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MARCH 7, 1936

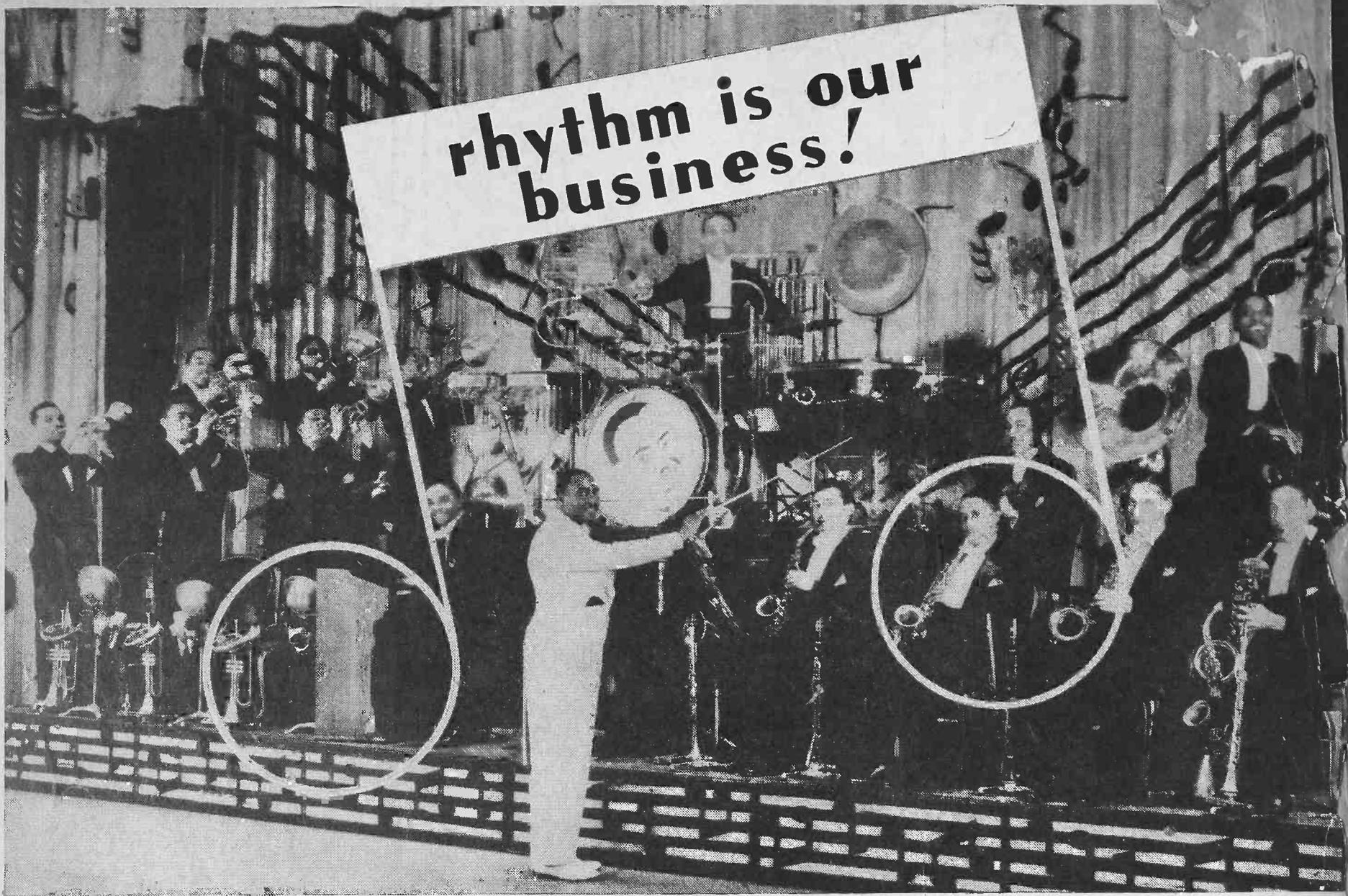
The Billboard

World's Foremost Amusement Weekly



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AND HIS ORCHESTRA

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"Jimmie Lunceford's is the ace colored band of the day!"—Walter J. Dodd, Jr., of Dartmouth, in *VARIETY*, January 29.

This explains why Lunceford is playing a dozen university dates this spring, including New Hampshire, Cornell, Michigan, Michigan State, Duke, Purdue, Fisk, Texas, Northeastern, Wisconsin and others!

In the last ten months of 1935 Jimmie Lunceford played 26 weeks in de luxe theatres, eight of them repeat engagements—all of them box-office record breakers, including the amazing gross of \$42,000 at the Metropolitan Theatre in Boston! He is booked solidly now on dance engagements until the last of May!

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The Billboard

Vol. XLVIII
No. 10

The World's Foremost Amusement Weekly

March 1

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. 100 pages. Subscription, \$5 per year. Copyright 1936 by The Billboard Publishing Company.

WPA SHOW LIST GROWING

Showman McNair

PITTSBURGH, Feb. 29.—When advised that "Exclusive Story," a picture exposing the "numbers" racket, is opening at the Stanley this week, Mayor William N. McNair, now conducting a drive against this racket, ordered the magistrates to "sentence" the violators to see the picture at the Stanley instead of imposing the customary \$100 fine.

Federal Theater Projects Popping Up in All Parts of the Country

N. Y. settles with stagehands, permitting road tour of play—opera singers want solo roles—just temperament, says project head—out-of-town news

NEW YORK, Feb. 29.—The Federal Theater Project has reached an agreement with Local 1 of the stagehands which will permit the touring company of Jefferson Davis to open in Richmond next week. Instead of the regular \$100 per week scale it was demanding, the union gets a double crew. The men will work 96 hours in two weeks instead of the 96 hours in four weeks, as originally scheduled. Wages remain the same. The project had a minor run-in with the Grand Opera Singers' Association, which demanded that six members get solo roles in WPA concerts. Miss Stelle Marcketti made the objections for the union. Lee Pattison, head of the music projects here, answered that the singers were being fitted into the plans of the project and could not "have all plans deferred to their own desires."

Pattison said later "musicians are apt to be temperamental and our word must be the last in what should be produced."

The Experimental Theater opens Wednesday with Harold Clarke and Maxwell Nurnberg's *Chalk Dust* at the old Daly's Theater. And the Tryout Theater

makes its debut with *A Woman of Destiny* at the Willis Theater, Bronx, Monday.

Tickets for the Popular Price Theater went on sale at Leblang's this week, not on bargain prices, tho. The agency is not getting any cut, doing it merely to educate people "to go to the theater."

PITTSBURGH, Feb. 29.—A legitimate unit, co-sponsored by the WPA and the (See WPA SHOW on page 75)

The More Amusements The Better, Says Mayor

ATLANTIC CITY, Feb. 29.—Mayor C. D. White today put approval on circuses by approving Ringling Bros. and Barnum & Bailey application to show here May 23, stating the more amusements in Atlantic City, the better.

St. L. Trial Moves to N. Y.

Will play date on Stem as government renews charges—more defendants named

NEW YORK, Feb. 29.—Federal government proceedings against Warner Bros., Paramount and RKO were reopened February 26 in New York on the same anti-trust and monopoly charges which were the basis of the recent St. Louis impasse. Attorney-General Homer Cummings in filing the suit named additional individual defendants, whose non-appearance in St. Louis hampered the government prosecution and materially aided in having the case dismissed without prejudice January 29. This constitutes the third action based on the same facts, namely, conspiracy on the part of the three major companies aforementioned to prevent the management of the Ambassador, the New Grand Central and Missouri theaters, all located in St. Louis, from showing first-run films. The (See ST. L. TRIAL on page 75)

RKO Out of Red for First Time Since 1930; \$665,297 Profit

NEW YORK, Feb. 29.—Annual reports of RKO and its subsidiaries for 1935 showed a profit of \$665,297, the first year since 1930 that the figures have been out of the red. Major credit goes to Keith-Albee-Orpheum, an RKO affiliate, which has

realized a net of nearly \$500,000 and has declared a dividend of \$1.75 following a meeting of the board of directors February 28. Last year's statistics for RKO and its various subsidiaries showed a loss of \$310,574.

RKO Radio Pictures, together with its subsidiaries, realized a profit of \$777,425 for the year as against \$570,080 for 1934. Pathe News and RKO Pathe Pictures chalked up, respectively, a gain of \$3,921 and a loss of \$187,937, compared with the previous year's figures of a loss of \$48,646 for the News and a loss of \$270,477 for the other.

Subsidiary theater operating organizations, according to figures not yet final, (See RKO OUT OF on page 75)

TA Collects In Florida

New night club license clause sought in N. Y.—Canada also hits at racket

NEW YORK, Feb. 29.—The Theater Authority sent its secretary, Alan Corelli, to Florida last week to check on several benefits being given in Palm Beach and Miami Beach. Thru the co-operation of Sophie Tucker and others, Corelli was

(See TA COLLECTS on page 75)

"Beauty and Beast" With Nude Dance for Centennial

CINCINNATI, March 2.—After negotiations lasting about six months, Walter K. Sibley has just been granted the concession for his *Beauty and the Beast* show at the Texas Centennial Exposition, Dallas. It will be another Sally Rand, says Sibley.

This attraction proved a sensation at the Bruxelles Exposition. It was owned there by Sibley's old friend, Louis Berni, who gave Sibley permission to use the title as well as the famous dancer, La Femme Nue. The show at Dallas will consist of performing animals, mostly lions, and in one of the acts La Femme Nue will enter the den and as part of the performance present her artistic dance in the nude.

All Amusement Fields Helped By ICC Lowering of RR Rates

NEW YORK, Feb. 29.—Of vital interest to show business is the Interstate Commerce Commission's five-to-four decision, made public February 28, announcing a nation-wide slash in railroad passenger fares from 3.6 cents to 2 cents for coaches, down to 3 cents for Pullmans, to be effective from June 2.

Benefits obtainable from the order will affect chiefly those vaude performers, traveling shows and other categories covering Eastern territory, insofar as Western and Southern roads have been operating under experimental reduced rates for some years. It is hoped that the Eastern Trunk Lines will take similar measure and lower freight charges, an action which would boom show business considerably and pave the way for an increase in road shows and carnivals, (See ALL AMUSEMENT on page 75)

Trade Pact With Canada Seen as Aid to Acts Appearing at Fairs

NEW YORK, Feb. 29.—Canadian-American trade treaty negotiated some

months ago gives a break to acts entering the Dominion to play bona fide fairs and exhibitions. George Hamid, the booker who handles scores of attractions appearing at Canadian events, says that a special act secured the past summer permitted acts holding contracts with his office to enter and play neighbor country without delays at border and without convoys, two forms of red tape which for years had made performers miss opening grand-stand shows.

In an exchange of correspondence with the customs division of the department of national revenue in Canada, Hamid cleared up several important points governing entry, performer vehicles and the like. P. L. Young, chief clerk of correspondence of the revenue department, made known the following:

1. In the case of vehicles owned by performers in grand-stand acts, the same will be permitted entry under Travelers' Vehicle Permits, but without guarantee bond or cash deposit. The goods carried in such vehicles, being the (See TRADE PACT on page 75)

Two Extra Matinees for El Paso Shrine Circus

EL PASO, Tex., March 2.—Polack Bros.' Circus, under auspices of El Maida Shrine, today closes what is claimed to be the most successful engagement of any fraternal circus ever held in El Paso, playing to turn-away business. It was necessary to have two extra matinee performances to accommodate the ticket sale. The Shrine committee has arranged for a return date of the show next winter.

Forty-one acts were presented on two stages. Irv J. Polack, general director of Polack Bros.' Circus, was publicly thanked by Harry Virden, Shrine chairman, for the general excellence of the performance and his untiring co-operation and was presented with a hand-Mexican serape at the Saturday performance. Promotion and sales were directed by G. O. ...

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March 7's Rumored Plotting Against AFM License Rule

*Individuals, however, disclaim all knowledge—AFM re-
voiced eight more licenses, making a total of 17 revoca-
tions since the system went into effect January 1*

NEW YORK, March 2.—The American Federation of Musicians revoked eight more licenses last week, making a total of 17 revocations since the license system went into effect January 1. Edgar A. Benson, Al Rogers, Harry Stone, and Alf T. Wilton, all well-known local entertainment producers, and J. A. Sullivan, of Boston; Dixie Orchestra Service, Inc., of Charlotte, N. C., and Goldie Booking Agency of Minneapolis. Rogers, who is prominent as a benefit promoter, had a temporary license. The nine other offices whose licenses were withdrawn earlier last month include Ted Gilmore, Atchison, Kan.; Midwest Orchestra Service, Wichita, Kan.; Kramer Music Service, Winona, Minn.; V. Thompson Stevens, Kansas City; Amusement Service, Omaha, and Tommy Curran, Jack Hart, Harry Pearl and Universal Amusement Enterprises, New York City.

There were reports all week that local band agencies were organizing secretly to fight the AFM's license system. No (See AGENTS RUMORED on page 9)

Delmar Charges Cops Ungrateful, Denied

NEW YORK, Feb. 29.—Jule Delmar, who for years staged benefit shows for the New Rochelle Police Association, is convinced the benefit game isn't worth the trouble. Lying on his back in the NVA Ward of the French Hospital, he is telling the world how badly he has been treated by the association he says he helped so much when he was a Keith booker. But the police association disagrees with him.

Delmar says he asked the association to buy 200 tickets at \$1 each and that it returned them without a letter of explanation. But the association points out that it had contributed \$100 to Delmar in October and that it could not afford to buy the tickets. It planned to stage a benefit dance for Delmar, it claims, but he turned it down. It (See DELMAR CHARGES on page 15)

Salmaggi Opera Again

NEW YORK, Feb. 29.—Alfredo Salmaggi and his opera company go into the Hollywood Theater March 7, opening with *Traviata*. Shows for one week already laid out. Understood that Salmaggi is in on a percentage arrangement.

German White Rats' Birthday

NEW YORK, Feb. 29.—German White Rats Actors' Union celebrates its 30th anniversary with a ball and entertainment at Mozart Hall March 7 evening. Show will be in German and in English.

Detroit Employment Bureau Settles 388 Cases in Year

DETROIT, Feb. 29.—Ceylon Ashton, deputy commissioner of private employment bureaus, in his first year's report, stated: "Out of 401 cases since I came into office on February 1, 1935, all except 13 have been satisfactorily cleared (See DETROIT EMPLOYMENT page 23)

American Academy Students Present Play About Brontes

NEW YORK, Feb. 29.—As the ninth item in their current series of matinees, the senior students of the American Academy of Dramatic Arts presented yesterday afternoon at the Empire Dan Totheroh's *Moor Born*, the play about the Brontes which Mr. Totheroh built up out of psychological blood and (See AMERICAN ACADEMY on page 15)

New Talent Group Formed

NEW YORK, Feb. 29.—The New Talent Group, a scouting service under the management of Margaret Johnstone, announces its intention of preparing talent for presentation to casting directors in various show-business classifications, including stage and screen. A group under the direction of Charles Sinclair will be presented in a revue in the near future. Auditions may be had Mondays, Wednesdays and Fridays from 3 to 5 p.m.

WPA Active in Upper New York With Many Employed on Shows

NEW YORK, Feb. 29.—Altho most of the drama activity of the Federal Theater Project has been concentrated in this city, Mrs. Hallie Flanagan, national director, and George M. Gatts, State director, reveal the project has been quite active up-State.

Westchester's first WPA drama unit, *Post Road*, opened February 13 in White Plains for a one-night stand and will play Port Chester, Peekskill, Mount Vernon and New Rochelle. More than 113 persons get work from this project, the cast of the show including Adelaide Keim, David Ingraham, Sonia Ivanoff, Ted Moller, John B. Stradley, Irene Taylor, Mary Barry, Douglas Garden, Harriet Miller, Cynthia Stuart, Louis Christy, George Allingham, Harry Kir, Ruth Masters and Joan Livingston. Company staff includes Fred Clayton, John Gentile, John Olt, John D. Jameison, Harry DeGel, Bennet Finn, Dan Malley, Harry Van Vorhees and Ethel Wilson.

Second Westchester play will be Zoe Akims' *The Old Maid*. *Valley Forge* and *Criminal at Large* will follow. Bernard

Washington Hearings Held on Neely Anti-Block-Booking Bill

WASHINGTON, Feb. 29.—Compulsory block booking and "blind" selling of pictures came in alternately for attack and defense at hearings before a subcommittee of the Senate Interstate Commerce Committee on the Neely bill yesterday and today. There was bitter attack and rejoinder as between representatives of Allied States Association of Motion Picture Exhibitors and representatives of Motion Picture Producers and Distributors of America. The former charged that exhibitors were forced to accept undesirable films, with the result patronage was falling off and the number of theaters was being decreased. Proponents of the legislation included representatives of church groups, parent-teacher associations, civic organizations, welfare bodies, educational associations and the like. Legislation under which local groups could, thru conference with exhibitors, determine the type of pic-

Magician

Harry Blackstone last week sent the following letter to George Hughes, 96-year-old resident of New Bern, N. C., who according to news dispatches is expecting a new addition to a family which already includes a child born 14 months ago, when the father was 94:

"Dear Sir—I want to pay my respects to you, Mr. Hughes, as I feel we have something in common.

"I am considered a fairly good magician and have accomplished and perfected many good tricks, but, after reading the enclosed article (telling of Hughes' coming fatherhood) I realize I must be a small-timer compared to you. I like to give credit wherever it is due, and I consider your accomplishment the greatest trick of the age.

Yours in magic,
"(Signed) HARRY BLACKSTONE."

Opera Singers Have Party

NEW YORK, Feb. 29.—Grand Opera Artists' Association held its first ball and entertainment last Friday night at the Hotel Woodstock. Miss Elizabeth Hoepfel, president, greeted the guests, with Vincent Jacobi, business agent for stagehands' union, Local 1, as only other speaker. He pledged co-operation of his union but cautioned grand op singers to "stick together." Entertainment was emceed by Leonard Leibling and included James Phillips, William Edmunds, the Songweavers Trio and Elsie May Borden.

Steele is managing director of this division and Thomas Powers business manager.

Long Island division, headed by George Keppie, is casting *Remember the Day*, the play's first presentation outside its original New York run.

Syracuse division opened February 19 with *Post Road*.

Mrs. Esther B. Wilhelm, head of the Buffalo drama division, has been presenting a marionette unit, which is augmented by entertainers and a symphony orchestra and is called *Circus Days*. A Negro marionette unit, *The Life of Stephen Foster*, also works for this division. The Erlanger Theater, Buffalo, may be leased to house WPA drama and other activities.

Registration of actors in Albany has begun.

First drama unit went into Sing Sing Prison Monday. More than 1,700 convicts viewed *Post Road*, sent by the Westchester Division. The prison will receive a play every other week.

Prize Nights Losing Appeal

Chicago theater operators sense swing of sentiment back to no-prize policy

CHICAGO, Feb. 29.—"Prize nights," the bane of the neighborhood theater operator, but nevertheless used by practically all of the outlying houses, are losing their appeal, a survey made by *The Billboard* indicates. For a long time there has been a growing dissatisfaction with this method of obtaining business, and during the last few months many theater patrons have voiced their objections to it, with the result that theater operators have begun to check carefully on results and in many instances have come to the conclusion that they would be better off without "giveaways" of any sort.

None, however, has had the courage to break away from the custom for fear (See PRIZE NIGHTS on page 15)

Spring Shows Headed for Chi

CHICAGO, Feb. 29.—With Lent and spring at hand the number of legit houses open in Chicago will temporarily drop to two next Saturday when *Porgy and Bess*, whose stay has been extended a week, closes at the Erlanger and moves to Detroit. But several spring shows are on the way.

Walter Hampden in *Cyrano de Bergerac* will open at the Grand Opera House March 16 for a stay of several weeks if business warrants. It will be followed at the Grand on April 12 by Beatrice Lillie and Ethel Waters in *At Home Aboard*. On March 10 the Great Northern, long dark, will be delighted with Ibsen's *An Enemy of the People*, which will be produced by a WPA organization. On April 13 *Winterset* will open, probably at the Erlanger.

Boy Meets Girl, at the Selwyn, and *The Great Waltz*, at the Auditorium, are going along nicely and have announced no closing dates. *Personal Appearance* closes a successful engagement at the Harris tonight.

Wayburn Pupils Offer Long Recital

NEW YORK, Feb. 29.—Ned Wayburn's pupils presented some five hours of entertainment last Sunday night at the Adelphi Theater, during which time their parents found them very cute. With *The Devil of Pei-Ling*, regular occupant of the house, somewhere in the nether regions, until 1:45 a.m. the patrons beamed on talented extensions (See WAYBURN PUPILS on page 15)

BORRING and LA ZUR (This Week's Cover Subjects)

ELVIRA BORRING and Stephen La Zur have been an adagio and later a ballroom combo for more than 10 years. More precisely, they observed their 10th anniversary with much feting and newspaper mention November 5, 1935. They have hit a nice stride in night clubs since Repeal and their present repertory is extensive enough to permit them to change numbers three times a night, with new routines constantly being added. They blend in their own character, ballroom and adagio work of an ultra-modern order.

Miss Borring has been appearing professionally since she was three years old. She worked in dramatic productions in Europe from the time of her debut as a mere infant until she was 11. Then Earl Carroll, fooled perhaps by her mature aspect, gave her a spot in "California Bathing Girls." She started working in vaudeville when joined with La Zur, who was introduced to show business by the partnership, and since then the pair headed their own revues in vaudeville, uninterruptedly for the major cirque more recent years their ballroom darts been seen almost exclusively in nightclubs and hotels.

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Showbiz Holds Up Nicely But Usual Lenten Slump Expected

NEW YORK, Feb. 29.—Show business this week dons the weeds in preparation for the annual Lenten slump, with motion picture houses seemingly unaffected as yet, legit holding up fairly well and small night spots taking a beating. The

Music Hall continues heavy with its holdover, *Follow the Fleet*; *The Music Goes 'Round* flopped at the Capitol, to be followed yesterday by a good opening with *Wife vs. Secretary*. *The Voice of Bugle Ann* moved in to average trade at the Center, while the Roxy, which did okeh with Major Bowes' amateurs, Klieg-lighted its premiere of *Rhodes*. The Palace, with Paul Muni's *Louis Pasteur*, did standing-room business.

Two openings for legit. *Love on the Dole* looks like a good thing, mainly by virtue of the work of Wendy Hiller. James Cain's *Postman Always Rings Twice*, with Richard Barthelmess, received spotty reviews and seems uncertain. *Winterset* goes on tour after tonight's performance.

The French Casino remains the biggest money maker among the clubs, and some of the other larger niteries are doing okeh, but the average trade was so poor that some managements are said to have reneged on salaries. Burlesque holds up fair.

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Mississippi Tax Stays

JACKSON, Miss., Feb. 29.—Following a hearing before the legislature ways and means committee last week, the Mississippi State House of Representatives decisively defeated bill to abolish 10 per cent tax on amusement admissions this week. However, opposition to entire sales tax, ranging from 2 to 10 per cent, is steadily growing in the State, and many counties have already organized to fight continuation, complaining that taxes are hurting business.

OUT-OF-TOWN OPENINGS

"The New Wing"

(Pittsburgh)

Author, Aleen Wetstein; presented by the Experimental Theater; directed by Freeman Hammond; staged by Carl Hazelwood; settings by Clyde McFall. Opened at the Experimental Theater February 24 for one week.

Cast: Helen Edmundson, Mrs. W. S. McElroy, Robert McLain, Ruth Nirella, Ruth Pollock, Jean Pollock and Byron Richards.

The play deals with a pair of Siamese twins and their mother who love the same man. Having been separated from life in the new wing of the home, the twins by chance meet the heart of their widowed mother. The girls mistake pity for love, and the complications begin when mother learns of her daughters' affair with her boy friend. The hero leaves them all before the final fadeout.

The author is a columnist for *The Pittsburgh Press* who has built up for herself some reputation with her clever observations of every-day topics. Her cleverness, however, is missing from her first full-length play, a poorly constructed piece of work whose subject appeal is limited. **HONIGBERG.**

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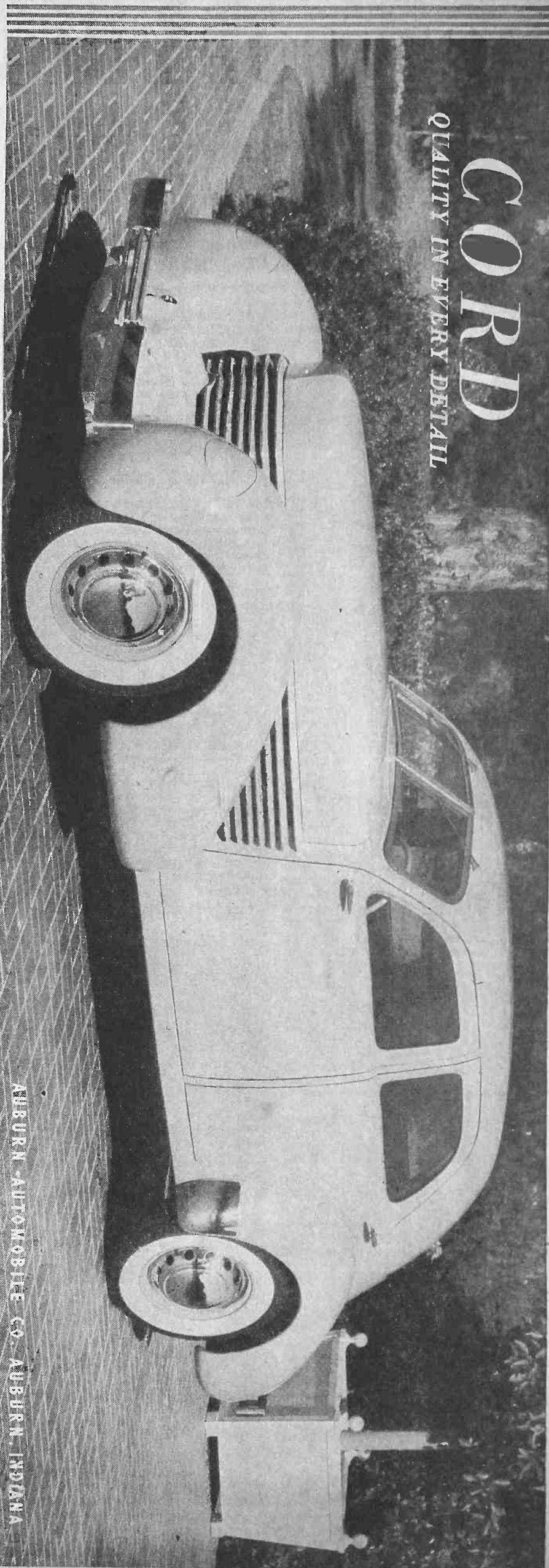
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HOT COPYRIGHT HEARINGS

Usual Good Show as ASCAP Tells Its Story to Patents Committee

Gene Buck and Nathan Burkan bear brunt of battle while Sirovich, Deen, O'Malley and Daly take active parts—talk converges on Duffy bill—others go to bat this week

WASHINGTON, Feb. 29.—The first of a series of hearings by the House Committee on Patents on copyright measures pending before it, but which hearings were directed whether or no by the committee to the Duffy bill, ended today with spokesmen for American Society for Composers, Authors and Publishers, led by Gene Buck, president, and actively supported by Nathan Burkan, general counsel, waging an attack upon broadcasters, power interests, motion picture exhibitors, hotel management and others which, Buck asserted, were seeking to destroy the society, further decrease the sale of sheet music, leave songwriters leaderless and at the mercy of their enemies.

Hearings started off with the picturesque atmosphere which have characterized other hearings in Washington, in which ASCAP has participated, with stars in the music-writing world present to lend moral and other assistance, and big crowds gathering to see them. From the start there was one clash after another, now between witnesses and committee members and, again, as committee members aired their respective views of the pending measure.

Testimony by witnesses and comment by committee members early emphasized the fact the controversy would rage principally over the provision of present law under which the minimum fee for infringement is \$250, the Duffy bill providing that court action be resorted to in the trying out of charges of infringement upon the merits of the particular case. A tempest in a teapot developed over the alleged method of ASCAP of collecting license fees in Wisconsin in this instance, and Burkan asserting that in Wisconsin copyrights were being violated more flagrantly than in any other of the States. Representative O'Malley, of Wisconsin, committee member, had called attention to charges that small concerns in Wisconsin, such as restaurants, taverns and the like, were being subjected to pressure in efforts to have them pay as much as \$150 a year for the privilege of playing copyrighted music.

Burkan offered to pay the expenses of any one who would come to Washington and furnish proof such practices had been sanctioned by the society. Later, Representative Daly, of Pennsylvania, talked of an investigation of charges that an infringement suit had been thrown out of court in Wisconsin on a technicality, but this talk quieted down. Burkan then took up the differences between ASCAP and National Association of Broadcasters, and told the committee the latter had sought a contract with the society on terms more satisfactory to broadcasters and had been active in efforts to have the society charged with practices in restraint of trade. Buck, on his feet almost constantly thruout the three days of hearing, answered charges made against the society and, in turn, made charges against those interests which he said were seeking to throttle songwriters, composers and authors. Buck was asked about his salary, and told the committee he was receiving \$35,000 a year, but said that for 16 years he served the interests of writers and others without compensation.

He asked the framing of a copyright law that would, first protect those who write the music and not those who would make a profit from the efforts of the writers. Adherence to the copyright agreement at Berne was urged by Sigmond Romberg. He, as did Buck repeatedly, charged that piracy of copyrighted music was general and in many nations. Change the law as regards the \$250 minimum penalty for infringement of copyright, bring back conditions as they were prior to 1909, and that would mean the end of the society, Buck asserted. Repeatedly Buck returned to his assault on broadcasters, motion picture exhibitors and hotel managements which, he asserted, were getting copyrighted music practically without a cent of payment for the same. With composers, authors and producers receiving but

(See HOT COPYRIGHT on page 10)

NBC Station Sales Heads Hold a Meet

NEW YORK, March 2.—Meeting of sales managers of National Broadcasting Company owned and managed stations is being held here today and tomorrow. Out-of-town arrivals for the gathering are: H. A. Woodman, manager, and Linden K. Morrow, of KDKA; J. R. MacPherson, sales promotion manager of KOA; J. A. Holman, manager, and George Harde, sales promotion, of WBZ; Kolls Hager, manager, and A. MacDonald, sales promotion, of WGY; Emmett Callahan, sales manager, and John Dodge, salesman, of WRC-WMAL; Vernon H. Tribble, manager, and Howard Barton, sales promotion, of WTAM; Ernest C. Carleton, of WMAQ-WNER; David McKay, of KTO-KZO.

Roy C. Witmer, NBC sales head, will preside, and it is expected that Lenox R. Lohr, president, will take a look in also. At a sales department meeting held last week, Mr. Lohr intimated that there would be no sudden displacement of Witmer, but that due notice will be given of any contemplated new sales department head. This is taken to mean Witmer will remain in his present position indefinitely, if not permanently.

WMEX Moves Studios

BOSTON, Feb. 29.—WMEX moves this week from the Hotel Manger to its own building at 70 Brookline avenue. The new location will be known as Radio Center.

The station has been on the 18th floor of the Manger since October, 1934, but due to increased business, larger facilities were necessary. New spot has four studios and seven offices, compared with two studios and three offices in the old place. A feature of the Radio Center will be a raised control room in the center of the four studios so that it will be possible for control men to look down on the mike rooms.

CBS Outlet Loses Damage Suit As a Result of Switching K. C.

SHREVEPORT, La., Feb. 29.—Charging that the International Broadcasting Company, present operators of KWKH here, performed a breach of contract in consenting to move from half-time sharing of 850 k.c. channel to 1100 k.c., in order to allow WWL, New Orleans, the cleared full-time channel, the Hello World Broadcasting Company this week was victor in a breach of contract suit. A jury awarded \$21,500 damages to the Hello World Company and the judge of the court overruled objections to reading of the decision pending outcome of a motion by defense for a new trial which is at yet pending approval.

The verdict of the jury followed five days of hearing, during which time the Hello World witnesses testified that a contract between the present operators and the original owners, organized to run KWKH following the incapability of W. K. Henderson, did not allow the

WPG Jumps Up To Haunt Its Old Pal—CBS Chain

NEW YORK, Feb. 29.—Ostensibly a press stunt, Ed Wynn grabbed a little space in radio columns thru the expedient of himself paying the \$75 expense of stretching a wire to WPG in Atlantic City "so that his mother could hear" his Thursday night Plymouth program. All despite the supposed argument by engineers that WABC here and WCAU, Philadelphia, should be heard easily in Atlantic City.

CBS sales department figures this is no bargain, stunt or no stunt, and that just as much space would probably result if the \$75 in question had been used to buy Mr. Wynn's mother a new receiving set, by way of covering up the alleged inability to hear the high-powered CBS outlets in Atlantic City, or whatever the idea was. It is understood that neither the J. Stirling Gatchell Agency nor its client can see any cause to fear a kickback of some sort in the future.

Hylton to Real Silk and NBC

CHICAGO, Feb. 29.—Jack Hylton and his Continental Revue, now heard over the Columbia network for Standard Oil, complete their contract on April 4 and the following day they move to NBC for Real Silk Hosiery Mills, replacing the present *Life Is a Song* series, starring Countess Olga Albani. Alec Templeton, blind pianist-composer; Pat O'Malley, Irish tenor, and the other singers now heard with Hylton also will be on the new program, which will be on a Coast-to-Coast NBC-WJZ hookup.

One Product Two Contests

PHILADELPHIA, Feb. 29.—Van Molen, Inc., maker of mint-bichloride tablets, goes one better in spotting two contests on its initial radio try. In buying the Melody Man, a musical memory contest conducted on WFIL by Wayne Cody, listeners win theater tickets for guessing the five oldies played. Sponsor came on with a century note prize for the most three-letter words constructed out of the name of its product. All this in 15 minutes. Series started February 25, twice weekly for five weeks, Mays Agency handling the account.

Duncan at WGY

NEW YORK, Feb. 29.—Walter Duncan, of the NBC sales department here since May, 1933, has been appointed National Sales Representative at Schenectady, with supervision over upper New York State territory. He will make his headquarters at WGY, Schenectady NBC outlet.

WLS Retains Central Time

Listeners vote overwhelmingly against change—other stations to Eastern time

CHICAGO, Feb. 29.—WLS, 50,000-watt station which serves a huge rural audience, will remain on Central Standard Time after March 1, the date when Chicago's city council has decreed the city shall adopt Eastern Standard Time.

A poll of WLS listeners brought in a 65 to 1 vote against the switch in time. Chicago and suburbs alone voted 34 to 1 against the change. The exact figures in the Midwest vote were 65,718 against 1,211 for the change. WLS officials regarded this vote as a mandate from listeners. Weather, temperature, time, news, and above all, market reports services would be disrupted by the change, station executives pointed out.

"An estimated 7,500,000 people live outside the Chicago metropolitan area but within a 200-mile radius of the city," a WLS official told *The Billboard*. "We feel that we should be doing this vast population a serious injustice to conform to Eastern Standard Time schedules. We believe that by remaining on Central Standard Time we can best serve both our rural and urban listeners."

All other Chicago radio stations are adopting Eastern Standard Time, starting March 1.

ATT Again Granted Tele Cable Permit

WASHINGTON, D. C., Feb. 29.—Authority to begin practical experiments in radio television was given to the American Telephone and Telegraph Company and New York Bell Telephone Company Wednesday when the Federal Communications Commission granted the petitioners' request to construct coaxial cables between New York and Philadelphia.

In its decision the Commission laid down careful rules intended to prevent the newly granted privilege from becoming an AT&T monopoly and cautioned that organization against showing preferences of a suspicious nature to those who sought use of the cable for experiments of their own. In making it clear that similar privileges were open to all those who were interested in experimenting, the Commission removed many of the restrictions that heretofore have blocked television's progress.

It is expected that the new coaxial cable will make possible the transmission of images for much greater distances than now is possible, and, in the opinion of its developers, for that reason will be a considerable departure from existing communications systems. Construction on the new cable will start before July 1. Radio Corporation of America is the original tieup with ATT and it plans a series of booster tele stations.

Week of Dedicatory Shows Set for WHN Power Boost

NEW YORK, March 2.—WHN, which goes to 5,000 watts on March 9, has lined up an entire week of dedicatory programs, with a steady stream of speakers from all walks of life.

Pioneer outlet will also bring to the mike a powerful array of star talent, many of the artists having been heard over the station in its early days 13 years ago and more, and since that period. This will be in the nature of a reunion for many of the stars now heard on the networks. Numerous city officials will be on hand thruout the week, which also start a buildup of WHN after programs on a big scale, some of night features being programed for early p.m. periods.

WEB-AGENCY PRESS BANE

Canadian Amateurs To Be Brought Out

TORONTO, Feb. 29.—Major Bowes' Amateur Unit No. 1 played to capacity houses here despite very bad weather.

So much interest has been evinced, that J. J. Fitzgibbons, general manager of Famous Players, announced yesterday that his company will make special efforts to unearth the best of Canada's non-professional talent thru a series of amateur contests conducted by that circuit of theaters in various cities thruout the Dominion. The first of this series will take place in Toronto shortly. Present plans call for the establishment of downtown quarters for auditioning purposes.

Broadcasts will take place one night weekly over a local station direct from the stage of the Uptown Theater. When sufficient talent has been discovered a unit will be formed to tour important Ontario cities. All those selected will be given a contract for a stipulated number of weeks at a salary and transportation expenses.

It is planned to form an all-Canadian unit of amateur stars selected from all of Canada to make a Coast-to-Coast appearance.

New WCAU Sustainings

PHILADELPHIA, March 2.—Stan Lee Broza, WCAU program director, announces four new sustainers beginning today. Dan Kelly, Irish tenor, starts a new series Monday. Tuesday has *Tea Time With Gloria Brown*, featuring Doris Havens at the organ; Rae Eleanor Ball, violinist, and guest stars. Dorsey and Daley add another period of boy and girl stanzas on Wednesday, and the Continentals, orchestra directed by Jan Savitt, on Thursday. A number of other new programs are now in rehearsal.

WNAC Stakes Big Audience Claims

BOSTON, Feb. 29.—Yankee Network's key station, WNAC, has 22 per cent more listeners than the first competing NBC network station and 42.2 per cent more listeners than the second NBC station, according to a new scientific survey. WAAB, also Yankee Network, has, during the hours that the comparative stations are on the air, 20.3 per cent more listeners than the first competing local station and 83.2 per cent more than the fourth competing local station.

These figures, based on a 10-week survey, compose a scientifically accurate survey made by mechanically recording the stations dialed and the exact listening time for each program. The recording instrument used was perfected by Professor Robert Elder and Professor L. F. Woodruff, of the Massachusetts Institute of Technology. These figures represent the actual listening record of 1,000 families to 101,000 quarter-hour periods.

The recording instrument is a method of accurately measuring the listening habits of a particular family. It is attached to the set and the recording tape is calibrated by marking the positions of the key stations of the area. When the recorder is started the exact time is recorded on the tape, and after the instrument has operated for the desired length of time the stopping time is also recorded.

Harold Kemp has resigned from the NBC Artists Service, effective April 1. Additional info will be found in vaude department.

Announcers Love It

PHILADELPHIA, Feb. 29.—Chocolate Products, Inc., returns to the local spot broadcasting field on WFIL. Using the "Adventures of Buddy and Ginger" ET to plug its Stillicious Milk Drink for the next 21 weeks, tri-weekly 10-minute show started February 25. J. L. Sugden Agency handling the account.

Leap Year Gets a Break

NEW YORK, March 2.—Leap Year provided a fertile field for alert heads of stations' departments of special features. The three major networks capitalized upon the occasion in one way or another, all of which, of course, emphasized the paradoxical angle. Columbia staged a "Leap Out of Your Character" program, which featured incongruous proceedings, such as Loretta Lee going operatic, Howard Barlow playing "Tiger Rag," Guy Lombardo playing his fiddle, and a dramatization of "Humpty Dumpty" by the "March of Time" company.

Mutual contributed the idea of having a woman announce Orville Knapp's airing from the Waldorf-Astoria and "Shell Chateau" on NBC, joined the band wagon by having an all-femme guest star line-up.

Swing Music Fuss Being Set by WOR

NEW YORK, March 2.—A swing music stunt is being lined up by WOR and probably for the Mutual web as well, with a tentative lineup and date set, the latter being Sunday, March 8, at 10:30-11 p.m. K. K. Hansen, of Rockwell-O'Keefe, will be connotator as the boys go along. Band so far is as follows:

Louis Armstrong and Wingy Manone, trumpets; Stuff Smith, violin; Glen Gray, clarinet; Lennie Hayton, piano; Red Norval, xylophone; Ray Beauduc, drums; Stan Denis, bass, and George Van Epps, guitar. Vocal soloists are Bob Crosby and Mildred Bailey. There'll be no music in front of anybody.

Idea, if it goes thru, may be repeated, and was doped out by Lester Gottlieb, of WOR, as a special events broadcast.

General Mills Test Show

CHICAGO, Feb. 29.—General Mills is inaugurating a new test show March 2 over two stations, WJAS, Rochester, N. Y., and WIRE, Indianapolis. Title is *In-Laws* and show will be an electrical transcription. If the 13-week test proves satisfactory the show will be extended to other stations.

Pittsburgh a Sponsors' Paradise As Theatergoers Adulate Stars

PITTSBURGH, Feb. 29.—Radio stars are the most heavily demanded performers in this territory for theaters in spite of the fact that all commercial artists insist on plugging their sponsors during their appearance. A checkup of the last 40 attractions to play the Stanley Theater here, one of the leading stage and screen policy houses in the country, reveals that 32 weeks were headlined by one or more air celebrities. Publicity Director Joe Feldman explained that Stanley attractions are advertised as far as 50 miles around Pittsburgh, but only radio-exploited material produces any evidence of out-of-town trade.

With radios dotting both the rich districts and the slums, air names rank in popularity with the leading screen stars. The all-time box-office highs at the Stanley are held by Jack Benny and the Major Bowes amateur units, the only attractions, by the way, that necessitated the staging of more than four shows a day.

That sponsors are taking advantage of this popularity wave is indicated by the varied tieups they make with individual theaters playing their talent. When Phil Baker arrived in town for a week's engagement his sponsor prepared a welcome-to-town party at the William Penn Hotel that was attended by hundreds of notables. The sponsor's product was ballyhooed on valances, cards and cut-outs plastered in the ballroom where the affair was held. A similar welcome party was staged by Kate Smith's sponsor at

Networks and Agency Bureaus Continue To Duplicate Yarns

Radio firmly believes efficiency of both their own and other departments would be increased with right amount of co-operation and division of releases

NEW YORK, March 2.—Consistent and wholly unwarranted duplication of effort between the press departments of the networks and that of the advertising agencies appears to be wearing down a majority of the radio editors of dailies thruout the country and resulting in considerable waste of energy, time and money to all concerned. Chief complaint appears to be the "unintelligent use of the facilities of the well-organized network press bureaus" by the agency publicity powers that be. Altho the webs are not exactly desirous of going on record as putting up a squawk, they do feel that if the right amount of co-operation was put into effect, the efficiency of both the agency and their own bureaus could be increased 100 per cent. The co-op spirit is seemingly in effect and such arrangements always made when a new account takes to the air, yet in nearly every case the agency proceeds to shoot out stuff on its own with and without conferences on certain yarns and stunts, but most often failing to consult the network or station press bureau. In the course of its routine, the radio publicity men cover the angle in question with the result of duplication which encourages a toss toward the waste-paper basket in many spots thruout the country.

WHAM Commentator To Record Sports Interview

When Lowell MacMillan, WHAM's Kendall sports commentator, goes south to the baseball training camps this spring he will take with him George Driscoll, WHAM recording technician.

As MacMillan journeys among the camps Driscoll will accompany him to make records of the announcer's interviews with outstanding personalities.

Each day during the three weeks of travel MacMillan will send the recordings back to WHAM via air mail to be broadcast on the Kendall Sportcast, which is on the air daily except Sunday at 6 p.m.

MacMillan also visited the training camps last spring, but at that time written reports were mailed.

Tentative plans include visits to the various major and minor camps, but the main object will be to keep in contact with the Rochester International League club, the Rochester Red Wings.

The trip south is financed by the Kendall Refining Company and is MacMillan's own idea.

Fickett With BBD&O

NEW YORK, Feb. 29.—Ken Fickett, late of the WOR artist bureau, is set in the radio department of the Batten, Barton, Durstine & Osborn agency. Before going to WOR, where he held forth for the past few years, Fickett was with the Gotham ad agency.

Added to the agency-web status is that of the free-lance press agent for the artist or the account, and his stuff goes forth also in a steady stream to further add to the conflict and confusion. Obviously, it is pointed out, proper division of certain angles would cut down the overhead and increase the ultimate space in the various radio columns.

Radio Clips Beat Movies

Despite the handicaps involved, comparison between the average amount of clippings received by motion picture and radio stars is by far in favor of the latter. One movie star thought he had been getting huge batches of clippings from his bureau while in Hollywood, but upon being signed for a Coast-to-Coast hookup his clippings increased about 300 per cent. Altho more feature stuff is used by motion picture editors, radio is held down to little feature stuff in comparison and must deliver spot news after a fashion.

Also, a picture actor makes a picture once so often and the reels make the circuit of towns on first, second and third run, etc. On radio the same talent is in line for a break with every weekly show and the radio press bureaus have to keep shooting on the same names.

Columbia Broadcasting System's big staff here usually works by giving the men and women steady assignments to publicize certain accounts, artists or programs. National Broadcasting Company rotates assignments to its staff and includes considerable institutional stuff, whereas CBS goes in more for talent glorification. This is apart from purely trade angles as originating in sales promotion departments. NBC also takes the position that the press department is a service bureau willing to lend a

(See WEB AGENCY on page 9)

Material Protection Bureau

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

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

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

VICTOR Shell Oil Program.
WITH
AL JOLSON
YOUNG

WEAF, Saturday, 9:30-10:30 P.M. NBC Network.

EDDIE LEONARD, JR.

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

charles carlile

Now Playing De Luxe Loew Theatres.

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

JUDY CONRAD
AND HIS ORCHESTRA
99th Week on the Stage.
TOWER THEATRE, KANSAS CITY, MO.

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

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

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

DAVE HERMAN
AND HIS MUSIC
NOW ON TOUR

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

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

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

STATION NOTES
Address All Communications to the New York Office

"WHISPERING BILL" Collins, veteran radio artist on WJR, Detroit, for fifteen years, is taking a rest from the air after seven solid years with the *Shadowland Hour*. Collins, incidentally, is acclaimed as the originator of all modern crooning. He is planning to return to the air in a sponsored program.

WGST, Atlanta, for local furniture company, broadcasts Frankie and Johnny, *The Sidewalk Snoopers*, from sidewalk in front of station at noon daily. Humorous questions or riddles asked passers-by with souvenirs given each answerer.

KNOW, Austin, Tex., decided to take advantage of the fact that Joe Venuti, conductor and hot fiddler, was in town and arranged a special broadcast, only to be thwarted by the AFM local. Station got around it by interviewing Venuti and playing some of his records between the quips. Most listeners didn't know they were disks.

WCKY, Cincinnati, has inaugurated a new checking system on all programs by order of L. B. Wilson, president and general manager. Announcer on duty is now required to fill out a blank on each show whether electrical transcription or live talent, noting any errors or faults in announcing, production or transmission, with comments by both the program announcer and control operator. In addition the announcer gives his opinion on whether the program was 100 per cent, 90 or less. In the event of a complaint by a sponsor, for instance, a complete report is then available, apart from the ordinary notations on the day's log. Control room kibitzers are entirely out.

WPTF, Raleigh, N. C., contributed its help toward boosting the commercial progress of the city by airing the Hollywood opening of the local Walgreen drug

store. Leslie Biebl, staff announcer, acted as emcee and described the event as well as bring personalities to the mike.

KTUL, Tulsa, worked the 90th birthday of William Cody (Buffalo Bill) on February 26 with a half-hour dramatized show over the CBS network. Male chorus of 66 voices is to be featured as well as a 24-voice Indian glee club. Major Gordon Lillie (Pawnee Bill), friend of Cody and one-time partner, guest stars.

E. P. LEWIS CO. (Viva candy bar) is sponsoring *Hearts Adrift*, formerly a sustaining program on WCOP, Boston. Program fosters a friendship club, conducts a lost and found department for persons who have lost contacts with relatives and friends and sponsors a correspondence club for shut-ins. W. Cort Treat conducts the program.

LENA HENRY was a visitor at the Carnival desk, Cincinnati office, Friday. Years ago she had her own show on the road. Some 13 years back she went totally blind and has lately been singing at clubs, theaters and over the air. Recent Cincinnati dates include a number of engagements over WSAI, WCKY and WCPO. She has a likable personality and to her credit never attempts to get by on sympathy, preferring to work with her listeners unaware of her affliction.

PATRICK GOODE, owner of Radio Station WELI, of New Haven, Conn., and former executive of the old Poli vaudeville circuit, was this week appointed to the post of postmaster of New Haven.

KAY FOSTER, formerly with WOWO, of Fort Wayne, Ind., and WJR, Detroit, is new director of dramatics at WATR, Waterbury, Conn.

New Biz, Renewals

New York Area

NATURAL BLOOM, INC. (cigars), thru Montrose Advertising Agency; starts March 29, Sunday, Tuesday, Thursday, Saturday, 7-7:15 p.m., EST, for 39 weeks on WMCA. *Today's Baseball*.

HIGH-GRADE GAS RANGES AND REFRIGERATORS, INC., thru Sternfield-Godley; starts March 8, Sunday, 12:15-12:30 p.m., EST, for 13 weeks, on WMCA.

LUBOIL REFINING CO. (oil), thru Montrose Advertising Agency; starts March 5, Thursday, 12-12:15 p.m., EST, for 13 weeks on WMCA. *Household Hints*.

MAB MOTORS, INC., thru Ernest Davids; starts March 3, Tuesday and Thursday, 6:25-6:30 p.m., EST, for four weeks over WMCA. *Charlie, the Star Salesman*.

LOFT STORES, Inc., renewed for four more weeks, effective March 1, four times daily over WMCA. *News flashes—Garnett Marks*.

TAPPIN'S JEWELRY CO., thru Bess & Schillin, started March 2 for 52 weeks. Eleven 15-minute periods weekly over WNEW.

CROWELL PUBLISHING CO., thru Geyer-Cornell-Newell; renews from March 10, Tuesday, 9:30-9:45 a.m., EST, over WOR.

NORTHTRUP, KING & CO., thru Olmstead-Hewitt, Minneapolis; starts March 29, three times daily at noon, 4:30 p.m. and 11 p.m., EST, over WOR. Weather announcements.

CBS Accounts

CHRYSLER SALES CORP., thru Lee Anderson Co.; starts March 12, Thursday, 8-8:30 p.m., EST, on 21 basic stations, 16 supplementary and seven Coast stations, originating WABC. *Chrysler Airshow*, musical program.

NBC Accounts

STERLING PRODUCTS CO., thru Blackett-Sample-Hummert; started February 24, Monday thru Friday, 9-9:15 p.m., EST, over WEAF. *Old Doctor Jim*.

ELGIN WATCH CO., thru J. Walter Thompson; starts March 17, Tuesday, 10-10:30 p.m., EST, over WEAF and 59 stations. Musical program.

COX GELATIN CO., thru Joseph Katz

Co.; starts March 19, Thursday, 11-11:15 a.m., EST, on WJZ and four stations. *Jack Berch, the Kitchen Pirate*.

Chicago

CHAS. DENBY CIGARS, an MBS commercial originating at WLW called *Smoke Dreams*, taking Sundays from 2:45 to 3 p.m. for 12 weeks, started February 23. After March 1 program will be heard from 3:45 to 4 p.m. WGN.

CONTINENTAL OIL CO., thru Tracy-Locke-Dawson, Inc., New York, *Exploring America* with Carveth Wells, an electrical transcription taking Sundays from 10:15 to 10:45 a.m. for 13 weeks, beginning March 8 to and including May 31, 1936. WGN.

MENNEN CO., *Famous Jury Trials*, an MBS commercial fed by WLW taking Sunday and Monday from 9 to 9:30 p.m. Contract has been renewed to and including broadcast of Monday, December 21, 1936. WGN.

Philadelphia

WEISBROD-HESS BREWERY (beer), placed direct, started February 25 for three weeks, daily spot announcements. WIP.

VAN MOLON, Inc. (mint-bichloride tablets), thru Mays Agency, started February 25 for five weeks, Tuesday and Thursday, 6:15-6:30 p.m. Also daily spot announcements. Music memory contest. WFIL.

PHILADELPHIA BIRD FOOD CO., thru David E. Walsh Agency, starts March 2 for two weeks, six participations in Anice Ives program. WFIL.

CHOCOLATE PRODUCTS, Inc. (milk drink), thru J. L. Sugden Agency, started February 25 for 21 weeks, Monday, Wednesday and Friday, 5:20-5:30 p.m. Buddy and Ginger. ET. WFIL.

METRO ART STUDIOS (photos), thru Birmingham, Castleman & Pierce Agency, starts March 2 for four weeks, three participations weekly on Anice Ives program. WFIL.

Boston

S. A. SCHOENBRUNN & CO., thru Arthur H. Ashley, New York, 132 15-minute programs, five times weekly, starting March 2, ending Sept. 1. WAAB.

HAYWARD WINE & LIQUOR CO., thru David Malkiel, Boston, three weather reports, three times weekly, started February 24. WAAB.

OLIVA & BROWN, Inc. (dress shop),

"New King of Syncopation"
JIMMIE LUNCEFORD
AND HIS ORCHESTRA
Now Playing College Dance Dates,
Purdue University, La Fayette, Ind.,
March 7.
Direction,
HAROLD OXLEY,
17 E. 49th Street, New York, N. Y.

JACKIE MAYE
"The Night Club Nightingale."
INTERNATIONAL FAVORITE OF SONG.
Personal Direction ROBERT H. EDSON.

DON RICHARDS
AND HIS MUSIC
Smart Rhythm for the Smart Set



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

"MIKE"
DURSO
The Voice of the Golden Trombone
NOW ON TOUR



FRED YANKEE AND HIS
NOW ON TOUR.
SOCIETY SWING ORCHESTRA
Permanent Address—350 West End Ave.,
New York, N. Y.

LOU RAYMOND -Baritone
"Keep your eyes on a boy named Lou Raymond."—Nick Kenny, N. Y. Daily Mirror.
Now 14th week at the
VILLAGE NUT CLUB, New York

Now Playing at the
HICKORY HOUSE, NEW YORK
WINGY MANNONE
(The New Orleans Swing King and His Swing Band)
Exclusive Mgt. MILLS ARTISTS, INC.,
799 7th Avenue, New York City.

RAYMOND McCOLLISTER
"The Paganini of the Saxophone."
Featuring JAZZ, NOVELTY AND CONCERT SOLOS.
Address
The Billboard,
Dallas, Tex.
RKO ARTIST



direct, 10 100-word announcements participating in Dorothy Melvin's Charm Mirror, Wednesdays, started February 9 and ending April 22. WAAB.

PROGRAM REVIEWS

(EST Unless Otherwise Indicated)

Palace Credit Revue

Reviewed Wednesday, 12-12:30 p.m. Style—Vocalist and orchestra. Sponsor—Palace Credit Store. Station—KQV (Pittsburgh).

This program, a daily half-hour concoction of popular tunes played by a local orchestra, has proven highly popular with the luncheon crowds. Sponsored by a department store, the management claims an increase in sales from noon crowds, who are given special attention. Each musical number is followed by a commercial plug, selling a different angle each time. The commercial announcements are well handled by Herbert Morrison, his sales talks being sensible and carrying conviction.

J. Herbert Angell emcees the entertainment. The orchestra is under direction of Harry Baker, and the vocalizations are given an impressive delivery by Rudy (Hector) Humbertson. A weak link in this program is lack of variety, a half hour of pop tunes tending to become monotonous.

At this hearing the show gained speed with the band playing *Cosi, Cosa*, from the picture *A Night at the Opera*. Following a commercial announcement Hector sang *I Feel Like a Feather in the Breeze*, and ork followed with *An Earful of Music*. A bit of comedy with *Down at Uncle Bill's* preceded the next sales talk. Hector next offered *Dinner for One, Please, James*, followed by pop tunes, including *Dancing Feet, Double Trouble, Saddle Your Blues*, and *Shrine of Love*, a Mexican tune. S. H.

"Ziegfeld Follies of the Air"

Reviewed Saturday, 8-9 p.m. Style—Musical. Sponsor—Colgate-Palmolive-Peet Company. Station—WABC (CBS network).

Account changes its show from the recent operetta series to a "Ziegfeld Follies" of its own. Since the agency especially is kidding itself into believing it is really staging a Follies, it probably behooves this reviewer to get into the spirit of the occasion and ride along with the crowd. It is only fair to state that some kind of a jinx has followed the program's inception and the first show got along without Fannie Brice, who, it is bruited about, would like to forget she agreed to join the show. While such is the case, it is also unfair to give an important series a poor start and disappoint numerous listeners. However, most of the Ziegfeld shows were long on scenery and girls, while comedy often lagged. Ether producers most likely have done the same thing insofar as the studio audience is concerned, and so maintained the F.Z. tradition. And yet there was plenty of talent as to the entertainment angle if only there was less selling and self acknowledgment of the "hit" and more intelligent selling on behalf of the product. After all, radio itself made possible the phrase, "There are no more hicks." Why not be honest, even with the few remaining gullible folk?

Commercials might convince a silly gal here and there, but when a hired hand is called forth for a testimonial enough salt has to be taken with it to make it quite unpalatable. First instance had a Miss Dover tell about a director who first called her attention to Palmolive soap and told her about the natural oils in normal skins. Later Miss Dorothy Alton said she used Palmolive for hands and face but not for her bath until a week ago. She always thought she had to use a "strong" soap in order to attain a certain cleanliness or her idea of being fastidious. It really sounded much worse. Jean Paul King, ace announcer recruited from Chicago, could do a better job if given straight copy. At least it would sound more convincing. Offer is made for a scientific complexion brush, for three soap wrapper bands and a dime.

For the most part, the artists, collectively and individually, were okeh. James Melton, Patti Chapin, Jack Arthur, Gallagher and Shean (juniors), vocal group; Minerva Pious and others came thru in fine style. To Miss Pious fell the tough job of being "understudy" for Fannie Brice on short notice. It was a mistake to let her do the "Baby

Snooks" business, but her other Brice role fared much better. Miss Pious deserved a better break in being allotted material better suited to her particular style. Gus Haenschen conducted the orchestra in place of Al Goodman, who is ill. Rather annoying was the repetition of the sister act doing the heralding. Stage show where a legshow is thrown in makes such nuisances passable. Naturally, on the air their loveliness or shapely limbs goes for naught. Production otherwise was considerable of a hodge-podge. It would seem, however, that the addition of Miss Brice, with the right sort of material plus a more sensible production, would make a show worthy of all the effort put into it.

Second edition of the *Follies* proved to be more or less a new start, with the planned story of Alice F. Moore being worked into the continuity. She is an usher who aspires to go on the stage and Fannie Brice decided to help her. Miss Brice naturally improved the show several hundred per cent and on all of her appearances was terrific, including her Baby Snooks, one or two of her special songs and other comedy bits. Commercials were somewhat improved but still have room for further improvement. Page girls still on tap and Tiny Rufner as enthusiastic as ever. Psychological effect of the glorified Ziegfeld girl being tied up with the product ought to work out okeh provided the suggestion is allowed to sink in to some extent without it being literally rubbed in via dizzy credits. M. H.

"Hour of Charm"

Reviewed Sunday, 6-6:30 p.m. Style—Orchestra and singers. Sponsor—Sales Affiliates, Inc. Station—WABC (CBS network).

Zotos brings Phil Spitalny with his 30-piece all fem orchestra, Maxine and Evelyn, Three Little Words, vocal group and violin soloist. Half hour is a tuneful affair, revealing several excellent arrangements, the better ones being of the South American tang, such as rumbas and as in the case of the opening tune, a bolero version of a recent movie song hit. *Dark Eyes* was heard for the waltz and a medley of three songs by women writers further tied in the feminine angle. Two-girl piano trio came in for a short spiel and club singing did a good job of ballad. Musically the program was rich and the concertmistress or whoever pulls the catgut over the fiddle was plenty in evidence.

Credits are handled by Arlene Francis, pleasing and persuasive voiced, who does an excellent job of it and open to improvement with a little less of the melodramatic and gushiness. Zotos is a new-fangled method of giving women a permanent wave, minus the heat or water. First credit was dramatized and a woman having her hair done is called on the phone, goes over to answer it. Party at the other end is amazed that she can get out of the chair. Free test is offered, the listener, if interested sending for a card which entitles hearer to a Zotos treatment for one curl. Might not hurt to allow a half minute for local announcements of near-by licensed Zotos beauty shops, despite the card proposition. M. H. S.

Tell Sisters

Reviewed Friday, 7:30-7:45 p.m. Style—Vocal trio. Sponsor—Dr. Algose. Station—WFIL (Philadelphia).

Comprising Gladys, Jean and Kay Tell plus the piano accompaniment of Cliff Odenhall and Bert Balus' guitar strumming, on thrice weekly at dinner time stressing original arrangements and close harmony. This series supplants a script act sponsored by Dr. Algose during the past six years.

Gals, stepping out of a kiddie show two years ago, have been Coast to Coasting on both nets, and this is the first commercial show of their own. Voices blend well, arrangements have lots of zing and swing and makes for some swell ear harmony, but program falls short due to no fault of their own. Sponsor auditioned this layout last fall, but now that he's paying for it, production values seem to be forgotten. Piano and guitar ump-pahs are woefully weak. Gals would fare better with a stronger musical backup, weakness most noticeable when Gladys Tell does a solo tune. In addition an orchestral interlude would ease the monotony of a 15-minute swing singing session. And when caught, programing and selection of numbers might have been of wiser choice.

Plug is for tooth paste and an inference to visit the dentist. Original theme, *Show a Sunny Smile*, is carried over from the old program, Sunny Smile being the trade name for the tooth cleaner. Spieler is unconvincing, but fortunately the copy is brief and terse.

With a little dressing up this show can become an outstander in the local field and a money maker for the D. D. S., for the Tell Sisters decidedly have what it takes. ORO.

Boston Notes

BOSTON, Feb. 29.—Terry O'Toole, commentator on the Community Dentists' Irish Echoes program, says he has hit the headlines in his home town of Ballymena, County Astrim, Ireland. A page-one story of his success with the Yankee Network appeared recently and now he is expecting to hear of a Terry O'Toole Day.

Ruth Mess nearly went coo-coo the other night when John Boles, whom she was to interview over WNAC, didn't show up until two minutes before the broadcast.

John Rushworth, production man at WEEL, advances the theory that in rehearsing a program the production man should never be in a position to see what is going on in the studio; he should merely listen.

Vic Whitman, of WEEL, back from a hop to New York, where he stayed with the three bachelors, Ed Herlihy, Frank Gallop and Russ Dorr. The trio is homesick for WEEL, Vic says.

The Julep Cigarette contest on WEEL is swamping the station with mail. It appears that E. B. Rideout, weather man, has an extensive audience. New Hampshire farmers base their plans almost entirely on E. B.'s forecasts.

Ray Perkins' Amateur Show is heard over WNAC since his switch of networks. Ray is a Boston boy.

Earl Lawrence, Yankee Network baritone, is doing his stuff at a week's engagement at the Capitol Theater, Lynn.

Prince Macaroni Company is sponsoring a new amateur program over WAAB on Thursday afternoon at 5:45. Amateurs are auditioned at the Kasper-Gordon studios on Wednesdays, with

those showing the most promise getting a break on the Thursday broadcasts. Wrist watches go to the winners, who are then assembled into a unit which has been booked into a group of New England picture houses. Several of such units are planned. Theaters using the units get free air plugs from the station. Prince Macaroni also has contracted for the Bill Gilbert transcription programs over WAAB on Monday and Wednesday.

WEB AGENCY

(Continued from page 7)
hand to anyone seeking information it is able to dispense.

So far none of the agencies has restricted the webs from sending stuff out, nor made the request that it should be left to handle its own radio program publicity. Personal contact with editors is also made by the various pressmen with the result that exclusive items crop up to create further trouble for many sources.

Publicity departments with nearly all of the agencies is coincidental with the coming of age of radio advertising. In the past the public relations man with an agency was kept to see that certain items were kept out of the papers and there was no fear or worry about publicity not getting into the papers in connection with accounts or clients. Most of the staid agencies didn't want any publicity; they wanted the client to pay for his space.

Currently every agency that means anything at all and has its radio accounts has a good staff in its press department, many of the members recruited from network press departments. The usual method of operation is a seemingly close co-operation, one that is not born out in actual practice.

AGENTS RUMORED

(Continued from page 4)
band agents approached knew definitely who was in the movement, however.

Latest addition to list of licensed agencies include:

California—John Ramage, Bakersfield.
Colorado—Harry Weiss, Denver. Hugh H. Blackstone, Grand Junction.

Connecticut—James H. Nagle, Hamden. Thorp L. McClusky, Hartford. Charles Kennedy, New Haven.

Florida—Palm Beach Artists & Music Bureau, West Palm Beach.

Idaho—Columbia Booking Service, Boise.

Illinois—Spamer and Associates, Associated Orchestras, Chicago.

Indiana—Matthew Dickerson, Indianapolis. Robert J. Armstrong, Michigan City.

Iowa—Ted R. Hammer, Burlington. Orville Foster, Howard A. Miller, Des Moines. Weldon Stark, Stratford.

Kansas—John Antonello, Lawrence. Massachusetts—John Liner, Boston. Antone Braga, New Bedford.

Michigan—Arthur G. Bowes, Pontiac. Minnesota—Tiny Bostic, Pipestone.

Missouri—Mrs. Evelyn S. Cox, Kansas City. Severns-Corcoran Theatrical Agency, Leslie Durst, St. Louis.

Montana—Al Nielson, Billings.

Nebraska—Charles Parkening, Elkhorn. New Jersey—Universal Enterprises Company, Inc., Atlantic City. WCAM Entertainment Service, Camden.

New York—Associated Orchestra Service, Albany. H. V. Schuster, Buffalo. John D. Hayes, Hoosick Halls. Lou Hackett, Johnson City. National Student Federation, Jack Pomeroy Productions, Radio Orchestra Corporation, Solomon and Hart, Frank F. Herz, Arthur Crossman, Frederick Mayer, Paul Small, Inc., Mrs. Gertrude L. Earl, Zachary C. Ross, George B. Evans, Harry A. Shea, Jack Mandel, New York City. Alden Enterprises, Syracuse.

North Carolina—Cy Mitchell, Charlotte.

Ohio—United Music Service, Alliance. Phillip G. Smith, Athens. General Program Service, Inc., Cincinnati. National Booking Agency, Chuck Peters, Cleveland. Shearer and Shearer, Columbus. Ross Brothers, Waynesburg. L. A. Cavalier Jr., Youngstown.

Pennsylvania—Saverio Grande, Farrell. Gene P. Otto, Harrisburg. Betty Meeker, Johnstown. Robert M. Reese, United Orchestra Service, Blum-Thomas, Albert B. Myers Jr., Norman Graham, Jan Rudow, Daniel J. McGarrigan, Philadelphia. Maude Ingersoll, Pittsburgh.

Texas—C. B. Potter, Dallas. L. Lee Water, Houston. Central Texas Orchestra Service, Lampasas.

Wisconsin—August L. Morin, Kenosha. Carl Gauper, LaCrosse. Midwest Amusement Company, Marinette.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, February 21, to Thursday, February 27, both dates inclusive.

Shooting High	29	Goody, Goody	14
It's Been So Long	26	Got My Fingers Crossed	14
Lights Out	26	Gotta Go to Work Again	13
Gonna Write Myself a Letter	24	Let Yourself Go	13
Alone at a Table For Two	23	Green Fields and Blue Birds	13
Feather in a Breeze	23	Beautiful Lady in Blue	12
You Hit the Spot	23	If You Love Me	12
Alone	21	The Day I Let You Get Away	12
Cling To Me	19	Saddle Your Blues	11
So This Is Heaven	18	Yours Truly Is Truly Yours	11
Building Up to an Awful Letdown	17	Life Begins When You're in Love	10
West Wind	17	My Romance	10
What's the Name of That Song?	16	Hawaiian Paradise	8

VICTOR Shell Oil Program.
WITH
AL JOLSON
YOUNG

WEAF, Saturday, 9:30-10:30 P.M. NBC Network.

EDDIE LEONARD, JR.

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

charles carlile
Now Playing De Luxe Loew Theatres.

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

JUDY CONRAD
AND HIS ORCHESTRA
99th Week on the Stage.
TOWER THEATRE, KANSAS CITY, MO.

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

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

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

DAVE HERMAN
AND HIS MUSIC
NOW ON TOUR

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

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

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

STATION NOTES
Address All Communications to the New York Office

"WHISPERING BILL" Collins, veteran radio artist on WJR, Detroit, for fifteen years, is taking a rest from the air after seven solid years with the *Shadowland Hour*. Collins, incidentally, is acclaimed as the originator of all modern crooning. He is planning to return to the air in a sponsored program.

WGST, Atlanta, for local furniture company, broadcasts Frankie and Johnny, *The Sidewalk Snoopers*, from sidewalk in front of station at noon daily. Humorous questions or riddles asked passers-by with souvenirs given each answer.

KNOW, Austin, Tex., decided to take advantage of the fact that Joe Venuti, conductor and hot fiddler, was in town and arranged a special broadcast, only to be thwarted by the AFM local. Station got around it by interviewing Venuti and playing some of his records between the quips. Most listeners didn't know they were disks.

WCKY, Cincinnati, has inaugurated a new checking system on all programs by order of L. B. Wilson, president and general manager. Announcer on duty is now required to fill out a blank on each show whether electrical transcription or live talent, noting any errors or faults in announcing, production or transmission, with comments by both the program announcer and control operator. In addition the announcer gives his opinion on whether the program was 100 per cent, 90 or less. In the event of a complaint by a sponsor, for instance, a complete report is then available, apart from the ordinary notations on the day's log. Control room kibitzers are entirely out.

WPTF, Raleigh, N. C., contributed its help toward boosting the commercial progress of the city by airing the Hollywood opening of the local Walgreen drug

store. Leslie Biebl, staff announcer, acted as emcee and described the event as well as bring personalities to the mike.

KTUL, Tulsa, worked the 90th birthday of William Cody (Buffalo Bill) on February 26 with a half-hour dramatized show over the CBS network. Male chorus of 66 voices is to be featured as well as a 24-voice Indian glee club. Major Gordon Lillie (Pawnee Bill), friend of Cody and one-time partner, guest stars.

E. P. LEWIS CO. (Viva candy bar) is sponsoring *Hearts Adrift*, formerly a sustaining program on WCOP, Boston. Program fosters a friendship club, conducts a lost and found department for persons who have lost contacts with relatives and friends and sponsors a correspondence club for shut-ins. W. Cort Treat conducts the program.

LENA HENRY was a visitor at the Carnival desk, Cincinnati office, Friday. Years ago she had her own show on the road. Some 13 years back she went totally blind and has lately been singing at clubs, theaters and over the air. Recent Cincinnati dates include a number of engagements over WSAI, WCKY and WCPO. She has a likable personality and to her credit never attempts to get by on sympathy, preferring to work with her listeners unaware of her affliction.

PATRICK GOODE, owner of Radio Station WELI, of New Haven, Conn., and former executive of the old Poli vaudeville circuit, was this week appointed to the post of postmaster of New Haven.

KAY FOSTER, formerly with WOWO, of Fort Wayne, Ind., and WJR, Detroit, is new director of dramatics at WATR, Waterbury, Conn.

New Biz, Renewals
New York Area

NATURAL BLOOM, INC. (cigars), thru Montrose Advertising Agency; starts March 29, Sunday, Tuesday, Thursday, Saturday, 7-7:15 p.m., EST, for 39 weeks on WMCA. *Today's Baseball*.

HIGH-GRADE GAS RANGES AND REFRIGERATORS, INC., thru Sternfield-Godley; starts March 8, Sunday, 12:15-12:30 p.m., EST, for 13 weeks, on WMCA.

LUBOIL REFINING CO. (oil), thru Montrose Advertising Agency; starts March 5, Thursday, 12-12:15 p.m., EST, for 13 weeks on WMCA. *Household Hints*.

MAB MOTORS, INC., thru Ernest Davids; starts March 3, Tuesday and Thursday, 6:25-6:30 p.m., EST, for four weeks over WMCA. *Charlie, the Star Salesman*.

LOFT STORES, Inc., renewed for four more weeks, effective March 1, four times daily over WMCA. *News flashes—Garnett Marks*.

TAPPIN'S JEWELRY CO., thru Bess & Schillin, started March 2 for 52 weeks. Eleven 15-minute periods weekly over WNEW.

CROWELL PUBLISHING CO., thru Geyer - Cornell - Newell; renews from March 10, Tuesday, 9:30-9:45 a.m., EST, over WOR.

NORTHROP, KING & CO., thru Olmstead-Hewitt, Minneapolis; starts March 29, three times daily at noon, 4:30 p.m. and 11 p.m., EST, over WOR. Weather announcements.

CBS Accounts
CHRYSLER SALES CORP., thru Lee Anderson Co.; starts March 12, Thursday, 8-8:30 p.m., EST, on 21 basic stations, 16 supplementary and seven Coast stations, originating WABC. *Chrysler Airshow*, musical program.

NBC Accounts
STERLING PRODUCTS CO., thru Blackett-Sample-Hummert; started February 24, Monday thru Friday, 9-9:15 p.m., EST, over WEAF. *Old Doctor Jim*.
ELGIN WATCH CO., thru J. Walter Thompson; starts March 17, Tuesday, 10-10:30 p.m., EST, over WEAF and 59 stations. Musical program.

COX GELATIN CO., thru Joseph Katz

Co.; starts March 19, Thursday, 11-11:15 a.m., EST, on WJZ and four stations. *Jack Berch, the Kitchen Pirate*.

Chicago
CHAS. DENBY CIGARS, an MBS commercial originating at WLW called *Smoke Dreams*, taking Sundays from 2:45 to 3 p.m. for 12 weeks, started February 23. After March 1 program will be heard from 3:45 to 4 p.m. WGN.
CONTINENTAL OIL CO., thru Tracy-Locke-Dawson, Inc., New York, *Exploring America* with Carveth Wells, an electrical transcription taking Sundays from 10:15 to 10:45 a.m. for 13 weeks, beginning March 8 to and including May 31, 1936. WGN.

MENNEN CO., *Famous Jury Trials*, an MBS commercial fed by WLW taking Sunday and Monday from 9 to 9:30 p.m. Contract has been renewed to and including broadcast of Monday, December 21, 1936. WGN.

Philadelphia
WEISBROD-HESS BREWERY (beer), placed direct, started February 25 for three weeks, daily spot announcements. WIP.

VAN MOLON, Inc. (mint-bichloride tablets), thru Mays Agency, started February 25 for five weeks, Tuesday and Thursday, 6:15-6:30 p.m. Also daily spot announcements. Music memory contest. WFIL.

PHILADELPHIA BIRD FOOD CO., thru David E. Walsh Agency, starts March 2 for two weeks, six participations in Anice Ives program. WFIL.

CHOCOLATE PRODUCTS, Inc. (milk drink), thru J. L. Sugden Agency, started February 25 for 21 weeks, Monday, Wednesday and Friday, 5:20-5:30 p.m. Buddy and Ginger. ET. WFIL.

METRO ART STUDIOS (photos), thru Birmingham, Castleman & Pierce Agency, starts March 2 for four weeks, three participations weekly on Anice Ives program. WFIL.

Boston
S. A. SCHOENBRUNN & CO., thru Arthur H. Ashley, New York, 132 15-minute programs, five times weekly, starting March 2, ending Sept. 1. WAAB.
HAYWARD WINE & LIQUOR CO., thru David Malkiel, Boston, three weather reports, three times weekly, started February 24. WAAB.
OLIVA & BROWN, Inc. (dress shop),

"New King of Syncopation"
JIMMIE LUNCEFORD
AND HIS ORCHESTR
Now Playing College Dance Dates,
Purdue University, La Fayette, Ind.
March 7.
Direction,
HAROLD OXLEY,
17 E. 49th Street, New York, N.

