. W. Fitch; Team Room, Hungarian Village, Mrs. Marie Wolfe; Grapefruit Winery, Italian Village, Al J. Moore; Czechoslovakian merchandise, Slovak Village, Michael L. Breznen; Novelty and Doll Store, Polish Village, Mrs. J. W. Gizewski; Japanese merchandise, Chiri Hyun; laces, linens and wares, Belgian Village, Edmond Dayan; wooden shoemaker, Belgian Village, John Vrombaut; popcorn, soft drinks, etc., Polish Village, Mrs. Fanny R. Light; organ grinder; to roam Streets of the World, Dominic Fantine; Pan-American Society of Tropical Research.

### Wide Range Is Evident

Other concessions—Complete modern drug store, Standard Drug Company;

Alpine Village, restaurant, cafe and cocktail bar, Herman Pirschner; Exposition Cafeteria, Aleck G. Whitfield; Clark Restaurant Company, 10 hamburger and hot dog stands; Telling-Belle Vernon Company, exhibit and seven dairy stands; Cleveland Ice Cream Company, exhibit and one dairy stand; Quality Ice Cream Company, exhibit and one dairy stand; Charles E. Hires, exhibit and six root beer stands; James Vernor Company, exhibit and four ginger ale stands; Maple Sugar Camp with griddle cakes, syrup, coffee, W. S. Richards; Chn's Chow Mein, Inc., two stands; Old Bat Club, Mable Martoff; Sutter Candy Company, salt water taffy with building on midway and stands for taffy, snow balls and karmel korn; M. & N. Cigar Manufacturers, Inc., exhibit and three stands on grounds and two locations in Streets of the World; Charles Neapolitano, 10 novelty and souvenir stands; two locations on Streets of the World; two stands on Bridge of Presidents for postal cards, magazines, periodicals, etc.; Murray Goldberg, guess-weight scales; Lickel & Sanford, horoscopes; A. L. Rosman, three locations for handwriting analysis; Morris Goldstein, Hum-a-Tune novelty stands; R. W. Stormer, electric presser; Ling T. Nan, soapstone hand carvings with stand on Bridge of Presidents; Claude K. Bell, sand sculptor, three stands; J. Gilbert Noon, shooting gallery on midway; Herman E. Zapf, penny arcade on midway; Hanna Company, parking lot; Great Lakes Company, parking lot; American Locker Company, hand and automatic checking; Grant Photo Corporation, Ye Photo Shop on midway and shop in Streets of the World; Kelley Toner, photo shop on Bridge of Presidents; Edmond Dayan, linens and laces, two stands on bridge and two locations in Streets of the World; Victor Horwitz, two locations for crushed penny; Michael Alpern, two locations for crushed penny; National Key Shops, two locations for crushed penny.

Pan-American Society of Tropical Research will present live tropical animals and birds, with relics and curios from tropical native Indian tribes and a replica in clay of the famous Mayan ruins dating back more than 3,000 years. They were assembled in 1936-'37 by the Joseph J. Marx expedition to South America and Mexico. Florida Exhibit will have a colonial manor house, a new 1937 dome building and enlarged space. Firestone Exhibit has also been greatly enlarged.

### Aquabelles in Show

Saturday night the Hotel Allerton opened its Aquabelle Room, cashing in on publicity accorded Billy Rose's Aquacade. It was night swimming and dancing supper party in the main dining room, just thrown open after redecoration. Steve Rose's Orchestra furnished music. Gertrude Meehan, formerly with Vincent Lopez, sang. Guests were allowed use of the swimming pool before dining and dancing and floor show was staged by the Aquabelles who will participate in the expo entertainment. The show will be repeated each Saturday night until the exposition opens on May 29, to run until September 6.



E. O. RITTER, secretary of Miami County Fair, Troy, O., is one of the most optimistic fair executives in the Buckeye State and declares that he agrees with Secretary Harry Kahn, Auglaize County Fair, Wapakoneta, that this will be a great year for fairs and outdoor attractions in general. Miami County is making biggest preparations in its history for the 1937 day and night annual.



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## AUTOMOBILE RACES

AT STATE AND DISTRICT FAIRS

John Alexander Sloan, Jr., Pres. & Gen. Mgr.

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# BEAUTIFUL SPECTACULAR THRILLING FIREWORKS DISPLAYS

WITH TREMENDOUS DRAWING POWER  
WILL BE FEATURED AGAIN THIS YEAR AT THE  
LEADING FAIRS, EXPOSITIONS, PARKS AND CELEBRATIONS

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## THEARLE-DUFFIELD FIREWORKS, INC.

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PROGRAMS FOR EVERY OCCASION EVERYWHERE

CLUB SELECTIONS START AT \$50.00 . . . DISPLAYS WITH EXPERT OPERATOR START AT \$250.00

### HOW PARKS

(Continued from page 88)  
tator at a ball game the chance of contact with the ball. . . ."

#### Law of Concessions

Since many amusement resort owners sublease space to concessioners who operate private enterprises on the premises it is important to know that such proprietors are legally bound to know that the concessioners exercise ordinary care to prevent injury to patrons. For instance, in the case of G. A. Boeckling Company vs. Slattery, 160 N. E. 99, it was shown that an amusement resort owner leased to a man a space for operation of an amusement device in which patrons threw balls at a special target. Except for a low fence there were no screens, nets or protection of any kind along the sides to keep balls from striking onlookers.

While one of the onlooking patrons stood observing the game she was struck and seriously injured by a ball which was thrown by a player. The injured patron sued the owner of the amusement resort for damages, contending the latter was guilty of negligence in failing to compel the lessee and operator of the game to protect invitees on the grounds by screens or other proper devices. The lower court held the injured patron entitled to \$5,000 damages and the higher court sustained this verdict, saying: "The plaintiff (owner of the park) owed to her the duty to exercise ordinary care to render the premises reasonably safe for her as an

invitee." Therefore park owners may avoid liability by insisting that all concessioners render their premises reasonably safe.

Frequently the owner, principal lessee and concessioner are sued jointly for an injury caused by the latter. It is important to know that all parties may be jointly liable if the combined negligence of all parties contributed to the injury. However, if the injury results from a defect in equipment, not discoverable by ordinary care, neither party is liable in damages.

For example, in the recent case of Frear vs. Manchester Power Company, 139 Atl. 86, it was disclosed that the Manchester Power Company leased its amusement park to a principal lessee who in turn leased concessions to various sublessees. One of the concessions consisted of the exclusive rights of a man to operate a Ferris Wheel. During one of the regular trips the wheel collapsed and seriously injured a woman passenger, who sued the company, the principal lessee and the concessioner for damages. However, the testimony showed that the concessioner had frequently inspected the wheel for defects and that the defect which caused the wheel to collapse was concealed and could not have been discovered by ordinary inspections. Altho the lower court held the injured person entitled to a recovery, the higher court reversed the verdict and said:

"Negligence means the doing of some act which a cautious and prudent man would not do or the failure to do some act which a cautious and prudent man would neglect. In other words, negligence is the failure to observe for the protection or safety of the interests of another person that degree of care, precaution and vigilance which the circumstances justly demand and which a man of ordinary prudence and caution would exercise under the same circumstances."

**Importance of Inspection Shown**  
Therefore it is quite apparent that

The 25th Annual  
**SOUTH LOUISIANA STATE FAIR**  
DONALDSONVILLE, LA.  
Will Celebrate Its Silver Anniversary  
During the 8 Days, October 10 to 17, 1937.  
Carnival and Fireworks already contracted. Want to hear from only high class and sensational grandstand acts.  
Address R. S. VICKERS, Secretary-Manager, Donaldsonville, La.

all those who control or operate places of amusement or recreation should exercise care to eliminate from the premises any obstacles, devices or equipment which is likely to cause injuries to patrons. As previously mentioned, and it cannot be overemphasized, one of the most certain plans by which liability may be avoided is the employment of a competent inspector to frequently inspect the various apparatuses utilized by patrons, irrespective of the source of danger or whether the devices are operated or owned by concessioners. In this manner the proprietor is enabled to introduce convincing evidence to prove that its employees exercised care to prevent injuries.

For illustration, in a recent higher court case a park owner was relieved from liability for an injury sustained by a patron who broke his leg when a board in a walk collapsed, thereby permitting his foot to protrude downwardly between the adjacent board. In this case the counsel proved that the park owner employed a competent inspector to regularly inspect the premises. The fact that the defect causing the board to break was not noticeable resulted in the proprietor being not liable.

### FAIR SECRETARIES

I have 15 Fairs Booked. Want 15 More. Also Available for Sunday Still Dates. Will play flat rate or percentage.

The Most Original and Complete

### THRILL DAY

NEW STUNTS --- NEW IDEAS

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Frank R. Winkley's Suicide Club  
Write or Wire

5800 Wooddale Ave., Minneapolis, Minn.

C. W. HINCK'S  
**ORIGINAL CONGRESS OF THRILLERS**  
And Feminine Fury Present  
**THRILL DAY**  
15 FEATURE EVENTS.  
Open for Fair and Still Dates. Call, write or wire  
C. W. HINCK,  
830 Hennepin Ave., Minneapolis, Minn.

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# Fair Grounds

**COLUMBIA, S. C.**—Governor Johnson signed the Crews bill, which amends a section of the workmen's compensation act so as to exempt state and county fair associations.

**ABILENE, Tex.**—West Texas Fair here will be reopened this year, it has been definitely decided by West Texas Fair Association, said Secretary T. N. Carswell.

**MORA, Minn.**—Conditions being favorable to fairs in this part of the state, Secretary E. J. Randall said Kanabec County Agricultural Society will change its annual county fair date to two weeks earlier this year in an effort to hit better weather.

**HILLSDALE, Mich.**—For 1937 Hillsdale County Fair here the society will spend \$7,000 in augmenting grand-stand work already under way, premiums will amount to more than \$7,000 and special horse-pulling contests will be staged, reported Secretary H. B. Kelley. Several world's horse-pulling records have been broken here in the past few years.

**HUNTSVILLE, Ala.**—A report to Madison County Fair Association by General Manager D. C. Finney shows that the fair, having weathered depression without missing a year, has begun to wipe out debts incurred during a period of low attendance. There was an old debt of \$4,000 on December 31, 1936, to which the balance in the treasury of \$1,635 will be applied to wipe out all obligations for premiums.

**INDIANAPOLIS.**—This will be a big year for fairs. In the opinion of Fielding W. Scholler, veteran race starter of this city, who reports that never before has he had so many good meetings booked at this time of year. He will be at three state fairs, Indiana, Ohio and Kentucky, and his other dates are in those states and in West Virginia, Alabama and North Carolina. This will be his 37th year as a starter.

**WHEELING, W. Va.**—West Virginia State Fair race track here, idle several years, has been leased for five years by an eastern syndicate, represented by former Congressman Ben L. Rosenbloom, of this city. Two 30-day racing meets a year will be held. Pari-mutuel betting is legal and races will be under supervision of the state racing commission.

**ZANESVILLE, O.**—60-day dog-race meet is scheduled here during June and July on Muskingum County Fair grounds leased to a company of which Walter Delcamp is president, fair officials said. A number of Zanesville and Dayton men are said to be interested. Mr. Delcamp is associated with George Anagnost in operation of Moxahala Park here. Board members said the fair was \$2,000 in debt and that leasing the plant would nearly wipe out indebtedness.

**LONDON.**—Figures for the annual British Industries Fair held jointly in London and Birmingham show an increase over those of last year. London attendance was 223,398 against 221,383 in 1936 and in Birmingham 152,649 as against 143,783 for the preceding year.

Next year's fairs will be held in London and Birmingham.

**MADISON, Wis.**—A bill has been introduced in the Wisconsin Senate to establish a Wisconsin committee for the 1939 Golden Gate International Exposition, San Francisco, to comprise two senators, three assemblymen and five citizens and providing for a non-lapsable appropriation of \$2,500. Another bill carries similar provisions for a committee for the 1939 New York World's Fair.

## LONG ISLAND

(Continued from page 88)  
Van Schatck, publicist, is mailing out regular publicity releases, giving the what's what of things there.

One of the Island's largest organizations is the Van and Schenck Club, named for Gus Van, singer, and his late partner who made up the singing team. . . . There seems to be a lot of worry on part of some of the cabaret folks over chances of getting liquor licenses for summer. There is said to be a move afoot to reduce the number of licenses around the Island.

**ROCKAWAY BEACH:** Work on the new bridge in Riss Park is being rushed for opening by July 4 at latest. Jim Keene's cabaret on the Boardwalk should be open ready for biz when this appears.

Looks as tho beer will be a standard 10-cent proposition this summer, all efforts to launch a drive to make it a nickel having fallen thru. Tax is entirely too high to make it different. . . . Tim Rohn, physical training instructor

# "Laws and Lawsuits Pertaining To the Amusement Business"

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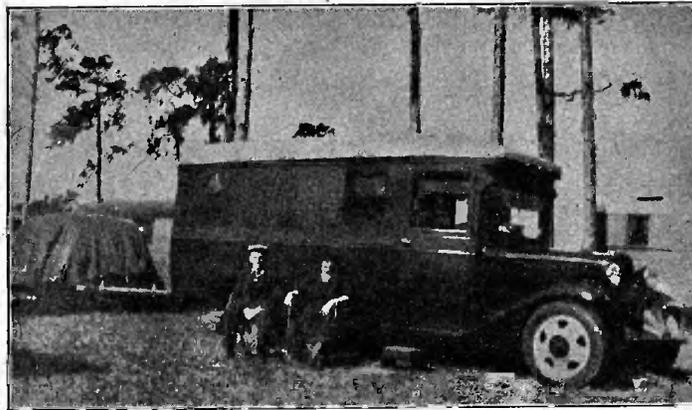
formed into a boat ride, and Murray Kraut has taken to other pastures.

**LONG BEACH:** Cuckoo rumor got around that Charley Marks, of the Boardwalk gang, was a Sweepstakes winner. . . . About everybody is back from Florida after winter sojourns. Police Chief Kohut is putting Boardwalk amusement plans into preliminary order. . . . Wide congrats being accorded Morty Gold, localite, who had a big part in putting on the Wirth Circus in Jamaica recently for charity.

jammed into Convention Hall to watch the judges hand out orchid corsages to the 100 most smartly dressed. The second annual Orchid Promenade was pronounced a huge success. Estimates on crowds ran from 150,000 to 200,000. Chill winds swept the walk all day on Sunday.

A few early concessioners got off to a good start with Harry Walters and Ike Harris catering to large throngs in their walk cigaret and grocery flasher games. Restaurants and drinkeries did rousing business all day. Connie Atkinson's ork played to a full house in the Hotel Berkeley-Carteret supper club despite Berigan's large draw to the Casino Saturday night while taverns, inns and bars reported a fair share of night-life profits.

A new corporation, Actalon Grill, Inc., has taken over the former Tower restaurant location at Ocean and Second avenues. Johnny Brown, Thomas Milonakis and wife, Nancy, will spend a large sum renovating the interior of the structure built last year by the Beach corporation (Rodney Ross and Bob Fountain, active shore amusement operators). Plans call for new circular bar, seafood restaurant, music and all fixin's. Sam Scheinhorn operated the spot last year. New group has a long-term lease. Roland Loog, former city clerk is also associated with the new venture. Bill Oelman, long established tavern keeper on Main street, last week broke ground for a new structure, also to house restaurant and entertainment facilities.



**SOJOURNING IN FLORIDA.** Mr. and Mrs. George Bennett were photographed with their housecar in camp at Arcadia. After having had concessions for 10 years in Sandy Beach Park, Russells Point, O., they will this season have a Loop-o-Plane in Riverside Park, Indianapolis, and a Tumble Bug ride in Buckeye Lake (O.) Park.

for some time at Murray Wunderlich's Gym, Far Rockaway, is now a squash teacher at West Point.

Work on putting up bathing ropes along the nine-mile beach front gets under way shortly. No other shore resort in the country is so thoroly roped off for bathing purposes. James Mangan is in charge. Doesn't look as tho there will be a sideshow here this summer, marking second summer of absence of such a type of show. The one desirable spot for such a project has been trans-

## With the Zoos

**CHICAGO.**—Seven so-called pig-tailed monkeys from Borneo are latest acquisitions to Brookfield Zoo, reported Director Edward H. Bean. The animals get their name from their short, spiral tails, resembling the appendages of little pigs. Also arriving at the zoo were two king cobras from India, two female chacma baboons and a Celebes black ape.

**DETROIT.**—John T. Millen, director of Detroit Zoological Park, has been given a salary increase of \$1,500 a year by motion of the common council. Budget allowance for Mr. Millen's salary for the next year is \$9,500.

**PHILADELPHIA.**—In Philadelphia Zoo, Julius Dages, keeper, reported that a litter of timber wolf cubs had been born, the first in 21 years.

## Asbury Park, N. J.

By RICHARD T. HOPPER

With the most successful Easter weekend in several years, hotel men, concessioners, real estate men and residents are looking forward to another banner season to outstrip record crowds of 1936. Starting Saturday night when Walter Reade presented Bunny Berigan and his CSB ork in the Casino, which he now manages, the week-end rolled along to a climax Sunday night when more than 3,000 elbowed their way into the Casino to see Miss Eleanor Blakeman, Spring Lake, receive a silver fox fur pice, awarded by Reade, as the smartest of the 100 women who earlier in the day were given orchid corsages by a committee from fields of music, art and fashion. Tommy Dorsey and his ork provided the musical background. Prior to the grand award, 10,000

## FLAGS

Flags, Pennants and Banners for every occasion. Reasonable. Write to AMERICAN FLAGS, L. S. HOLTZOFF & CO., 2 Stone St., New York.



### THE "A-B-C'S" OF THE CONCESSIONER

- A—FOR TURNOVER
- B—FOR ACCEPTANCE
- C—FOR PROFIT

AND IN ANY SPELLING CONTEST YOU WOULD BE CORRECT IF YOU SAID—

### CRACKER JACK

Any Jobber can supply you with America's Oldest, Best Known, and Most Popular Confection.

FREE SEND FOR FREE CRACKER JACK HATS. WRITE NOW! THE CRACKER JACK CO., 4800 West 66th St., Chicago, Ill.

## Social Security Act

In the Carnival Department of this issue appears the fourth of a series of articles on the Social Security Act as it affects outdoor amusement fields. Owners, performers, musicians, concessioners and all others employed by circuses, carnivals, parks, etc., will find these articles invaluable.

## They Come Back

By WILL G. ROSS

*Secretary of Clinton Fair, Frankfort, Ind.*  
Fairs can come back. Many fairs were sent to their "graves" during depression years because of mismanagement and not necessarily because people had lost interest in them. In Frankfort, Clinton County, Ind., there is a real example of what can be done to rejuvenate a county fair that was almost ready to have fins written after it. The association was in debt several thousand dollars. Although it was incorporated the stock was non-assessable and county officials refused to give any financial aid although an Indiana law provides this may be done under certain conditions.

It was in 1931 when this Hoosier fair was about to fold up. Officers and stockholders who had been responsible for it for several years were worried. At a special meeting in July, a little more than a month before time for the fair, new officers were elected and management put into new hands. Earl Stewart was elected president and Will G. Ross secretary and given a free hand to bring the old fair to life or let it die.

The new officers refused to let it die. A free fair was held in August, 1931. Of course, this provided little revenue for the fair association, but it did hold the dates for the year following.

### Getting Youngsters In

The 1932 fair was budgeted. Instead of having the old-fashioned fair with open-class competition, it was built around the 4-H Club and home economic clubs of the county. Live stock exhibited was that of 4-H Club members and it not only got the youngsters interested but it also interested their parents.

Each year since there has been a 4-H camp on the grounds during fair week. This has been named Camp Clinton and each year some 300 or 400 boys and girls spend the week there. There are separate tents for boys and girls and plenty of chaperons. In one of these tents each year is constructed probably the biggest bed in this part of the country, and maybe the world. It is a double-decker, 300 by 8 feet, and will accommodate 300 girls. A kitchen was erected last year and food was served the youngsters at a nominal price, most of it being furnished to the camp free by business men. E. M. Rowe, county agricultural agent, is in charge of the camp and it is mainly thru his enthusiasm and hard work that Camp Clinton has been made a real asset.

### Better Midways Provided

During the lean years this fair kept its head above water and indebtedness was shaved down a little and interest paid. Most of the indebtedness was represented by notes held in local banks, but these institutions were glad to give the new fair managers a chance to see what they could do, and the balance of indebtedness was entirely wiped out last year and the association now has a snug sum in its reserve fund. In addition to paying off the indebtedness a new horse barn has been built and all buildings have been repainted.

When elected secretary I was new in fair business but had tackled some tough jobs before and somehow had pulled them out of the red. Success of a county centennial celebration in 1930 of which I served as general chairman led fair stockholders to believe I might put new life into the fair, which was then in its 61st year and showing signs of hardening of the arteries.

Each year better racing programs have been held and better midways have been provided. We believe in giving fair patrons the best we can get for the money to be expended. There are young folk in Clinton county 18 or 20 years of age who have never seen a balloon ascension. Everybody should witness at least one of these thrills early in life.

**ELYRIA, O.**—Directors of Lorain County Fair here voted to discontinue with horse racing at the 91st annual next fall. Lack of interest in racing called the most expensive feature of the fair, was given as the reason by officials.

## WANTED

RIDES AND CONCESSIONS FOR  
**WILL COUNTY FAIR**  
PEOTONE, ILL., AUG. 31-SEPT. 1-2  
Followed by Grundy County Fair, September 3-4-5-6, at Mazon, Ill.

## PARK OPERATION

(Continued from page 84)

agent, in search of new and exclusive foreign park acts to use during fair year. What with big radio and screen names to attract visitors, who will most certainly want to avail themselves of the opportunity of getting a close-up view of their favorite celebrities, and with sensational death-defying thrill attractions to entertain further, we believe no fair or exposition, no matter what the 1939 World's Fair will offer, can keep the crowds away.

Lest there be a misunderstanding, let it be recorded that we in no way want to give the impression that we at Palisades or any park group for that matter can do enough to "compete" with the World's Fair or any exposition in the sense that the public will be stopped from attending the fair and visit the park instead. Any presumption of that kind would be absurd. Nevertheless we do contend that we and any operator of a park can make an appeal to a fair's crowds and get them to include park entertainment along with the fair. In New York we have a slightly different situation than most park owners in that it is a recognized fact that most of those who will come to town for the fair in 1939 will not make the trip exclusively for that purpose, but also to take in the well-known sights of the nation's greatest city. These will include the renowned Great White Way with its countless night clubs, Radio City, Empire State Building, Grant's Tomb and other historic landmarks, and, we hope, Palisades Amusement Park.

### Selling Spot to Out-of-Towners

After making necessary alterations and additions a park man hoping to attract business during a fair year should start his girl winking, but in the light, of course. One can't start ballyhoo too early, and so we have already started the ball a-rolling to put across the Palisades name so that 1939 visitors will have heard of the park, as they have heard of the Great White Way, Radio City, Empire State Building and other wonders of Gotham. Our able picnic man, William (Doc) Morris, while on his rounds contacting special parties for this summer, has started to talk about our plans for the World's Fair season and, believe it or not, has already booked in some big events for the 1939 summer. Our equally able director of publicity, Bert Nevins, and his assisting wife, Marion Cahn Nevins, have begun laying the foundation for world-wide news stories to be continually published by newspapers between now and World's Fair year. Our billposting for 1939 is being designed, and besides plastering the city of New York, as well as New Jersey during that year, we intend to virtually "billpost the world."

Feeling that we can make Palisades another wonder of the metropolitan area which every World's Fair visitor can be made to visit, we have decided to sell the park to visitors before they actually arrive in town. We intend to take outdoor boards as well as newspaper ads thruout the country and also on the Continent to bring out the message, tho it may not be in this actual wording: "When in New York for the World's Fair Don't Miss Seeing Palisades Amusement Park." In this way we hope to put the park in the same class as Radio City, et al., in the minds of visiting firemen.

### Tieup With New Jersey

This same idea can be carried out by other park managers in whose vicinity fairs or expositions are to be staged or are being planned. The extent of ballyhoo depends entirely upon the size of a park and of the near-by expo. If a fair is to attract universal patronage such as the forthcoming New York World's Fair, then it would be wise to follow our world-wide exploitation plan, but if the spectacle appeals only to your individual section of the country, then make your appeal in that territory.

Another situation exists with us which may not prevail with other parks going after exposition patronage. Should you

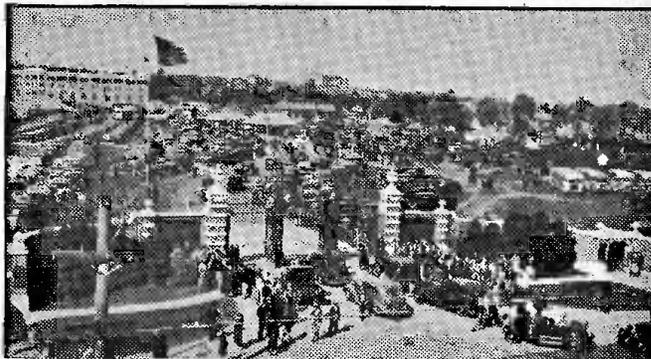
# YORK INTER STATE FAIR

YORK, PENNA.

This year out to exceed its 250,000 attendance record. Finer grand-stand attractions. Better race program. Greatest carnival. More gorgeous fireworks. More concessions. More exhibits.

## THE GATEWAY TO PROSPERITY

for  
Concessionaires and Exhibitors



MAIN ENTRANCE TO FAIR GROUND

Desirable space still available for—

## PENNSYLVANIA'S BIGGEST FAIR

5 DAYS — 5 NIGHTS

OCTOBER 5-6-7-8-9

## YES - - - FIREWORKS - - - YES

NOW BOOKING FOR FAIRS, PARKS, JULY 4th, Etc.

Will meet your committee if notified.  
Best in Fireworks Display at Right Prices.

### ILLINOIS FIREWORKS COMPANY, INC.

BOX 792,

DANVILLE, ILL.

have a similar situation, however, by all means take advantage of it as we are doing. Palisades, tho it is close enough to New York to attract, and as a matter of fact is nearer the heart of Times Square than the World's Fair grounds, is in New Jersey. Because of this we are enabled to bring in a governmental touch to our ballyhoo. We are negotiating with the State to become the official New Jersey representatives for the World's Fair, which will give us more leeway in which to work. If we get the co-operation we are seeking we know we can draw visiting fair crowds into New Jersey with the resultant advantages to that State's hostilities and merchants. Because of this we are attempting to get a bridge and ferry reduction for those crossing to visit the park. It can readily be seen that such a reduction can have great advantages on our business during 1939. Perhaps parks with a like problem can arrange similar tieups with local officials.

We trust we have painted a fairly interesting picture of what we are planning to do at Palisades to attract business during the 1939 World's Fair and to show other park owners, operating with a fair or exposition in their territory, what to do. If you lay down you might as well close up altogether, but if you go out after the business we believe that the business is there. Above all, don't forget the slogan about winking at the girl. Don't do it in the dark but turn on all the lights as bright as you can get them. Floodlights and Kleig lights in the form of publicity and advertising will help focus attention on your park and in turn will help you make more money during fair year instead of less.

## Good Acts for All Events

REVUES — RODEOS  
BANDS — CIRCUSES  
WRITE, WIRE OR PHONE

### James F. Victor Attractions, Inc.

522 Fifth Avenue, New York  
Booking all entertainment for Luna Park, Coney Island, N. Y.  
OUR THIRD CONSECUTIVE SEASON.

## WANTED

RIDES, SHOWS AND CONCESSIONS

— for —

WELLINGTON FAIR,

August 24, 25, 26.

Two Big Days and Two Nights.

A. R. BRANSON, Sec'y., Wellington, O.

## LINCOLN COUNTY FREE 4-H FAIR

AUGUST 9-12 — MERRILL, WIS.

Need a few more Clean Shows, such as Penny Arcade, Ten-in-One, Trained Animals, etc. May need another Day Grand-stand Program, preferably on percentage. Over 6,000 paid grandstand last year, one day.

## WANTED

FOR UNION GRANGE FAIR, PLYMOUTH, N. H. Day and Night, September 14-15-16, 1937. Shows, Rides and Concessions. Would consider Carnival Company.  
L. E. MITCHELL, Gen. Supt., Plymouth, N. H.

## Taylor Co. Fair

MEDFORD, WIS.

Sept. 10, 11, 12

WANTED: ACTS, RIDES, LEGITIMATE SHOWS AND CONCESSIONS.  
Address ALMA O. HANSON, Sec'y.



THE New York World's Fair is coming right along. Every announcement from headquarters in the Empire State Building, Manhattan, and all the multiple activities of the corporation leave it quite clear that directors intend coming thru with realization of their mighty vision and their predictions regarding wonders, participation and attendance.

The 1,216½-acre site is ready. Buildings are going up. Nations and States are coming in. Great trees are being transplanted to avenue layout. Building plots and exhibition hall space have been priced. The designers work on and on. And the entire world is interested.

Headquarters are not yet in position to make those declarations so essential to the interests of the concessioner, showman or entertainment artist, but announcements indicate the advance position of the fair, as well as the course development will take toward the day of reckoning with the public's appreciation. Announcement of concession plans and even of bookings is promised by Grover Whalen, president of the Fair Corporation, in due time. He says that the fair is pushing, not plunging, forward with all thoroughness, and that the production schedule is ahead of itself.

### Amusement Industry Invited

The fair is inviting the co-operation of the entire amusement industry for ideas, and every man is given consideration in one or more of the corporation's departments, even if the officials do point out that just because it is a New York fair is no reason at all why it should announce full details of an amusement program that couldn't possibly be formulated two years in advance of the opening date (April 30, 1939, by the way). When all is said and done or formulated, it is promised that the New York World's Fair will be shown as co-operative in the extreme. Meanwhile, say the fair officials, let those who will remember that the one genuinely international exposition of 1939 isn't going to stop with the worn-out amusement feature or just any old stunt or device, and let them study the fair's progress story to see where the exposition is heading.

The amusement area, extending a mile along the lagoons, is no entanglement to the general plan, say fair officials, that will in the end be permitted to wag the whole show. Amusement events have from the very first been a prime consideration; from the earliest prospectus of the exposition the directors have promised "a festive pattern of recreation and amusement that in variety and quality will set new standards for the entire world" and will provide "with the utmost completeness for the amusement of the 50,000,000 visitors expected at the exposition in 1939."

### Entire Cost \$125,000,000

Fair headquarters occupy five floors of the Empire State Building and of the 550 specialist workers engaged in fair activities therein many are studying proposals, devices, records, possibilities and programs relative to what must be virtually an industry of 1939 fair amusement. Beyond that fair officials are not willing to go at present. They are evidently intent upon development of the exposition as a unity and quite willing to allow their announcements of true progress to stand sponsor for the developing programs—until such a time as these last are ready for presentation to the amusement world.

In the meantime it is obvious from the outside that the amusement industry has taken deeply to heart one of the greatest problems of the New York fair and will eventually come thru with assistance that will enable the fair to attain its aims. There should be plenty of room and potential business for hundreds of American showmen at the New York fair. The Flushing Meadows

# Developing the New York World's Fair of 1939

By Roger Littleford Jr.

site is practically at the geographical and population center of New York City, and New York City, State of New York and federal government are planning to spend approximately \$20,000,000 to make the 1939 "big show" a fact. It is estimated that the fair as a whole will involve an expenditure of \$125,000,000. Private exhibitors, showmen and foreign governments are expected to spend upwards of \$55,000,000, while the Fair Corporation itself plans to spend nearly \$47,000,000 in administration, construction and operation.

### Twin Buildings To Dominate

The most significant announcement perhaps of the fair's history so far is just out. The exposition will center about twin buildings or structures of monumental proportions and unique hitherto unused design. The pair of structures is heralded as an indication that the New York fair is going to be different and stunning. And it is stated at headquarters that the twins comprising the Theme Center will cast more than their physical shadow over the entire exposition production. Mr. Whalen and staff even had to coin words to name the structures. One is the Perisphere, the other the Trylon.

The Perisphere, according to the designs of Wallace K. Harrison and J. Andre Foulhoux, New York architects, is to be a white sphere, sleek as a billiard ball and 200 feet high, seemingly poised on the spray of a cluster of fountains. The Trylon is to be a slender triangular needle, 700 feet high, which as a companion piece to the sphere will constitute the fair's beacon and the source of the well-modulated "Voice of the Fair."

Old as are the simple forms of the sphere and triangle, neither has ever before been employed in formal architecture. Their use for the Theme Center resulted, it is understood, from a determination to strike a new note in design, yet one that is simple as to form, spectacularly beautiful and mechanically sound. According to Mr. Whalen, the two monuments "would best exemplify in architecture the theme of the fair, Building the World of Tomorrow." The Perisphere, broader than a city block and rising approximately 18 stories above

the fountain basin in which it is to stand on a series of glass-encased pillars, will have a single entrance high up on its side and reached by inclosed escalators. Within a visitor will find himself on a moving platform gazing down on a vast panorama dramatizing the accomplishments of the past and the possibilities of tomorrow.

### Base Prices Are Announced

The Trylon, half again as tall as the Washington Monument, will serve to mark the road to the fair, as a point of orientation for those within the grounds, and will be utilized as the source of all broadcasts to visitors. By night the Perisphere will seemingly rotate upon the play of waters, an impression to be obtained by the manipulation of colored lights and "clouds" or "scenery" thrown upon it by projecting devices. Both shaft and sphere will be of steel-frame construction and surfaces will be covered with a white substance, experiments upon which are now under way. Estimated cost of the twin structures is \$1,200,000. Preliminary foundation work, according to present plans, will begin in May. Contracts and supervision of work will be in the hands of W. Earle Andrews, general manager of the fair, and John P. Hogan, chief engineer.

While announcement of the Theme Center is calculated to grip more firmly the attention of the public, a slightly earlier statement from the corporation offices answers the needs of those who have been awaiting prices on exhibit space. Base price for building lots on exposition grounds will be 20 cents per square foot and for interior exhibit space \$14 per square foot. The fair has placed on the market 75 acres of building lots and announces that 450,000 square feet of net floor space will be available for exhibitors in the 25 or more buildings which the fair itself expects to erect. Space charges will be based on uniform scales and will produce, it is estimated, a pre-fair revenue of \$7,531,081.

### Exhibitors Begin To Stir

A total of 90 plots in the central exhibit area, between Horace Harding

boulevard and the Long Island Railroad, have been tentatively set aside for the buildings of private exhibitors. These plots range in size from 5,000 to 362,000 square feet and in price from \$3,800 to \$59,000. The schedule adopted for the pricing of such building sites involves a classification of thoroughfares in the exhibit area, a sliding scale to encourage large individual exhibits and a frontage

factor based on a lineal foot charge. It is provided further that each exhibitor use a least 40 per cent of the area of a given plot for the building to be erected thereon, and all structures erected are expected to show conformity with basic designs laid down by the fair's board of design.

Interior space in fair-erected buildings is priced at \$14 per net square foot, with discounts allowed for early commitments and prompt payments. PFices, like policies, for amusement and other concessions have not yet been fixed. According to fair officials, revenue from space charges plus proceeds of the sale of \$27,829,500 debenture bonds will provide sufficient funds to finance the building of the fair. The campaign to sell the debentures by scores of volunteer committee workers representing nearly every phase of business and industry in Greater New York is nearing its conclusion.

Following announcement of the price schedule of exhibit space fair officials began discussions with some 2,000 firms that had inquired about participating in the exposition. Many of these are said to have been waiting only for information about lot areas and space charges to begin making definite plans for exhibits. One exhibitor is talking about investing \$4,500,000 in a display. Already more than 5,000 applications for concession privileges have been filed, the corporation reports.

### Nations, States Coming In

Meanwhile action taken by foreign governments and legislation under way in more than 30 American States place the New York fair in a position of advantage at the present stage of development. Thirty-seven nations have indicated intentions of participating, official acceptance of invitations thru diplomatic channels in many cases being withheld pending the exposition's approval of the Fair Corporation's rules and regulations governing foreign participation. The international bureau has allocated 1939 to the New York fair, provided the corporation's rules are acceptable to the bureau members. Enrolled in the bureau are 18 European and four Latin American nations. Under their covenant these take part in only one international fair in one year and no nation is authorized to hold a second

(See *WORLD'S FAIR* on page 98)



GENERAL layout of the New York World's Fair of 1939, as taken from the model now on exhibition on the ground floor of the Empire State Building. The area in the left foreground will be the amusement zone. Theme building may be seen in the center foreground and the Perisphere and Trylon immediately above.

# Fair Elections

**MAHNOMEN, Minn.**—Mahnomen County Fair Association elected M. H. Hanson, president; Dr. E. A. Rumreich, secretary.

**HARTFORD, Ky.**—Ohio County Fair elected Roscoe Embry, president, Beaver Dam; F. P. Bell, secretary, Hartford.

**LANGDON, N. D.**—John O. Ryan was re-elected president of Cavalier County Fair Association; J. T. Wild, vice-president; Dick Forkner, secretary. A \$5,000 improvement program will be started soon.

**LAUREL, Miss.**—W. S. Taylor vice-president of Strand Amusement Company, was elected to the board of trustees of South Mississippi Fair Association to fill a vacancy. Others elected are Dave Mathea, chairman; Peter McLeod, secretary; George Evans and Will Bethea.

**ELYRIA, O.**—William Struck was elected president of Lorain County Fair here to succeed the late Dr. E. P. Clement.

**MORA, Minn.**—Kanabec County Agricultural Society elected Victor Elstrum, president; R. P. Campbell, treasurer; E. J. Randall, secretary.

**HUNTSVILLE, Ala.**—Madison County Fair Association re-elected W. P. Dilworth, president; O. M. Grace, C. H. Davis, vice-presidents; Marie Dickson, secretary; M. B. Spragins, treasurer; D. C. Finney, manager.

**LANSING, Mich.**—Frank Bradish, Adrian, was elected president of Southern Michigan Fair and Racing Circuit at a meeting in the Hotel Olds here on March 25; William F. Jannke, Saginaw, vice-president; H. B. Kelley, Hillsdale, secretary-treasurer; Andy Adams, Litchfield, speed secretary. The 12 fairs in the loop offer \$36,000 in purses for horse races including stake events for 3-year-old colts, the latter races being popular last season, said Secretary Kelley.

**MONROE, Wis.**—Budget for acts for 1937 Green County Fair was increased from \$600 to \$3,000 by directors. Ernie Young's Revue has been booked.

## MOOSIC, PA., ROCKY

(Continued from page 80)

with seating capacity of 5,000 stands in what was once a vacant section of the park, a weekly bill of boxing will be introduced and will probably continue thruout the summer.

Penny Arcade and Sportland, shifted from former location, now occupies a remodeled building near one of the entrances. A new ride, the Lindy Loop, has replaced one of the more or less outmoded amusements. Facilities for outdoor eating and picnicking have been greatly improved and the park has been beautified by planting of trees and shrubbery and repainting of most of the buildings. All of this represents the return of Rocky Glen Park to its former status, declares the management.

## RISK PLAN

(Continued from page 80)

all policy-holders and for that reason J. L. Campbell was recently asked to make a statement for publication regarding the Associated Indemnity Corporation of California.

### Campbell on Company

"Mr. Campbell said: 'After conceiving this special plan to be adopted by the NAAPFB I, naturally, looked the field over very thoroly for a company which would stand a most painstaking scrutiny



WILL G. ROSS, secretary of Clinton County Fair, Frankfort, Ind., which has been rejuvenated since it was ready to have this written after it along in 1931. Much credit has been given him for having started budgeting the fair in 1932 and building the annual around activities of 4-H Club and home economic clubs of the county. He is a newspaper man and was new to fair work when he took office.

both as to its financial stability and business ability to carry out effectively such a plan as I had in mind. All prospective companies were examined most carefully and a number of neutral authorities were consulted. We were unanimous in our opinion that, at that time at least, the Associated Indemnity Corporation would best meet our requirements and hence I opened negotiations with it which, as we all know, were later terminated, after many months of negotiation between officials of the company, insurance committee of the NAAPFB, representatives of the James office and myself.

"Here are some of the salient facts: Upon examining Best's Insurance Reports, the insurance man's 'bible,' I found the following which I quote: 'Our general policy holders' rating of this company is 'A (excellent)'. There, of course, is no higher rating applied by Best.

"This company is headed by G. W. Fellows, who has had wide insurance experience since 1900. Mr. Fellows is not only an outstanding insurance executive, but also up to the minute in his knowl-

edge of current conditions and best insurance practice. He is surrounded by an exceptionally able staff of executives and experts, who, together with him, have made a splendid record for this company in its 15 years of existence.

### Alexander Sees Increase

"This company weathered the depression in exceptional shape and has shown a substantial growth since the bottom in 1932, due, in a large measure, to its exceptionally low operating cost, which reflects its unusual management ability. At present capital and surplus aggregates more than \$1,750,000, with total assets of close to \$6,000,000. It maintains proper claims and inspection facilities all over the United States and maintains offices in many leading cities. Last year's exceptional record is adequate proof of this company's ability to properly handle amusement park business at low cost to the operator. As has been previously stated, the initial rates were 10 per cent below the standard bureau rates, and under the participating feature of our plan an additional 10 per cent saving was effected for 1936 policy-

## ATTENTION - FAIR SECRETARIES - ATTENTION

# My "Youth and Beauty Revue of 1937"

Is Guaranteed To Be the Outstanding  
**30 PEOPLE REVUE PLAYING FAIRS.**

We carry more Circus Acts than any similar show. Special Scenery and Lighting Effects.

**I HAVE BUT TWO OPEN WEEKS FOR THE ENTIRE FAIR SEASON.**

**ALL KINDS OF ACTS AVAILABLE AT ALL TIMES FOR**

**FAIRS — PARKS — INDOOR CIRCUSES — CELEBRATIONS**

*If Interested Write for Full Information*

## SIDNEY BELMONT

**FULLERTON BUILDING ST. LOUIS, MO.**

## We Thank You

Mr. Floyd Gooding, Oscar Mallory, W. T. Hunt, Herbert Finnell, F. B. Dubej, Ed. Strassburg and all our friends who have faith in our ability to come back with the Biggest and Best Fair Ever.

### THE DEARBORN COUNTY FAIR

JULY 26 TO 31, INCLUSIVE, LAWRENCEBURG, IND.

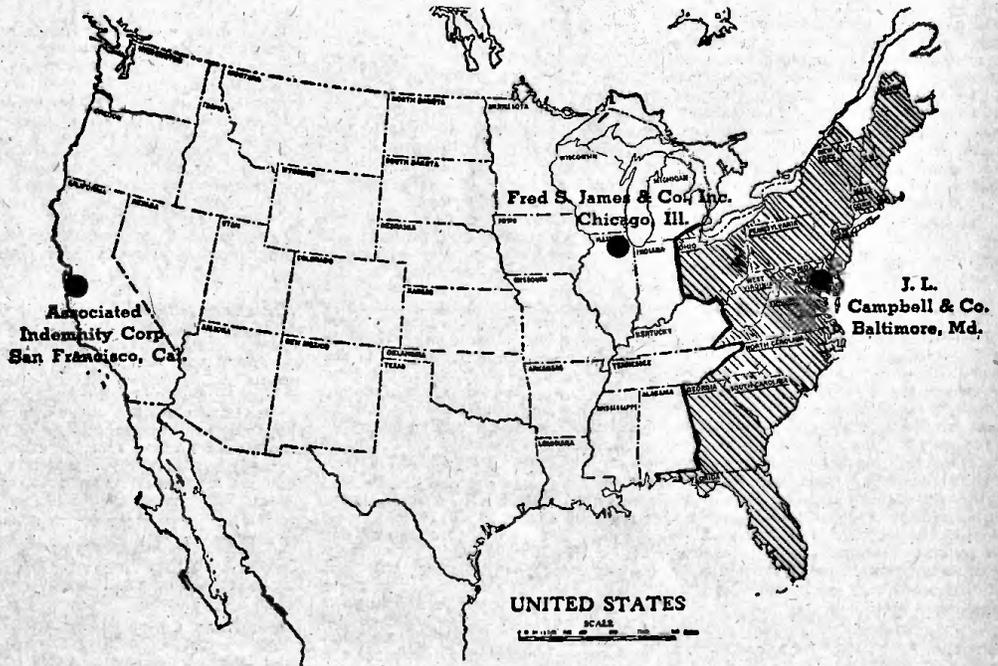
Leonard Haag, Secretary.

## WANT TO SELL

30-ft. LOOP-the-LOOP rigging complete, \$75.00. Trick House with roof and revolving windmill, \$75.00. HOUSE CAR, accommodate 8 people, rigging compartment, with semi-Chevrolet truck to pull same, complete, \$800.00; House Car along, \$750.00. WILLIAMS & LEE, 464 Holly Ave., St. Paul, Minn.

holders. In addition, the elimination of the 25 per cent additional charge for contingent liability brought the savings of some operators above 35 per cent."

Norman S. Alexander, chairman of the public liability insurance committee and lessee of Woodside Park, Philadelphia, recently said that he expects to see an increase in the gross premium volume for 1937 of more than 100 per cent as compared with the 1936 record. Because of last year's showing, members of the public liability insurance committee are unanimous in the belief that before very long, by means of this plan, active members of the NAAPFB can save from 25 per cent to 30 per cent on risk premiums, aside from the savings to be enjoyed on excess coverage and the elimination of the extra charge for contingent liability.



TO ASSURE PROMPT, SATISFACTORY SERVICE to all members of the National Association of Amusement Parks, Pools and Beaches from Coast to Coast under the public liability insurance plan of the organization, the country has been divided into two main territories, it is pointed out by the insurance committee of NAAPFB, as indicated on this map. One territory, indicated by white area, will be supervised by Fred S. James & Company, Chicago and San Francisco. The other, indicated by shaded area, will be controlled by J. L. Campbell & Company, Baltimore. Officials say this arrangement will permit representatives of these well-known concerns to personally negotiate business of NAAPFB members and see that equitable rates and prompt service are received at all times.

## Blackpool Signs Oldest

LONDON, March 23. — Michael Moore, Manchester, who at the age of 124 claims to be England's oldest man, has been signed by D. Jeffreys for five months at Blackpool, England's premier seacoast resort. Moore's credentials have been checked and his age has been accepted as verified. On her return from her present tour of America, Lady Queensbury, English society painter, arranged to paint the old man's portrait for permanent exhibition.



SEVERAL weeks ago I was asked to prepare a paper dealing with the problems of fair entertainment and amusements to be read before the annual meeting of the Texas Association of Fairs. Since that time I have had a great many inquiries about the value of free acts in an entertainment program, the amount of money that should be expended for this purpose and the percentage of the general budget to be set aside for free acts.

I would hardly say that the entertainment program is the most important feature of your show, but it certainly is not the least important. The general run of people are bargain-minded; they want the maximum of entertainment that they can buy for the price of admission to the grounds. Therefore, if you can give them \$5 worth of show

for 50 cents they will beat a path to your turnstiles and go away praising your show to everyone they meet.

So far as figures are concerned it would be difficult to say just what percentage of the general budget should be allocated to free acts or just how much money should be spent for this type of entertainment. I would suggest,

however, that your appropriation for this purpose be as generous as possible, because there is a very close connection between your free acts and your front gate. And, while we all agree that the function of a State Fair is primarily educational, it is a good plan to balance the ration with plenty of good wholesome entertainment to make the educational process more pleasant and to bring the student body back for another dose.

### Big Appeal in Thrill Acts

The usual procedure in setting up a general budget is to use practically the entire appropriation for lights, decorations and operation, etc. All of which is undeniably of great importance, but before the bank account reaches the vanishing point a good liberal free-act appropriation will be found paying big dividends in increased attendance and building up the profit figure in your annual statement. Personally, I believe any amusement program that does not take free acts into consideration is incomplete and will be only partially successful. They are necessary to a well-balanced, entertaining show.

In selecting your free entertainment it is well to keep in mind the type and size of the audience to which you will play. The larger fairs find that high acts, high-wire, trapeze, perch acts and the like are visible from all parts of the grounds. They can be seen and enjoyed by a greater number of patrons than the ground-level acts and without the discomfort of crowding a great many people into a small space. Thrill acts are good. Thrill days with all the breath-taking stunts you can find, built up by a big publicity campaign, will bring the folks in from the four corners.

During the Texas Centennial Exposition last year we repeatedly saw tremendous crowds of people waiting to enter feature shows being entertained by our free acts—on high wires or raised platforms, readily visible to every person in the audience. This free entertainment held the people, kept them good-natured and in a mood to enjoy the other attractions.

### Carnivals and Bands Draw

Big carnivals furnish an abundance of free entertainment in addition to their pay attractions. People will spend hours on a carnival lot and most of the larger carnivals furnish at least one big spectacular free act. There is no time limit on amusement on the carnival lot. It is continuous as well as varied and is easy on your budget.

We used many bands during the ex-

# Budgeting Amusements

By Roy Rupard

Mr. Rupard, secretary of the State Fair of Texas, Dallas, largest annual of its kind in the United States, has been connected with that institution since 1914, first as assistant to the former secretary, the late W. H. Stratton, succeeding him in 1927 and serving in the post since that time.

He was on the executive staff of Texas Centennial Exposition, Dallas, last year and is now a member of the staff preparing for Greater Texas and Pan-American Exposition this summer in Dallas.

The State Fair of Texas was called off during 1936 and 1937 to allow its site to be used for the expositions. Mr. Rupard and his co-workers expect to resume annuals of the State Fair of Texas in 1938.

position, as we do during our State Fair. The march of a band thru the grounds always incites interest and enthusiasm. Thousands of people will literally "follow the band" to the band shell or platform where a concert is to be given. There should be soloists, vocal and instrumental, and, if possible, a clever announcer or master of ceremonies. Your musical program, if well arranged, will prove most popular with your patrons. We use sound pylons to carry the musical program to all parts of the grounds.

In arranging our schedule of free acts, music, etc., we try to keep the crowds moving from one point to another, taking them around and thru as many exhibits and concessions as possible, pleasing not only the patrons but exhibitors and concessioners as well. Especially do we carry this out on Children's Day, when we add one or two good animal acts and daylight fireworks.

### Children Must Be Pleased

And here let me say that your program for Children's Day cannot have too much consideration. These youngsters come to your show to be thrilled; they have looked forward to it for weeks, and they must not be disappointed. They are critical to the nth degree and whatever you provide for them must be the best of its kind. It must be tops in every respect, the biggest, best, highest, and most sensational—the next best won't do. They will look at the show from all angles and when they return home will give it widespread publicity, good or bad. Everybody they see for the next week or two is going to hear about it. Children are enthusiastic boosters if they have been well entertained and just as enthusiastic panners if they go away dissatisfied. In either event they are thoro in their methods.

You will agree, I am sure, that a little extra money spent on outstanding attractions for the young people is a wise investment. We have on our grounds a stadium seating 50,000 people. In this stadium on Children's Day we presented, free to the children and for a small charge to adults, a circus of magic. There were 10 large stages arranged around the football field, each in charge of an outstanding magician. The show ran one hour, filled the stadium to overflowing and was such a huge success that we were compelled to repeat it the following season. Even now we hear glowing stories about the circus of magic; no doubt we will use it many times in the future. Youngsters like to be mystified and magic appeals to them, but it is hard to fool them in any other way.

If you have never tried a Bicycle Day or Roller Skate Day with free admission after school hours to all bicycle riders or skaters, you might pep up an off day with such an arrangement, featuring a downtown parade ending on the fairgrounds. You should arrange to have the conveyances checked on entering the grounds, tho, to protect pedestrians and prevent traffic tieups. A Baby Doll Parade for little girls, with prizes for the best-dressed dolls, doll carriages, and general attractiveness, creates a lot of interest among children and, incidentally, among mothers and fathers. We are preparing to enlarge on the Children's Day program when we resume our fair in 1938 at the close of the Greater Texas and Pan-American Exposition this year.

### Holding 'Em on Grounds

Having cared for your entertainment in the budget is a good beginning, but it is only the first step. The second is equally important, the selection of the attractions or acts that are to make up your program. Use as much care and thoughtful consideration here as you give to any other department of your show. You cannot allow your personal likes and dislikes to sway you too far. Keep in mind that while you are entertaining the prominent social crowds in your cities, you also have the boys and girls, men and women from the smaller towns and villages and from the forks of the creek. All must find enough of interest on your grounds to hold them, to bring them back again and to make them urge their friends to come. Only to the extent that you can find a common point of view among all these classes of people will your show be a success.

There is usually a problem to meet in keeping people on the grounds at night. Unless there is some worth-while late attraction the crowds are inclined to begin the trek home rather early in the evening. To meet this condition we have had very good results from a program of fireworks timed to act as a closing event or blowoff. We have found that people mill around the grounds, in and out of exhibits, shows and concessions, waiting for the fireworks. They have come to look upon it as a signal that the show is over for the day and they are ready to go home. I know of nothing that will stimulate night attendance more than this type of attraction. We have a perfect setting for it on the embankment around our stadium which is some 25-feet high, so that even the set-pees can be seen from all parts of the grounds.

### "New" Always in Demand

Fair patrons are demanding more and more each year of clean, high-class and thrilling entertainment, and to meet this demand the fair manager must be constantly on the alert for new and unusual acts. The demand for "something new" is unceasing, for once the "new" feature is used, it is no longer new.

Of course, different fairs play to different types of people, but in general they find a common level of entertainment in the spectacular and thrilling acts built especially for outdoor shows along the lines suggested above. I do not mean to say that these are the only types of free acts acceptable to the millions of people who attend fairs in America every year. I merely give you my experience as to their entertainment value and drawing power.

### WORLD'S FAIR

(Continued from page 96)

fair of this type until the lapse of 10 years.

More than a score of legislatures are considering bills providing for participation. Pennsylvania, with a specification of \$500,000, assumes the lead in the amount of money proposed in pending bills. The city of Pittsburgh is considering erection of its own building on the grounds. Major-General Dennis E. Nolan, director of State participation, and other fair commissioners have visited

42 State capitals. They have expressed confident belief that the New York fair will far exceed any previous exposition in the matter of State representation. General Nolan asserts that in all States visited interest has been aroused by the theme, Building the World of Tomorrow, and the opportunity to take part in the 1939 exposition.

### Tree Program Is Gigantic

Another New York fair activity, manifesting the corporation's enterprising thoroughness and establishing of precedents all along the line, is the exodus of giant trees to the exposition site. Hundreds of the most stately trees obtainable in the Northeastern States, from Philadelphia to Boston, are this spring being transplanted so that by 1939 the international exposition may be embowered in foliage. These operations are said to involve the largest movement of grown trees ever undertaken in one program. Practically all of the latest tree-moving equipment in the Eastern half of the United States may be called into service.

American elms of 18-inch trunk diameter and heights from 48 to 55 feet are among the first specimens called for in the contractual requisition issued by the Fair Corporation for the spring transplant. Others are maples, white-flowering dogwood, Oriental planes and pin oaks. The first requisition involves about 500 trees, worth as transplanted in excess of \$200,000. Many of the larger trees must be moved to the exposition site by railroad flats and by barge. Moving operations, covering hundreds of miles in some cases, must frequently be undertaken by truck only at night or during other hours of light highway traffic.

The fair's landscaping program, to extend over two years, will involve transplanting of approximately 10,000 trees of all sizes, according to announcements, as well as the setting out of spring flowering bulbs and annuals by the hundreds of thousands. After the exposition the site will be rehabilitated as a permanent city park.

### Ten Zones Are Proposed

Practically all trees going into the grounds this spring figure in the plans for the central exhibit area, centering about the site of the Theme Center and Administration Building. The latter is under construction, with completion scheduled for next fall, when many, if not all, of the Fair Corporation offices will be moved from the Empire State Building to the exposition site. Administration Building, air-conditioned thruout, will afford 57,000 square feet of net floor space for workrooms and desk space, exclusive of dining rooms, officers' suites and the fair's own showroom. Its cost is set at \$900,000.

In final stages of design and to represent an expenditure estimated at \$2,005,000 are the Hall of Communication, Hall of Business Administration, Exhibitors' Headquarters, two Halls of Production and two food exhibit buildings. Of these the major exhibit buildings will afford booths or other space for concessions. The fair's schedule, as of this month, calls for completion of the design of a major building every 10 days for a period of seven months.

General design of the fair divides grounds into 10 zones, each of which will stand out on its own while being a part of the whole. Each zone in its own way must key to the exposition's main theme. Clothing, shelter, education, health, recreation, sustenance, arts, basic industries, public and social services, government and co-operation: each of these will occupy a zone having a focal point interpreting in simplest terms its history, its reason for being, its part in the general scheme of things and, as far as possible, its future. To the end of uniformity and beauty, allotment of space to exhibitors will be more rigorously controlled than for any previous world exposition.

## Well-Deserved Success

**T**HIRTY years ago an ambitious and healthy immigrant not yet 12 years of age joined the ranks of nondescript acrobats. To all appearances he was cast in the same mold as hundreds of others who followed his calling. But ambition and a determination to do things and to better his economic condition cast this lad in many interesting and difficult roles in the fruitful years to come. First he became a good acrobat, then he began to specialize in doing what work he undertook just a little better than it was done before.

Today this lad, George A. Hamid, the erstwhile tumbler, is in the foremost ranks of outdoor-talent bookers. To achieve this enviable position he had to overcome countless obstacles. His tenacity, limitless energy and indomitable will have made him one to contend with in a gruelling and highly competitive business.

We pay tribute on this occasion to George A. Hamid not only for what he is, but because we see in his career a stirring example for others to follow. He has literally worked himself from the ground up. With a sincerity that comes straight from the heart, we point out that the material success he has had represents a living exhibit of the point that we live in the greatest country in the world—where the road to success and achievement lies open to anybody with the grit, gumption and will to travel over the rough spots as well as the smooth ones.

George A. Hamid truly deserves his success. May it bring him the happiness he well deserves, too.

*A. C. Hartmann*

Outdoor Editor, The Billboard.

# THE STORY OF

## AS TOLD BY THE

From His American Debut to the Present  
1907-1937

Newspaper and magazine writers have chronicled the career of the man who this month is celebrating the 30th anniversary of his entry into the show business. The printed picturization of his life does not, therefore, suffer from bias or propaganda but is, on the contrary, a disinterested and impersonal evaluation of his career.

The colorful pageantry of George Hamid's life between 1907 and the present has been condensed or adapted from many publications, which are listed herewith. The purely biographical portions, listed under "A Factual Record," have been pieced together in as coherent a manner as possible under the circumstances. In the fragmentary pieces which follow the biography are listed his far-flung range of activities, the "color" and "personal" items and the like. These are credited to specific sources—virtually the same sources which contributed to his biography.

Everything in the editorial pages which follow has been culled from the publications in question and permission to reprint in whole or in part is grate-



"He became the topmounter in his uncle's troupe. The place, the old Madison Square Garden; the year, 1907."

fully acknowledged. The publications follow:

**THE NEW YORKER**—"Profiles," by A. J. Liebling.

**THE STAGE**—"Look Before They Leap."

**THE TRENTON (N. J.) TIMES**—Interview.

**THE NEW YORK POST**—"Psychology Sends Them Up Higher," by Earl Wilson.

**THE NEW YORK WORLD-TELEGRAM**—"Booker for All Outdoors," by Douglas Gilbert.

**THE NEW YORKER STAATS-ZEITUNG**—"Unusual Careers in Unusual New York," by William Hoffmeister.

**LIBERTY**—"Johnny's Not Home From the Fair," by Samuel Duff McCoy.

**THE LONG ISLAND SUNDAY PRESS**—"A Page About People."

**THE BILLBOARD**—"Water Boy to Booking Mogul."

**WALTER WINCHELL ON BROADWAY**—Coney Island column.

**THE TORONTO STAR WEEKLY**—"On Stage and Off," by James A. Cowan.

**POPULAR MECHANICS**—"The Thrill Hunters."

**THE NEW YORK JOURNAL**—"Mirror of Boro Life," by Dorothy Harness.

**THE WORCESTER (MASS.) TELEGRAM**—"Showman's Success Story."

**THE RALEIGH (N. C.) NEWS AND OBSERVER**—"Veterans of Fair World."

**THE NEW YORK AMERICAN**—"Employment Counsel," By Jennie Moore.

**THE STATE MAGAZINE (Raleigh, N. C.)**—"George Hamid."

**THE NEW YORK SUN**—Interview.

**THE ALLENTOWN (Pa.) CHRONICLE AND NEWS**—"Unique Hamid Record."

### A Factual Record

From a water boy and tumbling novice on Col. William F. Cody's (Buffalo Bill) Wild West Show and Congress of Rough Riders of the World to the head of one of the busiest booking and producing agencies in the land are the north and south poles of the career in show business of George A. Hamid. What is the background of the man who "fills the unforgiving minute with 60 seconds' worth of distance run"? What are his successes and failures? How did he "arrive"?

Hamid was born in Broumana, a village in Lebanon, Syria, which once lay in the domain of Hiram, King of Tyre. In Broumana, when Hamid was a small boy, most of the farmers not only liked to watch acrobatics but were acrobats themselves. Every village in the countryside had its team of tumblers and pyramid-builders. They tumbled lightly up and down their terraced fields. If a Broumanian had to walk 20 yards down the village street and was feeling fine, the chances are that he would cover the distance in a series of handsprings.

Hamid learned to tumble almost as soon as he learned to walk. By the time he was seven years old he had helped Broumana win some brilliant contests with other villages. He was at the top of the pyramid at the time. In later years, by diligent application of his talent and muscles, he was to work down step by step until he was at the very bottom.

In 1905, when an uncle who had been to America and made good came back to Broumana, young Hamid was anxious to leave his native village. The uncle's name was Ameen ben Hamid and he was the hero of the Hamid clan. He was the champion understander of the

world, the chief of the Abou ben Hamid Tumbling Arabs, which was an important act in Buffalo Bill's show. He had appeared before Edward VII, the Kaiser and the King of Italy in the show, which was then touring Europe, and had left the show at Rome to visit his home town. (It was not long before the yearling tumbler was performing for the same crowned heads.)

Uncle Ameen liked the way his nephew tumbled and he took the boy and two other villagers with him when he left Broumana. They joined the show at Marseille and young Hamid got a job carrying water for the live stock. He learned the essentials connected with traveling amusement institutions, ran errands for performers, kept tumbling at odd moments.

Arriving in the United States, young Hamid's hopes reached fruition when the show made its inaugural appearance of the season to commemorate the home-coming of Colonel Cody. He became the topmounter in his uncle's troupe. The place was the old Madison Square Garden, New York; the year, 1907.

Young Hamid was already a master of sideways tumbling, and he now made the European (forward tumbling) and Irish (back flipflaps) systems part of his repertoire. He was a prodigy. Major Gordon W. Lillie (Pawnee Bill), who is still alive and shared fame with Colonel Cody, liked the boy and encouraged him.

In 1909, when he was 14 years old, a tumbling contest was held at the Garden for tumblers of the three principal circuses—Barnum & Bailey, Ringling Bros. and the "Bill" Show. The Hamid boy was adjudged the most accomplished of the lot. Colonel Cody, who had been paying him \$5 a month and keep, raised his wages to \$10. He had started at 25 cents per week.

In Buffalo Bill's Congress of Rough Riders of the World, Hamid would wear a white hood and cloak and dash wildly



S. W. GUMPERTZ



ALEXANDER PANTAGES



MAJOR GORDON W. LILLIE

# GEORGE A. HAMID

## PRESS of AMERICA

about the ring on horseback as one of the Fierce Bedouin Marauders of the Desert. A few minutes later, in chaps, he would participate in the Burning of the Stage Coach.

Scarcely three years after his Madison Square Garden debut the young acrobat was spotted in a dozen numbers, riding four different steeds magnificently caparisoned.

Hamid spent his spare time in learning about the executive side of the business. But he kept on improving his skill as a performer, worked himself downward in the pyramid of the About ben Hamid Arabs, and when his uncle left this country he stepped into his place as the understander—one of the youngest understanders ever heard of.

He had learned a lot about the circus business as a whole and had served for a while as equestrian director. It was his first taste of the administrative end and in that post he may have seen visions of even greater executive tasks before him. When it was time for his tumbling act to go on, Hamid would turn over the executive job to an assistant twice his age, change his costume and take his post as understander of the troupe. Colonel Cody, the great Indian fighter and showman, proved a true friend, helping young Hamid in every way.

When the Buffalo Bill Show closed in Denver in 1913 after 30 years of existence, Hamid's fellow-tumblers turned to him, despite his youth, to manage their destinies. Working as understander and booking agent simultaneously, Hamid

within a year not only was managing his own troupe successfully but nine other tumbling acts which he had organized. Between seasons Hamid sought a new field—carnivals, but the experience did not go beyond five weeks.

Those were the great days of vaudeville, when no vaudeville show was without its troupe of tumbling Arabs. After Hamid had been definitely successful in the West, he successfully invaded the East. In that year, 1915, he married Elizabeth M. Raab, affectionately known as Bess. It was a Coney Island romance.

He booked up with Eva Tanguay as an interlude to her vaudeville act. Then he joined Howard Thurston, the magician. Thru with Thurston, he was booked by Alexander Pantages in vaudeville. He quit Pantages to start a circus of his own, calling it by the attenuated title of Hamid's Oriental Circus, Wild West and Far East Shows Combined. To this day his wife says that's why the outfit failed. He was glad to go back to Pantages, and to open lots and tent shows in which he would not be part of the operation.

After a few months with Pantages' company, which included George Primrose's wife, the troupe made up a fund, to which he contributed, to send him into Texas and dig oil wells. He dug two. All they yielded was salt water. Wells all around his property were producing. He hit the bad spot and dropped \$19,000 of his own and the troupe's money.

With two vaudeville booking agents, including Herman

Blumenfeld, now general office manager of George A. Hamid, Inc., and affiliated enterprises, he set up an agency which was to concentrate on furnishing acts to county fairs. Before that fair committees had simply shopped around the vaudeville agencies, and the vaudeville agencies had never been much interested in the county fair business.

Hamid undertook to convince the county fair people all over the East that the new agency had the interests of agriculture at heart. He traveled to every State capital and county seat in the East that had ever had a fair and got contracts which enabled him to book all his tumblers and a good many other acts besides.

In 1927 he and his partners spent a fortune in the erection of a beautiful theater in Elmhurst, Long Island, one of the first de luxe flesh and film houses in the country. It proved a \$330,000 white elephant. In the same period he purchased an amusement park, White City, Worcester, Mass., and started to develop it the next year.

Hamid could afford huge investments and flops because the preceding years, notably 1925 and 1926, were the great expansion years for the booking firm, when large mergers, consolidations and absorptions were effected. That period, scarcely more than 10 years ago, was one of expansion for business enterprises with determination and vigor.

The business has been expanding ever since. Nineteen twenty-eight marked the peak year for bookings at parks,

fairs and outdoor amusement events in general. In 1936 a new peak was reached. This year, according to contracts already closed, the 1936 record will have to give way.

Early in 1931 Hamid bought out his partners and became sole owner of the firm and its various tributaries. The succeeding years found his expansion taking the form of operation. He became lessee, with Norman Y. Chambliss, of the North Carolina State Fair, at Raleigh, building it

into a monumental success and turning over much-needed revenue to the coffers of the State Treasury—this for an event which had been on the toboggan. The next year, in 1934, he made similar arrangements for the fairs in Greensboro and Rocky Mount and annexed several other fairs in the Tar Heel State, including Clinton, Salisbury and Williams-ton.

Early in 1936 he leased the New Jersey State Fair, Trenton, for a number of years.



"In later years, by diligent application of his talent and muscles, he was to work down step by step until he was at the very bottom." (Hamid at left, held by topmounter.)



JEREMIAH J. MUGIVAN



LEW DOCKSTADER



LEON W. WASHBURN

congratulations and continued success  
to

# GEORGE A. HAMID

on his  
**30<sup>th</sup>** anniversary

## RINGLING BROS.-BARNUM & BAILEY COMBINED SHOWS, Inc.

*"The Greatest Show on Earth"*

### THE FLYING OTARIS

World's Greatest, Most  
Distinctive and Original Flying Pageantry

*compliment*

### GEORGE HAMID

on his **30<sup>th</sup>** anniversary

After being featured on Ringling Bros.-Barnum & Bailey Circus in 1935 and 1936 we are being booked at Fairs by the one and only George Hamid.

Thanks for engaging us with Hagenbeck-Wallace Circus this season.

With thanks for importing my act and booking it on the Ringling Bros.-Barnum & Bailey Circus and the Steel Pier, Atlantic City.

Felicitations on your 30th Anniversary.

### OLGA PETROFF

PRINCESS OF THE HIGH POLE

Again a feature of Ringling Bros.-Barnum & Bailey Combined Shows—

thanks to **GEORGE A. HAMID**

### UYENO JAPANESE TROUPE

### Congratulations George!

*From Your Associate*

**BOB**

**HAMID-MORTON CIRCUS CO.**

### SILVER

*the Wonder Horse*

*and*

### ANDY CARUSO

Felicitate George A. Hamid on 30 Years of Super-Showmanship

Engaged for Fairs by

**GEORGE A. HAMID, INC.**

# "LUCKY" TETER

and by

## HELL DRIVERS

LEGION OF THE

### WORLD'S GREATEST DAREDEVILS

*Compliment George A. Hamid on his 30th Anniversary*

Through the fine co-operation of Mr. Hamid and his staff the following results have been achieved:

## 1936 BOOKED SOLID 1937 BOOKED SOLID

*Two Years' Association*

*Two Years' Solid Bookings*

### FIRST TIME INDOORS!

## at BOSTON GARDEN

**Boston**

**APRIL 21-22-23-24**

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Matinee Saturday, April 24

*The most exploited Cavalcade of Fury in the World!*

NEWSPAPERS == MAGAZINES == RADIO == NEWSREELS

## VESS' ORIGINAL

Greetings to  
**GEORGE HAMID**  
on his 30th Year in Show Business

## 4 QUEENS of the AIR

*congratulations!*

You have been a good friend, a worthy councillor and a square shooter,  
**GEORGE,**

**JOE BASILE**  
and His

Madison Square Garden Band

*Congratulations and best wishes for continued success to*

## GEORGE HAMID

the performer's friend.

## LES REBRAS

### GEO. F. PERLEY & COMPANY

OTTAWA, CANADA

We specialize in CUSTOMS and IMMIGRATION BONDS for CIRCUSES, MIDWAYS AND CARNIVALS

Write or wire us—Prompt service.  
Hearty congratulations to our good friend

**GEORGE HAMID**

### THE FLEMINGTON (N. J.) FAIR

*congratulates*  
**GEORGE A. HAMID**

Upon conclusion of thirty years of successful endeavor. It has placed its 1937 contract for Grandstand Attractions for the 16th consecutive year with him.

PENN-JERSEY CIRCUIT  
DATES, July 2, 3 & 5.

FLEMINGTON FAIR, August 31-Sept. 6. Labor Day Inclusive.

*Continued Success to*

### THE HAMID ORGANIZATION

### NU METHOD MATRIX & PLATE CO. Inc.

460 West 34th St., New York

*hats off to*

## GEORGE HAMID

Whose genius as a Showman, whose fair and square dealing and whose loyalty to his legion of friends on the buying end have placed the Fairs throughout the East at the pinnacle peak of success which they now enjoy. The Gouverneur-St. Lawrence County Fair appreciates his fine co-operation during the past 12 years and attributes much of its success to the splendid acts always furnished by the Hamid agency.

**BLIGH A. DODDS**  
Secretary and Manager,  
Gouverneur, N. Y.

*best wishes for your continued success*

## PAT VALDO

Dexter Fellows Tent  
greet

## GEORGE A. HAMID

*compliments to*

## MR. GEORGE HAMID

from  
**CATHARINE BEHNEY'S**  
Winter Garden  
Revue

Compliments of this and the  
next 30 seasons to

**GEORGE HAMID**

the "Jumbo" of outdoor bookers  
and producers



**LES KIMRIS**

aerial feature of Billy Rose's "Jumbo" in New  
York and Fort Worth and the Steel Pier, Atlantic  
City

thanks to

**MR. HAMID**

for Parks and Fairs  
our 3d season with the Hamid Office



best wishes  
to  
a great showman

*Rudy Vallee*

From the **PALISADES AMUSEMENT PARK**  
World's Big-  
gest Amuse-  
ment Park  
PALISADE, N. J.

to the World's Foremost  
Talent Titan  
**GEORGE A. HAMID**  
With best wishes for his continued success.  
**JACK AND IRVING ROSENTHAL**  
Ditto from the World's Shortest Press Agent.  
**BERT NEVINS**

Watch for One of Our 1937 Innovations  
Lake Placid Bob Sled  
Palisades' Latest Thrill

**SIX FLYING MELZORAS**  
ACROBATS of the AIR



America's Foremost Outdoor Dou-  
ble Wide Flying Return Act,  
Featuring

**RAYMOND  
MELZORA**

Original Flying Trapeze Clown  
"Believe It or Not" Ripley says:  
"THE ONLY WOODEN LEGGED  
AERIAL ACROBAT."  
congratulations

**GEORGE HAMID**  
on your  
30th anniversary

**CANADIAN  
NATIONAL  
EXHIBITION**

TORONTO, CANADA

Is happy to extend its good wishes to George A. Hamid on his 30th  
Anniversary.

George Hamid has had continuous association with the Canadian  
National Exhibition since 1911—first as a performer and later as a  
producer of many sensational features before the grandstand.

He has co-operated splendidly with the entertainment wing of the  
Canadian National Exhibition and is continuing to exert his best efforts  
in our behalf.

Therefore, we say congratulations to him on his achievements and his  
showmanship.



Canadian National Exhibition  
**ELWOOD HUGHES**  
General Manager

**CHARLES W. ROSS**  
Manager of Attractions

**HELEN REYNOLDS**

and her

World Champion  
SKATING GIRLS

The Novelty Hit and Sensation of the Century

Direction

**EARLE REYNOLDS**

Best wishes to my old pal

**GEORGE HAMID**

with sincere  
admiration  
and  
gratitude

to

our exclusive  
manager

# MR. GEORGE A. HAMID

THE TOPS IN OUTDOOR PRODUCTIONS

## REVELATIONS of 1937

Gene Hamid - Manager

# We congratulate you

## GEORGE A. HAMID

May Your Success  
Continue

We Are Proud To  
Have Been With You  
12 Consecutive Years

ON YOUR 30TH ANNIVERSARY

*EUGENE RANDOW - Mgr. of*

AUNT JEMIMA and her PANCAKES - FOUR RANDOWS

our best to **GEORGE A. HAMID**

# THE DE CARDOS

Vaudeville  
**MILES INGALLS**

Parks and Fairs  
**GEORGE A. HAMID, Inc.**

Teeterboard Barrel Jumpers  
Originators of what we do

Permanent address **BOX 184**  
Dana, Ind.

Congratulations  
TO A GREAT SHOWMAN

Bonnie  
Brownell

G-irls  
A-ction  
H-it Show

greetings and congratulations  
to

## GEORGE A. HAMID CONLEY TRIO CONLEY'S COMEDY CIRCUS

**Genesee County Agricultural Society**  
BATAVIA, N. Y.

WM. J. BREW, Pres.                      GLENN W. GRINNELL, Secy.  
EDWIN HARDING, Vice-Pres.        HARRY LAPP, Treas.

This year we have contracted with MR. HAMID for the greatest outdoor show that he has ever attempted to put on. With the help and guidance of Mr. Hamid, the Genesee County Agricultural Society has built up a very enviable position in the outdoor attractions in the county and larger Fairs in America.

PAT                      MILDRED

## CHRISMAN "ARISTOCRATIC GOATS"

"The Act Unusual"

Congratulations

## MR. HAMID

on your  
"30th Birthday"  
in show business



★ ★ ★

# WE GREET OUR BOSS

As members of the New York and branch offices of George A. Hamid, Inc., and affiliated enterprises we deem it an honor to be associated with so human a person as George Hamid, our boss and friend.

*May the Star of*

# GEORGE A. HAMID

shine brighter and brighter in the succeeding years. May he reach even greater happiness and prosperity in the future than he has thus far enjoyed.

## HERMAN BLUMENFELD

General Office Manager

**DOROTHY PACKTMAN**  
General Secretary

**JOE HUGHES**  
Director of Fair Relations

**LEONARD TRAUBE**  
Publicity and Advertising Manager

**LEO GRUND**  
Manager Club Service Div.

**DAVE SOLT**  
Manager Theater Div.

**SHERRY MOPPER**

**MAGNOLIA HAMID**  
Secretaries

**MARIE CONDURA**

**SAM SHUFRO**  
Chief Auditor

Boston Office  
260 Tremont St.

**Paul N. Denish,**  
Manager.

**Jacy Collier,**  
Assistant Manager.

**Esther C. Lane,**  
Secretary.

Pittsburgh Office  
1219 Empire Theater Bldg.

**FRANK GERVONE**  
Manager

Norfolk  
(Ocean View, Va.)

**M. B. HOWARD**  
Manager

*Greetings from the Editor and Staff of*

# FAIR TIMES

A Monthly Publication Dedicated to the Great Amusement Industry, Published by George A. Hamid, Inc.

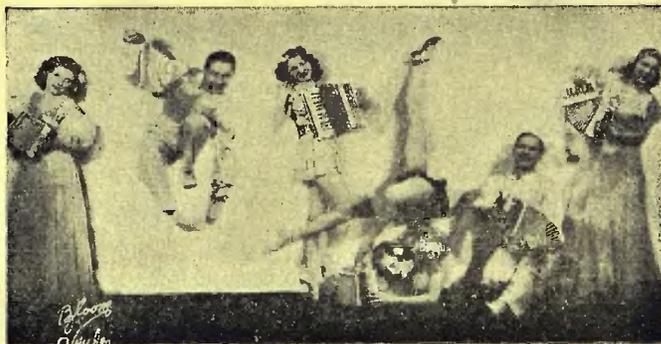


# BALABANOW ACCORDION SEXTETTE

A colorful, vivacious musical entertainment, wholesomely presented with PULSING STIRRING DANCES, CATCHY TUNES AND APPEALING SONGS. Sweet and charming girls. Lovely costumes.

*Featuring*

The SOOTHING SONG-STRESS.  
The FOREMOST ACCORDION SOLOIST.  
The MINIATURE PIANO ACCORDIONS.  
The girl who makes her CONTORTIONS and ACROBATICS a thing of beauty and grace while playing a miniature accordion.  
The MUSICAL TOE TAP DANCER who taps a tinkling rhythm on the tip of her toes to the tune of her own accompaniment.  
The boy who does an inimitable trick dance finishing with some AMAZING LUMPING over one foot that rouses the audience to a CHEERING FINALE.



## Press Comments by VARIETY, BILLBOARD and NEWSPAPERS

In New York, Chicago, Philadelphia, Boston, Washington and Ottawa, at RKO, Paramount, Warner Bros. and Fox Theatres read:  
"Artistic hit . . . class and versatility."  
"Peachy vocals . . . a World's Fair attraction."  
"Mighty novel . . . so little competition."  
"Took the big share of well-earned applause at the end of the show . . . a rousing finale."

*thanks to* **GEORGE A. HAMID**

# FRANCIS TRIO

*Original Pantomimists—"Good To the Last Drop"*

★ Best Greetings to ★  
**GEORGE HAMID**  
America's No. 1 Booker

VAUDEVILLE and CLUBS  
**THE 3 WALTONS**

Booked by  
**DAVE SOLT**  
(Hamid Office)

PARKS and FAIRS  
**THE FRANCIS TRIO**

Booked by  
**GEORGE A. HAMID, Inc.**

CONGRATULATIONS  
 to  
**GEORGE A. HAMID**  
 My Esteemed Friend  
 and  
 Loyal Pal

*During a Period of Over a Quarter of a Century  
 "You Merit the success you have attained thru  
 having that Power and Confidence so rare among  
 Men to realize the force of facts and grasp the  
 opportunity".*

**RALPH A. HANKINSON**

*greetings and salutations  
 to*

**GEORGE A. HAMID**

**WE ARE PRIVILEGED, INDEED, TO  
 RATE YOU AS OUR SINCERE FRIEND**

JAMES L. MALONE — PAT PURCELL — JAKE MARKS — BILL BREITEN-  
 STEIN — CHARLES WILLIAMS — GEORGE KINUM — SAM NUNIS —  
 ROY PEUGH — MORT BERRY — ED MASTERS — FRANK FOGEL —  
 ALAN HUNTSMAN — LEO PREVITI — RUSS MOYER — EDDIE SUGGS —  
 WILL KAUFMANN — JOE FRANKS — HARRY SILVER — RAY MONK  
 — CHARLES SUGGS — JOHN DRISCOLL — JAMES SEXTON — JOHN  
 LOUGHREN — GEORGE MASON.

( THE STAFF OF HANKINSON SPEEDWAYS, INC. )  
 ( NEW YORK-PHILADELPHIA-CHICAGO-READING )

# CHRISTY'S *cavalcade of the* CIRCUS

**George W. Christy**  
Owner and Manager

Shows several tonsful of sawdust honors upon George A. Hamid for having attained the distinction of 30 years in the show business with such triumphant success. His march to the pinnacle of the profession has been the result of keen imagination, conscientious endeavor and outstanding showmanship. He has rendered distinguished service throughout the years and we hope he will be with us for a long, long time.

Christy's Circus Unit is being booked again this year at Amusement Parks and Fairs by Mr. Hamid's company.



—Featuring—

Three Large Elephants—Six Full-Blooded Black and White Liberty Stallions—Eight Military Ponies  
Three High-School Horses—Comedy Mule—Football Kicking Pony—Attractive Girl Trainers and  
A LOAD OF LAUGHS!

## ROBERTA'S CIRCUS

"Pert Pets"

"Domestic Devils"

All of us are pleased to pay tribute to George A. Hamid in his Thirtieth Anniversary Year. His methods and his clean-cut tactics command the respect of every performer. Even our mule, who never agrees to anything, has agreed that nothing we say about "our mentor" would be too much.

**Naida Roberta**  
"and Family"

**M'LE PALMINA**

*Incomparable Aerialist*



**FOUR FAMOUS FANTINOS**

We both feel honored to pay our respects to **GEORGE A. HAMID** and to wish him another 30 years of success, happiness and health.

**LORENA CARVER**

Joins  
**GEORGE A. HAMID'S**

many friends in publicly wishing him success and continued prosperity.

**CARVER'S DIVING HORSES**

**NATIONAL TICKET CO.**  
SHAMOKIN, PA.

Ticket Printers for the Amusement World  
Extends Congratulations to

**GEORGE A. HAMID**

On His Thirtieth Anniversary.

congratulations to  
**GEORGE HAMID**

He has climbed the highest mountain.

for "HIGH" ascension with Thrill Climax

see

**THE FOUR LADDIES**

**THE AUDACIOUS SATANELLOS**

1937's Supreme Aerial Triumph  
Offer their congratulations to

**GEORGE HAMID**

for his noted achievements and his service to artists throughout the years.



Engaged for Parks and Fairs by  
**GEORGE A. HAMID, INC.**

# THE ARLEYS

## The "Original Copies"

Doing Nicely

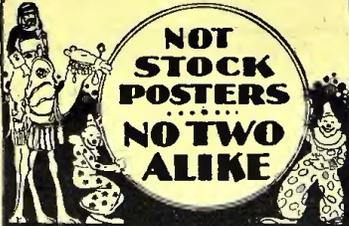
Thanks to MR. GEO. A. HAMID

CONGRATULATIONS  
and  
BEST WISHES  
to

**GEORGE A. HAMID**

We hope he lives to be 100 years old and that he will have whiskers growing down to his knees with contracts on every strand of hair and is still in business.

**H. WM.  
POLLACK  
and  
EMPLOYEES**



**H.WM POLLACK  
POSTER PRINT  
SHOW PRINT  
DIVISION  
BUFFALO, N.Y. PHONE GRANT 8205**

### ART LEWIS SHOWS, Inc.

Eastern States' Best  
extends congratulations to  
**GEO. A. HAMID**  
on His 30th Anniversary  
ART LEWIS, Manager.

### THE SCHAGHTICOKE FAIR

New York's Fastest Growing Fair,  
Greets  
**GEORGE A. HAMID**  
A GOOD FELLOW  
AND  
A GOOD SHOWMAN.  
FARNAM P. CAIRD, Sec'y, Troy, N. Y.

### OSAKI and TAKI

Perch Novelty and Risley  
Congratulations to  
**GEORGE A. HAMID**

### GEORGE VENTRE

and his  
**STETSON RADIO BAND**  
Boston, Mass.  
Best Show Band in the East.  
Playing all Leading Parks and Fairs  
Booked Through  
**GEORGE A. HAMID**  
30th Anniversary Congratulations

## WORLD OF MIRTH SHOWS

### Wanted for Season of 1937

Working men in all departments—talkers, grinders, mechanical and ride help, etc.

Will finance meritorious ideas.

This is the organization for people with new shows and unique ideas

Can use high-grade concessions—must be legitimate.

Rube Nixon wants help for his Monkey Circus. Address him care of the show, Richmond, Va.

**CALL!**

**CALL!**

All people engaged with the above show should report to winter quarters, Richmond, Va., by no later than April 15. Opening in Alexandria, Va., May 1.

**Biggest Route of Fairs in the Business**

### FOR SALE

Two Hand-Carved Lewis Wagon Fronts. Excellent Condition. Good Buy. Also some Portable Fronts built new last year. Two "E-Z" Freeze Custard Machines. First-class condition.

We are in the market for a few Steel Flat Cars—Communicate at once.

Committees Desiring Particulars  
on This Show Address

**L. HARVEY CANN**  
General Agent

Rm. 1512, 1560 Broadway  
New York, N. Y.

All Others Address

**MAX LINDERMAN**  
General Manager

William Byrd Hotel  
Richmond, Va.

## ISMAILIA TEMPLE SHRINE CIRCUS

Buffalo, N. Y.

A George Hamid - Bob Morton Triumph

## KNIGHTS of COLUMBUS CIRCUS

New Haven, Conn.

A George Hamid - Bob Morton Triumph

## CYPRESS TEMPLE SHRINE CIRCUS

Albany, N. Y.

A George Hamid - Bob Morton Triumph

## THE FORUM CIRCUS

The Forum, Montreal, Canada

A George Hamid - Bob Morton Triumph

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# "JINX" HOAGLAN'S HIPPODROME SENSATIONS

saluting

THE KING OF SHOWMEN  
AND THE SHOWMEN'S  
KING

★ ★  
★ ★

HOAGLAN'S HIPPODROME

presents  
THE KING OF SPORTS and THE  
SPORT OF KINGS

None Other Than the Mighty Equine  
Imposing Array of Horsey Hippodromic Talent—10 Big Features — Chariot Racing, Roman Standing, Pageant of the Cavalry, Mounted Pushball, High-School Horses, Ball-Kicking Mules, Auto Polo, High and Broad-Jumping and what not.  
Day or Night Entertainment  
15 People — — 20 Head of Stock

## JOHNNIE REXOLA and CO.

Kings  
and  
Queens  
of  
Versatile  
Entertainment

congratulations  
and best wishes  
to

George A. Hamid  
on His  
30th Anniversary

Perch  
Skating  
Tumbling  
and  
Dancing

★ ★ ★  
CLAUDIA — SALLY — BETTY — ROLAND — JOHNNIE

## THE CUMBERLAND FAIR CUMBERLAND, MARYLAND

August 23-28, Inc.  
Seven Running Races Daily

wishing you every success

THE CUMBERLAND FAIR ASSOCIATION

HARRY MANLEY  
President

Take a "TIP" from us  
GEORGE HAMID  
is "TOPS"

★ ★ ★ ★

## ELAINE DOWLING

and Her Tip Top Girls  
America's Sauciest Lasses

P. S.—Congratulations and best wishes.

## THE LOOPING NIXES

congratulations

MR. HAMID  
from

The World's  
Most Sensational **MOTORCYCLE ACT**  
GLOBE OF DEATH

Fearless Bunny Nix and Daredevil Grady Nix  
Featuring Riding Racing Motorcycles 18 ft. in midair upside down  
without the aid of any safety device whatever.

★ THE DIRECTORS OF THE  
WAYNE COUNTY AGRICULTURAL SOCIETY SEND  
CONGRATULATIONS

to **GEORGE A. HAMID** ★  
FOR HIS THIRTY YEARS OF  
SUCCESS

## WAYNE COUNTY FAIR

Honesdale, Penna.  
SEVENTY-FIFTH ANNIVERSARY  
SEPTEMBER 21-22-23-24, 1937  
E. W. GAMMELL

Best Wishes, George!

## CLINTON FAIR

Clinton, N. C.  
October 26-31

J. A. STEWART  
Resident Manager

We deeply appreciate what  
GEORGE HAMID has done for us  
since we came to the United  
States. May his successful career  
continue with as much health,  
happiness and prosperity as he has  
enjoyed in the past.

## THE THREE ERWINGOS

Iron-Jaw and Cloud-Swing  
Artists of World Renown

Greetings, G. A. H.

## SALISBURY FAIR

Salisbury, N. C.  
September 21-25

Mrs. G. C. CONRAD  
Resident Manager

We feel that it is an honor and privilege to offer our sincere good  
wishes and tribute on this, your Thirtieth Anniversary as a Showman.

1907 ★ ★ ★ **GEORGE A. HAMID** ★ ★ ★ 1937

May your future be as Successful, Prosperous and Congenial as during the past.

## MERRILL BROTHERS and SISTER

"World's Premier Equilibrists"

Universally recognized as the most remarkable three-people combination of Outdoor Attractions in the business today.

Exclusive Representative  
GEORGE A. HAMID, INC., 1560 Broadway, N. Y. C.

**An Open Squeal to GEORGE A. HAMID**

My Pigs have been squealing and squawking all over the place, this being their way of informing me of their desire to pay their respects to you on your Thirtieth Anniversary.

Their efforts are wasted, however, because I had the same thing in mind myself.

With best wishes for your continued happiness and prosperity and knowing that the next 30 years will see you booking "Pigger and Better" Attractions,

*Sincerely*

**F. W. BURNS**

FARMeR bROwN's PIGS

one of the most unusual trained wild pig troupes in the world

When Better Anniversaries Are Produced **GEORGE A. HAMID** will produce them.

When better comedy is conceived, you'll find us in the front rank.

**WHITE BROS.**

Comedy Contortion, Table Rocking and That Comedy Mule

*Congratulations to George Hamid, America's Master Showman*

**GREENSBORO FAIR**

Greensboro, N. C.

OCTOBER 18-23

**NORMAN Y. CHAMBLISS**

Manager

**KENT & SUSSEX FAIR**

Harrington, Delaware

*extends felicitations to*

**GEORGE A. HAMID**

on his Thirtieth Anniversary for his fine work done in the Outdoor Amusement Industry.

**VIRGINIA STATE FAIR**

Richmond, Virginia

OCTOBER 4-9

Is deeply honored to join with others in the amusement world in paying tribute to a man whom we all respect and admire, and who has done and is doing such distinguished work at Fairs.

**CHARLES A. SOMMA**

General Manager



**WILL MORRIS & BOBBY**

"Merriest Wags on Wheels"

*congratulate*

**GEORGE A. HAMID**

*on 30 Years of*

**DISTINGUISHED ACHIEVEMENT**

Booked Solid for 1937 at Parks, Fairs, etc.

thru

GEORGE A. HAMID, Inc., of course.

**THE MIFFLIN COUNTY FAIR**

Lewistown, Pa.

August 2-7, 1937

**GEORGE HAMID**, by virtue of the fact that he has booked our grandstand show for so many years, is like one of the Mifflin County Fair family. He has always given us outstanding entertainment, worried with us over our problems, and has been a true friend and close adviser throughout the years. May he and his family be blessed with the bounties of Nature for the rest of their lives. It is an honor to join in greeting him on his 30 years of success.



*S. B. Russell*

**S. B. RUSSELL**  
Vice-President and Gen. Mgr.

**THE WOLANDI DUO**

SENSATIONAL HIGH WIRE ARTISTS

*Introducing*  
Unbelievable acrobatic routines in mid-air.

*Including*  
A charming Miss riding a bicycle on a slender wire and a hotcha dance high in the air without the aid of a pole, the only one in the profession to accomplish this feat.

*Wishing*  
**GEORGE A. HAMID**  
Even Greater Success in the Years to Come Than He Has Enjoyed in the Past. He Justly Deserves It.

GOLDEN JUBILEE YEAR  
1888-1937

**NEW JERSEY STATE FAIR**

TRENTON, N. J.

SEPTEMBER 26-OCTOBER 2

**HARRY E. LABREQUE**

Resident Manager

*Proudly Do We Pay Tribute to the 20th Century Miracle Man*

Best Wishes and Continued Success to the  
Greatest Outdoor Showman of All

# GEORGE A. HAMID

Pyrotechnically yours,

## OHIO DISPLAY FIREWORKS COMPANY

New Castle, Pa.

WORLD'S GREATEST SHOW PLACE

# STEEL PIER

Atlantic City, New Jersey

EXTENDS GREETINGS and GOOD WISHES TO

# GEORGE A. HAMID

The Master Showman

on his Thirtieth Anniversary

Nice Going, George

## ROCKY MOUNT FAIR

Rocky Mount, N. C.  
September 27-October 2

**NORMAN Y. CHAMBLISS**  
Manager

FLASH!

FLASH!

By Cablegram from Buenos Aires

Greetings from

## RED BRADY and JOAN

Playing to over 2,500,000 admissions  
since opening January 1.

This is our sixth season with

## GEORGE HAMID

SALUTATIONS  
From

## Red Brady's Diving Devils

featuring Jack Diver

Third season with GEORGE HAMID

## The MOREEN TROUPE

"The Quintuple Circus"

Comedy  
Aerial Trapeze Equilibristic Perch

Congratulations to  
**GEORGE HAMID**  
On His 30th Anniversary

## To GEORGE A. HAMID

Congratulations  
and  
a "30-Gun" Salute

**MORAN and WISER**

Felicitations To

GEORGE HAMID

## WILLIAMSTON FAIR

Williamston, N. C.  
October 4-9

**HARVEY WALKER**  
Resident Manager

## WHITE CITY PARK

WORCESTER, MASS.

New England's Million-\$  
Playground

greet

the Million-\$ Showman  
**GEORGE A. HAMID**

(contributed by the Park Staff)

## GREAT ALLENTOWN FAIR

ALLENTOWN, PA.

SEPTEMBER 21-25

Wishes to make public (again) the fact that George A. Hamid has rendered distinguished service to the Allentown Fair over a long period of years. We are proud to pay tribute to him on his 30 years in the entertainment industry.

**MAJOR M. H. BEARY**  
Secretary

CONGRATULATIONS and ALL GOOD WISHES to  
**GEORGE A. HAMID**

on His Thirtieth Anniversary in Show Business

**O. C. Buck Expositions, Inc.**

Wish to express my deepest thanks for the utmost in co-operation extended by George A. Hamid, the King of them all. May his reign continue with unqualified success for another 30 years.

**A. HYMES**

# TO GEORGE A. HAMID

best wishes for the next 30 years

FROM THE

# HONEY FAMILY

our sincere congratulations  
and good wishes  
to

★ **GEO. A. HAMID** ★

on his 30th successful  
year in show business

**MILT  
HINKLE'S**

"BIGGER 'N BETTER  
THAN EVER"



**Texas Rangers  
RODEO**

Booked Exclusively  
by

**Geo. A. Hamid, Inc.**

My past experiences have been but  
stepping stones for my future betterment!



*sincere congratulations*

**GEORGE**

— • —  
**CHARLIE HART**

**KENNYWOOD PARK**

PITTSBURGH, PA.

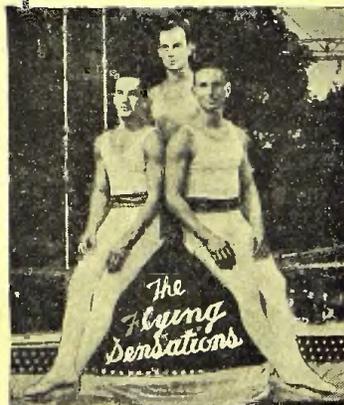
*Joins the Many Friends of*

**GEORGE A. HAMID**

In wishing him 30 more successful years as one of America's  
Outstanding Showmen.

Kennywood has played Free Acts by Hamid over 10 years.

**THE FLYING SENSATIONS**



America's Premier Artists on Flying Trapeze

Hearty congratulations to **GEORGE A. HAMID** on his 30th Anniversary in show business.

We are happy to announce that we are represented exclusively by such a successful and well established organization as **GEORGE A. HAMID, INC.**

"The daring young man on the flying trapeze"—The flying act is one of the oldest acts known and has the greatest all-time universal appeal.

Mr. Secretary, when you are buying attractions be sure to demand an outstanding—thrill, feature attraction such as this, around which to build your program.

**THE FLYING SENSATIONS**

present

4 separate and distinctly different double somersaults, passing leaps, twisting tricks and tricks to the feet.

Direction—Paul Thorpe, Mgr.  
Permanent Add.—Wapella, Ill.

**THE PAROFF TROUPE**

*Compliments* **GEORGE HAMID**

*on his anniversary*

**HARRY PATRICK**  
Manager

We are introducing a new sensational thriller in 1938. Watch for it!

*Best Wishes to* **GEORGE HAMID**

**PICCHIANI TROUPE**

Teeterboard Acrobats

Featured With Cole Bros.' Circus New York and Boston Engagements

*also the*

**LODI TROUPE**

Fairs for George A. Hamid, Inc.

R.K.O., Boston—by Helen Eager  
—Boston Herald:  
Winding up the show to an uproarious final are those gifted roller-skaters, Earl, Jack and Betty (Four Earls), who coax members from the audience, including the inevitable 250-lb. woman, on to the stage that closes the show with hilarious laughter.

Butler Eagle, Butler, Pa.—

Butler Fair—1936:  
The Earls in their roller-skating act featured and proved a fitting climax to the show, their act is a hilarious series of events climaxed by an offer of two dollars to any woman over 250 lbs. who will take a ride with them, and there is always a taker.

**Congratulations to GEO. A. HAMID**

**FOUR EARLS**

**EARL ... JACK ... BETTY**

7th Consecutive Year with George Hamid. Featured 2 Years on Broadway with N. T. G. There Must Be a Reason—Read What the Critics Say:

Says Artie Marden, of the Washington Heights Leader, New York City:

Earl, Jack and Betty will thrill you to the core with their sensational spins and uncanny antics on roller-skates.

R.K.O. Palace—Albany, N. Y.,

News:  
The comedy roars of the program come when Earl, Jack and Betty (Four Earls) get a fat woman on the stage and give her a whirl that ends in a trifle upset.

Little Valley, N. Y., Fair—1936:

The Earls in their roller-skating act provided the high spot in comedy as persons from the audience come to the fair acts platform to take part in the stunts. Climax came when a fat woman responded to the call from the platform and by sheer avoirdupois nearly stopped the show as the entertainer tried vainly to lift her from the platform for a flying spin.

congratulations  
**GEORGE**

**WORLD of MIRTH SHOWS**

**MAX LINDERMAN**

**FLASH! BY RADIOGRAM FROM LONDON FLASH!**

We are coming to the United States to appear at Fairs and Parks for GEORGE HAMID, to whom we extend sincere good wishes on his Thirtieth Anniversary. Cheerio!

**THE FIVE JUGGLING JEWELS**

**JIM WONG TROUPE**

*China's Wonder Gymnasts*

Offers Most Celestial 30th Anniversary Greetings to

**• GEORGE HAMID •**

and Thanks for engaging us with Hagenbeck-Wallace Circus This Season

**JIM WONG, Manager**

**ALF**

best wishes to **GEORGE A. HAMID**

a feature of

**LOYAL'S**

Ringling Bros.-Barnum & Bailey Combined Circus  
New York and Boston engagements

**★ DOGS**

Success and Good Luck to **GEORGE HAMID** on His 30th Anniversary and Throughout His Life from

**BELLA BRENGK and the GOLDEN HORSE**

**GEORGE A. HAMID**

Compliments on your thirty years of achievements. May the next 30 years bring you as much success. You richly deserve it.

**J. W. and F. R. CONKLIN**

We are pleased to pay tribute to a master showman and one who has done and is doing so much to put our night performance on the success books.

**NEW YORK STATE FAIR**

Syracuse  
SEPTEMBER 5-11

**ALBERT L. BROWN, Director**

**BERKS COUNTY FAIR**  
**READING, Pa.**  
**Sept. 13 - 18**

In participating in this testimonial to George Hamid, nothing we can say about this colorful showman would be exaggerated. He is a great leader, a great organizer and a "colossal" purveyor of "gargantuan" amusements.

**J. STANLEY GILES**  
President  
**C. W. SWOYER**  
Secretary

**About the Business**

If you want anything from a Hottentot war chief with 90 dagger-dancing wives to a full two-act musical comedy for outdoor entertainment, George Hamid is your dish. Hamid, known from here to Tokyo as the top outdoor man of the world, controls more novelty acts than any other firm. Last year his agency booked more than 300 fairs, 200 celebrations, 35 amusement parks, together with home-comings, civic carnivals and circuses for a total estimated audience of 30,000,000 people.

Hamid digs up acts from all over. Some guy out in Kamchatka, say, can run seven-at three-cushion billiards with his nose instead of a cue. Presto! Hamid's agent hears of it, takes a look at him, and presently the billiard wonder is playing Hamid's fair circuit.

His success has been little short of phenomenal, and he has been creating the impossible for 30 years. The most vividly remembered thrills in the outdoor entertainment world were probably due to the creative ability of this man, whose chief job is thinking up new acts that will leave audiences gasping with amazement.

He has himself performed many of the stunts now being done and it is to his knowledge of the problems of the artist that he attributes his success. Hamid deals with people who do stunts themselves or who are professionally interested in seeing stunts performed. He has to parcel out dozens of attractions, none of them less than sensational and some of them downright astounding, and this involves an enormous problem in transportation, finance and diplomacy.

It is a feverish business, and part of Hamid's job is to keep death-defying performers from getting too worked up. He has to know how long it will take excitable tightrope walkers to cool down after an overnight train trip, for instance. Hundreds of acts depend on him to tell them where and when to perform. To help him keep everything straight Hamid employs a flock of salesmen, clerks and secretaries

at the head office in the Bond Building on Times Square and at his various branches.

Recently he established a full-time publicity, promotional and advertising bureau to co-ordinate the firm's activities and to service clients thruout the year. In addition, a biographical and photographic division is on the way to completion. A storeroom maintained for engravings, newspaper mats, stereotypes, photos, detailed information on attractions and kindred newspaper ammunition would do justice to the "morgues" of medium-sized newspapers. Special compartments are reserved exclusively for material used by fairs in their premium books and catalogs.

The business cannot be operated like an ordinary theatrical agency or vaudeville booking office because no two fairs or amusement parks are alike or put on shows of the same size. Each one has its own peculiar needs. Expense is immaterial to Hamid if the attraction is out of the ordinary and warrants the cost.—(New York World-Telegram, The New Yorker and The Long Island Press.)



The International Nine. Hamid is in back row center, the Stars and Stripes adorning his chest.

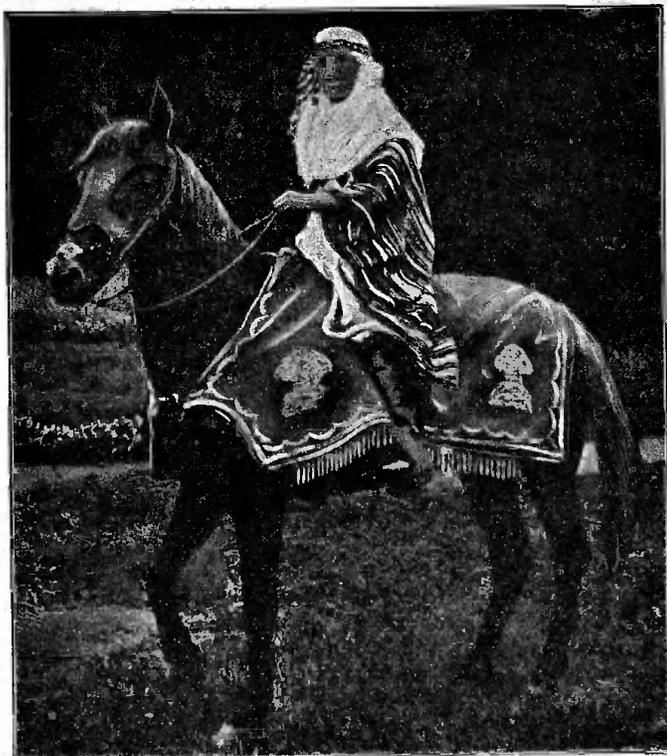


GEORGE A. HAMID AS, HE IS TODAY

**Trenton Fair**

He sat at his desk in the executive offices of the New Jersey State Fair and from time to time took a look out of the windows and upon the midway. The telephone rang incessantly, a stream of telegrams poured in on him. He got rid of calls and messages with a speed that was almost dazzling. He seemed like a bundle of nerves.

There is infinite respect for this showman. But he has earned it. Hamid is putting everything into the Trenton Fair. He is sure that it is a good thing. He is sure that the words "educational" and "constructive" apply to it in no hackneyed sense. He has a lot of confidence in the exposition and he is entirely too honest and sincere a man to make a lot of false promises and rash statements.—(Trenton (N. J.) Times.)



"He would wear a white hood and cloak and dash wildly about the ring on horseback—Fierce Bedouin Marauder of the Desert."

**About Toronto**

All the high-wire and slack-wire apostles, the four-faced clowns, the performing nags, the acrobats of various denominations and the other outdoor acts which assemble on the lake-front each autumn to amuse the grandstand multitudes of the Canadian National Exhibition are gathered together and shipped en masse by a highly specialized organization. Hamid scours the surface of the globe for weird, exotic and unexpected varieties of performers which come under the special classification of dumb acts.

The picturesque career of George Hamid has an equally picturesque Toronto background. Hamid was an exceedingly junior member of an acrobatic ensemble which gallivanted about the greens at the Toronto Fair. Hamid's salary, at the commencement, was prac-

tically incidental. It was evidently the decision of the management to protect the rising athletic star from possible corruption by sudden riches.

Each season Hamid comes to Toronto, usually bringing his family and, with a reflective glint in his eyes, he views the exhibition from the rear of its mountainous scenic settings and remarks that it has grown greatly, but is not changed much essentially. Occasionally, he may wish that he were once more tumbling for the edification of the multitude. To him, the greatest of outdoor bookers, this helter-skelter and hurry which goes on at each performance, the sawdust and tanbark of the CNE stage, occupy the same cherished position that the old swimming hole holds in the minds of business leaders.—(Toronto Star Weekly.)



PHIL SHERIDAN



EVA TANGUAY

**His Allentown Prophecy**

Ubiquitous Hamid representatives scamper to the corners of the earth to round up talent so that the restless little man who is the driving power of the organization may "blend the best novelty acts available with musical comedy productions and develop the finest shows possible for outdoor presentation."

At the Allentown Fair in 1921 one of the Hamid acts was playing on the stage. By 1923 the fair association had contracted for five Hamid acts and since that time Hamid acrobats, daredevils, wire-walkers, high-pole performers and other sensational actors have been returning here regularly.

It was in Allentown that Mr. Hamid first recognized the possibilities of a night fair show and urged the directors of the fair association to take a chance at sponsoring one. His unerring prediction of the success of the night show is now a matter of fair history. —Allentown (Pa.) Chronicle and News.)

**Back From Europe**

A portable Roller Coaster, a Rocket Man and a boxing bear were among the animal and mechanical novelties described by George A. Hamid, entertainment chief, after his quest in Europe for amusements for the American circus, carnival, fair and theater-going public. He returned on the French liner Normandie, ending a two weeks' tour that touched seven countries and hundreds of entertainment centers.—(New York Sun.)

**Thoughts on Fairs**

"Agricultural fairs have been a feature of American life for more than a

century. But the new 'bigger' and better' show business in connection with fairs is a phenomenon of extremely recent appearance. I've seen this sudden change, this astonishing transformation, from the inside—during the 30 years I've been in the business.

"Twenty years ago the amusement attractions at a county fair, known more or less contemptuously as 'the free acts,' were never treated seriously as a business proposition by the management of the fair. They would include the inevitable balloon ascension, the 'big' feature of the fair; a high-diving act; a high-pole act; a mule race perhaps, with a few local contests thrown in. This type of amusement deviated little until long after the World War. Then, gradually, came the change. Let's take a look at the present setup.

"One entertainment booking house now has \$250,000 invested in portable stages and trucks, costumes, electric-lighting apparatus, for elaborate productions in towns remote from any theatrical center—productions which equal and sometimes even surpass the most ambitious Broadway revues in size and beauty. An audience of 20,000 people witness the entertainment nightly. Then, there are the new 'thrillers' and other new acts which draw such crowds as these in small communities as well as large ones. These thriller acts have been getting successively better year by year, as the public demands.

"More and more of the smaller cities, as well as rural counties, are actually raising substantial sums to pay for professional entertainment during a week of celebration which will not only bring new life to the community but contentment to its people.

"I look at all these things—the crowds, the excitement, the spectacular feats, the super-thrillers; at the new, the modernized American county fair, and my mind races back to the little Syrian village in which I was a barefoot 'Arab' boy drawing the crowd around me in the bazaar as I turned somersaults in front of the fig-seller's booth. And it seems to me that people are the same the world over, and have been thru the centuries, ever since the fairs of 5,000 years ago.

"The only difference is the magnificence of the show. That's brand-new."—(Liberty.)

**The World's Fair**

"New York must reach out beyond the scope of present-day amusement and stage a show that will leave an everlasting impression," says Hamid. "We've got to get started now to dig up and create acts that will show the entertainment world of tomorrow just as the fair in general will show the mechanical and architectural world of tomorrow. It is not enough to show the progress from the horse and buggy days to the present day. People can see that by traveling from an East Side tenement to Radio City. We in the entertainment field must not lag behind the industrial exhibitors in showing the world of tomorrow."—(Long Island Sunday Press.)

**White City Park**

White City Park is one of his most prized possessions. He took it when the show business analysts said the amusement park was on the way out. It was put up to him as a dare. It hadn't been a success for years and there were those who said it never again would become a real part of Worcester's amusement offerings.

But the young man, for Hamid is still young in years, who started from a 25-cents-a-week wage and became president of a million-dollar corporation, decided White City Park was going to be a success, a credit to Worcester and to his organization.

He has improved it yearly, until at present it ranks with the finest and most modern parks in the country. And he isn't done. He has plans to enlarge the park and make it the center of fun-seeking New England. His executive work in his New York offices takes up most of his time, but there is hardly a week-end during the summer that he isn't in the city checking on the park's progress.

America has had countless great showmen, but few others started from the sawdust and climbed to a director's chair.—(The Worcester (Mass.) Telegram.)

**"Thrill Merchant"**

George A. Hamid, king of the thrill merchants, says the number of American-born daredevils is increasing. One reason for this is that fewer European performers are coming to this country because they today command good salaries abroad. Another reason is that the crowds now prefer the American-type thrills of diving and crashing. When a new dare-devil appears on the horizon he is not left long without work if he can really thrill the crowd.

"Americans like their thrills," states Mr. Hamid. "They want them fast, furious and

sensational and they're willing to pay more for them than ever before." —Popular Mechanics.)

**'10 Men on Shoulders'**

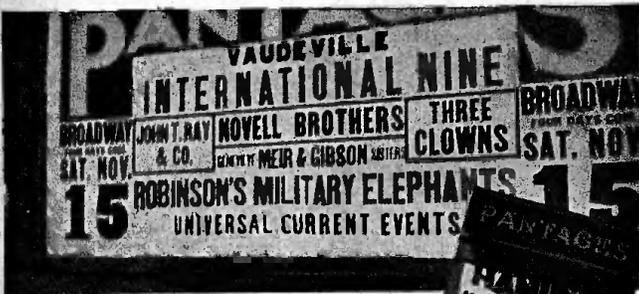
He carried 10 men on his shoulders, maintaining a pleasant smile even when they stepped on his ears. When the pyramid broke up, with the traditional cries of "Hail! Hail!" he would tumble toward the footlights and then, when it looked as if he would surely tumble straight into the laps of the people in the first row, would perform a series of rapid-fire tumbles without advancing an inch. Then the curtain would come down.—(The New Yorker.)

**Personnel of Fairs**

"The staff organization of fair personnel is like that of any large undertaking except that it is made up of specialists," states Mr. Hamid. "Under the executive at the top with his multiplicity of interests come the superintendents, each specializing in his own field."—(The New York Evening Journal.)



**COL. WILLIAM FREDERICK CODY**  
(Buffalo Bill)  
Scout, Guide, Soldier, Pioneer, Builder, Author, Showman  
Born February 26, 1846 Died January 10, 1917  
The Show Is His Monument  
Opened July 4, 1882 Closed July 22, 1913  
North Platte, Neb. Denver, Colo.  
He Brought Hamid to America



"Those were the great days of vaudeville, when no vaudeville show was without its troupes of Tumbling Arabs." (Note the top billing.) Program billed above represented the first intact show on the Pantages Circuit, with Hamid on managing end.

GABE - ETHEL - VICTOR  
**THE THREE CARDS**  
 presenting  
 The Sensational  
**"GAME OF SKILL"**  
 on  
 Teeter Board and Barrel  
 Featuring 18-Ft. Gaining  
 Back Somersault

Congratulations to  
**GEORGE A. HAMID**  
 on his  
 30th Anniversary

congratulations **GEORGE A. HAMID**

**WANTED**  
**FOR BIG CELEBRATION**  
 at Lehighton, Pa., Fair Grounds,  
 July 1 to 8.

Attractions, Rides, Shows and  
 Concessions. Carnival Inquiries  
 invited.

**FRANK R. DIEHL, Secretary.**

congratulations  
 from  
**ART MARO**  
 and his orchestra  
 featuring  
**EVELYNNE LEE**

Best Wishes to  
**George HAMID**  
 The Man Who "Goes to Town"  
 With Everything He Attempts.

**Capt. SOL SOLOMON**  
 Official World's Shallow Water  
 Diving Titleholder  
 and his  
**DIVING CHAMPIONS**

congratulations from  
**THE RICARDOS**  
 to  
**GEORGE A. HAMID**

congratulations  
 to the  
 Champ, George Hamid  
**LADDIE LAMONT**

**"Billing" Him**  
*(Various labels heaped upon Hamid by various commentators follow)*

Agriculture's Acrobatic Friend (*New Yorker*) . . . Largest employer of thrill acts in Eastern United States (*The Stage*) . . . Pilots the largest open-air talent agency in the world (Walter Winchell) . . . Head man in arranging fairs (*New York Sun*) . . . Supplies anything from a circus to a freak (*New York World-Telegram*) . . . In the artists' field all roads lead to him (*New Yorker Staats-Zeitung*) . . . The biggest outdoor man in the world (*The State Magazine*) . . . Director of thrills, creator of the impossible (*Long Island Sunday Press*) . . . The only business executive in New York who is an accomplished acrobat (*New Yorker*) . . . In a class by himself (*New York World-Telegram*) . . . Success story reads like Alger book (*Worcester (Mass.) Telegram*). Foremost agent of circus performers (*New York Evening Journal*) . . . King of the thrill merchants (*Popular Mechanics*) . . . The Doctor of Devilry in Entertainment (*Long Island Press*) . . . A clever monarch who uses psychology (*New York Post*) . . . Booker for all outdoors (*New York World-Telegram*) . . . The mind that thinks up your next week's entertainment wrinkle (*Long Island Press*).

**1907 to 1937**  
**At a Glance**

- 1907—First appearance in United States, Buffalo Bill Show, Madison Square Garden, New York. Sullivan-Considine Circuit, fall and winter. With Bill Show every summer from this year until it folded in 1913.
- 1908—Broke into burlesque, thru Phil Sheridan, in winter.
- 1909—Act with Eva Tanguay, winter.
- 1910—Arab troupe with Lew Dockstader's Minstrels. Joined Howard Thurston, winter.
- 1911-'12-'13—Long tour of Pantages Circuit, fall and winter.
- 1913—Bill Show disbanded in Denver, July.
- 1914—With own troupes on Keith Circuit, fall and winter. Sells-Floto, 101 Ranch Wild West, John Robinson, spring and summer.
- 1915—Leon Washburn's Mighty Midway Shows, in spring. Streets of Cairo for S. W. Gumpertz, Coney Island. Staged Oriental Midway, Luna Park, Coney Island. Streets of Cairo, San Francisco World's Fair.
- 1916—Howe's Great London Circus, Jeremiah J. Mugivan, manager. John Robinson Circus. Other activities sandwiched in.
- 1917—First intact unit over Pantages Circuit. Took out own circus. His troupes to training camps entertaining soldiers and civilians and spurring sale of Liberty Bonds.
- 1917-'18—Back with Pantages, winter.
- 1918—Failed in oil business, Texas. Toured own indoor circus on Pacific Coast.
- 1919-'20—Continued with indoor circus, fall and winter, parks and fairs in summer.
- 1921—Pantages, owner of largest circuit of independent houses in United States, summoned him to California, offering him general booking manager's post, with headquarters in New York, "biggest thrill of my career." Accepted with provision that he could fulfill fair-park contracts and arranged to take position in the fall. Friends persuaded him to enter outdoor booking field. Formed booking office.
- 1921-'22-'23—Three busy years spent in the building of booking business.
- 1924-'25-'26—Expansion years. Mergers and absorptions. Firm ascended to large proportions, establishing leading network of fairs and parks.
- 1927—BUILT beautiful Queensboro Theater, Elmhurst, Long Island, a \$330,000 failure. Purchased White City Park.

george hamid 1907

**EMIL and CATHERINE PALLEMBERG** ★

and  
 Dibirma  
 to  
 "Uncle George"

**GEORGE HAMID**  
**1937**

Keep on Growing  
 Bigger and Better,  
 George.

Dear Uncle George:

We wish you many happy returns of this eventful year

**BUDDY and AUDREY HANKINSON**

We offer  
 our sincere wishes to . . .  
**GEORGE A. HAMID**  
 on this, his 30th anniversary  
 Cetlin & Wilson Shows, Inc.  
**ISSY and JACK**

"Congratulations and Best Wishes"

To—**GEORGE—A—HAMID**

**PARK & BEACH SUPPLY CO. Inc.** Suite 523, 205 E. 42d St.  
 Harry C. Baker, President New York, N. Y.

Coasters — Old Mills — Fun Houses — Park Structures — Rides and  
 Equipment — — — New and Used

- 1928—Rebuilt White City Park. Outstanding season at fairs and parks, Business peak reached.
- 1929—Bankers and industrialists urged him to head association of parks for revamping on national scale based on floating of huge stock issue. Check lay on his desk as retainer, but delayed answer long enough to see the market crash and project abandoned.
- 1931—Rebuilt White City. Bought out associates in booking firm, becoming sole owner. Importation of acts on large scale inception. Created vaudeville, club and special events divisions of firm.
- 1933—Became lessee of North Carolina State Fair, Raleigh.
- 1934—Became lessee of fairs in Greensboro and Rocky Mount, N. C. Annexed Williamston, Clinton and Salisbury, N. C.
- 1935—Named officially American agent Ringling Bros.-Barnum & Bailey Circus.
- 1936—Lessee of New Jersey State Fair, Trenton. Reorganization of various institutions he heads. European scouting trip searching for attractions, new ideas and innovations.
- 1937—Draws on major indoor talent for booking at fairs, parks, etc. Outstanding swing over fraternal circus circuit under Hamid-Morton banner. Contracts closed and those pending call for booking schedule far ahead of any in the history of the House of Hamid. Thirtieth Anniversary Year.

Congratulations to  
**GEORGE HAMID**



**PIESEN MFG. CO.**  
 2757 Stillwell Avenue  
 Coney Island, New York

CONGRATULATIONS TO  
**GEORGE A. HAMID**  
 Upon 30 Years of Success in Outdoor Amusements.

**DOYLESTOWN FAIR**  
 1937 Dates September 14-18,  
 Doylestown, Pa.

1937 FAIR DATES

ALABAMA
Alexander City—East Ala. Fair Assn. Oct. 19-23. Lewis E. Dean, mgr., Cottonwood.

ARIZONA
Douglas—Cochise Co. Fair Assn. Oct. 7-9. James H. Barrett, mgr., Cottonwood.

CALIFORNIA
Anderson—27th District Agril. Assn. Sept. 22-26. W. C. McCabe, mgr., Cottonwood.

COLORADO
Montrose—Uncompagre Valley Rodeo & Fair Assn. Sept. 18-19. Vern Gray, mgr., Cottonwood.

CONNECTICUT
Broad Brook—Union Agril. Soc. Sept. 29. B. R. Grant, Melrose, Conn.

DELAWARE
Harrington—Kent & Sussex Fair Assn. July 27-31. Ernest Raughley, mgr., Harrington.

FLORIDA
De Funiak Springs—Walton Co. Fair. Nov. 9-11. W. J. Stinson, mgr., De Funiak Springs.

FRANCE
Paris—Paris International Expo. May 1-Oct. 16.
GEORGIA
Atlanta—Southeastern Fair Assn. Oct. 7-16. Virgil Meigs, mgr., Atlanta.

IDAHO
Boise—Western Idaho State Fair. Aug. 25-28. Ed J. Sprout, mgr., Boise.

ILLINOIS
Albion—Edwards Co. Fair. Aug. 10-14. Lyman Bunting, mgr., Albion.

INDIANA
Akron—Akron Agril. Fair Assn. Sept. 15-18. F. M. Fultz, mgr., Akron.

Dixon—Lee Co. Fair. Aug. 26-29. John Du Quoin—Du Quoin State Fair Assn. Sept. 6-11. C. H. Weinberg, mgr., Du Quoin.

Fairbury—Fairbury Fair. Aug. 25-28. George H. Decker, mgr., Fairbury.

Farmers City—Farmer City Fair Assn. Sept. 14-18. E. R. Rinehart, mgr., Farmers City.

Greenup—Greenup—Cumberland Co. Fair Assn. Aug. 9-15. Preston Jennine, mgr., Greenup.

Knockville—Knock Community Fair. Aug. 31-Sept. 3. V. M. Dearing, mgr., Knockville.

Marshall—Marshall Community Fair. Aug. 16-21. Charles J. O'Neill, mgr., Marshall.

Peatonica—Winnebago Co. Fair Assn. Aug. 26-29. Tom Morrissey, mgr., Peatonica.

Springfield—Illinois State Fair. Aug. 31-Sept. 3. W. H. Hart, mgr., Springfield.

Warren—Warren Fair. Sept. 1-4. J. W. Richardson, mgr., Warren.

ADDITIONAL INDIANA FAIRS
Akron—Akron Agril. Fair Assn. Sept. 15-18. F. M. Fultz, mgr., Akron.

Allison—Butler Co. Fair Assn. Sept. 7-10. C. H. Wilder, mgr., Allison.

Alta—Buena Vista Co. Agril. Soc. Aug. 17-20. C. J. Balms, mgr., Alta.

Atlantic—Cass Co. 4-H Agril. Fair. Aug. 18-20. Paul W. Knapp, mgr., Atlantic.

Aurora—Aurora Agril. Soc. Aug. 31-Sept. 2. E. D. Matteson, Lamont, Iowa, mgr., Aurora.

Avoca—Pottawatomie Co. Fair Assn. Aug. 19-21. R. F. McKinley, mgr., Avoca.

Bloomfield—Davis Co. Fair. Aug. 17-20. I. O. Jenkins, mgr., Bloomfield.

Boone—Boone Co. Achievement Show. Aug. 23-25. Harley Walker, mgr., Boone.

Burlington—Burlington Tri-State Fair. Aug. 27-30. Ely Smith, mgr., Burlington.

Cedar Rapids—All-Iowa Dairy & Jr. Live-Stock Expo. Sept. 6-10. C. D. Moore, mgr., Cedar Rapids.

Decorah—Winnebago Co. Fair. Aug. 18-21. J. R. Pearson, mgr., Decorah.

DEAD-END FAIRS
Des Moines—Des Moines State Fair & Expo. Aug. 25-Sept. 3. A. R. Corey, mgr., Des Moines.

KANSAS
Anthony—Anthony Fair Assn. July 13-18. O. F. Morrison, mgr., Anthony.

Ashland—Clark Co. Fair Assn. Sept. 1-4. W. A. Willard, mgr., Ashland.

Aurora—Aurora Grange Fair. Oct. 1-2. Helen Gillespie, mgr., Aurora.

Barnes—Washington Co. Banner Fair. Sept. 8-10. D. Linn Livers, mgr., Barnes.

Bellevue—North Central Kan. Free Fair. Aug. 28-Sept. 3. Homer Akers, mgr., Bellevue.

Blue Rapids—Merwin Co. Fair. Sept. 28-Oct. 1. H. O. Lathrap, mgr., Blue Rapids.

Burden—Eastern Cowley Co. Fair Assn. Aug. 18-20. H. P. Triplett, mgr., Burden.

Burlington—Coffee Co. Free Fair. Sept. 6-10. John Redmon, mgr., Burlington.

Chanute—Neosho Co. Fair. Sept. 6-11. T. F. Morrison, mgr., Chanute.

Coffeyville—Montgomery Co. Fair Assn. Aug. 16-20. Albert R. Reiter, mgr., Coffeyville.

COLTS FAIRS
Colby—Thomas Co. Fair Assn. Aug. 17-20. J. B. Kuka, mgr., Colby.

Tallahassee-Louisiana Delta Fair Assn. Oct. 5-8. P. O. Benjamin.

MAINE

Athens-Wessersunett Valley Fair Assn. Sept. 14-15. A. D. Dore. Bangor-Eastern Maine State Fair. Aug. 23-28. Jos. Steward. Blue Hill-Blue Hill Fair. Sept. 6-8. E. G. Williams. Cherryfield-Cherryfield Fair. Sept. 21-23. C. E. Small. Addison, Me. Cornish-Cornish Agr. Assn. Aug. 3-6. Leon M. Ayer. Damariscotta-Lincoln Co. Fair. Aug. 24-26. John N. Glidden. Exceter-Penobscot & Piscataquis Fair Assn. Aug. 31-Sept. 3. A. W. Hill, 64 Third st., Bangor. Farmington-Franklin Co. Agr. Soc. Sept. 21-23. Frank E. Knowlton. Gorham-Western Me. Fair Assn. Aug. 9-14. E. E. Moulton. Scarborough, Me. Leeds-Leeds Agr. Fair Assn. Oct. 5. Mrs. Alice L. Russell, N. Leeds. Lewiston-Maine State Fair. Sept. 6-11. J. J. Jacobous, Auburn, Me. Presque Isle-Northern Maine Fair. Sept. 8-9. Clayton H. Clegg. Skowhegan-Somerset Central Agr. Soc. Aug. 18-21. Harold O. Felley. Topsham-Topsham Fair. Oct. 12-14. E. C. Fatten. Unity-North Knox Fair. Sept. 28-30. H. L. Grinnell. Unity-Unity Park Assn. Sept. 14-15. E. S. Farwell. Windsor-South Kennebec Agr. Soc. Sept. 4 and 6. A. N. Douglas, Gardiner, Me.

MARYLAND

Cumberland-Cumberland Fair Assn. Aug. 24-29. Harry A. Miley. Frederick-Frederick Co. Agr. Soc. Oct. 12-15. Guy K. Motter. Timonium-Maryland State Fair & Agr. Soc. Sept. 6-11. M. J. Dalger, Pimlico Race Course, Baltimore. White Hall-White Hall Fair. Sept. 22-25. H. Ross Almy. Blandford-Union Agr. & Hort. Soc. Sept. 6-7. C. R. Ripley. Bridgeport-Plymouth Co. Agr. Soc. Sept. 4 and 6. Mrs. B. Nichols. Brockton-Brockton Fair. Sept. 12-16. Frank H. Kingman. Cummington-Hillside Agr. Soc. Sept. 28-29. Leon A. Stevens. Great Barrington-Barrington Fair. Sept. 28-30. Paul W. Foster. Greenfield-Franklin Co. Agr. Soc. Sept. 13-15. Whitman B. Wells. Littleville-Community Fair Assn. Sept. 17-18. Elmer O. Olds, Huntington, Mass. Marshfield-Marsfield Agr. Soc. Aug. 23-28. Horace C. K. Middlefield-Highland Agr. Soc. Sept. 3-4. Willard A. Pease, Chester, Mass. Nantucket-Nantucket Agr. Soc. Aug. 25-26. Herbert P. Smith. Northampton Hampshire, Franklin & Hampshire Agr. Soc. Sept. 30-Oct. 2. George H. Bean. Springfield-Eastern States Expo. Sept. 19-25. Charles A. Nash, gen. mgr. Sturbridge-Sturbridge Agr. Assn. Sept. 3-8. Russell Morse, Sturbridge, Mass. Townfield-Essex Co. Fair. Sept. 15-19. Ralph Gaskill.

MICHIGAN

Adrian-Lenawee Co. Fair. Sept. 20-25. F. A. Bradish. Allegan-Allegan Co. Agr. Soc. Sept. 21-25. E. W. DeLano. Allenville-Mackinac Co. Fair Assn. Sept. 9-11. Robert Saxon, Moran, Mich. Alpena-Alpena Co. Agr. Soc. Sept. 6-10. Ray J. Bushey. Ann Arbor-Washtenaw Co. Fair. Aug. 31-Sept. 3. Robert H. Alber. Armada-Armada Agr. Soc. Aug. 26-29. Harvey G. Crull, Richmond, Mich. Bax Aze-Bax Aze Fair. Aug. 17-20. R. P. Buckley. Charlotte-Eaton Co. 4-H Fair. Aug. 31-Sept. 3. Hans E. Kardel. Corunna-Shawassee Co. Agr. Soc. Aug. 18-20. Mrs. Edna Cooley. Crossville-Crossville Agr. Assn. Aug. 31-Sept. 3. Joseph D. Galbraith. Detroit-Michigan State Fair. Sept. 3-12. East Jordan-Charlevoix Co. Agr. Soc. Sept. 21-24. Charles P. Murphy. Escanaba-Upper Peninsula State Fair. Aug. 10-15. R. C. Fernald. Fowlerville-Fowlerville Fair. Aug. 3-7. Thomas G. Woods. Hart-Oceana Co. Agr. Soc. Sept. 7-10. G. E. Wyckoff. Hartford-Van Buren Co. Agr. Soc. Sept. 14-18. Paul F. Ritter. Hastings-Berry Co. Fair. Sept. 7-11. Maurice Foreman. Hillsdale-Hillsdale Co. Agr. Soc. Sept. 26-Oct. 2. H. B. Kelley. Inlay City-Lapeer Co. Fair. Sept. 13-17. Frank Rathsburg. Ionia-Ionia Free Fair. Aug. 16-21. Fred A. Chapman. Jackson-Jackson Co. Fair Assn. Aug. 31-Sept. 4. E. R. Hively. Ludington-Western Mich. Fair Assn. Aug. 24-28. Fred C. Leggett. Marne-Berlin Fair. Aug. 31-Sept. 3. Mrs. Harvey Walcott, R. 2, Coopersville. Marquette-Marquette Co. Agr. Soc. Aug. 24-28. Milton C. Spencer. Marshall-Calhoun Fair Assn. Aug. 24-28. B. C. Gaudin. Mason-Ingham Co. Agr. Soc. Aug. 25-28. Lloyd R. Doane. Northville-Northville-Wayne Co. Fair Assn. Aug. 25-29. Floyd A. Northrop. Norway-Dickinson Co. Fair. Sept. 2-8. Art Lonsdorf, Iron Mountain, Mich. Saginaw-Saginaw Fair. Sept. 12-18. William F. Jahnke. Sault Ste. Marie-Chippewa Co. Agr. Soc. Sept. 3-6. R. H. Osborn. Staircase-Staircase Agr. Soc. Oct. 7-8. R. G. Crawford. Traverse City-Northwestern Mich. Fair Assn. Aug. 30-Sept. 3. Arnel Engstrom.

MINNESOTA

Ade-Norman Co. Agr. Soc. June 24-28. A. C. Pederson. Aitkin-Aitkin Co. Agr. Soc. Aug. 23-25. W. F. Murphy. Albert Lea-Freborn Co. Fair. Aug. 23-28. Andrew C. Hanson.

Alexandria-Douglas Co. Agr. Assn. Aug. 25-28. R. S. Thornton. Anoka-Anoka Co. Agr. Soc. Aug. 16-19. Mrs. T. C. Wyatt, Bethel, Minn. Argosville-Clay Co. Fair Assn. Aug. 25-29. J. G. Anderson. Arlington-Sibley Co. Agr. Assn. Aug. 30-Sept. 1. O. S. Vesta. Austin-Mower Co. Agr. Soc. Aug. 18-21. B. Ruscby Adams, Minn. Barnesville-Clay Co. Fair & Agr. Assn. June 21-23. F. O. Solum. Barnum-Carlton Co. Agr. Assn. Aug. 23-26. A. H. Dethe. Baudette-Lake of the Woods Co. Fair Assn. Aug. 15-18. J. G. Clark. Bayport-Washington Co. Agr. Soc. Aug. 20-22. Fred Kahl, R. 2, Stillwater, Minn. Bemidji-Beltrami Co. Agr. Assn. Aug. 19-22. M. B. Taylor, mgr. Bird Island-Renville Co. Agr. Soc. Sept. 13-15. E. W. Mielke. Caledonia-Huston Co. Agr. Soc. Aug. 23-26. Ed Zimmerhahl. Cambridge-Isanti Co. Agr. Soc. Sept. 2-5. L. O. Carlson. Canby-Yellow Medicine Co. Fair Assn. Aug. 21-24. J. L. Thibessen. Cannon Falls-Cannon Valley Agr. Assn. July 2-5. Carl O. Olson. Elk River-Sherburne Co. Agr. Soc. Sept. 1-4. John Currell. Faribault-Martin Co. Agr. Soc. Sept. 13-15. H. C. Nolte. Farmington-Dakota Co. Agr. Soc. Sept. 22-25. F. J. Grove. Fergus Falls-Otter Tail Co. Agr. Soc. July 6-10. C. R. Wright. Fertile-Polk Co. Agr. Fair Assn. July 4-7. Jos. W. Reseland. Garden City-Blue Earth Co. Agr. Soc. Aug. 23-25. A. D. McCormack. Glenwood-Pope Co. Fair Assn. Sept. 13-15. H. E. Engstrom. Grand Marais-Cook Co. Agr. Soc. Sept. 15-17. Wm. Clinch. Grand Rapids-Itasca Co. Agr. Assn. Aug. 27-29. Allen J. Doran. Hallock-Kittson Co. Agr. Soc. June 28-30. Duffie Larson. Herman-Grant Co. Agr. Assn. Sept. 1-4. E. R. Hanev. Hopkins-Hennepin Co. Agr. Soc. Aug. 26-28. Jimmy Manchester. Howard Lake-Right Co. Agr. Soc. Aug. 23-25. George W. Collins, Monticello, Minn. Jackson-Jackson Co. Fair Assn. Aug. 26-29. George B. Peterson. Kasson-Dodge Co. Fair Assn. Aug. 23-26. O. A. Erickson. LeCenter-LaSueur Co. Fair Assn. Aug. 20-22. W. J. Baker. Long Prairie-Todd Co. Agr. Soc. Aug. 24-26. L. Langeson, Clarissa, Minn. Luverne-Rock Co. Tri-State Fair. Aug. 13-15. George W. Fried. Madison-Le Centre Co. Agr. Soc. Sept. 12-15. Olaf T. Mork. Mahomet-Mahomet Co. Agr. Soc. July 22-25. E. A. Rummelch. Marshall-Lyon Co. Agr. Soc. Sept. 7-10. Roy W. Williams. Mayfield-Chippewa Co. Fair Assn. Sept. 20-22. Carl Engstrom. Morris-Stevens Co. Fair. Sept. 4-7. S. F. Tomlin. Nevis-Hubbard Co. Agr. Assn. Sept. 15-17. Mrs. John A. Jensen, Park Rapids, Minn. New Ulm-Brown Co. Agr. Soc. Aug. 19-22. Wm. A. Lindemann. Northfield-Rice Co. Agr. Soc. Aug. 25-28. W. F. Schilling. Owatonna-Steels Co. Free Fair. Aug. 17-22. T. Fincher. Pine City-Pine Co. Fair. Aug. 19-21. W. S. McEachern. Pine River-Cass Co. Agr. Assn. Sept. 2-4. Alice Henry. Pipestone-Pipestone Co. Agr. Soc. Aug. 26-29. Preston-Fillmore Co. Fair. Aug. 28-29. Charles H. Uley. Princeton-Mille Lacs Co. Agr. Soc. Aug. 25-28. R. O. Angstman. Proctor-St. Louis Co. Fair Assn. Aug. 20-22. Fred W. Sundquist. Redwood Falls-Redwood Co. Agr. Soc. Sept. 27-30. W. A. Hauck. Rochester-Olmsted Co. Fair Assn. Aug. 13-15. A. C. Burgaw. Rocport-Rocport Agr. Soc. Week of July 18. Charles Christianson. Rush City-Chisago Co. Agr. Soc. Aug. 26-28 (tentative). George W. Larson, North Branch. St. Charles-Winona Co. Agr. Assn. Aug. 20-22. B. M. Dixon. St. Cloud-Benton Co. Agr. Soc. Aug. 20-22. Frank L. Smith. St. James-Watonwan Co. Agr. Assn. Aug. 29-Sept. 1. E. C. Veltum. St. Paul-Minneapolis-Minnesota State Fair. Sept. 4-11. Raymond A. Lee, Fair Grounds, St. Paul. Thief River Falls-Pennington Co. Agr. Soc. Aug. 10-13. Robert J. Lund. Two Harbors-Lake Co. Agr. Soc. Aug. 18-21. Fred D. Whis. Waconia-Farmers' Agr. Soc. of Waconia. Aug. 23-25. W. J. Scharmer. Wadena-Wadena Co. Free Fair. Aug. 16-19. Whitney Murray. Warren-Marshall Co. Agr. Soc. Aug. July 1-3. Joseph Grindler. Waseca-Waseca Co. Agr. Soc. Aug. 30-Sept. 2. E. H. Smith. Wheaton-Traverse Co. Agr. Assn. Sept. 15-18. J. B. Bruns. Worthington-Nobles Co. Fair Assn. Aug. 23-26. J. P. Hoffman. Zumbrota-Goodhue Co. Agr. Soc. Sept. 15-18. Lewis Scofield.

MISSISSIPPI

Columbus-Columbus Radium Fair. Week of Oct. 11. Henry M. Pratt. Corinth-North Miss. West Tenn. Fair & Dairy Show. Oct. 4-9. J. A. Darnaby, mgr. Jackson-Mississippi State Fair. Oct. 11-16. R. G. H. B. Jackson. Kosciusko-Attala Co. Fair. Oct. 4-9. Nelson Siegrist. Laurel-South Miss. Fair Assn. Sept. 20-25. R. K. Booth. Louisiana-Louisiana Fair Assn. Sept. 1-4. J. E. Boydston. Macon-Noxubee Co. Fair. Week of Oct. 11. T. S. Boggess. Okolona-Chickasaw Co. Fair. Sept. 13. Jr. Chamber of Commerce.

Pascagoula-Jackson Co. Agr. Fair. Oct. 28-29 (tentative). A. J. Franklin. Philadelphia-Neshoba Co. Fair Assn. Aug. 9-13. W. H. Sanford Jr. Toledo-Miss. Agr. Fair & Dairy Show. Oct. 4-9. F. A. Henderson. Yazoo City-Yazoo Negro Fair Assn. Oct. 11-16. R. J. Pierce.

MISSOURI

California-Moniteau Co. Agr. Assn. Week of Aug. 30. James W. Roth. Easton-Buchanan Co. Agr. Soc. Sept. 8-11. E. R. Morrison. Kahoka-Clark Co. Agr. Assn. Aug. 3-6. Lynne Gregory. Kansas City-American Royal Live Stock & Horse Show. Oct. 16-23. F. H. Servatius. Louisiana-Louisiana Fair Assn. Sept. 1-4. R. Morrison. Mansfield-Ozark Summit Expo. Aug. 4-7. W. C. Ooday. Nevada-Vernon Co. Harvest Festival Assn. Sept. 6-7. Judson W. Smith. Palestine-Pike Co. Agr. Assn. Sept. 1-3. J. Frank Sexton. Prairie Home-Cooper Co. Agr. Soc. Aug. 11-12. Dr. A. L. Meredith. Sedalia-Missouri State Fair. Aug. 21-28. Roy F. Feugh, Green. Shelbina-Sibley Co. Fair Assn. Aug. 31-Sept. 3. Ernest E. Key.

MONTANA

Baker-Fallon Co. Fair Assn. Sept. 16-18. G. Ziedler. Billings-Midland Empire Fair. Aug. 9-14. E. L. Biaton, mgr. Chinook-Piute Co. Fair. Sept. 4-6. James Griffin. Dodson-Phillips Co. Fair. Aug. 28-29. S. E. Kodalen. Forsyth-Rosebud Co. Fair. Sept. 13-15. Frank Barnum. Fort Benton-Chouteau Co. Fair. Sept. 10-11. Lee B. Loundaghn. Glendive-Dawson Co. Fair. Aug. 24-26. Claude Utterback. Great Falls-North Montana State Fair. Aug. 7-10. Harold F. DePue. Havre-Havre Co. Agr. 31-Sept. 2. Earl J. Bronson. Kallispell-Northwest Mont. Fair. Aug. 23-27. W. H. Voelker. Lewistown-Central Montana Fair. July 29-31. W. E. McConnell. Miles City-Eastern Montana Fair. Sept. 9-11. J. H. Bohling. Missoula-Western Montana Fair. Aug. 17-21. Ohas. P. Keim. Sidney-Richland Co. Fair Assn. Sept. 6-8. Jack M. Suckorff.

NEBRASKA

Albion-Boone Co. Agr. Assn. Sept. 14-17. B. J. Millie, Loretto, Neb. Arthur-Arthur Co. Agr. Soc. Sept. 2-4. Ira E. Sage. Beatrice-Gage Co. Fair & Agr. Soc. Aug. 27-31. G. Bozarth. Beaver City-Furnas Co. Agr. Soc. Aug. 31-Sept. 3. R. L. Garey. Bloomfield-Knox Co. Fair. Sept. 12-14. Henry P. Kuhl, Plainview, Neb. Broken Bow-Custer Co. Agr. Soc. Aug. 3-6. F. C. Richardson. Chadron-Dawes Co. Fair & Agr. Soc. Sept. 8-11. Harry T. Sly. Chambers-South Fork Holt Co. Agr. Soc. Sept. 7-10. Clair Grimes. Chappell-Deuel Co. Fair Assn. Aug. 24-27. S. W. Morrison. David City-Butler Co. Fair Assn. Sept. 14-17. Chas. Lemley, Rising City, Neb. Deshler-Thayer Co. Agr. Soc. Aug. 10-13. Henry Stittler. Franklin-Franklin Co. Fair Assn. Sept. 13-15. Frank G. Blooming, Neb. Fullerton-Nance Co. Fair Assn. Aug. 24-27. E. M. Black. Gordon-Sheridan Co. Fair & Rodeo. Sept. 1-3. Fred B. Fitch. Heringford-Box Butte Co. Agr. Soc. Sept. 1-3. Frank DeWitt. Harrison-Sioux Co. Fair Assn. Aug. 26-28. V. E. Marsteller. Hooper-Dodge Co. Fair. Sept. 7-10. N. E. Shaffer. Hurdell-Richardson Co. Agr. Assn. Sept. 15-17. P. J. Pipal. Kearney-Buffalo Co. Agr. Assn. Aug. 30-Sept. 4. Allen Cook. Kimball-Kimball Co. Fair. Aug. 25-27. V. B. Cargill. Leigh-Ogfax Co. Agr. Soc. Sept. 7-10. J. D. Wurdeman. Lewellen-Garden Co. Fair Assn. Sept. 8-10. Paul Temple. Lincoln-Nebraska State Fair & Expo. Sept. 4-10. Perry Reed. Mitchell-Scotts Bluff Co. Agr. Soc. Sept. 15-18. O. P. Burrows. Nelson-Nuckolls Co. Agr. Soc. Sept. 15-17. Madison Sage. Oakland-Burt Co. Fair Assn. Aug. 23-26. Charles W. Walton, Lyons, Neb. Ogallala-Keith Co. Fair Assn. Aug. 18-21. H. J. Geisler. Omaha-Ak-Sar-Ben Live Stock & Horse Show. Oct. 9-16. J. J. Isaacson, mgr. Ord-Loup Valley Agr. Soc. Aug. 24-27. S. W. Egan. Orizans-Jr. Harlan Co. Fair. Latter part of August. Elmer Watkins. Osceola-Polk Co. Maid Assn. Aug. 24-27. Jay Hastings. Pawnee City-Pawnee Co. Fair Assn. Oct. 6-8. W. W. Moran. Pierce-Pierce Co. Agr. Soc. Aug. 24-27. W. A. Boche. St. Paul-Howard Co. Agr. Soc. Sept. 7-10. Charles Dohry. Seward-Seward Co. Agr. Soc. Aug. 31-Sept. 3. A. Stutzke. Spaulding-Greeley Co. Free Fair. Aug. 23-26. Leland E. Woodley. Stanton-Stanton Co. Agr. Soc. Aug. 17-20. Ervine E. Pont. Stockville-Frontier Co. Fair. Aug. 23-28. Ralph E. Lidd. Syracuse-Otoe Co. Agr. Assn. Aug. 31-Sept. 2. J. F. Sorrell. Tecumseh-Johnson Co. Agr. Soc. Aug. 17-19. T. J. Current. Waltham-Clatsop Co. Fair Assn. Sept. 13-16 (tentative). Alfred Raun. West Point-Cuming Co. Fair. Aug. 29-Sept. 2. Ed. M. Baumann.

NEW HAMPSHIRE

Center Sandwich-Sandwich Town & Grange Fair Assn. Oct. 12. Charles B. Hoyt.

Confoocook-Hopkinton Fair. Sept. 21-23. L. A. Nelson. Lancaster-Cooks & Essex Agr. Soc. Sept. 4-7. Carroll Stoughton. Plymouth-Union Grange Fair Assn. Sept. 14-15. William H. Neal, Meredith, N. H. Rochester-Rochester Agr. Assn. Sept. 28-Oct. 2. Ralph E. Jemse.

NEW JERSEY

Flemington-Flemington Agr. Fair Assn. Aug. 31-Sept. 6. Major E. B. Allen, mgr. Hackettstown-Hackettstown Fair. July 31-Aug. 4. Howard Sulton. Madison-Madison Fair. July 12-17 (tentative). M. A. Mattola Jr. Pitman-Gloucester Co. Grange Fair. Aug. 24-27. Harry S. Bateman.

NEW MEXICO

Roswell-Eastern M. State Fair. Oct. 6-9. Myron S. Prager. Willard-Torrance Co. Fair Assn. Oct. 6-8. Marvin R. Jones.

NEW YORK

Afton-Afton Fair. Aug. 17-21. Harry G. Harton. Albion-Orleans Co. Agr. Soc. Aug. 4-7. Wilbur W. Mull. Altamont-Altamont Fair. Probably Aug. 9-14. Roy F. Feugh, Ballston Spa, N. Y. Ballston Spa-Saratoga Co. Agr. Soc. Aug. 31-Sept. 3. James E. Bunney. Batavia-Genesee Co. Agr. Soc. Aug. 16-21. C. W. Grinnell. Bath-Steuken Co. Agr. Soc. Sept. 14-18. Victor Faucett. Boonville-Boonville Fair. Aug. 2-7. R. H. Bryker, mgr. Brookfield-Brookfield-Madison Co. Agr. Soc. Sept. 6-10. Dean M. Worden. Caledonia-Caledonia Fair. Aug. 10-14. G. H. Cullings. Cambridge-Cambridge Fair. Aug. 24-28. J. P. Houlton, Hoosick Falls, N. Y. Chatham-Columbia Co. Agr. Soc. Sept. 4-8. William A. Dardess. Cobleskill-Cobleskill Agr. Soc. Sept. 20-24. William H. Golding. Cortland-Cortland Co. Agr. Soc. Aug. 23-28. Harry B. Tanner. Dunkirk-Chautauqua Co. Fair. Sept. 6-10. A. L. Pfeleger. Elmira-Chemung Co. Agr. Soc. Aug. 30-Sept. 3. E. Williams, Elmira. Fondra-Montgomery Co. Agr. Soc. Sept. 6-10. Edward Rothmeyer, Tribes Hill, N. Y. Gouverneur-Gouverneur Fair Assn. Aug. 17-21. Bligh A. Dodds. Grahamsville-Nevasink Agr. Soc. Sept. 29-Oct. 2. G. G. Gamm. Hemlock-Hemlock Union Agr. Soc. Sept. 30-Oct. 2. Glenn C. McAninch, Conesus, N. Y. Ithaca-Tompkins Co. Agr. Soc. Aug. 24-28. Leon C. Rothermiel. Lechport-Niagara Co. Agr. Assn. Aug. 23-28. F. E. Benson, gen. mgr. Malone-Franklin Co. Agr. Soc. Aug. 23-28. H. Bernard Kelley. Middletown-Orange Co. Fair Assn. Aug. 16-21. Alan C. Madden. Morris-Morris Fair Assn. Sept. 14-17. O. L. Smith. Naples-Naples Union Agr. Soc. Sept. 1-3. Orin L. Emory. Nassau-Nassau Fair. Sept. 14-18. Charles O. Norwicker. North Chenango Co. Agr. Soc. Aug. 31-Sept. 3. R. D. Case. Owego-Tioga Co. Fair Assn. Aug. 23-28. Edward H. Foster, Barton, N. Y. Rhineback-Dutchess Co. Agr. Soc. Aug. 31-Sept. 4. Benson E. Frost. Riverhead-Suffolk Co. Fair. Aug. 24-28. Frank M. Corwin. Rochester-Monroe Co. Fair & Rochester Expo. Sept. 6-11. William B. Boothby. Sandy Creek-Sandy Creek Fair. Aug. 17-20. R. R. Allen. Saranac Lake-Adirondack Fair Assn. Aug. 1- Francis B. Cantwell. Schaghticoke-Rensselaer Co. Agr. Soc. Sept. 6-9. Farnam P. Caird, Troy, N. Y. Syracuse-New York State Fair. Sept. 5-11. Albert L. Egan, dir. Vernon-Vernon Agr. Soc. Sept. 15-18. Fred C. Smith. Watkins Glen-Schuyler Co. Agr. Soc. Sept. 15-17. Milo Hitchcock, Odesa, N. Y. Windsor-American Legion Fair. Week of July 4. A. A. Cade. NORTH CAROLINA Asheboro-Randolph Co. Fair. Sept. 28-Oct. 2. C. M. Hayworth. Asheville-Buncombe Co. & Dist. Agr. Fair. Sept. 20-25. E. W. Pearson. Carthage-Moore Co. Agr. Fair. Oct. 12-16. Paul H. Waddill. Charlotte-Carolinas Agr. Fair. Week of Oct. 4. John F. Boyd, pres. Clinton-Sampson Co. Fair. Week of October 15. Norman Y. Chambliss, mgr., Rocky Mount. Gastonia-Gaston Co. Fair. Week of Oct. 12. P. A. Whiteside. Greensboro-Greensboro Fair. Week of Oct. 18. Norman Y. Chambliss, mgr., Rocky Mount. Henderson-Golden Belt Fair. Oct. 18-22. C. M. Light. Hickory-Catawba District Fair. Oct. 5-9. John W. Robinson. Kingston-Neuse-Atlantic Fair. Oct. 4-9. W. C. Thompson. Leaksville-Rockingham Co. Fair Assn. Sept. 13-18. R. T. Smith. Lexington-Davidson Co. Fair. Week of Sept. 20. Dave Leonard. Lumberton-Robeson Co. Fair. Sept. 21-24. W. C. Thompson. Marion-McDowell Co. Fair Assn. Sept. 21-25. E. D. Hoover. Mebane-Mebane Fair Assn. Sept. 13-18. C. S. Farnell. Morehead-Union Co. Fair Assn. Oct. 11-16. M. W. Williams. Mount Airy-Mount Airy Fair. Oct. 4-9. W. L. Sydnor. New Bern-Five County Agr. Fair. Oct. 11-16. Tom C. Daniels. Norfolk-Wilkesboro Great Wilkes Fair. Sept. 14-18. W. A. McNeil. Raleigh-North Carolina State Fair. Oct. 11-16. Dr. J. S. Dorton, Shelby, N. C. Rocky Mount-Rocky Mount Fair. Week of Sept. 27. Norman Y. Chambliss. Salisbury-Rowan Co. Fair. Week of Sept. 21 or week of Oct. 11. Norman Y. Chambliss, mgr., Rocky Mount. Tarboro-Costal Plain Fair. Oct. 18-23. E. L. Clayton.

Troy—Montgomery Fair. American Legion. Oct. 11-16. R. W. Bailey. Warsaw—Duplic Co. Agr. Fair Assn. Nov. 8-13. R. D. Johnson. Weldon—Halifax Co. Fair. Sept. 27-Oct. 2. T. R. Walker, Littleton, N. C. Williamston—Williamston Fair. Week of Oct. 4. Norman V. Chambliss, mgr., Hooky Mount. Wilson—Wilson Co. Fair. Oct. 4-9. W. H. Dunn. Winston-Salem—Winston-Salem & Forsyth Co. Fair. Oct. 9-8. G. C. McNair. Woodland—Roanoke-Chowan Fair. Oct. 25-30. T. R. Walker, Littleton, N. C.

NORTH DAKOTA

Cando—Towner Co. Fair. July 4-6. Lyle Brightbill. Fargo—N. D. State Fair for Fargo. Aug. 23-28. Frank S. Talcott. Fessenden—Wells Co. Free Fair. July 13-16. Edw. W. Vanora. Flaxton—Buc Co. Fair & Agr. Assn. July 15-17. H. C. Wood, Bowbells, N. D. Grand Forks—N. D. State Fair for Grand Forks. June 21-26. D. F. McGowan, mgr. Hamilton—Pembina Co. Fair. July 22-24. J. Franklin Page. Jamestown—Sleatman Co. Fair Assn. July 4-6. G. A. Ottinger. Langdon—Cavalier Co. Fair Assn. July 19-21. Dick Forkner. Minot—Northwest Fair Assn. July 4-10. H. L. Pinke.

OHIO

Ashland—Ashland Co. Fair. Sept. 22-24. A. H. Sutton. Ashley—Ashley Ind. Agr. Soc. Aug. 4-7. Harry S. Wigton. Athens—Athens Co. Agr. Soc. Aug. 24-27. Herb J. Fisher. Attica—Attica Fair. Sept. 29-Oct. 1. Carl B. Carpenter. Bellefontaine—Logan Co. Agr. Soc. Sept. 21-24. Carl K. Kirk. Bellville—Bellville Ind. Agr. Soc. Sept. 9-11. E. C. Koobheiser. Berea—Cuyahoga Co. Agr. Soc. Aug. 18-20. William H. Kroesen. Bluffton—Bluffton Agr. Soc. Oct. 20-22. Harry F. Barnes. Bucyrus—Crawford Co. Agr. Soc. Aug. 25-27. A. G. Flickinger. Cadiz—Harrison Co. Agr. Soc. Sept. 15-17. Howard J. Coffland. Caldwell—Noble Co. Fair. Sept. 1-3. O. J. Lorenz. Canton—Mahoning Co. Agr. Soc. Sept. 2-4 and 6. E. R. Zieger. Canton—Stark Co. Agr. Soc. Sept. 6-10. Ed S. Wilson. Carrollton—Carroll Co. Agr. Soc. Sept. 29-Oct. 2. Mrs. J. M. Scott, Harlem Springs, Ohio. Carthage, Cincinnati—Hamilton Co. Agr. Soc. Sept. 15-18. D. R. Van Atta, Court House, Cincinnati. Celina—Mercer Co. Fair. Aug. 15-20. Albert C. Stein. Circleville—Circleville Pumpkin Show. Oct. 2-23. Mack Parrett Jr. Cleveland—Great Lakes Expo. May 29-Sept. 6. Lincoln G. Dickey, general manager. Columbus—Ohio State Fair. Aug. 30-Sept. 3. Earl H. Hanefeld. Columbus Grove—Putnam-Allen Fair. Dec. 28-31. T. M. Teegardin. Coshocton—Coshocton Co. Agr. Soc. Oct. 6-9. C. V. Croy, R. D. Dresden, O. Croton—Hartford Ind. Agr. Soc. Sept. 9-11. G. H. Sinker, R. 2, Centerburg, O. Dayton—Montgomery Co. Fair. Sept. 6-9. R. C. Haines. Delphos—Allen Co. Agr. Soc. Aug. 24-28. Art O. Wulforth. Dover—Tuscarawas Co. Agr. Soc. Sept. 21-24. Grover C. Kranz. Easton—Preble Co. Agr. Soc. Sept. 14-17. A. H. Morton, Camden, O. Elyria—Lorain Co. Agr. Soc. Sept. 21-24. J. L. Mathis. Fremont—Sandusky Co. Agr. Soc. Sept. 7-10. Russel S. Hull. Georgetown—Brown Co. Agr. Soc. Oct. 6-8. E. A. Quinlan. Greenville—Darke Co. Agr. Soc. Aug. 23-27. Dr. W. F. Straker. Hamilton—Butler Co. Agr. Soc. Sept. 23-28. Oct. 2. John W. Cochran. Hicksville—Defiance Co. Fair. Aug. 24-27. M. H. Bevington. Hilliards—Franklin Co. Agr. Soc. Aug. 17-20. Arch A. Alder. Jefferson—Ashabula Co. Agr. Soc. Aug. 17-20. E. W. Humphrey, R. 2, Ashabula, O. Lancaster—Fairfield Co. Agr. Soc. Oct. 13-16. P. G. Webb. Lebanon—Warren Co. Agr. Assn. Sept. 21-24. Heber D. Williams. Lisbon—Columbiana Co. Agr. Soc. Sept. 14-16. H. E. Marsden. London—Madison Co. Fair. Aug. 24-27. Burnham Carey, Plain City, O. Loudonville—Loudonville Agr. Soc. Oct. 5-7. O. K. Andress. Lucasville—Scioto Co. Agr. Soc. Aug. 24-27. H. T. Caldwell, Portsmouth, Ohio. McArthur—Vinton Co. Agr. Soc. Sept. 8-11. John Jones. McConnellsville—Morgan Co. Agr. Soc. Sept. 9-11. Walker W. Barkhurst. Mansfield—Richland Co. Agr. Soc. Sept. 15-18. Walter W. Shafer, R. 2, Lexington, Ohio. Marietta—Washington Co. Agr. Assn. Sept. 6-8. L. E. Apple. Marion—Marion Co. Agr. Soc. Sept. 14-18. A. Raub. Marysville—Union Co. Agr. Soc. Sept. 7-10. H. A. Taylor. Medina—Medina Co. Agr. Soc. Sept. 7-9. H. V. Binhart. Millersburg—Holmes Co. Agr. Soc. Sept. 8-11. H. C. Logsdon. Montpelier—Williams Co. Agr. Soc. Sept. 14-18. A. C. Hulse. Mount Gilead—Morrow Co. Agr. Soc. Sept. 9-11. Oct. 2. O. E. Smith. Mount Vernon—Knox Co. Agr. Soc. Aug. 10-13. Guy L. Clutter. Napoleon—Henry Co. Agr. Soc. Aug. 31-Sept. 4. James Murray. Newark—Licking Co. Agr. Soc. Aug. 4-6. Keith W. Lowery. Norwalk—Huron Co. Agr. Soc. Aug. 31-Sept. 3. J. F. Henninger. Old Washington—Guernsey Co. Agr. Soc. Aug. 11-14. J. F. St. Clair.

Ottawa—Putnam Co. Agr. Soc. Oct. 5-9. Jos. L. Breckner. Owensville—Clermont Co. Agr. Soc. Aug. 17-20. Allan B. Rapp. Painesville—Lake Co. Agr. Soc. Aug. 24-27. Paulding—Paulding Co. Agr. Soc. Sept. 22-24. W. R. Mentzer. Picketon—Pike Co. Agr. Soc. Aug. 17-20. Esten Holl. Powell—Lawrence Co. Agr. Soc. Sept. 15-17. W. G. McKeltrick, R. D. 3, Delaware, O. Randolph—Randolph Agr. Soc. Sept. 24-25. R. P. Hamilton. Richmond—Richmond Tri-County Fair. Aug. 10-13. O. E. Stout. Pomeroy—Meigs Co. Agr. Soc. Sept. 14-16. Ray E. Gibbs. St. Clairsville—Belmont Co. Agr. Soc. Sept. 9-11. Carter Thornburg. Sardinia—Sardinia Fall Festival. Sept. 1-4. Karl Pierce. Sidney—Shelby Co. Agr. Soc. Sept. 14-17. Ben O. Harman, Anna, O. Smithfield—Jefferson Co. Fair. Sept. 22-25. J. O. Hayne. Smyrna—Tri-County Fair. Sept. 28-30. Scott E. R. D. A. Freeport, O. Somerset—Somerset Pumpkin Show & Agr. Assn. Sept. 22-25. A. W. King. Tiffin—Seneca Co. Agr. Soc. Aug. 24-27. C. B. Baker. Toledo—Lucas Co. Agr. Soc. Sept. 16-19. Charles Glann. Troy—Miami Co. Agr. Soc. Aug. 17-20. E. O. Ritter. Upper Sandusky—Wyandot Co. Fair. Sept. 14-17. L. T. Mattoon. Utrana—Champaign Co. Agr. Soc. Aug. 10-13. John W. Yoder. Van Wert—Van Wert Co. Agr. Soc. Sept. 6-10. N. E. Stuckey. Wapakoneta—Auglaize Co. Agr. Soc. Aug. 29-Sept. 3. Harry Kahn. Warren—Trumbull Co. Agr. Soc. Sept. 22-25. Homer C. Mackey. Wauseon—Fulton Co. Agr. Soc. Sept. 6-10. Orlio Whittecar. Wellington—Wellington Fair Assn. Aug. 24-25. E. R. Brasco. Wellston—Jackson Co. Fair. Aug. 10-13. Charles E. Ramsey. West Union—Adams Co. Agr. Soc. Sept. 7-10. H. M. Satterfield. Wilmington—Clinton Co. Agr. Soc. Aug. 13-13. Frank Skimming. Woodsfield—Monroe Co. Agr. Soc. Aug. 3-5. O. G. Dougherty. Wooster—Wayne Co. Agr. Soc. Sept. 13-17. W. J. Buss. Xenia—Greene Co. Agr. Soc. Aug. 3-6. Mrs. J. Robert Bryson. Zanesville—Muskingum Co. Agr. Soc. Aug. 17-20. Chas. D. Paxton.

OKLAHOMA

Anadarko—Caddo Co. Free Fair. Sept. 15-18. E. T. Cook. Canton—Canton Fair & Racing Assn. Aug. 27-29. Troy Stansbury. Chandler—McCurtain Co. Fair Assn. Sept. 13-16. Gaston Franks. Cushing—Cushing District Fair. Second week in Sept. D. H. Fisher. Enid—Garfield Co. Free Fair Assn. Oct. 25-29. J. B. Hura. Enid—Hennessey Free Fair Assn. Sept. 1-3. J. W. Gramlich. Hydro—Hydro Township Fair. Probably Sept. 9-11. Grace R. Felton. Oklahoma City—Oklahoma State Fair & Expo. Sept. 25-Oct. 2. Ralph T. Hemphill. Tulsa—DeWey Co. Free Fair. Sept. 9-11. Harry Butler. Tulsa—Tulsa Four-State Fair. Sept. 16-25. H. E. Bridges.

OREGON

Canby—Clackamas Co. Fair. Sept. 1-3. J. P. Telford, Oregon City, Ore. Grants Pass—Josephine Co. Fair. Sept. 1-4. F. G. Roper. Gresham—Multnomah Co. Fair. Aug. 23-26. A. H. Lea, 310 Oregon Bldg., Portland. Hillsboro—Washington Co. Fair. Sept. 2-4. Ed L. Moore. John Day Grant Co. Fair. Sept. 23-25. Charles A. Snowbridge. La Grande—Union Co. Grange Fair. Middle of Sept. W. R. Gekeler. Moro—Sherman Co. Fair Assn. Sept. 17-19. L. E. C. Hilditch. Myrtle Point—Gos Co. Fair Assn. Sept. 15-18. L. H. Pearce. Portland—Pacific Intl. Live-Stock Expo. Oct. 2-9. O. M. Plummer. St. Helens—Clatsop Co. Fair Assn. Aug. 26-28. Earl C. Dowler. Salem—Oregon State Fair. Sept. 6-13. S. T. White, mgr. Tillamook—Tillamook Co. Fair. Sept. 1-4 (tentative). C. H. Bergstrom.

PENNSYLVANIA

Abbotstown—United Farmers' Assn. Aug. 17-21. M. L. Skelton, E. Berlin, Pa. Allentown—Allentown Fair. Sept. 21-25. M. H. Beary. Arendtsville—South Mountain Fair Assn. Sept. 14-17. A. D. Sheely. Bedford—Bedford Fair Assn. Aug. 31-Sept. 4. C. M. Miller. Bloomsburg—Bloomsburg Fair Assn. Sept. 27-Oct. 2. Harry B. Correll. Burgetstown—Union Agr. Assn. Sept. 9-11. J. L. McGough. Butler—Butler Fair & Expo. Aug. 18-21. C. M. Miller. Centre Hall—Grange Encampment & Centre Co. Fair. Aug. 28-Sept. 3. Edith S. Dale, State College, Pa. Clarion—Clarion Co. Fair Assn. Aug. 31-Sept. 3. John F. Baker. Dayton—Dayton Agr. Assn. Sept. 7-11. J. R. Borland. Doylestown—Doylestown Fair. Sept. 14-18. J. Allen Gandy. Ebensburg—Cambria Co. Fair Assn. Sept. 6-11. Rowland G. O. Eppratte—Sphrata Farmers' Day Assn. Sept. 20-25. Fred R. Janda. Edinboro—Edinboro Fair. Sept. 16-18. B. E. Decker. Fawn Grove—Fawn Grove Fair Assn. Aug. 11-14. L. M. Bricker, Bridgeton, Pa. Flouftown—Flouftown Fair. Aug. 6-14. William J. Goss. Ford City—Armstrong Co. Fair. Aug. 12-14. Walter H. Bowser. Gratz—Gratz Fair Assn. Sept. 21-25. Guy R. Klinger.

Hanover—Forest Park Free Fair. Sept. 6-11. A. F. Karst. Hatfield—Montgomery Co. Fair Assn. Sept. 21-24. Sam J. D. Conner. Homeale—Wayne Co. Agr. Soc. Sept. 21-24. E. W. Gammell. Hughesville—Lycoming Co. Fair Assn. Aug. 25-28. Edward F. Frontz. Huntingdon—Huntingdon Co. Agr. Assn. Aug. 23-25. James C. Morgan, bus mgr. Jennertown—Jenner Fair Assn. Sept. 14-17. A. O. Lape, Jenners, Pa. Kutztown—Kutztown Fair Assn. Aug. 17-20. A. L. Dethoff. Lehighton—Cochon Co. Agr. Assn. Aug. 31-Sept. 4. Frank R. Diehl. Lewistown—Mifflin Co. Agr. Assn. Aug. 2-7. S. B. Russell. McConnellsburg—Fulton Co. Fair Assn. Sept. 14-17. Lloyd W. Mellett. Mercersburg—Snaythe Fair Assn. Sept. 15-18. Frank Marvin. Mechanicsburg—Grangers (Fair) Picnic. Aug. 30-Sept. 6. R. E. Richwines. Mercer—Mercer Central Agr. Soc. Sept. 14-16. J. F. Conner. Mercersburg—Mercersburg Co. Fair Assn. Sept. 6-11. F. P. Brown. Millport—Community Fair Assn. Sept. 15-17. Mrs. Alice M. Donovan. Montrose—Susquehanna Co. Agr. Soc. Aug. 25-27. John E. Mahon. Myerstown—Myerstown Community Fair Assn. Oct. 13-15. J. T. Auld. New Castle—New Castle Agr. Assn. Aug. 24-27. A. C. Shoaf. Newport—Perry Co. Fair. Sept. 14-16. A. K. Neff. Newville—Mifflin Agr. Assn. Sept. 7-10. A. E. Miller. Port Royal—Juniata Co. Agr. Soc. Aug. 9-14. J. H. Hook. Pottsville—Pottsville—Schuylkill Co. Fair. Sept. 6-11. Frank W. Bausam. Reading—Reading Fair. Sept. 12-19. Charles W. Swoyer. Red Lion—Red Lion Gala Week Fair. Aug. 23-28. R. M. Spangier. Selkirk—York, Adams and York County Fair. July 19-24. Roland E. Fisher. Smethport—McKean Co. Fair Assn. Sept. 6-9 (tentative). E. J. Johnson. Stoneboro—Stoneboro Fair. Sept. 3-7. Walker F. S. S. S. Sugar Grove Community Fair. Sept. 9-11. T. R. Sponser. Troy—Troy Agr. Soc. Aug. 24-28. H. D. Holcombe. Watsburg—Watsburg Agr. Assn. Aug. 31-Sept. 3. E. R. Burrows. Waynesburg—Waynesburg Fair & Agr. Assn. Sept. 21-25. Ambrose Bradley. West Alexander—W. Alexander Agr. Assn. Sept. 16-18. Paul Rogers. Wind Ridge—Rich Hill Agr. Soc. Aug. 17-19. J. E. Centile. York—York Fair. Oct. 5-9. John H. Rutter. Youngsville—Youngsville Community Fair. Sept. 15-18. R. L. Albright.

SOUTH CAROLINA

Anderson—Anderson Fair. Nov. 1-6. J. A. Mitchell. Bennettsville—Marlboro Co. Fair Assn. Week of Oct. 25. E. W. Colm. Brunson—Lee Co. Agr. Fair Assn. Oct. 1-4. Charles W. Rollins. Brunson—Hampton Co. Fair Assn. Week of Nov. 22. W. F. Hogarth. Central—Pickens Co. Fair. Oct. 11-16. W. C. Columbia—South Carolina State Fair. Oct. 18-23. P. V. Moore. Darlington—Darlington Co. Fair Assn. Oct. 4-11. Max Isaacsohn. Dillon—Dillon Co. Fair Assn. Oct. 19-23. Joe C. DeLoach. Florence—Fie Dee Fair. Oct. 26-30. E. D. Sallenger. Greenville—Greenville Co. Fair. Oct. 25-30. C. A. Herlong, Greer, S. C. Greenwood—Greenwood Fair. Nov. 8-13. A. Newberry—Newberry Co. Fair. Nov. 1-5. J. P. Moon. Orangeburg—Orangeburg Co. Fair. Oct. 26-30. J. M. Hughes. Orangeburg—Orangeburg Co. Colored Fair. Oct. 12-15. W. O. Lewis. Owings—Mt. Carmel Stock Show. Nov. 10-13. A. N. Saxon. Rock Hill—York Co. Fair. Oct. 5-9. F. M. Fewell. Spartanburg—Spartanburg Co. Fair Assn. Oct. 12-18. York—York Co. Colored Fair Assn. Oct. 18-23. L. A. Wright.

SOUTH DAKOTA

Fort Pierre—Stanley Co. Fair. Sept. 2-4. G. E. Sumner. Huron—South Dakota State Fair. Sept. 12-17. J. G. Venables. Mardo—Jones Co. Fair. Aug. 26-28. F. J. Carpenter. Nisland—Butte Co. Fair. Sept. 2-4. Beyer Aune, Newell, S. D. Tripp—Hutchinson Co. Fair Assn. Sept. 7-10. R. E. Magstadt. Verdel—Clay Co. Fair Assn. Sept. 5-8. K. B. Collar. ALEXANDRIA—DeKalb Co. Fair. Sept. 1-4. Rob Roy. Brownsville—Haywood Co. Colored Fair. Oct. 2-5. E. E. Jefferies. Celina—Celina Fair Assn. Aug. 9-14. W. C. Monroe. Centerville—Hickman Co. Fair Assn. Sept. 15-18. F. G. Adair. Chantanooga—Chantanooga Tri-County Fair. Sept. 20-25. J. A. Darnaby, mgr. Cookeville—Putnam Co. Agr. Fair. Sept. 9-11. O. D. Massa. Cottage Grove—Cottage Grove Community Fair. Sept. 17. Dan H. Snow. Dayton—Dayton Co. Free Fair. Sept. 9-11. Robert Kidd. Fayetteville—Lincoln Co. Fair Assn. Aug. 25-27. Hiram Higgins. Gallatin—Sumner Co. Colored Fair Assn. Aug. 28-29. Edw. Anthony. Greenbush—Gougeon Co. Fair. Aug. 30-Sept. 4. William D. Kerr. Huntingdon—Carroll Co. Fair. Oct. 6-9. W. L. Neell. Jackson—Madison Co. A. & M. Fair Assn. (Colored) Sept. 20-25. J. E. McNely. Jackson—West Tenn. District Fair. Sept. 13-18. A. U. Taylor.

Knoxville—Tenn. Valley Fair. Sept. 27-Oct. 2. H. D. Faust. Lebanon—Wilson Co. Fair. Sept. 15-18. A. W. McCartney. McMinnville—Warren Co. Fair. Sept. 6-11. H. S. Wilson. Manchester—Coffee Co. Fair. Sept. 23-25. David W. Shields Jr. Memphis—Mid-South Fair. Sept. 13-18. Frank D. Fuller. Murfreesboro—Rutherford Co. Colored Fair. Sept. 2-4. Dr. James R. Patterson. Nashville—Tennessee State Fair. Sept. 20-25. J. W. Russwurm. Santa Fe—Maury Co. Fair. Sept. 16-18. T. S. Wade. Sparta—White Co. Fair Assn. Sept. 16-18. William L. Little. Winchester—Franklin Co. Fair. Sept. 2-4. J. F. Vaughn.

TEXAS

Anderson—Grimes Co. Fair Assn. Oct. 13-16. George E. Siddall. Athens—East Texas Cotton Palace. Oct. 4-9. B. F. Egger. Beaumont—South Texas State Fair. Nov. 1-5. B. Herring Jr. Dallas—Greater Texas and Pan-American Expo. June 12-Oct. 31. Frank McNeney, dir-gen. Decatur—Wise County Fair. Late in September. Dick Gates. Ennis—Ellis County Fair. Sept. 27-Oct. 2. A. Dupree Davis. Ft. Worth—Ft. Worth Frontier Fiesta. June 5-Oct. 2. W. K. Stripling, pres. Franklin—Robertson County Fair Assn. Oct. 13-18. V. M. Harris. Graham—Young Co. Fair. Oct. 20-23. J. C. Watson. Greenville—Hunt Co. Fair. Aug. 30-Sept. 4. C. A. Duck. Haskell—Central West Texas Fair Assn. Oct. 13-18. H. T. Sullivan. Henderson—Rusk County Fair. Week of Sept. 6. J. W. Harris. Houston—Houston Fat Stock Show & Live-Stock Expo. First week in Oct. W. O. C. Huntsville—Walker Co. Fair Assn. Oct. 12-16. C. E. Sawyer. Iowa Park—Wichita County Fair Assn. Sept. 22-26. Paul H. Zink. Jasper County Fair Assn. Oct. 19-23. W. R. Curtis. LaGrange—Fayette County Fair Assn. Sept. 23-26. G. A. Koehnig. Leonard—Leonard Fair Assn. Sept. 21-25. H. H. Blackburn, pres. Linden—Cass Co. Fair. Sept. 27-Oct. 2. Morris Farrow. Longview—East Texas Exhibit Assn. Sept. 13-18. M. D. Abernathy, mgr. McKinney—Collin Co. Free Fair. Sept. 27-30. W. Hammond Moore. Marshall—Central Texas Fair. Sept. 27-Oct. 2. M. R. Martin. Palestine—Anderson Co. Fair. Oct. 4-9. O. O. Miller Jr. Paris—Lamar District Fair Assn. Sept. 6-11. L. B. Baker. Pittsburg—North East Texas Fair Assn. Sept. 23-25. W. R. Morgan. Sherman—Red River Valley Fair. Oct. 4-9. Frank M. Thompson. Sweetwater—Nolan-Fisher Free Fair. Sept. 1-4. George D. Barber. Tyler—East Texas Fair Assn. Probably Sept. 19-24. V. F. Fitzhugh. Wharton—Wharton County Fair Assn. Oct. 12-16. H. C. Copenhagen. Yorktown—Yorktown Fair Assn. Oct. 20-22. Paul A. Schmidt.

UTAH

Fort Duchesne—Uintah Co. & Indian Fair. First week in Sept. Robert L. Bennett. Logan—Cache Co. Fair. Sept. 9-11. N. J. Crookston. Provo—Utah Co. Fair. Sept. 18-18. M. H. Sait Lake City—Utah State Fair. Sept. 25-Oct. 3. E. S. Holmes, mgr.

VERMONT

Barton—Orleans County Fair. Aug. 19-21. F. C. Brown. Essex Junction—Champlain Valley Expo. Aug. 30-Sept. 4. H. K. Drury, mgr. Harlaix—Randall Fair. Aug. 25-27. Merle Dick. Windsor Vt. Morrisville—Lamoille Valley Fair. Aug. 12-15. Erwin H. Olmstead. Rutland—Rutland Fair. Sept. 6-11. C. W. Olney. Turbridge—Union Agr. Soc. Sept. 23-25. Edw. R. Flint.

VIRGINIA

Amherst—Amherst Co. Fair Assn. Oct. 11-16. L. H. Shrader. Berryville—Clarke Co. Horse & Colt Show Assn. Aug. 19-20. A. B. Hummer. Blacksburg—Courier-Record Fair Assn. Week of Sept. 20. Alexander Hudgins. Chase City—Mecklenburg County Fair Assn. Oct. 12-15. H. W. Nash, Wightman, Va. Chesterfield C. H.—Chesterfield County Fair Assn. Oct. 7-9. J. B. Watkins Jr., Middleburg. Covington—Alleghany Co. Fair Assn. Sept. 13-18. Thomas B. McCaleb. Danville—Danville Fair Assn. Oct. 12-15. Col. H. B. Watkins. Dunganon—Scott County Fair Assn. Sept. 18-21. E. L. Stallard. Farmville—Five-County Fair Assn. Sept. 27-Oct. 2. R. A. Wilmoth. Fincastle—Botetourt County Fair Assn. Sept. 21-25. Cecil E. Blusser. Fredricksburg—Fredericksburg Fair Assn. Sept. 14-17. H. K. Sweetser. Galax—Galax Fair. Sept. 13-18. W. C. Roberson. Keller—Eastern Shore Agr. Fair Assn. Aug. 24-28. J. Milton Mason. Lexington—Rockingham County Fair Assn. Sept. 20-25. Curtis C. Humphris, East Lexington. Madison Heights—Tri-County Fair. Sept. 20-25. L. H. Shrader, Amherst, Va. Martinsville—Henry Co. Fair Assn. Sept. 28-30. J. R. English. Orange—Orange Firemen's Fair. July 5. E. H. Rouse. Richmond—Virginia State Fair Assn. Sept. 27-Oct. 2. Charles A. Somma. Roanoke—Roanoke Colored Fair. Sept. 6-12. Herbert Williams. Rocky Mount—Franklin Co. Fair Assn. Sept. 14-18. H. F. Fraim.

Shipman-Nelson Co. Fair Assn. Oct. 12-13. P. T. Brittle. South Boston-Halifax County Fair Assn. Oct. 19-23. W. W. Wilkins. Staunton-Staunton Fair Sept. 6-11. C. B. Ralston. Suffolk-Tidewater Fair Assn. Oct. 19-22. W. H. Crocker. Woodstock-Shenandoah Co. Fair Assn. Sept. 14-17. D. G. Dymock.

WASHINGTON

Colville-Stevens Co. Exchange Fair Assn. Sept. 9-11. A. K. Millay. Lind-Adams Co. 4-H Fair. Sept. 3-4. George C. Burckhatter, Ritzville, Wash. Puyallup-Western Wash. Fair Assn. Sept. 20-25. W. A. Linklater, mgr. WEST VIRGINIA Charleston-Kanawha Expo. & 4-H Fair. Sept. 6-11. E. M. Johnson. Clay-Clay Co. Farm Bureau Assn. Sept. 22-25. George C. Deems. Cowen-Walker Co. Fair. Sept. 6-11. Ralph Cunningham. Glenville-Gilmer Co. Fair. Aug. 31-Sept. 3. Guy B. Young. Lewisburg-Greenbrier Valley Fair. Aug. 30-Sept. 6. W. T. Abacott. Marlinton-Pocahontas Co. Fair. Aug. 23-26. Fred C. Allen. Petersburg-Tri-County Fair Assn. Sept. 15-17. C. L. Sticker. Fughjtown-Hancock Co. 4-H Fair. Aug. 26-27. Walter C. Gumbel, New Cumberland, W. Va. Sutton-Braxton Co. Fair Assn. Sept. 13-18. Earle Morrison.

WISCONSIN

Baraboo-Sauk County Fair. Sept. 1-3. William T. Marloff. Beaver Dam-Dodge County Fair Assn. Sept. 16-19. J. F. Malone. Black River Falls-Jackson County Agrl. Soc. Sept. 11-15. Douglas Curran. Bloomington-Blakes Prairie Agrl. Assn. Probably first week in Sept. B. J. Oakes. Chilton-Calumet County Fair. Sept. 3-6. T. Henry Weeks. Chippewa Falls-Northern Wis. District Fair. Aug. 3-8. A. L. Putnam. Orono-Forest County Agrl. Soc. Aug. 10-13. Emy M. Ritter. Darlington-Lafayette County Agrl. Soc. July 29-Aug. 1. F. P. McConnell. DePere-Brown County Fair. Aug. 12-16. W. S. Klaus. Elkhorn-Walworth County Agrl. Soc. Sept. 6-9. F. M. Porter. Elsworth-Pierce County Fair Assn. Sept. 15-18. O. A. Halls. Eroy-Eroy Fair Assn. Aug. 12-15. O. D. Whitehill. Fond du Lac-Fond du Lac County Free Fair. Aug. 16-19. R. H. Cameron. Friendship-Adams County Agrl. Soc. Sept. 1-3. Robert W. Roseberry. Galeville-Trempealeau County Agrl. Soc. Sept. 3-8. Alfred N. Sagen. Gays Mills-Crawford County Fair. Sept. 9-11. Walter L. Cummings, Prairie du Chien, Wis. Grantsburg-Burnett County Fair. Aug. 26-28. Ray O. Lidbom. Jefferson-Jefferson County Fair. Sept. 10-12. Ernst Nass.

ALABAMA

Bessemer-West Lake Park, J. F. Ryan, mgr. Bessemer-Pineview Beach, R. L. Zeigler, mgr. Florence-Northern Alabama Amusement Park, E. Brley, mgr. Mobile-Grand View Park, E. H. Walsh, mgr.; has three rides, six concessions, lake; coin machines. Oxford-Oxford Lake Park, J. A. Hulse, mgr.; has two rides, five concessions, pool. Tusculum-Legion Fair Grounds and Park, James DiRago, chrm.; has two rides, 10 concessions, pools; books orchestras, vaude, free acts.

ARIZONA

Phoenix-Joyland Park, Fred D. Ferry, mgr.; has two concessions, pool, rink, coin machines; books orchestras, free acts occasionally. Phoenix-Riverside Park, Jack Hutchins, mgr.; has 14 concessions, pool; books orchestras, vaude, free acts.

ARKANSAS

Hot Springs-Fountain Lake Park, Dr. H. D. Ferguson, mgr.; has pool, coin machines; books orchestras occasionally. Little Rock-Willow Springs Park, Mrs. Clara Jacobs, mgr.; has one ride, two concessions, pool, penny arcade, coin machines; books free attractions. Little Rock-Fair Park W. R. Sprott, mgr.; has two rides, three concessions. Pine Bluff-Memorial Park. Russellville-Cresent City Park, E. H. Butler, mgr.; has one concession, pool, penny arcade, coin machines.

CALIFORNIA

Alameda-Neptune Beach, R. C. Strehlow, mgr.; has 16 rides, 30 concessions, two pools, penny arcade, coin machines; books free acts. Guernewood Park-Guernewood Village, R. A. Belden, mgr.; has 15 concessions, pool, penny arcade, coin machines. Long Beach-Silver Spray Pleasure Pier, E. H. Cole, mgr.; has nine rides, 50 concessions. Long Beach-The "Coke" C. G. Marietta, mgr.; has one ride, 65 concessions, pool, penny arcade, coin machines; books vaude, free acts. Ocean Park, Santa Monica-Ocean Park Amusement Pier, Jefferson W. Asher, mgr.; has 9 rides, 120 concessions, penny arcade, coin machines; books free acts. Ocean Park-Clark J. Lick, owner-mgr.; has one ride, 24 concessions, coin machines; books free acts. Redondo Beach-Redondo Beach Resort, C. H. Burnett, mgr.; books vaude, orchestra. San Diego-Ramona's Marriage Place, T. P. Getz, mgr. San Bernardino-Pickering Park, Jimmie Williams, mgr.; has rink; books orchestras. San Diego-Balboa Park (San Diego Zoo), Belle J. Beuchley, mgr. San Francisco-Playland at the Beach, George K. and Leo C. Whitney, Mgrs.; has 17 rides, 30 concessions, penny arcade.

La Crosse-La Crosse Interstate Fair Assn. Aug. 10-14. Joseph J. Frissh. Ladysmith-Rusk County Fair. Sept. 8-11. H. W. True. Lodi-Lodi Union Agrl. Soc. Sept. 8-10. G. E. Bissell. Luburg-Kewaunee Co. Fair. Sept. 4-6. Julius Cahm. Manitowoc-Manitowoc Co. Fair. Sept. 18-22. George W. Kiel. Mauston-Juneau County Fair. Aug. 17-20. Menomonie-Dunn County Free Fair. Aug. 21-26. R. L. Pierce. Merrill-Lincoln County 4-H Fair. Aug. 9-12. Miss Hulda Vonderheid. Milwaukee-Wisconsin State Fair. Aug. 21-28. Ralph E. Annon, Fair Park, Milwaukee. Mineral Point-Southwestern Wis. Fair Assn. Sept. 3-6. C. L. Winn. Monroe-Green County Fair. Aug. 17-21. Leland C. White. Neilsville-Clark County Agrl. Soc. Aug. 17-20. Harold Hockstead. Oshkosh-Winnebago Co. Fair & Expo. Aug. 29-Sept. 3. Taylor G. Brown. Phillips-Price County Agrl. Soc. Sept. 3-6. Karl Mess. Pileville-Big Badger Fair. Aug. 5-8. C. H. G. A. M. Christau. Plymouth-Sheboygan Co. Agrl. Assn. Aug. 5-8. Wm. H. Eldridge. Portage-Columbia Co. Fair Assn. Sept. 3-6. W. Horace Johnston. Rice Lake-Barron County Agrl. Soc. Sept. 15-18. H. J. Gochenaur. Rosholt-Rosholt Free Community Fair. Sept. 4-8. Lester Peterson. Seymour-Seymour Fair. Aug. 6-8. F. W. Huth. Shawano-Shawano County Agrl. Soc. Sept. 7-9. Louis W. Cattau. Sturgeon Bay-Dor Co. Fair Assn. Aug. 27-29. John H. Miles. Superior-Tri-State Fair Assn. Aug. 16-22. M. H. Lavine. Washburn-Bayfield County Farm Festival & Fair. Sept. 4-6. Roy E. Holvenstot. Wausau-Wis. Valley Fair & Expo. Aug. 15-19. Bert E. Walters. Waunama-Waunama County Fair. Sept. 14-17. Charles T. Taylor. Westfield-Marquette County Fair Assn. Sept. 7-10. W. P. Fuller. Weyauwega-Waupaca County Agrl. Assn. Aug. 27-29. H. W. Crane. WYOMING Torrington-Goshen Co. Fair. Sept. 8-10. E. P. Ferry.

CANADA

ALBERTA

Calgary-Calgary Exhn. & Stampede. July 10-13. E. L. Richardson. Edmonton-Edmonton Exhn. Assn. July 12-17. P. W. Abbott, mgr. Lethbridge-Lethbridge Exhn. July 19-21. A. E. Russell. Red Deer-Red Deer Agrl. Soc. July 22-24. W. Miller.

AMUSEMENT PARKS

Santa Cruz-Santa Cruz Beach and Boardwalk, Santa Cruz Seaside Co., Mgrs.; has 11 rides, 75 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts. Venice Pier-Venice Pier and Plunge, E. A. Gerety Jr., mgr.; has 13 rides, 75 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts. COLORADO Denver-Lakeside Park, Benjamin Krasner, mgr.; has 12 rides, 17 concessions, pool, penny arcade, books orchestras, free acts. Denver-Elliott's Garden, A. B. Gurler, mgr.; has eight rides, nine concessions, penny arcade, coin machines; books orchestras. Estes Park-Riverside Amusement Park, T. O. Jelsema, mgr.; has four concessions, pool, coin machines; books orchestras. Pueblo-Lake Minnequa Park, J. J. McQuillan, mgr.; has two rides, three concessions, pool, rink; books orchestras. Trinidad-Central Park, has two concessions, lake, coin machines, books orchestras, vaude, free acts.

CONNECTICUT

Bridgeport-Pleasure Beach Park, John G. Malloy, mgr.; has 10 rides, 30 concessions, pool, rink, penny arcade; coin machines; books orchestras, vaude, free acts. Bristol-Lake Campounce Park, I. E. Pierce, mgr.; has eight rides, 25 concessions, lake, rink, penny arcade, coin machines; books orchestras, vaude, free acts. Hartford-South Park. Killingly-Wildwood Park, P. J. Sheridan, mgr.; has two concessions; books orchestras; free acts occasionally. Meriden-Hanover Park, J. C. Rubano, mgr.; has four concessions, rink; books orchestras, vaude, free acts. Milford-Myrtle Beach, E. Sonnenberg, mgr. Milford-Walnut Beach Park, Albert Whittham, mgr. and mgr. attr.; plays bands and vaudeville. New Haven-Savin Rock Park, Frederick E. Levere, mgr.; has 18 rides, 300 concessions, rink, penny arcade, coin machines; books orchestras, vaude, free acts. Rockville-Sandy Beach Park, Crystal Lake, Wm. G. Bokis, mgr.; has four concessions, lake, rink, penny arcade, coin machines; books orchestras, vaude, free acts. South Norwalk-Roton Point Park, Harry von Dwingelo, mgr.; has five rides, 20 concessions, penny arcade; books orchestras. Waterbury-Lake Quassapaug Park, John Mc-Nellis, lessee. Waterbury-Hamilton Park (public), Irving W. Harrison, supt.; has one concession, pool, ice rink; books orchestras, free acts.

Vegreville-Vegreville Exhn. July 22-24. J. Fitzallen. Vermilion-Vermilion Agrl. Soc. July 26-28. S. C. Heckbert. BRITISH COLUMBIA Chilliwack-Chilliwack Agrl. Assn. Sept. 23-23. E. K. Batten. Kamloops-Kamloops Exhn. Assn. Sept. 6-7. S. H. Baker. Nelson-Nelson Agrl. & Indust. Assn. Sept. 22-24. G. Horstead. Vancouver-Vancouver Exhn. Assn. Sept. 1-8. J. K. Matheson. Victoria-B. C. Agrl. Assn. Sept. 11-18. W. H. Mearns, Willows Park, Victoria. MANITOBA Brandon-Provincial Exhn. of Manitoba. June 28-July 2. J. E. Rettie. Carman-Dufferin Agrl. Soc. June 30-July 3. J. A. Munn. Dauphin-Dauphin Agrl. Soc. July 8-10. Dr. O. McQuirk. Portage la Prairie-Portage Industrial Exhn. Assn. July 5-7. Keith Stewart.

NEW BRUNSWICK

Fredericton-Fredericton Exhn. Sept. 11-18. C. L. Sypher. St. Stephen-St. Stephen Exhn. Aug. 30-Sept. 3. R. K. Edey, mgr. Stanley-Stanley Fair. Sept. 21-23. T. Allan Best. Woodstock-Woodstock Exhn. Sept. 20-25. R. W. Maxwell. Little Brook-Clare Exhn. Oct. 5-8. A. S. Comeau. Middle Musquodoboit-Halifax Co. Exhn. Sept. 21-22. R. H. Reid. Windsor-Windsor Exhn. Approx. Sept. 14-18. Thomas Aylward, mgr. Yarmouth-Yarmouth Co. Agrl. Soc. Sept. 22-24. E. L. Crosby. ONTARIO Ailsa Craig-North Middlesex Fair Assn. Sept. 2-24. George C. Stewart. Almonte-North Lanark Agrl. Soc. Sept. 15-17. Dr. M. Pilkey. Barrie-Barrie Agrl. Soc. Sept. 20-23. G. O. Cameron. Belleville-Belleville Agrl. Soc. Aug. 31-Sept. 3. R. G. Keaton. Brantford-South Muskoka Agrl. Soc. Sept. 18-17. Jerry Dickie. Coldwater-Coldwater Agrl. Soc. Sept. 10-11. C. M. Robinson. Collingwood-Notawasaga & Great Northern Exhn. Sept. 13-16. G. Bernhardt. Delta-Delta Fair Assn. Sept. 6-8. Isaac Stevens, Harlem, Ont. Dresden-Camden-Dresden Agrl. Soc. Sept. 21-23. H. J. French. Kingston-Kingston & Frontenac Agrl. Soc. Sept. 21-24. G. H. Wilnot. Leamington-Leamington Dist. Agrl. Soc. Sept. 27-Oct. 2. Miss E. Atkins. Lindsay-Lindsay Central Exhn. Sept. 15-18. W. E. Agnew. London-Western Fair. Sept. 13-18. W. D. Jackson. Markham-Markham Fair. Sept. 30-Oct. 2. R. H. Crosby. Ottawa-Central Canada Exhn. Aug. 19-28. E. H. McElroy. Owen Sound-Owen Sound Agrl. Soc. Oct. 4-8. S. H. Buchanan.

Perth-South Lanark Agrl. Soc. Sept. 24-25. W. J. Ewart. Peterborough-Peterboro Industrial Exhn. Aug. 16-21. F. J. A. Hall. Rainy River-Atwood Agrl. Soc. Aug. 30-Sept. 1. K. C. Grimsshaw. Renfrew-Renfrew Fair. Sept. 14-17. C. A. Warren. Ridgeway-Howard Agrl. Soc. Oct. 5-7. J. D. Brien. Rodney-Rodney Fair. Sept. 20-22. J. A. McLean. Strathroy-Strathroy Agrl. Soc. Sept. 30-Oct. 2. Jno. N. Ratcliffe. Toronto-Canadian National Exhn. Aug. 27-Sept. 11. Elwood A. Hughes, gen. mgr. Walpole Island-Walpole Island Indian Fair Assn. Aug. 24-25. Charles R. Jacobs. Welland-Welland Co. Agrl. Soc. Sept. 16-18. A. A. Marshall. PRINCE EDWARD ISLAND Charlottetown-P. E. I. Indust. & Agrl. Exhn. Aug. 16-21. J. W. Boulter. QUEBEC Ayers Cliff-Stanstead Co. Agrl. Soc. Aug. 26-28. H. G. Curtis, Stanstead, Que. Aymer-Gatineau Co. Agrl. Soc., Div. A. Sept. 2-4. R. K. Edey. Edouard-Missisquoi Agrl. Soc. Sept. 2-4. C. J. Jones. Cookshire-Compton Co. Agrl. Soc., No. 1. Aug. 23-25. T. O. Farnsworth. Granby-Granby Hort. Soc., No. 1. Walter R. Legge. Maniwaki-Gatineau Co. Agrl. Soc., Div. B. Sept. 9-11. Palma Joanis. Quebec-Quebec Expo. Sept. 4-11. Emery Boucher. Richmond-Richmond Co. Agrl. Fair. Aug. 21-21. W. R. Stevens. Roberval-Roberval Agrl. Aug. 24-28. J. Ed Boly. Ste. Scholastique-Ste. Scholastique Expo. Sept. 15-18. J. Leo Beaudet. Sherbrooke-Sherbrooke Fair. Aug. 28-Sept. 4. Kerrey W. Price. Three Rivers-St. Lawrence Valley Exhn. Aug. 22-27. Gaston Panetton. Valleyfield-Valleyfield Exhn. Aug. 16-21. Jacques Malouin. Waterloo-Shefford Co. Agrl. Soc. Aug. 16-18. R. R. Bachand.

SASKATCHEWAN

Estevan-Estevan Industrial Exhn. June 20-22. Irwin Dea. Lloydminster-Lloydminster Agrl. Exhn. Assn. July 29-31. G. M. Cook. Melfort-Melfort Agrl. Soc. July 15-17. G. B. Jamison. Moose Jaw-Moose Jaw Exhn. June 23-26. George D. Mackie. North Battleford-N. Battleford Agrl. Soc. Aug. 2-3. F. Wright. Prince Albert-Prince Albert Agrl. Soc. Aug. 4-7. John P. Curror. Regina-Regina Provincial Exhn. July 26-31. D. T. Elderkin. Saskatoon-Saskatoon Industrial Exhn. Assn. July 19-24. Sid. W. Johns. Weyburn-Weyburn Agrl. Soc. June 28-29. Fred C. Zabel. Yorkton-Yorkton Agrl. & Indust. Exhn. Assn. July 12-14. W. J. Cowan.

Waterbury-Lakewood Park, James J. Curtin, Supt.; has two rides, four concessions, beach, rink; books orchestras, vaude, free acts occasionally. Westport-Comp Beach, Town of Westport; prop.; no vaudeville or bands. Winsted-Highland Lake Park, D. V. O'Connell, mgr.; has two rides, five concessions, lake, coin machines, books orchestras.

DELAWARE

Rehoboth Beach-Royal Park, O. S. Horn, mgr.; has rink, penny arcade, coin machines; books vaude, free acts. New Castle-Deemer Beach Amusement Park, Fred J. Voes, mgr.; has five rides, 20 concessions, rink, penny arcade; books orchestras, vaude, free acts occasionally.

DISTRICT OF COLUMBIA

Washington-Suburban Garden, J. S. Wright, mgr.; has seven rides, 20 concessions, pool, penny arcade; books orchestras, vaude, free acts. Washington-Glen Echo (Md.) Park, Leonard E. Schloss, Gen. Mgr.; has eight rides, 12 concessions, pool, penny arcade.

FLORIDA

Clearwater-Joyland Park, John S. Taylor Jr., mgr.; has two rides, six concessions; books orchestras. Miami Beach-Miami Million-Dollar Pier, has two rides, 40 concessions, penny arcade, coin machines, books orchestras, vaude, free acts. Miami-Funland Park, Endy Bros. and Wm. Tucker, mgrs. Pensacola-Bayview Park, L. L. Borrás, mgr.; has pool, penny arcade, coin machines; books orchestras. St. Petersburg-Madeira Beach Park, A. E. Archibald, mgr.; has four concessions, rink, coin machines; books vaude, free acts. St. Petersburg-Spa Beach Amusement Park, Joe Pisara, mgr. Silver Springs-Silver Springs Park, W. M. Davidson and W. C. Ray, Mgrs.; has two boat rides, 10 concessions, pool. Sulphur Springs-Tampa-Sulphur Springs Park, Gordon C. Hunt, mgr.; has two rides, 18 concessions, pool, coin machines; books vaude, free acts.

GEORGIA

Atlanta-Sunset Amusement Park, E. R. Speedy, mgr.; has four rides, 12 concessions, rink, penny arcade; books orchestras, vaude, free acts. Atlanta-Lakewood Park, Mike Benton, mgr.; has 12 rides, eight concessions, coin machines. Macon-Lakeside Park, Irwin Scott, mgr. and mgr. attr.; plays band; no vaudeville. Macon-Recreation Park, W. C. Ragan, mgr.; has pool, coin machines; books orchestras.

Savannah-Daffin Park; plays bands; no vaudeville. Savannah-Barbee's Park, Isle of Hope; Will M. Barbee, mgr. and mgr. attr.; plays orchestras and cabaret. Savannah-Gold Star Ranch Amusement Park, R. T. Carlyle, mgr. Savannah Beach-Breakers, Haar Broe, Mgrs.; has 12 concessions, coin machines; books orchestras, vaude, free acts. Savannah Beach-Tybrisa, Haar Bros., Mgrs.; has three rides, 25 concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

IDAHO

Boise-White City Park, G. W. Hull, mgr.; has five rides, six concessions, rink, penny arcade, coin machines; books orchestras, vaude free acts.

ILLINOIS

Aurora-Exposition Park, Frank Thielen, owner-mgr.; has 10 rides, 10 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts. Bloomington-Shelain Park, D. H. Doss, mgr.; has three rides, pool, coin machines; books orchestras, free acts. Braidwood-Rossi's Park, Stephen Rossi, mgr.; has coin machines; books orchestras. Camargo-Patterson Springs Park, R. E. Carmack, mgr.; has three concessions, pool, books vaude, free acts. Chicago-Navy Pier, K. H. Burns, gen. mgr. Chicago-Riverfront Park, George A. Schmidt, gen. mgr.; has 20 rides, approx. 100 concessions, penny arcade, coin machines. Collinsville-Collinsville Park, John Beckman, mgr.; has penny arcade, coin machines; books orchestras, vaude, free acts. Danville-Fair Park, John W. Cherry, pres. and mgr. attr.; plays vaudeville and bands. Havana-Quiver Beach Mineral Springs Park, E. R. Will, mgr. Havana-Riverside Park, L. A. England, mgr.; has five concessions, rink, coin machines; books orchestras; vaude, free acts occasionally. Henry-Riviera Park, John H. Wagner, mgr. Homer-Homer Park, J. W. Berger, mgr. Kankakee-Avon Park, Harry A. Yeates, mgr.; has two concessions, beach; books orchestras, vaude, free acts. Mattson-Paradise Lake Park, Frank Orndorff, owner; has pool, penny arcade, coin machines. Mendota-Kakusha Park, W. M. Wagner, mgr.; books orchestras. Paris-Twin Lakes Park, I. P. Cross, mgr.; has three rides, six concessions, beach, coin machines; books orchestras. Peoria-Fernwood Amusement Park, Diller & Twiss, props.; S. C. Diller, mgr. & mgr. attr.; plays band; no vaudeville. Quincy-Baldwin Park, Tom Baldwin, mgr.; has rink, coin machines; books orchestras. Rockford-Central Park Gardens, E. E. Bertrand, mgr.; has two rides, 10 concessions; books orchestras.

Round Lake—Avon Park, George P. Renehan, mgr.; has seven concessions, pool, rink, coin machines; books orchestras, vaude, free acts.

INDIANA

Anderson—Kilbuck Park, E. E. Monroe, mgr.; has two rides, five concessions, beach, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

KANSAS

Bonner Springs—Lakewood Park, L. D. Wiard, mgr.; has two rides, 10 concessions, pool, rink, coin machines.

LOUISIANA

Morgan City—Morgan City Beach, D. C. Walsh, mgr.; has 10 concessions, lake, coin machines; books vaude, free acts.

MAINE

Camp Ellis—Camp Ellis Pier, John H. McSweeney, mgr.; has two rides, 14 concessions, penny arcade, coin machines;

MARYLAND

Baltimore—Bay Shore Park, C. E. Graham, mgr.; has five rides, 20 concessions, penny arcade, coin machines;

MASSACHUSETTS

Auburndale—Norumbega Park, Arch E. Clair, mgr.; has 14 rides, 22 concessions, penny arcade; books orchestras, vaude, free acts.

Bonner Springs—Lakewood Park, L. D. Wiard, mgr.; has two rides, 10 concessions, pool, rink, coin machines.

KENTUCKY

Bowling Green—Lost River Cave Park, W. L. Perkins, mgr.

LOUISIANA

Morgan City—Morgan City Beach, D. C. Walsh, mgr.; has 10 concessions, lake, coin machines; books vaude, free acts.

MAINE

Camp Ellis—Camp Ellis Pier, John H. McSweeney, mgr.; has two rides, 14 concessions, penny arcade, coin machines;

MARYLAND

Baltimore—Bay Shore Park, C. E. Graham, mgr.; has five rides, 20 concessions, penny arcade, coin machines;

MASSACHUSETTS

Auburndale—Norumbega Park, Arch E. Clair, mgr.; has 14 rides, 22 concessions, penny arcade; books orchestras, vaude, free acts.

Fitchburg—Whalton Park, Fitchburg & Leominster St. Ry. Co., owners; Louisa Cushing, mgr.; has eight rides, 14 concessions, rink, penny arcade; books, vaude, free acts.

KENTUCKY

Bowling Green—Lost River Cave Park, W. L. Perkins, mgr.

LOUISIANA

Morgan City—Morgan City Beach, D. C. Walsh, mgr.; has 10 concessions, lake, coin machines; books vaude, free acts.

MAINE

Camp Ellis—Camp Ellis Pier, John H. McSweeney, mgr.; has two rides, 14 concessions, penny arcade, coin machines;

MARYLAND

Baltimore—Bay Shore Park, C. E. Graham, mgr.; has five rides, 20 concessions, penny arcade, coin machines;

MASSACHUSETTS

Auburndale—Norumbega Park, Arch E. Clair, mgr.; has 14 rides, 22 concessions, penny arcade; books orchestras, vaude, free acts.

Walled Lake—Walled Lake Amusement Park, Eugene Pearce, mgr.; has 13 rides, 11 concessions, lake, rink, penny arcade, coin machines; books orchestras.

MINNESOTA

Battle Lake—Camp Balmoral Summer Resort, C. Mathewson, mgr.; has lake, coin machines; books orchestras.

MISSISSIPPI

Jackson—Livingston Zoological Park, owned by J. Irwin Bennett, mgr.

MISSOURI

Chillicothe—Reynolds Park, Dr. M. M. Russell, prop.; Ted Davis, mgr.; Katherine Russell, mgr. attr.; plays vaudeville and bands.

MICHIGAN

Bay City—Pareelon Park, H. W. Jennison Jr., mgr.; has three rides, five concessions, coin machines; books orchestras.

MONTANA

Butte—Columbia Gardens, Butte Electric Ry Co., props.; W. McC. White, mgr. and mgr. attr.; has five rides, beach, penny arcade, rink; books free acts; orchestras occasionally.

NEBRASKA

Alma—Alma Park, C. K. Senter, mgr.; has pool, rink; books orchestras.

NEW HAMPSHIRE

Bradford—Massachusetts Casino Park, Max Israel, mgr.; has lake, penny arcade, coin machines; books orchestras, vaude, free acts on Sundays.

Lochmere—Gardners Grove and Silver Lake. Richard Lambert, owner-mgr. (109 4th st., Troy, N. Y.); has two rides, 20 concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

NEW JERSEY

Asbury Park—Palace Amusements, A. M. Williams, mgr.; has four rides, six concessions, penny arcade.

Atlantic City—Young's Million Dollar Pier, Al Hill, mgr.; Atlantic City Steel Pier Co., Frank E. Travatt, pres.; books orchestras; vaude, circus acts.

Atlantic City—Garden Pier, Boardwalk & New Jersey Ave. Atlantic Highlands—Atlantic Beach Park, F. C. McGarity, mgr.; has seven rides, 40 concessions, beach, penny arcade, coin machines; books orchestras, vaude, free acts.

Bayonne—Bayonne Pleasure Park. Belvidere—Capital Park, Mrs. B. J. Hixon, mgr. Blimington—Starlight Park, J. Banon, mgr. and mgr. attr.; plays dance orch.; no vaudeville.

Bound Brook—Riverside Park, J. W. Bayes, mgr.; has four rides, 17 concessions, penny arcade; books orchestras, vaude, free acts.

Burlington—Rose Valley Park, J. Rosenfeld & Co. mgrs. Burlington—Sylvan Lakes Park, Edwin Ruth, mgr.; has one ride, four concessions, pool, rink, books orchestras.

Clementon—Clementon Lake Park, Theo. W. Gibbs, mgr.; has 15 rides, 26 concessions, lake, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Clementon—Pine Hill Park, Wm. Steck, mgr. Glenloch—Glenloch Park, George W. Shinn, mgr.; has five rides, 10 concessions, lake, coin machines; books vaude, free acts.

Irvington—Olympic Park, James F. Caffrey & Robert A. Guenther, mgrs.; has 22 rides, 40 concessions, pool, rink, penny arcade, coin machines; books vaude, free acts.

Keansburg—Ideal Bay Park, Am. Co., Inc., owners; Edwin J. Brenner, pres.; has six concessions, coin machines.

Keansburg—New Point Comfort Beach, W. A. Gehlhaus, mgr.; has eight rides, 30 concessions, pool, rink, penny arcade, coin machines; books orchestras.

Keansburg—Belvedere Beach Amusement Park, P. Licari, mgr.; has seven rides, 20 concessions, pool, penny arcade.

Lake Hopatcong—Bertrand Island Park, Louis Kraus, mgr.; has 12 rides, 15 concessions, penny arcade, coin machines; books orchestras; vaude, free acts occasionally.

Lake Hopatcong—Nolan's Point Park, Frank L. Crater, mgr. Lawrence—Laurence Harbor Beach, Laurence Harbor Heights Co., prop. Lawnside—Lawnside Park, Wm. A. Willis, mgr.; has three rides, 20 concessions, pool; books orchestras.

Buffalo—Crystal Beach Amusement Park, Harry S. Hall, mgr.; has 20 rides, 37 concessions, beach, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Buffalo—Lalle's Park, Peter Lalle, mgr.; has six concessions, penny arcade; books orchestras.

Buffalo—Grand Island Edgewater Park, Maurice L. Smith, mgr.; has 10 rides, 12 concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

Canandaigua—Roseland Park, William W. Muar, mgr.; has five rides, seven concessions; books orchestras, free acts.

Celoron—Celoron Park, W. H. Fickard, mgr.; has eight rides, 24 concessions, lake, penny arcade, coin machines; books orchestras, vaude, free acts.

City Island—City Island Point Park, Louis Scharles, mgr.; Steeplechase Park, James J. Onorato, mgr.; has 31 rides, pool, penny arcade, coin machines.

Coney Island—Luna Park, Charles R. Miller, mgr.; has 29 rides, 48 concessions, pool, rink, penny arcade, coin machines; books vaude, free acts.

Duane Point—Gratiot Park, Chas. A. W. Dimock, mgr.; has one ride, three concessions.

Fulton—Recreation Park, City of Fulton, prop. Gaensville—Braun's Island Park, P. H. Braun, mgr.; has one ride, 12 concessions; books orchestras, vaude, free acts occasionally.

Geneseo—Long Point Park, Conesus Lake, Harry W. Berry, mgr.; has seven concessions, penny arcade, coin machines; books orchestras; free acts occasionally.

Hannawa Falls—Coney Island Park, Wm. A. Hoag, mgr.; has bathing beach, rink; books orchestras.

Jersey City—White City Amusement Park, A. J. Carroll, prop. Jamestown—New Midway Park, Thomas Carr, mgr.; has two rides, five concessions, rink, penny arcade, coin machines; books orchestras; vaude, free acts occasionally.

Kingston—DeWitt Park, W. L. Burnett, mgr.; has general attractions.

Livingston Manor—Island Park, E. H. Bouton, mgr.; books orchestras, vaude, free acts.

Manlius, near Syracuse—Suburban Park, Fred W. Scarle, mgr.; has six rides, 12 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Maple Springs—Midway Park, M. F. Walsh, mgr.; has two rides, 14 concessions, beach, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Raleigh—Pullen Park; has one ride, pool; books orchestras, free acts.

Washington—Bayview Beach, 19 miles below Washington, B. F. Bowers, mgr. and mgr. attr.; plays bands; no vaudeville.

Wilmington—Carolina Beach, Norman L. Mintz, mgr.; has three rides, 25 concessions, penny arcade, coin machines; books orchestras.

Winston-Salem—Crystal Lake Park, R. T. Davis, mgr.; has pool, coin machines.

Ada—Welcome Park, Wm. S. Fink, mgr. and mgr. attr.; plays orchestras; no vaudeville.

Akron—Summit Beach Park, R. A. Casterline, mgr.; has five rides, 30 concessions, pool, rink, penny arcade, coin machines; books orchestras.

Akron—Sandy Beach Park, W. I. Waresford, mgr.; has four rides, 10 concessions, pool, penny arcade, coin machines.

Alliance—Lake Park, R. D. Williams, mgr.; has two rides, five concessions, pool; books orchestras.

Andover—Midway Park, Henry Mareches, mgr. (Tiffin, O.); has 14 concessions, pool, rink. Bascom—Meadowbrook Park, H. L. Walter, mgr.; has four rides, three concessions, pool; books orchestras, vaude, free acts.

Boston Heights—Orchard Park, J. R. Flanagan, mgr.; has 13 concessions, books orchestras.

Brady Lake—Brady Lake Park, C. A. Sarchet, mgr.; has six rides, 10 concessions, lake, rink, penny arcade, coin machines; books orchestras; vaude, free acts occasionally.

Brookfield—Yankee Lake, Paul Jurko, mgr.; has lake, coin machines; books orchestras.

Buckeye Lake—Buckeye Lake Park, Andrew M. Brown, mgr.; has seven rides, 15 concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Bucyrus—Secalum Park, R. A. Jolly, mgr.; has 11 rides, 10 concessions, pool, penny arcade, coin machines; books orchestras, floor shows, free acts.

Canal Winchester—Edgewater Park, Charles E. Gerling, mgr.; has one ride, four concessions, pool.

Canton—Meyers Lake Park, Carl A. Sinclair, mgr.; has seven rides, 10 concessions, beach, rink, penny arcade, coin machines; books orchestras; vaude and free acts occasionally.

Lakeville—Lakeview Park, H. J. Thoma, mgr.; has lake, coin machines; books vaude, free acts.

Lima—Eastwood Park, Marquis Amusement Corp., prop.; Milton Hoffman, mgr. Mansfield—North Lake Park, Merrill A. Wood, mgr.; has two rides, pool, rink; books orchestras.

Mansfield—Walker Lake Park, Chas. W. Walker, mgr.; has five concessions, pool, coin machines; books orchestras; vaude, free acts occasionally.

Marion—Crystal Lake Park, Fred B. Scherrf, mgr. and mgr. attr.; plays vaudeville occasionally; no bands.

Milledale—Dixie Park, Glenn Gingerloh, mgr.; has rink.

Middletown—LeSourdsville Lake Park, Don Dazey, mgr.; has four rides, five concessions, coin machines.

Millsport—Summitland Beach Park on Buckeye Lake, John A. Hardgrove, mgr.; has 11 concessions, beach; books orchestras, vaude, free acts.

Minerva—Minerva Park, Ken Crowl, mgr.; has five rides, 10 concessions, pool, coin machines; books orchestras, free acts.

Morrow—Miami Park, Alf. R. Easley, mgr.; has pool.

Mount Orab—Star Lake Park, G. B. Courts, mgr.; has pool, coin machines; books orchestras; vaude, free acts.

New Carlisle—Silver Lake Park, C. H. Gehhart, mgr.; has pool, rink; books vaude, free acts.

New Philadelphia—Mount View Park, F. E. Miller, mgr.; has one ride, two concessions, pool; books orchestras.

New Philadelphia—Tuscora Park, W. E. Gelsner, mgr.; has five concessions, pool, penny arcade, coin machines; books orchestras; vaude, free acts.

North Canton—Paradise Park, Earl E. Santee, mgr.; has concessions, pool, coin machines.

Portsmouth—Midway Park, C. W. G. Hannah, mgr. and mgr. attr.; plays bands; vaudeville occasionally.

Russellville—Sandy Beach Park on Indian Lake, Lou Greiner, mgr.; has seven rides, 30 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Russellville—Old Vienna Gardens, French L. Wilgus, mgr.; has 10 concessions, coin machines; books orchestras, vaude acts.

Sandusky—Cedar Point on Lake Erie, Edw. A. Smith, mgr.; has 20 rides, 50 concessions, rink, penny arcade; books orchestras.

Starkville—Mineral Springs Park. Toledo—Walbridge Park, H. F. Covode, mgr.; has eight rides, 10 concessions, penny arcade.

Toledo—Sand Beach Pavilion, O. L. Hankins, mgr.; has lake, coin machines; books orchestras; vaude, free acts.

Tontogany—Otsego Park, H. E. Gill, mgr.; has two rides, four concessions; books orchestras, vaude, free acts.

Urichsville—Riverside Park, W. G. Maurer, mgr.; has four concessions, coin machines; books orchestras; vaude and free acts on special occasions.

Venice, Cincinnati—Meadow Brook Park on Route 27, M. J. Gutman, mgr.; has three rides, three concessions, pool, penny arcade.

Verona—Crystal Beach, George H. Blanchat, mgr.; has seven rides, 15 concessions, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Youngstown—Idora Park, Chas. Deibel, mgr.; has 12 rides, 10 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Zanesville—Edgewater Beach, Frank M. Croser, mgr.; has a few concessions, pool, coin machines.

Zanesville—Mahala Park, George E. Anagnost, mgr.; has four rides, 10 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

OKLAHOMA

Chickasha—Grady County Park, G. B. Hurst, mgr. and mgr. attr.; plays bands; no vaudeville.

Emid—Lake Helium, Ray Steck, mgr.; has three rides, five concessions, pool, penny arcade; books orchestras, vaude, free acts occasionally.

Oklahoma City—Springlake Amusement Park, Roy Stator, mgr.; has 11 rides, 10 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts occasionally.

Oklahoma City—Willow Springs Amusement Park, James Shears, mgr.; has four rides, three concessions, beach.

Sand Springs—Sand Springs Park, W. W. Hatcher, mgr.; has pool, three concessions, pool, rink; books orchestras.

Tulsa—Crystal City Park, W. F. Falkenberg, mgr.; has three rides, six concessions, pool; books orchestras.

Wewoka—Lake Wewoka Park, W. M. Looney, mgr.; has four rides, three concessions, pool, rink; books orchestras; vaude, free acts occasionally.

OREGON

Portland—Oaks Amusement Park, E. H. Bolinger, mgr.; has nine rides, 10 concessions, rink, penny arcade, coin machines; books orchestras, vaude, free acts occasionally.

Portland—Jantze Beach Park, Harvey Walls, Gen. Mgr.; has 11 rides, 15 concessions, pool, penny arcade; coin machines; books orchestras.

Woodburn—Playmore Park, L. McKee, mgr. (Route 1, Hubbard, Or.)

PENNSYLVANIA

Allentown—Central Park, F. A. Burkhardt, mgr.; has 12 rides, 11 concessions, penny arcade, coin machines; books vaude, free acts.

Allentown—Dorney Park, R. L. Platt, mgr.; has 10 rides, concessions, pool, rink, penny arcade; books orchestras, vaude, free acts.

Allentown—Lakemont Park; has five rides, 10 concessions, penny arcade, coin machines; books orchestras, free acts.

Altoona—Alfarata Park, Chas. R. Mallory, mgr.; has three rides, four concessions, penny arcade; books orchestras.

Barnesville—Lakeside Park, J. Tomat, mgr.; has nine rides, 16 concessions, lake, coin machines; books orchestras; free acts occasionally.

Beaconsfield—Hecla Park, Harold D. Cowher, mgr.; has concessions, pool, rink; books orchestras, vaude, free acts.

Berwick—West Side Park, H. V. Raseley, mgr.; books orchestras, vaude acts.

Butler—Alameda Park, Butler Rys. Co., props.; R. E. Sprengle, mgr. and mgr. attr.; plays orchestras, no vaudeville.

Camden—Newton Lake Park, Franklin E. Wagner, mgr.; has nine rides, 12 concessions, beach; books orchestras, vaude, free acts.

Chambersburg—Red Bridge Park, E. F. Goetz, mgr.; has four rides, six concessions, pool, rink, coin machines, books orchestras, vaude, free acts occasionally.

Conneaut Lake Park—Conneaut Lake Park, T. C. Foley, mgr.; has seven rides, 60 concessions, beach, penny arcade; books orchestras, vaude, free acts.

Danville—Riverside Park, R. G. Hancock, mgr.; has rink.

Easton—Bushkill Park, R. Kutler, mgr.; has two rides, six concessions, pool, rink, penny arcade, coin machines; books vaude, free acts.

Easton—Willow Park, Daniel Shabo, mgr.; has two rides, three concessions, pool.

Erie—Waldamer Beach Park, F. W. A. Moeller, Owner-Mgr.; has eight rides, nine concessions, penny arcade; books orchestras, vaude, free acts.

Eysburg—Knoebel's Grove, Lawrence L. Knoebel, mgr.; has one ride, 11 concessions, pool, rink, penny arcade, coin machines; books vaude, free acts occasionally.

Hanover—Willow Grove Park, J. T. Epp, mgr. Hanover—Forest Park, A. Karst, mgr.; has six rides, six concessions, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Hazleton—Hazel Park, E. J. Williams, mgr.; has four rides, eight concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

Hershey—Hershey Park, J. B. Sollenberger, mgr.; has 11 rides, pool, rink, penny arcade, coin machines; books orchestras.

Houston—Willow Beach Park, E. C. Reynolds, mgr.; has pool, coin machines; books orchestras.

Indiana—Dreamland Park, J. J. Cleoro, mgr.; has 11 concessions, pool, rink; books orchestras, vaude, free acts.

Johnstown—Ideal Park, Milan Diklich, mgr.; has three rides, four concessions, pool, rink; books orchestras occasionally; vaude, free acts.