JACKIE MAY
"The Night Club Nightingale."
INTERNATIONAL FAVORITE OF SONG
Personal Direction ROBERT H. EDSON

DON RICHARDS
AND HIS MUSIC
Smart Rhythm for the Smart Set

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

"MIKE"
DURSO
The Voice of the Golden Trombone
NOW ON TOUR.

FRED YANKEE
NOW ON TOUR.
SOCIETY SWING ORCHESTRA
Permanent Address—350 West End Ave.
New York, N. Y.

LOU RAYMOND - Baritone
"Keep your eyes on a boy named Lou Raymond."—Nick Kenny, N. Y. Daily Mirror
Now 14th week at the VILLAGE NUT CLUB, New York

Now Playing at the HICKORY HOUSE, NEW YORK
WINGY MANNORE
(The New Orleans Swing King and His S. Band)
Exclusive Mgt. MILLS ARTISTS, INC.
799 7th Avenue, New York

RAYMOND McCOLLISTER
"The Pagan of the Saxophone"
Featuring JAZZ, NOVELTY AND CONCERT SOLOS.
Address The Billboard, Dallas, Texas
RKO ARTIST

direct, 10 100-word announcements participating in Dorothy Melvin's *Carm Mirror*, Wednesdays, started February 7 and ending April 22. WAAB.

PROGRAM REVIEWS

(EST Unless Otherwise Indicated)

Palace Credit Revue

Reviewed Wednesday, 12-12:30 p.m. Style—Vocalist and orchestra. Sponsor—Palace Credit Store. Station—KQV (Pittsburgh).

This program, a daily half-hour concoction of popular tunes played by a local orchestra, has proven highly popular with the luncheon crowds. Sponsored by a department store, the manager claims an increase in sales from the crowds, who are given special attention. Each musical number is followed by a commercial plug, selling a different angle each time. The commercial announcements are well handled by Heret Morrison, his sales talks being simple and carrying conviction.

J. Herbert Angell emcees the entertainment. The orchestra is under direction of Harry Baker, and the vocalizations are given an impressive delivery by Rudi (Hector) Humbertson. A weak link in his program is lack of variety, a half hour of pop tunes tending to become monotonous.

At the hearing the show gained speed with the band playing *Cosi, Cosa*, from the picture *A Night at the Opera*. Following a commercial announcement Hector sang *I Feel Like a Feather in the Bree*, and then followed with *An Earful Music*. A bit of comedy with *Down a Uncle Bill's* preceded the next sales talk. Hector next offered *Dinner for One Please, James*, followed by pop tunes, including *Dancing Feet*, *Double Trouble Saddle Your Blues*, and *Shrine of Love*, Mexican tune. S. H.

"Ziegfeld Follies of the Air"

Reviewed Saturday, 8-9 p.m. Style—Musical. Sponsor—Colgate-Palmolive-Feet Company. Station—WABC (CBS network).

Account changes its show from the recent *Arletta* series to a "Ziegfeld Follies" of its own. Since the agency especially is bidding itself into believing it is really staging a Follies, it probably behooves this reviewer to get into the spirit of the occasion and ride along with the crowd. It is only fair to state that so kind of a jinx has followed the program's inception and the first show goes along without Fannie Brice, who, it is bruited about, would like to forget she is agreed to join the show. While this is the case, it is also unfair to give an important series a poor start and disappoint numerous listeners. However, most of the Ziegfeld shows were long on scenery and girls, while comedy is often staged. Either producers most likely have done the same thing insofar as to studio audience is concerned, and so maintained the F.Z. tradition. And yet there was plenty of talent as to the entertainment angle if only there was less selling and self acknowledgment of a "hit" and more intelligent selling on behalf of the product. After all, radio itself made possible the phrase, "There are no more hicks." Why not be honest even with the few remaining gullible folk?

Commercials might convince a silly gal here and there, but when a hired hand is called forth for a testimonial enough it has to be taken with it to make it quite unpalatable. First instance had a Miss Dover tell about a director who first called her attention to Palmolive soap and told her about the natural oils in normal skins. Later Miss Dohy Alton said she used Palmolive for hands and face but not for her bath until a week ago. She always thought she had to use a "strong" soap in order to attain a certain cleanliness or her idea of being fastidious. It really sounded much worse. Jean Paul King, ace announcer recruited from Chicago, could do a better job if given straight copy. At least it would sound more convincing. Offer is made for a scientific complexion brush, for three soap wrapper ends and a dime.

For the most part, the artists, collectively and individually, were o.k. James Mason, Patti Chapin, Jack Arthur, Gallagher and Shean (juniors), vocal group; Inerva Plous and others came thru in the style. To Miss Plous fell the tough job of being "understudy" for Fannie Brice on short notice. It was a mistake to let her do the "Baby

Snooks" business, but her other Brice role fared much better. Miss Plous deserved a better break in being allotted material better suited to her particular style. Gus Haenschen conducted the orchestra in place of Al Goodman, who is ill. Rather annoying was the repetition of the sister act doing the heralding. Stage show where a legshow is thrown in makes such nuisances passable. Naturally, on the air their loveliness or shapely limbs goes for naught. Production otherwise was considerable of a hodge-podge. It would seem, however, that the addition of Miss Brice, with the right sort of material plus a more sensible production, would make a show worthy of all the effort put into it.

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"Hour of Charm"

Reviewed Sunday, 6-6:30 p.m. Style—Orchestra and singers. Sponsor—Sales Affiliates, Inc. Station—WABC (CBS network).

Zotos brings Phil Spitalny with his 30-piece all fem orchestra, Maxine and Evelyn, Three Little Words, vocal group and violin soloist. Half hour is a tuneful affair, revealing several excellent arrangements, the better ones being of the South American tang, such as rumbas and as in the case of the opening tune, a bolero version of a recent movie song hit. *Dark Eyes* was heard for the waltz and a medley of three songs by women writers further tied in the feminine angle. Two-girl piano also came in for a short spiel and a glee club singing did a good job of pop ballad. Musically the program was rich and the concertmistress or whoever pulls the catgut over the fiddle was plenty in evidence.

Credits are handled by Arlene Francis, pleasing and persuasive voiced, who does an excellent job of it and open to improvement with a little less of the melodramatic and gushiness. Zotos is a new-fangled method of giving women a permanent wave, minus the heat or water. First credit was dramatized and a woman having her hair done is called on the phone, goes over to answer it. Party at the other end is amazed that she can get out of the chair. Free test is offered, the listener, if interested sending for a card which entitles hearer to a Zotos treatment for one curl. Might not hurt to allow a half minute for local announcements of near-by licensed Zotos beauty shops, despite the card proposition. M. H. S.

Tell Sisters

Reviewed Friday, 7:30-7:45 p.m. Style—Vocal trio. Sponsor—Dr. Algose. Station—WFIL (Philadelphia).

Comprising Gladys, Jean and Kay Tell plus the piano accompaniment of Cliff Odenhall and Bert Balus' guitar strumming, on thrice weekly at dinner time stressing original arrangements and close harmony. This series supplants a script act sponsored by Dr. Algose during the past six years.

Gals, stepping out of a kiddie show two years ago, have been Coast to Coast-ing on both nets, and this is the first commercial show of their own. Voices blend well, arrangements have lots of zing and swing and makes for some swell ear harmony, but program falls short due to no fault of their own. Sponsor auditioned this layout last fall, but now that he's paying for it, production values seem to be forgotten. Piano and guitar ump-pahs are woefully weak. Gals would fare better with a stronger musical backup, weakness most noticeable when Gladys Tell does a solo tune. In addition an orchestral interlude would ease the monotony of a 15-minute swing singing session. And when caught, programing and selection of numbers might have been of wiser choice.

Plug is for tooth paste and an interference to visit the dentist. Original theme, *Show a Sunny Smile*, is carried over from the old program, Sunny Smile being the trade name for the tooth cleaner. Spieler is unconvincing, but fortunately the copy is brief and terse.

With a little dressing up this show can become an outstander in the local field and a money maker for the D. D. S. for the Tell Sisters decidedly have what it takes. ORO.

Boston Notes

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AGENTS RUMORED

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You Hit the Spot	23	If You Love Me	12
Alone	21	The Day I Let You Get Away	12
Cling To Me	19	Saddle Your Blues	11
So This Is Heaven	18	Yours Truly Is Truly Yours	11
Building Up to an Awful Letdown	17	Life Begins When You're in Love	10
West Wind	17	My Romance	10
What's the Name of That Song?	16	Hawaiian Paradise	8

VICTOR Shell Oil Program.
WITH **AL JOLSON**
YOUNG

WEAF, Saturday, 9:30-10:30 P.M. NBC Network.

EDDIE LEONARD, JR.

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

charles carlile
Now Playing De Luxe Loew Theatres.

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

JUDY CONRAD
AND HIS ORCHESTRA
99th Week on the Stage.
TOWER THEATRE, KANSAS CITY, MO.

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

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

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

DAVE HERMAN
AND HIS MUSIC
NOW ON TOUR

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

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

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

STATION NOTES

Address All Communications to the New York Office

"WHISPERING BILL" Collins, veteran radio artist on WJR, Detroit, for fifteen years, is taking a rest from the air after seven solid years with the *Shadowland Hour*. Collins, incidentally, is acclaimed as the originator of all modern crooning. He is planning to return to the air in a sponsored program.

WGST, Atlanta, for local furniture company, broadcasts Frankie and Johnny. *The Sidewalk Snoopers*, from sidewalk in front of station at noon daily. Humorous questions or riddles asked passers-by with souvenirs given each answerer.

KNOW, Austin, Tex., decided to take advantage of the fact that Joe Venuti, conductor and hot fiddler, was in town and arranged a special broadcast, only to be thwarted by the AFM local. Station got around it by interviewing Venuti and playing some of his records between the quips. Most listeners didn't know they were disks.

WCKY, Cincinnati, has inaugurated a new checking system on all programs by order of L. B. Wilson, president and general manager. Announcer on duty is now required to fill out a blank on each show whether electrical transcription or live talent, noting any errors or faults in announcing, production or transmission, with comments by both the program announcer and control operator. In addition the announcer gives his opinion on whether the program was 100 per cent, 90 or less. In the event of a complaint by a sponsor, for instance, a complete report is then available, apart from the ordinary notations on the day's log. Control room kibitzers are entirely out.

WPTF, Raleigh, N. C., contributed its help toward boosting the commercial progress of the city by airing the Hollywood opening of the local Walgreen drug

store. Leslie Biebl, staff announcer, acted as emcee and described the event as well as bring personalities to the mike.

KTUL, Tulsa, worked the 90th birthday of William Cody (Buffalo Bill) on February 26 with a half-hour dramatized show over the CBS network. Male chorus of 66 voices is to be featured as well as a 24-voice Indian glee club. Major Gordon Lillie (Pawnee Bill), friend of Cody and one-time partner, guest stars.

E. P. LEWIS CO. (Viva candy bar) is sponsoring *Hearts Adrift*, formerly a sustaining program on WCOP, Boston. Program fosters a friendship club, conducts a lost and found department for persons who have lost contacts with relatives and friends and sponsors a correspondence club for shut-ins. W. Cort Treat conducts the program.

LENA HENRY was a visitor at the Carnival desk, Cincinnati office, Friday. Years ago she had her own show on the road. Some 13 years back she went totally blind and has lately been singing at clubs, theaters and over the air. Recent Cincinnati dates include a number of engagements over WSAI, WCKY and WCPO. She has a likable personality and to her credit never attempts to get by on sympathy, preferring to work with her listeners unaware of her affliction.

PATRICK GOODE, owner of Radio Station WELI, of New Haven, Conn., and former executive of the old Poli vaudeville circuit, was this week appointed to the post of postmaster of New Haven.

KAY FOSTER, formerly with WOWO, of Fort Wayne, Ind., and WJR, Detroit, is new director of dramatics at WATR, Waterbury, Conn.

New Biz, Renewals

New York Area

NATURAL BLOOM, INC. (cigars), thru Montrose Advertising Agency; starts March 29, Sunday, Tuesday, Thursday, Saturday, 7-7:15 p.m., EST, for 39 weeks on WMCA. *Today's Baseball*.

HIGH-GRADE GAS RANGES AND REFRIGERATORS, INC., thru Sternfield-Godley; starts March 8, Sunday, 12:15-12:30 p.m., EST, for 13 weeks, on WMCA.

LUBOIL REFINING CO. (oil), thru Montrose Advertising Agency; starts March 5, Thursday, 12-12:15 p.m., EST, for 13 weeks on WMCA. *Household Hints*.

MAB MOTORS, INC., thru Ernest Davids; starts March 3, Tuesday and Thursday, 6:25-6:30 p.m., EST, for four weeks over WMCA. *Charlie, the Star Salesman*.

LOFT STORES, Inc., renewed for four more weeks, effective March 1, four times daily over WMCA. *News flashes—Garnett Marks*.

TAPPIN'S JEWELRY CO., thru Bess & Schilin, started March 2 for 52 weeks. Eleven 15-minute periods weekly over WNEW.

CROWELL PUBLISHING CO., thru Geyer - Cornell - Newell; renews from March 10, Tuesday, 9:30-9:45 a.m., EST, over WOR.

NORTHROP, KING & CO., thru Olmstead-Hewitt, Minneapolis; starts March 29, three times daily at noon, 4:30 p.m. and 11 p.m., EST, over WOR. Weather announcements.

CBS Accounts

CHRYSLER SALES CORP., thru Lee Anderson Co.; starts March 12, Thursday, 8-8:30 p.m., EST, on 21 basic stations, 16 supplementary and seven Coast stations, originating WABC. *Chrysler Airshow*, musical program.

NBC Accounts

STERLING PRODUCTS CO., thru Blackett-Sample-Hummert; started February 24, Monday thru Friday, 9-9:15 p.m., EST, over WEAF. *Old Doctor Jim*.

ELGIN WATCH CO., thru J. Walter Thompson; starts March 17, Tuesday, 10-10:30 p.m., EST, over WEAF and 59 stations. Musical program.

COX GELATIN CO., thru Joseph Katz

Chicago

Co.; starts March 19, Thursday, 11-11:15 a.m., EST, on WJZ and four stations. *Jack Berch, the Kitchen Pirate*.

CHAS. DENBY CIGARS, an MBS commercial originating at WLW called *Smoke Dreams*, taking Sundays from 2:45 to 3 p.m. for 12 weeks, started February 23. After March 1 program will be heard from 3:45 to 4 p.m. WGN.

CONTINENTAL OIL CO., thru Tracy-Locke-Dawson, Inc., New York, *Exploring America* with Carveth Wells, an electrical transcription taking Sundays from 10:15 to 10:45 a.m. for 13 weeks, beginning March 8 to and including May 31, 1936. WGN.

MENNEN CO., *Famous Jury Trials*, an MBS commercial fed by WLW taking Sunday and Monday from 9 to 9:30 p.m. Contract has been renewed to and including broadcast of Monday, December 21, 1936. WGN.

Philadelphia

WEISBROD-HESS BREWERY (beer), placed direct, started February 25 for three weeks, daily spot announcements. WIP.

VAN MOLON, Inc. (mint-bichloride tablets), thru Mays Agency, started February 25 for five weeks, Tuesday and Thursday, 6:15-6:30 p.m. Also daily spot announcements. Music memory contest. WFIL.

PHILADELPHIA BIRD FOOD CO., thru David E. Walsh Agency, starts March 2 for two weeks, six participations in Anice Ives program. WFIL.

CHOCOLATE PRODUCTS, Inc. (milk drink), thru J. L. Sugden Agency, started February 25 for 21 weeks, Monday, Wednesday and Friday, 5:20-5:30 p.m. Buddy and Ginger. ET. WFIL.

METRO ART STUDIOS (photos), thru Birmingham, Castleman & Pierce Agency, starts March 2 for four weeks, three participations weekly on Anice Ives program. WFIL.

Boston

S. A. SCHOENBRUNN & CO., thru Arthur H. Ashley, New York, 132 15-minute programs, five times weekly, starting March 2, ending Sept. 1. WAAB.

HAYWARD WINE & LIQUOR CO., thru David Malkiel, Boston, three weather reports, three times weekly, started February 24. WAAB.

OLIVA & BROWN, Inc. (dress shop),

"New King of Syncopation"

JIMMIE LUNCEFORD

AND HIS ORCHESTRA

Now Playing College Dance Dates, Purdue University, La Fayette, Ind. March 7.
Direction, HAROLD OXLEY,
17 E. 49th Street, New York, N.

JACKIE MAY

"The Night Club Nightingale."
INTERNATIONAL FAVORITE OF SONG
Personal Direction ROBERT H. EDSON

DON RICHARDS
AND HIS MUSIC



Smart Rhythm for the Smart Set

FRANK ANITA JOE
ROSS • PIERRE • SCHUSTER

THE BIG BROADCAST OF 1936

NOW ON TOUR

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

"MIKE" **DURSO**

The Voice of the Golden Trombone
NOW ON TOUR.



FRED YANKEE
NOW ON TOUR.
SOCIETY SWING ORCHESTRA
Permanent Address—350 West End Ave., New York, N. Y.

LOU RAYMOND - Baritone

"Keep your eyes on a boy named Lou Raymond."—Nick Kenny, N. Y. Daily Mirror

Now 14th week at the VILLAGE NUT CLUB, New York

Now Playing at the **HICKORY HOUSE, NEW YORK**
WINGY MANNONE

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

RAYMOND McCOLLISTER



"The Pagan of the Saxophone"
Featuring JAZZ, NOVELTY AND CONCERT SOLOS.
Address The Billboard, Dallas, Texas
RKO ARTISTS

direct, 10 100-word announcements participating in Dorothy Melvin's *Clara Mirror*, Wednesdays, started February 9 and ending April 22. WAAB.

PROGRAM REVIEWS

(EST Unless Otherwise Indicated)

Palace Credit Revue

Reviewed Wednesday, 12-12:30 p.m. Style—localist and orchestra. Sponsor—Palace Credit Store. Station—KQV (Pittsburgh).

This program, a daily half-hour concoction of popular tunes played by a local orchestra, has proven highly popular with the luncheon crowds. Sponsored by a department store, the management claims an increase in sales from men crowds, who are given special attention. Each musical number is followed by a commercial plug, selling a different angle each time. The commercial announcements are well handled by Heret Morrison, his sales talks being serene and carrying conviction.

J. Herbert Angell emcees the entertainment. The orchestra is under direction of Harry Baker, and the vocalizations are given an impressive delivery by Ruc (Hector) Humbertson. A weak link in his program is lack of variety, a half hour of pop tunes tending to become monotonous.

At the hearing the show gained speed with the band playing *Così, Così*, from the picture *A Night at the Opera*. Following a commercial announcement Hector sang *I Feel Like a Feather in the Bree*, and ork followed with *An Earful Music*. A bit of comedy with *Down a Uncle Bill's* preceded the next sales talk. Hector next offered *Dinner for One Please, James*, followed by pop tunes, including *Dancing Feet*, *Double Troubles*, *Saddle Your Blues*, and *Shrine of Love*. Mexican tune. S. H.

"Ziegfeld Follies of the Air"

Reviewed Saturday, 8-9 p.m. Style—Musical. Sponsor—Colgate-Palmolive-Feet Company. Station—WABC (CBS network).

Account changes its show from the recent pretty series to a "Ziegfeld Follies" of its own. Since the agency especially is kidding itself into believing it is really staging a Follies, it probably behooves this reviewer to get into the spirit of the occasion and ride along with the crowd. It is only fair to state that so kind of a jinx has followed the program's inception and the first show goes along without Fannie Brice, who, it is bruited about, would like to forget she is agreed to join the show. While this is the case, it is also unfair to give an important series a poor start and disappoint numerous listeners. However, most of the Ziegfeld shows were long on scenery and girls, while comedy has been neglected. Other producers most likely have done the same thing insofar as the studio audience is concerned, and so maintained the F. Z. tradition. And yet there was plenty of talent as to the entertainment angle if only there was less selling and self acknowledgment of the "hit" and more intelligent selling in behalf of the product. After all, radio itself made possible the phrase, "There is no more Hicks." Why not be honest even with the few remaining gullible folk?

Commercials might convince a silly gal here and there, but when a hired hand is called forth for a testimonial enough it has to be taken with it to make it quite unpalatable. First instance is a Miss Dover tell about a director who first called her attention to Palmolive soap and told her about the natural oils in normal skins. Later Miss Dorothy Alton said she used Palmolive for hands and face but not for her bath until a week ago. She always thought she had to use a "strong" soap in order to attain a certain cleanliness or her lot of being fastidious. It really sounded much worse. Jean Paul King, ace announcer recruited from Chicago, could do a better job if given straight copy. At least it would sound more convincing. Offer is made for a scientific complexion brush, for three soap wrapper ends and a dime.

For the most part, the artists, collectively and individually, were okeh. James Mon, Patti Chapin, Jack Arthur, Gallagher and Shean (juniors), vocal group; Laerva Plous and others came thru in the style. To Miss Pious fell the tough job of being "understudy" for Fannie Brice on short notice. It was a mistake to let her do the "Baby

Snooks" business, but her other Brice role fared much better. Miss Pious deserved a better break in being allotted material better suited to her particular style. Gus Haenschen conducted the orchestra in place of Al Goodman, who is ill. Rather annoying was the repetition of the sister act doing the heralding. Stage show where a legshow is thrown in makes such nuisances passable. Naturally, on the air their loveliness or shapely limbs goes for naught. Production otherwise was considerable of a hodge-podge. It would seem, however, that the addition of Miss Brice, with the right sort of material plus a more sensible production, would make a show worthy of all the effort put into it.

Second edition of the *Follies* proved to be more or less a new start, with the planned story of Alice F. Moore being worked into the continuity. She is an usher who aspires to go on the stage and Fannie Brice decided to help her. Miss Brice naturally improved the show several hundred per cent and on all of her appearances was terrific, including her Baby Snooks, one or two of her special songs and other comedy bits. Commercials were somewhat improved but still have room for further improvement. Page girls still on tap and Tiny Rufner as enthusiastic as ever. Psychological effect of the glorified Ziegfeld girl being tied up with the product ought to work out okeh provided the suggestion is allowed to sink in to some extent without it being literally rubbed in via dizzy credits. M. H.

"Hour of Charm"

Reviewed Sunday, 6-6:30 p.m. Style—Orchestra and singers. Sponsor—Sales Affiliates, Inc. Station—WABC (CBS network).

Zotos brings Phil Spitalny with his 30-piece all fem orchestra, Maxine and Evelyn, Three Little Words, vocal group and violin soloist. Half hour is a tune-fest affair, revealing several excellent arrangements, the better ones being of the South American tang, such as rumbas and as in the case of the opening tune, a bolero version of a recent movie song hit. *Dark Eyes* was heard for the waltz and a medley of three songs by women writers further tied in the feminine angle. Two-girl piano also came in for a short spiel and a glee club singing did a good job of tap ballad. Musically the program was rich and the concertmistress or whoever pulls the catgut over the fiddle was plenty in evidence.

Credits are handled by Arlene Francis, pleasing and persuasive voiced, who does an excellent job of it and open to improvement with a little less of the melodramatic and gushiness. Zotos is a new-fangled method of giving women a permanent wave, minus the heat or water. First credit was dramatized and a woman having her hair done is called on the phone, goes over to answer it. Party at the other end is amazed that she can get out of the chair. Free test is offered, the listener, if interested sending for a card which entitles hearer to a Zotos treatment for one curl. Might not hurt to allow a half minute for local announcements of near-by licensed Zotos beauty shops, despite the card proposition. M. H. S.

Tell Sisters

Reviewed Friday, 7:30-7:45 p.m. Style—Vocal trio. Sponsor—Dr. Algose. Station—WFIL (Philadelphia).

Comprising Gladys, Jean and Kay Tell plus the piano accompaniment of Cliff Odenhall and Bert Balus' guitar strumming, on thrice weekly at dinner time stressing original arrangements and close harmony. This series supplants a script act sponsored by Dr. Algose during the past six years.

Gals, stepping out of a kiddie show two years ago, have been Coast to Coast-ing on both nets, and this is the first commercial show of their own. Voices blend well, arrangements have lots of zing and swing and makes for some swell ear harmony, but program falls short due to no fault of their own. Sponsor auditioned this layout last fall, but now that he's paying for it, production values seem to be forgotten. Piano and guitar ump-pahs are woefully weak. Gals would fare better with a stronger musical backup, weakness most noticeable when Gladys Tell does a solo tune. In addition an orchestral interlude would ease the monotony of a 15-minute swing singing session. And when caught, programing and selection of numbers might have been of wiser choice.

Plug is for tooth paste and an interference to visit the dentist. Original theme, *Show a Sunny Smile*, is carried over from the old program, Sunny Smile being the trade name for the tooth cleaner. Spieler is unconvincing, but fortunately the copy is brief and terse.

With a little dressing up this show can become an outstander in the local field and a money maker for the D. D. S., for the Tell Sisters decidedly have what it takes. ORO.

Boston Notes

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YOUNG

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EDDIE LEONARD, JR.

Harry A. Romm, Representative,
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charles carlile
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AND HIS ORCHESTRA
99th Week on the Stage.
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HENRY HALSTEAD
AND HIS ORCHESTRA
Now Playing Normandie Ballroom, Boston
Mgt. Columbia Broadcasting System, N. Y. C.
Broadcasting via C. B. S. and Mutual Networks.
N. Y. C. Address, Park Central Hotel.

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

DAVE HERMAN
AND HIS MUSIC
NOW ON TOUR

HUGH CROSS AND HIS **RADIO GANG**
Courtesy GEORGIE PORGIE cereal
10 A.M.—WWVA—4 P.M.
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The Crown Prince of Rhythm
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KAY FOSTER, formerly with WOWO, of Fort Wayne, Ind., and WJR, Detroit, is new director of dramatics at WATR, Waterbury, Conn.

New Biz, Renewals

New York Area

NATURAL BLOOM, INC. (cigars), thru Montrose Advertising Agency; starts March 29, Sunday, Tuesday, Thursday, Saturday, 7-7:15 p.m., EST, for 39 weeks on WMCA. *Today's Baseball*.

HIGH-GRADE GAS RANGES AND REFRIGERATORS, INC., thru Sternfield-Godley; starts March 8, Sunday, 12:15-12:30 p.m., EST, for 13 weeks, on WMCA.

LUBOIL REFINING CO. (oil), thru Montrose Advertising Agency; starts March 5, Thursday, 12-12:15 p.m., EST, for 13 weeks on WMCA. *Household Hints*.

MAB MOTORS, INC., thru Ernest Davids; starts March 3, Tuesday and Thursday, 6:25-6:30 p.m., EST, for four weeks over WMCA. *Charlie, the Star Salesman*.

LOFT STORES, Inc., renewed for four more weeks, effective March 1, four times daily over WMCA. *News flashes—Garnett Marks*.

TAPPIN'S JEWELRY CO., thru Bess & Schilin, started March 2 for 52 weeks. Eleven 15-minute periods weekly over WNEW.

CROWELL PUBLISHING CO., thru Geyer - Cornell - Newell; renews from March 10, Tuesday, 9:30-9:45 a.m., EST, over WOR.

NORTHROP, KING & CO., thru Olmstead-Hewitt, Minneapolis; starts March 29, three times daily at noon, 4:30 p.m. and 11 p.m., EST, over WOR. Weather announcements.

CBS Accounts

CHRYSLER SALES CORP., thru Lee Anderson Co.; starts March 12, Thursday, 8-8:30 p.m., EST, on 21 basic stations, 16 supplementary and seven Coast stations, originating WABC. *Chrysler Airshow*, musical program.

NBC Accounts

STERLING PRODUCTS CO., thru Blackett-Sample-Hummert; started February 24, Monday thru Friday, 9-9:15 p.m., EST, over WEAF. *Old Doctor Jim*.

ELGIN WATCH CO., thru J. Walter Thompson; starts March 17, Tuesday, 10-10:30 p.m., EST, over WEAF and 59 stations. Musical program.

COX GELATIN CO., thru Joseph Katz

Chicago

Co.; starts March 19, Thursday, 11-11:15 a.m., EST, on WJZ and four stations. *Jack Berch, the Kitchen Pirate*.

CHAS. DENBY CIGARS, an MBS commercial originating at WLW called *Smoke Dreams*, taking Sundays from 2:45 to 3 p.m. for 12 weeks, started February 23. After March 1 program will be heard from 3:45 to 4 p.m. WGN.

CONTINENTAL OIL CO., thru Tracy-Locke-Dawson, Inc., New York, *Exploring America* with Carveth Wells, an electrical transcription taking Sundays from 10:15 to 10:45 a.m. for 13 weeks, beginning March 8 to and including May 31, 1936. WGN.

MENNEN CO., *Famous Jury Trials*, an MBS commercial fed by WLW taking Sunday and Monday from 9 to 9:30 p.m. Contract has been renewed to and including broadcast of Monday, December 21, 1936. WGN.

Philadelphia

WEISBROD-HESS BREWERY (beer), placed direct, started February 25 for three weeks, daily spot announcements. WIP.

VAN MOLON, Inc. (mint-bichloride tablets), thru Mays Agency, started February 25 for five weeks, Tuesday and Thursday, 6:15-6:30 p.m. Also daily spot announcements. Music memory contest. WFIL.

PHILADELPHIA BIRD FOOD CO., thru David E. Walsh Agency, starts March 2 for two weeks, six participations in Anice Ives program. WFIL.

CHOCOLATE PRODUCTS, Inc. (milk drink), thru J. L. Sugden Agency, started February 25 for 21 weeks, Monday, Wednesday and Friday, 5:20-5:30 p.m. Buddy and Ginger. ET. WFIL.

METRO ART STUDIOS (photos), thru Birmingham, Castleman & Pierce Agency, starts March 2 for four weeks, three participations weekly on Anice Ives program. WFIL.

Boston

S. A. SCHOENBRUNN & CO., thru Arthur H. Ashley, New York, 132 15-minute programs, five times weekly, starting March 2, ending Sept. 1. WAAB.

HAYWARD WINE & LIQUOR CO., thru David Malkiel, Boston, three weather reports, three times weekly, started February 24. WAAB.

OLIVA & BROWN, Inc. (dress shop),

"New King of Syncopation"

JIMMIE LUNCEFORD
AND HIS ORCHESTRA

Now Playing College Dance Dates,
Purdue University, La Fayette, Ind.
March 7.
Direction,
HAROLD OXLEY,
17 E. 49th Street, New York, N.

JACKIE MAY
"The Night Club Nightingale."
INTERNATIONAL FAVORITE OF SON
Personal Direction ROBERT H. EDSON

DON RICHARDS
AND HIS MUSIC
Smart Rhythm for the Smart Set

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

"MIKE"
DURSO
The Voice of the Golden Trombone
NOW ON TOUR.

FRED YANKEE
NOW ON TOUR.
SOCIETY SWING ORCHESTRA
Permanent Address—350 West End Ave.
New York, N. Y.

LOU RAYMOND - Baritone
"Keep your eyes on a boy named Lou Raymond."
—Nick Kenny, N. Y. Daily Mirror.
Now 14th week at the
VILLAGE NUT CLUB, New York

Now Playing at the
HICKORY HOUSE, NEW YORK
WINGY MANNORE
(The New Orleans Swing King and His Swing Band)
Exclusive Mgt. MILLS ARTISTS, INC.
799 7th Avenue, New York

RAYMOND McCOLLISTER
"The Pagan of the Saxophone"
Featuring JAZZ, NOVELTY AND CONCERT SOLOS.
Address The Billboard, Dallas, Texas
RKO ART

direct, 10 100-word announcements participating in Dorothy Melvin's *Cum Miror*, Wednesdays, started February 7 and ending April 22. WAAB.

PROGRAM REVIEWS

(EST Unless Otherwise Indicated)

Place Credit Revue

Reviewed Wednesday, 12-12:30 p.m. Style—Vocalist and orchestra. Sponsor—Palace Credit Store. Station—KQV (Pittsburgh).

This program, a daily half-hour concoction of popular tunes played by a local orchestra, has proven highly popular with the luncheon crowds. Sponsored by a department store, the manager claims an increase in sales from the crowds, who are given special attention. Each musical number is followed by a commercial plug, selling a different angle each time. The commercial announcements are well handled by Heret Morrison, his sales talks being sensible and carrying conviction.

J. Herbert Angell emcees the entertainment. The orchestra is under direction of Harry Baker, and the vocalizations are given an impressive delivery by Ruc (Hector) Humbertson. A weak link in his program is lack of variety, a half hour of pop tunes tending to become monotonous.

At the hearing the show gained speed with the band playing *Costi, Cosa*, from the picture *A Night at the Opera*. Following a commercial announcement Hector sang *I Feel Like a Feather in the Bree*, and ork followed with *An Earful Music*. A bit of comedy with *Down a Uncle Bill's* preceded the next sales talk. Hector next offered *Dinner for One Please, James*, followed by pop tunes, including *Dancing Feet*, *Double Trouble Saddle Your Blues*, and *Shrine of Love*, Mexican tune. S. H.

"Ziegfeld Follies of the Air"

Reviewed Saturday, 8-9 p.m. Style—Musical. Sponsor—Colgate-Palmolive-Feet Company. Station—WABC (CBS network).

Account changes its show from the recent *Letta* series to a "Ziegfeld Follies" of its own. Since the agency especially is bidding itself into believing it is really staging a Follies, it probably behooves its reviewer to get into the spirit of the occasion and ride along with the crowd. It is only fair to state that some kind of a jinx has followed the program's inception and the first show went along without Fannie Brice, who, it is bruited about, would like to forget she agreed to join the show. While she is the case, it is also unfair to give an important series a poor start and disappoint numerous listeners. However, most of the Ziegfeld shows were long on scenery and girls, while comedy was neglected. Other producers most likely have done the same thing insofar as to studio audience is concerned, and so maintained the F.Z. tradition. And yet there was plenty of talent as to the entertainment angle if only there was less selling and self acknowledgment of the "hit" and more intelligent handling on behalf of the product. After all, radio itself made possible the phrase, "There are no more hicks." Why not be honest even with the few remaining gullible folk?

Commercials might convince a silly gal here and there, but when a hired hand is called forth for a testimonial enough it has to be taken with it to make it quite unpalatable. First instance was a Miss Dover tell about a director who first called her attention to Palmolive soap and told her about the natural oils in normal skins. Later Miss Dohy Alton said she used Palmolive for hands and face but not for her bath until a week ago. She always thought she had to use a "strong" soap in order to attain a certain cleanliness or her idea of being fastidious. It really sounded much worse. Jean Paul King, ace announcer recruited from Chicago, could do a better job if given straight copy. At least it would sound more convincing. Offer is made for a scientific complexion brush, for three soap wrapper ends and a dime.

For the most part, the artists, collectively and individually, were okeh. James Mason, Patti Chapin, Jack Arthur, Gallagher and Shean (juniors), vocal group; Inerva Plous and others came thru in the style. To Miss Plous fell the tough job of being "understudy" for Fannie Brice on short notice. It was a mistake to let her do the "Baby

Snooks" business, but her other Brice role fared much better. Miss Plous deserved a better break in being allotted material better suited to her particular style. Gus Haenschen conducted the orchestra in place of Al Goodman, who is ill. Rather annoying was the repetition of the sister act doing the heralding. Stage show where a legshow is thrown in makes such nuisances passable. Naturally, on the air their loveliness or shapely limbs goes for naught. Production otherwise was considerable of a hodge-podge. It would seem, however, that the addition of Miss Brice, with the right sort of material plus a more sensible production, would make a show worthy of all the effort put into it.

Second edition of the *Follies* proved to be more or less a new start, with the planned story of Alice F. Moore being worked into the continuity. She is an usher who aspires to go on the stage and Fannie Brice decided to help her. Miss Brice naturally improved the show several hundred per cent and on all of her appearances was terrific, including her Baby Snooks, one or two of her special songs and other comedy bits. Commercials were somewhat improved but still have room for further improvement. Page girls still on tap and Tiny Rufner as enthusiastic as ever. Psychological effect of the glorified Ziegfeld girl being tied up with the product ought to work out okeh provided the suggestion is allowed to sink in to some extent without it being literally rubbed in via dizzy credits. M. H.

"Hour of Charm"

Reviewed Sunday, 6-6:30 p.m. Style—Orchestra and singers. Sponsor—Sales Affiliates, Inc. Station—WABC (CBS network).

Zotos brings Phil Spitalny with his 30-piece all fem orchestra, Maxine and Evelyn, Three Little Words, vocal group and violin soloist. Half hour is a tune-up affair, revealing several excellent arrangements, the better ones being of the South American tang, such as rumbas and as in the case of the opening tune, a bolero version of a recent movie song hit. *Dark Eyes* was heard for the waltz and a medley of three songs by women writers further tied in the feminine angle. Two-girl piano also came in for a short spiel and a glee club singing did a good job of pop ballad. Musically the program was rich and the concertmistress or whoever pulls the catgut over the fiddle was plenty in evidence.

Credits are handled by Arlene Francis, pleasing and persuasive voiced, who does an excellent job of it and open to improvement with a little less of the melodramatic and gushiness. Zotos is a new-fangled method of giving women a permanent wave, minus the heat or water. First credit was dramatized and a woman having her hair done is called on the phone, goes over to answer it. Party at the other end is amazed that she can get out of the chair. Free test is offered, the listener, if interested sending for a card which entitles hearer to a Zotos treatment for one curl. Might not hurt to allow a half minute for local announcements of near-by licensed Zotos beauty shops, despite the card proposition. M. H. S.

Tell Sisters

Reviewed Friday, 7:30-7:45 p.m. Style—Vocal trio. Sponsor—Dr. Algose. Station—WFIL (Philadelphia).

Comprising Gladys, Jean and Kay Tell plus the piano accompaniment of Cliff Odenhall and Bert Balus' guitar strumming, on thrice weekly at dinner time stressing original arrangements and close harmony. This series supplants a script act sponsored by Dr. Algose during the past six years.

Gals, stepping out of a kiddie show two years ago, have been Coast to Coast-ing on both nets, and this is the first commercial show of their own. Voices blend well, arrangements have lots of zing and swing and makes for some swell ear harmony, but program falls short due to no fault of their own. Sponsor auditioned this layout last fall, but now that he's paying for it, production values seem to be forgotten. Piano and guitar ump-pahs are woefully weak. Gals would fare better with a stronger musical backup, weakness most noticeable when Gladys Tell does a solo tune. In addition an orchestral interlude would ease the monotony of a 15-minute swing singing session. And when caught, programing and selection of numbers might have been of wiser choice.

Plug is for tooth paste and an interference to visit the dentist. Original theme, *Show a Sunny Smile*, is carried over from the old program, Sunny Smile being the trade name for the tooth cleaner. Spieler is unconvincing, but fortunately the copy is brief and terse.

With a little dressing up this show can become an outstander in the local field and a money maker for the D. D. S., for the Tell Sisters decidedly have what it takes. ORO.

Boston Notes

BOSTON, Feb. 29.—Terry O'Toole, commentator on the Community Dentists' Irish Echoes program, says he has hit the headlines in his home town of Ballymena, County Astrim, Ireland. A page-one story of his success with the Yankee Network appeared recently and now he is expecting to hear of a Terry O'Toole Day.

Ruth Moss nearly went coo-coo the other night when John Boles, whom she was to interview over WNAC, didn't show up until two minutes before the broadcast.

John Rushworth, production man at WEEI, advances the theory that in rehearsing a program the production man should never be in a position to see what is going on in the studio; he should merely listen.

Vic Whitman, of WEEI, back from a hop to New York, where he stayed with the three bachelors, Ed Herlihy, Frank Gallop and Russ Dorr. The trio is homesick for WEEI, Vic says.

The Julep Cigarette contest on WEEI is swamping the station with mail. It appears that E. B. Rideout, weather man, has an extensive audience. New Hampshire farmers base their plans almost entirely on E. B.'s forecasts.

Ray Perkins' Amateur Show is heard over WNAC since his switch of networks. Ray is a Boston boy.

Earl Lawrence, Yankee Network baritone, is doing his stuff at a week's engagement at the Capitol Theater, Lynn.

Prince Macaroni Company is sponsoring a new amateur program over WAAB on Thursday afternoon at 5:45. Amateurs are auditioned at the Kasper-Gordon studios on Wednesdays, with

those showing the most promise getting a break on the Thursday broadcasts. Wrist watches go to the winners, who are then assembled into a unit which has been booked into a group of New England picture houses. Several of such units are planned. Theaters using the units get free air plugs from the station. Prince Macaroni also has contracted for the Bill Gilbert transcription programs over WAAB on Monday and Wednesday.

WEB AGENCY

(Continued from page 7)
hand to anyone seeking information it is able to dispense.

So far none of the agencies has restricted the webs from sending stuff out, nor made the request that it should be left to handle its own radio program publicity. Personal contact with editors is also made by the various pressmen with the result that exclusive items crop up to create further trouble for many sources.

Publicity departments with nearly all of the agencies is coincidental with the coming of age of radio advertising. In the past the public relations man with an agency was kept to see that certain items were kept out of the papers and there was no fear or worry about publicity not getting into the papers in connection with accounts or clients. Most of the staid agencies didn't want any publicity; they wanted the client to pay for his space.

Currently every agency that means anything at all and has its radio accounts has a good staff in its press department, many of the members recruited from network press departments. The usual method of operation is a seemingly close co-operation, one that is not born out in actual practice.

AGENTS RUMORED

(Continued from page 4)
band agents approached knew definitely who was in the movement, however.

Latest addition to list of licensed agencies include:

- California—John Ramage, Bakersfield.
- Colorado—Harry Weiss, Denver. Hugh H. Blackstone, Grand Junction.
- Connecticut—James H. Nagle, Hamden. Thorp L. McClusky, Hartford.
- Charles Kennedy, New Haven.
- Florida—Palm Beach Artists & Music Bureau, West Palm Beach.
- Idaho—Columbia Booking Service, Boise.

Illinois—Spamer and Associates, Associated Orchestras, Chicago.

Indiana—Matthew Dickerson, Indianapolis. Robert J. Armstrong, Michigan City.

Iowa—Ted R. Hammer, Burlington. Orville Foster, Howard A. Miller, Des Moines. Weldon Stark, Stratford.

Kansas—John Antonello, Lawrence. Massachusetts—John Limer, Boston. Antone Braga, New Bedford.

Michigan—Arthur G. Bowes, Pontiac. Minnesota—Tiny Bostic, Pipestone.

Missouri—Mrs. Evelyn S. Cox, Kansas City. Severns-Corcoran Theatrical Agency, Leslie Durst, St. Louis.

Montana—Al Nielson, Billings.

Nebraska—Charles Parkerson, Elkhorn. New Jersey—Universal Enterprises Company, Inc., Atlantic City. WCAM Entertainment Service, Camden.

New York—Associated Orchestra Service, Albany. H. V. Schuster, Buffalo. John D. Hayes, Hoosick Halls. Lou Hackett, Johnson City. National Student Federation, Jack Pomeroy Productions, Radio Orchestra Corporation, Solomon and Hart, Frank F. Herz, Arthur Crossman, Frederick Mayer, Paul Small, Inc., Mrs. Gertrude L. Earl, Zachary C. Ross, George B. Evans, Harry A. Shea, Jack Mandel, New York City. Alden Enterprises, Syracuse.

North Carolina—Cy Mitchell, Charlotte.

Ohio—United Music Service, Alliance. Philip G. Smith, Athens. General Program Service, Inc., Cincinnati. National Booking Agency, Chuck Peters, Cleveland. Shearer and Shearer, Columbus. Ross Brothers, Waynesburg. L. A. Cavalier Jr., Youngstown.

Pennsylvania—Saverio Grande, Farrell. Gene P. Otto, Harrisburg. Betty Meeker, Johnstown. Robert M. Reese, United Orchestra Service, Blum-Thomas, Albert B. Myers Jr., Norman Graham, Jan Rudow, Daniel J. McGarrigan, Philadelphia. Maude Ingersoll, Pittsburgh.

Texas—C. B. Potter, Dallas. L. Lee Water, Houston. Central Texas Orchestra Service, Lampasas.

Wisconsin—August L. Morin, Kenosha. Carl Gauper, LaCrosse. Midwest Amusement Company, Marinette.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, February 21, to Thursday, February 27, both dates inclusive.

Shooting High	29	Goody, Goody	14
It's Been So Long	26	Got My Fingers Crossed	14
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charles carlile

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LENA HENRY was a visitor at the Carnival desk, Cincinnati office, Friday. Years ago she had her own show on the road. Some 13 years back she went totally blind and has lately been singing at clubs, theaters and over the air. Recent Cincinnati dates include a number of engagements over WSAI, WCKY and WCPO. She has a likable personality and to her credit never attempts to get by on sympathy, preferring to work with her listeners unaware of her affliction.

PATRICK GOODE, owner of Radio Station WELI, of New Haven, Conn., and former executive of the old Poli vaudeville circuit, was this week appointed to the post of postmaster of New Haven.

KAY FOSTER, formerly with WOWO, of Fort Wayne, Ind., and WJR, Detroit, is new director of dramatics at WATR, Waterbury, Conn.

New Biz, Renewals
New York Area

NATURAL BLOOM, INC. (cigars), thru Montrose Advertising Agency, starts March 29, Sunday, Tuesday, Thursday, Saturday, 7-7:15 p.m., EST, for 39 weeks on WMCA. *Today's Baseball*.

HIGH-GRADE GAS RANGES AND REFRIGERATORS, INC., thru Sternfield-Godley; starts March 8, Sunday, 12:15-12:30 p.m., EST, for 13 weeks, on WMCA.

LUBOIL REFINING CO. (oil), thru Montrose Advertising Agency; starts March 5, Thursday, 12-12:15 p.m., EST, for 13 weeks on WMCA. *Household Hints*.

MAB MOTORS, INC., thru Ernest Davids; starts March 3, Tuesday and Thursday, 6:25-6:30 p.m., EST, for four weeks over WMCA. *Charlie, the Star Salesman*.

LOFT STORES, Inc., renewed for four more weeks, effective March 1, four times daily over WMCA. *News flashes—Garnett Marks*.

TAPPIN'S JEWELRY CO., thru Bess & Schillin, started March 2 for 52 weeks. Eleven 15-minute periods weekly over WNEW.

CROWELL PUBLISHING CO., thru Geyer - Cornell - Newell; renews from March 10, Tuesday, 9:30-9:45 a.m., EST, over WOR.

NORTHRUP, KING & CO., thru Olmstead-Hewitt, Minneapolis; starts March 29, three times daily at noon, 4:30 p.m. and 11 p.m., EST, over WOR. Weather announcements.

CBS Accounts

CHRYSLER SALES CORP., thru Lee Anderson Co.; starts March 12, Thursday, 8-8:30 p.m., EST, on 21 basic stations, 16 supplementary and seven Coast stations, originating WABC. *Chrysler Airshow*, musical program.

NBC Accounts

STERLING PRODUCTS CO., thru Blackett-Sample-Hummert; started February 24, Monday thru Friday, 9-9:15 p.m., EST, over WEAF. *Old Doctor Jim*.

ELGIN WATCH CO., thru J. Walter Thompson; starts March 17, Tuesday, 10-10:30 p.m., EST, over WEAF and 59 stations. Musical program.

COX GELATIN CO., thru Joseph Katz

Co.; starts March 19, Thursday, 11-11:15 a.m., EST, on WJZ and four stations. *Jack Berch, the Kitchen Pirate*.

Chicago

CHAS. DENBY CIGARS, an MBS commercial originating at WLW called *Smoke Dreams*, taking Sundays from 2:45 to 3 p.m. for 12 weeks, started February 23. After March 1 program will be heard from 3:45 to 4 p.m. WGN.

CONTINENTAL OIL CO., thru Tracy-Locke-Dawson, Inc., New York, *Exploring America* with Carveth Wells, an electrical transcription taking Sundays from 10:15 to 10:45 a.m. for 13 weeks, beginning March 8 to and including May 31, 1936. WGN.

MENNEN CO., *Famous Jury Trials*, an MBS commercial fed by WLW taking Sunday and Monday from 9 to 9:30 p.m. Contract has been renewed to and including broadcast of Monday, December 21, 1936. WGN.

Philadelphia

WEISBROD-HESS BREWERY (beer), placed direct, started February 25 for three weeks, daily spot announcements. WIP.

VAN MOLON, Inc. (mint-bichloride tablets), thru Mays Agency, started February 25 for five weeks, Tuesday and Thursday, 6:15-6:30 p.m. Also daily spot announcements. Music memory contest. WFIL.

PHILADELPHIA BIRD FOOD CO., thru David E. Walsh Agency, starts March 2 for two weeks, six participations in Anice Ives program. WFIL.

CHOCOLATE PRODUCTS, Inc. (milk drink), thru J. L. Sugden Agency, started February 25 for 21 weeks, Monday, Wednesday and Friday, 5:20-5:30 p.m. Buddy and Ginger. ET. WFIL.

METRO ART STUDIOS (photos), thru Birmingham, Castleman & Pierce Agency, starts March 2 for four weeks, three participations weekly on Anice Ives program. WFIL.

Boston

S. A. SCHOENBRUNN & CO., thru Arthur H. Ashley, New York, 132 15-minute programs, five times weekly, starting March 2, ending Sept. 1. WAAB.

HAYWARD WINE & LIQUOR CO., thru David Malkiel, Boston, three weather reports, three times weekly, started February 24. WAAB.

OLIVA & BROWN, Inc. (dress shop),

"New King of Syncopation"
JIMMIE LUNCEFORD
AND HIS ORCHESTRA
Now Playing College Dance Dates,
Purdue University, La Fayette, Ind.,
March 7.
Direction,
HAROLD OXLEY,
17 E. 49th Street, New York, N. Y.

JACKIE MAYE
"The Night Club Nightingale."
INTERNATIONAL FAVORITE OF SONG.
Personal Direction ROBERT H. EDSON.

DON RICHARDS
AND HIS MUSIC
Smart Rhythm for the Smart Set



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

"MIKE"
DURSO
The Voice of the Golden Trombone
NOW ON TOUR



FRED YANKEE AND HIS
NOW ON TOUR.
SOCIETY SWING ORCHESTRA
Permanent Address—350 West End Ave.,
New York, N. Y.

LOU RAYMOND -Baritone
"Keep your eyes on a boy named Lou Raymond."—Nick Kenny, N. Y. Daily Mirror.
Now 14th week at the
VILLAGE NUT CLUB, New York

Now Playing at the
HICKORY HOUSE, NEW YORK
WINGY MANNONE
(The New Orleans Swing King and His Swing Band)
Exclusive Mgt. MILLS ARTISTS, INC.,
799 7th Avenue, New York City.

RAYMOND McCOLLISTER
"The Paganini of the Saxophone."
Featuring
JAZZ, NOVELTY
AND CONCERT
SOLOS.
Address
The Billboard,
Dallas, Tex.
RKO ARTIST



direct, 10 100-word announcements participating in Dorothy Melvin's Charm Mirror, Wednesdays, started February 9 and ending April 22. WAAB.

PROGRAM REVIEWS

(EST Unless Otherwise Indicated)

Palace Credit Revue

Reviewed Wednesday, 12-12:30 p.m. Style—Vocalist and orchestra. Sponsor—Palace Credit Store. Station—KQV (Pittsburgh).

This program, a daily half-hour concoction of popular tunes played by a local orchestra, has proven highly popular with the luncheon crowds. Sponsored by a department store, the management claims an increase in sales from noon crowds, who are given special attention. Each musical number is followed by a commercial plug, selling a different angle each time. The commercial announcements are well handled by Herbert Morrison, his sales talks being sensible and carrying conviction.

J. Herbert Angell emcees the entertainment. The orchestra is under direction of Harry Baker, and the vocalizations are given an impressive delivery by Rudy (Hector) Humbertson. A weak link in this program is lack of variety, a half hour of pop tunes tending to become monotonous.

At this hearing the show gained speed with the band playing *Costi, Cosa*, from the picture *A Night at the Opera*. Following a commercial announcement Hector sang *I Feel Like a Feather in the Breeze*, and ork followed with *An Earful of Music*. A bit of comedy with *Down at Uncle Bill's* preceded the next sales talk. Hector next offered *Dinner for One, Please, James*, followed by pop tunes, including *Dancing Feet, Double Trouble, Saddle Your Blues*, and *Shrine of Love*, a Mexican tune. S. H.

"Ziegfeld Follies of the Air"

Reviewed Saturday, 8-9 p.m. Style—Musical. Sponsor—Colgate-Palmolive-Peet Company. Station—WABC (CBS network).

Account changes its show from the recent operetta series to a "Ziegfeld Follies" of its own. Since the agency especially is kidding itself into believing it is really staging a Follies, it probably behooves this reviewer to get into the spirit of the occasion and ride along with the crowd. It is only fair to state that some kind of a jinx has followed the program's inception and the first show got along without Fannie Brice, who, it is bruited about, would like to forget she agreed to join the show. While such is the case, it is also unfair to give an important series a poor start and disappoint numerous listeners. However, most of the Ziegfeld shows were long on scenery and girls, while comedy often lagged. Ether producers most likely have done the same thing insofar as the studio audience is concerned, and so maintained the F.Z. tradition. And yet there was plenty of talent as to the entertainment angle if only there was less selling and self acknowledgment of the "hit" and more intelligent selling on behalf of the product. After all, radio itself made possible the phrase, "There are no more hicks." Why not be honest, even with the few remaining gullible folk?

Commercials might convince a silly gal here and there, but when a hired hand is called forth for a testimonial enough salt has to be taken with it to make it quite unpalatable. First instance had a Miss Dover tell about a director who first called her attention to Palmolive soap and told her about the natural oils in normal skins. Later Miss Dorothy Alton said she used Palmolive for hands and face but not for her bath until a week ago. She always thought she had to use a "strong" soap in order to attain a certain cleanliness or her idea of being fastidious. It really sounded much worse. Jean Paul King, ace announcer recruited from Chicago, could do a better job if given straight copy. At least it would sound more convincing. Offer is made for a scientific complexion brush, for three soap wrapper bands and a dime.

For the most part, the artists, collectively and individually, were okeh. James Melton, Patti Chapin, Jack Arthur, Gallagher and Shean (juniors), vocal group; Minerva Pious and others came thru in fine style. To Miss Pious fell the tough job of being "understudy" for Fannie Brice on short notice. It was a mistake to let her do the "Baby

Snooks" business, but her other Brice role fared much better. Miss Pious deserved a better break in being allotted material better suited to her particular style. Gus Haenschen conducted the orchestra in place of Al Goodman, who is ill. Rather annoying was the repetition of the sister act doing the heralding. Stage show where a legshow is thrown in makes such nuisances passable. Naturally, on the air their loveliness or shapely limbs goes for naught. Production otherwise was considerable of a hodge-podge. It would seem, however, that the addition of Miss Brice, with the right sort of material plus a more sensible production, would make a show worthy of all the effort put into it.

Second edition of the *Follies* proved to be more or less a new start, with the planned story of Alice F. Moore being worked into the continuity. She is an usher who aspires to go on the stage and Fannie Brice decided to help her. Miss Brice naturally improved the show several hundred per cent and on all of her appearances was terrific, including her Baby Snooks, one or two of her special songs and other comedy bits. Commercials were somewhat improved but still have room for further improvement. Page girls still on tap and Tiny Rufner as enthusiastic as ever. Psychological effect of the glorified Ziegfeld girl being tied up with the product ought to work out okeh provided the suggestion is allowed to sink in to some extent without it being literally rubbed in via dizzy credits. M. H.

"Hour of Charm"

Reviewed Sunday, 6-6:30 p.m. Style—Orchestra and singers. Sponsor—Sales Affiliates, Inc. Station—WABC (CBS network).

Zotos brings Phil Spitalny with his 30-piece all fem orchestra, Maxine and Evelyn, Three Little Words, vocal group and violin soloist. Half hour is a tune-ful affair, revealing several excellent arrangements, the better ones being of the South American tang, such as rumbas and as in the case of the opening tune, a bolero version of a recent movie song hit. *Dark Eyes* was heard for the waltz and a medley of three songs by women writers further tied in the feminine angle. Two-girl piano duo also came in for a short spiel and a blue club singing did a good job of pop ballad. Musically the program was rich and the concertmistress or whoever pulls the catgut over the fiddle was plenty in evidence.

Credits are handled by Arlene Francis, pleasing and persuasive voiced, who does an excellent job of it and open to improvement with a little less of the melodramatic and gushiness. Zotos is a new-fangled method of giving women a permanent wave, minus the heat or water. First credit was dramatized and a woman having her hair done is called on the phone, goes over to answer it. Party at the other end is amazed that she can get out of the chair. Free test is offered, the listener, if interested sending for a card which entitles hearer to a Zotos treatment for one curl. Might not hurt to allow a half minute for local announcements of near-by licensed Zotos beauty shops, despite the card proposition. M. H. S.

Tell Sisters

Reviewed Friday, 7:30-7:45 p.m. Style—Vocal trio. Sponsor—Dr. Algose. Station—WFIL (Philadelphia).

Comprising Gladys, Jean and Kay Tell plus the piano accompaniment of Cliff Odenhall and Bert Balus' guitar strumming, on thrice weekly at dinner time stressing original arrangements and close harmony. This series supplants a script act sponsored by Dr. Algose during the past six years.

Gals, stepping out of a kiddie show two years ago, have been Coast to Coasting on both nets, and this is the first commercial show of their own. Voices blend well, arrangements have lots of zing and swing and makes for some swell ear harmony, but program falls short due to no fault of their own. Sponsor auditioned this layout last fall, but now that he's paying for it, production values seem to be forgotten. Piano and guitar ump-pahs are woefully weak. Gals would fare better with a stronger musical backup, weakness most noticeable when Gladys Tell does a solo tune. In addition an orchestral interlude would ease the monotony of a 15-minute swing singing session. And when caught, programing and selection of numbers might have been of wiser choice.

Plug is for tooth paste and an interference to visit the dentist. Original theme, *Show a Sunny Smile*, is carried over from the old program, Sunny Smile being the trade name for the tooth cleaner. Spieler is unconvincing, but fortunately the copy is brief and terse.

With a little dressing up this show can become an outstander in the local field and a money maker for the D. D. S. for the Tell Sisters decidedly have what it takes. ORO.

Boston Notes

BOSTON, Feb. 29.—Terry O'Toole, commentator on the Community Dentists' Irish Echoes program, says he has hit the headlines in his home town of Ballymena, County Astrim, Ireland. A page-one story of his success with the Yankee Network appeared recently and now he is expecting to hear of a Terry O'Toole Day.

Ruth Mcss nearly went coo-coo the other night when John Boles, whom she was to interview over WNAC, didn't show up until two minutes before the broadcast.

John Rushworth, production man at WEEL, advances the theory that in rehearsing a program the production man should never be in a position to see what is going on in the studio; he should merely listen.

Vic Whitman, of WEEL, back from a hop to New York, where he stayed with the three bachelors, Ed Herlhy, Frank Gallop and Russ Dorr. The trio is homesick for WEEL, Vic says.

The Julep Cigarette contest on WEEL is swamping the station with mail. It appears that E. B. Rideout, weather man, has an extensive audience. New Hampshire farmers base their plans almost entirely on E. B.'s forecasts.

Ray Perkins' Amateur Show is heard over WNAC since his switch of networks. Ray is a Boston boy.

Earl Lawrence, Yankee Network baritone, is doing his stuff at a week's engagement at the Capitol Theater, Lynn.

Prince Macaroni Company is sponsoring a new amateur program over WAAB on Thursday afternoon at 5:45. Amateurs are auditioned at the Kasper-Gordon studios on Wednesdays, with

those showing the most promise getting a break on the Thursday broadcasts. Wrist watches go to the winners, who are then assembled into a unit which has been booked into a group of New England picture houses. Several of such units are planned. Theaters using the units get free air plugs from the station. Prince Macaroni also has contracted for the Bill Gilbert transcription programs over WAAB on Monday and Wednesday.

WEB AGENCY

(Continued from page 7)

hand to anyone seeking information it is able to dispense.

So far none of the agencies has restricted the webs from sending stuff out, nor made the request that it should be left to handle its own radio program publicity. Personal contact with editors is also made by the various pressmen with the result that exclusive items crop up to create further trouble for many sources.

Publicity departments with nearly all of the agencies is coincidental with the coming of age of radio advertising. In the past the public relations man with an agency was kept to see that certain items were kept out of the papers and there was no fear or worry about publicity not getting into the papers in connection with accounts or clients. Most of the staid agencies didn't want any publicity; they wanted the client to pay for his space.

Currently every agency that means anything at all and has its radio accounts has a good staff in its press department, many of the members recruited from network press departments. The usual method of operation is a seemingly close co-operation, one that is not born out in actual practice.

AGENTS RUMORED

(Continued from page 4)

band agents approached knew definitely who was in the movement, however.

Latest addition to list of licensed agencies include:

California—John Ramage, Bakersfield. Colorado—Harry Weiss, Denver. Hugh H. Blackstone, Grand Junction.

Connecticut—James H. Nagle, Hamden. Thorp L. McClusky, Hartford. Charles Kennedy, New Haven.

Florida—Palm Beach Artists & Music Bureau, West Palm Beach.

Idaho—Columbia Booking Service, Boise.

Illinois—Spamer and Associates, Associated Orchestras, Chicago.

Indiana—Matthew Dickerson, Indianapolis. Robert J. Armstrong, Michigan City.

Iowa—Ted R. Hammer, Burlington. Orville Foster, Howard A. Miller, Des Moines. Weldon Stark, Stratford.

Kansas—John Antonello, Lawrence.

Massachusetts—John Liner, Boston. Antone Braga, New Bedford.

Michigan—Arthur G. Bowes, Pontiac. Minnesota—Tiny Bostic, Pipestone.

Missouri—Mrs. Evelyn S. Cox, Kansas City. Severns-Corcoran Theatrical Agency, Leslie Durst, St. Louis.

Montana—Al Nielson, Billings.

Nebraska—Charles Parkening, Elkhorn.

New Jersey—Universal Enterprises Company, Inc., Atlantic City. WCAM Entertainment Service, Camden.

New York—Associated Orchestra Service, Albany. H. V. Schuster, Buffalo.

John D. Hayes, Hoosick Halls. Lou Hackett, Johnson City. National Student Federation, Jack Pomeroy Productions, Radio Orchestra Corporation, Solomon and Hart, Frank F. Herz, Arthur Crossman, Frederick Mayer, Paul Small, Inc., Mrs. Gertrude L. Earl, Zachary C. Ross, George B. Evans, Harry A. Shea, Jack Mandel, New York City. Alden Enterprises, Syracuse.

North Carolina—Cy Mitchell, Charlotte.

Ohio—United Music Service, Alliance. Phillip G. Smith, Athens. General Program Service, Inc., Cincinnati. National Booking Agency, Chuck Peters, Cleveland. Shearer and Shearer, Columbus.

Ross Brothers, Waynesburg. L. A. Cavalier Jr., Youngstown.

Pennsylvania—Saverio Grande, Farrell. Gene P. Otto, Harrisburg. Betty Meeker, Johnstown. Robert M. Reese, United Orchestra Service, Blum-Thomas, Albert B. Myers Jr., Norman Graham, Jan Rudow, Daniel J. McGarrigan, Philadelphia.

Maude Ingersoll, Pittsburgh.

Texas—C. B. Potter, Dallas. L. Lee Water, Houston. Central Texas Orchestra Service, Lampasas.

Wisconsin—August L. Morin, Kenosha. Carl Gauper, LaCrosse. Midwest Amusement Company, Marinette.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, February 21, to Thursday, February 27, both dates inclusive.

Shooting High	29	Goody, Goody	14
It's Been So Long	26	Got My Fingers Crossed	14
Lights Out	26	Gotta Go to Work Again	13
Gonna Write Myself a Letter	24	Let Yourself Go	13
Alone at a Table For Two	23	Green Fields and Blue Birds	13
Feather in a Breeze	23	Beautiful Lady in Blue	12
You Hit the Spot	23	If You Love Me	12
Alone	21	The Day I Let You Get Away	12
Cling To Me	19	Saddle Your Blues	11
So This Is Heaven	18	Yours Truly Is Truly Yours	11
Building Up to an Awful Letdown	17	Life Begins When You're in Love	10
West Wind	17	My Romance	10
What's the Name of That Song?	16	Hawaiian Paradise	8

AIR BRIEFS

By K. K.—Batting for Jerry Franken

SEVERAL agencies are said to be interested in a new program series by John Tucker Battle, who now authors the *Bobby Benson* scripts. Idea, which is titled *The Magic Mule*, is radio variation of *The Green Pastures* formula, it being the Negroes' interpretation of history, with many of the facts humorously garbled. Vallee's variety show will present this month a typical episode of this series, which contains all Negro characters and a mule "that has lived thru all historical periods" whence the title of the show derives its name. . . . Gus Edwards offered Erwin Wasey the opportunity of buying it loose from the ban last week but a G was too much coin for the agency. . . . Sigmund Romberg will broadcast from Hollywood after March 3, he having been attracted to the West by the filmoguls. . . . Carroll Carroll, of the J. Walter Thompson script staff, will journey to the West Coast because of that agency's transfer of several of its shows to Hollywood origination points. . . . *Bobby Benson* has been renewed for another quarterly period, effective March 16, but if Billy Hallop, who plays the title role, is lured by picture offers the series will either discontinue or air from the West. . . . Red Nichols to Battle Creek, Mich., for a confab with his sponsor this week.

Lennie Hayton is auditioning for another program. . . . George Hogan went to CBS from intercity last week as announcer. . . . Glen Parker, formerly of WIP, Philly, fills the vacancy occasioned by Hogan's resignation. . . . *March of Time* is preparing a special program in commemoration of its fifth anniversary on the air. Idea is to determine which headliner has figured most consistently in *Time* scripts since they first started. Personality selected will be hailed for his sustained newsworthiness. . . . *Flying Red Horse Tavern* has been renewed for the customary period. Beatrice Lillie and Walter Woolf King will end their guest-star engagements this week and next, respectively. . . . Herb Steiner replaced Dave Herman as a batonist on Ansonia Shoe show over WOR. . . . Grace Moore's broadcasts of March 2 and 9 will originate from New York because of her engagement at the Met during that time. Series will end after March 9, incidentally. . . . Starting April 3 *Uncle Don* will feed the kiddies Borden's Milk for 26 weeks over WOR. Pedlar and Ryan is the agency. . . . Mutual is also preparing a public audition for comedians, professional and amateur alike, in an effort to build a new comic. First one will take place on March 15, the winners to be spotted on a sustaining show and built up by the station. Delivery and personality, not material, are to be deciding factors.

Radie Harris' *Movie Club* will have sponsor by the next broadcast if present

negotiations are consummated. . . . Ruth Barry, of Benton & Bowles' press department, fickle girl that she is, is no longer laid up with a cold. . . . WHN boasts 30,000 requests in the first mail for a free offer made over J. C. Flippen's amateur broadcast. Show has been on air two years now. . . . Other listener response statistics: 15,000 radio fans of Ed Wynn and Plymouth, urged by offer of a free car, responded to his question-box contest after the first broadcast. . . . Eddie Cantor received 212,000 answers to his question, "How Can America Stay Out of War?"—for the best answer to which the writer gets a \$5,000 scholarship. . . . Connie Gates, NBC vocalist, has been obliged to cancel her three weekly broadcasts because of flu. . . . *The O'Neills*, NBC feature, has been renewed for 13 more. . . . John Charles Thomas vacations in Europe next month. . . . Bob Taplinger's press office pulled a sweet stunt for Parkyakarkus when they had him try to make his stogie moniker his legal one. . . . WMCA's program featuring blind talent, first announced here, will begin March 16. . . . Abe Lyman's Sunday show for Phillips dentifrice has been renewed.

WASHINGTON HEARINGS

(Continued from page 4)

nation of compulsory block booking would come improvement in the type of pictures and the absence of pictures along crime and sex lines.

Henry R. Atkinson, of Brookline and Washington, counsel for Motion Picture Research Council, submitted a list of civic groups favoring the measure and

a report on trade practices in the industry. Pettijohn paid his respects to "professional agitators" and said witnesses on the number of cancellations which had followed receipt of different pictures had not told half the story. He put into the record figures which he said would refute the claim as to the extent of cancellations, sketch the history of the industry in this country and asserted there was no moral issue involved. He said that while the bill in question was written for the purpose of altering trade practices of the industry, the real effect would be to strike a blow at freedom of the screen, at the progress of an art and at the popular service the motion picture industry provides. The "moral issue" was a red herring, he asserted, and people utterly unfamiliar with workings of trade practices in the industry or with the character of operation and the artistic requirements of the industry had been misled into lending their names in support of the bill.

Members of the subcommittee are Senators Neely, of West Virginia; Barkley, of Kentucky; Benson, of Minnesota; Davis, of Pennsylvania, and Metcalf, of Rhode Island.

HOT COPYRIGHT

(Continued from page 6)

around \$2,500,000 from the broadcasting industry, the latter was collecting for station facilities alone nearly \$100,000,000, he added, and that hotels paid those responsible for music but \$197,000, while using that music all day and at night.

Rep. Deen and Buck

In reply to a question by Representative Deen, of Georgia, Buck said he could not say what percentage of the writers of popular songs are members of the society. Expressing his desire to do what was best for the public, as regards copyright legislation, and asserting his

lack of interest in anything except that which would operate to the benefit of composers, authors and producers, the Representative questioned Buck at length on Thursday. When reference was made to the Remick Music Corporation, Buck said this organization was not a member of ASCAP. Representative Deen recently spoke over the radio in support of the Duffy bill. The Duffy bill, Buck said, would set copyright back 100 years. He apologized for getting "heated" on Wednesday, and again asserted that plain "greed" was back of the bill's provisions. Buck then proceeded to discuss Warner Brothers and their activities in the publishing field. He said Warner Brothers and the motion picture interests were not able to utilize ASCAP. He paid his respects to Radio Corporation, which he said is attempting to put together a society in the setting up of the Musical Program Foundation. NAB then came in for more attention, Buck suggesting broadcasters probably were in a huddle somewhere over the situation as to copyright. Warner Brothers, he said, walked out of the society. Victor Herbert's part in the forming of the society when he realized, Buck said, the need for the organization, was recounted; he told of some of Herbert's experiences; said Warner Brothers claim they own Herbert's "public performing rights," explanation of which latter he gave.

Representative Deen, asserting he was not prejudiced in the slightest but merely wanted to get all the information possible on the subject of copyright, said he wanted to do what was right as regards legislation. Chairman Sirovich suggested, in reply to a question raised by Deen, that provisions of the constitution give copyrights only to authors and inventors. Representative O'Malley, of Wisconsin, active in questioning ASCAP witnesses from the first, inquired what percentage of members of ASCAP live in California. Replying that he was unable to say but that the information would be put in the record, Burkan said members were scattered from Maine to California. Different questions by the Wisconsin representative were referred, by Buck, to Burkan for reply. At this time in answer to the question whether any suits by ASCAP as to alleged infringement had ever been taken before a jury for trial, Burkan replied in the negative, but corrected himself and said he recalled one suit which he thought had been connected with radio use. In the meanwhile there had been further intermittent exchange of views as between committee members and witnesses, and with so many talking at once at times there was difficulty in understanding what was said.

Buck told the committee early in the hearings and in reply to a question that artists, orchestras, here profit less from productions than do those abroad, where government sponsored radio is had. The question of the sponsoring of radio programs in this country was injected into the hearing; Buck attacked the compulsory license provisions under the 1909 act, and then went into the question of wired radio which, he said, was growing. Broadcasters, power companies and affiliates are fostering wired radio, he said. He discussed chain broadcasting, use of the air, power wires, etc., and said television was on the way, certainly. He agreed electric and mechanical transcription was disturbing ASCAP, and went into the subject of wired radio and its effect on radio programs, with elimination of advertising, with sets selling possibly at \$15. Representative O'Malley inquired as to salaries paid by ASCAP, with one member commenting that question was not at issue, and then went into the question of contracts with authors and publishers, asked about details of ASCAP licenses and as to whether there was a different contract with chains and independents.

Among well-known writers and composers present at the hearings on the first day and, as a rule, thruout the hearings, in addition to Taylor and Romberg, were Billy Hill, Irving Berlin, Rudy Vallee; Charles Wakefield Cadman, California; George Gershwin, and others. These were introduced by Buck. Mrs. Ethelbert Nevin, widow of the *Rosary* composer, was presented to the committee. Hill, on Thursday, told the committee members of experiences which had been his when he was seeking to become a writer, which experiences included many hardships. Then, he said, he went to Gene Buck. He expressed in a few words his appreciation of Buck's efforts in his behalf after which Buck responded.

Next hearings before the committee will be on March 3, 4 and 5.

CHI AIR NOTES

By NAT GREEN

Wonder if those announcers who say "tomorrow night at 10 p. m." ever heard of redundancy! . . . Glen LaPard, announcer at WOOD-WASH, Grand Rapids, laid up with the flu. . . . Jack Hylton's CBS broadcast moves to 6 p. m. on March 8. . . . Hylton now has the 9:30 to 10:30 spot but his sponsors believe the time change would put him too late. . . . *Myrt and Marge* sketch moves to 7 p. m. after the time change. . . . Frank Baker has replaced Leo Rosen-cranz in the NBC continuity department. . . . Amos 'n' Andy will be heard at 7 p. m. CDT, starting March 2, which will mean a great change in the listening habits of thousands. . . . L. E. Jacobson, formerly of WLW, Cincinnati, has joined the CBS production staff.

While *The City Sleeps*, a program dramatizing the experiences actually encountered by milkmen on their daily rounds, made its network debut on NBC March 1 at 1:30 p. m. and is to be heard every Sunday at the same time and on Thursdays at 5 p. m. . . . Program has been heard on a local station and made a hit. . . . New WGN program making its debut March 2 is *The Worry Clinic* in which Dr. George W. Crane, noted psychologist, will help listeners with their mental problems. . . . Dramatizations of some of the problems submitted also will be presented, actual names and places of course being carefully disguised. . . . Wallace Beery, movie star, will appear as guest artist with George Olsen and Ethel Shutta on the Dr. West Celebrity Night series March 7. . . . Alec Templeton, blind pianist with Jack Hylton's Orchestra, is soon to make a series of appearances on Dick Humber's program from New York, exact date of starting not yet announced. . . . Lucille Manners, young mezzo soprano, makes her 1936 bow on the Cities Service concert March 6 for a five-week engagement, while Jessica Dragonette is vacationing. . . . Miss Manners substituted for Miss Dragonette a year ago.

Irene Wicker, NBC's "Singing Lady," is deserting the Chi studios for a week's vacation in Bermuda. . . . During her absence Bob Brown, regular announcer of the program, will be featured as "The Singing Gentleman." . . . Billie Bailey, blues singer, who has been temporarily absent from the airways because of the death of her mother, is back at the CBS

studios. . . . Eddie Dunstedter, organist at KMOX, St. Louis, a visitor to the CBS studios here. . . . Anson Weeks returned to WGN this week with a new singer, Larry Lamont, whom he discovered on his recent tour. . . . Peggy Patton, movie commentator, has resigned from the staff of WISN, Milwaukee, and her programs will be taken over by Mary Ann LeMay or Peggy Riley. . . . Irene Winston, pretty ingenue of the stage show *Boy Meets Girl*, is now heard on several programs originating in the NBC Chicago studios, among them *Welcome Valley* and *Dan Harding's Wife*. . . . The committee in charge of the coming Arkansas centennial is dopping out a program which will include the appearance of four well-known Arkansas boys, all of whom have been heard on the air. . . . They are Dick Powell, Bob Burns and Lum and Abner. . . . The new pipe organ at NBC was dedicated Sunday with a special concert by Jesse Crawford. . . . Hal O'Halloran, long a favorite announcer on WLS, is back in Chi. . . . Pat Barnes is slated to start work on a picture for MGM in Hollywood March 15, which means he will move his air program to the West Coast.

A new serial, *Diary of Jimmy Mattern*, made its debut over WMAQ March 2 with Mattern and Elmor Harriot handling the dialog. . . . Don McNeill, radio emcee and comedian, joins the Morin Sisters and Ranch Boys as a regular member of the *Sunset Dreams* cast on NBC March 8. . . . Fritz Heilborn, trumpet player in Jan Garber's Band, was married February 25 in Chicago to Margaret Moon, of Winston-Salem, N. C. . . . John Weicher with his ensemble of artists from the Chicago Symphony Orchestra will be heard on the *Musical Footnotes* series over CBS starting this week, with Vivian della Chiesa and Franz Imhof. . . . Wendell Hall, red-headed music maker, celebrated his 14th anniversary on the air February 28. . . . Olga Albani, who concludes her *Life Is a Song* series March 22, will go to New York to make a picture for Warner Brothers before going to Porto Rico to visit her parents. . . . Later she and her husband will take a vacation trip to Honolulu. . . . Frank Rand now head of CBS publicity department, and John Fitzgerald in charge of publicity for WBBM. . . . June Sheible is assistant to Rand.