Lancaster—Rocky Springs Park, Joseph Figari, mgr.; has five rides, 19 concessions, pool, rink, penny arcade; books orchestras, free acts.

Lancaster—Maple Grove Park, Ralph W. Coles Jr., mgr.; has five rides, seven concessions, pool, rink, penny arcade; books orchestras.

Lowstown—Kishacoquillas Park, Arthur Jarvis, mgr.; has four rides, three concessions, pool, rink, coin machines; books orchestras, vaude, free acts.

Ligonier—Idlewild Park, C. C. Macdonald, mgr.; has 10 rides, 14 concessions, pool, penny arcade, books vaude, free acts.

McKeesport—Olympia Park, H. E. Hampe, mgr.; has 16 rides, 8 concessions, pool, rink, penny arcade; books orchestras, vaude, free acts.

Many City—Lakewood Park, Howard Hobbs, mgr.; has 15 rides, 36 concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Mauch Chunk—Flagstaff Park, Fred Zanders, mgr.; books orchestras, vaude, free acts.

Mechanicsburg—Willow Mills Park, E. E. Richwine, mgr.; has 10 rides, 15 concessions, pool, penny arcade, coin machines; books orchestras, free acts.

Mechanicsburg—Willow Mills Park on Route 11, A. L. Runk, mgr.; has seven rides, pool, penny arcade, coin machines.

Mount Carmel—Maysville Park, Ben Wilson, mgr.; books orchestras.

Northumberland—Sandy Beach, W. W. Yarger, mgr.; has seven concessions, coin machines; books vaude, free acts.

Mount Carmel—Ruglins' Park, Peter Ruglins, mgr.; has rink, coin machines; books orchestras.

Mount Gretna—Mt. Gretna Park and Beach, Gene P. Otto, mgr.; has four rides, rink, penny arcade, coin machines; books free acts.

New Bethlehem—Legion Park, N. J. Heffner, mgr.; has rink; books orchestras, free acts.

New Castle—Cascade Park, C. C. Coulthard, mgr.; has four rides, 14 concessions, pool; books orchestras, vaude, free acts.

Orwigsburg—Dear Lake Park, Eben Kingsburg, mgr.; has pool, rink; books orchestras.

Parkesburg—Crystal Spring Park, W. T. G. Young, prop. and mgr.

Philadelphia—Woodside Park, N. S. Alexander, lessee; has seven rides, pool, rink, penny arcade, coin machines.

Perkaste—Menlo Park, Henry S. Wilson, mgr.; has two rides, five concessions, rink; books vaude, free acts occasionally.

Pittsburgh—Burke Glen Park, Wm. H. Burke, mgr.; has six rides, pool, rink, penny arcade.

Pittsburgh—Kennywood Park, A. B. McSwigan, pres.; has 31 rides, pool, penny arcade; books orchestras, free acts.

Pittsburgh—West View Park, C. L. Beares, Jr., mgr.; has 17 rides, 11 concessions, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Pottstown—Sanatoga Park, Robert H. Albright, mgr.; has three rides, pool, rink, penny arcade; plays vaude, free acts.

Pottsville—Dream City Park, Howard F. Hobbs, mgr.; has eight rides, 20 concessions, pool, rink, penny arcade, coin machines; books orchestras free acts.

Reading—Carsonia Park, Joseph Sigg, mgr.; has eight rides, 22 concessions, pool, rink, penny arcade; books orchestras, vaude, free acts.

Reading—Cedar View Park, Walter A. Gasser, mgr. and mgr. attr.; plays bands and vaudeville occasionally.

Reading—Socialist Park, George Rhodes, mgr.; has pool; books free acts occasionally.

Red Lion—Fairmount Park, R. M. Spangler, mgr.; has two rides, 12 concessions, rink, penny arcade, coin machines; books free acts.

St. Marys—Elk Center Park, Cyril Vanslander, mgr.; has pool, coin machines; books orchestras, floor shows.

Scranton—Rocky Glen Park, Ben Sterling, mgr.

Scranton—Lake Ariel, and Beach, Floyd E. Bortree & F. B. Derby, mgrs.; has 10 rides, 12 concessions, beach, penny arcade, coin machines; books orchestras, vaude, free acts.

Selinsgrove—Rolling Green Park, George D. Witmer, mgr.; has seven rides, 18 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Shickler—Edgewood Park, George H. Jones, mgr.; has two rides, eight concessions, pool, penny arcade, coin machines; books orchestras.

Spring Mount—Spring Mount Park, E. W. Fulmer, mgr.; has two rides, three concessions, books vaude, free acts.

Stevens—Stevens Park, Harry A. Snyder, mgr.; books orchestras, vaude acts.

Sunbury—Island Park, L. J. Chamberlain, mgr.; has rides, concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Sunbury—Rolling Green Park, E. M. Spangler, Owner-Mgr.; has 10 rides, 16 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Tarboro—Lakewood Park, Earl W. Schoener, mgr.; has 18 rides, 30 concessions, pool, rink, penny arcade, coin machines; books orchestras.

Tarentum—Belvedere Park, M. Nauman, mgr.; has three concessions, pool; books vaude, free acts.

Trevoe—Penn Valley Park, G. J. Walsh, mgr.; has 10 rides, five concessions, pool, penny arcade, coin machines; books vaude acts.

Uniontown—Sligo Grove Park, E. A. Gallagher, mgr.; has four concessions, pool, rink; books orchestras, vaude, free acts.

Warren—Oakview Park, Edgar M. Larson, mgr. and mgr. attr.; no vaudeville or bands.

West Barr—Soud Park, L. S. Barr, mgr.; has 10 rides, 12 concessions, pool, rink, penny arcade, coin machines; books orchestras occasionally.

Williamsport—Sunset Park, Henrietta Baumgardner, mgr.; has pool, rink; books orchestras.

Willow Grove—Philadelphian—Willow Grove Park, E. E. Poehl, mgr.; has 18 rides, 16 concessions, penny arcade; books orchestras, vaude, free acts.

Winery—Lake Mount Park, John E. Stefanko Jr., mgr.

Yorkes—Grand View Park, M. J. Madison, mgr.; has two concessions, pool, penny arcade, coin machines; books vaude, free acts occasionally.

RHODE ISLAND

Oakland Beach—Oakland Beach Amusement Park, E. J. Stender, mgr.; no vaudeville or bands.

Newport—Newport Beach, Douglas Boyle, mgr.; has 4 rides, 8 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

Portsmouth—Cashman's Park, Thomas S. Cashman, mgr. and mgr. attr.; plays free attractions and bands.

Providence—Rocky Point Park, Alfred M. Castiglioni, mgr.; has 15 rides, 56 concessions, pool, rink, penny arcade; books orchestras, free acts.

Riverside—Orescent Park, John T. Clare, mgr.; has 12 rides, 30 concessions, penny arcade, coin machines; books vaude, free acts occasionally.

SOUTH CAROLINA

Charleston—Folly Beach, Lester Karow, mgr.; books orchestras, vaude, free acts.

Charleston—Edgewater Beach, Colored, Walter F. Livingston, mgr.; has three rides, five concessions, beach, coin machines; books orchestras.

Georgetown—Kensington Park, J. W. Doar, mgr.; has 10 concessions, pool, coin machines, books occasionally.

Isle of Palms—Isle of Palms, C. J. Klump, mgr.; has two rides, 10 concessions, coin machines; books orchestras occasionally, vaude acts.

Myrtle Beach—Myrtle Beach.

Taylors—Chick Springs Park, J. A. Bull, mgr.; has two rides, four concessions, pool, rink.

SOUTH DAKOTA

Freesburg—Ruskin Park, Richard Setnoha (Molsey, E. D.), mgr.; has rink; books orchestras.

SOUTH DAKOTA

Madison—Lake Herman Park.

Sioux Falls—Neptune Park, Ellis O. Smith, mgr. and mgr. attr.; plays dance bands; no vaudeville.

Yankton—Lakeside Park, C. A. Chamberlain, mgr.; has four concessions, pool, coin machines; books orchestras, free acts on holidays.

TENNESSEE

Chattanooga—Warner Park, W. C. Bowen, mgr.; has five rides, 17 concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Chattanooga—Lake Winnepesaukee, Mrs. Minette Dixon, mgr. (Rossville, Ga.); has two rides, five concessions, pool, rink, coin machines; books orchestras, vaude, free acts.

Knoxville—Chilhowee Park, H. D. Faust, mgr.; has 11 rides, eight concessions, rink; books vaude, free acts.

Lawrenceburg—Fairview Park, Dr. E. R. Braly, mgr.

Memphis—East End Garden, R. D. Forman, mgr.; has pool, rink.

Memphis—Fairgrounds Amusement Park, Frank D. Fuller, mgr.; has 14 rides, seven concessions, pool, penny arcade; books orchestras.

Nashville—Greenwood (Colored) Park, Preston Taylor, mgr. and mgr. attr.; plays attractions.

Nashville—Cumberland Park, Ernest C. Cantrell, mgr.; has six rides, two concessions, pool.

Nolensville—Sunset Park, B. S. Chrisman, mgr. and mgr. attr.; plays attractions.

Tiptonville—Edgewater Beach, R. D. Smith, mgr.

TEXAS

Cisco—Lake Cisco Amusement Co., P. G. Merry, mgr.; has six concessions, pool, rink; books orchestras.

Corpus Christi—North Beach Amusement Park, John S. Mosser, mgr.; has four rides, 20 concessions, pool, penny arcade, coin machines; books orchestras; vaude, free acts occasionally.

Dallas—Fair Park, C. A. Wortham Jr., mgr.; has five rides, five concessions, penny arcade, coin machines.

Dallas—Kidd Springs Park, Guy Draper, mgr.; has two rides, 12 concessions, pool, penny arcade, coin machines; books orchestras, vaude, free acts.

El Paso—Washington Park, G. W. Wilson, mgr.; has four rides, three concessions, pool, rink, penny arcade; books vaude, free acts.

Fort Worth—Casino Park, George T. Smith, mgr.; has 21 concessions, beach, penny arcade, coin machines; books orchestras, free acts, floor shows.

Galveston—Crystal Palace, G. K. Jorgensen, mgr.; has 11 concessions, pool, coin machines; books orchestras, vaude, free acts.

Galveston—Galveston Beach, J. E. Stratford, mgr.

Houston—Sylvan Beach, E. L. Crain, Jr., mgr.; has six rides, eight concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

San Angelo—Casino Park, M. C. Dale, mgr.; has pool, coin machines; books orchestras.

San Marcos—Spring Lake Park, A. B. Rogers, mgr.; has one concession, pool.

San Marcos—Spring Lake Park, Mrs. Oaille S. Rogers, mgr. and mgr. attr.; plays bands.

Warner, mgr.; has two concessions.

Vickery—Vickery Amusement Park, W. H. Anderson, mgr.; has 21 concessions, pool, penny arcade, coin machines; books orchestras.

Wichita Falls—Wichita Lakeside Park, L. L. Allbritton, mgr.; has three rides, 20 concessions, pool; books orchestras, vaude, free acts.

UTAH

Farmington—Lagoon Park, Julian M. Bamberger, mgr.; has pool, penny arcade, coin machines.

Salt Lake City—Saltair Beach, Thos. M. Wheeler, mgr.; has four rides, 29 concessions, lake, coin machines.

Belle Haven—Smith's Silver Beach Resort, Jno. Wise Smith, mgr. and mgr. attr.; plays vaudeville and bands.

Buckroe Beach—Buckroe Beach Park, T. M. McComb, mgr.; has six rides, 18 concessions, pool, penny arcade; pin games; books orchestras, free acts.

Colonial Beach—Colonial Beach Park, Frank D. Blackstone, mgr. and mgr. attr.; no vaudeville or bands.

Harrisonburg—Keylor Park, G. G. Keylor, prop. and mgr.; no vaudeville or bands.

Newport News—Lincoln Park and Beach, James Mackey, mgr.; has one ride, three concessions, coin machines; books orchestras.

Norfolk—Ocean View Park, Otto Wells, mgr.; has 20 rides, 25 concessions, penny arcade, coin machines; books orchestras, free acts.

Roanoke—Lakeside Park, H. L. Roberts, mgr.; has 14 rides, 14 concessions, pool; books orchestras, vaude, free acts.

Virginia Beach—Seaside Park, K. C. Gerard, mgr.; has 10 rides, 26 concessions; pool, penny arcade, coin machines; books orchestras, free acts.

WASHINGTON

Redondo—Redondo Beach Park, W. J. Betts, mgr.; has four rides, six concessions, rink, coin machines.

Seattle—Playland Park, Wm. A. Logue, mgr.; has eight rides, 12 concessions, rink, penny arcade, coin machines.

Spokane—Natarium Park, Louis Vogel, mgr.; has eight rides, 12 concessions, pool, penny arcade, coin machines; books orchestras.

Sprague—Sprague Lake Resort, S. L. Meyer, mgr.; has five concessions, beach.

WEST VIRGINIA

Chester—Rock Springs Park, R. L. Hand, mgr.; has seven rides, 12 concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Daniels—Pine Grove Park, M. D. and T. R. Farley, owners.

Huntington—Camden Park, H. O. Vis, mgr.; has two rides, 12 concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts occasionally.

Martinsburg—Rosemont Park, R. A. Harrison, mgr.; has two rides, eight concessions, pool, penny arcade, coin machines; books orchestras; vaude, free acts on special occasions.

Martinsburg—Hillside Lake, H. M. Fritts, mgr.; has lake; books orchestras.

New Cumberland—Mineral Springs Park, O. B. Hays, mgr.; has pool, rink.

Paden City—Paden Park, New E. Foster and W. E. Kesserman, lessees.

Phillippi—Smith's Park, J. H. Smith, mgr.

Princeton—Shawnee Lake Park, O. T. Snidow, mgr.; has five concessions, pool, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Richwood—Dan Schlappa, mgr. attr.; plays vaudeville; bands occasionally.

Welch—Coney Island Amusement Co., Inc., E. N. Hancock, mgr. and mgr. attr.; plays bands; no vaudeville.

WISCONSIN

Appleton—Waverly Beach Howard Campbell, mgr.; has lake, penny arcade, coin machines; books orchestras, vaude, free acts occasionally.

Beaver Dam—Crystal Lake Beach, Lewis Miller, mgr.; has pool; books orchestras.

Beloit—Palm Beach Garden, Joe Falco, prop. and mgr.; plays bands, no vaudeville.

Beloit—Waverly Beach, W. H. Munger, mgr.; has one ride, eight concessions; books orchestras, vaude, free acts.

Chippewa Falls—Wisota Beach Park, E. C. Cote, mgr.; has two rides, three concessions, pool, coin machines; books orchestras, vaude, free acts.

Green Bay—Blue Stone Park, six miles from Waukegan, E. L. Park, Albert Schlappa, mgr.; Dan Schlappa, mgr. attr.; plays vaudeville; bands occasionally.

Green Bay—Bay Beach Park, owned by city; George T. Schwartz, mgr. and mgr. attr.; plays dance orchestras; no vaudeville.

Kaukauna—Righ Cliff Park, M. H. Niesen, mgr.; has two rides, four concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

Medford—Interlaken Resort, W. C. Spreen, mgr. and mgr. attr.; no vaudeville or bands.

Milwaukee—Waukegan Beach Park on Pewaukee Lake, 20 miles west of Milwaukee, Edith Wirth, mgr.; has eight rides, seven concessions, beach, rink, penny arcade, coin machines; books orchestras; vaude, free acts occasionally.

Milwaukee—State Fair Amusement Park, E. E. Ammon, mgr.; has 12 rides, 10 concessions, rink, penny arcade, coin machines; books orchestras.

Muskego—Muskego Beach, W. J. Boszhardt, mgr.; has six rides, ten concessions, beach, rink, penny arcade, coin machines; books orchestras, vaude, free acts.

Oshkosh—Eweco Park, A. I. Gutzkow, mgr.; has three concessions, pool; books orchestras, vaude, free acts.

St. Croix Falls—Tipperary Park, T. A. Pratt, mgr.; has books orchestras, vaude acts.

Spread Eagle—Wonder Bar Park, Ellsworth Vallier, mgr.; has coin machines; books orchestras, vaude, free acts.

Wild Rose—Silver Lake Park, H. H. Parker, mgr. (Beaver Dam, Wis.); has five concessions, pool, coin machines; books orchestras, vaude, free acts.

Wisconsin Rapids—Moccasin Creek Park, L. P. Daniels, mgr.; has coin machines; books orchestras, vaude, free acts.

CANADA

Calgary, Alta.—Bowness Park, Calgary Municipal Ry. Co., prop. and mgr.; no vaudeville or bands.

Fort Frances, Ont.—Fithers Point Park, J. E. Reid, mgr. secy.; has lake; books orchestras, vaude, free acts.

Fort William, Ont.—Chippewa Park, A. Widnall, mgr.; has one ride, three concessions.

Hamilton, Ont.—LaSalle Amusement Park, G. A. Near, mgr.; has four rides, pool, penny arcade.

Hull, Que.—Luna Park, Wm. H. Conboy, mgr. and mgr. attr.; no vaudeville or bands.

Kingston, Ont.—Lake Ontario Park, R. E. & C. Elec. Ry. Co., prop. and mgr.; C. Nickle, mgr. and mgr. attr.; no vaudeville or bands.

London, Ont.—Springbank Amusement Park, D. H. Walsh, mgr.; has five rides, five concessions, penny arcade, coin machines; books orchestras.

Montreal, Que.—Belmont Park, Rex D. Bilings, mgr.; has 16 rides, 37 concessions, pool, penny arcade, coin machines; books free acts.

Montreal, Que.—Dominion Park, George Ducharme, mgr.; has 25 rides, 50 concessions, penny arcade, coin machines; books orchestras, vaude, free acts.

Oshawa, Ont.—Lakeview Park, Robert Fraser, mgr.; has coin machines; books orchestras, vaude, free acts.

Owen Sound, Ont.—McLaughlin Park, Balmie Beach, J. K. McLaughlin, mgr.; books orchestras; free acts occasionally.

Port Danforth, Ont.—Lakeside Park, S. H. Brookson, mgr.; has nine rides, 20 concessions; books vaude, free acts.

Port Stanley, Ont.—Port Stanley Park, T. H. Baskett, mgr.

Quebec, Que.—Quebec Exhibition Park, Raynes Beach, N. B.—Dominion Park, Bud Tippet, owner-mgr.

St. Thomas, Ont.—Pinafore Park.

Sarnia, Ont.—Lake Huron Park, John A. Dalziel, prop., mgr. and mgr. attr.; no vaudeville or bands.

Timmins, Ont.—Riverside Park, Walter P. Wilson, mgr.; has six concessions; books orchestras.

Toronto, Ont.—Sunnyside Amusement Park, Sam Solman, mgr.

Toronto, Ont.—Gerrard's Memorial Park, R. Reid, mgr.; has six rides, 40 concessions, rink, penny arcade, coin machines; books vaude, free acts.

Vancouver, B. C.—"Happyland" Hastings Park, Victoria, B. C.—Gorge Park, H. Takata, mgr. and mgr. attr.; no vaudeville or bands.

Wallaceburg, Ont.—Mirwin Park, Morrison Iron, mgr.

Winnipeg Beach, Man.—Winnipeg Beach, W. A. McKay, mgr.; has six rides, 15 concessions, penny arcade, coin machines.

RINKS

(Continued from page 89)

Detroit and Wayne County amateur speed events over to success. If everybody did things in the same progressive style we should really put rollers right on the map.

I was sorry to hear that my friend, E. M. Moorar, Philadelphia, had suffered the recent loss of a member of his household and extend my deepest sympathy.

Maxi Harrigan, who writes of doings in New York City, plans a visit to England this or next spring to pick up some of our advanced dance steps. She is assured of a great welcome if the trip materializes. I have told her that I shall see that she is introduced to the people who can put her on the right track in the shortest possible time. This is where Jimmie Lidstone does his good deed.

Talking of Lidstone, this great fancy skater and his equally brilliant sister, Jean, gave a show at the second annual Charity Carnival in Corporation Rink, Derby, on March 11, before over 900 people, and everybody I conversed with declared it was wonderful.

Don't forget, good fancy skating is no novelty over here and, bearing in mind that everybody has seen this pair not once but many times, and there are several gold medalists in the town, too, surely a more talented couple has never before graced our English roller rinks.

As I write, New Palais Rink, Derby, is up for auction sale and many local enthusiasts are awaiting developments most anxiously as, if the rink is taken over for some other purpose, it means we have only one rink available in the town. This rink has done excellent business in its six and one-half years of operation (average Sunday attendance last two years has been over 450) and I shall be surprised if roller skating there ceases.

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**BEAUTIFUL MELODIES, BRILLIANT ARRANGEMENTS,** for Songpoms, Orchestra, Band. Low prices (Money-Back Guarantee). **FRANK S. WILDT,** Music Publisher, Lancaster, Pa.

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**WANTED — SONGWRITERS WITH NEW** ideas. Lyrics, Titles. Radio, pictures, publisher connection here. **AL SANDERS,** 1261 N. La Salle, Chicago.

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**"CONSTITUTION OF THE UNITED STATES"** and "Declaration of Independence," 14x17, bound, lots of a thousand, 1c each. Fastest 10c seller today, dime for samples. **C. ROSE,** 8849 164th, Jamaica, N. Y.

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**EVERY TAILOR, CLEANER AND DYER BUYS** —Necessity to business in printing and advertising. Free outfit. **ELMAN AD.,** 5322 Germantown, Philadelphia, Pa.

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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 CONDITION — HOLD AND DRAWS, \$7.50; Reel "21", \$7.50; Penny Ante? \$3.50; Pok-o-Reel, \$5.00; Punchette, \$7.75; Draw poker, \$6.50. Will pay cash for Crip Testers and Electric Shockers. M. T. DANIELS, 1027 University, Wichita, Kan.

ALL STARS—PACK, PAMCO BELL, ELECTRIC Pack, like new. Hialeah, Velvet, Multi-play, Credit, \$32.50 each; Tycoon, front door, electric pak; Monopolee, Double Score, Rambler Casino, Repeater, \$29.50 each. Jumbo Ticket, \$24.50 each; Jumbo, cash, \$19.50 each; Turf Champs, \$65.00 each; Top Row, new, \$35.00; King Fish, \$15.00; Reel 21, Reel Dice, Reel Races, Hold and Draw, \$9.50 each; Tit Tat Toe, Horse Shoe, Selectum, Fruit, etc., \$5.00 each; Penny Packs, \$7.50; Turf Champs, Ticket models, \$45.00; 1/3 deposit with order. GILBERT AMUSEMENT CO., 312 West Cleveland, Philadelphia, Pa.

ALL TYPES DIGGER MACHINES FOR SALE, very cheap. Novelty Merchants, Electro-Hotels. EXHIBIT NOVELTY CO., 1123 Broadway, New York. x

ARCADE MACHINES FOR SALE—EVERY kind. Good condition. Prices right, we discontinued two arcades. Retiring from business. LINJCK, 70 Monroe, Detroit.

AUTOMATICS, CLEANED AND IN FIRST-class condition—Following machines, \$17.50: Bonus, Peerless, Ace and Daily Races, \$22.50; Roundup, All Star, Challenger, Hialeah, Belmont, \$25.00; Ticket models, \$30.00; Policy Ticket, \$44.00; late model Derby Day, \$62.50; Ticket Model, \$67.50; Preakness, \$60.00; Hit Parade, like new, \$65.00; Turf Champs, Ticket models, \$45.00. 1/3 deposit with order. GILBERT AMUSEMENT CO., 312 West Cleveland, Ponca City, Okla. x

AUTOMATIC MARBLE TABLES FOR IMMEDIATE sale. Derby Day, Preakness, Turf Champ, like new, \$60.00 each; Bally Bonus, Peerless, Sky High, Jumbo, Bally Round Up, Challenger, Sunshine Derby, \$15.00 each; Belmont, \$25.00; Paces Races, \$175.00. Appearance excellent, A-1 operating condition. Counter Games at bargain prices. Write us your needs, 1/3 deposit, certified check, balance C. O. D. Prices F. O. B. ENID MINT COMPANY, 711 No. Indep., Enid, Okla. ap17

BALL GUM. FACTORY FRESH. 12c BOX; TAB, Stick, Midget, Chicks, even type Machine Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.

BARGAINS—USED PIN GAMES, PAY TABLES, Counter Games. Write for List. Will trade Reel 21 for Penny Packs. H. KURTZER, 892 Avon St., Akron, O.

BARGAINS—EXHIBIT MERCHANDISE Machines, excellent condition. Six Iron Claws each \$30.00; 20 Merchantsmen, \$65.00 each; 6 Rotaries, practically new, \$125.00 each. 1/3 deposit, balance C. O. D. Will trade for Automatic Derby Day, Fairgrounds, 5c Mills Bluefront or good Automatic Photograph if priced right. RODIN NOVELTY CO., Sioux City, Ia. x

BE AN OPERATOR—1c HERSHEY VENDERS, \$4.60; Lots of 6, \$3.60, cash with order, \$15.00 Packard or Shick Razor free. Send 10c for Salescard. HOUTZER NOVELTY, Elkhart, Ind.

COUNTER GAMES—BRAND NEW, CLOSE-outs. High Stakes, Reel Dice, Races, Reel "21", at \$13.95 each; Punchettes, \$7.50; Coal Line, \$5.00. One-third deposit. Write for bargain list. MARKEPP, 3328 Carnegie, Cleveland, O.

EXPERIENCED YOUNG OPERATOR DESIRES position anywhere in country. Married, slots and factory training on Paces Races, service on location. Last job Texas Centennial. Some experience Pin Games. Need work now. JOHN STENGEL, 453 Madison Ave., Indianapolis, Ind. x

"FILM" RADIO RIFLE OWNERS! SAVE \$10 per thousand feet on new spic subjects! 5c and 1c play available. AUTOMATIC NOVELTY CO.; 2047 N. Wanamaker St., Philadelphia, Pa.

FOR SALE—TWO KEENEY'S BOWLETTES AND Two Rotary Merchandisers, \$125.00 each. BOX 361, Montgomery, Ala.

FOR SALE—FIFTY LATE 1935 MODEL, ELECTRO Hoist Diggers. These Diggers will make money for park owners or penny arcade operators. Worth \$175.00 each. Our cash price, \$60.00. GEORGE GERBER COMPANY, Providence, R. I.

FOR SALE—30 PHONOGRAPHS ON LOCATION in good territory, mostly Wurlitzers. Write CRUETZMACHER'S, Merrill, Wis. ap17x

FOR SALE—3 MILLS DANCE MASTERS, \$90 each; 2 Fields Five Jacks, \$5 each; 3 Seeburg Selectophones, \$125 each; 1 Seeburg Selectophone, 32 volt, \$80; 1 Mills Tycoon, \$15. 25% deposit, balance C. O. D. JIM McGORMACK, Stanford, Ky.

FOR SALE—50 TURF CHAMPS, LIKE NEW, \$50.00 each. AAA NOVELTY & SALES CO., 2168 N. Illinois St., Indianapolis, Ind.

FOR SALE—SEEBURG SELECTOPHONE, 1935, good condition, \$150. KELLEY, Huntley, Ill.

LATE TABLES, BARGAINS—BALLY PREAKNESS, \$75.00; Bally Bumper, \$39.50; 1937 Model Daily Races, \$59.50. Slightly used, one-third deposit. HARDEN SUPPLY COMPANY, 521 Pearl St., Sioux City, Ia.

MADCAPS WITH ELECTROPAKS, \$8.00; Bolo, \$12.00; Sportsman, \$5.00. SQUARE AMUSEMENT CO., Poughkeepsie, N. Y. x

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Use "Snow White Screen Coating," wash the  
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"Mastercrafts" fourteen inches deep, red  
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Chicago. x

**Show Family Album**



**MANY READERS** of The Billboard will no doubt recall the tour made by Buffalo Bill in Europe some years ago. This picture was taken on that tour. The original photo, badly faded from age, was given to James A. Wagner, Circus Fan of Des Moines, by the daughter of the head chef with the show, and Wagner had a reproduction made therefrom.

Seated at the table near the tent pole is the late Major John M. Burke, who was press agent of the show on the European trip. Also at the table is William Langdon, and to the right of Burke and Langdon is David Laurence. The head chef, on the extreme left, was Charles A. Smith. To the right of him are Thomas Jones and Francis Burns, who were Smith's assistants. Smith, a prominent citizen and chef of Des Moines, was selected especially by Buffalo Bill because of his ability in his line. On the floor are two English assistant cooks or waiters who were hired in London, where the photo was taken. Their names are unknown.

On the back of the photo appears the following: "Clapham Junction Photographic Art Studio, Clarke and Wakeford, 132 Plough Road, St. John's Hill, S. W."

The Billboard invites its readers to submit old-time photos for reproduction herein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

**SCENERY AND BANNERS**

**A-1 AMERICA'S LEADING CIRCUS-CARNIVAL**  
Side Show Banner Painters. Devoting our  
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Paintings. Artistic, colorful, durable, inex-  
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**GUARANTEED TATTOOING MACHINES—**  
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Foot Top; must be good condition. Want  
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10-PIECE ORCHESTRA including one or two girls. Plenty of music, plenty of talent. Musicians all college boys, non-union, all versatile. You need musicians and entertainers. Three male vocalists. Girls carry complete wardrobe. Can produce short but snappy floor shows. Next, young and capable musicians. Orchestra three sax, trumpet, trombone, piano, drum, bass, doubling on violin, guitar, clarinet. Can feature three brass. Complete library, suits, uniforms, public address system, available after June 15. Prefer location, one-nighters considered. Ballroom, hotel, resort managers write. Can make liberal offer to ranking bookers or managers. State all, address ORCHESTRA, Box 103, Douglas, Ga.

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EXPERIENCED PIANIST—READ, FAKE, transpose. Want medicine show or beer garden work. State salary and full details in first letter. Will also consider salary, room and board proposition, or what have you. PIANIST-DIRECTOR, Box C-212, The Billboard, Cincinnati, O. ap10

ALTO SAX—Doubling warm clarinet. Read and fake. Sober and reliable. Prefer night club or beer garden. State all in first letter. Will go anywhere. Write or wire TED TYE, 810 Second St., Kearnsville, Ky.

TRUMPET—Experienced, read, fake, prefer location but will travel if reliable. Give full particulars. MUSICIAN, 618 Lee Ct., Scranton, Pa.

AT LIBERTY DRAMATIC ARTISTS

GENERAL BUSINESS TEAM—Maree, 26, 5 ft. 10 in., 150 lbs. Heavies, characters, bass in male quartet. Direct. Also sax but not hot. Ability, experience, looks, personality wardrobe, study card, congenial, dependable. MAC & MARIE MacDONALD, Ozark, Ark.

MERRITT GREEN—Actor-playwright-director, at liberty. Age 37, height 5 ft. 7 inches. Play leads, heavies or general business. Can write plays to fit your show and your players. Have good wardrobe and appearance. Address P. O. BOX 238, Hillsdale, Mich.

AT LIBERTY MAGICIANS

AVAILABLE FOR PARK OR CARNIVAL—MAGIC and Punch and Judy. Wife, Piano Accordion and Illusions. Seasoned Troupers. Nice flash. BOX 770, care Billboard, 1564 Broadway, New York.

A-1 SLEIGHT OF HANDER, small magic, etc. Featuring nail and spokes four inches long in nose. (A LA SWORD SWALLOWING) Just finished one year and a half engagement with the Kickapoo Indian Medicine Co. Accept reasonable proposition and double comedy if necessary. Have 3 days' repertoire for both magic and comedy. Side show on circus or medicine. Ticket? Yes. PROF. PONCE DE LEON, "The Tropical Cruise, 512 W. 188th St., Apt. 41, New York City, N. Y.

FEATURE MENTAL ACT—Crystal, Mindreading, Magic, Oriental presentation. Business builder for theater, club, hotel attraction. Private readings. Any reasonable proposition considered. PRINCE YOSE, care Billboard, Cincinnati, O.

REFINED, EDUCATED, experienced med., Vaudeville School graduates. "Scientific Sleight of Hand," Plus the "Society" Sober, reliable. Give best. THORBERRY-ENTERTAINER, Lost Creek, W. Va.

AT LIBERTY MISCELLANEOUS

THEATRICAL SIGN PAINTER, DISPLAY and Exploitation Man, 8 years' experience. At present employed but desire change. Seeking connection where room at top for honest, willing and capable worker. Furnish best references. Address BOX C-217, care Billboard, Cincinnati, O.

GARAGE FOR RENT—Year round business. Good opportunity for right person. CHARLES CHRIST, Greenwood Lake, N. Y. ap17

PAMAHASIK'S BIRD CIRCUS, the Original and Greatest in the world. The act that makes everybody talk. Don't overlook the Famous Pamahasika's Best Acting Birds. GEO. E. ROBERTS, Manager, Pamahasika's Studio, 515 West Erie Ave., Philadelphia, Pa. Telephone SA6more 5586.

AT LIBERTY M. P. OPERATORS

PROJECTIONIST 14 YEARS—Experience on all types equipment. Go anywhere. Make offer. PROJECTIONIST, Billboard, Chicago, Ill. ap17

AT LIBERTY MUSICIANS

A-1 TENOR SAX, DOUBLE Alto and Clarinet. All essentials. Prefer summer location. MUSICIAN, 903-14 1/2 St., Rock Island, Ill. ap10

A-1 TROMBONE—AGE 30—EXPERIENCED. Anything legitimate. LEIBEL, 25 East 193d St., New York City. ap10

ALTO SAX, FLUTE, CLARINET, BARITONE Sax, smooth, not hot, also arrange and sing some. Solid tone execution, phrase. Locations preferred, no joints. Please state all. Cut? or no notice. BOX C-211, Billboard, Cincinnati, O. ap10

AT LIBERTY—EXPERIENCED BANJO, GUITAR, Bass String Player, for summer months. BILL LENZ, 107 W. 13th St., Dubuque, Ia.

AT LIBERTY—DRUMMER, YOUNG, GOOD personality, swing, rjde, flash. Experienced dance, taverns, etc. Prefer location, but will travel. JIMMY HIGGINS, Mr. Pleasant, Ia.

BAND-MASTER, TRUMPETER—EXPERIENCED, capable, wants to locate. Fine library. Go anywhere. WALTER K. SCHOFIELD, Orient, S. D.

DIRECTORS—BY SECURING CONTRACT ORCHESTRATIONS from the Coquelin and Press Studios your overhead can be reduced. Special arrangements and compositions for dance or concert made and adapted for any ensemble. DIRECTOR, care Billboard, 390 Arcade Bldg., St. Louis, Mo.

LADY DRUMMER—THOROUGHLY EXPERIENCED. Reliable. Prefer location. BOX C-219, Billboard, Cincinnati, O.

SOLID SWING TRUMPET, ARRANGER, VOICE. Prefer small band on location. East only. BOX C-210, Billboard, Cincinnati, O. ap10

TENOR SAX-CLARINET. TRAVELING SHOWS, Dance or Concert Bands. Age 33, single. Write ART MYERS, 172 W. 98th, New York City. ap10

TENOR AND CLARINET. CO. TRANSPOSE AT sight, voice, union, 23, single. Plenty of experience. Working now. RUSS SNIDER, 305 N. Walnut, Grand Island, Neb. ap17

HARPIST—Orchestra and vaudeville experience, sing popular and semi-classical numbers. Personality, splendid harp, travel, go anywhere. BOX 242, Billboard, Chicago.

PROFESSIONAL DRUMMER—15 years' experience. Young, single, reliable and sober. Cut 1 with anything. Only steady, reliable job considered. Can sing on wire. If far used ticket. Nice outfit. Wire or write stating all immediately to BEN FAWISH, 3792 Talmay Ave., Bellaire, O. ap10

SWISS BELL RINGER—Old-time experience, alto sax, comedy cello act, musical sax, change. Write GILLES DONOVAN, Gladstone Hotel, Kansas City, Mo.

TENOR SAX & CLARINET—Age 24. Also sing and do clever tap dances. (Can read and swing anything. Goodman style on clarinet. Union. New York local. Offer must be good. Large band preferred. RAMON STAGLIN, 229 Lexington Ave., New York.

TRUMPET-CORNET—Experienced concert, symphony or solo work. Write H. HERFORTH, 7418 Forest St., Pittsburgh, Pa. ap24

AT LIBERTY PARKS AND FAIRS

AERONAUTS — BALLOON Ascensions by Lady or Genl. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. my3

AT LIBERTY—PENNY ARCADE Mechanic and Manager. Ten years with Hales Funny House, Cleveland, O.; 2 years with White City, Chicago; references, J. O. Huber, 600 W. Van Buren, Chicago; Jack St. Perrie, 6242 Rhodes Ave., Chicago. Wish to hear from someone with percentage proposition, anywhere in the United States or Canada. BOX C-204, Billboard, Cincinnati, O.

AT LIBERTY—THREE highly educated Trick Ponies and one Dog for your resort or show. GEORGE R. ELDRIDGE, Spencer, Mass.

BALLOON ASCENSIONS—Boy and Girl Parachute jumpers. Modern equipment. JACKSONVILLE BALLOON CO., Jacksonville, Ill. my1

BALLOON ASCENSION—World Champion lady parachute jumper, doing one to eight parate drops on one ascension. ETHEL PRITCHETT, 329 Indiana St., Danville, Ind. ap17

POLLY JENKINS AND HER Ploughboys open for fairs anywhere. America's leading Rural Comedy Musical Act. Two Sound Cars for advertising. Full line of paper. Permanent address, Iilon, N. Y.

YOUNG MAN, 22, DESIRES connection with music publishing house to learn business. Serious-minded; would be set to right company. Good education, excellent references; pay secondary, go anywhere. Personal appointment in New York possible. — JAMES HARRIS, Bigelow St., Quincy, Mass.

AMERICA'S FOREMOST AERONAUTS—PARACHUTES drops from planes or balloon, reasonable. TYRONE BALLOON CO., Toledo, O. ap17

ARMSTRONG'S FAMOUS COMEDY FORD ACT Well known, literature. ROSCOE ARMSTRONG, Montezuma, Ind. ap24

BALLOON ASCENSIONS FURNISHED REASONABLY. Death Defying Parachute Acts. ARMSTRONG BALLOON CO., New Canton, Ill. ap17

THREE NICE ACTS—COMEDY TRIPLE HORIZONTAL Bar, Tight Wire and Trampoline or Bouncing Net Act. Playing fairs, homecomings, parks, etc. Write for price, LA-BLONDE TROUPE, 915 Court St., Pekin, Ill.

WESTMORELAND HUMAN FROG, NOW booking fairs, Parks, Celebrations. Offering one Frog Contortion Act. Also one High Single Trapeze Act. If interested write for folder. VIRGIL WESTMORELAND, 301 Oak St., Gaffney, S. C.

WORLD'S GREATEST ALLIGATOR WRESTLERS. Capturing Alligators Barhanded, Spectacular Educational Sensation. Free or pay attraction. ALLIGATOR JACK COPPINGER, 1975 N. W. South River Drive, Miami, Fla.

AERIAL CLOWNS—Three separate and distinct fast-stepping acts. Double Trapeze, Comedy Revolving Ladder and Humiliated Spring Ladder. If you want money, write or call. Send for literature and price. Address care Billboard, Cincinnati, O. my2

ARTISTIC PRESTIGE for the dance band. Trained harpist, young, versatile, union. Hotel orchestra connection preferred. Photo on request. LAVINIA EARHART, 1015 Fillmore St., Denver, Colo.

AT LIBERTY—Rice's Troupe of Comedy Pigs and Dogs for fairs, Parks and circuses. A real novelty act. Write for literature. JACKSON, Mich.

DEATH DEFYING SENSATION—World's most daring show of steel nerves and skill. World's greatest juvenile rifle and pistol shot. 8 years old. See him shoot cigarettes from his father's mouth, flowers from his tie. See the thrill of this. His 8-year-old boy shoot an outfit around his father's body with high-powered shells. Also see the World's fastest gunman demonstrate quick and fancy draws. Without a doubt the greatest act in America today. Now booking fairs, celebrations, circuses, etc. KENNETH M. FOSTER, L. B. 315, Sheldon, Ill.

ATTENTION—PAMAHASIK'S DOG, Pony, Monkey, Bird Circus. Can work anywhere. Party headquarters. Write or wire. GEO. E. ROBERTS, Mgr., 515 W. Erie, Philadelphia, Pa. Telephone SA6more 5586.

CHARLES LA CROIX—Original, outstanding traapeze act. Booking outdoor and indoor events. Flashy equipment. Special advertising posters. Real act. Price reasonable. 1804 South Anthony Blvd., Ft. Wayne, Ind.

HERE IS WHAT you are looking for. A unit of comedy and novelty clown acts. Prices very reasonable. Address GLOYD HARRISON, The Billboard, Cincinnati, O.

PAMAHASIK'S FAMOUS ACTING BIRDS—A wonderful attraction, indoors, outdoors, anywhere. A feature; the last word. Presented by Prof. Pamahasika himself, 515 W. Erie Ave., Philadelphia, Pa. SA6more 5586.

THREE NOVELTY ACTS — America's best lady inside robe. She comes down stair steps and uses an inside robe. Something that is different. Two people wire act and a juggling act. Write for prices and literature. THE CHRISTYS, Keokuk, Ia. my1

STEINER TRIO—America's Outstanding Comedy Bar Act. One Young Lady, Two Gents; also 3 People Comedy Acrobatic Novelty, including big screen. Open Number. Literature and terms on request. 1802 Glenwood Ave., Detroit, Mich. ap10

VERSATILE NOVELTY TEAM—Salary or percentage. Have complete med. outfit. Lecturer or teams write GLENNY AND FORD, Billboard, Cincinnati, O. ap17

WILLIAMS & BERNICE COMPANY, three comedy acts. Comedy Bounding Trampoline, Burlesque Trapeze Act, Comedy Aerial Rings, Penitential Rope Act; Comedy Novelty Act, with Three Dogs, One Cat; lithographs, window cards, newspaper mats furnished. Bona-fide surety bond guarantees appearance. Secretaries, managers (note), these "sure-fire" comedy acts, most consistent "laugh-getters" are essential for well-balanced entertainment. Address care Billboard, Cincinnati, O. my1

AT LIBERTY PIANO PLAYERS

PIANO PLAYER, DOUBLE ACCORDION, WILL join singing orchestra or road show. Sings harmony and comedy numbers. R. BACHMAN, 343 Norfolk Ave., Buffalo, N. Y.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—LECTURER FOR MEDICINE Show, Good, straight in all acts. A-1 Talker. Sober and reliable. Let me hear your best offer. Join anywhere. JOSEPH F. STEELE, 206 E. 96th St., New York City. ap10

AT LIBERTY—Two men, two women for vaudeville, medicine or commercial air, complete vaudeville med show, including piano player, singing, talking, dancing, musical specialties. Been working medicine shows together three seasons. Would consider percentage, salary or partner to finance. AL CLAYBELL, 710 Plum St., Vineland, N. J.

DANCER—Adagio, Apache, Ballroom, Trio, Quartet. 6 ft. 7 in. Good singer, cannon, size JOB LIEBERMAN, 150 So. Kaddie Ave., Chicago, Ill. Phone Rockwell 1376.

MED LECTURER AT LIBERTY—Reg. druggist, Shriners. 25 years' experience, none too big. Stock car. Write DR. O. E. HANKENSON, Jackson, Tenn.

YOUNG IRISHMAN, 20, DESIRES experience in exhibition ballroom dancing. Frankly an amateur, but advancing. Anything dancing welcome. Willing to learn tap. Anxious in fact. Personable. Ambitious. F. OSLER, 1108 North 14th

Paris Showfolk Off For the New Season

PARIS, Ill., April 3.—With the signs of spring the trek of showfolk out of here has begun. Mike Younger and Peanut Morris left with their new cookhouse to join Tinsley's Shows in Greenville, S. C. King Leon, of King's United Shows, has repainted all show equipment and is ready to open about May 1. Burke and Gordon Stock Company will leave April 15 to play Eastern Illinois and Western Indiana. Chief Rolling Cloud of medicine show fame has built a new 30-foot office and house trailer and plans to leave soon. The Wrights, Monte with a cookhouse; Blyford with popcorn, and Fred with a cigaret gallery, are booked with Pearson Shows. Oat Hunt will again hopscotch fairs and celebrations with his cookhouse and corn game. Pearl Crose will again have Twin Lakes, a park and beach here, for the summer. The Bandys will again play independent with two grab joints and a ball game. The writer, who has been playing a downtown spot all winter with strip photos, will have three concessions and a sound truck with Christ United Shows, which open May 1 in Eastern Ohio. Reported by Fred J. Zimmerly.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

MAIL ON HAND AT CINCINNATI OFFICE

25-37 Opera Place. Parcel Post Ayers, Mrs. Lena. Craft, Don, 10c Daniels, 2-10, 10c Barlett, Barbara, 15c Evans, Robert, 15c Clausman, Theo M., 10c Hamilton, W. F., 5c

Ladies' List

Adrienne, Madam. Donna, Bettyes Alessandro, Mario. Donnelly, Betty Alexander, Mrs. M. Donohue, Juanita All, Mrs. Irene. Dorweiler, Lu Viola Alice the Alligator Girl. Dowell, Viola Dubbs, Neva McCain Dunning, Mrs. Allen, Patricia Lilly. Dunning, Vivian Allen, Mrs. Sonia. Elliott, Mabel Andrews, Jo. Escoto, Patricia Apoc, Mrs. Helen. Evans, Margaret Arnelm, Mrs. E. Escobedo, Lucia Andrews, Edw. Farous, Betty Arook, Mrs. Mary. Farrell, Mrs. Edna Aron, Mrs. F. Farris, Ann H. Fife, Mrs. Louise Bagley, Edhel. Fisk, Vivian Fawcett, Emma Baker, Mrs. Walter. Fowler, Mrs. E. Eleanor & Jack Baker, Winnie. Fox, Mrs. Norma Baldwin, Florence. Foye, Mrs. John E. Balle, Mrs. Dorothy. Frank, Mrs. J. E. Frechette, Evelyn Ball, Mrs. Lucky. Gagnier, Louis & Annsa Barbear, Mrs. Eddie. Gehrig, Lillian Barry, Barbara. Hayden, Mrs. Reba Bellinger, Mrs. Eva. Gimeno, Elizabeth Benjamin, Mrs. Ella. Glass, Helen Bank, Mrs. Ruth. Goddard, Mrs. R. F. Benoit, Mrs. Frank. Gordon, Jackie Bernhardt, Nita. Gordon, Mrs. Mason Bernhardt, Dorothy. Gorman, Rosa Bernhardt, (Pancakes). Gowers, Mrs. J. Bermyssa, Clothel. Heavens, Mrs. Rose Billings, Mildred. Graham, Mrs. Ruby Black, Miss Jessie. Grammer, Mrs. Jessie Bliss, Nellie. Guiles, Georgia Blumenthal, Mrs. Al. Halick, Veronica Booth, Harriet. Hamilton, Mrs. Beaula Bozsa, Mrs. Charlotte. Harbo, Mrs. Beaula Branch, Mrs. Willa. Harman, Mrs. Charlie Brauham, Mrs. J. Hart, Ethel Hart, Helen Bright, Lenore. Hart, Helen Briggs, Mrs. F. Harvey, Ima Bright, Alice. Haun, Mrs. Eddy Bright, Evelyn. Hayes, Mrs. Dorothy Bright, Betty. Hayes, Mrs. T. E. Brooks, Ethel. Hegman, Mrs. Fay Brooks, Gladys. Hegman, Mrs. Marie Brophy, Mrs. Blanche. Henderson, Mrs. Dimples Brown, Mary. Hendrix, Mrs. Bobbie Brown, Mrs. Geo. Hester, Mrs. Miss Hill, Margie Brown, Mrs. Vera. Hill, Daisley & Violet Bryant, Mrs. Otis. Hiscop, Pearl Bryer, Mrs. Cary. Hiscop, Buelah Butler, Bertha. Irwin, Mrs. E. Jackson, Nettie Burdower, Miss J. Jackson, Bonnie Burnett, Miss Pete. Jeff, Florence Bush, Mrs. George M. Kathleen Calder, Mrs. Mays. Jeralds, Mrs. Nora Caugon, Phyllis. Johns, Bonnie Carty, Ann. Johnson, Mrs. W. Carter, Rose. Jones, Mrs. Swede Cates, Mrs. LeVae. Chapman, Mrs. Myrtle Peggy Chatman, Helen. Jones, Joyce Jones, Peggy Christoph, Florence L. Jordan, Dorothy Clark, Ernestine. Clark, Mrs. L. Joy. Kamshas, Babe Coffey, Clementine. Coe, Mrs. C. O. Kell, Inez Collins, Sue. Cousins, Mrs. Earl. Conrad, Wazati Cook, Louise W. Killain, Helen Coota, Mrs. Bendah Corbett, Mrs. Ruth. Killinger, Mrs. Lela Corey, Mrs. Jackie. Coggala, Iola. King, Diana Courtney, Fay. Cosington, Iona. Cox, Mary. Kitchen, Marie Coy, Ruby. Koblher, Mrs. E. Cortez, Mrs. E. Korte, Mrs. Fete Cullins, Gladys. Krawl, Sam Dale, Helen. Kumaloe, Miss Paki Day, Iose. LaFrance, Ben Dameron, Margaret. DeMar, Mrs. Emma Davis, Mrs. Della. Davis, Garnette. Deane, Jean. Davis, Golden. Davis, Mrs. Graham. Davis, Rose. Dawson, Corrinne. Deas, Doty. Dellabatte, Mrs. Ernest. DeMars, Mrs. Fay. DeMoss, Lena. Dennis, Mrs. Joyce. DeRosa, Mrs. L. R. DeVon, Mrs. W. DeWitt, Mrs. Sam E. DeWitt, Mrs. Sam E. Dixon, Mildred. Dixon, Ruth & Jesse

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Letter List

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Gentlemen's List

Abella, Youseff Able, Buck (Ool.) Aboken, George Abrams, Julian Show, The V. Acosta, Herbert Adams, Hub Adams, Jack (The Hobo) Abel, Buck (The Wild Aiton, Thos (Wild Aiton, Thos (Wild Alberts, Leo Alexander, Edgar Allen, Charles H. Allen, Al Allen, Charles B. Allen, Jack Rabbit Allen, Harry Allen, Mitch H. Allen, Mitt Allen, Norman Allen, Mack Ray (All) Alvis, Ray C. Alzoda, Dr. G. E. Aman, Bill Ambrose, Joe American Exposition Show Ames, Geo. L. Amok, Chief Amos, Benny Anders, Frank Anderson, Rob & Helen Anderson, James Andrews, Edward Annin, Ralph J. Anthony, Bob Arburck, Jesse Archer, Will Willard Arenz, Sam Arizona Joe Arminin, Eddie Arnold, Evert Arnott, Jack Arthur, John R. Ashburn, Walker Ash, Paul Ashley, Theo Atherton, Ernest Atkin, Alfred Atterbury, A. D. Auskins, Speck Austin, Gene Avery, Bill C. Axinn, Prof. Allah Ayers, H. B. Ayers, Bob B. & H. Ranch Rodeo Babbs, Julian Babbette, Prof. Baker, Jack Baker, Mrs. C. W. Baker, Raymond Balfour, Vernon Banister, Leonard Ball, A. R.

Bond, Clark Bonner, Willie Bonner, Fred Bonzer, Roy F. Borheit, C. A. Borin, Robbie Q. Bosco, Manuel Boswell, Bennie Boswell, Frank Boswell, Thos H. Bowen, Howard Bowman, J. (Lefty) Boyd, Calvin Robert Boyd, Henry Boykin, Arthur Cabbage Boysenbdl, Jack Bozza, Tom Bradley, Paul M. Brady, John Brady, King Brantley, Louis Brantley, E. F. Brantley, J. N. Briggs, Harry Brodie, Harry Brodie, Wm. N. Brodsky, Isador Brown, Cecil Brooks, Johnny Brooks, Thos A. Brown, Frank Brovold, Pete Brown, Alex Brown, Buddy Bing Brown, D. W. Brown, Norman Big Brown, Flinto Bruner, John Brunerle, Robt. P. Bryant, Otis Buckley, Sallor Jack Buckland, Harry Bullock, Johnnie Burch, Tex Burdge, Edward G. Burgess, Harry Burke, Dan Burke, Milton P. Burke, Whitay Spot Burley, Eddie Burnett, Dennis Burrell, Fleming Burroughs, John E. Burto, L. H. Burns, Charles Burton, L. Slim Bush, H. L. Butcher, Shorty Butcher, Milton Butler, L. H. Byrum, E. C. Caffery, Buck Caggan, Frank Callabur, Johnny Callahan, Leo Callahan, Danny Calloway, Thos Campbell, Frank A. Canby, Irving Cantrell, Dean Caprice, Bobby Carasa, Al (Wander) Carey, Ray Carl, Fred Dutch Carls, J. W. Rosa Carless, Jack Carleton, Jimmy Carleton, Tommy Carlson, Ed Carlos, Don Carner, J. Bill Carnell, Howard Carrigan, Bill Carrigan, James R. Carrigan, Johnnie Carter, Gene Hipo Casdor, Jesse Case, Jack Casidy, J. Ray Cassidy, Ely Casidy, L. Harry Castella, Frank Castella, (Magic) Catthers, Merlin Caunk, Jack Cautin, Ralph M. Cekola, James Celes, Insign Hawaiian Celano, V. L. Trio Cervano, Fred Chambers, Chas. S. Chambers, Bob Chaney, Lon (Alias Carlos Chaney) Chapell, Ben & Rita Chappion, Alfred Chatsosh, Johnny Chidles, Solie Chisholm, Clifford

Dexter, Ardyce & Sonny Diamond N Ranch Orlous Dietrich, C. H. Dilker, Delmar Dillinger, Hardin Dinby, Buck Dion, Dottie & Henry Dix, Walter Docon, Chas. DuFaut, Earl L. DuPont, Robert Duci, Gregorio Dudley, Harry G. Dugan, E. S. Duke, The Watch Duke, J. Man Duke, Iron-Ship Man Dunbar, Buster & Man Dunca, C. Ray Dunca, Midgast Dunlap, Pop Dunlap, Ted Dunn, John F. Dunning, John W. Duval, Bud Duval, Sunny & Dolly Eager, Eddie Eashart, E. E. Easterdady, Jack Edgenfield, Danny Edgell, M. O. Eddy, Buck & E. Obichkie Edgfield, Fred Edwards, Charlie Edwards, Robert Edwards, Swede Edgish, Ted Edgish, Robert Eli, Ben & Monroe Ellison, Jimmie Emerson, J. Slim Emmswiler, S. H. Engle, A. O. Ephraim, Jim Hall, Raymond Epine, Ed Epine, James Etheridge, Lloyd Eugene, Gene Evans, Frank Eule, Jack Eule, Joe Eureka Whaling Co. Evans, C. H. Evans, J. C. Evans, Geo. S. Evans, Leo Evans, Virgil Everett, Red Evestone, Chop Evans, Bob Fahey, Tom Fallure, Harry Fann, Paul W. Farrell, E. S. Farrie, Quinn Faulkner, Robt. Faust, Mike Favore, P. F. Favore, P. F. Feltz, Nabor Fike, Ronnie Fillmore, Chas. H. Finckel, John Finney, John Spike Fischer, Bud Fisher, Eric Fitch, "Pony Man" Flippo & Zeppo Fluhrer, Dr. Geo. Flynn, Robert W. Fohlbrook, Ted Foiden, A. R. D. Ford, Dr. L. B. Foreman, Bud Forrest, Charles Fortuna, Prof. Foster, Dock Foughbrook, Ted Fox, Alexander Fox, Roy E. Fox, Sam Francis, John Angelo Frank, Arthur Frank, Tonye Franz, Ralph Francis, Jerry Franzelon, Fearless Frachette, Ray A. Freeman, Alex Freeman, Geo. H. (Aussie) Fremont, Dick Frits, Goldie Froemess, H. E. Frost, Jack & Ester Frye, Dorsey Frye, James P. Ferguson, Craig Gale, A. L. Gamble, Ed Gardner, Ed Gardner, John Gardner, Thomas Garman, John Garner, Bryant R. Gaudin, Chas. Gatewood, Cliff Gaugh, Gaen Gaylor, Ray Genhart, Louis George, Frank Gerdt, Fred Whitay

Getz, R. J. Giacinto, Frank Gibson, Eddie Gibson, P. G. Gilbert, G. Specks Gilbert, Jack Gillette, Jackie Gilman, Leonard L. Glases, G. A. Gloth, Bob Gold, Harry Golden, Arthur Golden, Arthur Golden, Happy Golden Valley Goldstone, Roy Golin, Gene Goodlett, Walter J. Goodman, Jack Goodrich, W. H. Goodwin, Doyle A. Goody, Ray Gordon, Keith E. Gordon, Sam Grabs, Otto Grabs, D. E. Graham, Del Graham, Jack E. Graham, Harold Grass, Iola Graybill, Al Greenhouse, Gordon Green, Joe Green, W. E. Greene, Wm. E. Gregory, Laverito Gregory, L. B. Griffin, Ed E. Grimes, Y. P. Esq. Grimes, Johnnie Grisman, Jackie Grisman, Kirkland Grissam, R. L. Groffo, Ed Groffo, Miller Groons, Geo. Grose, M. Groves, Tex & Adine Gruberg, Pop Grubough, Floyd Grubough, Joe Guilfoyle, Chubby Guyer, John L. Haas, Bud Hacking, Bud Haigan, (Rubberlegs) Hagness, Art Haines, A. O. Hainchoe, Frank Hainst, A. L. Hainst, Jack Hall, Raymond Haller, Leo Hallie, Robert Halligan, Jack Hallings, Ward C. Hallowell, Jr., Wm. Hamilton, Damon Hamilton, James Hammack, Doc Coy & D. Hammond, Earl F. Hamock, Frank Hampton, Charlie Hampton, Leo Hancey, R. E. Hanley, Norman Hanna, H. H. Hamach, Joe Hannall, John Happy Frog Boy Happy Attractions Harbison, Bart Harding, Roy Harehrode, Harold Harel, L. P. Harold, S. E. Harms, Geo. H. Harrington, Thos. Harris, John J. Harris, Dick Harris, Frankie Harris, Harry Harris, Nabor Fike, Ronnie Hillmore, Chas. H. Hinnel, John Finney, John Spike Fischer, Bud Fisher, Eric Fitch, "Pony Man" Flippo & Zeppo Fluhrer, Dr. Geo. Flynn, Robert W. Fohlbrook, Ted Foiden, A. R. D. Ford, Dr. L. B. Foreman, Bud Forrest, Charles Fortuna, Prof. Foster, Dock Foughbrook, Ted Fox, Alexander Fox, Roy E. Fox, Sam Francis, John Angelo Frank, Arthur Frank, Tonye Franz, Ralph Francis, Jerry Franzelon, Fearless Frachette, Ray A. Freeman, Alex Freeman, Geo. H. (Aussie) Fremont, Dick Frits, Goldie Froemess, H. E. Frost, Jack & Ester Frye, Dorsey Frye, James P. Ferguson, Craig Gale, A. L. Gamble, Ed Gardner, Ed Gardner, John Gardner, Thomas Garman, John Garner, Bryant R. Gaudin, Chas. Gatewood, Cliff Gaugh, Gaen Gaylor, Ray Genhart, Louis George, Frank Gerdt, Fred Whitay

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.



# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

## Merchandise Sales to Coin Ops Remain at High Level

NEWARK, N. J., April 3.—A survey conducted recently by Jersey Trading Company, of which firm Samuel Broudy is leader, should be of interest to the wholesale merchandise industry interested in sales to coin machine operators. For some years the belief has been that merchandise sales to this industry have fallen off tremendously.

It is a fact that five years ago the coin machine industry was responsible for the rebirth of the premium industry which was wallowing in a slough of despondency and losing prestige and business at a fast rate.

The birth of the pin game, followed by sportlands, not only awoke the merchandise industry, but created an era for sales which has never before been enjoyed from any other allied industry.

Tremendous sales enjoyed by leading premium manufacturers to the coin machine industry created comment in all industry. It even induced many nationally known organizations to enter actively into the sales of merchandise especially created for the coin machine industry.

With the downfall of the sportlands, due to legal troubles, and with the demand that pin games discontinue using merchandise for stimulation purposes, business decreased for some time, causing the belief that the coin machine industry had seen its heyday of premium merchandise use. Samuel Broudy agreed with this general sentiment.

On completion of his new catalog,

most expensive the firm has ever issued, he placed 5,000 postcards in the mail, advising the coin machine operators on his list that his new catalog was ready and, if interested, to answer by return mail. Upon receipt of their request, a catalog was mailed to them.

In this fashion Broudy cut away a lot of dead timber from his list and learned immediately whether interest in merchandise use had slackened.

To assure himself of prompt replies, he attached a statement advising operators that those who answered promptly would receive a chance on a Philco radio free.

Within the first week of mailing, Broudy reports, he had received more than 2,000 answers.

He attributes this continued interest in merchandise to the fact that bowling games, table-topped digger machines, known by many as the rotary type, and the general grouping of games on important locations together with the revival of the salesboard business has again brought back greater interest to the coin machine industry for premium merchandise.

To further substantiate this fact, Broudy stated that sales of merchandise to operators have been increasing right along. He is enjoying one of the best spring seasons in the firm's history, he says, and believes that this small loss in

## Tails Get Publicity Break

The fox fur tails, which *The Billboard* advertisers have been featuring for some time, recently got one of the greatest publicity breaks ever accorded a wholesale merchandise item.

On the cover of the 3,000,000-circulation *Saturday Evening Post* was displayed a painting (in the usual four colors) of a boy, tying a fur fox tail to the handlebars of his bicycle. On the floor is the red fox-fur scarf, belonging, we assume, to the boy's mother, and from which he cut the tail.

The lad apparently had not heard of Charles Brand, Ben Dembitz or the H. M. J. Fur Corporation, all of whom have featured the fox-fur tails in their advertisements in *The Billboard*.

business will surprise most of the wholesale merchandise industry, whose figures on rough computation were a great deal higher.

He also believes that the fact that many license departments have sanctioned the use of merchandise in preference to coin awards has also induced many of the coin machine men toward using this means of stimulating play.

The wholesale merchandise industry in general is certain to be happily surprised at this small loss of merchandise purchasers among the coin machine trade.

## Boardwalks Feature Major Merchandise

Famed boardwalks of Atlantic City, Asbury Park and Long Beach, N. J., and Coney Island and the Rockaways in New York will feature major merchandise attractions this year. Space is already at a premium and those men who have continued their leases over the winter are finding their property more valuable.

Merchandise buying has been unusually brisk and, after the anticipated lull which usually accompanies the Easter holidays, buying is expected to begin in earnest and to continue at top speed right up to opening day and throughout the season.

Operators and concessioners state that, taking advance indications into consideration, the public has displayed more interest in fun and pleasure this year than at any time in history.

Biggest spots will feature bingo, roll-down games and bowling alleys. Pin games are expected to again jump into the lead, due to the tremendous interest awakened in the public by the bumper type machines! This type of pin game has created a furore among the men in the industry and the play has been red hot. Merchandise prizes are a natural for these games, because they are based on high-score action and the players work along the same idea as they did in sportland days.

Roll-down games continue to be extremely popular. Games, like Pokertino, Numberino and X-ray Poker have already taken the best spots on the boardwalks. They are greatly improved over the models introduced some time ago.

They have also gained wide popularity during the winter in many other sections of the country. The fact that they have been adjudged legal in every respect in most cities has also gained greater following for them and concessioners are more willing to invest greater capital in promoting them.

Bowling games were the bright spots of last year's resort play. This year bowling-game spots should lead the boardwalk because many concessioners have been able to purchase fine used equipment at reasonable prices.

## Early Interest Displayed In Juvenile Merchandise

Open weather in many localities is causing leaders in the premium-merchandise field to turn their attention to roller skates, scooters, express wagons and similar juvenile merchandise well in advance of the usual season.

Same condition has aided an early interest in baseball and orders are coming in for shipment of equipment at once in order to beat the expected price rise. Higher steel and labor costs are also looked upon to be reflected in higher prices for boys' wagons, bicycles and other children's vehicles, considered particularly essential during the outdoor season.

Launching of several advertising campaigns by manufacturers of products finding regular consumption in the home, featuring this type of merchandise as premiums, has greatly stimulated early sales.

## Package Winners on View

NEW YORK CITY, April 3.—The 56 winners of the 1937 All-America Package Competition have been placed on exhibit at Rockefeller Center in the South Corridor of the Arcade here. They will be on display until April 15. Winners were selected from more than 12,000 entries and represent gold, silver and bronze awards in the 20 competition classifications for the packaging industry. Awards were made for the most effective use of layout, decorative design, lettering and color, with emphasis on both merchandising value and beauty.

## Huge Toy Fair Gets Under Way in N. Y.

NEW YORK, April 3.—The 1937 American Toy Fair, which gets under way April 5 and continues until April 17 at the Hotel McAlpin here, under Toy Manufacturers of the U. S. A., Inc., auspices, will present the largest exhibit of toys and playthings ever displayed in one place, according to Horatio D. Clark, manager.

"Fair is assured of establishing a record of advance orders," Clark said. "News of advancing prices in sheet steel and other basic essentials of toy manufacturing assures toy buyers more freedom in making advance commitments than they have had since the boom days of 1929. A survey of the Toy Manufacturers of U. S. A. shows that toy stocks are close to depletion."

Buyers from Great Britain, France, Sweden, Holland, South America, South Africa and Australia as well as every State in the Union are expected to attend. Every branch of the industry will be represented, including a complete line of bicycle manufacturers.

## Would Legalize Coupons

MADISON, Wis., April 3.—Rowlands bill (181, S.), which would permit religious, patriotic and charitable organizations as well as merchants' associations to issue trading stamps or coupons redeemable in cash or merchandise, has been introduced in the Senate. Measure would establish right of holders of coupons to any cash offered to be determined by lot or drawing held publicly.

## Fishing Equipment Returns

Once again fishing equipment is back to aid the trade in enticing greater business.

Only a few years old as a premium business stimulant, fishing supplies and equipment have become more popular each year. Some firms mount the equipment on boards, which are then used for effective display by the merchant.

## New York Bull's-Eyes

By WALTER ALWYN-SCHMIDT

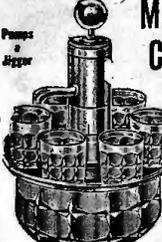
I AM told that summer resorts are preparing for a banner season. Advance bookings are exceptionally large and the tourist season is expected to open with a bang. With several millions of active buyers crowding into resorts during the summer, and with most of them staying at least two weeks, these places provide an enormous market for the amusement industry. Heretofore only the seaside resorts have been exploited in a businesslike manner. Large inland resorts, including active mountain places, are practically virgin soil, just waiting for an enterprising soul to take them in hand. There is no denying that the amusement industry could double its business if it would make up its mind to go after resort business and open it along the same successful lines in which it has been developed in Switzerland, for instance. Perhaps the business is not quite as promising as it is on the seaside. It has, however, certain advantages which make it attractive for the man who knows how to handle it. First, there is little competition. Second, there is less to be done in inland places and therefore more time for plays. Third, the expense is not high. I am informed that some of these resort towns would not be adverse to getting a little carnival atmosphere. This spring should be as good a time as any to look over the situation. Town boards might be inclined to place some restrictions upon the operation of an amusement enterprise. However, generally they are said to be more friendly than has been expected. Premium industry could certainly make use of a new set of outlets and an amusement industry spreading to small and medium inland summer resorts might aid in making another onslaught on unemployment. Town boards, by the way, are rather keen on reducing their relief rolls and the promise of employing local help might be a good way of introducing the subject to them.

As these notes are written the Easter business has been completed. It has been a fair season for premium and gift business and reports from wholesalers in general are good. A last-minute rush is said to have carried figures at least 15 per cent ahead of last year. Some dealers report sales advances of as much as 30 per cent. This is surprisingly good considering the upheaval resulting from sit-down strikes, the Supreme Court discussion and other unsettling market influences. Small furniture articles are reported to have picked up toward the tail end of the season. This is also good news, considering that the market had been somewhat spotty, especially in the Eastern section of the country.

Prices still supply a fruitful subject for discussion. I understand that the underwear and hosiery men have been having their troubles, with more promised in the fall. Towel prices are being upped at the rate of 5 per cent. China and glass buyers are rushing around picking up low-end merchandise for summer premium promotions but have been experiencing difficulties in filling stocks at suitable rates. Table hardware line is unsettled for the same reason. I must again repeat that it is essential to do one's hardware buying early. Everything that is of metal is certain to do a little skyrocketing before the end of summer and it will not pay to wait. Small rug prices are in the melting pot. This is one line where buyers have been able to put up successful resistance to higher quotations. I would not be so sure about waiting for a last-minute pick up, however. The house furnishing line is moving upward. These quotations are picked from a general list, not because they are outstanding examples, but for the reason that I have said little about them previously. My advice in this price matter is not to delay purchases but rather fill in on depleted stocks as soon as the necessity arises. Dealers begin to anticipate price rises because they realize they cannot restock at present quotations. When placing your summer orders give a thought to branded merchandise. Branded articles are always a good investment when prices are at an upward grade.

LEADING THE FIELD IN MERCHANDISE VALUES

**Merry-Go-Round Crystal Chrome Revolving Bar**



B1905—A unique liquor accessory for home or office. Capacity 1 qt. complete with 6 glasses. Tray revolves. Pump once, drink is measured. Each...\$3.25 6 or more. Each...\$3.00 600 hole board for above. Each...1.25

**Univex 8MM Movie Cameras**



B24088—A precision vest pocket optical achievement. Makes brilliant movies at less than snap-shot cost. Everyone wants one. Each...\$6.97 30 ft. film. Each...450

**Univex Movie Projectors**



B24084—Amer. production methods make this unusual value possible. Gives fine brilliant pictures, AC only. Uses any 8MM film. Each \$10.47

**LUCKY CHARMS**



The nation's latest fad hit! B41J18—Asst. large animals with silk cords. Per Gross...\$50 B41J18—Asst. small size animals. Per Gross...750

**MUSICAL COCKTAIL SHAKERS**



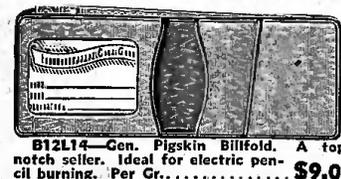
B24H14—Lustrous chrome plate Novelty Shaker. Music plays when shaker is lifted. An item that gets the play. Hgt. 13". Ea. \$3.35

**HOLLYWOOD BARKING DOGS**



The sensational animal novelty that appeals to old as well as young. Twist the key, he barks, wags his tail, opens his mouth. A natural for boards and concessions. B10X32—Terrier Model. Black mohair covering. 9 or more. Each \$3.75 B10X31—Scotty Model. Black or white lustrous fur. Lots of 6. Each...\$4.25 Smaller lots 200 each extra. 800 Hole Board for Above \$1.00

**B12L14—Gen. Pigskin Billfold.** A top-notch seller. Ideal for electric pencil burning. Per Gr. \$9.00



**Embroidered Kimonos**



B51T2—These satiny rayon Kimonos, hand embroidered in pure silk, packed 1 doz. asst. popular colors to the box. Well tailored and a big flashy premium. \$8.50  
B51T6—Brocaded rayon Pajama Sets. Embroid. back. Packed asst. sizes and colors. Per Doz. \$10.00

**Photo View Novelties**



B22J37—Cash in with this hot selling Novelty. Polished Nickel Tie Clip with French Art View Miniatures. Strong Lens greatly magnifies and gives sharp image. Price per Dozen \$1.90  
B16J68—Photo Pencils, Assorted Mottled Barrels. \$2.50 Dozen  
B17J66—Photo Fountain Pens, Assorted Color Barrels. \$3.25 Dozen  
Shipped by Express Only.

**No Closed Territory with this Profit Maker**



Sell and operate. Post the 100% legal salesboard deal. Amusing, fascinating; a lot of fun. Sells out fast in all locations. 150 prizes of great variety. Takes in \$15.00. Resells to dealers at \$8.75. Hgt. 24". Wgt. approx. 15 lbs. Order No. B15. Packed two in carton. Each \$9.60

**TINY ROUND WATCHES for WOMEN and GIRLS**



B13W13—Smart chrome cases with matching bands, guaranteed jeweled movements. Our own importation. Each \$2.45 Lots of 12. Each \$2.25

**EVANS LIGHTER COMBINATION**



B32J6A—A nationally famous leading seller. Knife edge model hammered eng'g design. Holds 14. Nickel finish. Each \$1.25  
B32JO—Asst. design enamel models as above. Each \$1.88

25% deposit on C. O. D. orders. Ask for our new 164-page catalog No. 371. Mention your business.

**JOSEPH HAGN COMPANY**  
"THE WORLD'S BARGAIN HOUSE"  
217-223 W. Madison St. Dept. BB CHICAGO, ILL.

**B15J42—Bankers' large combination Pens.** 2-tone gold plated large pen. Flashy yellow gold plate trim. Triple action pencil unit. Lifetime guarantee. Black or pearl color \$3.00 Doz.

**BINGO PRICES GO DOWN**

1,000 BINGO SPECIAL CARDS... 95c  
25,000 MARKERS... 90c  
5,000 AWARD CERTIFICATES... \$5.00  
PENCILS PER GROSS... 50c

Write for New, Complete Catalog!  
1/3 Deposit Must Accompany Orders, Balance C. O. D.

**Attention Carnival Men Complete BALL Game Supplies—Write for Catalog**

**Jersey Trading Co.**  
11-15 E. Runyon - Newark, N. J.

**Demand for Gift Items in Upswing**

Persistent activity and demand for gift merchandise and novelty accessories have not only kept stocks at low ebb, but portend a decided uptrend continuing thruout the spring and summer. Wholesale firms report booking a goodly number of orders from many operators and resort men covering their requirements early as a safeguard against possible further price advances. Coming season should be the most profitable in recent years, in the opinion of many wholesale officials. They point out that vacationists, increased tourist travel and low transportation rates will bring more visitors to the resort sections, while increased pay rolls and restoration of salary reductions will increase the dollars-and-cents volume.

Average operator is warned, however, to use greater discretion in the selection of merchandise this year, as many will find that the standard of quality demanded by the public has been raised with the increase in their earnings. It is evident that this spring advance buying is being done with a greater margin of safety than for some time as economic conditions indicate price advances and a shortage of better merchandise.

**THE SMALLEST MIDGET RADIO MADE**

EXACT SIZE 7-7/16x4 1/2 x 5 1/4 WITH A DYNAMIC SPEAKER

- Striped Walnut Cabinet
- New Style Zephyr Dial
- Side Method Tuning
- Litz Wound Coils
- Exceptional Sensitivity
- Hair Line Selectivity
- Moving Coil Dynamic Speaker
- Filtered Signal Detector
- Tremendous Volume
- 43 Pentode Output
- R. C. A. Licensed Tubes
- Exclusive Style
- Original Design
- Set and Tubes Guaranteed

*You Don't Need Any Free Trials, Our Sets Really Work. Continuous repeat orders is our best proof.*

Raw Materials Are Advancing. Buy Before Prices Increase.

**PLAYLAND SUPPLY CO., Inc.**  
14 West 17th St. New York City  
The Smallest Radio in the world with a full sized 5" Dynamic Speaker

Model 4DW.  
\$6.10 each \$6.75 each  
in lots of six F. O. B. N. Y. 25% deposit samples

**GORGEOUS HAND-MADE FEATHER PICTURES**

of Birds in their brilliant NATURAL COLORS, made of actual feathers pasted together. Set of 12, size 3 1/4 x 5 1/2, each with birds name \$1.00 Postpaid.

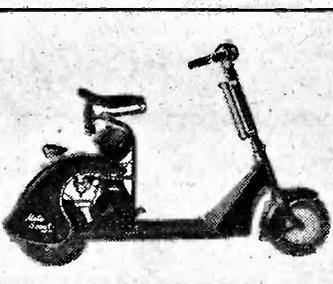
MARQUEZ, Apartado 1176-B, Mexico City.

**SHAVING AND DENTAL CREAMS**

World's Lowest Prices to **JOBBERS ONLY**

**BARTON LABORATORIES INC.**  
64-68 Wooster St., New York, N. Y.

**Moto Scoot**



Get on the Bandwagon with this Glorified Scooter. Be first to ride to riches with this new thrill sensation. World's greatest ride—can be handled by any man, woman or child who can ride a bicycle. Speed 5 to 30 m. p. h. 120 miles per gallon of gas. Safe, sturdy and fool-proof. For a long waiting line write or wire us for attractive low prices.

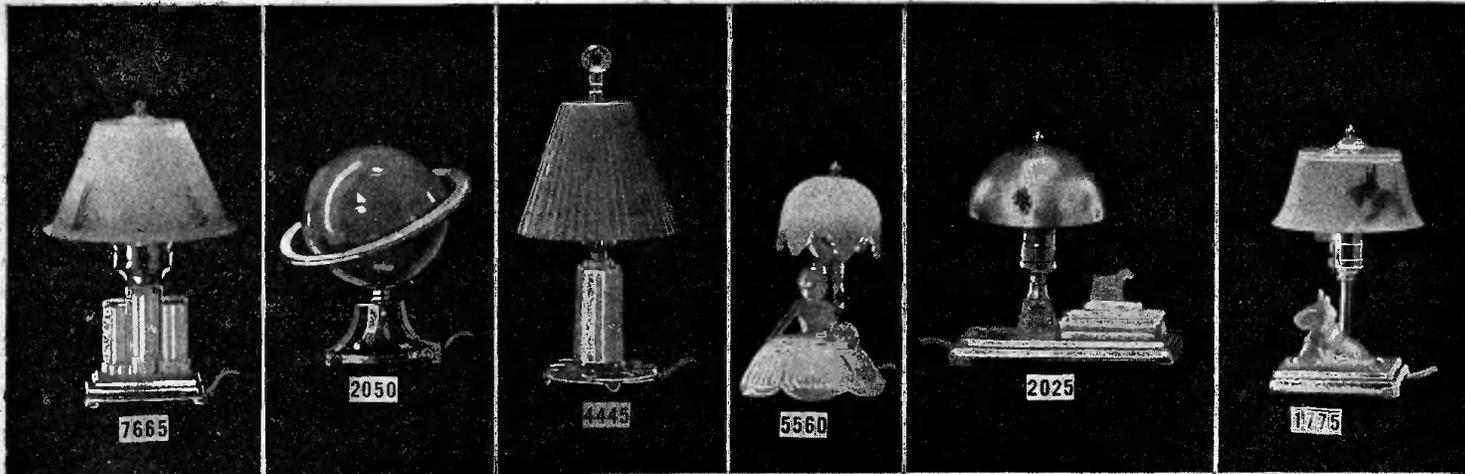
**MOTO-SCOOT MFG. CO.**  
DEPT. 610  
217 S. WESTERN AVENUE  
CHICAGO, ILL.

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

**ATTENTION CARNIVAL MEN**

We are ready with a full and complete line of merchandise suitable for Bingo Games, Grind Stores, Ball Games, Pitch-You-Win, Shooting Galleries, Penny Pitch, etc. of business. Will submit samples upon request. When in or near Chicago come in and inspect our line, it will pay you.

**M. K. BRODY,** 1116 So. Halsted St. CHICAGO, ILL. In Business 26 Years.

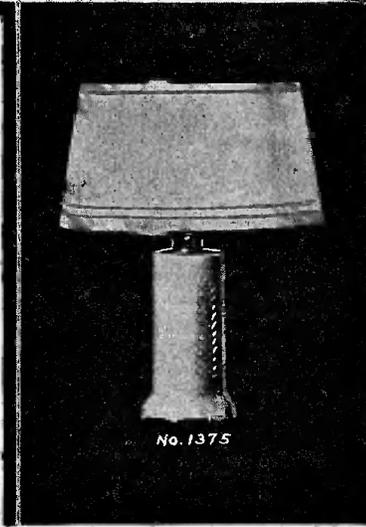


## "HOT STUFF"

"Fast selling, colorful glass novelty, boudoir and table lamps—all priced at \$7.80 per dozen. Packed in dozen lots of one number in assorted colors. Place your order early to insure quick shipment. Send 25% deposit on C. O. D. orders. Write for colored circular showing many other styles."

### GLASOLIER COMPANY

MANUFACTURERS  
420 BLVD. of ALLIES, PITTSBURGH, PA.



# HOLD EVERYTHING !!

*The Greatest  
Merchandise Show in the Country  
Will Be Out Soon*

## THE SHURE WINNER CATALOG

No. B128

*Will Be Ready for Distribution Shortly*

### WATCH FOR MAILING DATE!

N. SHURE CO. *Adams and Wells Sts.* CHICAGO

### Camera Sales Get Early Season Boost

Camera sales have gotten off to an extremely early start this year. While many merchandisers feature this item thruout the year, the arrival of spring and outdoor weather always brings a good spurt in the demand for cameras. The rapid pickup in sales thus far forecasts one of the best seasons in many years. While cameras have long been a staple item with the industry, the many improvements and many new types of picture-taking devices brought forth in the last year or so have stamped it as ranking in the first division of sales.

Now on the market are tiny cameras which take remarkably clear pictures that are no more than one-inch square; box cameras of the Brownie type, which take snapshots any size up to a postcard; candid cameras with a fast lens which take up to 50 pictures with one loading of film, as well as the ever-popular folding kodak. Price range is from a few cents for the miniature boxes upwards to \$100 for superior kodaks. In addition, small movie cameras for the home have grown in favor and many new manufacturers have entered the field to satisfy the demand.

Interest in photo-making has been heightened during the fall and winter thru the launching of several national picture magazines and increased emphasis on photography in many fields, as well as by numerous picture-prize contests.

Development of equipment for night picture-taking at low cost has also been in favor of the merchandiser, many of whom are featuring for the first time such accessories as photo-flood lamps, light reflectors and portrait attachments.

### OUR SUMMER SPECIALS

4" MONKEYS, Gross	\$ 4.00
FLYING Birds (Inside Whistle), Gr.	2.40
FLYING Birds (Outside Whistle), Gr.	2.00
6" FEATHER DOLL with Oane, Gr.	6.00
TRUMPETS, Gross	4.00
NOVELTY HEAD CANES, Gr.	7.50
LARGE Assortment CHARMS, Gr.	.80
BAMBOO CANES, Gr.	8.40
BOW PINS, Gr.	.40
8" METALLIC HAT MONKEY, Gr.	7.20
JAP CANES (Heavy), Per 100	.60
FIREMEN HATS, Gr.	9.00
SAILOR DOLLS, Gross	8.00
LARGE SAILOR DOLLS, Gr.	21.00
DRUM MAJORS, Gr.	24.00
AIRSHIP BALLOONS, Gr.	4.20
GIANT WORKER, 300 EACH.	

LARGE ASSY. OF SLUM ITEMS, GIVE AWAYS FOR SALESMEN (CHEAP PRICES). PARASOLS—ALL SIZES—LOW PRICES.

25% deposit on all orders, bal. C. O. D. Write for New 1937 SPRING CATALOG New Address

**HAMMER BROS.**  
114 Park Row New York, N. Y.

## WE HAVE "IT"

### A Full Line of Soaps for Your Sales Plans HAPPY HOME MAKER SHAMPOO

Assorted Medicated and Perfumed Toilet Soaps; Shaving Creams—Lathering—Brushless; Tooth Paste and Tooth Soap; Shaving Soaps and Liquid Shampoos.

Everything You Need for Store or Demonstration Sales

Private formula and special compounding also.  
Write for full details on these profitable items.

GEO. A. SCHMIDT CO. 236 W. North Ave., Chicago, Illinois

AMERICA'S LEADING MANUFACTURERS OF

## FELT RUGS

Lowest Prices. Sample, \$1.35. Postage Prepaid.  
EASTERN MILLS, EVERETT, MASS.

### ELGIN & WALTHAM WATCHES \$1.85

In New Cases,  
As Low As...

Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.

**H. SPARBER & CO.**  
106 North 7th Street, St. Louis, Mo.

### ELGIN - WALTHAM

7J..	3.35
15J..	4.25
17J..	4.75

SAMPLE WATCH \$35  
EXTRA: CATALOGUE  
ON REQUEST...

16 SIZE BLACK  
ENAMELED CHROMIUM  
EDGED CASE—LARGE  
NUMBER DIAL....

DEPOSIT REQUIRED  
BAL. C.O.D.

**BERKINSON 45W45NYC**

# OUTSTANDING VALUES!

IN  
CARNIVAL MERCHANDISE  
NEW CORN GAME ITEMS  
PITCHMEN'S SPECIALTIES  
PREMIUM GOODS

Write for Special List  
State Your Line  
New Catalog Out in May

## WESTERN NOVELTY CO.

1729-31 LAWRENCE ST.  
DENVER, COLO.

### 12 LEADERS

DOUBLE EDGE BLADES — 6s. Cello, 1,000	\$2.40
SINGLE EDGE BLADES — 6s. Cello, 1,000	4.50
BAKELITE D. E. TYPE SAFETY RAZOR — Ea. In Box, Doz.	.60
METAL PENCILS — Repel and Propel, Doz. In Display Box, Dz.	.20
POCKET COMBS — In Cases, Doz.	.32
COLLAR & TIE HOLDER SETS — On Cards, Doz.	.18
KEY CHAINS — Each on Card, Doz.	.60
ZIPPER WALLET — Genuine Leather, Doz.	1.65
COLLAR HOLDERS — 12 on Card, Gross	1.35
UNIVEX BOX CAMERAS — Retail for 50c. Gro. Lots, Each	.14
LUCKY CHARMS — Assorted Animals, Gross	.65
LAPEL WATCHES — Assorted Colors, Each	.85

25% With Order. Send for Catalog  
**OWL TRADING CO., INC.**  
867 Broadway, New York, N. Y.

# New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

## Electric Fan

In basic design the new electric fan manufactured by Samson United Corporation follows the rubber-blade Safeflex home and office fan of last season. This new all-purpose model, however, virtually steals the show on its big-brother fan because it is portable, permitting a person to carry his private breeze with him. It's small enough to be picked up by a tot, yet big enough to whip a zippy, cooling breeze that makes many a big fan bow its head in shame. Since its blades are constructed of soft, flexible rubber, it can't injure even a baby's fingers. However, due to the scientific shape and pitch, the blades are rigid enough for efficient handling of air. Matching the walnut finish of the fan, the color of these blades is molded in, and not painted on. Added to its feature of absolute safety, the fan is actually silent. Gone is the nerve-racking metallic echo whipped up by the whirling blades of the old-fashioned fan. The clamp-on feature is taken care of by a spring steel clamp, concealed in the base of the fan, while a special pin is provided to utilize the fan in pin-up position. Furthermore, the ball and socket joint permits adjustment for every conceivable position.

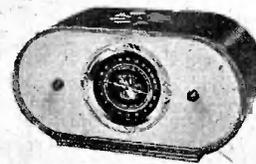
## Bronx Cheer

Patrick Mulhern, publisher of *The Hobo News*, announces several new additions to his line of fast-selling books. They are *The Bronx Cheer* and *Stie-*

splitting jokes, that promise to become as big hits as his other successes, *The Popular Cowboy Songs*, *Dream Books* and *The Hobo News*. He claims that stores and agents are cleaning up with his line, making it necessary for him to add a new style press and enlarge his quarters. Irving Leder Klav, of the Nutrix Novelty Company, has been added to the personnel as managing editor and will take charge of distribution. He is an expert bookman, knows what the public wants and is giving it to them.

## "Color-Glow" Radio

J. M. Bregstone & Company are offering a line of salesboard deals featuring a new radio creation which is new and



of the important 1937 mechanical features, but has the Color-Glow panel, a new idea that brings to radio for the first time the magic of illuminated color. The exclusive new Color-Glow front panel is made of a special material, glass-like in appearance, but unbreakable. It is colored and translucent. When turned on two small bulbs cause the front of the radio to glow in a rich, soft color. Sets are available in blue, white-ivory, rose or green front panels in cabinets of various styles.

## New Board Game

"Mr. Ree" is the name of a new adult detective board game that promises to exceed the Monopoly board in popularity. A new principle of playing is introduced, wherein plot, crime and solution are conceived and acted out as players move about on the board. Game turns out a different way every time it is played. No one knows who committed the crime but the murderer. Every character is represented by a hollow pawn for concealing weapons. There is no using of dice, spinner or other device to follow. Selchow & Richter Company, makers, are offering it to the trade at attractive quantity prices.

## Wood Puzzles

A complete line of 15 new Japanese wood puzzles has been imported by International Importers for national distribution. They are made of some hundreds of small pieces of wood, fitted together in various complex designs. The woods occasionally are of slightly different texture or color, serving as a key to the arrangement of the puzzle. Most familiar design is the straight block puzzle of variously shaped wooden pieces. New line extends this popular principle in several directions. Animals, such as elephants or horses, and battleships, motorcycles, automobiles, tanks and airplanes are some of the subjects in the new line. All are fairly close reproductions, making construction of the puzzle more interesting and possibly more difficult to most people. They are priced to sell at 40 cents a dozen.

## New Glass Cleaner

A new item appealing to demonstrators and salesmen is the Nu-Way Glass Cleaner. Device is just what the name implies. Just introduced by the G. & S. Sales Manufacturing Company, it works so simply it is hard to believe. There are no moving parts to get out of order. Just set the device into the washing tank, put the tumbler or glass over the center brush, give it half turns left and right and the glass is sparkling. Does away with all old-time methods and is finding favor in the home as well as in such business places as restaurants, taverns, drug stores and the like. It is

# TIES

BEST QUALITY  
•  
LOWEST PRICES

WE GUARANTEE EVERYTHING WE SELL, and all shipments are made subject to your approval upon receipt of goods. At any time if you do not sell out completely we will be glad to have you return any goods you have left in stock. We will exchange them or refund your money at your request. You will find it a pleasure to do business with us.

## TIE-TIE HOLDER & Collar Pin Sets

No. 101 — Men's French Shape Ties complete with Tie Holder and Collar Pin. Large assortment of beautiful patterns. Each set packed in individual sliding box with cellophane window. You'll do a big business with these.

\$2.00 Sample Doz.  
22.80 12 Doz.  
175.00 100 Doz.



No. 101

## WASH TIES

No. 925 — Wash Ties. Complete Assortment. Guaranteed washable. Seasonable patterns. Will go big this Spring and Summer.  
80c Sample Dozen  
\$8.40 Gross

## FAMOUS MARGIN LINE



No. 600 — Our famous margin line. Exceptional assortment in attractive patterns. Full cut, full shape. Made for long wear. Very popular with the men. And their Women-folk, too. Clean up!

\$1.40 Sample Doz.  
16.50 Gross  
125.00 100 Doz.

No. 600

## WRINKLE-PROOF TIES

No. 614 — Greatest value in Wrinkle-proof Ties you've ever seen. Starting high quality. Certified 55c price tag. Looks like real \$7 Value. New Spin Yarn. Guaranteed wrinkle-proof. Twist it, crush it and the tie comes back to original shape. No wrinkles. Makes a knockout demonstration.



No. 614

\$1.40 Sample Doz.  
16.50 Gross  
125.00 100 Doz.

## 5 for \$1.00 Men's Hose



A great selection of real Hot Numbers. All sizes. Fancy and Plain Patterns. Exceptional Values. You'll make big money with these hose.

\$1.80 Sample Doz.  
\$1.40 Lots of 30 Doz.

## SPRING CATALOG

READY — WRITE  
Lists complete line of Ties, Hosiery and other MONEY-MAKING ITEMS.

**CONTINENTAL**  
MERCANTILE CO 414 B'WAY  
NEW YORK, DEPT. N. Y.

# TOYS AND GAMES FOR PREMIUMS

- One of the largest and most complete lines in this country.
- The cream of the market carefully selected from leading manufacturers.

COMPLETE STOCKS, BEST SERVICE, LOWEST PRICES.

Write for Catalog and Full Information

**THE GEO. WORTHINGTON CO.**  
CLEVELAND, OHIO

Exclusively Wholesale

Candy Floss and Snow Cone Machines. Cone Shape Pop Corn Bags. Hoop La Blooks and Hoops. Bingo Number Oages, Wheels, Games, Doll Rack Dolls, Milk Bottles, Dart Games, Game Racks, Wood Rings. Write us your requirements and if we cannot supply you we will direct you.	LASH WHIPS (Imported). Gro. . . . . \$ 4.50
SWAGGERS, Best Quality. Gro. . . . . \$ 6.00	LAPEL WATCHES, Lots of 10. Each. . . . . .90
BOUNDER BASEBALLS. Doz. . . . . 1.00	LARGE SIZE OUTSIDE WHISTLE FLYING BIRDS. Gro. . . . . 2.75
GIVE AWAY CANDY, 1,000 boxes. . . . . 10.00	CELLOPHANE HULA SKIRTS, 36 Inch. Each. . . . . 2.50
CIRCUS PRINT BALLOONS. Big ass. of colors and prints. Gro. . . . . 2.00	ASSORTED SLUM, 20 Gro. lots. Gro. . . . . .60
HEAVY WEIGHT BALLOON STICKS. Gro. . . . . .25	1937 Assortment China, Slum, 20 Gro. Lots. Gro. . . . . .90
TWO TONE PARADE CANES. Gro. . . . . 7.50	POCKET KNIVES, 2 and 3 blades. Doz. . . . . 2.00

ORDER FROM THIS AD. — 25% WITH ORDER, BALANCE O. O. D. — USE AIR MAIL.

**MIDWEST MERCHANDISE CO.**  
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

# CANDY FOR CONCESSIONAIRES

Send \$2.00 for Sample Line and state type and price merchandise you are interested in.

WRITE FOR CIRCULAR

**COLONIAL CANDY CO.** 10 E. 22nd St., BAYONNE, N. J.  
(Bayonne 3-1578)

COMPLETE LINE OF  
CANDY, CANES, CELLULOID DOLLS, DCGS, MONKEYS.

# BEN HOFF NOW CARRYING

A FULL AND COMPLETE LINE OF NOVELTIES, TOYS, CANES AND DOLLS, ETC.



(Major)

- MAJOR—FLASHY ITEM—Height 16", Soldier Cadet Stuffed Doll with flashy colored uniform and fuzzy hat. Dox. \$2.00. **\$21.00**
- Gross
- SAILOR DOLL—Height 13". Very attractive. Dox. \$1.75. **18.00**
- Gross
- SPANISH DOLL—Height 13". Very flashily dressed in many-colored costume with Spanish Hat. Dox. \$2.00. Gross. **21.00**
- NEW STYLE MAE CELLULOID DOLL—Tinsel chest and head with marabou feathers and necklace.
- 12" ..... Dox. \$2.00. Gross, \$22.00
- 10" ..... Dox. 1.50. Gross, 17.00
- 7" ..... Dox. .75. Gross, 7.80

- FUR MONKEY—HI-HAT COLORED—
- Small—5c Seller ..... Dox. 33c; Gross \$ 3.60
- Medium—10c Seller ..... Dox. 65c; Gross 7.20
- Large—25c Seller ..... Dox. \$1.25; Gross 14.00
- COWBOY—Height 8 1/2"—Celluloid—
- Fur on side of legs. .... Dox. 80c; Gross \$8.50
- SAILOR—Height 9"—Celluloid—
- Dox. .... 80c. Gross ..... \$8.50
- LUCKY CHARMS—Assorted Items—Imitation Ivory with Colored Cords. WRITE FOR LOW PRICE!
- COMPLETE LINE OF PLUSH ANIMALS (DOMESTIC) AT LOWEST PRICES. COMPLETE LINE OF PLUSH AND VELVETINE (IMPORTED) ANIMALS.



We Manufacture Popular-Priced STUFFED TOYS; MARABOU FEATHER DOLL; SCOTTY DOGS; ELEPHANTS; HORSES; CATS; GIRAFFES; BULLDOGS; CAMELS, ETC.

**OUR SPECIALTY FOR OVER 15 YEARS**  
NOVELTY MEN, SCALEMEN, BALL GAMES, SKEE BALLS, CARNIVALS, CIRCUS AND PARK CONCESSIONAIRES

## CANES



- SWAGGER STICKS—Gross ..... \$4.75
- DICE CANES—Asst. of 6—Baseballs, Bulldog, Dice, Dog, other Animals. Gross ..... **5.75**
- BAMBOO CANES—
- Heavy ..... Gross \$7.20. In case lots of 5 gross, per gross \$7.00
- Medium ..... Gross 5.50. In case lots of 7 1/2 gross, per gross 5.25
- Thin ..... Gross 4.00. In case lots of 10 gross, per gross 3.50
- BLACK HANDLE AND INLAIN—SOLID BLACK—Gross \$7.00. **6.75**
- In case lots of 5 gross, per gross
- BLACK AND CHERRY PARADE CANES—Gross \$16.00. **14.00**
- In case lots of 4-6 gross, per gross
- BOYS' CANES—Gross ..... \$6.00
- PENNANT CANES—Heavy. Per 1,000, \$5.00. In case lots of 5,000, per 1,000. **4.75**
- ALL PRICES IN THIS ADVERTISEMENT EXPIRE MAY 1.

★ **WE KNOW WHAT YOU NEED** ★  
WRITE NOW! Thousands of Items in Stock. DON'T DELAY!  
ALL KINDS OF FEATHERS FOR PLASTER, ETC.

**NEW ART TOY & FEATHER CO.**  
29 EAST 10TH ST. (Stuyvesant 9-0688) NEW YORK, N. Y.

said to get the hard places and to clean any type or size glass. It can also be used for cups. Altho compact and light, it is rigidly constructed of best grade materials to withstand hard usage.

## Wonder Garden Tool

A new 10-in-one garden tool made by the Wonder Manufacturing Company looks like a natural for seasonal profits for agents. In addition to being low priced, affording the seller a good margin of profit, the item has merit. It is made of the toughest steel obtainable, and its concave lower edge is so constructed that hard usage actually sharpens it. Tool is electrically welded so that it will resist great pressure. Handle is made of straight-grained magnolia wood and lacquered so that it may be kept clean looking at all times. Maker claims it will do the work of 10 or more other tools. Besides the big market to garden owners, the item may be sold in quantities to cemeteries, parks, golf courses, railroads, etc. It is now being used by the U. S. Government.

## New Karavan Catalog

More than 100 new items are shown in the Karavan Trading Corporation's new catalog which has just come off the press. Many novelties, prizes and premiums for agents, salesmen, concessioners, salesboard, coin-



machine and bingo operators are featured. All items are imported and a typical example of the values which the firm offers are the dolls brought in from Hungary, Russia, Italy, Czechoslovakia, Guatemala and many other countries. They are hand-made and hand-painted, and dressed in flashy, brilliant costumes. They have an irresistible appeal and are featured in various sizes and price ranges, all exceptionally low. Other items in the extensive Karavan line include a great variety of hand-painted smokers' articles, candlesticks, bookmarks, wallets, vanities, powder boxes, salad bowls, etc. These are also offered in a wide range of surprisingly low prices. There is no doubt that the Karavan Trading Catalog is a book which every user of merchandise should have on hand. Copies of the new catalog will be mailed absolutely free upon request.

## Kwik-Add

A new and improved model of the Kwik-Add pocket adding machine is being placed in general distribution by the Butler-Liles Company. New machine comes in a flat-processed brown container, with provision for adding six rows of figures. Enlarged slots for insertion of a pencil point in the number to be added are provided and figures are enlarged and made plainer than in earlier models. Machine works by simply inserting the pencil in the proper number and sliding down the inclosed disc. Thru a patented arrangement total appears in the result space at the top. Machine also subtracts and smaller complementary figures are shown upon the face, similar to those upon some makes of large adding machines. Kwik-Add measures about two by eight inches. It is especially recommended for use in homes, offices, schools and stores and is simple in operation. Retail for 25 cents.

## Speak-O-Phone

For years demonstrators in stores in big cities have been reaping a big-profit harvest by making phonograph records of any individual's voice. Since the cost of the equipment necessary for making such recordings was rather high and the consumer was charged quite a high price for the privilege of making a record, however, the personal recording business was not easily adaptable to smaller towns and certainly not available to the demonstrator or concessioner working carnivals, fairs, celebrations, amusement parks, circuses, etc. The Speak-O-Phone Recording and Equipment Company, however, after years of research and testing, has prepared a portable recording set which is priced low, is light in weight and especially suited for use by demonstrators and concessioners. Company has also developed a low-priced record so

## MINIATURE LUCKY CHARMS!

SELLING LIKE WILD FIRE!  
MINIATURE LUCKY CHARMS  
Large assortment of Donkeys, Elephants, Lions, Dogs, Fish, Goats, Chickens, Scotty Dogs, etc. Made of Imitation Ivory with Colored Cords.  
INGERSOLL LAPEL WATCHES 85c  
Regular \$1.49. Each

SEND FOR GIANT  
**1937 CATALOG**  
CONTAINING 3,000 FAST SELLERS.

**BENGOR PRODUCTS CO.**  
878 BROADWAY, NEW YORK, N. Y.

## ATTENTION!!

Premium Jobbers, Distributors,  
**BIGGER PROFITS—QUICK SALES**



FREE!  
FREE!  
FREE!

Try a  
Sample  
Order

## HANDLE THE POPULAR "MAYFLOWER"

Electro Boat Model, Carved of Wood, Real Canvas Sails, Wired With Lights. Length, 24"—Height, 23".  
Write Manufacturer for Special Price and Exclusive Territory.  
**FREE** INTRODUCTORY OFFER!!  
A \$7.05 Sales Card with Each Boat Ordered. Price \$1.75 Complete. Money Refunded if Sample Does Not Meet With Approval.

J. M. BEST MFG. CO.  
304 S. 4th Street, Philadelphia, Pa.

**BIGGER BETTER**  
**Genuine Fur FOX TAILS**  
here are genuine  
giant size Fox  
Tails with two  
strong cords for  
tying to bicycle,  
top, radiator,  
hood, motorcycle, etc., and flashy,  
first-grade red, white and blue silk  
streamer. Fair workers, concessioners  
and special events workers, premium  
users in all fields are stocking up now  
for a big profit season. **ORDER TODAY!** 25% deposit. Balance C. O. D.  
Write today for full particulars about Lamb's  
Wool Fur Polishing Mitts and Genuine  
Sheepskin Skato Pad.  
**H. M. J. FUR CO.,** 150 W. 28th St.,  
New York, N. Y.

\$5.00 per 100  
\$45.00 per 1000  
Sample 10c

**APEX TOOLS**  
  
These numbers are getting nice money in department stores and outside. Ask for APEX—known for all workers. Any large jobber or direct from factory.  
Manufactured by APEX NOVELTY CO.  
1824 West Adams St. CHICAGO, ILL.

**Whips**  
**Loud Crackers—Plenty Flash**  
MADE IN U.S.A.  
Alox Mfg. Co. 6160-80 Maple Ave., St. Louis, Mo.  
JOBBERS—WRITE FOR PRICES

**ELGIN or WALTHAM \$1.95 Ea.**  
7-Jewel, 18 Size Watches. In New White Cases.  
7-Jewel, 18 Size Elgin and Waltham, \$2.75.  
Flash Carnival Watches that do not run, 50c each.  
Send for Price List.  
YOUR Money Back If Not Satisfied.  
CRESCENT CITY SMELTING CO.  
Old Gold and Silver Buyers and Refiners,  
113 N. Broadway St. Louis, Mo.

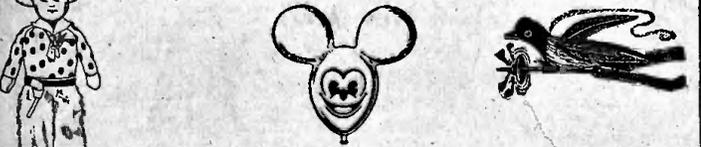
**NEW** Different—Irresistible—Appeal everywhere. Kopy-It is selling on sight at 10c and 25c. Costs you 3c and 7 1/2c each. Samples on request.  
**BEACON SALES CO.,** 412 So. Peoria, CHICAGO

## CONCESSION OPERATORS



**GIVE-AWAYS THAT GET REPEAT PLAY LOOK LIKE**  
25c TO 50c VALUES  
**COST YOU EACH ONLY 2c**  
GUARANTEED HIGH-GRADE MERCHANDISE  
Perfumes, Lotions, Astringents, Toilet Waters, Shampoo, Hair Tonics.  
Eau De Toilette, Eau De Cologne.  
SEND FOR SAMPLE Order of 250 assorted large bottles. Enclose money order for \$5.00. If not entirely satisfactory, return in good condition within 5 days. Money back at once. Shipped F. O. B. Chicago. 50% Deposit, Balance C. O. D. on Orders of \$15.00 or More.  
**IMPORTERS OUTLET CO.**  
756 West Adams St., Chicago, Ill.

## CIRCUS AND CARNIVAL WORKERS



**THE BAND WAGON AND BIG TOP ARE COMING**

	Gross		Gross
9" Cowboy Dolls (as illustrated) 75c doz.	\$ 8.40	Concealed Whistle Flying Bird	\$ 2.50
No. 8 Mickey Mouse Head Balloon	3.25	Miniature Spanish Hats	5.00
No. 10 Mickey Mouse Head Balloons	4.00	Large Spanish Hats	24.00
No. 10 Mickey Mouse Printed Balloons	3.50	Miniature Cowboy Hats	2.40
No. 10 Streetmen Special Balloons	3.50	Large Cowboy Hats	18.00
Balloon Roods	.25	Small Fur Monkeys	3.60
7" Celluloid Feather Dolls	8.00	Fur Jumping Dogs	7.20
10" Celluloid Feather Dolls	14.40	Asst. China Head Cans	7.20
11" Celluloid Feather Dolls	18.00	Crooked Handle Canes, Black and Brown	7.50
Sailor Dolls (small)	8.40	Crooked Handle Canes, Black and White	7.50
Yachtman Dolls	24.00	Heavy Bamboo Canes	7.00
		Lash Whips	7.50

We also carry a full line of Slum Jewelry and Glassware for Bingo Games, and "pitch 'em all you win." We have all kinds of Canes and Concession Candy for Scale Men. Write for catalog about April 15. All orders shipped immediately if accompanied with 25% deposit, balance C. O. D.  
**NASELLA BROTHERS, Dept. 4-10, 46 Hanover St., Boston, Mass.**

# PRIZES

Aluminum utensils — flashy for display—and with the appeal that stimulates play. Ideal for merchandise games, wheels, bingo or sales board prizes.



**Marvel Cooker** — Prepares a complete meal over one low burner.

**Whistling Tea Kettle** — Whistles when the water starts to boil.

**Round Roaster** — With self-basting cover.

**Sauce Pan Set** — Long, cool handles. Nesting saves space.

**Double Boiler**, With modern and popular bell shape.

**French Fryer** — Aluminum basket; drains quickly; easy to clean.

**Drip Coffee Maker** — Prepares full-flavored, delicious French drip coffee.

**French Fryer** — Aluminum basket; drains quickly; easy to clean.

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**Drip Coffee Maker** — Prepares full-flavored, delicious French drip coffee.

**WRITE FOR PRICES!**  
Ask your jobber for details and prices on our complete line of utensils and gift ware prizes. If he can not supply you, write to factory!

**WEST BEND ALUMINUM CO.**  
DEPT. 634, WEST BEND, WIS.

that the cost of making a recording is within the reach of any person, whether in a small town, an amusement park or on the midway of a show. The new recording set can be put up quickly and simply and one man can operate it. Estimates and tests show that a concessioner can take in as much as \$100 a day with the machine without being hard-pressed to give good and efficient service. It is also a great repeat business getter. Demonstrators and concessioners interested in getting full particulars about the new recording equipment, details of prices and profit-possibilities should write the Speak-O-Phone Recording and Equipment Company.

## Personalizing Novelty

Beautiful new personalized auto initials are now being offered at bargain prices by Chicago Hardware and Fixture Company. The new "Autograms" personalize and give distinction to any car. They are chromium-plated metal letters that will withstand the toughest weather, each being 1 1/2 inches high, 2 1/2 inches wide and 5/16 inch thick. They are easily fastened on the radiator or radiator grille. They stand out because the 5/16-inch beveled edges are finished in brilliant red weatherproof enamel. Cost is within the reach of every car owner. As a sample offer company is offering a set of three initials with a money-back guarantee at much below the original cost. Fast seller for distributors, salesmen and dealers.

## Flashy New Lines

Plenty of the oldtimers in the field will remember the name W. J. Dennis. He spent plenty of time operating on carnival midways before settling down to operate diggers around Chicago and in Michigan. Dennis has one of the most complete lines of digger merchandise in

# IMPORTANT ANNOUNCEMENT!

To cope with the great demand of our satisfied customers throughout the country we have been forced to move to new and greatly enlarged quarters. We now have three floors chock full of result-producing items, carefully selected, ready to boost your sales—making **MORE MONEY FOR YOU QUICKLY!** Included are complete lines of Lamps, Ash-Trays, Electric Appliances, Clocks, Occasional Furniture, Rugs, Linens, Chinaware, Beverage and Tea Sets, Aluminum Ware, Blankets, Bed Spreads, Radios, etc. Actually a World's Fair of Premiums and Prizes.

**THERE'S A BIG SEASON AHEAD—GET STARTED NOW!**  
**2 TYPICAL LOWE VALUES**



**NO. B 691**  
**TABLE TOP SMOKER'S STAND**

**90¢** each  
In lots of 6  
Send \$1.25 for Sample

**No. B787**

**Genuine Drip-O-Lator**

An extremely rich-looking smoker's stand with twirler ash receiver and concealed glass receptacle. In red, green and black colors. Attractively trimmed with nickel. Height overall 21", tray 13" diameter. Packed 6 to a carton. Weight per carton, 24 pounds.

### FREE

Send for our new 12-page Booklet, "How To Conduct Group Bingo Parties Successfully." This Booklet contains a wealth of information and is the only authentic method of operating BINGO as introduced and pioneered by Mr. E. S. Lowe, America's foremost BINGO authority.

A gorgeous vitreous china Drip-O-Lator with flaming flame-ings on a very rich ivory background. Exceedingly modern with a delicately fluted pot. A sure-fire sales promoter. 6 cup size. Packed 6 to carton. Weight per carton, 30 pounds.

Terms 1/3 Deposit With Order. Balance C. O. D.

Make Us Your Headquarters — We've Got the ITEMS YOU NEED!  
**"EVERYONE KNOWS LOWE FOR LOW PRICES"**

# E. S. LOWE Co., Inc.

The Nation's Leaders in Bingo Supplies - Premiums - Prizes.  
698 Sixth Ave., New York, N. Y.  
Bet. 22nd and 23rd Sts.

# BIGGEST NOVELTY SELLER of PREMIUM GIFT GENUINE RABBIT FEET AND KEY CHAIN NOVELTIES

**3¢** each and up  
**SPECIAL PRICES TO QUANTITY USERS**

Rabbit Feet, \$3.00 per 100.  
Lucky or Mystic Key Chain, with Rabbit Foot, \$5.00 per 100 Bulk.  
1/3 Dep. With Order, Bal. C. O. D.  
Samples 10c.