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and his Gang

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The Leading International Duo Pianists
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New Talent in Chi Dineries

Windy City hotel spots making strong bid for Lenten patronage

CHICAGO, Feb. 29.—Prominent Loop hotel dining and dancing spots have augmented their floor shows in an effort to stimulate Lenten patronage. While most of them have not put in new shows, they have made changes here and there, bringing in one or two new acts to heighten the interest.

An entire new floor show will make its debut at the Empire Room of the Palmer House on March 5, with the exception of the Abbott Dancers, who remain but will have a new routine. Bob Hall, singing rhymster, will emcee the show, and a dance team new to Chicago, Manya and Drigo, will be featured. Others on the bill will be Giovanni, clever European sleight-of-hand artist, making his first American appearance, and Freddy Dosh, imitator, also making his American debut. New show will be called *Springtime Revue*.

A new addition to George Nelidoff's cast in the show at the Walnut Room of the Bismarck Hotel is Louise Shott, petite danseuse, formerly in the Chicago City Opera ballet. The Nelidoff show and Phil Levant's danceable music continue to attract sizable crowds to the Bismarck. Levant's introduction of meritorious songs by amateur songwriters has become a popular Tuesday night feature.

In the Terrace Room of the Morrison, Rex Weber, a recent addition, is winning plaudits with his marvelous ventriloquial work. It works without a dummy and is exceptionally clever. Managing Director Leonard Hicks and his assistant, Willard Rutzen, have been very fortunate of late in picking outstanding novelty attractions and have largely enhanced the popularity of the Terrace Room.

Patrons of the College Inn at the Hotel Sherman seem never to tire of the beautiful Ice Carnival which is now rounding out a year at this spot. Whether it will continue after George Olsen and Ethel Shutta leave late in March has not been announced. The latter show no sign of palling on College Inn audiences but must leave March 26 to fill other contracts. Abe Lyman will take over the spot for six weeks and will be followed by Buddy Rogers on May 23.

Charles and Celeste, dancers, who do the tango, rumba and ballroom numbers, will replace the Two Elleens in the Continental Room of the Stevens Hotel tonight, coming from a successful engagement at the Mayfair Casino, Cleveland. The engagements of Harry Sosnick's Orchestra and of Larry Blake have been extended.

The De Marcos, dance team at the Blackstone, have proved so popular they have had their contract extended indefinitely by Benjamin Marshall. They are contracted to open in the Persian Room of the Plaza, New York, next September.

A new show opens today at the Edgewater Beach Hotel, where Bernie Cummins and his orchestra had a brilliant opening a few days ago. In the show are Johnny Rexola and Company, known as "Aristocrats of Novelty"; Milton Blakely, lyric tenor, and the Harriette Smith Girls in new routines.

Shribman Buys Out Va. Agency

RICHMOND, Va., Feb. 29.—It was announced here this week that Famous Orchestra Service, local booking agency formerly owned and operated by Billy Shaw, has been taken over by Charles Shribman, well-known New York and Boston orchestra booker.

Bob Bundy, formerly with Meyer Davis, will be in charge of the office, which will operate under the Shribman name. Vin Gary will assist Bundy.

NORMA TERRIS goes into the Versailles Club, New York, this week, at \$1,500 a week. Booked by Paul Small Attractions.

Union Buys Instruments

NEW YORK, Feb. 29.—Musicians' Local 802 voted Thursday to advance \$500 to the five surviving members of the Earl Carpenter Orchestra, which was caught in the Lum's Restaurant fire two weeks ago. The drummer lost his life. All instruments were ruined and Carpenter and three of his men appeared before the executive board to ask for assistance.

Sophie Tucker for Terrace Room, Chi

CHICAGO, Feb. 29.—Leonard M. Hicks, managing director of the Hotel Morrison, is reported to have signed Sophie Tucker for an engagement in the Terrace Room of the hotel.

Ted Lewis and his orchestra and an entire new floor show open in the Terrace Room on Friday, March 13. Lewis is engaged for eight weeks. Sophie Tucker, it is understood, will open early in May.

Willard M. Rutzen, assistant to Leonard Hicks, has just returned from Washington, where he accompanied Cornelia Linhardt, of Jefferson City, Mo., winner in the national cherry pie baking contest recently held at the Morrison under sponsorship of the canners of the country. Miss Linhardt received a prize of \$100 cash in addition to the trip to Washington and will use the money to further her musical education. It is possible she may enter radio work.

NIGHT CLUB REVIEWS

Montclair Casino, New York

This lovely dining room in the Hotel Montclair is going along nicely with its modest but entertaining shows, its good dance music and its fine food at moderate prices.

Current show has Bob Ross and orchestra dishing out tunes that are thoroughly danceable. Ross is at the Hammond electric organ, with his six men grouped around him and handling three saxes, one violin, one piano and one traps. The organ dominates, blending the tones and giving the orchestra a surprising volume. It sounds like a large band, the organ contributing a wide variety of tones and effects, and pounding out snappy rhythms, too.

Floor show has Jane and Iris Jaysnoff, pianists, in their fifth month here; Theodore and Denesha, dancers, in their seventh week here, and Lillian Kenny, singer, who just opened. The Jaysnoff Sisters, at twin pianos, do not get a break on staging, being hidden in (See MONTCLAIR CASINO on page 13)

Delmonico's, New York

Jack Pomeroy's new floor show is probably his best here. Caught the opening performance, it showed need for better lighting, but this can be ironed out easily.

It's faster and noisier than previous shows, ripping along at a terrific pace and making the customers sit up and take notice. Show comprises Murray and Alan, Bob and Fleurette Gilbert, Dick and Dotty Jones, Suzanne Austin, 10 Pomeroy Girls and Jay Mills and His Meyer Davis Orchestra. Each and every item is a sock.

The girls are on for three numbers: a hoop-skirt strip, a pretty parade and formation dance and a hotcha jungle scene. Costumes are swell, setting off the girls to best advantage and permitting them to be intriguing without exposing too much. They are led by pert (See DELMONICO'S on page 13)

Club Deauville, San Francisco

Located on the site of John Tait's old Palais Royal, a show place in the pre-prohibition days when O'Farrell street was the bright spot of the town, this gay rendezvous clicks heavily with the stay-up-at-niters. Frank De Goff, operator, has preserved much of the spot's former splendor, besides adding to its beauty with futuristic lighting effects, elaborate furnishings, hangings and other features that attract the patrons (See CLUB DEAUVILLE on page 27)

French Casino Cleared of Indecent Performance Charge

Cops have tough time proving nudity after close questioning by judge—clever teasing held "high class"—New York night spots hail liberal decision

NEW YORK, Feb. 29.—Night club operators were heartened by the successful defense of the French Casino yesterday against police charges of sponsoring an indecent performance. In a four-hour hearing before Magistrate Anthony Burke, Carl M. Snyder and Charles V. Haring, manager and vice-president respectively of the French Casino, Inc., were dismissed as not guilty. The trial got plenty of newspaper publicity and will probably help keep the Casino packed for quite some time. Patrolman Francis Hunt and Sergeant Michael DeLuca, who had seen the show and served summons charging the Casino management with violation of Section 1140-A of the Penal Code, testified they sat "35 or 40 feet from the stage" and found the show "shocking and indecent."

New Office in Denver

DENVER, Feb. 29.—Jack Blue, formerly of the Three Rolling Stones, and Ray Samuels have opened a booking agency in the Tabor Theater Building, this city. New office is booking orchestras and floor-show talent thru Colorado, Wyoming, South Dakota and New Mexico.

Torch, New York, Opens

NEW YORK, Feb. 29.—Torch Club is among the latest entertainment spots to open here. Debuted last week.

They described the scenes in which Eve drops her fig leaves, in which a bride loses her clothes and stands naked, and in which girls wore backless uniforms. Magistrate Burke asked, "How do you know the girl was nude and not covered by flesh-covered tights?" Hunt answered, "I have good eyesight and plenty of experience," explaining he had viewed many burlesque and cabaret shows in the police crusade to clean up the stage and, on one occasion, had examined Sally Rand's costume at close range.

Much of the time was spent discussing what constituted nudity, how show girls should be clothed in front and unclothed in the rear, and whether their military caps covered the backs of their heads. Hunt explained the girls used suction cups or whalebone strips held under the arms to drape the half uniforms. Lawyers for the Casino introduced numerous photographs of the production, all showing the girls adequately dressed. They told the court the Casino employed 400 persons with a pay roll of \$15,000 a week and catered to "an intelligent, sophisticated clientele," which gave every evidence of enjoying the scenes being criticized.

The judge commented that if teasing is done cleverly it is "a high-class show and not an indecent exhibition."

Jumbo Pulls 11,000 First Week

DETROIT, Feb. 29.—Oriole Terrace is believed to have broken a local night club attendance record this week, setting a mark of 11,000 for seven days. According to the management, Jumbo, the spot's week-old circumsized floor presentation, is directly responsible for the increase in business.

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New Ohio Band Agency

COLUMBUS, O., Feb. 29.—Arthur W. Frew and Frank Furneau opened a band booking establishment here in the Majestic Theater Building this week. New company will be known as United Feature Attractions, Inc.

French Casino Record

NEW YORK, Feb. 29.—French Casino's new show, *Folies de Femmes*, broke the single show record set by the last show. Biggest business of the last show was 1,560 patrons seated at a single show. New record, established last week, is 1,800 customers. Believed to be an all-time record for any night spot.

New York Casino Folds

NEW YORK, Feb. 29.—Central Park Casino, swank night spot, will be razed to make way for a playground. Appellate Division ruled last week that the park commissioner can close the casino.

the exterior and interior are of terra cotta, with just enough subdued lighting effects and interior decorations to give the room an intimate touch. Altho modern in every respect, Manager Schneiderman hasn't tossed away cash for any unnecessary embellishments. The room boasts a lightning-fast dance floor of liberal proportions.

Minimum check policy is in effect, with drinks and food marked at a (See 4444 CLUB on page 13)

4444 Club, Cincinnati

A turnaway crowd greeted the formal opening of Cincinnati's new dine and dance spot, the 4444 Club, located on the site of the former club of the same name at 4444 Reading road, Tuesday night, February 18.

The 4444 Club, owned and operated by Izzy Schneiderman, fills a decided need for spot of its kind in the Cincy area. Incidentally, it is the only one of the town's major night clubs located within the city limits. Situated on one of the city's most heavily traveled arteries, the 4444 is in line for a crack at considerable transient trade.

Of simple design and architecture, the new club strikes a pleasing note. Both

Good Summer Season To Help Cleveland-Phila Night Clubs

Republican, American Legion conventions and giant exposition make future bright for Cleveland—Philadelphia to host Democrats—new spots open—old ones redecorate

CINCINNATI, Feb. 29.—With the Democratic and Republican national conventions scheduled for June in Philadelphia and Cleveland, respectively, the usual summer letdown in night club business in these two cities is expected to be averted. The outlook in Cleveland is especially bright in view of the fact that besides the huge political conclave, that city will be the host to the American Legion convention and, most important of all, will have 104 days of the Great Lakes Exposition, elaborately planned civic fair. Altho the Democratic gathering is the only big-time event scheduled for Philadelphia, that alone is expected to be a boon to the Quaker City night spot set-up.

The three Cleveland events are expected to draw more than 4,000,000 visitors to the Forest City. Consequently, most spots that ordinarily fold up during the warm months are planning to remain open. Many operators have already provided for extensive remodeling and sprucing-up before the summer rush begins.

Bookers are optimistic, inasmuch as it is evident that with the influx of pleasure-bent out-of-towners more and better floor entertainment will be necessary in the fight for late-in-the-night biz. Many of the small spots that have heretofore operated on a strict non-floor-show basis have already signified their intentions of offering extensive entertainment in the near future.

In Philadelphia night spots are out- (See GOOD SUMMER on opposite page)

DOLLY BELL

DANCER EXTRAORDINARY.
Permanent Address, Wilmette, Ill.

LE PAUL

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

SYLVITA FINA

Portraying Swaying Spain, Amorous Argentine, Colorful Cuba In Dance and Song.
Now at DIMITRI'S GAUCHO, Greenwich Village, New York, N. Y.

THEODORE and DENESHA

SPECTACULAR ADAGIO
LATEST BALLROOM STYLISTS
Now 8th Week HOTEL MONTCLAIR • N. Y.

MANYA and DRIGO

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Thru Courtesy of LOU WOLFSON-WILLIAM MORRIS AGENCY. Now making "short" for WARNER BROS.

We wish to thank

Seymour Weiss—Roosevelt Hotel, New Orleans. Lucius Boomer—Waldorf-Astoria. Nick & Arnold—Versailles Restaurant. Miss Merriell Abbott—Palmer House.

WANTED:-Acts and Small Revues for Nite Spots.

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NOW LOCATED IN LARGER QUARTERS

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Josephine Baker Club

NEW YORK, Feb. 29.—Josephine Baker, now featured in *Ziegfeld Follies* at the Wintergarden Theater, opened her own night spot, Ches Josephine Baker, at 125 West 54th street, Wednesday night. It's on the site of the old Le Mirage Club, Ray Benson's Boys and Antobal's Cubans providing the dance music.

Torch Club, Philly, Reopens

PHILADELPHIA, Feb. 29.—Demolished by fire earlier in the season, George Levin reopened his Torch Club recently. Initial show, emceed by Paul Neff, had Dot Landy, blues singer; Rita and Ruth Mountain, dance team; Marie Hosea and Marie Haltz, specialty dancers, and a line of eight former Roxyettes captained by Roslyn Schultz.

New Delmonico Spot

NEW YORK, Feb. 29.—Al Delmonico, operator of the night club bearing his name here, is closing a deal to take over the Hotel Murray Hill dining room. Intends to open it with entertainment, running from noontime to supper.

CLUB CHATTER

BLANCHE AND ELLIOTT, ballroom dancers, are averaging five private party engagements a week besides filling their regular date at the Top Hat Club in Union City, N. J. . . . Loretto Morgan, singer, is at her home in Denver, recovering from injuries received recently in an auto accident. . . . Bell and Grey continue to play clubs and vaude dates in and around Detroit. . . . Most recent fire victims include Rainbow Gardens and Palm Isle Club, Port Arthur, Tex., and Rainbow Gardens, Waukesha, Wis.

ANNE BRADLEY, blues singer, has left Dave Apollon's vaude unit to go into the Club Avalon, Cleveland, for an indefinite engagement. . . . Blue and Samuels, new Denver booking office, last week moved Nolan and Kenny from the Clover Leaf in Pueblo to the Club Buffalo in Deadwood, S. D., for two weeks. . . . Jose and Renee continue to dance at several Vancouver, B. C., spots, currently doubling between the popular Mandarin Gardens and the Spanish Grill of the Hotel Vancouver, besides appearing spasmodically in two other spots. . . . Doryce and Freddy Drew opened a limited engagement February 21 at the Benjamin Franklin Hotel in Philadelphia. . . . Midget Jackie Duncan, resting in Columbus, O., this week, will resume club work March 1, opening in Quail's Grill, Canton, O.

JACQUELINE, of the Jacqueline and Geoffrey ballroom team, has been seriously ill of pneumonia for the past week in Miami. Team had been playing Miami nighteries for several weeks. . . . Chang Lee, versatile Oriental dancer, will remain indefinitely at the Cafe Dunlop in Philadelphia. Now in her fourth week at the spot. . . . Pat and Marlyn, tap artists, are current at the Palais Royale in Lansing, Mich. . . . Leslie

Sisters, clever adagio team, last week moved from the Club Ambassador, Cleveland, to the Times Square Supper Club in Rochester, N. Y.

YACHT CLUB BOYS return to Ira's Supper Club, Miami Beach, Fla., March 4. They will receive \$17,500 for appearing in Warner Bros.' *Stage Struck*, plus \$2,500 for each song they write for production. . . . Ann Greenway comes to the Hollywood Yacht Club to finish out the season as June O'Dea checks out. . . . George Jessel played a limited engagement at Ira's with the D'Ivons and Betty Dell. . . . Albert Douche flew to Havana last week to spot his review, *La Vie Parisienne*, in that city for four weeks in April. The French Casino, Miami Beach, has simplified name of its bar, Cafe Coquille to Shell Bar.

MILTON BERLE, headlining the show at the Chez Paree, Chicago, is credited with having largely increased attendance at that night spot. . . . Berle believes he has radio possibilities and his material is being written by David Freedman with that end in view. . . . The Three Byrons, knockabout comedy team, opened in the Terrace Room of the Morrison Hotel Friday. . . . Working in top hats and tails, these boys offer a distinctly novel turn. . . . Russ Martin, former emcee, is now managing the band department of Marr & Clark, Chicago agency. . . . Rosalind Marquis, Chicago south side singer, who has been appearing with various orchestras, has been signed to an optional movie contract.

CROSS AND DUNN appeared at the Palm Island, Miami Beach, last week. With them is Mona L'Leslie, who comes to the Palm Island from the Casino Nacional, Havana. . . . Medrona and Donna, Cardini and Robert Halliday are at the Bitmore with the Abbott Dancers. . . . The feud between Ruth Quinn, who does the *Dance of the Lovers* at Bouche's Villa Venice, and Renita Kramer, who presents the same feature at the French Casino, has entered the courts, Miss Quinn claiming a copyright via her partner, Leila Moore Egly, originator of the dance. Dance is well done at both spots. . . . Edna Sedgewick is at the Royal Palm Club on the Miami side. With her are Nice-Florio-Lubow, Tony Sharabba, Baron and Lane, and Daisy, the horse. . . . Miriam Grahame, at Town Casino, goes to the Patio, Palm Beach, this week. Ditto Dwight Fiske and Northway and Danilo, dancers.

MATT DUFFIN and Mary Ruth, novelty dance team, formerly with the *Follies Bergere* in Paris and later with Earl Carroll's *Vanities*, have opened at the Hotel St. Francis, San Francisco, appearing nightly in the Mural Room with Tom Coakley's band. . . . Bertray Sisters, Jimmy Nolan, Ruth Brent and George Cavanaugh's music are furnishing the current entertainment at the Webster Hall Cocktail Grill, Detroit. . . . Billy Baldwin, erstwhile walkathon and night-club emcee, closed a two-month engagement at the New Glad-

BETTY REAL and her RHYTHM BOYS

The New Band Sensation!
Personal Representative,
ANDY PINE.



Her Majesty,
The Queen
of Rhythm.

Presenting
Music in
the REAL
Manner.

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Indefinitely.

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EDWARD K. BICKFORD AND ALYCE CRANDALL

INTERNATIONAL DANCE STARS,
With Their Own Revue.
Now Nightly at Golden Pheasant, Jamestown, N. Y.
Address Care Billboard, Cincinnati, O.

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RHYTHMIC GRACEFUL DANCERS
Now at the WALDORF-ASTORIA, New York.

BLANCHE AND MODERN DANCERS ELLIOTT

delight in their work, which is brilliant as to conception and exquisite as to execution. —The Boston Globe.
Now Playing Private Functions N. Y. C.

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Now 9th Week WIVEL'S RESTAURANT, New York.

ELECTRIC GUITAR Or Microphone AMPLIFIERS

WIRED TO OPERATE on Either AC or DC (Alternating or Direct Current). No Convertors required.
Why lose dates because of wrong type of current or cycle? All types of Amplifiers repaired—guaranteed.
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(Triangle 5-0346.)

stone hotel in Casper, Wyo., recently and moved to the Roxy Theater, Salt Lake City, to fill the first of a series of theater dates for Jack Laughlin, of the Pittman office, in Denver.

BANDS and ORCHESTRAS

TOMMY (RED) TOMPKINS last week closed a 75-week engagement at the Roseland Ballroom in New York and moved into the Lookout House, Covington, Ky., for an indefinite stay. Band has WCPO and WSAI wires, 28 times weekly. Teddy Napoleon and Sam Genuso do majority of the vocalizing, and Red, besides his trumpet specialties, sings some of the songs. . . . Jerry Monroe, now in his fifth week at the Varsity Casino on Broadway, will continue at that spot indefinitely. Eddie Clearwater, drummer, is singing with combo. . . . Charlie Lyons, songwriter and originator of the Louisiana Aces Orchestra, was discharged from U. S. Veterans Hospital in Atlanta, Ga., last week.

BOYD RAEBURN and his orchestra are taking the place of Jack Hylton at the Drake Hotel, Chicago, on Sunday nights. . . . Jack Winston and his swing band are set for a lengthy engagement at the Hotel Blackstone, Fort Worth, Tex. Sharri Kaye, from Memphis, is singing the songs. Unit has a WBAP wire five times a week. . . . Charlie Fulcher, beginning an extensive tour of the West, last week helped New Orleans celebrate its Mardi Gras. Doris Lee, vocalist, has been featuring Fulcher-written melodies. . . . Johnnie Adams and band, a fixture for two years at the Greyhound Grill in Dayton, O., will move to a Huntington, W. Va., spot shortly. . . . Jay Castle and his Castle-Airs replaced Henry Durst at the Thomas Jefferson Hotel in Birmingham, Ala., February 21. Is in for two weeks. . . . Mel Edwards and band were recently burned out at the Pin Lake Club in Salt Lake City. Boys lost all instruments, library and uniforms. The club, completely demolished, will not be rebuilt.

VAL BENDER is rebuilding his band in El Paso, Tex., and begins a southwestern tour March 15. Val, originally a Pittsburgh boy, has written a new theme song, calling it *Pennsylvania Moon*. . . . Ed Esselby, trumpeter, and Pete Hoover, trombonist, have joined Boyd Gaylord's combo currently appearing at Tantilla Gardens, Richmond, Va. . . . Eddie Valjo is filling an all-winter date at the Don Cesar Hotel in St. Petersburg, Fla. . . . Florence Gast, wife of Benny Meroff, and vocalist with his orchestra, was painfully injured recently in an auto accident while playing a date in Houston, Tex. She received plenty of favorable comments in local dailies when she refused to let injuries stop her regular appearances.

RUDY BUNDY has been held over for the third time at the Hotel Gibson, Cincinnati, engagement extended for four more weeks with options. . . . Tommy Flynn and band moved from Shadyside, Cleveland, to the Elms, in Youngstown, O., last week. . . . Jack McDonald, former arranger for Sammy Watkins, is playing Northern Ohio spots this winter with his own band. Goes south March 14-15 to supply music for the week-end dances at the Triadon, Music Hall, Cincinnati. E. D. Perkins handles the combo. . . . At the conclusion of his 18-week stay at the Club Lido in Ithaca, N. Y., Jimmy Ferguson began a long series of one-nighters thru that part of the State. . . . Jimmie Lunceford rang up a new attendance record of 5,100 at the Cornell prom this year. Previous high mark of 4,000 was set by Casa Loma.

HORACE HEIDT broke all attendance records at the Cincinnati General Motors show last week. One day's crowd (Sunday, 23) was larger than the entire week's attendance of any previous year. Heidt will play the Detroit G. M. show week of March 8. . . . Al Donahue, currently playing an extensive engagement at the Hotel Bermudiania, Hamilton, Bermuda, will return to the Rainbow Room in Rockefeller Center, New York, July 1. . . . George Hessberger and his Bavarian Orchestra have returned to the Old Heidelberg Restaurant, Milwaukee, where they have a

WTMJ wire. Combo has been holding forth at the Heidelberg, Chicago.

BETTY REAL and her Male Orchestra played a week's engagement at Cinderella Ballroom, New York, last week. . . . Lou (King) Garcia, "king of swing trumpeters, and his band have been booked to follow Eddy Duchin into the New York Paramount Theater. Gene Goudet is managing Garcia. . . . Eugene Jelesnik is auditioning young violinists, offering free violin lessons for a year.

Two Delaware Spots Fold

DOVER, Del., Feb. 29.—The Black Cat Amusements, Inc., and the Casa Lambros, Inc., two night spots near Wilmington, had their charters repealed by the State tax department and Gov. C. Douglas Buck for failure to pay taxes for two years. The charters were declared repealed, effective January 20 last. Both spots shut down prior to action of tax department.

Black Cat is located six miles south of Wilmington and was the largest garden in the State. Casa Lambros is between Wilmington and Philadelphia and was regarded as a first-class spot.

DELMONICO'S

(Continued from page 11)
Little brunet, Sue Austin, who is a charming song and dancer.

The Gilberts are a vivid pair of fast, acrobatic dancers. The girl is a flashy, shapely brunet, while the boy is outstanding with his remarkable splits, leaps, whirls and fast taps. They work like demons, getting some singing and pantomime into their numbers as well.

Dick and Dotty Jones are another nice-looking pair of fast tappers. The boy's breakleg routines are something to see. The girl is a sweet little tap dancer.

Helen Page, an easy-to-look-at brunet, sang *Goody Goody* and *You Hit the Spot* in pleasant fashion. She has a nice delivery and personality.

Murray and Alan, held over from the last show, are the headliners. They warble spicy ditties and medleys in their usual skillful manner and then go in for zany comedy, just to show their versatility. Alan did a Minsky strip that doesn't quite click, possibly because it isn't given a sufficient backing.

Jay Mills emcees in his ingratiating manner and also handles his nine men for snappy dance music. Carol Lynne, blond singer, and Anella Renat, accordionist, play between shows, offering numbers on request. A nice combination that helps provide an air of informality to the club. Denis.

MONTCLAIR CASINO

(Continued from page 11)
corners of the platform. Nevertheless their playing of classical and standard popular numbers is so fine that they compel attention. Among the very best piano combinations heard by this reviewer.

Theodore and Denesha are a nice-looking ballroom pair with a surprising versatility. Numbers caught at this show were a triple-mood dance combining three tempos effectively and an adagio number which is unusually ef-

fective. Emphasizing grace rather than violent movement, they had no trouble making a solid impression.

Miss Kenny, a brunet, offered a pleasant voice in Spanish, Italian, Mexican and English numbers done in the Continental manner. Failed to impress, however, due perhaps to lack of a mike.

Green's Coral Islanders, five men doing Hawaiian guitar, filled in between Ross' band sessions and also played in the barroom. Dents.

4444 CLUB

(Continued from page 11)
reasonable figure. Dinners may be had at 75 cents, \$1 and \$1.25, with sandwiches proportionately lower. Both the service and cuisine is all that can be desired and we can't see how the spot can fail to click under the present setup.

Floor shows are being booked by Ernie Creech, of the Gus Sun office, with Sammy Funk and his ork set to furnish the show music and dance tunes for an indefinite period. Opening show ran 40 minutes. Virginia Moore, petite comedienne and mistress of ceremonies, did exceedingly well in that capacity. Val Dez and Peggy scored handily with a chain and modern soft-shoe routine, as did Marque and Suzane with a pair of ballroom dances. Frank Belt pleased with a bit of rapid-fire cartoon work. Roberta Crone pulled two good hands with a pair of song numbers. Le Russ Bau clicked with a good hand and head-balancing routine. Ricardo, magician, suffered injuries on his jump and failed to put in an appearance. Shows change every two weeks.

Only jarring note of the evening was a waiter who gave you that mad-dog look if you ordered a lowly beer instead of something fancier. Bilsax.

GOOD SUMMER

(Continued from opposite page)
doing themselves to keep in the local running. New spots are lighting up and the bug has even crossed the river to the Jersey side.

Town Casino, which is being kept open with receiver's coin, is pushing itself to the fore by bringing in Ramona to revive the spark, with other big names set to follow her current run. Warwick Hotel, swank hostelry, is entering the picture with Wes O'Neil and Frances Clark taking over the Orchid Room. Arcadia International House will depend on name bands, being fixed with Eddie Duchin, Buddy Rogers, Ted Fiorito and Hal Kemp to carry it thru to convention time.

Biggest splash, with the deal still on fire, is the report that Joe Moss, of the New York Hollywood Cafe, will take over the Hotel Walton Roof and feature the present Hollywood show intact. Deal, when and if, will make the competition in the local zone terrific. There is credence to the report in view of the fact that Mickey Alpert, currently operating the Walton Roof, is angling for a local intimate spot. Other reports have a Hollywood Cafe floor show coming down to the Ambassador Hotel in Atlantic City in June. Bookings at both spots will be handled by Ralph Wonders.

Walt Whitman Hotel in Camden, N. J., being designated as the official headquarters for the New Jersey delegation, is anxious to cut in on the convention coin. Hotel management has budgeted a tidy sum to convert its dining room into a swank niterie. Radio names will be brought in for the draw.

MUSIC NEWS

(Communications to New York Office.)

A final date for the second annual show of the Professional Music Men, Inc., has been selected. The affair will be held at the Alvin Theater, New York, Sunday night, March 8. A program embracing topnotchers in the radio, musical comedy and vaudeville field, in addition to many heads of well-known bands and orchestras, will be the incentive to attract a large crowd. According to those in charge the receipts, after deducting expenses, should help to increase the present relief fund of the organization to \$20,000.

Bob Lee, a familiar figure in the popular music industry, has been engaged to assist Ben Edwards in exploiting the catalog of the Isham Jones Company. The No. 1 song of the firm right now is *No Greater Love*, which, incidentally, is showing up very well.

After following the role of a writer for the past 20 years Eugene West has decided to be his own publisher. Under his name he has engaged offices in a Broadway building, with Henry Yenger installed as professional manager.

Matty Levine, well-known contact man and accompanist, has abandoned Tin Pan Alley to coach artists in the way of diction and voice culture. Matty has several prominent clients already under his wing, with two headed right now for the picture colony in Hollywood, Calif.

Benny Cairns, in charge of the Irving Berlin office in Detroit, has shifted his headquarters to Cleveland.

Local publishers are utilizing every effort and procedure to revive interest in songs extolling the virtues of Hawaii. At least 10 songs of this caliber are already being "plugged" by different firms, with one or two attracting some attention. The majority that we have heard sound much alike except in the case of one composer, who assumed a revolutionary step in giving a twist here and there in the arrangement. In spite of this the *Hula Hula* background in most instances has been retained, just for "atmosphere," so their sponsors declare, but without adding any distinctiveness or originality to the work itself.

Present-day writers are reverting to long titles in their creations, with the publishers approving. For instance Charlie Tobias and John Jacob Loeb have just disposed of a number called *Do You Need a House To Fall on You?* Also another captioned *I'll Betcha You Tell That To All the Girls*, with music by Sam Step.

After two months' illness Mynna Granat has returned to work again with the Irving Berlin Company as assistant secretary to Harry Link.

Encouraging returns are in line for the latest number published by the Red Star Songs, Inc., entitled *Spring in Vienna But Autumn in My Heart*. It is by Mary Schaeffer and George Bonny Brown, and several of the leading bands and orchestras are already taking it up.

Owing to the success of Eddie Duchin's *Piano Styles*, a folio containing special arrangements of standard and popular songs, past and present, published by Remicks, the maestro is preparing another book on the same order. The new work will exploit a dozen numbers all in Duchin's characteristic style. His initial effort which has gone into a second edition has reached a reported sale of over 100,000.

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Sheet-Music Leaders

(Week ending February 29)

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

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

- | | |
|-----------------------------|--------------------------------|
| 1. Alone | 8. Rhythm in My Nursery Rhymes |
| 2. Beautiful Lady in Blue | 9. Goody, Goody |
| 3. Lights Out | 10. Cling to Me |
| 4. Moon Over Miami | 11. With All My Heart |
| 5. It's Been So Long | 12. Feather in the Breeze |
| 6. Please Believe Me | 13. Wah Hoo. |
| 7. Alone at a Table for Two | |

PHONOGRAPH RECORD best sellers will be found on page 70.

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PICTURE FOLKS' PERSONALS

Studios and "Names" in Favor Of Making Personal Appearances

F. & M. Agency handling bulk of the import—Harold Kemp to be Coast rep—no longer felt that only those passe make the personals—helps to better film contracts

NEW YORK, Feb. 29.—Personal appearances of picture "names" are definitely assured the "name" hunting circuit vaude bookers, the Coast people, both the studio executives and artists themselves, taking to the idea with much favor. This was seen by John Schultz, associated with Fanchon & Marco in its agency, who recently returned here from a trip to the Coast, where he secured authorizations on a flock of movie "names." A further indication that F. & M. will be a big source for importing movie "names" into vaude is seen by F. & M. acquiring the services of Harold Kemp, now with NBC and long a prominent vaude booker, who will represent the agency on the Coast. The circuits are ready to grab up any of these "names," paying anywhere from \$750 for a feature such as Dorothy Lee to \$7,500 net plus percentage for a star such as Wallace Beery.

On his return here from the Coast Schultz brought back authorizations to agent, besides Beery, Dolores Del Rio, Joel McCrea, Ralph Bellamy, Douglass Montgomery, Carl Brisson, Nils Asher and Edward Arnold. Of this group, he has already secured dates for Arnold, who opens March 20 at the Roxy here; Miss Del Rio, who will open March 27 for RKO; Ralph Bellamy, who plays the Palace, Chicago, February 28, and the Boston, Boston, March 12 in an act written by Herman J. Mankiewicz, and Beery, who is playing Paramount houses. The F. & M. office is also booking the Jackie Coogan-Betty Grable unit, and recently set Louise Beavers and Henry Armetta into vaude houses.

New "names" secured by the office are George Bancroft, Lila Lee, Lulu Albern, Russell Hopton and Helene Costello and Monroe Owsley in an act written by William Barry. F. & M. has made connections with practically all the film agents on the Coast to represent film "names" for personal appearances.

F. & M. naturally has the "in" in rounding up the pix "names" because of its Coast connections, but at the same time the office makes it easier for the acts and also in selling them by giving them proper production. As an example, Miss Fanchon built an act for Miss Del Rio.

Schultz reports that the studios are very much in favor of their people making personal appearances, and now it is no longer felt out there, as was the case in former years, that only passe "names" make personal appearances. Talking pictures has made it necessary for these appearances, to get the feel of audiences, such as when Leslie Howard and Walter Connolly frequently return to the legit stage. Most of the "names" want at least three weeks before they will come in from the Coast and furthermore want help in preparing an act.

It is now realized that personal appearances in key cities, where they are billed importantly, enhances the value of the pix "names." And in several instances it has worked out that the film people themselves have benefited from personal appearances to the extent of getting better contracts. Film sales managers, in making their reports, usually are favorable as a result of reactions obtained from personal appearances. Henry Armetta and Gene Raymond got better film contracts in this way.

Schuster Ties Up "Spices"

CINCINNATI, Feb. 29.—Following a suit filed in Common Pleas Court here yesterday by Milt Schuster, Chicago booker, a receiver was appointed to take charge of scenery and wardrobes of Berni-Rogers, Inc., whose unit, *Spices of 1936*, is currently playing the RKO Shubert here. Thru his attorney Schuster alleges Rogers owes a balance of \$700 on a note signed in 1926, and that Rogers transferred his holdings to Berni-Rogers, Inc., in order to place assets beyond his reach.

Poole Handling WPA in Syracuse

SYRACUSE, N. Y., March 2.—Paul Poole, former Keith office producer and now the local representative of the American Federation of Actors, has been appointed temporary WPA project supervisor here by George M. Gatts, WPA State director for the Federal Theater Project.

Twenty-five acts, comprising 62 people, auditioned last Sunday and most of them were found to be professional. Gatts has Poole working on the first vaude unit and will open it at the Civic Theater here, which is opening with WPA plays.

Tubert Leaves RKO

SYRACUSE, Feb. 29.—William J. Tubert resigned as manager of Keith's Theater here to accept the post of division manager for the Louis Schine Circuit. Jake Golden was switched from the Palace, Rochester, to the post here, while William Risley, manager of the Temple, Rochester, went into the Palace in that city. Charles J. Freeman, assistant at the Palace, Rochester, was made manager of the Temple.

Harold Kemp Joins F&M

NEW YORK, March 2.—Harold Kemp will leave the National Broadcasting Company's artist bureau March 31. At that time he will leave for the Coast to take over his duties as assistant to Mike Marco and Coast executive for the Fanchon & Marco Agency, which F. & M. operates from here in association with John Schultz.

In previous years Kemp was vaude booking executive for both RKO and Warner Brothers, joining NBC three years ago.

RKO Is Producing "Folies Comique"

NEW YORK, Feb. 29.—RKO is producing another vaude unit, this one to take the place of the canceled French Casino show in Miami Beach, which is going abroad. The new unit is to be called *Folies Comique* and is being produced under the supervision of Charles Koerner, circuit division manager, and Bill Howard, booker.

Macklin Megley is staging the unit, which will carry 65 people and which opens March 19 at the Boston Theater, Boston, for a tour of the circuit.

Arren & Broderick to N. Y.

TORONTO, Feb. 29.—Charlotte Arren and Johnny Broderick, who opened at the Imperial here yesterday, will follow with Loew's Montreal, opening March 6, after which they will return to New York. They concluded a successful tour with the Wayne King unit in Boston two weeks ago. Arren and Broderick came in here from the Palace, Rochester, N. Y.

Small Town Finds Vaude Good Payoff for the Last 10 Years

CHICAGO, Feb. 29.—That vaude can be made to pay even in a small town, if carefully booked and properly exploited, has been proved by the experience of the Arcada Theater, St. Charles. For 10 years now stage shows have played the Arcada Theater every Saturday and Sunday.

St. Charles is a town of 5,400, nestled along the Fox River, 38 miles from here. Back in 1926 civic pride prompted Lester Norris, husband of the heiress to the John W. (Bet a Million) Gates millions, to build the Arcada Theater, which at that time cost half a million dollars to erect, altho seating but 1,000. Being a man of means, Norris spared no expense in making the theater the finest small-town amusement palace in the Middle West. Such things as expensive silks and rare tapestries adorning the walls and boxes and stage curtains of imported velvet were but small details in carrying out the plans of Norris, who aimed to make the environment of his theater one of its biggest factors.

The Arcada opened 10 years ago with straight pictures. Soon William L. Pracht, manager of the house, was approached by bookers to install a vaude bill each Sunday. At first their overtures were turned down and then John Benson prevailed upon Pracht to try a couple of Sundays. Vaude was a success from the start and packed houses have been the rule every week-end since. When Pracht saw that vaude could be supported in his town he immediately authorized his booker, Benson, to spend more money on the bills with the result that some of the best acts in the business have played his house in the past. Mention of a few that have played St. Charles takes in George Beatty, Cardini, Wills and Davis, Clyde Hager, Lambert, Ben Dova, De-

Vito and Denny and Bert Walton.

Of course, the Arcada has not depended upon the town of St. Charles alone for support. It has a drawing population of 65,000 within a radius of 20 miles, but the outstanding fact about the theater is that it has played vaude continuously on week-ends for 10 years while larger competitive towns near by have booked only occasional stage shows.

Fascinated by tales about how people flocked to the Arcada Theater, a *Billboard* representative recently spent a Sunday with Pracht and came away with some very interesting information. "I believe," said Pracht, "that there are many theaters not only around Chicago but many other places that have the facilities for vaude and are passing up a chance to increase their revenue by not playing them. In my own case I have found that even thru the worst years of the depression the people have supported stage shows and made it a paying proposition for me. I freely admit that they are responsible for a great part of our business. There is one important thing in running vaude in a small town. Performers should keep their acts free from suggestive material of any kind. It not only ruins the theater they are playing, if allowed to get by with it, but it ruins themselves."

The Arcada is running two separate five-act bills each week at present. On Saturdays there are two evening performances only and on Sundays run four shows. Howard L. Peterson is organist and Walter Hettinger, for many years with the Great Northern Hippodrome in Chicago, is the leader of the seven-piece orchestra. Bob (Circus) Cronkelton, with the Ringling and old Sells-Floto shows for years, has been stage manager of the house for the last nine years.

Agts.-Bookers 'Off to Philly'

Lack of showing dates in N. Y. means trek to Philly—circuits hold auditions

NEW YORK, Feb. 29.—The lack of showing houses and vaude theaters in general in this territory is compelling local agents and bookers to center their new act activity in Philadelphia, with a countless number of them going out to the Quaker City every week-end. Agents and bookers also frequently jump to towns like Baltimore and Washington to glimpse new acts and attractions. The slogan now around town, displacing the "off to Buffalo" for acts, is "off to Philadelphia" for agents and bookers.

Yesterday was conclusive proof of the situation as regards jumping to Philadelphia to catch acts. Harry Levine, of the Paramount office, and Harry Mayer, of the Warner firm, made the trip, as did agents Sammy Weisbord, Phil Coscia, Mark Leddy and Sammy Berk. With considerable frequency, such bookers and agents as Harry Kalcheim, Nat Kalcheim, Ferd Simon and Steve Trilling jump to Philly, Baltimore and Washington, as well as Boston and other spots, to catch acts and attractions. Last week alone Nat Kalcheim covered Philadelphia, Baltimore and Washington.

The reason for the "off to Philadelphia" trend among agents and bookers is the many week-end vaude stands harbored there. No Sunday vaude in the town, but there are many Friday and Saturday stands, including the Colonial theaters in Germantown and South Philadelphia, the Cross Keys, Midway, Logan, Oxford, Kent, Allegheny, Keystone, Chester and the Stanley and Lyric in Camden, N. J., which is near by. In addition there are the bigger stands such as the Carman, Earle, Fox and Fay's. There is a colored theater in town also, the Lincoln. Besides these vaude theaters, the agents and bookers are able to lamp acts at the many night clubs there.

The lack of available showing houses is prompting the circuits to even hold auditions now. Paramount holds auditions daily in its audition room, which has been equipped with a mike. RKO held auditions practically all this week in an effort to line up talent for a unit it is producing.

Cushman Opening New York Office

LINCOLN, Neb., March 2.—On the heels of Arthur Fisher's announcement of entering the unit field for Eastern coverage, Wilbur Cushman, Western unit impresario, advises he is opening an Eastern division booking office in New York. Office will be in the Brill Building.

Cushman, who has approximately 36 weeks of time in the West and is keeping more than 40 units busy, made a step further east last summer when he opened offices in Chicago and himself came from Albuquerque, N. M., where he started to Dallas, Tex., to be nearer the center of operations.

Clyde Hager in Hollywood

HOLLYWOOD, Feb. 29.—Clyde Hager, after a string of vaude dates in the Middle West, arrived here last week to commence work on a new show produced by Lee Marcus and directed by Gene Yarbore entitled *I Can Get It for You Wholesale*. Hager appeared in Eddie Cantor's newest picture, *Strike Me Pink*.

"Vanities" Delayed; Berle Saves Show

CHICAGO, Feb. 29.—It was Berle to the rescue Friday when Earl Carroll's *Vanities*, scheduled to open at the Chicago Theater at 12:40, rolled into Chicago from Iowa nearly four hours late.

The *Vanities* show, supposed to arrive in Chicago at 8:30 a.m., was snowbound for hours and finally arrived at noon. Meanwhile Louis Lipstone, of Balaban & Katz, was tearing his hair, for the massive show requires more than two hours to hang, and, as already mentioned, it was scheduled to open at 12:40. With 4,000 patrons in the house, Lipstone was at his wits' end for someone or something to hold the crowd and prevent them from getting restless. He thought of Milton Berle, who is appearing at the Chez Paree. Calling the Seneca Hotel, Lipstone was informed that Berle had left strict orders that he was not to be disturbed. Desperate, Lipstone finally managed to get thru the hotel lines and reach Berle. Altho the comedian's contract with Chez Paree forbids his appearing at any theater, Berle recognized this was an emergency and in 15 minutes he was at the Chicago Theater and on the stage. Without rehearsal and with no assistance except from Jack Gullford, mimic, and Mama Berle in the audience, he held the stage for 40 minutes, with his songs and wisecracks, and really wowed the audience.

"It was really grand," said Roy Bruder, manager of the theater, "and one of the nicest things a performer ever did. We surely appreciated it."

Pickup in France; More Flesh Spots

PARIS, Feb. 24.—After a lull of a couple of months vaude is becoming quite active thruout France, no less than three important houses switching to straight vaude during the last week.

Nice leads with two casinos, the Eldorado and the Nouveau Casino, running complete vaude shows, which gives Nice three big vaude theaters, as the Municipal Casino continues to run high-class bills. Several other casinos and cabarets at Nice also use acts. Cannes has straight vaude at the Casino Municipal and acts at several night spots. Monte Carlo also using many acts.

In Bordeaux the Francais swung from plix to straight vaude last week, with a big bill headed by the American dancer, Joan Warner, and at Lyons the Eldorado has joined the vaude ranks with a big program featuring Damia, sob singer; De Rocroy, magician, and Sarah Caryth, lion tamer.

WAYBURN PUPILS

(Continued from page 4)

of themselves. Among them was Victor Moore, there to see his daughter, Ora, go thru a couple of dramatic sketches.

Charles (Chic) Blood, about 5 or 6 years of age, scored the greatest hit of the evening with a deftly executed tap dance, clinching his hold on the audience with an amiable confusion and a pleasant personality. Betty Cavanaugh, possessed of good looks, black hair and blue eyes, provided a welcome interlude with a few good acrobatic numbers; Mary Godwin and Lee Collins were two of the better hoofers, and Gloria Stuart, on for only one dance, conclusively demonstrated professional ability. The best scene, prettily staged and beautifully executed, was a ballet number heightened by the work of Vlasta Maslova, teacher at the school.

PAUL ACKERMAN

DELMAR CHARGES

(Continued from page 4)

reminds Delmar that it "contributed thousands of dollars to the actors' various benefit funds" and "the excellent publicity you received from running our shows should have some value."

Delmar is circularizing the metropolitan press with a bitter denunciation of the police association, and the association is doing the same thing with its five-page answer, which expresses surprise at Delmar's bitter attack.

The recent benefit for Delmar disappointed its backers. Enough money was secured, however, to send him to the Coast, where friends are expected to help him get established so that he may recuperate from a chronic illness.

PRIZE NIGHTS

(Continued from page 4)

his competitors would annex a part of his none too plentiful patronage. While admitting they were "fed up," the operators have been waiting for the "other fellow" to make the break.

Last Saturday the Rosewood Theater, a north side house that came into the limelight a few years ago by running three feature pictures when other houses were going strong for the double-feature gag, discontinued "prize" and "giveaway" nights. To sound out sentiment on the proposition the management inaugurated a letter-writing contest, in which patrons were asked to express their views on giveaways. The contest closes tonight. Results so far have indicated that the prize-award policy is breaking down good will and that large numbers of patrons are very much dissatisfied with the practice. Many writers stated that the giving of prizes detracted from the enjoyment of the program. Some stated that the disappointment of those who fail to win prizes far overshadows the good will created by the few who win. Others spoke of the delays caused by long waits. The sentiment is so strong for a no-prize policy that it looks as if the Rosewood will decide to drop prize nights permanently.

To date no other theater has followed suit, but it is anticipated that now the ice is broken others will fall in line. A number of theater men, both independent and chain, sounded out by *The Billboard* stated that a lagging of interest in prize nights had been noted and most of those interviewed stated they would be glad to see a return of the old policy.

ELKHART, Ind., Feb. 29.—The first Indiana court decision upon the validity of the theater "bank nights" was handed down here Saturday by Special Judge Lenn J. Oare in the Elkhart Superior Court, who sustained a defense motion to quash the State's affidavit against Sid Holland, manager of the Elkhart Amusement Company, on a charge of violating the Indiana lottery laws.

Judge Oare read a seven-page opinion in support of his ruling, pointing out that the plan operated at the Elco Theater here is not illegal because persons

who participate in the drawing are not required to give any consideration. The special judge stated that the Indiana statute apparently has for its purpose the "prevention primarily of the sale of lottery tickets."

"We must therefore conclude," he said, "that to fall within the injunction of our statute it is necessary that lottery tickets be sold, or that one enters into a lottery scheme or gift enterprise where such tickets are sold. Therefore, altho the signing of the register and attendance in the neighborhood of the theater might be a consideration, it certainly cannot be called 'pay' without unduly extending the meaning of the word. We are impelled therefore to conclude that payment, altho it may be made directly or indirectly, must be of money or other valuable thing to constitute a consideration."

OIL CITY, Pa., Feb. 29.—The two leading first-run houses here are "going to town" with the local giveaway craze and are parting with the heaviest weekly cash prizes yet offered in a theater in this territory.

The Latonia Theater conducts a weekly \$250 Bank Night, with an additional \$100 in smaller prizes, while the Drake Theater during its Treasure Night awards \$175 to the lucky customer whose name is the first called from the theater's registration book. If that particular person is not in the house at that time, he is mailed a check for \$100.

AMERICAN ACADEMY

(Continued from page 4)

literary thunder. It was a difficult piece for the youngsters—it was difficult enough in all truth, when Frances Starr, Helen Gahagan, Edith Barrett and Glenn Anders played it in the pro version—and it's to the kids' credit that the afternoon didn't turn out to be even more depressing than it was.

Owen Lamont's playing of cokey brother Branwell made it practically the star part. In the first two scenes, it's true, he was allowed to go horribly haywire—but that's the sort of part it is. In acts three and four young Mr. Lamont, despite the Histrionics (capital "H," please) inflicted upon him by the author, managed to create real effect by doing a fine play-down job on the en-

NEW ACTS

De Cauchi

Reviewed at the Jefferson, New York. Style—Novelty. Setting—Full stage. Time—Seven minutes.

The outstanding Risley work of this Oriental troupe of four men and one girl place the act near the top for turns of this kind. The action never lags and every bit is done with marvelous precision and deft execution. The usual Risley juggling leads to a sock number in which one of the men is balanced on the top of four stools. Latter are kicked away and the man caught very neatly on the legs of the understander.

Tho the Risley routines are the mainstay of the act, there is also a bit of expert tumbling and hand standing; one fellow scoring particularly by springing into extraordinarily difficult positions on his elbows. P. A.

Four Dancing Dells

Reviewed at the Bronx, Bronx. Style—Dance flash. Setting—Full-stage. Time—Seventeen minutes.

Four girls comprise this turn, and just what they looked like is doubtful because the lighting was so poor. A song and dance opens, *The Words Are in My Heart*, followed by two nice numbers, an acro and toe tap, by two of the quartet. The rest of the act is superfluous, being merely a bit of mild ensemble hoofing and a so-so vocal rendition of *Eenie Meenie Miney Mo* and another tune by one of the girls. The acro and dance numbers need better production, and would probably do better if pulled out and placed in a better act. P. A.

Castle and Rosita Revue

Reviewed at the Grand Opera House, New York. Style—Dance flash. Setting—Full stage. Time—Thirteen minutes.

A fair flash act with a mixed team doing two very smooth ballroom numbers,

a waltz and tango. The pair look well, with the girl, a brunet, gowned becomingly in gold, and the man in white tails. Two other brunets are on twice in acrobatic turns, but fare poorly owing to mild and trite routines. These girls present a very nice appearance and deserve a better break. A young fellow fills in vocally, socking very well with *Alone*. Latter has a powerful well-trained voice and helps the act considerably.

What is lacking here is better production. The acro team, particularly, should certainly be put to better use. P. A.

Joiner and Freddie

Reviewed at the Bronx, Bronx. Style—Comedy chatter. Setting—In one. Time—Fifteen minutes.

Colored comedy team once with Lew Leslie's *Blackbirds*. Their entire turn is given over to gagging, some good, but mostly indifferent. Puns are the mainstay of the act and provide a few preliminary laughs, but 15 minutes of them are too much. Some hoofing and comedy singing would certainly be an improvement if Joiner and Freddie can possibly manage to do them. The closing bit is good, with the tall fellow pulling a razor on the other. P. A.

Frank and Alma

Reviewed at the Bronx, Bronx. Style—Acrobatic jumping. Setting—Full stage. Time—Nine minutes.

A young mixed team, with the boy holding up whatever there is to the act. He does a series of standing high jumps into barrels placed on raised levels. The monotony is relieved with a few somersaults, executed when he jumps out. The best turn is performed while the fellow is blindfolded and on skates.

Some of the stunts are undoubtedly difficult, but the act lacks variety and showmanship. P. A.

forced hysteria. It's a practically unplayable part anyhow, but young Mr. Lamont did more with it than Mr. Anders achieved in the pro presentation, in which the only thing he lacked was a green spotlight.

Mary Laslo played Emily with intensity, turning in a performance marred chiefly by a tendency to clip her words. Mona Segal, as Charlotte, displayed a colorful and striking personality, with an indication that the same qualities may come thru some day in her acting. Melvin Monroe did a really splendid character bit as the father, greatly aided by excellent makeup; while Dorian Tankersley, as old Tabby, was similarly aided, tho she showed a tendency to overplay the character angles. Young actors will some day learn that old age isn't invariably marked by an advanced form of palsy. Beverly Mann and Gordon Casper did the bits, and Audrey Anderson recited the role of Anne.

The curtain raiser was the first act of *Autumn Crocus*, with the cast including Marc Garber, Isabel Burnham, Jane Dwire, Ellen Prescott, Lorna Stuart, Sarah Hayes, Ann Garland, Chauncey Brown, Charles Thomas, John Most and Marjorie Davis. A couple of good performances studded the playing.

EUGENE BURR.

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PICTURE FOLKS' PERSONALS

Studios and "Names" in Favor Of Making Personal Appearances

F. & M. Agency handling bulk of the import—Harold Kemp to be Coast rep—no longer felt that only those passe make the personals—helps to better film contracts

NEW YORK, Feb. 29.—Personal appearances of picture "names" are definitely assured the "name" hunting circuit vaude bookers, the Coast people, both the studio executives and artists themselves, taking to the idea with much favor. This was seen by John Schultz, associated with Fanchon & Marco in its agency, who recently returned here from a trip to the Coast, where he secured authorizations on a flock of movie "names." A further indication that F. & M. will be a big source for importing movie "names" into vaude is seen by F. & M. acquiring the services of Harold Kemp, now with NBC and long a prominent vaude booker, who will represent the agency on the Coast. The circuits are ready to grab up any of these "names," paying anywhere from \$750 for a feature such as Dorothy Lee to \$7,500 net plus percentage for a star such as Wallace Beery.

On his return here from the Coast Schultz brought back authorizations to agent, besides Beery, Dolores Del Rio, Joel McCrea, Ralph Bellamy, Douglass Montgomery, Carl Brisson, Nils Asher and Edward Arnold. Of this group, he has already secured dates for Arnold, who opens March 20 at the Roxy here; Miss Del Rio, who will open March 27 for RKO; Ralph Bellamy, who plays the Palace, Chicago, February 28, and the Boston, Boston, March 12 in an act written by Herman J. Mankiewicz, and Beery, who is playing Paramount houses. The F. & M. office is also booking the Jackie Coogan-Betty Grable unit, and recently set Louise Beavers and Henry Armetta into vaude houses.

New "names" secured by the office are George Bancroft, Lila Lee, Luis Alberni, Russell Hopton and Helene Costello and Monroe Owsley in an act written by William Barry. F. & M. has made connections with practically all the film agents on the Coast to represent film "names" for personal appearances.

F. & M. naturally has the "in" in rounding up the pix "names" because of its Coast connections, but at the same time the office makes it easier for the acts and also in selling them by giving them proper production. As an example, Miss Fanchon built an act for Miss Del Rio.

Schultz reports that the studios are very much in favor of their people making personal appearances, and now it is no longer felt out there, as was the case in former years, that only passe "names" make personal appearances. Talking pictures has made it necessary for these appearances, to get the feel of audiences, such as when Leslie Howard and Walter Connolly frequently return to the legit stage. Most of the "names" want at least three weeks before they will come in from the Coast and furthermore want help in preparing an act.

It is now realized that personal appearances in key cities, where they are billed importantly, enhances the value of the pix "names." And in several instances it has worked out that the film people themselves have benefited from personal appearances to the extent of getting better contracts. Film sales managers, in making their reports, usually are favorable as a result of reactions obtained from personal appearances. Henry Armetta and Gene Raymond got better film contracts in this way.

Schuster Ties Up "Spices"

CINCINNATI, Feb. 29.—Following a suit filed in Common Pleas Court here yesterday by Milt Schuster, Chicago booker, a receiver was appointed to take charge of scenery and wardrobes of Berni-Rogers, Inc., whose unit, *Spices of 1936*, is currently playing the RKO Shubert here. Thru his attorney Schuster alleges Rogers owes a balance of \$700 on a note signed in 1926, and that Rogers transferred his holdings to Berni-Rogers, Inc., in order to place assets beyond his reach.

Poole Handling WPA in Syracuse

SYRACUSE, N. Y., March 2.—Paul Poole, former Keith office producer and now the local representative of the American Federation of Actors, has been appointed temporary WPA project supervisor here by George M. Gatts, WPA State director for the Federal Theater Project.

Twenty-five acts, comprising 62 people, auditioned last Sunday and most of them were found to be professional. Gatts has Poole working on the first vaude unit and will open it at the Civic Theater here, which is opening with WPA plays.

Tubert Leaves RKO

SYRACUSE, Feb. 29.—William J. Tubert resigned as manager of Keith's Theater here to accept the post of division manager for the Louis Schine Circuit. Jake Golden was switched from the Palace, Rochester, to the post here, while William Risley, manager of the Temple, Rochester, went into the Palace in that city. Charles J. Freeman, assistant at the Palace, Rochester, was made manager of the Temple.

Harold Kemp Joins F&M

NEW YORK, March 2.—Harold Kemp will leave the National Broadcasting Company's artist bureau March 31. At that time he will leave for the Coast to take over his duties as assistant to Mike Marco and Coast executive for the Fanchon & Marco Agency, which F. & M. operates from here in association with John Schultz.

In previous years Kemp was vaude booking executive for both RKO and Warner Brothers, joining NBC three years ago.

RKO Is Producing "Folies Comique"

NEW YORK, Feb. 29.—RKO is producing another vaude unit, this one to take the place of the canceled French Casino show in Miami Beach, which is going abroad. The new unit is to be called *Folies Comique* and is being produced under the supervision of Charles Koerner, circuit division manager, and Bill Howard, booker.

Macklin Megley is staging the unit, which will carry 65 people and which opens March 19 at the Boston Theater, Boston, for a tour of the circuit.

Arren & Broderick to N. Y.

TORONTO, Feb. 29.—Charlotte Arren and Johnny Broderick, who opened at the Imperial here yesterday, will follow with Loew's Montreal, opening March 6, after which they will return to New York. They concluded a successful tour with the Wayne King unit in Boston two weeks ago. Arren and Broderick came in here from the Palace, Rochester, N. Y.

Small Town Finds Vaude Good Payoff for the Last 10 Years

CHICAGO, Feb. 29.—That vaude can be made to pay even in a small town, if carefully booked and properly exploited, has been proved by the experience of the Arcada Theater, St. Charles. For 10 years now stage shows have played the Arcada Theater every Saturday and Sunday.

St. Charles is a town of 5,400, nestled along the Fox River, 38 miles from here. Back in 1926 civic pride prompted Lester Norris, husband of the heiress to the John W. (Bet a Million) Gates millions, to build the Arcada Theater, which at that time cost half a million dollars to erect, altho seating but 1,000. Being a man of means, Norris spared no expense in making the theater the finest small-town amusement palace in the Middle West. Such things as expensive silks and rare tapestries adorning the walls and boxes and stage curtains of imported velvet were but small details in carrying out the plans of Norris, who aimed to make the environment of his theater one of its biggest factors.

The Arcada opened 10 years ago with straight pictures. Soon William L. Pracht, manager of the house, was approached by bookers to install a vaude bill each Sunday. At first their overtures were turned down and then John Benson prevailed upon Pracht to try a couple of Sundays. Vaude was a success from the start and packed houses have been the rule every week-end since. When Pracht saw that vaude could be supported in his town he immediately authorized his booker, Benson, to spend more money on the bills with the result that some of the best acts in the business have played his house in the past. Mention of a few that have played St. Charles takes in George Beatty, Cardini, Wills and Davis, Clyde Hager, Lamberti, Ben Dova, De-

Vito and Denny and Bert Walton.

Of course, the Arcada has not depended upon the town of St. Charles alone for support. It has a drawing population of 65,000 within a radius of 20 miles, but the outstanding fact about the theater is that it has played vaude continuously on week-ends for 10 years while larger competitive towns near by have booked only occasional stage shows.

Fascinated by tales about how people flocked to the Arcada Theater, a *Billboard* representative recently spent a Sunday with Pracht and came away with some very interesting information. "I believe," said Pracht, "that there are many theaters not only around Chicago but many other places that have the facilities for vaude and are passing up a chance to increase their revenue by not playing them. In my own case I have found that even thru the worst years of the depression the people have supported stage shows and made it a paying proposition for me. I freely admit that they are responsible for a great part of our business. There is one important thing in running vaude in a small town. Performers should keep their acts free from suggestive material of any kind. It not only ruins the theater they are playing, if allowed to get by with it, but it ruins themselves."

The Arcada is running two separate five-act bills each week at present. On Saturdays there are two evening performances only and on Sundays run four shows. Howard L. Peterson is organist and Walter Hettinger, for many years with the Great Northern Hippodrome in Chicago, is the leader of the seven-piece orchestra. Bob (Circus) Cronkelton, with the Ringling and old Sells-Floto shows for years, has been stage manager of the house for the last nine years.

Agts.-Bookers 'Off to Philly'

Lack of showing dates in N. Y. means trek to Philly—circuits hold auditions

NEW YORK, Feb. 29.—The lack of showing houses and vaude theaters in general in this territory is compelling local agents and bookers to center their new act activity in Philadelphia, with a countless number of them going out to the Quaker City every week-end. Agents and bookers also frequently jump to towns like Baltimore and Washington to glimpse new acts and attractions. The slogan now around town, displacing the "off to Buffalo" for acts, is "off to Philadelphia" for agents and bookers.

Yesterday was conclusive proof of the situation as regards jumping to Philadelphia to catch acts. Harry Levine, of the Paramount office, and Harry Mayer, of the Warner firm, made the trip, as did agents Sammy Weisbord, Phil Coscia, Mark Leddy and Sammy Berk. With considerable frequency, such bookers and agents as Harry Kalcheim, Nat Kalcheim, Ferd Simon and Steve Trilling jump to Philly, Baltimore and Washington, as well as Boston and other spots, to catch acts and attractions. Last week alone Nat Kalcheim covered Philadelphia, Baltimore and Washington.

The reason for the "off to Philadelphia" trend among agents and bookers is the many week-end vaude stands harbored there. No Sunday vaude in the town, but there are many Friday and Saturday stands, including the Colonial theaters in Germantown and South Philadelphia, the Cross Keys, Midway, Logan, Oxford, Kent, Allegheny, Keystone, Chester and the Stanley and Lyric in Camden, N. J., which is near by. In addition there are the bigger stands such as the Carman, Earle, Fox and Fay's. There is a colored theater in town also, the Lincoln. Besides these vaude theaters, the agents and bookers are able to lamp acts at the many night clubs there.

The lack of available showing houses is prompting the circuits to even hold auditions now. Paramount holds auditions daily in its audition room, which has been equipped with a mike. RKO held auditions practically all this week in an effort to line up talent for a unit it is producing.

Cushman Opening New York Office

LINCOLN, Neb., March 2.—On the heels of Arthur Fisher's announcement of entering the unit field for Eastern coverage, Wilbur Cushman, Western unit impresario, advises he is opening an Eastern division booking office in New York. Office will be in the Brill Building.

Cushman, who has approximately 36 weeks of time in the West and is keeping more than 40 units busy, made a step further east last summer when he opened offices in Chicago and himself came from Albuquerque, N. M., where he started to Dallas, Tex., to be nearer the center of operations.

Clyde Hager in Hollywood

HOLLYWOOD, Feb. 29.—Clyde Hager, after a string of vaude dates in the Middle West, arrived here last week to commence work on a new show produced by Lee Marcus and directed by Gene Yarbore entitled *I Can Get It for You Wholesale*. Hager appeared in Eddie Cantor's newest picture, *Strike Me Pink*.

"Vanities" Delayed; Berle Saves Show

CHICAGO, Feb. 29.—It was Berle to the rescue Friday when Earl Carroll's *Vanities*, scheduled to open at the Chicago Theater at 12:40, rolled into Chicago from Iowa nearly four hours late.

The *Vanities* show, supposed to arrive in Chicago at 8:30 a.m., was snowbound for hours and finally arrived at noon. Meanwhile Louis Lipstone, of Balaban & Katz, was tearing his hair, for the massive show requires more than two hours to hang, and, as already mentioned, it was scheduled to open at 12:40. With 4,000 patrons in the house, Lipstone was at his wits' end for someone or something to hold the crowd and prevent them from getting restless. He thought of Milton Berle, who is appearing at the Chez Paree. Calling the Seneca Hotel, Lipstone was informed that Berle had left strict orders that he was not to be disturbed. Desperate, Lipstone finally managed to get thru the hotel lines and reach Berle. Altho the comedian's contract with Chez Paree forbids his appearing at any theater, Berle recognized this was an emergency and in 15 minutes he was at the Chicago Theater and on the stage. Without rehearsal and with no assistance except from Jack Guilford, mimic, and Mama Berle in the audience, he held the stage for 40 minutes, with his songs and wisecracks, and really wowed the audience.

"It was really grand," said Roy Bruder, manager of the theater, "and one of the nicest things a performer ever did. We surely appreciated it."

Pickup in France; More Flesh Spots

PARIS, Feb. 24.—After a lull of a couple of months vaude is becoming quite active thruout France, no less than three important houses switching to straight vaude during the last week.

Nice leads with two casinos, the Eldorado and the Nouveau Casino, running complete vaude shows, which gives Nice three big vaude theaters, as the Municipal Casino continues to run high-class bills. Several other casinos and cabarets at Nice also use acts. Cannes has straight vaude at the Casino Municipal and acts at several night spots. Monte Carlo also using many acts.

In Bordeaux the Francals swung from ptx to straight vaude last week, with a big bill headed by the American dancer, Joan Warner, and at Lyons the Eldorado has joined the vaude ranks with a big program featuring Damia, sob singer; De Rocroy, magician, and Sarah Caryth, lion tamer.

WAYBURN PUPILS

(Continued from page 4)

of themselves. Among them was Victor Moore, there to see his daughter, Ora, go thru a couple of dramatic sketches.

Charles (Chic) Blood, about 5 or 6 years of age, scored the greatest hit of the evening with a deftly executed tap dance, clinching his hold on the audience with an amiable confusion and a pleasant personality. Betty Cavanaugh, possessed of good looks, black hair and blue eyes, provided a welcome interlude with a few good acrobatic numbers; Mary Godwin and Lee Collins were two of the better hoofers, and Gloria Stuart, on for only one dance, conclusively demonstrated professional ability. The best scene, prettily staged and beautifully executed, was a ballet number heightened by the work of Vlasta Maslova, teacher at the school.

PAUL ACKERMAN

DELMAR CHARGES

(Continued from page 4)

reminds Delmar that it "contributed thousands of dollars to the actors' various benefit funds" and "the excellent publicity you received from running our shows should have some value."

Delmar is circularizing the metropolitan press with a bitter denunciation of the police association, and the association is doing the same thing with its five-page answer, which expresses surprise at Delmar's bitter attack.

The recent benefit for Delmar disappointed its backers. Enough money was secured, however, to send him to the Coast, where friends are expected to help him get established so that he may recuperate from a chronic illness.

PRIZE NIGHTS

(Continued from page 4)

his competitors would annex a part of his none too plentiful patronage. While admitting they were "fed up" the operators have been waiting for the "other fellow" to make the break.

Last Saturday the Rosewood Theater, a north side house that came into the limelight a few years ago by running three feature pictures when other houses were going strong for the double-feature gag, discontinued "prize" and "giveaway" nights. To sound out sentiment on the proposition the management inaugurated a letter-writing contest, in which patrons were asked to express their views on giveaways. The contest closes tonight. Results so far have indicated that the prize-award policy is breaking down good will and that large numbers of patrons are very much dissatisfied with the practice. Many writers stated that the giving of prizes detracted from the enjoyment of the program. Some stated that the disappointment of those who fail to win prizes far overshadows the good will created by the few who win. Others spoke of the delays caused by long waits. The sentiment is so strong for a no-prize policy that it looks as if the Rosewood will decide to drop prize nights permanently.

To date no other theater has followed suit, but it is anticipated that now the ice is broken others will fall in line. A number of theater men, both independent and chain, sounded out by *The Billboard* stated that a lagging of interest in prize nights had been noted and most of those interviewed stated they would be glad to see a return of the old policy.

ELKHART, Ind., Feb. 29.—The first Indiana court decision upon the validity of the theater "bank nights" was handed down here Saturday by Special Judge Lenn J. Oare in the Elkhart Superior Court, who sustained a defense motion to quash the State's affidavit against Sid Holland, manager of the Elkhart Amusement Company, on a charge of violating the Indiana lottery laws.

Judge Oare read a seven-page opinion in support of his ruling, pointing out that the plan operated at the Elco Theater here is not illegal because persons

who participate in the drawing are not required to give any consideration. The special judge stated that the Indiana statute apparently has for its purpose the "prevention primarily of the sale of lottery tickets."

"We must therefore conclude," he said, "that to fall within the injunction of our statute it is necessary that lottery tickets be sold, or that one enters into a lottery scheme or gift-enterprise where such tickets are sold. Therefore, altho the signing of the register and attendance in the neighborhood of the theater might be a consideration, it certainly cannot be called 'pay' without unduly extending the meaning of the word. We are impelled therefore to conclude that payment, altho it may be made directly or indirectly, must be of money or other valuable thing to constitute a consideration."

OIL CITY, Pa., Feb. 29.—The two leading first-run houses here are "going to town" with the local giveaway craze and are parting with the heaviest weekly cash prizes yet offered in a theater in this territory.

The Latonia Theater conducts a weekly \$250 Bank Night, with an additional \$100 in smaller prizes, while the Drake Theater during its Treasure Night awards \$175 to the lucky customer whose name is the first called from the theater's registration book. If that particular person is not in the house at that time, he is mailed a check for \$100.

AMERICAN ACADEMY

(Continued from page 4)

literary thunder. It was a difficult piece for the youngsters—it was difficult enough in all truth, when Frances Starr, Helen Gahagan, Edith Barrett and Glenn Anders played it in the pro version—and it's to the kids credit that the afternoon didn't turn out to be even more depressing than it was.

Owen Lamont's playing of cokey brother Branwell made it practically the star part. In the first two scenes, it's true, he was allowed to go horribly haywire—but that's the sort of part it is. In acts three and four young Mr. Lamont, despite the Histrionics (capital "H," please) inflicted upon him by the author, managed to create real effect by doing a fine play-down job on the en-

NEW ACTS

De Cauchi Japs

Reviewed at the Jefferson, New York. Style—Novelty. Setting—Full stage. Time—Seven minutes.

The outstanding Risley work of this Oriental troupe of four men and one girl place the act near the top for turns of this kind. The action never lags and every bit is done with marvelous precision and deft execution. The usual Risley juggling leads to a sock number in which one of the men is balanced on the top of four stools. Latter are kicked away and the man caught very neatly on the legs of the understander.

Tho the Risley routines are the mainstay of the act, there is also a bit of expert tumbling and hand standing; one fellow scoring particularly by springing into extraordinarily difficult positions on his elbows. P. A.

Four Dancing Dells

Reviewed at the Bronx, Bronx. Style—Dance flash. Setting—Full stage. Time—Seventeen minutes.

Four girls comprise this turn, and just what they looked like is doubtful because the lighting was so poor. A song and dance opens, *The Words Are in My Heart*, followed by two nice numbers, an acro and toe tap, by two of the quartet. The rest of the act is superfluous, being merely a bit of mild ensemble hoofing and a so-so vocal rendition of *Eenie Meenie Miney Mo* and another tune by one of the girls. The acro and dance numbers need better production, and would probably do better if pulled out and placed in a better act. P. A.

Castle and Rosita Revue

Reviewed at the Grand Opera House, New York. Style—Dance flash. Setting—Full stage. Time—Thirteen minutes.

A fair flash act with a mixed team doing two very smooth ballroom numbers,

a waltz and tango. The pair look well, with the girl, a brunet, gowned becomingly in gold, and the man in white tails. Two other brunets are on twice in acrobatic turns, but fare poorly owing to mild and trite routines. These girls present a very nice appearance and deserve a better break. A young fellow fills in vocally, socking very well with *Alone*. Latter has a powerful well-trained voice and helps the act considerably.

What is lacking here is better production. The acro team, particularly, should certainly be put to better use. P. A.

Joiner and Freddie

Reviewed at the Bronx, Bronx. Style—Comedy chatter. Setting—In one. Time—Fifteen minutes.

Colored comedy team once with Lew Leslie's *Blackbirds*. Their entire turn is given over to gagging, some good, but mostly indifferent. Puns are the mainstay of the act and provide a few preliminary laughs, but 15 minutes of them are too much. Some hoofing and comedy singing would certainly be an improvement if Joiner and Freddie can possibly manage to do them. The closing bit is good, with the tall fellow pulling a razor on the other. P. A.

Frank and Alma

Reviewed at the Bronx, Bronx. Style—Acrobatic jumping. Setting—Full stage. Time—Nine minutes.

A young mixed team, with the boy holding up whatever there is to the act. He does a series of standing high jumps into barrels placed on raised levels. The monotony is relieved with a few somersaults, executed when he jumps out. The best turn is performed while the fellow is blindfolded and on skates.

Some of the stunts are undoubtedly difficult, but the act lacks variety and showmanship. P. A.

forced hysteria. It's a practically unplayable part anyhow, but young Mr. Lamont did more with it than Mr. Anders achieved in the pro presentation, in which the only thing he lacked was a green spotlight.

Mary Laslo played Emily with intensity, turning in a performance marred chiefly by a tendency to clip her words. Mona Segal, as Charlotte, displayed a colorful and striking personality, with an indication that the same qualities may come thru some day in her acting. Melvin Monroe did a really splendid character bit as the father, greatly aided by excellent makeup; while Dorian Tankersley, as old Tabby, was similarly aided, tho she showed a tendency to overplay the character angles. Young actors will some day learn that old age isn't invariably marked by an advanced form of palsy. Beverly Mann and Gordon Casper did the bits, and Audrey Anderson recited the role of Anne.

The curtain raiser was the first act of *Autumn Crocus*, with the cast including Marc Garber, Isabel Burnham, Jane Dwire, Ellen Prescott, Lorna Stuart, Sarah Hayes, Ann Garland, Chauncey Brown, Charles Thomas, John Most and Marjorie Davis. A couple of good performances studied the playing.

EUGENE BURR.

PRINCESS YVONNE HARDEEN THEO. PRESENTING ALL OF THE LATE HOUBINI SHOW DOO M. IRVING, Man. Dir., 4313 Roosevelt Blvd., Philadelphia, Pa.

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Roxy, New York

(Reviewed Friday Evening, Feb. 28)

Pinky Tomlin, Oklahoma songwriter and singer, headlines the current Roxy stage show, coming in fresh from film successes. He does a nice job of it, too, with the customers going heavily for his renditions of his own songs and encoring him repeatedly. He'll be held over for the next two weeks.

For the rest the current stage show is a neat offering. The Six Lucky Boys do some amazing acrobatics, peppering them nicely with comedy bits and pulling down a large and deserved hand from the crowd; Richard Stuart and Claire Lea do two lovely ballroom routines in a brace of production numbers, the first an outstanding cap dance and the second a cutely effective routine; Jigsaw Jackson, a colored lad, who is one of the most amazing contortion and acro dancers this reporter has seen, opens the show effectively, and the week's radio amateur winner is Anthony Del Casino, a nice-looking and personable lad who has a fine mike voice.

The Gae Foster Girls, the house troupe, put on three of their nice routines, and Freddy Mack, as usual, leads the pit boys and announces the show. The picture is Walter Huston in *Rhodes* (GB), and the house was excellent the supper show opening day.

EUGENE BURR.

Loew's State, N. Y.

(Reviewed Friday Evening, February 28)

The State has a good layout this week, with Jimmy Savo headlining a snappy 59-minute vaude bill and Jeanette Macdonald and Nelson Eddy holding down the screen duties in *Rose-Marie*. That's a business combo and this supper-show viewing showed indication of a good gross for the week. The bill is plenty adequate for the State's dyed-in-the-wool vaude fans, heavy on comedy for the body of the show and opening with a novelty and closing with a flash.

Maximo is the opener and he gives the spot that necessary oomph for getting the show off to the right start. He's considerably sure-footed on the wire without the aid of any balancers. And his routine is A-1, especially on his drunk routine and those thrilling swing bits. He was mitted okeh.