## J. E. BREWER

224 West 26th Street  
New York, N. Y.  
Sole Manufacturer

# PEARLS

- No. 200—3 Strand Graduated Pearl Necklace with Pearl Clasp and 14 Rhinestones. Op. Doz. \$2.50
- No. 201—3 Strand Graduated Pearl Necklace with Crown Clasp, 16 Brillants. Doz. \$2.50
- No. 202—3 Strand Graduated Pearl Necklace with Clasp Cluster of 16 Brillants. Doz. \$2.50
- No. 203—3 Strand Graduated Pearl Necklace with Fancy Filigree Clasp. Dozen. \$2.00
- No. 204—2 Strand Graduated Pearl Necklace with Fancy Filigree Clasp. Dozen. \$1.50

The largest selling item in the country today. Send for 6 dozen assortment, 50% deposit, balance C. O. D.  
**INDESTRUCTIBLE** Creators Lady  
**PEARL BEAD MAKERS, Inc.** Patricia Pearls  
27-33 West 20th Street, New York City.



## Carnival Novelties

- New Stock—Just Arrived*
- BB1 Men's Toy Wrist Watches, 1 in. box. Gro. \$3.75
  - BB2 Gillette Style Blue Blades. Per 1000 3.50
  - BB3 Flying Birds, Outside White. Gro. 1.85
  - BB4 Firing Birds, Inside Whistle. Gro. 2.35
  - BB5 High Hat Fur Monks, 6 1/2 in. Gro. 3.75
  - BB6 High Hat Fur Monks, 8 in. Gro. \$7.00
  - BB7 Piggy Wiggy, Countee, 8 1/2 in. Doz. 1.25
  - BB8 Cell. Doll, 7 in., with 1'lume Dress. Gro. 8.50
  - BB9 Swagger Sticks, 36 in. Gro. 6.50
  - BB10 China Head Swagger Sticks. Gro. 6.75
  - BB11 Jap. Cig. Cases, Pearl Inlay. Gro. 4.50
  - BB12 Reach Bounder Balls. Doz. 1.15
  - BB13 Carnival Print Balloons, No. 8. Gro. 2.35
  - BB14 Serpentine Balloons, 45 in. Gro. 3.75

Parade Cases, Balloon Toss-Ups, Diving Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Hoopla Bings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.  
1937 CATALOG WILL BE READY MAY 1  
25% DEPOSIT REQUIRED ON C. O. D. ORDERS  
**LEVIN BROS. TERRE HAUTE, IND.**

# BINGO

Our price on special game Bingo tickets, sets of 1050, is lower than any one on the market. Jobbers only, please write for our price and samples.  
**J. FELDBERG, 473 Broadway, Bayonne, N. J.**

# \*Genuine\* IMPORTED RUGS (Oriental Designs) 55c AND UP

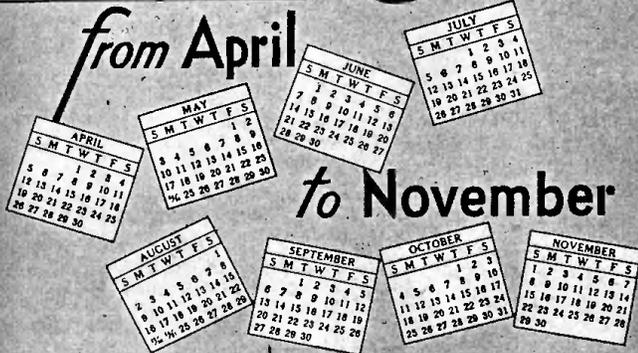
ALL SIZES FROM 18" x 30" TO 10 x 14 FEET. REAL FLASH! BIG VALUES!  
Rugs are in demand everywhere. And these rugs have a startling appeal to the eye and to the pocketbook. Get in the big-money class now. Send today for FREE ILLUSTRATED CIRCULAR giving descriptions, sizes and prices of the most complete line of low-priced rugs on the market.  
**M. SEIDEL & SON, 243 West 30th St., New York, N. Y.**

# The Billboard



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*You Save \$2.50*

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Please mail The Billboard for the next 30 weeks for which I enclose not the \$4.50 thousands pay at the regular single copy price, but only \$2.

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 City: \_\_\_\_\_ State: \_\_\_\_\_

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the country. He buys his stuff direct from manufacturers, tests it in his own machines and then offers it to the trade at attractive prices. The firm has just recently opened a new branch and, at the same time, Dennis added some new merchandise that is big and flashy—perfect for concession men and sales-board operators. Interested parties will find complete assortments of clocks, radios, lighters, aluminumware and glassware among the new lines. There is a catalog and price list awaiting all who are interested.

### Suction Shade Holder

At least 135,000,000 shades are hanging on the windows of American homes. A few of these stay fast—never rattle at night and never roll suddenly up. Every one of these 135,000,000 shades may be made to stay where they belong if the Suction Shade Holder is put thru the eyelet. That's all that has to be done. This new invention is priced so low that every home will be glad to buy it as soon as it is displayed. Makers will send sincerely interested salespeople two for a dime. Gordon Manufacturing Company distributes the item.



### Bead Clasp

Indestructible Pearl Bead Makers, Inc., regarded as one of the largest manufacturers and importers of simulated pearls, have a new 1937 line which, it claims, is meeting with approval in the concession trade. Company is particularly proud of the specially designed clasps used in its product. Louis E. Parkula and G. Richard Rubenstein, of Indestructible, state that all indications are that the coming season will be a "pearl summer." Rubenstein recently returned from a business trip to Japan.

### Mechanical Scoreboard

Of interest to midway merchandisers is an announcement by Charles H. Draving, president of the Filtermatic Manufacturing Company, that his organization is perfecting a mechanical scoreboard for such games as pinocle and darts. A model is being prepared in the hope of getting it on the market by the time the outdoor season gets under way.

### Everlasting Match

A match with a life so long that it is called the "Everlasting Match" has been perfected by General Chromium and Copper Corporation. Maker asserts the match actually has no life limit and will serve the user day in and day out

## NOVELTY PILLOWS

DOLL PETAL PILLOWS.

No. 145 —  
 Made Entirely of Real Silk. Doll's Head in Center. Kapok Filled. Padded. Shaded. Wrapped in Cellophane. Size 16x16".

DOZEN \$7.75

Sample \$1.00 Ea.

25% Deposit with Orders, Balance C. O. D. We have 10 other beautiful Dolls. Also French Bladder Dolls. Write for Catalog.

**SILK NOVELTY CORP.**  
 22 West 21st St., NEW YORK, N. Y.

## BARGAIN BLANKETS

Beecon, Esmond and Peppercell brands, below the manufacturer's price; part wool, 66x80. 3-in. saten bound. 85c each and up; Umbrellas, silk and rayon, 16-rib, gilt or silver frame, modernistic handles, special, \$1.00 each. Spread! Rayon, very attractive, domestic and imported, at 95c each, and hundreds of other items suitable for the street man below the market price. Catalog mailed upon request.

**OSHRY BROS., Inc.**  
 10 Spring St., Boston, Mass. Est. 35 years

These Long Enduring Leatherette Bow Ties

are both good looking and practical. Come in bright and dull leather. Sit on beautiful card. Two cards in a box. Also sold in bulk, packed in doz. Johnen Write for Prices.

### DEEDEE NECKWEAR CO.

44 N. 4th St., Philadelphia, Pa.

**REX HONES** Now Less Than 3c Each  
 \$4.25 a Gross

Send \$1.00. Bal. C. O. D. Plus Postage.

Each Hone in flashy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Home men are cleaning up. ACT QUICK! REX-HONE MFRS., 1500 West Madison; BR-4, Chicago, Ill.

## BLADES LOW PRICES FREE DELIVERY

Details FREE. (Samples 10c).  
**NATIONAL BLADE CO.**  
 37 South Avenue, Dept. 1-D, Rochester, N. Y.

**MYER'S CIRCUS SPECIALS**

7 INCH FEATHER DOLLS. A REAL HOT NUMBER. Hundred	\$5.00
OAKS CIRCUS SPECIAL BALLOONS. Gross	2.50
LARGE WHISTLING FLYING BIRDS. Gross	2.00
30 INCH STRAIGHT SNAKE WHIPS. Gross	3.75
54 INCH LASH WHIPS, SNAKE DESIGN. CIRCUS SPECIAL. Gross	\$4.80 and 8.40
MILLER INFLATED TOYS AND SIBERIAN TOYS. Gross	4.00
6 INCH FUR MONKEYS. Gross	7.20
COW BOY HATS, RIDE 'EM COW BOY. Gross	4.25
OAKS MICKEY MOUSE TOSS UPS WITH HEAVY FEET. Gross	8.00
BLACK HANDLE WIGS CROOK CANES. Gross	8.00
HEAVY BAMBOO PARADE CANES. Gross	8.00
CHINA HEAD SWAGGER STICKS. Gross	6.00

ONE HALF DEPOSIT ON ALL ORDERS. THE BALANCE C. O. D.  
**MILTON D. MYER COMPANY** Pittsburgh, Pa.  
 332 Third Avenue THE UNDERSELLING SUPPLY HOUSE.

**NATIONALLY KNOWN**  
*Dolly Varden Chocolates*

Superior Values in Oversize Boxes, with attractive fancy Wraps and Cellophaned in Assorted Colors.

**SPECIALS**

In 5c — 6c — 6 1/2c — 8 1/3c — 10c — 12 1/2c — 14c — 15c — 18c — 20c — 22c — 24c — 25c — 28c — 30c — 32c — 33 1/3c — 36c — 40c and 50c Packages.

Samples at Above Prices — Stamps Accepted.

Prompt Shipments in Quantities Desired when Cash or 25% Deposit Accompanies Orders.

**WM. C. JOHNSON CANDY CO. (Since 1912) CINCINNATI**

**SMASH BARGAIN FOR CONCESSIONERS, SINGO OPERATORS, ETC.**

ANGORA SHAPED **CAT** \$18.00 \$1.75 Ea.  
 STUFFED FUR \$5.00 \$1.00 Ea.

Made of real goat white fur. 5 Dec. 5 Samp.  
 Size: 20" long, 11" high. Life. 25% Deposit. Bal. C. O. D. Like, appealing. A real hit for Premium and Novelty Users. WRITE FOR FREE CATALOG.

Complete line of Stuffed Fur Animals, Novelties. All Finest Quality and Workmanship. Lowest Prices. Write Today.

**MAJESTIC NOVELTY CO.,** 2407 Valentine Ave., Bronx, N. Y. C.

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

# STRUHL'S SEASONAL SUN GLASS SPECIALS



## SPORTS GOGGLES

Genuine Protex Sport Goggles. Assorted colors; Smoke, Amber, Feuzel, Blue. Packed 6 to an attractive display card, 1 Dozen to a Box. Specially priced at only

Dozen \$2.50  
Gross \$27.00

## SLIP ON GOGGLES

Genuine Protex Slip-On Glasses. Slip over regular eyeglasses. Assorted colors; Smoke, Amber, Feuzel, Blue, with white metal frames. Packed 1 Dozen to an attractive display card. A sensational BUY at only

Dozen \$1.25  
Gross \$13.50



**TERMS:** Full Cash with Sample Orders. 1-3 Certified Deposit with Gross lots. We ship Balance C. O. D., F. O. B. New York.

**BINGO** Supplies and Sets complete at NEW, LOW PRICES! Complete merchandise for Diggers, Sportlands, Concessions and Carnivals. WRITE FOR BRAND-NEW FREE CATALOG NOW!!

**MORRIS STRUHL,** 24 West 23rd St., (Strahl Building) NEW YORK CITY

# Amazing NEW WATCH and RING Values!

**Agents! Salesmen!**  
Men's Full Carat Facsimile Diamond Ring

All the flash and appearance of Rings selling for up to \$100. Fiery, brilliant full carat facsimile diamond in rich setting with all the color and glow of natural yellow gold. A big seller everywhere. And a super-profit maker.

Special Introductory Prices on Men's Rings.

\$16.00 For Dozen.

\$9.00 For 6.

\$5.00 For 3.

\$2.00 For Single Sample.

Nationally Advertised for \$4.25 each.



## 1938 RAILROAD ENGINEERS MODEL

### The New Sensation

Thousands of these new, different watches are being sold all over the country. Ingenious time-keeper dial, handsome locomotive crown, special railroad back and solid gold-effect case make it the outstanding value of the season. Knife and Chain included FREE with every Watch!

**SPECIAL INTRODUCTORY PRICE, ENGINEER'S WATCH**  
\$16.00 for Dozen.  
9.00 for 6.  
5.00 for 3.  
2.00 for Sin. Sample.  
Nationally Advertised for \$4.25 each.

**Bingo and Machine Operators Ladies' Facsimile DIAMOND ENGAGEMENT and FRIENDSHIP RING**

In its delicate, smartly designed sterling LIFETIME silver setting, this magnificent FULL CARAT facsimile diamond has unbelievable lustre, glow and fire! Real flash appearance, guaranteed to catch the eye and get the money.

**SPECIAL INTRODUCTORY PRICE ON LADIES' RING**  
\$18.00 for Dozen.  
9.00 for 6.  
5.00 for 3.  
2.00 for Single Sample.  
Nationally advertised for \$6.25 each.

**EVERY WATCH IS GUARANTEED BY 100-YEAR OLD MILLION-DOLLAR FACTORY**

Finest workmanship, best materials and lowest prices. Order now! Get started for the biggest season, you have ever had. 25% Deposit, Balance C. O. D. Order DIRECT from the largest company of its kind in the world! Orders shipped in 3 hours.

**BRADLEY National Jewelers DEPT BB, NEWTON, MASS.**



Imported Hand-Made Dolls dressed in gorgeous peasant costumes—lace and embroidery trimmed.

9 Inches High \$7.80 DOZ.  
Each in Box

12 Inches High ... \$13.20 Doz.  
15 Inches High ... \$15.00 Doz.

1/3 Deposit, Balance C. O. D.

Send for our Catalog showing over 150 great values in prizes, premiums and novelties.

**KARAVAN**

255 5th Ave. New York

as often as needed. It is practical for use in home, office or on the street. In design, it is a replica of the ordinary match and strikes exactly as the match does. Has no wheels, springs or mechanical parts to adjust. It is absolutely safe and may conveniently be carried in pocket or purse. Concession men, pitchmen, demonstrators and agents will find it an invention-combining novelty with sincere worth and one which undoubtedly will have a tremendous sale. A 25-cent retailer, it is available to the trade at attractive quantity prices.

## Chromium Polish

Mercury Chromium Polish, a special polish for use on all chromium parts on cars or elsewhere, is being marketed by Hoffman Laboratories. Polish has a wax base, which provides a film upon the chrome to protect it against nickel corrosion as well as against wax. It is being sold in cans at 45 cents retail, with a special discount proposition for agents.

## Cigaret Case and Lighter

The new Evans combination cigaret case and automatic lighter offered by Harris Company is a beauty. Hammered silver design and non-tarnishable chromium finish gives it the appearance of a much more expensive item. Ideal for premium use on salesboards or digger machines.

## Medicine Chest

Mills Sales Company is offering five great medicine chest deals that are clicking sales everywhere they are shown. Repeat orders coming in from agents and salesmen as well as many stores has made it necessary for company to put on extra help to take care of the increasing demand. These five fast-selling deals as well as many other outstanding values are illustrated in a new eight-page circular just off the press.

## Stuffed Teddy Bear

A new item which was announced this year, and which should prove popular thruout the season is the new Teddy Bear. The Earl Company feels that it is truly going to be the biggest hit in years. It is 24 inches high, heavy pile, two-tone, has movable head, arms and legs, with voice, and is offered at an attractively low price. It should prove a very big item for operators and concessioners.

## New Camera

The newest camera for direct paper photos is more or less revolutionizing the business of photographers on streets and around parks. It is manufactured by the Strymograph Camera Works. This all-automatic device loads with 250 feet of positive paper.



# THE PET of the NATION

He opens his mouth and BARKS and WAGS His TAIL.

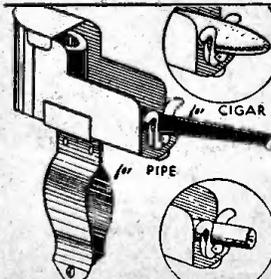
A sensation everywhere and a big money-maker.

Manufactured By

**J. S. HEYMAN**

719 South Los Angeles Street,

LOS ANGELES, CALIF.



**2 SMASH HITS**

**AUTO SMOKETTE**

Allows motorist to smoke cigar, cigarette or pipe in greatest comfort. A real "in-demand" item everywhere. Especially at this time of the year.

36c each in gross lots  
40c each in dozen lots  
\$1.00 sample.

**"COMB-BRUSH"**

Combines comb and brush in the most ingenious, practical item ever made. Prevents dandruff, gives hair lustre, beauty, strength.

173 Deposit, Balance C. O. D.

**CEE KAY CO., 1285 BROADWAY, NEW YORK, N. Y.**



## LUCKY FUR AUTO TAIL

The sensation of 1936! 1937's biggest-seller! Brand's genuine fur fox tails. Large, bushy tails with red, white and blue streamer and soft wire for attaching to motorcycle, bicycle or radiator cap of automobile. Rush orders now. Get in line for the big 1/3 Deposit money!

\$7.20 PER GROSS

NOTE: No rabbit's foot on tails as in illustration.

**CHARLES BRAND** 208 W. 26th ST. NEW YORK, N.Y.

# Merchandise Trends and Forecasts

## For the Outdoor Amusement Business

By Ned Torti

**T**HE outlook for this season is extremely favorable and I'm looking forward to it being one of the greatest in merchandising history. However, it is rather difficult to prophesy as to the exact type of merchandise that will be in popular demand in the outdoor amusement world.

It is my opinion that useful merchandise such as lamps, clocks, blankets, electrical appliances, aluminum ware, chromium-finished articles and other home necessities will be in greater demand than ever before. Toys, especially dolls, wagons, velocipedes, etc., will also continue in their popularity with the younger element.

Novelty hats, horns, canes, balloons, etc., will always be present to create the carnival spirit.

In former years jobbers handled a very small selection of merchandise. Today the concessioner has thousands of items from which to choose, giving him a far better display to present. Merchandise is constantly changing in keeping with the times. The concessioner, as well as the public, is

more value-conscious in the selection of his prizes.

### Selection Hard Task

Selection of concession merchandise is not an easy task. Each item must have eye appeal and the value must be noted at a glance. An article whose value is not immediately apparent may not be popular because it is impossible for the concessioner to explain the merits of each item to the public. Years of experience have taught us that when a winner makes his selection of items on display he chooses one that is outwardly attractive. Therefore the merchandise used must be flashy. Conservative colors, shapes and sizes are not in great demand. Because of these

factors the jobber or concessioner does not select merchandise that appeals to his own taste, but invariably selects items that will be popular with carnival supporters.

Large park concessioners prefer to use higher priced merchandise. Their reason for this is easily understood. The public that patronizes their concessions comes back repeatedly, making it necessary for them to display good quality merchandise in order to retain interest in their stands. This does not mean, however, that the traveling carnival concessioners are not up to standard. In many instances a large carnival has more attractive stands, and in some cases the stands are the main attraction.

During the last 10 years we have found the blanket to be the most popular concession item with the automobile playing a great part in its increased popularity.

Three years ago our firm introduced the midjet type radios which have become very popular and consistent money makers for the concessioner. The playing public will continue to patronize this concession because it is continually being improved upon and has tremendous eye appeal.

### Public Tastes Vary

To predict that certain articles will be money winners, and to be certain of that prediction, I would have to be a prophet. Articles that are money makers in certain parts of the country cannot make the grade in other sections. As an excellent example of this I might mention an expensive doll that was introduced two years ago. It was a consistent money maker in large cities yet in small towns the concessioners lost money on it. There are other items in the same category. In general I feel safe in saying that the blanket will again lead them all and running it a close second will be the ham and bacon stand with aluminum roasters. Bird cages with birds will be very good again this year, but the successful concessioner operating this stand must be a bird lover, otherwise it will be just another headache.

Items such as radios, stuffed toys, chromium ware, lamps, clocks and toilet sets make good concession displays. Groceries displayed in aluminum preserving kettles get their share of patronage. I do not believe, however, that there is a traveling carnival, large or small, or a park, whether in a small town or a populous city, that doesn't count a number of stands that feature articles made of plaster paris among its concessions. Plaster products are very popular because, altho large in size, they are inexpensive and present a flashy appearance. One can find the following

articles on almost any concession: Fish-ponds, bowling alleys, pitch-till-you-win, dart games, ball games and guess-your-weight scales. Guess-your-weight scales, from my point of view, are one of the most interesting stands. The scale operator features canes, candy and plaster items. Last year a celluloid doll, decorated with feathers and beads, proved a winner. It should repeat this season.

The height of decorative display is reached on the various corn games. Here can be found dozens of useful household articles such as blankets, clocks, cooking utensils, water sets, motor jugs, etc. Therefore the winner has a greater variety from which to choose. Another profitable concession is the digger machine. It will be seen and



Ned Torti

changing in keeping with the times. The concessioner, as well as the public, is

## CONCESSIONERS — AMUSEMENT MACHINE MEN

- Years of experience operating as well as supplying digger machine operators assures you of only the most appropriate items.
- Only merchandise which has actually been tested in digger and rotary machines and proven to be money makers is offered to you.
- You can take advantage of lower prices because you will be dealing with the largest digger and rotary merchandise supply house in the Middle West.
- Orders are filled and shipped to you the same day your order is received.
- Close contact with manufacturers makes it possible to offer merchandise to you before it is placed on the general market.
- All merchandise is guaranteed. If ever you are dissatisfied your money will be refunded without question.
- You are offered complete lines of Evans, New Haven, Ronson, Seiberling, Aristocrat Clock, Chase Brass & Copper, Avon, U. S. Electric Mfg., Falcon Camera and other nationally advertised products.

### HERE ARE SOME OF OUR BARGAINS

Evans Chrome Cigarette Cases, Ea. ....	\$1.25	Large Shaving Mirrors (Double), Doz. ....	\$0.75
Ingram Wrist-Fit Watches, Ea. ....	1.85	Hunting Knives, Ea. ....	.50
Mirror Clocks, Ea. ....	1.25	Hammer Tool Sets, Doz. ....	1.12
Ingram Lapel Watches, Ea. ....	.55	Scotty Banks (Large), Ea. ....	.35
Falcon Camera, Ea. ....	1.10	Rubber Tire Ash Trays, Doz. ....	1.00
Comb and Mirror Sets, Doz. ....	.50	Donald Ducks (Rubber), 4", Doz. ....	2.50
Round Chrome Jap Table Lighters, Ea. ....	.25	Atomizers, Doz. ....	1.00
Indian Head Banks, Ea. ....	2.00	Horse (Bronze Metal), 5", Ea. ....	.30
Tie Chain Sets, Doz. ....	3.00	Wooden Back Military Brush, Doz. ....	2.10
Pinochle Cards, Doz. ....	1.40	Solid Copper Beer Mugs, Doz. ....	3.50
Jap Vases, 2", Doz. ....	1.85	Pearl Opera Glasses, Doz. ....	2.15
Tie Chain and Buckle Sets, Doz. ....	3.00	Compass, Doz. ....	.60
Radio and Chair Banks, Doz. ....	.30	Conqueror Police Whistles, Doz. ....	.85
Bronze Modernistic Dogs, Ea. ....	.30	8 Ft. Steel Rolling Rules, Doz. ....	12.25
Coin Purse, Doz. ....	.45	Tooth Brushes in Container, Doz. ....	1.50
Chrome Frontals, Doz. ....	.75	Can and Bottle Openers with Bone Handle Doz. ....	.45
Celluloid Soap Dishes, Doz. ....	.45	Golden Arrow Alarm Clock, Ea. ....	.70
Bomb Flashlights, Ea. ....	.60		
Pocket Knives, Doz. ....	1.25		

1/4 DEPOSIT — BALANCE C. O. D. ON ALL ORDERS.  
200 OTHER BARGAINS — WRITE FOR CATALOG.

## W. J. DENNIS

1018 S. WABASH,  
CHICAGO, ILL.

317 DIVISION ST.,  
GRAND RAPIDS, MICH.

**BLUE STEEL** Double Edge **25c** per 100  
**BLADES** Finest Quality Collo. 5 in. Pack.

**FALCON** CONTINENTAL MADE. Single Edge. Per 100... **65c**

**DOMINO** Blue Steel, Double Edge For Repeat Business. Per 100... **30c**

**GILBERT BLADES** WILL BRING REPEAT BUSINESS  
Double Edge 50c Single Edge 65c  
Per 100. Per 100.

**GILBERT AUTO STROP**. Per 100... **80c**

**GILBERT TOOTH PASTE**. Per Doz. **65c**  
**SHAV. CREAM**. Per Doz. **90c**

**SINGLE EDGE BLADES**. Per 100, **44c**

**AUTO STROP** TYPE. Per 100, **45c**

**MIRACLE CAN OPENERS** For Demonstrators. Red Hot! Per Doz. **75c**

**SHAVING DEAL** **10c** Per Deal  
15 Blades—Giant Palm and Olive Shaving Cream—Styptic Pencil, All Collo. Wrapped.

**"FIRST AID" DEALS** **1.60**  
Large Box Absorbent Cotton, 8 Pieces Ready-Made Bandages, 10 Yards Gauze, 5 Yards Adhesive Tape, 150 Bottles, Mercuriochrome, All Collo. Wrapped.

Send for Free Samples and Price List.  
**YOUNG NOVELTY CO., Inc.**  
100 Hanover St., Boston, Mass.,  
25% Deposit. Smallest Order, \$1.00.

**OUR PRICES REMAIN LOW**

**WHILE THEY LAST! MEN'S WRIST WATCHES** — Assorted Styles: 10 1/2 Lines, 10K Rolled Gold Plate Case.  
8 Jewels, Each... **\$3.50**  
15 Jewels, Each... **\$4.50**  
**ELGIN or WALTHAM 7J, 128** Octagon Shape, in Doz. **\$2.75**  
Lots, Each... **\$2.75**  
Less than Doz. Lots, Ea. **\$3.00**  
15J, in Dozen Lots, Ea. **\$3.50**

**LADIES' GENUINE DIAMOND RINGS**—10 Karat Solid Gold, \$2.50 and Up; 14 Karat, \$4.50 and Up.

**ELGIN & WALTHAM**—18 Size, Railroad Model Case, 7-Jewel, Hunting Movement. **\$2.00** Each

15-Jewel: \$2.50; 17-Jewel: \$2.75.

**SPECIAL PRICES FOR QUANTITY USERS**  
Sample 50c Extra.  
25% Deposit, Balance C. O. D. Send for Catalog.

**N. SEIDMAN,**  
173 Canal Street, NEW YORK, N. Y.

## BASKETS

Grocery and Fruit Baskets. New designs and colors. Specially Manufactured for Concession Trade.

**\$3.60** Per Doz. Send \$1.50 for Sample Assortment of three prepaid.

**CARL GREENBAUM & SON**  
Manufacturers (Est. 1907).  
524 Grand Street, New York City.  
Orchard 4-3521.

# BOUDOIR DOLLS

for CONCESSIONAIRES-PREMIUM USERS-BINGO OPERATORS



"MISS HOLLYWOOD"

A sure-fire Sales Stimulator. Line up with the ever popular BOUDOIR DOLL

Doll is dressed in fine quality satin and lace trimmed with rosebuds. Heads, legs and movable arms are of unbreakable composition. Her lovely eyes, her dainty features and appearance from head to toe are attracted by every man, woman and child.

"MISS HOLLYWOOD"

No. 96-31 inches High \$24.00  
Other Dolls at all Prices \$24.00 doz.

Dolls Individually Boxed Dustproof cellophane window boxes to insure safe displaying—\$1.00 doz. extra.

We have no Catalog. Dolls must be seen to appreciate the real money-making value of them.

SINGLE SAMPLE, \$2.25

WIRE, PHONE or WRITE YOUR ORDER TODAY.

Remit 25% deposit with orders.

**STANDARD DOLL CO.**  
36 East 22nd St., New York City.



Why not? Pay a gyp price and expect it. We offer

**ONE PRICE  
ONE QUALITY  
ONE SERVICE**

Silk Lined, Full Cut Men's Gravats,  
**\$18.00 Per Gross**  
5% Cash With Order. Balance C. O. D.  
Money Back Guarantee.  
**KEYSTONE MFG. CO. Atlanta, Ga.**

operated on practically all outdoor amusement enterprises. An entirely different class of merchandise will be found here. Smaller articles will be featured, but in many cases they will be more valuable than the larger ones used on other stands.

### Shortage of Items

Merchandising today has become quite a problem. This is due chiefly to a greater demand and a rising market caused by labor conditions as well as increased taxes, advertising and selling expenses, with which manufacturers, wholesalers and retailers must cope.

The greatest drawback this season will be the inability to obtain sufficient merchandise. Manufacturers are working to capacity and the demand has become so great that salesmen have been called off the road. Until this condition has been overcome it will be impossible to set a fixed price on merchandise. I experienced some difficulty last fall in making immediate shipment on a few numbers for which there was a greater demand than supply.

Last year concessioners used more expensive merchandise than they did since the depression began. As times improve better merchandise will be in demand. If this year lives up to expectations, I'm certain that much higher priced merchandise will be featured on concession stands.

I confidently believe outdoor amusements will enjoy a greater popularity than ever before. Of course, one reason is the increased working population, as well as the increased buying power of the people, due to higher wages, etc. However, I believe the greatest factor will be that outdoor amusements are maintaining a higher level of entertainment and value-giving than they have in the past. Shows are more interesting, more educational and of a much higher type than formerly. Last but not least, the concessioners are playing their part by giving the people greater value for their money.

**"THE HOUSE OF WATCHES"**  
JEWELLED LADIES BAGUETTE WATCH  
With 50 Sparkling Fac-Simile Diamonds

**SPECIAL: No. 111**—Modeled From a \$300 Article. In 1/2 Doz. Lots. Each ..... \$4.50  
**No. 100**—Fine Ladies' Jeweled Watch, Complete with Box, Chromium Bracelet. In Doz. Lots. Each ..... \$2.25

Samples, 50c Extra.  
25% Deposit, Balance C. O. D.  
SEND FOR NEW 1937 CATALOGUE.  
Send for Latest List.  
**FRANK POLLAK**  
86 Bowery, NEW YORK CITY.

Headquarters For

## Beano and Bingo Supplies

All Sets up to 3,000 Cards  
Paper Cards at ..... \$2.00 per thousand  
Heavy Cardboard at ..... \$2.50 per hundred

**SPECIAL**  
118 CARDBOARD Beano Set, COMPLETE WITH PILLS and CHART,  
**\$4.00**

New England Doll & Novelty Co., Inc.  
174 Washington St., Boston, Mass.  
The House of a Million Items—for Carnival and Premiums

1937 PATENT

Official Patent

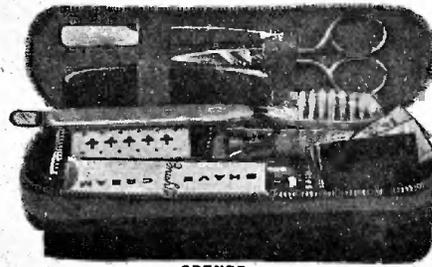
Makes the famous Slip-Not. Tie adjustable to small, large or medium size knots; no elastic bands; no hard metal knots. Beware of imitations and infringements. Get genuine Slip-Not Ties. 15c to cover handling and postage for sample tie. Doz. \$2.25. Gross, \$28.00. ADJUSTABLE SLIP-NOT CRAVATS. Dept. 12, 39 N. 10th St., Philadelphia, Pa.

## PLASTER CONSUMERS

Before buying your plaster elsewhere see the LOWER-PRICED, LARGER-SIZED and BETTER-FINISHED merchandise of

**Turiddi Plastic Prod.**  
2420 N. 3D ST., MILWAUKEE, WIS.

# A SENSATIONAL ITEM FOR MEN TEN-N-ONE TRAVELING KIT



OPENED.



CLOSED.

Complete Shaving Kit  
IN TOP OF  
GRADUATED  
TRIM BRUSH

Completely fitted with

1. Standard Razor Set
2. Matched Razor Blade
3. Razor Blade Holder
4. Brushless Cream
5. Tooth Brush
6. Tooth Brush Sheath
7. Tube Dental Cream
8. Triple-Cut Push File
9. High-Grade Scissors
10. Gentlemen's Comb

The TEN-N-ONE Traveling Kit is a real man's item. Handsomely finished—genuine pigskin or black or brown cowhide—compact. Zip, and it's open. Zip, and it's closed. A Great Premium and Gift offered at prices which guarantee the article's widespread acceptance.

**SENSATIONALLY LOW PRICED**

Genuine Pigskin **\$3.25** Lots of 1 Doz. or more  
Sample \$3.40 Prepaid

Black or Brown Cowhide **\$3.00** Lots of 1 Doz. or more  
Sample \$3.15 Prepaid

1/3 Deposit with order—Bal. C. O. D., F. O. B., N. Y.

WRITE FOR CIRCULAR LISTING OTHER ITEMS

**ASSOCIATED PATENTEES PRODUCTS CO.**  
"Creators of New Items in Leather"

100 FIFTH AVENUE NEW YORK CITY

# CONCESSIONERS!

Order Today---  
Beautifully Colored  
PILLOW TOPS

Large Variety of Designs

On Quality Sateen—Size 18x18.  
**\$3.50** per dozen  
Single Sample — 50c Postpaid

On Fine Satin — Size 20x20  
**\$6.00** per dozen  
Single Sample—\$1.00 Postpaid  
(Send Postoffice Money Orders)

Send for Free Catalogue in Colors

**Western Art Leather Co.**  
MANUFACTURERS  
BOX 484 DENVER, COLO.

## CONCESSIONAIRES, BINGO OPERATORS, PITCHMEN

Make the EXCEL Your Headquarters when in OMAHA TERRITORY. We Carry a Complete Line of Novelties, Blankets, Plaster, Bingo Merchandise, Premiums, Peddler Supplies.

**EXCEL MERCHANDISE & NOVELTY CO.**  
1316 Farnam Street, Omaha, Neb.  
MAX A. WASSERMAN, PROP.

When Writing to Advertisers Mention The Billboard.

**The WORLD PRIZE-PREMIUM BARGAIN BULLETIN**

**NEW 1937 BUYING GUIDE**  
for Concessionaires, Salesboard Operators, Premium Users, Etc.  
**CHUCK FULL OF BARGAINS**

HERE'S JUST ONE OF THEM  
**Electric Clock**  
**\$12.00 DOZ.**

(Fully guaranteed. Metal Case. Finished in contrasting attractive color combinations.)

HERE'S ANOTHER REALISTIC  
**FUR DOG**  
**\$21.00 DOZ.**

Life-like Jumbo Size Scottie Dog. Hottest number of the season.

**HERE'S A FEW MORE!**

- Silux With Tray, Ea. \$ 1.77
- Silux With Stove, Ea. 2.97
- Smoking Stand With Electric Lighter, Doz. 7.50
- Aluminum Chicken Fryer, Doz. 8.00
- 8-Cup Drip, Vitrified China, Doz. 8.40
- Enamel Perc and Teakettle Set, Doz. 8.00
- 16 Pc. Luncheon Set, Golden Glow, Doz. 9.86
- Modernistic Table Lamp, Doz. 9.00
- 10 Pc. Dresser Set With Box, Doz. 12.00
- 32 Pc. China Dinner Set, Ea. 2.50
- Guaranteed 250-Lb. Bathroom Scales, Doz. 18.00
- 7 Pc. Cruet Set With Tray, Doz. 4.20
- China Candy Dish, 3 Compartments, Doz. 7.75
- 3 Pc. Range Set, Doz. 4.20
- Large Mayflower Boat with Light, Ea. 1.35
- Novelty Statue Lamp, Doz. 6.00
- Fully Automatic Electric Iron, Ea. 2.00
- Automatic Toaster with Bell, Ea. 1.90
- Electric Percolators, Ea. 1.00
- Chrome Cover, Step-on Garbage Can, Ea. 1.00
- Nationally Advertised Wall Clock, Spring Movement, Doz. 10.80
- Jumbo Size Panels, Doz. 1.00
- 2-Blade Pocket Knives, Doz. .75
- Full line Beacon Blankets, Direct-Silux Distributors, Full line Japanese Goods, Chromium ware every variety; Clocks, all makes, Full line Composition Candy, Full line Detacto Scales, Full line Radios.

VISIT OUR SHOW ROOMS OR WRITE FOR FREE CATALOG —and see what you SAVE!

**WORLD TRADING CORP.**  
873 BROADWAY, NEW YORK, N.Y.

**FOX FUR SCARFS**

silvered, plated, platinum and white. \$550

Thousands of these scarfs are sold every spring. Now selling at lowest price ever. Sample rise in skin and market prices. Order today, 1-3 dept. —bal. C. O. D.

**TWIN FOXES \$1200**

Smart women everywhere are wearing these clic twins. Clean up! Order today, 25¢ dep. —bal. C. O. D. Write for FREE ILLUSTRATED CIRCULAR showing all styles, skins and prices.

**M. SEIDEL & SON**  
243 West 30th St., New York City.

**NOTES from SUPPLY HOUSES**

H. Silberman Novelty Company's new quarters in Milwaukee is said to be one of the most beautiful and elaborate of its kind in the field. Company is said to have been one of the first to contact concessioners in the amusement field by trailers. The trailers display a first-hand selection of merchandise right to the concessioner's back door, which enables them to be constantly informed regarding new transient ideas for the concessioner. Shortly, the company's new 1937 catalog, comprising 224 pages chock-full of hot items in merchandise and ideas, will be announced to the trade. Henry Silberman, president, started as a concessioner early in the 20th century. Shortly thereafter his three sons, Irving, Lou and Morry, became associated with him.

Ben Hoff, proprietor of New Art Toy and Feather Company, which does a large jobbing business of novelties, intends to cater to the special wants of *The Billboard* readers. Hoff says: "After catering to this type of person for more than 15 years, I know their problems and how to solve them. I know the type of merchandise the concessioners, ball game men and scalcmen want and I have stocked up a large quantity of this merchandise. I know that when these people order they need merchandise immediately and I have arranged to handle immediate shipments. Most of all, I know what the boys can pay for merchandise and I will sell this merchandise to them at the best price possible."

Carl Greenbaum & Son, basket manufacturers, are introducing a new line of grocery and fruit baskets for the concession trade. Many new designs in attractive color combinations for candy and fruit baskets are being manufactured by the company at reasonable prices. Organization, established in 1907, has confined its activities solely to the manufacture of novelty baskets.

Murray Weitz, proprietor of Fredmorr Inc., which introduced the original salescard deal with the Packard Lektro Shaver, finds the salescard business steadily improving. Fredmorr, which has the exclusive on the Packard Lektro Shaver for salescard distribution, has been responsible for many innovations in the business. Weitz has introduced the perpetual self-winding wrist watch, flameless cigaret lighter, Wahl eversharp pencil and many other salesboard deals in the past. At present his company is doing a big job with the Packard Lektro Shaver salescard deal and has something else in mind which will follow soon.

To introduce its large line of watches, ring and jewelry items to the wholesale merchandise trade, Bradley, national jeweler, is offering special inducements in price and in the form of extra premiums. A perfect example of this policy, for instance, is the premium of a jack-knife and watch-chain offered free with every 1938 railroad engineers' model watch purchased. Watch itself has many outstanding features, chief among which are new timekeeper dial, handsome locomotive crown, special railroad back and gold-effect case. Other items in the Bradley line are men's full-carat facsimile diamond rings and ladies' facsimile diamond engagement and friendship rings. All items are offered at especially low prices and are extremely suitable for agents, salesmen, concessioners and bingo and salesboard operators. The company welcomes inquiries from anyone interested in handling the line.

Due to rise in steel prices, Home Necessities Company has decided to discontinue manufacturing No-Sag, a clothes-line tightener which has proved an exceptional item for pitchmen and demonstrators. Because of the increased prices of material, No-Sag can no longer

**R-U-UP-A-TREE—FOR A NEW ITEM!!!!**

**OPERATORS! CONCESSIONERS THE BIGGEST HIT IN YEARS**

24-INCH — HEAVY PILE — 2-TONE MOVABLE HEAD, ARMS AND LEGS, WITH VOICE

BUY DIRECT  
**WHAT A TEDDY BEAR**  
**\$2.95**  
In Lots of 6 or More

SAMPLE \$3.25  
25% Deposit, Balance C. O. D.  
F. O. B. Chicago (2% for Cash)  
**THE EARL COMPANY**  
2757 Lincoln Ave.  
CHICAGO, ILL.



SPECIAL—7-Tube Magic Eye Foreign Reception Radio for only \$14.95. Send for Catalog.

**ATTENTION! CONCESSIONERS SALESBOARD OPERATORS**

This flashy radio has an all-mirror front with a five-inch illuminated airplane dial; short and long wave; 5 tube AC-DC chassis; overall dimensions of 16 1/2"x8"x6 1/2", and a dynamic speaker. Available in many different color combinations and sold complete or without chassis.

WRITE NOW FOR CIRCULAR AND PRICES.  
**CORD-MELANE CO.**  
1616 W. ODGEN AVE. CHICAGO, ILL.

**OPEN THE NEW SEASON WITH OUR NEW FLASH!!**

Gentlemen—Meet Toots and the Sailor. We can assure you they will bring home the bacon. Our 1937 catalogue will be ready about April 15 with the latest plaster novelties and lamps. Yours for a successful season.

**CLEVELAND STATUARY MFRS.**  
11" High  
3921-27-33 Payne Ave. Cleveland, Ohio

**STUFFED TOYS**

**LARGE VARIETY OF ANIMALS**

Big Money Makers for Concessionaires and Premium Users. At Prices that will surprise you. See Our Line Before You Buy Elsewhere.

**GAY STUFFED TOY & NOVELTY CO.**  
43 W. 24th St. (Phone, Watkins, 9-0673) New York, N. Y.

**SELL ELGIN & WALTHAM WATCHES! MAKE BIG MONEY!**

**WALTHAM 16 Size—15 Jewels, R. R. movements, fitted in new chrom. cases. Complete with chain to match. Special Price, Lots of 3, each, 2.50**

**SPRING SPECIAL!**  
MEN'S SWISS JEWELLED WRIST WATCH, Brand New Assorted Chromium Cases. Complete with Link Bracelet in Gift Box. In Lots of 6. EACH 2.75

25% Deposit, Balance C. O. D. — 50c. Extra For Samples.  
**PLYMOUTH JEWELRY EXCHANGE**  
193 Canal St., Dept. B, New York, N. Y.

**PERSONALIZE AUTOBRAVE YOUR CAR**

ALL THE RAGE. New, distinctive AUTOBRAVE INITIALS. CHROME plated metal letters with RED bevel edges. Each letter 1 3/8 in. high, 2 3/8 in. wide, 3/16 in. thick.

Easily Installed. Order samples for inspection. SAMPLE OFFER! Send ONLY \$1 for three initials. (Full Price \$1.80). MONEY BACK if returned in 10 days. **FAST SELLER FOR SALESMEN, DEALERS, DISTRIBUTORS.**

**CHICAGO HARDWARE & FIXTURE CO.**  
Dept. 35, 2056 W. Walnut St., Chicago, Ill.

be made to retail for 25 cents, and rather than try to market the product at a higher price the company has decided to discontinue the line and make room for other merchandise. It has a comparatively small quantity of No-Sags on hand which are being closed out. Home Necessities has two other successful items in its clothes brush and a preparation for lengthening the life of silk hose called Sav-a-Run.

Epstein Novelty Company plans to move to newer and larger quarters a few doors from its present site in New York. The name Epstein has been a familiar one in the novelty business for years. While the present operators of the company are junior members of the family, Albert Epstein, founder of the concern, is still active in an advisory capacity. He is regarded as one of the shrewdest men in the business. When the firm

**Big Premium Item!**



**No. B101 EACH 69c**

Case Metal. Assorted Colors. Snap or Time Pictures, Size 1 1/2 x 1 1/2 In. Ten for \$6.50.

**AMERICAN-MADE LAPEL WATCH, 14 S.**

Enamel bezel and back with Chrome center case. Assorted colors: Black, Ivory, Tan, Red, Green and Blue. Each with braided 6-inch cord attached to match color of enamel.

**No. B100. Ea. \$ .92 1/2 TEN for. . . . \$9.75**

Send For New 1937 Catalog.

**ROHDE-SPENCER CO.**  
Wholesale House  
223-225 W. Madison St., Chicago.

moves to its new quarters many new lines will be added.

Berk Merchandise Company, Inc., watch specialty house, is introducing many new and novel watch designs for premium users, concessioners, bling operators and general trade. Among its latest creations is the Elgin-Waltham movement, with enameled chromium edge cases and large number dials. Company is an exclusive watch house and carries a complete line of imported and American movements in all types of watches.

Hammer Brothers, since moving to new quarters on Park Row vicinity, have been able to increase their display and stock. For 1937, the company has issued a catalog of its many items, directed to the attention of streetmen, pitchmen and circus workers.

E. S. Lowe Company, Inc., will officially open its new and enlarged headquarters in New York April 10. E. S. Lowe, president, believes current trends in business bear out his opinions about sales and distribution methods in the premium and gift-merchandise fields. He states: "I believe 1937 calls for 1937 methods, not for those of 20 years ago. We moved to greatly increased space because we needed additional room for inaugurating plans I have been formulating for a long time. In the beautiful modern setting we have now, with four floors chock-full of eye-catching, quality articles that produce results, I know these plans will get the right test. And I expect them to come thru with flying colors."

Lowe would not reveal his plans in advance of the official opening. He did say, however, that the plans assured buyers speedy deliveries and low prices. Only other information Lowe would part with was that his plans call for an exceptionally pretty receptionist to receive callers at the company. This, he explained, is in accordance with his belief that success in modern business depends a good deal on appearances. A belief he has attempted to carry out fully in displaying his vast stock of clocks, lamps, occasional furniture, rugs, linens, china-ware, beverage sets, aluminum ware, blankets, bed-spreads, etc. Company is also exclusive distributors to the premium trade for several nationally advertised premium products. A personal invitation for all buyers and wholesalers to attend the grand opening is extended by Lowe.

Hagn Merchandiser's new spring catalog containing 162 pages is chock-full of merchandise items. Catalog features everything from razor blades to high-priced jewelry and just about the largest assortment of merchandise especially suitable for premium purposes. The "greatest values in 25 years" is what they claim, and that's how long the Joseph Hagn Company has been serving the trade.

The trade reception accorded the lambs' wool polishing mitt and the genuine sheepskin skate pads, announced by the H. M. J. Fur Company in a recent issue of *The Billboard* was very encouraging. Judging from orders and inquiries received from various parts of the country, the two items have distinct profit possibilities in the wholesale merchandise fields. The H. M. J. Fur Company invites inquiries on these two numbers as well as on its fox-fur tails from interested parties.

Twin-Glo Lamp Company, Inc., is reducing the price on all varieties of its popular novelty lamps, which give two degrees of light controlled by one selective switch. Contrary to the general upward trend in price, the company now offers a price of \$8 a dozen in all finishes to put the lamps in the \$1 retailer class.

Plymouth Jewelry Exchange announces that it has just issued its 1937 catalog, showing every conceivable model of men's and women's watches. There is an amazing assortment to choose from. All are excellent timekeepers and inexpensively priced. Everyone needs and wants a watch and agents are invited to investigate the money-making opportunity the company offers.

Harry Kelner & Son report that their new novelty, Oh-U-Dog, is proving a sensational seller in the East. The clever mechanical dog wags its tail and nods its head. In addition to this number, Kelner is introducing many novel mechanical toys and other items suitable for streetmen, demonstrators, circus workers, etc.

# FLASH!

## "MISS CARNIVAL" DOLL

### BLOSSOM Introduces FLASH ITEM

another BIG for 1937

"Miss Carnival Doll" will go Big wherever shown. She is an eye-appealing, all-fabric creation in a riot of color. Her head is movable, her face all feature. She wears a printed porcelaine dress with hat and bandana to match. Dress available in assorted colors. A cigarette droops tantalizingly from her lips and her eyes have that come-on expression which says "Please take me." And the crowds will.

**RUSH YOUR ORDERS TODAY!**



Actual Size 31" High  
**\$15.75**  
Doz.  
Sample \$1.50

**Don't Forget MOTHER'S DAY**  
Mother-O-Mine is especially appropriate as a Gift for Mother on Mother's Day, May 9th. Place your orders now and be prepared for the best Mother's Day business you've ever had. Doll 31" High. \$24.00 Doz. Sample \$2.25.



1/3 Deposit With Orders, Balance C. O. D.  
We have the most complete line of ALL-FABRIC Feature-Face Dolls in the country.

**WRITE — WIRE — PHONE**

**BLOSSOM DOLL CO.** 45-47 East 20th St. New York, N. Y.

## CANDY DEALS

# 59c

**WE SWEETEN -- BABY RUTH BARS -- "PEANUT MAID" AND OTHER FAMOUS CANDIES! FREE GIFTS, ANDERSON'S 2ND ORDER AMOUNTED TO \$250.00. Sell Wholesale to Grocers, Candy Stores, Drug Stores, Taverns and Stands -- ALL Big Buyers! New long profit deals we have had in the past and they were the best of the times. You make double profits now. Attractive free gifts. Self-selling counter display vendors. Bulk and retail candies. Fast, quick repeat. Dealer can't renew from anyone but you. (You're finest best known candies -- Hershey's and Baby Ruth Bars, Casterline Specials, O'Henry Caramels, Peanut Maid, others. Some dealers pay 100% profit, unheard of commission in the candy business. Send for full FREE details and new plan which is a rich gold mine for salesmen and distributors.**

**CASTERLINE BROTHERS, Dept. HP, 1916 Sunnyside Ave., Chicago.**

### MINUTE PICTURE MEN

We are ready for you with a complete stock of button plates, black face cards, new button frames, new style fancy mounts, best developer ever put up. Send for catalog, no charge.

**CHICAGO FERROTYPE CO.**  
(M. K. Brody, Prop.)  
1118 So. Halsted St., Chicago, Ill.

### BINGO CORN GAMES for the jobber

Three grades. Best prices. Sample, cards and prices upon request.

**J. L. BARNES CO.**  
Box 1118, CHICAGO, ILL. Established 1921.

### SPECIAL CLOSEOUT

1,000,000 Blue Blades, Double-Edge, Packed 5 to Pkg., Cellophane Wrapped. For 1,000. **\$2.70**

50% Deposit, Balance C. O. D.  
1,000 Standard Drug Items at Lowest Prices. Send for New 1937 Wholesale Catalog.

**UNIVERSAL DRUG CO.** 24 E. 21st Street, New York City.

### BUY QUALITY -- 8th ANNIVERSARY

R. B. WALTHAM R. R. Model 16 Size New III. Case

- 15 Jewel ..... \$3.50
- 17 Jewel ..... 4.00
- 18 8-7J Lever Set Hunt Movement with new Chrom. or White Gold Head Case, \$2.50. 25% Deposit. Balance C. O. D. Sample Watch 50c Extra. Send for 1937 Catalog.

**PALTER & SMITH, Inc.**  
110 Trinity Place (Dept. D) New York City.

### A 5 TUBE 7 WATT PORTABLE AMPLIFIER

Using the New 6L6 beam power tube. Reaches 10,000 people easily.

A 5 Tube Amplifier in a beautiful carrying case covered with the new airplane type tweed canvas, incorporating a tone control, volume control and built-in microphone unit. The 6L6 feeds into a large dynamic speaker that is able to reach 10,000 or more people with a clearness that is surprising for an amplifier of such light weight.

The amplifier is sold COMPLETE with 5 matched tubes, carrying case with removable hinged cover 8"x13"x17", large dynamic speaker, a perfectly matched microphone and microphones battery. Nothing Else to Buy! SPECIAL.....

**\$14.45**

**NATIONAL RADIO LABS.** 32 Neptune Ave., Dept. B-5, Jersey City, N. J.

### CONCESSIONAIRES Make This a Lucky Year HONEY BEAR

A Big Lucky Number

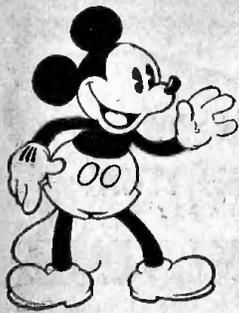
You'll have a Big Season with the Lucky Line of Stuffed Animals. Each number has the FLASH-APPEAL for Big Play and Big Profits.

The HONEY BEAR illustrated comes in 3 sizes, 18"-20"-22". Made of very fine long fuzzy hair, movable head, arms and legs, wide ribbon collar and bow, glass amber eyes, voice in body, and hand-embroidered nose. Cotton stuffing in body. Buy this and the other items in our line. You'll have a Lucky Year.

**QUANTITY USERS WRITE FOR PRICES CATALOG LISTING COMPLETE LINE FREE**

**LUCKY TOY CO.,** 147 West 22nd St., New York, N. Y.

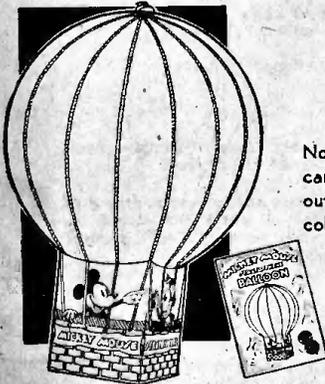
**ADVERTISE IN THE BILLBOARD -- YOU'LL BE SATISFIED WITH RESULTS**



# NEW! "OAK HY-TEX MICKEY MOUSE BALLOONS

GREATEST line of unusual and unique balloons ever offered. Tremendously popular — fast selling—and profitable. They supplement Oak's established Mickey Mouse prints, toss-ups and novelties, all of which get big money.

Made only by Oak under exclusive license from Walt Disney Enterprises.



## MICKEY MOUSE STRATOSPHERE BALLOON

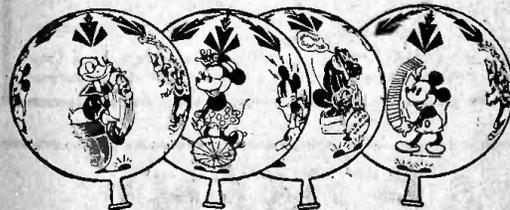
Novel combination of balloon and lithographed cardboard "basket." A real sensation. Complete outfit in envelope attractively illustrated in three colors. Easily assembled. Directions on back of envelope. Basket is held to balloon very firmly by an ingenious method. Balloon inflates 9 or 10 inches. Complete toy 13 inches or more in height.

## DONALD DUCK TOSS-UP

THIS novelty is bound for sensational popularity. Head is lithographed on heavy cardboard. Balloon body printed in two colors. Furnished with head attached. In handsome cellophane window package, complete with cardboard feet. Also in bulk, with or without feet. Balloon inflates 9 or 10 inches. Toy stands 16 inches high.



## MICKEY MOUSE VARIETY STRIPES



HERE'S Mickey and the gang in a "variety show." The acts appear around the balloons in vari-colored print. They make a big flash and are going over in great style.

## MICKEY MOUSE & PALS TOSS-UPS

SOME quartet to put on the money-making act for you. Mickey and Minnie Mouse, Donald Duck and Elmer Elephant comprise this popular foursome. Body and head print in two-colors. Each in attractive envelope, with feet. Inflate 20 inches in height.

Sold by Leading Jobbers

Get set for a great season with Oak's marvelous line. See or write your jobber promptly.



**The Oak Rubber Co., Ravenna, O.**  
Selling Through Jobbers Only

# THE PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**DOC GEORGE M. REED** . . . letters from Terre Haute, Ind., under date of March 22: "Yesterday was a gala one for the missus and myself. We were guests of Doc Van Cooper at a chicken dinner at his home here. We enjoyed ourselves to the fullest; Van has his two children in school here and he is doing a nice business. He is a jolly good fellow, always ready and willing to give a brother pitchman a helping hand. I have seen a lot of strop and razor-paste workers in my time, but Van is in a class by himself when it comes to working those items. Van and myself may double up and work thru the East this summer and if we do, well, just watch us oldtimers go. I would like to make a correction of the pipe I sent in and which appeared in the issue dated March 20. This city is open on the corners of Third and Fourth and Wabash streets, if you are a soldier or an Indian, otherwise it is closed tight. You cannot work your o. m. here. In addition to Cooper, who worked the corner with strop and razor paste, those who worked here last Saturday were Mickie Walker, knife sharpeners and glass cutters; Golden Eagle, med. Morris Davidson worked the chain store with tie forms, and yours truly in the same store with corn dope. We all got money. This city is in fairly good shape if one can qualify. Plan to leave here next week for somewhere in the United States. Cooper would like to read a pipe from Frank B. King."

the Motor Metropolis indicate that the boys working the factories are getting a fair share of the gelt. Conditions there promise to be even better if an increase in pay is obtained by the workers.

**JIMMY BURNELL** . . . is reported to be working out of Lexington, Ky., with hones and paste.

**IT CERTAINLY** wouldn't do us any harm to pat a pitchman on the back when he puts over a "red one." After all we're all looking forward to that red spot. That is really what keeps us in the game. To some it is like trying to find the end of the rainbow.

**HARRY CORRY** . . . is getting his jam auction store ready for one of the big shows. He has been in the dough all winter and is of the opinion that he will add some weight to the bankroll this summer.

**CHARLEY MONTGOMERY** . . . former pen and coupon worker, has switched to the med line and is reported to be coralling his share of the fifty lucre. He recently made a lecture to a complete sell-out at a big miners' conclave in Pineville, Ky.

**REPORTS FROM** . . . New York are that Ed Ross has taken over the Sergeant Frank Poulis pitch store in that city and is making lectures as well as managing the emporium. Roster includes Carl King, Jack Lamell and Jack David. Walter DeLense has

**HUSTLER'S TIP:** The old-time scopes in a combination look-back or X-ray package would be a perfect setup for spring, especially at factory gates. Veteran scope workers will naturally see the possibilities in such a setup and will no doubt be in the field early with this package.

**RICTON** . . . "Barnum of the sticks," inks from Garfield, Ga., that his organization is now in its fourth year of continuous operation under canvas. He reports that the show has been enjoying satisfactory business in that territory.

**"READ THE PIPES** . . . every week and they are just like a letter from home," exclaims Madaline E. Ragan from Houston under date of March 26. "Sold my house-car in Port Arthur and purchased a Dodge coupe. On my way here, however, the car caught fire and I lost everything, and nearly my life. Saturday is pay day here and I worked to fair business. This spot is closed to high pitching, so I have been working blades and corn punk in doorways on Congress street. Business, however, is n. g. Sister Mary reports that business is improving in Long Beach, Calif. She says she plans to stay there until July. Dick and Honey Jacobs, where are you? Send in more of those good pipes, Johnny Reick. Sure sorry we lost MacCarty. He certainly will be missed by all of us. How are things on the East Coast? Please take my advice, boys and girls, and don't come here to work, because it's a coffee-and-doughnut spot. Lew Masser has quit the pitch game and has returned to his old trade, shoe salesman. Jim Ferdon has his store operating in Galveston. Let's have some pipes from Dr. Victor Lund and Ed St. Matthews."

**MONEY SPOTS:** Produce markets frequented by farmers are money spots. A little confab with the market master at any of these spots is almost certain to overcome any objection the city has to a pitchman. The market master is usually the one who collects the fee from the farmers and others who set up on market day. In most instances the fees are small when compared with the take.

**PAUL HAUCK** . . . of jam and med note, is staying close to Detroit, waiting for Old Sol to shoot his rays on both sides of the street and repairing the canvas tops on his 10-in-1 show. If Paul's bookings are any indication, he'll get plenty of folding mazuma this season.

**DESPITE THE SIT-DOWN** . . . strikes in Detroit, reports coming from

**REMINGTON**  
PENS • PENCILS • COMBOS  
  
**JOHN F. SULLIVAN**  
458 Broadway, NEW YORK CITY.

Wholesale distributors of the complete Oak Hytex line of balloons and rubber toys. Write for prices.  
**Levin Brothers**  
Terre Haute, Ind.

4 IN 1 WITH GLASS CUTTER  
Sells for 25c.  
  
NEW NEEDLES JUST OUT.  
Send 25c for two samples yarn and rug needles.  
**E. P. FITZPATRICK,**  
501 No. Van Buren St., Wilmington, Del.

**Medicine Men Sell Our**  
Water Soluble Herb Compound. One pound makes two gallons of Diuretic-Laxated Tonic. 32 labels free. Price, \$1.00 a Pound. Samples, 10c. Write for prices on Tooth Powder, Corn Salve, Rubbing Oil and Compound in package form.  
**FINLEY LABORATORIES, INC.**  
4205 Olive Street, ST. LOUIS, MO.  
  
**LORD'S PRAYER**  
BEST QUALITY NEW SHIPMENT JUST ARRIVED **\$7.50** Gross  
25% Deposit, Balance C. O. D.  
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An Extraordinary Value! 5 times greater ink capacity. Inner Cap makes each pen a "SELF STARTER!" A smooth writing pen that STANDS UP! Adjustable Plunger. LEAK PROOF.

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Send 25¢ for Prepaid Sample

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2. In spite of being standard size, Uses Full Length 1 1/4" Leads.
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PEARL COLORS  
**\$36<sup>00</sup>** Per Gross  
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BETTER QUALITY  
NO EXTRA COST!

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**APEX KNIFE SHARPENER—GLASS CUTTER** ..... \$7.00  
**LEWISIDER—Nitty Juice Extractor** ..... 5.00  
**EJECTOR FORKS—Clever, New** ..... 7.90  
**NEEDLE CANS—** \$1.25; \$4.50; 6.50  
**MIRACLE CAN OPENER—A Miracle Seller** ..... 8.00  
**BASEBALL SCORERS—Made of Card-board** ..... 2.55  
**BIG LINE OF MOTH DESTROYERS, OTHER SPRING SPECIALS.** Ask for Special Circular. All prices F. O. B. New York. Add postage for Samples. Deposit required on all C. O. D. orders.  
**CHARLES UFERT** ..... Prompt Service Always.  
19 East 17th St., New York.

been setting the pace for the boys with the soap, while Jim Reed is making a good showing with his herb talk. Joe Steele still brings those hearty laughs with his comedy in the Ike and Mike pitch store on 125th street.

**KING LEON** ... is working oil, while his wife purveys needle-threaders at the farm sales in Illinois. Leon is headed north to prepare his rides for the new season.

**PITCHMEN** should be the best judges of human nature. They come in contact with people in all walks of life.

**HARRY (RAZOR) RILEY** ... Just arrived in Hot Springs, Ark., from San Antonio. As is always the rule with this ace of J. M. D.'s, he is in the big sheikle class.

**MRS. HARRY HOWARD** ... shoots from Wartrace, Tenn., that she and her husband have been on the sick list with the flu, but since the robins began their chirping both are feeling better and ready to do their "up and at em."

**KEYES MILTON** ... and two entertainers are working the farm sales in Southern Illinois, splitting time with that erstwhile serpentine garter and corn-punk worker, Joe Clark.

**LOUIS HENDRY** ... and James Krester, are working on the courthouse lawn in Pineville, Ky., with sharpeners and solder to a swell take.

**GLEN HALL** ... is working Southern Kentucky with the novelties and reports a satisfactory business for the past season.

EXPERIENCE is the best teacher. Are you profiting by your own?

**DR. HARRY MURRAY** ... of carnival and med fame note, was spotted recently in Boston and other New England cities. When asked what he had up his sleeve in the way of innovations for the season, he, as usual, gave the boys a broad smile and assumed the attitude of the old owl. Reports, from



**MOST COMPLETE STOCK HOUSE IN U. S. for 4 for 10c Strip Studios**  
**ONE MINUTE PICTURE MEN ALWAYS MAKE GOOD PROFITS**  
**WHEN THEY USE THE RIGHT KIND OF CAMERAS—MOUNTS—FOLDERS.**

**BENSON CAMERA CO.** has been selling One Minute Photo Equipment and Supplies for over 30 years. WE KNOW WHAT THE BOYS NEED AND WE HAVE IT.  
This year we have specially new designed MOUNTS that will get you the money. They come in 9 different shapes—Radio, Honeymoon Express, Window Greeting, Radio Broadcasting Station, Heart Design, etc. These Mounts Are So Attractive, You Can Easily Get 5c or 10c Extra.  
Our Famous DOLBY FOLDER AND HILBACK CARDS are still getting big money all over. The VICTOR CAMERA is acknowledged by all leading One-Minute Photo Operators as the best on the market. Our improved MINUTE DEVELOPER is much faster and produces better detail than ever before. We have the MOST COMPLETE and UP-TO-DATE stock of Cameras and Supplies for the One-Minute Photographer at the LOWEST PRICES.  
All orders shipped the same day received. Send your next order to us and be convinced. Catalogue sent on request.  
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Largest Manufacturers and Distributors of One-Minute Photo Products in the World.

## SLUM JEWELRY \$1<sup>00</sup> gross

Full Line of Rings, ladies' and gents' (signets) ..... \$1.00 doz. up  
Waldemar Watch Chains, assorted ..... \$1.00 doz. up  
Knives, Chromium plated ..... \$1.25 doz. up  
Collar Holders, assorted ..... \$1.50 gross up  
Tie Holders, assorted ..... \$1.50 gross up  
Pen and Pencil Sets—Chromium or colors, 14-K. plated points; handsome display boxes ..... 75 doz. sets  
25% Deposit With Orders—No Catalog  
**FELDMAN BROS., 159 Canal St., New York**

MY NEW BANKER PENS ARE NOW READY.  
"It's All in the Pen Point."



**JAS. KELLEY, The Banker Pen Co.**  
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.  
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Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

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# SOAP MEN! CREW MANAGERS... SOAP WORKERS

Two brand new numbers! Drop me a line and let me give you full particulars on our new Vitamin Soap, and a new, low-priced number for crew managers. Write or Wire  
**AL CHERRY, Dept. B-47, 289 Linden Ave., Dayton, Ohio.**

## MEDICINE MEN-PITCHMEN-DEMONSTRATORS

HERBS — TONICS — LINIMENTS — SALVES — TABLETS  
SOAPS — EXTRACTS — CAPSULES — ETC.

Put Up Under Your Own Name In Single Gross Lots.  
OUR PRICES—THE LOWEST. OUR QUALITY—THE HIGHEST.  
WRITE FOR LOW PRICES AND DESCRIPTIVE LITERATURE.  
**THE OZONDA COMPANY, COLUMBUS, OHIO**

# BALLOONS

made to **MOVE!**



**BARTEX BALLOONS ARE WITHOUT AN EQUAL!**  
 FAST SELLING IDEAS, GREATER FLASH AND BEAUTY, MUCH LARGER INFLATION, SUPERIOR WEATHERING AND AGEING QUALITIES.

For the biggest season in years, insist on **BARTEX BALLOONS!**

Write for descriptive literature.

WORLD'S LARGEST MANUFACTURER OF TOY BALLOONS SANDUSKY  
**THE BARR RUBBER PRODUCTS CO. OHIO**

reliable sources, however, indicate that Murray recently purchased three new public address systems. We've come to the conclusion that the fellow is going to seek the sheekles with heavy artillery this year.

**ROSS DYAR** . . . is readying his big med opry for the season. He is plenty active around Indianapolis these days.

**SAM LEWIS** . . . of Boston, who was seen in New York City recently, is reported to be invading new fields this season.

**MORLEY JOHNSTON** . . . has learned from a reliable source that English Tommy Evans, the "New Deal" jam pitchman, will have the auction store on Crowley United Shows this season.

**A. BRADY** . . . comes thru with his first pipe from Passaic, N. J.: "After working peelers for six years, I have a new item. That is, it's new to me. My daughter and I are under the personal direction of the Martinellas, having worked one of the larger department stores in New York recently. The missus and I are taking our first vacation in six years. We will accompany the Martinellas on a trip to dear old London. Plan to sojourn there for about three weeks and then return to chain stores with the mental act, selling horoscopes."

**PITCHMEN'S SAYINGS:** "Come up, closer." —Herb Casper.

**MILTON F. CLEWELL** . . . who spent the last 32 years in a wheel chair, scribes that he is preparing to hit the road again. He says he began in the pitch business with can openers in 1897. His advice to the boys is: "Always praise the town you are working and leave it clean. Do not tell everybody you are making \$40 per day on your pitch." Clewell is anxious to read pipes from Andy Woods, Kid Owens and Charlie Sullivan.

**NATE EAGLE'S** . . . is helping Bill Hor, his grandfather, at the Wilhor Hotel, Middlesboro, Ky., in addition to pitching.

**BOB PETTY** . . . owner of a tourist camp on Clinton highway, is doing some horsebacking and pitching in Northern Tennessee and Southern Kentucky.

**GEORGE DITTMORE** . . . of fountain pen fame, made Middlesboro, Ky., recently with his crime show.

**FRANK VAIL** . . . ace sharpener worker, is now in the Pittsburgh area, having gone there from St. Louis.

**F. E. THORNTON** . . . tells from Dayton, O., under date of March 22: "Lot here last Saturday looked like the Chicago fair. The Mighty Carrigan held a huge tip. Chief Stewart was also here explaining why the white man never lived more than 200 years. Chief Mex was seen about town. Two fellows with the trick card decks enjoyed a huge business, selling all of their tip at least one deck. They stayed over for repeat orders. Billy Lockhart was here and lost his poke containing \$50. He took it with a smile, however."

**MEMORIES:** When Bert Glauner and the missus made all the spots with their half auction pitch, using the old Model T light delivery truck which was loaded to the guards with stock and which would inventory for as much as almost any establishment on the main street of almost any town. When Bert always stressed that when top money was to be had he would get it—and a lot of times he did. Those were the good old days.

**SAM BERMAN** . . . scribbles from Battle Creek, Mich., that he has been working corn punk in the oil fields of Mt. Pleasant, Alma, Saginaw and Bay City to some swell takes. He is contemplating making Muskegon soon. For the last three years Sam has been working the punk to good business in doorways and small shops.

**MORRIS KAHNTROFF** . . . inks from somewhere in Florida that business in the Southern States has been more than satisfactory for him.

**SCOTTY LATHAM** . . . letters from Muscatine, Ia., under date of March 25: "Jack Carter and myself

**FREE BLADES** A Full Carton (100) Blades high quality, fully guaranteed, free with every \$5 order.

**MONEY MAKERS**

Every Item a Steady Seller. You Will Reorder Again and Again—"No Flash in the Pan" to Lay on the Shelf.

Razor Blades, D. E., all first run, Guaranteed, no seconds, Per 100	\$.27
Razor Blades, single edge, Per 100	\$.48
Perfume and Powder Combination, Doz. 54c; Gro.	8.25
Vanity Kits (8 Pieces) Doz. \$2.00; Gro.	23.00
Vanilla, satisfaction assured, 8-oz. Doz.	
78c; 4-oz. Doz.	.58
Jumbo Pot Washers, Copper, Doz. 40c; Gro.	4.50
Jumbo Pot Washers, Zinc, Doz. 35c; Gro.	4.00
Dishcloths, U. S. made, 14x17, Money-comb, Doz. 55c; Gro.	6.45
Shoelaces, U. S. made, 27-in., Mercantiled, Gro.	.45
40-in., Mercerized, Gro.	.81
Combination Paper and Corer, Doz. 35c; Gro.	4.00
Gas Liters, a dandy, Doz. 60c; Gro.	6.95
Pencils, U. S. made, with eraser, Gro.	1.35
Face Creams (4-oz. fancy jars), Cold, Vanishing, Lemon, (may be assorted), Doz. \$1.00; Gro.	11.25
Large Key-Type Gans Shoe Polish, Doz.	.81
Genuine Rex Hones, Gro.	4.35
Spiral School Tablets and Pads, Doz.	.33
Dental Creams, JUMBO SIZE (Peppermint, Spearmint, Milk Mag.), Doz. 65c; Gro.	7.25
Lipstick Lighters, Doz. 50c; Gro.	5.75
Octagon Lighters, Doz. 35c; Gro.	4.00

Rush order for these Specials. Send 25% Deposit with Order, Balance C. O. D.  
 Catalog Free 1,000 Sales-Tested Items.

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 70 East Eagle Street, Buffalo, N. Y.

**BOYS, Here's a New One**

New Stropper, 2-inch Strop. Strop Dressing.  
**\$12.00 Per Gross**  
 No Split. All Shell.

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 EASTER, BIRTHDAY AND CONVALESCENT GREETING CARDS, in Boxed Assortments.  
 Very liberal commissions. Write for particulars.

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 A complete Medicine Show, private label, and Office Special Line. SUPERIOR SERVICE. Wholesale Catalog and Office Special Price List upon request.

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 "ALL SEX AND SATISFIED"

If not, get our prices on Merchandise of Quality. Tonics (Liquids or Herbs), Oil, Tannin, Ointment, Corn Remover, Soap. Anything, everything you need to start you on the road to greater success. Ask any Medicine Man about Our Service.

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 A Colorful Line of High Grade Lithographs—12x16 inches—20 subjects. Suitable for framing. The finest selection of high-grade pictures offered at such a low price. Complete set of 20 pictures, 50c postpaid.  
 100 Assorted 12x8-inch Lithographs... \$2.00  
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 Write us your needs.

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**CHewing GUM 20¢ BOX**

RETAILS FOR \$1.00  
 Each box holds 20 Full Size Packs of Factory Fresh Gum. Shiny Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 40c for sample box (refund) 50c West of Miss. GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS, Newark, N. J. 4th and Mt. Pleasant.

Inflating Equipment Service Quality Latest Novelty Balloons

Write Us Today **The TOY BALLOON Co.** Send for Prices  
 202 East 38th St. New York

Hydrogen Gas Helium Gas  
 Read Sticks Workers Air Balloons  
 Gas Balloons Toss-Ups  
 Gas Balloons

**MEN'S SOX**  
 Rayon Silk Plated Sox, second and third quality, 12 pairs assorted patterns to bundle, big flash! 30 dozen pairs to case, price \$18.00 per case, F. O. B. 10 dozen pairs sent to you prepaid for \$6.50.

**MEN'S MISPLATES**  
 Rayon Silk and Cotton, second and third quality, 12 pairs assorted patterns to bundle, 30 dozen pairs to case, price \$12.75 per case, F. O. B. 10 dozen pairs sent to you prepaid for \$5.00.

**LADIES CHARDONIZE SILK HOSE!**  
 240, 260 and 300 needle second and third quality, dull finish, 12 pairs assorted shades to box, packed 30 (seven pairs to case, price \$25.50 per case, F. O. B. 10 dozen pairs sent to you prepaid for \$9.00. Terms: 25% deposit, balance C. O. D.

**FALLS CITY MERCANTILE CO.**  
 Box 305, NEW ALBANY, IND.

have been working farm sales in Iowa and Illinois for the last few weeks and getting our share of the subs. Despite the prevalent cold weather, most spots are selling inside and can be worked without too much discomfort. We plan to work thru Iowa, Illinois and Missouri until the fair season, then we'll head north. Jack would like to read pipes from Jack Campbell and Paul Cramer. Certainly glad to learn that Art Cox and the missus are okeh again. Pipe in, Doc Neale and Eddie Casarie."

**F. DEWITT** . . . and **H. H. Dawson**, of Richmond, Va., are reported to be clicking with the subs in Southern Kentucky.

**TRIPPO PININGS:** Most of the towns that are closed to pitchmen were made that way by the fellows who beef the loudest about closed towns.

**BOBBY DALE** is reported to be making his med talks to huge tips and takes in Marshall, N. C. Chief (Frank) Kocudt is making some good passouts at Bakersville, N. C., while Arthur Fisher is holding forth with his med emporium at Asheville.

**DOC LEE HOLDEN**, Drexell Day and Thomas Millard are putting on their med sale on a lot in Middlesboro, Ky. They are working thru a drug store just across the street and getting a good play.

**DOC D. B. BRANT** is working with his med aggregation out of Morristown, Tenn. The doctor is reported to be getting his share of the gelt.

**DR. GEORGE BLANTON** . . . and his med opy are reported to be going great guns in Robbinsville, N. C.

**DR. FRANK HAUER** . . . recently and headed for points in Kentucky and West Virginia. DeWitt Shanks is reported to have accompanied him.

A **HAS-BEEN** pitchman has a right to come back. He can make a comeback much easier, however, if he does his shouting after and not before he makes the grade.

**GUY WARNER** . . . is working Nashville. He worked Crossville, Tenn., recently until the powers-that-be put the big X on the town.

**DOC SILVER** . . . of Silver's Fun Show, infos from Miami Beach that he has just purchased a complete new outfit, including a public-address system, and the calliophone and truck are being overhauled and repainted. Organization will also feature a mental act this season. Organization plans to leave Miami Beach soon and head north.

**JOE CLARK** . . . wlgwags from Mt. Vernon, Ill., that he and Doc Keyes are making the farm sales in Southern Illinois to a none-too-forte business.

**LEE AND GEORGIA LEVANT** of the Levant Show, ink from Thompsonville, Mich.: "Have been here since December, playing a local theater one night a week and making surrounding towns when the weather permits. We

**5000 REBUILT OPEN FACE AND HUNTING WALTHAM, ELGIN RAILROAD WATCHES**

New Chronium, engraved Loco open-face cases  
 7-Jewel, 16 Size . . . \$3.75  
 17-Jewel, 17 Size . . . \$4.25

Send 3c stamp for our free catalogue—New Plan.

**THE NEW YORK JOBBERS,**  
 74 Bowery, Dept. B, New York, N. Y.

**Big Profits!**

Own your own business, stamping: Key Chains, Social Security Tags, Name Plates, Samples, with name and address, 25 cents.

**HART MFG. CO.**  
 311 Degraw Street, Brooklyn, New York.

**BIG FLASH SELLERS PEPPY COMIC NOVELTIES**  
 8 Real Snappy Sellers. All 8 Samples (\$1.00 Value) Sent Postpaid for 25c.

**MYSTIC FORTUNE CARDS**  
 Tells Fortunes and How to Win Big. East Sells, 22 Colored Cards in Flashy Illustrated Package Marked \$1.00. Sample, 15c.

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**SUBSCRIPTION MEN**

Try **POULTRY TRIBUNE**, America's leading poultry magazine. Every farmer is a prospect. Attractive offer deal. Good side line for rural territory. Some good territory now open. Write today.

**POULTRY TRIBUNE,** Mount Morris, Ill.

**ATTENTION**

**MEDICINE MEN, STREET MEN, CANVASSERS, AGENTS AND ALL OTHERS HANDLING MEDICINE**—We now offer an 8-oz. Bottle of Herb Tonic in Flashy 8-Color Carton at \$15.00. A GROSS; \$8.50 a 1/2 GROSS; \$2.00 a DOZEN. Clip this ad for future reference.

**CEL-TON-5A MEDICINE CO.,** Cincinnati, O.

4c Each. Also Better Grades.

**HANDKERCHIEFS**  
 Over 100 Styles.

Make big profits. Easy sales to stores, customers, etc. Staple articles. Also catering to Jobbers and Quantity Buyers. Write for particulars. Send \$2.00 for COMPLETE AGENTS' SAMPLE ASSORTMENT, 8 Doz Handkerchiefs, Ladies and Men. Postage prepaid.

**GLOBE HANDKFS CO.,**  
 22 E. 17th St. (Dept. B-42), New York City.

**THE HOBO NEWS**  
 ALL ABOARD FOR THE LAND OF ADVENTURES

**AGENTS WANTED**

**POPULAR COWBOY SONGS**  
 THE MOST WONDERFUL COLLECTION EVER WRITTEN OF RANCH AND RANGE

TO SELL EIGHT OF THE FASTEST SELLING BOOKS THAT HAVE EVER BEEN PUBLISHED. A GOLD MINE FOR YOU. BOOKS THAT EVERYONE BUYS. BIG PROFITS. FAST REPEAT ITEMS THAT SELL ON SIGHT. BE THE FIRST ONE TO CLEAN UP IN YOUR TERRITORY WITH OUR NEW FLASHY BOOKS.

- CONFIDENTIAL WHOLESALE PRICES.**
- No. 1. **SIDE SPLITTING JOKES.** Brand new jokes that are screamingly funny, full of belly laughs from cover to cover. Per 100, \$4.00; per 1,000, \$35.00
  - No. 2. **LUCKY NUMBER GYPSY DREAM BOOK.** Contains fortune telling with cards, daily horoscopes, lucky numbers; many valued features. Per 100, \$5.00; per 1,000, \$40.00
  - No. 3. **POPULAR HOBO POEMS.** The most colorful songs of the West that are heard daily on radio, stage and screen. Per 100, \$3.00; per 1,000, \$25.00
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  - No. 6. **THE HOBO NEWS.** A unique paper containing thrilling, sensational adventures of literature that will live forever. Per 100, \$5.00; per 1,000, \$40.00
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  - No. 8. **RADIO GEM SONG HITS.** Old-time songs with words and music, featured by leading radio stars. Per 100, \$4.00; per 1,000, \$35.00
- These books are fast 25c sellers wherever displayed. Look our line over. It will pay you well. **SAMPLE COPIES 10c EACH, OR ALL EIGHT BOOKS SENT POSTPAID FOR 60c.** All books are 8 1/2 x 11, except the Dream Book and the Hobo News, which are slightly larger.

**SEND ALL ORDERS TO THE HOBO NEWS, 44 West 17th Street, New York, N. Y. One half deposit must accompany all orders**

**POPULAR RECITATIONS**  
 ONE HUNDRED FORTY

**Wise Cracks SATIRE HUMOR**

**SIDE SPLITTING JOKES**  
 OF SCREEN STAGE RADIO

**LUCKY NUMBER**  
 1000 ANSWERS

**GYPSY DREAM BOOK**  
 1000 ANSWERS

**YOUR HOROSCOPE**

**NOVELTY DEALERS—PITCHMEN—DEMONSTRATORS**  
 HERE'S THE FASTEST SELLING POCKET TRICK.

**Magic of Comit MYSTIFIER**  
 MADE FROM GENUINE CATALIN

★ Made From Genuine Catalin  
 ★ Flashy Colors  
 ★ Individually Garded

★ Attractive 3-Color Silk Screen Process—Display With Each Order

**\$18.00**  
 GROSS Plus Transportation Charges.

**\$1.50**  
 SAMPLE DOZEN Plus Transportation Charges. (No Singles.)

ORDER NOW From Your Jobber. If He Cannot Supply You, Write DIRECT TO FACTORY. TERMS CASH, F. O. B. Philadelphia, Pa. 25% Deposit on C. O. D's.

**EDGAR WEIL, 25th and Locust Streets, PHILA., PA.**

**The 1937 Profit Makers**  
 No. 97 Pearl Plunger Filler Pen

**Complete Line of Writing Instruments**  
 Send \$1 for Samples

No. 323 "Big Boy" Combination

**SOUTHERN PEN CO., Mfrs.** 16 NORTH UNION ST., PETERSBURG, VA. "Opportunity for Reliable Salesman"

The Last "Word" in Your Letter to Advertisers, "Billboard".

**PEARL \$24.00 PLUNGERS**  
 Ink Gauge—Tells When to Refill—Fillgroes Band—Streamline Design.  
 New Line of Pens, Ball Combinations and Bots at Low Prices Now Ready.  
 3 Different Samples. . . . . 50c  
 Prepaid  
**JACKWIN PEN COMPANY**  
 50 W. 28th St., New York, N. Y.

**DEAL DIRECT WITH LEADING MANUFACTURER**  
**STARTS YOU IN TIES**  
 NEW SUMMER SELLERS. NEW EXTRA BONUS PLAN!  
 Silk Ties—Sample Tie 80. . . . . 85c doz.  
 Wash Lined Ties—Sample Tie 12c. \$9.25 doz.  
 Custom Made Ties—Sample Tie 19c. . . . . 2.00 doz.  
 Exclusive Hand Made Ties—Sample Tie 32c. . . . . 3.80 doz.  
 Leather Ties—Sample Tie 35c. . . . . 3.80 doz.  
 We pay postage on all orders. Send remittance with order. A small handling charge of 15c is to be added on orders for less than \$3. Satisfaction Guaranteed or Money Refunded.  
**FREE SAMPLE SWATCHES** and FREE Illustrated Descriptive Catalog showing complete line of fast-selling Ties, Men's Hose, Boys' Ties and Jewelry Novelties. Tremendous values. Unbeatable quality! Wide range of patterns. Many exclusive numbers. **OUR LOW PRICES** enable you to make **OVER 100% PROFIT!** See for Yourself Why Our Men Are **BIGGEST MONEY MAKERS.**  
**BOULEVARD CRAVATS** 22 West 21st Street, Dept. B-15, New York.

**QUICK MONEY GETTER**  
 Plenty Spots Waiting  
**SALESMEN SELL THIS ADD SPACE!**  
 Sell the advertising space for \$3.50 to \$5.00 a year. Beautiful Porcelain-White Sanitary Toothpick Dispensaries—across one pick at a time. Holds a boxful. Goes over big. Your cost: Single, \$1.00; Dozen, \$7.00, prepaid. Order Today.  
**CURRIER MFG. CO.,**  
 185 Terminal, Minneapolis, Minn.

**MAKE MONEY**  
 Get into the Street Camera Business—We will start you in this Big Paying, all year Business.  
 Street Cameras and Supplies. Write for List.  
**FREEDMAN CAMERA CO.** 227-B E. 118th St., NEW YORK.

**LATEST STYLES IN RINGS**  
 Cameo and Whitestone. Highest grade Rhodium and Gold Finish. Send \$3 for 30 Samples of popular styles.  
**OLYMPIC BEAD CO.,**  
 307 6th Ave., New York.

**HERBS HERBS**  
 Close Out Prices. Large Package Out Herbs. Special, 2/5c Each. Write for details, prepaid sample dime.  
**THE DAMON CO.,** Geneseo, Ill.

**MONOGRAM EMBROIDERY MACHINE**  
 Big daily profits with this machine that beautifully embroiders names or monograms on any kind of material. Easily operated. High money maker at parties, fairs and resorts. For free sample of your name and full particulars address  
**RUPERT WEIDNER, INC.,**  
 20 West 22d St., New York City

**MEDICINE MEN**  
 Send 50 cents for our dry **HERB COMPOUND CONCENTRATE**, enough to make sixteen 8-oz. bottles of tonic. Labels Free. A scientific preparation that really repays. A trial order will convince you.  
**THE OZARK HERB CO.,**  
 419 Main St., Nashville, Tenn.

**AGENTS - PITCHMEN DEMONSTRATORS**  
 For the MASTER SYSTEM of SIMPLIFIED MECHANICAL CALCULATION. Big money for any agent with an ounce of brain power. All territory east of Ohio. Write  
**WILDBERGER BINDERY,**  
 127 N. Wells St., Chicago.

**"HOTSIE-TOTSI" SPORT HANDKERCHIEFS**  
 A SELLING SENSATION. A WOW-WOW. Barrels of Belly Laughs. Oceans of Fun. Manufacture near of Ladies' Pure Silk Panties for Men's Breast Pocket. Attractive colors. Splendid Novelty for Park Concessionaires. Smoke Shops. Souvenir Dealers. Live Agents. Spare-Time Workers. Sample 25c Prepaid with Wholesale Price List. Get Started NOW. Send Coin or Stamps Today.  
**CRANE BROTHERS, 225 Fifth Ave., New York City.**

plan to open our tent show about May 1, making week stands in Michigan. Organization will carry a callaphone, public-address system, light plant and waterproof tents. Show will be transported by trucks."

ANY ARTICLE introduced thru Pitchdom is put over by a powerful "gift of gab" that God gave to pitchmen only.

**GEORGE SHIELDS**  
 of sex-book, astrology and health-book fame, shoots from Union City, Tenn.: "Just made Greenfield, Tenn., and would have gone into Paris, Tenn., if I had not caught Jeff Farmer's pipe telling that the town was closed. Thanks, Jeff, it saved me an unnecessary trip and lots of time. This city isn't so hot for me, for I understand that King Lamar was here and sold everything in my line to everybody who would buy. I don't hold it against Lamar, however, because he certainly worked clean and left the town the same way."

**TRIBE AND KEISTER**  
 knights sighted in the Mound City recently were Baltimore Red Hulin and Al Right, working the push sale on watches; Fred Miller, Harry Newman and J. C. Huston, working Sixth street with sharpeners, and Marvin Wortham, who blew in from the South, claiming a fair season's work.

FAMOUS LAST words in Pitchdom: Are you satisfied?

**SI HART**  
 unlimbers his prosperity guns again and blasts this one at the boys who think that all the money in the world has been corralled and relegated to a stronghold forever. "You fellow," says Si, "who think that times are tough are just making yourselves believe that times are tough. I'm still holding down West Frankfort, Ill., getting mine and some of yours, too, if you're not getting it. My key-check outfit is getting more than my burr, and the other items such as watches, blades, hones, paddles and revelation boxes, are building up a bank roll that will take care of me in any future depressions. But I'm not worrying about depressions, I'm out to get that Packard with gold-plated trimmings."

**RED SMITH**  
 has been working Florida and Alabama with the novelties and reports drifting in indicate that he has been getting his share of the gelt.

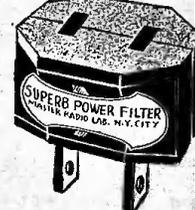
**HAROLD BROOKS**  
 shoots from Syracuse, N. Y., that he is headed for Cleveland, but he has been doing so well at the shoe factories at Endicott and other towns in the Empire State that he is biding his time there and picking up the dough while the picking is good.

**Pitchdom Five Years Ago**

Ross Elijah was getting the gelt with the leaf, working the General Motor Show in Cincy. . . . Tom Kennedy and Al Eisenberg were gathering the coca-nuts in Vincennes, Ind. . . . George Stewart and Bert Jordan were working knife sharpeners and tire patch to a good take in Cincinnati territory. . . . Guy Warner and Doc Lytell were finding Louisville citizens susceptible to med and massage cream. . . . Louie Long moved his family from Detroit to Chicago. He was banging away with massage cream and perfumes. . . . Charlie Simmonses, the missus and the two little Simmonses were preparing to leave Florida and invade the Northern States with hose-mending needles and ink-sticks. . . . Charlie Kane found business fair in Northern Ohio with a new style stropper home. . . . Congress had just voted a 10 per cent tax on jewelry. . . . Nelson (Sparkie) Pombles, working spark intensifiers, concluded a successful tour of Florida and the Southern States. . . . Grover Hahn, who worked chewing gum with Billy Lockhart around fairgrounds for many years, quit the pitch business and was setting pretty operating several hundred coin-operated machines in Greenville, O., and environs. . . . Knights of the tripe and keister sighted in Dayton, O., were Eddie Summers, Bub Barry, Dr. Harry B. Parker, Roy Hardesty, Jimmy Lockwood and Zaza Boen. . . . Frank Urbane was getting the filthy lucre in Indianapolis. . . . Earle B. Wilson found the cops liberal, competition sharp and spots hard to locate in Columbus, O. . . . Working the leaf in Boise, Ida., was a tough proposition for F. J. Kennedy. . . . Doc T. R. Marshall had his med show going at a merry clip in Virginia territory. . . . Dan and Gertie Ray were sojourning in Chicago before joining a med show for the summer. . . . Doc George Holt was in Cincinnati adding to his transportation equipment and stocking up for the spring and summer campaigns. . . . H. E. Ryan walled from Eden, Tex., that the spot was no Garden of Eden for him, with no money visible to the naked eye. . . . Harry Levitt was working thru Kansas and finding things a bit dull. . . . That's all.

lucky because they are getting the breaks. There's a possibility that the other fellow might be making his own breaks.

**HERBERT JOHNSTON**  
 letters from Wichita Falls, Tex., under date of March 27: "Made the Fort Worth Exposition and Fat Stock Show two weeks ago and was offered a larry spot on the midway for \$40. The heavens, however, looked like they were check-full of water, so I decided not to take a chance. The rain started on opening night and never let up until the last two days. Everyone who had outside spots,

**RADIO FILTER WORKERS! ATTENTION!**  
 Pitchmen Make Top Money with Radio Filters that Positively Kill Noise. Beautiful, New Radio Demonstrating Outfit at Wholesale Prices.  
 Lou Levy, originator of Filters for Pitchmen, offers a complete line of new 1937 Models. Every Filter contains a genuine DUOCO Condenser with trade mark brand on it. Same. Will supply beautiful 8-page DUOCO Catalog which will create confidence and positively help to increase sales at least 25%. These condensers are used by the U. S. Government.  
  
**ALL-WAVE FILTER.**  
 Pat. No. 1926228.  
 DON'T BE PENNY WISE AND DOLLAR FOOLISH . . .  
 With honest-to-goodness merchandise any good spot can be worked for two months instead of two days. A trial order will convince you.  
  
**SUPERB POWER FILTER**  
 Pat. No. 3010847.  
**SAMPLES 25c each**  
 Send for Illustrated Circular Quoting Rock Bottom Prices (6 Different Type Filters). Special to Pitchmen. OUR QUALITY CANNOT BE MATCHED. OUR PRICES CANNOT BE BEAT.  
**MASTER RADIO LABORATORIES**  
 206 BROADWAY, NEW YORK

**ROTARY TYPELESS PRINTER only \$9.95**  
 Complete  
**PRINT-O-PRESS**—Amazing new money-making or money-saving necessity for the professional, demonstrators or agents. Prints or writes up to full 8 1/2 x 11" Letters, Ads, Programs, Hand Bills, Instructions, Manuscripts, Music Scores. Anyone can use. Order direct. Fully Warranted.  
**PROFESSIONAL PRODUCTS CORP.**  
 Dept. 380, Silverton, Ohio  
 Does Work of 1500 Machines.  
 User agents wanted. Write for Free Samples of Work Done.

**Watch for These Name Articles**  
 Beginning at an early date, The Billboard has arranged to publish a series of by-line articles as regular-issue features—articles by men who have established a name for themselves and are authorities in their respective fields. These articles should be not only interesting but helpful to those engaged in the amusement industry. Following are the names of some of the authors and their topics, also some of the names of other writers:

**Fairs**  
 Ralph T. Hemphill: "Is the Day of the Fair Over?" Maurice W. Jencks: "Broader Fields for the Fairs." Fred A. Chapman: "Popularity of County Fairs Returning?" P. T. Strieder: "Prosperity and Fairs." W. R. Hirsch: "Carnivals' Connection With Expositions and Fairs." L. B. Herring Jr., Charles A. Nash, E. L. Richardson, Raymond A. Lee, Frank H. Kingman, A. W. Lombard and Howard W. Power.

**Parks**  
 Herbert F. O'Malley: "How Parks Will Meet Added Public Interest." Harry C. Baker: "We Are on Our Way." Henry Wagner: "Park Lessons of 33 Years." Rex D. Billings, Paul H. Huedepohl, Paul C. Morris, A. R. Hodge, A. Brady McSwigan, Hoyt Hawk and Qrto Wells.

**Circuses**  
 Paul M. Lewis: "Should the Circuses Adopt a Code of Fair Trade Practices?" Clyde Beatty: "Arena-Struck." Jess Adkins, Zack Terrell, Floyd King, R. M. Harvey and Robert E. Hickey.

**Carnivals**  
 Chris M. Smith: "Forty Years of Carnivals." Thomas W. Kelly: "Two Midway Evils—Promiscuous Use of Passes and Jam Openings." Walton de Pallaton: "Hilderbrand—the Showman." Starr DeBelle: "Humorous Side of Trouping." R. L. Lohmar, W. R. Harris, Orville W. Hennies, Tom Terrell and Eric B. Hyde, Joe S. Scholibo and Jack V. Lyles.

**Everywhere You Go!**  
 Leave a Counter Card of **La Salle Razor Blades**  
  
 Profitable, Full or Part Time-line that won't interfere with other lines. Dealers welcome you back as this genuine, quality blade builds more business. Special merchandising plans for salesmen who produce. Write for full particulars and territory desired. Send 25c for complete sample agents' assortment, including five packages of blades.  
**LA SALLE BLADE CO.**  
 1916 Vermont Ave., TOLEDO, OHIO.

**TRICKS, JOKES AND PUZZLES**  
**KINEMATOGRAPH.**  
 Smallest in the World. DOZEN, \$3.00  
 New FREE CATALOG Fully Illustrating a Number of Old and New Favorites. \$1.00 for Sample Line, such as Rattling Dominoes, Funny Bottles, Comic Mirror, Etc.  
  
**Franco-American Nov. Co., 1209 Broadway, N. Y. C.**  
 In Business Since 1910  
**FREE CATALOG**  
 1937 Catalog listing over 1200 items at bargain prices. We offer a complete line of Razor Blades, Perfumes, Cosmetics, Sundries, Watches, Premiums, Etc. Send letter or postcard.  
**RELIABLE SALES CO. (Dept. B),**  
 1141 Broadway, New York City.



# Get Set for Life!

**IN COUNTER CARD BUSINESS**

**MAKE BIG MONEY**

In new kind of wholesale business. Place famous line 50-100 woods with stores. Merchants grab our FREE GOODS Deal. World's finest, largest, best selling line. Almost 200 daily necessities. Included is Laymon's Aspirin nationally advertised in Saturday Evening Post. All mounted on new style, sales-making self-help counter display. Up to 140% profit for you and merchant. No investment to start. Facts and big Catalog sent free.

**WORLD'S PRODUCTS CO.**  
Dept. 488-A, Spencer, Ind.

## SHEPHERD PEN

SOMETHING NEW

**FOUNTAIN PENS and MECHANICAL PENCILS**

**EXCEPTIONALLY LOW PRICED**

And one of the Best Pens and Pencils made, which makes the SHEPHERD undoubtedly the Greatest American Value.

Sold Separately or in Sets—in beautiful Gift Boxes.

Write for Full Particulars Today.

**SHEPHERD PEN CO.**  
630 Fifth Avenue, New York, N. Y.

## Trindl ELECTRIC ARC WELDER

**Works On Any Storage Battery or Ordinary Light Socket**

This new electric arc welder is made possible by the invention of a low volt arc carbon. Auto batteries may be used without removing from car. Uses about same current as four headlight bulbs. Can be used on electric light socket by using Trindl converter in place of ordinary. Broken parts are simply replaced by a few seconds. Produces about 7000 degrees heat.

**AGENTS**

Men with cars to sell mechanicals, repairmen, farmers, radio and a variety of shops, factories, departments in town. Write for a sample today.

**HOTTEST FLAME KNOWN**

Melts iron and steel instantly. Welds fenders, radiators, holes in bodies, milk cans, tanks, brass broken exhaust. Works on anything iron, steel, brass, copper, tin or whatever metal. Permanent repairs made for almost nothing. Used by factories in a busy operation. Positive money back guarantee by a responsible firm.

**TRINDL PRODUCTS**  
2225 N. CALUMET AVE., CHICAGO, ILL.

**SELL MEN'S NECKWEAR**

Profitable Proposition for Active Men. Write Today for FREE Illustrated Catalog with amazing shipping charge plan.

**EXQUISITE CRAVAT CO.**  
234 Englewood Ave., Dept. R. 2, Englewood, New Jersey.

**RING WORKERS**

Complete line White Stones, Kingstones, Cameos, Rainbow Rings, Signets, etc.

Send \$1.00 or \$2.00 for Samples. State Types of Rings Wanted.

**POWELL BROS., 867 N. Sangamon, Chicago.**

**AGENTS, SOMETHING NEW**

**THE AUTOMATIC FEED ICE SHAVAR.**

ABSOLUTELY SANITARY

Send for CATALOG

The ice goes into the cup without being touched by human hands. There is safe protection from germs and bacteria.

**SAMUEL BERT MFG. CO.**  
DALLAS, TEXAS.

**NEW INVENTION**

Makes \$34.50 in 5 Hours. You Will Do It! With the "BIASCOPE," SICKLE-PLATED CAMERA. Loaded with 200. Filmless-Positives in Daylight. Snaps, Develops on the Spot. Automatically discharges Two One-Inch Button Photos Simultaneously in One Minute. No Photo Exp. needed. Men, Women, Cash in with this fast money maker. Write for Free Illustrated Booklet right now.

**PACIFIC BIASCOPE, Los Angeles, Calif.**  
1515 Cotman Exchange, Los Angeles, Calif.

# "Laws and Lawsuits Pertaining To the Amusement Business"

Under the above title there will appear in The Billboard, starting with an early issue, a series of legal articles pertaining to various branches of the amusement business. The articles will be authored by Leo T. Parker, a prominent attorney of Cincinnati, and should be exceedingly interesting to readers of The Billboard.

All of the material will be treated in such a way as to be readily understandable and to the point. Variations of the law will be discussed, and each statement and explanation of the law will be based upon a higher court decision, which will be digested in the fewest possible words.

Advice will also be given on how to avoid litigations, but if suits are filed the late citations being included in the articles should assist those concerned and their lawyers in fighting the cases.

No attempt will be made to offer advice on personal inquiries, but if a sufficient number of suggestions are received, a special article on the subject will be published at a subsequent date.

Tex. Plan to start north in about two weeks. Chick Denton is here with whitestones, working just two blocks away from me. This is a small world after all. It's the first time I've seen Chick in 13 years.

NOTICED IN A RECENT PIPE that Deafy Dan Rosenthal was killed by

an automobile at Dublin, Ga., by a hit-and-run driver," scribes R. M. Reed from Dublin. "I have just learned that the driver of the car will go to trial the fourth Monday in April. I have been living where Dan stayed and he left quite a lot of stock. Business in this spot is fair and I plan to stay here until after the trial, when I will take my med and head north."

# Trailers Play Prominent Part In Modern Business Activities

CINCINNATI, April 3.—It should be of interest to pitchers in particular and the transient salesman in general to note the part commercial auto trailers are playing in helping commercial houses to bring about a more direct and satisfactory method of doing business.

Speaking recently on the prominent place the auto trailer now holds in modern business activities, Robert H. Mulch, general manager of the trailer division of the Hayes Body Corporation, said: "Today many houses are passing up a third of the population because they live in towns too small to sell economically. Instead they concentrate on the larger centers, which automatically brings fierce competition into play. The commercial trailer enables such houses to sell that extra third of the people, lessening the importance of the big towns by just that much.

"Today many houses make the bulk of their sales on a few of their popular items, neglecting to sell the rest of their line, because their salesmen cannot haul the whole line around with them. For such houses, commercial trailers are putting profit into the whole line," Mulch said.

"Paint, drug, hardware, clothing, machinery, drygoods, foods—the list of commercial trailer users embraces nearly everything that's sold so long as the stock or item weighs less than a couple of tons. And even then special trailers are built to handle them.

"As the old-time tea-and-coffee, farm implement and sewing machine salesmen knew so well, you can't sell out of a catalog nearly as well as when you have the goods right there with you. The commercial trailer makes that possible. Today, whole lines of merch-

dise are arranged in trailers, every item in the line is shown, displays and special deals are set up under the best of display conditions, and the resulting increase in orders and profits are proving the wisdom of this sales method.

"Whereas salesmen played only the easy-selling numbers in a line, they now sell the whole line simply because it is there on display in their trailers. And, whereas salesmen could find little time to talk house policy, show displays and sell special deals and promotions, they now do all those things because their material is all set up and ready to sell in their trailers.

"It takes two things to make a sale, the salesman and the merchandise. Salesmen have been handicapped by not having their line, or their complete line, when they have been making sales. Now the picture is complete, where trailers carry the whole line, the actual goods, direct to the buyers. A trailer's interior can be built to resemble the inside of a beauty parlor, a store, a machine shop, a kitchen or a living room—all valuable background or 'atmosphere' assets in selling.

"That, however, is a matter of interior. As for exteriors, or 'shells,' commercial trailers must be good-looking and sturdy; they must be good-looking because they are part of the sales setting, and they must be sturdy because they often carry quite a load.

"The store-at-your-door idea is working—trailers are extending the store counter right up to the home instead of waiting for the customer to go to the counter. The factory-at-the-store idea is working, too; trailers are bringing the factory and commercial house direct to the merchants. We're getting back to

the simple principles of the tin man. Simplicity is a good thing in a complex world. It surely is paying good dividends to a good many hundreds of commercial trailer users."

## AMBER COMBS

OR ASSORTED COLORS  
Made of acetate—will stand any test for durability.



No. 102 Clip Pocket Comb, 5"..... 40c  
No. 101 Pocket Comb in Case, 5"..... 40c  
No. 100 Pocket Comb, 5"..... 35c  
No. 200 Dressing Comb, 7 1/2"..... 60c  
No. 600 Gent's Comb, Heavy, 7"..... 65c  
No. 427 Bobby Comb, 4 1/2"..... 37 1/2c  
No. 237 Bobby Comb, 4"..... 35c

All combs made in U. S. A. Special stamping or imprinting in gold on combs may be arranged. Terms: 25% deposit, balance C. O. D., F. O. B. New York.

**ELCRAFT**  
1261 Broadway, New York City

## Sensational Money Maker COBBIE CORN



The amazing new Popcorn Confection that is taking the country by storm. Will bring hundreds of new customers to your place. Instant Sales—Repeat Sales—Large Profits. Write for Specie \$21.00 Offer and how you can cash in on this money-making proposition that can make you up to \$15.00 an hour. Write today. Agents wanted.

**COBBIE CORPORATION**  
Des Moines, Iowa.  
Free Sample of Cobbie Corn.  
Send 15c to Cover Cost of Packing and Postage.

## PHOTO MEN!

Cash in on our sensational new line of Photo Jewelry. For \$1.00 we will send complete sample line of Photo Rings, Brooches, Bracelets, Pendants, Tie Holders and Stick Pins. Don't delay. Write today. BIG PROFITS. AWAIT YOU.

**J. N. HUGHES CO.**  
Box 47, East Side Station, Providence, R. I.

**PHOTRAIT**

NOVELTY CAMERAS AND REDUCERS FOR THE ABOVE PHOTO JEWELRY directly on paper. Also 1 1/2 x 2 and 3 x 4 Cameras.

**PHOTRAIT CO.**  
531 E. 140th St., Cleveland, Ohio.

**PEN OPERATORS!**

Our Plunger Pens Are Today's Biggest Sellers and Money-Makers

Sell the New "National" Line  
SPECIAL—Mottled Plungers—\$22.50 Gross  
Pearl Plungers—\$28.00 Gross  
Two Samples—50c. Postpaid

**NATIONAL PEN CO., Dept. A, 210 West 8th St., Kansas City, Mo.**

**PUBLISHERS REMAINDERS**

**HOT-CHA BOOKS**

Health, Astrology, Psychology, Fiction and Non-Fiction, to retail at 5c and 10c. Small investment—BIG PROFITS. Send stamp for latest list. None free.

**P. LEWIS & CO., 303 4th Ave., New York, N. Y.**

**SPRING AND SUMMER ITEM**

**CREED LAWN MOWER SHARPENER**

NOTE REDUCED COST TO YOU

Small tool to sharpen Lawn Mowers. Simple to operate. Every home-owner a prospect. \$12.50 per 100; \$1.50 for 10; F. O. B. Chicago. Shipped express C. O. D. deposit with order. Sample 30 cents, postpaid.—Write

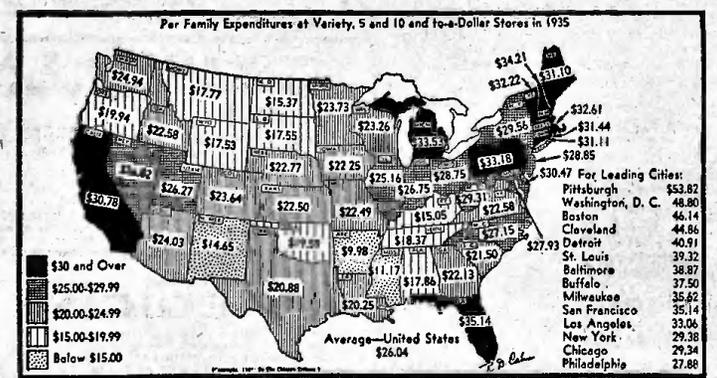
**CREED SHARPENER,**  
1107 N. Leamington Ave., Chicago, Illinois.

**SIGN PAINTING MADE EASY**

WITH LETTER PATTERNS!

To produce really good signs and other lettering work all you have to do is to trace letters with pencil and then fill in color with brush. Signs and styles for all practical uses.

Write for free samples. **JOHN F. RAHN,**  
11330 Central Ave., Chicago, Ill.



AVERAGE AMOUNT SPENT at variety 5-cent to a dollar stores by the families of each State.

It Helps You, the Paper and Advertisers to Mention The Billboard.

another KELLNER SEN ATION  
**OH-U-DOG**  
Genuine OH-U Mechanical DOG with the Wagging Tail and Nodding Head.

**\$24.00** Gross  
Sample Prepaid **35c**



**OH-U-DOG**

7-inch Hi-Hat Doll with Earrings, Neck-lace, Etc. Gr.	\$8.00
New Silk Whistle Lash Whip. Gr.	7.20
Hi-Hat Fur Monkey. Gr.	4.00
Whistling Flying Birds. Gr.	2.00
"Ride 'Em Cowboy" Hats. Gr.	7.20
Regulation Cowboy Hats. Doz.	1.50
8" Sailor, Bellboy or Cowboy. Gr.	8.00
Best Quality Lash Whips. Gr.	6.00
No. 70 Circus Balloons. Gr.	2.50
Large Jap Inflated Animals. Gr.	21.00
Bamboo Parade Games. Gr.	4.00
Assorted China Head Canes. Gr.	6.00
Extra Large Sailor Boy. Doz.	1.75
Small Coolie Hats. Gr.	9.00
Large Size Coolie Hats. Gr.	14.00
New Drum Major Doll. Gr.	9.00
King Kong Fur Monkey. Gr.	7.50
Large No. 12 Tins Dolls. Doz.	2.00
24 Inch Silk Parasols. Gr.	12.00
Brown Canes with Black Handles. Gr.	8.00
White Maple Parade Games. Gr.	12.00
Full Selection Q.M.A.R.M.S. Gr.	7.75

One-Half Deposit on All Orders. Send \$2.00 for Sample Selection.

**HARRY KELLNER & SON, Inc.**  
50 Bowery, New York City.

**Easter Spurt Boosts Nation's Retail Sales**

Despite higher retail prices, merchandise passed into consumers' hands at a brisk clip in many trade centers last week, according to an Associated Press observation. Easter rush, which poured an invigorating flow of dollars into the nation's business stream, was believed in some quarters to have brought recent retail expansion to a temporary climax.

Industry exerted itself to keep production going at about top speed for the recovery. But there were indications of a tapering off in the spring rise after steel, textile, oil, metal-working and other industries had regained pre-depression levels.

With weather the deciding factor, Easter business was swept to new heights in some cities, while disappointment was expressed in a few areas. New York merchants, for instance, expressed the view that much of the normal Easter buying had merely been postponed and that it would make its appearance with the advent of more favorable weather. Meanwhile, Chicago merchants were enjoying what was said to be the best Easter business in seven years, even overcoming the handicap of unfavorable weather.

Altogether, the Easter influence brought retail sales volume to a decidedly higher level than in the preceding week and in the same week last year for the country as a whole.

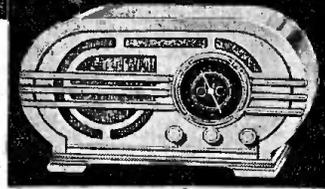
SALESMEN! DISTRIBUTORS! GARDEN!  
**1054** LOTS OF 6  
Sample 1094  
Without Effort

**RCA LICENSED**  
**NEW! Smart! Different!**

**Silver GUARANTEED QUALITY RADIOS**

**ANTIQUE IVORY \$1.00 EXTRA**

ORDER NOW! MONEY-BACK GUARANTEE



**NOW IN IVORY**  
The new vogue in Radio—IVORY—everybody wants it. Cash in with this smart creation—5 Tubes including one Metal Tube. Both Set and Tubes RCA licensed. AC-DC, 60 cycle, 110 volts—ONE YEAR GUARANTEED. Oversize SUPER-dynamic speaker. Long and short wave—gets police calls, amateur, etc. Size 11" x 8 1/2" x 2 1/2". Complete with aerial.

**FREE CATALOG**  
25 beautiful models, 5 to 15 tubes, for farms, homes and autos, as low as \$6.70.

**GIVE-AWAY RADIOS FREE!**  
Make \$14.92 on every deal. Send 10c for push card, photo and plan.

**SILVER MFG. CO.**  
612 N. Michigan, Dept. BB, CHICAGO.

**RUSH \$2 DEPOSIT.** Pay balance C. O. D. Money back, no questions asked, if not satisfied. 24-hour service.

**Sensational!** GOING LIKE HOTCAKES

**PEPTO-SELTZER**  
ALKALINE EFFERESCENT TABLETS



A quick, safe relief for HEADACHE, INDIGESTION, SICK and SOUR STOMACH, HANGOVERS, HEARTBURN. Packed on large tablet in a cellophane, moisture-proof envelope. Sells on sight everywhere! **25c**  
30 on Card Spec. Price, **24c**  
100 O's @

Be Exclusive Agent in Your Territory.  
Terms: F. O. B. Boston. 25% with Order.  
Balance C. O. D. Minimum Order 10 Cards.

**PEPTO-SELTZER LABORATORIES**  
288 Northampton St., Boston, Mass.

**Quaker City Gift Show Is Success**

PHILADELPHIA, April 9.—Showing of the latest spring and summer merchandise attracted a large number of novelty and gift buyers to the annual Philadelphia Gift Show, held here March 15 to 19, inclusive, at the Benjamin Franklin Hotel. Attendance this year was 25 per cent larger than at the last show, according to announcement from George F. Little, manager. The large and enthusiastic group of exhibitors showed a comprehensive collection of merchandise drawn from leading producers in this country and abroad.

Attention of buyers was divided among several general classes of merchandise, with lively interest being shown in summer gift lines, colorful pottery and glass items, metal specialties, clocks and lamps in a number of neat presentations (alho nothing really unique). Featured, too, were an unusually large number of intriguing decorative home accessories such as book ends, magazine racks, coffee tables and host sets. In addition there was a profusion of chrome art pieces, creations in crystal, catalin, fancy woods and porcelain, novelties, jewelry and a wide choice of smaller creations especially designed for the gift-store operator.

**CONCESSIONERS**  
**BINGO & SALESBOARD OPERATORS**

SEE US FIRST IF YOU WANT THE MOST FOR YOUR MONEY.

Doz. Lots  
Bull's-Eye, 3 Col. Flashlights Com., Ea. \$30c  
Folding Cameras, Inc. 2 Films, Ea. 19c  
Opera Glasses Each in Bag, Ea. 75c  
Opera Glasses, Large Model, Each in Bag, 45c  
8 Pc. Manicure Sets in Wooden Box, Ea. 35c  
Leather Wallets, Genuine Pigskin, Ea. 7c  
3 Pc. Dresser Set, Ass. Colors, Ea. 50c  
Figure Lamp & Shade, Ea. 85c  
Electric Kitchen Clock, Ea. 85c  
Box Cameras, Ea. 60c  
Pen & Pencil Sets (Box) Set, Ea. 25c  
Assorted Pocket Knives, Ea. 7c  
Novelty Ash Trays, Ea. 2c

25% Deposit With Order. Balance C. O. D. 1,001 Items to Select From

**J. C. MARGOLIS**  
912-920 Broadway New York City

**Philly Biz on Increase**

PHILADELPHIA, April 3.—Business activity in the Philadelphia trading area resumed its forward march with new highs for the recovery period being registered by several branches. Unweighted average volume of preliminary unaudited dollar sales of three department stores showed an increase of 14.2 per cent over the preceding week and an increase of 24.1 per cent over the corresponding week last year. Similar averages for specialty shops showed gains of 4.6 per cent and loss of 1.4 per cent for the two corresponding periods. Factory production reached a new high, with wide gains shown by makers of radios, metal products and hardware.

**REMEMBER**

CENTRAL'S GUARANTEED REBUILT WATCHES

are the year's greatest profit makers. Each watch is thoroughly reconditioned, re-cased in modern style cases and tested for accuracy. Prompt delivery in any quantity. Send for our NEW CATALOGUE TODAY.

**CENTRAL**  
WATCH MATERIALS & SUPPLY CO., INC., 134 South Eighth Street, PHILADELPHIA, PA.

**SERV-A-LITE**  
Your Money-Maker for the Spring Auto Season



Attached to any car instantly without tools. Press a magic button and out pops a lighted cigarette! Includes an unbreakable compact case, handy ash receiver, long-life lighter. Fully automatic; guaranteed. Don't pass this up! 26 million car owners are ready customers. LIST PRICE... \$2.45 are ready customers. Write today.

**TELE MOTOR CORPORATION,**  
260 Fifth Ave. New York, N. Y.

**BLACK COMBOS**  
SPECIAL PRICE



Complete Line PENS—PENCILS—COMBOS. Write for New Spring Price List.

**ADLER PEN & PENCIL CO.**  
395 Broadway, New York.

**PITCHMEN DEMONSTRATORS**

**JUISTRACTOR**  
PURE ALUMINUM  
RAPID SELLER  
NEW LOW PRICES

Write Sample 25c

**THE JUICE EXTRACTOR CO., Inc.**  
600 SECOND AVENUE PITTSBURGH, PENNSYLVANIA

**IMPORTANT NEWS**

Mr. P. R. DeVore, former President of the DEVORE MFG. CO., formerly of Columbus, Ohio, wishes to inform all his past patrons and friends that he is at the present heading the **DRUG PRODUCTS CO.** in the same capacity and is in position to supply them with a complete private label—Pharmaceutical Line—which is of the highest of quality and the lowest the market can offer in price. He will assist you in solving your private package problem, regardless of quantity.

Write for Our Special Discount Sheet and Catalogue

**DRUG PRODUCTS CO.**  
1465-69 E. LIVINGSTON AVE. COLUMBUS, OHIO

Special Attention, Medicine Men—  
Have your Package Modernized; They will sell faster, but cost NO MORE. Write Now.

**WE HAVE AND KNOW JUST WHAT YOU WANT**

**BABY TURTLES—PAINTED**

In 8 colors: red, white, blue, green, yellow, orange, gold and silver, beautifully decorated with a Red Rose. Guaranteed water proof. The turtles are so attractive that people cannot help getting one or more. Most everybody wants one. THE BIGGEST 25-CENT VALUE. A living souvenir that can live 100 years. Big demand everywhere. Here is your chance to get some real money selling Baby Turtles with very little investment.

\$10.00 per hundred; monogrammed, \$11.00 per hundred; turtle food, 40 cents per dozen packages. A container is included with each turtle at the above price. F. O. B. Baton Rouge. Weight per hundred, five to seven pounds. Size about 1 1/2" x 2". Sample dozen, \$1.50 prepaid.

**BATON ROUGE TURTLE CO.,** North Blvd. and Third St., Baton Rouge, La.



**ROSEN & MALTZ 801 Sansom Street Philadelphia, Pa.**

**REBUILT WATCHES**

12 SIZE ELGIN OR WALTHAM	7 JEWEL... \$3.25	16 SIZE ELGIN OR WALTHAM	7 JEWEL... \$3.00
	15 JEWEL... 4.25		15 JEWEL... 4.00
	17 JEWEL... 5.00		17 JEWEL... 4.50

Swiss Ladies' 6 1/2" 6 Jewel, \$3.50  
6 1/2" Chrome Cases 15 Jewel, 4.00 and Bands. 17 Jewel, 4.50  
Yellow Case add 75c.

O-Size Elgin and Waltham Gents' Wrist Watches. Will accept old gold and gold filled in exchange for merchandise.

**RAILROAD WATCHES OF ALL MAKES**  
Complete Line of Watch Cases—Rebuilt Watches of All Descriptions.

TERMS: 25% WITH ORDER. BALANCE C. O. D.

**MEDICINE SHOWS**

Here's a real winner for you this year—Dr. Kerr's SYSTEM RENOVATOR TONIC—sold for over 60 years through drug stores all over the U. S. This is Dr. Kerr's own prescription, used in his own private practice for twenty years before offering it to the public. Dr. Kerr's SYSTEM RENOVATOR TONIC is a vegetable compound designed to act on the Liver, Gall Bladder, Stomach and Bowels, scientifically blended to actually aid in correcting these disorders. Thousands of testimonials to prove its worth. To make real money this year get lined up on this NOW. Send 33c for sample bottle, full information and prices on request.

**DR. KERR'S LABORATORIES, 133 E. Pearl St., Cincinnati, O.**



OW many times have you heard a medicine man say "The medicine show business is about over?" I am 48 years old and have been hearing just that more than a score of years now, but the medicine show business is not over, nor will it ever be (barring legislative intervention). As long as humanity continues to have ills, aches and ailments they will continue to take medicine. But it is up to the medicine showman to "sell" himself and his wares. He can do this first by offering for sale a reputable line of merchandise; next, employ a respectable personnel with talent and comply with requirements as to license, observing local conditions in general, and last but not least, pay all bills and clean up the lot when leaving town. In other words, always conduct your business on the up and up as any alert merchant would do in another line of endeavor.

Those in the medicine business at all familiar with drugs know that the average doctor's prescription for a laxative differs very little from the average tonic or herb sold by many medicine shows today, and if you, in your lecture,

will build confidence instead of knocking local doctors and druggists you will find a welcome awaits you upon your next trip to that vicinity. The druggist is usually willing to work with the medicine showman provided the latter submits his proposition in a business way. You cannot hope for 100 per cent co-operation from the druggist on your first trip to his town unless you come highly recommended, for he may be skeptical, and again you do not know what conditions exist since the last show made the town, nor should you expect to sell the druggist one or two gross of your merchandise on your first sojourn. But if you will explain to him that you have a good tonic and that your only means of getting it upon the market is by putting it into the hands of the consumer thru him, he will be glad to co-operate provided he is convinced of your integrity. Don't tell him about your five-story laboratory or any property you own or what you can do and have done. When he sees you drive up in a 1929 model be honest with him. Tell him your products are made by a reliable manufacturer or reputable druggist; also mention the name or firm and when the local druggist thus learns that you are trying to get your merchandise on the market in a straightforward manner you will gain his interest, for about 85 per cent of all druggists are nursing some "pet" formula that some day they hope to put over in a big way. Place a quantity of your medicine in his window and upon his counter allow him 10 or 15 per cent of what he sells while you are in town; also say a few nice things about him from your platform. Be sure and visit his store and make friends with him. By these tactics you will find upon your next trip that he is glad to see you and will help you get a lot or the license reduced if possible.



Hubert Potter

ation from the druggist on your first trip to his town unless you come highly recommended, for he may be skeptical, and again you do not know what conditions exist since the last show made the town, nor should you expect to sell the druggist one or two gross of your merchandise on your first sojourn. But if you will explain to him that you have a good tonic and that your only means of getting it upon the market is by putting it into the hands of the consumer thru him, he will be glad to co-operate provided he is convinced of your integrity. Don't tell him about your five-story laboratory or any property you own or what you can do and have done. When he sees you drive up in a 1929 model be honest with him. Tell him your products are made by a reliable manufacturer or reputable druggist; also mention the name or firm and when the local druggist thus learns that you are trying to get your merchandise on the market in a straightforward manner you will gain his interest, for about 85 per cent of all druggists are nursing some "pet" formula that some day they hope to put over in a big way. Place a quantity of your medicine in his window and upon his counter allow him 10 or 15 per cent of what he sells while you are in town; also say a few nice things about him from your platform. Be sure and visit his store and make friends with him. By these tactics you will find upon your next trip that he is glad to see you and will help you get a lot or the license reduced if possible.

### Believe in Self and Product

One of the worst ways to advertise a medicine show is to arrive in a town with three or four old cars or trucks plastered with the name of your remedy and blatantly announcing your "big free show." You cannot hope to get the class of people that spend money

# Medicine Shows and Their Future

By Hubert Potter

Mr. Potter was born in Kentucky 48 years ago. He ran away from home and joined a circus at the age of 14. Made the Alaska Yukon Exposition, Seattle, in 1909 and has been directly and indirectly connected with some branch of show business since 1904. Says he made only one pitch in his life, which netted him a grand total of 80 cents and he therefore feels qualified in writing an article for America's best salesman—the pitchman!

He has operated retail drug stores in Arkansas in the past 15 years and the he does not own store at present says he is still paying 6 per cent on the last two. He is now traveling for a Memphis wholesale house. Served abroad for 29 months during the World War and left two pretty good ears over there somewhere. Mr. Potter belongs to the Masons, Chapter, Knights Templar and Shrine; American Legion, Veterans of Foreign Wars, Elks and Moose. He is married and has one child. Blytheville, Ark., is the home town.

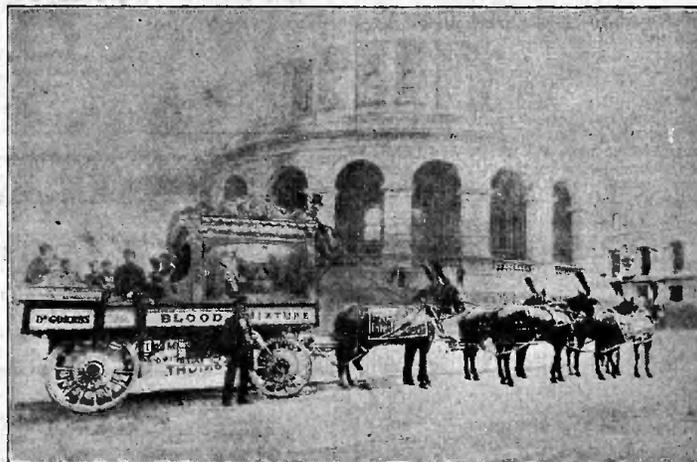
to come to your show when you parade a lot of worn-out cars into a town. Accompanying this article is a picture taken in 1895 of the late Dr. Franz C. A. Goerss and his tallyho wagon drawn by six beautiful horses taken in front of the City Hall in San Francisco. Atop the band wagon are a number of musicians ready for the bally. That would attract attention today, just as it must have been a great stimulus to business in the Gay '90s. So take something new and novel to town or keep your worn equipment (with your name very much in evidence) off the streets.

I visited a med show a few years ago and the "doctor" was making a speech to the natives about how much money he was making. It's all right to lie to one another and "cut up large jackpots" among ourselves occasionally. But is it necessary to enlighten the natives on finance, true or fabricated, when they are only too willing and ready to believe it? You don't always know when an alderman or mayor may be in your crowd and the next show, yours or some one else's, is very liable to find the reader has been "helsted." I have reached two conclusions as to why a med man boasts of his money-making powers from the platform. The chances are either he has "slipped a cog" in selling himself or else business is not up to his expectations and he wishes to "impress the citizens."

Another thing, if you don't know anything about medicine, for your own

sake and for the sake of those who are interested enough to turn out and listen to you I suggest that you brush up on your lecture or consult an appropriate hook at the library, thereby procuring reliable information. It will be time well spent. I have seen natives laugh more than once at some of the terms used by several of our medicine "doctors." This can be remedied. Also I would not allow anyone on my show to refer to the preparation I was selling by a slang name. If you do not believe in the remedy you are handling then how in h— do you expect to sell it? There should be no discussion of your products or any business methods you employ by your performers (usually among themselves) where the interested bystander can hear them. There is plenty of room in the med show business if one goes into it in a business way, and by "protecting" his employer now should he be ambitious, later to go for himself, the assistant or performer has furthered his own interests by a close-mouthed attitude rather than "broadcasting." The business suffers when someone goes into it and looks upon it only as a racket, and these last mentioned are the ones who generally close towns and create "heat," leaving much for the legitimate worker to overcome.

Recently I had the pleasure of hearing one of the most interesting talks to which I have ever listened. No mention was made of the product the doc had



THE LATE DR. FRANZ C. A. GOERSS and his tallyho wagon drawn by six horses. The picture was taken in 1895 in front of the City Hall in San Francisco. Atop the wagon are a number of musicians ready for the bally. The feature was a great stimulus to business in the Gay '90s.

for sale (and later did sell) until near the close of his lecture. But for at least 30 minutes that pitchman was "building up" confidence. He was well informed, had a convincing delivery and when he was ready for his "pass out" he could have sold collar buttons for \$1 and gotten away with it.

### Helping Out for a Church

I know a medicine man who was showing in a town in Illinois last summer, directly across from a church. One evening the pastor of the church called to say they were having a meeting and inquired of the "doctor" if it would be asking too much to delay opening his show until about 8:30. The doc was glad to comply with his wishes, and as people gathered for the show he invited them to the church, saying his performance would not start until the services were over. Later the pastor thanked the med man and asked him if he would officiate as auctioneer one night in the following week at a festival and sale to be given by the ladies of the church in the city auditorium. The "doctor" would and did, and, altho not requested to do so, he announced the festival each night he worked until the event occurred, also adding that there would not be a show at all that night on his platform and proposing that everyone be on hand at the city auditorium and help make a record for the sale. The result was that a good time was had by all. The next day the mayor stopped the med man and said: "Doc, we all appreciate what you have done and I will be so glad to have you with us again that I would be willing to pay your license myself."

**IT'S FUN TO WEAR TIES with NUDES**

Whoops, here's fun. A SENSATIONAL NOVELTY exclusive with Legion. Beautiful nudies hand painted on a pure Rayon Silk Tie. Interesting poses, Red-Tied, patented feature, as illustrated, keeps tie always neat. Assorted colors. **\$2.00**

SELS FAST at 50c. The Hottest item in the country. Doz. Order today! Sample Tie. Any Colors, 50c Postpaid. 25% Deposit with Order. Bal. C. O. D. Postpaid if full amount with order.

**LEGION TIE COMPANY**  
(Dept. G.)  
703 Broadway, New York City.

**CARNIVAL and PARKS CONCESSIONERS**

**MIDLAND DOLL COMPANY**

Had always given to his customers high-grade merchandise and reliable service at low cost. We will do it again the coming season. Write for our catalog.

**MIDLAND DOLL COMPANY**  
351 West Oak St., Chicago, Ill.

**PEN WORKERS!**

CREAM OF THEM ALL!

Why Buy Milk When Cream Costs No More!

Sensational New Pens Draw the Crowds. Sample Illustrated, 25c. Write for Price List.

**BENSON-PEN CO.** 345-Z Plymouth Bldg. Minneapolis, Minn.

**MANUFACTURERS' PRICES**

Pens, Pencils and Sets. See our latest Plunger Comb. Our new name sells them. Why pay high prices in the East and wait so long for shipment? We have the goods. No order too large or too small. Fast Service. Dollar bill for a set of samples tells the story.

Adams Pens Ball Factor

**ADAMS PEN-PENCIL CO.** 804 Main St., KANSAS CITY, MO.

**SHOE LACES and SHOE FINDINGS**

We manufacture shoe laces and shoe findings, guaranteeing lowest prices, perfect merchandise and prompt delivery.

Send 25c for sample assortment and prices.

**CAPITOL SHOE LACE & FINDINGS CORP.**  
317 BOWERY NEW YORK, N. Y.

**DON'T GROPE IN THE DARK**



**5**

Feature the Well-Known  
**WILLIAM A. WOODBURY**  
Toiletries and Cosmetic Deals

**FOR LADIES — FOR MEN**  
Eye Appeal — Appeal  
AGENTS—PITCHMEN  
CREW MANAGERS

Why waste many hours trying to introduce a nameless merchandise? The name of **WILLIAM A. WOODBURY** Beauty Aid assures you of a ready market! Hundreds of fine prospects all around you are ready to buy on sight! Here's a real quality merchandise used every day by both men and women. Your biggest opportunity for enormous profits!

**SURE FIRE DEALS**  
Just Released

**DON'T DELAY!**  
Write for Quantity prices or send \$1.00 for these 5 sample deals, prepaid on Money Back Guarantee.

**J. B. Nickel Sales Organization,**  
SUITE 411  
280 BROADWAY, NEW YORK CITY

**1000 LIGHTS FROM 1 MATCH**

A new scientific invention that is making all present day matches and lighters old-fashioned and obsolete has recently been announced, and is already sweeping the country. This one amazing "match" gives 1,000 lights, and is entirely different from any other kind of match or lighter. It strikes like a match, works like a match, yet there are no burnt out match sticks strewn around. Contains no wood, sulphur, phosphorus or other poisons. Guaranteed safe around children. It works every single time, without fail. It beats all mechanical lighters, for there are no screws, no wicks, no moving parts of any kind, and there is nothing that can get out of order. Everyone who sees it is simply astounded and wants several immediately. This sensational product—called **CAN-O-LITES**—sells for the amazingly low price of only 25c. It never needs to be refueled or refilled! In every State of the Union, men and women introducing **CAN-O-LITES** are reporting staggering earnings. Individuals, restaurants, hotels, clubs, almost everyone orders 6 to several dozen at a crack! Excellent territories are still open and a postcard addressed to the **CAN-O-LITES MFG. CORP., Dept. H-11, Youngstown, O.**, will not only bring complete money-making details, but also a free sample offer. Write today.

**CRYSTALS**  
Large Variety  
Best Sellers

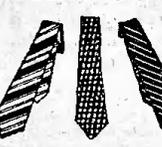


**WHITE STAR RINGS**

Gold or Rhodium finished. Finest Grade. Also Big Variety of Novelty Jewelry. **SENT \$2.00 FOR SAMPLE ASSORTMENT** including PEARLS. No Catalog.

**LA MODE BEAD & NOVELTY CO.,**  
42 W. 33rd St., N. Y. C.

**SILK NECKWEAR**



Plaids, Stripes, Figures and Plain Colors.

**\$12.00 Gross**  
\$1.50 Dozen

Also Special lot of Seconds. Silk and Cotton—4 in. Band. Gross Lots Only.

**\$6.00 Gross**  
25% Deposit with order. Balance O. O. D.

**J. LEINKRAM, 915-B Broadway, N. Y. City**

**New Improved Blotter Pens DEMONSTRATORS PROFIT MAKER**



Send 50c for Sample No. 2. Complete line pens, price as low as 20c each in gross lots. Pen and Pencil Sets 42c each. Advertising Pencils 24c each. Your name in gold or colors.

**HARTLINE PEN & PENCIL FACTORY,**  
407 W. Fortune St., Tampa, Fla.

**A WINNER! NOVELTY WINE & LIQUOR SET**

Consists of Bottle and Six Glasses covered with imitation tree bark, rustically realistic. Red-Hot Premium. Also for Bazaars, Fairs, Concessions, Coin Games, Sales Board Operators, Drug and Department Stores. Sample, \$1.75, postpaid. Dozen, \$15. Our Magic Polishing Block removes scratches and marks from furniture, etc. Sample 25c, Postpaid. \$1.80 a Doz. Special prices on larger orders.

**DUCK MFG. CO. FREEPORT, ILL.**

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

The pastor reciprocated by announcing from his pulpit that a medicine show across the street from the church was worth their time and attention. Doubtless there are numerous occasions of whole-hearted co-operation by medicine shows while in various communities. I cite the above incidents from personal observation; that particular medicine show has played the same territory for years, does a nice business and is always welcomed back. So it pays big dividends to observe local conditions in general and to be courteous and considerate of others at all times.

I know a lot of medicine showmen who will not promote a contest. Personally I think this is one of the best ways to cash in among the young folks and it seldom fails to interest the older ones as it progresses. If you run your contest on the square there will be no "kick back." Those same young people will be cash customers for some medicine show in just a few years, so why not let them participate now? A contest creates excitement, helps you to advertise and thus brings larger crowds. If you object to one particular type other mediums may be substituted. I was visiting on a medicine show a couple of years ago and this show had its products in the window and on sale at one of the better drug stores. One day the "doctor" and I stepped into the store for a drink and a little freckled-faced clerk about 16 years old greeted the affable doctor with a grin, saying, "Doc, I sold two bottles of your medicine this morning." And he was delighted with his accomplishment. Make yourself known and liked by all; remember, the best advertising in the world is a pleasing personality. Nobody likes a grouch!

**Going Along Ethical Lines**

Sales of prize or premium candy packages furnish additional revenue to many medicine shows, and concerning this subject I have in mind one med man in particular who is close to the top, if not a leader in this field. He does not know (and doesn't want to know) where the ballys are located. This arrangement is made possible by distribution of coupons when the candy is packed by the shipper. This medicine man wants the ballys to go out, as he believes those who spend their money for candy are entitled to them. He takes time and space to display all articles, keeping on hand at all times enough stock to make a big flash, and he explains and shows the package each night, changing only to different units. I am told by one of the larger candy companies that this med man is a valued patron. More than one medicine show follows this method with variations of their own, but there are some of the boys in the business who still figure all the natives are chumps and send their candy salesmen out in the crowd, knowing they will be able to throw only a few ballys, thereby limiting their own income. On some of the circuses and a few one-nighters that have other avenues of remuneration this may work out okeh, but the free (or paid) medicine show remains a week or longer, therefore you have to get yours in a different way and give value for price received. Don't think that everyone who stands in front of you and listens to what you have to say is a chump far from it. The best salesman I ever saw sold his merchandise because he complimented the intelligence of his audience.

Let me say that when you and your company enter a town, and particularly if you are strangers there, the populace have their eyes and ears open to notice and later comment on your department. This "being in the show business" has a magical allure to many of them, so react to the situation and do not disappoint them. All of you know the foregoing is trite and worn information but nevertheless true. And it still holds good, so be natural, for we have some mighty fine folks in large numbers who are a credit to the game and a bright future is possible for the medicine showman who conducts his business along ethical lines.

**FAIR WORKERS. PEELER WORKERS. DEMONSTRATORS.**

Our complete line of household and kitchenware items are the fastest, steady sellers on the market . . . because they are the best merchandise, attractively packed and priced right. We are well known for our quick, reliable service. Write today.

- GARNISHING SETS
- ROTARY MINCERS
- SAFETY GRATERS
- ORANGE JUICERS
- SPIRAL CUTTERS
- ROSETTE CUTTERS
- KITCHEN TONGS
- CAN OPENERS
- SHARPENING STONES
- GAS STOVE LIGHTERS

and other Kitchenware Items

**ACME METAL GOODS MFG. CO. 2-24 ORANGE ST. NEWARK, N. J.**

**Epstein's Circus and Carnival Specials**




FELT SPANISH HAT with Bright Color Ball Fringe and Chin Cords. Doz. \$1.75. Gross	\$19.50
DRUM MAJOR DOLL with Imitation Fur Hat, Flash Uniform and Baton. This will be the Season's Winner. Doz. . . . .	\$2.00
MINIATURE RIDE 'EM COWBOY HAT, with Elastic. Gross	\$7.20
LASH WHIP, Silk Finish, Bright Colors, 8-inch Flash. Gross	\$6.75
FUR MONKEYS, with Metallic High Hat. Gross	\$3.50
LUCKY RABBITS FEET. Per 100	\$3.00
FEATHER DOLLS, 7 in. with High Hat, Tinsel Head and Chest. Gross	\$8.00
No. 8 MICKEY MOUSE BALLOON WITH EARS. Gross	\$3.25
FLYING BIRDS, BEST QUALITY. Gross	\$2.00
MECHANICAL WALKING PENGUIN. Gross	\$8.25

**LUCKY CHARMS: New and large selection. Send for special charm price list No. 501**

1937 Carnival and Seashore Price List now ready. Send for Free Copy today. 25% Deposit With Orders, Balance C. O. D.

**EPSTEIN NOVELTY CO. Inc. 116 Park Row, New York, N. Y.**  
(Our New and Larger Headquarters.)

**SENSATIONAL CLOSE OUT NO-SAG**

(Approved by Good Housekeeping)

**ONLY 57 GROSS LEFT**

**BUY ONE GROSS YOU'LL CLEAN UP OR THE LOT**



**SURE-FAST 25c SELLER**

Absolute necessity on every clothesline. Simple, quick installation. Housewives BUY ON SIGHT. Attach and clothesline is taut. NO NO-SAG to retail at 26c. The 57 gross we have in stock are being GIVEN AWAY. Thousands have been sold. Widely Advertised. Cost you 5c each; at least 500% Profit. Originally sold wholesale for \$14.40. Gross. **Shut Your Order Today**

First Come, First Served  
At This  
**SENSATIONAL PRICE.**  
**\$7.20** 1/3 Deposit with Order. Bal. C. O. D. 7. o. b. N. Y.

**HOME NECESSITIES CO., 124 W. 58th St., New York City**

**PREMIUMS**

For Church Bazaars, Groceries, Drug Stores, Keno Clubs, Carnivals, and other Premium Users

Retail Selling Price \$1.69—  
Your Wholesale Price Only 79c




**B. J. MARSHALL, Inc.**  
Opposite Orchestra Hall  
3726-32 Woodward Av. DETROIT, MICH.

Glassware - Trays - China - Fur Animals - Plate Ware - Dresser Sets - Military Sets - Aluminum Ware - Lamps - Radios - Imported Novelties - Electrical Appliances - Dishes - and Hundreds of Other Items on Display

Ask for Our Catalogue

**FREE SAMPLE CASE MOTH CAKES GIANT 100 for \$3.50**

Write for Details Today!

**ROYAL KNIGHT BLUE BLADES**

D. E. 20-5"—Cello., in Display **\$3.50**

Box — UNIFORM. QUALITY.

Per 1000 . . . . .

25% Deposit on C. O. Ds.—Incl. Postage.

**CHAMPION SPECIALTY CO., 814-H Central St., Kansas City, Mo.**

GIANT, Doz. 44c; Cellophaned, Doz., 55c

- SUN GLASSES LATEST STYLES
- DOUBLE EDGE BLADES. Cello. 20 Pks. 5 in Per Display Card. 40c
- Complete line for House-to-House Canvasers, Wagon Salesmen, Agents, Catalog Frgs. Write.

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What is the biggest attraction in selling a picture? Right! The frame. This year we have the largest assortment of attractive mounts that ever have been made. Tu-tone mounts—fancy sayings—bright colors—conservative mounts—any style—any design. Folders; new and popular. Blackbacks; fresh and perfect. Developer; our own secret formula. Cameras; starting at \$16.50, each one guaranteed.

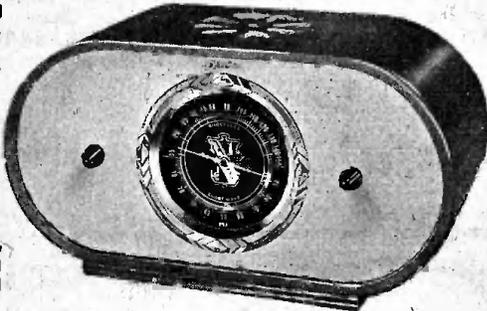
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# Hartmann's Broadcast

RELATIVE to the association of circus, carnival and other tent show owners proposed by William Newton Jr., for the purpose of drawing up codes to be presented in case a new form of NRA develops, we said in this pillar in the issue of March 27 that "unless there is further reaction we see no need of continuing to harp on the subject. And if the worst comes owners and managers will have no one to blame but themselves for their silence."

Well, further reaction has developed, coming from Jerome T. Harriman, general agent of Downie Bros. Circus. Newton's idea was to have one big organization representative of all branches of tent show business, with each branch deciding upon its own rules and regulations, but Harriman is of the opinion that the plan is not feasible—that carnivals and circuses are separate and distinct industries and therefore should not be joined together for the purpose of airing their problems. He is, however, in favor of a circus men's association. He writes:

"Each week I look forward to reading Hartmann's Broadcast, as your suggestions therein mean a lot to us of the circus. Your airing last week of Mr. Newton's suggestion on organization of the outdoor showmen and your comment that there was no response from active showmen to Mr. Newton's suggestion made early winter cause me to ask you to permit me to express my opinion on the subject.

"While we of the circus have many dear friends in the carnival business, and while we hold their friendship in the highest esteem, I think I express the opinion of every circus owner and agent when I say that the two branches are separate and distinct industries, no matter how personal the friendship is. The carnival owner and the circus owner are in accord that the two organizations should not be joined together to air their problems. The problems which confront both are different. This is a proven fact.

"When the code hearings were held in Washington in January, 1934, Mr. Newton attempted to place both carnival and circus under one code. The Hon. William P. Farnsworth, deputy administrator of proposed codes, held an open mind on the subject—until he, in open hearings, listened to arguments pro and con. He then made a decision that the two organizations were separate and distinct business industries. I know you have a record of the carnival code hearing, and the record will bear me out."

"I agree with Mr. Newton that we should organize and stay organized, but not in a blanket association as he suggests. The outdoor showmen already have a fraternal organization in the Showmen's League of America which has done great deeds for the showman and is a worthy association that any circus, carnival or other outdoor showman of good standing may join for the social part of the showman's profession. But in the business light of it I say a circus is a circus and a carnival is a carnival—a circus man for the circus business and a carnival man for the carnival business.

"I want you to know that I respect and admire Mr. Newton. His proven success as a circus man cannot be questioned. His ability, experience and genial personality would be a great asset to any circus association. But I feel quite certain the reason no response has been forthcoming, and I believe every circus man will agree with me, is that we of the circus want to

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Extra sensitive hi-quality microphone fitted in a chrome table stand, with 25 feet of mike cable, 10-inch electro-dynamic speaker with 25 feet of speaker cable and all necessary plug connections. Five minutes to install. FULLY GUARANTEED BY THE HOUSE WITH A REPUTATION. Provisions made for attaching phonograph where record may be required. SPECIAL EQUIPMENT MADE TO ORDER AT A SAVING OF 50%. 25% deposit with order, balance C. O. D. REFERENCES: World's Exposition Shows, Mark's Show, Kelly's Shows and Many more. (Established 1921), Philadelphia, Pa.

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Made of Silvernite Metal. Have synthetic Ruby and Emerald Eyes.

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Suede over Plaid, and checks. Double-breasted. Raglan sleeve, belted model. Brown \$2.25 Ladies' Oil Silk, latest numbers, with bags in colors. Doz. \$28.00

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458 No. Artesian Avenue, Chicago, Ill.

mind our own business and let the carnival owner take care of his.

"I will be glad to go arm in arm with Mr. Newton in an association of circus men—an association that can and will live with the proper spirit of organization behind it. We need an association that will function properly and co-operate in the good work the legislative committee of the Circus Fans has been doing in fighting for justice to all in the different State legislatures thruout the country."

Does anyone else want to be heard?

++  
**KELLE KING** visited the Ringling Bros.-Barnum & Bailey Combined Circus winter quarters at Sarasota, Fla., a few days ago and makes the suggestion that four old carved circus wagons going to ruin there be saved.

"When you park your auto at the quarters," says King, "you are looking at these old-time carved circus wagons, one of them a band wagon, a beautiful thing in its day." All are standing out in the open with nothing to protect them from the hot sun and rain.

"I was wondering if the visitors to the winter quarters would enjoy their visit more if these four old wagons were painted up in circus style and kept under shelter with a card on each giving its history in brief form."

++  
**AFTER** a couple of weeks basking in the sunshine at Miami, together with receiving medical attention there, Carl J. Sedlmayr is gradually getting "back on his feet," physically. His diet, however, consists of only two spoonfuls of cream and four of milk hourly, which isn't much for a man of his build. "But it's putting me right again," Carl writes, "and I'd rather be a bit hungry than unhealthy."

++  
**NO**NE in the show business they all come back," has again proved true. This time it concerns Ira M. Watts. One year off the road was enough for him.

Ira is now with the Dan Rice Circus as general manager, and from Jackson, Tenn., the winter quarters, he writes:

"It looks to me like truck shows are going to be the coming thing. I personally can't see any reason why they can't be put on a par with railroad shows.

"Everything over here looks mighty nice. Have a lot of new equipment, and when the show takes the road believe it will be second to none in its line. There will be a number of changes in policy over here, as they were forced to do things last year that should not be necessary this season. Ray Marsh Brydon is surrounding himself with a lot of old-time showmen who know what it is all about."

++  
**LAST** Saturday marked the end of the fourth year of continuous operation for the Ricton Show, making one and two-day stands under canvas. It was on April 3, 1933, while the depression was still in its worst stage, that Ricton began his present tour at Satierville, Ky. His show is now in Georgia. This record has not been equaled by any tent show for years, and probably never in history.

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Guaranteed to give satisfaction wherever vanilla is used in cooking or baking. 8 ounce bottle.

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12 Funnels and Strainers  
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Beautiful and Attractive New Color Combinations. Woven Around Strong Wood Dowel, With 4" Enamelled Wood Whistle Handle, 54" Length, with 18" Snap. Exceptional Quality.

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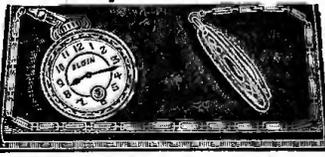
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**CIRCUS HORSE**  
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## BINGO SETS

100 Card Bingo Set, Heavy Cardboard, complete with Master Card and Wood Markers.  
**SPECIAL \$3.50 EACH COMPLETE**  
Jobbers write for Special Prices.  
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**AN EASY \$5. A DAY**  
**AUTOMATIC GAS LIGHTER**  
New perfected invention that lights gas instantly without sparks or flame. A sure sale wherever artificial gas is used. Retailers for 25c.  
NEW METHOD MFG. CO., BRADFORD, PA.  
Box BB-22.

## BOB HURST CARNIVAL

Opening Pittsburgh, Tex., April 24. 18 Celebrations and Fairs booked. WANT Shows that transport silver. Will book Loop-o-Plane, organized Minstrel Address 419 1/2 Rio Grande St., Fort Worth, Tex.

## NOTICE TO ALL WESTERN SHOWMEN

I am personally paying all bills for my husband who is confined in a sanitarium in El Paso. No organization or anyone else has donated any money. This ad is for the enlightenment of some misinformed people. **MRS. HELEN HUGHES.**

## LEADER TIES — SLIP-NOT-TIES

The Ties with the Ready-Made Patent. Hold their shape forever. Silk lined. Latest spring patterns—woven materials—satin stripes—jacquards—plaids and solid colors. Best 50c sellers—repeaters. Young and old go for it in a big way.  
**\$2.50 per dozen postpaid**  
Send for sample dozen & be convinced. Money refunded if not satisfied.  
**GILT-EDGE MFG. CO. (Manufacturer of Neckwear)**  
13 North 13th St., Philadelphia, Pa.  
Send for New Complete Catalogue.

## PARK UPTREND—

(Continued from page 3)

Clair, manager of Norumbega Park, Aurdale, Mass., chairman, and Howard A. Duffy, nominating committee, brought in the names of these who were unanimously elected as 1937-38 officers: Wallace St. C. Jones, Boston, president; Howard A. Duffy, first vice-president; John T. Benson, second vice-president; C. F. Christolm, re-elected treasurer; members-at-large Fred Fansher, New York, and Andrew Casassa, former mayor of Revere, Mass. Executive committee re-elected Fred L. Markey, Eketer, N. H., secretary of the Dodgem Corporation to serve his seventh consecutive term as section secretary. Registration was at Mrs. Bauer's pavilion on the shores of Buzzard's Bay from 10 a. m. to 2 p. m. on Tuesday. A buffet luncheon was served at 12:15, followed at 1:30 p. m. with the general program, lasting till 5 p. m.

### Insurance Plan Heard

President Bauer presided and an inspiring address by Harry C. Baker, president of NAAPPB, followed. Five minutes were allowed for discussion on any subject listed on the program. Charles F. Keller, Jr., Park and Beach Supply Company, New York, on *Historically Speaking Since 1830*, preached personal contact between manufacturer and customer and the desirability of park men becoming members of the NAAPPB for protection's sake. Much loss could be averted if the manufacturers and park men could have a mutual guarantee of service thru the organization's stamp of approval, he said.

*The Experiences of a Manufacturer in Introducing a New Device in the Amusement Field*, by Wallace St. C. Jones, brought forth some interesting data profitable to operators. Cy Bond, sales manager of the Dodgem Corporation, talked on *Exhibitions and Amusement Parks*, and Maurice Plesen, Plesen Manufacturing Company, gave his conception of *Getting the Most Out of Games*. Explanation of *The Public Liability Insurance Situation* by Norman S. Alexander, Woodside Park, Philadelphia, and John L. Campbell, Baltimore, created much discussion and many questions.

A paper on *Publicity—What It Is and What It Isn't*, by Leonard Traube, director of press, promotion and advertising, George A. Hamid, Inc., was read at the request of Mr. Traube by Sid Paine, Boston representative of *The Billboard*. Mr. Traube vividly portrayed plans whereby park men and the entertainment industry could spruce up programs and gain financial benefits, many ideas in the paper being accepted as generous and worth-while advice.

### Ballrooms, Rinks, Topics

Arch E. Clair, on *The Future of Ballrooms*, urged operators to keep abreast of the times and to induct new policies according to trend, outlawing old policies as ineffective and unprogressive. Catering to the public was stressed, with personal managerial likes and dislikes discarded for likes and dislikes of the public. He tabooed self-delight and self-satisfaction by operators and urged all to have faith in their business. Courteous employees, good music, change of decorative scheme, advertising-radio—if the band is okeh—operating in the strictest manner and studying each ballroom individually were tips that would ultimately mean dollars of profit, if properly exercised, he said.

In an illustrated talk Ernest G. Neales, E. G. Neale Amusements, South Weymouth, Mass., on *The Roller Skating Rink as a Standard Attraction*, gave a history of roller skating from 1870, exhibiting skates of yesteryear and those of today. He said that during school days boys and girls are not averse to skating on streets and sidewalks, but that as high school age approaches pride and maturity keep them from street skating. This, he declared, was a definite cue to create rinks as an outlet for such youth to skate. Because people want to skate, if they have a place in which to do so, skating can become a

standard attraction the year-around, he said, and not one rink with competent management has failed to click. It was suggested that rinks could close early in parks to give other concessioners more opportunity for business.

### Maddox on Publicity

Rufus C. Maddux, New England Council, Boston, in *Making Play Pay*, dispensed many ideas for promotion of New England amusement centers. During the business session his ideas were the basis for a promotional campaign this summer. *Bank Night in Amusement Parks*, by Roy E. Hefner, New England Bank Night, Boston, told of the popularity of a lucrative proposition and cited many spots that are sold on the idea.

Mr. Maddux, noting a great growth of interest in sports, race tracks and hotels, and none in amusement parks, suggested that a card of events be sent to the press. He suggested a pamphlet listing New England amusement parks and their offerings be made up and said his department would take care of distribution. He saw interest in ballrooms increasing, saying that on 25,000 cards planted in booklets, asking people to check the activity they like best, 15,000 wrote in dancing. More and natural publicity to meet changing conditions is a salient factor in getting the public to frequent amusement parks, he believed. Fred Fansher's *Pennies from Heaven* talk, amusing and instructive, and contained much constructive material. An interesting address on *The Outdoor Show Business Today in England* by Harry E. Tudor, of Benson's Wild Animal Farm, Nashua, N. H., garnered immediate attention.

Government-sponsored talent thru WPA Federal Theater, *Its Possibilities in Amusement Parks*, by Eugene C. Keenan, supervisor of operations, Federal Theater of Massachusetts, Boston, whose dramatic talk was one of the highlights, created much interest in Federal Theater bookings. Mr. Keenan later was barraged by inquiries regarding Federal Theater talent and as to how the PTP can serve park men.

*The Social Security Act as It Applies to Amusement Parks* by Thomas B. Hassett, assistant to the collector, internal revenue service, Boston and *The Massachusetts Unemployment Tax*, by John Hartigan, pinchhitting for Arthur Doyle, chief accountant, Massachusetts unemployment compensation commission, on old age and unemployment, were discussed in detail. An impromptu symposium on park problems ended the afternoon session.

### Floor Show at Banquet

At a banquet and entertainment in the sea-shelled, star-fished, marine-vegetated dine and dance room at 7 p. m., Mr. Jones introduced Mr. Casassa as toastmaster and called on the Rev. Dr. Charles S. Thurber, of the Seamen's Bethel, for the invocation. Dr. Thurber later gave an account of whaling-day stories. Others on the speaking roster: Mayor Leo J. Carney, New Bedford, and Ernest Dean, chairman of the State committee of conservation, who outlined tentative Massachusetts program of acquiring State-wide beaches. Mrs. Casassa, first president of the New England Section, spoke effectively on indications of prosperity in the amusement field, substantiated by Mr. Benson's remarks that he had witnessed indications of a fine season in countries abroad during a recent trip.

In a 50-minute floor show booked thru Charles Queen, talent comprised Olive and Elsie Lorraine, tap; Evelyn Hamilton, accordion, song and dance; Norm Farrans, tap; Sybil Capwell, musical saw, xylophone; Dorothy Burns, control dancer, and Beatrice Belmonte and Selina Drum, interpretive dancing. Johnny Duke's 5-piece ork provided music. Art Delano, drummer, whistled and Dan Sweeney, emcee, sang.

At the business session Wednesday morning in the New Bedford Hotel cleanliness and good sportsmanship was set up as theme and standard for the coming season. President Baker, who had received a wire from A. C. Hartmann, Cincinnati, outdoor editor of *The Billboard*, replied: "Your wire, directed to the NAAPPB, and forwarded to me in meeting, came at an opportune time to be read before the business meeting and to obtain opinions from the various members as to the season's outlook. The park industry is facing a very optimistic year. Manufacturers report exceptional good sales, best since 1929. Only obstacles which can hinder our industry

would be the general strike situation. We all have hopes that this un-American situation will clear itself long before parks open for the 1937 season. Prosperity is here and the amusement industry is in for its share. Consensus at the New England Section meeting shows that amusement men are speaking cleanliness in ethics and good sportsmanship thruout. Best wishes to *The Billboard* for its interest and fine spirit of co-operation.

After Secretary Markey had read minutes of the 1936 meeting, in the Hotel Manger, Boston, on February 26, President E. R. Enggren presiding, business included pledging members present to bring in new members during the year. Reports of committees on adjustments, insurance, membership, Sunday dance, program, entertainment, ethics, musical royalties, legislative, Sunday license and taxes and nominating were accepted. President Jones suggested a co-operative, constructive program of publicity in form of a map folder that would point out New England's amusement parks to advantage and which would be given to New England Council for distribution. An appropriation was voted to the American Museum of Public Recreation, Coney Island, N. Y. Membership voted to change the policy of annual sessions by having a one-day convention. President Jones called on I. Mark Polakewich, Freeport, Me., owner of the Desert of Maine, Powell and Freeport, Me., to tell his experience in publicizing his multi-colored sand phenomena. Mr. Polakewich declared that thru association with and advice from members present, he has saved thousands of dollars. Major P. J. Healey, under whose supervision Sunday licenses come, spoke on that subject.

### List of Registrants

Members and guests at the sessions included Harry C. Baker, Harry C. Baker, Inc., New York; Harold Gilmore, Crescent Park, Providence, R. I.; Maurice Plesen, Plesen Manufacturing Company, Coney Island, N. Y.; C. F. Christolm, Revere Beach; Dorothy Muldoon, Mr. Chisholm's secretary; Roy E. Hefner, Boston, newest member; Mr. and Mrs. Ernest Neale, White City Park, Worcester (Weymouth, Mass.); Mrs. Glinger, Anne Garmley, Mountain Park, Holyoke, Mass.; Mr. and Mrs. Andrew Casassa, Revere Beach; Mr. and Mrs. Daniel Bauer, New Bedford; Mr. and Mrs. E. R. Enggren, Lake Pearl Park, Wrentham, Mass.; Fred Fansher, Fred Fansher, Inc., New York; Mrs. Hubble, Mountain Park, Holyoke; Barney J. Williams, Pine Island, Manchester, N. H.; Elton S. Wilde, Chester P. Rexford, New Bedford; Louis Dellisser, Louis Dellisser, Jr., Holyoke; Wallace St. C. Jones, William B. Berry Company, Boston; Mr. and Mrs. Fred L. Markey, Eketer, N. H.; John T. Benson, Harry E. Tudor, Benson's Wild Animal Farm, Nashua, N. H.; Leonard Traube, George A. Hamid, Inc., New York City; R. S. Uzzell, New York; Charles A. Curtis, Perry Turnstile Company; John L. Campbell, Baltimore; Sidney J. Paine, *The Billboard*, Boston; Albert W. Johnson, Globe Ticket Company, Boston; G. Florie, General Registrar; Major P. J. Healey, Miss Macedo, Boston; A. W. (Scotty) Carle, Boston; J. T. Clare, Charles Weygand, Charles Lake, William McLaughlin, Philip Gladue, Crescent Park, Providence; Sam Sholes, Providence; I. Mark Polakewich, Desert of Maine, Freeport; Arch E. Clair, Norumbega Park; Leo M. Wise, Carmel, Me.; Fred S. Terrell, Savin Rock, West Haven, Conn.; Sam Hamil, White City Park, Worcester; Justin Mercuria, M. J. McDonough; Howard A. Duffy, Old Orchard Beach, Me.

## WANTED

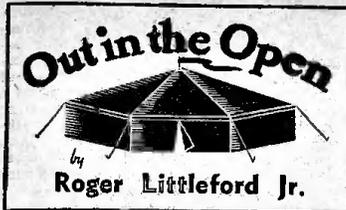
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**About the Hippodrome Circus**

EVIDENTLY this commentator's brief discussion last week of the ballet of Cole Bros.-Clyde Beatty Circus raised no end of protest around the New York Hippodrome. Unfortunately, it seems, several Hippodromettes misconstrued the light in which we directed our dissertation on the presence of the 40 Allan K. Foster girls.

In the initial paragraph of last week's offering it was definitely stated that "We enjoyed the Cole Bros.-Clyde Beatty Show," that Beatty is once again a sensation, that Christiansen's Liberty horse number, the clowns and most of the other acts are unusually entertaining.

We repeat, that in its entirety, the CB-CB one ringer is by all means an outstanding offering. Messrs. Adkins and Terrell have displayed a lot of grit as well as intelligent foresight in bringing a new show into New York City.

It remains a fact, nevertheless, that opinions around town are at variance as to whether the management used good taste in its engagement of the 40 girls to intersperse and embellish the series of regular circus displays. From this pillar's viewpoint, however, it is not a matter of the presence of the girls that is in question, but the use to which they are put. We can see nothing against the general idea of dressing the program up with pretty girls. In fact, it should be catalogued as a noble move on the part of two progressive showmen to offer new and spectacular circus effects, and we give them due credit for engaging Mr. Foster to inject color and glamour into their one-ring offering.

But we must admit that it was a disappointment to realize that the Foster troupe was used for little else than parade routines, sometimes in wardrobe that seemed too scanty for a type of show business that by tradition has been directed essentially to kids and kid trade. As we see it, the general theme of American circuses has been built around electrifying activity from the time of the

opening spec thru to the closing thrill numbers. Everyone in a circus program is supposed to be an artist, expertly trained and finely developed in his particular line of endeavor. If a circus attraction is not adept in at least one form of artistry it is much better to leave it out of the program altogether. And so we were disagreeably surprised when the bevy of New York showgirls had nothing more to do than the typical New York showgirl appearing on vaudeville stages and the larger night club floor shows. With very few exceptions, Mr. Foster's Hippodrome ensemble merely paraded into the sawdust ring and out again.

It must be acknowledged that the current Hipp date marks the first attempt on the part of the Cole-Beatty contingent to present a Continental-styled one-ring show, and that as such it has been a difficult and trying ordeal. What we hope happens next year is that Mr. Foster, who is famed for his creative ability and his knack of developing unusual routines, is given a chance to apply his talent more convincingly. Give Allan K. Foster time and a free rein and before the circus opens at the Hipp next season (which we sincerely hope it does) he will have his girls doing everything but walking on air. And then the oldtimers will be forced to say: "There's the Hippodrome Ballet."

**Around the Whirl**

JACK and Irving Rosenthal, operators of Palisades (N. J.) Park, recently acquired five independent picture houses in Detroit. They still have their eyes on Young's Million-Dollar Pier, 'tis said. . . . Rex Billings, manager of Belmont Park, Montreal, spent a couple of days in town early in the week. He attended to several business deals and then jumped back to Montreal, accompanied by his wife and child who met him here upon their way home from a winter sojourn in Florida. . . . Harry E. Tudor, diversified veteran of the outdoor show world, writes that he is back in Nashua, N. H., filling the role of "Farmer Benson's Boy." Harry ran into John T. last winter in London and admits it took very few persuasive thrusts on the part of the New England wild-animal dealer to get him back at the "Strangest Farm on Earth."

Ed Sullivan has been appointed manager of the New York WPA Circus, replacing Fred Smythe, who left last week to join the Tom Mix Show as announcer. Incidentally, the local WPAers are gloating over the fact that last Wednesday afternoon their show played host to nearly twice as many paid admissions as the Cole show at the Hipp. WPA show is at the Bronx Coliseum. . . . Max Kassow, New York circus-concert impresario, is telling of the fun he had in Altoona, Pa., last week. It seems that several circus acts were playing a fill-in date in the Pennsylvania city (after the fall of a sponsored date) and included among the acts were Nelson's well-known elephants. It was a startling enough effect to see the bulls on the floor, says Max, but blowoff came afterwards when the three bulky pachyderms imbibed a bit of dark brown ale. Local paper shot a photo of the bulls at the club bar and captioned it: "Three Thirsty Republicans."

**Michigan Showmen's Association**

156 Temple Street

DETROIT, April 3.—Several hundred people attended the association's monster Easter party.

The organization presented a vaudeville program that pleased. There were many people connected with the amusement business, such as parks, carnivals, circuses, wholesale jobbing houses and supply companies, present. Ed Williams, county auditor; Clyde V. Fenner, candidate for city council, and Robert Sage, candidate for justice of the Common Pleas Court, were introduced and received a hand from the audience.

The affair netted the club \$325, which was turned over to the treasurer of the association to be used in furthering the organization's work during the months ahead. Edwin Marks, publisher of *Nite Life*, and H. F. Reeves, representative of *The Billboard*, were at the party and voted it a success. The folks had such a good time that many wanted to know when the showmen were going to put on their next affair. However, due to the fact that everybody engaged in show business will be busy thru the coming months, the organization will

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not stage any affairs during the summer or early fall months. The plans are going forward for an affair in November. There were 20 acts and the program lasted over two hours. Fifteen other acts were offered, but had to be rejected in order to give the customers the opportunity to dance. The music was furnished by Del Delbridge and Ray Gorrell's Orchestra. The entertainment committee was congratulated by the members for the way the affair was put on.

Leo Lipka, president, was well pleased. In connection with the affair there was a 16-page souvenir program given away at the door. Members of the Women's Auxiliary co-operated by serving on the general committee and they acted as hostesses.

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# Pacific Coast Showmen's Assn.

720 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, April 3.—An unexpectedly large crowd attended Monday night's meeting. Dr. Ralph E. Smith presided in the absence of President Will Wright, who left for Fresno, Calif., just prior to the meeting. Other executives present were Ted Metz, third vice-president, and Ross R. Davis, treasurer. Meeting was the first held under the new by-laws and constitution. It presented members an opportunity to familiarize themselves with the new setup and its application to business affairs.

New laws provide a member with the opportunity of being heard on any matter, but it puts a limit on the number of times he may voice his opinions. It also sets up a time limit for his talk. Ordinary routine matters will be handled in much the same manner as formerly. Matters wherein an outlay of money is concerned or those of real importance, however, will go to board of governors for final action, after being discussed by members. The new order is expected to work out to the club's advantage and has the hearty approval of all members.

Board of governors' report was heard first, and it ordered that the sum necessary for payment of the recently purchased 106 graves in Evergreen Cemetery be charged to the account of the cemetery trustees.

Communications: A communication from O. H. Hildebrand and his staff inviting members of the club and the Ladies' Auxiliary to be the organization's guests March 28, at which time lunch and refreshments would be served, received a round of applause. From Peggy Forstall, president of the Ladies' Auxiliary, came a most generous offer for that organization to give aid in a matter of great importance.

Manager Cronin of the Al G. Barnes Circus, representing all carnival and circus owners in their endeavor to have the Flint Bill defeated, is reported to be doing a good job. New members: Tom Mellos, credited to Will Wright and Joe Krug. B. O. Polson, credited to Frank Babcock and Ben Dobbert. Frank Warren, credited to Stanley F. Dawson and Edward J. Nagle. W. L. Howry, credited to Doc Hall and Frank Kennedy. L. A. Godfrey won the weekly award. Lunch and refreshments were served by Harry Wooding, Chet Bryan and Ted LeFors. Late reports indicate that all the members located in and around Los Angeles attended Al G. Barnes-Sells-Floto Circus showing here.

## St. Louis

ST. LOUIS, April 3.—Sam Solomon, of Sol's Liberty Shows, was in city for several days, accompanied by W. E. Smith, resident of Caruthersville, Mo. While here Solomon did considerable buying and oversaw unloading of his new Octopus ride.

James C. Simpson, general agent Johnny J. Jones Exposition, and L. S. (Larry) Hogan, general agent Beckmann & Gerety Shows, have both been in city all week.

Edward Johnson, of the Midwest Mer-

chandise Company, was in Kansas City for several days calling on various carnivals.

Charles DeKreko, who has been residing here with his relatives all winter, left this week for Rubin & Cherry Exposition, on which he will again operate his funhouse. He was accompanied by Edwin Deal, who will be in his employ. Sonny Bernet, of the Globe Poster Corporation, of Chicago, was among other visitors to *The Billboard* Wednesday, when he was on a visit to their local plant.

Last week, all there at the same time in *The Billboard* office, were: Orville Hennies, Hennies Bros. Shows; Oscar Bloom, Gold Medal Shows; L. S. (Larry) Hogan, Beckmann & Gerety Shows; Charles T. Goss, Standard Chevrolet Company; Frank Delmaine, J. L. Landes Shows; Charles DeKreko; Jean DeKreko, Conklin's Shows, and L. S. (Larry) Rohter, Gold Medal Shows.

Mr. and Mrs. Ben Fyman were among other visitors to *The Billboard* when they were en route from Detroit to Toronto, where they had visited relatives, to San Francisco.

Lew Dufour and Joe Rogers, the impresarios of the Dufour and Rogers combination, were also visitors to *The Billboard* en route from Chicago to Dallas.

Harry Lee, outdoor showman, passed thru en route from Dallas to Winnipeg, Man., where he plans joining a Canadian amusement enterprise.

Milford Smith, of Charles L. Siegel Tent and Awning Company, returned from a trip thru the Southwest and reported having booked many additional show tent orders. Smith and Phil Becker, both formerly with the Fulton Bag and Cotton Mills, of this city, are now operating Siegel Tent and Awning Company.

Jack McDonald and A. McLachlan, concessioners, arrived in Belleville, Ill., to join Al R. Hodge Shows, of which William T. Tucker is owner-manager.

Ben Kaplan and R. Rodgers, concessioners, who until recently were with Al C. Hansen Shows, arrived and will place their concessions with a carnival playing lots here.

Frank Hanasaki, who has been fishing and hunting all winter in Kinder, La., arrived and will operate some concessions on both Charles Oliver Amusement Company and Dee Lang's Shows.

## NOVELTY ACTS

(Continued from page 3)

thru Europe and all over the United States and Canada. Frank P. Gravatt has been unable to fill his books. The Pier has played out the best talent available in recent years and so far Gravatt has been unable to uncover a sufficient number of new acts.

According to Hamid, the lack of year-round work for acts is the prime cause of the dearth of new turns. The decline of vaudeville, formerly the chief source of livelihood for outdoor acts during winter months, is the chief reason new acts are not being developed at the same rate as a few years ago. Almost fruitless trips to Europe this year by Hamid, Gravatt and Pat Valdo, of the Ringling-Barnum Circus, all in search of big-time numbers, give evidence that from now on American bookers cannot rely on that source to supply their needs.

"Europe is no solution to the problem," Hamid says. "In the first place foreign cities are by no means overflow-

# Heart of America Showmen's Club

Coates House Hotel

KANSAS CITY, Mo., April 3.—Art Brainerd called meeting to order owing to absence of President Jack Ruback.

Much discussion and plans were explained how, and how much money was going to be raised for the club, for the new monument and the hospital and cemetery funds.

Most of the business transacted during the evening was for the work of the club members for the summer months. Many promised to do their share and before the shows close next fall the club should have added to its long list of members several hundred new ones.

Letter from President Ruback was read and he stated he would keep in touch with all the activities of the club during summer and would make several recommendations for the club members to carry out. The entire membership is for the president and he will receive great support. Ruback also stated that although the weather was not the best for his opening of the Western State Shows at Crystal City, Tex., yet he was well pleased with the results.

Before long the club expects to show a big increase in the membership drive. The contest is well under way and our next report should show some changes in the contest. At present Benny Hyman leads.

## Ladies' Auxiliary

Ladies had an Easter party on Good Friday. Hattie Howk, chairman of the entertainment committee, prepared for it in the spirit of the day. She had colored Easter eggs and ice cream with yellow chick centers and white cake. All of which was enjoyed by all present. Bridge was played and prizes were won by Mrs. C. W. Parker and Lucille Hem-inway, while in pinochle Juanita Strassburg and Elizabeth Rice won the prizes.

The next meeting will be the last of the season and all business will be taken care of until fall, when the activities will begin again.

The sick committee reported that flowers had been sent to Jessie Nathan, who underwent an operation recently in Menorah Hospital, where she is now.

ing with talent, and, secondly, most nations across the Atlantic have cast rigid financial restrictions on performers leaving their borders. The fact that they are prohibited from taking money with them makes it an extremely expensive proposition for the American who brings them over at his own expense and necessarily takes all the financial risk.

"As I see it we will be up against the same problem, which is truly a serious one, until such time that there are sufficient working weeks thruout the cold months. Outdoor business has forged ahead from a talent angle in the last few years, while other phases of the entertainment business have remained stationary or even moved backward. The night club field has helped to a certain extent, but unfortunately night clubs are not able to play very many sensational types of attractions."

Hamid considers the lack of incentive for the development of new acts so acute that he admits he is attempting to interest several financial houses in offering some sort of financial aid to people willing to spend time and energy in the development of new thrillers. This might be one solution to the problem, he thinks, but not basically sound enough to have a revolutionary effect on existing conditions.

## A. C. SHIRTLESS—

(Continued from page 3)  
less bathing here. No, sir! No male display for me! There are too many pretty girls on the beaches to look at," he declares.

In the meantime, various resort groups are expressing opinions and bath-house operators are taking no chances but are stocking up with two-piece suits.

## A. C. \$1,000,000—

(Continued from page 3)  
season, returned for a week-end at the 500 Club. Milton Frome headed a show at the Bath and Turf. Commissioner Burnett's last minute okeh of eggnog helped niteries in a big way.

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# Museums

Address Communications to Cincinnati Office

## Sloan's Showeteria

CHICAGO, April 3.—Lee Sloan's Showeteria has completed its fourth year here and altho business is off, Lee looks for a heavy summer and has imported 200 bamboo poles from Florida to remodel the front of a la South Sea Island.

Lineup includes Great Gravity, magician and talker, with illusion act of half-lady and four-legged girl; Johnny Foreman, strong man; John Hanner, Australian bushman; Zanzibar pygmies, Zulu and Kiko. From here Showeteria leads into three annexes; Narcotic show with slides telling evils of the drug is the first; second and third offer dancing girls, Jean Flannigan, Connie Co-line, Vivian Bradley, Patricia Smith, Lulu

Kruse, and Yvonne Cappell, the feature. Jack Leeper lectures. Florence Benson and Jerry Zell are talkers on the narcotic exhibit. Marge Fahey is ticket seller and Ben Benedict on the door. Night manager is "Biki" Adams; Bud Dunsee and John Rezek on maintenance. Run indefinite.

## Rifle Range Business Down

DETROIT, April 3.—Business has taken a serious slump in the rifle range field, Sam Kutzen, proprietor of the Two Spot Rifle Range, said this week. Local strikes have been principally responsible for a situation that has hurt particularly those branches of the amusement business catering to a working class crowd.

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*Notes From the Crossroads*

By NAT GREEN

FROM the voluminous (?) *Crossroads* correspondence we select this week a communication from our old friend, Al Clarkson, who evidently objects to dating the start of the circus season from the opening of Cole Bros. in New York and Al G. Barnes on the West Coast. Well, the minnow of today may be the whale of tomorrow, or vice versa. Anyway, it's a pleasure to give Al his say. Says he: "In your past week's *Notes From the Crossroads* you mentioned the Cole Bros.' opening in New York and Barnes on the West Coast. What's the matter with Barney Bros.' Circus? We have been open since March 6 and, no kidding, business big—not good but big! Made all the copper towns in Arizona and am now in New Mexico—according to the newspapers and maps called the Sunshine State. They should add in their publicity for the State that they also have snow, wind (plenty of it) and duststorms, and the well-known sunshine has failed to show up for the last two weeks. Made Benson, Ariz., and some wise agent of a small circus thought it would be a good idea to play Benson on the same date. Am not going to mention the other circus' name. But Benson is not good for one show, let alone two; so the result—on account of our newspaper advertising ticket tieup we got what business there is to get in Benson and the other circus got eppus—in Mexican means nothing. And this same show tried to cut in ahead of us at Bisbee. We also had same kind of tieup with *The Bisbee Daily Review*. Results again eppus for the other show. Some agents and show owners never will learn. Maybe they think that is smart; anyway, I don't."

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bigger shows to do that very thing. The result usually is eppus for one of 'em. But human nature is human nature, and boys will be boys!

AP dispatches carry the news that Col. Zack T. Miller has surrendered his historic 101 Ranch to creditors. Which brings up the question of the ultimate fate of the 101 title. Cpl. Tim McCoy, chief of the Ringling Wild West, has ambitions to troupe the Ranch show and perhaps next season will see him heading his own outfit with that title. Experienced showmen are of the opinion that the title still is a potent one and that a Wild West show properly presented would be a profitable venture. Col. McCoy, with experience, a colorful background and ample resources, should be able to put it over.

Verne Williams, Ringling ad car manager, who spent the winter season at Santa Anita race track, stopped over in Chi for a couple of days on his way to New York. . . . Allen Lester, contracting press on the Cole show, has arrived for preliminary work on the Stadium engagement. . . . Al Priddy, who lectures on the circus, off for Europe with Mrs. Priddy. . . . Harry Lewiston has received four big reptiles from Dallas and leaves soon for Hamilton, Ont., to organize his show for the summer. . . . Mrs. Lewiston (Rose Zindra) off for a stay at Hot Springs. . . . Dr. Tom Torney, Madison circus fan, and Al Martin, vet of the white tops, also left for Hot Springs a few days ago. . . . Several suits for contract jumping are in prospect as a result of performers who had signed for a local engagement having decided they preferred a season's engagement with another outfit. . . . Mrs. Edward A. Arlington has joined her husband here, coming up from Miami. . . . H. C. Ingraham in from New Orleans. . . . Walter Jennier and his seal, Buddy, having concluded local night club engagement, join the Russell Bros.' Circus April 15. . . . Floyd King making his headquarters in Chi temporarily, supervising preparations for the Cole-Beatty opening. . . . The great break the Cole Bros.' show got in *Time* magazine is a general topic of comment. . . . Whoever engineered it did a smart piece of work. . . .

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Our New York colleagues and the New York newspapers seem agreed that sex in the circus, as exemplified in the ballet at the Hippodrome, is entirely out of place. We agree—but perhaps all of us are wrong. . . . At least we must give the circus owners credit for trying to introduce something new!

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### OUTDOOR BIZ—

(Continued from page 3)

years. Widespread strikes are the only cloud on the horizon, but I feel that the American people will bring pressure on those who would throw too much in recovery's road. The nation is ready to enter a more prosperous cycle. To this I add my showman's hunch that the amusement world will pull larger crowds in 1937."

"Managements of fairs and parks in this section are optimistic concerning the business outlook," said Secretary Raymond A. Lee, Minnesota State Fair, and former president of the IAFE. "The reason is obvious. There is more money in the hands of the average individual now than in recent years, explained by increased wages and by better prices for agricultural and manufactured commodities. The Northwest has already entered upon a prosperous era and apparently weather is the only risk in the outdoor entertainment field."

#### Short Hours To Help

"It would seem that general outdoor amusement business, especially fairs, might look forward to an excellent season," is the opinion of General Manager Charles A. Nash, Eastern States Exposition, Springfield, Mass. "I base my judgment upon increased pay rolls generally, not only in increase of workers by an increase in earnings. Hours are going to be shorter, which will give more time for recreation. Possibly the most favorable thing is the change in attitude of mind of the entire American public during the past twelve months."

"Outlook for fairs and parks is very good in this section, based upon improved business conditions and employ-

ment," said President Mike Benton, Southeastern Fair Association and Lakewood Amusement Park, Atlanta. "I see no obstacles ahead in the business would affect amusements. The public is more interested than ever in being amused."

#### Park Men Confident

Harry C. Baker, New York, president of the National Association of Amusement Parks, Pools and Beaches, said: "Consensus at the ninth annual convention of New England Section, National Association of Amusement Parks, Pools and Beaches, in New Bedford, Mass., on March 30 and 31, is that the park industry is facing a big year. Manufacturers report exceptionally good sales, best since 1929. Only obstacle to hinder the industry would be the general strike situation. We all have hopes that this un-American situation will clear itself long before the park season opens. Prosperity is here and the amusement industry is in for its share."

"I believe the outlook universally is very promising for the greatest season since 1929. People are working and now have money for recreation, to which they are justly entitled. Barring weather, I see no obstacles to prevent parks from having a smashing season," said President A. Brady McSwain, Kenneywood Amusement Park, Pittsburgh.

"The 1937 outlook for parks is best in many years where modern improvements are made and promotional work is energetically pursued. Inflationary tendencies and the labor situation are the only adverse factors," declared Norman S. Alexander, general manager of Woodside Amusement Park, Philadelphia.

#### Factories Are Hustling

"Outlook for our park business is excellent for the coming season. I base my prediction on improved general business conditions," said General Manager Benjamin Kwasner, Lakeside Park, Denver. "We expect a large tourist and convention business in this region, assisted by fast overnight streamlined trains from Chicago. I can see no obstacles in general business conditions that will affect the amusement park business in the immediate future. Our park has employed a large force of men all winter making expensive improve-

ments and new installations in anticipation of a big summer season."

W. F. Mangels, manufacturer, Coney Island, N. Y., said: "The business outlook for the season is excellent due to more general employment and a return of business confidence. An obstacle that may affect the general business world is a constant and rapid rise in commodity prices. Our factory is very busy on numerous orders."

George H. Cramer, president of the Spillman Engineering Corporation and president of the American Recreational Equipment Association, affiliated with the NAAPFB, said: "The outlook for parks is very gratifying. New ones are being built and large investments are being made to modernize for the good of the industry. Labor difficulties will more or less continue in our present economic structure, but with shortage of inventories and increasing demand for new equipment we are very confident 1937 will be a banner year for amusements. Our plant is working to capacity. It's not a question of booking orders but of getting material into the plant to make deliveries."

#### Early Circus Biz Good

S. W. Gumpertz, general manager of Ringling Bros.-Barnum & Bailey Combined Circus, remarked: "I predict a very good circus season. Our Barnes show in California proves this. The most dangerous opposition at the present time is the continuance of strikes."

J. Frank Hatch, general manager Hagenbeck-Wallace Circus, said: "My personal opinion is that for indoor and outdoor amusements the year 1937 will be biggest in history. My only alarm is for localities where sit-down strikers might affect business. Wise managers will avoid that."

"This show opened to the best business it ever had in San Diego. Business since has been very good, despite a couple of days of very bad weather. All around it looks like a good season for shows. The public seems to have money. Reports from advance are very optimistic providing labor troubles do not increase soon. We are getting plenty of repeat business and word-of-mouth boosting," said General Manager S. L. Cronin, Al G. Barnes-Sells-Floto Circus Combined.

"I believe that because more money is in general circulation circus patronage will show a substantial increase. However, with more shows going out it is doubtful whether some individual circuses will profit. Unsettled labor conditions in the industrial world will undoubtedly have an adverse effect on circus business," said C. W. Webb, manager of Russell Bros.' Circus.

#### Labor in the Money

E. Lawrence Phillips, director of Johnny J. Jones Exposition, had this to say: "I am very optimistic regarding business in the amusement field during 1937. My optimism is based merely on my personal opinion and I have backed this with dollars and cents by enlarging, rebuilding each department and the show as a whole. My opinion is based on money conditions that prevailed during the past season, our show shattering all previous gross records in many towns. This is a convincer that the money is in the spenders' hands. I can hardly see an abrupt stop to such conditions unless history repeats itself with another sudden crash, which is hardly probable. Workingmen are in demand; that means labor is in the money. The midway is the playground for the laborer and middle classes. Labor is winning every point, reconstruction throughout the flood areas is getting unlimited financial support, farm products are bringing high prices and all this means that fairgoers and midway seekers are bound to have money. I see no obstacles ahead that might affect amusement business this season."

#### Better in Florida

"For showmen who have prepared their attractions to give the public amusement value for their money, it is my opinion this will be the greatest season in outdoor show history," said Elmer C. Velare, business manager of the Royal American Shows. "This is based upon a general quickening of all lines of business, with a basic industry, steel, working at more than 90 per cent of capacity and a building boom which is just getting under way that will employ thousands of workers of all crafts in every part of the nation. Farmers will prosper with higher prices for crops due to increased buying capacity of the public, with wheat growers of North America

and Canada receiving the best prices since 1929 due to shortage and storage of wheat by those nations that are anxiously watching one another, all fearful of war. No one can tell at present what the Spanish situation may develop, but barring any general conflict and with what will no doubt be the last big strike of the year it should be big for showmen and those allied with show business. Our business ran 50 per cent ahead of last year at Florida winter fairs."

Rubin Gruberg, president of the Rubin & Cherry Exposition, said: "The business outlook is the best ever, based on the financial condition of country as indicated by financial statistics. The only obstacle on the horizon at present time is the sit-down strike condition and unco-operative attitude of the Supreme Court to present Administration, which will affect all business throughout the nation."

#### Condition Is Healthy

Fred Beckmann and B. S. Gerety, Beckmann & Gerety Shows, had this to say from San Antonio, Tex.: "While a little out of contact with general business down here, from what we can learn from the papers, radio and correspondence in general, amusement business should be very good this season, although a great deal depends on what the outcome will be in industrial centers. Recent snows in the Middle Western States should enhance the wheat crop and would necessarily be a great boon to Western fairs. Indications now point to a good carnival season and we are quite optimistic."

"The outlook for carnivals, circuses and all amusement organizations, both indoor and outdoor in 1927, we believe, is brightest since World War time. Nothing but a siege of bad weather, and continual at that, can stop anyone in the amusement world from coming out on the right side of the ledger. The only cloud in the skies for us at present is the strike situation, and we believe if strikes continue the government will step in and handle them," said Orville and Harry Hennies, Hennies Bros.' Shows."

F. E. Gooding, general manager of Gooding Greater Shows, said: "My opinion is that the coming season will be the greatest in history for outdoor amusement business. Increased employment, larger wages and shorter hours mean more money and time for pleasure for the working classes, which are our best friends. Agricultural districts are prosperous, which will increase attendance at fairs and create spending power. A general feeling of encouragement exists among all classes. The only obstacle that will prevent the greatest season of all times for our industry is the strike situation, but I do not consider it a serious menace, because there seems to be splendid co-operation between our government and labor, which brings about settlement of most controversies rapidly. A healthy condition exists and we should all benefit."

#### Better Trend in West

"Unprecedented rainfall, an extra heavy winter, numerous labor troubles, advancing prices of commodities, fear of adverse legislation and the threat of inflation are obstacles to face. However, in spite of all this we are optimistic. We expect a good season," said Edward M. Foley, owner of Foley & Burk Shows.

"The outlook for real carnivals is bright. Business depression is lifting, money is more general and the public is hungry for clean outdoor amusement. Business men of the Northwest are optimistic, and carnivals prosper or suffer with business trends. Labor and business are co-operating to the advantage of both in the Northwest and I see no major obstacle," said W. C. Huggins, manager of West Coast Shows.

Will Wright, manager of the Golden State Shows, said: "Speaking for the territory in which our show plays, the outlook for carnivals this year is excellent, despite bad weather. Each of the spots played this year shows a larger gross, and reports from other shows in the territory are all in the same trend. Business men report much better business than at this period last year. The only obstacle I can see to alter this is labor trouble, and a succession of strikes similar to the recent maritime strike would do untold harm, not only to the carnival business but to all business in general. Bills have been introduced in California and Arizona to increase licenses for circuses and carnivals, but these are being taken care of and are not expected to materialize."

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**ROUTES**  
(Continued from page 25)

Swing Girls: (Capitol) Toledo, O., 5-10; (Casino) Pittsburgh, 12-17.  
Teases & Wheezes: (Casino) Pittsburgh 5-10; (Gayety) Baltimore 12-17.  
Top Hat Revue: Harrisburg, Pa., 7; Reading 8-9; Williamsport 10; (Casino) Toronto 12-17.  
Toyland: (Gayety) Detroit 5-10.

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Broadway of Amer. Chautauqus: Arkadelphia, Ark., 10-17.  
Brown Novelty: Thomasville, Ga.  
Buckeye State: Piquette, Miss.  
Bullock's Am. Co.: Belmont, N. C.; Gastonia 12-17.  
Burdick's All-Texas: Luling, Tex.  
Byers Greater: Hixson, Mo.  
Byers & Beach: Kennett, Mo., 10-17.  
Castle's United: Prescott, Ark.; Arkadelphia 12-17.  
Central State: Greensburg, Kan.  
Crowley United: Moberly, Mo., 10-17.  
Crystal Expo: Gaffney, S. C., 8-17.  
Daley Bros.: Galena, Kan.  
Dodson's World's Fair: Savannah, Ga., 10-17.  
Dyer's Greater: Baldwin, Miss.  
Evangeline: Greenwood, Ark.  
Fairly-Martone: Ft. Smith, Ark.  
Florida Expo: Denmark, S. C.  
Gold Medal: Little Rock, Ark.; North Little Rock 12-17.  
Golden State: Ventura, Calif., 6-11; Lompoc 18-18.  
Great Superior: Herrin, Ill.  
Great Sutton: Osceola, Ark., 10-17.  
Greater Expo.: Wellston, Mo.; Alton, Ill., 12-17.  
Hansen, Al C.: Princeton, Ky.  
Happy Days: Tullahoma, Tenn.  
Happyland: Lincoln Park, Mich., 9-17.  
Heth, L. J.: North Birmingham, Ala.  
Hilferbrand's United: Van Nuys, Calif., 5-11.  
Hodge, Al C.: Belleville, Ill.; Collinsville 12-17.  
Hyde Park: Hillsboro, Tex.  
Hyde, Eric B.: Gainesville, Ga.  
Imperial United: Ashland, Ala.  
Jones, Johnny J., Expo.: Columbia, S. C., 10-17.  
Large & Lane: Duck Hill, Miss.  
Lawrence, Sam: Clinton, S. C., 10-17.  
McClellan: Mayfield, Ky.  
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Pilbeam & Carpenter: Wayne, Mich.  
Reid Greater: Jackson, Miss.  
Reynolds & Wells: Springfield, Mo., 10-17.  
Roger & Powell: Fayette, Miss.  
Rubin & Cherry Expo.: Tuscaloosa, Ala., 10-17.  
Sheesley Midway: Charlotte, N. C., 10-17.  
Shelley Bros.: (Nine Mile road and Van Dyke) Detroit.  
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Surae Am. Co.: Marion, Ill.; Mt. Vernon 12-17.  
Texas: Raymondville, Tex., 5-15.  
Texas Longhorn: Athens, Tex.; Tyler 12-17.  
Tinsley: Greenville, S. C.  
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Ward, John R.: Alexandria, La.  
West Bros.: Am. United: Lordsburg, Mo.  
West Coast: Spokane, Wash.  
West Coast Am. Co.: Sacramento, Calif.  
West, W. E., Motorized: McLoud, Okla., 12-17.  
West's World's Wonder: Portsmouth, Va.  
White City: Trinidad, Colo.  
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Barney Bros.: Phoenix, Ariz., 8-10.  
Cole Bros.: (Hippodrome) New York City until Apr. 11; (Stadium) Chicago 16-May 2.  
Downie Bros.: Macon, Ga., 12.  
Hagenbeck-Wallace: (Coliseum) Chicago 7-25.  
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Main, Walter L.: Jasper, Ala., 6; Russellville 7; Sheffield 8; Decatur 9; Fayetteville, Tenn., 10; Shelbyville 12; Murfreesboro 13; McMinnville 14; Cookeville 15.  
Mix, Tom: Huntsville, Ala., 6; Columbia, Tenn., 7; Nashville 8; Clarksville 9; Paris 10.  
Polack Bros.: (Armory) Portland, Ore., 5-11.  
Ringling Bros. & Barnum & Bailey: (Madison Sq. Garden) New York City 8-May 1.  
Russell Bros.: Rolla, Mo., 15.  
Wallace Bros.: York, S. C., 8.  
W. P. A.: (Ridgewood Grove Stadium) Brooklyn, N. Y., 11-13.

**MISCELLANEOUS**

Birch, Magician: Hominy, Okla., 8; Ponca City 9; Blackwell 10-11; Barnsdall 12; Pawnee 13; Miami 14; Picher 15; (Fox) Joplin, Mo., 18-20.  
Black, Lewis E., Bears: Van Wert, O., 6-10.  
Craig Bros.' Show: Genese, Pa., 5-10.  
Daniel, Magician: Mt. Sterling, Ky., 6-7; Lexington 8-10; Paris 11; Versailles 12; Frankfort 13; Lawrenceburg 14.  
DeCio, Magician: Marietta, O., 6-14.  
Deerfoot's Fun Makers: Mulberry, Ind., 5-10.  
Delmar, Hypnotist, Escape: San Francisco, Calif., 5-15.  
Dressen's Circus Capers: Peoria, Ill., 8-10; Canton 11-13; Galesburg 14-16.  
Green, Lew, Golden Gilt Show: Reedsville, O., 6-10; Nevada 12-17.  
Huntington, Magician: Dilley, Tex., 12; Clifton 14; Weatherford 15.  
Lewis, H. Kay, & Hollywood Varieties: Winchester, Ind., 5-15.  
Marquis, Magician: (State) Gallon, O., 8-10.  
Modern Noah's Ark: New Orleans, La., 5-11; Baton Rouge 12-17; Opelousas 18-17.  
Nemars, The, Magicians: Danville, Ill., 5-10.



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These packages contain Assorted Caramel Kisses, guaranteed to stand up in all kinds of weather. Send for FREE Illustrated Catalog of Our Complete Line, 20% Deposit with Order, Balance C. O. D.  
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**ATTENTION CONCESSIONAIRES** Carnival Supplies

**WANTED**  
To contact Carnival, Show and Concession Man for Annual Lee County Fair, August 24-27. Write **T. H. SEYB, Donnellson, Ia.**

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WORLD'S PREMIER HIGH DIVER.  
A Guaranteed Attraction.  
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**The Wehrley Attractions**  
Opening Indianapolis, Ind., April 16.  
Booking Shows and Concessions.  
**W. C. WEHRLY, 710 King Ave., Indianapolis, Indiana.**

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For World of Mirth Shows Cookhouse  
Waiters, Cooks, Bakers, Crab Joint Help. If not experienced, sober and reliable do not answer. Show opens May 1. Write **SHORTY ADAMS,** Winter Quarters, Richmond, Va.

**LOOK---LOOK---LOOK**  
Now booking 1937 Fairs, Celebrations, etc. Circus Acts, Vaudeville and Revues.  
**RAYNELL'S ATTRACTIONS**  
535 Bremer Arcade, St. Paul, Minn.  
Secretaries write—Acts, send open dates.

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NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, COON GAMES, ETC.  
Catalog with New Low Prices  
**THE TIPP NOVELTY COMPANY**  
TIPECANOE CITY, OHIO

**2 PROMOTERS WANTED**  
To sell Exhibit Space in entrance and banners. Agents for Wheels and Coupon Stores. Opening Anderson, Ind., April 17.  
**DAVE TENNYSON**  
212 W. McCarty St., Indianapolis, Ind.  
For Sales: Carn. Game, 14x24 Top and Frame Awning 7 ft; 50 Stools.

**HONEST BERT'S SHOWS**  
Wants shows, rides and concessions that don't conflict. Also will buy or book Chair-o-Plane.  
**HONEST BERT, 2104 4th Ave., Rock Island, Ill.**

**COOK HOUSE AT LIBERTY**  
On account of disappointment my Cookhouse is available for booking with a reliable show. Ready to join immediately. **JAMES PHILLION, Dixie Cafe, Rome, Ga.**

**WANTED TO HEAR FROM**  
CARNIVAL who can play here in June or latter part of May. Also want to hear from (GOOD BODIES) to play here for this Celebration. Population of this community around 6,000. Write **LEO DREY, Adjutant, American Legion, Brokenridge, Minn.**

**CARNIVAL & CONCESSION SUPPLIES**  
SEASON IS HERE AND AS USUAL  
We are manufacturing the Best Line of Plaster Novelties.  
3 Dozen Sample Order \$5.00. Money Order in Advance. Money-Back Guarantee if Not Satisfied.  
Radio and Table Lamps and Flash Swager Sticks, China Heads, Jap. Canes, Reach Bounders, etc.  
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IN HARD PLASTER NOVELTIES AND KEWPIE DOLLS  
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We also carry a large assortment of Small Plaster.  
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World's Best Carnival Attractions  
WANTED Colored Talent for the most elaborate Colored Revue under canvas. Oborus Girls that do Specialties, Comedians that are really funny, Acts that are new and novel. Nothing too good or big for us to handle. Musicians that can work in a fast orchestra and stay sober. **L. C. Taland, Director.** Address all mail to **J. M. SHOOT, 1133 Panama St., Houston, Tex.,** until April 15, then San Antonio, Tex.



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Build the Jim Dandy Cabin Cruiser—save money—have a better trailer. Our practical plans show you how to build a substantial chassis and body. Finish and equip to suit yourself. No special skill or tools required. Build in any size. Rush \$1.00 for these plans today. Include 25c more and Get Our Big New 1937 Catalog and Trailer Builders Manual. Most valuable book published for Trailer Builders and Owners. Full of ideas and suggestions. Catalog illustrates and describes over 500 types of Trailer Parts, Supplies and Equipment. Existing from wheels to top at money-saving prices. 50c in Canada \$1.00 Foreign

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**WANT-WANT RIDE HELP**  
Experienced, sober, reliable Ride Men who can drive trucks. Good salary. Tom Nolan and Lightning Campbell write or wire  
**AL. G. HODGE SHOWS**  
H. (Doc) Allen, or William Tusker, General Representative  
BELLEVILLE, ILL.

**WANTED - - PROMOTERS - - WANTED**  
Immediately for 10 weeks' celebrations. Starting "21st" Centennial Celebration, Newcastle, Ind., Saturday, May 1. Also including Indiana State Convention, Logansport, Ind., week May 31: 5 Promoters capable handling Public Weddings, Baby Clinics, Popular Contests, Merchants' Exhibits, etc. Will consider good Lady Promoter. Want to hear from H. C. Taylor, W. H. Bill Hite, E. J. Murphy, E. E. Wilson, Joe Howan, Cliff Crump, others. Experienced Phone Men, 25% gross. Phone Men write Al R. Rogers. Promoters write or wire Bob Hallock, General Agent Hites, Shows, Concessions. Write—wire MORRIS MILLER.

**MILLER BROS. SHOWS**  
Newcastle, Indiana.

**BLUE RIDGE SHOWS**  
WANT small Cookhorse. Privilege in Tickets, Bingo or any Legitimate Concessions. Would consider one more Ride, Ferris Wheel preferred. Jack Phelps wire. Will play three North Carolina spots, then to coal fields, West Virginia.  
**GEO. W. SMITH or JOE KARR, Columbus, N. C.**

**BARLOW'S BIG CITY SHOWS**  
Can place Foreman for Merry-Go-Round and Chair-Plane, also Concessions. Johnnie Roberts answer, Michigan and Davis Streets, St. Louis, Mo., until April 11.

**WANTED**  
For Arthur Daly Post American Legion, Toledo, O. Spring Festival, three weeks, starting April 17. Downtown locations, Front Street, Nebraska Avenue and Arroyo lot, Center of Town. Shows, High-Class Rides, Concessions. Must work for stock. Very strong auspices. Phone and Banner Mail. Address **GLEN HOCKETT, 228 Main St., Toledo, Ohio.**

**AGENTS**  
Big Line Carded Goods. Aspirins, Blades, Nail Files, Foam-O-Solizers, etc. Low Prices.  
**SOUTHERN OHIO PRODUCTS CO.**  
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**CONNECTICUT**  
FOR LEASE OR SALE—Amusement Park by lake. Area, 16 acres. Dance and Roller Skating Pavilion, Carousel, Bowling, Bathing Beach, Bell-houses, Dodgem Cars, Shooting Gallery, Miniature Golf Course, Picnic Grounds and Shelter. Accessible by City Bus Lines. RM 278. Care The Billboard, 1564 Broadway, New York City.

**SHENANDOAH VALLEY SHOWS WANTS**  
Book small Merry-Go-Round, Minstrel, Snake, Glee Shows, Concessions: Popcorn, Ball Games, Crab Joint, American Palms, High Striker, Cigarette Shooting Gallery, Balloon, Pitch or any 70c Stock Store. No racket. Privilege \$10.00. Address Broadax, Va., week April 5 to 10.

**COMMITTEEMEN**  
I can furnish complete Carnival Unit for you. Fair, Home-Club, 4H Club, etc., with Rides, Shows, Concessions. Write.  
**WM. B. JACOBS,**  
432 Walbridge Ave., Toledo, O.

**WANTED**  
Enl Ferris Wheel, No. 5 or No. 12, complete with engine. Must be in good condition and cheap for cash.  
**T. E. RICH, BAINBRIDGE, GA.**

Newton, Magician, & Co. Remington, Va., 5-10; Frederick, Md. 12-17. Bilton's Show: Perkins, Ga., 6; Alexander 7-8; Gough 9-10.

**Additional Routes**

(Received too late for classification)  
Blue Ribbon Shows: Anniston, Ala., 5-10. Blythe Players: Milton, Del., 5-10. Brown Family Rides: Sardis, Ga., 5-10. Burke, Harry, Shows: Gramercy, La., 5-10. De Luxe Shows: Lancaster, S. C. Fairly-Martone Shows: Pittsburg, Kan., 12-17. Florida Am. Co.: Davenport, Fla., 5-10. Great Olympic Shows: Clarksville, Tenn., 5-10. Greater United Shows: Lawton, Okla. Howe Bros. Circus: Mojave, Calif., 6; Delano 7; Porterville 8; Lindsay 9; Hanford 10. Howell's Variety Show: Moberly, Mo., 5-10. Imperial United Shows (Correction): Prattville, Ala., 5-10. K. G. Am. Co. Shirley, Ark., 5-10. McNally Variety Show: Lynch, Mo., 5-10. Martin's United Shows: Uplands, Calif., 5-10. Marguis, Magician (Plymouth) Plymouth, O., 15-17. Miller Am. Co.: St. Francisville, La., 5-10; Pochatoula 12-17. Miller, Al H., Show: Bronwood, Ga., 5-10. Nemars, Magicians: Evanston, Ill., 11-13; Wilmette 14; Elgin 15. Princess Edna Show: Hondo, Tex., 5-10. Regal United Am. Co.: Healdton, Okla., 5-10. Royal Bros. Circus: Pontotoc, Tex., 8; Fredonia 9; Katemey 10. Smith Greater Atlantic Shows: New Brookland, S. C., 5-10; Winnboro 12-17. Stanley Zepp, Shows: Bristol, Va., 5-10; Richlands 12-17. State Fair Shows: Prescott, Ariz., 6-11. Texas Longhorn Show (Correction): Corsicana, Tex., 5-10; Athens 12-17; Tyler 19-24. Tidwell, T. J., Shows: Big Springs, Tex., 5-10. Toby's Tent Show: Aloka, Okla., 5-10. Valley Shows: La Porte, Tex., 5-10. Western State Shows: Corpus Christi, Tex., 5-10.

**Rubin & Cherry All Set for Opening**

ATLANTA, April 3.—Opening of Silver Jubilee Tour—25th annual season—set for Tuscaloosa, Ala., April 10, and the Rubin & Cherry Exposition is ready. The show greatly augmented and completely rehabilitated at a cost of over \$40,000. Show train of 40 cars will leave Atlanta Thursday morning, April 8, and will be on the lot up and ready for the Saturday opening. This will be a re- turn engagement in Tuscaloosa, and under the auspices of the American Legion post, and the locale will be the circus grounds.

Mrs. Annie Gruberg, accompanied by Nate T. Eagle, returned from New York, accompanied by 60 members of the Cuban Rumba, all-Spanish musical revue; the entire cast of the Gipsyque revue, several Hlliputians and other show-folk who were transported in a private railroad car via the Southern Railway. Huge signs that proclaimed the fact that the passengers were Rubin & Cherry showfolk adorned the Pennsylvania station in New York and at the Washington, D. C. depot, arranged by Nate T. Eagle, got plenty of publicity while the troupe were en route here.

Mrs. Gruberg, during her stay in the big town, placed orders for costumes for the various attractions and personally arranged for the shipments to arrive in time for the scheduled opening.

Whitie Woods, ace talker, will arrive. Walter Hale arrived from Portland, Ore. He will handle the front of one of the larger midway attractions and will assist in the press department. Robert E. Wicks and Eddie Marconi are being highly complimented for their work on behalf of new show front and other physical creations. An air-conditioning unit has been installed in Mr. and Mrs. Gruberg's private car.

Visitors: George Reinhardt, cookhouse magnate; Mr. and Mrs. Cly Newton and C. C. Smith, of the Jack Hoxie Circus; Mike T. Benton, president, and John Armour, vice-president of the Southeastern Fair Association.

**Prominent Concessioners. Visit Phil C. Travis**

NASHVILLE, April 3.—During the past week two well-known concession boys were here this week to get lined up for the Tennessee State Fair. While here they called at the home of Phil C. Travis, superintendent of concessions, and were cordially received. Gilbert Noon reserved space on the main stem for a shooting gallery and George Reinhardt secured his usual spots for his cookhouse and grab. George was accompanied by his mother and sister. Mr. and Mrs. Jimmie Malone were also entertained at the Travis home.

**Supplement to George A. Hamid Section**

**MR. GEORGE A. HAMID**  
*We Congratulate You on Your THIRTIETH ANNIVERSARY in Show Business and Wish You Many More Years of Success*  
**BILLY RITCHEY'S**  
*All-Star Water Circus*  
With the Hamid Office for 12 Years and Still for It

**FLASH!** By Cable From London **FLASH!**  
*congratulations to*  
**GEORGE A. HAMID**  
*America's Foremost Agent*  
from  
**STANLEY W. WATHON**  
*Europe's Biggest Circus Agent*  
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**With Best Wishes to GEORGE A. HAMID**  
On His 30th Business Anniversary Year  
An Appreciation of Excellent Service  
From the  
**PETERBOROUGH INDUSTRIAL EXHIBITION**  
PETERBOROUGH, ONTARIO. THOS. BROWN, President.

**Atlantic City**  
By WILLIAM H. McMAHON  
ATLANTIC CITY, April 3. — A big Easter on the amusement front and plenty to think about from now until Decoration Day. It was old-home week in many quarters, with familiar faces around looking over the situation for an early summer opening of concessions and games. Billy Pennan up from Wildwood to announce purchase of several new rides by Hunt's Ocean Pier, same coming from Rye, N. Y.

**Paris Holds Big Street Fair**  
PARIS, March 29.—Annual street fair along the Boulevard de la Villette has more than 150 rides, shows and concessions, including four Auto Scooters, Caterpillar, Loop-the-Loop swings, many kiddie rides, three elaborate girl shows, Jouviano's menagerie, Durwal's dog show, museum of anatomy, Negro show, glass-blowers, wrestling show, freak and illusion shows.  
Important street fair at Nimes, running full month, has 70 rides and concessions, such as three Auto Scooter rides, Ferris Wheel, Skid, two Automodrames, Caterpillar, Arnos's dog show, freak, illusion and sport shows.

Frank Wirth was in town, greeting old friends along the wooden way. Johnny Ray, of marathon fame, trying to drum up proposition for county. Sea Gulls, ice hockey team, lost the league championship in a playoff by one point. Will revamp the team and have it back on ice again next season, says Manager Phil Thompson.

**Conklin Shows Book Features From England**

HAMILTON, Ont., April 3.—M. A. Collins, representative of Pat Collins, famous English carnival showman and former member of Parliament, arrived here this week from London, accompanied by J. Hays. Soon after arrival they visited the Spillman Engineering Corporation, North Tonawanda, N. Y. During a call on George H. Cramer, executive head of the corporation, they purchased a new steel auto speedway house and track. Twelve speedway cars will be brought over from England and the combination will be assembled and presented on the midway of Conklin's All-Canadian Shows at the opening stand.  
Another feature for the shows due for early arrival is the English style of the Globe of Death, which will be presented by Mildred and Bob Lee, also English showfolk.

**Would Tax Ill. Amusements**

SPRINGFIELD, Ill., April 3.—Aimed at taxing tickets to all amusements, the Stuttle bill was sent to the Senate this week. Measure would impose a 2 per cent tax on gross receipts, proceeds going into old age pension fund.

# Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, April 3.—President J. C. McCaffery presided at the April 1 meeting. Seated with him were Treasurer A. L. Rossman, Secretary Joe Streiblich and Past President C. R. Fisher. Applications received during the week were for Edwin C. Chambers, credited to Elmer C. Velare; Ernest Marck, credited to Frank R. Conklin; Phil Gilson and Eddie Niece, credited to Fitzie Brown and Morris Lipsky. Membership drive is rolling along merrily, with the total running ahead of last year. Those who have asked for membership in the 100-application club are Fitzie Brown, Morris Lipsky, Frank D. Shean, Frank R. Conklin and John W. Galligan. Remember, there is a gold life membership card for any member who presents 100 applications during the year. Brother E. C. Velare, one of the winners in 1936, is going along and contributing

his support this year. No news as yet from Brother Rubin Gruberg, runner-up in 1936. He will, however, be showing results ere the season is far under way. Action has been taken to renew the lease on the club's present quarters. Past President C. R. Fisher and Secretary Streiblich have been appointed a committee to handle arrangements. Rooms will be redecorated and otherwise renovated during the summer. Spring benefit will be history when you read this, but the committee is working hard and assures us it will be one of the finest affairs ever held by the club. Reservations are coming in fast and co-chairman Walter F. Driver predicts a sellout. Ways and means committee is arranging to have stickers sent to members of the League. These are to be used on personal stationery with the hope of giving added publicity to the League. Chairman Brother M. J. Doolan will have them ready shortly. Eddie Wice was in town for a few days and spent quite a bit of his time at the rooms. Ladies are arranging a party to be held in the clubrooms Saturday, May 1. Brother Harry Lewiston has been busy taking care of the big snakes he has secured for his show. Left for Detroit, where he will make arrangements to have them taken into Canada. He will have three shows with the Conklin Canadian outfit this year. Vice-President Frank R. Conklin writes that he expects to be in for the April 5 affair. He added that he is out to get 100 members this year. Paul Olsen and John Saladin are busy reading their concessions for summer. Brother Fitzie Brown writes that he has been busy and is not yet ready to start out. Asks for more applications and feels confident he will be in the 100-member class. Morry Brod writes that they opened March 27. He is with Mike Rosen on the Blue Ribbon Shows. Members of the League have been invited to be guests of the Hagenbeck-Wallace-4-Paw-Sells Circus at the Coliseum April 12. Invitations have been accepted and a good attendance is expected. President J. C. McCaffery is proving himself a capable executive. He has his hands on the pulse of the organization at all times and has given the boys several interesting talks. He has been as-

sured of the club's united support throughout the year. Interesting letter from Brother Charlie (Blue) Pofitz advises that he is still in the U. S. Veterans' Hospital, National Soldiers' Home, Dayton, O. Why not drop him a card of cheer? An interesting letter from those high in politics advises that Billie Lorette is receiving wonderful attention and will continue to receive same as long as he is in the Cook County Infirmary at Oak Forest, Ill. Well, boys, you are starting out for the summer. Perhaps it has been tough and you have been unable to pay your dues. Remember there is no time like the present. So while you are getting it be sure to attend to this important obligation.

Bartlett, Peru, Ind., March 26 in that city. MACKINNON-ADAMS—Donald Selbie Mackinnon, of Melbourne, Australia, and Claire Adams, film actress, in London recently. MEAGHER-GROODY—Ward Meagher, broker, and Helen Groody, ballet dancer, March 27 in New York. MONT-KIM—James Mont and Helen Kim, actress, March 27 in New York. ORRELL-BRADSHAW—Dewey Orrell, musician, to Lottie Bradshaw, nonprofessional, March 10 at Whitfield, Miss. ROSAIRE-O'BRIEN—Aubrey Rosaire, English circus acrobat, to Ellen O'Brien, daughter of a well-known English amusement caterer, at Greenock, Scotland, March 23. SOLHEIM-HOEL—Millard Solheim, projectionist at the Badger Theater, Stoughton, Wis., to Ruth Ann Hoel, nonprofessional, March 20 in that city. SWINEHEART-FOURNIER—William Swineheart and Simone Fournier, showgirl at the Casino Parisien, Chicago, in that city recently. TALBOT-CRAMER—Lyle Talbot, screen actor, and Marguerite Ethel Cramer, nonprofessional, of New York, in Hollywood March 28.

## Ladies' Auxiliary

Attendance at the regular meeting April 1 was way above par and real activity was displayed by all members present. President Frances Keller has again assumed her regular seat at the officers' table and was royally welcomed. Mrs. Robert Miller, one of the active new members, will be hostess at the social April 8. Plans are being formulated to hold a bazaar during the time of the convention in December. Committee will be named at a later date. A big farewell party will be held in the league rooms May 1, with Mrs. William Carsky in charge. Tickets are now on sale and the raffle on the fur-piece will be held at this party. Applications of Mrs. Amelia Earles and Mrs. O. N. Crafts were presented for ballot and each duly elected to membership. Cora Yeldham requests that attention be given to your dues. If they have not been paid kindly give them your attention at once as they are long past due. Mrs. Myrtle Jackson, a Canadian member, was a Chicago visitor during the week. Mrs. Abner Kline is showing real activity in the membership drive. She sent two more applications which will be presented for ballot at the next meeting.

## Coming Marriages

Myron D. Martin, nonprofessional, to Rosemary J. Buckley, daughter of the late Jerry Buckley, Detroit radio commentator, in that city April 10. Benedict J. Pullo, Boston orchestra leader, and Bonnie L. Ball, nonprofessional, soon. Jack Connor, night club singer, and Edith Morris, nonprofessional, in Philadelphia soon. Dr. Harry Maslow and Florence Kollinska, of the dance team of Florence and Alvarez, in New York soon. Willard Waterman, Chicago NBC studio actor, and Mary Anna Theleen of Kenosha, Wis., soon. Sergi Petschnikoff, unit manager for MGM, and Brita Holm, nonpro, at Las Vegas, Nev., April 4. M. E. Gordon, nonpro, and Edith Wilson, secretary to David O. Selznick, film producer, soon. Romney Brenf, actor, appearing in *On Your Toes*, and Gina Malo, musical comedy and film actress, soon in London.

## "Makes Tent Shows Goat"

NEWPORT NEWS, Va., April 3.—Tent shows are the only amusement enterprises on which the ante has been raised by city council in its annual license tax ordinance changes this year. Theatrical performances, which include tent shows, heretofore paying \$5 to \$7.50 a day will pay after May 1 \$25 to \$50 a day, based on a sliding scale of admission charges. Picture theaters, on the other hand, get a break with a downward revision of licenses in some classification. "That's another case of making tent shows the goat," commented several showmen, when this was brought to their attention.

## Great Superior Shows Finally Get Started

JONESBORO, Ark., April 3.—The Great Superior Shows finally got the season inaugurated here last Monday, March 29. Cold weather forced several postponements and even on the initial day the mercury hovered around 25. A good crowd was present, but very little money was spent. An executive of the shows stated that it was an opening anyway and that season 1937 is now on. The local *Evening Sun* of March 30 was, in high praise for the general appearance of the shows in physical equipment such as rides and tops and stressed the color scheme, both as to artistic banners and illumination.

## Raynell Acts Being Added

ST. PAUL, April 3.—Predicting a big year, office of Raynell's Attractions here has been enlarged and new features are being planned for the 1937 season of fairs. Miss Raynell, who is putting out units in theaters, will also use them at fairs with novelty and circus acts added.

## MARRIAGES

(Continued from page 41) Los Angeles, and Tatina A. Urova, nonpro, in that city March 25. FRAZIER-KELSIE—Charles Arthur Frazier and Lola Kelsie, known to carnival folk as Billie Walters, recently in Ocala, Fla. HARTER-BARTLETT—Donald Harter, vice-president of the Wabash Valley Trust Company, founded by Col. B. E. Wallace and later acquired by Jerry Muglivan and Bert Bowers, to Freda May

## Divorces

Margaret I. Lane from James Lane, music director for Pancho & Marco studios, in Los Angeles recently. Barbara Stone, actress, from Nate Eugene Stone, actor and writer, recently in Los Angeles. Mrs. Sarah Eskin from Jacob Eskin, Wisconsin theater operator, at Dodgeville, Wis., March 29. Stella Winter, film actress, from Charles Winter in Los Angeles March 31.

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

You are possibly a member of a number of other organizations of all types. If the general experience of a great many outstanding present members is a criterion, you eventually will find, as they have, that this organization will be the one to which you will feel closest. JOIN NOW!

## DEE LANG'S FAMOUS SHOWS

"America's Most Beautiful Motorized Show"

10 NEW AND UP-TO-DATE RIDES — 12 HIGH CLASS SHOWS. ALL CLEAN AND LEGITIMATE CONCESSIONS. 20 FAIRS AND CELEBRATIONS ALREADY CONTRACTED FOR 1937

FAIR SECRETARIES AND COMMITTEES: We invite inspection of our show at all times. If you are interested in a Real Show get in touch with us for future dates. Al Cube, wire me immediately.

DEE LANG, Gen. Mgr. (Permanent office address) 3820 McDonald Ave., ST. LOUIS, MO.

## CHARLES OLIVER AMUSEMENT CO. WANTS WANTS

CORN GAMES GRIND STORES MISTREL SHOW AND GIRL SHOW Managers and Performers, with or without own outfits. SHOWS OF MERIT, with or without own equipment. Our Show equipment is nothing short of the finest on the road today. FAIR SECRETARIES AND CELEBRATION COMMITTEES are invited to see the finest safe riding equipment on the road today. Brand new Rides-O and other Fine Rides. WHIP Foreman wanted at once. Other ride help write. CHAS. OLIVER, 1417 GRATTAN ST., ST. LOUIS, MO.

## BARFIELD'S COSMOPOLITAN SHOWS

Will open in two weeks in a good pay roll town in Georgia; route to those interested. Want shows of merit, especially organized Colored (Mistrel), will furnish outfit. George Gresham and Johnny Riddick wire. Also, small Wild West or Monkey Circus and Mechanical Show; Palisades write. Want people and acts for Side Show. Want Chair-o-Plane and Loop-o-Plane. Room for a few more legitimate Grind Stock Concessions. Opening for experienced Ride Man. Address Bushnell, Fla., this week; High Springs, Fla., next week.

## GRUBERG'S WORLD'S EXPOSITION SHOWS

Open April 17 at Washington, D. C., For location see MILT MORRIS, General Mgr., 1448 Newton St., Washington. Phone, Columbia 6667.

# American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 3.—At the last annual meeting of the association the subject of railroad transportation was considered at some length, and it was the opinion of those present that we again present our claims to the Trunk Line Association with a view to obtaining a reduction in rates and the elimination of demurrage charges. In accordance with the will of our membership we will confer with the representatives of the Trunk Lines in New York City, probably next week.

The ACA office has just obtained information that the Interstate Commerce Commission has put freight-rate increases into effect with reference to a list of miscellaneous articles. These increases were effective at midnight March 20, 1937, and the commodities involved include a number of miscellaneous items, none of which have application to the carnival industry, except perhaps the item of machinery.

Commission officials said the amount of additional revenue the increases would produce would be negligible. Significance, however, was seen in the decision in some quarters a possible hint of a favorable commission attitude toward a large list of increases in other products which the roads have proposed. The largest list to go into effect next April 20.

We will keep the membership advised of developments with reference to the transportation situation, particularly as to the date of any hearing which may be set by the Trunk Line Association, and we trust we may have a full response of the membership when notice of the occasion is sent.

We continue the discussion of the provisions of law relating to the Social Security Act pertaining to old age, and this week's information is a continuation of the subject of:

## Returns

Returns must be signed by the show owner if he is an individual, or if a corporation, by the president, vice-president or principal officer. If a partnership, by a responsible member of the partnership having knowledge of its affairs. If the amount of the monthly tax is \$10 or less, the return may be signed and acknowledged before two witnesses. If the tax is more than \$10 then the return must be sworn to before one authorized to administer oaths.

Shows are cautioned to follow the instructions provided upon the return forms supplied by the collectors of internal revenue, and altho the government furnishes these forms gratis, under the law it is no excuse for not making a return that no form was furnished.

Considerable doubt seems to exist in the minds of the members with reference to the filing of returns. The regulations provide that each return shall be filed with the collector for the district in which is located the principal place of business of the employer. If the employer has no principal place of business in the United States then the return should be filed with the collector at Baltimore, Md. In the case of carnivals, it is our opinion that reference should be had, in the event of a corporation, to the certificate of incorporation, and if the same provides for a principal place of business then the return should be filed with the collector of the district where such principal place of business is located. On the other hand, if a show does not have a principal place of business then the return should be filed with the collector at Baltimore, Md.