Bob Carter and Joe Holmes step into the deuce frame with a lot of knock-about hoke, the wear and tear self-infliction variety. They're hard workers and talented also, their forte being floor acrobatics of the audience-stirring type. The act, tho, needs some toning up, many of the bits being trite and thus ineffective. They could spruce this act up to a definite sock, altho it goes over pretty well now.

Frances Arms follows and she keeps the show going okeh. Now with the

buildup about being "radio's Mrs. Rubino," Frances has an added starter. Paves the way nicely for her Yiddish, Italian and Irish impressions, which she knows how to sell, and she tops the act off with a song for the married women, something about *Papa's Bound To Ramble on Home*. She went over very well.

Jimmy Savo is a sensation next-to-closing just as he always is. One of this reviewer's pet acts and, in fact, a pet act of vaude audiences. At this show he had a guy in the audience hysterical, the guy having a peculiar enough laugh to make it appear that he might have been a stooge. Jimmy's brilliant pantomime is a treat, a laugh practically assured for his every movement. And he sang four numbers accompanied by his hilarious gesturing. He had difficulty in getting off stage.

The 12 Aristocrats close and it's a fine act for that spot. The six boys and six girls are an appealing ensemble, cleverly executing a pair of excellent routines. They sandwich a girl soloist, who sings two numbers in grand style, her voice smacking of Ethel Merman. A short and sweet act, the audience taking to it handily.

Ruby Zwering and his pit boys play the show as well as ever.

SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Feb. 29)

RADIO CITY FOLLIES

No doubt this Alex Gerber was designed to play the less popular stands, but when it hits a town like this that has been the production point of more pretentious and colorful units it suffers by comparison. The unit had another strike on them here because the famed Roxyettes did not prove as good as the regular house line known as the State-Lake Sweethearts. These statements are no reflection in any way on the merits of the show, which is an entertaining one thruout.

A fast routine by the Roxyettes opened the show, followed by Nickolas with Russian twirls, knee falls and spins. Clark Kramer, in Hussar costume, and Kachae Sharrah, in crinolines, did a medley that ended with *I'm Falling in Love With Someone*, assisted by a male quartet.

Ruskin and Norman got off to a bad start with the ancient dog-spit-out-candy joke and then warmed them up with some clever eccentric dancing. The arm routine that followed wasn't very well done and the man should never sing. Did a train imitation with feet and left with a good tap routine.

Bernardo DePace showed his mandolin wizardry next with the playing of *Hungarian Rhapsody* and *Alone*, and then the Roxyettes did Ravel's *Bolero*. Hayes, Haig and Howe had them laughing in the next spot with their usual knockabout acrobatics and tap dancing.

and "Wee" Willie Robyn did *LaDonna Mobile* over the microphone. The Roxyettes, in a toe number, were next.

Sully and Thomas got the biggest laughs of the afternoon. Starting off with a pigeon poem that was n. s. g., they swung into a variety of comedy stuff, slapstick and dancing. Some of their jokes are pretty old but went across with this audience. Big hand.

The Roxy Singing Ensemble, in full dress, sang *The Music Goes 'Round and Around* in operatic style; Jack Bickle did a great routine of acrobatic tricks and dancing, and the show closed with the Roxyettes dancing to Rachmanioff's *Prelude*, the singing ensemble singing *Moon Over Miami* and all the principals on for the finale.

F. LANGDON MORGAN.

Earle, Philadelphia

(Reviewed Friday Afternoon, Feb. 28)

Xavier Cugat brings his Waldorf-Astoria orchestra and revue to headline the Earle program this week and he gives the customers one of the classiest shows in a long time. They went for it in a big way, too, altho attendance was lighter than usual after the first show.

Opening act is Falls, Reading and Boyce, two boys and a girl, who start with acrobatic tap dance routines, followed by a solo tap from the girl. The boys then come on for some funny acrobatic falls and in the finale all three mix dancing and acrobatics in good measure.

Deuce spot is held by Regis Toomey, flicker star, who makes up for mild material with an ingratiating personality. He tells a few stories and sings two Irish songs. After a slow start he worked up to a good hand at the finish.

With Bert Frohman as straight man, Eddie Cantor's "Mad Russian" has some strenuous dialect comedy and won the laughs. Frohman also sings and the two end the act with a plug for Cantor.

The Cugat band is real class in every department. Its arrangements, mainly in tango and rumba tempo, are top-notch and the music is smooth and flowing. The entertainers in the revue are not only experts in their line, but they all fit into the Latin pattern of the show.

After a medley of tango music the Two Marias, attractive girls, sing a brace of Mexican ranchero songs, one of the girls playing the accompaniment on the guitar. Carlos Zalazar appears from the house where he has been distributing peanuts to put the original twists back into the *Peanut Vendor* song. He also sings *La Cucuracha* as it might be presented by a marihuana doped Mex.

The orchestra plays another good medley, beginning with *Carioca* and ending with a good arrangement of *Isle of Capri*, featuring a violin solo by Cugat. This is followed by the outstanding attraction of the show, the three graceful, intricate routines of Georges and Jalna, the best ballroom dance team to show here in many a month. Their first is a beautiful waltz. They follow with a lissom tango and complete their act with a strut. Their offering rates tops in any language.

Carmen Castillo, throaty contralto, sings *Dream to Me* and another number in a pleasing voice, and the orchestra plays another medley, featuring an eight-violin arrangement of *In My Solitude*. Consuelo and Tomas tear loose with a fast rumba and the act ends on *The Music Goes 'Round and Around*. In keeping with the pattern of the revue it is vocalized in Spanish.

The film is *The Bohemian Girl*.

H. MURDOCK.

Oriental, Chicago

(Reviewed Friday Afternoon, Feb. 28)

REDHEADS VS. BLONDES

Jack Fine, who had the *Platinum Blondes* unit out last season, did this one, which is another all-girl affair. Boice and Marsh and the Dawn Sisters, who were in the other unit, were held over for this show, which, from a production standpoint, has been rather conservatively mounted in comparison to other units that have been around. There is an abundance of dancing; in fact, too much, altho it is of a varied nature. Nevertheless, the oversupply of terpsichore gets a bit tiresome.

The show opened with the 18 chorines, half of them redheads and half of them blondes, doing a patter chorus, then a routine to *Feel Like a Feather in the Breeze*, after which the Southern Sisters came on for a high kick and acrobatic

routine with specialties by both for a good hand.

The Dawn Sisters followed with some knockabout stuff and talk and danced *The Offtime* while both were in a large pair of pants to funny results. Marguerite Neal, harpist, played *Nola* and *Red Sails in the Sunset* expertly, then accompanied, Dorothea Sisson while she did a whistling specialty and bird imitations. Good hand. Dale Winthrop, a young lady in green velvet pajamas, proved a mistress of topology in the next spot and her fast footwork thru two excellent routines was good for a big hand.

Ruth Pryor, former Chicago Civic Opera ballerina, was featured in the garden number that followed and her beautiful ballet work, pirouettes and turns drew a large hand. She was assisted by the chorus in the number and was followed by the Dawn Sisters with a burlesque on classic dancing for plenty of laughs.

A pony ballet by the chorus preceded the appearance of Boice and Marsh with their comedy talking act. Started off slow but soon had them laughing heartily. Helen Boice still plays too much to the front rows and the boys in the orchestra pit. Took two bows. Finale was a chorus number, with all the principals on for the curtain.

F. LANGDON MORGAN.

Bronx, Bronx, N. Y.

(Reviewed Friday Evening, February 28)

The management of the Bronx Theater this week does not even give its vaude show the benefit of front-of-house billing. Entire show is poorly lighted, shabbily produced and below par in talent.

Frank and Alma, a youthful mixed team, opened with a series of fairly difficult stunts, all centering around the boy taking standing high jumps into barrels placed on raised levels. His trickiest jump is done blindfolded and on skates. The girl is just one more piece of stage property.

Jack Brown, who emsees thruout, takes over the deuce spot with straight singing. Performing before a mike, he did fairly well with *Melancholy Baby* and *Is It True?*, later filling in between acts with *Clouds*. Brown, while not the best emsee imaginable, does okeh with what talent the slim bill afforded.

Joiner and Freddie, a colored comedy team once with Lew Leslie's *Blackbirds*, provided some not-so-funny chatter for about 15 minutes. Their gagging is based for the greater part on puns which are not very tiresome for the first 8 or 10 minutes. They go off to good effect, with one of them pulling a razor on the other.

Four Dancing Dells, a dance flash, open their turn with a mild song and dance, in which the emsee joins. Two good bits are a toe tap and acro number by two of the girls. Obviously talented, these girls need better production and more experience. A few tunes sung by a third girl, including *Eeny Meeny Miney Mo*, and another song and dance by the ensemble concluded the bill.

Pictures were *Man of Iron* and *20 Million Sweethearts*, both First National. Business fair. PAUL ACKERMAN.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, Feb. 28)

"MELODY PARADE OF 1936"

With one rehearsal and one show under its belt *Melody Parade* was caught here at the Orpheum and it wasn't a bad-looking assembly. Later in the date it should be hitting strong, and business, not withstanding Presidential campaign speeches by Alf Landon and the Big Six championship basket-ball play for opposition, was still going good. Reason for the latter is the turn of the weather to balmy breezes from the recent snows and everybody is out to amuse himself, which is a break for all the houses.

Wally Stoeffler, the bandsman, is the feature of the show, and the top act is the Chatita Trio, a wire act with plenty on the ball. Everybody goes out talking about it. Stoeffler, pretty well known in this area, has a theme, *Just a Little Dream*, and then makes it *White Heat* to get the house up and listening.

Cassell and Barrett, dance team, and smooth to look at as well as in routine, are on next. It's a pseudo caught-in-the-rain bit which is quite smart. Maxine Harding, a cute trick, is the vocalist and puts the first voice in the show. Her number, *Be Still, My Heart*,

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duded. She comes on later to score, however.

A medley by the band and the comedy act, Curry and Hall, is on. Boys are a little strange to each other, it being a new act, but as knockabout it's fair. Trouble with the lads is that they're too night clubby and some of their patter is off color for the family trade. Cassell and Barrett, dancing again, have a waltz routine. The girl looks like a million and they have some nice stunts in this one.

Close is furnished by the Chatita Trio on the tight wire. It's two boys and a girl, and the boys are young enough to try anything. Result is they have one of the slickest wire acts ever seen around here. One lad does a dancing strut and high kicks on the strand and never misses. In fact, no matter which of the three is on, there's never a slip. Trio dresses nicely and sell their offering for all it's worth.

Time on the show was 47 minutes, and the picture, *Miss Pacific Fleet* (Warners), was helping in the draw. B. OWE.

RKO-Boston, Boston

(Reviewed Thursday Afternoon, Feb. 27)

Lupe Velez and Roger Pryor head the vaude bill, and judging from the stand-up business at the opening show they have a great following in the Hub. Lupe's impersonations scored a hit despite the fact that two preceding acts had done likewise. Audience went big for her takeoffs of Dietrich and Hepburn and her rumba finale.

Roger Pryor, who flew here from the West Coast for his Boston engagement, talks and sings and does a number on the trombone, allegedly impersonating his father, who would have played a popular number in a similar way. The trombone solo fell rather flat, but his other patter was sufficiently pleasing to get a big hand from the feminine portion of the audience. Pryor also works with Miss Velez.

Bill opens with Ford, Marshall and Jones, a trio of colored dancers, who work in red suits. Their unusual eccentric dancing was well received. Ross, Pierre and Shuster do impersonations of radio personalities, some good and some fair. Gine, DeQuincey and Lewis, whose graceful ballroom type of dancing suddenly shifts to slapstick, were pleasing and got a nice hand. Joe and Pete Michon, garbed as sailors, score heavily with their acrobatics.

The 24 Dancing Darlings, the Boston's stock line of girls, offer three routines. AL POWELL.

Stanley, Pittsburgh

(Reviewed Friday Afternoon, Feb. 28)

Jack Benny is heading the show here this week, which means extra activity at the box office and a tough assignment for the next few bills that will follow in. His humor is as original and as brittle as ever and, judging from the overflow house at this viewing, his standing is still tops with the paying customers. This is his break-in date of a brief vaude tour, and the opening show ran thru with few pit falls. Augmented by four supporting acts, the bill lasts 55 minutes.

The Stuart Morgan Dancers open on a bare stage, with Dave Broudy's house ork in the pit. Had no trouble stopping the show with their amazing display of the terpsichorean art. Their routine is decidedly above the average in their class, with the three men (Morgan, Herman Katt and Harold Hart) and one girl (Lita D'Oray) accomplishing intricate feats with admirable ease. Miss D'Oray, in particular, stands out because of her extra activity.

Benny comes on to a thunderous hand and gags a while before introducing Mary Livingstone, who is a natural for any audience with her looney poetry and entertaining conversation with her hubby. She sings *Eenie Meenie Minee Mo* and exits to a heavy hand mitting.

Georges Metaxa, the personable French tenor, is next, opening with *Alone* and following with some comedy chatter with Benny. Mary returns to cuddle in Metaxa's arms while he offers *I Found a Dream*, with Benny on the sideline carrying on his riotous antics. Metaxa's closing number, *When a Gypsy Makes His Violin Cry*, makes a natural entrance for Benny and his exploited violin. A bit of fiddling follows before bringing on the Chicken Sisters, three harmony sisters, who get no billing here due to Benny's opening amateur act. The trio is supposed to be

trying out for a coming spot on his program and seem to deliver almost the same gags and song (*Did You Ever See a Dream Walking?*) they did in this house last year. Scored heavily nevertheless.

The Liazeeed Arabs, a 13-people troupe, close the bill with their amazing tumbling and pyramid-forming work. Benny's novel adieu appearance this time is his takoff as one of the troupe chasing around the stage while the act is in progress. This is an excellent spot for another appearance of Mary by the way, whom the customers expect to return for a bow. She, too, could add to the hilarity by dressing as one of the tumblers.

Exclusive Story (MGM), another routine gangster tale, is on the screen. SAM HONIGBERG.

Grand Opera House, N. Y.

(Reviewed Friday Evening, February 28)

Four good acts this half, supporting the double features, *One-Way Ticket* and *Three Live Ghosts*. In addition, a lucky number idea called *Lucky Derby* was held tonight, the house giving away \$40. House packed.

Opening turn was Miller, Keelan and Dean, two girls and a boy, doing dancing, acrobatics and musical bits. Girls are young and nice-looking, contributing toe, tap and acro numbers, while the boy comes thru with hot instrumental solos. A pleasing baby flash.

Judy Brent started off slowly warbling *Beny Meeny*. Imitation of Lyda Roberti singing *College Rhythm* was better, but it wasn't until she swung into her impersonations of movie stars singing *The Music Goes 'Round* that she really hit. Got a big hand.

Joe Kelso and company drew plenty of laughs with their hoke magic and club juggling. Kelso does both comic and straight sleight-of-hand, using the two men for stooges and building a laugh climax with the derby hat bit. For a closer, they offer juggling, getting away to a solid hand.

Charles and Helen Stone Revue made a sock impression. It's dressed nicely and moves along at a brisk pace. The Stones are a versatile dance team, making their biggest impression with their tap to the *Poet and Peasant* overture. A charming toe dancer, a good acrobatic-contortionist girl and a girl pianist complete the cast.

PAUL DENIS.

Paris Bills

(Week of February 17)

Alhambra labels this week's program *Optimism 1936*, perhaps with the wish that the public will consider it with optimistic indulgence, which it needs, as it is one of the weakest bills offered at the theater this season. At that, it still is the best show in town. Teddy Brown, popular English comedian, is the shining success of the bill with his nonchalant manipulation of xylophone and sax. A real musician and a good comedian. Georgius is credited with a show-stop, being forced to sing an encore. A popular favorite and a real artist, altho his songs are too smutty for a house of this class.

Patti Moore and Sammy Lewis put across their hoofing and comedy, but unfortunately the French public does not understand or appreciate tap dancing and tappers get but little applause regardless of their talent. The Hobart Trio, English cuties, also tap, but are equally good on acro and contortion bits and have eye appeal, so score nicely with neatly arranged routine. Buck Warren and Chick Cooper, with their cute blond partners, click solidly with their rope spinning and whip cracking. Arnaut Brothers also score, altho their act has become a bit too familiar to be a novelty.

Whether or not a result of the recent anti-foreign act manifestation, there are plenty of native acts on the present bill. Georgius, of course, is French, as are Odette Moulin, who warbles pleasantly, and the popular comedian, Tramel, who scores in a fairly funny skit. Other native numbers on the bill are the Four Richleys, good acrobatic act; the Urrutys, good acrobats but mediocre comedians; Lys and Jol, excellent hand-to-hand balancers, and Zebral, zany musical novelty with plenty of funny gags. Others on the bill are the excellent ventriloquist, D'Anselmi; the juggler, Henry Adams, and the Two Hugos, fem half of which does all of the work, being a good banjoist and fair comedienne.

Good program at the Bobino, with several native favorites and a few good

VAUDEVILLE NOTES

CHARLES KOERNER and Bill Howard, RKO execs, who are supervising the production of a French revue for the circuit, have been given Frenchy nicknames by the agents. . . . Koerner is now Pierre and Howard is Andre. . . . Harry Foster, English agent, is now convalescing after being ill for several weeks. . . . Boris Morros, Paramount exec, arrived in New York Friday from the Coast. . . . Bert Gordon, who is now "radio's Mad Russian," goes into the Metropolitan, Boston, this Friday. . . . Just got thru with dates in Baltimore and Philadelphia. . . . Ray Perkins' amateur show goes into the Oriental, Chicago, April 10. . . . Herman Timberg, on the Coast a long time, comes into the State, New York, March 13 with his son and Audrey Parker. . . . Phil Coscia, New York agent, is selling acts on his own after eight years with the Yates office.

STARNES, VAN AND SEYMOUR is a new act going into the Grand Opera House, New York, March 14. . . . Same act as was done by Foy, Tucker and Johnson with Martha Newton and Belle Rigas supporting the new trio. . . . Harry King, formerly Gordon, Reed and King, is doing a new act with the Sin-

novelty numbers such as Paul Gordon, the American slack-wire ace; Iris Kirkwhite, versatile English stepper; Malsy and Brach, bicycle duo, and Paul Sandor's dogs.

Picture house programs not very interesting. Rex has Rob Carey, hoop juggler; Four Millions, acrobats, and the Karpi Troupe, Risley acrobats. Gaumont Palace has the Four Symmekks (the Kemmys); Three Favorites, acrobatic dancers, and the Satsuma Y Ona troupe of acrobats. Paramount has the Manginis, excellent acrobats, and the Tamara-Beck Ballet.

American acts at the Riviera resorts are the Four Macks, roller skaters, at the International Sporting Club, Monte Carlo; Violet, Ray and Norman, comedy acrobats, at the Palais de la Mediterranee, Nice, and Al Renard and his Four Trojans, tumblers, at the Casino Municipal, Cannes. Joan Warner, American fan dancer, heads big bill at the Francais, Bordeaux.

London Bills

(Week of February 24)

Two American acts are back after successful tours abroad. They are De Vito and Denny and Forsythe, Seamon and Farrell. Al De Vito and Russ Denny, assisted by the personable and eye-filling Dorothy Stevens, are a comedy sensation at the Palace, Blackpool, where they have the customers literally sprawling in the aisles. Act is back after triumphs in France and Germany. Stanley, Toni and Mae Four, American, aerial sensation, thrill and score solidly at the same theater.

Forsythe, Seamon and Farrell are a prominent feature at the Hippodrome, Birmingham, where their comedy, singing and dancing novelty clicks solidly after an absence of nearly two years. Three other American acts, Hazel Mangan Girls, whirlwind acro dancers; Van Cello and Mary, foot jugglers, and the Diamond Brothers, masters of hoke-nonsense, all hit with their audience.

Lowe, Burnoff and Wensley, with dance travesties; Hal Menken with an original in the tap dancing line; Max and His Gang, swell dog act, with plenty of versatile novelties, and Wright and Marion, hokesters, with dandy and punchy material, all register splendidly at Holborn Empire.

Hap Hazard, versatile comedian and wire walker, and his swell-looking aid, Mary Hart, headline and show-stop at the Hackney Empire.

Other big hits this week include Olivido Perez, wire sensation, at Newcastle Empire; Harriet Hutchins, unique comedian, and Anderson and Allen at Chiswick Empire.

clair Sisters. . . . Nice, Florio and Lubow finish at the Royal Palm Club, Miami, March 13. . . . Jerry Manh went into the Mayfair Casino, Cleveland, for a run of two weeks with options. . . . Jack Hedley, of the Hedley Trio, underwent an operation Tuesday at St. Peter's Hospital, New Brunswick, N. J., Tuesday. . . . Billy Jackson is representing a ghost show which opened Friday night at the Provincetown Playhouse, New York. . . . Show does two performances a night.

BILLY BRANCH and Company have been signed by RKO to tour with the circuit's own production, *Folies Comique*. . . . Agented by George Oberland, of F. & M. . . . Nate Blumberg, RKO theater exec, left last week on a tour of theaters, accompanied by Mrs. Blumberg. . . . He'll take in Chicago, Milwaukee, Cincinnati, Kansas City, Rochester and Syracuse. . . . Nancy Nolan opened Friday night at the Rainbow Room and Grill in Radio City, doubling into both spots, booked by Irma Marwick, of the Harry Norwood office. . . . Ralph and Virginia Lee are in their sixth week at the Rosevelt Theater, Oakland, Calif. . . . Ralph is m. c. at the house, which is booked by Bert Levey as a split-weeker using six acts. . . . Lydia (Ameta) Lang, dancer, was the guest artist Sunday a week ago at the House of Hospitality at the California Pacific International Exposition in San Diego. . . . Her dance preceded the lecture on the Orient by Garner Curran.

HENRY SCOTT was the mitten pianist in the Joe Cook unit, *Topsy Turvy*, and not Henry King as was mentioned in the review of the Palace Theater, Chicago, last week.

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MANAGER-DRAMATIST WAR

New Playwright Rulings Seen As End of Broadway Managers

Clauses ratified by membership of Dramatists' Guild—producers to decide on action next week—may stick together and force authors' hand—film sale is crux

NEW YORK, Feb. 29.—With the basic agreement between the Dramatists' Guild and the managers expiring at midnight tonight, war clouds loom over Broadway. The dramatists, claiming that the influx of Hollywood gold into Broadway production has tended to reduce the prices paid for film rights, have drastically revised the terms of the old agreement, which has been in effect for five years. The managers have gone on record as unanimously opposed to the changes. What the producers will do is not as yet known, with Dr. Henry Moskowitz, adviser to the League of New York Theaters, stating that the League will take no action until it sees the new contract. It will then hold a meeting, probably on Monday or Tuesday.

If the dramatists have their own way, observers unanimously predict, it will mean the end of the Broadway manager. He will become either a hired producer for the film companies, or will pass out altogether.

There are two chief contract changes over which the managers are alarmed, tho there is still another that may also pave the way for the passing out of the managers as a group. Under the new contract, authors would retain full secondary rights to a produced play, thus allowing them to deal directly with Hollywood. Managers would have no say in the sale, altho they would continue to receive a share of the proceeds. The second disputed clause, however, materially reduces that share.

Managers under the present arrangement split 50-50 with the playwright on film sales of produced plays. Under the new set-up, they would receive 50 per cent of the first \$15,000, 33 and one-third per cent of the next \$15,000, and 25 per cent of all amounts over \$30,000. Thus, if a play were sold for \$100,000 the manager's share would figure at 30 per cent; if the sale price were \$150,000, the producer would get 28 per cent.

The dramatists, in their new pact, have also paved the way for direct dealings with Hollywood. Heretofore, under the old arrangement, they have frowned upon the pre-production sale of film rights. Now they have arranged things so that they can sell both play and film rights, before production, of course, to film producers on a royalty basis. This does two things for the playwrights and one for the managers. The authors realize immediately on film rights and also get a royalty deal on the picture production, something they have sought fruitlessly for years; the managers see Hollywood buying play rights simultaneously with film rights, with themselves forced out of the picture entirely.

Opinion is divided as to what stand the managers will take. The dramatists' agreement is not negotiated with the League of New York Theaters, but with each individual manager, and some observers maintain that the producers will display the same pusillanimous attitude they showed four years ago in the stage-hand dispute, with individual managers signing the pact and so forcing all others into accepting it. Other sources, however, claim that the managers will at last fight to the final ditch, realizing that their livelihood and indeed their entire functioning depends on it. Billy Rose, at a managers' meeting Wednesday night which went on record as opposed to the dramatists' demands, suggested that each producer post a \$5,000 bond to insure a united front. The suggestion was turned down, chiefly because of the inability of many of those present to raise the required amount. Rose, however, is convinced that the managers will fight it out. He says that they will come out of the fight with a managerial "closed shop" which, he figures, will be created within a week.

The storm, brewing for a long while, rapidly came to the exploding point this week. On Monday the contract committee of the Dramatists' Guild held a final meeting to set the terms of the new contract; on Tuesday, committee

members met with representatives of the managers to present the terms; on Wednesday, Dr. Moskowitz hurriedly called a producers' meeting to decide what was to be done, with the producers voting unanimously against the proposed terms and notifying the Guild to that effect; on Thursday, the Guild held a membership meeting which overwhelmingly ratified the new terms. There the matter stands at present, with the old agreement expiring tonight.

Much Broadway opinion is to the effect that the playwrights have overreached themselves in their demands, and that the manager who presents a play, risking his own or his backers' money, is

entitled to 50 per cent of the film sale, particularly since production invariably enhances the chances of such sale and raises the amount realized therefrom. Also, it is felt, the authors will be defeated if the managers, breaking all precedent, should manage to band together and refuse to make any productions until their own terms were met. Despite increased Hollywood backing, it is felt, the authors would suffer acutely. As for the proposed sale of both film and stage rights on a royalty basis, it is viewed as highly problematical, at least on any general scale, because of the business methods of Hollywood and the film industry's desire to see a play on the stage before it negotiates for the rights. The fact that the dramatists would also be cut in on royalties from films is figured as another stumbling block.

At the general meeting of the dramatists Thursday one minor change was written into the ruling. If a producer spends more than \$60,000 on a production, and if the author himself requests it, the producer can be cut in for 50 per cent. The author, however, must do the asking; the producer can't.

One other change, generally approved by the managers, was made in the old agreement. Instead of paying \$500 as option for a play, the option to endure for six months and the money to be deducted from royalties, the manager would under the new rules pay \$100 for a one-month option, plus \$100 more for each month he held the play up to six months. Thereafter the monthly sock would go up to \$150.

FROM OUT FRONT

By EUGENE BURR

A consideration of the week's plays is difficult, since the entire vista is obscured by the glow which emanates from a single performance. That performance is, of course, the one given by Miss Wendy Hiller in the latest of our dramatic importations from England, *Love on the Dole*. A description of Miss Hiller's work is given elsewhere in this issue—tho the word description is probably a euphemism when used in connection with a more or less incoherent, tho certainly enthusiastic tribute to great dramatic art. Eyes blinded by the sun can seldom see either the sun's outlines or the little letters upon typewriter keys.

But eyes brought back to normal by viewing the dull, dark stretches of *Wife Vs. Secretary*, current screen vehicle at the Capitol Theater, can discern at least vague outlines behind the blinding light. One thing looms large: Miss Hiller's performance, judged by the narrow, anaemic and drawing-room standards of so-called modern acting, is definitely expansive. There is no pulling of emotional punches these nights at the Shubert; there is no bowing to the present dictum that emotion on the stage, in order to be effective, must be suppressed. That is a mildly ridiculous dictum anyhow, and Miss Hiller gloriously gives it the lie with her work in *Love on the Dole*. There is no suppression there—instead, a fine, sweeping and overpowering rush of great acting, frankly driven along upon a surging emotional tide.

The emotion, however, arises out of the play itself; it is not falsely injected by the player. That of course is the difference between truly great emotional acting and the old-fashioned "star" performance, in which the player sought to establish his own ability by any and all means, and the third-act scenery had to be carefully fenced off lest it be disastrously chewed. Failure among the critical gentry to distinguish between the two modes has led to the present disaffection for "expansive" acting of any sort, and has condemned our stage to a long line of so-called actors who zealously pretend to be no one but themselves, no matter what part falls prey to them, and who carefully comport themselves on the stage in precisely the same manner as in their not very startling private lives.

A good example of "star" performing at its worst was the work done by Miss Elisabeth Bergner when she condescended to allow American burghers to view her in *Escape Me, Never*. But, it may be objected, Miss Bergner was greeted by the "anti-emotion" critics with a barrage of practically unanimous raves. That, however, simply illustrates another quaint foible of the critical lads; if a performer comes out of either retirement or a foreign land with a sufficient amount of braying from the trumpets of the publicists, if the performer thus becomes the "smart" thing to like in the minds of the American citizenry, then that performer can do no wrong. It is a sort of mental stampede, endlessly exemplified—but which usually manages to calm itself down by the performer's second appearance.

To return from far afield, however, to Miss Hiller. Hers is, definitely, an expansive performance, and that may be why it stands out like a pillar of fire amid the smoldering scrubwood of our moderns. It is Miss Hiller's first and only big part in the "commercial" or long-run theater. She came from the Manchester Repertory Company to score with it in London, and now she has extended that success to New York. And the fact that she came out of repertory may explain in a small part why her performance is so fine. Repertory training, such as that offered in Manchester or Liverpool, is an unattainable luxury for the American beginner; which, in turn, may explain why 99 and 9-10ths of our young players are nice boys and girls on a stage—rather than actors. Repertory training, obviously, is not the cause of Miss Hiller's success. But the point is that, without it, even her amazingly fine talents might not have shown off to such splendid advantage as now they do.

Since this is Miss Hiller's first important assignment, the question has naturally arisen as to whether she can do it again—whether she is a one-play actress, just as R. C. Sherriff, say, was a one-play playwright. Such a question is natural, but it fails to take into consideration the nature of the things that make Miss Hiller's performance as fine as it is. In view of her equipment it is safe to say that she can do it again—and that she will.

Coast Little Theaters Up

Equity council to discuss their cut-in on pros — Gillmore, Turner are back

NEW YORK, Feb. 29.—Frank Gillmore, president of Actors' Equity, and Paul N. Turner, chief counsel, returned to New York February 26 from their Hollywood Screen Actors' Guild-Equity merger operations and announced a meeting of the Equity Council on Tuesday, March 3, to consider the problem of little theaters on the Coast, which are allegedly cutting into professional productions. Eight of these theaters are now in action, five of them centered around Los Angeles and three in San Francisco.

Members of Equity may, according to the terms of the organization's rules, be forbidden to participate in little theater activities. This state of affairs very nearly came to pass some years back in reference to the Pasadena Playhouse. Gilmor Brown, however, as director of the organization, managed to convince Gillmore of the propriety of not molesting the group on the ground that they were non-commercial and furthered the ambitions of movie actors. The move on Equity's part to let its council decide pro or con comes as a result of Gillmore's meeting with Coast legit producers.

In accordance with Gillmore's original motive for making the trip, adjustments have been drawn up regarding various membership categories of the Screen Actors' Guild, an organization which is connected with the American Federation of Labor by virtue of its association with Equity. Things went smoothly enough, with the exception of a letter submitted to Coast newspapers by Lawrence Grant, supposedly a member of Equity's now dormant Forum group, complaining that the present setup places the cart before the horse and advocating a reversal of policy whereby the Guild would absorb Equity and become the dominant factor.

"Hour" Hub Injunction Out

BOSTON, Feb. 29.—The petition of the producers of *The Children's Hour* for an injunction to prevent Mayor Mansfield and the board of censors from interfering with the showing of the play was denied in Federal Court by Judge George C. Sweeney.

The mayor and the censor board had refused to allow the play to be presented here on the ground that its theme was unwholesome for Boston audiences. Children's Hour, Inc., sought to bring the play to Boston for a showing before it was banned. The producers also have filed suit against Mayor Mansfield for \$50,000 damages.

Cracraft's Summer Plans

NEW YORK, Feb. 29.—Tom Adrian Cracraft, whose career as a scenic designer was interrupted by an automobile accident in Westport last summer, announced that he is seeking scripts for production in the summer theater, he plans to open in Long Island this season.

In spite of the fact that he is still suffering from the effects of the accident, in which he received a broken leg and other injuries, the formulation of his plans for the new venture are in constant progress. Cracraft plans the production of eight plays, four of which will be tryouts. Scripts can be submitted at 227 West 46th street.

THE NEW PLAYS ON BROADWAY

SAM S. SHUBERT

Beginning Monday Evening, February 24, 1936

LOVE ON THE DOLE

A play by Ronald Gow and Walter Greenwood, based on Walter Greenwood's novel of the same name. Staged by Reginald Bach. Settings by Nicholas Yellenti. Presented by Maurice Barber.

Sally Hardcastle Wendy Hiller
 Sarah Hardcastle, Her Mother Marga Ann Deighton
 Larry Meath Brandon Peters
 Harry Hardcastle, Sally's Brother Alexander Grandison
 Henry Hardcastle, Sally's Father Reginald Bach
 Mrs. Jike Carrie Weller
 Mrs. Dorbell Marie De Becker
 Mrs. Bull Helen Strickland
 Mrs. Barlow Selma Hall
 Mr. Barlow Stanley G. Wood
 Policeman Jock McGraw
 Helen Hawkins Rita Davies
 Newspaper Boy Johnny Cort
 Sam Grundy Ross Chetwynd
 Charlie George Bleasdale
 Pat O'Leary, an Agitator Barry Macollum
 Men, Women and Children

The Scanes Are Laid in Hanky Park, a Suburb of Manchester, England. Tho Their Counterparts Are To Be Found in the Congested Manufacturing Districts of Almost Any Country.

ACT I—The Hardcastles' Kitchen in Hanky Park. Late Afternoon. ACT II—Scene 1: A Back Entry in Hanky Park. Night. Scene 2: The Same. The Following Afternoon. Scene 3: The Moors. A Few Days Later. ACT III—Scene 1: The Hardcastles' Kitchen. A Year Later. Scene 2: The Same. Six Months Later.

In January, 1935, the Shubert Theater saw the American debut of Elisabeth Bergner, a highly touted continental mime, in *Escape Me Never*, a play which was turned into a sort of thick dramatic peaspour by the star's heavy, over-sentimental and determinedly emotional pretending. Something more than 13 months later, on Monday night, the same theater saw the debut of another foreign actress, Miss Wendy Hiller, who plays the lead in *Love On the Dole*, the drama of the English depression, which had a long London run. Unlike Miss Bergner, who was attended by publicity's trumpets in several countries, Miss Hiller sprang from provincial repertory to London fame in the part she is now playing; unlike Miss Bergner, she is not even started. But if anything could make Miss Bergner look sicker than the performance she herself gave in *Escape Me Never* it would be Miss Hiller's work in *Love On the Dole*.

For Miss Hiller is a truly amazing young actress. When she stepped shyly forward from the players' ranks to make a curtain speech after the eighth call on second night (the first second-night curtain speech that this reporter has heard since Walter Hampden last brought *Cyrano* to town) there was bravos ringing thru the Shubert Theater—and your representative's was among the loudest. It was all that a spell-bound and grateful spectator could do to repay Miss Hiller, in some small measure, for the thrilling experience created by her performance.

Hers is, to repeat, truly an amazing art, and one that refuses to be pigeon-holed by the dusty divisions of critical evaluation. She gives no impression of flawless technique, of all-pervading personality, of breath-taking beauty—yet something of each goes to make up a performance that is as emotionally compelling as it is mentally unclassifiable. Like all great art, it soars above the catalogs of critics. With fresh young strength that blazes like golden fire across the play, Miss Hiller creates an unforgettable, an almost matchless, characterization.

In the splendid effect which she achieves both for herself and for the play she is greatly aided by the acting of a splendid supporting cast. Outstanding is the moving and compelling work of Reginald Bach, the director, who filled a part at the 11th hour because of the sudden illness of Dodson Mitchell, scheduled to play it. And ranking high—so high that they would be outstanding in any evening which did not happen to be completely dominated by Miss Hiller—are Marga Ann Deighton, Alexander Grandison, Helen Strickland, Marie de Becker and Carrie Weller. Miss Hiller and the supporting players, between them, create a superlative theatrical experience.

As for the play, it is bitter in a calm and English sort of way, telling its tale of the denizens of Hanky Park, a manufacturing suburb of Manchester, as they are smitten by the depression. It is a universally applicable tale, and one that

has been told in theatrical terms before. Sally loves Larry, who wants to change conditions—the sordid, horrible conditions—in which they find themselves. But before the marriage Larry is sacked thru the influence of a bookmaker whose roving eye has fallen upon Sally, and the marriage is indefinitely postponed. The depression sets in and, with the outlook hopeless, Larry is killed as he tries to keep unemployed demonstrators from violence. Sally broods for six months, and then accepts a position as "housekeeper" to the bookie, to the horror of her family—a family which, tho starving, is still choked by the muffling fog of English respectability.

Ronald Gow and Walter Greenwood, who adapted the play from Greenwood's novel of the same name, are relentless and bitter as they hammer away at their background, creating detailed and effective pictures of the slums, ruthlessly pursuing their indignant investigation into the lives of the throttled workers. Yet for all of that their play is a trite one—at least to American audiences—and a cheating one. In *Let Freedom Ring*, in *Awake and Sing*, in many other dramas, audiences on this side have seen much the same problems presented in much the same way, with the chief variations offered by the surface modifications of locale. But a more important indictment of the Gow-Greenwood drama is the fact that it cheats itself abominably in the solitaire-game of driving home its own point. Obviously, that point is the horrible state of the slum-dwellers. But to drive it home Messrs. Gow and Greenwood ring in the melodramatic and special-instance device of the bookmaker, thru whose influence Larry is thrown out of a job, plus Larry's accidental death in a riot, thus precipitating the entire tragedy. Examining a broad social scheme, they (See *LOVE ON THE DOLE* on page 27)

LYCEUM

Beginning Tuesday Evening, February 25, 1936

THE POSTMAN ALWAYS RINGS TWICE

A play adapted by James M. Cain from his own novel of the same name. Starring Richard Barthelmess and featuring Mary Philips. Staged by Robert Sinclair. Settings designed by Jo Mielziner, built by T. B. McDonald Construction Company and painted by Triangle Studio. Presented by Jack Curtis.

Nick Papadakis Joseph Greenwald
 Cora Papadakis Mary Philips
 Frank Chambers Richard Barthelmess
 A State Trooper John Kearney
 A Policeman Joseph Cotten
 Walter Sackett Dudley Clements
 Manny Katz Charles Halton
 A Secretary Mary Holsman
 Matron Queena Bilotti
 An Insurance Adjuster Walter Vonnegut
 Another State Trooper Al Cunningham
 A Priest Philip Ryder

ACT I—Scene 1: Nick's Lunchroom, Near Los Angeles. Scene 2: Kitchen of the Lunchroom. Next Morning. Scene 3: The Lunchroom. Night. A Month Later. Scene 4: The Kitchen. A Few Minutes Later. Scene 5: The Kitchen. Night. Two Weeks Later.

ACT II—Scene 1: A Bridge Abutment. Next Night. Scene 2: A Hospital Room. Next Morning. Scene 3: Sackett's Office. That Afternoon. Scene 4: The Lunchroom. Night. Several Months Later. Scene 5: A Beach. Late the Next Afternoon. Scene 6: Along a Road. A Half-Hour Later. Scene 7: A Cell.

This reporter has never been an ardent devotee of the hard-boiled boys of literature, those lads who are determinedly and self-consciously tough in their writing. They seem, to a casual observer, like a group of swaggering little boys who boast that papa is a cop and uncle is the man who writes the dirty words on signboards; their determination to be the Big Bad Wolves of literature is a bit childish—and a bit pitiful—particularly since their works, with all of the naughty words and frantically ruthless bits strained out of them, are far more sentimental than the efforts of confirmed sentimentalists. The hard-boiled boys are simply a bunch of Pollyannas with brass knucks.

Mr. James M. Cain, whose novel, *The Postman Always Rings Twice*, scored sensationally at the bookstalls, is one of them. This reporter is among the few people who managed to avoid reading the novel, but in the course of professional duty he could not avoid seeing the play that Mr. Cain himself made from it, which was presented at the Lyceum Theater by Jack Curtis on Tuesday night. All the worst suspicions were amply confirmed.

Setting his jaws hard and squeezing

BROADWAY RUNS

Performances to February 29, inclusive.

Dramatic	Opened	Perf.
Boy Meets Girl (Cort)	Nov. 27	114
Call It a Day (Mosco)	Jan. 28	42
Children's Hour, The (Elliott)	Nov. 20	545
Co-respondent Unknown (Kitt)	Feb. 11	23
Dead End (Belasco)	Oct. 28	140
Devil of Pet-Ling, The (Adelphi)	Feb. 20	12
End of Summer (Guild)	Feb. 17	16
Ethan Frome (National)	Jan. 21	47
First Lady (Music Box)	Nov. 28	115
Fresh Fields (Empire)	Feb. 10	24
Halloween (Vanderbilt)	Feb. 20	12
Lady Precious Stream (Booth)	Jan. 27	40
Libell (Miller)	Dec. 20	83
Mainly for Lovers (48th St.)	Feb. 21	11
Love On the Dole (Shubert)	Feb. 24	8
Moon Over Mulberry Street (Second Engage.) (44th St.)	Jan. 13	56
Mulatto (Belmont)	Oct. 24	140
Night of January 16, The (Ambassador)	Sept. 18	102
One Good Year (Fulton)	Nov. 27	111
Postman Always Rings Twice, The (Lyceum)	Feb. 25	7
Pride and Prejudice (Plymouth)	Nov. 5	138
Russet Manle (Masque)	Jan. 18	52
Three Men on a Horse (Playhouse)	Jan. 30	465
Tobacco Road (Forsyth)	Dec. 4	970
Victoria Regina (Broadhurst)	Dec. 28	77
Winterset (Beck)	Sept. 25	179
Musical Comedy		
At Home Abroad (Maestio)	Sept. 10	190
Follies (Winter Garden)	Jan. 30	33
Jubilee (Imperial)	Oct. 12	160
Jumbo (Hippodrome)	Nov. 18	161
May Wine (St. James)	Dec. 5	100
Scandals (New Amsterdam)	Dec. 25	78

out as much toughness as he can manage, evidently convincing himself he is hard-boiled in the hope of similarly convincing the customers, Mr. Cain tells the supersentimentalized and moralistically sappy tale of Frank Chambers, a bum who took a job in a Greek lunch-room because he fell in love with the proprietor's wife at first sight. Since this is hard-boiled literature, however, that love must be known as lust. Together, Chambers and the wife plan to kill hubby, but bungle badly on the first attempt. Hubby goes to the hospital and returns to suggest a holiday trip for all three of them. On the trip Frank and his inamorata try again, this time doing a little better job of it. Hubby is undoubtedly killed, but they are suspected by the slick district attorney.

They beat the rap only thru the efforts of an even slicker lawyer, but not until they have accused each other. That naturally destroys their love and they live in mutual distrust for a while until the gal suggests that they swim out to sea. If Frank fails to drown her it means he trusts her; the fact that she is willing to try proves that she trusts him. It is a scheme almost as naive as the play.

They try it, however, and mutual trust is the result. As they speed on their honeymoon the car is wrecked, the girl is killed and Frank is executed for her murder, the murder that he didn't do. That final irony is, of course, supposed to be brutal and bold; if you boil it down, however, it appears simply a sentimentalized O. Henry trick ending.

Mr. Cain's dialog adds to the general devastation created by his plot; and his characters, while they may have held passing conviction when built up in a novel, appear on the stage as ridiculous puppets, jerkily responding to the author's obvious strings. The whole affair is about as valuable as a Sunday-school story told in the idiom of *Barnacle Bill the Sailor*.

Mr. Richard Barthelmess, idol of the cinema, makes his stage debut as Frank and, all things considered, doesn't do a very bad job of it. No players living could bring belief to the two chief characters as Mr. Cain has written them; Mr. Barthelmess overdoes things on occasion in the approved movie manner, but it would be highly unfair to judge him on the basis of an unplayable role. Similarly handicapped is Mary Philips, a fine actress, as the gal. Dudley Clements, Charles Halton and Joseph Greenwald give excellent support.

EUGENE BURR.

48TH STREET

Beginning Friday Evening, February 21, 1936

MAINLY FOR LOVERS

A comedy by Philip Johnson. Staged by Harry Wagstaff Gribble. Setting by Clark Robinson. Incidental song written and composed by Arthur Margetson. Presented by Richard W. Krakeur and B. Charles-Dean.

Sarah Traille Rachel Hartzell
 Poynter Edgar Kent
 Helen Storer Dorothy Gish
 Cedric Norreys Leo G. Carroll
 Roger Storer Arthur Margetson
 The action of the play takes place in the living room of Helen Storer's country house in England during a week-end in June.

ACT I—Tea Time. ACT II—Scene 1: Before Dinner. Scene 2: After Dinner. ACT III—Breakfast.

London audiences, according to reports, sat for many months amused and presumably enthralled by Philip Johnson's *Lovers' Leap*, which was presented here last Friday night by Richard W. Krakeur and B. Charles-Dean under the new title of *Mainly for Lovers*. If so, London audiences are gratefully easy to amuse. A man with a mechanical monkey on a stick or a cyclorama of the siege of Lucknow ought to be able to panic them for an indefinite run.

Mr. Johnson, in his comedy, tells of a couple separated for seven years because of the husband's interest in Egyptology and the wife's fear of thunderstorms. When hubby returns to get his divorce the wife persuades him to pretend to be in love with her, as an example to her younger sister, who is determined to live in open sin with her beau because of the lesson in marital infelicity that she has so closely seen. Needless to say, husband and wife fall in love with each other again, after another quarrel over thunderstorms, while little sister decides that the case is exceptional and her loving lad takes up Egyptology. Or something like that; it doesn't really matter.

All of which is told with a paucity of incident that is amazing. The wife's plan to convince sister, her fright during a thunderstorm and the reconciliation of all concerned are the only happenings in a plot which, at best, would hardly be remarkable for its strength. It is an emaciated plot anyhow; with its overwhelming absence of incident it shows gaps large enough to allow passage for the collected works of Noel (See *MAINLY FOR LOVERS* on page 25)

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NEWS OF THE WEEK

H. Bruce Wolf, GB's expert on educational films for classroom use, will probably supervise the production of approximately 60 such pictures this year, according to current plans. Besides the usual geography, biology and physical education items, GB is considering a series of historical product, including one movie on Napoleon.

A censorship measure providing for the appointment of two men and one woman to pass on films was placed before the New Jersey Senate on February 25 by Horace G. Prall. In addition to regular censorship duties, the bill delegates to the board of three the power to negative the selling, leasing and lending of such films as are considered injurious to public morals. A system of fines and jail sentences are also provided for. The committee on miscellaneous business will report on the measure.

What is said to have set a precedent in law decisions regarding film contracts was handed down by the Appellate Court in Chicago last week when it ruled that the Rosewood Theater could not cancel a film contract entered between that house and the Paramount Pictures Distributing Company some two years ago and held Jean T. Gehring responsible for damages covering rentals stipulated in the contract. Two years ago the Rosewood Theater sent a telegram to the Paramount company canceling their contract, and about the same time Paramount sent one to the Rosewood Theater accepting. The point settled was that Paramount's wire of acceptance constituted a contract, altho no written one had been issued, and was binding from the time they gave the wire to the telegraph company. Court ruled that the Rosewood Theater must pay for all pictures stipulated in the contract, even tho they were not played. Paramount says that the case was carried to a high court in Illinois to show exhibitors that contracts are binding and cannot be broken.

A rise in Italian films for the present year was indicated by a statement made February 20 by Mario Luporino, Italian representative of United Artists. Fifty features, an increase of 18 over last year, is called for by latest plans. Production will be aided by the Italian Government by means of financial assistance and a system of premiums for unusual product. Further, the government has ruled that all Italian theaters must exhibit home-grown product. The aim of all this is to produce 100 films yearly. Exhibitors' remaining needs will be satisfied from the highest grade foreign product obtainable. The government will pass on all scripts.

An anti-trust action, to be tried by the federal government, has been instituted by the Broadway Theater, of Tampa, Fla., against E. J. Sparks, circuit operator and associate of Paramount, and other defendants. As usual, the charge is based on refusal of major companies to provide product.

If present plans go thru the 1936-'37 season will see 62 Paramount films. Twelve are allotted to A. M. Botsford, 10 to Winfield Sheehan and six each to William Le Baron and Harold Hurlley. De Mille's production is slated for an upturn, and Arthur Hornblow, Ernest Lubitsch, Frank Lloyd and Benjamin (See NEWS OF THE WEEK, 4th Col.)

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"THESE THREE"

TIME—91 minutes. (UA) RELEASE DATE—February 28.

PLOT—Martha and Karen, recently graduated from college, go to the latter's dilapidated farm house in Connecticut and convert it into a school for girls. Dr. Joseph Cardin, their neighbor, helps the girls put the place in shape and falls in love with Karen. Both girls love him. Martha's aunt, a chiselling and meddlesome actress, moves in, and, when she is balked in her efforts to run the school, tries to hurt her niece by charging her with carrying on an illicit love affair with Cardin. The pupils get wind of the affair and create a scandal, which results in closing the school. Karen, thinking that possibly something did occur between Martha and Cardin, breaks up her engagement to him. All three are cleared when Martha persuades a little girl to tell the truth about what was heard and seen concerning the supposed love affair. Karen then finds Joe in Vienna, where he is waiting for her.

CAST—Miriam Hopkins, Merle Oberon, Joel McCrea, Catherine Doucet, Alma Kruger, Bonita Granville, Marcia Mae Jones. Wonderful performances by the two children, Granville and Jones.

DIRECTOR—William Wyler. Competent.

AUTHOR—Screen play by Lillian Hellman.

COMMENT—Swell movie with a good yarn and expert child psychology.

APPEAL—Class.

EXPLOITATION—Best bet is the work of the kid, Bonita Granville.

EXHIBITORS ORGANIZATIONS

Giveaways and cash awards are on the wane in local theaters in Kansas City, with almost all owners abandoning the practice. Emanuel Rolsky, ITOA president, and L. J. McCarthy, of the Fox Midwest Theaters, endeavored to make the decision unanimous among exhibitors, but eight or so failed to agree. Last week 13 houses ceased having sweepstakes.

Nathan Yamins, president of Independent Exhibitors, Inc., will receive the aid of an executive council to help administer the affairs of Allied of New England. Among those elected to the council are William H. McLaughlin, Walter B. Littlefield, Edward Ansin, Irving Isaacs, Morris Pouzner, Philip Smith and Charles F. Hodgdon. The foregoing are all Massachusetts exhibitors. Richard Flora and E. J. Bolen will represent Maine; Warren Nichols and J. E. Charboneau, New Hampshire; Andrew Tegu and Allard M. Graves, Vermont, and Martin Tuohy and John D. Findley, Rhode Island.

The annual convention held by Allied States Association will take place at the Hollenden Hotel, Cleveland, on June 2, 3 and 4. The general chairmanship is in the hands of H. M. Richey. The business of the meeting has not yet been definitely decided, but present plans call for a consideration of such subjects as playing time and designation of preferred.

Allied of New Jersey's contemplated action against the New York City 2 per cent sales tax will, if plans go beyond the talking stage, emphasize two points. First, the fact that the additional levy places an excessive burden on the already harassed exhibitors, and, second, that the city is not within its legal rights in levying such a tax because the films are not sold, but leased.

On February 25 members originally from the Connecticut MPTO organized an independent organization. Various committees for the new independent group were appointed by the acting chairman, Joseph A. Davis, to take care of by-laws, membership and nominations. The first regular meeting will be held March 10. It was stated that the aim of the organization is to "promote the interests and welfare of the strictly independent and unaffiliated theater owners of Connecticut.

David Weinstock has been commissioned by ITOA to make a report on the plausibility of installing Diesel engines in New York theaters so as to do away with the now necessary reliance on the New York Edison Company. This is an outgrowth of the Edison company's refusal to lower its light and power rates. A promise of a reduced scale for theaters was found on examination to result in an increase in bills.

NEWS OF THE WEEK
(Continued from 1st Col.)

Glazer will each do four. Le Baron's contract has been extended and he has been placed in charge of all Paramount production.

The Chesterfield Picture Corporation and Invincible Pictures have made plans which will assure them national distribution in the near future. Lee Goldberg is in charge of Indianapolis territory, David Komm has St. Louis and Charles Trampe is in Milwaukee.

Rufus LeMaire is no longer casting chief for MGM. He handed in his resignation, effective March 15, and will probably go into the agency business. LeMaire's place will be filled by Bill Grady, talent scout.

The Hearst Baltimore News-Post and Sunday American declined to advertise the Mae West film *Klondike Annie*, playing at Keith's Baltimore Theater. An editorial called the release a "filthy picture" and commented harshly on the fact that the Hays office did not see fit to ban the production. Similar action is expected by other Hearst papers in various cities when the picture opens.

"WIFE VS. SECRETARY"

(MGM)

TIME—85 minutes. RELEASE DATE—February 28.

PLOT—Van and Linda, married, love each other, but Van has big business deals on and his pretty secretary, Whitey, is indispensable. Friends sow seeds of jealousy in Linda's mind, but she disregards them until a series of incriminating circumstances, all of them perfectly innocent, of course, occur, ending with a business trip of Van and Whitey to Havana. Linda sets out for a divorce, and Whitey's fiance breaks with her. But tho Whitey really loves Van, she convinces Linda to return to him and walks sadly out into the arms of her own waiting swain.

CAST—Clark Gable, Jean Harlow, Myrna Loy, James Stewart, May Robson, George Barber and others. Gable and Loy okeh. Harlow doesn't turn on the heavy sex appealing, and so for the first time she's really easy to take. Stewart negligible.

DIRECTOR—Clarence Brown. Carefully detailed direction wasted on a load of decayed tripe.

AUTHORS—Screen play by Norman Krasna, Alice Duer Miller and John Lee Mahin from the story by Faith Baldwin. Phooey.

COMMENT—Unbelievably stupid and cheap. The trio of names will probably draw trade, but the film remains 85 long minutes of appallingly dull rubbish.

APPEAL—The ribbon clerk and floor-walker trade.

EXPLOITATION—Get as cheap, blatant and tasteless as you can. That's the sort of customers it will attract.

FILM CONSENSUS

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

Name	Favorable	Unfavorable	No Opinion	Comment
Follow the Fleet (Radio)	20	0	1	"Tops the class."—Hollywood Reporter. "Should go over."—Harrison's Reports.
Trail of the Lonesome Pine. (Paramount)	10	4	3	"Hardly worth the amount of time."—Sun. "Unexhilarating."—Herald-Tribune.
The Bohemian Girl (MGM)	7	5	3	"Plenty laughs."—Film Daily. "First-rate fun."—Mirror.
Don't Get Personal (Universal)	2	5	6	"Shaky little effort."—Herald-Tribune. "Innocuous trinket."—Post.
Whispering Smith Speaks. (20th-Fox)	8	1	4	"Swell combination of action and comedy."—Box Office. "Okay on dual bills."—Variety.
Second Bureau (DuWorld)	3	3	5	"Engrossing cinematerial."—Post. "Intriguing enough."—News.
Ring Around the Moon (Chesterfield)	6	4	1	"Just for the duals."—Variety. "Appealing little programer."—Picture Business.
Tango (Invincible)	5	2	4	"Fair nabe entry."—Daily Variety. "Small-time offering."—American.
Hair-Trigger Casey (Atlantic)	2	1	1	"Bound to please the youngsters."—Showmen's Trade Review. "Adventure stuff for the kids."—The Billboard.
Sunset of Power (Universal)	2	1	2	"Regulation Western."—Film Daily. "Should please."—M. P. Daily.

"RHODES"

(G-B)

TIME—74 minutes.

RELEASE DATE—February 20.

PLOT—The story of the career of Cecil Rhodes, the one man chiefly responsible for the development of South Africa, told entirely from his point of view. He combines the diamond interests, succeeds because he knows how to handle men, develops Rhodesia despite difficulties in the form of the Boers and the natives, is licked when his best friend takes a force into the Transvaal, and, after resigning, begs the friend's life from old Oom Paul Kruger, president of the Boer Republic.

CAST—Walter Huston, Oscar Homolka, Basil Sydney, Frank Cellier, Peggy Ashcroft, Renee De Vaux and others. Huston does a splendid job, excellent in every way, in the title role, but even he is overshadowed by the outstanding work done by Homolka as Kruger. Sydney, Cellier, De Vaux and others help plenty.

DIRECTOR—Berthold Viertel. A good job.

AUTHORS—Screen play by Leslie Arliss and Michael Barringer from the book by Sarah Gertrude Millen.

COMMENT—It whitewashes Rhodes and is appallingly unfair in giving only the British angles on the Boer trouble, but none the less it stands as an interesting and absorbing, if very biased, screen biography.

APPEAL—Okeh for anybody anytime.

EXPLOITATION—Huston, of course. There is plenty of hot material in the life of Rhodes, and also a wide and fertile exploitation field in the lives and manners of the Boers. Diamond tieups are naturals, and also contacts with schools, societies, etc. Exploitation possibilities are almost limitless.

"THE VOICE OF BUGLE ANN"

(MGM)

RELEASE DATE—February 7.

TIME—72 minutes.

PLOT—Bugle Ann is a bugle-voiced foxhound raised by old Spring Davis in the fox-hunting section of Missouri. She is as finely faithful as all dogs, and when Jacob Terry moves into the country, puts up a fence and threatens to shoot any dog within it, Spring warns him to leave Bugle Ann alone. Ann disappears and Spring taxes Terry with murdering her. In self-defense he is forced to shoot Terry and is tried for murder, taking a 20-year sentence. Bugle Ann is sometimes heard leading the pack, tho all know she is dead when her bones are found—Terry didn't kill her after all. After Spring is released from jail by governor's pardon, it is found that Terry's daughter, with whom Spring's son was romancing, bred Bugle Ann before the latter's death, and one of the pups is responsible for the bugle baying.

CAST—Lionel Barrymore, Spring Byington, Dudley Digges, Charles Grapewin, Maureen O'Sullivan, Eric Linden and various others, including some swell dogs. Barrymore gives a nice, homespun performance. O'Sullivan about as Missouriian as Hyde Park. Byington, Digges and Grapewin help plenty.

DIRECTOR—Richard Thorpe. Jerky and disconnected, almost spoiling the effect of the picture.

AUTHORS—Adapted by Harvey Gates and Samuel Hoffenstein from a story by MacKinlay Kantor. Bugle Ann deserved a better yarn.

COMMENT—Tho the story is shot full of hooey and the direction could be improved, it still stands as a well-above-average production. The big scenes do get you—definitely. Lovers of dogs will go for it heavily.

APPEAL—Anyone who's ever loved a dog.

EXPLOITATION—Bill it strictly for dog lovers. Latter comprise the entire non-rodent section of humanity anyhow.

"ROAD GANG"

(FIRST NATIONAL)

TIME—62 minutes.

RELEASE DATE—February 22.

PLOT—A newspaper man from Chicago uncovers in the South the plots of a State dictator with his eyes on the national capitol. When the reporter can't be bought out he's framed and is sent to a Southern road gang. Much of the picture centers, with sadistic delight, upon the horrible treatment accorded the prisoners. In the end the newspaper man is released thru efforts of his managing editor, his sweetheart and an attorney-general who is a political enemy of the dictator.

CAST—Donald Woods, Carlyle Moore Jr., Kay Linaker, Joseph King, Henry O'Neil and others. Woods fair; Linaker flat and ineffective; others okeh.

DIRECTOR—Louis King. Centers everything on the horror scenes and creates impression of power by so doing.

AUTHORS—Screen play by Dalton Trumbo from a story by Harold Buckley and Aben Finkel. Okeh, tho somewhat grueling, when they deal with treatment of prisoners, but pretty phoney when they go into the individual plot.

COMMENT—Better than average because of its indictments of both a savage, brutal penal system and political dictatorship. Horror stuff, played up heavily and with evident relish, has air of truth about it. Not nearly as good as *I Am a Fugitive*, but good enough anyhow.

APPEAL—Not for women or kids.

EXPLOITATION—Play up the horrors.

"THE MUSIC GOES 'ROUND"

(COLUMBIA)

RELEASE DATE—February 27.

TIME—87 minutes.

PLOT—A musical comedy star visits a showboat troupe incognito and falls in love with one of the gals in it. As the showboat isn't making money, he transfers the outfit to Broadway with the intention of allowing the city slickers to laugh at it. The city slickers do, which hurts the showboaters no end, since they, unlike Billy Bryant, take themselves seriously, an attitude hardly conducive to entertainment. When the star finds out what he's done he tries to make up for it, and all ends happily. Sequences which give the film its title were dragged in by the scruff of the neck, after shooting had otherwise been completed—and they look it.

CAST—Harry Richman, Rochelle Hudson, Walter Connolly, Douglass Dumbrille, Lionel Stander, Henry Mollison, Etienne Girardot, Walter Kingsford, Wyrley Birch, Victor Kilian, Michael Bartlett, Herman Bing and Farley and Riley. Richman okeh in his usual manner. Stander and Kilian excellent. Connolly, Kingsford and others wasted. Farley and Riley do their number, and Hudson, as usual, condescends to come to life occasionally.

DIRECTOR—Victor Schertzinger. Uninspired, to say the least.

AUTHORS—Story by Joe Swerling and Sidney Buchman. Probably got it out of the office wastebasket.

COMMENT—If there are still some backward hamlets that aren't heartily sick of the title song, they may support it. For the rest, it succeeds only in telling a dimly inapt story and in endlessly plugging a song which has already been plugged so endlessly that it seems like a bad dream.

APPEAL—To the two people in the country who haven't heard the song, and to those who are still humming *Yes, We Have No Bananas*.

EXPLOITATION—Obvious.

"LADY OF SECRETS"

TIME—73 minutes.

(COLUMBIA)

RELEASE DATE—January 25.

PLOT—Because Celia Whitaker's daughter Joan is illegitimate, she is made to appear as her sister. Celia, who is suffering from remorse over her lover's death in the war, is made no happier when Joan decides to wed David Eastman, wealthy savant, on the rebound from a spat with her real heart, a struggling young medico. Papa Whitaker, on the verge of bankruptcy, holds Celia captive when she tries to break up Joan's engagement to the opulent Eastman, impugning her to be mentally defective. Celia is determined that the only way to prevent the impending splice is to reveal her true relationship to Joan, but her only willing witness to the story is her chaperon, who has gone away and, thru her father's device, is held incommunicado. Eastman switches his affections to Celia after he learns that Joan has never been really in love with him, and unites with Celia, whose release from virtual imprisonment is arranged thru her chaperon's return and threatened revelation of Joan's filial relationship with Celia.

CAST—Ruth Chatterton, Otto Kruger, Marian Marsh, Lloyd Nolan, Lionel Atwill, Robert Allen and others. Performances uniformly good.

DIRECTOR—Marion Gering performs creditably behind the meg.

AUTHORS—Zoe Akins and Joseph Anthony did screen play from a story by Katherine Brush. Story belongs to mother love era and hence seems old stuff, with ending too easily predictable. Screen play is confused in places, altho garbling might have been alleviated by improved direction.

COMMENT—The quality of the production is responsible for raising this above the run-of-the-mill program stuff.

APPEAL—Adult.

EXPLOITATION—Boost the names in the cast for all they're worth.

"MY MARRIAGE"

(20TH CENTURY-FOX)

TIME—65 minutes.

RELEASE DATE—January 31.

PLOT—The murder of A. J. Barton by gangsters and the revelation that he was a racketeer as well as a socialite creates a great scandal. His daughter, Carol, tho willing to forego her marriage to John Taylor, accepts him when he insists. John's mother, under a guise of sweetness and love, attempts to wreck the marriage by devious intrigues, such as preventing her son from getting a job so that he cannot support his wife. Meanwhile Barney Dolan, a G man who was once befriended by A. J. Barton, solves the murder and proves that John's weak-kneed brother, Roger, took the gangsters to the slain man's home to put him on the spot. Mother Tyler, as a result of this news, begs forgiveness and all is ducky. Roger, thru some legal loophole, goes free.

CAST—Claire Trevor, Kent Taylor, Paul Kelly and others.

DIRECTOR—George Archainbaud. A mediocre effort.

AUTHOR—From an original screen play by Frances Hyland.

COMMENT—Too many dull sequences.

APPEAL—Double billing.

EXPLOITATION—Intricate love-murder-family tangle.

"YELLOW DUST"

TIME—68 minutes.

(RKO RADIO)

RELEASE DATE not given.

PRODUCER—Cliff Reid.

PLOT—Every trite, time-worn bit of horse opera business is thrown into this story to move it along its sluggish, uninteresting way. Culpepper, young mining engineer, and Solitaire, old-time prospector, form a partnership as owners of a gold mine, which latter accidentally hits upon while burying an enemy he has killed. On way to Goldtown to file their claim, Culpepper foils a gang of road agents attempting to hold up the stagecoach. Thus, of course, sing to the gal, Nellie Brian. In Goldtown, where our li'l Nell is booked to sing to the ruffnecks in the Bonanza House, Hanway, the owner of that spot and practically all the rest of the town, enters the scene. He is the villain who tries to steal the gal and the gold mine from hero Culpepper. After foiling every such attempt of "hissable" Hanway, Culpepper, with the help of Nellie, Solitaire and the authors of the story, emerges triumphant with his gold-mine claim and his claim on Nell both filed.

CAST—Richard Dix, Lella Hyams, Andy Clyde, Onslow Stevens, Moroni Olsen and others. Practically all sunk in morass of bewhiskered plot and dull dialog. Hyams sings in ordinary voice with undistinguished delivery.

DIRECTOR—Wallace Fox. Ordinary as plot itself.

AUTHORS—Cyril Hume and John Twist screen play suggested by Dan Totheroh and George O'Neil legit play, *Mother Lode*. Shame on all of 'em!

COMMENT—On several occasions Edward Cronjager's photography is fine.

APPEAL—Strictly for horse-opera fans.

EXPLOITATION—Dix lures some of 'em. Play up Western, with star of *Cimarron* in male lead. Routine stuff about fighting to the death for women and gold.

"FAST BULLETS"

(INVINCIBLE)

TIME—58 minutes.

RELEASE DATE not given.

PLOT—Tom Tyler as a United States ranger is commissioned to round up the Travis gang, a murderous outfit which runs contraband. First captive is Jimmy, a young fellow gone wrong, who promises to lead Tom to the rendezvous and introduce him as a friend. The villains in due time learn of Tyler's government affiliation and decide to shoot him, first making him send a letter for aid so that the whole ranger force can be wiped out. The note, however, contained a couple of code words tipping the chief off to send a regiment of dummies mounted on horses, to be followed later by men in the flesh. While the Travis men are shooting at the figures, the real rangers surround them. Love interest provided by Jimmy's sister.

CAST—Tom Tyler, Rex Lease, Margaret Nearing, Al Bridge, Bill Gould and Bob Walker.

DIRECTOR—Henri Samuels. Average.

AUTHOR—Jay J. Bryan.

COMMENT—Naive, but with enough action for the fans.

APPEAL—Regulation horse opera.

EXPLOITATION—Routine.

NEWS OF THE WEEK

H. Bruce Wolf, GB's expert on educational films for classroom use, will probably supervise the production of approximately 60 such pictures this year, according to current plans. Besides the usual geography, biology and physical education items, GB is considering a series of historical product, including one movie on Napoleon.

A censorship measure providing for the appointment of two men and one woman to pass on films was placed before the New Jersey Senate on February 25 by Horace G. Prall. In addition to regular censorship duties, the bill delegates to the board of three the power to negative the selling, leasing and lending of such films as are considered injurious to public morals. A system of fines and jail sentences are also provided for. The committee on miscellaneous business will report on the measure.

What is said to have set a precedent in law decisions regarding film contracts was handed down by the Appellate Court in Chicago last week when it ruled that the Rosewood Theater could not cancel a film contract entered between that house and the Paramount Pictures Distributing Company some two years ago and held Jean T. Gehring responsible for damages covering rentals stipulated in the contract. Two years ago the Rosewood Theater sent a telegram to the Paramount company canceling their contract, and about the same time Paramount sent one to the Rosewood Theater accepting. The point settled was that Paramount's wire of acceptance constituted a contract, although no written one had been issued, and was binding from the time they gave the wire to the telegraph company. Court ruled that the Rosewood Theater must pay for all pictures stipulated in the contract, even tho they were not played. Paramount says that the case was carried to a high court in Illinois to show exhibitors that contracts are binding and cannot be broken.

A rise in Italian films for the present year was indicated by a statement made February 20 by Mario Luporino, Italian representative of United Artists. Fifty features, an increase of 18 over last year, is called for by latest plans. Production will be aided by the Italian Government by means of financial assistance and a system of premiums for unusual product. Further, the government has ruled that all Italian theaters must exhibit home-grown product. The aim of all this is to produce 100 films yearly. Exhibitors' remaining needs will be satisfied from the highest grade foreign product obtainable. The government will pass on all scripts.

An anti-trust action, to be tried by the federal government, has been instituted by the Broadway Theater, of Tampa, Fla., against E. J. Sparks, circuit operator and associate of Paramount, and other defendants. As usual, the charge is based on refusal of major companies to provide product.

If present plans go thru the 1936-'37 season will see 62 Paramount films. Twelve are allotted to A. M. Botsford, 10 to Winfield Sheehan and six each to William Le Baron and Harold Hurley. De Mille's production is slated for an upturn, and Arthur Hornblow, Ernest Lubitsch, Frank Lloyd and Benjamin (See NEWS OF THE WEEK, 4th Col.)

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THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.

Conducted by MARTIN C. BRENNAN,
158 City Tattersalls Building, Pitt Street, Sydney,
Australian Office of THE BILLBOARD.

"THESE THREE"

TIME—91 minutes. (UA) RELEASE DATE—February 28.

PLOT—Martha and Karen, recently graduated from college, go to the latter's dilapidated farm house in Connecticut and convert it into a school for girls. Dr. Joseph Cardin, their neighbor, helps the girls put the place in shape and falls in love with Karen. Both girls love him. Martha's aunt, a chiselling and meddlesome actress, moves in, and, when she is balked in her efforts to run the school, tries to hurt her niece by charging her with carrying on an illicit love affair with Cardin. The pupils get wind of the affair and create a scandal, which results in closing the school. Karen, thinking that possibly something did occur between Martha and Cardin, breaks up her engagement to him. All three are cleared when Martha persuades a little girl to tell the truth about what was heard and seen concerning the supposed love affair. Karen then finds Joe in Vienna, where he is waiting for her.

CAST—Miriam Hopkins, Merle Oberon, Joel McCrea, Catherine Doucet, Alma Kruger, Bonita Granville, Marcia Mae Jones. Wonderful performances by the two children, Granville and Jones.

DIRECTOR—William Wyler. Competent.

AUTHOR—Screen play by Lillian Hellman.

COMMENT—Swell movie with a good yarn and expert child psychology.

APPEAL—Class.

EXPLOITATION—Best bet is the work of the kid, Bonita Granville.

EXHIBITORS ORGANIZATIONS

Giveaways and cash awards are on the wane in local theaters in Kansas City, with almost all owners abandoning the practice. Emanuel Rolsky, ITOA president, and L. J. McCarthy, of the Fox Midwest Theaters, endeavored to make the decision unanimous among exhibitors, but eight or so failed to agree. Last week 13 houses ceased having sweepstakes.

Nathan Yamins, president of Independent Exhibitors, Inc., will receive the aid of an executive council to help administer the affairs of Allied of New England. Among those elected to the council are William H. McLaughlin, Walter B. Littlefield, Edward Ansin, Irving Isaacs, Morris Pouzzner, Philip Smith and Charles F. Hodgdon. The foregoing are all Massachusetts exhibitors. Richard Flora and E. J. Bolen will represent Maine; Warren Nichols and J. E. Charboneau, New Hampshire; Andrew Tegu and Allard M. Graves, Vermont, and Martin Tuohy and John D. Findley, Rhode Island.

The annual convention held by Allied States Association will take place at the Hollenden Hotel, Cleveland, on June 2, 3 and 4. The general chairmanship is in the hands of H. M. Richey. The business of the meeting has not yet been definitely decided, but present plans call for a consideration of such subjects as playing time and designation of preferred.

Allied of New Jersey's contemplated action against the New York City 2 per cent sales tax will, if plans go beyond the talking stage, emphasize two points. First, the fact that the additional levy places an excessive burden on the already harassed exhibitors, and, second, that the city is not within its legal rights in levying such a tax because the films are not sold, but leased.

On February 25 members originally from the Connecticut MPTO organized an independent organization. Various committees for the new independent group were appointed by the acting chairman, Joseph A. Davis, to take care of by-laws, membership and nominations. The first regular meeting will be held March 10. It was stated that the aim of the organization is to "promote the interests and welfare of the strictly independent and unaffiliated theater owners of Connecticut.

David Weinstock has been commissioned by ITOA to make a report on the plausibility of installing Diesel engines in New York theaters so as to do away with the now necessary reliance on the New York Edison Company. This is an outgrowth of the Edison company's refusal to lower its light and power rates. A promise of a reduced scale for theaters was found on examination to result in an increase in bills.

NEWS OF THE WEEK

(Continued from 1st Col.)

Glazer will each do four. Le Baron's contract has been extended and he has been placed in charge of all Paramount production.

The Chesterfield Picture Corporation and Invincible Pictures have made plans which will assure them national distribution in the near future. Lee Goldberg is in charge of Indianapolis territory, David Komm has St. Louis and Charles Trampe is in Milwaukee.

Rufus LeMaire is no longer casting chief for MGM. He handed in his resignation, effective March 15, and will probably go into the agency business. LeMaire's place will be filled by Bill Grady, talent scout.

The Hearst Baltimore News-Post and Sunday American declined to advertise the Mae West film *Klonalike Annie*, playing at Keith's Baltimore Theater. An editorial called the release a "filthy picture" and commented harshly on the fact that the Hays office did not see fit to ban the production. Similar action is expected by other Hearst papers in various cities when the picture opens.

"WIFE VS. SECRETARY"

(MGM)

TIME—85 minutes. RELEASE DATE—February 28.

PLOT—Van and Linda, married, love each other, but Van has big business deals on and his pretty secretary, Whitey, is indispensable. Friends sow seeds of jealousy in Linda's mind, but she disregards them until a series of incriminating circumstances, all of them perfectly innocent, of course, occur, ending with a business trip of Van and Whitey to Havana. Linda sets out for a divorce, and Whitey's fiance breaks with her. But tho Whitey really loves Van, she convinces Linda to return to him and walks sadly out into the arms of her own waiting swain.

CAST—Clark Gable, Jean Harlow, Myrna Loy, James Stewart, May Robson, George Barbier and others. Gable and Loy okeh. Harlow doesn't turn on the heavy sex appealing, and so for the first time she's really easy to take. Stewart negligible.

DIRECTOR—Clarence Brown. Carefully detailed direction wasted on a load of decayed tripe.

AUTHORS—Screen play by Norman Krasna, Alice Duer Miller and John Lee Mahin from the story by Faith Baldwin. Phooey.

COMMENT—Unbelievably stupid and cheap. The trio of names will probably draw trade, but the film remains 85 long minutes of appallingly dull rubbish.

APPEAL—The ribbon clerk and floor-walker trade.

EXPLOITATION—Get as cheap, blatant and tasteless as you can. That's the sort of customers it will attract.

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CAST—Walter Huston, Oscar Homolka, Basil Sydney, Frank Cellier, Peggy Ashcroft, Renee De Vaux and others. Huston does a splendid job, excellent in every way, in the title role, but even he is overshadowed by the outstanding work done by Homolka as Kruger. Sydney, Cellier, De Vaux and others help plenty.

DIRECTOR—Berthold Viertel. A good job.

AUTHORS—Screen play by Leslie Arliss and Michael Barringer from the book by Sarah Gertrude Millen.

COMMENT—It whitewashes Rhodes and is appallingly unfair in giving only the British angles on the Boer trouble, but none the less it stands as an interesting and absorbing, if very biased, screen biography.

APPEAL—Okeh for anybody anytime.

EXPLOITATION—Huston, of course. There is plenty of hot material in the life of Rhodes, and also a wide and fertile exploitation field in the lives and manners of the Boers. Diamond tieups are naturals, and also contacts with schools, societies, etc. Exploitation possibilities are almost limitless.

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"THE MUSIC GOES 'ROUND"

TIME—87 minutes. (COLUMBIA) RELEASE DATE—February 27.