Returns must be filed before the last day of the first month following the period for which the return is made and in the event the last day for filing falls on a Sunday or legal holiday, the return may be filed the following business day. Shows are cautioned that if returns are placed in the mail that they shall be posted in ample time to reach the collector's office, under ordinary circumstances, on or before the due date.

The tax is payable to the collector without assessment or prior notice.

## Records

A number of shows have inquired as to the records which must be kept in compliance with the law. The records to be maintained must show the following:

1. The name and address of the employee and the account number assigned to the employee under the law.
2. The occupation of the employee.
3. The total amount and date of each payment to the employee and the period of services covered by such payment.
4. The amount of payment to the employee which constitutes wages subject to tax.
5. The amount of tax withheld from the employee's pay, and if collected at a time other than the time of payment, the date when collected.

The regulations do not provide that shows must keep any particular set of books, but they must maintain sufficient books to show the information above set forth which is required.

In the ensuing articles on this subject we shall cover a variety of miscellaneous items which have appeared and will appear and which have caused considerable doubt and annoyance to members of the carnival industry.

## Line o' Two of News

McKENZIE, Tenn., April 3.—A. Sphaeris, manager of the Great Olympic Shows, announced on arrival here that business in Jackson, Tenn., for the opening week was fair for the first three days. The shows did not open last three days, due to cold weather. Business here is very good despite cold weather.

SHREVEPORT, La., April 3.—Fairly-Martone Shows announced here this week the booking of the midway for the Clay County Fair, Spencer, Ia.

LaBELLE, Mo., April 3.—Robert Van Sickle announced he had booked his band with the Great Olympic Shows and would join them at McKenzie, Tenn.

BISHOPVILLE, S. C., April 3.—Dick Collins, press agent, formerly with Dodson's Shows, arrived here recently from Savannah, Ga., to accept a similar position with Max Gruberg's World Exposition Shows.

ATLANTA, April 3.—William G. Murray, general agent Charles A. Hartzberg's Keystone Shows, announced here Thursday that the season will open April 29 at Waynesboro, Pa. Murray stated that the shows would be somewhat enlarged and that free acts will be presented on the shows' midway.

PLYMOUTH, Mass., April 3.—Local interests will sponsor an organized carnival in this city during the month of August, Reubin M. Winokur, prominent local attorney announced here this week.

CINCINNATI, April 3.—Foster Bell, press agent last season with States carnival and during the winter months in advance of Dave Apillon's vaudeville unit, left last week to join an eastern carnival.

CHAMPAIGN-URBANA, Ill., April 3.—Among the organizations that will sponsor the presentation of carnivals in this district are the Veterans of Foreign Wars, American Legion and Farmer's and Sportsmen's Club. Ted Judy, vice-president of the latter, is rated as a booster for the high-class carnivals. Among those who have played here have been Sol's Liberty, Rubin & Cherry and Beckman & Gerety.

CONSOCHOCHEN, Pa., April 3.—The Consochochen Athletic Club will sponsor a carnival under its auspices it was stated here this week by T. F. Hannigan, for the club, which has the endorsement of the local Community Center.

SAFFORD, Ariz., April 3.—C. F. Zeiger announced here yesterday that his shows have been awarded the contract for the amusements at the Arizona State Firemen's Convention, Kingman, April 24.

CHARLOTTE, N. C., April 3.—Duchess, the lioness belonging to Lorain Wallace, died here Thursday from an operation performed Tuesday, reports Floyd Newell, press agent.

## Kenyon Is Manager Of K. C. Fairyland

KANSAS CITY, Mo., April 3.—Mario Brancato, president, and his brother, Victor, secretary-treasurer, owners and operators of Fairyland Park, arranged

## Philadelphia

PHILADELPHIA, April 3.—Business at museums has picked up noticeably this week. Eighth Street Museum: Nagani, Japanese foot juggler; Jack Stetson, cartoonist; Gallani, midget magician; Jackie Mack with daggers of death; Princess Zeld, mentalist; Spidora, illusion and Poses Plastique. Mary Morris and dancing girls in annex.

South Street Museum has Jimmy Williams and Billy Cornell's Colored Revue, eight people; Freddie, armless demonstration; Naif Corey, comedy magic; Mme. Camille, mentalist. In annex, dancing girls.

Harry Heller, of Acme Shows, was a visitor.

Joe Payne left to take up duties with John Marks' Shows as legal adjuster.

Sam Tassel, who has had a very successful indoor season with bingo games and other promotions, is now preparing for outdoor season.

Exhibit Producing Company, of which John Keeler is the general manager, has two units booked.

Bill Hasson will be assistant manager of the De Luxe Shows. Paul Prell, manager of the show, was in the city consulting with Hasson.

Jack Howard will again be with Rosen's Museum, Coney Island, N. Y.

Lusse Bros. advise that they will install a Skooter at Silver Springs Park, Long Beach, Calif., under management of Nate Miller.

with Omer J. Kenyon in Omaha shortly after January 1 to come here as park manager as quickly as he was thru with his tour for MGM, exploiting a road show last winter. Mr. Kenyon is well known as a park executive and a manager of theatrical road shows and advance representative for circuses and will go to Toronto as soon as the park season ends to again handle the Bob Morton Circus in that city as advance manager. He has been associated with leading amusement parks as manager in the Central States and Pacific Coast and several years ago was known as one of the youngest park managers in the United States.

Brancatos plan extensive remodeling and will soon announce a new policy for the ballroom, one of the largest in America, and will take over several leading concessions in the park and add rides. The large shelter house will be remodeled. Main entrances will be rebuilt with modernistic fronts. New paint and a new lighting system will be seen at the opening on May 14.

Extensive improvements will be made in the large pool, where water sports, races and contests will be featured. Arrangements are on to play name bands in the ballroom and a manager will be announced shortly. Among free attractions will be big fireworks displays.

## THE CIRCUS

(Continued from page 50)

handicap to the gentle art of inserting a circus between the four walls of a building, our existing auditoriums were built mostly for sporting events, with the line of visibility planned to concentrate upon the floor level, say a central, brilliantly lighted area such as represented best by a ring for boxers. The minute you start putting a portion of your performance in the air you begin to raise it beyond the possible seeing limits of that portion of your audience seated beneath the sharply raked balconies. And in fairness to the circus let it be stated that these seats are never sold, if placed on sale at all, until every other available seating space has been absorbed by the buying public. But it marks a decided difference between what the official seating capacity of a given auditorium really is and what you can sell it with profit. And by profit I mean good will as well as pieces of money paid at the front door. And good will is the greatest asset a circus has or ever can have. As an army travels on its belly, a circus travels on the good will it is able to create as it moves along its annual trail.

Another of the problems of the circus under cover that must be met by the executive department is that arising

# WANTED

A Man and a Girl for Straight Motor-drome Riding.

Join me at Tuscaloosa, Ala.

## JOE DOBISH

A. B. Russell, Owner Joseph Lee, Manager

## Mountain State Shows

Will open April 17. We invite correspondence from people in all lines of Carnival business. Will buy or book Ferris Wheel and Loop-the-Loops to be delivered week of May 2 for a big spring festival at Whitesville. Want reliable people for Corn Game and Fishpond or will sell exclusive on same. Place Concessions of all kinds except Cookhouse. Shows with or without own outfits except Musical and 10-in-1. Address all mail and wires to JOSEPH LEE, Charleston, West Virginia.

## WANT YOUNG MAN CLOWN

Do Novelty Act work in Animal Act, Piano or Accordion. Physer, good reliable Clown, Young Man or Lady that can present Domestic Animal Acts; tell experience; may consider learner; tell all. Address: WALTER G. SAGMORE CIRCUS, 515 W. Erie Ave., Philadelphia, Pa. Tel. SAGMORE 5536.

## FOR SALE

MINIATURE TRAIN and CATERPILLAR. Lack of space compels us to discontinue school picnics. We must dispose of these two rides at a bargain price. W. F. STREUTZ, 5605 Ross St., St. Louis, Mo. Phone: Flanders 5788.

## SWING INTO ACTION WITH 4 Sensational WISHARDS

SOMERSAULTING AERIALISTS. SOME OPEN APRIL AND MAY TIME. 3708 DRAKE AVENUE, CHICAGO.

from the fact that under cover the show is not moving on tonight but staying thru a long string of tomorrows and tomorrows. And because the entire organization of the circus is built upon this premise of "here today and gone tomorrow" unusual care should be taken to remember this difference in its relations to the public while in its converted state of being a hall show.

## Indoor Showing Necessary

Is it then a good idea to move the circus indoors, forsaking so many of its natural advantages, risking so many added hazards to the attainment of success?

It is. It has to be. There is a growing difficulty each year to get suitable show lots for such a mammoth organization as the Ringling Bros.-Barnum & Bailey Circus and even for some of the other traveling organizations under canvas. The big show must never grow any less big, the smaller ones will continue to grow bigger for, above all else, the circus represents grandeur and greatness on a scale that exceeds reality and enters the borders of the purely imaginative. That is the one quality that makes the circus a circus.

As circus lots decrease in number and in convenience in relation to the showing public more and more indoor locations will have to be discovered and put to circus use.

And there is a much more important factor entering into the situation. The circus under cover is the incubator of the great outdoor circus public. For every one who finds complete satisfaction in the overgrown vaudeville show which the circus under cover must resemble there is at least a mate who finds in that glamorous and glittering three hours of pageantry the promise of something he always longed to see. A circus fan is being born who will follow the circus out into the open, rejoicing when he finds it there, the hitherto unfulfilled dream of his city-starved and humdrum life.

Handicaps and hazards are the circus' daily meat. They are what it lives from. And, indoor or out, it persists because it brings to its public clean and wholesome entertainment, splashes dull lives with the sunshine of laughter. In a word, it 's the circus.

### GREATER EXPOSITION SHOWS WANTED

Talkers for Minstrel Show, Wild Animal Show, Side Show, Illusion Show, also Manager for Fun House. Two Sensational High Free Acts for season's work. Ride Help, Lady Ball Game Agent and Concession Agents who will work for stock, Billposter with car. Week April 5th, Wallston, Mo.; week April 12th, Alton, Ill.

### WANTED for IMPERIAL UNITED SHOWS

Grind Shows, with or without outfits. Will finance any show of merit. Want Organized Minstrel Show with Band, Live Acts for Side Show, Talkers, Grinders, Legitimate Concessions, \$15.00. Harry Harris write. Will Book Kid Rides. Reply JACK MURRAY, Mgr., Prattville, Ala.

### DIXIE EXPOSITION SHOWS

FOR BIG STRAWBERRY FESTIVAL, BREWTON, ALA. WEEK APRIL 12 Heart of City. WANT Managers with people to take Athletic and Girl Show. Have outfits complete, new Banners and Band Fronts. WANT Drome and Grind Shows, Musicians and Performers for Colored Minstrel, Working Man and Ride Help. Good proposition to Ferris Wheel and one Flat Ride for season. Sixteen Fair Stock Concessions. No racket. Photo. Long Range Gallery, Hoop-La open. C. D. SCOTT, Mobile, Ala.

### WANTED

For Everglades Fair and Bean Festival, Pahokee, Fla., week April 19. Shows and Concessions and Rides that don't conflict. Fireworks nightly. A real hot one. Address BARNEY TASSELL SHOW UNIT, week April 5th, Delray Beach, Fla; week April 12th, American Legion Celebration, West Palm Beach, in heart of town. Write, wire, BARNEY TASSELL SHOW UNIT.

### WANTED

Good clean Carnival Company with Merry-Go-Rounds and other Rides for three-day July Celebration, starting Saturday, in a city of 2,500 population. Good farming community. Last 4th of July Celebration was held here about 10 years ago. To be staged on main street. Write JAMES A. McPHEE, President, Chamber of Commerce, Stanley, Wis.

## ROYAL PALM SHOW WANTS

Slide Show People for one of the best framed pit shows. New top, banners. Front is 170 feet long. Want Freaks to feature, Alligator-Skin Boy or Girl, Working Acts, Armless and Legless Wonder, Frog Boy, Glass Blowers, Mind Readers, Pop Eye, also Midgets. Can place good Talkers, Ticket Sellers. Don Nuby wire. Will turn outfit over to capable manager. Also want Talker Minstrel Show. Can place two more Grind Shows, Photo Gallery, Lead Gallery, few more Stock Concessions. Long season through good territory. Show never closes. Albany, Ga., this week.

## J. J. PAGE SHOWS WANT

Organized Girl Revue. Will furnish complete new outfit for same with panel front. Also, place legitimate Concessions. Address J. J. PAGE SHOWS, Kingsport, Tenn., this week; Johnson City, Tenn., next week.

### ATTENTION CARNIVAL MEN ATTENTION

AS USUAL THE LOWEST PRICES IN THE COUNTRY. THE JOHN ROBBINS COMPANY PITTSBURGH, PA. 340-42 THIRD AVENUE, LARGEST LINE OF FAIR — CARNIVAL — BAZAAR — AND BINGO MERCHANDISE, Slum of Every Description. No Catalogue.

### MODERNISTIC SHOWS, Inc. WANTS IMMEDIATELY

One or two more Shows, excellent opening for Platform Shows and Motordrome. Can place capable Ride Help, all rides. Few choice Wheels open. Tom Carson wants Concession Agents. George Fisher wire Phil Pheen. Sol Harrison wire Ralph Gerry. Can place Talkers and Grinders and Useful People in all lines. Address all communications MODERNISTIC SHOWS, INC., Knoxville, Tenn., this week; Maryville, Tenn., next week.

### C. R. LEGGETTE SHOWS CAN PLACE

SHOWS: Midgets—Monkey Speedway—Geek—Big Snake—Illusion—Crime—Peep Show or Posing Girl Show—Unborn Show—Penny Arcade, with or without canvas—Flt Show with own frame-up. RIDES: Loop-o-Plane—Drive-Your-Own-Car—Pony Track. CONCESSIONS open: Fish Pond—Duck Pond—Nail Joint—String Game, Hoop-La—Ring Games, all kinds—Photo Gallery—Cigarette Gallery—Clothespins—Peanut and Popcorn—Ice Cream—Snow—Frozen Custard—Ball Games and Ball Game Agents. Address C. R. LEGGETTE SHOWS, Greenwood, Ark., week April 5 to 10.

## News Letter From India

CALCUTTA, India, Feb. 19.—The Continental Amusement Company's show is at present traveling thru the wilds of Bengal. Since we left the railroad we have been moving by means of small boats thru rivers and by bullock carts, numbering 100 in a line. Wild animal cages, artists and the big top outfit move along in the dark of night with no lights on the vehicles. They go over rocky roads, thru swamps and have no chance of getting any white men's food. Ham and eggs would be a treat. At Lucknow, India, an all-India exhibition was held last month. Some of the American shows there were George Edwards' American Variety Show, of which Jack Burroughs, lately of Wembley Shows and Rodeo, is general manager, and Jake Cox, American high fire dive. O. D. Harder's Dreamland Shows were shaken up by the last great Quetta earthquake, but the dollars are still rolling in. Harder is a side-show illusion inventor. He was the first to introduce the penny arcade in India. Hollywood Park is now in Benares, India, with all the latest American rides and is run by an Indian who bought out Luna Park from Stans' White City Shows. Gambling goes over big here. Gun Boat Jack, an American colored boy, is champion all-weights boxer, does motor jump, performs on trapeze, globe of death, sings, dances, is sharpshooter and does other stunts. He was running his own show, one of the best in India, but since selling it he has been working as an artist in Calcutta with the Hercules Circus. Jack's boxing has won him fame in Ceylon, Burma, Singapore, Manila and the United States. Van Norman's dive was a big success over here. The Hollywood Park booked him for the Bombay Exhibition. The governor of Bombay shook hands with Van and praised him before 10,000 people. Tate's Manila Shows have not been to India since 1930. Where tent attractions are concerned, the Churchill Tate's Shows have made the greatest success in India. There are many shows in India of all nationalities. All American and some foreign showfolks take The Bill-

board here. Business in India is rather slack now for all types of shows. In all government departments here wages have been cut, some 75 per cent and others 25 per cent, and now amusement seekers want to see the best show for 5 cents. Showfolk had better think twice before coming to India now. Staff of the Continental Amusement Company and United States Shows is: Jack Armstrong, proprietor; A. Fletcher, advance agent; E. M. Eliot, secretary. Reported by the proprietor.

### Wisconsin Regional Fair Meet Slated in Manitowoc

MANITOWOC, Wis., April 3.—Leaders in Badger fairdom are on the program of a regional meeting of Wisconsin Association of Fairs, to be held here in the Hotel Manitowoc on April 8, under auspices of Manitowoc County Fair Association.

President L. O. Rehm, Manitowoc County Fair, will preside in the Wisconsin State Fair, Milwaukee, on gates; Bert E. Walters, Wausau, grand stand; E. G. Dowe, Beaver Dam, carnivals; W. E. McGill, Ekhorn, concessions; Pat Whalen, Green Bay, horsemen; W. E. Eldridge, Plymouth, machinery exhibitors, followed by discussion as to advisability of uniform practices as to admissions.

After luncheon in the hotel at noon, President Taylor G. Brown, Wisconsin Association of Fairs, Oshkosh, will preside. Rules and Games for 1937 is topic of William T. Marriott, Baraboo; Extension Department, the County Agent and the Fair, Ben F. Rusy, Madison; Sanitation on Fair Grounds, John Kelliher, State board of health, Green Bay; Social Security Act, A. W. Kalbus, Milwaukee.

### Nashville Is Given AAA Sanction for Auto Races

NASHVILLE, April 3.—Officials of Tennessee State Fair closed a contract with Hankinson Speedways for automobile racing at the fair this year under sponsorship of the American Automobile Association. Jim Malone, representing Hankinson, said the races on September 25 would mark first appearance of a 3-A sanctioned event in Nashville in several years.

Invitations to the open competition, he added, would be sent only to recognized drivers eligible to other events of like caliber, including the 500-mile Indianapolis classic. At least 30 prominent racers are expected to enter. Phil C. Travis, of the State Fair Association, said the races would be longer than ever before. Present plans are for six events, closing with a 25-mile feature race.

He said the track would be treated with calcium chloride for the first time this year to keep down dust. The contract was signed by James A. Cayce, of the State fair board, and Malone for Hankinson Speedways.

### Pool and Recreation Center Is Turned Into a Rifle Range

DETROIT, April 3.—What is believed to be the first rifle range in a location off a main business thoroughfare has been

## RICE BROS. SHOWS

OPENING AYER, MASS., MAY 1, Circus Lot.

WILL BOOK Chair-Plane and Kiddie Rides. CAN'T LAZE few more Grind Stores and Shows. All people contracted write immediately. WANTED Sensational Free Attraction. Dancers at top salary. Address RALPH RICE, JR., 21 Cogswell Ave., North Cambridge, Mass.

### GOLDEN GATE SHOWS

Will Open at Allendale, Ill., April 17, 2 Saturdays. Will Book Ball Games, Stock Concessions, Cook House, Organized Minstrel with Brass. Have outfit for Grind Show, Grind and Pit Show with outfit. Will furnish outfits for Shows capable of getting money. Good Second Man on Ferris Wheel and Merry-Go-Round that can drive trucks come on. MANAGER GOLDEN GATE SHOWS, Box 146, Allendale, Ill.

## ATLAS SHOWS

WANT Cook House, Shows and Rides not conflicting. Concessions, Ride Foreman for Wheel, Merry-Go-Round, Chairplane. Mr. Montee, Superintendent of Rides. Show opens Nokomis, Ill., May 1. Write now. F. A. CHLEBUS, Nokomis, Ill.

## Harris Carnival Co.

OPENS KOKOMO, IND., MAY 1-5. WANTS good Free Act, Penny Arcade, Ten-in-One or Illusion Show, Concessions, Fish Pond, Snow Ball, Evans' Bowling Alley, Photo Gallery open.

### WANTED FOR STONEMAN PLAYLAND SHOW

Experienced Advance Agent, join on wire. Bessemer, Ala., this week. CAN PLACE Geck and Pit Show. Opening for Auto Kiddie Ride and Chairplane. Headed North.

## PIT SHOW ACTS

OF ALL KINDS WANTED

Glassblower, Sword Swallower, Lady Tattooer, Illusionist with or without illusions, Musical Act, Congo Act, two Ladies for Illusions, Walker and Grinders.

W. H. SMITH

259 Lexington Ave., Buffalo, N. Y.

## Elane's Exposition Shows

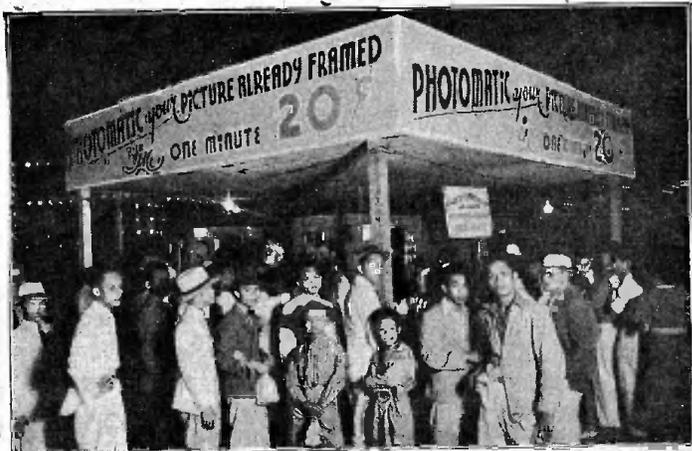
All Rides open except Merry-Go-Round. Shows of all kinds. Concessions, no racket. Real route, Virginia, Pennsylvania, Maryland, New York, New Jersey, Massachusetts and south for winter. We keep open all year. JOHN GECOMA, Mgr., Olanta, S. C., this week.

## ANN JOHNSTONE WANTS

Experienced Chorus Girls quick for Show Boat Revue with J. L. Landes Show. Guaranteed thirty weeks' top salary. Girls I know wire immediately; others write. Abilene, Tex.

opened on St. Antoine street by Gasper Viviano, under the name of the Viviano Rifle Range. A recreation center and pool room owned by Michael George at the location has been partially remodeled into the rifle range.

The location is in the heart of the near-downtown center of legal and police activities, near police headquarters and the downtown hospitals, so that it draws a steady trade from these sources. In addition, it is proving very popular with two of Detroit's foreign colonies, the Italian and the Greek, both of which groups are regular patrons.



PHOTOMATIC CONCESSION in Manila, P. I., Carnival. Photomatic is manufactured by International Mikroscope Reel Company of New York and is extensively used in amusement parks in the United States and in countries thruout the world.

# Pittsburgh Park Men Book Acts

**Big season is anticipated with conditions better—outings to be heavier**

PITTSBURGH, April 3.—Amusement parks here are anticipating the best season since 1929. With last year's increased take as a criterion of what 1937 may bring, in view of improved industrial conditions and more bookings, owners of Kennywood, West View and Burke Glen are redecorating and scheduling attractions.

Kennywood expects to open on May 17, when its first school picnic moves in, tho an even earlier start is possible. Building a two-story picnic dining room, enlarging the arcade to more than double its present size and installing a new walk-thru. President A. Brady McSwigan has also set crews to repainting the park and enlarging Kiddieland. Conley Trio and Will Morris and Bobby will open on May 18 as first of the outdoor acts booked thru George Hamid, and to change every other week. Music for the ballroom probably will be by prominent local bands and name outfits.

West View patrons will find a new fountain in center of the park lake when it opens on May 22. Redecorated ballroom and other renovations are under way, said Manager Charles L. Beares, Jr. Last year's biz was best in years and, with more outings scheduled this year, expects new highs at turnstiles. Acts are being booked.

Burke Glen will be first to open, with its roller rink ready on April 11 and concessions about April 25. New lighting for rides, new kiddie playground, revamped rink and repainted buildings are changes. Manager William Burke is in New York booking acts. Park is making big play, with results, for downtown business picnics.

# Building Livelier For Atlantic City

ATLANTIC CITY, April 3.—There is more activity in building here than since 1929. Building Superintendent James Peterson said permits for work totaling \$370,000 will have been issued when figures are completed for the first three months as compared with \$199,945 in a similar period in 1936.

Among big jobs in the amusement industry was remodeling of Colonial Theater, remodeling and installation of a new front on Capitol Theater, front on Royal Theater, additional seating for outdoor stadium of Steel Pier, installation of concrete deck on Central Pier and building an exhibition house on the ocean end. Improvements are being made to concession stands on lower Boardwalk.

Altho preparing for the summer rush, hotel and business men are not neglecting entertainment for spring visitors, and two or three weeks following Easter holidays usually are marked by a lull which then eases off until May when the spring convention season is in full swing. First of big meetings will be Rotary in Convention Hall on April 11-13, coming at end of the ice hockey and skating season.

Children's Week, big entertainment feature with plenty of free publicity for attractions, will again be put on by the city on June 24-July 1. Ballyhoo tour of Pennsylvania and Maryland with a special train starts on April 22 and plenty of salt-water taffy and free amusement tickets will be distributed.

STAUNTON, Va., April 3.—By imposing a tax of \$150 per day Augusta County hopes to effectively ban carnivals. Licenses for circuses, which usually stop for a day only, was put at \$75. County, District, local and agricultural fairs and certain other charitable and educational events are exempted under the new ruling.

DETROIT, April 3.—C. C. Groscurth is putting out a girl show and two ball game concessions with a carnival in Michigan territory. This will be the first season for Mrs. Groscurth, married last fall.

# Kansas City

KANSAS CITY, Mo., April 3.—Roy Marr and Lester E. Carter left for Trenton, Mo., where they will attend funeral of Mrs. Anna Carter, who was a sister-in-law of Carter. Mr. and Mrs. Marr and R. L. Smith departed after funeral for Parsons, Kan., where they will build concessions for opening of W. A. Gibbs Shows, which open April 10 there.

Jackie Stevens left to join the Mel Vaughn State Fair Shows, Phoenix, Ariz.

John Francis, of Greater Exposition Shows, was here on business.

Mrs. Charles Nathan is here at her home after three weeks in a local hospital for a major operation. She is well on the road to recovery.

Lamotte Dodson spent several days here. Left to join Sol's Liberty Shows. Jake Vetter, an old showman who has been off the road for a number of years, has decided to go back to his old road work. He will be ahead of the J. L. Landes Shows, doing advertising.

W. F. Wilcox was a visitor here on business. He has charge of the advance troop of bill posters and lithographers for Seal Bros.' Circus, which opens April 10 at Emporia, Kan. Wilcox left with a new panel job truck loaded with paper.

Louis Slusky, of Krug Park, Omaha, Neb., was in for a day on business.

Buster Shannon left for St. Louis, where he will receive his new Octopus ride, which he has booked on the Fairly-Martone Shows.

W. J. (Doc) Allman, left for business trip to Dallas.

Jim Hart and wife, Lola, will leave for Chapman, Kan., where they will join J. L. Landes Shows.

George Kogman and Jackie Miller, who have been on sick list, are up and about again.

E. E. Haney sold his two rides at Fairyland Park to owners of the park. Haney has no interest in park now, it is said, as these were the last two rides he owned in the park. Haney has rides on various carnivals and intends to devote all his time to looking after them.

# United Show Workers Of America Formed

MILWAUKEE, April 3.—Incorporated under a Wisconsin charter, United Show Workers of America, Inc., has been formed here as an aid for the unorganized show worker, with headquarters at 616 Manhattan Building.

It is planned to expand into a national organization and is designed particularly for showcrafters in all branches. Incorporated as a non-stock, non-profit corporation, its future plans call for sick benefits and group insurance for its members.

Floyd M. Hardy, carnival man, has been elected president. Other officers include Ned Spines, theatrical promoter, vice-president; M. D. Goldstein, minstrel, treasurer, and Emanuel Weisner, emcee, secretary. Business managers are Arthur Kline, property man, and Ben Markow, ballyhoo artist. All are from Milwaukee.

# Carlson Sisters To Have a New Show Idea on World of Mirth

NEW YORK, April 3.—Flo and Dot Carlson, singing, dancing and boxing fat girls of circus and carnival fame, will play the Madison Square Garden engagement with the Ringling-Barnum Circus. This will make their fourth consecutive engagement here under Clyde Ingalls' direction.

Following the metropolitan event the Carlson sisters will join the World of Mirth Shows at Alexandria, Va., May 3, with their own show built along new idea plans and designed as an innovation in carnival features. The attractions booked in addition to the fat folk are Johnny Cummings, comic; Harold Whalen, vaudeville artist; Musical Johnson, novelty act, and Gladdie Lawson, tenor singer.

Several radio dates have been played by the Carlson girls recently: Special half hour on WOR; a guest spot on WOV, and March 30 presented "Road to Fame" over WMCA in this city. Reported by C. L. Younger from Richmond, Va. He is manager and talker on *The Gay Nineties* and is building a new front under the direction of Superintendent of Construction Charles Kilder for the World of Mirth Shows, he states.

LAST CALL 29th ANNUAL TOUR LAST CALL

# ENDY BROS. SHOWS, Inc.

OPENING SATURDAY, APRIL 17th, DURHAM, N. C.

WANT—U-Drive-It Cars, Live Pony Ride, Funhouse.  
WANT—Help in all departments. Truck Drivers, Motordrome Riders, Talkers, Grinders, Boss Canvasman, Artists and Builders.  
WANT—Foreman for Ferris Wheel, Merry-Go-Round, Ride-o-O, Auto Kiddie Ride, Billposter with own car.  
WANT—Capable man to handle Frozen Custard.  
WANT—Circus Side Show complete, will finance same; also Midgets and Fat People.  
WANT—Good Second Man that can produce.  
WANT—Legitimate Grind Stores and Wheel Agents.  
WRITE OR WIRE DAVID B. ENDY, MGR., ENDY BROS.' SHOWS, INC., DURHAM, N. C. Have for sale one Allan Herschell Three-Abreast Merry-Go-Round, one New Kelly 25-K.W. Light Plant, which can be seen.  
SHOWMEN—This show has not closed in three years. Operating Miami's only amusement park, "Funland in Sunland," Miami, Fla.

# SNAPP GREATER SHOWS

OPENING APRIL 19: DOWN-TOWN STREETS, PICHER, OKLA., WITH GOOD ROUTE OF STILL DATES AND WISCONSIN AND LOUISIANA FAIRS TO FOLLOW.

WANT FOREMAN FOR NEW DODGEM, ALSO GENERAL RIDE HELP AND TRUCK DRIVERS, BILLPOSTER AND BANNER MAN.

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Manager, Talkers, Ticket Sellers. We furnish complete outfit and board; office show. Write, Wire,

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Corsicana, Tex., week April 5; Athens, Tex., week 10; Tyler, Tex., week 17

# TEN-IN-ONE WANTED

We will furnish top or will give good proposition to real Side Show with own outfit and transportation. Don Wilse wire if interested, Prof. Joe Rossi wire us quick. Also want Stock Concessions, especially Lead Gallery and String Game; Novelties open. Paul Reynolds, Robert Egle, Calvin Barham and Fred Haig come on. Show opens Saturday, April 17th, uptown, first show this year on white lot; start locating attractions Monday, April 12th. Address

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# REDMEN SPRING FESTIVAL EIGHT STREET PADAUCH, KY.

CONCESSION A RED ONE — EVERYBODY WORKING — EVERY DAY A PAY-DAY

CAN PLACE any Legitimate Concessions. Exclusive for Sale on Photo Gallery. WANT—Geek Show. Will furnish complete new outfit. Motordrome, Mechanical City, Fun House, Crime Show. Will finance any new Show of merit. CAN PLACE "SHOWMEN" at all times. WANT one more Flat Ride. Will furnish transportation to join. Agents for Grind Stores write or come on.

WALLACE BROS.' SHOW, Union City, Tenn., this week; Paducah, Ky., 12 to 17.

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FOR BENTON, ILL., AND OTHER GOOD TOWNS IN ILLINOIS AND INDIANA.

Rides that do not conflict. Liberal proposition to Whip, Caterpillar and Tilt-a-Whirl. Shows with own outfits. Will finance showmen with new ideas. Concessions of all kinds. Kentucky Leggs, Knobby Red and others wire or come on. WANT good Second Man, also Talkers, Grinders, Ride Help that have been with us before come on. Prof. Johnson, Hambone Scotty and other performers and musicians that we know answer. Completed season's routing, including 14 Fairs and Celebrations, furnished interested parties. JOE BEATY or ROY BLAKE, Herrin, Ill., this week.

# CURL GREATER SHOWS

WANTED FOR OPENING AND 22 WEEKS TO FOLLOW IN PROVEN MONEY SPOTS.

Tilt-a-Whirl, Loop-o-Plane, Kiddie Ride or any ride not conflicting. Free Act, with or without Concession. Legitimate Concessions of all kinds that work for stock. Shows not conflicting with Side Show or Girl Show. Good opening for Monkey Speedway or Drome, Penny Arcade. Will furnish frame-up for Grind Shows or Single Pie Attraction. WANTED People for Side Show, also Midget and Fat Girl. Position Girls and Dancing Girls for Girl Show. Salary-percentages. Rhumba Dance, Muleto or White Guitar Players, also Accordion Player, male or female. Will furnish Accordion for same. Open May 8, London, O. W. S. CURL, Box 27, London, O.

# WANT KAUS UNITED SHOWS, INC. WANT

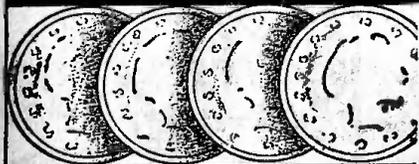
SHOW OPENS APRIL 10; NEW BERN, N. C.

CAN PLACE FOR LONG SEASON: Due to disappointment, can place Unborn, Athletic, Hawaiian, Mechanical, and any Show of merit. We will furnish outfit. Loop-o-Plane, Octopus and Ride-o-O, Seals, Novelties and any legitimate Concessions. Want Caterpillar Foreman and Men in all departments. State all in first letter. Blondie Mack wants Grind Store Agents and experienced Monkey Show Help.

All address 12 National Ave., New Bern, N. C.

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# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## OPERATORS' FORUM

An informal meeting of manufacturers and distributors in Chicago recently brought out two ideas for the improvement of the service of The Billboard to the coin machine industry. Such criticism and suggestions can only be constructive in the end and are duly appreciated for their full value.

One of these criticisms related to trade news and especially what kind of news is likely to injure the trade. This subject will be discussed in a later editorial. An operators' forum was also suggested which would permit operators to express their ideas about trade conditions.

It is encouraging that many manufacturers are beginning to recognize the need of greater consideration for the operator and his personal opinions. In an editorial in The Billboard January 9 the following suggestion was made:

"It would be good business for our advertisers in 1937 to have a complete change of heart toward the operator and show sympathy for his side of the fence just as a matter of business courtesy."

The real problem is editing a trade paper for the coin machine industry is to get news and practical material of definite interest to the operator. Again, such material is usually crowded out of the trade press by the great bulk of free publicity for advertisers. An operators' forum, as has been suggested to us, would be of great value and real interest to operators who are readers of The Billboard. It simply means giving the operator the privilege of writing a letter to the editor, expressing his opinions about anything that occurs to him of personal or general interest to fellow operators.

The beginning of such a forum was started about two years ago, but the issue at that time between novelty and payout games brought many objections from manufacturers and led to censorship of operators' ideas. One thing is certain in conducting a forum for operators: too strict a censorship of their opinions discourages the whole idea and soon kills it. I have always held that it would be good business for manufacturers to encourage the operator to express intelligent opinion, if it serves no other purpose even than to get it out of his system.

An invitation to operators to discuss their problems in letters to editor brings responsibilities to the publication and also to our advertisers. It means that

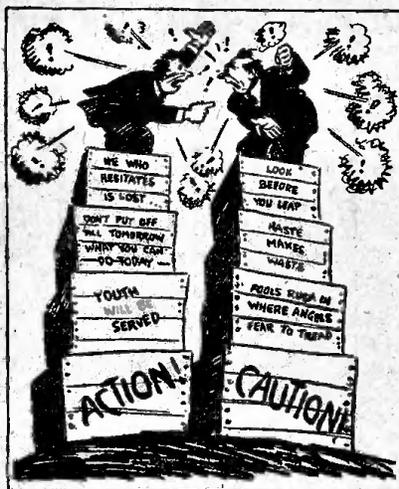
advertisers should not be too easily scared that some operator will express an opinion that may hurt the trade. Most of the fears which so many advertisers hold that somebody may say something to hurt the sale of machines is unfounded. Anybody who follows the bulk of unfavorable material in the general press will quickly see that the trade goes on in spite of all that is published.

In every editor's mail there are always a certain number of crank letters, and these must be culled from the letters which come from operators who express an intelligent opinion. Every editor also knows that some of the best ideas ever written come in letters from his readers. Printer's Ink has long used letters from readers as an interesting part of the publication and more recently its aggressive competitor, Advertising Age, is featuring a readers' forum. So when manufacturers suggest a readers' forum to encourage expression of opinion from operators it is a sound suggestion and should be of increasing interest to the thousands of operators who also depend upon The Billboard for the weekly news of the coin machine industry. The privilege of expressing their views on passing events should prove helpful to all of our readers who depend upon the industry for a living.

That there will be wide diversity of opinion must be taken for granted. It is even possible to imagine a windy argument between operators and manufacturers, as the accompanying cartoon suggests. In that

case I would say to the manufacturer to yield to the operator. Some months ago a manufacturer wanted to reply to an operator thru our columns but was persuaded that it would be better to let operators express their views while manufacturers go ahead and make machines.

The jobber and distributor are in the most advantageous position to get the opinions of operators, contribute live news from the operating field and generally present what is of greatest interest and value to operators. The Billboard has always recognized the strategic position of the jobber and distributor and urged them to make use of their opportunities to gather ideas from the field. Or the jobber and distributor may find a useful service in encouraging operators to share their views with other members of the trade. Operators' organizations may also perform a useful service in contributing progressive news and views.



An honest-to-goodness forum.  
(From Albany (N. Y.) Knickerbocker Press.)

# FIRE BALL

5 BALLS

Keeney's

\$ 69<sup>50</sup>

## MASKED MARVEL in NOVELTY GAMES!

Payout Models will Immediately Follow...

NO HOLES

NO BUMPERS

### NATIONWIDE INTRODUCTION and UNMASKING

**MONDAY** TO BE ON DISPLAY AND IN STOCK FOR IMMEDIATE DELIVERY AT THE FOLLOWING KEENEY DISTRIBUTORS AND JOBBERS ON THIS DATE  
**APRIL 12<sup>TH</sup>**

#### See "Fire Ball's" Revolutionary Play Principle

The Play Principle that Will Revolutionize all Pin Games and Payout Tables

- |  |   |   |   |  |
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SANTA ANITA—1 BALL, ODDS CHANGING WITH "ADDED PURSES" OF \$2.00 and \$4.00  
MAKE OR BREAK—5 BALLS (or less) SPIRAL SPRING, NOVELTY "BLACKJACK" GAME  
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**J. H. KEENEY & CO.** "The House that Jack Built" 2001 CALUMET, CHICAGO

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Write today for legal and operating information, prices and liberal time payment plan on Exhibit's

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EXHIBIT SUPPLY CO. • 4222 W. LAKE ST. • CHICAGO

## AMERICAN SALES CORPORATION

CHICAGO, ILL.  
936 WRIGHTWOOD AVE.,

OPERATORS! You will find our Extended Credit Plan especially useful at this time when business expansion is the order of the day. The best machines on the most convenient terms—and no carrying charge added.

YOU CAN'T GO WRONG!

WRITE FOR CREDIT!

*Lee D. Jones*

P. S.—By way of the high seas! Some of these Parisian babes would open even Jimmy O'Toole's eyes.

## Free Play Idea Approved Under Virginia Statute

Richmond newspapers feature pinball story — official drops a long list of test cases—editorial shows need of specific act to legalize coin-operated games

RICHMOND, Va., April 3.—Richmond newspapers carried the news March 26 that pin ball test cases had been abandoned. Deciding pin ball machines that return "free plays automatically" are legal under the 1936 Virginia anti-gambling laws, Commonwealth's Attorney Haddon said his office had abandoned plans for test cases thru the medium of appeals to Husting's Court. "In view of court decisions upholding the 1936 act relative to the automatic return of free plays to winners without the insertion of additional coins to make the devices work again, it is my opinion that such machines are legal," Haddon said. Cases of redemption in cash will still be prosecuted, he said.

The decision to abandon test cases took the "wraps off" the pin ball machines, according to local newspapers, and machines were again in active operation throught the city. *The News Leader* carried a front-page banner headline announcing Haddon's decision. *The Times-Dispatch*, in its lead editorial March 26, called attention to the confusion about pin games, because they are licensed and taxed but not definitely legalized. The editorial said in part:



BIG CHIEF LEO ROGERS, well-known operator and Bally games booster, who recently was initiated into the O'Toole Indians at Fitzgibbons Distributors, Inc., tribe's Eastern wigwam.

"The so-called pin ball machines have been operating, presumably under the authority of an act that became effective January 1, 1937, and that at least gave them the authority to give away a free play to fun-loving players. The theory of the Richmond police, who are rounding them up, is apparently that the machines are giving away a few coins or slugs, also. We do not know about that. But we do know that the slot machine operators of this State have paid for what is perhaps the most eccentric form of protection ever given to any business men of the State. They have had to pay well for the services they have gotten in the lobby of the General Assembly. They have had to pay thru the nose for their dubious licenses. Yet they are raided by the police whenever the necessity arises. If it wasn't legal there would probably be another name for that kind of protection."

(Editor's note: Photostatic copies of newspaper reports on the above decision may be had by addressing Walter W. Hurd, *The Billboard*, 54 West Randolph Street, Chicago, Ill.)

size and well adapted for use on coin-operated machines of all types.

The announcement describes the device as follows: "Unusually small overall dimensions, yet it has five large legible number wheels that give a capacity of 99,999. The counter is a non-reset type and with the outer case designed so that it is closed at the bottom. It is easily installed so as to be proof against tampering. An extremely simple and positive action prevents skips or overthrow of numbers. The operating lever may be applied at either right or left side of the case."

## Introduce New Counting Device

CHICAGO, April 3.—Production Instrument Company is introducing to the coin-machine trade a mechanical counter, said to be of unusually small

## 4 "B" SPRING SPECIALS

ALL OF OUR USED MACHINES ARE THOROUGHLY RECONDITIONED FROM TOP TO BOTTOM BEFORE BEING SHIPPED, AND ARE EASILY WORTH A FEW DOLLARS EXTRA EVEN IF OUR COMPETITORS ADVERTISE THEM AT SLIGHTLY LOWER PRICE.

NOVELTY GAMES		AUTOMATICS		COUNTER GAMES	
Bagatelle (Ticket) .. \$15.00	Shoot the Chutes .. \$ 4.00	Rotary Merchandiser \$100.00	Breakneck (Tkt) .. \$ 80.00	Buckley Venders .. \$7.50	High Stakes .. 7.50
Bank Night .. 15.00	Stock Exchange .. 10.00	Atame .. 20.00	Tycoon .. 18.50	High Tension .. 4.00	Pony Pack .. 8.00
Chocolate Drop .. 12.50	Thriller .. 8.00	Daily Races (Multiple Slot) .. 20.00	Caricco .. 10.00	Real Dice .. 7.50	Daval Races .. 7.50
Country Club .. 10.00	Torpedo .. 9.00	Daily Races (Mystery Tkt) .. 55.00	Ace .. 12.50	Buckley Horses .. 7.50	Rail Races .. 7.50
Ditto .. 5.00	Trapper, Sr. .. 15.00	Derby Day (Mystery Tkt) .. 65.00	Peerless (Tkt) .. 32.50	High Stakes .. 7.50	High Stakes .. 7.50
Draw Ball .. 12.50	Excel .. 10.00	Pearl Harbor .. 8.00	Challenger .. 25.00	High Tension .. 4.00	High Tension .. 4.00
Flash Light .. 20.00	Twister .. 15.00	Turf Champs (Tkt) .. 60.00	Mills Skyscraper (5c) .. 35.00	Real Dice .. 7.50	High Tension .. 4.00
Great Guns .. 8.50		Preakness (Tkt) .. 70.00	Mills Front Vender .. 45.00	Daval Races .. 7.50	High Tension .. 4.00
Happy Days .. 20.00			Mysteries (5c) .. 45.00	Buckley Horses .. 7.50	High Tension .. 4.00
High Light .. 15.00			Waiting Double Jackpot (10c) .. 35.00	Buckley Horses .. 7.50	High Tension .. 4.00
Hunter (Jennings) .. 9.50				Buckley Horses .. 7.50	High Tension .. 4.00
Lights Out .. 17.50				Buckley Horses .. 7.50	High Tension .. 4.00
Line-O .. 5.00				Buckley Horses .. 7.50	High Tension .. 4.00
Madcap .. 8.00				Buckley Horses .. 7.50	High Tension .. 4.00
Neck and Neck .. 15.00				Buckley Horses .. 7.50	High Tension .. 4.00
Pippin .. 4.00				Buckley Horses .. 7.50	High Tension .. 4.00
Sequence .. 22.50				Buckley Horses .. 7.50	High Tension .. 4.00
Score-a-Lite .. 4.00				Buckley Horses .. 7.50	High Tension .. 4.00

Terms: One-Third Deposit, Balance C. O. D.  
WRITE FOR OUR BIG SPRING PRICE LIST No. 232.  
It Will Pay You to Be on Our Mailing List for Bargains in Used Equipment.

## BESSER NOVELTY CO.

3020 OLIVE ST., Phone: Franklin 3480, ST. LOUIS, MO.

CLEAN OUT OF ALL RECONDITIONED MACHINES

### CHECK OUR PRICES! THEY'RE LOWEST!

ALL MACHINES PERFECT CONDITION—SATISFACTION GUARANTEED

HOLD 'EM .. \$10.00	BOLO .. \$ 8.00	TIE UP .. \$ 8.50
EXCEL .. 7.50	LIVE WIRE .. 20.00	BOUNCE 'EM .. 22.50
HAPPY DAYS .. 15.00	ROLY POLY .. 7.00	PANAMA .. 5.00
ROUND 'N' ROUND .. 10.00	SHORT BOX .. 11.00	SUNSHINE BASEBALL .. 5.00
NECK 'N' NECK .. 8.00	SKY HIGH (Ticket) .. 12.50	(Ticket & Cash) .. 55.00
BANK NITE .. 5.00	TOTALIZER .. 15.00	FLICKER (Ticket & Cash) .. 40.00
LIGHTS OUT .. 17.50		

1/3 Deposit, Balance C. O. D. Send for Circular Containing Blashed Prices on All Used Games.

## ACME VENDING COMPANY

1121 ST. NICHOLAS AVE., NEW YORK N.Y.

Advertise in The Billboard—You'll Be Satisfied With Results.

## Operator's Forum

Read the editorial on the subject "Operator's Forum" in this issue. Then give us your opinion on how such an idea could be made of practical help and interest to you as an operator. Send your letters to Walter W. Hurd, *The Billboard*, 54 West Randolph Street, Chicago, Illinois.

### QUESTIONS:

1. Do you consider the ideas and opinions of other operators of any practical help in your business?
2. How can operators be encouraged to share their opinions with fellow operators?
3. What subjects or questions would you suggest for discussion in an operator's forum?

**EMBASSY**

7 Awards

AC-DC

**SALESBOARD OPERATORS**

for **FAST ACTION BIG PROFITS** here are

**3 HOT DEALS PORTABLE RADIO DEAL**

Don't overlook this deal. It has been tried and found highly successful as a **FAST MONEY MAKER**. Uses a Portable Radio which, for **Flash and Performance**, is the finest type on the market. It has all licensed tubes and sold with a **90-Day Guarantee for Satisfaction**. Set comes in blue, red, brown, green and white. AC-DC. Just plug it in. Awards include 2 Radios and 5 Wahl Eversharp Pencils.

**SILEX DEAL**

This deal works on a smaller card and is very fast. Awards include 2 Silex Coffee Makers, 3 Cup Silex, complete with stove, cord and hot plate, and 2 Wahl Eversharp Pencils.

Be the First in Your Territory to Work These Deals. Gain Exclusive Distribution for Your Vicinity.

**SEND FOR FREE SAMPLE SALES CARD AND FULL PARTICULARS TODAY!**

**ADVANCE DISTRIBUTORS INC.**  
395 Broadway, New York, N. Y.

**MOVIEMATIC CAMERA DEAL**

This Camera is a natural for the spring. Everyone will be taking pictures and the Moviematic does a 3-in-1 job. Snap Shot-Movie-Book and Motion Pictures. Awards include 2 Moviematic Cameras, 2 Electric Motor-Driven Projectors and 4 Wahl Eversharp Pencils. You'll find working this deal extremely profitable.

Be the First in Your Territory to Work These Deals. Gain Exclusive Distribution for Your Vicinity.

**SEND FOR FREE SAMPLE SALES CARD AND FULL PARTICULARS TODAY!**

**ADVANCE DISTRIBUTORS INC.**  
395 Broadway, New York, N. Y.

## Portland Paper Fair in Pro and Con of Pinball

Staff writer gives general survey of games industry—operator writes story in favor of the games—Prosecutor writes for the opposition.

PORTLAND, Ore., April 3.—The Sunday Oregonian, Sunday edition of the daily Oregonian, devoted a full page in its feature section to a discussion of the pros and cons of the pinball question in the issue of March 7. With eight-column headline and an attractive illustration of a pinball game extending over four columns, the article attracted wide attention. Prominence given to the games was probably due to an appeal on an adverse court ruling now pending in the State Supreme Court. The feature is introduced by James S. Nutter, staff writer for The Oregonian, who gives a general review of the development of pinball games. The games appeared in 1929 in New England, he says, and have in seven years spread to all parts of the world. He states that approximately 5,000 games are said to be in operation in Oregon, 1,452 games were licensed in the city of Portland in 1936, paying a fee of \$10 per year. A recital of some of the legal ups and downs of the games in Oregon is also given by Nutter.

### The Opposition

Ralph Moody, assistant attorney-general, writes in opposition to pinball games. Moody has been a bitter opponent of the games and has led in the prosecutions before the courts. He uses the stock arguments against the games, stating that from \$3,000,000 to \$5,000,000 are the estimated sums poured into the games. His most excessive statement is probably the following:

"Between 50 and 75 per cent of this money goes to the owners of the devices—not Oregon men; but the actual owners are New York and Chicago syndicates. . . . The machines give no employment. In the final analysis they are simply receptacles in which the gullible deposit small change for the benefit of

New York and Chicago syndicates, which never believe in giving the sucker a fair break."

Moody recites the tests of the skill elements in pinball made by Dr. C. G. Clark of New York University. He also suggests a false implication in the statement that "the City of New York originally licensed the marble boards upon the theory that they were games of skill." New York has continued to license the novelty games over a period of years.

### Operator's Opinion

Jess I. Fee, an operator of 60 machines, according to the article, contributes a defense of pinball games. He defends the games as an "inexpensive form of amusement and relaxation." "Playing billiards costs about 60 cents an hour," he continued, "and bowling at least \$1 an hour per person. The cost of playing pinball on a 10-ball board will average from 40 to 60 cents an hour, depending on the skill of the player."

Fee was a witness in one of the important cases in Portland. He describes some of the points made before the court. "There is some luck, yes, as in

## Hit 'n' Run Will Be Daval Game

CHICAGO, April 3.—Hit 'n' Run will be the next new machine to be offered by Daval Manufacturing Company, according to announcement this week. The machine will be an automatic award game and will be based on the bumper-coil action which is proving popular in the Daval Baseball novelty game at this time.

A. S. Douglas, head of the firm, stated: "As yet we cannot release information regarding Hit 'n' Run. We are at this time hard put to fill all orders for our novelty baseball game and before starting into quantity production of our automatic payout baseball game, we want to be sure that we can give the trade speedy delivery.

"Hit 'n' Run is sure to be one of the greatest payout games the industry has ever known. It has realistic baseball action and is already proving one of the biggest money-makers we have ever put on test locations.

"Hit 'n' Run will be given every test we know before its quantity release to the market. As yet, the game's play principle is being kept secret, tho the demand we have been getting since our first announcement has led us to believe it, will start a new era for pay tables."

## Operating Firm Is Reorganized

DETROIT, April 3.—Reliable Amusement Company, operators, has been reorganized as the Business Boosters. Don C. Kline and Richard Griffin have withdrawn from the company and Fred Farris, other partner, has consolidated with Harry White, formerly one of the large operators in the field.

Explaining the significance of the firm name, Farris said: "We feel that we are real business boosters. Having a good amusement machine in a location will help to draw people into a store and will build the business accordingly. We are catering especially to cigar stores, confectioneries, clubs and similar spots. "We are kept busy trying to keep the winners of today's play on location because the demand for them is so great."

The company operates a large number of amusement machines of many types in Detroit and thruout Michigan and is planning to enter the jobbing business in certain fields at a later date.

Kline and Griffin are now operating locally under their own names. Kline has maintained the Kline Coin Machine Sales Company as a separate organization thruout his partnership in the Reliable Amusement Company.

## Exhibit Starts On Counter Game

CHICAGO, April 3.—Exhibit Supply Company started production this week on a new counter game. The name of the new device is to be Free Play. According to Lgo J. Kelly, sales manager, the new game is the first counter game ever to utilize the free-play idea.

Free Play is the most revolutionary idea ever developed for counter games. Kelly claims. "With Free Play, territory that has heretofore been closed to counter games is wide open," Kelly states. "Imagine a counter game that is absolutely legal in practically every territory and you can grasp the significance of the powerful idea behind this new winner."

every sport," he says. . . . "In the Langley case, the Oregon Supreme Court ruled that horse racing is legal because judgment is involved in picking horses on which to place bets. Then why outlaw pinball, where the player not only picks the destination, but also exerts the guiding hand?"

Fee also quotes at length an editorial by Bernarr MacFadden in Liberty magazine. "Every business is a gamble. . . . Farming, for example, is one of the worst forms of gambling, so far as taking chances is concerned. . . . It is the adventurous gambling spirit, the willingness to take risks, that has developed this country from a nation of backwoods men to a high state of civilization that is without peer in all history. And for us to saddle ourselves with laws which make certain types of financial investments a crime merely to protect a few mental nitwits from wasting their money is the last word in stupidity."

## DON'T LET 'EM KID YOU, MISTER

We've been reading some of the cracks made about other sources of power for pin games. They've been laying it on a little thick—and trying to give us the works. Don't let 'em kid you:

More "Eveready" Batteries are being used on pin games by operators this year than ever before. Operators find it pays!

Games operated with "Eveready" Batteries don't need "electric locks" and other gadgets to make them gyp-proof. But how about "plug-in" games?

"Eveready" Batteries prove more economical—by tests in a real laboratory—than any source of "plug-in" power.

"Eveready" Batteries provide the snappiest, steadiest power. Voltage stays even regardless of drain...ever check the voltage on a "plug-in"?

You have one collector for games powered by "Eveready" Batteries. You have two collectors for "plug-ins"—one for the game and one from the Light Company!

So don't let 'em Kid You—Stick with

## EVEREADY BATTERIES —IT PAYS!

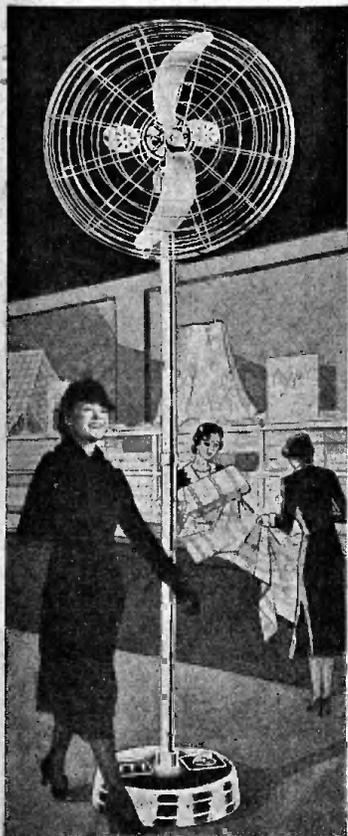
NATIONAL CARBON CO., INC.  
General Offices: New York, N. Y.  
Branches: San Francisco, Chicago.

Unit of Union Carbide and Carbon Corporation

The word "Eveready" is a trade-mark of the National Carbon Co., Inc.

# LONG PROFIT MARGINS

## FOR DISTRIBUTORS OF GAYLORD AIR-CIRCULATORS!



Your territory may still be wide open on the surest, fastest money-making deal in America. You may yet be able to get the franchise on Gaylord "Air-Circulators." A better deal on a better line of fan-type "Air-Circulators" is ready to sweep you into richer revenues than ever. For the new 1937 Gaylord "Air-Circulator" is far advanced over any previous or present line on the market. Check these super-improved features:

- 1 Balanced Overhung Rotor Construction.
- 2 Greased-Packed Sealed Ball Bearings.
- 3 Multi-Speed Switch at Base for Perfect Control of Air Velocity and Sound.
- 4 New Ozone Feature Adds Zest to the Air.
- 5 New "Breath of the Pines" Feature Brings a Feeling of Relief Like a Fresh Cool Northland Breeze.

Someone in your territory is going to cash in heavily on this new 1937 Gaylord "Air-Circulator" line. Write or wire for full details. No obligation!

**GAYLORD COMPANY** 1127 W. WASHINGTON BLVD. CHICAGO • ILLINOIS

36" High-Stand "Model Air-Circulator" shows Relative Height compared to person.

# I See By The Papers

By Leo J. Kelly

The opinions in this column are those of the author and not of the publication.

"Schoolboy a Sweeps Winner"—that's the headline appearing in *The Chicago American*, evening paper, of Tuesday, March 16! Further comment said: "*The Chicago Evening American*" relayed the joyful tidings to Bobby Bonner thru his father, Bobby, according to the article, is 12 years of age. Bobby, so the paper reports, is one of 18 Chicagoans who won \$500 each as consolation prizes drawn at Dublin on the Irish Sweepstakes.

And yet we have some newspapers that think a marble game that gives a prize for a skill score is a very evil contraption.

Newspapers giving free publicity to lotteries conducted in other countries would do well to get behind home industry.

But then, an automatic payout table pays back to the player 80 to 85 cents out of each \$1.

Perhaps pin tables should be made so they operate only when \$2.50 are deposited, and then about once in 1,000,000 times let a few players win.

Lottery tickets at \$2.50 each, when sold under auspices of citizens of another country, seem to take on a special form of legality.

Don't get us wrong. We're not against lotteries. We are for them 100 per cent if they are conducted by Americans for Americans.

But what we are unable to understand is why so many newspapers carrying "joyful tidings" to lottery winners are so ardently opposed to marble games that permit the American public to buy their fun and amusement in 5-cent doses.

"Oh, the children learn to gamble on marble games," the Puritans tell us. Shucks—those bad children—just yesterday we saw five youngsters playing marbles—and for keeps, too. Conditions in this country are certainly dreadful. The storekeeper that sold these boys those marbles should be sternly dealt with. Why, he's selling gambling equipment—that's what he's doing—so there!

Reading the papers causes us to reach the same conclusion that the same bigoted, narrow-minded minority that forced prohibition upon us is out to put gambling on a high-priced scale and put everyone in jail who dares offer the public low-priced amusement via marble games, etc.

What this country needs is a sit-down strike of marble-game players. Make the



BILL McDONALD, vice-president of Fitzgibbons Distributors, Inc., New York, checking shipment of new games.

legislatures that follow minority dictates bring back the marble games, otherwise refuse to buy lottery tickets, refuse to attend bank nights, refuse to attend church raffles, refuse to patronize big-time protected gambling houses, refuse to play the horses.

Don't demand equality or an even break—don't ever do that—just plead for a chance to make a living for your wife and family—a chance to stay off the relief rolls. Why you scoundrel you—you're a racketeer—you operate marble games that give amusement and entertainment for only a nickel—are you ashamed!

By the way, you marble game scoundrel you—we didn't see any of your names listed upon the big boys on the income tax return schedule. Can it be that the feature writers erred in reporting all the billions of dollars pin game operators are making? After looking over the income, salary and bonus paid our industrial giants (?), it seems to us the Sunday feature writers are missing a big opportunity to enlighten their readers how all these big incomes are made without the aid of a single pin game—ho, hum!

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

**Midwest's Most Reliable Distributors**

REBUILT AUTOMATICS	REBUILT PIN GAMES	REBUILT GAMES
Bally Derby \$32.50	Balance 3.00	Deval Races \$4.75
Daily Limit 12.50	Chair Leader 3.00	High Tension 3.00
Flying High 37.50	Country Club 3.00	Horses 2.50
Jumbo (Cash) 18.75	Criss Cross 10.00	Colors 1.50
McCoy 12.00	Ditto Nugget 7.50	Off Sweepstakes 4.75
Pay Day 80.00	Double 3.00	Three Jacks 7.00
Preakness (Tkt.) 29.50	Triks & Ten 3.00	Little Merchant 2.00
Electric Eye 17.50	Frisky 19.50	Roll Dice 2.00
Tycoon 22.50	Gold Medal 3.00	Turf Fish 3.00
Ten Grand 41.50	Line-O 3.00	Skill Shot 2.00
Peerless (Tkt.) 27.50	Luck Star 3.00	Four Leaf Clover 3.00
Rambler 59.50	Mad Cap 3.00	Steepchase 4.50
	Pippin 3.00	Win-A-Draw 4.50
	Rapamo 3.00	
	Shur Shot 10.00	FLOOR SAMPLES
	Teakle 9.00	Shot-A-Lite \$120.00
	Toalittle 9.00	Duck Set 100.00
	Excol 9.75	Ex-Ray Poker 75.00
		Three-Bred (New Model) 230.00

**McCALL NOVELTY CO.** 2230 PINE ST. ST. LOUIS, MO.

We carry a complete stock of all the latest winners, ready for immediate delivery. Get our prices first.

**GET IN ON THE GRAVY WITH GOTTIEB'S SCOREBOARD**—The Sensational 5 Ball Baseball Bumper Game (Non-automatic with Changing Odds)—Immediate Deliveries. A STEAL AT. **\$69.50**

**SPRING SPECIAL CLOSING-OUT SALE OF USED GAMES.**

Big Shot \$7.00	Horse (Buckley) \$6.00	Reel Dice (Daval) \$7.00
Brokers Flip 22.00	Hold & Draw 8.00	Reel Races (Western) 7.00
Credit (Tkt.) 20.00	Jumbo 15.00	Reel "21" (Daval) 7.00
Daily Races (Multiple) 22.50	Jumbo (Tkt.) 20.00	Sorinimage 7.00
Deval Races 7.00	Kings 4.00	Sunshine Derby 19.00
Flying Colors (Large) 4.00	Madcap (Eltok.) 10.00	Top It 8.00
Ten Grand 7.00	Madcap (Battery) 9.00	Twister (Large) 10.00
Great Guns 7.00	Mutual Horses (Buckley) 7.00	Twister (Small) 8.00

Terms: One-third Deposit, Balance C. O. D. — Want to Buy: Used, Preakness and Turf Champs. **DAVIES NOVELTY CO., 3146 OLIVE ST., ST. LOUIS, MO.**

**Automatic Photo Operators**

Our Combination Pocket Mirror and Photo Frame for Miniature Pictures Will Increase Your Business 100%. Actual size 2x3". Photo 1 1/4 x 2" can be inserted instantly. Send 10c for Sample and Prices. We also manufacture Mirrors for Enlargements. Sizes 2 1/2 x 3 1/2, 8x1, 6x7 and 8x10.

**AUTOMATIC MIRROR CO.**  
96 Prince Street, New York, N. Y.

FRONT BACK

**NEW DATE BOOKS FOR 1937 NOW ON SALE**

Arranged Especially for Your Needs Dated From January 1, 1937, to January 1, 1938.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1937-1938, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS

For sale at all offices of *The Billboard*. Mailed to any part of the world for 25c each.

**Cash With Order**  
ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE

**The Billboard Publishing Co.**  
25 Opera Place, Cincinnati, O.

Name in gold letters on covers, 15c extra for each line.

The Last "Word" in Your Letter to Advertisers, "Billboard".

# MEN & MACHINES

**OPTIMISM:** "The table games continue to sell in big quantities. We have been really surprised more than once. It seems that about the time many people begin to think the games are over a new demand opens up that taxes the manufacturers to meet. We have been releasing our fastest selling novelty game in runs of 1,500 as fast as we can get them thru."—(A Chicago manufacturer.)

**FOOD FOR THOUGHT:** "We believe one of the big weaknesses in the coin-machine business is that old equipment becomes obsolete too quickly and loses its resale value. For example, you have probably noticed that recently there have been a lot of used phonographs offered for sale, some at good prices and some at ridiculously low prices. If this situation should become too general or if there is too much of it it will naturally hurt the coin-machine business."—(A prominent manufacturer.)

Louisville operators are operating pin games with signs, "For Amusement Only—No Awards Paid," while a petition for an injunction is pending.

Much publicity is being given in the press to the memnoscope or "memory robot" invented in the Westinghouse laboratories. It may have come to do with television later. Coin-machine manufacturers are sighing: "If we could only attach a coin chute to it in some way!"

An 8-year-old boy attracted a lot of attention at the National Inventors' Congress held at the LaSalle Hotel, Chicago, March 29 to April 2. He is already an inventor of note at the early age of 8 and had two gadgets on exhibition among the hundreds at the show. The boy, David Suddeth, by the way, hails from Enid, Okla., where local newspapers have waged an adverse campaign against coin machines.

The statisticians report that bowling, due to organized and consistent publicity, has grown to do a \$300,000,000 yearly business. Bowling had a long and slightly odorless past to live down, its strongest promoters say, because it started out as more or less of a gambling game. Whether coin-controlled bowling games will find a permanent place in the public interest in bowling remains to be seen. Some interesting ideas for the use of these games have already been developed.

Pittsburgh Merchandising and Skill Game Association joins the ranks of progressive organizations this week by sending a news story of its recent activities. M. Abelson is the secretary.

Vibrant Advertising and Selling magazine says that cigaret manufacturers are facing three big problems: a revival of dime cigalets, a newly financed anti-cigarett drive and the new menthol-like Breathers, a fireless, smokeless, drugless substitute for cigalets made in Cleveland.

A large furniture manufacturer, said to be a million-dollar corporation, is rumored to be developing seven new and different novelty table games, with two of them already in production. The first game will be on the market May 1, to be distributed thru established trade channels. Sounds like an interesting

news story may be in the offing, and aggressive action by such a firm might add new zest to the already active pin game market.

French Coin Machine Show is announced for May 27 and 29 at the Continental Hotel, Paris. Some Chicago manufacturers have already inquired about it, and the British trade is planning a delegation. Rene Godin is the manager and may be reached at 24 Rue d'Athenes, Paris (9 e).

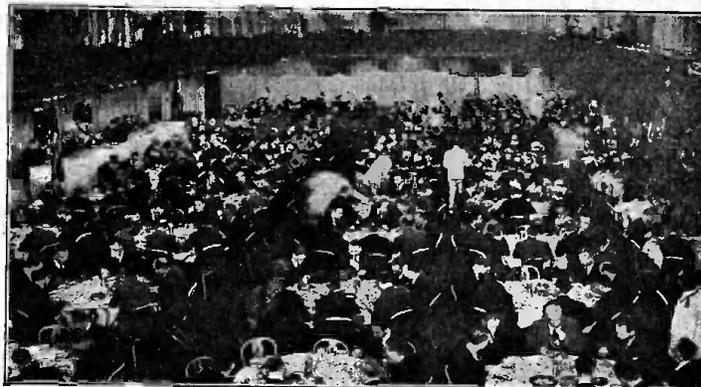
Florida Legislature convenes again April 6. While there has been highly



LEO SIMON, export manager for Supreme Vending Company, Inc., Brooklyn.

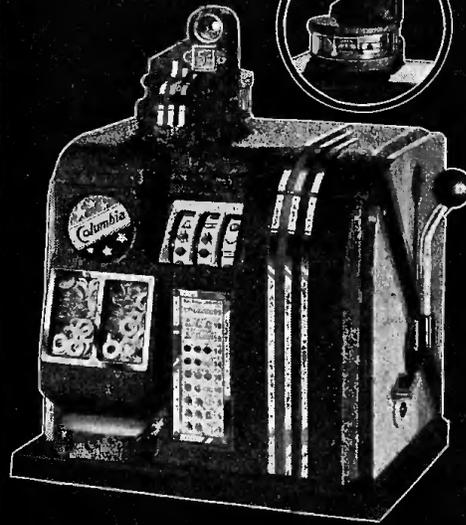
organized opposition to revising or continuing the Florida license law by churches and civic clubs, D. Stuart Gillis, president-designate of the Senate, said after a tour of the State he had talked with a number of lawmakers who appeared to favor continuing the State license act and also increase the number of licenses.

I. F. Webb, manager of the Rockola Manufacturing Company's phonograph division, Chicago, was a visitor last week at the Ideal Novelty Company, St. Louis. While in the Mound City Webb made the rounds of the town and enjoyed his stay immensely, according to Carl F. Trippe, owner and manager of the Ideal Novelty Company. Webb rented a car from a St. Louis operator



PART OF THE BIG CROWD at American Legion Luncheon held March 29 in Chicago, at which James T. Mangan lectured on "Sell by Giving." The Legion characterized the affair as "Jim Mangan Day." Mangan is advertising manager of Mills Novelty Company and a member of the Legion.

## IT'S SPRING TIME For Your LOCATIONS



Yes, locations too want a new Easter Outfit. They are asking for those sparkling new COLUMBIA Machines which are already the rage at most of the smart spots.

It is good business for you to replace old equipment with these colorful, smooth working Columbias and capture all of the Spending Money at your Locations.

Where you have made the change to Columbia, you will quickly notice a great increase in collections, a joyous Parade of liberal spenders will give your Columbias a whirl of a Play.

Consider too, that no slugs will water your collections, it's all good United States Coin you will find in your Cash Box.

No wonder, they are all buying COLUMBIA this Spring.

COLUMBIA is that famous new Bell Machine which can be changed from Nickel to Penny, Dime or Quarter Play, right on Location.

Available with Double Jackpots or Goldaward, Standard or Mystery Payout. Also with Cigarette Reels for one cent or five cent Play.

Hundreds of Operators are changing to Columbia—there is a reason.

**GROETCHEN TOOL CO.**  
124 NORTH UNION STREET • CHICAGO

### USED MACHINES

REAL BARGAINS — IF YOU CAN USE THEM

8 JUMBO TICKET	\$22.50	3 RAMBLER, Ticket	\$18.50
5 PEERLESS TICKET	28.50	6 GRAND SLAM, Ticket	22.50
8 CHALLENGER TICKET	34.50	4 ROUND UP, Ticket	27.50
5 BLUE BIRD TICKET	39.50	5 BIG FIVE SR., Free Game	12.50
2 VELVET TICKET	42.50	2 REPEATER, Free Game	15.00
2 NATURAL Cash Only	38.50	3 BALLY ROLL, 14 Ft.	85.00
4 SKY HIGH, Ticket	24.50	2 BOWLETTE, 14 Ft.	85.00

TERMS: 1-3 Deposit with Order, Balance C. O. D.

### KING PIN GAMES CO.

Western Michigan Distributor Bally Mfg. Co. 458 PORTAGE ST., KALAMAZOO, MICH.

while there and every time he wanted to start said automobile he had to be pushed at least a block.

### Abrams Back From Trip

KANE, Pa., April 3.—Doc Abrams, coin machine jobber and distributor in this area, is back from a business trip to Pittsburgh, where he has been visiting the headquarters of B. D. Lazar Company. Abrams is well known to Pennsylvania coin machine operators and location owners, having been in this business for several years.

## NEW!! SALES BOARD ITEM COMBINATION KNIFE AND AXE SET



The Last Word for CAMPERS, HUNTERS AND FISHERMEN HANDLE IN FLASHY COLORS. INTERCHANGEABLE BLADE and AXE  
Sample \$3.50 <sup>Lot of 10</sup> \$3.25  
600-Hole Board; 85¢ Extra Cigarettes. Takes in \$30 Pays out 20 Pkgs. Cigarettes. 25% with Order, Balance C. O. D.  
**PEERLESS DIST. CO.**  
901 E. 42nd Street, Kansas City, Mo.

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

# Special Announcement to NEW ENGLAND OPERATORS and JOBBERS . . .



Distributing  
**PACIFIC'S . . .**  
HEAVYWEIGHT  
BALL GAME  
ROYAL RACES  
DELUXE BELLS

In order to better serve our New England operator and jobber friends . . . and in response to repeated requests from you . . . we take pleasure in announcing the opening of our new office and warehouse located at Thirty-Three Free Street in Portland, Maine. Here you'll see Pacific's Heavyweight, a startling new pay table, Pacific's Ball Game, a perfect reproduction of our national pastime, Royal Races, the long-life payout, Pacific's complete line. Then Ray's Track, Paces Races and numerous Bell machines. A wide variety to choose from. Only the best in new and used coin operated equipment. Everything priced right and offered by Square on our customary square, straight-forward basis. Write—wire—phone—or come in and see them today.

**SQUARE AMUSEMENT COMPANY**  
33 Free Street Portland, Maine      335 Mill Street Poughkeepsie, N. Y.

**SAVE MONEY!!**      **???** HOW ???      **???** HOW ???      **SAVE MONEY!!**

**VETERANS in the Business**      By Dealing With      **VETERANS in the Business**

**MIDWEST NOVELTY & SUPPLY COMPANY**  
377 Jackson Street, St. Paul, Minnesota.

**SPECIAL SPRING BARGAINS**

DAILY LIMITS (Reg.)	19.50
DAILY LIMITS (Life Up Back)	19.50
JUMBOS	17.50
FLICKERS (Latest)	25.00
DAILY RACES & FENCE BUSTERS	27.50
HIT IT (Jennings)	18.50
SPORTSMAN & HUNTERS	8.75
PLUS 'N' MINUS	5.75
200 PINBALLS (All Makes)	3.50
COCKTAIL HOUR (Like New)	34.50
BAFFLE BALLS	19.00
ACES	17.75
RED MAN (Jennings)	34.50
RUGBYS (Extra Special)	28.50
LIVE WIRE (Extra Special)	28.50
SUNSHINE DERBY	14.50

**NEW GAMES**

BALLY'S CAROM, Operator's Price	\$159.50
BALLY'S SKIPPER, Operator's Price	109.50

**SAVE MONEY!!**      **SAVE MONEY!!**

**NORTHWEST DISTRIBUTORS AND JOBBERS**  
For Leading Manufacturers      **SAVE MONEY!!**

### Chicago League Invites Next Bowling Congress

CHICAGO, April 3.—Al Lea, president of the Chicago Bowling Association, has issued an urgent plea that the 1938 American Bowling Congress be held in Chicago. He is joined in the invitation by 25,575 league bowlers, Mayor Edward J. Kelly and the Chicago Chamber of Commerce, he says. American Bowling Congress is now holding its contests in New York, which will continue until May 4.

The petition states that Chicago has the greatest facilities in the world for accommodating a bowling meet—40 alleys in a row without a single obstruction and a seating capacity of 10,000. There are 560 sanctioned bowling leagues in the city, according to the petition.

Operators of coin-controlled bowling games say there is a mutual benefit to all types of bowling games in the wide publicity being given to bowling.

### Gaylord Shows Air Circulator

CHICAGO, April 3.—Gaylord Company, thru Ed Gaylord and C. W. Dipple, general sales manager, is again telling the coin machine trade a word or two about its new Air-Circulator line for 1937. While several important territories are said to be already taken, some worthwhile parts of the country are still open. Meanwhile, the company is communicating with various distributors and jobbers in the process of completing their dealer structure.

Gaylord says the new line is far superior and much improved over previous numbers in the company's line. The 1937 Air-Circulators are said to be of completely balanced overhung-rotor construction. All ball bearings are described as being grease-packed and sealed, while a multi-speed switch controls the revolutions of the dual type blades. The Air-Circulators are built in high stand, low stand and wall models.

Rent Late 1935 Mutoscope

**DIGGER MACHINES**  
\$3.00 Weekly

Excellent Condition  
Wire, Write

**ESCO SALES CO.**  
925 N. 27, Milwaukee, Wis.

### Bowling Firm Has Profit

CHICAGO, April 3.—Brunswick-Balke-Collender Company, Chicago, largest makers in the world of billiard tables and bowling alleys and also producers of bar fixtures and soda fountains, in 1936 had the largest net profit since 1928 and an operating income for the first time since that year.

This was disclosed in the annual report for the year ended December 31, 1936, issued recently by R. F. Bensinger, president of the company, which showed net income of \$770,825, against \$49,058 in 1935. Earnings for 1936 were equal to \$1.32 a share on the 450,000 shares of common stock after preferred dividends, and compared with \$1.27 a share on the preferred and a deficit of 33 cents a share on the common in 1935.

### BASEBALL TALLY CARDS

and all kinds Coupons for Operators. Daily and Weekly Series, Names and Numbers in Nat. and Amer. Leagues, with either Amer. Ass'n., Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tips, Games, Special Tickets to order, etc., galore. Get now copyrighted confidential Course of Instructions, just out—**"HOW TO START IN THE BASEBALL TICKET BUSINESS."** Price, \$50.00. Full particulars FREE. Make \$300.00 weekly. Send \$2.00 NOW for \$5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est. 1919, Ref. Dun & Bradstreet.) Season is here. Rush! Wire or write.

**FERGUSON MFG. CO.** Dept. 10,  
322 N. Senate Avenue, Indianapolis, Ind.

**LOOK**

IN THE WHOLESALE  
MERCHANDISE SECTION  
for the  
LATEST NOVELTIES, PRIZES  
PREMIUMS AND SPECIALTIES

## "Laws and Lawsuits Pertaining To the Amusement Business"

Under the above title there will appear in The Billboard, starting with an early issue, a series of legal articles pertaining to various branches of the amusement business. The articles will be authored by Leo T. Parker, a prominent attorney of Cincinnati, and should be exceedingly interesting to readers of The Billboard.

All of the material will be treated in such a way as to be readily understandable and to the point. Variations of the law will be discussed, and each statement and explanation of the law will be based upon a higher court decision, which will be digested in the fewest possible words.

Advice will also be given on how to avoid litigations, but if suits are filed the later citations being included in the articles should assist those concerned and their lawyers in fighting the cases.

No attempt will be made to offer advice on personal inquiries, but if a sufficient number of suggestions are received, a special article on the subject will be published at a subsequent date.

# MONARCH

THAT'S THE NAME  
REMEMBER IT FOR EVERY GAME

**Guaranteed OK**

RECONDITIONED PAYOUT TABLES

Bally All Stars	\$32.50	Bally Round Up	\$32.50
Bally Bonus	22.50	Bally Ball	14.50
Bally Belmont	49.50	Bally Ballot	29.50
Bally Derby	31.50	Bally Flicker	17.50
Bally Challenge	32.50	Bally Marmoth	13.50
Bally Jumbo	19.50	Bally Mystery	3.00
Bally Peerless	27.50	Pamco Parlay	22.50
Bally Golden Harvest	19.50	Br.	27.50
Bally Sky High	21.50	Rambler	27.50
		Ten Grand	27.50
		Trojan	19.50
		Shoo	22.50

NOVELTY GAMES

Big Game Beamlite \$4.50 each  
Angellee  
Score-A-Lite  
Three-in-Line  
Kings of Turf  
Action Write for complete list.  
1/3 deposit with order, Bal. C. O. D.

**MONARCH COIN MACHINE CO.**  
2304-08 ARMITAGE AVE.  
CHICAGO, ILL.

### Golden Wedding

A golden wedding anniversary at which every one of their children was present was celebrated in Cleveland recently by Mr. and Mrs. A. A. Marcus, parents of M. M. Marcus, well-known Ohio distributor. Celebration was started by a dinner party for the immediate family, and in the evening a public reception was held at Fenway Hall Hotel. Hundreds of friends and relatives, including many from out of the city, attended.

### Pittsburgh Ops In Gala Affair

PITTSBURGH, April 3.—More than 40 members of the Pittsburgh Merchandising and Skill Game Association attended a gala banquet March 23 at the Show Boat, one of Pittsburgh's gayest night spots. A seven-course dinner and a peppy floor revue was provided for members and their guests.

Among the speakers were J. P. McArdle and Robert T. Brennan, attorneys for the organization. McArdle explained the present tax bills before the State legislature and what had been done about them. Association voted to request all operators in Pennsylvania get in touch with their representative to protest against unfair or excessive taxation.

Headquarters of the Pittsburgh Association are maintained at Hotel Mayfair, 423 Penn avenue, Pittsburgh. M. Abelson is secretary.

### Editor Comments on Use Of 5-Cent Door Bells

CHICAGO, April 3.—An odd adaptation of the coin-control principle was the subject of an editorial in *The Chicago Daily News* this week. Said the Daily News, under the heading "Nickel-in-the-Slot Doorbells."

"All city householders experienced in the vicissitudes of householding must be thrilled by the news that a benefactor of his kind has invented a doorbell that will not ring unless the caller drops a nickel into the slotted attachment controlling its tintinnabulations. For the shameless practices of the ordinary doorbell, addicted as it is to complete promiscuity in its responses to the pressure of heterogeneous thumbs, cause embarrassment, suffering and sorrow to its wretched attendant family.

"The nickel-in-the-slot doorbell promises blessed solace to the downtrodden householder. The innumerable tribes of bell-ringing nomads will be felled by it unless and until their members become individually contributors to the household exchequer. Either their numbers will be enormously reduced from present megatherian proportions or the daily contributions will supply at each stage of the door-to-door nickel-dropping process funds sufficient to support in comfort a frugal family.

"Perhaps there is a mechanical millennium in the offing."

## FIVE CENT PLAY CIGARETTE MACHINE



FIVE CENT PLAY  
AUTOMATIC TOKEN PAYOUT  
CIGARETTE REELS

# GRANDSTAND

Listen man — here's a spanking, sparkling fresh new idea. Its name is Grandstand. It's a 5c play cigarette machine you can operate any place. It spits out 1 to 4 tokens (each worth 25c) for winners and ends all operator-merchant arguments. Pete's sake — write us today for dope on how to operate Grandstand.

Convince Yourself — Try It On 10 Days Trial

**O. D. JENNINGS & COMPANY**  
4309 WEST LAKE STREET • CHICAGO, ILLINOIS

GET STARTED—IN A NEW AND MODERN MONEY MAKING BUSINESS

Start With Small Routes—Finally Own Large Chain. Five Billion Pennies are spent for Penny Candy in the U. S. annually. Hershey Chocolate Bars are America's most popular candy. With our new 1c Hershey vendors you can sell this famous product in:

- Taverns Filling Stations Pool Rooms
- Stores Beauty Parlors Barber Shops
- Clubs Hotel Lobbies Garages

Also Offices and Hundreds of Other Locations.

We supply machines in lots of 10 or more at factory prices. A Route of 100 machines emptied three times a week will pay you \$2,788.24 yearly cash profit.

Be the First in Your Territory. Have a Business of Your Own. Be Your Own Boss.

Write NOW for Full and Complete Details.

**MARSHALL MANUFACTURING CO.**  
1445 W. Hubbard Street, Chicago.

FOR QUICK SALE EXHIBIT'S \$89.50 SHOOT-A-LITES

Perfect condition. Look like new. Terms 1/3 cash with order. Balance C. O. D.

**OHIO SPECIALTY CO.**  
128 W. Central Parkway, Cincinnati, O.



King of them All

# ROYAL

DISTRIBUTORS, INC.  
54 Elizabeth Ave., Newark, N.J.

ALWAYS THE LOWEST PRICES FOR THE BEST MACHINES

Write for Prices on . . .

- Stoner's RICOCHET
- Stoner's AIR RACES
- Groetchen's COUNTER GAMES
- Keeney's FIRECRACKERS
- Pacific's 3 STAR
- Gottlieb's SCORE BOARD

All WATLING and PACE Machines!  
BALL GUM \$10.00 per Case of 10,000 Pieces.

Write or wire for special low prices on **USED—Bally Bumpers?**

CHICAGO, April 3.—An odd adaptation of the coin-control principle was the subject of an editorial in *The Chicago Daily News* this week. Said the Daily News, under the heading "Nickel-in-the-Slot Doorbells."

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"Perhaps there is a mechanical millennium in the offing."



CAMERA CATCHES one of the fair sex patronizing a 2-in-1 Vender (D. Robbins & Company), one of the 50 new models now on test locations.

## FLASH---JUST LOOK AT THESE PRICES

SHORT SOX	\$14.50	HOLD 'EM	\$19.50	HI LITE with register	\$15.00
BOLO	11.50	LIVE WIRE	27.50	LINO	4.50
PANAMA	5.00	MAD CAP	10.00	LUCKY STAR	4.80
BANK NITE	10.50	NECK 'N NECK	17.50	OVER AND UNDER	4.50
BIG SHOT	5.00	PENNY RACK	8.85	RACK 'EM UP	22.50
BROADWAY	18.50	RUGBY	17.50	SYSTEM	7.50
DRAW BALL	15.00	SCOTTY	8.50	THRILLER	4.50
EXCEL	14.50	TOTALITE	10.00	TIE UP	4.50
FLASH LITE	10.50	RADES, DAVAL	9.50	TRAPPER	10.50
GOLD MEDAL	4.50	BEANO	10.00		
HAPPY DAYS	20.00	GUSHER	19.50		
LITES OUT	17.50	RUN AROUND	5.50		

A One-Third Deposit is Required with all Orders. Balance shipped C. O. D., F. O. B. Newark, N. J.

**ACE VENDING COMPANY** 1125 Broad Street NEWARK, N. J. TEL. Bigelow 4-8345-8346

★ GUARANTEED RECONDITIONED, LATE MODEL AUTOMATICS ★

Jennings Flicker	\$49.50	Turf Champs, Late		Bally Jumbo	\$14.50
Bally Round Up	18.50	Comb. Models	\$54.50	Bally Preakness	69.50
Bally Challenger	39.50	Daily Limit	24.50	Bally Blue Bird	39.50
Bally Bonus	19.50	Golden Harvest	16.50	Bally Multiple	39.50
Bally Sky High	19.50	Ten Grand	24.50	Bally Waleah	22.50
Pamco Parlay, 6r.	24.50	Bally Belmonts	38.50	Bally Prospector	5.50
Bally All Stars	24.50	Millie McCoy	29.50	Keeney Ten-Strike	59.50

TERMS: ONE-THIRD CERTIFIED DEPOSIT WITH ORDER. Reconditioned, Ready For Immediate Delivery.

2546 N. 30th STREET MILWAUKEE, WIS. **BADGER** NOVELTY COMPANY

### "THE 'CATCH' OF THE SEASON"

STRIKE FOR BIG PROFITS with this 2,000-hole 2c Fishing Deal, complete with 21 high-Grade Fishing Items.

Takes In . . . \$40.00  
20 Cigarette Awards . . . 4.50

GROSS PROFIT . . . \$35.50  
PRICE OF DEAL, \$6.95, COMPLETE.

Attractively Mounted on Beautiful Display Pad.

TERMS: 25% Deposit, Balance C. O. D.

**NOVELTY SALES COMPANY**  
806 WALNUT STREET PHILADELPHIA, PENNA.  
Write now for Our New 1937 Catalogue.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

# SWEEP CLEAN

ONLY A FEW LEFT — ORDER TODAY!

ALL NEW—STILL IN ORIGINAL CRATES—F. O. B. CHICAGO

KEENEY'S TARGETTE **FACTORY PRICE \$339.50** **Our Price, \$167.50**

BOWLETTE, SR. **FACTORY PRICE \$299.50** **Our Price, \$179.50**

JENNINGS FLICKER **USED LATE MODEL \$27.50**

!! SENSATIONAL !!

Distributors' Prices F. O. B. Minneapolis.

**MARINE TARGET RANGE \$169.50**

(Manufactured by Silent Sales Company)  
 COMPLETE WITH NEW WINCHESTER REPEATER, 1-2 CASE BULLETS AND 500 SPECIAL TARGETS! CAN BE OPERATED IN OPEN OR CLOSED TERRITORY.  
 N. W. Distributors PACES RACES and Comet Bells.

**ROTARY MERCHANDISER** Nos. Near 5000 Like New **\$127.50**

**JIFFY TESTER** Every Operator Needs One. F. O. B. Minneapolis **\$28.50**

Sensational Reduction on all One-Ball Automatics. All Winners—No Lemons. Write for Bargain Prices Used Automatics, Reconditioned.  
 NOW SHOWING—Mills and Pace's Console Model Bells.

1/3 Deposit With Order — Balance C. O. D.

Write for Open Territory.

"Prestige Creates Confidence"

## SILENT SALES CO.

Be A Winner — Buy From The House of Winners.  
 SILENT SALES BUILDING • • • • MINNEAPOLIS, MINN.

## Jennings Banks On Grandstand

CHICAGO, April 8.—O. D. Jennings & Company report that the new counter machine, Grandstand, is proving to be one of the hits of 1937. According to Bill Ryan, this machine has taken hold with the trade, so much so that the firm is already considerably behind on orders for the 5-cent vender. The production facilities have been more than tripled in the last 10 days to satisfy the ever-growing demand, but orders continue to keep ahead of daily production, Ryan reports. "Grandstand is based on the idea that there is a market for a good 5-cent cigaret machine," Ryan stated. "As all operators know, the penny-type of trade stimulator is permitted to operate in practically any locality. On this type of machine rewards are made in packages of cigarets. Generally the machine is equipped with a ball-gum vender. Grandstand is of the same kind, with the exception that it is arranged for 5-cent play. A further advantage is the fact that it vends tokens, which tokens are retained by the merchant as proof of payout. In this manner there can't be any arguments between operator and merchant as to proper settlement of earnings. The small metal tokens vended by the machine cannot be played back into it.

"Since there is an almost unlimited number of cigaret-machine locations thruout the country, it appears that the Jennings Grandstand is due for one of those phenomenally long runs."



**ZEPHYR CIGARETTE VENDER**



Price \$18.75 Tax Paid. The Modern Streamlined Money-Maker.



**TRI-O-PACK**  
 \$24.75 Tax Paid. 3 GAMES IN 1. Mystery Award and Changing Odds. 1/3 Deposit, Balance C. O. D. WRITE FOR LIST.  
**THE MARKEPP CO.**  
 Ohio's Largest Distributors\* 3328 Carnegie Ave., Cleveland, O.

### SALESBOARD and SALES CARD Specialists

Over 1,000 different numbers to select from in our new 196 Page 1937 Catalog. Our slogan, "We are never undersold," particularly applies to Salesboards and Sales Cards.

Over 20 years' experience in **MERCHANDISING** is your guarantee of getting the best sellers. **World's Lowest Priced Wholesalers** Our Mailing Address

### MILLS SALES CO.

of New York, Inc.  
 901 Broadway, New York, N. Y.



### BARGAINS IN RECONDITIONED MACHINES

PAYOUTS.	Sunshine	Stampede
Paces Races serial over 000) ... \$210.00	Baseball ... \$ 29.50	Gold Rush ... 9.00
Rotary Merchandiser (late serial) 124.00	Bambino (10 ball) ... 29.00	Carloca ... 9.00
Peekness ... 79.00	All Stars ... 25.00	Champion (10 ball) ... 5.00
Stewart-Macgure Cigarette Mch. ... 69.50	Round Up ... 25.00	Hooker (10 ball) ... 5.00
(Almost New.)	Peerless ... 22.50	COUNTER GAMES.
Turf Champs ... 69.00	Stop and Go ... 22.00	NEW Reel
Derby Day (without clock) ... 57.00	Ten Grand ... 18.50	Dice ... \$12.50
Belmont ... 48.50	Alamo ... 19.50	Groetchen Reel 21 ... 8.50
Pamoo Parlooka, Sr. ... 47.00	Sunshine ... 18.50	Daval Races ... 9.50
Top 'Em ... 39.50	Sky High (5 ball) ... 17.50	Reel 21 ... 8.00
Fence Buster ... 38.00	Golden Harvest (10 ball) ... 15.00	Wagon Wheels ... 8.00
Electric Eye ... 37.50	Prospector ... 15.00	Wild & Draw ... 7.50
Multiple ... 35.00	Big Five, Sr. ... 15.00	Tit-Tat-Toe ... 7.00
Challenger ... 32.50	Baffle Ball ... 13.50	Horseshoes ... 4.50
		NOVELTY GAMES.
		Bank Nite ... \$13.50
		Mad Cap ... 13.00
		Top Hat ... 11.50

**NATIONAL COIN MACHINE EXCHANGE** 1407 Diversy Blvd. Chicago, Ill.  
 First With the Latest New Games—Get Your Name on Our Mailing List.

« « « IMPORTANT ANNOUNCEMENT » » »  
**BROOKLYN AMUSEMENT MACHINE CO.**  
 ... is now located in new and spacious quarters at  
**8-10 VARET ST., BROOKLYN, N. Y.**  
 (Just off Broadway) (Tel.: Evergreen 8-4732-3)  
 ... most complete line of all new and used machines and see balls of all makes. Write or call Now for Complete List.

**They're Off! KENTUCKY DERBY**  
 new! different! SALESCARD SENSATION

Here's a new, different salescard idea. Based on the real Kentucky Derby. You get 50 to 100 per number for each of 108 numbers, representing horses entered in derby. You give either cash or merchandise prizes, based on results of Derby. Tremendous take! Your profit from 200% to 1,000%. Send \$1 for sample card today or order a dozen at special price of \$10. (Add 10% U. S. tax.) Cards going like hot-cakes. Order now.

WASHINGTON PRESS 150 VARICK STREET NEW YORK, N. Y.

### SPECIAL

BRAND NEW! ONE CENT STICK GUM, PEANUT, HERSHEY VENDORS.

Only **\$2.50** Each

**A. M. WALZER CO.**  
 426 Stinson Blvd. Minneapolis, Minn.

### BUY DIRECT! SAVE ON BLADES

The wise bird buys direct and saves money on our finest quality super-keen razor blades. Dynamic razor blades are made from specially tempered Swedish Charcoal Steel—they give smoother shaves and stay sharp longer. Minimum orders of 1,000 blades required to get factory price. 1,000 Dynamic double-edge blades, \$5.00. 1,000 Dynamic single-edge blades, \$7.50. Choice of cartons or display cards. Each set in a package of 50 packages of 5 in a carton. Order today and begin to cash in on these better selling blades.

**DYNAMIC RAZOR BLADE CO.**  
 250 W. Lafayette Blvd., Detroit, Mich.

### MONARCH BARGAINS IN RECONDITIONED COUNTER GAMES!

Perky Smoke	Turf Flash	\$ 5.00
Reel 21	Wagon	7.50
Reel 21 (Daval)	Wheels	7.50
Daval Races	Catch 'n'	8.50
Reel Dice	Match	8.50
Groetchen 21	Puritan	8.50
	Vender	5.50
High Stakes	Kazoo	5.00
Mysterious Eye, auto. payout		\$17.50

Terms: 1/3 dep. with order, bal. C. O. D. Write for complete list. See our other ad in this issue.

**MONARCH COIN MACHINE CO.**  
 2304-08 Armitago Ave., Chicago, Ill.

### PROVEN PROFITS NOT WILD PROMISES

## JUNGLE DODGER

Electric Eye Rifle Range.

**\$99.50** Complete Tax Included.

Get Our Prices on All Makes of New and Used Machines.

**Central Novelty Co.**  
 3426 Cherokee St., St. Louis, Mo.

### BARGAINS :-

BALLY CHALLENGER	\$ 22.50
BALLY BELMONT	37.50
KEENEY GRAND SLAM	15.00
EXHIBIT BIG SHOT	10.00
GOTTLIEB SUNSHINE BASEBALL	15.00
BALLY MULTIPLE	22.50
BALLY PEERLESS	12.50
KEENEY DOUBLE SCORE	10.00
BALLY DERBY	27.50
BALLY ALL STARS	25.00
PACES RACES (Check Model)	225.00
WATLING FACE AND JENNINGS	
PENNY SLOTS	22.50
BALLY'S RAYS TRACK	150.00
GOTTLIEB DAILY RACE (Mystery Pay)	30.00

TERMS: 1/3 With Order, Balance C. O. D.

**SANTONE COIN MACHINE CO.**  
 1524 Main Avenue, San Antonio, Tex.

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### SAVE MONEY

GOLD RUSH \$ 7.50	GUSHER	\$10.00
"BALLY"	FLASHITE	10.00
DERBY	TOTALITE	10.00
HIALEAH	SHORT SOX	15.00
RED SAILS	"EXHIBIT"	
CREDIT	TICKET	10.00
BOLO	DRAW BALL	12.50
MAD CAP		

Write for our full list.  
 Terms: 1/3 Deposit, Balance C. O. D.  
**AMERICAN COIN MACHINE CO.**  
 559 N. Clinton Avenue, Rochester, N. Y.

### SPRING CLOSE OUTS

Reconditioned Automatic Pay Tables

Bally Bonus	\$22.50
Bally Hi-Lo	27.50
Bally Challenger	32.50
Bally Multiple	37.50
Bally Peerless	29.50
Daval Bowle	27.50
Daval Daily Double	12.50
Exhibit Giant	12.50
Exhibit Whirlpool (Ticket)	17.50
Exhibit Rodeo (Ticket)	17.50
Exhibit Electric Eye	17.50
Keeney Big Five Sr.	17.50
Keeney Big Five Jr.	13.50
Keeney Rainbow	22.50
Keeney Double Score	19.50
Keeney Mammoth	14.50
Keeney Repeater	16.50
Keeney Grand Slam	22.50
Gottlieb Sunshine Derby	22.50
Rock-Ola Credit	27.50
Western Wheel of Fortune	22.50
Western Policy	42.50

6—Champion SPECIAL 2—Sportsman  
6—Rocket \$7.50 each 1—Traffic

COUNTER GAMES

Bally Reliance 50	\$29.50
Daval Auto Punch (New)	27.50
Daval Races	8.00
Exhibit I. O. U.	4.00
King Six	7.50
Mysterious Eye	14.00
Reel 21 (Daval)	7.00
Rhythmic	7.00
Western Races	9.00

NOVELTY GAMES

Ball Fan \$ 8.00	Happy Days \$ 22.50
Crazy Lane 9.00	Lights Out 22.50
Combination 9.00	Neck and Neck
Cyclone 8.00	Short Shot 22.50
Five & Ten 9.00	Sure Shot 10.00
Etzel 17.50	Torpedo 10.00
Gusher 15.00	Tit for Tat 9.00
Beans 11.00	
Map Cap 17.50	

SPECIAL EACH

Action—Airway C. D.	
Contact—Crisis Cross—Flying Colors—Domino—Jig Saw—Score Lite—Split Fire—Star Lite—Spot Lite	3.75
Barrel Roll—Cannon Fire—Cheer Leader—Par Golf—Rapid Transit—Signal Sr.—Scream	5.75

PHONOGRAPHS

Wurlitzer P-10	\$ 90.00
Wurlitzer P-12 (1935 Model)	120.00
Wurlitzer 312 or 412 (1936 Model)	90.00
Mills Dance Master	180.00
Mills Rebuilt Dance Master	50.00
Mills Troubadours	35.00
Seaburg Selectophone, Late '35s	75.00
Seaburg Selectophone, Late '35s	95.00

10 PACES RACES \$185.00 each  
5 RAYS TRACKS (Like New) \$225.00 each  
25 MILLS JUNIOR SCALES \$27.50  
Reconditioned Like New, E.A.

We Are Distributors for All Leading Manufacturers and Can Supply You New Machines at Factory Prices. Terms 1/3 Deposit. Balance C. O. D.

**AUTOMATIC AMUSEMENT CO.**  
101-103 N. Fulton Ave. Phones 8195-8196  
EVANSVILLE, INDIANA

### Arrow Swing Is Flash on Pop-'Em

CHICAGO, April 3.—H. J. Fisher, head of the L. B. Elliott Products Company, reports that the firm has made rapid progress in introducing its new game, Pop-'Em, to the trade. The firm exhibited for the first time at the 1937 convention and has shown an unusually aggressive spirit in developing new ideas. Fisher has had many years' experience with some of the largest coin-machine manufacturers in the country. L. B. Elliott is in charge of the development work and his genius in this field is a long and interesting record.

According to Fisher, the playboard of Pop-'Em has 25 poppers. "But that is not important," Fisher says. "All the excitement is in the back cabinet. Here the player will see a large dial showing 24 awards; a large arrow travels over a circumference of 140 points and keeps going. The arrow indicator and scoring system is unique in creating suspense and making the player wish to go on. It means another nickel in most cases, and the player's enthusiasm increases with each game. The arrow just keeps going on as he makes his scores.

"There is a world of flash in the game, too. We have authentic reports of five games on test locations in Milwaukee that really tell a story. The game can be changed from one ball to five balls in less than a minute; only one screw to change. Our confidence in the game is so strong that we offer it on a 10-day trial plan. Yes, Pop-'Em is a bumper-type payout table. We have a novelty game coming soon."

### New Idea Built Into Columbia

CHICAGO, April 3.—A new adaptation of the Columbia counter-reel machine is described as "startling" by Karl Klein, sales manager of the Groetchen Tool Company. Columbia machine was displayed at the 1937 convention this year and since has been meeting a rapidly increasing demand, according to Klein.

"Now we introduce an innovation that enables the operator to use the machines in restricted territory," he said. "Instead of the customary bell-fruit combinations, the machine uses the well-known cigaret symbols, with reward card calling for from one to seven packages of cigarettes.

"The fully automatic payout of all rewards on Columbia is already well known to operators. It pays out first the coins that were inserted last, after they have passed thru the escalator. This means that any player who uses slugs in the machines gets paid back with his own slugs. It's just like paying from the top of the tube in other machines.

"The gold-award feature in the Columbia is also proving attractive. Because the gold-award magazine holds six tokens, there will be at least three tokens on display even after the award has been won three times. This presents an ideal jackpot always full, forming a real come-on. The tokens can be redeemed according to your own valuation, or in merchandise."



J. E. BROYLES, assistant to the vice-president of Rudolph Wurlitzer Company, says outlook for Canadian trade is good.

**Down Your Alley**

+ Post Time profits of \$75 to \$150 per week, are right down your alley, eh Operator? This great Mills Pay Table is the leading seller this month on most jobbers' floors. Price \$139.50, F.O.B. Chicago. Mills Novelty Co., 4100 Fullerton Avenue, Chicago, Illinois.

### SHARP SHOOTING BARGAIN

Used "Gun Club" shooting galleries, all Caswell patented features, \$75.00  
"Gun Club" targets, \$2.50 per 1000  
Purchases of \$10.00 or less, full amount with order required. All other purchases 1/3 with order, balance C. O. D. Canadian shipments 50% with order, balance C. O. D.

**TWIN CITY NOVELTY CO.**  
246 West Broadway, Minneapolis, Minn.

### CLOSE OUT SLOT BARGAINS

10 MILLS LION HEAD, 5c Bells... \$27.50  
5 MILLS WAR EAGLE, 5c Bells... 45.00  
5 MILLS WAR EAGLE, Late 5c Bells... 50.00  
4 MILLS WAR EAGLE, 10c Bells... 30.00  
2 WAR EAGLE, 25c Bells... 50.00  
3 MILLS BLUE FRONT, 5c Bells... 60.00  
2 MILLS BLUE FRONT, 10c Bells... 65.00  
Order the Perfect Short Range Shooting Gallery complete. Immediate deliveries, \$155.00.  
100 Late Model Games, Automatic Marble Games, Novelty Marble Games, Counter Games, Bowling Alleys, Phonographs. Write for List. ONE-THIRD DEPOSIT WITH ALL ORDERS.  
**L. H. HOOKER NOVELTY CO.**  
ARNOLDS PARK, IA.



8 Chrome Plated Reels on Beautiful Velvet Board.  
Give Your Locations Worth While Items! Why be penny-wise? Remember the public wants quality, and quality they will get with these perfect-working reels. The so-called sweetness of low prices invariably brings bitterness through poor sales. That's why we urge you to test this splendid Gold Seal Reel deal. Sample Price... \$11.35  
Furnished in lots of six at \$10.75 Express Prepaid. Terms: 1/3 deposit. Balance Due on Delivery. Act!

### GOLD SEAL NOVELTY COMPANY

510 N. Dearborn St., Chicago, Ill. Place your order now You can't miss on this

### Sensational! Seasonable!

YOU SALESBOARD OPERATORS Are Going to Grab And Feed on this BRAND NEW DEAL!

The Very Thing You've Been Waiting For. Here's a salesboard deal that's a natural. One everybody goes for... Eight chromium-plated nationally advertised eating reels. Just what millions of "fish-fans" will punch away for till they get 'em. Light now and for months to come. When this deal offers two hidden \$5 cash awards—one for \$2 and five for \$1, each under stapled seals. In addition 80 packs of popular cigarettes for each last-hole section. 80 packs scattered. A sellout!

Look at these Rich Profits!

At 5c per sale	---\$100.00
Cash	---\$100.00
Total Awards	---\$17.00
Cigarettes	---16.50
Total Payout	---\$33.50
Gross Profit	--- 66.50



WE HAVE IN STOCK FOR IMMEDIATE DELIVERY

SCALES		
Mills Healthchart	.....	\$25.00
Rockola Lobby	.....	22.50
ROTARY MERCHANDISERS		
Kirk's, like new	.....	\$140.00
GALLOPING DOMINOS		
1-Pull Cup Model	.....	\$140.00
Stationary Cup Model	.....	180.00
PHONOGRAPHS		
Wurlitzer P-10	.....	\$100.00
Wurlitzer P-12	.....	130.00
Jumbos P-3E	.....	290.00
Jumbos P-400	.....	180.00
Jumbos P-312	.....	180.00
Jumbos P-412	.....	180.00
Mills Dancomaster	.....	55.00
Mills Troubadour	.....	50.00
SLOT MACHINES		
About 200 Mills Bluefronts, Venders and Balls. Refinished and look like		
new. With or without Gold Awards, all denominations, Single or Double Jack Pots		
CHEERY BELLS	.....	\$65.00 and Up
\$85.00 and Up		
MILLS GOOSENECKS		
Single Jackpot	.....	\$ 45.00
Double Jackpot	.....	40.00
MILLS Wareables	.....	60.00
MILLS Q. T., 5c Play	.....	35.00
CALLIE Cadets	.....	35.00
JENNINGS Chiefs	.....	\$ 40.00 and Up
JENNINGS Consoles	.....	100.00 and Up
COLUMBIA Interchangeable, 4-Play, 1, 5, 10, 25	.....	55.00
1937 Model PACES RACES, Demonstrator	.....	340.00
A. C. MULTI SLOTS	.....	250.00
1 ONLY SAFE, Single Machine	.....	20.00
MILLS Metal Stands	.....	7.00
WRITE, WIRE, PHONE. 1/3 Deposit with Order.		
BILL FREY, Inc., 118 Northeast First Street, Miami, Florida		

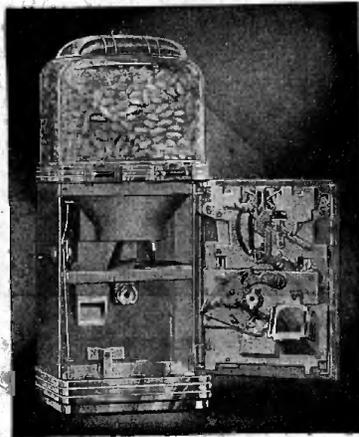


## THE WORLD'S FINEST BULK MERCHANDISER

Profits! Big Profits! That's what every operator wants, and that's just what you get with the new Northwestern De Luxe on location. But don't take our word for it, ask any operator using De Luxe—they'll tell you. Better yet, see your jobber or write for complete details and learn for yourself why all alert operators are buying Northwestern De Luxe as fast as they can get them.

SOLD TO OPERATORS ONLY

# Northwestern DELUXE



## Peerless Products Company Moves to Larger Quarters

KANSAS CITY, Mo., April 3.—Peerless Products Company, manufacturers of merchandise vending machines, have moved to larger and more convenient quarters at 410 Archibald street.

The firm, headed by E. M. Calder, president, and L. A. Mergen, vice president and sales manager, now occupies its own building at the new address. They plan on marketing several new merchandise vending machines during the next several months.

## Detroit

DETROIT, April 3.—Harry L. Lane, head of Premier Vending Company, has been forced to take temporary quarters, due to the quarantine of his house for scarlet fever. His daughter, who was the victim, is recovering satisfactorily.

Art Nelson's Boxing Cats, act originally started by Henry C. Lemke, of the Lemke Coin Machine Company, and taken to the coin machine convention a year ago, has been signed up by Paramount Pictures.

"The trend of the times is toward the legitimate merchandising field," W. H. Cornell, general manager of Snax Automatic Stores, said this week in discussing trends toward better business in the coin machine industry. The Snax Company, which has been manufacturing and operating locally for some five years, is about to begin a major expansion campaign and will have machines available for general distribution shortly. Company manufactures a modern selective vender.

Mrs. Horace E. Graseck, manager of the H. E. Graseck Company, is ill with pleurisy in New York. She is reported progressing favorably.

Russell Anger, head of the American Dispensing Company, manufacturers of a soap vendor, has been on the sick list this past week, but is now able to return to work.

B. J. Marshall, president of B. J. Marshall, Inc., is another sick-list victim. Marshall had a bone lodge in his throat recently and had to be taken to the hospital for its removal. He is reported convalescing satisfactorily.

George Samardic, who operates a route of phonographs in upper Michigan cities, has moved his headquarters from Detroit to L'Anse, Mich., in the Upper Peninsula. He is continuing his operations from that city.

Newest local coin machine organization is the Lakeside Coin Machine Company, organized last week on the east side by Frank Damico.

"New type baseball games are going to be big favorites this season," Joseph Reich, Detroit jobber, said this week. "Ricochet, Bally Bumper and Target Skill (A. B. T. Company) are among the leading games going thru my store right now. Some of the Target Skill games are getting immense play." Reich is operating under the new name of Reich Coin Machine Exchange and carrying a general jobbing business, particularly in the amusement machine field.

E. W. Mitchell, music machine operator, who has been operating in partnership with Glenn Rondini under the name of Royal Ark Music Company, has taken over sole ownership of the company.

Another operator to come in for a quick pickup of pin games was Bert Ryder, of Grand Rapids. He returned with a load of four machines in his own car.

Harry Wish, well-known concessioner, entered the coin machine business this

past week with the purchase of 25 new Seeburg phonographs. Delivery on the first two machines was completed this week by General Amusement Devices Company. Wish is a brother of Lew Wish, already an operator in the territory.

Paul Andre, Lansing, Mich., operator, paid a flying visit here this week and picked up a quantity of new model pin tables on his own truck, returning to Lansing the same night. He reported business improved in Michigan's capital, with a number of new locations demanding machines immediately.

## THE GREATEST SPRING SPECIAL OF THEM ALL

LIMITED SUPPLY



WHILE THEY LAST

## ROWE ARISTOCRAT 6 COL. MACHINE

RECONDITIONED AND REFINISHED LIKE NEW!

ONLY \$3450

1/3 deposit, METAL Complete Line certified check STANDS of reconditioned or money order. \$200 of every description. Send for list.