PLOT—A musical comedy star visits a showboat troupe incognito and falls in love with one of the gals in it. As the showboat isn't making money, he transfers the outfit to Broadway with the intention of allowing the city slickers to laugh at it. The city slickers do, which hurts the showboaters no end, since they, unlike Billy Bryant, take themselves seriously, an attitude hardly conducive to entertainment. When the star finds out what he's done he tries to make up for it, and all ends happily. Sequences which give the film its title were dragged in by the scruff of the neck, after shooting had otherwise been completed—and they look it.

CAST—Harry Richman, Rochelle Hudson, Walter Connolly, Douglass Dumbrille, Lionel Stander, Henry Mollison, Etienne Girardot, Walter Kingsford, Wyrley Birch, Victor Kilian, Michael Bartlett, Herman Bing and Farley and Riley. Richman okeh in his usual manner. Stander and Kilian excellent. Connolly, Kingsford and others wasted. Farley and Riley do their number, and Hudson, as usual, condescends to come to life occasionally.

DIRECTOR—Victor Schertzinger. Uninspired, to say the least.

AUTHORS—Story by Joe Swerling and Sidney Buchman. Probably got it out of the office wastebasket.

COMMENT—If there are still some backward hamlets that aren't heartily sick of the title song, they may support it. For the rest, it succeeds only in telling a dimly inapt story and in endlessly plugging a song which has already been plugged so endlessly that it seems like a bad dream.

APPEAL—To the two people in the country who haven't heard the song, and to those who are still humming *Yes, We Have No Bananas*.

EXPLOITATION—Obvious.

"LADY OF SECRETS"

TIME—73 minutes. (COLUMBIA) RELEASE DATE—January 25.

PLOT—Because Celia Whitaker's daughter Joan is illegitimate, she is made to appear as her sister. Celia, who is suffering from remorse over her lover's death in the war, is made no happier when Joan decides to wed David Eastman, wealthy savant, on the rebound from a spat with her real heart, a struggling young medico. Papa Whitaker, on the verge of bankruptcy, holds Celia captive when she tries to break up Joan's engagement to the opulent Eastman, impugning her to be mentally defective. Celia is determined that the only way to prevent the impending splice is to reveal her true relationship to Joan, but her only willing witness to the story is her chaperon, who has gone away and, thru her father's device, is held incommunicado. Eastman switches his affections to Celia after he learns that Joan has never been really in love with him, and unites with Celia, whose release from virtual imprisonment is arranged thru her chaperon's return and threatened revelation of Joan's filial relationship with Celia.

CAST—Ruth Chatterton, Otto Kruger, Marian Marsh, Lloyd Nolan, Lionel Atwill, Robert Allen and others. Performances uniformly good.

DIRECTOR—Marion Gering performs creditably behind the meg.

AUTHORS—Zoe Akins and Joseph Anthony did screen play from a story by Katherine Brush. Story belongs to mother love era and hence seems old stuff, with ending too easily predictable. Screen play is confused in places, altho garbling might have been alleviated by improved direction.

COMMENT—The quality of the production is responsible for raising this above the run-of-the-mill program stuff.

APPEAL—Adult.

EXPLOITATION—Boost the names in the cast for all they're worth.

"MY MARRIAGE"

(20TH CENTURY-FOX)

TIME—65 minutes. RELEASE DATE—January 31.

PLOT—The murder of A. J. Barton by gangsters and the revelation that he was a racketeer as well as a socialite creates a great scandal. His daughter, Carol, tho willing to forego her marriage to John Taylor, accepts him when he insists. John's mother, under a guise of sweetness and love, attempts to wreck the marriage by devious intrigues, such as preventing her son from getting a job so that he cannot support his wife. Meanwhile Barney Dolan, a G man who was once befriended by A. J. Barton, solves the murder and proves that John's weak-kneed brother, Roger, took the gangsters to the slain man's home to put him on the spot. Mother Tyler, as a result of this news, begs forgiveness and all is ducky. Roger, thru some legal loophole, goes free.

CAST—Claire Trevor, Kent Taylor, Paul Kelly and others.

DIRECTOR—George Archainbaud. A mediocre effort.

AUTHOR—From an original screen play by Frances Hyland.

COMMENT—Too many dull sequences.

APPEAL—Double billing.

EXPLOITATION—Intricate love-murder-family tangle.

"YELLOW DUST"

TIME—68 minutes. (RKO RADIO) RELEASE DATE not given.

PRODUCER—Cliff Reid.

PLOT—Every trite, time-worn bit of horse opera business is thrown into this story to move it along its sluggish, uninteresting way. Culpepper, young mining engineer, and Solitaire, old-time prospector, form a partnership as owners of a gold mine, which latter accidentally hits upon while burying an enemy he has killed. On way to Goldtown to file their claim, Culpepper foils a gang of road agents attempting to hold up the stagecoach. Thus, of course, sing to the gal, Nellie Brian. In Goldtown, where our li'l Nell is booked to sing to the ruffnecks in the Bonanza House, Hanway, the owner of that spot and practically all the rest of the town, enters the scene. He is the villain who tries to steal the gal and the gold mine from hero Culpepper. After foiling every such attempt of "hissable" Hanway, Culpepper, with the help of Nellie, Solitaire and the authors of the story, emerges triumphant with his gold-mine claim and his claim on Nell both filed.

CAST—Richard Dix, Leila Hyams, Andy Clyde, Onslow Stevens, Moroni Olsen and others. Practically all sunk in morass of bewhiskered plot and dull dialog. Hyams sings in ordinary voice with undistinguished delivery.

DIRECTOR—Wallace Fox. Ordinary as plot itself.

AUTHORS—Cyril Hume and John Twist screen play suggested by Dan Totheroh and George O'Neil legit play, *Mother Lode*. Shame on all of 'em!

COMMENT—On several occasions Edward Cronjager's photography is fine.

APPEAL—Strictly for horse-opera fans.

EXPLOITATION—Dix lures some of 'em. Play up Western, with star of *Cimarron* in male lead. Routine stuff about fighting to the death for women and gold.

"FAST BULLETS"

(INVINCIBLE)

TIME—58 minutes. RELEASE DATE not given.

PLOT—Tom Tyler as a United States ranger is commissioned to round up the Travis gang, a murderous outfit which runs contraband. First captive is Jimmy, a young fellow gone wrong, who promises to lead Tom to the rendezvous and introduce him as a friend. The villains in due time learn of Tyler's government affiliation and decide to shoot him, first making him send a letter for aid so that the whole ranger force can be wiped out. The note, however, contained a couple of code words tipping the chief off to send a regiment of dummies mounted on horses, to be followed later by men in the flesh. While the Travis men are shooting at the figures, the real rangers surround them. Love interest provided by Jimmy's sister.

CAST—Tom Tyler, Rex Lease, Margaret Nearing, Al Bridge, Bill Gould and Bob Walker.

DIRECTOR—Henri Samuels. Average.

AUTHOR—Jay J. Bryan.

COMMENT—Naive, but with enough action for the fans.

APPEAL—Regulation horse opera.

EXPLOITATION—Routine.

No Contract This Season

Lenten season makes it doubtful—BAA and EBMA differ on delay causes

NEW YORK, Feb. 29.—Inasmuch as the long-awaited contract between the Burlesque Artists' Association and the Eastern Burlesque Managers' Association has not as yet been settled and burlesque has gone into its slow period, the Lenten season, it is expected that the contract will not take place this season at all. Both sides claimed this week that they are awaiting each other, the managers claiming to have given the BAA their recommendations, and the actors' organization revealing that the managers are giving them a stall.

The contract has been a promised thing since the fall strike, and the delay is considered by the actors as a point in their favor because the managers renege on their promise. Furthermore, (See NO CONTRACT on page 26)

Gayety, Detroit, Goes On Air With Shows

DETROIT, Feb. 29.—The Gayety Theater is going on the air Monday with a half-hour daily broadcast over Station CKLW in Windsor, Ont. The program consists of comedy and singing numbers from the regular program of the house. This is believed to be the first time parts of a burlesque show will be broadcast, altho spot announcements and special features have been used before.

The Avenue Theater, being completely remodeled, will reopen March 7 or 14, according to Arthur Clamage. The house will institute a policy of better shows than in the past, with 24 chorines and 15 principals.

A MESSAGE OF SINCERE THANKS TO TOMMY NIP

For His Valuable Tuition of Many Real Wonderful Dance Routines Now being acquired by

MADGE CARMYLE

WALT STANFORD

THE VERSATILE COMEDIAN.
YOURS FOR A LOTTA LAFFS.

DANNY LEWIS

Juvenile and Song Stylist.
Direction: NAT MORTAN.

JEANNE WADE

Stripping and Talking. Dir. NAT MORTAN.

JEANNE PARDOU

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

MAC DENNISON

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

Exotic **SHERRY BRITTON**
AN INDIVIDUAL PERSONALITY.
Minsky's Gotham, N. Y. C. Dir. NAT MORTAN.

EDDIE LAMARR

JUVENILE BARITONE.
PEOPLES, New York City, Indefinitely.

BILLIE BIRD
CALIFORNIA NIGHTINGALE.
Dances, Songs, Talks, Strips and Plays Guitar and Clarinet.

AL LE ROY

Back East and Doing Straight.
Direction—NAT MORTAN.

"ESTA-ALJA"

SINGING—STRIPPING—TALKING.
Direction—MILT SCHUSTER.

Capitol, Toledo, Clicks With Burly-Vaude Policy

TOLEDO, Feb. 29.—The Capitol Theater here, formerly the Empire, is faring well with its burly and vaude policy, which started February 8. Lucas Theaters, Inc., operates the house, while Donald T. Cameron is managing director, with Jack O'Connell Jr. as assistant manager and advertising head and Mort Nippe, treasurer. Charles Mohr is billing agent.

The cast now includes Harry (Boob) Myers, Ralph Duby, Al Walker, Buddy Rilee, Billy Clinton, Frank Schirmer, Elinore Cody, Honey Duvell, Ardis Mae McEvoy, Gretlyn Gest, Jennie O'Brien and Peggy White.

Conraldo A. Netterski is leader for the two shifts of seven-piece orchestras, with Paul Grey producing numbers and designing wardrobe. L. James McKee heads the technical department, assisted by Sam Swabb and Ed Marshall.

Miami Beach Show Taking to the Road

MIAMI BEACH, Feb. 29.—Plans are being made by the Minsky brothers to take their current burlesque show here on tour. Probably the first stopoff out of here will be Havana, and then arrangements are being made for an engagement on the Coast.

It is also planned to have the burlesque show tour vaudefilm houses as a one-hour unit, similar to the tour of the Minsky show which had a short run in picture houses earlier this season.

THRU AN ERROR in last week's issue, Sam A. Scribner was erroneously mentioned as head of the BAA (Burlesque Artists' Association). He is the head of the Eastern Burlesque Managers' Association and Thomas J. Phillips is head of the BAA.

BURLESQUE REVIEWS

Republic, New York

(Reviewed Tuesday Afternoon, Feb. 25)

This house of the Minsky freres seems to be getting by, with expenses curtailed. Working with a short house crew, only Margie Hart, Ceil Von Dell and the Washboard Four being on the staff. Rest of the show is given over to the Independent Circuit road show. Whole layout runs an even hour and a half and is out-and-out burlesque. Plenty spicy on the comedy, the comics piling the blue stuff on thick, and the strippers reveal aplenty. A welcome treat in the show is the use of specialty acts, and that's something other houses and shows should do.

Cast of this Indie show comprises Steve Mills, Harry Clexx, Al Pharr, Tom Bundy, Wenn Miller, Bhebe, Bruce and Betty, Edna Dee, June White and Marie Voe. In addition, the Minskys have the Misses Hart and Von Dell and the Washboard Four.

Mainstays of the show, and that's no disgrace to the balance of the layout, are Bhebe, Bruce and Betty and the Washboard Four. Both are specialty acts, each have plenty to do, and the audience goes for them hook, line and sinker. The trio are clever youngsters who show versatility, talent and a will-

ingness to keep busy. The boy of the trio does a lot of bits and hoofs energetically and well also, while the two girls are busy all thru the show with their dancing, either in solos or together. The colored Washboard Four are the red-hot Harlem rhythmantics, banging on instruments to beat the band and goin' to town on mike singing. Burlesque can well stand to use specialty acts.

Mills, Clexx and Pharr are okeh comedians, doing the usual in burly bits and giving them the lowdown touches. Managed to corral a lot of laughs, and that's what counts. They're straightened expertly by Miller and Bundy. And Miss Voe, one of the strip lassies, does superbly in many bits. A couple of the other girls help out also.

Of the strippers, the Misses Hart and Von Dell are the most glamorous. Both wear stunning outfits and disrobe tastefully and most revealingly, with Miss Hart giving an extra flash in the finale. Miss Dee does a honey of a strip turn, with Bundy building her up brilliantly via the mike and accompanying her on the "hotchas." The Misses Voe and White add further to the effectiveness of the stripping portion of the show. Not much singing in the show, outside of (See Burlesque Reviews opposite page)

BURLY BRIEFS

N. S. BARGER is adding six New York show girls to his chorus of 18 at the Rialto, Chicago. They will be used mostly for posing numbers. . . . Marjorie Lee opened at the National, Detroit, March 2. . . . Grisha is being held over for a second week at the Rialto, Chicago. . . . Dagmar, exotic dancer, closed at the Gayety, Minneapolis, February 28, and left for her home in Seattle where she will vacation. . . . Ruby Lang, Ernest Schroeder, Charles Laford and Elinore Johnson closed at the Capitol, Toledo, February 27, and were replaced by Harry Meyers, Ralph Duby, Frances Miley and Gretlyn Gest, who opened February 28, booked by Milton Schuster. . . . Berne, who bills herself as the Parisian Doll, opened at the Roxy, Cleveland, February 28. . . . Sandra opened at the Gayety, Detroit, February 29, and Dolores Green opened at the Gayety, Minneapolis, the same day.

BURLESQUE ARTISTS' ASSOCIATION moved into its new Palace Building (New York) offices Tuesday. . . . A swell suite of offices and plenty of room.

Tom Phillips was gifted with a desk lamp from Dave Cohn and Tommy Levene, while Gus Hill gifted Tom with a water pitcher. . . . Ann Corio, now touring for the Indie Circuit, will play the Republic, New York, March 22 in opposition to hubby Emmett Callahan's Apollo. . . . Hinda Wassau will be at the Werba, Brooklyn, that week for the Indie Circuit. . . . Betty Rowland, Lillian Harrison and Ruth Coburn exited from Minsky's Gotham, New York, Saturday. . . . Crystal Aymes has been promoted from the chorus to principal ranks at that theater. . . . Jack Montague is seriously ill in Baltimore. . . . He was removed to the City Hospital and as soon as his condition permits he

will be taken to the State Sanitarium in Sabillasville, Md., thru arrangements made by Hon Nichols.

TOM PHILLIPS JR., son of the BAA head, who is a junior at Colgate University, wrote pop that he was elected to the Freeman H. Allen Society, an honorary society in history and politics. . . . Nat Tash, concessioner at the Gayety, Washington, D. C., was married to Buster Floyd, chorine, Washington's Birthday. . . . Polly O'Day, of burly choruses, is quitting the field to go into night clubs. . . . Sam Raymond, of the Star, Brooklyn, Raymonds, was asked by his grandson what "republic" was, referring to his learning the pledge of allegiance to the flag, and Sam absent-mindedly said it was a theater on 42d street. . . . Boob McManus dropped out of the Eltinge, New York, last week and was replaced by Harry Shuffles LeVan. . . . Beverly Carr began producing numbers at the Eltinge, New York, February 23, Freddie O'Brien stepping out the day before.

PRINCESS CHIYO, at the Roxy, Cleveland, has been held over for another week. . . . Mickey O'Neil, Teddy Beyer and Marvin Lawlor left the Apollo, New York, last week. . . . Georgia Sothern was out of the show for a couple of days due to illness. . . . Harry Reed and Bates and Hunt replaced Sonia DuVal, Peanuts Bohn and Sam Weston at the Star, Brooklyn, Sunday. . . . Gladys Clark and Jimmie Dugan are back at the Irving Place, New York. . . . Herbie Fay goes into the Gayety, New York, after a return fling in vaude. . . . Charlie Robinson will close with the Billy Fields Indie show after playing Philly this week. . . . Abe Minsky (See BURLY BRIEFS on opposite page)

U-NOTES

By UNO

GINGER STONE, another stripping principal find, opens shortly in New York houses under a changed name, Dyna (mite) Dell. Comes from Winston-Salem, N. C. Still retains her Southern talk and plans to be different from the rest with a hillbilly set of songs accompanied by a uke.

CHARLES SCHULTZ, straight man with *Speed Girls*, Indie circuit, celebrated a birthday last week in Union City by cooking a six-course kosher chicken dinner and invited Show Manager Dave Kane, Manny King and Al Golden Jr. to the feast. All principals gifted him with a cocktail set. After the eats Schultz washed the dishes and King dried 'em.

BABE BHEBE, of the Three Busy Bs—Bhebe, Bruce and Betty—with *Flying High*, Indie circuit, enjoyed the one big thrill of her young life a few weeks ago when on an exploration visit thru a prison she sat down in an electric chair.

TOMMY GERMAN, assistant to Emmett Callahan, in her out-front management of the 42d Street Apollo, New York, also manages an Italian-American eat shop three blocks away.

SYLVIA SAUNDERS reports working as a fan dancer with Niblo & Spencer's *Wagon Wheel* outfit in Glens Falls, N. Y., most all of this season.

MIMI LYNN, who showstopped thru-out Minsky's, Brooklyn, and Republic, New York, weeks of February 9 and 16, forced to turn down several Western theater offers because of a prior contract with the Indie circuit.

ADRI ANN, former burlesk ace, now operating and managing the Penthouse Club in her home town, Youngstown, O.

SALLY O'DAY and Joan Collette, *Speed Girls* show principals, have each shelved exactly eight pounds so far this season. Plotting a new duo strip routine.

VERA BARTON given a great ovation by the entire company at the Peoples, New York, where she chorused a long time, February 17, the day she left for her home in Atlanta, Ga.

BENNIE BERNARD started producing at the Oxford, Brooklyn, February 22, when Georgia St. George left for a rest at her Philly home. Assisting him is Eileen Hubert, late of the Gayety, New York, where she doubled in the front line and in dance specialties.

PEGGY O'NEILL, a former burlesker of the team of "Artie" Lloyd and O'Neil, now in *Hollywood Continentals*, at Tex Guinan's former night spot, the Pelham Inn, Pelham Parkway, completing a six-week contract.

MADGE CARMYLE, Evelyn Myers, Romaine, Sam Futeran and other prominent burleskers scheduled to take part in the entertainment, dinner and dance tendered by Fritzie and Johnnie, professionally renowned, in behalf of a pal in financial and physical distress, at Connie's Inn, New York, March 13.

ELLISON SISTERS left the Eltinge, New York, Thursday after a week's stay and headed for the Capitol, Los Angeles, where they open March 7 under a 16-week contract arranged for them by Dave Cohn for Popkin & Ringer. In their places Nat Mortan booked Sherry Britton and Billie Bird, the latter for a return date.

JEANNE WADE, for week of February 24 extra-attractioned at the Bijou, Philadelphia, and then rejoined *Smart Set*, her Indie circuit show.

THE NEW SENSATION,

DORÉ DIXON

Personal Direction TOMMY LEVENE.

LILLIAN DELMAR

TALENT PLUS SEX APPEAL.
Always a Show Stopper.

Tab Tattles

GENERAL Amusement Company's No. 1 show, *The Serenaders*, opened at the Tiffin Theater, Tiffin, O., February 27 for a three-day run and follows with a string of dates for Bob Shaw, of the Sun office. In *The Serenaders* roster are Rufus Armstrong, Norman Royster, Morris Nelson, manager; Sabas and Ciona, Ross Lewis and the Maryland Sisters, Elsa Bard and Ethel and Doris Menzmeyer. *The Serenaders* ork is made up of Neil West, James Schlenker, Bill (Weeps) Cusick, Gale Cronkhite, Russell Derby and William Walbridge. The General firm is slated to launch several new units within the next several weeks. . . . Ray LeRoy, who closed recently in Joplin, Mo., is now emceeing and producing the shows at Sanky's Club, Terre Haute, Ind. . . . Harry Jordan (Tremblay the whistler) has signed with the *International Revue* for an eight-weeks' tour of the South, opening at the Capitol, Atlanta, March 8. . . . Ruth Muller, Alice Craig and Frances Briles, the Three Rockets, are currently featured with the *45 Minutes of Broadway* unit, now playing thru New York and Pennsylvania territory. . . . Ed C. Paul, formerly associated with the Sun office for many years, is now handling the managerial reins of the Logan Theater, Logan, O., and playing the larger of the tab units booked by the Sun office. . . . Margaret Flaharty and Mary Keller, Dayton, O., chorines, are in their 15th week at a Springfield, O., night club. . . . Spent last Friday afternoon and evening with Bob (I'll Get It for You Wholesale) Shaw and Gus Sun Jr., both of the Sun office in Springfield, O. The boys were in Cincinnati on business, but spent the evening replenishing their larder, after which they journeyed across the bridge to Covington, Ky., where liquor prices are lower, to stock up on the liquid ware. The writer, a temperate gent, did his best to help them home by at least setting them on the right road and aiming their car towards Springfield. While we think of it, get Bob to tell you about the time he tried to sell the *Passion Play* to the Jewish theater manager. . . . Clark Herbert has opened a dramatic tab at the Rivoli, Denver. . . . The World-in-Motion, Kansas City, Mo., movie house, resumed with a tab policy last week, after running straight pictures for the last three years. In the show there are Al Martin, Phil and Peggy Hart, Roy Orth, Ralph Walls and a line of girls. . . . Brown & Bailey's *Manhattan Cocktail* stopped for a brief engagement at the Warner Jefferson Theater, Punksutawney, Pa., last week. Featured with the unit are Hester Bailey, songstress; Elenore Joyce, acrobatic dancer; Stark and Dunn, comedians; Cornell and Doland, skaters; Harry Pepper, juggler; Jarie Lynne, blues singer; Hester, Joe and Stanley, song and dance trio; Doree, Russian dancer; Frank Burns, tenor; Beverly King, fan dancer; the Seven Londoneers, stage band, and a line of six girls.

"SEABEE" HAYWORTH, who has had his act out thru North Carolina and Virginia the last nine weeks for the North Carolina Theaters, Inc., will wind up his tour at the Rialto Theater in his home town, High Point, N. C., March 7. With him in the act are his wife, Marion Andrews, and Henri Kearns, pianist. "Seabee" says he has several good offers from tent-show managers for the coming season. . . . Walter (Stiers) Snyder, formerly juve and fiddler with Max Golden's *Buzzin' Around* Company, and who left that troupe to join the army, is now stationed at Fort Lewis, Wash. Walt recently passed the exam for a lieutenant's commission. He is working his second hitch in the army. . . . Jack E. Russell and Clara Hodge, of Chicago, are back with Billy (Bozo) Stone at Bozo's Night Club, Peoria, Ill. Jack and Clara have been in Peoria for more than two years. They played the Grand Theater there for Stone for 11 months, moving from there to the Mohawk night club in the same city. . . . Ed Lee, bass-singing straight man, formerly of the team of Dodge and Lee with Johnny Burton's *Frolics* on the Sun Time, is now emceeing at the Club Lido, Minneapolis, having recently replaced "Snooze" Kinnear at that spot. Big Ed has been in Minneapolis for the last three years. He recently enjoyed a pleasant visit with his old boss, Johnny (Burton) Broderick, of Arren and Broderick, during the latter's recent engagement at the Orpheum,

Minneapolis, with the Wayne King unit. Kinnear was another backstage visitor at the time. . . . Paige & Crider's *Capers of Mirth* opens in the Martin houses in Georgia March 8 for a three-week swing. Company is boasting a new record made recently for working two houses in one night. Troupe did its last show in North Wilksboro, N. C., at 9:10 p.m. and was off the stage at 10 sharp. Company then drove 82 miles to Kanapolis, N. C., and made it in time for the midnight show. At 2:30 a.m. the outfit was in the Piedmont Hotel, Charlotte, N. C. . . . Everett Lawson and wife are resting at their home in Knoxville, after closing a 13-week stock engagement with the Cotton Watts shows at the Bonita, Chattanooga. . . . It is reliably reported that Drane Walters has returned to his home in Houston. . . . Frank (Red) Fletcher is at the Rialto in Knoxville and, according to inside dope, is nursing a hefty wad of dough. . . . Marshall Walker, we hear, is working for Jack Crawford in Gadsden, Ala. . . . Sammy Ross and Hank Harris are currently sojourning in Knoxville.

Center, Denver, Opens With Tabs and Talkies

DENVER, Feb. 29.—Center Theater, formerly the Empress, opened as a first-run house Thursday with a picture-tabloid policy. House has been revamped from front to back, including the installation of a new stage, new and attractive front and marquee and new sound equipment. George A. Allan, formerly at the Playhouse, Salt Lake City, is operating the Center. He has signed a five-year franchise with Republic Pictures for its product. Opening of the Center marks the first time Denver has had seven first-run houses and it also is the first time an independent exhibitor has had a regular first-run here. W. Rex Jewell is producing the stage show, which includes Art Reynolds and his 10-piece band; Peggy Anderson and her line of 10 girls, the Happy Chaps Quartet; Tommy Seymour, singer, and a comedian. Three or four vaude acts will also be booked in each week. Opening week's acts include Raynor Lehr and Company, Mack Murray, Stevens and Meyers and Freddy Ryck. Prices have been scaled at a 35-cent top. The house is the only first-run stand in town presenting a complete stage show. The Denver Theater at present is using a stage band only.

McSparron Office Launching New Tab Revue in Southland

MIAAMI, Feb. 29.—*Miami Shores Revue*, tab unit with a stage band produced by G. H. McSparron, of the Southern Booking office here, is slated to begin a swing thru the South around March 10, booked by D. Kemp Jr., of the Southern Attractions, Inc., of Charlotte, N. C. Show will include the following acts: Prince Serge Abagoff, Russian dancer; the Whirlwinds, roller skaters; Billy and Kitty Carroll, comedy dance team; the Thelrue Sisters, the Hickory Nuts, musical comedians; Sonny Fleming, Irish tenor; Del Marino, Spanish singer, and Jack Nordeen and his 10-piece ork. McSparron will travel with the unit for the first two weeks, after which the show will be handled by Emily Stickney.

National Office Booking Casino Theater, Pittsburgh

PITTSBURGH, Feb. 29.—Joe Hiller, who with Sid Marke operates the National Theatrical Exchange here, announces that his office is doing the exclusive booking for the Casino Theater, Pittsburgh's newest theater. House is playing the larger unit shows. The National firm, Hiller announces, is also booking the Granada, Beaver Falls, Pa.; New Bradford, Bradford, Pa.; Capitol, Wheeling, W. Va.; Drake, Oil City, Pa.; Mishler, Altoona, Pa.; Ceremic, East Liverpool, O.; Park, Meadville, Pa., and the Warner theaters in this territory. Sid Marke is on the road for the firm.

JEAN CATON, when she left the Gaiety, New York, was in a dilemma whether to return to Boston or Minnesota or to go to the Star, Brooklyn, but finally decided on the latter. Closed at Gaiety February 20 and opened at the Star February 21.

Gaiety, Minneapolis, Cast

MINNEAPOLIS, Feb. 29.—After several changes, the cast at the Gaiety Theater here now includes Lew Fine, Sam Mitchell, Billy Lee, Palmer Cote, George Graffe, Bert Saunders, Esta Alja, Marnie Latham, Kay Andre, Dorothy DeHaven, Dagmar and Dolores Green. Bert Saunders is book producer and Bobbie Pegrim, number producer. Among the recent closers were Joe Miller, Wally Brennan, Rosita Royce, Jack Greenman and the Woods Sisters.

BURLESQUE REVIEWS—

(Continued from opposite page)
that contributed by the strippers, tho Miller doubles into a song or two. There are 21 girls in all, eight of them showgirls. Certainly a grand looking troupe, and all work effectively.
SIDNEY HARRIS.

Rialto, Chicago

(Reviewed Friday Evening, February 28)
Fred Clark staged an unusually attractive show this week with a succession of colorful production numbers cleverly grouped and expertly lighted. His assistant, Ida Rose, was responsible for some very well carried out dance routines by the chorus, and the wardrobe was bright and attractive. Some of the comedy was weak, but then it is almost impossible for even the biggest comedians to find laugh-provoking material at times.

Several new faces were in the cast this week. These were Grisha, exotic dancer; Harry Jackson, who made a good impression as a singing juvenile; Dorothy Sevier, soubret; June Rhodes, new brunet strip artist, and Dorothy and King, a clever pair of hoofers who worked in several scenes.

Opening number made effective use of illuminated glittering set pieces and silver stairs, and introduced the entire company and a nifty tap routine by Dorothy and King. *I Can't Parleyvous* with Charles Country, Kenny Brenna, Buster Lorenzo, Dorothy Maye and Dorothy Sevier was next, and then a sailor scene with the chorus and Dorothy Sevier singing *Don't Give Up the Ship*.

A comedy skit, *Pay \$2*, with Jack Buckley, Brenna, Country, Jackson, Lorenzo and Dorothy Maye was next and got many laughs. Other comedy scenes during the show were the telegraph office bit well done by Buckley and Brenna; *Hunted House*, with Buckley, Country, Brenna and Lorenzo, and *Sophia Plunk*, with Country, Buckley and Rhodes.

June Rhodes led off the trio of strippers singing *The Deacon Told Me* and getting down to bare facts quickly. A little later Dorothy Maye followed with an artistically done tease number for a nice hand and next-to-closing was "Peaches" Strange, who got the biggest palming of the cuticle displays. When "Peaches" puts on the heat every fiber in her supple chassis vibrates, but not with emotion. If television ever comes to pass she would be a great help in assisting Jack Benny to sell those six delicious flavors. Among Clark's beautiful production numbers were the *Trees* number, which had Lorenzo singing and introduced Grisha, blond dancer, with her Oriental rhythms; the Russian ballet number which featured the sock Russian knee steps of Dorothy King, and the colorful finale, an Oriental number with Buckley, Grisha and the entire company.
F. LANGDON MORGAN.

BURLY BRIEFS—

(Continued from opposite page)
was ill at home last week with a severe cold. . . . Cell Von Dell closed at the Republic, New York, last week, winding up her contract with the Minskys.

MARY BANKS, chorus girl at the Star, Brooklyn, flew to her home Friday on receipt of word that her father was killed in Kansas City. . . . It was thru contributions of the entire cast, house employees and management that she was able to make the plane trip. . . . Her job is being held for her return. . . . Jean Finch is confined to the North Hudson County Hospital in Union City, N. J., incased in a cast due to a spinal injury. . . . There is hope for her recovery and the BAA is planning to take care of her case in some way. . . . The actors' organization is getting started on its plans for setting up a

benevolent fund, forming a committee to handle an annual ball to be held soon. . . . There will probably be several other functions this season in an effort to raise funds for the needy in the profession.

ISSY HIRST left for Miami last week, where he will rest for a few weeks. . . . Les Sponser, former straight man, sold out his fight interests at Carlin's Park, Baltimore, and will venture into the cafe field. . . . Hon Nichols has been on the job constantly at the Gaiety, Baltimore, in spite of a severe cold and laryngitis. . . . Two girls in the chorus of *Bright Eyes*, Louise Stetson and Queena Ferra, are on the sick list. . . . Dorothy Bell staged some new numbers for the same show, which appeared at the Gaiety, Baltimore, last week.

DETROIT EMPLOYMENT

(Continued from page 4)
up, and these will probably be taken care of within the next few days."

In an attempt to clarify several questions regarding interpretation of rulings, Ashton made the following statement: "As far as this office is concerned, there are no amateurs. If acts receive any pay whatever, prizes included, they must be booked by a licensed agency. If they work for no wages whatever, not even prizes, then they retain the amateur status and need not be booked officially.

"As far as I can see radio comes under the class of entertainment, altho not separately specified in the law. There has so far not been a single case of complaint for radio employment. A radio station is entitled to book its own artists, since this corresponds to permanent employment in such cases, just as a theater may book a chorus or other artists directly when they are fairly permanent with the house. But a radio station may not book artists for employment elsewhere without a booking license."

Allentown Local Signs 10

ALLENTOWN, Pa., Feb. 29.—Moving picture operators, Local 585, have elected the following officers: Harold A. Bortz, president; John Spankovich, vice-president; LeRoy Rau, business representative; Richard Hartman, treasurer; Mike Nederostek, financial secretary; Harold C. Conrad, secretary; Frank Snyder, John Urban and Henry Ott, trustees, and H. C. Conrad, Frank Snyder and John Varetta, delegates to the Central Trades and Labor Council.

Ten Allentown theaters have signed agreements with Local 585, including the Rialto, Embassy, Strand, Allen, Franklin, 19th Street, Towne and Earle.

Jack Blue Marketing 10-Minute Student Films

NEW YORK, Feb. 29.—Jack Blue Dancing and Dramatic School has added the cinema to its many other departments. Incorporation papers have already been filed for a Jack Blue Talking Picture Company. Its first film is *The Little Lady*, featuring Erida Dell, a 12-year-old young protegee of Blue. The 10-minute *Talking Featurette* is conceived and staged by Blue, surrounded by a small but adequate cast. He uses his own melodies, character songs and dances.

Blue points out these shorts will serve not only an excellent medium for marketing his songs, but also as the means for bringing out talent of his best pupils, mostly under age, who will not be hampered by the Child Labor Law, which does not apply to film studios. *The Little Lady*, now being shown at several New York theaters, will be followed by *Our Southern Sweetheart*, featuring Betty Carter, a 17-year-old Blue student from Montgomery, Ala.

500,000th Student

NEW YORK, Feb. 29.—Jack Stone opened his new and large dance studio here Monday. It will be a branch of the present Stone and Miss Alma studios and will have 30 private studios and a large ballroom accommodating 1,000 people. Stone will celebrate his 500,000th school enrollment in the new studios.

Del-Wright New Courses

OSHKOSH, Wis., Feb. 29.—Del-Wright Dance Studios has launched a Dance Description Service to dance teachers.



IT IS not our intention on this occasion to take up valuable space with explanatory matter concerning the history of the Theater Authority, its aims or its purposes. Neither do we intend to beat around the bush. Those who by now are unacquainted with the background and ingredients of this stepister of the Actors' Fund are not targets for our attention-getting phrases. We wish to reach with our little message the members of the Theater Authority, the actors on whom the Theater Authority depends for the functioning of its machine and all others in the show business who are interested academically or in a strictly business way with the curbing of the benefit evil.

Need we add that we know whereof we speak; that we yelled from the housetops about the benefit evil several years before the formation of the Authority? Need we remind the esteemed gentlemen who comprise the governing board of the Authority that they minimized the importance of the benefit evil when we tried to sound a warning at a meeting in the Actors' Fund rooms about four years ago? Evidently not; at least not in detail.

We have, in accordance with a program laid out when the Authority was formed in the late summer of 1934, made periodical surveys of the work and progress of the group. We have not always been fully satisfied from the standpoint of an impartial observer with the way things were going. But until last week we found the general trend to be favorable. We cannot say likewise at this writing. We have probed into the vitals of the Authority. We have found it rotten to the core. Those are strong words. It can't be helped. That's the only way one who seeks to tell the truth can describe a situation that is a heartbreak to those who looked to the Authority as an agency to clean up the benefit racket but find instead, upon lifting the veil, a rottenness that smells to high heaven.

The Authority is on the wrong track. It is a ship without a rudder. An auto without a steering gear. A burlesque on benefit regulation.

It can be shown in several ways that the members of the Authority are helpless to cope with certain elements of the situation. It can also be shown that many of the deficiencies derive solely from the pigheadedness, stupidity and shortsightedness of the men entrusted with the tempting, important and (it must be confessed) difficult job of regulating benefits.

We charge that the Authority has practiced discrimination in regard to charitable organizations with whom it has done business in behalf of the trusting, helpless actor. We charge specifically in this connection that certain benefits have been permitted to run on a tax proportionately less by a wide margin than others. This is unfair. It is poor business. It breeds distrust on the part of the actor and the public. It is not the thing to do when money is being handled for distribution among actor charities.

We charge that the Authority has wandered far from its original intention in the matter of permitting benefits to run without collecting a single dime for the actor; benefits that its officers realized were not paying actors a lead nickel to perform. This is either favoritism or poor regulation. Either one is bad enough.

We charge the Authority with pussyfooting one of the most important issues everybody knew it had to face when the news was first released concerning its formation. To be explicit, the Authority has hounded certain actors who played unauthorized benefits and has permitted others to laugh at their mildly-spoken warnings.

And we charge the Authority with doing a dumb thing that has no precedent in the annals of Boobianna. Specifically, we refer to the refusal of the board of stuffed shirts to supply The Billboard with information it sought for publication in connection with an airing of the benefit evil. The Billboard wanted from Sam Scribner, president of the Authority, a list of all benefits held since August, 1934, the amounts collected from each benefit and the names of the organizations running the benefits. It was felt by The Billboard that the publication of such a list would make it possible to check accurately via public and industry reaction on the point of whether the policy of giving the same break to every organization is being carried out; also whether certain benefits were actually authorized by the Authority. Scribner was powerless, he claimed, to grant the request. He took it up with the Board. The Board turned it down. Except for the silly explanation already given unofficially—that it wouldn't do any good for one organization to know how much the other was taxed—we challenge the Authority to tell us publicly why?

The Authority has got either to revamp its whole outlook and policies or close shop. It has lost our respect and we know definitely it has also lost the respect of others who are unbiased, constructive in outlook and who were 100 per cent for the Authority when it opened for business. The Authority should be as much above reproach as Caesar's wife. As soon as it begins to lose its reputation for integrity and efficiency it should do something about it at once or dissolve. Maybe it's too late to give suggestions; maybe the Authority is already deader than the dodo bird. But in case there's life in the old bird yet we humbly offer as our prescription, "Less haggling about the sharing of the booty; more attention to fair, ethical and businesslike ways of getting it."

IN OUR time we've been called by many names and there might have been some justification (at least in the minds of those who uttered them) for the epithets.

As regards the conduct of this column, however, we are sure that we've never earned up until now the reputation or designation of being vainglorious. Since this is a trait we find most distasteful in Broadway columnists, for example, we weighed carefully the advisability of reproducing a letter received from a lad who responded enthusiastically to an article that recently appeared here on the state of the theater manager today.

Since we feel that an excess of editing would mar its effect we present below in its entirety a document that eloquently depicts theater conditions today, written by one who—better than most of us—is in a position to know. Thru fear of hurting his chances should he ever change his mind about the show business we withhold his name. But skeptics, who can prove their good intentions, will be gladly apprised of the writer's identity.

Here's the letter:

Being one of those hams that has appeared in Opportunity Contests, Surprise Nights, Cabaret Nights, etc., I want to tell you that your article in the February 15, 1936, issue of The Billboard is one of the finest, honest, most to the point articles I have ever read. I think it should be reprinted in booklet form and sent to anybody that has anything to do with the show business. Vaudeville is indeed a great art that a great injustice has been done to and I think that as time goes on people that spend their good money for entertainment will demand flesh on the stage.

When so much hullabaloo was going on about the Will Rogers Memorial I thought to myself, What greater memorial to a great man could there be than to bring back vaudeville to the theaters in which he got his humble start?

If you knew half as much as I know about those phoney agents who cheat and steal from the poor sucker amateurs who come up to their offices for a break! Why, there's one who pays his acts as much as 35 and 40 cents a show and if he can't get them for nothing by promising them work after he "auditions" them in a theater he doesn't refuse to pay them—35 cents a show.

Many's the cold winter night I was sent out by agents to Long Island theaters and after riding in subways, street cars and lifts half the night on arrival at the theater the manager refused to let the show on. No reason given. The agent did not pay us for the night. He was kind enough to pay our fare to New York but as soon as we reached the city limits we were on our own.

Do you wonder why a manager doesn't want vaudeville which involves a stage crew, an orchestra, acts, props, etc., when for a few dollars he gets five

(See SUGAR'S DOMINO on page 27)

The Broadway Beat

By GEORGE SPELVIN

A YEAR ago *The Billboard* started a crusade against late curtains in legit, and printed the advertised starting time, plus the time the curtain actually rose, with each review. . . . The practice was recently dropped, but Brooks Atkinson has taken it up in his reviews in *The Times*. . . . Eddie Duchin and *The Trail of the Lonesome Pine* rolled up a \$27,000 gross at the Paramount Saturday, breaking the Buddy Rogers record of a few years back. . . . The recent formation of a veterans' association in the Federal Theater Project is the result of some workers' fears that the project was falling under domination of the reds. . . . The reds can feel complimented. . . . A Morris Markey yarn in the current *New Yorker* tells the story of a performer who labored two months to get on home relief, and is now expecting another long siege before getting a job on the circus project. . . . *Jumbo* is getting back to normal again. . . . For a time it was practically a No. 3 company, with understudies and even substitutes for understudies playing. . . . Sickness was the enemy. . . . The Fred Waring troupe should have plenty of material to tell grandchildren, outdoing New Yorkers who still prate of the big blizzard of 1888. . . . The Pennsylvanians ran into several weeks of the terrific storms that ruined the Midwest. . . . Many other performers likewise. . . . The Somerset Restaurant on West 47th street has been feeding the officers of the ill-fated Greek freighter that went down a week or so ago, with the Greek consulate making the arrangements. . . . Paul Draper is going into the Rainbow Room shortly. . . . Arthur Benline, former RKO maintenance head, is company managing *Mainly for Lovers*. . . .

On the stage door of the theater housing *Paradise Lost*, a proletarian play, was a sign: "No admittance—private property." . . . Kelcey Allen pulled a funny one when somebody, talking about Major Bowes, said: "No matter what you say about him, he's made a lot of money. He netted over a million dollars on his program alone." . . . Kelcey shrugged his shoulders, unimpressed, and "Yeah," he said, "but look—he's got his Sunday nights taken up!" . . . The second performance of *Among Those Sailing* (legit since buried) provided unscheduled amusement when, between the second and third acts, a drunken woman elbowed her way into the theater and attempted to mount the stage. . . . She tried to make some kind of delirious address, finished with a bar of song, and made a stunning exit—on the arms of two ushers and to the accompaniment of tumultuous applause. . . . Helen Morgan still forgets her lyrics at the House of Morgan, but nobody cares any more. . . . She's a good show by herself, and entertains with or without the words. . . . A radio station's press department, which inadvertently included a few sheets of blank paper among its mimeographed stuff, got profuse thanks in return—and congratulations in the bargain. . . . Somehow everybody thought of the same thing. . . . M. S. Bentham, Fred Walton and Paul Durand, agents, take turns at feeding two nests of pigeons perched on their office window sill. . . . Just hard-boiled Broadwayites. . . . Noel Meadow is sending out press releases written on Postal Telegraph blanks. . . . Patrons of a showbiz restaurant are still laughing at the confused waiter, who, when a customer ordered Chartreuse, leaned over and asked confidentially: "In what race?" . . . Tops in self-effacement: Luella Laudin, of the Women's National Radio Committee, quotes this commercial from a WOR program: "Women have paid me thousands of dollars for treatment with Milk of Magnesia Cream, which you can give yourself even more effectively." . . . That basketball game staged at the Hollywood as part of the floor show seems to have been a happy thought. . . . The girls are working hard and forgetting it's work. . . .

Chicago Chat

By NAT GREEN

SURE SIGNS of spring: Painters busy redecorating theater marquees and signs . . . excursion steamers readying for lake cruises . . . orks lining up for summer resorts . . . pitchers coming out of hibernation and appearing on Loop sidewalk spots . . . Louie Morgan hatless on Randolph street . . . "first robin" sighted in Grant Park . . . night spots readying spring revues . . . circus folks getting itchy feet . . . carnies ditto . . . Showmen's League spring theatrical show shaping up great . . . and—Lent has theater managers scrambling to strengthen shows to guard against drop in biz!

While Lent is not as strictly observed out here on the prairies as it is in the East, nevertheless it does affect business of the theaters. . . . There's not much the nabe houses can do about it, as their picture schedule is none too flexible, but Loop houses are strengthening their bills wherever possible without going to too much extra expense. . . . The Chicago Theater, for example, has Wallace Beery booked for a personal appearance week of March 6 and John Boles for March 13, then two popular orchestras, Jan Garber and George Olsen, for the following two weeks. . . . Pictures for these weeks include *The Petrified Forest*, from Leslie Howard's last stage hit; the new Harold Lloyd picture, *The Milky Way*; *Small-Town Girl*, with Janet Gaynor and Robert Taylor, and *The Country Doctor*, starring the Dionne quintuplets. . . . RKO Palace has *Follow the Fleet*, booked in for six weeks, without a supporting stage show. . . . Six weeks is a long time for any picture to hold up here!

A "bonus" song was inevitable. . . . Harry Robinson and Charlie Kallen have perpetrated one, called *When Jonas Gets His Bonus*. . . . Paul Short, assistant to Bob O'Donnell, of Interstate time, in town looking over vaude shows in search of material for the Southwestern houses. . . . Now that Big Bill Thompson is back in politics, it's up to Milton Weil, music publisher and songwriter, to write a sequel to his *Big Bill the Builder*. . . . Ralph Bellamy, screen star here for a personal appearance, and Carl Schreiber, ork leader at Oriental Gardens, are look-alikes. . . . Bellamy, by the way, is a former Chicagoan from the almost forgotten dramatic stock days. . . . There were some very funny costumes at the PECOC "kid party" last week when club performers made merry at De Lazon's and upped the club's exchequer a bit. . . . Steamship Roosevelt will again ply the waters of Lake Michigan this spring and summer as an excursion boat.

Julius Cahn, the wandering fair ambassador, dropped in a few days ago on his way from Florida to the wilds of Wisconsin. . . . Taylor Brown, also from the Badger State, took in the Florida fairs with his wife and two children, and now probably is enjoying the scenery of Old Mexico. . . . Some of the Iowa fair men got as far as Chi last week. . . . We noted J. P. Mullen, Art Corey and a couple of others from the Tall Corn State lurching with Mike Barnes and Frank Duffield. . . . Johnny Perkins, vaude comedian, was an interested spectator at the Golden Gloves contests. . . . RKO Palace dropping stage shows for the six weeks' showing of the picture *Follow the Fleet* will throw out of work 12 musicians, 10 stagehands and two doormen. . . . One extra operator will be engaged.

Peruchi Players For Chattanooga

CHATTANOOGA, Tenn., Feb. 29.—Peruchi Players, the South's oldest stock organization, will open an indefinite engagement at the Volunteer Theater here tomorrow. At the beginning the company will play only the first four days of the week, with two matinees. The other three days will be given to pictures. If the players go over the entire week will be given over to stage fare.

The Peruchis set a stock record here five years ago with a run of 33 weeks. Company recently concluded and extended engagement in Rome, Ga.

The Volunteer is being remodeled for the company, with new lighting effects added and a new reception room constructed. It has a seating capacity of 600 and is operated by Frank Dowler Sr., head of Dixie Theaters, which also operate the Bijou and Bonita here and several houses in Knoxville.

Three *Fellows and a Girl* will be the first show to be offered here. C. D. Peruchi, manager, announces. In the cast will be Lance Davis and Marta Kytte, Pa and Ma Peruchi, Betty Peruchi, Gordon Peters, Robert Stewart, Edward Worthington and Thayer Roberts. Efforts will be made to add Bonnie Malloch, now in Charleston, S. C., to the company.

Since their last appearance in Chattanooga five years ago the Peruchis have played Knoxville; Charleston, S. C.; Atlanta; Jacksonville, Fla., and Rome, Ga.

Billroy Show Briefs

VALDOSTA, Ga., Feb. 29.—Time passes on and activity in all departments here is at its peak. Two new trucks and semi-trailers have been delivered and stand ready for the decoration. Outfit will soon be ready to roll.

Dropped in at the Ritz Theater here last Saturday night to renew acquaintances with the w-k. radio and recording artist, Johnny Marvin, and wife, Gloria. Other members of the company which they head are Betty Cobb, rhythm dancer; Fay Rolland, song stylist; Earl Clark, violin and imitations; Al Goddard, piano accordion, and George Catlin, bus driver. Johnny recently made a mad dash to Oklahoma to be at the bedside of his father, who was seriously injured in an auto crash. He made 2,900 miles by motor in six days. His dad is on the road to recovery.

Mr. and Mrs. Eugene Eisenbarth, illusionists, were recent visitors in quarters. Gene's father was the builder and owner of the original Cotton Blossom Showboat. JOHN D. FINCH.

Kinsey Players Establish Record at Grand, Canton, O.

CANTON, O., Feb. 29.—With the completion of the 22d consecutive week at the Grand Opera House here, the Kinsey Players have established a new all-time record for permanent stock in Canton. The company, now in its 23d week, will remain until early in April, according to present plans, when after a brief layoff the tent season will be launched.

The company has been offering two bills weekly, changing every Thursday and Sunday. There are three matinees weekly, and vaudeville is offered between the acts. On several occasions the company has brought in radio acts and other vaude features. Admission is scaled from 10 to 25 cents.

Edith Ambler Players remained at the Grand for 21 consecutive weeks three years ago. The long engagement has given a union stage crew and pit band steady employment.

To Do "Awake and Sing"

DETROIT, Feb. 29.—The New Theater Union is planning the production of Clifford Odets' *Awake and Sing*, which will be given its Detroit premiere by the group. No date has been set. The Union has announced Edwin Gramercy, veteran producer, as its director for the season, following his successful production of *Peace on Earth* lately.

Rep Ripples

MR. AND MRS. KING FELTON are resting at their home in Cisco, Tex., after a three weeks' engagement as added attraction with the Monroe Hopkins Players in Houston with the magical attraction.

FRANCES MALOY, well known in repertoire and chief assistant to King Felton, magician, is vacationing for three weeks in Houston before joining Felton for the summer.

AL BURDICK pencils that he recently staged several clown numbers and also did the announcing and acted as ringmaster for an amateur circus at the Taylor Ray Gym in Rosenberg, Tex. Al says he has signed as banner man with one of the Willard the Wizard shows for the coming season.

COL. W. I. SWAIN has moved his tent opy from the Canal street location in Houston to Freeman and Quitman, that city. Show "still doing satisfactory," according to management.

WILLIAM DE ARMS is handling the William Baxter role in *Seventeen*, currently being presented by the Hopkins Players in Houston.

ROBERT DEUPREE and Lysa Ayer, brother and sister leading team, formerly with Jack Kelly and Henry L. Brunk, have been touring California since December 1 with their version of the Oberammergau Passion Play, which they took to the Coast from New York. Company includes 18 players. Deupree and Miss Ayer have just completed work in one picture for the new Pickford-Lasky Productions in Hollywood and have one more to do before returning to Kansas City, Mo., April 13 to commence another season of rep. They commute between Hollywood and the towns on their route.

DOT AND RUSTY WILLIAMS will leave Siler City, N. C., soon to open with the White Tent Show for the new season.

CHET SPRINGER, former rep pianist, and his *Showboat* unit closed a 20-week engagement at the Chittenden Hotel, Columbus, O., March 2. The troupe moves to Michigan for four weeks and then repeats in the same Columbus spot. Fay Eckert is featured vocalist with the seven-people unit.

Frank Ginnivan Company Opens Season on May 11

PLEASANT LAKE, Ind., Feb. 29. — Frank and Grace Ginnivan, of the Frank Ginnivan Dramatic Company, were in Continental, O., this week as guests of the Curtiss Show Print Company and arranged for their printing for the coming season. They also stopped off in Dayton, O., for a visit with Norma Ginnivan and Howard Meranda, of the Norma Ginnivan Dramatic Company.

Many new faces will be seen in the roster of their show this season, Frank and Grace Ginnivan announce. Rehearsals commence April 27 in Ashley, Ind., with the opening slated for May 11 in the same town. Much new equipment is being purchased for the new season and the Ginnivans say their new show will be the strongest they have ever had out.

Cincy WPA Theater Ready; 81 Performers on Projects

CINCINNATI, Feb. 29.—The Federal Theater, on the second floor of the Odd Fellows' Temple here, which will house the various WPA theatrical offerings, is expected to be ready for operation in another week. A new stage has been built and the entire auditorium re-decorated. House will accommodate 400 people. Shows are given free.

The local PWA theater project now employees 81 people and has given 24 presentations since December 19. At present one of the dramatic units is rehearsing *Adam and Eve*, a second is rehearsing *Hamlet* and a third is ready to produce *Lure of the City*. A new unit is to be organized soon to present *The Pursuit of Happiness*.

Harvey Players Wind Up 14 Weeks in Tennessee

DYERSBURG, Tenn., Feb. 29.—Harvey Players, under the management of Jack Harvey Haas, tonight wind up a 14 weeks' season of circle stock in Tennessee. Business on the season was only fair, due to the poor crops and extreme cold.

Mr. and Mrs. Haas will leave here March 10 for a brief vacation in Valdosta, Ga., prior to the opening of the summer season. They will stop off in Nashville, Chattanooga and Atlanta en route. Mr. Haas is contemplating the purchase of a farm near Friendship, Tenn., which will be the future home of the Harvey Players.

Roster at the close of the season included, besides Jack Harvey Haas, Irene Harper (Mrs. Haas), Reba Arnette, Maxine Brazil, Edna Brayden, Dorothy Grimes, Jim O'Brien and Marion Grimes.

Kansas City Jottings

KANSAS CITY, Mo., Feb. 29.—Tom Brooks closed recently with the Wilder circle in Minnesota and has joined the Chick Boys No. 2 show.

Keith and Edna Gingles closed with the Caylor circle recently and are now sojourning at their home in Missouri.

Glenn Morris, formerly with the Adkins circle, has joined the Clark Herbert tab at the Rivoli, Denver.

Jack Dunbar has joined the Jimmie Warren show circling in Louisiana.

Carleton Ruby, who has been with the Bill Thebus circle in Arkansas for many weeks, closed recently and joined the Chick Boys No. 2 show.

Bruce Calvert has joined the Original McOwen Stock in Phoenix, Ariz.

Collier and Hartlett have signed for the summer with the Christy Obrecht show. They will open at an early date in Minnesota.

P. Agar Lyons, formerly with Ed Ward's Princess Stock Company, has joined the Morris-Davis circle operating in Kansas.

Mr. and Mrs. Jack Pearson and daughter, Ginger, are vacationing in New Orleans after a motor trip thru Old Mexico.

Skeet Cross closed with the Boyes show last week and is joining Christy Obrecht.

Walters' Comedians, with cast intact, motored out of the city recently, Oklahoma bound, where they will open the canvas season at an early date.

Eddie Paoli has joined the Kelly Masters circle in Alabama.

Mr. and Mrs. Hal Vetter, who have been out of the business for several years, are expecting to return to the rep field this season.

Mr. and Mrs. Jack Arnott, after closing with the LaPalmer stock in Lawton, Okla., are sojourning in Fort Worth.

Harry Page, now at home in Illinois, will be seen this summer blazing the trail for a Midwest tent show.

Jack O. Bell has signed with the Sam Mitchell show in Iowa.

Christy Obrecht Players will begin rehearsals next week and will play Minnesota theaters until the tent season begins.

Hal Stone closed for a short layoff last week in Louisiana. He will re-open at an early date and start north for his regular summer season in Iowa.

Mickey McNutt circle, which has been operating out of Sioux City, Ia., for the last 16 weeks, closed last week. Snow-bound roads made it almost impossible for them to play their dates.

Roster of the Original McOwen Stock Company, playing permanently at Phoenix, Ariz., includes Edna Louise McOwen, Myna Jane McOwen, Bruce Calvert, Earl Gregg, Joye Gregg, Elton Hackett, Dell and Flo Phillips, Jack Phillips, Irene Trout, Billy Trout, director; Roy Carlson, orchestra leader, and Frieda McOwen, manager.

Mr. and Mrs. John Caylor, after closing their circle in Minnesota, sojourned briefly in the city en route to Hot Springs, Ark., for a month's vacation.

JOHNNY YUHASZ, young playwright with the Dramatic Guild, Flint, Mich., has been tempted with offers from two of the major film companies for his services at a writer. His latest play, *Laughing Senator*, is now in rehearsal in Flint, while another of his recent offerings, *Air Author*, is slated for a presentation in Detroit soon. Wess Meredyth, another Guild member, has also had an offer from the film companies.

Stock Notes

ED KAPPAN, formerly with the Carnegie Tech Players, has returned to Pittsburgh after a five weeks' engagement with the George Sharp *Drunkard* Company in Wheeling, W. Va.

AL GOLDEN, formerly with the Pittsburgh Playhouse, is directing the Y Playhouse group in *The Music Master*, which opens an engagement in Pittsburgh next week. John McQuade and Margaret Doescher will play the leads.

IRENE COWAN and Joanne Douglas, veterans with George Sharp's stock group, left Pittsburgh last week to join Mr. Sharp's production of *The Drunkard* in Columbus, O. It will hold forth in the latter city for an indefinite run.

Pitts WPA Group To Tour

PITTSBURGH, Feb. 29.—The first local WPA stock group will open a four months' tour here at the Irene Kaufmann Settlement Monday under the direction of Leon Ward, formerly with the George Sharp Players. The unit will comprise 10 acts and include well-known performers in this territory. The show, co-sponsored by WPA and the Federation of Social Agencies, will be staged free of charge in some 59 settlement houses and school auditoriums in Allegheny County. W. J. Liebler is the unit's advance agent.

MAINLY FOR LOVERS—

(Continued from page 19)

Coward, gaps which must, perforce, be filled with dialog. Mr. Johnson's dialog, which is dull and pedestrian, fails utterly to fill them. The thunderstorm, however, is a honey.

Two ingratiating and clever actors, Arthur Margetson and Leo G. Carroll, try valiantly to carry the piece along—tho it would take not actors but magicians to change the long and dreary stretches of *Mainly For Lovers* into anything approaching entertainment. Miss Dorothy Gish is pleasant and unexceptionable as the wife, while the too-seldom-seen Miss Rachel Hartzell gives a charming performance as little sister, even tho she's about as English as the NRA. Teamed with Messrs. Margetson and Carroll, she seems like a helping of Boston baked beans between a couple of crumpets.

The wife in Mr. Johnson's play double-crosses critics by taking words out of their mouths. "And what," she remarks tartly, "inspired this platitude, may I ask?" EUGENE BURR.

THE BISHOP'S TENT SHOW

WANTS FOR OUR 20TH ANNUAL TOUR.

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WANTED

TO OPEN MARCH 16

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WANTED FOR BISBEE'S COMEDIANS

Week stand, Tent Rep. People in all lines doubling B. & O. or Novelty Specialties, Boss Canvasman that can and will handle and keep new outfit in good condition. Rehearsals March 30 in Tennessee. Booze heads and agitators save your stamps. Long sure season in South. Name lowest salary. Write, don't wire. J. C. BISBEE, Gen. Del., Rome, Ga.

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WANTED M. D. registered in Pennsylvania, Singing and Dancing Team B. F. Comedian, Magician, State lowest. Don't misrepresent. DR. PANGBORN, Gen. Del., Du Bois, Pa.



Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

CARL SHARPE, of Chicago, is readying a new flash act with silks and flowers for a unit which is now being formed.

THE WIZARD CLUB, Chicago, staged its first show of 1936 at the Cube Theater there, February 19. Those who appeared on the bill were Andmar, Silent Gene (Eugene Erpenbach), Sam Berman, Joe Berg, Hoffman, Alex Perrell, Alan Silbar, Lorry Ireland and Charley Isaacson.

KING FELTON, magician, during his recent engagement with the Monroe Hopkins Players in Houston, was honored by the local SAM assembly, who attended the mammoth tent theater in a body to see Felton uncork his tricks. Felton was also a guest at the home of Dr. Gaston during his Houston stay.

AL ALDRICH will have his own side show with the Corey Greater Shows this season. "Smoko the Great will handle the magic, with old Pop in charge of the illusions," Aldrich postcards.

GEORGE W. STOCK, dean of Cincinnati magicians, was re-elected president of the Cincinnati Magicians' Club for the 28th consecutive year at the organization's recent annual election. Others elected were Sam Mayer, vice-president; S. W. Berger, secretary; Dwight Borman, treasurer; Sam Ward, sergeant at arms, and Jesse Berner, chairman of entertainment.

THE GREAT NICOLA, now vacationing in Florida, will spend the balance of the winter in Florida and Cuba, returning to his home in Monmouth, Ill., about May 1. Nicola went south when it became too cold in his Monmouth workshop to do any more work. A tribute to Carter the Great, by Nicola, appears on The Forum page this issue.

OAKLAND MAGIC CIRCLE, Oakland, Calif., held its regular monthly entertainment at the home of Secretary Burkes February 15. Dariel Fitzkee showed motion pictures of such luminaries as Hugh Johnson, Manuel, Chris Charlton, Thurston and Harold Alberts in action, doing their favorite magic stunts. Rolland Hamblen was snapped by a movie camera while performing his card memory test and poker specialties.

FRANCISCO is working his Illusion Show at the San Diego Fair under the guidance of Felix Blei.

CHARLIE HOFFMAN and Company recently finished a week's engagement at the Golden Gate Theater, San Francisco, where they featured their act of cards, ropes, lighted cigarets and the cocktail routine. They received several fine newspaper comments during their engagement there.

DE ROCROY, illusionist, is at the Eldorado in Lyons.

FRAKSON is presenting his cigaret tricks at the Nouveau Casino in Nice, France.

MAXELLO, hypnotist, is now in Detroit doing a double novelty act billed as Max and Tiny.

KNIGHTS OF MAGIC staged a housewarming at the old meeting rooms in the Central Opera House, New York, recently, the affair pulling a full house. Program was in charge of Jesse Hirsch,

who also handled the emcee end. Those who entertained were Leo Cassara, Koch and Judson, Bernstein, Jean Irving, Morris Fox, Ed Leven, Jack Malon, Virginia Wiener, Walsh and Stihl. The Knights will stage a magic show, open to the public, March 29, with tickets going at 75 cents.

RICHARD W. HOLGATE, now recuperating from a recent illness, writes from Chattanooga under date of February 26: "Caught Ray E. Ryan's new Persian Mystery Troupe in Baltimore last week. It was a good show and they gave a clean-cut performance. The show is organized and balanced and lived up to its Persian name by cleverly staged scenes of Oriental splendor. He has a girl mentalist who is a honey. She possessed both youth and talent and handles a large crowd with ease and remarkable confidence. Appearing also on the bill was Mysterious Doctor White, who also staged a bang-up performance, capably assisted by two clever and attractive girls. To make a long story short, after witnessing the show I cannot help thinking that magic is far from dead, especially when presented in the fast-moving and breezy manner that Ryan's troupe used." Holgate expects to hit the road again soon himself.

LITTLE JOHNNY JONES has returned to his home in Chicago, after a successful engagement at the Jung Hotel Roof, New Orleans. He was the first magus ever to entertain at a New Orleans hotel. Johnny says he enjoyed many magical moments with George Pearce, card expert and magician, during his stay in New Orleans, and also met Bernard Ghio, a magical aspirant from Texarkana, who is attending university there. Edgar Bergen, ventriloquist, featured at the Roosevelt Hotel, New Orleans, during the time Jones was at the Jung, entertained his friends by projecting pictures filmed in Europe last summer.

GORDON THE GREAT, after finishing the Fox Circuit thru Wisconsin and Michigan, is now presenting his mental turn for the Gus Sun office. He is current in the Octagon Room of the Hotel Bancroft, Springfield, O. After two weeks there he will follow with other hotel dates.

LINDHORST THE MAGICIAN has just completed a series of 37 two-hour shows with his seven-people unit. He intersperses three half-hour magic sessions with various acts, including Billings and Fay, song and dance team, and Ukulele Pat, who also serves as master of ceremonies.

JIMMY ANDERSON postcards from Gulfport, Miss., that he has been laying off there due to an attack of sinus trouble. He had to cancel several dates as a result of the ailment. "Went to the Mardi Gras the 25th," Jimmy pens, "but couldn't locate George Pearce who, Ben R. Badley, of St. Louis, told me, was the finest card magi in the South."

WILLIAM C. TURTLE, the droll magician, who has not smiled on the stage for the last 20 years, is in his eighth week at the Blue Danube Tavern, Portland, Ore. He works nightly and gives 'em a change of show once a week.

SOCIETY OF DETROIT MAGICIANS held its regular monthly meeting recently at the Polish Century Club in that city. Dr. John H. Buell and Walter H. Domzalski solved the trick of a mirror which cannot be removed. In Sault Ste. Marie, Mich., last week a man died after telling attendants that they could not remove a mirror he had placed on a table. For 24 hours after no one was able to lift it, despite efforts of doctors, internes and nurses. Nation-wide publicity was achieved. Buell and Domzalski studied it out and showed that it was the old trick of moistening the metal so that it became rigidly attached to the first object it touched—as kids used to do by touching the tongue to a piece of cold steel. The Society of Detroit Magicians will hold an open meeting for members and wives March 13 at Polish Century Club.

EDITORIAL
DEPT.



GLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For FILMS

ELEANOR LYNN—young legit ingenue who goes way beyond the usual ingenue range by doing splendid jobs with heavy dramatic roles. Last Broadway appearance was in the ill-fated *Come Angel Band*, in which she did a delicate, understanding and powerfully effective portrayal of a mountain lass. She's pretty, too. Definitely rates a film try.

GEORGE WATTS—comedian now playing in *Jumbo* at the Hippodrome, New York. Has been playing a small part, but his unusually competent job of substituting for Jimmy Durante during the latter's illness should win him an early whack at flicker comedy roles. He practically kept the show on its feet during Durante's absence, revealing a fine flare for comedy and mugging.

SARA ANN McCABE—tall and attractive young soprano now appearing in vaude with the Dave Apollon *International Varieties* unit. Fine ap-

pearance and her singing talent is worthy of notice. Voice is of high range and fine quality. Sings Irish and Spanish numbers with the unit.

For RADIO

STUFF SMITH AND HIS BOYS—six-piece colored swing outfit now at the Onyx Club, New York, where they are burning the roof off the joint. Also heard as guests last Sunday night on the Whiteman-Woodbury program. Sextet is loaded with red-hot material of all kinds, and is a cinch to stop any sort of show. Also strongly recommended for vaude.

JAYSNOFF SISTERS (Jane and Iris)—twin piano team now at the Casino Montclair, New York. Offer classical tunes and the better type of pop melodies. Play beautifully, have excellent arrangements, and are at present entrancing diners who would ordinarily be busy with their soup. A great radio bet.



Minstrelsy

By BOB EMMET
(Cincinnati Office)

the vaudeville division of the WPA theatrical project in Cincinnati.

CLIFF COCHRAN and Bob Snyder are now doing a double black act with a WPA unit in the Cincinnati area.

NO CONTRACT—

(Continued from page 22)

the BAA is in a position where it feels the local situation is in a healthy condition without a contract. The managers at present are living up to the hours in theater schedule outlined by the BAA, and other compensations gained by the strike are also being observed. However, the organization is determined to obtain a contract soon, whether it be with the EBMA as a representative group or with the managers individually.

The managers, on the other hand, according to Sam A. Scribner, head of the group, presented their recommendations and are awaiting word on them from the BAA. Scribner revealed that everything is okeh except the schedule of hours, the managers seeking some relief from the 1:30 afternoon curtain and the two-hour supper period.

Both organizations earlier agreed to let their attorneys negotiate the contract, but now it is understood that Scribner seeks to sit down with Tom Phillips, head of the BAA, in an effort to iron it out.

AL TINT, in answering "Hi-Brown" Bobby Burns' recent squib, reports that he never trouped with Archie Royer's North American Minstrels. "I was never with that outfit," Al postcards. "Ask Doc Samson, he was with it as long as it lasted—about one week, I believe."

JAMES LODGE, former professional minstrel, acted as interlocutor of the annual minstrel show staged by the Boys' Club of Pittsburgh in that city last week.

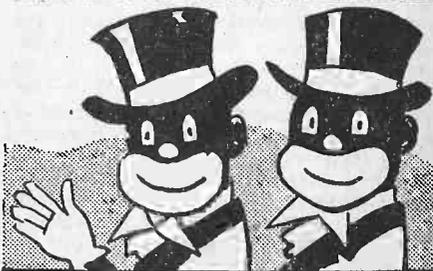
"WHILE STROLLING thru Mansion Square Park in Poughkeepsie, N. Y.," writes George Wheeler from that town, "I stopped in at Bill Doran's dance school and enjoyed a visit with Bill. We talked over the old minstrel days. On the walls I took particular notice of the minstrel pictures and got a real thrill out of them. Among them was a picture of the Al G. Field first-part of the season of 1907-'08 and the dancing act of 1908-'09; Neil O'Brien's parade picture of 1912 (the original company), also one of 1913, as well as a picture in white and blackface of Harry (Singin' Sam) Frankel. Bill named most of the men in the various pictures. In addition, he had a number of old programs and newspaper clippings which were of interest. Bill's school is progressing nicely."

ED LEAHY and wife are working with a WPA unit in Syracuse, N. Y.

REX LEE, agent for his own and John R. Van Arnham's unit, reports that both shows are booked solidly until May 1. "We are at present building new truck bodies and trailers, also new seats, for the new tent which has been ordered from Baker-Lockwood," Lee writes. The new tent, which will house the Van Arnham show this summer, will seat around 1,000 people, Rex says. A special line of paper is in preparation for the new show.

DRANE WALTERS, emcee and comedian, formerly with various minstrels, is now sojourning in his home city—Houston.

JOE DUNLEVY, teamed for many years with Harry (Singin' Sam) Frankel in vaude and minstrelsy, is now directing



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TIDBITS

By RICHARD S. KAPLAN NEAA General Counsel

Your Help Is Needed

Readers of The Billboard have been of great help to me of late with their letters of suggestions and helpful criticisms.

Copies of city ordinances relating to endurance contests, new bills introduced in State legislatures, copies of written court opinions relating to endurance contests, clippings of newspaper articles pertaining to such contests and all favorable news items with the heading and date-line attached, will be very much appreciated if mailed to me at 814 Gary State Bank Building, Gary, Ind.

The question has been presented as to whether or not a city may pass an ordinance prohibiting endurance contests AFTER an operator has secured an injunction preventing such city from interfering with the show then running.

The injunction merely prevents the city from interfering with the show or arresting the operator and his servants or agents under a certain ordinance which the operator has attacked as invalid, BUT does not prevent arrests for violation of the criminal law or any other ordinance.

However, an operator is protected in that no matter how many ordinances the city may pass, if such an ordinance attempts to prohibit or discriminate or assess exorbitant fees, such ordinances will fall.

To Vernon Balfour orchids and even a few roses for the great idea he has on a new type of endurance show. You'll hear more about this in due time.

To George W. Pughe a bushel basket of congratulations for the wonderful manner in which he conducted his Pueblo, Colo., show. The result is that he holds the respect of every city official with whom he has dealt.

To "Hey, Hey" Pat O'Day SCALLIONS and more scallions. Here's a man who has sold his birthright for a mess of pottage. He's become a writer—telling all about the endurance contests BUT—

Hal Ross is enjoying life in sunny California while Charlie (I'm Thru With the Game) Hayden is also in Los Angeles planning, I suppose, another show. Duke Hall, emcee extraordinaire, and Billy Mack are close by their side.

Staff Briefs

CHUCK PAYNE, former emcee for Alvis, Steinel and Cowl shows, is now handling the mike for six-day bike races. He has just closed a race in the Minneapolis Auditorium.

FORREST BAILEY, floor judge, is working on the Walter Picker show at Okmulgee, Okla. He writes that the show has been open for a week and is

drawing well. He would like to hear from Billy Curts, Joe and Margie Van Raam, and Wally Adams.

MOON MULLINS, emcee, is requested to drop a card, care the Chicago office, to Eddie Miller. Eddie is now working night clubs in and around Chi.

BLACKIE KIRBY, head hospital man on the Frank Cook Torrington, Conn., show, and Peggy would like to hear from Hugh Talbott and Pop Dunlap. Kirby says the Torrington show is packing 'em with vaude and sprints.

EDDIE GILMARTIN, who recently managed a number of Fred Crockett shows, is now living in Chicago.

A LETTER FROM Vic Puree reads: "Have been out of the endurance field since the last Detroit show and am back on the stage with my single novelty act. Am doing better than ever. Spent nine years in endurance shows and was one of the first to produce floor shows. Have made a number of trips to Europe with my pantomime clown act. Have an idea for a better type floor show which leaves out all unfunny stooges. Will appreciate letters from all friends and enemies care the Letter List."

Contestant Notes

"JIMMY PARKER," writes Jack Martin from Los Angeles, "was killed in an auto crash near Hollywood recently. Bobby Lee, Paramount character actor, riding with Jimmie, was also killed. The car in which the boys were riding was returning from a house party in Beverly Hills. Jimmie's mother made arrangements for shipment of the body to Chicago. In my opinion Jimmie was one of the squarest and best-liked kids in the walkathon field. He was liked by promoters, staff men and contestants alike. We sure will miss him."

DEL MAYES, visitor at the Cincy desk last week, would like to hear, via the Letter List, from Lorraine Ryan and Gene Montgomery.

BUDDY GANNON, who recently won the Hawthorne, Calif., contest and was married to the former Velma Lewis, on the Yakima, Wash., show, has settled down to ranching, at Lidsey, Calif. He was recently visited by Frenchy Boisjolie and wife, Chad Alviso, which team were winners at Yakima. The latter have settled far from the bright lights, at Hanford, Calif. Buddy and Velma would like to read 'em from Buddy Petty, Ray Andrews, Lee Corbett and other kids they have danced with.

CAROL THOMPSON (nee Courtney) is resting at her home in Dayton, O. She would like to hear from Bernie Marr, Alice King, Virgil Moody and Christine Coffey via the Letter List.

PERSISTENT RUMORS to the effect that Lou Grill was dead were stilled this week upon receipt of assurances from George W. Pughe that after winning the Salt Lake City Derbyshow, Lou departed for a Los Angeles vacation—and a few days ago joined Operator Pughe's group of contestants being assembled for his new show.

JOE PALOOKA and Charlie Richards arrived in St. Louis, following a hard motor trip from Massachusetts. They want to hear from Joe's brother and Dud Nelson, care the St. Louis Letter List.

WAYNE NELSON cards from Toledo that he would like to hear from Buddie Struck, Joe Trendall, Johnny Martin, etc., via the Letter List.

GEORGE AND LEE Jerome want word from Elda and Wayne Schroyer, Harry Green, Guy Swartz, Evelyn Thompson, Marion Kirk and Kenny Laux. George is working in a Chicago art studio and doing well, he writes. They will watch the Letter List.

SUGAR'S DOMINO

(Continued from page 24) "acts," an m. c. and a piano player thrown in?

Thanks for your great article. I never got greater pleasure out of reading any book as I did out of those straightforward, plain, truthful, sarcastic words that flowed out of your article. I made

my wife read it and she insisted that I write to you.

My salute to an honest writer. P. S. I also appeared on Major Bowes' amateur hour over WHN. I came in third with 2,637 votes. I'm still in the fruit business. But that's another story.

LOVE ON THE DOLE

(Continued from page 19) pin their play down to a highly individualized problem.

Maurice Barber, who presented the piece, has made an excellent production, and Bach's direction is stirring and highly effective, making fine use of an expansiveness usually frowned upon by the Broadway wise boys. The play itself is the weakest link, with its really fine dialog alone making it appear better than it is—and even that may be the result of the Lancashire idiom.

But, after all, it is Miss Hiller's evening; nothing else really matters. EUGENE BURR.

TOWN CASINO

(Continued from page 11) himself trying to get out the words. Contributes Night and Day to the fare. Why tall emsees pick on this Cole Porter tune, which needs more than a so-so voice, is a mystery to this gadder-about.

Show opens with a line of five, captained by Harriet Lee. Gals, coming on again at closing, are personally and hoofingly oke. The De Caros, dance duo, add the necessary dash of class with their terp routines, showing up to best advantage in the waltz number.

The piece de resistance, of course, is Ramona. She works alone at the baby grand. For some unknown reason advance publicity was nil, coming in practically unheralded and unfortunately the crowd was scant at the opening dinner show (26th). She contributed I Never Had an Education, Write Myself a Letter and Goofy Greer. She's as potent a song salesman as ever, ditto her Steinwaying, but as far as the people are concerned she might just as well sell her stuff to the mike. Did her turn, took the bows and that was all. The personal touch was lacking.

Jene Zemsay is custodian of the baton and his seven men do a nice job with the show music and make for desirable terping.

Room needs more than Ramona, who is certainly out of place in this spot, to catch on. Dull lights, coupled with an overemphasis of black in the decors, gives it the old speakeasy flavor. To overcome the psychological effect of the physical pallor, might be wiser to forget its pseudo-swank and inject some real life with legmania, comedy and swing turns. In its present state, pitifully but true, Ramona is wasted. Oro.

NIXON CAFE

(Continued from page 11)

the way, rate leading honors. They are spotted in four numbers and are about the hardest working line of beauties seen here in a long time. They open with a Top Hat, White Tie and Tails routine, singling out pretty Florence Haskins in a dance bit. Their next offering is labeled Savage Serenade, a Congo number, very well executed. Line is also featured in a version of South American Joe, and close the bill with a soft-shoe fan number. Their striking costumes are a great asset, too.

Another high spot in the show is Peggy and Pete Mathews, song and dance duo. Team is unusually versatile, offering a variety of numbers in several turns. Pete is first spotted in an eccentric tap number and then, with his sister, dances to Isn't This a Lovely Day? Come back to score with an apache concoction.

Songstress on the bill, Elaine May, makes up in personality what she may lack in voice. Gets by, however, singing in Harlem fashion I'm in the Mood for Love; Lord, Take Away the Darkness and Shooting High. An extra added attraction on the bill is the popular Angelo DePalma, operatic tenor, who scores a bull's-eye with his popular and classical selections.

Dance music is furnished by Herman Middleman and his band, a nine-piece outfit originally signed for two weeks and now well into its seventh month. The vocalist is Sally Hughes, an attractive blonde with a nice enough voice. Honigberg.

CLUB DEAUVILLE

(Continued from page 11) and keep the cash register playing a merry tune. Show makes up in class what it lacks in bigness. Eddie Fitzpatrick, a pleasing young chap who blows a mean trumpet and tenors, too, has the 11-man band that contributes much to the evening's entertainment. Three vocalists with his combo are a show in themselves. They are little Judy Richards, five feet tall and 83 pounds; Big Bill Wallace, 6 feet 2 and 243 pounds, and Rex Baker, romantic tenor. Big Bill, who also emsees, gives the customers plenty for their money.

Mayris Chaney and Edward Fox, one of the smoothest ballroom dance teams to work around these parts and now in their 11th month at the Deauville, are the featured attraction. They are the exemplification of poetry in motion and seem to enjoy their work as much as the spectators who sit in wrapt attention. All service ceases when these artists take the floor.

Show opens with Betty Benoit, torch singer, offering Ding, Dong Del in a style that is different. Following her is Rarie Keanini, who gives a distinctive interpretation of a hula dance. Her efforts bring a generous amount of applause from the customers, who usually want more and get it. Bernice Allen, as graceful as she is pretty, contributes an acrobatic dance routine that's a smash hit. Judy Richards and Big Bill are next in several comedy song skits, most popular being I Guess I can Wiggle My Ears. They were brought back for several encores. Gluckman.

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Photo Post CARDS 8 x 10

Table with 3 columns: POST CARDS, "MIRROR" FINISH, and 8 x 10. Prices range from 1.95 to 11.75.



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.

Grind Show Seen as Bar To Real Art

Youngstown, O.

In my moments of theatrical retrospection I like to think of a class of acts that might be designated as vaudeville classics. I refer to *Counsel for the Defense*, as acted by Mr. and Mrs. Robbins; *Skinny's Finish*, by Williams and Tucker; Midgey and Carlisle, in their kid specialties; Canfield and Carlton, "Twas a Dark and Stormy Night"; McIntyre and Heath, in *The Georgia Minstrels*; Herbert and Caron, inimitable novelty acrobats; Harding and Ah Sid, in *Fun in a Laundry*; the Cressy and Dayne skits; Chic Sale's district school; Blocksom and Burns, in their burlesque carrying perch act; Everhardt, original hoop roller; Walter Kelly's "Virginia Judge"; the Original Billy Van (minstrel comedian); Sandow; Felician Trewey; Charmion, the original stripper, on a trapeze; Nelson Family; Cragg Family; Five Musical Nosses; Staley and Birbeck, the musical blacksmiths with astonishing lightning-change finish; Fulgora, change artist; Julia Mackey and Helene Mora, lady baritones; Vesta Tilley, Vesta Victoria, the Lloyd girls and our own incomparable Lottie Gilson. I have never heard a better singer of "coon songs" than Glarice Vance, even to this day. This list is just a suggestion of the great class of headliners in the days when talent and quality were paramount to main strength and endurance. Many things have happened to bring changes in vaudeville, immense theaters erected to take care of volume business at low prices, competition from cheaper programs and the evil of "grind shows." As one who has been associated with many forms of show business thru a long lifetime, I think the greatest of all handicaps is the "grind," which defeats the essential ethics of entertainment. To be fully appreciated an artist must have the undivided attention of his audience. The distractions of people coming in and going out and the cheapening of the performers by working them over and over break down art when building up is needed.

CHARLES A. LEEDY.

Protests Type Given Carnival Men in Stories

Carrollton, Ky.

It is unfortunate, even tragic, that so-called big-time story writers appear to delight in depicting carnival owners as heartless and scheming characters whenever these authors' story plots are linked up in any way with these traveling attractions. Why can't these writers give the carnival companies a break? Surely all of their proprietors are not of the type generally depicted. Recently a story appeared in a leading magazine, centering its tale around a carnival company making a stand in a small town. The author made it appear that the proprietor was a deep-dyed villain, surrounded by a crew of such type that they would often draw straws to see who would get to purloin the tails off the Merry-Go-Round horses! Are carnival companies to stand condemned by these writings? I can only answer from my own observations. I live in a progressive little city of about 5,000 and in almost every year as far back as I can remember, and farther, some time during the summer a carnival company has rolled in on a lot, pitched tents, erected rides and strung lights around an inviting, friendly looking midway. Most generally the companies played week stands and crowds and their spending power were regulated by the ready money and weather conditions at the time. The men at the head of these companies have been reliable business men, anxious to please. They have always lived up to the full letter of their contracts instead of acting like the heralded double-crossing fly-by-nighters, and they have always

lations. Of course, Utopia hasn't as yet been reached in the carnival business, or in any other business for that matter, so I sincerely hope that some day I'll have the pleasure of reading a story in which a carnival company is written of as a clean, on-the-level institution and its owner described as an honest, progressive business man.

PHIL C. HOLMES.

Carter, Magi, Was Also Good Business Man

Miami, Fla.

I was shocked at the news of Charles J. Carter's passing in Bombay, India. Just the day before I received *The Billboard*, I received an air-mail letter from Carter, telling me his plans, which were to finish his tour in India, rush on to Egypt and then return home. Carter was not only a great magician, but a smart business man. I know, because he and I played the same territory and dealt with the same managers. One never had to fear that Carter had run down the price. His show, which he presented in all parts of the world, was a great credit to our profession. He mounted it lavishly, billed it like a circus, presented it with dignity and charm and collected a princely fee for his efforts. Carter spent most of his time in foreign fields and for that reason few here knew the real Carter. In Carter's passing I feel that I have lost a great friend and a wise counsellor, and I know that magic lovers thruout the world will mourn his loss.

THE GREAT NICOLA.

Detractor of Circus Meets Real Defender

Bridgeport, Conn.

It is with deepest respect that I write of one James Gunn, Detroit, whom I chanced to meet in a restaurant here. A discussion was in progress concerning radio artists, federal theater projects, etc., and of salaries and characters of persons engaged in show business. Climax came when a well-dressed and intelligent man remarked about personalities and characters of circus people, their lives and home training. And it was disgusting and embarrassing to any person who may have been or is now associated with a circus or any other show. Listening to the disgraceful lambasting of showfolks by this man, Mr. Gunn, in a very dignified, courteous manner, approached him and his friends, declaring, "Gentlemen, I have become interested in your pleasant conversation about show people, especially those of circuses, and, for the benefit of your good selves who are so grossly misinformed, please allow me to enlighten you. The circus is not only a business, it is an institution of unselfish devotion, from owner to stake-driver, and is made up of people from the four corners of the earth, of all classes, colors and creeds. It is clean and it is sanctioned as an educational institution by laymen, Catholic or Protestant, Jew or heathen, by ranking business and professional men, by the rich, poor, educated and uneducated.

"Never has the circus ever been condemned as immoral, but it has been given a clean bill of health for the cleanliness of the interior and exterior of this great rolling institution. In sunshine or rain, it goes on just the same, with that unselfish brand of people called troupers; they never disappoint unless by act of God. When those great performers appear in their nerve-wracking acts, little do those who are seated in the big tent realize of their heartaches and their thoughts as they swirl thru the air. Many are the times when those performers are ill or a loved one at home may be seriously ill, the same as happens in your own homes. But with it all they carry on, they smile, altho their hearts may be breaking; they are real, human and God-fearing. They dedicate their lives to a hazardous business to bring thrills of joy, laughter and happiness, to ease the minds of troubled people of great cities and lowly towns, whose cares are carried

away with the circus. They share their talent with the sick, needy, crippled and orphans; they are always willing to help bring a smile to the less fortunate.

"Do you notice the children of your town, as they jump and dance and cry with joy at the sight of a circus? Are they useless bums, vagabonds and filthy people that make these children so happy? Who drive dull care away from the minds of your great business and professional men? It is these same people that your own fathers, mothers, sisters and friends all glory to see. My friends, you are grossly misinformed about circus folk. Their homes are as dear to them as are those of anyone. Their home training is just as good, and often better, than that of many others. To be a real trouper and performer, one must be clean-living, God-fearing and human. You will pardon me, gentlemen, for forcing myself into your conversation, but I was a trouper, I am still interested in the circus and I come from a good home and I am clean. When the circus comes to town, make it a point to meet the showfolks and shape your own opinions as to the type of people they are. Good night, gentlemen; I thank you."

I met Mr. Gunn after he left the restaurant and had a delightful talk with him. He is employed here in Bridgeport but, personally, I feel this man really belongs in the circus. His sterling character is such that circus folk may feel justly proud of this young man who rallied to the defense of the circus and its people.

THOMAS M. BELASKEY.

West Hollywood, Calif.

In Central Maine about 1907-'09 there was a show under canvas which carried dog acts and motion pictures and which traveled in a long, inclosed, steam-driven

Steam-Driven Vehicle Drew Show in Maine

vehicle with caterpillar treads on the rear and wooden wheels on the front. It pulled a farm-wagon type of trailer, carrying poles, etc. If I am not mistaken, several of the show people lived in the car. I believe it was built by the Lombard (?) Log Hauler Company, Waterville-Fairfield, and I suggested it as possibly the first motorized (?) show in existence. Does any reader know about this or an earlier show?

STAN ROGERS, CFA 829.

Lists Names And Ads Found In Old Paper

New York.

My good friend, John Fleckenstein, Woodside, Long Island, has just given to me a bunch of old circus photographs and other interesting circus literature, among which is a copy of *The New York Clipper*, dated June 28, 1884, nearly 52 years old. In scanning its pages I ran across many interesting items and I thought maybe some of the oldtimers would enjoy them as much as I did myself. In the theatrical section I find advertisements of Dan Sully in *The Corner Grocery*, Lem Wiley wanted musicians for Leon & Cushman's Minstrels, Sosman & Landis advertised their scenic studio, Jennie Holman wanted people for her rep show, Lew Benedict and Johnnie Prindle had cards, Adam Forepaugh Jr. and William E. Burke were starting a new pantomime, and the old People's Theater on State street, near Van Buren, Chicago, where I have made whoopee many nights, had a big ad. In the circus ads there are the names of the three Schrode Brothers, champion acrobats of the age; G. W. Donaldson's Three United Shows, H. H. Tammen wanted curios and mechanical wonders for his Rocky Mount museum; George Wambold, champion equilibrist of the world; Martell & Company wanted a rider with or without a horse; Lottie Grant, the fat lady, at liberty; Leon W. Washburn wanted a contracting agent; E. H. Davis wanted billers for the John B. Doris New Monster Shows. In the circus route list for that season I find Barnum, Barrett, Biltz, Cole, Doris, Donaldson, Forepaugh, Gregory, Hawley's Tent Show, Lee & Scribner, Martell & Company, O'Brien, Burr Robbins, Frank A. Robbins, John Robinson, Sells Bros., Wallace & Company and Washburn & Bunting, and in the miscellaneous routes I find Bartholemew's Equine Paradox, Buffalo Bill's Wild West and Smith's Bell Ringers and Commodore Foote. The real circus notes don't amount to over three-fourths column and the letter list is not over three-fourths of a column, containing such names as Della Fox, Ellen Terry, Donna Stickney, Charles Andress; Bar-

42d YEAR

The Billboard

Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation

Published Every Week

By The Billboard Publishing Company

R. S. LITTLEFORD, President and General Manager.

E. W. EVANS, Secretary-Treasurer.

A. C. HARTMANN, Editor

Outdoor Depts., 25-27 Opera Place, Cincinnati, O.

E. E. SUGARMAN, Editor

Indoor Depts., 1564 Broadway, New York, N. Y.

Main Office and Printing Works, The Billboard Building, 25-27 Opera Place, Cincinnati, O.

Phone, Main 5306. Cable Address, "Billyboy," Cincinnati.

BRANCH OFFICES: NEW YORK—6th Floor

Palace Theater Bldg., 1564 Broadway. Phone,

MEADLION 3-1616, 3-1617, 3-1618. CHICAGO—

6th Floor, Woods Bldg., Randolph and Dearborn

Streets. Phone, Central 8480. ST. LOUIS—390

Arcade Bldg., 8th and Olive Streets. Phone, Chest-

nut 0443. DALLAS—401 Southland Life Bldg.,

1416 Commerce Street. Phone, 2-8202. PHIL-

ADELPHIA—B. H. Patrick, 7222 Lampart

Road, Upper Darby, Pa. Phone, Madison 6895.

LONDON—Bert Ross, care "The Performer," 18

Charing Cross Road, London, W. C. 2. SYDNEY,

AUSTRALIA—Martin C. Brennan, City Tatter-

sal's Bldg., 198 Pitt Street. PARIS—Theodore

Wolfram, Hotel Stevens, Rue Alfred-Stevens.

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No telegraphed advertisements accepted unless re-

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tising copy.



Vol. XLVIII. MARCH 7, 1936. No. 10

low, Wilson & Company; George Guy, Hi Henry, Kiralfy Brothers, M. B. Leavitt, John O'Brien, S. A. Scribner, Denman Thompson and many others.

HARRY BAUGH.

Saranac Lake

By BETTY HUNTINGTON

Washington's Birthday brought many holiday visitors for the week-end. Some of those who had guests were: George Wicks entertained his sister, Miss Eleanor Wicks, of Flushing, L. I.; Sal Rogone had as his guests Tomas (Red) Slavin, Philip Labosco, Lawrence LaValgia and his brother, Louis Rogone, all of Greenpoint, L. I.; Jack Eskin's visitor was May Dorfman, and Doris (Blonge) Gascoigne enjoyed her visit with her mother, Mrs. Jack Hyman, of Greenwood Lake, N. Y. Mrs. Hyman was professionally known as Emma Gascoigne, and one of the famous international act known as the Royal Gascoignes.

Ruth (teacher) Hatch and her pal, Edith Cohn, both ex-NVA Lodge patients, who left here last year, were among the week-end visitors to visit the Lodge. Both girls are doing well and holding good positions in New York.

Mrs. Dorothy Merrick, wife of Bobby Merrick, NVA patient, is still very ill in General Hospital, Saranac Lake. Her sister, Elaine Bricknell, of New York, is here and visits her daily.

Armand (Sheik) Monte, our personal bookie, went to the cleaners last week when most all of the patients picked the winner, Top Row.

Bert Ford, ex-NVA patient, now curing in town, is up and around after a rather serious accident. Bert fell on the ice and broke his ankle a few weeks ago. We're glad to say he is doing nicely. He was formerly of the team known as Ford and Price.

Much interesting discussion can be heard in the lounge nightly. Four of our most able patients, Minna Morse, Hannah Zimmerman, John Louden and Oscar Davis, go for daily current events in a great big way.

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

RED NOXON, en route to Kansas City, Mo., was held up in Peoria, Ill., for a few days last week, due to the bad weather. "Just missed Guy Beach's production of *Lightnin'*, Red pencils. "Beach was sponsored by local school and had plenty of paper out. Would like to have caught show, as Bacon et al. are pretty hard to follow."

THE FINAL CURTAIN

ALTEMUS—Edward J., pitchman, at Hillman Hospital, Birmingham, Ala., February 11. Interment in family plot at Indiana, Pa.

ANDARTO—Rosie, 56, mother of Ruth Evans, midget with the Midget Circus at California Pacific International Exposition, in San Diego, Calif., February 15. Interment in Greenwood Cemetery, San Diego.

AZORSKY—Louis, 39, well known on the Pittsburgh Film Row as a distributor and a veteran member of the billposters' union in that city, in New Orleans February 26. For the last year he has been managing his own colored stage unit which has been playing Southern territory.

BAXTER—William W., 71, for years night city editor of *The Jersey Observer* and a life member of the National Theatrical Mutual Association, at his home in Union City, N. J., February 25.

BARRY—Mary, English legit actress, after a long illness February 11 in London.

BLACKSTONE—Joe, rodeo contestant and performer, of Andrews, Tex., of a broken neck, sustained during a steer bulldogging event in a show presented at the Southwestern Florida Fair, Fort Myers, Fla., recently. Survivors include his brothers, Vic and Doc Blackstone, who also participated in the show and who accompanied his body to Andrews for burial.

BLEACH—Doris, also known as Dainty Doris, English vaudeville comedienne, February 6 in London. She was the wife of Albert Whelan, vaudeville entertainer, with whom she appeared at the Palace, New York, in the all-English vaudeville bill in January, 1928.

BOWEN—William Curtis, 44, former swimming-pool operator at Warner Park, Chattanooga, Tenn., in a hospital there February 20. Survived by his widow, two daughters, a son, two brothers and his father. Burial in Forest Hills Cemetery, Chattanooga.

BRYANT—Al (Slim), bass singer, of heart trouble recently in North Dakota. Bryant toured for many years with the Ralph Dunbar Company, the *Rose Marie* Company and the Charles Correll vaudeville unit. Body was shipped to his home town, Creston, Ia., for burial.

BUGGUS—Sidney, 15 years valet and adviser to the late Florenz Ziegfeld, in Hollywood February 24.

CARLL—Ralph L., 52, concessioner, February 25 after a prolonged illness at the Hahnemann Hospital, Philadelphia. Mr. Carll constructed and operated the Casino Arcade, Wildwood, N. J., and operated numerous games and amusements on the Wildwood Boardwalk for the last 30 years.

CAREY—John J., 65, theatrical advertising man, associated with the Blaine Thompson Company, at his home in New York February 25. Mr. Carey had handled the Shubert theatrical accounts for the last six years. His widow, Martha; a brother, Edward, and three sisters, Ann, Catherine and Mary, survive.

CASAVANT—Louis, 67, retired actor, in Kings County Hospital, Brooklyn, February 23. During the '90s he appeared in *The County Fair*. He also appeared in *The Wizard of the Nile*, *The Bostonians*, *Woodland* and *Golden Butterfly*. Madeline, his widow, and two daughters survive. Interment under the auspices of the Actors' Fund at Kensico Cemetery, Westchester, N. Y.

CASH—William Edmond, 72, exposition concessioner, in a Philadelphia sanatorium February 13. He went to Philadelphia in 1926 to direct concessions at the Sesqui-centennial Exposition. He had also been at the Columbian Exposition, Chicago, in 1893; Paris Exposition in 1900; Pan-American Exposition, Buffalo, in 1901, and several others. Survived by a son and daughter.

CHRISTOPHEL—John F. (Jack), 49, prominent St. Louis showman after a heart attack in that city February 10, as mentioned briefly in last issue under *Late Deaths*, while attending an ice-hockey game with his wife and daughter. He was rushed to his home where he died a few hours later. In his early years he was a professional baseball player and later became a booking agent in St. Louis. In 1914 he accepted an important position in the St. Louis city hall and rapidly advanced to the position of building commissioner. Later he was appointed commissioner of public safety. During the hysteria which swept the country following the Iroquois Theater fire in Chicago, Christophel used level-

headed judgment in respect to the safety requirements for theaters and succeeded in blocking many useless and unnecessary requirements proposed at that time. His knowledge of the show business and the problems of the houses' managers served him in good stead. After the St. Louis political map changed, Christophel re-entered the theatrical field and was connected with the Liberty and World theaters in that city for a number of years. Funeral services February 12, with interment in SS. Peter and Paul Cemetery, St. Louis. Survived by his widow, Mrs. Mary Christophel, and daughter, Dorothy.

CIBOTTI—Countess Maria Virginia Milesi Paris, 86, once a well-known lyric soprano, February 24 at her home in Philadelphia. She was in ill health for several years. Countess Maria sang in both opera and concert. Her first appearance was as a debutante in Providence in 1866.

CINIVAN—"Alaska Jack," technical director for outdoor movies and a colorful character in Hollywood, in that city February 22. He was the father of Nomie, first white child born in Alaska. He began his career in New York and later became a government guide in the Northern territory.

CLANCY—Percy L., 57, former lessee and manager of Halifax (N. S.) Forum Rink, at his home in Halifax. He operated a booking agency in ice and roller skating acts six years; was first to operate Forum Rink after its construction 10 years ago and was a promoter of sports, including ice hockey. Survived by his widow, a daughter and four sons.

CLARK—David C., radio announcer and amateur theatrical director, recently at the home of his sister, Mrs. John L. Miller, in Rochester, N. Y. His sister is the only survivor.

COLMAN—Dan, English vaudeville comedian, in London February 7, from the result of wounds and illness caused during active service in the Great War. He was a partner of George Keen in the act of Keen and Colman for 29 years.

CONOWAY—Sam, boss canvasman of the Gainesville, Tex., Community Circus for the last five years, recently at Dallas of pneumonia. He was an employee of the Dallas Tent and Awning Company. Widow and three children survive.

CORNELL—Sanders, 41, colored performer and entertainer in Detroit, February 23 of a heart attack. He was the father of Harry Cornell, Chicago musician, and a brother of Billy Cornell, comedian, of the team of Cornell and Ford. Body was shipped to Atlanta for burial. Survived by his widow, one son, two sisters and two brothers.

COSMAN—Fred W., 58, former projectionist at the Gem Theater, Muskogee, Okla., until his retirement two years ago, at his home in that city recently, following a heart attack. He was formerly associated with picture houses in Oklahoma City, Tulsa, Pawhuska, Mangum and Drumwright, all in Oklahoma, over a period of 13 years. In 1897 he toured the country with Lyman H. Howe and the then marvelous Animotoscope, which made pictures move for the first time. He operated the Crystal Theater, St. Joseph, Mo., around 1903 and moved to Oklahoma City in 1920, where he operated the Yale Theater Supply Company until 1926. Surviving are his widow, a son and three sisters.

CRAIG—William H., 66, vice-president and former president of the Steuben County (N. Y.) Fair Society, recently at his home in Bath, N. Y. Survived by his widow, Mrs. Helen Parsons Craig; two sons, Harold, of Philadelphia, and Harry, of Cohocton, N. Y.; a daughter, Mrs. James Shannon, of Philadelphia; two brothers and three sisters.

DALY—Jack, brief mention of whose death was made in last week's issue under *Late Deaths*, was a veteran radio actor approaching 70 years. He died February 22 in Michael Reese Hospital, Chicago, after a brief attack of pleurisy. At the time of his death Daly was play-

ing the part of Detective O'Toole in the *Myrt and Marge* sketch on Columbia network. He was perhaps best known for his portrayal of Fu Manchu when that character was popular on the air a few years ago. Daly also had played in *Jack Armstrong* and other serials and had been signed to appear in the new children's serial, the *Junior Nurse Corps*, which started on Columbia last week. Daly is survived by his widow.

ELLIS—Augusta (Millward) English, legit actress, January 29 at Bradford, England.

ENGLISH—Harry, 54, former lessee and house manager of the Auditorium Theater, Newark, O., at his home in that city February 22 following a lingering heart ailment. When 19 years of age he joined a circus and later entered the theatrical business, where he remained for years as a manager, publicity man and advance agent for various companies. He was also associated for a time with the Fox Film Corporation. His right name was Clayton Morderwell. Deceased was a member of the Elks' Lodge in Newark. Funeral services at the home February 25 and the body was taken to Chillicothe, O., for burial in Grandview Cemetery. His widow and one brother survive.

FINGLASS—Mother of Tom E. Finglass, English vaude comedian, in London February 7.

FREY—Burton Weller, 20, musical entertainer and accordion teacher, was instantly killed recently when the automobile in which he was riding skidded from an icy road between Batavia and Rochester, N. Y. Frey, whose home was in Rochester, leaves his parents, Mr. and Mrs. Harry Frey, and two brothers, Harry N. and Frank Frey.

FRITTS—James C., 64, advance man, who joined Marlow's Mighty Show three weeks ago, February 21, apparently from heart failure. Relatives at Pittsburg, Kan., claimed the body, which was shipped there by the show.

GARDNER—Grace G., 82, prominent Cincinnati musician, composer and teacher, at the Methodist Home in that city February 26. She taught voice in Cincinnati for more than 25 years, closing her studio five years ago. Body was shipped to her birthplace, Washington Court House, O., for burial.

HARMSTON—William George, at Saigon, French Indo China, February 1. He was the proprietor of Harmston's Circus for more than 40 years, the largest circus in the Far East.

JOHNSON—Frank R., 54, February 21 on board the Kingsholm, Swedish-American liner, on a trip to the West Indies. He was the owner and originator of Johnson's Rustic Tavern, leading resort at Houghton Lake, Mich. Widow and son survive.

JACOBS—Samuel F., 65, lawyer, who served as counsel for theatrical and motion picture organizations, in Miami February 20.

LA PLACE—Richard, 68, known as Mons. La Place, recently at Columbus, O. He was a well-known performer and formerly operated his own small shows. He was a member of the Moose, Odd Fellows and M. W. of A. His widow and a son survive. Burial in Greenlawn Cemetery, Columbus.

LANO—Mrs. Masie, 48, at her home in Flint, Mich., February 20. Internationally known, the Lanos, with dog and monkey circus, toured every Continent except Australia. Retiring in 1917 she and her husband kept up an active interest in the profession. David (Dock) Lano for years was side-show manager with the larger circuses. Survived by her husband, David; son, Jack; daughter, Masie, and four grandchildren. Interment at Grace Lawn Cemetery, Flint.

LE ROY—Walter, 80, actor and circus man, in New York February 23. Le Roy, as a young man, was part owner of the Le Roy & Cross Circus. Later he became a vaudeville performer, finally rounding out his career with roles in legitimate theater productions. His last appear-

ance was in *The American Idea*, a musical show produced by Erlanger in 1908.

LIZETTE—Madame, 89, at Columbus, O., February 26. For 30 years she was an equestrienne and aerialist in the days of wagon shows and one-night stands. Madame Lizette, who in private life was Mrs. Elizabeth Snowden McIntyre, had lived in Columbus for 15 years. She made two world tours. Burial at Columbus February 29.

LOCKWOOD—George F., 86, formerly a bandmaster with the Barnum & Bailey Circus, at his home in New Canaan, Conn., February 24 of apoplexy. Survived by a widow and daughter.

MEAD—Mrs. Catherine Pannill, 67, nationally known music critic and member of *The Milwaukee Sentinel* staff for the last 19 years, February 20 in a Milwaukee hospital. Besides being a contributor to *Musical America*, Mrs. Mead was a composer of songs. Survived by a son, two sisters and a brother.

MORLOCK—Mrs., mother of Betty Waters, of the team of Tom and Betty Waters, February 20 at her home in New York. Survived by a son and five daughters.

O'BRIEN—Mary E., elocutionist and musician, February 23 at her home in Philadelphia. Survived by four brothers and four sisters.

PAWLE—Lennox, 64, veteran stage and screen actor, in Hollywood February 22 of a cerebral hemorrhage. His last role was Mr. Dick in the talkie, *David Copperfield*.

PEPLAU—Anna, 21, suddenly in Bridgeport, Conn., February 17. She was an entertainer at Schnitzelbank Night Club, Bridgeport.

PIERSON—Robert G., 70, former vaudevillian and singer, was instantly killed recently when he was struck by an automobile in Rochester, N. Y. Efforts were being made last week to locate relatives.

POULTER—Walter H., veteran actor whose last appearance on the stage was at the Cleveland Playhouse, at the Lutheran Hospital, that city, February 24 after a brief illness. He was a native of Clapham, Eng. Burial in Cleveland. Survived by his widow, Antoinette Poulter.

REDEENBAUGH—Dick, 54, father of Mrs. King Felton, well known in tent repertoire and magic circles, in Topeka, Kan., February 14, following a stroke. He was formerly on the road with his daughter.

RIEHL—Jacob L., for many years property man for Jacobs & Jermon, burlesque producers, at a hospital in New Orleans January 20.

ROEHM—William, 59, New York booking agent, in that city February 25. Roehm's career in show business extended over a period of 30 years and comprised management of burlesque shows, tabs and vaudeville units. He started booking in 1917 in partnership with Harry Richards, the affiliation terminating in 1931. Survived by his widow, two brothers and two sisters. Burial in Buffalo February 27.

SCHRADER—Frank W., 58, musician and music instructor in the Rochester, N. Y., public schools, recently at his home in that city. For years he had been a soloist in the Rochester Park band and a member of the former Lyceum Theater orchestra there. Survived by his widow, Mrs. Minnie C. Schrader, and a sister, Mrs. Sophia York.

SCOTTI—Antonio, 70, baritone, who sang for 33 successive years at the Metropolitan Opera, New York, of arteriosclerosis at an international hospital in Naples, Italy, February 26. He was penileless and had been living on funds supplied by the Music Lovers' Foundation, Inc., of New York, it is reported. Scotti's debut as Don Giovanni in Covent Garden, London, 1899, took the operatic world by storm. Shortly after he was signed by the Metropolitan Opera Company. He was a good friend of Caruso and for years they lived together in New York. Burial February 28 in a small mausoleum he had purchased in Naples a number of years ago.

SILVERMAN—David, 57, of pneumonia February 27 in Kingstree, S. C. He was violinist for many years with several orchestras.

SMITHSON—Florence, 53, English vaudeville headliner and musical comedy favorite, February 11 at Cardiff, Wales.

(See FINAL CURTAIN on page 63)

ACTS, UNITS AND ATTRACTIONS

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

A

Abbott Dancers (Palmer House) Chicago, h.
Abbott, Jean (Club Sharon) New York, nc.
Adreon, Emilee (French Casino) NYC, nc.
Adrian Sisters (Chateau Club) Cleveland, nc.
Ahi (Leon & Eddie's) NYC, nc.
Aimes & Vivienne (Via Lago) Chi, nc.
Allen Sisters (Lido) Syracuse, N. Y., c.
Allen, Jean (Swanee Club) NYC, nc.
Allman, Alfreda (Kit Kat Club) NYC, nc.
Allyn & Gaudraux (Roxy) Colfax, Wash., t.
Alvarez, Mickey (Chicago) Chi, t.
Ambrose, Ruth & Billie (Del Monico's) NYC, nc.
Ames, Muriel (Nut Club) New York, nc.
Ames & Revere (Pennsylvania) New York, h.
Amstel, Felix (Russian Trolley) New York, nc.
Andre, Janice: (Jimmy Kelly's) N. Y. C., nc.
Andrews, Ted & Catherine (Barbizon-Plaza) New York, h.
Andrews, Vince (Ottumwa) Ottumwa, Ia., 4-5, t.
Anson, Bob (Hollywood) NYC, re.
Aristocrats (Club Deauville) NYC, nc.
Arden, Donn (Northwood Inn) Montreal, nc.
Arden, Dorothy (Grosvenor House) London 1-31, nc.
Aristocrats, Twelve (State) NYC 2-5, t.
Arms, Frances (State) NYC 2-5, t.
Armstrong, Maxie (Connie's Inn) NYC, nc.
Arnold, Billy, Revue (Queen's Terrace) Woodside, L. I., nc.
Arnold, Phil (Park Central) NYC, h.
Ash, Flo (Club Minuet) Chi, nc.
Avaldas (Club Sharon) NYC, nc.
Averill, Julio: Winston-Salem, N. C., t.
Avery, Gertrude, Diamond Revue (Princess) Nashville 10-12, t.

B

Bacon, Faith (Colosimo's) Chi, nc.
Bain, Betsy (Weber's Hofbrau) Camden, N. J., re.
Baird, Billy (Paramount) Greenville, Miss., 5; (Paramount) Clarksdale 6; (Paramount) Greenwood 7; (Century) Jackson 9-11; (Saenger) Hattiesburg 12, t.
Baker, Josephine (Chez Josephine Baker) NYC, nc.
Baldwin, Frances (Deauville) New York, nc.
Balleff, Nikita (St. Moritz) NYC, h.
Baptie & Lamb (College Inn) Chicago, nc.
Barocas & DeFridas (Tap House) Elmira, N. Y., nc.
Barker, Joyce (Orph.) Dubuque, Ia., 4-5, t.
Barker Trio (Lincoln) New York, h.
Barnsdale, Rich (Grand) St. Louis, t.
Eaton & Blair (Waldorf-Astoria) NYC, h.
Baroness Von Brennecke (Club Normandie) NYC, nc.
Barren & Lane (Hollywood) N. Y. C., re.
Barri, Bebe, Girls (Pal.) Chi 2-5, t.
Barrie, Katherine (Weylin) New York, h.
Bartell & Hurst Revue (Astor) Reading, Pa., 2-5, t.
Beale St. Boys (Broadway Room) NYC, nc.
Beck Bros. (Barrel of Fun) NYC, nc.
Beck, Danny (Club Minuet) Chi, nc.
Bee, Connie (Broadway Room) New York, nc.
Beery, Wallace (Fox) Detroit 2-5, t.
Belin, Edith (Cocoanut Grove, Boston), nc.
Bellamy, Lita (Tap House) Elmira, N. Y., nc.
Bellmore, Doris (Plaza) Pittsburgh, c.
Bell's Hawaiian Follies (Martin) Columbus, Ga., 1-6; (Pal.) Jacksonville, Fla., 7-8, t.
Belmont, Bella (Stamp's Cafe) Philadelphia, c.
Belmonte, Gloria (El Toreador) New York, nc.
Bentley, Gladys (Ubangi Club) New York, nc.
Berg, Alphonse (French Casino) NYC, nc.
Berle, Milton (Chez Pares) Chi, nc.
Bernard, Phil (Roxy) Colfax, Wash., t.
Bernhardt & Graham (New Montmartre) NYC, nc.
Bernie, Dave, Girls (Club Sharon) N.Y.C., nc.
Benny, Jack (Stanley) Pittsburgh 2-5, t.
Bessinger, Frank (New Yorker) New York, h.
Biltmorettes, Three (Michigan) Detroit 2-5, t.
Black Panther (Ottumwa) Ottumwa, Ia., 4-5, t.
Blackstone, Nan (Leon & Eddie's) NYC, nc.
Blaine & Douglas (State) Minot, N. D., 4, t.
Blanche & Elliott (Top Hat) Union City, N. J., nc.
Blanchard, Eddie (Club Elegante) NYC, nc.
Blanchard, Terry (Normandie) New York, nc.
Blane, Rose (Hollywood) New York, re.
Blue, Jack (Blakeland Inn) Denver, nc.
Blue, Lynn (Colonial Club) Evansville, Ind., nc.
Bo Brummels, The (All Stars Club) NYC, nc.
Boice & Marsh (Oriental) Chi, t.
Bolton, Kate (Silver Cloud) Chi, nc.
Bordoni, Irene (Hollywood) NYC, re.
Boreo (Hipp.) Toronto 2-5, t.
Boring & Lazur (Wivel's) NYC, re.
Boston Sisters, Three (All-Star Club) NYC, nc.
Bower Sisters (Gayety) Louisville, Ky., t.
Bowers, Cookie (Shubert) Cincinnati 2-5, t.
Boves, Major, Amateurs (Met.) Boston 2-5, t.
Boves, Major, Amateurs (State) Winston-Salem, N. C., 5, t.
Boves, Major, Amateurs (Paramount) Bismarck, N. D., 5-6; (State) Minot 7-8, t.
Bowly, Al (Rainbow Room) NYC, nc.
Boyer, Lucienne (Versailles) NYC, nc.
Bradley, Anne (Club Avalon) Cleveland, nc.
Bragdon, Mildred (Village Barn) N. Y. C., nc.
Brandt & Fowler (Hollywood Yacht Club) Miami, Fla., nc.
Bredwins, Three (French Casino) NYC, nc.
Brent, Jerry (Bar Intime) New York, nc.
Briefner, Gertrude (Hollywood) N. Y. C., re.
Briggs, Mel (Cocoanut Gardens) Chi, nc.
Bring on the Dames (Fox) Washington, D. C., 2-5, t.
Brito, Phil (Statler) Buffalo, N. Y., h.
Britton, Frank & Mill, & Band (National) Louisville 13-16, t.
Britton, Harriet (Club Normandie) NYC, nc.
Brodel Sisters (Loew) Montreal 6-12, t.
Brown, Arthur: (Hector's Club New York) New York, nc.
Brown & Brown (Anna Held's) NYC, nc.
Brown, Elmer (Orph.) Dubuque, Ia., 4-5, t.
Brown, Evans (Red Gables) Indianapolis, nc.
Brown & LaVelle (Grand) St. Louis 2-5, t.
Browne, Louise (Gaiety) London 1-31, t.
Brown, Troy (Kit Kat Club) NYC, nc.
Browning, Mitchell & Wilson (Leon & Eddie's) NYC, nc.
Brydon, Louise (Hickory House) N. Y. C., nc.
Buckley, Art (Harry's N. Y. Cabaret) Chi., c.

ROUTE DEPARTMENT

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; t—theater.

Burke Sisters, Three (Uptown) Chi, t.
Burns, Dave (Wyndham's) London 1-31, t.
Burrage, Alice Hathaway (Chateau Moderne) New York, nc.
Butters Troupe (Roxy) Colfax, Wash., t.
Butterworth, Anne (Lindy's) Boston, re.
C
Cabin Kids (Loew) Montreal 2-5, t.
California Revels (Earle) Washington, D. C., 2-5, t.
Calvo, Pilar (El Chico) New York, nc.
Camilla's Birds (Hipp.) NYC, t.
Campbell, Josephine (Oasis) Detroit, nc.
Campus Eight (Park Central) New York, h.
Candler's Merry Gang (Colonial) Winston-Salem, N. C., 6-7, t.
Cantor's, Eddie, Mad Russian (Earle) Phila 2-5, t.
Cantor, Sammy (Uptown) Chi, t.
Caperton & Columbus (St. Moritz) N. Y. C., h.
Cardini (Miami Biltmore) Miami, h.
Carenina, Lena (Club Gaucho) New York, nc.
Carleton & Juliette (Benj. Franklin) Phila, h.
Carlisle, Una (Gabriel's) New York, nc.
Carpenter, Imogen (Radio City Rainbow Grill) New York, nc.
Garr, Andy & Louise (Paradise Restaurant) New York, nc.
Carroll, June (Penthouse) Baltimore, nc.
Carroll, Nita (Snelton Hotel) NYC, h.
Carroll's Vanities, Earl (Chicago) Chi, t.
Carlton, Jack (French Casino) NYC, nc.
Carlton Sisters (State) Minot, N. D., 4, t.
Carrier, Charles (Chicago) Chi, t.
Carroll, Florence (Gresham) Boston, h.
Carson, Jack (Tower) Kansas City, t.
Carter & Holmes (State) NYC 2-5, t.
Cash & Carry (Bal Tabarin) San Francisco, nc.
Cassella, Dominick (Gay Nineties) NYC, nc.
Castle, Billy (Chateau Moderne) N. Y. C., nc.
Caston, Bobbie (Connie's Inn) NYC, nc.
Cafe de Pares (Hipp.) Toronto 2-5, t.
Celinda, Aurelia (Sans Souci) Havana, Cuba, nc.

D
Dailey, Cass (Hollywood Restaurant) New York, nc.
Daisy, the Horse (Royal Palm Club) Miami, nc.
Danis, Mary (McAlpin) NYC, h.
Danwill Troupe (American Music Hall) NYC, mh.
Darling, Jean & Tom (Club Joy) Lexington, Ky., nc.
Darie & Diane (Radio City Rainbow Room) New York, nc.
Dau, Rilla (Club Gaucho) New York, nc.
Davis, Eddie (Leon & Eddie's) New York, nc.
Davis, Lew (Lang's) Albany, N. Y., h.
Davisson, Trudy (885 Club) Chi, nc.
Daw, Dorothy (Broadway Room) N. Y. C., nc.
Dawn Sisters (Oriental) Chi, t.
Dayton, Joe & Eddie (Roxy) Colfax, Wash., t.
De Angelo & Porter (Hotel New Yorker) New York, h.
DeCaros, The (Town Casino) Phila, nc.
DeGoff, Harriette (Hollywood) Hollywood, Fla., cc.
Delmar Twins (Hollywood), Hollywood, Fla. cc.
Demnat Troupe (Denham) Denver, t.
Denise Dancers, Six (State) Minot, N. D., 4, t.
DeMarco, Al (Club Richman) New York, nc.
DePace, Bernardo (State-Lake) Chi, t.
DeQuincy, Gene, & Lewis (Boston) Boston 2-5, t.
DeVega & Inez (Central Park Casino) NYC, nc.
De Vito & Denny (Empire) Glasgow, Scotland 9-14, t.
De Wald Twins (Village Barn) New York, nc.
De Wolfe, Metcalf & Ford (Paramount) London 2-21; (Alhambra) Paris 27-April 13, t.
Diamond, Ted & Mitzl (Brown Derby) Boston, Di Michael, John (Casino Venezia) N.Y.C., nc.
Di Fill, Mae (Silver Cloud) Chi, nc.
Dimtri & Helen (Club Gaucho) New York, nc.
Dolan, Jackie (Denham) Denver, t.
Dolores (Marquette Club) Chi, nc.

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

Cevene Trio (Jefferson) St. Louis, h.
Chandler, Grace (Black Diamond) Scranton, Pa., nc.
Chappelle, Carol (Jack Dempsey's) NYC, nc.
Charles & Dorothy (Banker's Tavern) Philadelphia, nc.
Charles & Barbara (Casa Madrid) Louisville, Ky., nc.
Charles, Ernest (Normandie) New York, nc.
Cherie & Joe (French Casino) NYC, nc.
Cherniavsky, Josef (Uptown) Chi, t.
Chicken Sisters (Stanley) Pittsburgh 2-5, t.
Chita (Anna Held's) NYC, re.
Chiyo, Princess (Clover Club) Sharon, Pa., nc.
Chmara, Gregory (St. Moritz) NYC, h.
Cholet, Paul (Cecil) Mason City, Ia., 4-5, t.
Christine, Bobette (Chateau Moderne) NYC, nc.
Cirillo Bros., Three (Chicago) Chi, t.
Clairs, The (Rio) Helena, Mont., t.
Clara Donna (Kit Kat Club) New York, nc.
Clarence & DeLores (Grand) St. Louis 2-5, t.
Clarke, Jay (Rialto) Eureka, Calif., t.
Clark's, Harry, Top Hat Revue (Cecil) Mason City, Ia., 4-5; (Orph.) Lincoln, Neb., 6-8, t.
Claudet, Marguerite (Shawnee) Springfield, O., h.
Coca, Imogene (Rainbow Room) NYC, nc.
Cocodban, Cornelius (St. Regis) New York, h.
Collette & Barry (Village Barn) NYC, nc.
Comedy Stars of Hollywood (Grand) St. Louis 2-5, t.
Comeford, Marie (New Yorker) New York, h.
Comets, Four (American Music Hall) NYC, mh.
Connors Jr., Chuck (Tin Pan Alley) New York, nc.
Continental Trio (Fountain Square) Cincinnati, h.
Continental Varieties (Club Chicquot) NYC, nc.
Coogan, Jackie, & Betty Grable (Ambassador) St. Louis 2-5, t.
Coogan, Mac (Edison) New York, h.
Cook, Gloria (Hollywood) New York, nc.
Cordona, Kay (Dizzy Club) NYC, nc.
Cornel, Wes (Club 429) Chi, nc.
Cornelius, Kay (Le Coq Rouge) New York, nc.
Cortez, Al & Toni (Hickory House) NYC, nc.
Cortez & Marquis (Club Belvidere) Hot Springs, Ark., nc.
Cortez, Ricardo, Co. (Michigan) Detroit 2-5, t.
Courtney, Ann (Normandie) New York, nc.
Crane, Gladys (Chicago) Chi, t.
Cridler & Paige Capers of Mirth (Alabama) Dothan, Ala., 8; (Ritz) Marianna, Fla., 9; (Paramount) Andalusia, Ala., 10; (Ritz) Greenville 11, t.
Cronwell, Frank, Trio (Edison) New York, h.
Crone, Roberta (DePalmas Club) Columbus, O., nc.
Cropper, Roy (Wellington) NYC, h.
Cross & Dunn (Palm Island Club) Miami, nc.
Crowe, Hazel (Paddock Club) Cleveland, nc.
Cugat, Carmen (Waldorf-Astoria) NYC, h.
Cugat, Xavier, & Orch. (Earle) Phila 2-5, t.
Cullen, Micki (Barrel of Fun) NYC, nc.
Cunningham, Kay (Cocoanut Gardens) Chi, nc.

Don & Dorice (Brown Derby) Boston, nc.
Donahue, Red & Uno (Riverside) Milwaukee, t.
Donaldson, Joe (State) Virginia, Minn., 4, t.
Donna, Kay (Riverside) Milwaukee, t.
Dooley, Jed, Co. (Rio) Helena, Mont., t.
Doris & Wally (Bradford) Boston, h.
Dornberger, Charlie (Paradise) New York, cb.
Dossena, Adelina (Club Minuet) Chi, nc.
Dotson (Plymouth) Worcester, Mass., 4, t.
Dougherty, Marie (Jimmy Dwyer's Rendezvous) New York, nc.
Douglas, Milton (Ira's Supper Club) Miami, nc.
Dova, Ben: (Hollywood) New York, re.
Dove, Evelyn (Connie's Inn) NYC, nc.
Doyle & Donnelly (Plymouth) Worcester, Mass., 4, t.
Drake, Connie (Deauville) New York, nc.
Drake, Edith (Colonial) Dayton, O., t.
Drew, Cholly (Number One Bar) NYC, nc.
Drew, Doryce & Freddy (Ben Franklin) Phila, h.
Drum, Doty (Hector's Club New Yorker) New York, nc.
Duchin, Eddie, & Orch. (Paramount) NYC 2-5, t.
Duffin & Ruth (St. Francis) San Francisco, h.
Dunn Bros. & Doty (Colonial) Dayton, O., t.
Dunn, Johnnie (State) Virginia, Minn., 4, t.
Dusky Kadets, Three (Harding) Chi, t.
Duval, Sheila (New Town Bar) New York, nc.
E
Earl & Josephine (Lincoln) New York, h.
Easter & Hazleton (Penthouse) Baltimore, nc.
Eckhart, Lois (Man About Town) N.Y.C., nc.
Eddy, Jack, & Co. (Tower) Kansas City, t.
Efanti, Hilda (Anna Held's) NYC, nc.
Eldridge, Patsy (Tap House) Elmira, N. Y., nc.
Elissa, Senorita (Nini's French Cabaret) New York, c.
Endor & Farrell (Savoy-Plaza) NYC, h.
Enos, Rue, Trio: Las Vegas, Nev., 6-8; (Roxy) Salt Lake City, Utah, 9-14, t.
Ennis, Ruth (Via Lago) Chi, nc.
Enright, Jimmy (Cocoanut Grove) Minneapolis, nc.
Erma, Gypsy (New Town Bar) New York, nc.
Estelle & Leroy (French Casino) N. Y. C., nc.
Etheridge, Elinore (Colonial) Dayton, O., t.
Eugene, Bob, Troupe (Shrine Circus) Rochester, N. Y., 9-14.
Evans, James (Loew) Montreal 2-5, t.
F
Fairbank, Miriam (Hotel Ambassador) NYC, h.
Fallon, Helen (Colonial) Dayton, O., t.
Farrell, Marita (French Casino) New York, nc.
Farnum, Frank (Greenwich Village Inn) New York, nc.
Farrell, Bill: (Place Elegante) New York, nc.
Farrell Sisters (Via Lago) Chi, nc.
Fast & Stuart (Frolics Cafe) Niagara Falls, N. Y., c.
Fay, Paul (Club 429) Chi, nc.
Feindt, Cilly (French Casino) New York, nc.
Fermin & Mary Lou (El Toreador) N.Y.C., nc.
Ferry, the Frog (Hipp.) NYC, t.

Fiddlers, Three (Ottumwa) Ottumwa, Ia., 4-5, t.
Fields, Benny (Hollywood) NYC, re.
Fields, Lillian (Monte Carlo) NYC, nc.
Finley, Dick (Swanee Club) New York, nc.
Fiorella, Mario (Hollywood) NYC, nc.
Fischer, Loretta (Empire) Kingston, London, 9-14, t.
Fisher, Mark (Marbro) Chi, t.
Fitch, Dan, Dixiana Revue (Imperial) Zanesville, O., 4; (Maj.) Chillicothe 5-6; (Athena) Athens 7, t.
Fitzgibbons, Dave & Mary (House of Morgan) NYC, nc.
Five Nit Wits (Tin Pan Alley) New York, nc.
Fletcher, Tom (Village Barn) New York, nc.
Florence & Alvarez (Town Casino) Miami, Fla., nc.
Fordham, Louise (Number One Bar) NYC, nc.
Forsythe, Seamon & Farrell (Empire) Glasgow, Scotland, 9-14, t.
Fox, Dorothy (St. Moritz) New York, h.
Frances, Noel (Central Park Casino) NYC, nc.
Francis, The Mystery Man (Shelton Corner) New York, nc.
Franks, Four (Royal) Dublin, Ireland, 9-14, t.
Frazer, Jack (Bernice) Miami, Fla., h.
Frazee Sisters (Michigan) Detroit 2-5, t.
Freddy & His Dogs (French Casino) New York, nc.
Freedz & Laurenza (Ponce de Leon) Dayton, O., nc.
Fry, Bob & Virginia (Man About Town) New York, nc.
Fuller, Howard, & Sister (Orph.) Lincoln, Neb., 6-8; (Orph.) Dubuque, Ia., 11-12, t.

G
Gamble, Dick (Bradford) Boston, h.
Garcia, Louis (Congress) NYC, b.
Gardiner, Reginald (New Montmartre) NYC, nc.
Gardner, Beatrice, Girls (Harry's N. Y. Cabaret) Chi, nc.
Gardner, Poison (Dizzy Club) NYC, nc.
Gardner & Reed (Dizzy Club) New York, nc.
Gardner, Joan: (College Inn) Philadelphia, nc.
Gary, Sid (Fox) Phila 2-5, t.
Gaston & Edouard (Monte Carlo) NYC, c.
Gautschi & Sonnen (Blackstone) Ft. Worth, Tex., h.
Gay, Sally (Park Plaza) St. Louis, h.
Georges & Jalna (Waldorf-Astoria) N.Y.C., h.
Geraghty, Bob (Empire) Edinburgh, Scotland, 9-14, t.
Giants of Rhythm, Three (Connie's Inn) New York, nc.
Gibney, Marian (Harris) Findlay, O., 4-6; (Columbia) Alliance 7-9; (Pal.) Lorain 11-12, t.
Gibson, Billy (Granada Inn) Atlanta, nc.
Gifford & Pearl (Plymouth) Worcester, Mass., 4, t.
Gilbert, Gloria (French Casino) Miami, Fla., nc.
Givens & Karol (Chez Maurice) Montreal, nc.
Givot, George (Hollywood) N. Y. C., re.
Gleason, Art, Town Scandals (Roxy) Colfax, Wash., t.
Glynn, Donald (Park Cafe) Burlington, Vt., c.
Goff, Jerry, & Jack Kerr (Biltmore) NYC, h.
Going Hollywood (Colonial) Dayton, O., t.
Goodner, Jean (Paradise) New York, re.
Gordon, Frances (Club Paradise) Superior, Wis., nc.
Gordon, Paul (Paradise Restaurant) New York, nc.
Gordon, Shirley (Loew) Montreal 2-5, t.
Grant, Barney (Princess) Nashville 10-12, t.
Gray, Maxine (Pennsylvania) New York, h.
Greenwood & Valle (Rose's) Binghamton, N. Y., re.
Griffin, Joe (Empire) Edinburgh, Scotland, 9-14, t.
Gyldenkrone, Baron Ebbe (Wivel's) N.Y.C., re.
Gypsy Albert Trio (Beverly Bar) NYC, nc.

H
Haakon, Paul (Ambassador) New York, h.
Hacker & Sidell (Jefferson) St. Louis, h.
Hall, James (Colosimo's) Chi, nc.
Hallman, Selma (Town Casino) Phila, nc.
Hanke, Hans (Larue's) NYC, re.
Harald & Lola (Palmer House) Chi, h.
Hardy, Moore (Gabriel's) NYC, nc.
Hardy, Val, & Phil Arden (Mon Paris) NYC, re.
Harmonizers, Four (President) Manchester, Ga., 4; (Grand) Fitzgerald 5; (Rylander) Americus 6; (Pastime) Columbus 7; (Campus) Milledgeville 9; (Ritz) Dublin 10, t.
Harrington, Pat (All Stars Club) NYC, nc.
Harris, Kay (Club Sharon) New York, nc.
Harris, Irve (Place Elegante) NYC, nc.
Harrison, Ken (Casanova Club) Scranton, Pa., nc.
Hartmans, The (St. Regis) New York, h.
Hashie & Osai (Ottumwa) Ottumwa, Ia., 4-5, t.
Hayes, Evie (Empire) Edinburgh, Scotland, 9-14, t.
Hayes, Haig & Howe (State-Lake) Chi, t.
Haynes, John (Chicago) Chi, t.
Hayworth, Seabee, Co. (Carolina) Wilson, N. C., 5-7; (State) Greenville 9-11, t.
Hazard, Hap (Empire) Liverpool, Eng., 9-14, t.
Hazzard, Frank (Old Heidelberg) Chi, c.
Heyward, Octavene (Larue's) NYC, re.
Healy, Chuck, Top Hat Revue (Grand) Canton, O., t.
Healy, Chuck (Torch Club) Canton, O., nc.
Healy, Dan (Broadway Room) New York, nc.
Hendricks, Ray (Paradise) New York, re.
Hill, Pat (Kit Kat Club) New York, nc.
Hilliard, Harriet (Lexington) NYC, h.
Hodgson, Red (Pal.) Cleveland 2-5, t.
Hoghton, Dorothy (Hollywood Beach) Hollywood, Fla., h.
Holdbock, Dorothy (State-Lake) Chi, t.
Holland, Jack, & June Hart (Ambassador) New York, h.
Holly, Edna Mae (Ubangi Club) New York, nc.
Hollywood Four (Paramount) London 2-21, t.
Hollywood Horse (Village Barn) NYC, nc.
Hollywood Holiday (State) Virginia, Minn., 4, t.
Hollywood Secrets (Ambassador) St. Louis 2-5, t.
Holman, Libby (Town Casino) Miami, nc.
Horn, Freddie (Brass Rail) Ogdensburg, N. Y., re.
Hosea & Haltz (Torch Club) Phila, nc.
Hot Feet, Four (Kit Kat) New York, nc.
House, Billy (Chicago) Chi, t.
House, Harriet (Chicago) Chi, t.
Howard, Kathleen (Deauville) New York, nc.
Howard, Terry (Uptown) Chi, t.
Howe, Dorothy (Bossert Grill) NYC.
Huber, Elsie (All Stars Club) NYC, nc.

Humphreys, Paul (All Stars Club) NYC, nc.
 Huston, Josephine (Fox) Phila 2-5, t.
 Hutton, Ina Ray, & Melodears (Uptown) Chi, t.
 Hyde, Herman, Co. (Michigan) Detroit 2-5, t.
 International Trio (Southern Grill) Hot Springs, Ark., re.
 Irving, Jack (Harry's N. Y. Cabaret) Chi, nc.
 Jack & Jill (Radio City Rainbow Grill) NYC, nc.
 Jackson, Jigsaw (Roxy) NYC 2-5, t.
 Jackson, Lawrence (President) New York, h.
 Jarrett, Lucille (Madeleine's) New York, nc.
 Jason, Barbara (Paradise) New York, re.
 Jaysnoff Sisters (Montclair) NYC, h.
 Jean & Gloria (Paradise) New York, re.
 Jeffers, Dorothy (Paradise Restaurant) New York, nc.
 Jerry & Jean (Grand) St. Louis 2-5, t.
 Johnson, Al (Casino Venezia) NYC, nc.
 Johnson, May (Kit Kat Club) NYC, nc.
 Jones, Bobby (Chez Paree) Indianapolis, nc.
 John, June (Chez Paree) Indianapolis, nc.
 Johnson & Dean (Connie's Inn) NYC, nc.
 Jordan, Harry (Capitol) Pawtucket, R. I., 4; (Capitol) Atlanta, Ga., 8-14, t.
 Jose & Renee (Vancouver) Vancouver, Can., h.
 Joyce Bros. & Sylvia Dean (Riverside) Milwaukee, t.
 Joy's, Billy, Band (Rio) Helena, Mont., t.
 Juliette (St. Moritz) NYC, h.
 Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
 Kaloah (Connie's Inn) NYC, nc.
 Kanazawa Japs, Two (Cecil) Mason City, Ia., 4-5, t.
 Kane, Barbara (Cocoanut Gardens) Chi, nc.
 Kanerva & Lee (Indoor Circus) Durham, N. C.
 Kann, Alex (Central Park Casino) NYC, nc.
 Kasanova & Tsiganes (Fox) Phila 2-5, t.
 Kauff, Benn (Place Elegante) New York, nc.
 Kay, Beatrice (Tony's) NYC, nc.
 Kay, Dolly (Royale-Frolics) Chi, nc.
 Kayne, Don (Capri) Lawrence, Mass., re.
 Kedrova, Lill (St. Moritz) NYC, nc.
 Keene Twins, Vic & LaMarr (Harding) Chi, t.
 Kelly, George (Swanee Club) New York, nc.
 Kelly, Nell (Royale Frolics) Chicago, nc.
 Kenanedy, Billie (Howdy Club) New York, nc.
 Kenny, Lillian (Hotel Montclair) NYC, h.
 Kessler, Irene (Chateau Club) Cleveland, nc.
 Khmara, Gregory (St. Moritz) New York, h.
 Kimris (Hipp.) NYC, t.
 King, Blanche (Brill's) Newark, N. Y., nc.
 King, Harry, & Sinclair Twins (Century) Baltimore 2-5, t.
 King's Jesters (Morrison) Chicago, nc.
 King, Wayne, & Orch. (Century) Baltimore 2-5, t.
 Kit Kat Klub Revue (Cecil) Mason City, Ia., 4-5, t.
 Knox, Agnes (Park Central) NYC, h.
 Knox, Frances (Marble Grill) Rochester, N. Y., re.
 Komisarjevskaja, Elena (St. Moritz) NYC, h.
 Kramer, Dick: (Lebus) New York, re.
 L'leslie, Mona (Palm Island Club) Miami, nc.
 LaFleur, Arthur (Hipp.) NYC, t.
 LaFons Duo (Hipp.) Toronto 2-5, t.
 LaMar, Bobby (Club Richman) New York, nc.
 La Palomas (Deauville) New York, nc.
 LaRue, Bobbie (Gay Paree) San Antonio, Tex., nc.
 La Tour, Teddy (Luck Eleven) Baltimore, nc.
 La Vie Paree (Lyric) Indianapolis, t.
 LaVola, Don: Ft. Worth, Tex.; Pittsburg, Kan., 9-14, t.
 LaZellas, Aerial (Royal Palm) Lansing, Mich., nc.
 Labato, Paddy (Barton's Paradise Club) Youngstown, O., nc.
 Lambert, Prof. (Riverside) Milwaukee, t.
 Lambert, Waverlyn (Anna Held's) NYC, nc.
 Lambertson, Charlotte (Hollywood) NYC, nc.
 Lambert, Millie (Oakland's) E. Paterson, N. J., nc.
 Lemerton, Marguerita (Hollywood) NYC, re.
 Lemonte, Jean (Jungle Inn) Youngstown, O., nc.
 Landy, Dot (Torch Club) Phila, nc.
 Lane, Lillian (Dizzy Club) New York, nc.
 Lane & Parker (Rio) Helena, Mont., t.
 Lane, Ted (Hickory House) New York, nc.
 Lang, Jeanie (Shubert) Cincinnati 2-5, t.
 Lang & Lee (Auditorium) Kansas City 15-21, a.
 Large & Morgner (Earle) Washington, D. C., 6-12, t.
 Larmita & Mullet (Oasis) Detroit, nc.
 Larson, Al (Top Hat) Union City, N. J., c.
 Lawlor, Terry (Paradise) NYC, re.
 Lawrence, Dorothy (Club Deauville) N.Y.C., nc.
 Lawton, Reed (Versailles) NYC, nc.
 Lee, Bob (Wivel's) NYC, re.
 Lee, Bunny (Paradise) New York, re.
 Lee, Chang (Dunlop) Phila, c.
 Lees, Four (Hipp.) Toronto 2-5, t.
 Lee, Harry (Blakeland Inn) Denver, nc.
 Lee, Jeanette (Cecil) Mason City, Ia., 4-5, t.
 Lee, Linda (Hotel Biltmore) NYC, h.
 Lee, Martha (Chateau Club) Cleveland, nc.
 Lee, Syble (State) Virginia, Minn., 4, t.
 Leed, William (Dizzy Club) New York, nc.
 Leeds, Thelma (Pal.) Chi 2-5, t.
 Leibold, Arnie (Paradise Showboat) Troy, N. Y., nc.
 Lenora Dandies (Pennsylvania) Phila, h.
 Lenti, Steve (Place Elegante) New York, nc.
 Leonard, Ada, Revue (Pal.) Cleveland 2-5, t.
 Leonard, Edna (606 Club) Chi, nc.
 LeRoy Sisters (Paddock Club) Cleveland, nc.
 Leslie, Gold & Ayres (Chateau Club) Cleveland, nc.
 Leslie & Rollins (Bradford) Boston, h.
 Lester, Jerry (Greenwich Village) San Francisco, nc.
 Leslie Sisters (Times Square Supper Club) Rochester, N. Y., re.
 Lester, Buddy (Chateau Club) Cleveland, nc.
 Let's Have a Party (State) Minot, N. D., 4, t.
 Leu, Paul (Windmill) Pittsburgh, nc.
 Lewis, Evelyn (Chesterfield) Boston, nc.
 Lewis, "Sunny Jim" (Village Barn) N.Y.C., nc.
 Lewis, Ted, & Band (Capitol) Cedar Rapids, Ia., 2-5, t.
 Lizeed Arabs (Stanley) Pittsburgh 2-5, t.
 Light Brigade (McAlpin) NYC, h.
 Lightner, Fred (Earle) Washington, D. C., 2-5, t.
 Lillie, Beatrice (New Montmartre) N.Y.C., nc.
 Lilley, Joe & Harold Woodall (Number One Bar) NYC, nc.

Little Trio (Palmer House) Chi, h.
 Little Sachs, Three (Barrel of Fun) NYC, nc.
 Livingston, Mary (Stanley) Pittsburgh 2-5, t.
 Lombardo Trio (Roosevelt) NYC, h.
 Long Jr., Nick (Adelphi) London 2-31, t.
 Lopez & Anita (Brill's) Newark, N. Y., nc.
 Lorna & Carr (Capri) Lawrence, Mass., re.
 Lorraine, Bill, & Ed Furman (Gay Nineties) NYC, nc.
 Lorraine, June (Broadway Room) NYC, nc.
 Lou, Lindy (Anna Held's) NYC, nc.
 Lou, Nyra (Gay Nineties) Chi, nc.
 Lowery, Fred (Ambassador) New York, h.
 Lubina, Ada (St. Moritz) New York, h.
 Lucille, Marguerite (Broadway Room) NYC, nc.
 Lydia & Joresco (Hotel Ambassador) NYC, h.
 Lyman, Tommy (Club Lamaze) Hollywood, Calif., nc.
 Lynn, Joy (Paradise Restaurant) N.Y.C., nc.
 Lyons & Daniels (Fox) Detroit 2-5, t.
 M
 MacDonald, Grace & Gay (Leon and Eddie's) New York, nc.
 MacMahon's, Larry, Revue (Cafe La Rouge) NYC, nc.
 Mack, Dorothy (Jack Dempsey's) N.Y.C., re.
 Mack, Jimmy (Ottumwa) Ottumwa, Ia., 4-5, t.
 Mack & Miller (Orph.) Dubuque, Ia., 4-5, t.
 Maddux, Frances (Savoy Plaza) New York, h.
 Mahon & Rucker (Cathay) Shanghai, China, h.
 Mahoney, Will (Empire) Edinburgh, Scotland, 9-14, t.
 Malina, Luba (Hollywood) New York, re.
 Mandell, Kitty (New Town Bar) New York, nc.
 Mangan, Hazel, & Girls (Met.) London 9-14, t.
 Mara & Renalto (Jimmy Kelly's) N.Y.C., nc.
 Maravellas (El Chico) New York, nc.
 March of Rhythm (Rio) Helena, Mont., t.
 Marcus, A. B., Show (Lyric) Indianapolis, t.
 Marcy Bros. & Beatrice (Denham) Denver, t.
 Marguerite & Arthur (Embassy Club) Toronto, nc.
 Markoff, Gypsy (Russian Kretchma) New York, nc.
 Marlene Sisters (Ottumwa) Ottumwa, Ia., 4-5, t.
 Marlow, The Great (Melody Gardens) Elmira, N. Y., nc.
 Marque & Suzanne (Merry-Go-Round) Dayton, O., nc.
 Marshall, Ford, & Jones (Boston) Boston 2-5, t.
 Martin, George Andre (Palmer House) Chi, h.
 Martin, Guy (Park Central) NYC, h.
 Martin, Muriel (Dizzy Club) New York, nc.
 Martin, Tommy (Bal Musette) New York, nc.
 Martin's, Bill, Band (Orph.) Dubuque, Ia., 4-5, t.
 Mascagno, Bob (Palmer House) Chi, h.
 Mason, Jack, & His Playboy Revue (Club Richman) NYC, nc.
 Maurice & Cordoba (Savoy-Plaza) NYC, h.
 Maughan, Dora: (Thru the Looking Glass) New York, nc.
 Mavely, Jackie (Kit Kat Club) NYC, nc.
 Maximo (State) NYC 2-5, t.
 May, Bobby (Pal.) Chi 2-5, t.
 May, Janet (Century) Baltimore 2-5, t.
 Mayfair Sisters (Roxy) Colfax, Wash., t.
 McCoy, Elena (Chateau Moderne) NYC, nc.
 McKay, Louise (Lido) Syracuse, N. Y., c.
 McMahoon & Adelaide: Guadalajara, Mex., 1-8; Irapuato 9; Leon 10-11; Agua Caliente 12-15, t.
 Med & Nona (Wagon Wheel) Akron, O., nc.
 Medley & Duprey (Marbro) Chi, t.
 Medrano & Donna (Miami Biltmore) Miami, h.
 Megley Dancers (Boston) Boston 2-5, t.
 Mele, Vi (Commodore Hotel) NYC, h.
 Meller, Joan (Greenwich Village Inn) New York, nc.
 Mells, Kirk & Howard (Leon & Eddie's) NYC, nc.
 Melzoras, Six Flying (Fair) Redlands, Fla.; (Fair) Miami 9-14.
 Mercer, Mary (Hickory House) New York, re.
 Metaxa, George (Stanley) Pittsburgh 2-5, t.
 Millard & Anita (Monte Carlo) New York, c.
 Miller Boys, Three (Michigan) Detroit 2-5, t.
 Miller, Joan (Jimmy Kelly's) NYC, nc.
 Miller, Myrtle (Deauville) NYC, nc.
 Miller & Wilson (Folies Bergere) Paris 2-31, t.
 Mills, Irving, Rockin' in Rhythm (Warner) Oklahoma City 4-7, t.
 Mills, Tommy (Place Elegante) New York, nc.
 Mitchell, Connie (Ottumwa) Ottumwa, Ia., 4-5, t.
 Mixed Nuts, Jack Van's (Mischler) Altoona, Pa., 4-5; (Pal.) Lockport, N. Y., 6-7; (Temple) Wellsville 8-9; (Memorial) Mt. Vernon, O., 11-12, t.
 Modernists, Four (Paradise) New York, re.
 Monroe & Adams Sisters (Lyric) Indianapolis 6-12, t.
 Montgomery, Anne (Brill's) Newark, N. Y., nc.
 Monti, Paul (Barrel of Fun) NYC, nc.
 Moore & Larrye (Connie's Inn) NYC, nc.
 Moore, Lela (Loew) Montreal 2-5, t.
 Moore & Revel (Palm Island Club) Miami, Fla., nc.
 Morales Bros. & Little Daisy (Maj.) Detroit, t.
 Moreno, Consuelo (El Chico) New York, nc.
 Morgan, Grace (Weylin) NYC, h.
 Morgan, Helen (House of Morgan) NYC, nc.
 Morimer & Burnhart (Rose's) Binghamton, N. Y., re.
 Morrissey, Tex (Harry's N. Y. Cabaret) Chi, nc.
 Moss & Manning (Tower) Kansas City, t.
 Mountain, Rita & Ruth (Torch Club) Phila, nc.
 Mullen, Marion (Del Monico's) NYC, re.
 Munda, Herbert (Ottumwa) Ottumwa, Ia., 4-5, t.
 Munoz & Balan (Club Gauch) NYC, nc.
 Mura, Corinna (Waldorf-Astoria) NYC, h.
 Murphy, Edna (New Yorker) New York, h.
 Murphy, Senator (Tower) Kansas City, t.
 Murray & Alan (Del Monico's) NYC, re.
 Murray, Betty (Jimmy Kelly's Village Rendezvous) New York, nc.
 Murtha, Frank (Plaza) Pittsburgh, nc.
 Music Hall Boys (St. Moritz) New York, h.
 Musical Rogues, Three (Essex House) NYC, h.
 Muth, Anita (Orph.) Dubuque, Ia., 4-5, t.
 Myers, Jack, & Marion Wilkins (Hotel New Yorker) NYC, h.
 Myra (Tillie's Chicken Grill) New York, nc.
 Mysels, Sammy (Broadway Room) N.Y.C., nc.
 N
 Nash, Wanda (Gabriel's) NYC, nc.
 Naylor, Marjorie (Hickory House) NYC, nc.
 Neely, Phil (Paradise) New York, re.

Neff, Paul (Torch Club) Phila, nc.
 Neville, Mary (Oakland's) E. Paterson, N. J., nc.
 Nevin, Hazel (Village Barn) New York, nc.
 Newdahl, Clifford (House of Morgan) NYC, nc.
 Newell, Bobbie (Brass Rail) Ogdensburg, N. Y., re.
 Newman, Harry (Beverly Bar) NYC, nc.
 Newman, Ruby (Rainbow Grill) NYC, nc.
 Nice, Florio & Lubow (Royal Palm Club) Miami, nc.
 Nickolas (State-Lake) Chi, t.
 Noland, Nancy (Radio City Rainbow Grill) NYC, nc.
 Nolte, Carolyn (Ira's Supper Club) Miami, Fla., nc.
 Nonchalants, Three (Pal.) Chi 2-5, t.

THE THREE NONCHALANTS

PALACE THEATRE, CHICAGO, Indefinitely.
 Dir.: MUSIC CORPORATION OF AMERICA.

Nonchalants, Three (Palladium) London 9-31, t.
 Norman, Karyl (Cafe La Rouge) Brooklyn, N. Y., nc.
 Norman & McKay (After the Show) Chi, nc.
 Norton's Speedster Revue (Chateau) Rochester, N. Y., nc.

O
 Oakley, Bob (Met.) Houston, Tex., 6-12, t.
 O'Dea, June (Hollywood Yacht Club) Miami, Fla., nc.
 O'Dell, Deil (Club Lido) Montreal, nc.
 Oldfield, Emmett (Dorchester Hotel) London 1-31, nc.
 Olivette, Nina (Loew) Montreal 2-5, t.
 Olsen, Helen (State-Lake) Chi, t.
 (Pal.) Peoria 8-10; (Orph.) Springfield 12-14, t.
 Olsen & Johnson (Rialto) Joliet, Ill., 6-7;
 Onyx Club Boys (Earle) Washington, D. C., 2-5, t.
 Ortons, Four (Palladium) London 2-14; (Holborn Empire) London 16-21, t.

P
 Pablo (Hi-Hat Club) Chi, nc.
 Pady Twins (Tap House) Elmira, N. Y., nc.
 Page, Lucille (Chicago) Chi, t.
 Page, Sid, & Co. (Denham) Denver, t.
 Paige, Reggie (Anne Millstone's) Chi, nc.
 Palmer & Doreen (Continental Club) Mt. Morris, Mich., nc.
 Parker, Bobby (La Paree) Washington, D. C., nc.
 Parsons, Kay (Gay Nineties) New York, nc.
 Pat & Marilyn (Palais Royale) Lansing, Mich., nc.
 Paul, Danny & Gene (Capitol) Lynn, Mass., t.
 Paulin, Richard (Ambassador) NYC, h.
 Payne Bros., Three (Cecil) Mason City, Ia., 4-5, t.
 Peabody, Eddie (Fox) Detroit 2-5, t.
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
 Pedro & Luis (Granada) Beaver Falls, Pa., t.
 Pepper, Jack, & Co. (Uptown) Chi, t.
 Peppers, Three (Kit Kat Club) NYC, nc.
 Peppy & Peanuts (Leon & Eddie's) NYC, nc.
 Perfect, Rose (Holborn Empire) London 16-21, t.
 Perkins, Johnny (Harding) Chi, t.
 Perlee, Mildred (State) Virginia, Minn., 4, t.
 Petch & Deauville (Pal.) Chi 2-5, t.
 Petty, Ruth (Harding) Chi, t.
 Pickens Sisters (Radio City Rainbow Room) NYC, nc.
 Pierce & Harris (Hollywood) New York, nc.
 Pierre, Ross & Schuster (Boston) Boston 2-5, t.
 Pills & Tibet (Troadero) Hollywood, Calif., nc.
 Piroksa (French Casino) NYC, nc.
 Plybon-Allen Girls (Plaza) Pittsburgh, nc.
 Pope & Thompson (American Music Hall) NYC, mh.
 Potter, Lisa (Club New Yorker) NYC, nc.
 Powell, Ruth Sue (Cecil) Mason City, Ia., 4-5, t.
 Princess Ahi (Leon & Eddie's) NYC, nc.
 Pryor, Roger (Boston) Boston 2-5, t.
 Pryor, Ruth (Oriental) Chi, t.

Q
 Quaker Girls, Four (Paddock Club) Cleveland, nc.

R
 Radio City Follies (State-Lake) Chi, t.
 Rae, Donna (Blakeland Inn) Denver, nc.
 Rainbow Revue (Ottumwa) Ottumwa, Ia., 4-5, t.
 Ramage, Gladys (Linger Bar) Sheboygan, Wis., nc.
 Ramon & Renita (Ira's Supper Club) Miami, Fla., nc.
 Randall, Andre (French Casino) N. Y. C., nc.
 Randall & Banks (Royal) Columbus, Ga., 5-7; (Albany) Albany 9-11, t.
 Randolph, Amanda (Black Cat) New York, nc.
 Rardin, Joe (Paradise) New York, re.
 Ray, Florence (Via Lago) Chi, nc.
 Raye, Allen (Biltmore) New York, h.
 Raye, Gilbert & Vicky (Kennedy's Inn) Binghamton, N. Y., nc.
 Raye, Prince & Clarke (Park Central) NYC, h.
 Raymond, Billy, Co. (State) Minot, N. D., 4, t.
 Raymond, Lou (Village Nut Club) NYC, nc.
 Raymonds, Three (Jimmy Kelly's) N.Y.C., nc.
 Raynor Twins (Blakeland Inn) Denver, c.
 Readinger Twins (Hollywood) Hollywood, Fla. cc.
 Redheads vs. Blondes (Oriental) Chi, t.
 Redman, Russell (Denham) Denver, t.
 Reed, Billy (Leon & Eddie's) NYC, nc.
 Rees, Jack (Normandie) New York, nc.
 Reilly, Tom, & Jimmy Comfort (Charlie Weegman's 40 Club) New York, nc.
 Reilly & Tramel (Frolics Club) Toledo, O., nc.
 Renault, Francis (Piccadilly Club) Baltimore, nc.
 Reynard & Stacia (Plymouth) Worcester, Mass., 4, t.
 Rich, Jack (Anna Held's) NYC, nc.
 Richardson Sisters (Cecil) Mason City, Ia., 4-5, t.
 Ritchie, Carl (Chateau Club) Cleveland, nc.
 Riley & Farley (Earle) Washington, D. C., 2-5, t.
 Rimacs, Giro & Co. (Adelphi) London 2-31, t.
 Rio & West (Colonial) Dayton, O., t.
 Ritz Brothers (Fleetwood Hangar) Miami, nc.
 Riviera Boys (Village Grove Nut Club) NYC, nc.
 Roberts, Shubert) Cincinnati 2-5, t.
 Roberts, Dave & June (Bat Gormley's) Lake Charles, La., nc.