WRITE - PHONE - WIRE

X. L. COIN MACHINE CO. 1351 Washington St. BOSTON, MASS.

## THE NORTHWESTERN CORPORATION

475 ARMSTRONG ST.

MORRIS, ILLINOIS

## AMERICAN SOAP DISPENSER

State rights now available to responsible agents or distributors for this New, High Quality Vendor.

This machine is designed in ultra-modern style with crackle finish in any color desired, for Washroom Locations in Factories, Shops, Public Comfort Stations, etc. Operating at one cent and showing a four hundred per cent profit on merchandise, this dispenser is meeting with widespread industrial approval.

AMERICAN DISPENSING CORP. 1029 Ferdinand Ave., DETROIT, MICH.

## Operators Demanded a 5c MAGIC SALESMAN Now We're Here With It!

A NEW FIVE-CENT Magic Salesman Vendor



It delivers a full ticket's worth of 5 cent sections or Peanuts. Texts of this new MAGIC, on location, convince us the FIVE CENT MAGIC will afford profits to operators MOON in excess of any present profits from vendors. The penny MAGIC SALESMAN is a winner over all others, with two years of record-breaking distribution. The "DIAL" which made MAGIC so popular continues to afford the opportunity of a free award—that is why MAGIC sells and holds the play. Locations will be eager for FIVE CENT MAGIC.

Territories are open for those who act quickly.

PRICE: \$21.75 F. O. B.

And when profits are considered, that price is lower than the price of any other vendor. Send your order at once for immediate shipment.

PEERLESS PRODUCTS COMPANY

Department 185  
Now in Our New, Modern Factory,  
410-416 Archibald Street,  
KANSAS CITY, MO.

Leaders for more than 20 years in the manufacture of Coin Operated Merchandise Vendors.

Send your correspondence to advertisers by mentioning The Billboard.

Better Than a PUNCH-BOARD!

**O.K. GUM VENDOR**

VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1100. Capacity: 1200 BALLS

TAKES IN \$40.00. PAYS IN \$30.00 IN TRADE AWARDS.

PRICE ONLY \$15

By One O. K. GUM VENDOR WITH 1200 BALLS of Num. based GUM FREE.....

D. ROBBINS & CO. 1141 DE KALB AVE. BROOKLYN, N.Y.

NEW IMPROVED KAY-SEE Vendors

Operator's Price List. Vendors Complete With Hanger.

- Less than 10, \$9.00
- Less than 25, 2.75
- Less than 50, 2.50
- Less than 100, 2.25

Capacity 1 1/2 Lbs. Height, 8 Inches. Shipping Weight, 8 Pounds, 7 Ounces. All Prices Net F. O. B. Factory.

CENTRAL DISTRIBUTING COMPANY  
105 West Linwood Blvd., Kansas City, Mo.

OPERATORS -- New and Old

Profit the most by vending the best known merchandise through the finest machines. Routes of AOMACO Vendors handling delicious Hershey's Penny Bars bring generous return on large or small investment. For complete details write AMERICAN COIN MACHINE COMPANY, Glendale, Calif.

Little Nut Vendor Co. Lansing, Michigan

READY FOR DELIVERY!

**ROBBINS' 2-IN-1 VENDOR**

America's Most Practical Bulk Merchandiser

WRITE FOR PRICES!

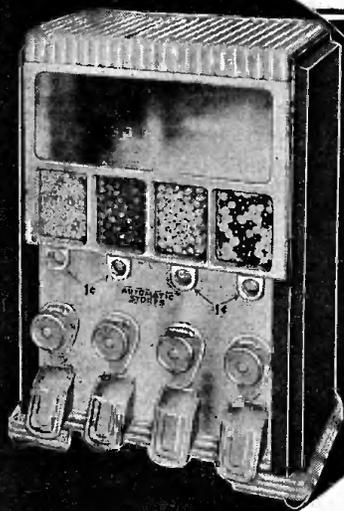
D. ROBBINS & CO., MFRS. 1141 DE KALB AVE. BROOKLYN, N.Y.

Write for Low Prices

ON PEANUT AND BALL GUM VENDERS. Also Table Size Vendors.

**Self-Serv Mfg. Co.**

8. Broad and Wickman Sts. PALMYRA, N. J.



**NEW**

**THE "AUTOMATIC STORES" MEAN MORE MONEY ON EVERY LOCATION!**

These handsome, red, chrome and black "Automatic Stores" are welcomed by banks, department stores, chain drug stores, hotel lobbies, schools, theatres and all higher type business houses. Every operator is a chain store owner. Here is the greatest advance in automatic merchandising in years.

Use the Toy Mix—Amazing Sales

Newest development in penny sales. Small toys mixed with peanuts, nuts and candy—toy watches, knives, elephants, donkeys, etc.

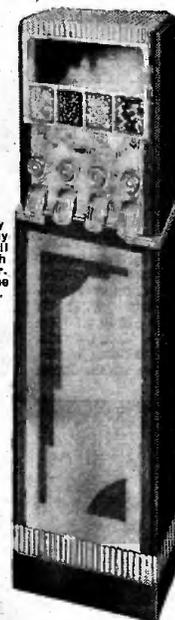
**\$24.50**

Introductory Price—Only Good for April 1/3 Cash With Order Balance C.O.D.

**THIS POPULAR FOUR DIVISION MACHINE**

means

**6 times the earnings of a single machine\***



This Modernistic Base \$5.00 Extra.

**SENSATIONAL NEW MONEY EARNING EQUIPMENT.**

**THE MOST PROFIT-ABLE 1¢ MACHINE MADE**

Special 30 lb. carton of Toy Mixed Candy for \$4.00. This 30 lbs. vends for \$1.00 per lb. Cost, \$4.00—return, \$30.00. Profit, \$26.00. Only one carton with each machine at this special price.

**Your Income Will Jump From \$10.00 to \$20.00 Monthly.**

Sale of 30 lbs. per week not unusual, using Toy Mix.

**OPERATING AND INVESTMENT COMPANIES ARE SELECTING "AUTOMATIC STORES"**

Why? Because they see in it the greatest profit making equipment that has yet been created. They see that after original sales, operators rapidly continue adding to their routes. Profits are instant—popularity lasting.

**J. D. DRUSHELL COMPANY**

4753 Broadway, Chicago, Illinois

**PENNY CIGARETTE VENDOR**



**SILVER COMET** is built to last indefinitely. Size, 6x10x8. Equipped with Latest Type Slug Ejector. Approved by Internal Revenue Department.

**SILVER COMET** has opened a new and prosperous field of endeavor. It is "The Modern Method" of distributing the most universally consumed and most widely advertised product on the American market. The sale of cigarettes one at a time through **SILVER COMET** allows an attractive profit, with a minimum of overhead. Jobbers and Operators Write for Particulars.

**REDCO PRODUCTS CORP**  
LA CROSSE, WIS.

**Plan for Reorganizing United Cigar Stores**

NEW YORK, April 3.—A plan for reorganizing the United Cigar Stores Company has been filed after almost five years of bankruptcy. The United Cigar chain has been one of the few chain systems to take a definite but intermittent interest in merchandising machines.

The company, which is the largest chain of tobacco stores in the world, went into bankruptcy in August, 1932, when the Irving Trust Company was appointed trustee. Earlier moves to reorganize, launched in 1933, were abandoned late in the following year as a result of improved earnings.

The present plan was prepared by a reorganization committee headed by Peter Grimm, a representative of the landlords' committee, and comprising Grayson M. P. Murphy, Robert L. Marony, John Sloan, and William M. Chadbourne, representing the various interests. The protective committee has approved the plan.

Since the date of commencement of the current proceedings, under the federal bankruptcy act, protracted litigation has been carried on to determine the extent to which large claims for damages for future rent are entitled to participate in the plan. Boykin Wright, counsel for the reorganization committee, said recently.

**TWO NEW ITEMS FOR VENDING MACHINES**

**PAN'S CHARM-MIX. PAN'S TOY-MIX**  
With each 30-lb. carton Vending Candy a Box of Small Novelties to mix with the candy and they vend thru any bulk penny candy vender.

Write for Price List

**PAN CONFECTION FACTORY**

345 W. Erie St., (National Candy Co., Inc.) Chicago

**EMPIRE TOY & CANDY VENDOR**



**SENSATIONAL PENNY GETTER!**  
The **EMPIRE** is equipped with our Patented Toy Vending Attachment. Vends Toys and Candies for 1¢. Operator's Net Profit is over \$2.00 at each emptying. Many **EMPIRES** empty 2 and 3 times weekly! Operate a "chain" of these Steady Money Makers! Remit Only \$11.00 for This Deal:

- 1 **EMPIRE**, 10 pounds Candy Cont'd Peanuts
- 2 gross assorted Toys.
- 1 Toy Display Frame.

**EXCLUSIVE EMPIRE FEATURES:** Ring-proof Coin Slot, Beautiful Chrome Finish Body, Yale Lock on Money Box. Same Machine Also Vends Salted Peanuts, Pistachio Nuts, etc. Write for Quantity Prices.

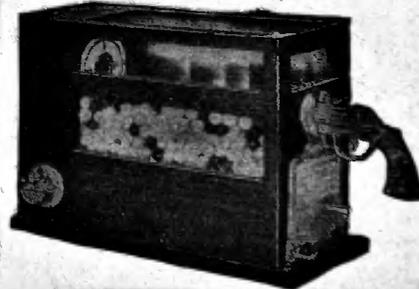
**D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.**



Let the **NEW "CHAMPS"** WORK NIGHT AND DAY FOR YOU. Pocket the Steady CASH Income.

Start your own vending machine chain. We show you how! Many who started with just one **CHAMP** now own a chain. Make wonderful profits just filling and collecting while the machines coin have every advantage. New sensation, 10¢ single, double and triple machines for nuts, gum, candy, etc. A record breaker for profits. No trouble to place them in all locations, taverns, cafes, bars, oil stations, etc. You'll be amazed at their low cost. Write quick for confidential price list. **GEMCO PRODUCTS CO., Dept. D-30, Minneapolis, Minn.**

**HOLD THAT LOCATION!**



With one of the most attractive and efficient venders ever put on the market. Simple mechanism. no costly service calls.

Length — 19 1/2 in.  
Height — 14 3/4 in.  
Width — 8 1/2 in.

New features throughout — has taken in over \$50.00 in one week. Write today for details and prices.

**SPECIALTY COIN MACHINE BUILDERS**  
617 W. Division St., Chicago, Ill.

# Wurlitzer Opens Chicago Branch

**J. A. McIlhenny appointed manager—also headquarters for R. S. Bleekman**

CHICAGO, April 3.—Recognizing the fact that hundreds of operators from all parts of the world visit Chicago, as well as North Tonawanda, N. Y., every year, H. E. Capehart, vice-president of the Rudolph Wurlitzer Company, North Tonawanda, manufacturer of Wurlitzer-Simplex automatic phonographs, has announced the opening of a Chicago office in the Furniture Mart on Lake Shore Drive.

The office will be in charge of smiling Mac McIlhenny, whose friendly manner has won for him a host of friends among the hundreds of operators who have visited the mammoth Wurlitzer plant in North Tonawanda. Chicago office will be in direct touch with the Tonawanda plant by teletype, thereby enabling McIlhenny to give operators the same kind



"SMILING MAC" McILHENNY (right), manager of the newly opened Wurlitzer branch in Chicago, and Robert S. Bleekman, Wurlitzer's Chicago district manager, who will make his headquarters at the new Windy City office.



of service they would get if they were to visit North Tonawanda.

Commenting on this latest Wurlitzer move, Capehart said: "We decided to establish a factory branch office in Chicago to better serve our customers all over the United States and Canada. To the hundreds of operators who visit Chicago, we extend a hearty welcome to make our office their Chicago headquarters—and that means when they visit us they can expect real Wurlitzer hospitality. Our factory branch office will also be the headquarters for Bob Bleekman, Chicago district manager, whose territory covers Northern and Central Illinois, Northern Indiana and Western Michigan, as well as a few counties in Southeast Wisconsin.

"With orders for Wurlitzer-Simplex automatic phonographs breaking all records, we are sure that hundreds of Wurlitzer-Simplex operators will appreciate everything we are doing to make it easier and even more enjoyable to do business with us."

## Says Canadian Trade To Grow

MONTREAL, April 3.—"In line with the increasing national income of the United States one can look across the northern boundary line into Canada and see a similar movement under way which means increasing opportunities for Canadian operators," said J. E. Broyles, assistant to the vice president of the Rudolph Wurlitzer Company when



JERRY MORRIS, Plainfield, N. J., world's largest operator of Skee Ball, who has gone into the coin-operated music business with Wurlitzer-Simplex automatic phonographs.

interviewed on the subject of exportation of automatic phonographs recently.

"Due to the arrangement made with the RCA-Victor Company, Ltd., with head offices and a large manufacturing plant in Montreal, Wurlitzer-Simplex phonographs are now being made there and distributed thruout the Dominion of Canada," he said. "All instruments are fully approved by the Hydro-Power Commission and are duly registered and authorized for Canadian distribution. According to RCA-Victor officials, the Wurlitzer-Simplex is thus fully qualified for use in Canada.

"The Canadian market, because of its sparsely settled regions and the long distances between cities and communities, offers different problems for the manufacturer than those existing in the United States. However, with the widespread distribution facilities of RCA-Victor in all provinces, they are forging rapidly ahead in making the Canadians fully conscious of the necessity for automatic phonograph reproduction in connection with the recreational facilities of their people.

"At present a campaign is being conducted among the various types of locations in Canada, acquainting them with the features of Wurlitzer-Simplex automatic phonographs. Operating organizations are readily visualizing the big, untouched field offered them for music operations in conjunction with their regular line of activity."

## Stern Reports His Record Sale

NEWARK, N. J., April 3.—Dave Stern, of Royal Distributors, Inc., reports having closed one of the largest pin game deals in many years. "The operator happens to be from New York," he says. "The Serewell Electric Company, operating Seeburg music equipment for over eight years. The deal includes all the latest type pin games, as well as many other types of equipment.

"It will require some weeks to fill this order, as it is one of the largest which we have ever received. Pin game manufacturers whose products are part of this deal will be celebrating when they receive their share of the order."

## Sheet-Music Leaders

(Week Ending April 3)

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

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

1. Boo-Hoo (Shapiro) (2)
2. Little Old Lady (Chappell) (1)
3. Moonlight and Shadows (Popular) (3)
4. When My Dream Boat Comes Home (Popular) (4)
5. What Will I Tell My Heart? (Crawford) (7)
6. This Year's Kisses (Berlin) (5)
7. When the Poppies Bloom Again (Shapiro) (11)
8. Trust in Me (Ager) (9)
9. I've Got My Love To Keep Me Warm (Berlin) (10)
10. Goodnight, My Love (Robbins) (6)
11. Serenade in the Night (Mills) (8)
12. My Little Buckeroo (Witmark) (15)
13. On a Little Bamboo Bridge (Morris) (12)
14. Sweet Is the Word for You (Famous) (14)
15. Blue Hawaii (Famous)

## Survey Reveals Waltzes Gain

NEW YORK, April 3.—Speaking at a recent meeting, Irving Mills, managing director of Master Records, Inc., stated that waltzes would play an important part in the dance field during the spring and summer months. He based his predictions on trends already evident, and also from a questionnaire answered by more than a score of bandmen affiliated with Mills Artists and Consolidated Radio Artists, Inc.

"Looking over the most-played songs during the past few weeks, we have noticed that waltzes are being played more now than in many months past," Mills said. The wave of rhythm that invaded the music field in the past two years, as a result of the vogue for swing music, is gradually being counter-balanced with the slower types of music. There is no alarm that hot music is headed for extinction, but this trend should equalize the music-market to make for a stronger, more substantial sale."

Irving Mills' observations are founded on experience with his close association with both Mills' Music and Exclusive Publications, plus Mills' Artists and CRA. Speaking with prominent bandmen, they reported that more and more dancers are requesting slow types of tunes, particularly waltzes. Mills also pointed out that such present-day song successes as *The Coronation Waltz*, *The Sweetheart Waltz*, *The Sorority Waltz*, *Primi* melodies, Victor Herbert tunes and others, are gaining prominence among requested melodies. As a result of his survey, Irving Mills has recorded a series of waltz specialties for both his Master and Variety Record lists.

**YOUR MANUFACTURER TELLS YOU TO USE...**

**PERMO POINT**

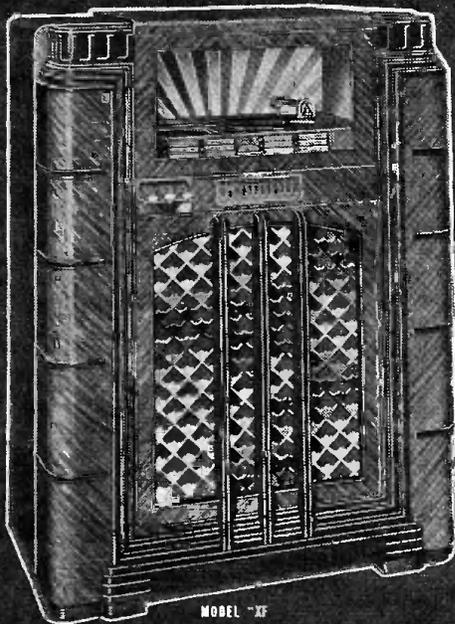
THE ONLY PHONO NEEDLE WITH THE EXCLUSIVE PATENTED ELLIPTICAL POINT

- 2,000 Perfect Plays.
- Longer Record Life.
- High Fidelity Reproduction.
- Undistorted Volume Output

Standard Permo Needle for All Phonographs

New Double Ribbed Permo Needle for 1937 Phonographs

**PERMO PRODUCTS Corp.**  
6415 RAVENSWOOD AVE. CHICAGO



MODEL "X"

**THE NEW 1937 SEEBURG MULTI-SELECTOR SYMPHONOLA**

Brings these qualities to your locations  
**SUPREME BEAUTY • SUPERB REPRODUCTION**  
and gives you **GREATER OPERATING PROFITS**

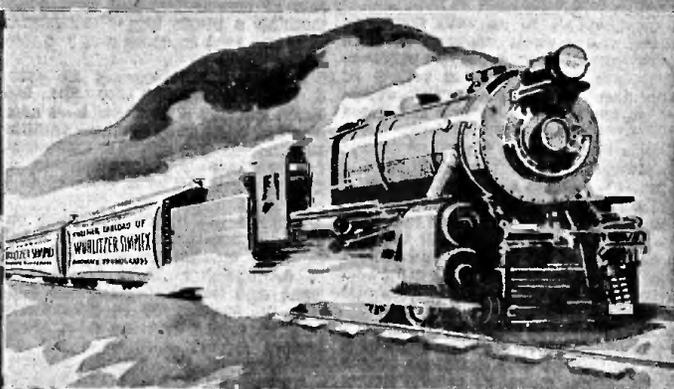
J. P. SEEBURG CORP., 1510 DAYTON ST., CHICAGO, ILL.

# CARLOAD SHIPMENTS *of* WURLITZER-SIMPLEX AUTOMATIC PHONOGRAPHS

*Breaking all Records...* FAR AHEAD OF SAME PERIOD LAST YEAR

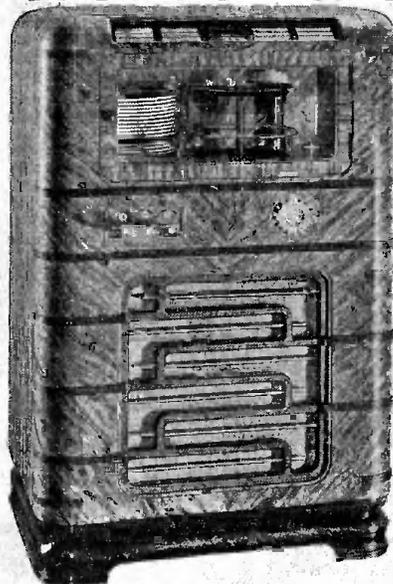


Wurlitzer shipping department working day and night to meet unprecedented demand for Wurlitzer-Simplex phonographs



*From Coast to Coast America's Largest and Most Successful*

## OPERATORS RECEIVING CARLOAD SHIPMENTS *of* WURLITZER-SIMPLEX Automatic Phonographs



Carload shipments of Wurlitzer-Simplex Automatic Phonographs for the first quarter of 1937 were the greatest in Wurlitzer history—had to be to meet an unprecedented and continually increasing demand for this finest of all automatic phonographs. A demand backed by the fact that everywhere Wurlitzer operators are getting and holding the best locations—are replacing phonographs that do not measure up to Wurlitzer-Simplex performance.

Cash in on this location landslide to Wurlitzer-Simplex. Find out if there is room in your territory for a Wurlitzer Operator. Write, wire or phone for details to-day. The Rudolph Wurlitzer Company, North, Tonawanda, N. Y. Canadian Factory: RCA—Victor Co., Ltd., Montreal, Quebec, Canada.

### A FEW OF THE 50 OPERATORS

who have received shipments of ONE OR MORE CARLOAD ORDERS from JAN. 15—MAR. 31, 1937

1. Pacific Distributors Co., Seattle, Wash.
2. Alamo Sales Co., San Antonio, Texas
3. Vending Machine Company, Fayetteville, N. C.
4. Queen City Amusement Co., Plainfield, N. J.
5. Automatic Amusement Co., Charlotte, N. C.
6. Coin Machine Sales Co., Houston, Texas
7. Stone-Berts, Chicago, Illinois
8. Ohio Specialty Company, Louisville, Ky.
9. McCormick Vending Machine Company, Greenville, N. C.
10. J. L. Jones, Hickory, N. C.
11. Phono-Matic Company, Los Angeles, Calif.
12. Kaufman Music Company, Atlantic Highlands, N. J.
13. J & A Music Co., Asbury Park, N. J.
14. Triangle Music Company, Cleveland, Ohio
15. Universal Automatic Music Co., Chicago, Ill.
16. Phono-Matic Company, Reno, Nevada.
17. Mohr Bros., Los Angeles, Calif.
18. Penn Coin-O-Matic Co., Philadelphia, Pa.
19. Santone Coin Machine Company, San Antonio, Texas
20. Simplex Distributing Company, Jacksonville, Fla.

*Sold Only to Operators*



IT IS needless to point out to those engaged in the music-operating business the fundamental or basic thing they are selling. Everyone knows if they but stop to think about it seriously that the desire for and the appreciation of music is born and bred right into the depths of our souls. From time immemorial music has existed in one form or another and will continue to exist as a prime instinct of mankind.

What has this to do with operating music? The musical instincts of men and women, altho they require satisfaction in a seemingly endless variety of melody based on preference, mean everything to the operator. Music is basic—it is not a fad—it is not here today and gone tomorrow—it is with us always and always will be. Because of the fundamental nature and appeal of music itself, I feel that I as a music operator am in a business that will last and continue to make good profits for me if I but take care of my business and handle it just as any merchant tries to handle and increase his business.

A good comparison of my business may be made to the chain-store business. Let us consider things in the light of a big grocery chain with stores all over a city, or several cities, or several States for that matter. They have their investments in leases, in store buildings, in warehousing terminals, in merchandise, in trucking equipment and finally in man power. Enormous capital is required. Depreciation is heavy. Merchandise losses from spoilage and losses thru price policies of competitors are constantly cutting into profits. Yet they go on doing business, expanding their operations, making more money by increasing their sales, and at the end of the year are pleased if they can show a net profit of only a small per cent on their sales.

They know that shrinkage of sales in one month or in one year will be made up by increased sales in another month or in another year. They conduct their business on the basis of averages, of efficient management, and an intensive study of public preferences. They know the sale of food is basic and will continue from year to year for many years to come—as long as life exists.

### Comparable to Chain Stores

As a music operator I am in the chain-store business. My music boxes are my stores, my locations are my leases, the records I put in my machines are the merchandise I sell, my route men constitute my man power, and the public is my market.

Whether I am operating 50 phonographs or 500, my business is in every way comparable to the chain-store business. I have my competition just as they do. I know my business is basic and fundamental just like the food business. In more ways than one I have more controllable factors in it than they have in theirs. Yet at the same time we are in similar position inasmuch as the music operator must also work on the basis of averages, efficient management, and intensive study of and the catering to public preferences.

### Locations Versus Leases

When the managements of the chains spend a lot of time and effort in the selection of locations for their stores before they get them under lease, why shouldn't I as an operator, individually and thru the medium of the men working for me, spend time in getting my locations.

By getting locations I don't mean running into this tavern and that restaurant and the other roadhouse, and just because they have a few feet of floor space available, tell them they must have one of my phonographs. I don't mean rushing in here just because I see they already have a phonograph from another operator who is giving a normal

# Music Operator Analyzes His Business

## Outlining Some Fundamental Thoughts About a Big Business Steadily Growing Bigger

By Ralph G. Neal

rate of commission and then offer the location a much bigger commission to kick out that machine and put mine in immediately.

I don't mean running all over the countryside looking for the big-pay spots, putting a machine here and another 10 miles away and still another box 15 miles in the opposite direction just because these locations take in a few dollars more per week than what I am averaging.

When I get locations I want to feel that these places are mine and will be mine for months and months to follow. If an operator starts his foundation right and builds strongly for the future all the storms of intensive competition that may come from other operators cannot shake him out of his locations.

I won't say that he could be expected to hold all of them 100 per cent, but if his fundamental approach is right, and if he has treated the location right, and if he has maintained genuine human contact with the location owner at all times, then the chances are 100 to 1 that he can continue to supply the music requirements of the spot without giving away all his profits in exceptionally high commissions to the location.

### Value of Concentration

Granting the fact that a music operator really knows his business and is taking care of it in a businesslike way, there is no greater asset than being firmly entrenched in a given area with all kinds of locations of the very good, good, fair, and even some of the bad variety.

Why do I say this? That is easy. I mean by concentrating one's activities in a given area the greater is firmly established with all the location owners in this territory. He knows them by their first names; he knows when John Smith has a new arrival in the family; he knows when Otto's daughter is going to get married. He is human and he talks the language the location owner likes to hear. Furthermore, he knows the music preferences of the people who patronize the area. You know as well as I do that people spend their money for the kind of music they like to hear.

In a concentrated territory some spots earn big money, others are good, and some are only fair and some are poor. The next week the locations may reverse their order to some extent and the poor ones may get better and the big-pay spots may drop off somewhat. It is the average that counts. By taking care of these locations week in and week out, giving them service regularly and consistently, what chance has an outside operator to knock off enough of your locations to weaken your position, particularly when you or your route managers are so close to the affairs of the locations themselves?

There is an adage somewhat like this: "It's better to be a big frog in a little puddle than it is to be a little frog in a big puddle." Therefore to operators handling many hundreds of units it should be fundamental to instruct route managers to really know and understand the locations. If this kind of effort and study is practiced thruout your entire operation, no matter how much territory you cover, all I can say is your organization will grow bigger and bigger and your operations more profitable.

### Merchandising Your Music

All chain stores are merchandisers to

the highest degree. They pay big salaries to men who understand the principles of management and selling. Management covers selections of store location and the type of store to establish on the location. The chains certainly could not afford to erect or remodel an expensive building on a location that would not justify the investment.

In the music-operating business we must also be good merchandisers. Not only does this mean merchandising in the sense of placing the proper records in the machine to fit the preferences of the patronage of the location, but it goes further than this.

Merchandising music also means placing the proper kind of equipment into the location being served. It means keeping abreast of the times and modernizing your inventory to keep pace with improvements in design, construction and tone. After all, the public wants the best in music and as an alert operator it is up to you to provide it.

What about my present equipment you will say? Am I to junk it and write it off as so much depreciation or loss just because other models are out which may be newer in design, have minor improvements in mechanical operation, or have improvements in amplification? To those who ask a question such as this my answer is "No," emphatically "No." Here is where you have a real test of your ability to merchandise your equipment.

In times past manufacturers have introduced new models which equaled in performance that of the equipment being used, but in no way did they overshadow them. Here it is a case of convincing the location owner that the box he has still offers his customers the kind of music they want. You can show him that the box continues to take in just as many coins as it has been averaging for a period of time.

I have had some location owners with whom I had placed newer models ask if they couldn't have their same phonograph back again. Their reasons being that they liked certain things about the older instrument better than the newer one.

### Rotating Your Equipment

In most cases, however, the newer models do measure up to all that is claimed for them. They do give a superior brand of music or look better or work more efficiently than the older models.

Here it is a case of replacing the slightly obsolete machines in the big-pay spots with the newer machines just as quickly as possible. The machines so removed should be located with the next best pay spots and so on down the line.

The fair and the not-so-fair spots, of course, have your older machines which have undoubtedly paid for themselves several times over if you have kept anything like an individualized cost and earning record to show you how you stand on those particular machines.

You or any other operator could not be expected to put an entirely new machine being bought on contract into a location whose income return would not justify such an investment. Yet these same low-pay locations will show you handsome returns on equipment that is completely paid for, or even substantially but not entirely paid for. Here again it is a case of knowing exactly what it costs you to operate a location and then

guage the return of the inferior location to the status of your investment in the particular instrument selected for it.

By covering every conceivable location in your concentrated territory and by rotating your new machines and your older ones among them you

will blanket your area. The chances for another operator to step in and do you serious harm because of his competition are minimized. He may bother you on some of your better-pay spots but if you have new machines for them you are on an even basis to start with. Your averages over all of your machines will enable you to combat this spasmodic type of competition. You are in shape to "fight fire with fire" but you won't have to do this if you are giving service of the highest type and know your locations and what it takes to keep them in line.

### Keeping Ahead of Competition

In a dog fight the dog which "gets the jump" on his adversary, first sinking his teeth in at the vital point, and then holding on and watching for an *advantage of his opportunities*, is invariably the one which comes out the winner.

Just so it is in meeting competition in our business. I have seen "old-time" operators with their machines paid for time and time over just sit back and do absolutely nothing to keep their business forging ahead. Instead of instituting a well-planned-modernization-of-equipment campaign and most assuredly dominating their territory, they slowly but surely lost out to the newer blood in the business. These "old heads" have had the "jump" on their newer rivals but they failed to take advantage of their opportunities. You've got to be modern in this day and if no provision is made for modernization as it is needed, then competition is going to lead you a merry chase.

### Still Likes Music Business

The music business has always taken care of me in great shape. I have made money in it and I expect to make a lot more money in it. I know that five years from now, 10 years from now, or 20 years from now if I live that long, I'll be making nice profits out of my music-operating activities.

Like any other business it takes work and plenty of it. You've got to be wide-awake to what is going on. You can't be a spendthrift and take all your profits out of the business for other things and then keep the business on an even keel indefinitely. You've got to spend money in the right way to make money. You've got to keep up with the times. If you don't, the parade is going to leave you behind.

Operating music is not a "quick-money" business but it is a "sure-money" business of long life, a basic activity, and strictly legitimate. Take care of your music-operating business in the right way and it will take care of you as long as you want to stay in it.

I like the music business!

### Jerry Morris' Company Goes in for Music Biz

PLAINFIELD, N. J., April 3.—Jerry Morris, Plainfield, world's largest operator of coin-operated Skee Balls, announces that his company has entered the coin-operating phonograph business.

Commenting on his latest move, Morris said: "We decided to go into music, because, like Skee Balls, it is a legal business—safe and sure. Once we made up our minds to operate automatic phonographs, there was no question in our minds as to what phonograph to buy. So we placed our first order for 100 Wurlitzer-Simplex automatic phonographs, which we regard as a modest start, in view of our plans for quickly broadening our operations in this field."

# SHARP-SHOOTER FOR PROFITS!



"Sing a song of sixpence -  
Pockets full of dough -  
As many shots as you can make  
At five cents a throw!"

● That's the theme song of the new SHARP SHOOTER everyone's raving about. It's astonishing how those sixpences (nickels to you) roll in! SHARP SHOOTER is capable of taking in far more money than any coin-operated rifle range on the market. 5c in 45 seconds - as much as \$3.00 per hour - and that's no boast! Here's why...

### 'Unlimited' Shots

SHARP SHOOTER operates **only 45 seconds** for each coin deposited. Your customer may shoot as often as he can pull the trigger - he can always better his own score as well as compete with other patrons. A great drawing card - and it means

**fast play, rapid turnover, quick PROFITS!**

### 'Fool-Proof' 'Trouble-Free'

You need not be a mechanical wizard - SHARP SHOOTER will operate continuously 24 hours a day, month after month, without a 'hitch'. It's simplified mechanism has been tested and retested for more than two years - every detail is perfect! And for a year or more SHARP SHOOTER has made good in every kind of location. No other Ray-Gun offers such **large cash returns** for such a **small investment**.



### FEATURES

- Beautifully designed cabinet and gun stand of high-grade, hand polished oriental wood - lends distinction to any location.
- Standard size, light-weight rifle - satisfies experienced marksmen, yet easily managed by women and children.
- Oscillating target. Exclusive timing device, adjustable to any need. Direct or alternating current.
- No smoke, no danger - simply a game of skill - LEGAL ANYWHERE.
- Simplified mechanism - GUARANTEED to give complete satisfaction!



SOLD THROUGH DISTRIBUTORS TO OPERATORS **ONLY**. If your Distributor cannot supply you - write, wire or phone us **TODAY** for details.

## CLARE PRODUCTS CORPORATION

666 Lake Shore Drive, 21st Floor

Dept. B

CHICAGO, ILLINOIS

## Ten Best Records for Week Ended April 5

	BLUEBIRD	BRUNSWICK	VICTOR	VOCALION
1	B6873—"They Can't Take That Away From Me" and "They All Laughed." Ozzie Nelson and orchestra.	7849—"The Love Bug Will Bite You" and "I'm Just a Country Boy at Heart." Vocal, Pinky Tomlin; orchestra under direction of Joe Haymes.	25523—"Song of India" and "Marie." Tommy Dorsey and orchestra.	3485—"Slumming on Park Avenue" and "What Will I Tell My Heart?" Fletcher Henderson and orchestra.
2	B6875—"Poor Robinson Crusoe" and "Whoa, Babe." Ozzie Nelson and orchestra.	7844—"The Mood That I'm In" and "Sentimental and Melancholy." Teddy Wilson and orchestra.	25522—"I Can't Lose That Longing for You" and "Boo-Hoo." Guy Lombardo and Royal Canadians.	3431—"I've Got My Love To Keep Me Warm" and "One Never Knows." Billie Holiday and orchestra.
3	B6806—"Oh, Say, Can You Swing" and "Boo-Hoo." Wingy Mannone and orchestra.	7851—"I'd Be a Fool Again" and "There's No Two Ways About It." Music in Russ Morgan Manner.	25550—"Where Is the Sun" and "Old Plantation." Fats Waller and orchestra.	3476—"Was It Rain?" and "Love Is Good for Anything That Ails You." Vincent Travers and orchestra.
4	B6803—"Moonlight and Shadows" and "Dedicated to You." Shep Fields and orchestra.	7850—"September in the Rain" and "You Are All I've Wanted." Jan Garber and orchestra.	25539—"Mendelssohn's Spring Song" and "Liebestraum." Tommy Dorsey and orchestra.	3477—"I'll Never Tell You I Love You" and "You're Here, You're There." Red Jessup and orchestra.
5	B6878—"I've Got Beginner's Luck" and "Let's Call the Whole Thing Off." Shep Fields and orchestra.	7852—"Streamline" and "Sweet Lorraine." Art Shaw and His Strings.	25549—"They Can't Take That Away From Me" and "I've Got Rain in My Eyes." Tommy Dorsey and orchestra.	3478—"Poor Robinson Crusoe" and "Swing, Boy, Swing." Dick Porter and orchestra.
6	B6876—"The Arkansas Bazooka Swing" and "The Bazooka Stomp." Bob Skyles and orchestra.	7812—"This Year's Kisses" and "You're Laughing at Me." Hal Kemp and orchestra.	25548—"The Love Bug Will Bite You" and "Dreamy Eyes." Guy Lombardo and Royal Canadians.	3449—"Trust in Me" and "My Last Affair." Mildred Bailey and orchestra.
7	B6880—"When the Time Has Come" and "Haunting Memories." Boots and His Buddies.	7853—"If I Could Read Your Mind" and "When Lights Are Low." Benny Carter and orchestra.	25505—"This Year's Kisses" and "He Ain't Got Rhythm." Benny Goodman and orchestra.	3479—"Wabash Stomp" and "Florida Stomp." Roy Eldridge and orchestra.
8	B6747—"Serenade in the Night" and "Little Old Lady." Shep Fields and orchestra.	7846—"Who?" and "Blues." Kay Kayser and orchestra.	25544—"I've Got Beginner's Luck" and "They All Laughed." Tommy Dorsey and orchestra.	3439—"Moonlight and Shadows" and "Trouble Don't Like Music." Red Jessup and Melody Makers.
9	B6796—"What Will I Tell My Heart?" and "I Can't Break the Habit of You." Dolly Dawn and orchestra.	7840—"My Last Affair" and "You Showed Me the Way." Teddy Wilson and orchestra.	25526—"September in the Rain" and "What Will I Tell My Heart?" Guy Lombardo and Royal Canadians.	3480—"Doctor Blues" and "Savoy Stomp." Luis Russell and orchestra.
10	B6861—"I've Got Rain in My Eyes" and "The Mood That I'm In." Dolly Dawn and orchestra.	7845—"Blue Hawaii" and "When the Popples Bloom Again." Music in Russ Morgan Manner.	25546—"Where or When" and "Johnny One Note." Ruby Newman and Rainbow Room Orchestra.	3467—"Rhythm Sundae" and "I Can't Believe That You're in Love With Me." Earl Hines and orchestra.

# Wheel- OZZIE NELSON

now records on  
**Blue Bird Records**  
exclusively

His first records  
will wow them

No. B-6873

"They Can't Take That Away From Me"

"They All Laughed"

No. B-6875

"Poor Robinson Crusoe"  
"Whoa Babe"



**VICTOR and  
BLUE BIRD RECORDS**

RCA Manufacturing Co., Inc., Camden, N. J.  
A Service of Radio Corporation of America

# ROTOMATIC

Trade Mark.



**A WORTHY COMPANION to MUTOSCOPE'S RED TOP CRANE**

The ultimate in merchandise machines. The finest test of skill and coordination of sight and touch. This remarkable machine combines the features of the ever popular Digger and the new and fascinating Rotating Table.

Nothing complicated. Simple to operate. No problem in displaying attractive merchandise. Built with mechanical precision and perfection by the makers of the world famous Electric Traveling Crane. One of the most remarkable features of this sensational machine is the "Instant selectivity." This machine is so constructed to positively permit the bucket to reach any spot in the playing field. Handy vendor supplies a liberal amount of candy for every coin inserted. Five-coin escalator improved visible coin chute.



**THE GREATEST MERCHANDISER MONEY MAKER ON THE MARKET TODAY!**  
A SENSATION ON LOCATION  
Full Patent Protection in U. S. and Foreign Countries.  
DISTRIBUTORS INVITED.  
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THE HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"

## SALESMEN WANTED

With following among Phonograph Operators and thorough knowledge of Operating Business. Experienced selling for Manufacturer. We require several men for contact work in this field. Territories in Texas, Louisiana, Arkansas, Oklahoma, Kansas, Missouri, Nebraska, Iowa, Kentucky and Illinois. Permanent, Legitimate, Excellent Compensation. Car essential. Write fully.

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## ★ PHONOGRAPH BARGAINS ★

WURLITZERS	SEEBURGS
P-10 .....	SELECTOPHONES, 1935 .....
P-12 .....	SYMPHONOLAS, 1936 .....
312-412 .....	SYMPHONOLAS, 1936 .....
	Money back if not satisfied.

MONARCH SALES CO., 2920 7th Ave., So., Birmingham, Ala.

## ROTARY MERCHANDISERS

• \$140.00 •

### JENNINGS CONSOLES

3—50c; 3—25c; 3—10c; 3—5c; Lot of 12.

• \$1200.00 •

**BILL FREY, Inc.**

118 Northeast First St., Miami, Fla.

## ● THE LAW DEMANDS

WRITTEN records on your earnings and location's earnings. See your jobber for our TRIPLICATE COLLECTION BOOKS. See page 186.

**BALTIMORE SALESBOOK CO.**

120 W. 42d St., NEW YORK CITY

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

## Distribs Proud Of Display Room

PHILADELPHIA, April 3.—Dave Margolin and Joe Eisen, of the Penn Coin-O-Matic Company, have just reason to be proud of their new display room, according to members of the trade who have seen it. Feature displays in the new room include Wurlitzer phonographs and Skee Ball games. The organization is utilizing close to 10,000 square feet of floor space, of which some 2,000 is devoted exclusively to attractive display of the products they are handling. New offices and showrooms are modernistically decorated.

They are serving the merchandise requirements of hundreds of operators in the Philadelphia area. At the present time they have a force of six people who are constantly on the job looking after the needs of the operators.

In commenting on the operating outlook for the Philadelphia area, Eisen

## Capehart Explains Increase in Prices

NORTH TONAWANDA, N. Y., April 3. H. E. Capehart, vice-president of the Rudolph Wurlitzer Company, has just announced a price increase on Wurlitzer-Simplex automatic phonographs, effective June 1. In announcing the increase, Capehart said: "We have tried to keep from increasing our prices. However, with material prices increasing every month—with labor, overhead, lumber, motors, electrical parts, etc., over 20 per cent higher since January 1—every order we place brings a reply that the price has gone up, with more increases in sight. We have no other choice than to increase prices, the exact amount depending on costs prevailing as of June 1."

In giving this long advance notice of a price increase, we are carrying out the policy upon which our success has been built, namely playing fair with our operators. For the operators, however, I believe that the increase in the cost of labor and materials, which is general for all industries, will mean greater prosperity. This situation means more nickels and dimes in circulation. Price increases, possibly mild inflation, puts more money in the working man's pocket and cannot help but be reflected in higher earnings for all.

Wurlitzer production schedule for the next 90 days will be the biggest in the history of the company. It is my firm belief that automatic music is one of the soundest investments anyone can make. As prices increase in all lines of goods, as weekly payrolls continue to mount, I feel confident that time will prove the truth of my convictions."

## Veeder-Root Ups Capital

HARTFORD, Conn., April 3.—It was announced in financial circles this week that Veeder-Root Inc., makers of counter meters widely used on coin-operated machines, had planned to increase its capital by \$1,000,000, strengthening the company's capital position and financing a building expansion program.

The meter manufacturing firm will issue 25,000 shares of stock, in ratio of one for each three held, at \$40 a share.

## Marriage Jinx on Besser

ST. LOUIS, April 3.—St. Louis papers carried the announcement, this week, of the engagement of Phillis Cohen, secretary to Herb Besser, owner and manager of the Besser Novelty Company, to Robert Rosenbloom, of St. Louis. Couple will be married June 20. This marks the fourth secretary of Besser's to marry in the past three years. Miss Cohen had been with Besser for the last 14 months.

said: "Music operators are experiencing the best business they have had in years. The prevailing tendency for industry to increase wages and payrolls has released an avalanche of new money in circulation. Aggressive operators are securing their proportionate share of the increased spending. More Wurlitzers have gone into locations in the past five months than at any previous time."

## H. M. Seeburg Congratulated

CHICAGO, April 3.—Appreciation of the work of N. Marshall Seeburg comes from Max Hurvich, of the Birmingham Vending Company, Birmingham, Ala., in which Hurvich says: "The writer appreciates your letter in answer to his addressed to the officers of the manufacturers' association. If every manufacturer was as interested in making a legitimate business as you are he would not have the difficulties that now confront every distributor and manufacturer. The writer feels confident that we can count on your assistance in mapping out a plan that will save our industry from the chaos that threatens it."

Seeburg said in turn: "It is good to know that men as influential as the Gold Dust Twins, Max and Harry Hurvich, are so thoroly and actively interested in making the business of manufacturing, distributing and operating one of high standing. Every man, no matter what his connection with the industry, should lend his aid in whatever manner possible to achieve the aim that most of us desire. An industry in which millions of dollars has been invested, in which sales reach almost unbelievable sums yearly, an industry which helps to support many other manufacturing projects and which provides a living for thousands of workers in plants and offices, surely deserves a place in the sun."

"It behooves manufacturers, distributors, jobbers and operators alike to regard their work in the same light as a professional man of law or medicine regards his; that is, be proud of it and teach others to respect it thru honorable and ethical conduct of their activities."

## Lemke To Show At State Expo

DETROIT, April 3.—Henry G. Lemke of the Lemke Coin Machine Company has taken over the franchise for a booth of coin machines at the combined Detroit and Michigan Exposition and Michigan Sportsmen's Show, April 2 to 11, at Convention Hall, here. Lemke will stage his exhibit in connection with the Hardware and Sporting Goods Company and will devote it entirely to the type of machines that will appeal to sportsmen. A battery of various types of electric rifle machines is to be installed. Tom Mix Radio Rifle, Marksman and similar machines will be prominent among them.

Lemke reports receipt of 25 new phonographs this week, added to the initial group of machines purchased by his company a few weeks ago. This new department of the business is growing rapidly, he says.

"Bowling machines are going to have a big market in Detroit in the next few months," Lemke also commented. "Operators have recently shipped a number of this type of machine to other cities, and there are only about one-tenth as many of them in town as there could profitably be out on location. The result should be a big season for all machines of this type, which will still have the appeal of novelty."



BEAUTIFUL NEW SHOWROOM BY PENN COIN-O-MATIC Company, Philadelphia, featuring phonographs and Skee Ball. Dave Margolin and Joe Eisen manage this progressive firm.

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We have an UNUSUALLY ATTRACTIVE DEAL for you  
**\$15.00** *NATIONALLY ADVERTISED* **PACKARD**

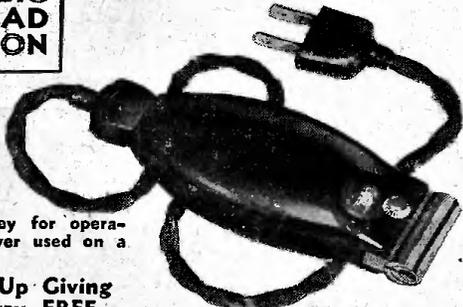
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**PRICED LOW. BIG  
PROFIT SPREAD  
QUICK ACTION**

The SENSATIONAL New  
PACKARD  
Lifetime  
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is making more money for operators than any item ever used on a Salescard.

You Can Clean Up Giving  
This Razor Away FREE  
SEND FOR FREE SAMPLE  
SALESCARD and FULL  
PARTICULARS TODAY



**BINGO OPERATORS**  
Special Plan for fund raising with FRA-  
TERNAL ORGANIZATIONS, CLUBS, etc.  
Write for Full Particulars.

**PACKARD DISTRIBUTING CO.**  
521 Fifth Ave. New York, N. Y.

## Distributors Join In Sit-Downs

CHICAGO, April 3.—George Ponsler, Eastern distributor, evidently started something when he staged his one-man "sit-down" at the D. Gottlieb & Company factory last week to assure immediate delivery of the Electric Score-Board novelty games which he ordered. His success in getting prompt delivery by sitting down encouraged a number of other distributors to do the same thing, it is reported.

This week the number of sit-downers at the Gottlieb plant increased considerably, the report says. The sit-downers included J. D. Lazar of the B. D. Lazar Company, Pittsburgh; Leo Kries of the Globe Novelty Company, St. Louis; R. James of the McCall Novelty Company, St. Louis; Art Nagel of Avon Novelty Company, Cleveland; Bill Marmer of Sicking Manufacturing Company, Cincinnati, and a number of others who were trying to get quick delivery, the firm reports.

Dave Gottlieb, president, looked pleased as he explained: "Our employees are so enthused about all this sit-down business, they're doing their utmost in turning out machines. I never believed such a fast production pace could be maintained day after day, and I'll have

to thank those distributors for helping us accomplish it. As a result, we were able to make delivery right along, but it's hard trying to keep up with orders. If there are any more sit-downers, let them come. The Gottlieb Company will co-operate with them."

## Gadco Adds to General Force

DETROIT, April 3.—General Amusement Devices Company Inc. is completing its organization with the addition of Anne Krallan and Florence Resnik to the office staff and the promotion of Rose Mennenberg to the post of office manager. Thus Gadco claims the largest office staff of any distributor in Michigan.

Lawrence Smith has been engaged as shipping clerk, to work exclusively in this department.

"We are shipping a large number of Trading Posts to Northern Michigan operators," Manager Harold Chereton said. "Ricochet is another highly popular machine, as well.

"Prospects for the immediate future are good. The summer tourist trade in Michigan is expected to make upstate operation highly profitable. In town, the situation is such that location owners are phoning us and asking us to send operators to them with machines, so we are able to give our customers some leads for locations."

# A NEW 7-SLOT DELUXE SEVEN BELLS AUTOMATIC PAYOUT

**WITH POSSIBLE "TAKE IN" OF \$10000 AN HOUR!**

*At no cost to you we will arrange a demonstration in your own location! Certainly, you can't beat a proposition like this!*

**WRITE OR WIRE IMMEDIATELY FOR DETAILS!**

## BUCKLEY MFG. CO.

2156 W. WASHINGTON BLVD. CHICAGO, ILL

## SUPREME'S SENSATIONAL SPRING SALE

» » EVERY GAME GUARANTEED MECHANICALLY PERFECT « «

BALANCE	SCRIMMAGE	\$.450	A. B. T. AUTODART	\$7.50
KINGS	TACKLE	4.50	NECK 'N' NECK	9.50
BANKER	TOP HAT	5.00	SHORT SOX	9.50
DITTO	BANK NITE	5.00	ROUND 'N' ROUND	9.50
DOUBLE	RUN AROUND	5.00	HOLD 'EM	9.50
HEADER	GENCO BASEBALL	5.00	LIGHTS OUT	15.00
LINE-O	SQUADRON	5.00	TOTALIZER	15.00
ROCK-OLA	TRICKS	5.00	LINE UP	17.50
21,000	BIG SHOT	5.00	HAPPY DAYS	17.50
SCREAMO	BIG 5, JR.	5.00	SKY HIGH	17.50
TIE SCORE	JENNINGS WALL ST.	5.00	BOUNCE 'EM	19.50
BALL FAN	JENNINGS HUNTER	5.00		
TIE-UP	EXCEL	7.50		
GOLD MEDAL	HURDLE HOP	7.50		
50 GRAND	DRAW BALL	7.50		
TORPEDO	MAD CAP	7.50		
SYSTEM	BOLO	7.50		
ROLY POLY	THRILLER	7.50		
HOP SCOTCH	SCOTTY	7.50		
666	A. B. T. AUTOBANK	7.50		
NEIGHBORS	A. B. T. AUTOFLASH	7.50		

**SKEE BALL ALLEYS**  
ALL MAKES - ALL SIZES  
**\$35.00** And Up  
WRITE FOR FULL LIST

**\$3.95 EACH**

Full Cash With All Orders for \$10.00 or Less. Over 1/3 Certified Deposit With Order. We Will Ship Balance C. O. D., F. O. B. New York.  
WRITE FOR FREE NEW COMPLETE WEEKLY PRICE LIST ON ALL NEW AND USED GAMES TODAY!!

## SUPREME VENDING COMPANY, INC.

64 ERASMUS ST., BROOKLYN, N. Y. ● 922-8th AVE., NEW YORK, N. Y.

## PACES RACES AND PACE SLOTS FOR YOU

### GEORGIA OPERATORS, GEORGIA DISTRIBUTORS

GET IN TOUCH WITH US ABOUT PACES RACES AND DON'T THINK FOR A MINUTE WE CAN'T MEET ANY ADVERTISED PRICES.

**SPARKS SPECIALTY CO.**

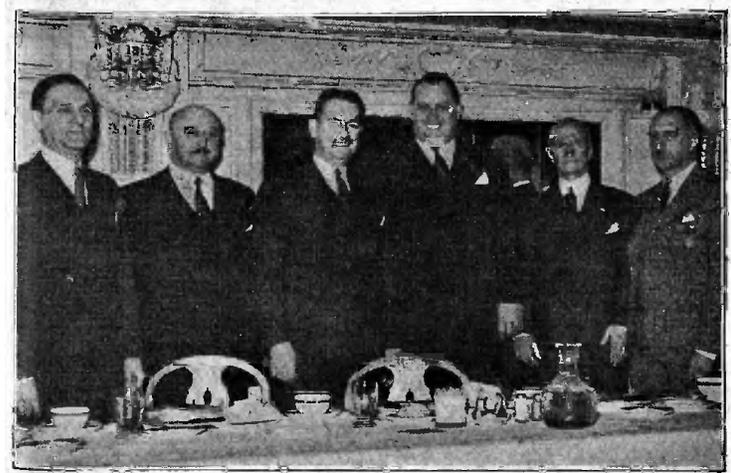
Phone 33, Soperton, Ga.

## NEW AND USED PINS -- SLOTS

Liberal Allowance on Your Old Equipment.  
RECONDITIONED GAMES.

Bumper Novelty	..\$ 35.00	Hialeah	.....\$15.00	Galloping Plug	.....\$10.00
Mills Slot Goose Neck	20.00	McCoy's	.....20.00	Credit	.....10.00
Mills 25c Dice	100.00	Grand Slams	.....10.00	Reel 21	.....6.00
		1/3 Cash, Balance C. O. D.		Ticket	.....3.50

**M. A. AMUSEMENT COMPANY**  
P. O. BOX 405, JACKSON, TENN.



AT SPEAKER'S TABLE at the "Jim Mangan Day" luncheon given by the American Legion at the Hotel Sherman, Chicago, March 29. Walter A. Tratsch, second from left; then James T. Mangan and Joe Huber. Others in picture are Legion officials.

ATLAS GAMES

# WHY DOES ATLAS GET THE BUSINESS?

Lowest Prices on Quality Games!

## SAVE WITH THESE SPRING SALE PRICES ON Brand New Factory Closeouts!

TOP 'EM . . . . . \$77.50	HAPPY DAYS . . . . . \$35.00
TEN STRIKE . . . . . 72.50	ROLL OVER . . . . . 35.00
STOP AND GO . . . . . 35.00	GENCO'S MATCH 'EM. 35.00

RECONDITIONED AND GUARANTEED PAY-OUT GAMES AT VERY SPECIAL PRICES!

ACE . . . . . \$12.00	STANDARD . . . . . \$14.50
BAFFLE BALL . . . . . 14.50	ALAMO . . . . . 18.50
BIG FIVE SR. . . . . 13.50	DOUBLE HEADER . . . . . 24.50
DELUXE 46 . . . . . 14.00	MONOPOLY . . . . . 18.50
GOLD AWARD . . . . . 14.00	PEERLESS . . . . . 22.50
KLONDIKE . . . . . 11.50	RAMBLER . . . . . 19.50
PUT 'N TAKE . . . . . 8.50	TYCOON . . . . . 21.50
REPEATER . . . . . 17.50	SUNSHINE DERBY . . . . . 24.50
PROSPECTOR . . . . . 16.50	SKY HIGH . . . . . 22.50

## ALL THE LATEST HITS

AIR RACES . . . . . \$159.50	RICOCHET . . . . . \$59.50
THE WINNER . . . . . 159.50	HIGHWAY . . . . . 64.50
HEAVYWEIGHT . . . . . 149.50	DOUBLE ACTION . . . . . 64.50
FAST TRACK . . . . . 320.00	BOOSTER . . . . . 69.50
CAROM . . . . . 159.50	SCORE BOARD . . . . . 69.50
	BATTER UP . . . . . 64.50

Terms: 1/3 Deposit with order, Balance C. O. D. Write for complete list; hundreds of reconditioned payout and novelty games ready for immediate delivery.

# ATLAS NOVELTY CO.

2200 N. Western, Chicago • 1901 5th Ave., Pittsburgh

## Newark

NEWARK, N. J., April 3.—Tom Burke, of Elizabeth, one of the best known and best liked operators, is throwing a big party for all his boys at New York's Cotton Club.

Harry Pearl, of Ace Vending Company, one of the spiffiest dressers in this man's town, has just bought a new Pontiac with "opera" seats.

Archie Kass, of MACO, is now in the cleaner biz. He has a cleaning compound which he claims to be the "marvel of all marvels."

Harry Radler, one of the bigger ops, has become the champ poker player at the ops' association meetings.

Ben Stein, of Brooklyn, New York, Newark and Pittsburgh, is back in town and in charge of the export department for Ace Vending.

Dick Steinberg is doing a great job operating bowling alleys, and is said to have opened Kearney to the games just a few days ago.

Sid Mittleman claims to be Newark's youngest operator. According to Jack Kay, he just bought his first suit with long pants.

That sweet voice you hear on the phone when calling Ace is Evelyn Rabinow. She's the best girl friend of Sylvia Gottfried of Hercules. Both gals know plenty about the coin machine biz.

Sue Silverman, one of the country's leading femme ops, dazzled the boys the other day with her new Easter bonnet.

Arthur Polwin, Dover, N. J., operator, is just out of the hospital. "They not only took out my appendix, but my bank account as well," Polwin claims.

The Waldor Brothers, Leo and Sam, and their Target Roll outfit have moved into larger quarters right across the street from their former spot. They claim 14,000 feet of space. Leo says that in the first two weeks of production they shipped over 450 of the Bowl-a-50 units.

George Van Orden, superintendent of Royal Distributors' mechanical department, has just got himself married. They held a sad farewell for George at the Royal offices the other day.

Gus Kluin, popular Elizabeth op, has bought his third truck. Gus is going to town, and in a big way.

George Ponsler has set the town on its ear with that new electric Score-Board of Gottlieb's. The boys like it a lot.

Helen Fitzgibbons is getting to be the most popular woman in the coin biz in this town. With Bally Bumper, Bally Booster and one big hit right after another, her place is being swamped by operators every day from everywhere in the State. A visitor here was Lew Wolf, Fitzgibbons' traveling sales manager,

## WANTED!

P-12 - P-312 - P-412 WURLITZER PHONOGRAPHS INTERNATIONAL PHOTOMATICS and 1000 LATE 1-BALL PAYOUTS GERBER & GLASS 914 Diversey Blvd., Chicago, Ill.

ANNOUNCING

## SEE-CON, Incorporated

3400 Joy Road Detroit, Mich. Manufacturers and Distributors

"of whom you may have heard—and from whom, you will hear more." Watch for us in The Billboard!

## NO FOOLIN'

Our STANDARDIZED TRIPLICATE COLLECTION BOOKS are CHEAP. Buy a supply from your Coin Machine Jobber. See page 188.

### BALTIMORE SALESBOOK CO.

120 W. 42d St., NEW YORK CITY

who came from the wild country to see Helen do her stuff.

"Senator" Joe Darwin, the big phonograph man, special representative of Wurlitzer, has just become a proud papa of a daughter. They call her Donna.

## Counter Devices Stimulate Trade

CHICAGO, April 3.—Al S. Douglas, president of Daval Manufacturing Company, advances the opinion that this year operators are featuring counter devices as a stimulant for general business. "Operators are calling at our factory for counter machines in large quantities," he says, "and explain various plans which are making such machines more profitable than ever.

"Counter machines have been used as trade stimulators for many years, but it was not until this year that operators really started to use them to help business in their territories. Such games as Tri-O-Pack and Double Deck have been found useful to keep a crowd in any place of business and promote a demand for the store's products. Using games for this purpose is more or less along the idea of showing moving pictures in department stores to hold the crowd.

"Where other means of stimulation of this character has been found to be rather expensive to the location, the counter games have not only entertained the crowd, but have also brought the storekeepers a profit."

## OUR BUSINESS IS TO SAVE YOU MONEY ON ALL THE LATEST AND BEST MACHINES AS WELL AS PERFECT USED GAMES

Postcard Gets You on Our Weekly Mailing List Bringing You the Greatest Guaranteed Perfect Used Machines and All the Newest Games at Rock-Bottom, Money-Saving Prices. Send That Postcard With Your Name and Address Now!

HERE'S ONLY A FEW EXAMPLES OF OUR MANY USED BARGAINS:

BALLY BUMPER . . . . .	\$40.00
EXCEL . . . . .	12.50
RACK 'EM UP . . . . .	20.00
BANK NITE . . . . .	6.00
HOLD 'EM . . . . .	12.50
EXHIBIT TICKET GAMES. Each . . . . .	5.00

ALL SHIPPED WITH MONEY BACK GUARANTEE.  
1/3 Deposit, Balance C. O. D., F. O. B. New York.

## H. ROSENBERG COMPANY

181 ST. NICHOLAS AVE. (Phone, MONument 2-3960) NEW YORK CITY

AUTOMATIC PAYOUT TABLES		
2 TURF CHAMPS . . . . . \$45.00	1 SEVEN-ELEVEN . . . . . \$ 7.50	1 BABY VENDER J.P. \$ 5.00
2 TURF CHAMPS, Ticket . . . . . 55.00	1 SPORTSMAN (Visible) . . . . . 7.50	1 POK-O-REEL . . . . . 3.00
1 GALLOPING PLUGS . . . . . 25.00	1 RED ARROW . . . . . 7.50	1 DRAW POKER, 16 . . . . . 4.00
1 HIALEAH, Cash . . . . . 25.00	3 PUT 'N TAKE . . . . . 7.50	1 BOKER ROLL . . . . . 5.00
1 FLICKER (Jennings) . . . . . 45.00	1 ELECTRIC EYE, Cash . . . . . 30.00	2 AGES 16 AUTO . . . . . 4.00
2 JUMBO, Cash . . . . . 20.00	COUNTERS	2 MIDGET (DICE 36) . . . . . 3.50
1 DE LUXE, Cash . . . . . 15.00	4 REEL 21 . . . . . \$ 9.00	1 MYSTERIOUS EYE (Auto) . . . . . 10.00
8 GOLD RUSH . . . . . 7.50	4 HIGH STAKES . . . . . 7.50	1 BIG GAME . . . . . \$4.00
8 STAMPEDE . . . . . 9.00	1 BUCKLEY HORSES . . . . . 5.00	1 CONTACT EACH . . . . . 0.00
Under \$20.00 All Cash, Over 1/2 Deposit, Balance C. O. D.	1 SANDY HORSES . . . . . 5.00	1 SUBWAY OR . . . . . 0.00
I. MUNDELL, 397 5th Street, SANTA ROSA, CALIF.		1 REBOUND ALL 5 FOR 1 MAJIK KEYS . . . . . \$15.00

## COME AND GET THEM! SPRING SPECIALS!

# WURLITZER

P-12 Perfect Condition

## \$129.50

Lots of 10

USED PAYOUTS Perfect Condition \$49.50

LATEST NOVELTY GAMES ON HAND.

WRITE FOR INFORMATION. (CIRCLE 250 W. 54th St., N. Y. C. 6-1842)

### BABE KAUFMAN, Inc.



INSPECTING A SAMPLE BALLY BOOSTER upon its arrival at the American Coin Machine Company, Rochester, N. Y. Jerry Kertman, manager, is at left with his order book.

# ANNOUNCING . . . OUR NEW LOCATION

1206 FARNAM ST.—OMAHA, NEBR.

We recommend and distribute  
**BALLY MACHINES**

BALLY BOOSTER—BUMPER—  
SKIPPER—CAROM—FAIR  
GROUNDS—RQVER—BALLY BAY

"It Costs Less—To Operate The Best"  
JOBBER AND OPERATORS WRITE  
QUARANTEED USED GAMES



**BALLY  
BOOSTER**

Shipments on these machines may be returned prepaid within 3 days for exchange or refund of purchase price. 1/3 Deposit with order—Less than \$15.00, full amount.

2 Chook-A-Lettas. Like New. Only few dollars	Baffle Ball . . . . . \$10.00	Pamco Parlay . . . . . \$27.50
4 Bones. Like New. Only few dollars	Cradi . . . . . 22.50	Put-'N-Take . . . . . 7.00
Q. T. Balls, 50 . . . . . 70.00	Daily Raos . . . . . 25.00	Round-Up . . . . . 25.00
Mills Esc. Frt. Vendors, 50 . . . . . 35.00	DeLuxa "40" . . . . . 12.00	Rodeo . . . . . 7.00
Ros . . . . . 10.00	Daily Limit . . . . . 15.00	Red Arrow . . . . . 5.00
All Stars . . . . . 35.00	Fortune . . . . . 10.00	Repeater (Free Game) . . . . . 10.00
Bally Derby . . . . . 40.00	Golan Harvest . . . . . 10.00	Sunshine Baseball . . . . . 35.00
Bally Bonus (Cash and Ticket) . . . . . 30.00	Gold Rush . . . . . 7.00	Sunshine Baseball (Cash and Ticket) . . . . . 40.00
Big Shot (Dall. Ex.) . . . . . 15.00	Haloah . . . . . 25.00	Sunshine Derby . . . . . 27.50
5% Discount on above machines if called for and not packed, 2% on Chook-A-Lettas and Bones.	Hollywood . . . . . 10.00	Speedway . . . . . 7.00
	Jumbo . . . . . 15.00	Sportsman . . . . . 7.00
	Jumbo (Cash & Tic.) . . . . . 21.00	Spark Plug (Counter) . . . . . 5.00
	Pamco Balls . . . . . 25.00	Tycoon, New Front & Electropak . . . . . 23.00
	Peerless . . . . . 25.00	
	Prospector . . . . . 12.00	

### SPECIAL BARGAINS FOR APRIL AND MAY

MARBLE GAMES		COUNTER MACHINES	
Action . . . . . \$4.00	Golden Gate . . . . . \$3.00	Booster . . . . . \$3.00	Dioctta (Jennings) . . . . . 3.00
Batter Up . . . . . 4.00	Impact . . . . . 4.00	Gen Vander . . . . . 5.00	Horse Shoes . . . . . 5.00
Beacon . . . . . 4.00	Live Power . . . . . 3.50	Little Merchant . . . . . 5.00	Official Sweepstakes . . . . . 3.00
Boamite . . . . . 4.00	Major League . . . . . 3.50	Pak-O-Quig . . . . . 4.00	Penny Ante . . . . . 3.00
Baby Contact . . . . . 3.00	Mills Baseball . . . . . 3.00	Penny Draw . . . . . 3.00	Puritan Bell . . . . . 5.00
Builder Upper . . . . . 3.00	Mystery Six . . . . . 4.00	Radio Wizard . . . . . 3.00	Select 'Em . . . . . 4.00
Big Broadcast . . . . . 3.00	Pennant . . . . . 4.00	Sweet Sally . . . . . 3.00	Spark Plug . . . . . 3.00
Blig Ribbon . . . . . 3.50	Putchellver . . . . . 5.00	21 Vender . . . . . 3.00	
Cannon Fire (Large) . . . . . 4.00	Rebound . . . . . 5.00		
Cannon Fire (Small) . . . . . 4.00	Signal . . . . . 4.00		
C.O.B. . . . . 4.00	Squadron . . . . . 6.00		
Cavalcade . . . . . 5.00	Skyscraper . . . . . 5.00		
Drop Klok . . . . . 4.00	Star Lite . . . . . 4.00		
Electro . . . . . 4.00	Tick-A-Lite . . . . . 4.00		
Frisky (Large) . . . . . 4.50	Tornado . . . . . 6.00		
Frisky (Small) . . . . . 4.00	T. N. T. . . . . 6.00		
Fleet . . . . . 3.00	5% Discount if called for and not packed, 1/3 deposit over \$15.		

**JOBBER AND OPERATORS** We can furnish any make machines you might want. We have it or can get it for you. Get on our mailing list.  
**WESTERN SPECIALTY CO.**  
1206 FARNAM STREET OMAHA, NEBRASKA

# Chief



## GREATEST CHECK MACHINE MADE

Jennings Chiefs are built to give service. They have fewer out-of-order calls than any other machine. They lead in player appeal—always get a big play.

If you don't know of your own knowledge that the Chief is the best buy on the market today, we'll convince you with a 10 day trial.

**O. D. JENNINGS & COMPANY**  
In Business for Over 30 Years  
4309 WEST LAKE STREET • CHICAGO, ILLINOIS

## Bazon Advises On How To Order

CHICAGO, April 3.—Roy Bazon, whose Monarch Coin Machine Company is gradually achieving a reputation as a source for new and conditioned equipment, recently issued a statement addressed to operators, in which he suggests co-operation with jobbers and distributors in order to improve the service which most dealers want to give their customers.

"After several years of serving thousands of operators, I have come to the conclusion that in order for an operator to be really satisfied with the games he buys, particularly reconditioned equipment, his responsibility is really as great as that of the source of supply," said Bazon.

"I mean that his order should be clear

and specific. He should name the game he wants, or if the name isn't known, he should describe it as accurately as possible. Most operators realize that with games constantly moved in and out of distributors' showrooms, in many instances it is not possible to make prompt shipment, and the order is delayed for a short time. If operators specifically state that the game need not be immediately delivered, or if they require immediate shipment of the game, mention second and third choice, they will find that the service is made more advantageous to them. A third and important point is the fact that it is an accepted custom for dealers to require a deposit with orders, just as it is in other industries. This is a matter of business policy, and because it is rigidly adhered to, many orders received are not immediately filled, and time valuable to the operator is wasted in correspondence."

## Genco Announces Two New Games

CHICAGO, April 3.—Genco, Inc., announces the release of two new bumper-type novelty games, said to be made with a definite correlated value to operators. The games are Batter Up and Running Wild. Each game offers five-ball play and each is said to have a distinct playing appeal.

"Prior to releasing the games," says Meyer Gensberg, "a questionnaire was sent to hundreds of distributors and jobbers in order to learn exactly what operators required in novelty games. We found that the interest among operators tended to baseball games and also to high-score play on machines. We found also that patrons of the average location desire variety in the games, and that profitable operating on these locations meant placing of more than one machine in order to satisfy the desires of the players.

"Using the information gained thru the questionnaire, our designers developed Batter Up, a game with a baseball motif, to meet the requirements of baseball fans, and Running Wild, which is a game devised for high-score and competitive play. With both of these games on location, operators are assured of complete coverage, which means that



**BARRY WALKER**, young college orchestra leader who is making a name for himself, is a son of Herbert Walker, comptroller and assistant treasurer of the Rock-Ola Manufacturing Corporation, Chicago.

## CLEAN UP WITH THIS CLOSE-OUT

EVERY SQUARE AMUSEMENT COMPANY USED MACHINE IS PERFECTLY RECONDITIONED BY EXPERT AND EXPERIENCED COIN MACHINE MECHANICS AND FULLY GUARANTEED IN EVERY WAY!

**BOLO** \$11.50 | **RUGBY** \$20.00  
**MADCAP (with Electropak)** 7.50 | **RACK 'EM UP** 22.50  
**Jennings SPORTSMAN** \$5.00

1/3 Cash With Order, Balance C. O. D., F. O. B. Poughkeepsie.  
**500 OTHERS FROM \$3.00 UP. WRITE FOR COMPLETE WEEKLY LIST AT SACRIFICE PRICES!**

### PAY TABLES

**SQUARE**  
AMUSEMENT CO.  
335 MILL ST.  
POUGHKEEPSIE N.Y.  
Doing Business on  
the SQUARE since 1919

### SKEE BALL GAMES...

Junior and Senior Sizes of All Kinds! Ready for Shipment at Close-out Prices! This is the Season for Bowling Alleys—Write for Our Price List Today!  
**POKERINOS**  
The Big Money-Making Roll-Down Games at a Sacrifice! Write for Prices Now!

their profits are that much increased. "Batter Up features several novel qualities which tend to increase the natural playing appeal in the game. Among them are the two bunt kickers, skill-lane shot, changing odds and a new Genco development, batting average. Batting average shows in lights on the backboard and enables a player to increase the amount of the award if he makes a winning score. Running Wild, the high-score game, features Genco's exclusive adjustable payout recorder which eliminates confusion on collection days and prevents any misunderstanding as to the total amount of awards paid out. The payout recorder can be set to keep an accurate check on all payouts."

**VANAK**  
**SLUG REJECTOR**  
Quickly pays for itself!  
Over 5,000 new satisfied customers since January 1, 1937.  
See your jobber or write  
**A. Dalkin Co.**  
4311-13 Ravenswood Ave.  
Chicago

# PONSER'S Parade of HITS CONTINUES WITH!

**Gottlieb's ELECTRIC SCORE BOARD**  
The Baseball Bumper Game that's the talk of the country. \$69.50 F. O. B. Chicago.

**Genco's RUNNING WILD**  
New thrills in a Bumping, Callivanting Game (with payout recorder). A sure-fire hit. \$64.50 F. O. B. Chicago.

**Genco's PADDLE WHEEL**  
It's THE game for the gang or a solo. Takes up to 10 nickels per play. Sensational money maker. Write for Prices.

**Evans' GALLOPING DOMINOS**  
Shoot your point. Shoot all seven if you want to—for seven coins. If you make your point you win from 2 to 1 to 30 to 1. Write for Prices.

**Western Equipment's WINNER**  
Bumper 1 Ball Payout with Moviegraph Action. A tremendous profit maker. \$159.50 F. O. B. Chicago. \$169.50 Ticket Model.

**Western Equipment's FAST TRACK**  
With Moviegraph action. 7-slot automatic with the biggest playing "come on" in coin machine history. Write for Prices.

**Ponser's JIFFY JESTER**  
The complete electrical trouble shooter in a carrying case! Operators, Mechanics, Manufacturers, find it a big time and money saver. \$28.50 F. O. B. Chicago.

**ALL READY FOR DELIVERY**

**GEORGE PONSER COMPANY**

1140 Broadway, New York City (ASH. 4-3915)  
11-15 East Runyon Street, Newark, N. J. (BIG 3-6272)

## McCabe Is Happy On Biz Outlook

CHICAGO, April 3.—Ralph H. McCabe, factory representative of the Rock-Ola Manufacturing Corporation, has just completed a thoro trip thru all the flood-stricken area. Mac expected to find long faces on discouraged operators, but much to his surprise he found nothing even remotely of the kind.

When encountered recently at Evansville, Ind., Mac reported: "I have just completed a trip of several thousand miles thru the flood area and I am simply overjoyed to find that instead of downhearted operators I found operators thru Ohio, West Virginia, Kentucky, Indiana and Tennessee are traditional



RALPH H. McCABE, factory representative of Rock-Ola Manufacturing Corporation, after extended trip, predicts business conditions in coin machine industry will be splendid during summer and fall.

fighters and simply refused to give up. In spite of severe losses, they pitched right in to rebuild not only what they lost, but to help create new locations.

"Take phonographs, for example. Many operators had actually seen their phonographs float away to oblivion. Thousands of music boxes that were not carried away were so badly water-soaked that they were worthless. One operator lost 37 phonographs overnight. That stoic operator is a shining example of the courage and fortitude that is traditional among operators in the coin machine industry.

"Just as soon as the water began to recede, he got busy, made arrangements for new machines on terms and today every one of his locations is functioning with Rock-Ola music just the same as before the flood. His action is typical of all the other operators in the stricken area. Incidentally, many operators thru-out the afflicted territory made mention to me of the courage and example of the show must go on spirit displayed by *The Billboard* when a recent issue, during the flood period, was printed in Chicago. Old *Billyboy* came right out on time, just as big and bright as ever. That is expressive of the spirit of the operators.

"I predict that business conditions, at least in our industry, will be better than ever during this coming summer and fall, for everything is beginning to look up already."

McCabe has been in the game for 18 years and has represented the Rock-Ola Manufacturing Corporation for quite some time. While he is interested in Rock-o-Ball, Tom Mix rifles and all other Rock-Ola products, his hobby is phonographs, and he eats, sleeps and talks Rock-Ola's Rhythm Master and Rhythm King to hundreds of operators thruout five States. It is good news to hear his favorable and encouraging reports for the coming summer.

## Chicoin Adds to Its Daily Turnout

CHICAGO, April 3.—"Production has been increased daily on our games, Springtime and Home Run," Sam Wolberg and Sam Gensburg, of the Chicago Coin Corporation, report. "Such activity is a natural result of an increasing de-

**ZEPHYR CIGARETTE VENDER or BELL FRUIT GUM VENDER**

Two Machines in one when you buy this smartly streamlined ZEPHYR Machine! Extra Fruit Reel strips included free of charge together with the fascinating new 'Star Award' Mystery Reward Card.

Decorated in thrilling new colors, set off with gleaming chromium, this ZEPHYR will be a Spring Tonic to your Locations. It will stay up weekly collections to new highs.

Groetchen Engineers designed an entirely new Mechanism for it. As a result Beads spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken to different combinations.

Ball Gum Vender, with visible display. Large Cigarette or Fruit Symbols, 4 kinds of reward cards.

Ask your Jobber to show you the new ZEPHYR.

Prices \$18.75 each, Tax Paid.  
**GROETCHEN TOOL CO.**  
130 N. UNION STREET, CHICAGO

## Baseball Game Meets Acid Test

CHICAGO, April 3.—"The final and acid test of any game is made on location," says Max Glass, of Gerber & Glass local distributing firm. "When a game can pass the location test and make a profit, then there is no doubt as to the game's worth. This is the test that decided for us and for all of our customers just how good the Daval Baseball game really is. We placed Daval Baseball games on locations in various parts of our territory and the reports that came back within the first few days were convincing proof that this is one bumper-coil baseball game that earns big profits for the operators.

"There are many major reasons for the Daval Baseball being a hit on location. In the first place, the game has a perfect payout register, with adjustable starting point, which in itself protects the operator and saves him money. The faster action playing field makes for quicker cash returns. The player gets real thrills from Daval Baseball in the fact that he can score as many as 20 runs per game, which is the most runs featured on any baseball game in the industry."

## Brooklyn Firm To New Space

BROOKLYN, April 3. — Brooklyn Amusement Machine Company will move to new and larger quarters here, near their present location, Charley Aronson and Jack Kaufman, of the firm, report.

They state that the present quarters have become too small and they feel the necessity for larger quarters is imperative.

mand among operators for the games. Each day sees greater production and, if any indication at all were needed to tell us that the coin-machine industry is progressing, this is it.

"We are especially happy that operators are accepting our games, because it indicates that we have put into them the qualities necessary to attract players, and these qualities have been developed thru years of experience and thru careful attention to the needs of operators.

"The coin-machine industry, as we know it today, is sitting pretty because the attitude of every person connected with it has been one of progressiveness. There has been no stagnation among manufacturers and distributors. We have taken a great deal of pleasure in helping to develop the industry to the eminence it has now achieved, and we are looking forward to many more years of active, rapid progress."

## OUT THEY GO! FIRST COME—FIRST SERVED SPRING CLEAN-UP SALE ON USED GAMES

We have never offered Games at Prices like below. All Used Machines shipped in perfect mechanical order, regardless of the Low Prices.

**MADCAP (Battery or Electropak) \$8.00**  
**SHORT SOX (Battery or Electropak) 9.00**  
**DAVAL EXCEL 9.00**  
**CHICAGO COIN THRILLER 6.00**  
**GENCO'S SCOTTY 7.00**  
**TORPEDO, LINE-O, ZOOMS, SCREAMO, DITTO, GOLD MEDAL, TOTALITE, FIVE and TEN, GENCO ZENITH \$4.00 Each**

One-Third Deposit in Cash, Cashier's Check or Money Order must accompany all orders. Mention Method of Shipment preferred.  
**MORRIS NOVELTY CO.** 4905 Manchester Ave. St. Louis, Mo.  
Phone: Franklin 0757.

## SELLING OUT

- 1—Prospector \$ 10.00
- 1—Liberty Bell 5.00
- 1—Sunshine Derby 12.50
- 4—Rock-Ola '24 5.00
- 1—Callista 10.00
- 3—Flickers 39.50
- 5—Tyoons 22.50
- 2—Sportsman 5.00
- 4—Rays Track 175.00
- 15—Gold Awards 10.00
- 2—Bonanza 10.00
- 2—Saxetels 10.00
- 1—Standard 10.00
- 1—Big Shot 10.00
- 1—Sharp Shooter 10.00
- 1—Grand Prize 10.00
- 1—Baffle Ball 12.50
- 5—5c FOK Mills Front Venders 42.50
- 5—10c FOK Mills Front Venders 42.50
- 5—25c FOK Mills Front Venders 42.50

1/3 Deposit. Balance C. O. D.  
**W. R. MACHINE CO.,**  
Drexel 5290, 1420 So. East, Indianapolis, Indiana.

## ATTENTION!

Carnival, Park, Resort and Coin-Machine Operators! For S.E.—Shooting Galleries. Write for prices and literature.

**FAIRMONT NOVELTY COMPANY,**  
C. H. Potter, Fairmont, Minn.  
P.S.—Also used games of all types.

## 8 A. B. T. Half Mile Race Machines

(Counter) \$8.00 each. 2 Genco Silver Cups, Pin Ball, like new, \$20.00 each. 1 Exhibit Bonanza, \$10.00, whole lot at \$100.00. 1 Mills Rhythm King, 1937 Phonograph separate, \$150.00.

**KNOX MUSIC COM ANY**  
206 1/2 West Magnolia Ave., Knoxville, Tenn.

## FIGURES Don't Lie

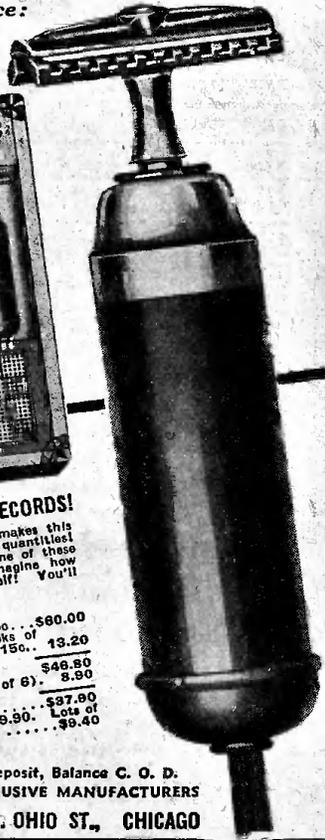
Operators avoid disputes by giving location a COLLECTION receipt, out of our TRIPPLICATE COLLECTION Books—available at Jobbers everywhere. See page 190.

**BALTIMORE SALESBOOK CO.**  
120 W. 42d St., NEW YORK CITY

# Operators - Jobbers - Digger Men...!

**3** GENUINE \$10.00 VALUE ALL-ELECTRIC SHAVERS  
 Mounted Complete on Attractive New Salesboard  
 at Special Combination Price:  
**\$8.90** for ALL THREE!  
 in lots of six boards!

A Sell-Out Every Day in the Week!



**PHENOMENAL! BREAKING ALL SALESBOARD RECORDS!**  
 Everybody wants an electric shaver! That's what makes this deal so good—so fast that merchants take them in quantities! Think what it means to people to be able to get one of these Slick Shavers the salesboard route. You can't imagine how wonderfully they perform. Try Slick Shaver yourself! You'll find out!

**FREE** for your own personal use. We will include one Slick Shaver with every purchase of three or more deals. Only one to each customer. Slick Shavers furnished packed individually for Merchandise Digger Operators. Per Dozen @ \$24.00.

**The DEAL!**  
 1200 Sales @ 50c...\$60.00  
 Payout—88 Packs of Cigarettes @ 15c... 13.20  
 \$46.80  
 Your Cost (lots of 6)... 8.90  
 \$37.90  
 Gross Profit...\$9.90. Lots of Sample Deal...\$9.40  
 three boards.....\$9.40

Order From Your Nearest Jobber or Direct — 1/3 Deposit, Balance C. O. D.  
**J. H. TIGERMAN INC.** EXCLUSIVE MANUFACTURERS  
 43 E. OHIO ST., CHICAGO

## Finance Plan Aids Expansion

CHICAGO, April 3.—Bill Woollen, sales manager for Buckley Manufacturing Company, reports that the BMC finance plan is proving highly successful in its application. Said Woollen: "Not only is our pay table, Combination, held in high regard by operators, but these same operators thru the BMC finance plan have been able to extend their operation and consequently purchase more equipment with increased profits. "An unusual illustration of the worth of the finance plan lies in the story of the operator who called on us some time ago. He was one of the hundreds who had suffered losses in the recent floods, and was seeking assistance to again start operations. With almost all of his capital he made the down payment on a number of Combination games. These were shipped to him at once and within a week the first installments on the games were received, along with a deposit for 10 more Combinations. The operator wrote that the money he had sent was all earned by the Combination games and that, had it not been for the BMC plan his struggle to get back on his feet would have been long drawn and probably unsuccessful. Since that time the operator has purchased many more Combinations and has branched out with Buckley's Digger on which he reports an unusual weekly take."

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THE SELFTRIDGE STORE LONDON, ENGLAND

THE PHOTOMATIC (by Mutoscope) is now in England's largest department store. Inset at right shows exterior view of Selfridge's, London.

THE BIGGEST HIT IN YEARS!

America's MOST BEAUTIFUL COIN MACHINES!

# CAILLE

Commander

# CAILLE

Cadet

Standing the crowds in line to play! Irresistible player appeal that draws extra business—extra profits! Modern streamlined design. Smooth, easy and a pleasure to play. Strong, dependable and quality-built to eliminate troublesome service. Priced low. Money makers.

**NEW CAILLE COMMANDER**—Just out! Features galore. Large single payout tray. New black reel strips, reward card—with brilliant symbols. Choice of six colors.

**CAILLE CADET**—Big hit last year! Newly improved. Thousands sold. Low price. Choice six colors.

Both Models Fit Standard Stands. Bell or Vender. Standard or Mystery.

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**CAILLE BROTHERS CO., 6200 Second Blvd., DETROIT, MICH.**  
 Send me literature, prices and full information on the CAILLE Commander and CAILLE Cadet.

NAME .....

STREET ..... CITY-STATE .....

## BARGAINS IN SLIGHTLY USED MACHINES

Automatic Tables		Slot Machines	
Each	Each	Each	Each
1 Rapid Fire \$ 8.00	1 Under 18 Over \$4.00	8 Prankness Bally, late model \$75.00	6 Horse Shoe \$ 5.00
7 Gold Rush 8.00	1 Big Shot 4.00	8 Derby Day (Gottlieb, late model) 78.00	2 Booster 8.00
9 Pearl Harbor 8.00	8 Star Lite 4.00	2 College Football (Gottlieb, late model) 75.00	7 Select'm 5.00
8 Stampede 8.00	8 Sink or Swim 4.00	3 Bee Jay Pamco 50.00	10 Little Merchant 5.00
5 Rodeo 8.00		12 Faces Names serial number over 2000 250.00	2 Hol-to-Smokes 5.00
2 Kentucky Derby 10.00			2 Cardinal 5.00
2 Flying Turf 10.00			1 Suds 5.00
7 Jennings 20.00			2 King Six 5.00
2 Ten Grand 20.00			2 21 Reel 5.00
7 Pamco Parlay 25.00			
4 Tycoon 25.00			
14 Red Sails Pamco 25.00			
3 Pinch Hitter Pamco 25.00			
Non-Payout Tables			
1 Tit for Tat \$4.00			
1 21 Game 4.00			

**M. SESSLER CO.** 532 WILSON AVE. VALLEJO, CALIF.  
 TERMS—One-Third Cash With Order, Balance C. O. D.  
 F. O. B. VALLEJO, CALIF.

## SPECIAL—MILLS BLUE FRONTS

5c PLAY, SERIAL NUMBER FROM 33,000 TO 37,000,  
**\$57.50**  
 1/3 Cash With Order

**SOUTHERN VENDING MACHINE CO., DANVILLE, VIRGINIA**

## BOWLING MACHINES

Wurlitzer's Skee Balls, Rock-o-Balls, Bowlettes, \$75.00; Bally Rolls, \$65.00; Chicago Coin's Rola Scores, \$60.00.

## NOVELTY GAMES

Hold 'Ems, in original cartons, \$20.00; Excels Bolos, Lights Out, Neck 'N' Necks, \$12.50; Mad Caps with Electropaks, \$10.00.  
 Rush one-third deposit. Wait for complete list.

**AUTOMATIC SALES COMPANY**  
 191 Second Avenue, North, NASHVILLE, TENN.

**G & G**  
**"THE COUNTER**  
**GAME KINGS"**  
**OFFER 4 PROVEN**  
**COUNTER GAMES**  
*with*  
**7 DAYS**  
**FREE TRIAL**



Daval's Newest Hit! Doubles Profits on All Locations! Deals Double Poker Hand, giving Player Choice of either hand! **DOUBLE DECK** is the "Chicago Club House of 1937." Rush 1/3 Deposit with Order, Balance C. O. D. **\$22.50** TAX PAID



The 1c Cigarette Play Counter Game HIT!!! The ONLY Counter Game with **CHANGING ODDS** and **MYSTERY AWARDS!** Enclose 1/3 Deposit — Balance C. O. D. **\$24.75** TAX PAID



REEL "21" Remains the **BIGGEST MONEY-MAKING** Counter Game in the Industry! Plays the real game of "21" "strictly according to Hoyle!" Rush 1/3 With Order — Balance C. O. D. **\$23.75** TAX PAID



REEL DICE profits GROW **BIGGER** and **BIGGER** the **LONGER** it remains **ON LOCATION!** The **ONLY REEL DICE ACTION** counter game **EVER BUILT!** Enclose 1/3 With Order — Balance C. O. D. **\$18.75** TAX PAID

**GERBER & GLASS**  
**914 DIVERSEY**  
**CHICAGO**

**Safety Bullet Trap On Shooting Range**

OMAHA, April 3.—National Premium Company has gone into manufacturing with a bang and it is predicted that its first creation will become one of the greatest money-makers of the year. According to Al Johnson, company president, general acceptance, as well as actual sales to date, have far exceeded their expectations. The machine which the company is manufacturing is a highly-improved miniature shooting range, octagon shaped and measuring 10 feet in length, 36 inches across the front and standing seven feet high. The exterior is air-brushed in natural copper color, with the interior a soft silver. The lettering is done by hand in a brilliant crimson. Assembling time is said to take less than 15 minutes.

"We practiced a 'better-late-than-never' policy in the manufacture of the machine," Johnson said. "We wanted the finished product to be a first-class piece of merchandise free from flaws. We have spent months in the designing and just as many months in test locations. No expense has been spared in the use of the best materials. Operators who purchase the machine can be assured they are getting a piece of merchandise perfected to the highest degree, and they won't have to wait a month to get it either."

At the Mug House, Omaha restaurant, \$45 was realized within two hours after the machine was installed, Johnson said.

One of the outstanding features of the machine is the popular Ronald McDonald safety bullet trap. According to National Premium, they have the sole rights to use of this feature and no other machine on the market is so equipped.

"We have especially designed this machine for use in hotels, restaurants and recreation parlors," Johnson continued. "All noise has been reduced to a minimum. Because of its uniqueness and a pyramiding jackpot idea, it appeals to both men and women of all ages. For the crack-shots and the operators, it is decidedly a profitable amusement machine."

National Premium sells each machine equipped with two rifles, a large supply of target cards, extra loading tubes and 5,000 rounds of spatter-proof ammunition. Lighting fixtures are also supplied at no additional cost. Rifles are chained to the resting board, thus assuring perfect safety.

The games are now being displayed at the company's showrooms here. Immediate deliveries are assured.

**Bally Announces New Salesboard**

CHICAGO, April 3.—With plans complete for the manufacture and distribution of half a million units during the next six months, Bally Manufacturing Company released their long-awaited Nugget counter game, which in reality is said to be a coin-operated salesboard. Introduced at the January show, Nugget has been quietly tested on location in

100 key cities throught the country. As a result of the test, Bally officials claim that the machine will prove one of the most popular counter games ever introduced.

"We call it Nugget on account of its tiny size and brilliant flash," commented Ray Moloney, Bally's president, "but it's really a gold mine. Our tests show the Nugget earns from \$10 to \$25 daily, depending on the type of location.

"Nugget operates exactly like a 1,000-hole, 5-cent salesboard with the added feature of three reels which spin when coin is deposited. Each reel is numbered 0 to 9, providing a total of 1,000 combinations from 000 to 999. Certain numbers are winners and are posted on the front of the machine with money seals to designate the awards, which range from 25 cents to \$5. To enhance the salesboard appearance, regular gold

**Acme NOVELTY COMPANY**  
**23-25 No. 12th ST. MINNEAPOLIS, MINN.**  
*These are only a few of many bargains*  
**WRITE FOR - OUR NEW CIRCULAR**

RECONDITIONED USED PAYOUT TABLES	READY TO OPERATE
PREAKNESS <i>Bally's One Ball - Like New.</i>	\$64.50
GOTTLEIB'S DERBY DAY	HIGH CARD COLLEGE FOOTBALL \$52.50
TURF CHAMP <i>Stoner's 5 Ball</i>	TICKETS & CASH 52.50
FLYING HIGH. <i>(Myat)</i>	FLICKER... \$32.50
POLICY. <i>(Myat)</i>	Late Cabinet
STOP-N-GO	New Unit \$21.00
GOTTLEIB'S RACES <i>(Myat)</i>	BALLY ALL STAR \$22.50
FENCE BUSTER <i>(Myat)</i>	
PAMCO SARATOGA	..... \$29.50
PAMCO BALLOT...	BALLY DERBY... \$22.50
SUNSHINE BASEBALL	
PAMCO BELLS	..... \$19.75
BALLY'S BONUS - SKY HI	PERLESS \$15.75
DAILY LIMIT <i>(Jennings)</i>	\$9.50
NOVELTY GAMES	BALLY BUMPER GAME \$37.50
BROADWAY PAMCO	\$29.50
HOCKEY INTERNATIONALS	WRITE FOR PRICES
3 STAR PAMCO	
BALLY'S JUMBO	\$14.75
ROCKOLA'S FLOOR SAMPLE	WRITE FOR PRICES
TOM MIX RAY GUN	

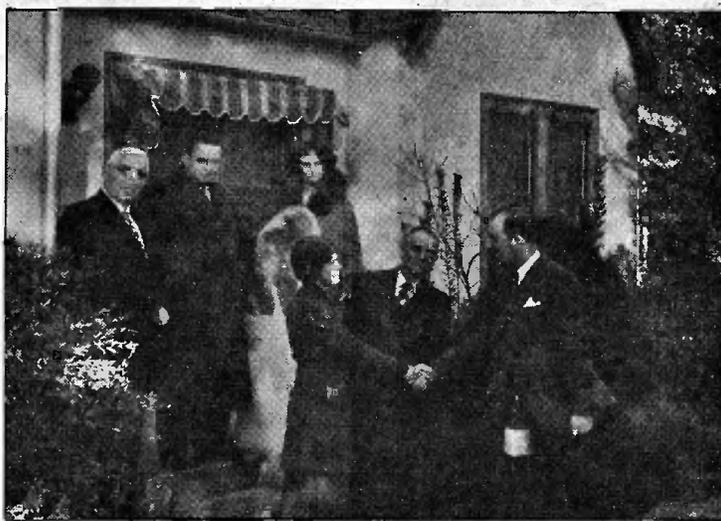
*Northwest's Leading Distributors and Jobbers Representing Outstanding Manufacturers of Coin Controlled Machines*

salesboard seals are pasted, not printed, on the front. The machine has attractive combination of flash and class, altho it requires only six square inches of counter space."

Summing up the advantages of Nugget, Ray Moloney pointed out: "The operator's first cost is his last cost for a salesboard that will keep on earning money month after month, without a penny of replacement cost, and which requires the merchant's attention only when it is necessary to check winners. An operator can put 25 to 50 Nuggets in his car and place them all in a single morning."

**Budin Banks on New Replay Game**

BROOKLYN, April 3.—Herman Budin, president of Budin Specialties, Inc., recently spent a week in Chicago and returned to New York with a sample game manufactured by Chicago Coin Corporation. The game is called Replay and consolidates half a dozen new features in addition to an attractive and fascinating playing board, according to Budin. "Replay allows every sixth game a free play, thus allowing the player an incentive to keep playing after dropping three or four coins in the machine. There is also a special bumper on the board which, when contacted by the ball, will allow a free play on the next game." Budin, one of the oldest coin machine men in the business, is extremely enthusiastic about Chicago Coin's new machine. "I have every faith that the game will prove a winner and I have placed a large order and shall expect a steady shipment of the games." Backing up Budin's faith in the game, all the operators and jobbers who have played the sample machine on display have placed substantial orders for immediate delivery, the firm reports.



JACK R. MOORE, West Coast representative of Seeburg phonographs, congratulates Mr. and Mrs. J. C. Dorser, prominent phono operators. On steps, in center, Bill Hogan; below, Mrs. Dorser (left), J. C. Dorser, Jack R. Moore.

**WRITE Your Own TICKET**  
 Pin Game, Phonograph, Digger, Slot, Salesboard, Skis Ball, Rifle and specially printed COLLECTOR Books—Free sample on request. See page 192.  
**BALTIMORE SALESBOOK CO.**  
 120 W. 42d St., NEW YORK CITY

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

NEWEST ONE-BALL BARGAINS

TYCOON (Elec.) . . . \$22.50  
 DAILY RACES. 22.50  
 JENNINGS HIT IT 26.50  
 JENNINGS RED MAN . . . 26.50

TURF CHAMP  
**\$54.50**

PALOOKA JR. \$26.50  
 JUMBO (Ticket) 26.50  
 PINCH HITTER 26.50  
 FLICKER (late model) . . . 39.50  
 RELIANCE, 5c. 32.50  
 RELIANCE, 25c 37.50

WURLITZER P-12 PHONOGRAPHS . . . \$124.50  
 STEWART-McGUIRE 7-COL. CIGARETTE MACHINES . . 69.50  
 (1936 Models)

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

Hurvich Bros. Are Optimistic

CHICAGO, April 3.—Harry and Max Hurvich, owners of the Birmingham Vending Company, Birmingham, Ala., were recently interviewed by the advertising manager of the Rock-Ola Manufacturing Corporation and both of the "Gold Dust Twins" were enthusiastic about the outlook for the coming summer business, at least thru their territory, which they have served well for many years.

After talking with about 20 operators, Harry Hurvich said: "Of course, we have not been bothered with 'sitting-down' problems like they have up north, but then we have not been sitting down either. We are up on our toes at all times and keep a constant outlook on operators' needs, and try to offer only machines and merchandise that are timely and most certain to click in producing good returns for the operator."

"When we discover that certain machines are not producing what they should, or that machines are not suitable to a certain operator's locations, we do not try to persuade that operator to take on machines which would seem to be unsuitable for him or especially for his territory. By this watchful method operators have come to realize we are not merely concerned in getting out machines to them, but also want the machines to be profitable producers."

When asked about the outlook for summer returns in coin machine, Max Hurvich said: "I dislike to make predictions, for then I can never be wrong, but seriously, I have no doubt about operators enjoying a nice summer business. On the whole, I believe that operators, at least thru the South, will wind up next fall by agreeing that the summer of 1937 was their best summer for several years at least. Employment will increase right along, judging from every indication, and, naturally, increased employment will mean a boom all along the line; people will have more money

to spend and feel more inclined to spend it. Operators will thereby put out more machines, distributors (and that's where we shine) will buy more machines, and manufacturers will have to make more. All of which leads right back to the start, for it will mean more employment in the coin machine factories. I feel safe in predicting a very satisfactory business for operators here in the South during the coming summer and fall."

Max and Harry Hurvich are understood to have been very successful in the sale of Rock-Ola's Rhythm King and Rhythm Master phonographs. Their display rooms in Birmingham are a constant scene of activity.

Ponser Reports Four Big Sellers

NEW YORK, April 3.—Four games are piling up good sales records for the spring season, according to George Ponsler of the George Ponsler Company, New York and Newark. They are Wizard, Score Board, Pokerino and Numberino, he says.

Ponsler says that the manner in which operators and jobbers are purchasing machines shows that they have more optimism than ever displayed before. "I have been traveling about quite a bit since my return from Florida and everywhere I find the same optimistic attitude. The new novelty action pin games have revived the industry and have brought back greater optimism and more spending as well as greater profits than were dreamed possible by operators during the past convention."

Ponsler reports that the Jiffy Jester continues to be one of the biggest sellers of the firm.

CLEARANCE SALE  
**\$70.00**  
 PLUS 10% TAX



- 42—Rol-A-Top Front Venders With Gold Award . . . \$70.00 Plus 10% Tax
- 58—Rol-A-Top Front Venders Without Gold Award . . . \$70.00 Plus 10% Tax

The above machines are all brand new Rol-A-Top with low serial numbers in the current model. This stock has been left in warehouses or from previous productions.

The price is subject to prior sale. We have the right to reject any order received after the limited stock is exhausted. To avoid disappointment on delivery wire order.

The machines are equipped with the regular payout, that is they pay out 2-4-8-12-16-20 and the Jack Pot. The machines are in 5c and 25c play only.

WATLING MANUFACTURING COMPANY

Established 1889 4640-4660 West Fulton St., Chicago, Ill., U. S. A. Tel.: COLumbus 2770  
 Cable Address: "WATLINGITE," Chicago All Depts.



"BIRTHPLACE" OF NATIONAL PREMIUM'S handsome new rifle games. The machines are made of hot-rolled steel and painted in brilliant colors. At Johnson, company president, says production is exceeding 25 machines a day at present and operators are being supplied without delay.

Exhibit Urges Long-Time Goal

CHICAGO, April 3.—"Shall I operate for today's big gross or for a steady year-around income?" is the big question that has been raised by Exhibit Supply Company in a new booklet on operating the Novelty Candy Vender, rotary type machine. The booklet draws upon the long experience of Exhibit as builders of digger-type machines and gives the operator some pertinent facts to consider with reference to his future business success.

Novelty Candy Vender made by Exhibit is now in its second production run. "We have been trying to build up a surplus of Novelty Candy Venders so that we could make immediate drop shipments for distributors," said Bruno Radtke, Exhibit's factory manager, "but without results. The demand thus far, is away ahead of production and with the spring rush already upon us, it looks like we are in for some mighty tough production schedules. Reports from users indicate the Novelty Candy Vender one of the most successful money-makers we ever produced."

BARGAINS

- SOLO (used one week) . . . \$20.00
- RACK-EM-UP (Like new) . . . 35.00
- JUMBO . . . 20.00
- DE LUXE 48 . . . 10.00
- TROJAN . . . 10.00
- SKY-HIGH . . . 15.00
- GOLDEN HARVEST . . . 12.50
- PROSPECTOR . . . 10.00
- 14-FT. BOWLING GAME (Like New) . . . 50.00

SOUTHERN AMUSEMENT CO., 319 Union Ave., Phone 6-4770, Memphis, Tenn.

PORTERS, CONCESSIONERS, TAVERN KEEPERS

Install Special Vending Machines in Nite Clubs, Gas Stations, Recreation Parlors, Taverns, Etc. Buy merchandise and machines from us. These new machines are \$3.00 each. Big Profits.

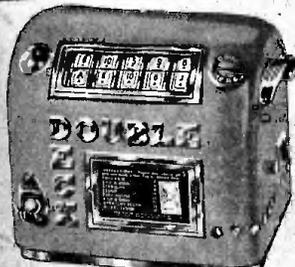
KAPLAN 1815 S. Kostner Ave., Chicago, Ill.

POKERINOS-\$59.50

7 1/2 Ft. Long, complete with Electro Pack, Full Length Glass—5 Rubber Balls and good looking Stands. Thoroughly reconditioned. So play. Ready to set up on location. Short box \$9. Satisfaction guaranteed.

NATIONAL NOVELTY CO. 115 MERRICK ROAD, MERRICK, L.I., N.Y. Send for weekly mailing list. No charge.

# Bigger Profits FROM ANY ANGLE WITH DAVAL COUNTER GAMES



Double Deck is Doubling PROFITS everywhere! Shuffles and deals 2 COMPLETE POKEE HANDS! Players choose best one! The best COMPETITIVE Counter Game in History. 2 or more players can play against each other. ORDER NOW! Enclose 1/3 Deposit—Balance C. O. D. FREE TRIAL FOR 7 DAYS. **\$22.50** Tax Paid



The greatest counter game necessity every hotel! Enables storekeeper to check award from any position in store! Player swings it around without effect to show storekeeper! ORDER ONE FOR EVERY DAVAL COUNTER GAME NOW. **\$1.25 EACH**



TRI-O-PACK is acclaimed the BEST! It plays Counter everyone plays! Everyone plays! Pack of Cheattes. CHANGING ODDS HOLLY THE PLAYERS! ORDER NOW! Enclose 1/3 Deposit—Balance C. O. D. FREE TRIAL FOR 7 DAYS! **\$24.75** TAX PAID

Always Remember - - "A DAVAL GAME GIVES YOU More FOR YOUR MONEY" Order These Daval Games Now!

15c per box (100 pieces to the box) **RAIL GUM** \$12.00 per case (100 boxes to the case)

**SICKING** MANUFACTURING CO., INC. 1922 FREEMAN AVENUE CINCINNATI, OHIO

## New Scoring Idea Stimulates Play

CHICAGO, April 3.—Reports from the field indicate that one of the most popular features of the Carom payout game is the unique "odd-or-even" scoring system, according to Jim Buckley, general sales manager of Bally Manufacturing Company, who has carefully tabulated comments received from the trade.

"Almost without exception," Buckley stated, "operators stress the odd-or-even score idea as the feature which excites the public's interest. Of course, the bumper-spring action is of outstanding importance in creating play appeal, and so is the electric kicker-action featured on the Carom game. But the suspense that keeps them playing by the hour is produced by that tantalizing odd-or-even idea.

"Carom" is, of course, a changing-odds game, and the player's odds are flashed at the start of each game. To qualify for this award, he scores one point each time the ball hits a bumper-spring.

"The beauty part of this odd-or-even idea is that even when the player loses, he comes so close to winning that he can't resist trying another shot. Of course, after a certain score, the odd-or-even idea is abandoned and payouts are based entirely on high score.

"Largely due to the appeal of the novel-score idea, Carom is running away with the one-shot market. Each successive release to date has been sold out before the machines get on the production line, and our problem now is to increase our output to insure shipment of at least 200 daily. Earning reports are so phenomenal that we don't even dare publish them, but they convince us that Carom will continue to be a best seller throughout the entire spring and summer season."

## Distributors Like New Multi-Bell

DETROIT, April 3.—Distributors and operators throughout the country are reported to be showing great interest in the seven-play Multi-Bell machine recently announced by the A. C. Novelty Company here. The company, founded by Adolph Calle and Arthur Calle, devoted more than three years in research and development and invested \$250,000 in the new enterprise, it is claimed. "All for the purpose," Arthur Calle, president, said, "of experimenting in our laboratory and at our own expense instead of on locations at the expense of operators and distributors, as too often is the case.

"Laboratory research and technical experimentation has become a part of the coin-machine industry, as is proven by the more than three years spent in the development and preparation for production of our new product.

"The future of this new multiple Bell machine, which in our opinion is the fastest play machine ever built, is even greater than the phenomenal success enjoyed by the Jackpot Bell machine. Invented and pioneered by us. The reason is easy to understand. This great machine offers more advantages to the players, which means greater play and resultant increased earnings for the operator."

## Pacific's New Games Are Warmly Received in N. Y.

NEW YORK, April 3.—New York operators and jobbers who have been playing Pacific's baseball game *Play Ball*, at the Fishman-Schlesinger Co., have given it their fullest backing. The coinmen are enthusiastic about the fine appearance and fast action of the play.

Joe Fishman, who has been testing the game on location for some time now, was telling the operators what a big play the machine was getting and that it was sure to bring them big returns on their investment. The boys who tried the machine at the showroom agreed that the machine stacked up exceptionally well.

In addition to the baseball game, Fishman came back from Chicago with the news that Pacific would be sending thru a new novelty table in a week or so. Joe was keen about the game and claimed that in his opinion the game would be a hit. He advised friends to place reservations early so that they could get immediate deliveries when the game arrived.

*Genuine*  
**ELECTROPAKS**  
COST NO MORE THAN THE CHEAPEST IMITATIONS!  
So be sure to Buy or Specify...  
**GENUINE ELECTROPAKS!**  
USED BY 98% of the Manufacturers  
**ELECTRICAL PRODUCTS CO.**  
6535 RUSSELL AVE. \* DETROIT, MICH.  
NEW YORK OFFICE CHICAGO OFFICE  
37 WEST 20th ST. 626 WEST JACKSON

**FOR SALEBOARD OPERATORS ONLY**  
A new triplicate COLLECTION Book. Records collections until board is completed. See your jobber or write for FREE sample. See page 184.  
**BALTIMORE SALEBOOK CO.**  
120 W. 42d St., NEW YORK CITY

## Hoelzel Moving To New Building

KANSAS CITY, Mo., April 3.—Carl Hoelzel, owner and general manager of the United Amusement Company, Kansas City, will move his business to his own new building, directly across the street from his present headquarters at 3411-15 Main street, the week of April 18. Building has been under construction for the last three months.

According to Hoelzel, the spacious showroom in the new building will be one of the most modern display rooms in America. The spacious building will also house large offices, a big repair department and special display rooms for slot machines and phonographs. Immediately adjoining the new building is a large parcel of ground which will be used for parking space and loading facilities.

Hoelzel plans on having a three-day "grand opening" celebration early in June.

United Amusement Company is factory distributor for Bally Manufacturing Company, Mills Novelty Company, Rockola Manufacturing Company, Grotchen Tool Company, Pacific Amusement Machine Manufacturing Company and other coin machine manufacturers.



AN ILLUSTRATION of the Bumper Trophy presented to Ray Muloney, president of Bally Manufacturing Company, by the Coin Machine Suppliers' Association.

## WANTED!

PROMOTIONAL TYPE SALESMEN—who think in terms of \$200.00 a week to sell money earning equipment—establish new routes—sell quantity orders. Plenty of prospects. Hundreds in business. Buy machines at distributor's price of \$24.50 (including beautiful carrying case) and sell routes of these machines in quantities of 10 and 20 at the retail price of \$39.50 each—with 30 pounds of merchandise. See our half-page ad on page 179 of this week's Illboard.  
J. D. DRUSHELL CO., UPTOWN BANK BLDG., CHICAGO, ILL.

## SAVE SERVICE CALLS

Increase Machine Earnings With Fairbanks Aluminum Insert, Quickly and Substantially Installed. Empty Top Jack Pot. Discourages Play. \$1.00 each. Order sample today. Money refunded, if not entirely satisfactory.

**W. C. FAIRBANKS** 117 So. Minnesota Ave., SIOUX FALLS, S. D.



**Slug Visible Slotted Coin Counter**  
The Operator's Friend. Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample. \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.  
**ACCURATE COIN COUNTER CO.**



**50 PENNIES**  
THE ACCURATE COIN COUNTER COMPANY  
Created by PATTON, PA.  
Wrapper Tubes, 75c per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.  
Write for Big Lot Prices.  
**PATTON, PENNSYLVANIA**

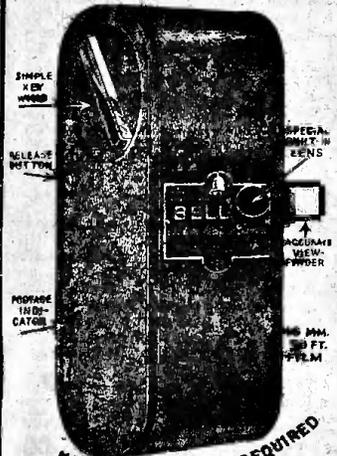
## Supreme Claims Record on Sales

BROOKLYN, April 3.—William (Little Napoleon) Blatt, president of Supreme Vending Company, Inc., says that his firm is first in setting a high sales mark on the new Daval Baseball game.  
"As usual," Blatt says, Supreme is again first to set a high sales mark on the new game. It instantly captured

the attention of operators and is proving itself one of the best money-makers they have ever had.

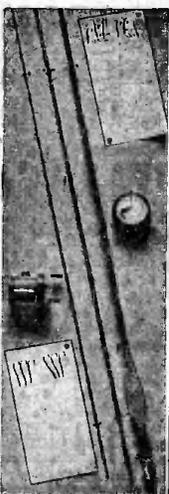
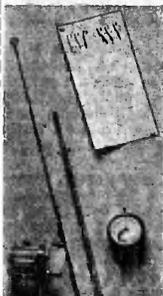
"Daval Baseball has many unique features. Most outstanding is the speedy action of the game and the fact that the player is given a real opportunity to score runs. But, most important of all, is the fact that we were first with big sales and have arranged for daily shipments of Daval Baseball to our three offices throughout this area."

**FIRST TIME IN HISTORY AT THIS LOW PRICE**  
**BELL MOVIE CAMERA \$4.90**  
 TAKES ANY MAKE 16MM FILM



**FAMOUS MAJESTIC TROUT POLE OUTFIT**

Mounted on Board with Level Winding REEL, 50 Yard Spool of Cord and 12 Hooks, Complete only \$2.65



**FAMOUS MAJESTIC FLY CASTING ROD**

Mounted on Board with Level Winding REEL, 50 Yard Spool of Cord and 12 Hooks, Complete only \$2.65

FULL CASH WITH ALL SAMPLE ORDERS! Quantity Orders MUST include 1/3 Deposit. Bal. C. O. D., F. O. B. Newark.

WRITE FOR NEW CATALOG  
**JERSEY TRADING CO.**  
 11-15 E. RUNYON NEWARK, N. J.

*New Orleans*

NEW ORLEANS, April 3.—Winter refuses to leave even the deep South this year and so coin machine ops are finding the spring going tough with the March wind and dally downpours of rain. Such weather is bound to bring about a temporary lull in coin machine patronage and so ops here are admitting that business is off a bit from the peak.

New machines continue to show up almost daily. The latest addition to the E. & M. Sportland on Canal street is Genco's new Paddle Wheel. J. Adolph Meise, night manager at the spot, says that the new machine is already bringing in a good return and is attracting a steady play.

Harry Batt, New Orleans operator and manager of the city's popular summer spot, Pontchartrain Beach, announces that the big lakeside resort will open its new season May 2 with free acts and one of the finest beaches in the country. Plans already have been drawn up for the equipping of the biggest coin machine sportland in this section of the country.

"We intend to operate the biggest resort playland in the South at the beach this summer," Batt asserts. He frankly believes that a sportland is a real necessity at a first-class park or beach.

L. M. Thomas, district manager for Mills Novelty Company, covering Louisiana, Arkansas and Mississippi, has left for an extensive trip thru the interior after a week in New Orleans where he renewed old acquaintances and worked the city's territory with Frank Gleeson, resident manager for Mills' phonographs and ice cream counter freezers.

L. H. Brand, Southern representative for Evans & Company, has returned to New Orleans after a short stay on the Gulf Coast of Mississippi. Brand intends to inaugurate a territory sales campaign in this area for the Evans Company's trio of games, Roulette Jr., Bang Tails and Gallopin' Dominos.

Elmer Candy Company and other large candy manufacturers and distributors of the Crescent City reported the biggest Easter business in many years and no small part of the turnover resulted from use of sales boards. Fancy chocolate rabbits, baskets and pecan-nougats were sold by the thousands via the board method of salesmanship.

Bally's new Fairgrounds is seen everywhere and a conservative estimate is that at least 60 per cent of the downtown locations have one of the Fairgrounds in conspicuous places. Julius Face, head of the Dixie Coin Machine Company, territory distributors for Bally, believes that the game will establish a new local record for sales.



SMILING SATISFACTION beams on the face of Meyer Marcus, the Markepp Company, Cleveland, as he examines the Carom payout game made by Bally Manufacturing Company.

*Its LOCATION PERFORMANCE*

*has made*  
**RICOCHET**

"THE GAME OF THE YEAR"

**\$59.50**

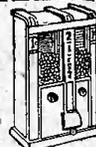


SIZE 21" x 41"

ELECTROPAK EQUIPPED

"AIR RACES" -- Now \$159.50

**STONER CORPORATION**  
*Aurora, Illinois*



IMMEDIATE DELIVERY OF STONER'S HITS!

**RICOCHET** | **AIR RACES**  
 \$59.50 | \$159.50

PERFECTLY RE-CONDITIONED PIN GAMES  
 Genco Kings \$2.75 | Tackle \$ 7.00 | Short Sox \$13.50  
 Hop Scotch.. 7.00 | Neck 'N Neck 13.50 | Bolt 12.50

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES.

**D. ROBBINS & CO.** 1141-B BEKALS AVE. BROOKLYN, N.Y.



Steady Money Maker.

LATE SERIAL AROUND 4000

**Rotary Merchandisers**

1/3 Cash, Balance \$110.00 F. O. B. Chicago. C. O. D.

Floor Model Flying Duck \$75.00 Buckley Digger \$40.00 Buckley De Luxe \$75.00 Treasure Island Digger

**GLOBE DISTRIBUTING CO., 1215 Diversey Pkwy., CHICAGO**

**BARGAINS AUTOMATIC PAYOFF**

- Bally Belmont (Battery) \$48.00
  - Pamoo Tout (Powerpack) 48.00
  - Mitie Tycoon (Battery) Latest Model 22.50
  - 80 Top Award, Open Head Front 22.50
  - Rock-Ola Hollywood (Battery) Latest Model 17.50
  - Stampede 11.00
  - Gold Rush 10.00
- All the above in perfect condition and appearance; some have never been on location.

**COUNTER GAMES**  
 Til-Tat-Toe \$4.75 Dandy Venders \$4.50  
 Penny Pack 5.75 Solitaire 2.25  
 Centa-Smoke 4.75 Bally Bongo (D) 1.75  
 Bally Poker 1.75 Bally Cub 1.50

**KEENEYS STEEPLECHASE**—Perfect condition and appearance; copy for cigarette award that draws old-time cigarette machine play \$9.50  
**SENIOR SIZE FIVE FOOT CONTACTS**—I purchased the last senior Contacts made by Pacific. A few of these on hand in excellent condition. \$12.50  
 Orders for less than \$20.00 cash in full. Orders for more than \$20.00, 1/3 cash, Balance C. O. D.

**JONES F. BLAKELY**  
 137 W. Washington Street GREENVILLE, S. O.

**WE'RE MOVING**

TO OUR NEW AND LARGER QUARTERS

**PAYOUTS PRICED TO SELL QUICK**

- 3 CHUCKALETTES f. s. . . . \$197.50
- 2 COLLEGE DAYS . . . . . 70.00
- 3 DERBY DAYS . . . . . 70.00
- 3 HOCKEY CLUB . . . . . 197.50
- 5 MYSTERY DAILY RACES. . . . 39.50
- 22 BREAKNESS . . . . . 82.50
- 2 RAY'S TRACKS, late series 250.00
- 5 TURF CHAMPS . . . . . 60.00

- 5 ALAMOS . . . . . 24.50
- 2 BONUS . . . . . 20.50
- 3 BALLY DERBY . . . . . 28.50
- 2 BALLY ALL STARS. . . . . 32.50
- 1 BEE JAY . . . . . 39.50
- 1 COCKTAIL HOUR . . . . . 17.50
- 1 CAPTAIN KIDD . . . . . 15.50
- 2 CHALLENGERS . . . . . 32.50
- 3 DOUBLE NUGGET . . . . . 18.50
- 2 DOUBLE HEADER . . . . . 25.50
- 3 FENCE BUSTERS . . . . . 29.50
- 1 GRAND SLAM . . . . . 29.50
- 1 GOLD AWARD . . . . . 12.50
- 2 GALLOPING PLUGS . . . . . 30.50
- 6 HIALEAH . . . . . 27.50
- 2 JUMBO . . . . . 19.50
- 2 JENNINGS GRAND PRIZE . . . . 12.50
- 1 LEATHERNECK . . . . . 29.50
- 5 MULTIPLE DAILY RACES . . . . 25.50
- 2 MULTIPLAY . . . . . 24.50
- 3 NATURAL . . . . . 25.50
- 5 MONOPOLEE . . . . . 19.50
- 2 MULTIPLE . . . . . 35.50
- 2 PAMCO PARLAY JR. . . . . 19.50
- 2 PEERLESS . . . . . 25.50
- 2 PALOOKA JR. . . . . 29.50
- 1 PROSPECTOR . . . . . 14.50
- 2 PARAGON . . . . . 25.50
- 1 REDMAN . . . . . 17.50
- 1 REPEATER . . . . . 17.50
- 1 RAINBOW . . . . . 25.50
- 2 SKY HIGH . . . . . 32.50
- 6 TOP ROW . . . . . 17.50
- 2 TYCOON . . . . . 25.50
- 1 TRANS PACIFIC . . . . . 12.50

**USED NOVELTY GAMES**

- 1 Jimmy Valen-line . . . . . \$12.50
- 1 High Tension . . . . .
- 2 Top Hat . . . . .
- 2 Zoom . . . . .
- 1 Run A Round . . . . .
- 6 Exhibit Tick. Games . . . . . Each
- 3 BOLOS . . . . . \$19.50
- 1 BOMBER . . . . . 8.00
- 1 MADCAP . . . . . 15.00
- 1 TORPEDO . . . . . 15.00
- 1 TRICKS . . . . . 8.00

**CRANES - SLOTS SKEE-BALLS**

- 10 KEENEY'S 12 ft. BOWL-EYTES, late model. . . . \$105.00
- 2 ELECTRIC EYE, Ticket and Payout . . . . . 59.50
- 5 TICKETTES . . . . . 4.95
- 10 ROCK-OLA WORLD SERIES, Write for price.
- 50 ASSORTED SLOTS, including Blue fronts. Write for prices.
- 7 ELECTRO HOISTS . . . . . \$27.50
- 10 1934 MUTOSCOPIES . . . . . 40.00
- 15 1935 ELECTRO HOISTS . . . . . 60.00

WE ARE DISTRIBUTORS FOR THE LEADING COIN MACHINE MANUFACTURERS. Write for special prices on all new games.

**AMERICAN NOVELTY COMPANY**

"Ohio's Leading Coin Machine Distributors"  
2540 PROSPECT AVE.  
Cleveland, O.

THERE'S ONLY *One* BASEBALL BUMPER

*Game*



IMMEDIATE QUANTITY DELIVERY FOR ALL EASTERN OPERATORS JOBBERS AND DISTRIBUTORS FROM

**FITZGIBBONS DISTRIBUTORS, INC.**  
453 WEST 47th STREET, NEW YORK, N. Y.  
362 MULBERRY STREET, NEWARK, N. J.

**Fireball Will Be Unmasked April 12**

CHICAGO, April 3.—According to J. H. (Jack) Keeney, head of J. H. Keeney & Company, every operator in the country is eagerly awaiting April 12, the day of the introduction and unmasking of his new five-ball novelty game, Fire Ball.

"The privileged few, who have worked with us in developing Fire Ball, say that it is an unusual example of the amazing originality which has characterized our products for so long a time," Keeney states. "However, nothing will be revealed about Fire Ball aside from the fact that it possesses a revolutionary playing principle and that it has no holes, bumpers or cushions."

"In spite of persistent questioning by hundreds of operators, we decline to divulge any information regarding Fire Ball. We must ask operators to restrain their impatience until April 12," said Keeney. "At that time, distributors and jobbers in every section of the country will display Fire Ball and each of them will have a large stock on hand for immediate delivery."

"The industry is accustomed to and looks forward to surprises from our firm. The surprise awaiting in Fire Ball will increase the already strong faith in our products. Not only that, but Fire Ball will, in our opinion, open new roads to profits hitherto unrealized. An additional surprise to operators will be the payout model of Fire Ball which will be released within a short time."

**Moviegraph Aid To Popularity**

CHICAGO, April 3.—In increasing numbers, operators are taking to the new Western Equipment & Supply Company's one-ball bumper-type payout table. The Winner, according to Jimmy Johnson, company owner.

"A number of operators report that the novelty of The Winner has attracted the interest of players to such an extent that in the majority of their locations one game has proved insufficient, and even with two games on location both of them receive constant heavy play," Johnson states.

"To bring about this popularity, Western engineers devised a new adaptation of the bumper spring and combined it with the lightweight backboard featuring Western's exclusive moviegraph action. The fascination that moviegraph action holds for players was first evidenced in the enthusiastic reception accorded Fast Track, a Western machine, employing the multiple coin chute, a game for which enthusiasm daily grows more warm, and more concretely expressed thru the orders that pour into the office of Hugh Burras, our sales manager."

"With moviegraph action established securely, it is only natural that operators should expect it in new and equally appealing forms, and to satisfy these demands we have given them The Winner, which contains the utmost in profit possibilities," Burras states.

**New Models of Score-Board Out**

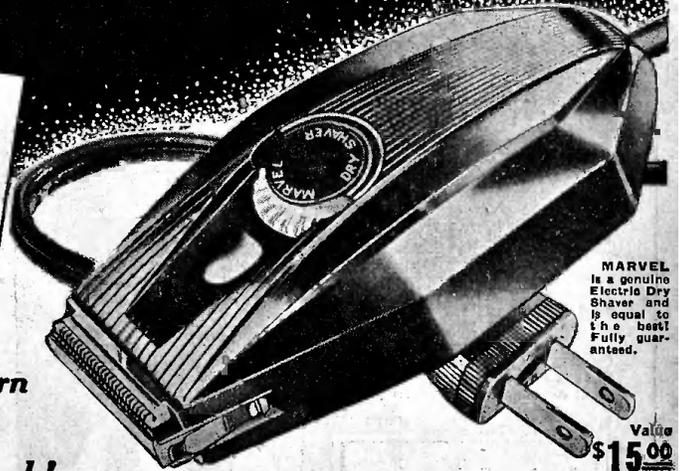
CHICAGO, April 3.—D. Gottlieb & Company this week announced a record-breaking sale of its new baseball novelty, Electric Score-Board, which is now in heavy production. They also announce two additional models of the same game. The first is a ticket model, the other a payout. Both are five-ball games, exactly the same as the original Electric Score-Board, with the additions named. The payout model will have the Gottlieb In-a-Drawer mechanism.

With the baseball season so near at hand, the company is trying hard to produce enough games ahead of orders to keep a small stock of each model on hand, but so far this has been impossible. From every part of the country, they state, gratifying reports are coming in about the success of the new game.

"We believe the game is the operator's opportunity to clean up real earnings," says Dave Gottlieb, president, "and we're going the limit in supplying them as fast as possible. We have added the two new models simply because so many operators have asked for them, and when the operator sees a chance to make some money we stand ready to help him all we can."

**NOW! FOR THE FIRST TIME-AVAILABLE TO OPERATORS!  
A QUALITY ELECTRIC DRY SHAVER  
LOW PRICED FOR SALESBOARD USE!**

**ELECTRIC  
Marvel  
DRY SHAVER**



MARVEL is a genuine Electric Dry Shaver and is equal to the best! Fully guaranteed.

Value \$15.00

- No Brush
- No Lather
- No Blades
- No Water
- No Cuts
- No Skin Burn

**The Sweetest Shave  
You Ever Had!**

Marvel Electric Dry Shaver is taking the country by storm. It's a quality built razor that makes shaving a real pleasure. No beard is too tough, no skin is too tender for this shaver that clips hairs down to the skin line without pulling, nicking or cutting. It has two shaving edges (not just one) which makes shaving easier and quicker. Women also go for it! The field is tremendous... the demand overwhelming! Don't miss out on the fast, big profits, ahead! Smart operators—rush your order! BE FIRST!

**Red Hot for Salesboard,  
Diggers and Premium Use**

ORDER FROM YOUR NEAREST DISTRIBUTOR!  
WIRE OR WRITE TODAY FOR FULL PARTICULARS!

**ELECTRIC RAZOR CORP.**  
Merchandise Mart - - Chicago



2,000-HOLE BABY MIDGET 5c BOARD. 400 Free Numbers, 80 Sections—last 5 in each section free. No. 400 and No. 500 and last sale each receive Marvel Dry Shaver. 50 open numbers each receive package of cigarettes. Takes in \$80.00. Profit \$50.00.

**HOT!!! MAKE BIG MONEY  
\$20.00 A DAY PROFIT IS NOTHING**



Cat & Cushion or Dog to Seller ..... \$1.85  
Cat & Cushion or Dog to Winner ..... 1.85  
Cost of Card ..... .03  
  
Entire Cost ..... \$3.73  
Takes In ..... \$6.50  
Pays Out ..... 3.73  
  
Your Profit ..... \$2.77  
  
4 A DAY IS \$10 PROFIT.

**BIG IN TAP ROOMS, RESTAURANTS, FACTORIES  
ORDER 100 CARDS \$3.00**

Goods Cash With Order or 1/3 Deposit, Balance C. O. D.  
All Goods F. O. B. Philadelphia, Pa.

**EMBASSY COMPANY** 2043 Chestnut St.,  
Philadelphia, Pa.  
Reference, Pennsylvania Company Bank

**COMPLETE STOCK OF NEW AND USED MACHINES OF EVERY TYPE  
FOR OPERATORS—ARCADES AND SPORTLANDS!!**

- Penny Arcade Machines—Rifles, Electric, Ray, Radio, 1c and 5c, Exhibit Electric Eye, Bally Ranger, A.B.T. Target, Skee-Ball Alloys, Senburg Hokeys, Shooting Galleries, Punching Bags, Lifters, Electric Shookers, Fortune Telling Card Machines, Cranes, Diggers, Claws, Microscope Drop Picture Machines; Ropp, Atlas and All-American Baseballs. 4-for-a-Dime Photo Machines. Supplies for Penny Arcades and Sportlands.
- |                 |         |                      |         |                       |         |
|-----------------|---------|----------------------|---------|-----------------------|---------|
| Torpedo .....   | \$ 8.00 | Hurdle Hop .....     | \$10.00 | Neck 'n' Neck .....   | \$18.00 |
| Bank Nite ..... | 8.00    | Mad Cap .....        | 10.00   | Pockets .....         | 20.00   |
| Bolo .....      | 11.00   | Stock Exchange ..... | 10.00   | Rack 'Em Up .....     | 22.00   |
| Roly Poly ..... | 8.00    | Draw Ball .....      | 10.00   | Red Man .....         | 14.00   |
| Top Hat .....   | 8.00    | Excel .....          | 12.00   | Rugby .....           | 15.00   |
| Totalite .....  | 8.00    | Hold 'Em .....       | 18.00   | Round 'n' Round ..... | 12.00   |
| Tricks .....    | 8.00    | Happy Days .....     | 20.00   | Swing Time .....      | 20.00   |
| Zonith .....    | 8.00    | Lights Out .....     | 18.00   | Sequence .....        | 30.00   |
- All Exhibit Ticket Games—\$10.00 Each  
500 PIN GAMES \$3.00 EACH Parts alone worth more—WRITE FOR LIST!  
FREE! Complete List of Used Games! Also Illustrated Arcade and Sportland Lists!

**MICHAEL MUNVES CORPORATION** 145 Park Row New York City  
(Near City Hall)

**500 GAMES TO BE CLOSED OUT AT REAL BARGAIN PRICES, INCLUDING  
BUMPER TYPES AND AUTOMATICS.**

**YORK VENDING COMPANY**

208 W. MARKET ST., YORK, PA.  
Plenty of Parking Space in the Rear

**SEIDEN'S SPRING SPECIALS**

**PAYTABLE CLOSE OUTS**

THOROUGHLY RECONDITIONED — READY TO OPERATE!

RAY'S TRACK, late model .....	\$175.00	CAPTAIN KIDD .....	\$ 15.00	7.50 EACH
GALLOPING DOMINOS .....	200.00	PREAKNESS .....	70.00	MATCHPLAY
DERBY .....	25.00	ELECTRIC EYE .....	25.00	ROCKET
JUMBO .....	18.00	REPEATER .....	15.00	CHAMPION
ACE .....	12.00	MAMMOTH .....	15.00	TRAFFIC "B"
TYCOON, with Electropak .....	22.00	RANGER .....	15.00	WAHOO!
VELVET .....	30.00	SUNSHINE DERBY .....	25.00	
PEERLESS .....	27.50	NATURAL .....	25.00	
ALL STARS .....	30.00			<b>DIGGER BARGAINS</b>
DE LUXE .....	15.00			1934 ELEC. TRAV-ELING CRANE .....
BIG RICHARD, new .....	27.50			ELING CRANE .....
DOUBLE UP .....	18.00			STAMPED .....
SKY HIGH .....	20.00			CARIOCA .....
SNAPPY .....	27.50			KING FISH .....
				BIG SHOT .....
				EXHIBIT FOOTBALL .....
				A. B. T. COMBINATION .....

Will send 25 Used Pin Tables, none over one year old, in good condition, for \$100.00—or \$5.00 each.  
Will trade any of above merchandise for Phonographs, Rifles or Skee Ball Alloys. One-third deposit with all orders, or if paid for in advance, 2% reduction!

**HENRY W. SEIDEN & CO., Inc.**  
49-51 SHERIDAN AVENUE • ALBANY, NEW YORK

**Again we are offering Machines with the following Guarantee!**

- All 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.
- |                                      |                                      |         |                          |                      |
|--------------------------------------|--------------------------------------|---------|--------------------------|----------------------|
| <b>NOVELTY GAMES</b>                 | Line-O (1c or 5c) .....              | \$ 3.00 | Scotty (Auto) .....      | \$10.00              |
| Action .....                         | Madcap (Battery or Electropak) ..... | 10.00   | Sure Shot .....          | 10.00                |
| Balance .....                        | Neontank .....                       | 3.50    | Tackle .....             | 8.00                 |
| Big Shot .....                       | Rotation .....                       | 7.50    | Tricks, 8r .....         | 10.00                |
| Champs (Factory reconditioned) ..... | Roly Poly .....                      | 5.00    | Twister (Register) ..... | 7.50                 |
| Flying Trepaze (1c-5c) .....         | Par Golf .....                       | 3.50    | Torpedo .....            | 6.00                 |
| Flying Colors, 8r .....              | System .....                         | 7.50    | William Tell .....       | 5.00                 |
| Excel (like new) .....               | Score-A-Lite (1c-5c) .....           | 2.50    | Zonith .....             | 8.00                 |
| Gold Medal .....                     | Spitfire .....                       | 5.00    | Zoom .....               | 5.00                 |
| High Low .....                       | Screamo .....                        | 5.00    |                          |                      |
| Hop Skotch .....                     | Scrimmage .....                      | 4.00    |                          |                      |
| Lucky Star .....                     |                                      |         |                          | <b>COUNTER GAMES</b> |
- Penny Pack (Reg.) .....
 \$7.50 |

Davel Race .....
 5.00 |

Roll Dice .....
 7.50 |

TERMS: 1/3 Deposit, Balance C. O. D.  
MILLER SALES CO., 4404 Manchester Ave., St. Louis, Mo.

# THE MONEY MAKING SENSATION OF THE YEAR

## National Premiums RIFLE GAME

**YOU CAN'T BEAT THIS COMBINATION**

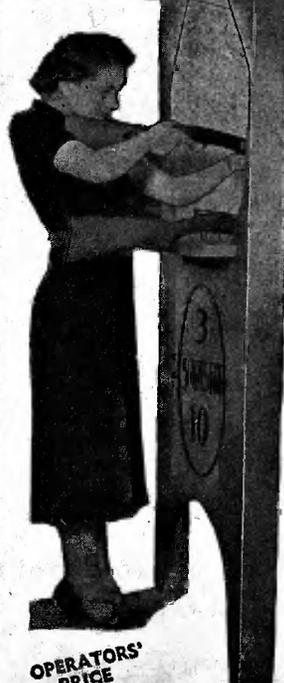
**REAL RIFLES  
REAL BULLETS  
REAL SKILL**

**SAFE..  
SURE..  
LEGAL..**

Designed for—

- RESTAURANTS
- HOTELS
- TAVERNS
- RECREATION PARLORS

... or any other public place!



OPERATORS' PRICE

**\$199.50**

Write for Attractive Quantity Prices!

The only machine equipped with the famous Ronald-MacDonald Safety Bullet Trap!

10 FEET LONG  
7 FEET HIGH  
36 INCHES WIDE

**BONA-FIDE REPORTS FROM OPERATORS**

**\$1700.00** in 6 weeks!!

**\$45.00** in 2 hours!!

**\$409.00** in 1 week!!

The year's outstanding amusement game! Comes equipped with 1 Winchester Repeating Rifle, 1 Bolt Action or 1 Remington Automatic . . . 1000 target cards, 5000 spatter proof .32-Caliber Cartridges. Silver inside, natural copper exterior, red lettering. Assembling time 10 minutes. Noise practically eliminated. Don't wait! Order now for summer fairs, carnivals and other celebrations! Immediate delivery.

**WRITE OR WIRE YOUR ORDER TODAY**

*Manufactured and Distributed by*  
**NATIONAL PREMIUM COMPANY**

**1312 FARNAM  
OMAHA, NEBR.**

CHICAGO OFFICE: 134 EAST ERIE STREET

## SELL or OPERATE

# POK-er-Bok

More fascinating than Poker itself. Pays about 85% to players.  
**127 Cash Prizes Pay to \$10 Each**

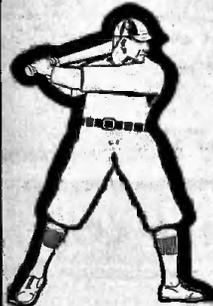
No expensive equipment to buy. Low cost refills give operators huge profits.

It's a sensational seller and a fast repeater.

**AVERAGE PROFIT \$28.00 PER DEAL**

New tickets are Tamper-Proof and card hands arranged for player to pull high and low.

**Sample Deal \$6.50** Send for sample deal, complete money-making facts and quantity prices.



## "WERTS" COMPLETE LINE OF BASEBALL SERIES BOOKS WILL PAY YOU HUGE PROFITS

BASEBALL DAILY BOOKS. We stock all leagues and have many variations of the two major leagues.

DAILY AND WEEKLY SERIES. All sizes of series books from 28 tickets to 10,626 tickets!

"MATEO" DAILY BOOK. Creates more interest with baseball fans. Ask about this big money-maker.

SPECIALS OF ALL KINDS. We are prepared to make any type of Special Ticket or Book according to your requirements. Your Inquiry Will Be Appreciated.

**WERTS NOVELTY CO., Inc.** DEPT. BB-4 Muncie, Ind.

## BREAKING ALL RECORDS!

Greatest Novelty **BASEBALL GAME!**

# ELECTRIC SCORE-BOARD

BUMPER-SPRING 5-BALL NON-PAYOUT  
Gottlieb's big sensation of 1937. The best Baseball Novelty on the market today! Breaking all records in sales—and in PROFITS TO THE OPERATOR!

**NATIONAL COIN MACHINE EXCHANGE**

1407 DIVERSEY

CHICAGO, ILL.



\$69.50

## IMMEDIATE DELIVERY!

## GUARANTEED --- RECONDITIONED

LATE MODEL AUTOMATICS

25 Multiples . . . . . \$35.00	5 Daily Double . . . . . \$17.50	2 High Pockets . . . . . \$12.50
25 Velvets . . . . . 27.50	5 Flying High . . . . . 22.50	6 Ivory Golf . . . . . 10.00
30 Repeaters . . . . . 12.50	15 Jumbo Palooka . . . . . 17.50	10 Tycoon . . . . . 17.50
35 Mammoths . . . . . 12.50	5 Sunshine Derby . . . . . 17.50	10 Sportsman . . . . . 7.50
15 Daily Races . . . . . 22.50	15 Roundup . . . . . 32.50	5 Double Score . . . . . 17.50
25 Put 'N Take . . . . . 8.50	5 Double Header . . . . . 17.50	10 Traffic (Cash Pay-out) . . . . . 4.00
15 Stop and Go . . . . . 25.00	10 Peerless . . . . . 17.50	2 Bookit . . . . . 10.00
20 Bally Derby . . . . . 22.50	5 Preakness . . . . . 69.50	8 Trojan . . . . . 10.00
10 All Stars . . . . . 22.50	4 McCoy . . . . . 35.00	1 Treasure Ship . . . . . 8.00
5 Natural . . . . . 25.00	6 Pearl Harbor . . . . . 10.00	10 Bonanza . . . . . 12.00
5 Belmonts . . . . . 45.00	2 Jumbo Palooka Sr. . . . . 35.00	4 Prospector . . . . . 12.50
10 Brokers Tip . . . . . 22.50	1 Giant . . . . . 7.50	2 Monte Carlo . . . . . 22.50
10 Challenger . . . . . 25.00	3 Pamco Parlay . . . . . 20.00	4 One Better . . . . . 32.50
15 Grand Slam . . . . . 17.50	10 Hialeah . . . . . 17.50	
10 Rainbow . . . . . 22.50	4 Tony Grand . . . . . 17.50	

WIRE — PHONE — WRITE

**BADGER BAY COMPANY**

1013 MAIN STREET,

GREEN BAY, WIS.

## DEAL WITH CARL--ALWAYS A SQUARE DEAL

JOBBERS WRITE FOR PRICES  
WE HAVE IT IN STOCK --- JUST NAME IT. NEW OR USED. GET OUR PRICES BEFORE YOU BUY. WRITE - WIRE - NOW --- SAVE MONEY.

Bally Booster	Home Run	Paces Races, 30 pay	World Series, '37	Trio-O-Pack
Bumper	Score Board	Bang Tails	School Days	Double Deck
Skipper	David Baseball	Dominoes	Tom Mix	Match 'Em
Carom	Running Wild	Roulette Jr	Shoot-A-Lite	Zephyr Cig.
Fair Grounds	Ricochet	Fast Track	Jungle Dodger	Zephyr
Eagle Eye	The Winner	Air Races	Bones	Columbia

FULL STOCK MILLS SILENTS AND Q.T.'s AT ALL TIMES.

UNITED AMUSEMENT COMPANY. 3411-15 Main Street, KANSAS CITY, MISSOURI

## REAL VALUES --- RECONDITIONED --- GUARANTEED

PIN GAMES	COUNTER GAMES	PHONOGRAPHS
Big Shot . . . . . \$ 7.50	High Stakes (New) . . . . . \$ 12.50	Mills Dance Master . . . . . \$ 75.00
Mad Cap . . . . . 8.00	High Tension (Race Horse) . . . . . 3.00	Seeburg Audiphone . . . . . 39.50
Short Sox . . . . . 10.00	Mysterious Eye . . . . . 15.00	Seeburg Silectophone . . . . . 75.00
Totalite . . . . . 5.00	Reel Races . . . . . 5.00	Wurlitzer P-12 . . . . . 110.00
Whirlpool (TKL) . . . . . 8.00	Real Dice . . . . . 10.00	Seeburg Astrolograph 50.00

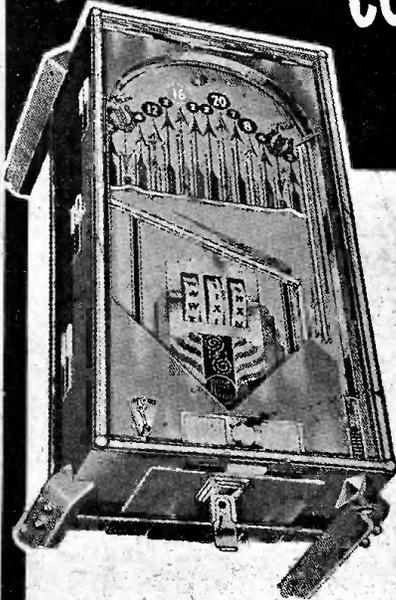
Terms: 1/3 Deposit, Balance O. O. D.

**W. B. SPECIALTY COMPANY**  
3800 N. Grand, St. Louis, Mo.

"THE HOUSE OF FAIR DEALINGS"

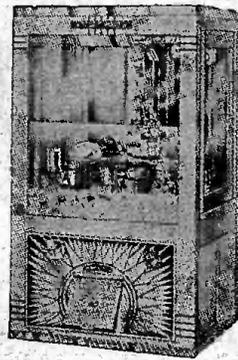
# BUCKLEY—the COMPLETE LINE

EACH GAME A PROVEN, POWERFUL MONEY-MAKER!



## COMBINATION

A 1 ball automatic payout table with **\$88.00** Spinning Reels! **SLOT MACHINE APPEAL!** F.O.B. Chicago. Electropak or batteries optional. No charge for check separator.



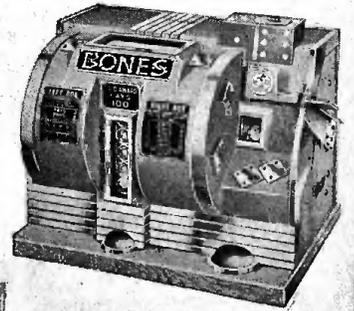
## JEWEL BOX

Buckley's Counter Digger featuring the famous Buckley mechanism. Used exclusively by the largest carnival operators. A complete line of Buckley Diggers is available. Write for full information.

## BONES

A fully automatic scientific achievement in counter dice machines! **\$95.00** Tax Paid

F. O. B. Chicago



## DeLuxe CENT-A-PACK

The Changing Odds reel makes **\$2.00** in America's most popular counter **TAX PAID** cigarette game! F.O.B. Chicago



## ALWIN

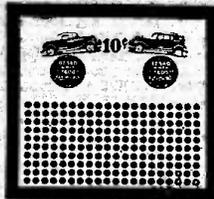
THE jackpot counter game . . . "3-of-a-kind fruit" awards— **\$25.00** with Changing Odds Reel! Tax Paid F.O.B. Chicago

# BUCKLEY MANUFACTURING COMPANY

2156 Washington Blvd., Chicago



Earn Big Money Giving Away Autos, Trailers, European Trips, Summer Cottages



### Make Real Money Raising Fund

For American Legion, Elks Lodges, Charitable Funds and Institutions with Superior's 100,000 hole AUTO SENSATION SERIES. Loyalty Workers Place Boards. Locations Eager to Help Because of Sponsoring Organization Shares in Profits. You understand the work and reap big profits. Open new territory. Now is good time to start before Election. 500 Two Hundred Hole Boards in 8 or 10¢ per sale. 100 Deal Takes In . . . \$10,000.00 Pays Out 5,036 Cash Awards and Two Autos. Total . . . 2,750.00

PROFIT . . . \$ 7,250.00

Dept. B SUPERIOR PRODUCTS Inc.

Complete Details About Auto Sensation and Other Series in March Issue of Superior's Scoops—The Operator's Paper. It's Free. Write for your copy. 14 North Peoria Street Chicago, Illinois

### SALESBOARD OPERATORS! CONCESSIONERS!

#### HERE ARE YOUR NEW DEALS



NOVEL LIQUOR CABINET BEAUTIFUL CHROME CANDY CHEST Flashy Items That Are Different.

Fastest moving, most profitable deals you've ever sold. Your locations have never seen these sure fire prizes. Send for samples now. Ask for data on other novel deals. We are manufacturers.



**STONE BROS.** 800 S. Ada Street Chicago, Illinois

Chromium candy chest filled with high grade chocolates. Fitted with beautiful pictures and mirrors. Sells on sight. Sample with salescard, \$1.75, 3 or more, \$1.50.

Liquor Cabinet deal complete with glasses, mat and 60 hole attractive printed salesboard. Holds 1 pint of liquor. A useful, appealing novelty. Sample deal \$2. Lots of 3 or more, \$1.75 each.

## DO YOU BUY USED MACHINES!

Or would you rather buy perfectly reconditioned super-quality games? Hundreds of SATISFIED customers testify to the games they buy from us! We make no attempt to compete on a price basis—BUT—OUR PRICES ARE RIGHT—they meet competition and bring you BETTER machines! WRITE TODAY FOR OUR LATEST PRICE LIST! Here are a few examples of HERCULES' prices for the BEST reconditioned games! Enclose 1/3 Deposit, Balance O. O. D., F. O. B. Newark. ORDER NOW!

CLOSE-OUT SPECIALS GUSHER . . . \$12.50 HAPPY DAYS . . . 18.50 BROADWAY . . . 9.50 EXCEL . . . 9.50 REEL WIFE . . . 8.00 DAVAL'S RACES . . . 8.00 REEL "21" . . . 8.50 AND 1,000 OTHERS! WRITE FOR COMPLETE WEEKLY LIST!!!

### HERCULES MACHINE EXCH. Inc.

1175 Broad Street, Newark, N. J. Tel. Bigelow 3-9884.

### PRICES REDUCED 1000-HOLE, 1¢ CIGARETTE BOARDS

Beautifully Colored Enamel-Like Fronts. Fast PUNCHING Accordion Pleated Tickets. 3 Styles That Take in \$10.00 and Pay Out 36 or 40 Packs on 10 or 20 Section Boards.

#### NEW LOW PRICES

Lots of 12, 55¢ Each. | Lots of 50, 48¢ Each. Lots of 25, 51¢ Each. | Lots of 100, 45¢ Each.

Tax Paid F. O. B. St. Louis, Mo. Terms: 1/3 Deposit, Balance C. O. D.

ARCADe NOVELTY CO., 927 WALTON AVE., ST. LOUIS, MO.

## ELECTRIC SHAVERS

JOBBERS AND BOARD OPERATORS—A Genuine Nationally Advertised Electric Razor. No blades, no brush, no lather—at wholesale prices.

### Write MARYLAND SALES CO.

900 Rusk Street,

CHICAGO, ILL.

## ATTENTION NORTHWEST OPERATORS SAIL ALONG WITH THE MAYFLOWER

We have on hand ready for shipment BALLY, PACIFIC, CHICAGO COIN and all leading makes of games.

Write, wire or call for our price list

### MAYFLOWER NOVELTY COMPANY

369 UNIVERSITY AVE

(ELK. 5678)

ST. PAUL, MINN.

**MOST IMPORTANT ANNOUNCEMENT**  
*The Crowning of a New Heavyweight Champion*

**POP-'EM**

**1 to 5 BALL**  
**BUMPER TYPE PAY TABLE**  
 NOTHING LIKE IT—EVER  
*The Only Sensational BACK PANEL*  
 With Constant "COME ON"

A large arrow spins around a huge, twelve-inch dial containing 140 points. It moves 'round and 'round—never returns—never more than 5 POPS from a winner. 25 POPPERS on playboard, and one POP can make or miss a winner. Player may be on a winner, and the next POP knocks him off again. Twenty-four score awards show on dial—Sixteen 2-1 awards. Four 4-1 awards. Two 10-1 awards. Two 20-1 awards. Always that TERRIFIC SUSPENSE. Always a "COME ON" FOR THE NEXT PLAYER. One-half minute to change play from one to as many as five balls.

**\$169<sup>50</sup>**

F. O. B.  
 Chicago

TEST LOCATIONS REPORT TREMENDOUS PLAYER APPEAL.  
 Order from your Dealer or Direct.

**L. B. ELLIOTT PRODUCTS CO.**  
 3017 Carroll Avenue Chicago



53" by 24"

NOTE:—

No Score or Direction Chart Needed  
 All in Light-Up Back Panel

Simple In-A-Drawer Mechanism.



**MILLS BLUE FRONTS**  
 THOROUGHLY RECONDITIONED — GUARANTEED LIKE NEW.  
 NOW OFFERED FOR  
**ONLY** (dark cab.) \$69.50 EA.  
 (light cab.) \$74.50  
 Don't hesitate! Get yours while they last.—Wire order with \$10.00 deposit on each machine wanted today.—Instant shipment.

**THE VENDING MACHINE COMPANY**  
 209-11 FRANKLIN ST., FAYETTEVILLE, N. C.

Mills 5c Blue Front  
 M. C. V.

**LIKE THIS**  **Only \$39<sup>50</sup> each**

GUARANTEED MECHANICALLY O. K.  
 Wire \$10.00 deposit with order. We ship balance C. O. D. Instant shipment. Write for complete bargain list slots and games.

**The Vending Machine Co.**  
 209-11 FRANKLIN ST. FAYETTEVILLE, N. C.

Mills 5c Silent  
 J. P. FOK



**BIG CANDY LEADER**  
**33** Large and Medium Size Boxes High Grade Chocolates  
 AND A 1,500-HOLE 2c BOARD  
 Takes in \$30.00. Profit Over \$23:00  
 No. B119—Sample Assortment \$6.95  
 6 Lots, Each . . . . . 6.50  
 25% With Order, Balance C. O. D.

**SEND FOR OUR CATALOG FULL OF NEW ASSORTMENTS**  
 SALESBOARDS AND COUNTER GAMES. YOU WILL SAVE MONEY.  
**LEE-MOORE & CO., 180-182 W. Adams St., Chicago**

**Broudy Features Seasonable Deal**

NEWARK, N. J., April 3.—Sam Broudy, of the Jersey Trading Company, reports having seasonable merchandise with new game and salesboard ideas. The firm has started its own bingo games and merchandise department, which is rapidly growing.

"We are also introducing a new salesboard," Sam reveals. "Since the success of our last board, and with orders still jamming our offices, we are bringing out a board featuring appropriate and seasonable merchandise, the new Soda Kings. Two of the Soda Kings are featured on a 600-hole board, including the usual cigaret payout.

"With the spring season bringing thoughts of fishing, we are introducing the new rods and reels for the coming year. These are attractively priced and are well arranged on display boards for operators. This is one item that always proves a winner for the operator. To top it all off, we are bringing out the new Bell movie camera at the lowest price for such a camera in history. The camera uses any type 16mm film."

**Bowling Unit Continues To Grow in Popularity**

NEWARK, N. J., April 3.—Add-A-Unit Company, makers of the Bowl-A-50, reports having doubled its present production schedule to meet the growing demand. "From the first announcement of the Bowl-A-50 March 20, the firm has been deluged with hundreds of requests for immediate delivery of the unit, according to Leo Waldor.

"We are sure to make a tremendous record with Bowl-A-50," Waldor says. "We never even dreamed that the demand would be so great. Certainly, we hoped that every operator of bowling games would recognize the value of the Bowl-A-50 for the unit has already definitely proved that it will double and triple ordinary bowling-game profits.

"The operators like Bowl-A-50 because of its simplicity and beauty. It is one unit that does not detract from the play of the machine itself, but adds to the appeal because it offers an extra inducement to the skillful player."

**JOIN THE PARADE WITH THE MAYFLOWER**

**FLOOR SAMPLES**  
 2 Rugby Novelty . . . . . \$ 22.50  
 2 Marksman Gun . . . . . 100.00

**USED GAMES**  
 Saratoga . . . . . \$20.00  
 Bee Jay . . . . . 35.00  
 Flicker (Late Model) . . . . . 30.00  
 Snappy . . . . . 40.00  
 Tycoon, Electro Pack . . . . . 22.50  
 Preakness . . . . . 69.50  
 Gottlieb Speed King (Clock) . 62.00

**Track Odds, Red Sails, Put 'n' Take (New) 25c Play, De Luxe, Sunshine Derby, Trojan, Mammoth, Stampedo, Alamo, Stop 'n' Go, Bally Derby.**  
 Any of the Above Games  
 \$12.50 or 3 for \$30.00.

**Rotary Merchandiser—**  
 Late Model—2000 Play . \$99.00  
 Marksman . . . . . 89.50  
 Flying Duck . . . . . 75.00  
 Roll-A-Score . . . . . 60.00

**SLOT MACHINES**  
 You Can't Tell Them From New  
 Mills Blue Fronts . . . . . \$62.00  
 Mills Yellow Fronts . . . . . 55.00  
 Gold Award . . . . . 60.00

**ALL MACHINES ARE GUARANTEED FOR TEN DAYS**  
 50% Deposit, Balance C. O. D.

**WE CARRY A COMPLETE LINE OF HARLICH BOARDS & TICKET DEALS**

**Mayflower Novelty Company**  
 369 University Ave.  
 St. Paul, Minn.

# Evans' DE-LUXE PAYOUTS Unequaled FOR PERFORMANCE AND PROFITS

Evans' famous Precision Engineering, the result of 45 years pioneering experience, is your guarantee of PERFECT PERFORMANCE. Brand new, original, not copied or changed over from older models. Every machine is built RIGHT. Evans games are absolutely free from "bugs."

For top profits and unflinching performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! • Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.



## GALLOPING DOMINOS

Fascinating Dice Payout . . . . . \$325

**BANGTAILS**  
Superb Horse Race Payout . . . . . \$335

**ROLLETO JR.**  
Automatic Roulette Payout . . . . . \$345

5c or  
25c  
Play

**PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE**

Check Separator \$10 Extra.  
Concealed Payout Drawer or Open Cup Optional.

All Prices F. O. B. Chicago.  
Federal Tax Paid.

**H. C. EVANS & CO.** 1522-28 W. Adams St., Chicago, Ill.



**TIMES EARNING POWER**  
coin visible drop chute accepts one or seven coins at each play!

**PINNING FLASHER LIGHT**  
whirling, sparkling lights reflect thru a playing field and come to rest on a winner!

**MIRROR-BAK-FIELD**  
an illuminated modernistic mirrored field, decorated in dazzling colors, marvelously rich!

**MODERNE CABINET**  
absolutely class! Ebony black trimmed silver. 38" high, 36" long, 19" deep.

REGISTERED COPYRIGHTED AND PATENTED DECEMBER 31, 1936.

The Salesboard Class of All Times

## National Dog Show

Every Dog a Blue Ribbon Winner

Just picture these lifelike Silk Plush Squeaking Dogs, in their respective kennels, made up into a colorful counter display. Every dog has a blue ribbon around his neck with a gold foolproof seal attached.

5c NATIONAL DOG SHOW 5c	30c to \$5.00
100 200 300 400 500 600 700 800 900	
1—\$5.00	5.00
7—1.00	1.00
7— .50	3.50
20 Pks. Cigarettes at 15c	3.00
Total Payout	12.50
PROFIT	\$47.50
PRICE \$12.50 COMPLETE	

Jobbers Write for Special Discount. Our Latest Catalogue Ready.

**EXHIBIT SALES CO.**  
423 Market St., Philadelphia, Pa.

Your correspondence to advertisers by mention The Billboard.

## Story of Bell Spreads Fast

DETROIT, April 3.—A. C. Novelty Company is allotting territory and making shipments to new distributors. According to Art Caille, company president, the industry's "grape-vine" telegraph is improving with the times. "No sooner had we started production prior to our general public announcement, than we were literally deluged with inquiries and initial orders," Caille said. "This condition made it necessary for us to allot territories and appoint distributors to take care of the urgent demand for our new machines before the trade announcements were released."

"This may be a good omen for our product or it may be an indication of improved business conditions," Caille continued. "I'll be modest and say this is a reflection of the upward trend of the times, but remember, I am predicting and promising a great future for our new products."

"For years operators have needed something to stimulate and sustain player-interest—something as modern as the hour. Well, here is our small contribution for the good of the industry, particularly the player, the operator and the distributor."

A. C. Novelty Company, in its new plant, has one of the best-equipped coin machine factories in the business. New tools, up-to-date machinery, modern methods and experienced coin machine builders assure a high quality product.

Adolph and Arthur Caille have always been noted for their insistence upon a product that was outstandingly dependable, and by reports from the field their latest achievement is no exception to their past policy, they claim.

**PUT AND TAKE JARS**

Sample Jar, 5c Sale, 200 Winners, \$18.50 profit. Price express prepaid, \$2.15. Low prices on quantities. Write for details 39 other Games.

**TOM THUMB, DEPT. 66, Nauvoo, Ill.**

# FOR BIGGER AND FASTER PROFITS YOU NEED

**HARLICH'S**

NEW 1937 BEAUTIFUL, COLORED CATALOG, SHOWING THE GREATEST LINE OF PROFIT-MAKING SALES BOARDS EVER ASSEMBLED. WRITE, STATING YOUR LINE OR BUSINESS TO

**HARLICH MFG. CO.** 1411 W. JACKSON BLVD. CHICAGO - ILLINOIS

## THIS IS NOT A Get Rich Quick Machine by any means

It's a steady penny grinder the year around. It gives out nothing—it's all velvet. I sold ten of them in 1925 to a penny arcade man in Riverview Park and they are still doing business.

**\$15 FOR ONE \$25 FOR TWO**  
1/3 With Order - Balance C. O. D.

**DAVE MARKUS**  
8 E. Roosevelt Rd., Chicago, Ill.

JUST A LITTLE SPORT AND AMUSEMENT THAT'S ALL! 10c to 15c to play, and reward to boot of one AMUSEMENT CO. CHICAGO, ILL. PROVE IT! HAVE FUN! DROPPING PENNY!

# MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS FOR BALLY MFG. CO. PRODUCTS

BALLY BOOSTER (5-Ball Bumper Type) ..... \$69.50

CAROM (Bumper 1-Shot) ..... \$159.50

SKIPPER (Automatic Free Games Payout) ..... \$109.50

BUMPER (Greatest of all Novelty Games)..... \$64.50

FAIR GROUNDS (1-Shot Changing Odds PAYOUT)..... \$194.50

ROCKOLA'S NEW PHONOGRAPHS } (Write for Prices)  
ROCKOLA'S WORLD SERIES

NORTHWESTERN VENDERS Complete Line of all Models and Types of Peanut Venders

MILLS AND PACE SLOTS All Models at Factory Prices

TRIPPE'S SPRING SPECIAL CLEARANCE SALE OF USED MACHINES. CASH - NO TRADE AT THESE PRICES. ALL GUARANTEED - READY TO OPERATE.

### AUTOMATIC GAMES

Acc ..... \$ 8.50	Football (Exhibit 10 Ball) \$ 12.50	Natural ..... \$ 25.00	Preakness (Cash) ..... \$ 69.50	Rollance (Dice) ..... \$ 32.50
All Stars ..... 29.50	Flicker ..... 45.00	New Yorker ..... 7.50	Preakness Ticket ..... 75.00	Repeater (Free Play) ..... 7.50
Bally Derby ..... 32.50	Grand Champion ..... 25.00	One Better ..... 32.50	Quinn Mary ..... 29.50	Rocket (New Model) ..... 7.50
Blue Bird ..... 35.00	Grand Slam ..... 12.00	Panco Races ..... 150.00	Rapid Transit ..... 4.00	Round Up ..... 27.50
Bonus ..... 25.50	Jumbie (1 Ball) ..... 15.00	Pamco Parlay ..... 27.50	Rays Track ..... 150.00	Ten Grand ..... 22.50
Challenger ..... 25.00	Jumbo (Tkt. 1 Ball) ..... 19.50	Pamco Races ..... 29.50	Prospector ..... 10.00	Turf Champs (Ticket) ..... 59.50
Daily Limit ..... 12.50	Multiple ..... 29.50	Parimutual ..... 35.00	Put 'n' Take ..... 7.50	Shappy ..... 49.00
Double Score ..... 2.50	Majestic (Ticket) ..... 19.50	Peerless ..... 17.50	Red Sails ..... 29.50	Tycoon ..... 17.50
Electric Eye ..... 25.00				Trap Shot (Ticket) ..... 35.00

### NOVELTY GAMES-STRAIGHT PIN GAMES-LOTS OF 10 OR MORE 5% OFF

Action Junior ..... \$ 3.00	Que Sanfor ..... \$ 4.00	Headlita, Free Play ..... \$ 12.50	Neonlight ..... \$ 4.00	Short Sox ..... \$ 10.00
American Beauty ..... 3.00	Ditto ..... 5.00	Hold Em ..... 19.00	Play Ball (Ticket) ..... 10.00	Signal, 3x ..... 4.00
Auto Flash ..... 7.50	Excel ..... 10.00	Jockey Club ..... 3.00	Pockets (10 Ball) ..... 20.00	Sink or Swim ..... 4.00
Bank Nite ..... 10.00	Fair Play ..... 7.50	Kelly Pool ..... 4.00	Ponies ..... 8.50	Spit Fire ..... 5.00
Banker ..... 10.00	Fifty Fifty ..... 4.00	Kings ..... 4.00	Rapid Transit ..... 4.00	Spit Second ..... 4.00
Ball Fan ..... 4.00	Fifty Grand ..... 7.50	Kings of the Turf ..... 4.00	Repeater (1 Ball Free Play) ..... 7.50	Subway ..... 3.00
Beacon ..... 3.00	Five and Ten ..... 4.00	Lights Out ..... 12.50	Rookette ..... 4.00	Totalite ..... 5.00
Big Shot ..... 5.00	Fleet ..... 3.00	Lineo ..... 5.50	Sensation ..... 4.00	Tit for Tat ..... 4.00
Bole ..... 15.00	Flying Toppers ..... 4.00	Mad Cap (Power Pack) ..... 9.00	Score-A-Lite ..... 4.00	Tornado ..... 3.00
Cannon Fire Jr. ..... 4.00	Gateway (10 ball ticket) ..... 8.50	Mad Cap (Battery) ..... 8.00	Soreamo ..... 5.00	Traffic O ..... 4.00
Champs ..... 6.00	Great Guns (Register) ..... 7.50	Major League Sr. ..... 4.00	Sorinmage ..... 6.50	Trapple ..... 10.00
Cries Cross A Lite ..... 4.00	Genco Baseball ..... 5.00	Man in the Moon ..... 4.00	Shooting Star ..... 3.00	Whirl Pool (Ticket) ..... 2.50
Cross Country ..... 4.00	Happy Days ..... 17.50	Neck and Neck ..... 10.00	Show Boat ..... 3.00	Top Hat ..... 7.00

### COUNTER GAMES

Beat It (10 to 25c) ..... \$ 6.50	High Stakes ..... \$ 6.50	Junior 5c ..... \$ 3.50	Punchette 5c ..... \$ 3.50	Select 'Em ..... \$ 4.00
Blue Bird Puritan Vender ..... 3.00	High Stakes (Register) ..... 7.50	Little Duke (New Model) ..... 15.00	Puritan (No Vender) ..... 4.00	Three Jocks (Rock-Ola) 10 ..... 4.50
Cent-A-Pack (10 Oig.) ..... 7.00	High Tension ..... 3.00	Mills Black Jack (1c) ..... 5.00	Puritan (Buckley, 1c to 25c) ..... 7.00	Tic-Tac-Toe (1c to 25c) ..... 4.00
Chicago Club House (1c to 25c) ..... 6.00	Horses (Buckley 1c to 25c) ..... 3.95	Mutual (New) ..... 10.00	Puritan Venders (1c to 25c) ..... 6.50	Tit, Tat, Toe ..... 6.00
Dicotto (Dice 5c) ..... 3.50	Horseshoes (1c to 25c) ..... 5.00	New Era Vender ..... 4.00	Races (1c to 25c) ..... 4.75	Turf Flash ..... 3.00
Five Jacks (Fields) 1c ..... 6.50	Hold and Draw ..... 5.00	Penny Ante 1c ..... 2.50	Reel 21 ..... 6.50	Twins ..... 4.00
Four Star ..... 5.00	10U (1c to 25c) ..... 4.00		Reel Dice ..... 3.00	Races (Original Cartons) ..... 8.00

### PHONOGRAPHS

Cashport (Non-Selective) ..... \$ 20.00	Mills Dance Master ..... \$ 62.50	Millis Troubadour ..... \$ 35.00	Rook-Ola No. 1 ..... \$135.00	Seeburg Model E ..... \$ 35.00
DO Convertors (New) (Janet) (110 Volt and 32 Volt) ..... 37.50	Mills Moderne Cabinet ..... 82.50	Seeburg Audophone ..... 25.00	Rook-Ola No. 2 ..... 195.00	Wurlitzer P-10 ..... 100.00

### MISCELLANEOUS

Bally Rolls ..... \$ 69.50	De Luxe Vender (1c and 5c) New ..... \$ 13.90	Scales, (Rock-Ola Porcelain) ..... \$25.00	Safe Cabinets (Used) (Single With Comb.) ..... \$ 15.00	Scales (Mills Metal) 1c ..... \$ 5.00
Golden Arrow (Premium Pin Game) ..... 5.00	Rotary Merchandisers ..... 124.50	Safe Cabinets (New) Double ..... 27.50	Scales (Mills Hi-Boy) Porcelain 1c ..... 10.00	Shot Stands (Folding) ..... 1.50
		Safe Stands (Mills) ..... 10.00		Iron Claws (Model G) ..... 39.50
				Hollywood Electric Eye ..... 150.00

## IDEAL NOVELTY CO. 1518 MARKET ST. ST. LOUIS, MO.

FOREIGN DISTRIBUTORS: IT WILL PAY YOU TO GET IN TOUCH WITH US. CABLE ADDRESS IDEALCO, ST. LOUIS, MO., U. S. A.

### CENTER FOR BARGAINS

RECONDITIONED AUTOMATIC PAYOUT TABLES

SPORTSMAN ..... \$5.00	ACES ..... \$8.00 EACH	BIG FIVE JR. ..... \$8.00 EACH	PROSPECTOR ..... \$9.50 EACH	BAFFLE BALL ..... \$9.50 EACH	BIG CASINO ..... \$14.50 EACH	MONOPOLEE ..... \$14.50 EACH	PARAGON ..... \$14.50 EACH	SUNSHINE DERBY ..... \$14.50 EACH	BIG RICHARD ..... \$14.50 EACH	JUMBO ..... \$14.50 EACH	GOLDEN HARVEST ..... \$14.50 EACH	MAMMOTH ..... \$14.50 EACH	PEERLESS ..... \$14.50 EACH	TEN GRAND ..... \$14.50 EACH	MULTIPLAY, with power pack ..... \$19.50 EACH	JENNING'S COOK-TAIL HOUR (10 ball payout) ..... \$19.50 EACH	DOUBLE SCORE ..... \$19.50 EACH	BALLY DERBY ..... \$19.50 EACH	ROUND UP ..... \$19.50 EACH	SKY HIGH ..... \$19.50 EACH	GOTTLIEB'S DERBY DAY ..... \$55.00 EACH	GOTTLIEB'S COLLEGE FOOTBALL ..... \$55.00 EACH	GOTTLIEB'S HIGH GARD ..... \$55.00 EACH	ALL STAR MULTIPLE ..... \$22.50	COUNTER GAMES, USED ..... \$32.50	TANGO ..... \$4.00 EACH	BASEBALL ..... \$4.00 EACH	HORSESHOE ..... \$4.00 EACH	REEL RACES ..... \$4.00 EACH	TWENTY-ONE, Gretchen's ..... \$0.50 EACH	TWENTY-ONE, Daval's ..... \$0.50 EACH	A. B. T.'s TARGET, New ..... \$39.50	1/3 Deposit, Balance C. O. D., F. O. B. Milwaukee, Wis.	NEW GAMES—Get Our Prices!
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MILWAUKEE COIN MACHINE CO. 3725 W. Center St., Milwaukee, Wis.

### Movie Effects In Pacific Game

CHICAGO, April 3.—Characterized by visiting distributors as the nearest approach to motion picture effects in light-up animation, Pacific's Ball Game is said to be meeting with splendid reaction, according to Paul Bennett, general sales manager of the company.

"Until the game gets under way, the big backboard looms out as a giant panoramic view of a baseball park," Bennett stated. "With players actually running from base to base on the light-up board, the movie effects are very realistic. The action is simultaneous with ball animation taking place on the play field. When the pitcher winds up and wings the ball to the batter at different speeds, the player attempts to hit it on a line or along the ground and with hard smashes for a home run into the stands. Should the player get a single, the runner advances to first base and stops. If the next man up gets better than a single, say a double, triple or home run, the runners ahead are said to actually gallop around the bases and stop only when the exact number of bases thereby advanced becomes equal to the extent of the hit that's made."

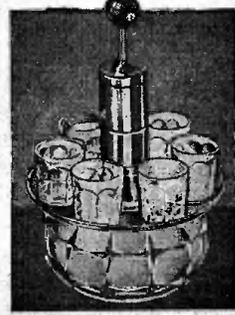
The game is fully automatic in action. All runs are totalled on the big blackboard, while outs register, too.

### Omaha Distrib Leases Space

OMAHA, April 3.—Charlie Snyder, of Western Specialty Company, announces the leasing of an entire building on Farnam street. New home of the Western organization, a two-story structure, has been completely modernized. It is 120 feet long, has excellent loading facilities and is conveniently located in downtown Omaha.

Operators will recall the building as formerly occupied by the Globe Novelty Company. "We welcome all coin machine men to our new location, regardless of whether they are in the market for machines or not," Snyder says.

### SALESBOARD BUYERS!



"Punch a Jigger in a Jiffy"

**\$10 to \$20 Profit On Each Deal with this "Natural"**

The "Merry-Go-Round," a sparkling chrome-plated crystal revolving bar, automatically serves a jigger full of liquor at a single stroke of the plunger; tray swings ready for the next drink. Most phenomenal profit-maker of the year. Going strong everywhere! Write or wire at once for the low-down on this newest of the Jay Rose Tested Deals—furnished complete, if desired, with special 1,000-hole Cigarette Board, ready to place.

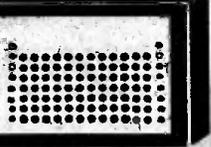
Exclusive National Distributors, **J. ROSE & CO.** 2314 LOCUST ST. ST. LOUIS, MO. Creators of "Jay Rose Tested Deals."

### BASEBALL TICKETS NEW DAILY SYSTEM

Play gives winning and losing teams only. No dead tickets or split payoffs. Virgin field. Territory going fast. Last call before release.

### SMART MEN WILL WRITE DAILY GAMES

FINDLAY, OHIO



**Penny Cigarette Boards**

3000 1c Cigarette Boards to close out. Send \$1.00 for samples of 1 1000-hole, 1 1200-hole and 1 1500. Also list of other specials.

**ASSOCIATED SALES AGENCY**  
108 No. 17th Street, Birmingham, Ala.

**Carl Trippe Joins C. of C.**

Carl F. Trippe, owner of the Ideal Novelty Company, St. Louis, joined the St. Louis Chamber of Commerce last week. He is one of the few coin machine jobbers in the Mound City on the St. Louis Chamber of Commerce rolls.

# BATTER UP! RUNNING WILD!

BASEBALL BUMPER SPRING

HIGH SCORE BUMPER SPRING

## 2 NEW GENCO

BUMPER SPRING NOVELTY GAMES

*Offering You*

**100% COVERAGE**

*for YOUR LOCATIONS!*



**ODDS AND RUNS TO MAKE CHANGE WITH EVERY PLAY**

Also "batting average" feature that keeps 'em playing. Five lites, 100, 200, 300, 400 and 500 increase award. If winning score is made. Skill lane shot for home run. Odds change from 2 to 20. Fast five-ball play.

**WITH THE NEW GENCO ADJUSTABLE, AWARD RECORDER**

While the players pile up big scores you pile up big profits. 5 ball play . . . skill lane shot . . . two free play kickers . . . award recorder keeps count of all awards. Send for your samples of Batter Up and Running Wild!

De Luxe  
22x46  
Cabinets.

**\$64.50**  
EACH

They Work  
Perfectly,  
Genco  
Made.

**Genco Inc.**

2621 NO. ASHLAND AVE., CHICAGO, ILL.



AWARD RECORDER CAN BE SET TO BEGIN CHECK AT ANY OF SEVERAL HIGH SCORES

### Chicago Lock Buys New Bldg.

CHICAGO, April 8.—Looking forward to an era of rapid expansion which is already well under way, according to W. C. Shinn, president of the Chicago Lock Company, the firm has recently acquired a valuable tract of land to the south of and immediately adjacent to its present factory site.

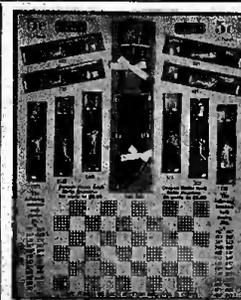
"On the property is located a commodious factory building as well as a residential structure," Shinn said. "New machinery and equipment for an expanding business will be installed as

soon as arrangements can be completed. The full use of the facilities acquired will permit our company to double its present production.

"The products of the Chicago Lock Company are well known thruout the coin-machine industry and have increased in popularity during recent years. A number of leading manufacturers of amusement games, venders, automatic phonographs and other coin-operated devices have standardized upon Chicago Lock equipment, notably among which is the new Chicago escalator-type coin chute and the Ace seven-pin tumbler lock with its round key, said to be practically invulnerable against picking, fraudulent key duplication or substitution."



A CORNER OF HURVICH BROS.' SHOWROOM in Birmingham, Ala. In the picture are, left to right: Max Hurvich; Sarah Roth, the Hurvich boys' blond stenographer, and Harry Hurvich.



### OPERATORS PHOTO KNIFE BOARDS GOING STRONGER THAN EVER!

This 1500 Hole Board comes complete with ten Photo Knives and one large Hunting Knife in sheath. The Photo Knives are under celluloid and winner of each knife also receives coupon ranging in value from 50c to \$5.00.

Deal takes in \$75.00 and pays out \$34.20. Sample price, \$5.00. Lots of 10 or more, \$4.50.

**H. G. PAYNE COMPANY**

312-314 Broadway, Nashville, Tenn.

### LADY LUCK

1200 Hole Form 4190

Takes In . . . . \$40.00

Pays Out . . . . 19.00

Price With Easel . . 1.22

Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

**CHAS. A. BREWER & SONS**

Largest Board & Card House in the World  
6920-32 Harvard Ave., Chicago, U. S. A.



### OUT THEY GO

1500 PIN GAMES SACRIFICED

MUST BE SOLD REGARDLESS OF COST

THE GREATEST SALE IN COIN MACHINE HISTORY

**HUBER COIN MACHINE SALES CO.**

600-610 W. VAN BUREN STREET, CHICAGO, ILL.



# LATEST HITS READY

FOR IMMEDIATE DELIVERY AT JOBBERS' PRICES TO JOBBERS!



H. F. Moseley, Pres.-Treas.

**BALLY'S**  
SKIPPER, ROVER, FAIR  
GROUND, CAROM, BUMP-  
ER, BOOSTER.

**GOTTLIEB'S**  
SCORE BOARD, SPOT LITE.

**PACES RACES**  
1937 MODEL 5c-10c-25c.  
EITHER CASH OR CHECK  
SEPARATOR AND 20-TO-1  
OR 30-TO-1. ALSO PACE'S  
SLOT MACHINES.

**PACIFIC'S**  
ROYAL RACES, BALL GAME,  
HIGHWAY HEAVYWEIGHT.

**WESTERN'S**  
WINNER, BUMPER GAME,  
FAST TRACK.

**UNIVERSAL'S**  
JUNGLE DODGER.

**STONER'S**  
AIR RACES, RICOCHET.

**DAVAL'S**  
PENNY PACK BASEBALL,  
REEL DICE, DOUBLE DECK.

**GROETCHEN'S**  
ZEPHYR CIGARETTE MA-  
CHINE.

**ROCKOLA'S**  
PHONOGRAPHS, 12, 16  
and 20 RECORDS. ALSO  
WORLD SERIES AND LOBOY  
SCALES.

**WURLITZER'S**  
PHONOGRAPHS AND SKEE-  
BALL.

**KEENEY'S**  
MAKE-OR-BREAK, SANTA  
ANITA, FIRE CRACKER and  
PARADISE.

**MILLS**  
POST TIME AND SLOT  
MACHINES.

**H. C. EVANS'**  
GALLOPING DOMINO, JR.,  
BANG TAILS, ROULETTO, JR.

**GENCO'S**  
PADDLE WHEEL AND ROLL  
OVER.

**A. B. T.'S**  
PISTOL TARGET.

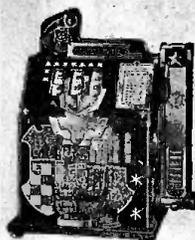
**EXHIBIT'S**  
CHUCK-A-LETTE.



00 Broad Street

**SPECIAL NOTICE:**—On all brand-new machines that are available from their respective manufacturers, we can make prompt delivery upon receipt of 1/3 deposit in the form of P. O., Express or Telegraph Money Order, Balance C. O. D.

These Machines have been Repainted,  
Mechanically Overhauled and are LIKE NEW!



Above Illustration Shows  
Mills Mystery Blue Front  
Vender

- 2 Mills Mystery Blue F., 10c, 380751-390744... \$62.50
- 23 5c Mills Mystery Blue Front, 307735-378067... 60.00
- 2 5c Mills Yellow Front G. A., 308598... 25.00
- 2 5c Mills Blue Front, Reg. 377399-351789... 57.50
- 1 5c Mills Extraordinary, 380905... 40.00
- 7 10c Mills Blue Front, Reg. 360848-389155... 60.00
- 1 10c Mills Red Front Comp. Skill, 376221... 62.50
- 2 25c Mills Blue Front G.A.,  
331194-321598... 60.00
- 1 25c Mills Reg. JPV,  
354897... 60.00
- 3 25c Mills Yellow Front  
G. A., 306468-304010-  
300644... 50.00
- 1 25c Mills Silent, 290646... 30.00
- 3 1c Mills Yellow Front  
G.A., 307605-313875... 27.50
- 7 1c Mills Blue Front G. A., 324374-360435... 40.00
- 1 1c Mills Blue Front JPV, 334691... 40.00
- 2 25c Mills Blue Front, no G. A., 383710-388480 F. S... 80.00
- 1 5c Mills Blue Front, no G. A., 372712... 60.00
- 1 5c Jennings Victoria JP, 10483... 35.00
- 2 1c Watling Eagle Front, L71290-L71293... 23.50
- 1 1c Watling G. A., B. B., 58540... 27.50
- 1 10c Watling Twin JP, T50416... 25.00
- 1 5c Watling Twin JP, 51396... 27.50
- 3 5c Watling Single JPV, 43583-44092-45567... 12.50
- 7 1c Watling Twin JP, T51277-T58480... 21.50
- 4 Watling Treasurer Twin JP, L73997-L74151... 35.00
- 1 25c Caille Single JP Bell... 15.00
- 1 10c Pace Bantam Single JP, 18512... 22.50
- 1 10c Pace Comet FF, 26022M; Floor Sample... 55.00
- 1 5c Pace Comet FS, 31732G; Brand New... 77.50

- 30 Mills Mystery Blue Front, 5c Play, with and without  
gold award; Serials 320877-397248... \$57.50
  - 10 Mills Mystery Blue Fronts, 10c Play; Serials 365820-  
381961; without gold award... 60.00
  - 21 1c Mills Mystery Blue F., 319627-375336... 40.00
- The above machines are clean and mechanically right, but  
have not been repainted.



GROETCHEN ZEPHYR

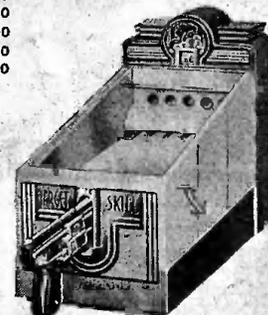


PACES RACES

Here are some REAL USED  
MACHINE BARGAINS!

- 3 TURF CHAMPS ..... Each \$ 55.00
- 3 PALOOKA SENIORS ..... 30.00
- 2 BREAKNESS ..... 75.00
- 2 ACE ..... 8.00
- 1 GIANT ..... 6.00
- 2 SNAPPY ..... 40.00
- 1 HURDLE HOP ..... 25.00
- 1 ECLIPSE ..... 6.00
- 20 REEL 21 ..... 7.00
- 5 Slightly Used  
BUMPERS ..... 42.50
- 10 Brand-New  
RACK-EM-UP ..... 40.00
- 12 Dozen Brand-  
New D C K  
SOUP. Sample 1.25  
Per dozen \$12.00
- 2 MILLS EQUITY ..... 12.00
- 2 PROSPECTORS ..... 7.00
- 1 JENNINGS  
HUNTER ..... 10.00
- 1 WHEEL OF  
FORTUNE ..... 15.00
- 1 JACK RABBIT ..... 15.00
- 1 HURDLE HOP ..... 20.00
- 1 HIGH HAND ..... 10.00
- 1 TRAFFIC ..... 5.00
- 3 REEL DICE, Like New ..... 8.00
- 1 DAVAL'S 21 ..... 8.00
- 1 HIGH TENSION ..... 8.00
- 1 EAGLE-EYE S. U. .... 175.00
- 1 GALLOPING DOMINO F. S. .... 230.00
- 1 CHUCK-A-LETTE F. S. .... 227.50
- 2 MILLS POST TIME F. S. .... 110.00
- 1 F. S. RHYTHM MASTER ..... 195.00
- 1 Mills HIGH BOY, 12-record, selective type, recon-  
ditioned, with new speaker ..... 32.50

ABT'S PISTOL TARGET



## PACES RACES

- 18 PACES RACES, cash payout, 20-to-1, mechan-  
ically right but not repainted; F. O. B. shipping  
point; 2864 to 3869... \$220.00
- 1 5c PACES RACES, 20-to-1, 1654 check sep... 210.00
- 6 PACES RACES, 20-to-1, ch. sep. 2710 to 2906... 220.00
- 4 PACES RACES, 20-to-1, ch. sep. 4077-4147-  
4199-4250, 5c ..... 235.00
- 2 PACES RACES, 30-to-1, check sep. 4162-4163, 5c 235.00
- 2 PACES RACES, 5c, 20-to-1, cash payout 2696-  
2816 ..... 220.00
- 1 25c PLAY P. R., black cab., 20-to-1, check sep... 235.00
- 5 PACES RACES, 5c Play, 30-to-1, light cabinet,  
cash payout, 4413-4412-4410-4476-4482, used  
only six days. Guaranteed perfect ..... 310.00

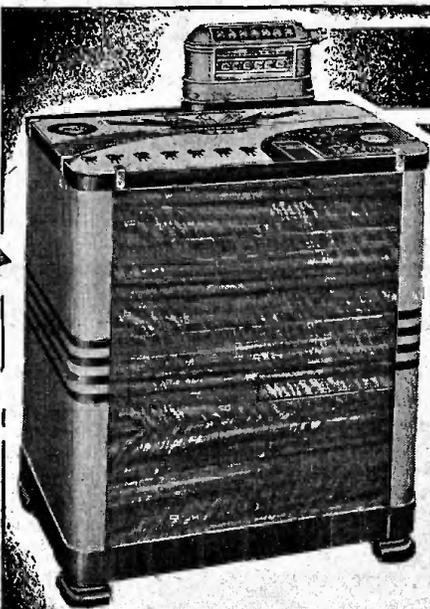
# MOSELEY VENDING MACHINE EXCHANGE, INC.

00 BROAD ST. DAY PHONE 3-4511 NIGHT PHONE 5-5328 RICHMOND, VA.

All used machines are offered subject to prior sale and all orders must be accompanied by 1/3 deposit in the form of P. O. Express or Tele-  
graph money order. Write and ask us to put you on our mailing list.



**The WINNER**  
**Western's New Automatic**  
**1 Ball Pay Table - De Luxe Bumper**  
**Type Race Horse Game**



**FAST TRACK**

WITH *Moviegraph Action!*

OFFERS OPERATORS THE  
 UTMOST IN MULTIPLE  
 SLOT AUTOMATIC  
 AMUSEMENT MACHINES

AVAILABLE IN NICKEL OR  
 QUARTER PLAY; CASH, CHECK  
 OR TICKET PAYOUT.

\$159.50  
 Ticket Model.  
**\$169.50**  
 No Charge for  
 Check Separator

IMMEDIATE DELIVERIES BY  
 Authorized Distributors

**WESTERN EQUIPMENT and SUPPLY CO.** 925 WEST NORTH AVENUE CHICAGO, ILLINOIS

**PUT and TAKE**  
 Make \$100 Winners  
 PUT 5¢ TO 10¢ TAKE 5¢ TO \$100  
 Full Payout on Board - One Dollar

**GARDNER'S NEW PUT and TAKE 58¢**  
 BOARD -- ONLY Plus 10% U.S. Tax

CHOICE OF TWO PAYOUTS

300-FOW-No. 1	300-FOW-No. 2
Take-in . . . \$18.50	Take-in . . . \$18.50
Pay Out . . . \$10.00	Pay Out . . . \$13.00
Profit . . . \$ 8.50	Profit . . . \$ 5.50

Write for Literature—State Your Business

**GARDNER & CO.**  
 2309 ARCHER AVE. CHICAGO, ILL.

**12,000 DOLLAR STOCK**

To make room for new games we will sacrifice this stock during the week of April 2 to April 9, inclusive—at these UNHEARD-OF prices:

**BRAND NEW MACHINES IN FACTORY SEALED CONTAINERS**

SWEET "21" . . . . .	\$84.50	PACES RACES—used only 3 days—serial numbers 4600—walnut cabinets 30 to 1 odds . . . . .	\$320.00
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**USED MACHINES THOROUGHLY REBUILT IN OUR OWN UP-TO-DATE REPAIR DEPTS**

BALLY'S DERBY—ALL STARS	Chicago Coin's MULTI-PLAY	\$32.50
— BONUS — HIALEAH	Jennings GREAT GUNS . . .	\$10.00
(your choice) . . . . .	Chicago Coin's BIG CASINO	\$20.00
	Jennings DAILY LIMIT . . .	\$22.50

Above special prices will positively be withdrawn the morning of April 10. Grab the bargains before they are gone. Immediate delivery on all newest, latest machines—WRITE FOR SPECIAL PRICES!

**BANNER SPECIALTY COMPANY**  
 150 - 32 HARRISH STREET PHILADELPHIA, PA.

EASTERN DISTRIBUTORS FOR CHICAGO COIN'S

**REPLAY**

New Sensational Bumper Action Game With New Free Play Innovation. Fast Action—Flashy Board—Big Profits.

All the Latest Machines in Stock. If You Are a Jobber—Write for Jobbers' Prices.

**500** Reconditioned Machines — Perfect — Write for List. Our Prices Are the Lowest.

A FEW LEFT "LIVE WIRE" BRAND NEW IN CARTON **\$29.95**

**BUDIN'S SPECIALTIES, INC.** 174 S. Portland Ave., BROOKLYN, N. Y. Tel. Nevins 8-7528.

**Double O Barrel of Fun!**

Has everything! Free Coupons! Double Awards! Definite payments! Sells fast and brings quick profits to operators.

**Nothing Else Like It -- A New Idea!**

Hurry! Get a sample deal for \$4.50 and earn \$38.60.

Takes in at 10c . . . . .	\$188.10
Pays Out . . . . .	149.50
PROFIT . . . . .	\$ 38.60

Also made for 5c play, which earns \$19.30. Write for complete information.

**GAM SALES COMPANY**  
 Manufacturers Only  
 1321 S. Adams Street Peoria, Ill.

COMPLETE LINE OF REGULAR SALES BOARDS  
 At the present market price lower than ever.

Also—**SHAKE-A-ROLL**  
 JUMBO BOARDS  
 NEW STYLE PUSH CARDS  
 AUTOMATIC SALESBOARD  
 Write for our 1937 Catalogue.

**CENTRAL PRESS, 425 Market St., Philadelphia, Pa.**

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

# ANNOUNCING A NEW SENSATIONAL 7 PLAY 7 JACK POT BELL THAT POINTS A NEW PATH TO PROFITS!

The pioneers of the coin machine industry, Adolph and Arthur Caille, have designed an amazingly new innovation in a multiple play 7 Jack Pot Bell — a marvel of inventive genius and a stirring testimonial to the fine old forty-year reputation (1892-1932) the Cailles always enjoyed for building

machines that "stay put" and can be counted upon for dependability and profits—to provide 7 times the play —7 times the interest—7 times the fun—7 times the action and 7 times the PROFIT! Deliveries are now being made. The fastest 7-play machine ever built. Write today for full particulars.

ing made. The fastest 7-play machine ever built. Write today for full particulars.

PATENTS

PENDING



## THE ONLY MACHINE OF ITS KIND IN THE WORLD!

It's the new A C Multi-Bell—the First 7-Play Jack Pot Bell with 7 separate Jack Pot Combinations—an astounding new coin machine that will revolutionize the industry. It combines the advantages of seven machines in one—with seven coin slots so seven may play with a payoff on one

of seven numbers each play—with an equal opportunity for Jack Pot awards plus odds payout of from 2 to 20 coins. Don't miss this sensational opportunity for quick profits and long-term incomes. Write today for descriptive literature and full information.

**A C NOVELTY COMPANY, 8602-22 Epworth Blvd., Detroit, Michigan**  
A C Novelty Company is not affiliated or connected in any way with any other manufacturer in the coin machine industry.



# Bally's NUGGET

## COIN-OPERATED PUNCH-BOARD

A gold-mine in SIX SQUARE INCHES OF COUNTER SPACE that's Bally's busy, brilliant NUGGET... the perpetual "punch-board" that is really practical!

**OPERATES LIKE A 1000-HOLE 5¢ BOARD**

No replacement expense! Merchant's attention required only to check winners!

**EARNS \$10.00 TO \$25.00 DAILY**

Punch-board appeal PLUS 3 SPINNING REELS insure constant play!

**TROUBLE-PROOF . . . CHEAT-PROOF . . . ADJUSTABLE FLASHY FRONT WITH REGULATION GOLD MONEY SEALS**

Every location in your territory will welcome NUGGET. Your first cost is your last cost . . . for a "punch-board" that will keep on earning money for you month after month . . . without a penny of replacement expense. Toss 25 to 50 NUGGETS in your car and place them all in one day. Be first in your section, grab the choice locations . . . **ORDER YOUR NUGGETS TODAY!**



**\$19<sup>-75</sup>**  
F. O. B. Chicago  
173 with order.

**A COMPLETE LINE OF "BUMPER" GAMES**  
SEE ADVERTISEMENT ON PAGE 210.

### RAY'S TRACK

Only race-game with 50 TO 1 DAILY DOUBLE feature! That's why RAY'S TRACKS on location a solid year are still earning up to \$250.00 per week today. Line up a few RAY'S TRACK spots and get in the big money!

**WRITE FOR PRICES TODAY**

### BALLY'S EAGLE-EYE

America's favorite electric ray-rifle game! Exclusive "TRIPLE - DUCK" Moving Target fascinates amateurs and sharp-shooters alike, insuring steady "try again" repeat play. SINGLE PHOTO-CELL mechanism GUARANTEED trouble-proof and cheat-proof. For year 'round income insurance, operate BALLY'S EAGLE EYE!

**WRITE FOR PRICES TODAY**

RESORTS, PARKS and other "summer spots" now ripe for BALLY'S EAGLE EYE. Order your machines now to get in ahead of the summer rush!

### RELIANCE PAYOUT DICE GAME

Plays regulation "craps" with REAL DICE! New EXCLUSIVE Jack Pot Front displays actual cash, boosts play as high as \$30.00 daily! Best money-maker in counter class.

**\$92.50**  
(NICKEL MODEL)  
QUARTER MODEL: \$95.50

### BALLY BABY

Give it only 6 in. by 5 in. counter space and watch it take the coin! In its characterful 3-WAY PLAY insures long life and steady profits!

**Only \$17.50**  
COMPLETE WITH REELS, ETC. FOR 3 DIFFERENT GAMES



**BALLY MANUFACTURING COMPANY**  
2640 BELMONT AVENUE  
CHICAGO, ILLINOIS

John A. Fitzgibbons Eastern Distributor 453 W. 47th St., New York, N. Y.

# CHICAGO COIN CORPORATION'S

# RE-PLAY

The

## NEWEST THING IN NOVELTY GAMES WITH EVERY SIXTH GAME FREE!

ALSO EXTRA

**FREE** **GAMES PLAYED**

TILT One Two Three Four Five **FREE**

**GAME \$64.50**

**BUMPERS!** TAX PAID, F. O. B. CHICAGO

### SCORE SHOWN IN LITES

High score game: Total always is lighted.

### FREE GAME LITE

Has 2 corresponding springs on board. If lighted, next game free.

### EXTRA 100

HAS corresponding spring on board. If lighted add 100 to score.

### NEW TILT LITE

If Re-Play is tilted this lite glares in lights.

### GAMES PLAYED SHOWN

Number of games played (up to 5) shown in lights.

### NEXT GAME FREE LITE

After five games are played the next game played is free.

### MIRRORED BACK GLASS

Beautiful new mirror trim adds to beauty of back rack.

### 9 REGULAR BUMPERS

These bumper springs are cleverly placed on board.

### 2 FREE GAME BUMPERS

If either of these are hit the next game played is free.

### Side Coil Springs

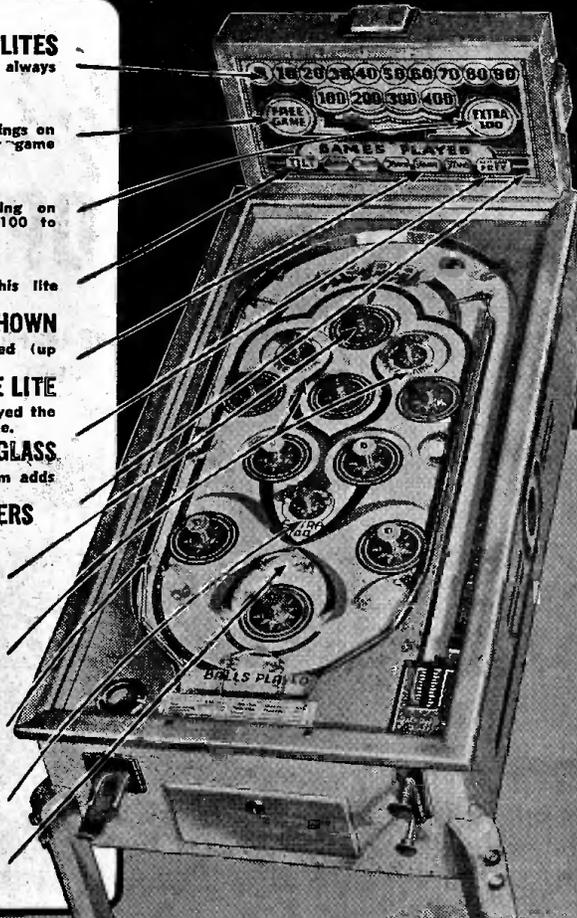
Adds much to the zip and pep of the bouncing balls.

### Extra 100 Spring

Add 100 to final score if this special spring is hit.

### Ball Deflectors

12 deflector springs are located to send balls zooming.



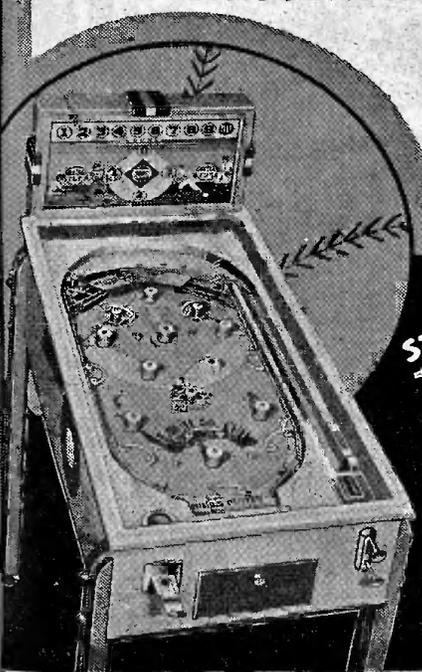
# Spring Time

## 1 BALL AUTOMATIC PAY TABLE

### WITH FEATURES THAT FILL CASH BOXES

Here's a knockout of a high score bumper spring type payable with an added feature that puts it miles ahead! Free Play hole returns the ball for another play and score starts where previous play left off . . . Controlled adjustable payout . . . A.B.T. Coin Chute . . . Electropak . . . New Type Check separator

IN THE \$159.50 CLASS **\$129.50** \$10 EXTRA FOR TICKET MODEL  
BUT PRICED AT ONLY Tax Paid—F. O. B. Chi.



STILL THE TOPS IN BASEBALL!

# HOME RUN

There's plenty of baseball bumper games on the market—but there's only ONE Home Run. It's in a class by itself. Thousands on location—none of them giving any trouble—all of them earning real profits!

**\$62.50** F.O.B. CHI. TAX PAID

A CHICAGO COIN GAME FOR EVERY TERRITORY

**BUDIN SPECIAL-TIES INC.**  
174 S. Portland,  
Brooklyn, N. Y.  
Metropolitan  
New York Dist.

## CHICAGO COIN CORPORATION

1725 W. DIVERSEY BOULEVARD · CHICAGO, ILL.



# Pacific's BALL GAME

You pay less for Pacific's BALL GAME . . . much less . . . and yet you get everything you want.

Pacific's BALL GAME gives you tested quality . . . steady earning power . . . life-like play appeal and lite-animation *plus* moving picture effects.

Pacific's BALL GAME is real baseball. Suspense runs high as the pitcher lets fly with the ball across home plate. Fast balls, slow ones and looping curves. The player swings. Tries to hit homers into the stands with a twist of the wrist. Or singles, doubles and triples along the ground or *into the air*.

Instantly, at the same time (and this actually makes the perfect baseball game), every play is reproduced in real live *motion picture effects* on the giant electric scoreboard. Players actually run from base to base—just like a movie news reel. You see them come home as run after run registers your total score. You know where you stand at every stage of the game.

Engineered for three years, Pacific's BALL GAME is worth \$500.00 easy. Yet, it is priced at \$199.50 to let you operators get your investment back quick. Better see your distributor today!

**\$199<sup>50</sup>**

## PACIFIC'S HEAVYWEIGHT



Here is a walloping new one shot bumper type pay table—Pacific's HEAVYWEIGHT. Dressed like a champion. Its almost blinding beauty . . . its parade of colors . . . gives it a greater flash than any game ever had. Gets attention. And plenty of it. Heavyweight has all the thrills of a championship bout. Fighters in action. Sixteen rounds. Gives odds of 10 to 150 each round if you hit 'em right. Worth \$169.50 but priced down to \$149.50. A knockout in any location!

PAYOUT MODEL

**\$149<sup>50</sup>**

TICKET \$159.50



## ROYAL RACES

More than ever — ROYAL RACES is filling operators' collection bags with huge sums of money. The secret? Turn to the whirling flash of selective-odds. That splendid live bumper play from top to bottom. A lite-up board — big as a window — colorful, brilliant, scintillating, flashing a bright invitation. A mystery coin chute adding thrills. Changing odds, bumper springs, escalator chute. Turn to ROYAL RACES. You'll see—order and make real profits.

PAYOUT \$169.50

TICKET \$179.50

NOVELTY \$99.50

# "TOPS" IN NOVELTY NON-PAYOUTS BREAKING ALL RECORDS!

1937's GREATEST  
BASEBALL HIT!

ELECTRIC

## SCORE BOARD

BUMPER-SPRING • 5-BALL  
NON-PAYOUT

★ADJUSTABLE MECHANICAL AWARDS!

★MYSTERY SLOT!

The Outstanding Feature of Gottlieb Payouts!

★FLASHOGRAPH!

Movie-type Projector records Hits and Runs!

• All the best features of both Novelty Games and Payouts are combined in this sensational new Baseball Novelty that has the earning power of the best payouts!

ELECTRIC SCORE BOARD'S colorful field represents a major-league ball park. The player is at bat to beat the visiting team. Insert a nickel in the Mystery Coin Slot, the Flashograph Scorekeeper throws "Play Ball" on the Screen. The Visitors' Score and Odds turn up on the score board. 5 balls to shoot. Every time the ball bumps a bumper spring it's a hit! 4 hits record a run. Flashograph keeps play-by-play score and turns color to match visitors' score when score is tied. One run to go to win! When the last ball is played, "Final Score" appears under the Flashograph. Odds up to 40 to 1!



22" x 44"

**IMMEDIATE  
DELIVERY!**

A. C. Current Only.

**GOTTLIEB**  
*Still Leads in Payouts!*

### FEATURES

Flashograph, Movie-type score projector. Mystery Slot the outstanding feature of Gottlieb payouts. Positive mechanical adjustment of odds. Entire Mechanism mounted on sliding Chassis in back of scoreboard, removable in a jiffy.

Tilt-foiler on scoreboard lights up and cuts off all playing lights when tilted. Illuminated A. B. T. Coin Slot, last coin visible.

**\$69<sup>50</sup>**

**TICKET MODEL**  
5 BALL \$99.50

**PAYOUT MODEL**  
In-a-drawer Mechanism 5 Ball \$125.00

**D. GOTTLIEB & CO.**

**2736-42 N. PAULINA ST. • CHICAGO**

*Bally* INSURES YOUR \$PRING AND \$UMMER \$UCCESS  
WITH AMERICA'S MOST COMPLETE LINE OF MONEY MAKERS



# CAROM

**"BUMPER" ONE-SHOT**  
*CHANGING ODDS! AUTOMATIC PAYOUT!*

PAYOUT  
**\$159.50**  
TICKET: \$169.50  
F. O. B. CHICAGO  
★

54 in. by 26 in.

- FAMOUS BUMPER-SPRING ACTION
- PLUS ELECTRIC KICKER ACTION
- NO PINS . . . NO POCKETS
- ONE-SHOT PLAY . . . PAYOUT OR TICKET
- CHANGING ODDS . . . \$2.00 TOP
- "MAGIC-LANTERN" TOTALIZER
- NEW "ODD-OR-EVEN" SCORE SYSTEM
- 12-COIN ESCALATOR
- ELECTRIFIED ARMOR-PLATE
- A.B.T. NO. 400 COIN-CHUTE

MORE FEATURES than you'll find in any two ordinary one-shots! No wonder CAROM collections top all previous records! If you're not operating CAROM, you're passing up hundreds of dollars weekly. Better order today for quick delivery!

## BALLY BOOSTER



**5 BALL "BUMPER" TYPE  
BASEBALL NOVELTY GAME**

Genuine BUMPER action! Real BASEBALL thrills! ELECTRIC KICKER gives player a chance to score EXTRA RUNS and win on his last ball! Totalizer REGISTERS UP TO 16 RUNS! For "big league" profits order BALLY BOOSTER—America's largest selling novelty hit!



**\$69.50**  
F.O.B. CHICAGO



**\$64.50**  
F.O.B. CHICAGO

## BUMPER

Still "tops" in the straight novelty class. Thousands of BUMPERS now in their fifth month are today earning \$150.00 and up every week! And plenty of spots are still clamoring for the one and only original BUMPER—so get going now!

## SKIPPER.

Famous BUMPER-ACTION! Player's choice of AUTOMATIC PAYOUT or AUTOMATIC FREE GAMES! When desired, entire payout section may be removed and machine makes PERMANENT RECORD OF AWARDS. Get this great hit now . . . a PAYOUT GAME for ONLY \$109.50!



**BALLY MANUFACTURING COMPANY**  
2640 BELMONT AVENUE CHICAGO, ILLINOIS

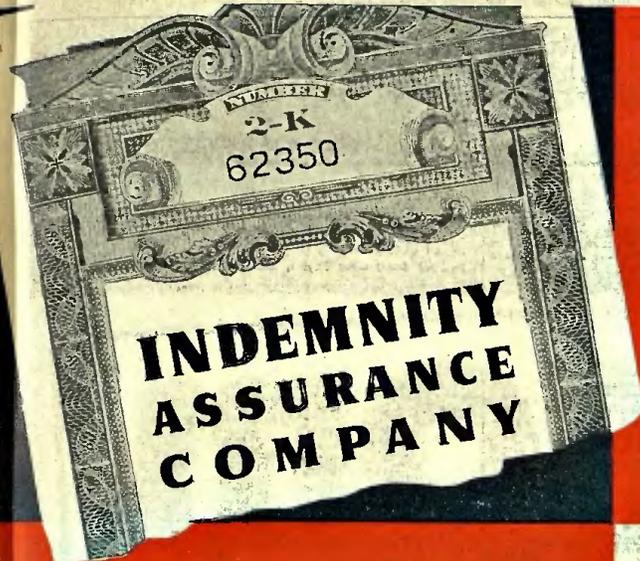
John A. Fitzgibbons

Eastern Distributor

453 W. 47th St., New York, N. Y.

ALSO SEE BALLY ADVERTISEMENT ON PAGE 206.

GIVE YOURSELF AN INSURANCE POLICY!



**INSURE**

*yourself*

**AGAINST LOSS**

**BY USING PERMANENT  
PROFIT-PRODUCING GAMES!**

★ *Rock-Ola's* **1937  
WORLD SERIES**

*Dean in the box today!*

New Robot Baseball Game gives all the thrills and excitement of regulation big league baseball.

**EVERY ONE LIKES TO PLAY!**

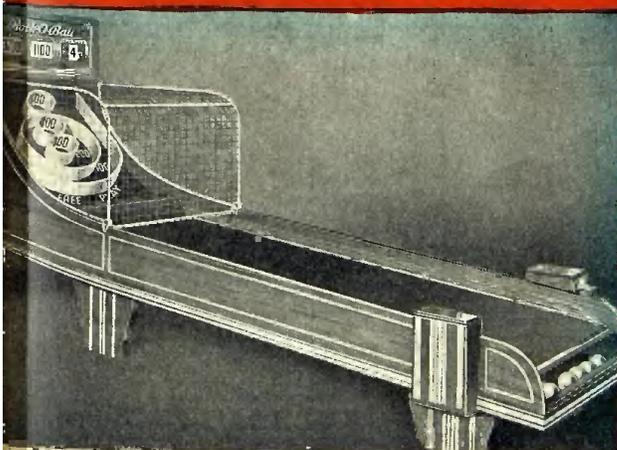
Bat against the one and only "Dean", who winds up same as in a big league game and throws a large assortment of out-curves . . . in-curves . . . fast ones . . . slow ones . . . strikes and balls . . . mixing them up to fool the batter just like any major league pitcher would do on the mound.

**"UMPIRE" NEVER MAKES MISTAKE!**

Hairline decisions are decided quickly and accurately by the Robot Umpire. The right arm is raised when the batter takes a strike and the left arm signals the balls and this is all done instantly—a bad decision is never made by the Robot Umpire.

**BATTER UPI!**

Singles, doubles, triples and home runs can be hit by the batter, or the batter may get a base on balls if he chooses to out-guess Pitcher Dean, but, as in regulation baseball, the pitcher oftimes out-guesses the batter and when least expected burns one over the corner of the plate for S-T-R-I-K-E T-H-R-E-E! Or else he may make the batter hit a short fly to one of the fielders, who automatically moves with the crack of the bat with the same eagerness as any ball player would naturally do with a good batter at the plate. The 1937 WORLD SERIES is exciting—thrilling—sensational—action every minute, and all is recorded automatically on score-board which records strikes, balls, hits, runs and outs. The same excitement as in a Big League Base Ball Game. It's Play Ball Time—"Batter Up!" for big profits. You, too, Mr. Operator, will make a "Home-run" in BIG PROFITS with ROCK-OLA'S SENSATIONAL WORLD SERIES. "Don't delay getting this sensational game, for the results during the past four months have been 'HOT.'"

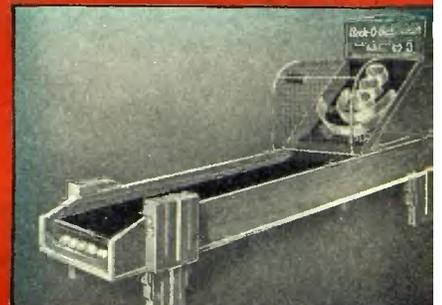


★ **ROCK-O-BALL SENIOR** Famous Triple Score Bowling Alley. Everything about ROCK-O-BALL is designed to add to the enjoyment of the play. MASSIVE! IMPRESSIVE! Yet, PORTABLE.

The coin-chute and playing surface are at a perfect height, so that player does not have to reach down or stoop over.  
Free-play feature—no lost balls.  
Underneath ball return—eliminating noise! Visible coin-chute! Equipped with two vee-rod registers—one registers total number of high scores made—the other, total number of plays. Operates both mechanically and electrically, making use of the best features of each.

**ROCK-O-BALL JUNIOR** ★

Has all the features of the larger ROCK-O-BALL, yet less than ten feet long.  
Has the famous TRIPLE SCORE FEATURE.  
You always know what the previous high score was. Also what the total score is—and the number of balls played.  
With so many Super-Profit Features, ROCK-O-BALL JUNIOR is the finest value ever offered in coin-operated Bowling Alleys. Suitable terms on both machines—see your Distributor—or write direct.



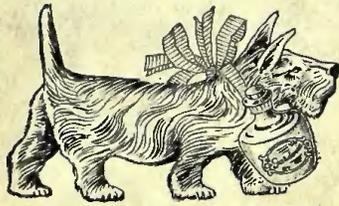
**ROCK-OLA MFG.**  
800 NORTH KEDZIE AVENUE



**CORPORATION**  
CHICAGO, ILLINOIS, U. S. A.

# A FEW OF SPORS 4000 FAST SELLERS

## The SELLING SENSATION of 1937



No. D220—Department, variety and other stores find this number—the biggest money maker. A fine bridge, prize or gift, an attractive figure on a "What's New Shelf." Looks like ivory; also comes in black, plaster filled. Height about 2 to 3 inches. The silk ribbon tied around the figure's neck and bottle of perfume, which comes in assorted shapes, adds greatly to the attractiveness and usefulness of this new combination.

Sample, 7c; Dozen, 88c; Gross, \$7.88

### CLIP COMB

No. N297—High-grade comb. Has half fine and half coarse teeth. Metal clip—prevents loss. Can be attached to pocket or tie. Sells for 10c.

Sample, 5c; Dozen, 45c  
Gross \$4.48



### TIE AND COLLAR HOLDER SET

No. V59—White silklike finish. Beautiful designs. Collar holder has fancy dart ends. Each set on a card. Sells for 10c.

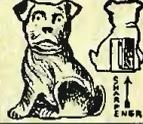
Dozen 20c; Gross \$1.95



### Dog Figure Pencil Sharpener.

No. S284—A double-service instrument—may be used as an ornament or pencil sharpener. Made of metal, colored in white and gray. Equipped with a steel blade in the back for sharpening regular size pencils. Height 2 inches.

Sample, 5c; Dozen, 42c;  
Gross, \$4.75



### TWO-PIECE KNIT SUIT

No. C90—Smart looking—firmly knit. Made of cotton. Rib-knit collar, cuffs and bottom of pants. Contrasting trim. Panties have elastic waist. Sizes: Small, medium and large. Colors: Maroon, gray, blue, dark brown, green and light brown.

Sample, 25c; Dozen \$2.65

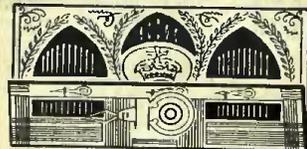
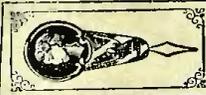


### NEEDLE THREADER

No. N341. Made of metal with small wire loop at end that is put through the eye needle. Makes

needle threading easy. Prevents eye strain. Each on card with instructions.

Gross 47c



NEEDLE FLASH with Threader

No. N134—A useful assortment. Consists of two packages, each containing 10 sewing needles, one package of five darning needles—made of high quality steel—and one needle threader. All packed in an attractive neat folder with transparent cover.

Sample, 2c; Dozen, 14c; Gross, \$1.44

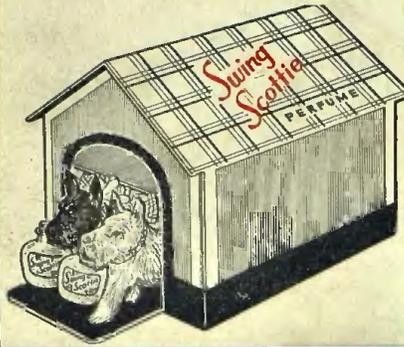
No. N380—A star value. 25 needles in a paper, 10 papers in a bundle, 200 papers in a package. Size 4 or 5.

10 papers, 8c; 200 papers, \$1.25

### SWING SCOTCH DOG HOUSE WITH DOGS AND PERFUME

No. D240—The talk of the nation. Adds a bit of charm to midday's boudoir or dressing table. Consists of cardboard dog house in pink color with black trimmings, Scotch plaid effect roof, sliding entrance; two Scotty dog figures, one black and one white, each with a bottle of perfume tied to their neck. An appealing display.

Sample, 15c; Dozen, \$1.85; Gross, \$19.50



### FIVE PIECE TIE SET

No. C131—A beautiful set consisting of three rayon ties in an attractive box, including a smart looking tie clasp and collar holder. Each box contains three different colored ties in the very latest patterns. An expensive looking set. Sells for 60c.

Sample Set 29c; Dozen \$3.36

No. C209—Fancy four-in-hand ties in latest patterns and attractive designs. Look like 50c values.

Sample 8c; Dozen 79c

### LEATHER FOUR-IN-HAND TIES

No. C264. Demand already created. Look like silk ties. Mail men, firemen, sportsmen, filling stations, etc., are ready prospects. Sells for 50c.

Sample 25c; Dozen \$2.45

### 3-YEAR GUARANTEED WRIST WATCH

No. V315—A practical watch in a size suitable for ladies or men. Tonneau shaped. Chromium finished case and adjustable wrist band. Max nonbreakable crystal. Guaranteed for three years. Sells for \$3.75.

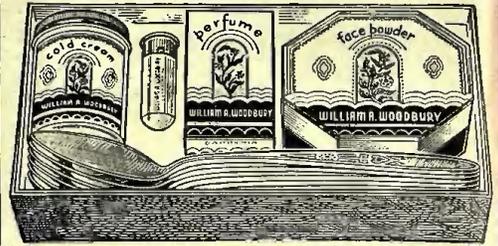
Sample \$1.79



### LADIES' WM. A. WOODBURY DEAL

No. D155—Deal consists of the following Wm. A. Woodbury products: 1 Jar of Cold Cream, 1 Lipstick, 1 Bottle of Perfume and 1 Box of Face Powder in Flash or Rachel shade. Standard size packages. Sells for 49c. (If boxes are wanted, add an extra 2c to each deal.)

Sample Deal, 27c; Dozen, 26c Each Deal; Gross, 25c Each Deal



No. D171 DEAL—Consists of 8 Wm. A. Rogers Teaspoons, Wm. A. Woodbury products, consisting of Face Powder, Perfume, Lipstick and Cold Cream. Each set in a box. An ideal Christmas gift. Sells for 99c.

Sample Deal, 58c; Dozen, 54c Each Deal; Gross, 52c Each Deal

### MEN'S WM. A. WOODBURY DEAL



No. D180—A knockout to sales resistance. Each article bears the famous name of Wm. A. Woodbury. Consists of 1 tube of Lather Shaving Cream, 1 tube of Milk of Magnesia Dental Cream, 1 can of Talcum Powder, 1 bottle After-Shave Lotion, 5 Woodbury

Double-Edge Blades. All standard size packages. Packed in a box. Sells for 79c. (Coupons for above deal, 85c per 1,000.)

Sample Deal, 36c; Dozen, 34c Each Deal; Gross, 33c Each Deal

### Cigarette Lighter



No. M238—Octagon shape. Nickel plated. Convenient to carry in ladies' handbag or men's pocket. Sells for 3c.

Sample, 3c; Dozen, 30c; Gross, \$3.45

### SHOELACES

No. C382—Made of high quality cotton. Packed one dozen in a bundle, six dozen pair in a box. 27-inch length. Colors, black or brown.

Dozen Pair, 8c; 6 Dozen Pair, 39c

### JUMBO SIZE WATER PISTOL



No. J363—Made entirely of rubber. Holds about a half glass of water and shoots a long stream of water. Brightly colored. Length 6 inches.

Sample, 8c; Dozen, 79c; Gross, \$8.65



No. R106—Something new in pencils. Now—Novel—Different. Large size—1-inch diameter. Black celluloid barrel. Propel and repeat action. Nickel-plated clip. Sells for 10c.

Sample, 10c; Dozen, 98c; Gross, \$11.40

No. R105—Made to match above pencil. Diameter 1 inch. May be used as a dip pen. Fitted with gold-like point.

Sample, 12c; Dozen, \$1.25; Gross, \$13.45

### HELEN HARDING POWDER AND PERFUME COMBINATION

No. D111—Consists of one box of high-grade face powder and a bottle of perfume that possesses a pleasing odor. Quality goods. Both wrapped together with cellophane. Looks like a \$1 flash.

Sample, 10c; Dozen, \$1.08

## WORLD'S CHAMP

Sensational Winner

EVERY PRIZE A KNOCKOUT OF VALUE

NO BLANKS 10¢ WINNER EVERY MORE TIME

POSITIVELY NOT A GAMBLE

EVERY ARTICLE A REAL VALUE!

FOR YOUR FAVORITE FIGHTER—SEE WHAT A KNOCKOUT PRIZE HE WINS FOR YOU!

FREE 50 VALUE EXTRA SURPRISE PACKAGE WITH LAST PUNCH

## WOW! WHAT A WALLOP-- TO SALES RESISTANCE

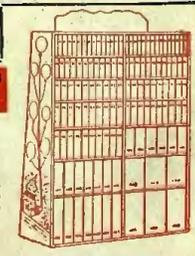
No. D245—Everyone has gone wild over the "World's Champ." It's New—Novel—Fascinating. Reaps tremendous quick profits for you and dealer, too. Boxing poses a "year 'round" appeal. Gets the play—today—tomorrow—every day—for a good long time to come. With so many important fights this year—the "World's Champ" is irresistible. Consists of 70 prizes, each worth 10c or more. Last punch receives a "surprise package" worth 50c or more—thereby keeping interest until entirely sold. Three "K. O." prizes, each worth 50c or more—add more and greater surprise. Puts pep into the sales—sells the deal in double quick time. (Shipped by express or freight.) Scores of locations—Easy Sales. Place your order now for early delivery. Brings in \$7 at 10c a sale. Sell to dealer for \$5.25 to \$5.50.

COSTS YOU \$3.50  
Lots of 15, \$3.35 each

## TRADING POST

No. D185—Mystery, surprise and suspense are a few of the characteristics of the Trading Post. There is always the possibility that the purchaser will get a big prize—this acts as an incentive to take another draw. He is assured, however, that the prize he receives will be worth 10c or more retail—thus cannot be disappointed. No 2 surprise package with last draw creates interest. Consists of 130 prizes. At 10c a sale—brings in \$13. Sell to dealers for \$8 to \$9.75. (Shipped express or freight).

COSTS YOU \$6.60



BACK VIEW

### MONEY-BACK GUARANTEE

We guarantee to refund money (less 10% handling charges) for any merchandise returned to us within 60 days from invoice date.

SPORS CO., 3-37 CITY ST., LE CENTER, MINN.

## FREE

1937  
Whole-sale Catalog of 4,000 latest fast sellers. Send for it today. Prices F. O. B. Le Center, Minn.

# SPORS

## WORLD'S CHAMP

NEW ACTION FAST SELLING SPECIALTIES FROM ALL OVER THE WORLD

MORE SALES, BIGGER PROFITS

SPORS COMPANY  
WHOLESALE IMPORTERS AND MANUFACTURERS  
LE CENTER, MINNESOTA