Roberts, Jack & Renee (Granada Inn) Atlanta, Ga., nc.
 Robey, Fox (Fox) Phila 2-5, t.
 Robot (Plymouth) Worcester, Mass., 4, t.
 Robyn, "Wee" Willie (State-Lake) Chi, t.
 Rochelle Bros. & Bebe (Marbro) Chi, t.
 Rochaste, Marion (Wivel's) NYC, re.
 Rodrigo & Francine (Park Plaza) St. Louis, h.
 Rodrigo, Nano (Radio City Rainbow Room) NYC, nc.
 Rogers, Buddy, & Orch. (Shubert) Cincinnati 2-5, t.
 Rogers, Joyce (Roxy) Colfax, Wash., t.
 Rogers, Jimmie: (Hector's Club New Yorker) New York, nc.
 Rollins, Mimi (Leon & Eddie's) NYC, nc.
 Rolph, Wynne (Wivel's) New York, re.
 Romero & Juliette (Monte Carlo) NYC, nc.
 Ross, Benny, & Maxine Stone (Pal.) Chi 2-5, t.
 Ross, Wally (Club Paradise) Superior, Wis., nc.
 Rossi, Pat (Cafe Loyale) NYC, re.
 Rosalean & Seville (Morrison) Chi, h.
 Rowe, Dorothy (Bossert Grill) NYC, nc.
 Royce, Eleanor, & Seymour (Biltmore) New York, h.
 Rubin, Benny (Colonial) Dayton, O., t.
 Ruskin & Norman (State-Lake) Chi, t.
 Russ, Elmer, & Armstrong (Century) Baltimore 2-5, t.
 Ryan, Rosy (Black Diamond) Scranton, Pa., nc.

S
 Salama, Andre (St. Moritz) NYC, h.
 Sandino & Fairchild (Firenze Restaurant) NYC, re.
 Santelli, George (Hotel St. Regis) NYC, h.
 Santos & Elvira (Jimmy Kelly's) N. Y. C., nc.
 Santschi, Lorraine, & Josephine Buckley (Waldorf-Astoria) NYC, h.
 Sargent, Jean (Mon Paris) New York, nc.
 Saunders, Sylvia (Wagon Wheel) Glens Falls, N. Y., nc.
 Savage, Jean (Southern) Baltimore, h.
 Savo, Jimmy (State) NYC 2-5, t.
 Sawyer, Bobby (Gabriel's) NYC, nc.
 Scott, Mickey (Cafe La Rouge) Brooklyn, N. Y., nc.
 Scott, Virgie (Ubangi) NYC, nc.
 Seal, Spud (State) Virginia, Minn., 4, t.
 Sexton, Al (Chicago) Chi, t.
 Shawn, Jack (Club Royal) McAllen, Tex., nc.
 Shay & Parker (Rio) Helena, Mont., t.
 Sherr Brothers (Dan Healy's Broadway Room) New York, nc.
 Sheldon, Gene (Empire) Kingston, London, 9-14, t.
 Sheridan, Eleanor (Del Monico's) NYC, nc.
 Shipstad & Johnson (College Inn) Chi, nc.
 Shelton, James (Club Normandie) NYC, nc.
 Sherkot (French Casino) NYC, nc.
 Simpson, Carl (Chez Maurice) Montreal, nc.
 Singer, Elsie (Silver Cloud) Chi, nc.
 Sisson & Neal (Oriental) Chi, t.
 Skidmore, Kay (Hotel Piccadilly) NYC, h.
 Small, Frank, Revue (New Yorker) N.Y.C., h.
 Smith, Bessie (Connie's Inn) New York, re.
 Smith, Bill (Fifth Avenue Hotel) New York, h.
 Smith, Chubby (Swanee Club) NYC, nc.
 Snyder, Marguerite (Hotel Shelton) N.Y.C., h.
 Sonia, Gansser, & Andre (French Casino) NYC, nc.
 Sosnick, Harry (Stevens) Chi, h.
 Southern Sisters (Oriental) Chi, t.
 Spirits of Rhythm, Six (Jack Dempsey's) NYC, re.
 Stalac Bros. & Pearl (State) Virginia, Minn., 4, t.
 Stanley Bros. (Colonial) Dayton, O., t.
 Stapleton, Wally & Verdyn (Chez Parree) Chi, nc.
 Star, Barney (Cecil) Mason City, Ia., 4-5, t.
 Steel, Joan (Club 429) Chi, nc.
 Steele, Bill (Shubert) Cincinnati 2-5, t.
 Steele, John (Gay Nineties) New York, nc.
 Sterling, Frank (State) Minot, N. D., 4, t.
 Stevens, Jimmy (Oasis) Detroit, nc.
 Stewart, Larry (Leon & Eddie's) N.Y.C., nc.
 Stiles, Bebe (Show Bar) Forest Hills, L. I., nc.
 Stone, Al (Paddock Club) Cleveland, nc.
 Stone & Kane (State) Virginia, Minn., 4, t.
 Stone, Neil (Howdy Club) NYC, nc.
 Stoner, Percy (Barrel of Fun) NYC, nc.
 Stratton, Scottie (Brass Rail) Ogdensburg, N. Y., re.
 Stuart & Lea (Roxy) NYC 2-5, t.
 Stuart & Morgan Dancers (Stanley) Pittsburgh 2-5, t.
 Sullivan, Bobby (Swanee Club) New York, nc.
 Sully & Thomas (State-Lake) Chi, t.
 Suter, Ann (American Music Hall) NYC, mh.
 Sutton, R. Patrick (Grand) St. Louis 2-5, t.
 Swann, Evelyn Eppee (Stork Club) NYC, nc.
 Sykes, Harry (Shrine Circus) Winnipeg, Can.; Red Wing, Minn., 9-14.

T
 Table Tooners (Chateau Moderne) NYC, nc.
 Tapps, George (Paradise) NYC, re.
 Tappan, Maxine (Ambassador) New York, h.
 Tarrant & Dacita (Pennsylvania) New York, h.
 Tate, Nancy, Six (Orph.) Dubuque, Ia., 4-5, t.
 Taylor, Dub (Orph.) Dubuque, Ia., 4-5, t.
 Taylor Jr., W. R. K. (New Yorker) NYC, nc.
 That Quartette (American) NYC, mh.
 Theodore & Denesha (Montclair) NYC, h.
 Thomas, Eloise (Anne Millstone's) Chi, nc.
 Thompson, Bart & Dorothy (Blakeland Inn) Denver, nc.
 Thompson, Kay (St. Regis) NYC, h.
 Thornton, Billy, Co. (State) Virginia, Minn., 4, t.
 Tien, Paul (Old Rumanian) NYC, nc.
 Tint, Al (Wonder Bar) Zanesville, O., nc.
 Togo (Orph.) Dubuque, Ia., 4-5, t.
 Tol, Ming (Chez Paree) New Orleans, nc.
 Tomack, Sid (Royale Frolics) Chi, nc.
 Tomlin, Pinky (Roxy) NYC 2-5, t.
 Toomey, Regis (Earle) Phila 2-5, t.
 Toots & Al (Kit Kat Club) NYC, nc.
 Top Hat Revue (Orph.) Dubuque, Ia., 4-5, t.
 Tracy's, Jack, Band (Grand) St. Louis 2-5, t.
 Trahan, Al (Palladium) London 9-31, t.
 Tranger, Don (Club Madrid) Milwaukee, nc.
 Trent, Tommy (Marbro) Chi, t.
 Tucker, Sophie (Hollywood) Hollywood, Fla., cc.
 Turry, Dorothy (Chateau Moderne) NYC, nc.
 Tscherkassy, Alexis (St. Moritz) New York, h.

U
 Uncle Ezra Jones Barn Dance Frolics (President) Manchester, Ga., 4; (Grand) Fitzgerald 5; (Rylander) Americus 6; (Pastime) Columbus 7; (Campus) Milledgeville 8; (Ritz) Dublin 10, t.

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- Hammond, E., 25c Mooney, W. F., Hill, Harry, 5c Vincent, Dick, 12c Howen, John, 15c Lavan, Pauline, 6c

Ladies' List

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- McDonald, Peggy McKee, Mary McLane, Mae A. McMahon, Belle McMillin, Mrs. G. I. McNeil, Viola Mackin, Mrs. Marie Maddix, Mrs. Ruth Mae, Elizabeth Man, Doris Manchester, Mrs. Ruth Marker, Hazel Marr, Mrs. Ray Marshall, Hazel Martin, Billie & Sylvia Martin, Clara Martin, Fern Martin, Joey Martin, Mrs. Dorothy Mathews, Mrs. M. L. Mayne, Mrs. D. B. Mayer, Mrs. Vickie Melvin, Mrs. Harry G. Metz, Mrs. Grace Michel, Leona I. Michener, Mrs. Reba Jane Millar, Georgeine Miller, Mrs. Marie Miller, Mrs. Nancy Miller, Mrs. Stumker Mitchell, Mrs. Corene Mitchell, Mrs. Katherine Montague, Mrs. Jack Moore, Bobbie Moore, Jerry Moore, Mrs. Irene Morgan, Vera Morris, Mrs. Lillian Morris, Vera Moss, Mrs. Eva Muckey, Mayme Munson, Opal Murphy, Mrs. Agnes Murphy, Beulah Warren Murray, Ginger Myers, Kathryn Myers, Mrs. Earl Nelson, Mrs. America Nelson, Mrs. Dud Nelson, Mrs. Prince Neva & Fayrels Neva & Fayrels Nevins, Mrs. Hubert Newman, Mrs. N. E. Newton, Iva Nichols, Mrs. Ed Nichols, Mrs. J. L. Nieberlie, Mrs. J. Nolan, Hazel Nolan, Mrs. Maryland Norman, Mrs. Pearl O'Connor, Mrs. Fred Oldfill, Mrs. Clara Ollie, Jollie Olooloms, Mrs. Mary O'Neil, Mrs. Phil Paddock, Mrs. Bootsie Paffen, Mrs. Jos. Painter, Mrs. Annie Pargia, Princess Parker, Geraldine Parsons, Peggy Patrick, Mrs. Marie Patter, Mrs. M. C. Paul, Mrs. Josephine Perkins, Mrs. James P. Peterson, Flo Phillips, Margie Phillips, Mrs. Geo. Poll, Mary Pratt, Mary Purtell, Mrs. Earl Queen, Betty Rankin, Mrs. Nan Ransdell, Engelina K. Rasputin, Marie Read, Mrs. Annie Red Horse, Mrs. Blanche Reed, Mae Reeves, Mrs. Daisy Regan, Bobbie Reno, Pauline Reno, Ruth Rex, Mrs. Sylvia Rex, Mrs. Ethel Reynolds, Pearl Reynolds, Tommie Rhodes, June Richee, Mitzie Richee, Doris Riedman, Cora Riggs, Mrs. Ella F. Ritz, Dare-Devil Carrie Roach, Mrs. Elizabeth B. Roberts, Mrs. Ruby Roberts, Marion Rocco, Mrs. Hazel Rogers, Mrs. Katherine Rountree, Mrs. Lola Ruth Salvrai, Mrs. A. L. Sanford, Louise Saunders, Mrs. Rex Scarlatalla, Mrs. Elsa Schaffer, Alice Scott, Mildred

Letter List

NOTE-The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

- Scott, Mrs. Margaret Shattuck, Rae Shepherd, Mrs. Betty Ruth Schofield, Dorothy Scott, Mrs. Mamic Scott, Mrs. Myrtle Seelye, Blossom Serpas, Mae Serwiche, Jessie Seymour, Lucille Shabni, Mrs. Signa Sheppard, Mrs. Lillian Sheeks, Mrs. Tennie Sheppard, Mrs. Gladys Sherman, Mrs. Elsa Shomer, Mrs. Edith Shurman, Mrs. Albert Signor, Mrs. Art Sisco, Mrs. Mildred Smith, Josephine Smith, Mamic Smith, Priscilla (BeeBee) Snuckler, Mrs. Marie Smythe, Georgine Snooks, Lydia Sorenson, Mrs. Robert Spangler, Helen Stafford, Ruth Stanford, Rae Staley, Mrs. E. B. Stanley, Bessie Stevens, Mrs. Doris Stevens, Mrs. Mayme Stewart, Mary Stezer, Mrs. W. W. Stokes, Ray Storm, Mrs. Emma Pankey Stowe, Mrs. Albert Stowe, Mrs. Lean Stroud, Mrs. Earle Talcott, Eleanor Tarema, Mrs. Betty M. Taylor, Mrs. Earl Taylor, June Taylor, Mrs. Bertha L. Terrill, Mrs. Jeanette Thebus, Bess Thomas, Ruth Thompson, Frances D. Thompson, Mrs. Kathryn Thompson, Mrs. Jack Thierny, Mrs. Edward Tierney, Viola Timmers, Mrs. S. P. Timmons, Mrs. Jennie A. Trainer, Mrs. H. S. Transcom, Marie Traverse, Ruby Traven, Dorothy Troy, Mrs. Larry Tucker, Roberta Usber, Mrs. Herb Van Allen, Madam Van Lidth, Mrs. Evelyn Van Sickle, Doris Varnell, Helen Verville, Mrs. Irene Vigilante, Dorothy Villas, Alice Walker, Sally J. Wallain, Mrs. A. E. Wallick, Mrs. Topsy Walsh, Mrs. Irene Walters, Mrs. Jean Watkins, Peggy Webb, Mrs. Jerry Weiss, Mrs. Kay Wells, Loretta West, Mrs. James Stuart Whitehead, Mrs. Max Williams, Mrs. Anne Williams, Mrs. Alma Williams, Mrs. Bunnio Wilson, Mrs. Dorotha M. Williams, Virginia

- Cork, Bobby Costello, Blackie Costello, Geo. Coufaer, Jack Courteaux, Chas. Cowan, Bud Cox, Ben Cox, H. M. Creason, L. A. Cragor, V. D. Crawford, Chick Crawford, R. W. Creson, N. L. Crinze, Conway Crom, John Cronin China Co. Cronn, Gindney Crosby, Doc W. O. Cross, Dr. F. Crothers, John Crow, Eddie Cunningham, Con C. Cunningham, O. C. Curtis, Dennis Daffin, Harry Lee Dailey, Jimmy Dailey, LeRoy Daniels, Joe Davenport, Ben C. Davenport Society Davenport Circuit Davidson, G. E. Davidson, Hank Davis, Albert Davis, Barton E. Davis, Ches Davis, Erwin C. Davis, John B. Davis, L. L. Dawkins, Speedy Dawson, Dr. A. L. Day, Elmer DeClerc, Al DeForrest, Jimmie DeLancey, R. L. DeLege, Boisey DeRae, Dounie DeVere, Geo. DeVere, Melvin Devitt, Kirk DeWolfe, Linton Del Crouch, Fearless Dean Duo Dearo, Bert & Corinne Decker, Joe Dell, Dick Delory, China Red Delp, J. E. Demby, Buck Demetro, John Demetro, Tom Delmare, Lew C. Delmars, The Demerist, Freddie Demorest, Bob Demsey, James Demski, Irving Dent, C. R. Dew, Danny Dick, Billy Dickens, Raleigh Dicks, Gus Diggs, R. E. Diggs, Lee Dinnie, Harry Dixon, Denver Dixon, Earl Dodson, Eddie Donnelly, Geo. Doolittle, Mayor Dorrien, Walter F. Dorros Mfg. Co. Dose, Kurt Doss, Harry Dowd, Edward Dowell, Edgar Scar Drake, Jack Drey, Frank O. Driscove, C. W. Driswell, C. W. DuBerrie, W. DuBois, Wilfred Ducet, Poley Duffy, George Dugan, John Duke, D. D. Duke, Richard Goggin, B. W. Goo-Goo Goodman, Wm. S. Gould, Eddie Gordon, Era Gosnell, Ray Gowsdy, M. A. Hank Grabs, Louis Grads, Tom Grader, C. H. Graff, Victor Graham, John Grant, B. O. Gravis, James Gray, Bee Ho Green, Dixie Green, Edwin F. Green, Johnnie Gregory, L. B. Greve, Harry A. Griffen, Jeff Grinn, Geo. Groffo, Steve Grogan's Miniature Circus Gross, J. P. Grover, Bob Gruenden, Howard Guerin, Frank Guillaume, Edward Guthrie, Bill Haack, Hugo Haas, Frederich L. Hackenberg, Lewis Hackman, Odis Hagerman, Fred Haines, James T. Hale, James Halk, Dr. Black Hall, Dale Hall, Earl Hall, Geo. W. Hall, Jas. W. Hall, Loum D. Hall, Major Hall, Otis Halligan, Jack Hamblin, Shelby Hamblin, George Hamby, Floyd Tex Hamilton, C. B. X. Hamilton, Smith Hamilton, Tom Hammon, Phores Hammersmidt, Red Hauer, S. E. Hanraid, M. J. Hanzlik, Bob Hao, Al Harden, H. L. Hardman, Whity & Mabel Hardy, Henry Hardy, J. D. Hargis, Jasper Harmon, Bill Harms, Geo. Harper, S. F. Harriman, Mafson Harrington, Billy Harris, Billie Harris, Frankie & Gladys Harris, R. F. Harris, Rome Harrison, Edw. S. Harrison, Prof. Glenn Harry Players Hart, C. K. Hart, Johnny Hartigan, Pat Hartley Jr., Geo. Hartsell, Ray Hartsell, Wade & Mildred Hartssock, Walter Harvey, Boots Harwell, Robt. W. Harwell, R. W. Hatfield, Johnnie Haverstock, Harvey Hawkins, Lowell Hawaiiah, Joe Hawthorne, Jack Haynes, Frank R. Hayes, Harold W. Hayes, Kay Haynes, Rastus Hazlewood, Shelton Head, Bernie Hearn, Clark Heckendorn, Clarence Helm, Cliff Heller, Red Heller, Max Helm, Dutch Henderson, Billy Henderson, Lewis Hendricks, Danny Henry, C. R. Henry, Lew Herwig, Speedy Herwig, Harry J. Herbert, Ralph Herman, Eddie Hermon, Matt Herring, Frank C. Herschell, Allen Hershey, Ray Hesnault, Harry Hewitt, Joseph A. Hewitt, White Hibbard, H. B. Hibler, A. B. Hickock, Ernest L. Hicks, J. R. Hightower, Jimmie Hildebrand, Elmer Hildebrand, Watson Hileman, A. G. Hill, Clinton Hill, Henry Hill, Paul Hill & White Hillman, Carl L. Hillman, C. L. Hines, Geo. Hobart, Emery Hodge, Al G. Hodge, Robert Hocks, Harry Hodges, James Hodgini, Ted Hodgini, Ted Hoeltn, George Hoffman, Lew Hogan, Sandy Hoge, Mack Holden, Buck Wolder, Ed Holland, E. S. Holliday, Ben Holliday, Bob Holman, H. S. Holman, S. N. Holmes, Bob Holmes, G. M. Holmes, R. H. Holston, John Holston, Col. Madison F. Holt, Carl T. Holt, Jerry Holt, Samuel Holtzman, F. W. Holtzman, Dutch Homer, C. R. Hood, Bill Hooper, Frank Hopkins, Claude Horan, Irish Horlon, Doc Horner, Tommy Horrell, Warren M. Horshal, Harry Hosmer, J. E. Hough, Wm. House, Moe House, Wm. Hotchkiss, Harry Houthon, E. S. Hovanic, Frank Howard, Jimmie Howell, Edgar Howell, Bob Howell, R. M. Howey, Clyde Hubbard, H. B. Hubbard, Paul Huber, Jack Huesman, F. Hugh, Joe Hughes, Eugene Hughes, Harry R. Huglio, Roy Hunn, H. Hunter, Harold Humphrip, Mike Hunter, Thad Hunter, Wilbur Sticks Hurley, Oliver Hurlado, Don Hutchinson, Ernesto Hutcheon, Charley C. Hutton, M. C. Hyde, Curley Idom, Alfred

Gentlemen's List

- Abel, Barney Ablin, Leo Abbott, Charlie (of Greenville, S. C.) Adams, Frank Z. Adams, Frankie Adams, Geo. J. Adams, Hubert Adams, E. Kirk Adams, Miller Adare, Ray Adkins, Rex Agnew, James C. Alberts, Albert Alder, Clarence Albright, E. H. (Deacon) Alexander, C. L. Alexander & Evelyn Bland, Richard Bloom, Bobby Blue, Merritt Blue, Boss Canvasman Blue Streaks, The Boardman, Orlando W. Bockus, Curtis L. Bohenson, Ralph Bond, Rex Bonner, Willie Boonman, Dorothy Boswell, Eddie Boswell, S. V. Boucher, Fred Boumgardt, A. H. Bowen, Geo. Becker (Lefty) Bowman, R. W. Boyer, Wm. Boy, William Boykin, Henry Boyle, Bill Boyter, Ralph Bozarth, W. M. Bracken, Bill Braden, E. B. Bradham, Charles Brady, King Bramer, F. A. Branda, Nick Brandon, Harvey Brandon, Tony Bratchett, Captain Braylow, Paul Brazile, W. M. Break, Frank Breckenridge, Edw. Brensahn, T. J. Brent, L. H. Brett, Wm. J. Brett, W. J. Brewer, Don Brewster, Eugene Brewster, Harry E. Brick, Frank J. Bridges, H. E. E. Briggs, Bert & Emma Bright, H. B. Britt, Johnny Britton, Ginger Brock, Thos. Brockhoff, Wm. Carl Brod, Maury Brodie, Eddie Brodie, Steve Louie Brodie, Wm. N. Brooks, Bill Brooks, Co. Condor, Mike Commo, R. C. Comp, Tex O. Conrad Condon, Fred Conger-Santo Conley, Al Conner, L. R. Connors, Bill Connors, Geo. (Buck) Conover, Larry Conway, Everet Conway, W. Stacey Conway, W. S. Cooledge, Burton Cooley, Al Coon, Ray Cooper, Charles Cooper, G. M. Cooper, Leroy Cooper, Mickey Cooper, Tex Copper, Tom Coppland, N. H. Copperstone, T. R. (Turkey) Coriell, Everett Burke, Art Burkert, Earl Burkhardt & Cummings Burlingane, Virgil Burns, James A. (Doc) Burns, J. C. Burr, Clarence Burton, Bill Bush, Earnest Butcher, Harry Butcher, W. S. Byers, Leonard Cain, Chet Callager, Pete Calvin, Myron Camp, Herb E. Camp, Texal C. Campbell, M. A. Cannon, Robert Carey, Harry Carey, Victor Carle, Irwin J. Carleton, Bob Carleton, Jimmie Carling, Harry Carlsie, Charles Carman, Billy Carillo, Eddie Carroll, S. J. Carter, Gene Carver, A. Floyd Case, Eddie Cass, W. Ray Cassie, Ellie (Bimbo) Castle, W. J. Cavanaugh, Earl Cerrone, Vito Chalkias, Wm. Chambers, Earl Chambers, Happy Chambers, J. T. Chandler, L. Chaney, Bob Charles, C. H. Cheatham, Pee Checom, Mike Chedell, W. C. Check, Gilbert Chillon, J. J. Chionos, James Chris, Freddie Christenson, Leonard Christian, Charlie Christo, Tom Christy, Doc Tom Christy, W. Church, L. C. Clark, Charles A. Clark, Charles Barry Clarke, H. A. Clark, James Clark, Doc Jimmie Claude, Leo Clayton, Clarence Cleavenger, Bill Clemens (Side Show Mgr.) Clements, Walter C. Cleveland, Guy Clink, Frank Cliver, Fred Cochran, R. F. Cockrell, Jesse Coddling, Jack Cohen, Jos. Lewis Cohen, Robert Cole, Al S. Cole, Clyde Cole, King Cole, Pete Cole, Rex Collier, Charles Collins, Arthur Eli Collins, Doc Collins, Ernest Collins, Jack Collins, John L. Collins, W. L. (Bill) Condor, Mike Commo, R. C. Comp, Tex O. Conrad Condon, Fred Conger-Santo Conley, Al Conner, L. R. Connors, Bill Connors, Geo. (Buck) Conover, Larry Conway, Everet Conway, W. Stacey Conway, W. S. Cooledge, Burton Cooley, Al Coon, Ray Cooper, Charles Cooper, G. M. Cooper, Leroy Cooper, Mickey Cooper, Tex Copper, Tom Coppland, N. H. Copperstone, T. R. (Turkey) Coriell, Everett

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Ketrows Back At Quarters

New light plant to be added—six-pony drill has been purchased

PETERSBURG, Va., Feb. 29.—Manager William Ketrow, wife and daughter, Mary Ellen, of Kay Bros.' Circus, have returned to winter quarters here after a pleasant visit at Miami, Fla. General Agent Frank Ketrow has left for a visit to Ohio, Michigan and Wisconsin.

Work is progressing at quarters. Joe Sabastin is working the elephants daily. The Joe Master Troupe, aerial bars, will be one of the features. Si and Nellie Kitchie will be another feature, making their fifth season with the show. Joe Zahracka will have band of eight pieces. A new light plant will be added.

While in Miami Mary Ellen Ketrow practiced with Harold Barnes and has several new dance steps for her wire turn. A six-pony drill has been purchased from Lauterbach Bros. at Petersburg. Sam Dock is wintering the Silver Bros.' Circus here.

Manager Ketrow visited the Haag show while in Florida and states that Mrs. Haag has a fine performance and that show is nicely painted.

Shepard To Resume Work Middle of June

DES MOINES, Ia., Feb. 29.—Frank Shepard, who suffered injuries when he fell 25 feet in rehearsing for an indoor circus at the Coliseum here January 30, says he is going back to the trapeze as soon as he leaves the United States Veterans' Hospital here. His wife, who also is a trapeze performer, has made no objections to his plans. The doctors, however, refuse to say definitely whether his injuries will heal sufficiently for him to resume circus work. "The way I figure," he said, "I'll be able to go back to work by the middle of June, and I won't use a safety net either."

Hopper Asst. Mgr. Of Barnes Circus

CHICAGO, Feb. 29.—It was announced here yesterday that Arthur Hopper has been made assistant manager of the Al G. Barnes Circus for the coming season. Hopper left Chicago Thursday for Peru, Ind., to arrange for transportation of equipment to the West Coast. He, with Harry Bert and others, will leave for the Coast immediately.

It also was announced that Vern Williams will pilot the No. 1 advertising car of the Ringling Bros.-Barnum & Bailey Circus, and Doc St. Clair will have the No. 2 car. William Snowhill retains his former position with the Ringling show.

It had originally been arranged, as stated in our issue of February 22, for Hopper to be general agent of the Ringling-Barnum Circus, for Snowhill to attend to the management of the advertising cars of the big show and for St. Clair to handle the crew of the No. 1 car of the same show.

James Cole To Open In Detroit April 7

PENN YAN, N. Y., Feb. 29.—James M. Cole's Wild Animal Circus, being organized here, will open April 17 for a 10-day engagement in the Olympia, Detroit, Mich. Cole will then take his show to the Auditorium, Cleveland, O., for a week before opening under canvas in this city. Show will have three rings and a steel arena.

Mix Drops Wild West

CHICAGO, Feb. 29.—The Wild West part of the title of the Mix show will be eliminated this season and the show will be billed as the Tom Mix Circus.



C. W. FINNEY and Paul Del Rio, of the Three Dolls, midgets. The picture suggests the familiar Mae West expression—all that's missing is the ladder. Paul is 15 years old, weighs 15 pounds and is 16 inches in height.

Barnett To Open Early in April

MACON, Ga., Feb. 29.—Ray W. Rogers, owner-manager of Barnett Bros.' Circus, spent a couple of days here recently visiting Paul M. Conway, attorney. He was accompanied by his son, Walter, also connected with Barnett show.

Reports were that the York (S. C.) winter quarters had much activity and the show will open early in April with much new equipment and several new features. Walter Rogers, who suffered the loss of two joints of several fingers in a recent planing machine accident, has about recovered.

Changing Tiger Bill Program

BELLEVUE, Mich., Feb. 29.—Weather conditions have slowed up work here at quarters of Tiger Bill's Wild West and Vaudeville Circus to a great extent. The advance truck has been placed in the shop and will soon be ready. Show will be smaller this year, with an entire change of performers and acts.

James Carter and family are still playing halls up north. Charles Schram, bandmaster, has engaged nearly all the men who were with him last season. Jean McIntosh will handle mail and *The Billboard* and also play in band.

Ringling-Barnum To Have Fully Equipped Hospital Railway Car

SARASOTA, Fla., Feb. 29.—An innovation in the amusement world in the form of a fully equipped hospital railway car, which will be carried by the Ringling Bros. and Barnum & Bailey Circus this season, is attracting wide attention in the car shop of the big show here.

Government health officials, with whom the circus co-operates, as well as prominent physicians and surgeons from all parts of America now in Florida, have highly indorsed the show's latest move for the welfare of its huge traveling personnel.

The car, which is nearing completion, is 70 feet long, of solid steel construction, and will have three separate wards for white men, white women and colored men, in addition to an up-to-date operating room. A private stateroom for Dr. Joseph H. Bergin, in charge of the car, together with staterooms for two nurses, an orderly and cook will be provided. The car will carry its own electrical plant and heating facilities. Specially cooked food will be prepared for patients in the modern electric kitchen.

The interior will be finished in white and turquoise blue, with individual drapery around each hospital bed.

While in the past, a large percentage of the hospital cases of the circus have

Brydon Buys Cole Animals

Large lioness included — Burt Wallace and wife join Downie Bros.' show

JACKSON, Tenn., Feb. 29.—General Manager Ray Marsh Brydon of Rice Bros.' Circus returned from the Cole Bros. winter quarters at Rochester, Ind., bringing with him a truckload of animals, including a large lioness.

The weather having returned to normalcy, the boys are putting in 12 hours a day getting everything ready. Ted Reed, superintendent of construction, has opened his elaborately equipped machine shop and the vehicular department will be in first-class shape when the fleet of trucks and trailers takes to the highways.

It was with keen regret that Brydon released Burt Wallace, equestrian director, who with Mrs. Wallace left to join Downie Bros. in response to a flattering offer made by Charles Sparks.

Secretary-Treasurer W. D. Storey is already on the job, and Elizabeth Webb, wardrobe mistress, is designing and creating many beautiful costumes. Forty-five people now grace the dining table three times a day. Sam Riley is arranging a handsome souvenir program for the opening here.

Contracts for the season have been made with the following concessioners: Louis Weiss, prize-package candy; F. A. Zingaro, novelties; Ray C. Naltner, pop corn and floss candy.

Word has been received from Trenton, Mich., winter quarters of Buck Owens, that his big semi-trailer, which will be used to carry his bucking horses, is nearing completion and will be a thing of beauty.

Karl Annon Appointed General Agent Hunt Show

CINCINNATI, Feb. 29.—Karl Annon, who for the last three seasons has had charge of the advance of Silver Bros.' Shows, has been engaged as general agent of the Hunt Circus and will begin his duties early in March. Three bill trucks and agent's car will be used.

Seal Buys Five Trucks

KANSAS CITY, Mo., Feb. 29.—W. F. Wilcox, general agent of Seal Bros.' Circus, and Norman Anderson and the GMC truck agent of Emporia, Kan., were here and stated that the Seal show bought five new trucks to be added to show, which will open at Emporia early in April.

been handled by local institutions, following emergency treatment by the show's medical staff, the circus will now be in a position to provide scientific medical and surgical care en route in safeguarding the health of its army of employees.

The tented hospital of the circus, which will continue to function on the showgrounds as heretofore, will also be under the direction of Dr. Bergin.

Larry Davis, superintendent of elephants, can grace a lecture platform as well as train pachyderms. He addressed several hundred children and a score of teachers in Sarasota High School Thursday, thrilling his audience with highly interesting facts about his ponderous performers and also proboscidian mammals not yet out of the jungles. Larry's success as a narrator won him a return date and he will further enlighten the same gathering March 12.

William J. Conway and Al Butler, contracting agents, are already at work on extensive scouting tours, of which they are making exhaustive reports.

A fee of \$5 per week will be charged for each pet dog carried by employees of the Ringling-Barnum Circus this season, unless the animal takes part in the show's performances.

Mayor Curbs Pass Evil

LOWELL, Mass., Feb. 29.—Circus and carnival owners and managers will be gratified to learn that Mayor Dewey Archambault, Lowell's new chief executive, has done his bit to eliminate the free pass evil in his city. He has given strict orders that passes issued by the Lowell License Commission are not to be honored in the future. Those who have been using them will now have to pay their way to the circus, carnival, theater or sporting event held in the city.

Many Spring Dates For Morton-Hamid

PHILADELPHIA, Feb. 29.—The Morton-Hamid Circus has contracted a number of dates for this spring and the indoor circus will not close until June 1. They are Lewiston, Me., early next month; Buffalo Shrine in April; Springfield, Mass., for Melha Shrine Temple in Armory in May; Philadelphia, New Haven, Conn., and Montreal Forum, all in May.

Morton took care of all contracts and closed the dates and will be equestrian director at these engagements if the operation which he just underwent does not interfere.

Advance sales in Buffalo are showing marked improvement over last year. Buffalo engagement is in charge of Harry LaBregue; Philadelphia, Henry Robinson and Mrs. Bob Morton; Springfield, A. E. Waltrip; New Haven, Al Hamilton; Montreal, Billingsley. A special line of paper will be used. Montreal will be billed heavily and 300 24-sheet stands will be used. There also will be plenty of country billing.

Gene Enos With Russell

ROLLA, Mo., Feb. 29.—Gene Enos, formerly with Downie Bros.' Circus as equestrian director, will direct the program of Russell Bros.' Circus this season.

Hauser With Dinty Moore

MACON, Ga., Feb. 19.—Allen Hauser, equestrian director of Downie Bros.' Circus for several seasons, has tendered his resignation. He will be associated with Dinty Moore, operator of "digger" machines at fairs, carnivals and exhibitions, in an executive capacity.

Tom Mix Show To Open March 11

COMPTON, Calif., Feb. 29.—March 11 is the date set for the Tom Mix Circus opening at Compton on a new lot, located on Long Beach boulevard and Olive street. Here the new spread of canvas, made by the United States Tent and Awning Company, will be set up for the first time.

Alfredo Codona has been engaged to supervise the various aerial numbers, while Vera Bruce (Mrs. Codona) will perform in one of the show's casting acts.

Rhoda Royal, equestrian director, has practically completed the training of several groups of menage and liberty horses. "Warrior," a beautiful, six-year-old Arabian thoroughbred, purchased by Tom Mix last fall and trained by Royal, is working like a veteran equine actor. Forty-three women menage riders will be seen in equine displays arranged as special features by Rhoda Royal.

Tom Mix will appear in big-show program with his new liberty horse act in which 10 horses appear. Max Gruber's animal oddities will also be a new feature.

Georgious raiment for the opening spectacle and riding acts has been made by the Fanchon & Marco Hollywood costume department; saddles and leather trappings by M. Pasedo, of Hollywood.

Decorated with neon lights, a new and beautiful office wagon, in charge of Robert Brown, will grace the midway. Twenty-one billers are employed by the show. A new No. 1 advertising car, large enough to carry 30 days' work of billing paper, together with five additional trucks, is now on the road in charge of Jack Austin.

Brigade Manager Henry Barth and a crew of five men move on three trucks and trailers. A new line of lithographed paper, consisting of 45 styles, has been made special for Tom Mix.

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Distance Traveled.....	3511.5 miles
Running Time.....	129 hours, 24 minutes
Average Speed.....	27.14 miles per hour
Gasoline Used.....	308.6 gallons
Gasoline, miles per gallon.....	11.378
Oil Consumption.....	2 quarts
Cost of Fuel.....	\$57.59
Cost of Oil.....	\$.67
Fuel and Oil (cost per mile).....	\$.016
Average cost per ton mile.....	\$.00328 cents
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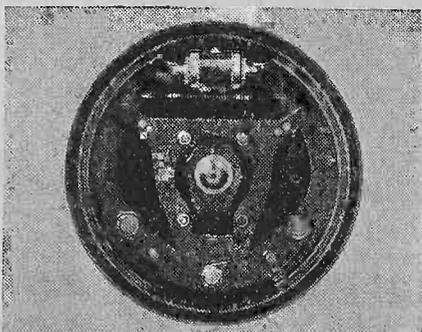
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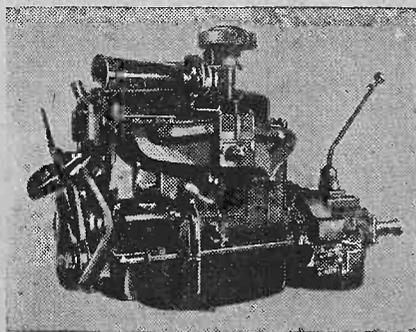
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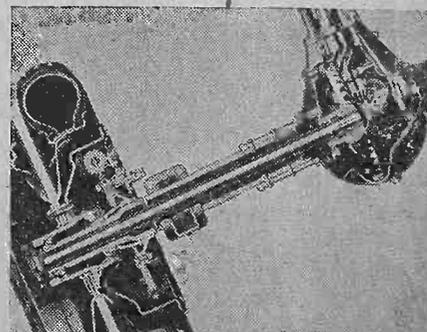
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Stand, Candy Butchers. FOR THE ADVANCE—
Fast-stepping, sober BILLERS who drive truck.
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trucks. Ted Lewis, Jerry Burrell, Leo Snyder, Texas
Ann Mix write. Address HUNT'S CIRCUS, Oxford,
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With the
Circus Fans

By THE RINGMASTER

CFA.

President, FRANK H. HARTLESS, 2930 West Lake Street,
Chicago, Ill. Secretary, W. M. BUCKINGHAM,
Thames Bank, Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing Com-
pany, Rochelle, Ill.)

Arrangements have been made for
Ringling-Barnum to show at Atlantic
City May 23. At Cincinnati last year, this
city was selected to hold the 1936 con-
vention with the meeting to be on
Hagenbeck-Wallace, which is now defi-
nitely off the road for the coming sea-
son. The date set for the showing of
the Big One is about the usual conven-
tion time, but a great many seem to be
of the opinion that they would like
to see the fans meet with Al G. Barnes,
as there never has been a meeting on
this show. The last convention held
with R-B was at Baraboo, Wis., in 1933.

Fred Schlotzauer, CFA of Oquawka,
Ill., who never misses a circus within
traveling distance, writes that after hav-
ing been snowed in all winter he is
anxiously waiting the start of another
circus season.

Hon. Maury Maverick, CFA congress-
man of San Antonio, Tex., made a speech
in Chicago evening of February 17.

Plans are being perfected by the James
E. Cooper Top to fittingly observe the
birthday anniversary of the Ringling
Circus this spring. Dates have been an-
nounced for the appearance of Ringling-
Barnum in Washington, D. C., May 18-
19. Ringling Bros.' Circus made its first
appearance in Baraboo, Wis., May 19,
1884. It is planned to have John Ring-
ling present to lay the cornerstone of
the new elephant house at the United
States National Zoo.

George Duffy, CFA of Fort Plain, N.
Y., spent last Thursday in Chicago en
route to California. Met and visited
with John Shepard and Colonel Sneed.
Mr. Duffy will spend some time on the
Coast and expects to come back by
motor later in the spring, visiting points
in Texas en route to his home.

Harry Bert, superintendent of tickets
on the Al G. Barnes Circus, advises the
White Tops office that all CFA are wel-
come on the lot and that he will always
be glad to greet them if they will ask
for him. Harry leaves for the West
Coast early next week.

Adkins Honored

ROCHESTER, Ind., Feb. 29.—In honor
of the 50th birthday anniversary of Jess
Adkins, the Cole-Beatty organization
gathered at winter quarters February 22
to observe the event with proper cere-
mony. The official dining room was
banked in flowers and fitting music
completed a brilliant setting.

Among those present: Mr. and Mrs.
Zack Terrell, Mr. and Mrs. Harry Mc-
Farlan, Mr. and Mrs. Fred Seymour, Mr.
and Mrs. Eddie Allen, Mr. and Mrs. Earl
Lindsay, Mr. and Mrs. Arnold Maley, Mr.
and Mrs. Harry Herreld, Mr. and Mrs.
Clyde Beatty, Mr. and Mrs. Jess Murden,
Rex de Rosselli, all of the circus staff;
Dr. Jose Costello, foreign representative,
and Mr. and Mrs. Carl Barrow, of New
York.

Mr. Adkins received many presents, as
well as telegrams and congratulations.

Floyd Bandmaster
With Hunt Show

OXFORD, Pa., Feb. 29.—S. W. Floyd,
who for a number of years was with the
Sparks, Sells-Floto and other shows, but
who for the last three years has di-
rected the Municipal Band at Mayfield,
Ky., has been engaged as musical direc-
tor with the Hunt Circus.

A band of 12 pieces will be carried,
and the musical program featured.

Marlow Still in Tennessee

LEXINGTON, Tenn., Feb. 29.—The
Marlow Mighty Show is still in this
State, playing to fair business, weather
permitting. A deal was made with Rice
Bros.' Circus at Jackson, Marlow acquir-
ing the Gentry goats in return for a
lioness. Ray Marsh Brydon, Bill Erick-
son and others recently visited the show.
Lotty Lee Ray recently performed her
loop-roll for first time.

Gainesville Day
At Dallas Fair

GAINESVILLE, Tex., Feb. 29.—Gover-
nor James V. Allred of Texas has ac-
cepted an invitation to blow the eques-
trian director's whistle starting the first
performance of the Gainesville Commu-
nity Circus in the Cotton Bowl at Texas
Centennial Exposition at Dallas June 25.
The circus will present a gold whistle to
the governor as a token of esteem in
connection with the ceremonies.

Opening day of the circus at the Dal-
las fair will be Gainesville Day at the
exposition and Gainesville stores will
close for the day so that several thou-
sand citizens may attend. Members of
the Circus Fans' Association will receive
special invitations to be present.

Mr. and Mrs. Arthur Henry, who have
been instructors for the circus since the
first of the year, plan to leave about
March 10 to begin their spring circus
engagement.

A new number in program will be
trick and fancy roping, featuring Capt.
Tom R. Hickman, colorful Texas ranger
and internationally known rodeo judge,
who is now a deputy sheriff in Gains-
ville. Capt. Hickman will be supported
by several well-known local ropers and
as a novelty, John McMurphy, high-school
football coach, will do his novel rope-
spinning turn.

New arrivals are three Shetland
ponies, which will be broken by Verne
Brewer for a dog and pony riding act,
and possibly for a pony drill if addi-
tional animals are obtained.

Alex Murrell, superintendent, has been
busy in the shops the past month turn-
ing out new rigging and properties and
repainting and repairing all equipment.

Rebuilding Rolling Stock
At Ken Maynard Quarters

HOLLYWOOD, Calif., Feb. 29.—Jack
Goodrich and crew of the Ken Maynard
show are rebuilding all rolling stock, as
nearly every wagon that came in Feb-
ruary 16 (23 from Houston) needs
plenty of work, new wheels, etc. Among
wagons the show now has are 12 cages
(some from Christy), the old Ringling
"Swan" band wagon, shell band tab-
leaux, wardrobe tab with mirrors on
sides, No. 1 and No. 2 ticket wagons,
trunk tab with mirrors, air calliope wa-
gon, steam calliope and wagon; two
water, canvas, arena, stable and harness
shop, jack and stringer, pole, stake and
chain wagons; old Ringling show case
(for hay animals); seat plank, cook-
house, side show, light plant wagons,
etc.

Canvas is being made—menagerie, an
80 with five 40s; arena, about 234 by 260
feet; No. 1 Side Show, 140 feet long;
cookhouse top, No. 2 pit show, horse
tops, pad room, candy tops and a novel
marquee. There will be new seats.
Show will have an all-new banner front.
Seventeen old banners purchased from
Ted Metz, previously mentioned, are for
studio rental purposes.

The show will have special paper.
With baggage and ring stock, there will
be more than 200 head of horses on
show.

LOS ANGELES, Feb. 29.—No definite
plans have been made as to when the
Ken Maynard show will open and no
executive staff engaged other than Har-
ry Chipman, manager. Maynard re-
turned end of last week with a shipment
of 12 Brahma bulls, long-horn steers
and horses and were taken to the ranch.
Equipment is at leased winter quarters
near Van Nuys and working depart-
ments are being organized to go over
things. Cookhouse is in charge of Jack
and Al Bennett. General offices have
been opened in Hollywood with Chip-
man and Marion Townsend in charge.
Many people visit the Maynard ranch
on Sundays.

Milliken Adding Wild West

CINCINNATI, Feb. 29.—J. A. Milliken
states that title of his show will be
Milliken Bros.' Circus and Ken's Wild
West Shows; that he is building a light-
plant trailer and all new platforms for
Side Show at Harrisonburg, Va., quar-
ters. A new 50 by 80 Side Show top has
been made by Baker & Lockwood. A new
panel body truck, 1½ tons, has been
bought for the advance. Wild West acts
will be added to program. Paraphernalia
is being repaired and painted.

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED PITZER

NEW YORK, Feb. 29.—The luncheon
held Wednesday at the Hotel Gotham is
one that will long be remembered by
everybody, not only for its great conti-
nuity of fun, but for the sportsman-
ship of Commissioner Louis J. Valentine
in taking the "works," which was plenty
in his case, from the fingerprint (?)
taken of him to the doll-up given him
in the way of full prison regalia; from
his incarceration in a real cell (Ray
Schindler and Orson Kilborn made ex-
cellent wardens!) to the flit gun handed
him to end a feigned fight among two
waiters. It was all excellent pastime
and left the 125 members present in
good spirits. An innovation was Napo-
leon Smith built up as a police officer.
He stood four square (that refers to his
height and breadth) with his sables, and
two comedy waiters, with their salads,
made this particular noontime a merry
one indeed. Representatives from many
newspapers were present, as well as a
few movietone outfits.

The Commissioner, with his secretary,
arrived at 12:30 p.m. and after a proper
introduction crawled under the tent and
entered the dining room while the cir-
cus band was playing *Hail to the King*.
Then followed the Alma Mater, comedy
waiters, Napoleon's police antics, Zito's
caricature of Valentine in quick succe-
sion. Many introductions of notables
present were made, including Francier
(Spike) Hunt, formerly the playboy of
the present King of England.

Then the Fall Guy was turned over
to Prexy Tony Sarg, who recited, in his
inimitable manner, some of the high
spots in the Commissioner's life. Then
he led the guest to the miniature saw-
dust ring and informed him that a
finger (?) print had to be taken. Bert
Tillman, the famous fanprintest, was
summoned and he entered donned in
battered high hat, fur-lined kid gloves,
brief case, black beard, sans pants. A
veritable sight to behold! The print was
taken with all the care and technique
of an expert, with the application of
pepper and salt and everything, and
after it was finished the same was ex-
hibited to the crowd amid roars and
laughter. After Bert Tillman left the
crowd ordered a change of garment for
the Commissioner, so a striped suit was
brought in and the F. G. put it on,
trousers, and all. Then in quick suc-
cessions followed the feeding of the
prisoner, the imaginary hootchie while
a cloth was thrown over the Commis-
sioner's cell so that he could not see
what was going on, etc. It would re-
quire columns to tell it all.

We want to congratulate Dr. James H.
Kimball, who was recently promoted to
the high potentate's job in the Weather
Bureau. Let's be thankful for this man,
for from now on we will get the kind
of weather of which we need not feel
ashamed.

Telegrams of regret at not being able
to attend the meeting were received
from Mayor La Guardia, Dexter Fellows,
Governor Harold G. Hoffman and Gene
Tunney.

Zito's caricature of Ely Culbertson
bearing 113 signatures, which was re-
ported to the police department as hav-
ing been stolen, was found among the
Tent's props in the prop room. This
made Al Pach very happy.

Isenberg Quits Trouping

MANCHESTER, N. H., Feb. 29.—Harold
(Izzy) Isenberg, for last 15 years on the
advance of Ringling-Barnum, has given
up trouping to enter a new field. He has
been appointed buyer and manager of
the men's, boys' and toilet goods depart-
ment of the Leavitt Company here. In
late years he was banner squarer on
opposition brigade of the Big One.

CANTON, O., Feb. 29.—Advance ticket
sale for third annual Canton Shrine
Indoor Circus is the heaviest since the
organization has been sponsoring a cir-
cus, Paul M. Lewis, director of the show,
announced this week. L. G. Harman
again is general chairman of circus
executive committee.

TIGHTS
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Under the Marquee

By CIRCUS SOLLY

FELIX MORALES opened at the Oriole Terrace, Detroit, last Friday.

BOB BEHEE infos that he will be with the Tom Mix Circus.

CORINNE AND BERT DEARO Troupe will play the Larned, Kan., Indoor Exposition with their circus acts.

J. D. McNEELY, who is wintering at Jeffersonville, Ind., will be on the advance of Bond Bros.' Circus.

CASH AND CARRY, with Hagenbeck-Wallace the last two seasons, will be with the Barnes show this year.

B. D. LINDLEY, of Terre Haute, Ind., is at Sarasota, Fla.

HORACE LAIRD, clown, has signed with the Cole Bros.-Clyde Beatty Circus.

MRS. MARGARET THOMPSON, on staff of Benson Animal Farm, Nashua, N. H., and well known in circus world, is very ill at Nashua Hospital.

R. M. HARVEY, general agent of Russell Bros.' Circus, was in Cincinnati last Friday looking after a special line of paper for the show.

PROFESSIONALS at Knights of Columbus Circus, East Palestine, O., were Jack Malloy and Company, doing three acts, and "Slivers" Johnson and unit.

MINERT DeORLO and wife are putting the finishing touches to their new home at West Cheshire, Conn. Will again be with Downie Bros.' Circus.

LEW RANDALL and wife visited the Haag show at Eagle Lake, Fla., February 19 as guests of Mrs. Haag. Played to fair business.

EDWARD L. CONROY, on press staff of Tom Mix Circus, has had several lengthy stories in *The Compton* (Calif.) *News-Tribune*, one of which concerned the advance crew.

ARCHIE AND MARION BLUE, formerly with Barnett Bros.' Circus for three years, appeared with J. Scheneck's *Darktown Scandals* at Keith Theater, Portland, Me., last week.

LOUIS ARLEY and Oliver Sisters, after finishing 12 consecutive weeks of night clubs in Cincinnati for Jack Middleton, are now playing the Bert Levey Circuit on the West Coast before opening with the Tom Mix Circus.

HERBERT WEBER has a new three-people high-wire act, Chatita Trio, which recently closed a four weeks' tour for Bert Levey Office. After a few more dates, will go to Los Angeles to join the Barnes show.

THIS SEASON will be Harry D. Clark's 31st on the road. Will be with Siebrand show, his second season. His specialty is trained horses, ponies, dogs and monks. Has been in Port Arthur, Tex., this winter.

JOSEPH P. SCHAD is still doctoring for torn ligaments in his back and right shoulder from a fall he received from flying perch when a foot loop broke in middle of a performance last May while with Atterbury Bros.' Circus.

BIG TOP of Bockus & Kilonis Circus will be a 90 with two 30s and a 40, and general admission will be 25 cents. Show will open May 2 at Manchester, N. H., and cover New England and the Eastern seaboard.

JOE HODGINI family of bareback riders have signed with Walter L. Main Circus. Raymond Duke will be in clown alley. Mr. and Mrs. Walter L. Main and Louie Stone, secretary, saw the Grotto Circus in Cleveland four times.

TEX A. SCHUBACH, writing from Fox Theater, Tucson, Ariz., states that at the regular Mickey Mouse program, a special program was given the children. Tex and the original wonder dog, Rex, opened, followed by Monte Montana and Homer, rodeo clown, doing trick and (See UNDER THE MARQUEE page 56)

Work Is Resumed At Webb Quarters

DALLAS, Feb. 29.—After two weeks of severe cold weather work has been resumed at quarters of the Joe B. Webb Circus here. General Agent Jack Turner is now contracting towns. Two billing trucks will leave in a week or two.

Turner while here had a run-in with some of deep Elm street's best citizens and received a black eye, a skinned head and lost a double saw buck. This was not all. As he left his trailer he fell and is now using a cane.

Mrs. Jimmy Goodwin returned from a visit to her parents at St. Paul, Minn. She is the former Billie Robbins, local prima donna. The Goodwins were married in Houston December 11.

Show is being painted a bright red color, lettering being gold and silver leaf. George Jennier will be in clown alley. Walter Jennier is training two new seals.

Show will have a beautiful Spanish spec for grand entry, which will be produced by Equestrian Director Fred Crandall. Aline Potters will be prima donna. Ticket truck is nearly finished. Will be used for office and sleeping quarters for office force. Four trucks went to Oklahoma City to bring back seats, tents and other equipment.

"Slats" Beeson and the Orton Troupe played the Glen Wilcox Indoor Charity Circus at Fort Worth. This is an annual event. The Kester troupe is playing vaude until opening of show. Thomas Thornton has signed two new clowns, making eight in all. Will feature clown band.

Waddell Pays Tribute

CINCINNATI, Feb. 29.—Doc Waddell pays tribute to two veteran circus friends of his who recently died:

"W. A. Atkins, the Sage of Elgin and Fox River Valley, in Illinois, for more than 50 years, was intimately connected with show life—not in the 'limelight' of its glories but a 'power' behind the throne. During my long years of show experience there were two I always sought for counsel and advice—the late Sam Haller and Colonel Atkins. Never have I seen two persons who absolutely knew what was doing on Broadway, West Coast, abroad and everywhere as did Haller and Atkins. Both were 'purest gold.' Revered are their memories, knowledge and wisdom.

"If ever there was a lover true of the circus and its shrines it was Richard ("Mons.") La Place. He was one of the masters of the trouper race. He knew the game! Square he played! A wonderful man from every angle! As the years pass he'll be missed more and more. Not many oldtimers left. Who will be next to cross Forever Bar?"

Has Photo of Barnum Family

DES MOINES, Ia., Feb. 29.—J. M. Pinkerton, of Marshalltown, Ia., owns a photograph he values at \$1,000 and hopes to sell it to Henry Ford.

The picture is that of the late P. T. Barnum and his family. Below the picture is pasted Barnum's autograph, taken from a Davenport (Ia.) hotel register.

Pinkerton obtained the picture from the son of the photographer who took it. Five prints were made and the other four have been lost and the negative destroyed. It is believed to be the only picture ever taken of the entire Barnum family. The photo is two feet across and 14 inches high.

Hoogewonings To Present The Orton Bros.' Show

OTTUMWA, Ia., Feb. 29.—Orton Bros. Circus, Inc., will take to the road under the management of William Hoogewoning and wife, the former Nellie Orton. Show will be motorized and most of the show property has been purchased.

The Hoogewonings have been on a 5,000-mile motor trip, combining business with pleasure. They were entertained at several circus quarters, especially the Russell Bros.' Circus quarters by Mr. and Mrs. C. W. Webb. Mrs. Hoogewoning was in Dallas several days with her sisters, Babe and Grace Orton, who open with the Joe Webb Circus.

Graham's Generous Offer

CINCINNATI, Feb. 29.—John C. Graham, attorney and coal operator of Butler, Pa., and who does many things in behalf of circuses, recently sent the following letter to George H. Earle, governor of Pennsylvania, Harrisburg:

"As owner of 575 acres of coal at Sligo, Clarion County, Pa., having more than 2,000,000 tons of unmined coal and realizing that thousands of families in Pittsburgh and Beaver Valley (not on welfare) are curtailing the necessary heat in their homes by reason of high cost of fuel and thus endangering the lives of mothers and children during this, the most severe winter for years.

"I hereby offer to donate 20,000 tons of coal at my mine, for distribution anywhere by any committee, at the rate of three railroad cars or 200 tons of coal per day for the next 100 days, provided you will have the Pennsylvania Railroad transport said coal to destinations free of charge or at nominal freight charges.

"It would give me great pleasure to deliver that 20,000 tons of coal free to those needing it in my declining years if taxes and interest had not entailed a loss of \$100,000 in the last few years.

"Incidentally, the mining of 20,000 tons of coal distributed thru the next 100 days will give 50 idle miners (now on relief) work and their families sustenance. Therefore, will you please take up promptly my offer with the proper sources to obtain transportation of the coal offered and I will enlist one of the administration's A. B. C.'s for any needs in the donation of my coal."

Ivan Show Opens In Australia

CINCINNATI, Feb. 29. — Ivan Bros. Circus recently opened at Manly, N. S. W., Australia, then went to Sydney. It is a stock company, capital, £20,000. Everything is brand-new—big top is 100 by 150; menagerie, 60 by 100; dressing tops, 50-foot round and 40 by 60. Show has two light plants, 15 k.-w. each. Diesel motors and moves by rail—18 cars (four in the States). There is no cook-house.

The staff: Major E. B. Condor, director; Frank O'Sullivan, general manager; A. G. Steinhouse, treasurer; W. McK. Bausman, equestrian director; Conrad Smith, boss canvasman; Leo Loranger, boss of props. Personnel: 44 performers, including eight in ballet; 14 men on canvas, eight on props, four on transportation.

The program: Nellie Dutton Equestrian Act; Flying Delcos, featuring Rose Campbell, casting turn; Aerial Silverlakes, double traps; Seven Demnati Arabs, tumblers; Ernesto, Perez and Naida, equilibrium turn; Johnnie Mae, iron-jaw; Petite Evelyne, contortionist; Miss Dutton, on wire; Billie Lake, Spanish web; Vivian de Vere, aerialist; the Velasquez, equestrians; ballet; Ah Moy Brothers, trick cyclists; Charlie Mitchell, clown.

Celebs at Benefit Show

PARIS, Feb. 24.—Biggest show of season was the benefit at Cirque Medrano last Monday to raise funds for the widow of the popular clown Antonet, who recently died here. Show ran nearly five hours and on program were such celebs as Maurice Chevalier, Mistinguett, Con Colleano, Marie Dubas, Carre Brothers and their horses, all the Medrano clowns; Antonet's former partner, Beby, and scores of circus, stage, film and sport celebs.

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The Corral

By Rowdy Waddy

LOOK OVER the Letter List in each issue. When your name appears therein send mail-forwarding address promptly.

AT THIS TIME the attention of many contestants is centered in the forthcoming annual Rodeo in connection with the Fat Stock Show at Fort Worth, Tex.

BOTH CONTESTANTS and exhibition workers are now watching for announcements of rodeos for this year to fill in their bookings.

THE PARTY who some weeks ago sent in newsnotes of folks at Hollywood forgot to include own address. Let's have some more of 'em.

IN ORDER to publish on this page a report of the RAA convention at Tucson, Ariz., a lesser amount of space than customary for this column is being used in this issue.

JOHNNY (COWBOY) DAVIS is still at Paulding, O., training some stock and otherwise preparing for the opening of the Circle-6 Rodeo and Horse Show, of which he is director.

IN THE FINAL CURTAIN columns of this issue is announcement of the untimely death in Florida of Joe Blackstone, one of the three Blackstone brothers, contestants.

IF YOU ARE a "Western" performer and engage with a circus concert, a free-act combination or a Wild West with a carnival, let's have the name of the outfit you book with. The Corral is not exclusively for rodeos.

TED (SUICIDE) ELDER has been playing his Roman standing jump over an auto in flames at winter fairs in Florida, including at Tampa. Ted has a number of horse show and other engagements prior to his date during the opening stand (indoors) of the Cole Bros.-Beatty Circus in Chicago. By the way, the recent report that Ted Elder was among "those present" at Miami was erroneous.

TUCSON, Ariz.—The three-day annual Tucson Rodeo (La Fiesta de los Vaqueros) was a thrilling event, with very heavy patronage, and drew a record number of contestants. Winners in the finals were as follows: Bulldogging (three-steer average)—Rube Whitman (763-5) seconds, Jim Nesbitt (81), Dave Campbell (974-5). Team Roping—Johnny Rhodes and Breezy Cox (744-5), Joe Kane and Buckshot Sorrels, second; Homer Ward and Mike Stewart divided third and fourth with Jack McClure and Arthur Beloit. Bronk Riding—Earl Thode, Harry Knight, Leonard Ward, Cecil Henley. Bull Riding—Smoky Snyder, Dick Griffith, Tom Bride. Bareback Bronk Riding—Smoky Snyder, Tom Bride, Cecil Henley. Calf Roping—Skeet Bowman, Clyde Burke, Amy Gamblen, Tom Rhodes.

COL. W. T. JOHNSON has contracted another very promising engagement to present a monster rodeo at the Texas Centennial at Dallas. An article relative to his having made the contract appeared in last issue—started on page 3. According to report, Colonel Johnson will produce 20 performances, including on the starting date (June 6) of the exposition, and also 16 performances in the fall. With the abundance of excellent rodeo stock he owns, his wide-spread reputation for producing real contests in cowboy sports, with top-notch contestants galore, and his successful experience of having produced highly successful special event rodeos during the last five years in large cities of the East, Colonel Johnson's booking will doubtless be a notable drawing card and an all-around asset to the exposition at Dallas. A report from the Colonel's home city, San Antonio, Tex., was that he was leaving late this week for a trip to New York City.

CONTESTANTS NOTICE! RODEO

St. Louis Arena, April 11-18, Auspices Welcome Inn. RODEO—DEB MOINES, Auspices Police Department. Address All Mail, ARENA DIRECTOR, care Arena, 5700 Oakland Ave., St. Louis, Mo. Watch for Next Week's Announcement.

Rodeo Association Has Spirited Meet

TUCSON, Ariz., Feb. 24.—The Rodeo Association of America at its annual national convention here, Wednesday and Thursday of last week, chose Reno, Nev., as its 1937 convention city. Judge Maxwell McNutt, of San Mateo, Calif., was re-elected president, and Fred McCargar, of Salinas, Calif., was re-elected secretary. Other officers elected were Arthur Hebborn, Sacramento, first vice-president; L. B. Sylvester, Monte Vista, Colo., second vice-president; J. C. Kinney, Tucson, Ariz., third vice-president. Board of directors: Judge McNutt, Hebborn, Sylvester, Kinney and Bob Haynesworth, of Cheyenne, Wyo.; E. L. Richardson, of Calgary, Can.; Charles Sadler, of Reno, Nev.; Ralph Lovelady, of Sidney, Ia.; D. C. Evans, of Belle Fourche, S. D. Haynesworth replaces William G. Haas, of Cheyenne, and Sadler replaces Tex Austin, of Albuquerque, as directors, while the others were re-elected. Included in the attendance was Joe Allison, who came some 9,000 miles across from Melbourne, Australia. Allison, an ex-rodeo performer in Australia, now is a representative of several cattle companies.

Among the delegates were: Judge McNutt, J. C. Kinney, L. B. Sylvester, Mayor H. W. Peery, of Ogden, Utah; R. P. Burnhardt, of Livermore, Calif.; Vance Naylor, of Hansen, Ida.; Thomas Parks, of Twin Falls, Ida.; Charles Sadler, of Reno, Nev.; Carl B. Armstrong, of Mangum, Okla.; Al Caffodio, of Sonora, Calif.; Harry Rowell, of Hayward, Calif.; C. E. Menées, of Phoenix, Ariz.; Art Black and Robert Haynesworth, of Cheyenne, Wyo.; Everett Bowman, of Hillside, Ariz.; Fred McCargar, of Salinas, Calif.; Frank Marshall, publicity director Tucson Rodeo; Al H. Condron, secretary Tucson Chamber of Commerce.

Prominent Speakers

Prominent among the speakers and their topics were: Judge McNutt, *Legal Aspects of Rodeos*; Dr. Ralph Lovelady, *The Eastern Viewpoint*; Dr. E. J. Leach, Salinas, Calif., *What the RAA Is Worth to Each Rodeo and Financing a Rodeo*; Roy Bernhart, Livermore, Calif., *Showmanship*; Robert Haynesworth, *Re-Classification of Shows*; Grace M. Sparkes, Prescott, Ariz., *How Does a Woman Run a Rodeo*; Mayor Peery, *Getting 100 Per Cent Co-Operation*; G. Arthur Blanchard, San Francisco, *What Part of a Show Is Publicity*.

Arthur Hebborn, for 37 continuous years director of the Salinas, Calif., Rodeo, headed the delegation which won the most acclaim. The men in the delegation wore white crepe shirts with "Salinas" printed on the back in big black letters. Fred McCargar, secretary of the Salinas organization and also of the national association, assisted in supervising the luncheons.

One of the features of the first day of the convention was the presentation of Rodeo Association of America awards to last year's champions. Following are the prizes and names of the receivers: Check for \$100 from Levi Strauss & Company and gold belt buckle from F. Allen Ray to Everett Bowman, grand champion cowboy; check for \$100 from G. A. Blanchard to Pete Knight, second in champion cowboy; check for \$100 from Maxwell McNutt to Everett Bowman, champion calf roper; check for \$100 from John W. Marchambank to Pete Knight, champion bronk rider; check for \$100 from Charles Howard to Leonard Ward, champion steer decorator; check for \$100 from Litchenberg-Ferguson Company to Richard Merchant, champion steer roper; check for \$100 from H. J. Justin & Sons to Lawrence Conley, champion team roper; check for \$100 from John B. Stetson to Everett Bowman, champion steer wrestler.

Changes in By-Laws

Radical revision of by-laws of the RAA, including abolition of the established system of classifying rodeos, highlighted the entire convention. Under the first change adopted, classification on the basis of the total purses awarded contestants was abolished, and the points toward national cowboy championships will hereafter be given on a straight point-for-dollar basis. Hitherto shows were divided into six classes and a different scale of point awards was established for each. This revision was regarded as a victory for representatives of such rodeos which return entry fees to contestants by adding them to

the purses. Under the old setup entry fees were deducted from the purse totals in computing show classifications. Rodeo shows such as Tucson's, which had a "B" (fourth class) rating with the association, had maintained that the system did not fairly reflect a show's caliber. Another change in the rules provides that rodeos paying a purse to the wrong contestant must subsequently pay the winner, whether or not the first contestant returns the purse, and that the association shall collect this sum from the wrongfully paid contestant by making it a lien against his winnings in later RAA shows. The rule as adopted was a compromise with delegates who sought to bar permanently from RAA competition any contestant who failed to return a purse paid him in error. J. C. Kinney, president Tucson Rodeo and a director in the RAA, proposed another major rule change, which requires member shows to file a written bank guarantee of purses in advance of their show dates. The legislation, designed to prevent shows from "running out" on contestants by failing to pay posted purses.

The three days following the convention saw the Rodeo Association delegates and officers honored at the 12th annual La Fiesta de los Vaqueros. For the first time in the Tucson rodeo's history the contestants were forced to compete an extra day because of the heavy entry list.

Cleveland Grotto Has Capacity Biz

CLEVELAND, Feb. 29.—The Grotto Circus, closing two-week run at the Public Auditorium here tonight, played to capacity biz thruout the second week, despite most inclement weather. William A. Williams, monarch and general chairman of the circus committee, and William C. Schmidt, managing director, informed *The Billboard* representative that the show will close with a most pleasing financial and attendance record.

Visitors during the week were Walter L. Main; Tunis E. Stinson, managing director of the Detroit Shrine Circus; Allen King, Felix Adler, Pauline Stevens, Crawford Grill; Sally and Bob McLaughlin, veteran minstrel folk; Tom Manning, NBC sports broadcaster.

Bert Nelson and his cub, King, attracted much attention on their daily jaunts to numerous luncheon and dinner parties, as also did Dorothy Herbert, Rudy and Erna Rudynoff. Publicity Director Todd turned in a neat job and obtained much art and news space in the dailies, in addition to the good work of Ernie Wilson, radio program director.

Concessions enjoyed a prosperous two-week period under management of Nick Carter.

Clown alley roster listing last week gave the name of Joe Hodgini. This was in error. He is appearing with Orrin Davenport's riding act and will continue to do so until after the Denver showing of the Shrine Circus. He then will join the Walter L. Main Circus.

Floresque suffered a severe cold while playing here and was forced to cancel his iron-jaw swing number for two of the performances. The party given by Albert Powell, aerialist, in honor of Mrs. Powell's natal day, was one of the party highlights of the week.

Engaged for Main Show

GENEVA, O., Feb. 29.—Tom and Betty Waters, wire act, who were with the Walter L. Main Circus last year, have been re-engaged for this season.

Ernie Wiswell's funny Ford act, "Lizzie of the Sawdust," will be with the show, also Capt. Kirk Adams and his military ponies.

Bob Morton Under Knife

PHILADELPHIA, Feb. 29.—Bob Morton underwent an operation at General Hospital Thursday night, performed by Dr. Bernard L. Kahn, chief of staff of the hospital. It was an emergency case. He will be removed to Sylvania Hotel for a few days, then will be taken to Atlantic City to recuperate. He is resting nicely.

ST. LOUIS, Feb. 29.—Tom W. Allen and Al P. Rauer are directors of the Shrine Jubilee Circus, which will be held at the Coliseum. A \$50,000 fund for charity work is to be raised from the event. Radio and screen stars, musicians and artists will appear on program. A feature will be a baby contest.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox.

By STARR DeBELLE

Peruvian Grove, Fla.,
February 15, 1936.

Dear Circus Solly:

The home town and opening spot for the Won, Horse & Upp Circus all that could be expected. The show was built and organized here, so naturally all the stockholders were armed with comps and a good many of our small bills squared the same way. In checking up on the comps issued, the management found that more had been put out than the population of the county. Then decided not to put up any paper, as all passes were dated. And no live ones left to play to.

The parade of gold and glitter left the lot at 10 a.m., circled the block and was back at 10:15. Being delayed five minutes, due to the axle breaking on the dog cage. This put our six-piece band on foot for the remainder of the march. Show opened in a downpour of rain. Management elated with the weather. It gave them an idea of how bad the big top leaked and how the audience took it. As they all had been admitted on the cuff, it didn't matter.

The interior of the big top certainly looked the part of a big show. Nickel-plated rigging on all poles (six swinging ladders). The big steel arena in the center ring. In this the wrestling bear and our run-away goats work.

The program: Grand entry, the entire troupe taking part. Display No. 2—Won Troupe, Chinese swinging ladder girls, all daughters of one of the owners. No. 3—Horse Family, Indian war dancers and Western entertainers. Another family of one of the bosses. No. 4—Upp Brothers, working dogs and ponies. Sons of another one of the owners. Too many acts to mention all. All the women on the show ride menage and everyone from the bosses down doubles in clown alley.

The program ran without a hitch except one of the natives recognized his cur as a fill-in in the dog act and took it home. Band now in hillbilly make-up, but uniforms will be ordered in a week or two.

Concert: Vaudeville and Wild West. Roping and riding of the January mule. Our singing pearl diver doing black went over with a bang.

Big show canvas: 60-foot round top with two 20s and a 30. Side show: 40x80 push pole. Acts: Four cages of small animals, Punch and Judy, perfume concession, snake act, magic and two dancers in the annex.

Show travels on 14 wagons, has 40 head of horses and carries 30 people. Opened in rain to a straw house and no money. Hank Upp will do the horse trading and his wife read mitts along the road for vegetables and poultry.

Mark F. Lynch Appointed Legal Adviser Cole-Beatty

ROCHESTER, Ind., Feb. 29.—Appointment of Mark F. Lynch, Newcastle, Ind., attorney, as legal adviser of the Cole-Beatty Circus for this season, has been announced by the management. One of his first official acts was consummation of the contract which added the Major Bowes' Amateurs to the program.

Joe Lewis, who will be in the clown lineup, is at quarters.

The Clarks—Ernest, Elizabeth (Hanneford), Percy and Ernie—known as the Flying Clarkonians and the Ridding Clarks, departed Sunday with the winter quarters unit for the Columbus date. The act included six rosin-back horses, which arrived here last week, and which will be featured.

Preparations are being completed for return of 150 head of baggage stock from the farm for spring conditioning.

Albert Fleet will work his seals in a new sequence at the Columbus show.

Absence of three herds of elephants, now in Columbus, has made possible removal of remaining bulls from the old to the new elephant barn. Cats and other animals were quartered in the new barn several weeks ago. This completes the assembly of all animals under one roof.

Weather permitting, the paint gang, under Ernie Sylvester, will begin next week retouching all rail equipment. Freight and stock cars will be aluminum and blue, passenger equipment red and gold.

On the Line

TEXARKANA, Feb. 29.—It's no news that this city is situated in two States and sometimes has plenty of grief in splitting its voting and in other public matters, but it will have a new distinction this year when both Texas and Arkansas are to have Centennial Celebrations. So both sides of the city are making plans for their respective Centennial doings, residents having decided at meetings last week to hold joint programs to attract visitors to both Texas and Arkansas festivities. Historical points of each State will be emphasized in the city's part of the States' programs.

Lawes Sponsor Of Crime Show

Dufour and Rogers attraction in Dallas to have co-operation of noted warden

DALLAS, Feb. 29.—Texas Centennial Exposition management this week received a letter from Lew Dufour, of Dufour & Rogers, stating that co-operation of Warden Lewis E. Lawes of Sing Sing (N. Y.) Prison had been obtained in preparation of their new crime show.

Under sponsorship of the famous criminologist, the Dufour-Rogers attraction will become the premiere showing of the International Crime Prevention Exposition, which law enforcement bodies in America, Europe and Asia will present during the next few years in an effort to emphasize the old adage, "crime never pays."

A collection of criminal weapons, photos and finger prints will be shown in addition to their gangster car and other items.

Preview for Boys' Clubs

Warden Lawes will be in Dallas for part of the exposition and will publicize the show over his NBC programs and thru his newspaper writings. Show will be in four units devoted to crime prevention, causes of crime, crime detection and crime punishment. Boys' clubs, Y. M. C. A.'s and other civic organizations will be asked to preview the show prior to the June 6 opening.

Dallas is having an influx of show-folks. Hart Miller, former executive in the exhibits department in San Diego, is here with a novel promotion, and Harry Horne, whose perfume pitches are known wherever expositions are held, is resting in Fort Worth with his wife. He has signed for locations here. Fort Worth is Mrs. Horne's home town.

Chrysler Company In

J. Ed Brown, who resigned as head of concessions in San Diego on February 15, is reported on his way to Dallas, altho it is said he is not interested in shows but wants a long rest after more than a year in S. D.

George Whitehead, right-hand man for Harry P. Harrison, ticket sales expert, is on the job in Dallas and renewed acquaintances with Paul Massmann, Clint Bolton and others with whom he worked before.

Chrysler Motor Company has been added to the list of big-time exhibitors. It will have entire east wing of the Transportation Building, 15,000 square feet. David French, personal representative of Walter Chrysler, and Hi Johnson, designer of the exhibit, came here to close the contract.

Nat D. Rodgers, who has assumed managing directorship of the Streets of All Nations, huge village to be presented at the exposition, reports that the president of the concession corporation is Emmett McConnell, widely known exposition man, and that the secretary and treasurer is Henry Chadwick, who was responsible for the Pantheon at Chicago's A Century of Progress.

DAVENPORT, Ia.—Directors of Mississippi Valley Fair and Exposition Company re-elected M. H. Calderwood president; P. F. McCarthy, vice-president; A. P. Arp, corporation secretary; H. W. Power, treasurer and fair secretary; Mazie C. Stokes, assistant secretary. Roy Weise was named director to succeed Ben Slerk, resigned. Charles Simon is a new director.

CHI PLANS ADVANCE

CNE Revenue Has Rise in '35

Drop reported in operating expense—amusement tax levy on spending

TORONTO, Feb. 29.—Total revenue of Canadian National Exhibition last year was \$878,989.53, an increase of \$100,198.47 over 1934 revenue of \$778,791.06, the annual report reveals. Increase is accounted for mainly by more revenue from gate admissions of \$34,935; grand stand and midway and special shows, \$13,509; exhibit space and concessions, \$49,622, including \$38,591 from the Motor Show.

Operating expenses show a decrease of \$48,557.21, the only department showing an increase in expenses being art. In 1935 operating expenses were \$577,679.75, compared with \$626,236.96 in 1934. Operating surplus is now \$301,309.78, compared with \$152,554.10 a year ago.

Surplus Now \$107,803

After deducting from the operating surplus expenditures on plant and equipment of \$11,191.92 and debt charges on new buildings and water rates of \$182,314.05 payable to the city, there remained a surplus of \$107,803.81, distributed as follows: 1934 deficit, \$18,352.77; eastern car terminal, \$16,528.64; construction of new band shell, \$35,000, and reduction of debt on electrical distribution plant, \$37,922.40.

Directors point out that it was found impracticable to collect the Ontario government relief amusement tax from the public in all cases.

"In cases where the tax was added to standard admission prices owing to contractual obligations of the carnival company to the individual show proprietors, the rate of entrance to the shows, on account of change-making, especially on the bigger days, was serious." (See CNE REVENUE on page 40)

Hinck Signs in Northwest

CHICAGO, Feb. 29.—C. W. Hinck, whose Thrill Day attractions have been a well-known fair feature many years, has just received contracts to present his Congress of Thrillers at North Dakota State Fair, Grand Forks; Northwest Fair, Minot; Tri-State Fair, Superior, Wis., and Central Wisconsin State Fair, Marshfield. He presented his Motor Derby the first time in 1919 and during the ensuing 16 years has been active in the field of sensational exhibitions, with such varied thrillers as professional dirt-track motorcycle races, auto polo, boardwalk crashes, head-on collisions, delayed parachute drops and numerous others.

Selling Fair-Mindedness to Public Officials Given Start in Louisiana

Convince public officials that appropriations for fairs give full value for funds expended, was the advice of F. V. Mouton, South Louisiana Mid-Winter Exposition and Flower Show, Lafayette, in his introduction of a State-aid resolution, which was adopted by Louisiana State Association of Fairs in annual meeting in Jennings on February 14 and 15. Excerpts from his talk follow:

It has been my experience to note that the senators and representatives who have no fairs in their parishes are not fair-minded. I do not mean to say that they are unfair, but they are not greatly interested in fairs. I believe that the resolution we have adopted for added appropriations will help to sell the idea to them and that their reactions will be favorable to the cause. Since we are under the direction of our



OFFICIALS OF SOUTHEASTERN FAIR, Atlanta, left to right: John Armour, vice-president; Mike Benton, president; Bill Breitenstein, publicity director, embark for a sojourn in Havana, aboard S. S. Cuba, after visiting Florida Fair, Tampa. (Photo by Walter Davis, publicity department, St. Petersburg Chamber of Commerce).

Eastern States in 20th Year Buildup

SPRINGFIELD, Mass., Feb. 29.—In support of its 20th anniversary marker in 1936, Eastern States Exposition, September 20-26, is launching a super-super attraction schedule. Charles A. Nash, general manager, has booked the Soaring High revue, which will be surrounded by a number of spectacular grandstand and race track features. About a dozen acts will be worked in with the presentation.

Lucky Teter's Hell Drivers contingent will be offered on Monday thru Thursday afternoons and Alex Sloan's auto races on the remaining two afternoons. Manager Nash saw the Teter outfit at the Tampa Fair and was impressed with its possibilities for ESE trade. Everett Johnson's Band will play the night grand-stand show.

"We are working on several novel features in connection with the exposition this year, as it is our 20th anniversary, and the wealth of material we can dig out is almost without limit," Mr. Nash said. "Anniversary comes at the right time to include the 300th anniversary of the City of Springfield. The city plans to stage the various celebration programs starting in May and closing on the final day at the Eastern States. This yields an exceptional opportunity."

Work is also going ahead on cattle, horse and sheep shows, quilt contest and trotting program, with race for amateur drivers to be repeated because of its '35 success, Nash stated.

Work on Plant Is Under Way

Huge hall for permanent exposition proposed—landscaping details approved

CHICAGO, Feb. 29.—The Chicago Exposition Authority approved final plans this week for landscaping the permanent exposition plant which is to be established in Burnham Park. Walter L. Gregory, president of the authority, said that federal WPA crews have the landscaping under way as part of the \$6,500,000 government-approved project to prepare the park grounds for buildings. At the authority meeting Alfred Shaw, supervisory architect, presented proposals for 15 exposition buildings and these were taken under consideration.

Area for the permanent exposition extends from the line of 12th street to the line of 24th street, between the outer drive and Lake Michigan. Main entrance will be at 16th street, where a bridge will be built across the lagoon to Northerly Island. Plans submitted call for an exposition hall nearly two blocks long at 23d street, outdoor amphitheater seating 20,000 persons, children's building with a garden, dance pavilion, ice and roller rinks, restaurants, picnic shelters, bathhouses and two beaches, each a quarter-mile long.

Shore line of the lake will be changed very little. A boardwalk will be built around the lagoons, and the shore will be lined with flowering thorn trees.

Return of the permanent exposition site from A Century of Progress was formally accepted this week by the Chicago park board. The board also released \$35,000 in cash and \$90,000 in bonds put up by the World's Fair management as surety for fulfilling its contract with the board.

ESE Books "Soaring High"

CHICAGO, Feb. 29.—M. H. Barnes, president of Barnes-Carruthers, said Charles A. Nash, general manager of Eastern States Exposition, Springfield, Mass., has contracted the Barnes-Carruthers musical extravaganza, *Soaring High*, for the 1936 fair. This attraction, which broke grand-stand records at many larger fairs last year, will have a cast of 150 and a 350-foot spread of scenery. In addition to the huge night show Mr. Barnes said his firm also will supply attractions for the afternoon performance in Springfield, with presentation of an imposing array of "sky-line" thrillers and platform acts.

Pittsburgh Show to McGrath

PITTSBURGH, Feb. 29. — James N. McGrath Jr., local showman, landed the contract to stage the second annual Pittsburgh Jubilee and Exposition on Forbes Field week of June 22. He will produce the big show and the side show outside the field on the Avenue of Flags. Plans are more pretentious than last year, calling for 30 outdoor acts for the Forbes Field show. Engineers are working on plans for a huge arena in the ball park. Affair will be a benefit for pension funds of police, firemen and municipal employees.

Canadian Cut Is Protested

REGINA, Sask., Feb. 29.—Announcement has been made by the federal department of agriculture that grants to Class A fairs will be reduced from \$5,000 to \$4,000. A strong protest has been forwarded by Western Canada Association of Exhibitions.

DETROIT—Lanny Ross, radio singer, will appear with Detroit Symphony Orchestra at a preview opening of the second annual Detroit and Michigan Exposition this week in Convention Hall.



By CLAUDE R. ELLIS

THE CONTEST idea for grand-stand acts, tried out recently for Volusia County Fair, De Land, Fla., did not prove so hot. Plan was to have acts vie for spectators' applause and receive compensation according to their popularity, on a sort of co-operative basis.

Fair Manager Sam Burgdorf explains that "a number of acts accepted the proposition, but not enough to give us a worth-while show. And then some other acts wrote in and thought we were trying to get something for nothing. Some of the letters were indeed funny and some were plenty hot. So we canceled the contest idea and booked in some real attractions."

Well, there appears to be as yet no reason to change the belief that an act is always worthy of its hire! Sam thinks that the start made will result in a humdinger fair there next year.

A 10-CENT gate, instead of a 50-cent hype, is the success secret of the American Legion Race Meet, which has become

a big annual event on North Missouri Fair grounds in Hamilton, Mo., declare officials of the local Legion post, sponsors. It started in 1931 as a two-day affair, was made a three-day show in 1932-'33-'34, and last year, when a day was added, all records were broken, despite cool weather. Managers say the low gate makes for good midway spending. Closing night in '35 was a record-breaker, acts being changed daily.

STATE departments of agriculture are getting calls for free seeds again, a sure harbinger of spring, although thaws haven't yet hit the sugar camps. Yes, Uncle Sam and Father Pein have no free seeds, remarks the Pennsy department's weekly bulletin. "No, a Thousand Times No," will be repeated to those rural folks who apparently have not yet found out that Washington discontinued free-seed distribution 13 years ago.

NINETEEN years is a long time, Secretary Charles B. Ralston, Staunton, told the Virginia Association of Fairs at its annual meeting in Richmond, reviewing that length of time since its formation. There were seven charter members, Radford, Galax, Roanoke, South Boston, Lynchburg, Staunton and Danville. Peak of 37 members was reached in 1929. Since then 11 fairs passed, attributed to depression—Orange, Appomattox, Martinsville, Shipman, Norfolk, Matthews, Marlon, Winchester, Rockville, Harrisonburg and Hot Springs. There are now 22 fairs on the Old Dominion roll. A number are convalescing and bid fair to completely recover. Mr. Ralston opines there will be five new ones this year. Here's hoping.

APROPOS of putting on a fair that causes word-of-mouth advertising, the popular F. V. Mouton, Lafayette, told this one at the Jennings annual meeting of Louisiana State Association of Fairs. Credited to Floyd Spencer, Louisiana State University, it went like this: Farm hand reported to the boss that he had fed hay to the horses, mules and cows and that they all liked it. "I fed hay to the geese, too," he added. "Did they like it?" asked the farmer. "Well," replied the hand, "I left them talking about it."

"THE county fair, in all its old-time glory, has returned to us in the past several years," is the way Judge I. L. Holderman, Dayton, veteran president of Ohio Fair Managers' Association, feels about it. "It is the most satisfying of all community events. Sociologists declared that county fairs were washed up, going out on a one-way ticket, never to come back. But how sadly they were mistaken! Instead of being headed for the rocks and going back, fairs are just coming into their own. Most fairs in 1935 came out on the right side of the ledger; there were record crowds, and counties that a few years ago endeavored to junk their fairgrounds, declaring them obsolete, are now rehabilitating them and announcing fair dates."

SPEAKING as a "fair doctor," J. A. Darnaby opines that recovery of the patient is not merely a matter of days or weeks. "We have never been invited into fair planning," he declares, "until the fair in the particular town or city had 'progressed backward' so long that it appeared, from a local standpoint, to be a lost cause. In the face of such lack of faith, county agents and fair managers experience considerable difficulty in reviving competitive interest among producers and prospective exhibitors without excessive investments largely responsible for preceding failures. It often requires more than a year of intensive campaigning. Last year, however, Corinth, Miss., recorded the greatest number of entries in years and largest gate receipts. Our effort in Chattanooga was sufficiently encouraging to assure the 1936 fair united support of 23 counties."

CNE REVENUE

(Continued from page 39)
ously retarded with resulting loss," the report says.

Exhibits From Europe

"Total tax collected amounted to \$34,418.85, of which \$18,233.15 applied to the midway and special shows and \$16,185.70 to the grand stand, averaging 12 per cent of the total admission charges collected from the public.

"The tax constituted a levy on the spending power of patrons and it is reasonable to suppose that had it not been in force, exhibition revenues would have been increased by a substantial proportion of the \$34,418.65 collected."

Belgium and France are negotiating for display space at the 1936 exhibition.



Fair Grounds

BEAUFORT, N. C.—Carteret County Fair and Port of Entry Celebration in October will be the first event of the new Carteret County Fair, Inc., formed here by Joseph House, C. H. Hill and Tom C. Kelley, and sponsored by the American Legion post. Cetlin & Wilson Shows will be on the midway.

BEDFORD, Va.—Bedford Fair Association named a special committee "to investigate the best policy for the association, liquidation, sale of the association, etc." Members, W. P. Hurt, George P. Parker, F. K. Saunders, J. K. Phelps and J. Callaway Brown, will make recommendations within 30 days.

BLYTEVILLE, Ark.—City council voted to lease the 73-acre municipal park and fairgrounds now under construction to Mississippi County Fair Association for \$1,000 a year. The association, a non-profit organization, will be allowed to operate the grounds until bonds sold by the city for improvement of the property are retired. Lease may be canceled for cause in December, 1939, or in any odd year thereafter.

MIAMI.—Sam Burgdorf, manager of South Florida Fair and Exposition, to be held here this month under American Legion auspices on the old fairgrounds adjacent to the Seaboard station, has booked Krause Greater Shows for the midway.

HUNTINGBURG, Ind.—Dubois County Fair here in August will have a free gate, directors decided, in celebration of the 50th anniversary of the annual.

LOCKPORT, N. Y.—Holding to its record of operating always in the black, Niagara County Fair Society here announced profit of \$792.30 for last year's show, which went over despite several days of bad weather. Receipts totaled \$26,408.64 and expenditures \$25,616.34.

NORTH SYDNEY, N. S.—A move is on to revive Cape Breton Island Exhibition, starting this year. Mayor F. L. Kelley, North Sydney, active in the movement, has received notice from the Nova Scotia government, Halifax, that a grant of \$2,500 will be made. Plan is to have this fair annually, as it was before it was discontinued four years ago. It was then held in Sydney, but present plan is to shift to North Sydney.

Circus Color Rules Pageant in Sarasota

SARASOTA, Fla., Feb. 29.—Population of 10,000 here nearly tripled during the week ending last Saturday as the annual Pageant of Sara de Sota drew record crowds despite threatening weather. Hotel accommodations were taxed and near-by towns benefited from the overflow.

On a floating stage anchored off the city water front in Sarasota Bay a group of amateur Thespians enacted a dramatized version of the tragic legend of Sara, daughter of the Spanish explorer. Seven thousand spectators on the shore were seated on bleachers loaned the city by Ringling Bros.-Barnum & Bailey Circus, management of which aided generously in staging the fete. Gay streamers of colored lights across city streets were loaned by John Ringling. Orville F. (Curley) Stewart, circus utility superintendent, was marshal of both night parades, highlights of the pageant.

While Friday night's parade was the lesser and was featured chiefly by marching units in comic costume, the circus aided here, too, by providing horses for several equestrian troupes as well as many of the clown costumes. Saturday night's final, the "Grand Procession," was featured by a great many circus attractions, gay wagons, clowns and animals, in addition to many commercial floats.

On the county fairgrounds exhibits of Sarasota Fair, which ran all week, were housed in the big Ringling-Barnum menagerie tent, also loaned to the city and managed by a circus crew under direction of Jim Whalen, boss canvas man. On the fair midway Krause Greater Shows had one of its best weeks this season, according to Ben Krause, owner. Midway crowds were colorful, as the populace of Sarasota annually turns out

Big Hippodrome At Orange Show

Stellar acts augment exhibits at '36 annual—Islands theme for decorations

SAN BERNARDINO, Calif., Feb. 29.—After opening of the 26th annual National Orange Show here on February 20, bad weather holding down attendance at the initial session, there was a pickup in the succeeding days. Patrons declared the show surpassed previous efforts. The motif of decorations, changed each year, presented a Polynesian-South Sea Island theme, with a replica of the beach at Waikiki, huge Polynesian temple done in citrus fruits and a Moulmein temple. Display of fruits of the Hawaiian Islands and South Sea Islands and Samoan scene, the exhibit of Colton, Calif., was marvelous, especially the bread fruit trees. Singing and dancing girls, in dances of the islands, added charm to the idea. Los Angeles County had one of the outstanding exhibits. San Bernardino showed a magnificent purling fountain. More than 10,000,000 citrus fruits, it was said, were used in the large exhibit, covering 40 acres.

Present were notables from West Indies, South America, Mexico and Hawaii. At the opening the principal address was by Gov. Frank Merriam. In the main building, 880x140 feet, the large stage was used for entertainment features and appearance of persons of prominence, a new idea this year. The space used in former years for a Horse Show presented a departure (in substitution of the Hippodrome), entire production the work of Abe Lefton, also emcee, with novel dance numbers by Fanchon & Marco and Al Lyons and his Cocoanut Grove Orchestra. On the program were the Lyons Orchestra in novelty numbers and specialties by Nick Cochran and Bob Rogers, vocalists; Fanchonettes, 28 girls in a Scotch kiltie number, one of the best things F. & M. have done; Jim McCleave, Victoria, B. C., and his high-jumping horses, another splendid act; Marie Glass, film juvenile in toe and acrobatic dances; Jose Gonzales and Company, spectacular comedy offerings. "The Bullfight," with dogs made up as bulls, and keeping the patrons on sitting on their hands; Al Lyons' Orchestra, Al as emcee, introducing numerous artists, feature being Nora Schiller; Fanchon & Marco's "Dance Modernistic" in cellophane and "Beautiful Lady in Blue."

Sons of the Pioneers, with Gene Autrey, Western movie star, and the Singing Cowboys, different from similar acts and roundly applauded; Los Angeles county sheriffs' pistol team, fine demonstration of marksmanship, with several members executing hazardous shots; Texas Tommy and pony, trick shooting and silver rope spinning; Four Belthazers, "Gladiatorial Visions," done on elevated pedestal, unique in its presentation by these noted performers; Don Ricardo and Company, orchestra of nine and 12 artists, billed as Spanish Troubadours; Hobson Family, comedy riding act, Herbert doing somersaults and Homer the comedy; spectacular production number by the Fanchonettes, "It's Great To Be in Love," featuring gorgeous gowns in this singing and dancing number; for the close, on high aerial rigging, the Four Jacks, working without a net in tricks that amazed spectators. The Hippodrome was a great show and reflects credit upon Abe Lefton and Jack Schaller.

in gay Spanish costume for the pageant and fair.

A unique pageant feature, from a publicity standpoint, was the "International Froglympics," a frog-jumping contest with hoppers from all over the country vying for the championship. "Ol' Dan Tucker," entry of a local sporting goods store, won with a leap of 67 inches.

JIM CONLEY, who was in a Knoxville hospital with pneumonia, is resting in Chattanooga, where he will remain several weeks, Morgan (Whitey) Tolar handling the animal act in the South. Fred and Freda Conley have their animal act on a unit in Ohio, with Arthur Carver working trampoline. Conley acts will play fairs under the Hamid banner.

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To Play the Shiner Agricultural Fair, June 24, 25, 26, 27. Address
L. E. DENMARK, Secretary, Shiner Fair Ass'n, SHINER, TEXAS.

Wanted—CIRCUS ACTS—Wanted

FIREMEN'S INDOOR FAIR,
March 9 to 14, Martinsburg, W. Va.
Wells Bros. Trio, Kanerva and Lee depending on you. Wire me. Also want to hear from Circus Acts doing two or more. Salary must be reasonable. Join on wire. Address reply to **FAIR MANAGER**, 103 N. Queen St., Martinsburg, W. Va.

NEWS **CALIFORNIA PACIFIC** NOTES
International Exposition
SAN DIEGO

By FELIX BLEY. Office, Press Building. Residence, Riviera Apartment Hotel, 1312 12th Avenue, San Diego.

Gate Picks Up For 2d Week

Attendance shows an increase of 100% over first 5 days—week-end is gay

SAN DIEGO, Feb. 29.—Last week-end, crowded with gay activities and with skies clearing after almost uninterrupted rainfall since opening of the exposition, brought thousands of visitors. Gala features included Children's Day, Bicycle Day and Washington Day. Chic Sales started the 140-mile Hollywood-Exposition handicap bicycle race at Hollywood Athletic Club at 7 a.m., and for a time followed the riders in an automobile, and arrived at the exposition in time to start the girls' six-mile bicycle race and the boys' mile event. Upon arrival of winners in the handicap race, Sale started the bicycle parade, in which hundreds of riders participated, following which he awarded the prizes to winners of all events at the organ amphitheater.

For the six days, February 18 to 23, attendance totaled 97,019, an increase of more than 100 per cent over the first five days, February 12 to 16, exposition officials announced. The exposition is closed on Mondays for the present.

Railroad in Publicity

Highlights of the week-end included Navy Night show in the House of Hospitality, which included David Blumenhal, imitations and impersonations; Miller, Mason and Hayle, popular songs; E. Penny, comedy act, *Butchering the English*; R. J. Bryant, banjo player; J. T. Blair, violinist; W. J. Heatherinton, baritone. Jay Warde Hutton and his 12-piece Exposition Orchestra furnished music, and Ernest O. Hulick was in charge of the entertainment program, followed by a Spanish fiesta staged by Jose Arias and His Troubadours.

A second vaudeville show with Fred Heitfield as emcee included Oather Hopkins, pianist, singer and accordionist; Akoni Trio, steel-guitar artists, with Dorothy Bennett, George Simmons and Lyle Hill; Doan Nauman, baritone soloist; Mark Probert, dancer; Norma Taut, contralto; Tillman Schafer, banjo soloist; Ruth Bradley, classical singer; Lola Lee, dancer; Ann Cox, reader and child impersonator; Catherine Shanafelts, Spanish dancer, and Marcella Myers, blues singer and tap dancer.

A national publicity campaign in behalf of the exposition has been inaugurated by the Santa Fe Railroad, one of the principal exhibitors in the Palace of Transportation, according to Philip L. Gildred, expo managing director.

Art Palace Progresses

Lydia Lang, Oriental dancer, was seen in colorful dances in the House of Hospitality Auditorium Sunday afternoon, immediately preceding a lecture on the Orient by Garner Curran.

Meglin Kiddies presented their first program of song and dance Saturday afternoon and in the evening there was a gigantic fireworks display. All shows did capacity business on Saturday.

Royal Brown was presented in organ concerts at the console of the \$1,000,000 outdoor organ. A great searchlight display, with 100 warships taking part, was staged Saturday night in honor of Washington's Birthday, together with the night mobile lighting pageant on the grounds; the gigantic naval illumination lights up the entire sky for miles around San Diego.

Rapid progress is being made on construction of the many exhibit sections in the Palace of International Art, to be dedicated on March 7. The Chinese pagoda is practically complete and construction is well under way on the replica of the Taj Mahal, which will house the famous collection of gems being

brought here by Mesrop Atikian. Work has also been started on the Mexican patio and Indian pueblo.

Flags of 33 nations float over the House of Pacific Relations. Tentative days have been fixed for receptions at the British Empire, German and Jugoslav houses and the executive committee of other foreign participants are planning house warmings and programs to continue thru spring and summer.

Waters Inspects Plant

First official retreat ceremony was held at sundown on Tuesday in the Plaza del Pacifico. Naval Training Station band and bugle corps took part.

Days of '49 offers continuous performances. Bobby Rice and his coyotes furnish music for dancing. Featured performers are Margaret Pohlman, Queen of '49; Mary Sue Dillaha, cowgirl singer; Muggles Marshall, singing cigar girl, and six girls, each over 250 pounds, as the Beef Trust Chorus in specialties.

Nudist Colony in Zoro Gardens is featuring the Five Cubbit Sisters, Mary Pomery, King Adolph and George Barr. Latest attraction to open on the midway is the Funhouse, which started off to good business on Saturday, Children's Day.

H. W. Waters, former general manager of the Canadian National Exhibition, Toronto, now acting as consultant to directors of Pacific Exposition, scheduled in Los Angeles in 1938, toured the expo last week as guest of Frank Drugan, executive secretary, and H. O. Davis, expo engineer. He praised grounds and buildings, saying lighting effects were new to him.

FAIR-MINDEDNESS

(Continued from page 39)

of the red. The selection of this entertainment demands our greatest care and caution. Crooked concessions, disreputable shows and the like will keep good people away from fairs and expose many young and old to temptation and trouble. Let's keep the morale of our fairs to a high standard of clean entertainment and efficient management. chautauquas are growing fewer and fewer, unfortunately, but the county fair still lives and it will live as long as it stands for human achievement and displays the results of industry, economy and good taste. Blue ribbons, red ribbons and white ribbons are fine in their way and should be continued as much as possible, but in the final analysis the cash premium list always brings the bacon home. And those who make the exhibits and those who see them are always educated to a little higher standard every time they are participants.

The bigger your cash premium list, the bigger your fair. It seems to me that we have a committee working on a standard premium list. I hope that it will find it practical to draw one up for the whole State and open to the whole State. Would it not permit the exhibitor of an unusually fine agricultural or live stock exhibit to show his product in as many fairs as he would want to do? So the finer the exhibit, the higher the inspiration which it brings. Fair managers and secretaries of Louisiana are co-workers, and our State, district and parish fairs are subsidiaries of the greatest institution in America.

To Help Farmers

The agricultural industry represents the largest investment in the United States and employs and supports more people than any other industry or business. Farmers of Louisiana are all stockholders in that great institution. Let us do our best to increase their dividends and, as sure as night follows day, pure gold will flow from their horn of plenty into every channel of commerce, industry and trade.

Our field of usefulness and activities has been greatly broadened by the eradication of the cattle tick in large areas of the State and, we hope, even the whole State by the end of the year. The live-stock and dairy industries are now great bets for Louisiana and should be pushed forward relentlessly.

Ionia's Ice Rink Draws Thousands

IONIA, Mich., Feb. 29.—An activity that has proved its value as a civic asset and has popularized the plant of Ionia Free Fair, says Secretary Fred A. Chapman, is the indoor ice-skating rink started in the Auto Building on the fairgrounds in January, 1934, under the FERA.

Success of the rink was largely due to the city and county road commission. Lumber for forms was furnished by the county road commission. The electricity and sand for banking around rink were furnished by the city, also 40 pairs of skates to be loaned to those who didn't have skates of their own.

This rink was the first one ever built inside in Ionia and much experimenting was done at first to insure its success in the future. The lumber for the rink is three-inch by eight-inch and laid L-shaped, the sides are set in six feet from the outer wall on both sides and on the front and back there is a space of 20 feet, total space of the rink being 1,460 square feet.

Experimental Year

The first year's attempt met with fair success, experiments in freezing, etc., re- (See IONIA'S ICE RINK on page 62)

Fair Elections

ATHENS, Ala.—Limestone County Fair Association elected Van Buren Gilbert, president; I. V. Legg, secretary-treasurer.

HAMILTON, Mo.—R. C. Hendren was re-elected chairman of the American Legion Race Meet, held annually on North Missouri Fair grounds here, sponsored by the local Legion post.

SIDNEY, Mont.—Richland County Fair Association elected R. P. Blair, president; F. George Johnson, H. L. Rounce, vice-presidents; Jack M. Suckstorf, secretary-manager; F. B. Lauster, treasurer; Theo Fosse, director.

BEDFORD, Va.—Bedford Fair Association elected J. K. Phelps president, succeeding the late Dr. W. O. McCabe; J. B. Walker, vice-president; J. Callaway Brown, secretary-treasurer.

PETERSBURG, W. Va. — Tri-County Fair Association, Hardy, Grant and Pendleton counties, elected James Williams, Hardy, president; Dick Welton, Grant, (See FAIR ELECTIONS on page 62)

Poor Foundation

By ANDREW L. FELKNER

State Commissioner of Agriculture of New Hampshire.

Excerpts from address at 22d annual meeting of Association of Connecticut Fairs in Hartford on February 18.

Fairs cannot reach the maximum of success and long life or return the greatest value to patrons if organized upon an individualistic or private-enterprise basis. Personal selfishness may become the cornerstone of such, and it is a poor foundation to build on.

A successful fair is one that must possess the full measure of interest and co-operation of the people within the radius of its jurisdiction. Better here in New England, at least, if such organizations as the Grange, Farm Bureau, home and community development clubs, chambers of commerce and business men's clubs all join forces in service to achieve the goal of greatest success to the whole community by and thru the fair. If that degree of success is achieved it will take them all, bar none.

Strive to get into the fair association some of the good young men and women living within its jurisdiction. Enlarge your board of directors, if necessary, and give the ladies a chance. It will do no harm. They may prove to be the leaven in the dough. Elect one or two extra vice-presidents and give your secretary and general manager an assistant selected from the younger group. There are others than ourselves who have ability and ambition.

A very patriotic and loyal Englishman was proclaiming the virtues and values of the English race of people. Crashing his fist onto the table as he reached the peroration in his talk, he shouted, "I was born an Englishman, thank God! I have always lived an Englishman, and praise God, I'll die an Englishman." A Scotchman in the audience shouted, "Hoot, Mon! Hain't ye got no ambition?"

Let's give the young folks a chance to (See POOR FOUNDATION on page 62)

WANTED MOTORDROME

State price, size and full description in first letter, also where located. Will also buy Motorcycles and all other equipment. M. KRAUT, JR., 2129 Coney Island Ave., Brooklyn, N. Y.

LARGE CARNIVAL WANTED

FOR "AMOHALKO FESTIVAL," Four Days Early in June. To show on down-town streets in business section, Muskogee, Okla. Wire MARVIN W. KRIEGER, Festival Director, Muskogee, Okla.



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WE CAN GIVE YOU FREE ATTRACTIONS THAT WILL DRAW MORE PATRONS THAN ANY YOU HAVE EVER HAD—AND AT A PRICE YOU CAN AFFORD. B. WARD BEAM Suite 703, 1564 Broadway, New York City

THIRD ANNUAL JACKSONVILLE FAIR

APRIL 17-26 — TEN DAYS CONCESSIONS — Beer, Lunch, Novelties, Scales, Long-Range Gallery, American Palmistry, Photo, Peanuts and Popcorn. Legitimate Games that will stand inspection. For information address E. ROSS JORDAN, P. O. Box 4212, Jacksonville, Fla.

THE MINNESOTA STATE FAIR

Amusement Committee will hold a meeting the afternoon of Wednesday, March 18, at the Nicollet Hotel, Minneapolis, for the purpose of purchasing a Grand-stand Show for the 1936 Fair. Booking agencies and fireworks companies are invited to have representatives at the meeting.

GROUP RISK PLAN DIGESTED

N. E. Men Hear It at Hub Meet

Two-day parley in Boston includes session of manufacturers—Bauer new head

BOSTON, Feb. 29.—Public liability insurance on a national group plan for fixed outdoor amusement enterprises was furthered as delegates gathered here on Tuesday and Wednesday for the eighth annual convention of New England Section, National Association of Amusement Parks, Pools and Beaches, in the Manger Hotel.

Insurance program was adopted at the annual conclave of the parent association in Chicago last December and was presented here, as in Chi, by Norman S. Alexander, Woodside Park, Philadelphia, chairman of the insurance committee, on behalf of John L. Campbell, Baltimore insurance broker, announced as the sole broker handling this type of business for the NAAPPB. It was stated by Mr. Alexander that complete specifications and terms of the plan were released this week from national association headquarters in Chicago.

Attendance was considerably off, although most of the regulars were on hand. Quite a few, including Richard F. Lusse (Lusse Bros.), Dave Stone (Paragon Park), James A. Donovan, legislative committee expert, and others were either in various parts of the country on business or vacationing in the sunlands. Nevertheless, the sessions brought out a number of vigorous discussions and the banquet and entertainment, staged by Paul Denish, manager of the Boston office of George A. Hamid, Inc., and master-of-ceremonies by Mr. Hamid (the latter's twelfth spot in that capacity in the last two months), proved outstanding as the social part of the gathering despite a slim crowd of about 60.

President Baker in Plea

President E. R. Enegren, Lake Pearl, Wrentham, opened the first session on Tuesday afternoon following a group (See *GROUP RISK* on page 45)

Act Season 8 Weeks Longer For West View, Pittsburgh

PITTSBURGH, Feb. 29.—Charles Beares Jr., manager of West View Park here, said he will open the season for week-ends late in April and that daily picnic operation will begin on May 27. In completing bookings of acts from Frank Cervone, of George Hamid's office here, it was revealed the park will have acts with some eight weeks more playing time than last year.

Arrangements are under way to book an elephant and clown for the entire picnic season. Acts set include Madam Mares Circus, May 27-June 13; Looping Nixes, motorcyclists, June 14-27; Four Aerial Queens, July 12-25; Bob Fisher's Five Fearless Flyers, July 26-August 8, and a big fireworks show for May 30.

Several changes will be made in the park, with work to begin as soon as weather permits. Advance plans also call for one or two new rides.

Batt Has New N. O. Lease

NEW ORLEANS, Feb. 29.—Harry Batt, who has operated Pontchartrain Beach more than a decade thru lease from Orleans Parish Levee Board, signed a two-year lease this week and announced that extensive remodeling will be undertaken before opening date. There are about 200,000 feet of planking on hand for rebuilding of the wide Boardwalk. Manager Batt is planning to bring in good acts and nationally known orchestras for the night spot. J. Adolph Meise will again be in charge of publicity. In addition to operation of the beach, Mr. Batt has been devoting considerable time to his B & M Sportland, New Orleans' only spot of its kind. Joseph Meyers is associated with him.



FRED FANSHER, New York, who was toastmaster at the banquet of the New England Section, National Association of Amusement Parks, also attended by members of the American Recreational Equipment Association, in Manger Hotel, Boston, on February 25, at which George Hamid was given an honor citation for entertainment provided.

Color Makes Hit in A. C.

ATLANTIC CITY, Feb. 29.—An idea of some of the novelties to expect here this summer was given on Washington's Birthday when the Boardwalk blossomed forth in gay flags and streamers and band concerts were given thruout the day at various sections of the walk. Large crowds gave the players much encouragement, and Mayor C. D. White, responsible for the unannounced celebration, took a walk along the Boardwalk and announced the comments he heard would spur him to seek additional resort "color" of this kind.

Park Planned by Margate

ATLANTIC CITY, Feb. 29.—The adjoining resort of Margate, home of the world-famous elephant landmark, is going in for means of attracting visitors in a big way, according to Mayor Earl Jeffries, following a meeting with realty operators. Two principal projects will be a night bathing beach, patrolled and illuminated, as well as an amusement park, the latter to contain rides, swimming pool, bathing lockers and concessions to be rented.

Hand's Will Reopen in Minn.

FAIRMONT, Minn., Feb. 29.—Having been closed five years because of adverse economic conditions, Hand's Amusement Park here, one of the largest in this territory, will be reopened for the 1936 season with a number of new features and big improvements, it was announced by E. R. Hand.

Roster of Officers, Directors And Committees of the NAAPPB

FROM NAAPPB MARCH BULLETIN

CHICAGO, Feb. 29.—Officers, board of directors and committees of the National Association of Amusement Parks, Pools and Beaches for 1936 are herewith announced, President Harry C. Baker having some time ago completed committee appointments:

Harry C. Baker, president, New York; Richard F. Lusse, first vice-president, Philadelphia; Paul H. Huedepohl, second vice-president, Portland, Ore.; Harvey J. Humphrey, third vice-president, Cleveland; A. R. Hodge, secretary, Chicago; George H. Lauerman, treasurer, Chicago; A. L. Filograsso, assistant treasurer, Chicago.

Board of Directors—Harry A. Ackley, N. S. Alexander, Harry C. Baker, Rex D.

Public Liability Insurance At Low Cost Now Available

NAAPPB provides coverage for its members in recognized carrier—leaders of industry affirm that liability problem has been solved in satisfactory manner

FROM NAAPPB MARCH BULLETIN

CHICAGO, Feb. 29.—After many months of strenuous work on the part of officers and directors of the National Association of Amusement Parks, Pools and Beaches, and more especially the special liability insurance committee appointed by President Harry C. Baker early in 1935 and consisting of N. S. Alexander, Woodside Park, Philadelphia, chairman; L. B. Schloss, Glen Echo Park, Washington, D. C., vice-chairman; Richard F. Lusse, Lusse Brothers, Inc., Philadelphia; A. B. McSwigan, Kenneywood Park, Pittsburgh; Fred W. Pearce, Fred W. Pearce & Company, Detroit; H. P. Schmeck, Philadelphia Toboggan Company, Philadelphia, and Edward L. Schott, Coney Island, Inc., Cincinnati, the good news is now formally announced from association headquarters in Chicago by A. R. Hodge, secretary, that public liability insurance coverage is now available to the industry.

Chi To Have '36 Conclave

Outdoor showmen will again gather under one roof—suggestions wanted

FROM NAAPPB MARCH BULLETIN

CHICAGO, Feb. 29.—At the 1935 convention it was agreed by the board of directors and representatives of the American Recreational Equipment Association that because of the success of the 1935 meeting the National Association of Amusement Parks, Pools and Beaches should again meet simultaneously and under the same roof as the International Association of Fairs and Expositions and the Showmen's League of America.

The two last-named organizations have already reserved accommodations in the Hotel Sherman, Chicago, for the week of November 30, and tentative reservations have likewise been made by the officers of NAAPPB.

It is hoped by the program committee, which will have charge of the activities of the 1936 meeting, that members who attended the last meeting will send in suggestions at once as to improvement of the 1935 program. Never has a convention received more favorable comment than did the past one, but the officers and directors of the association are not content to rest on their oars, as they are anxious that these annual meetings constantly become more and more valuable to those in attendance.

If, therefore, Mr. Park, Pier, Pool or Beach Man, you were present and have suggestions to offer, please do not hesitate to step forward.

Herewith is a special bulletin now being mailed to the industry by the secretary's office. While it tells the outcome of the insurance struggle, here are the outstanding facts:

1. This coverage is available to ACTIVE MEMBERS of the NAAPPB exclusively. Therefore, it behooves those of the industry who are not members of the association at this time in good standing to apply for membership at once, as ample time must be provided for inspection before the operating season commences and with the large number of applications which are already in prospect, it means that no one desiring this coverage can afford to delay.

2. An immediate saving in premiums will be available. In addition, an additional and probably more substantial saving may be anticipated thru participation in the savings accruing, thus allowing all policy holders a part of the benefit of efficient inspection, efficient claim service and adjustment and better operation.

3. The customary additional charge of 25 per cent in the case of concessioners for contingent liability is to be waived.

4. Premiums will not be due and payable until 15 days after operation has commenced. In addition, certain policy conditions have been improved for the benefit of the operator.

Plan Is Explained

Read carefully the following special announcement prepared and submitted by the public liability insurance committee:

The National Association of Amusement Parks, Pools and Beaches is very happy to announce to members of the industry that there will be available to ACTIVE MEMBERS of the association for the 1936 season, a public liability insurance policy that will be a great improvement over the contracts that have been offered in the past.

This business will be written by the (See *PUBLIC LIABILITY* on page 64)

Idora Outing Outlook Good

YOUNGSTOWN, O., Feb. 29.—Officials of Idora Amusement Park, largest in the Mahoning valley, report excursion and picnic outlook the best in several years. One of the most recent contracts is that for the annual outing of Beaver Valley Malley Manufacturers and Employees Association, to be held on June 20, and considered by Eastern Ohio amusement park men one of the most desirable in this territory.

Riley Given Post in K. C.

KANSAS CITY, Mo., Feb. 29.—L. V. Riley, past president of the Heart of America Showman's Club, has been named chief electrician of the new Municipal Auditorium here. He has been in show business a number of years in Fairyland Park, where he has held the position of electrician.

AREA Awards—*J. E. Lambie, **William D. Acton, F. W. A. Moeller.

Convention Locations—*Frank W. Darling, **Fred Fansher, H. P. Schmeck.

Competition—*Fred E. Wesselman, **Fred L. Markey, C. L. Beares Jr., Mack Rose, H. C. Shannon.

Entertainment—*Harry A. Ackley, **Frank P. Duffield, **George A. Hamid, (See *ROSTER OF* on page 65)



The Pool Whirl
By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Postman Rings Once

Ray Steck, operator of Lake Hellums, Enid, Okla., temporary chairman of the recently formed Oklahoma Park and Pool Association, writes: "Did you know that Oklahoma does not have a single law regarding swimming-pool sanitation? And that is one thing that our organization is going to work for."

"Not long ago in Oklahoma City typhoid was spreading thru the town. It was reported to be coming from swim pools. But when it was finally located it was in one of the large church basements. There they had a number of drinking glasses sitting on a table and at various times young people would go to the basement to get a drink and would use some of these tumblers, which hadn't been properly sterilized. When this was taken care of the spread of typhoid fever was stopped."

"The organization is going to work for sanitation laws which will protect the customer and also the pool operator. If we do not have sensible laws passed in this State one of these days some disease may start spreading and every pool in the State may be hog-tied by some office seeker who will seize upon the idea to popularize himself for an election campaign. I, for one, want to see as many laws passed as are necessary to keep us out of any condition of this kind and will still leave us free to operate."

"Incidentally, owing to the Swim for Health Week being sponsored nationally, the Oklahoma association has decided to drop its State Swim for Health and Beauty Week. Those who care can go into the national week."

Rose of Washington Round

Mack Rose, operator of Cascades twin tanks, New York City, is in Washington, D. C., these days building a swim tank. I hear he's been there a couple of weeks. Pool will be operated by the city and it is said to be a beauty. It will be round instead of the usual square natoriums, which accounts for subhead on this item. Plastering job is being supervised by the New York pool owner, who, of course, will be back in New York in time to open his two bathing establishments.

DONALD T. HANKINS
Specializing in
SOUND SYSTEMS
FOR OUTDOOR USE.
55 Long Lane,
Upper Darby, Pa.
(Philadelphia)
Sales Service—Rentals.

HAND'S PARK FAIRMONT, MINN.

Wants Portable Skating Rink, Rides and Concessions for season or longer. Must be first class.

DODGEM CARS FOR SALE
25 Attractive 1931 Model, First-Class Condition, with or without Motors. Low price. **FORT LEE OPERATING CO., INC.,** Room 817, 303 Fifth Ave., New York City. Murray Hill 4-9158.

MAKERS OF MECHANICAL SHOOTING GALLERIES
W.F. MANGELS CO. CONEY ISLAND, N.Y.

PARIS Exposition, 1937 For Amusement France. Concessions.
Address 24 Boulevard Bonne Noovelle, Paris.

ATTENTION, RESORT OWNERS
Man and Wife at Liberty to manage resort. Know the business and guarantee to produce. Must have good size ballroom. Have good references. **BOX D-22, Billboard, Cincinnati, O.**

Auto-SKOOTER-Water SHOWMEN
GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR.



LUSSE BROS. INC., 2809 North Fairhill Street, Philadelphia, Pa., U. S. A.
WATEK SKOOTER.
LUSSE BROS., LTD., Central House, 45 Kingsway, London W. C. 2, England.

Writing about Cascades reminds me of what Matt Sedgewick, manager of Jerome Cascades, told me the other day. Seems there's going to be a reorganization of the two aquadromes this season. In previous years, the different corporations owned each pool, all advertising, purchasing and the like was done jointly as a chain. There being many stockholders who own shares in one pool and not the other, squawks that the West Side Cascades on Riverside drive has been getting the bulk of the joint advertising, as well as other breaks, have been plentiful. So it's been decided to operate both tanks separately this coming summer. All advertising and buying will be done as individual pools, which, they hope, will keep everyone happy. And I hope so, too.

It Can Happen Here

Biggest trouble of most men in pool biz is as to how they can attract season locker patronage. In the East the envy of all in the industry is astute Joseph P. Day, operator of Manhattan, Brighton and Oriental beaches in New York, who usually has the majority of his lockers and bathhouses sold before he opens for the season. Most of the other tank operators are lucky if one-eighth of their lockers are sold before the season, and in the majority of cases all of them do a coffee-and-cake amount of season locker business.

But what most of the pool crowd overlooks, while they're envying Day, is that they themselves are not doing anything to entice locker business and for this reason are not doing any. But it most certainly can happen. If they go out after the business, that is.

One Coney Island operator seems to have the right idea. While most of the pools and bathhouses down that way, with the exception of Day's places, of course, don't think of going out after business until early in May, two or three weeks before the opening, Ocean Baths on the Boardwalk have a sign posted already which reads: "Now Renting Lockers and Bathhouses for the Summer." Many will think it's much too early for that. But that's the trouble. It is never too early to go after season business. Men like Joseph P. Day have found that out and those who are envying him should try to emulate him instead. Ledger balances will show the difference at end of the season.

Dots and Dashes

Park Central pool, New York City, sporting two new turnstiles. . . . Just learned that the wife of Chauncey A. Hyatt, swimming-pool sanitarian for the State of Illinois, is running Edgewater Beach swim pool in Chicago.—Entrance to Washington Baths pool, Coney Island, N. Y., converted into a candy store for spring Boardwalk trade. . . . A. H. Cowlshaw Jr., Canadian Pacific Railroad Company, is managing Crystal Garden plunge, Victoria, B. C.—F. H. Cushing, New York, latest entrant in the forthcoming high-diving championships, suggested by this department, which will be held in Palisades (N. J.) Amusement Park, starting on Decoration Day, is the first diver to announce going into training for the event. . . . Cushing writes: "The contest is the best divers' break ever to have entered the market."—And so thanks to Cushing and to the rest. Have you sent in your entry yet?

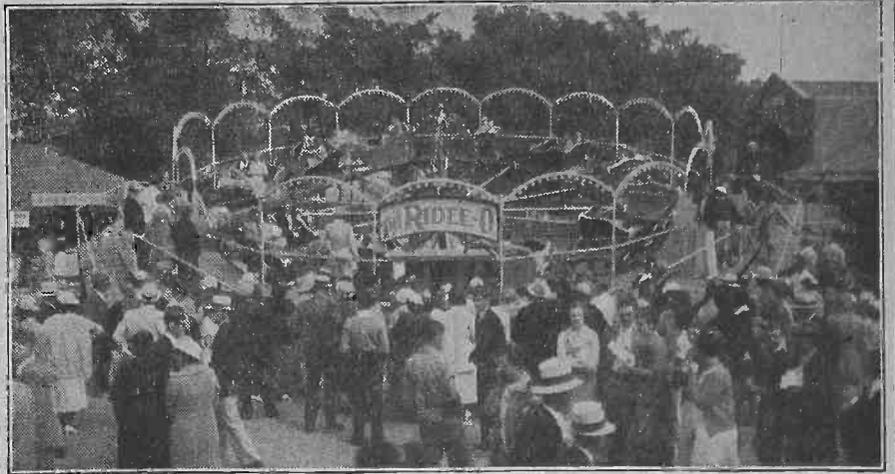
Company Formed in Detroit

DETROIT, Feb. 29.—Jefferson Beach Company has been organized to manage the Jefferson Beach resort and amusement park of the same name, with a capital stock of \$40,000, by Fred W. Fearce.

CANTON, O.—Buck Maughiman, local showman, who has been playing carnivals with pit shows and other attractions several years, this season will play amusement parks. He has completed all props and trucks at winter quarters near here and has purchased six pontes for a pony track.

RIDEE-O

THE TOP MONEY RIDE ON FIVE MAJOR SHOWS
PEP UP YOUR MIDWAY AND FATTEN YOUR BANK ROLL WITH THIS PROVEN PERFECTED RIDE



RIDEE-O FACTS FROM RIDEE-O OWNERS:

- "Grossed \$1,885.95 first five days of operation." (1935)
- "16,000 customers in 9 hours Sunday."
- "Has topped all other rides. I am mighty pleased."
- "Grossed \$608.15 Saturday, \$2,807.05 for 6 days." (1934)
- "It has a large repeat patronage—it is absolutely safe."
- "Ridee-o is always at the top in receipts."
- "Its speed and thrills answer the patrons' demands."
- "For a thrilling, money-getting ride there has never been one to equal the Ridee-o—our most popular ride."
- "I predict it will be a long time before a flashier, better-paying ride is built."
- "Very easily to gilly—loads readily on two trailers."

MR. PARKMAN — MR. SHOWMAN
Here Is Your Opportunity—GRASP IT!

Loop-The-Loop, Kiddie Auto Rides, Carouselles
IMPROVED MODELS FOR 1936.

SPILLMAN ENGINEERING CORPORATION
NORTH TONAWANDA, N. Y.

3 MEN FOR 1

With an RCA Victor Sound System, every musician can be heard in three places at once—or as many more as you have RCA Victor loud-speakers. Rich, mellow production draws and holds the public to the park. System can be used for records, radio, ballyhoo. Available for permanent installation, or portable. Costs no more than haywire apparatus. Write for information.



RCA VICTOR SOUND SYSTEMS

RCA Mfg. Co., Inc., Camden, N.J., a Service of the Radio Corp. of America
18 District Sales and Service Offices to assist you

DODGEM

"THE MOST SUCCESSFUL RIDE IN THE PARK"
Says a live-wire manager about THE NEW DODGEM BOAT RIDE. "Safe, practical, inexpensive and easy to operate. Wish I had it years ago."



DODGEM CORP.
706 BAY STATE BLDG., LAWRENCE, MASS.

Be smart! If you haven't seen our latest catalogue, send for it now.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

American Recreational Equipment Association

By R. S. UZZELL

MONTREAL—Being in Canada during such cold weather does not deter me from thoroughly appreciating that fine tribute John J. Carlin paid to the late Harry Van Hoven, his once able press representative and public relations man. It is a gem, written only as a kind and grateful memory to be attached to Carlin's floral offering, that could appropriately become an epitaph. A fine refutation of the statement that faithful employees go unappreciated.

"Van" had no equal among publicity men for integrity, enthusiasm and energy. Your author often referred to him as a dynamo in breeches. Once he launched a campaign he never spared his strength. His was the pace that kills. He made the contacts and did the work himself. There are few who use the generalship of Dexter Fellows. Van's superabundance of energy impelled him forward until the task was complete. He reached his best strides just before the depression, but for which general business paralysis he would have gone on up to rarer heights which would have been tonic to his soul.

He always called when in New York for a short visit, which was a delight. We last saw him in Chicago in December. He showed then that he was slipping physically, but none of us thought then that the end was so near. We often wonder how some of these reservoirs of energy can be persuaded to go at a more moderate pace and remain with us longer. Van left a reputation among Baltimore newspaper men for integrity that is going to be hard for any follower to equal. Carlin will not soon find his like again.

Temperature Is Relative

Imagine coming from Miami, Fla., up here into a temperature of 9 degrees below. If any think it a sporting event, ask Rex D. Billings. A few facts for those who sit by the fireside in milder climes or bask in Florida or California sunshine may be of interest. In Belmont Park only the tops of the posts of our Aeroplane Swing fence show above the snow. The fence of the Kiddie Aeroplane Swing is completely buried in snow. Where it has slid from the roof of our Skooter building snow has accumulated until it reaches the lower edge of the roof of the building. The paths thru the park have been scooped out until they are trenches thru the snow, some of them shoulder-high on each side with accumulated snow.

Rex and I saw natural ice over two feet thick. Yesterday morning it was only 5 below. They told us the weather was much milder, otherwise we would not have known it. At one place in Montana it was 54 below, while Southern Florida had 65 above. It is all relative. Your interest in this depends on just where you live. With it all they have some signs of spring while winter sports are flourishing. They promise us an early spring, a warm summer and good crops. All of this is worth enduring a cold winter.

The winter sports are at their best. Ski runs, natural and partially artificial, are found in many parts of the city and all are frequented on the coldest days. They dress for winter sports up here and enjoy them. Women as well as men wear plenty of wool and very heavy shoes. The cold weather and vigorous exercise bring to them health and a natural beauty of complexion no beauty parlor could duplicate. Women wear heavy snow clothes in the cars and on the trains to insure comfort and to guard against colds.

Many think now that we are to have

FOR SALE

SIX PHILADELPHIA TOBOGGAN COASTER CARS,
Seat 6 persons each. Good as new. Rare bargain.

ANDREW BORNKESSEL

110 Culver Parkway, Rochester, N. Y.

WE HAVE THE FOLLOWING USED DEVICES

Electric and Gasoline Miniature Railroads, converted Caterpillar, Whip Cars, full set of Penny Arcade Machines, 6 Holcomb-Hoke self record changing Phonographs, Park Benches and Flood Lights on hand for sale.

THE NATIONAL AMUSEMENT DEVICE CO.,
113-119 Hatfield Street, Dayton, O.

cold winters again and that they are to be long and extend far into the South. If this be true, the winter sports are sure to have a great run.

Park Winter Sports

In Chattanooga, Tenn., the Lookout Mountain affords an ideal ski run and toboggan course. Many of our large cities can utilize their hills as never before. We are hoping our park managers are not going to let the winter sports slip from their grasp. By planning early they can get the people coming their way. The eating and warm-drink concessions are profitable at the winter-sport places if made easily accessible to these energetic people exercising so vigorously in sub or near-zero weather. The togs should stimulate the clothing business, while skates, toboggans and ski sales are sure to go into large figures. It would be easy to put ice skating in the swimming pool, or an open space could be flooded for winter use only. Then your hot dogs would have a long season.

It is a well-known fact that when we have severe winters our park patrons are eager for spring and come to early openings with a snap and go that have been lacking for many seasons.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, Feb. 29. — The weatherman put out the first real break of the season over Washington's Birthday, with temperature near 50, a big crowd in town and no snow. . . . The unusual was noted in that Pennsylvania-Seashore Lines reported train travel extra heavy from Philadelphia and New York, while a checkup showed motor travel fell off to a great degree, due to bad driving conditions. . . . Auditorium reported sellout for ice hockey, with special section opened for overflow. . . . Steel Pier reported biz in two-day flesh-film bill as highest in season. . . . Al Gold, who has photographed more celebrities on the "Walk than any other man, again got his camera out. . . . Emanuel Hurst, Milt Kaplan and Joe Gluck represented the local at the State conference of AFM in Newark. . . . January, of Molasses and January team from Showboat program heading Steel Pier bill, caused sensation by strolling the Boardwalk in blackface and his checkered black and white suit.

Mayor White's proposal to eliminate Boardwalk signs did not click, inasmuch as signs are some of the best paying assets of the amusement industry here. . . . One pier gets \$40,000 a year for a sign advertising a nationally known product. . . . Al Skean, director of the Convention Bureau, has been given the Press Club's 1935 achievement award as "the man who has done most to spread the fame of the resort." . . . Sand artists of the beach revealed that Hal Forrest, creator of "Tailspin Tommy" and author of movie of same name, was once a prominent member of their company. . . . Local amusement men are looking for big results from the Democratic convention meeting in Philly.

Mayor Joseph G. Champion, Ocean City, celebrated his 71st birthday anniversary in Miami, where he is sojourning and lining up a resort program for the coming season. . . . Auditorium will be scene of a series of WPA concerts Sunday nights. . . . Minstrel art getting plenty of publicity these days thru Charley Doo'n's (ex of Steel Pier) baseball activities.

Long Island

By ALFRED FRIEDMAN

LONG ISLAND: Long Island's celebration to mark a lapse of 300 years since the first white man set foot on local soil promises to be a gay event in June. Governor Lehman has designated a committee and appropriated funds for the event. It's hoped that the celebrating continues thru the summer, to give the beach regions a chance to come in for some of the attendant benefits.

While independent amusement folk despair over high taxes and mounting expenses, Jones Beach, State-maintained watering spot, continues to go ahead with improvements of a number of varieties. This summer Jones Beach will outstep itself. Long Island State Park Commission (of which Jones Beach is a unit) is eager to surpass its record of 5,400,000 in '35 and sees an improved

Industry Notified Of Award Winners

FROM NAAPPB MARCH BULLETIN

CHICAGO, Feb. 29. — The following awards were made by the jury of awards and the service awards committee at the 1935 convention and, while announcement was made during the convention, it seems only just that the announcement of these awards be made to the entire industry thru this medium:

They were: "Philtobco" Award, for the finest exhibit of merchandise, games, supplies or equipment other than major devices, Paces Races, Inc., Chicago. A game.

L. A. Thompson Award, for new major park equipment or a device which was operated successfully for one year and proven safe, practical and successful, Custer Specialty Company, Dayton, O. Two-passenger propelled water device.

M. & D. Award, for the best exhibit of major devices, Lusse Bros., Inc., Philadelphia. Skooter cars and Skooter boats. Awards by the service awards committee:

Gustav A. Dentzel Award, for the finest program appearance, J. E. Lambie Jr., Euclid Beach Park, Cleveland. Subject, *Does Labor Day Come Too Soon?*

Ralph Pratt Memorial Award, made annually to that individual who has performed the most outstanding service for the general good of the industry, N. S. Alexander, Woodside Park, Philadelphia. Award based on Mr. Alexander's conspicuous service in the solution of the public liability insurance problem, he having served as chairman of the committee which did such an outstanding job.

George Lauerman Recovers And Is Back at His Desk

FROM NAAPPB MARCH BULLETIN

CHICAGO, Feb. 29.—Everyone will rejoice to learn that George H. Lauerman, better known as "Genial George," has recently returned from Florida, where he went shortly after the convention in a final effort to recoup his health.

He has been ill for many months and it was feared that recovery would be impossible without a major operation. The sunlight of Florida, however, seems to have worked a miracle and it is stated that no operation will now be necessary and he will be 100 per cent himself before long.

He is back at his desk daily and functioning as usual. It is hoped that he will be back at his post as chief greeter at the 1936 convention, as his infectious smile and good nature were much missed at the 1935 powwow.

Jones Beach as one of the best means of doing so.

The law is bearing down on all sides against danceries and drinkeries around Island that are not following out all laws to the letter "t." Results from a number of unpleasant incidents. . . . North Shore beaches being groomed for late spring. Work would have started sooner but for the cold blast that lasted so long. . . . Region will be filled with Army aviators this season, and that's enough to gladden the hearts of the amusement clique, for very few gentries match the wingmen as spenders. . . . Long Island Casino held forth during the season when most places of a similar nature were closing.

ROCKAWAY BEACH: Rockaway Point residents are airing troubles in Brooklyn court, charging a form of monopoly exists there during the summer. . . . Jim Mangan will be down soon to supervise things on the beaches. . . . Three big beach pavillions, Ostend, Colony and Roche's, all being tuned up at Far Rockaway. . . . Site of the now-gone Edgemere Club likely to be used for car-parking purposes. . . . Should be at least a half a dozen barber shops on the 'Walk this year, that form of biz going so good in the past. . . . Constellation, the big boat anchored in Jamaica Bay, has called off its cruise and will linger to gather visitors' shekels in the spring and summer.

LONG BEACH: Contracts for the construction of jetties and bulkheads along the beach front already let. Award of job for the new Boardwalk building scheduled for March 10. . . . Phil Kohut, the big restaurant feller, making

(See LONG ISLAND on page 65)

NAAPPB Slogan

"Help the Fellow Who Helps Us."

FROM NAAPPB MARCH BULLETIN

CHICAGO, Feb. 29. — More than 60 manufacturers of and dealers in park, pier, pool and beach equipment and merchandise helped this organization materially at its December convention thru their most attractive displays. In fact, the fine exhibition made available to delegates at the last convention eclipsed all of its predecessors for the past half-dozen years and the exhibitors participating represented the real live up-to-date purveyors of amusement merchandise and equipment.

The officers of the National Association of Amusement Parks, Pools and Beaches therefore urge all members to patronize these exhibitors when making their purchases for the forthcoming season, as we want them all back with us next year. Not more than a few orders are rarely booked at a convention and the exhibitor must rely upon the business which results previous to the opening of the season.

Therefore, when you order from any exhibitor, please indicate that you became interested thru his exhibit at the 1935 convention of NAAPPB. Your officers and directors will greatly appreciate this co-operation and such action on your part will redound to the benefit of all concerned.

Pioneer Showman's Daughter In Florida Resort Business

FROM NAAPPB MARCH BULLETIN

CHICAGO, Feb. 29. — The beautiful home built by the late Charles G. Browning near Clermont, Fla., has been transformed by his daughter, Mrs. Harriet Browning Roscoe, into a private hotel, having capacity for about 20 guests. Located in Lake County, ample opportunity for unexcelled fishing and hunting under capable guides will be available for guests, and adequate entertainment for ladies is also available.

This home was the pride of Charley Browning's heart the latter years of his colorful and strenuous life, and Mrs. Roscoe rejoices in the fact that it would be a source of great pleasure to her father to know that his many friends were enjoying the opportunities for pleasure which this beauty spot affords.

Mrs. Roscoe will be glad to communicate with any members of the industry who might be interested and hopes that in the near future Homewood, as she has named the place, may become the rendezvous of outdoor showfolk during their off season.

Info on Public Liability Is Sent Out to Industry

FROM NAAPPB MARCH BULLETIN

CHICAGO, Feb. 29.—For some weeks past the secretary's office has been preparing letters and literature covering the new public liability insurance plan to be available to members of the National Association of Amusement Parks, Pools and Beaches for 1936 operation.

It has been the association's aim and hope that this plan be made available to all operators and concessioners. If for any reason individual operators have not received full details previous to March 3, they are urged to communicate immediately with the secretary's office and details will be forthcoming immediately.

Special Bulletin Material And Suggestions Are Sought

FROM NAAPPB MARCH BULLETIN

CHICAGO, Feb. 19.—During the 1935 season the secretary's office sent out a special bulletin every two weeks containing helpful information for members. These special bulletins were devoted largely to business getting schemes, painting, inspection, etc.

It is the wish of the board of directors that this service continue during the coming season, and the secretary's office would greatly appreciate suggestions from members as to what topics they would wish covered, also information which will serve as a basis for special bulletins. The co-operation of all members will be appreciated.



CLAUDE R. ELLIS
(Cincinnati Office)

FRED LEISER, operating Armory Rink; Stanley Swigon and several other oldtimers visited the new Arcadia Rink on Chicago's North Side a few days ago to inspect the new hard maple wheel equipment used on the skates at the Arcadia. They expressed themselves as agreeably surprised at the comments of the skaters, who find the skates much to their liking. Arcadia Rink is doing excellent business in spite of unfavorable weather that has prevailed. The building has been entirely redecorated, making it very attractive, and a six-piece orchestra furnishes music. Because of the huge size of the rink a loud-speaker system is used, carrying the music to every part of the auditorium.

FOUR MACKS, American roller skaters, are at the International Sporting Club in Monte Carlo.

PERSONNEL of Shrine Roller Rink, Los Angeles, now includes William Wood, president and general manager; Tex Brejcha, floor manager; Charles Cobb, assistant; Johnny Dix, Ray Smith, instructors; Nancy Showalter, auditor; Billy Passeau, noted trick and fancy skater, and Elsa Blake, party contact; Robert Foote, doorman; Edna Hull, cashier; Catherine Phillips, assistant; Pearl Johnson, nurse; D. L. Wood, skate-room manager; Elmer Chiede, assistant; eight colored skate boys; Raymond (Pop) Harris, heating engineer.

CYRIL BEASTALL, English correspondent to these columns, finally got a rise out of management of Shrine Roller Rink, Los Angeles. In *The Billboard* of December 14 Mr. Beastall gave his ideas of some of the biggest rinks in the world, remarking that "I understand that rink (Shrine) is not in the running." Now comes Tex Brejcha, floor manager, to declare that Shrine Rink is "very much in the running." "We have had very good patronage in the past 10 months," he writes, "and business is continually increasing. Skating surface of Shrine Rink is authentically 19,000 square feet; there is 13,000 outside square footage of fine maple flooring which also is used for skating, making a total of 32,800 square feet, including a balcony encircling the entire upper floor that can be used if needed. This, plus an enormous pipe organ, built and installed by William Wood, manager of Shrine Rink, makes what we think is one

of the finest rinks in existence. Roller-drome, Culver City, Calif., also has a very large organ built and installed by Mr. Wood. That probably is an important reason for success of that rink. Here are some rink square footages that I know to be correct: Shrine Roller Rink, Los Angeles, 32,800; Roller-drome, Culver City, 32,500; Oaks Roller Rink, Portland, Ore., 20,000."

GYPSY MYERS DAVIDSON infos that stooging appeals to her more than nursing and that she rejoined the well-known skating act of Earl, Jack and Betty on January 1 in Boston. She wrote from Albany, N. Y., where the act opened for RKO at the Palace Theater, being booked solidly until June, when they will return to Million-Dollar Pier, Atlantic City, and go to London for "Crazy Show" at the Palladium in August. She says the act is going over great and on the bill in Albany were Bebe Daniels and Ben Lyon, who got a terrific kick in going for the spin.

REVIVAL of roller skating in Portsmouth, O., has been brought about thru operation of his rink there during the past six months, advises Funny Porter, who says capacity crowds are the rule. Great interest has been aroused in schools, churches and clubs, with Monday night known as Club Night. The first amateur night last Tuesday went over big. John Stewart, new organist, has proved a popular asset.

WEST PENN Roller Hockey League, operating in Pittsburgh territory, has doubled business for the associated rinks during nights of games. Extra exploitation is used to inform fans of time and places of the extra events, as no extra admission charge is made to skaters who wish to remain after regular sessions to witness games. League games are booked in rinks in and around Pittsburgh thruout March.

On Rollers in Europe

By CYRIL BEASTALL

After contributing regularly to the skating columns for a year it may have been noticed that my notes have been conspicuous by their absence occasionally of late, explanation being that my mother, who was my sole near relative and my greatest companion, recently suffered an illness and passed away on February 6, so I am sure that everything is now quite clear. I would mention that any of my roller-skating friends should in future write to me at Belmont House, 99 Friargate, Derby, Eng., altho any letters already in the post will be forwarded to the new address.

On February 8 the return inter-city roller hockey match between Manchester and Derby was staged in New Palais Rink, Derby, only change in teams from previous encounter in Manchester, when the home team won 6-1, being Ghigi in place of myself on the Derby side. The Derby boys, playing at home and on a floor of more normal size, held a slight advantage thruout and eventually won by 6 goals to 4.

A feature of one of the finest games ever seen on a Derby rink was the mid-rink play of Billy Wood, Manchester's only post-war international, and Bob Hulme, Derby's greatest performer, who is again strongly in the running for international honors. Hulme was the outstanding player on view, and his clever anticipation and uncanny distribution of the ball led to the Derby boys keeping the upper hand. Capt. R. Earl Williams, M. C., officiated again as referee, carrying out his duties in capable style.

On February 15 I accompanied Derby Flyers roller hockey team to Granby Halls, Leicester, and renewed acquaintance with Cyril Mayes and Fred Randle, directors of Leicester Skating Company, lessee of the rink. I did not play but acted as goal judge. Derby Flyers won the match, 3-1. C. Mayes was referee, while Randle, who had not played for several years, turned out for Leicester and, altho obviously out of practice, gave glimpses of his old speed and polished style, his efforts arousing considerable applause from the crowd of 500.

Roller hockey has now been started in Colonade Rink, Leamington Spa, one of England's ultra-select roller-dromes, and one of its first matches was against Derby Flyers on February 22 in New Palais, Derby.

GROUP RISK

(Continued from page 42)

luncheon. Delegates then heard a review of vital subjects from the guiding spirit of the parent org, President Harry C. Baker, who deplored the small New England attendance at the Chi parley, discussed liability insurance, touched on the work of the national body in connection with music royalties, declaring that "the situation is far worse than I anticipated"; attacked horse and dog racing, which he called damaging to park business, and made a strong plea for a solid organization and increased membership.

Other Tuesday speakers and their topics were George H. Cramer, Spillman Engineering Company, president of the American Recreational Equipment Association, who presented the manufacturer's point of view in a message in which he cited good will as an important factor; John J. Hagerty, assistant manager Reconstruction Finance Corporation in New England, who spoke of the federal agency and its servicing function in this area; film of a snow train, shown by an agent of the Boston & Maine Railroad; Clifford MacIntyre, of *The Boston Traveler*, who explained that newspaper's dance contest; Danny Duggan, ballroom prospects; Herbert F. O'Malley, Playland, Rye, liquor in parks, his favorite subject, again viewing intoxicants at parks with disfavor; W. St. C. Jones, William B. Berry Company, on sanitary, modernistic refreshment stands; Cy D. Bond, Dodgem Corporation, and George Hamid, novelties and creations; Ed Kellar, of Harry C. Baker's company, who read a paper by Paul C. Morris, publicity manager of Playland, on promotional ideas; M. B. Summerfield, Franklin Advertising Service, suggesting discrimination in the employment of publicity and advertising personnel who are professional and expert, rather than cheaply-bought manpower in the amateur class; Daniel E. Bauer, Acushnet Park, New Bedford, on extension of the season via dine and dance and ballroom facilities; film of rubber floats, shown by Hodgman Rubber Company.

March Meet Proposed

Business session Wednesday morning was devoted mainly to appointment of important committees and a discussion of legislation, notably on Sunday dancing. Secretary Fred L. Markey, Dodgem Corporation, reported a net membership of 59 and viewed the future with optimism. He also lauded the work of Frank S. Terrell, West Haven, Conn., in combating the horse-racing bill in his State.

It was voted to continue the horse and dog race committee and general legislative committee composed of Mr. Markey, chairman; Howard Duffy, Old Orchard Beach, Me.; Mr. Donovan; A. A. Cassassa, Revere Beach, and Mr. Terrell. A committee was named to study the advisability of changing the winter meeting to March, findings to be presented at the summer meeting next July. Music royalty fees were dwelled upon at length and it was finally decided to communicate with the United States attorney-general's office in Washington for clarification of the complex situation. Members voted for retention of memberships in the parent body and the American Museum of Public Recreation.

George Hamid came in for an honor citation for his contributions to the banquet entertainment. Acts were Paul, Danny and Gene, tumblers; Ward, Pinkie and Terry, comedy acrobats; Three White Whirlwinds, skaters; Raymond

Pike, juggler; Ralston, magician; Ullis and Clarke, singers; Paul and Esther, acrobatic novelty, and Lucille and Bud, combination acro dancers and dog turn. Music was furnished by Morry Sachs and his Hotel Manger Orchestra. Fred Fansher, Fansher Amusements, was toastmaster, and on the dais were Major P. J. Healey, State Sunday license chief; Jack Walsh, Norumbega Park, Auburn-dale, State commander American Legion; President and Mrs. Enegren, Mr. Baker, Mr. Cramer and Mr. Bauer.

Mr. Bauer was elected president and the other election results were: W. St. C. Jones, first vice-president; Howard Duffy, second vice-president; C. F. Chisholm, treasurer, and Fred L. Markey, secretary. John T. Benson, Benson's Wild Animal Farm, Nashua, N. H., and Fred Fansher were named members-at-large.

Device Men Meet

BOSTON, Feb. 29.—Committee heads of the American Recreational Equipment Association met here Wednesday afternoon after attending activities of the New England park men's association. Led by President George H. Cramer, the group assigned various powers to its key personnel with a view to enhancing the success of the 1936 exhibition in Chicago next December.

Friction developed as a result of correspondence exchanged between A. R. Hodge, NAAPPB secretary, and R. S. Uzzell, Uzzell Corporation, AREA secretary, in which there was a difference of opinion expressed concerning the amount which the AREA is to receive from sale of booth space at the Chicago convention.

Equipment org finally fixed a net proceeds of \$1,500 as the amount, of which one-fourth is to be rebated to the AREA. A committee of three, Mr. Uzzell, Mr. Fansher and Maurice Plesen, National Skee-Ball Company, was empowered to draw a contract with the NAAPPB for the '36 convention and to report back to the executive committee. A long discussion on the manner in which the exhibit hall is to be conducted was held and a campaign for a membership drive was aid out.

Side Shopping

That was Mrs. Stuart Kollins, widow of the manager of the local Hamid office, at the banquet. Ben Levias, celebrated athletic purveyor, put in a welcome appearance. Everyone missed Dave Stone, the Paragon Parkyarkas, who is in Florida. That was Arch Clair talking showmanship.

Jimmy Donovan's in Bermuda, Dick Lusse in Dallas attending to expo biz. Paul Denish brought in the two sweet and young things who decorate his office, Esther Lane and Jacy Collier. A. V. Ackley was in and out in rapid fashion. Massachusetts Agricultural Fairs Association contributed two of its stalwarts to the meeting, A. W. Lombard and Fred Dole.

That was R. D. Morrill, of the Suffolk electric, and Herman Brown, the amusement (and amusing) "mouth-piece." Even Lloyd's of London was represented. American Fireworks had Fred Murray and Alfonso Striano. From Hamid's White City Park came Sam Hamid, and from Rutland Fair and the Ocean Bluffs Casino, none other than your midway friend, Harry (Good Time) Eddels. George Ventre, the band leader, came in to pay his respects. A flock of the boys wound up in Jack (ex-heavy-weight champ) Sharkey's bar down the street. Johnny Buckley, his manager, took care of 'em.



RICHARDSON BALL BEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Avenue, Chicago, Ill.
The Best Skate Today

REWOODING
Summer is coming. HOT WEATHER DEMANDS MAPLE WHEELS. THEY ARE LIGHT AND EASY TO SKATE ON AND DO NOT FATIGUE THE USER. 2-Piece Hubs and Fibre Wheels Rewooded.
FRANCIS J. BALDWIN,
240 South Diamond St., Ravenna, O.

\$1.75 — MEN'S NEW WHITE BUCK-SKIN SKATE SHOES, All Sizes. Special Price on Dozen Lots. WEIL'S CURIOUSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.
ROCK HARD MAPLE WHEELS
Equipped with Two-Piece Bushing, Standard in Several Rinks, Including Leo Seltzer's New ARCADIA, Chicago
Your old Fibre Wheel Bushing can now be remounted with hard maple at very low cost. Ideal for ladies' sizes. Will earn more money for you.
CHICAGO ROLLER SKATE CO.
4427 W. LAKE ST., CHICAGO

4 Shows Have Encouraging Business at Opening Stands

Attractions patronage good, considering some inclement weather—Crafts 20 Big, Hilderbrand's United, in Calif.; Loos' Greater United in Texas, Al C. Hansen in Alabama

Crafts Pars '35 Date At San Bernardino

SAN BERNARDINO, Calif., Feb. 29.—Crafts 20 Big Shows, playing their season's opening engagement at the National Orange Show here, which started February 20, have encountered some unfavorable weather but their business has been practically up to last year and former years at the Orange Show. Canadian Day and other special days produced heavier business.

The crowds have been cosmopolitan type, an intermingling of the many races that go to make up the population of Southern California. Representatives of the federal and State governments were present at the opening, also several (See CRAFTS PARS '35 on page 51)

Loos Breaks Records At Laredo, Tex., Event

LAREDO, Tex., Feb. 29.—J. George Loos, with his Greater United Shows, again scored much favor in providing an enlarged and attractive list of shows, rides, concessions and free acts at this year's Washington's Birthday Celebration here. Last week a multitude of people was drawn to the midway—on Saturday 28,000 people recorded at the front entrance—and heavy attendance continued over the week-end.

On the front page of *The Laredo Times* Monday appeared the following item: "The George Loos Shows, which broke all records last week as a main (See LOOS BREAKS on page 50)

New Railroad Show To Tour Midwest

ST. LOUIS, Feb. 29.—A new carnival, Majestic Mighty Midway Shows, will open its season here on April 4. L. M. Brophy, general manager of the show, just returned from Michigan and Indiana, where he made some contracts for the coming season. According to Brophy, the show will move on 15 railroad cars and carry 10 rides, 10 shows and approximately 20 concessions. Tom Scully will have the Circus Side Show, Dave Little the Wild West show, William (Bill) Pink the Arcade and Tilt-a-Whirl; Clarence Biggers, the Loop-o-Plane and Kiddie Rides, and E. R. Cobb, the Merry-Go-Round. Sam Schwartz, hotel owner of this city, will troupe with the show after 30 years' absence from the road. Robert Clayton is in charge of winter quarters, where work is expected to begin within the next two weeks. Verne Dinsey will operate the corn game. Eugene (Sheeney) Franklin will be electrician with the show.

W. H. Breese Goes To Strates Shows

AUGUSTA, Ga., Feb. 29.—W. H. (Billy) Breese, former special agent for various large carnivals, including Rubin & Cherry and Johnny J. Jones, for the coming season will be in that capacity with the Strates Shows Corporation under the direction of James E. Strates and Matthew J. Riley. Breese will leave here to take up his new duties in the near future.

ATLANTA, Ga., Feb. 29.—Rubin Gruberg, of Rubin & Cherry Shows, has sold three flat cars, one stateroom car and eight wagons from the Model Shows of America to the Johnny J. Jones Exposition. Tom Allen, assistant manager; Joe Allen, ride foreman; R. J. Sheppard, trainmaster, and Willis (Pug) Kroh, assistant trainmaster, of the Jones show, came to Atlanta to take the equipment to its winter quarters in Augusta.

Hilderbrand's United At Inglewood, Calif.

INGLEWOOD, Calif., Feb. 29.—Hilderbrand's United Shows had an auspicious opening here last Saturday. The location in one of the best spots near the business district. Despite some unfavorable weather during the day the night business was good, and Sunday afternoon and night there were large crowds on the midway. In the entire layout there is not an inch of anything but new khaki canvas. A new spacious marquee, regular circus type, forms the front to the midway. The entire inclosure has an eight-foot-high sidewall. (See HILDERBRAND'S UNITED page 49)

Al C. Hansen Shows Start at Mobile, Ala.

MOBILE, Ala., Feb. 29.—The Al C. Hansen Shows, whose opening here last Saturday, the season's initial engagement under auspices of Azales Trail, Inc., was mentioned in last issue, had a pickup in business Sunday afternoon and night, and on Monday, Mardi Gras Day, and Tuesday the attendance on the lot in a residential section was heavy with receipts in proportion to the multitude of people on the "amusement zone." Al C. Hansen, president and (See AL C. HANSEN on page 50)

Albert General Agent Gray's Canadian Shows

LONDON, Ont., Feb. 29.—Leo Albert, last season legal adjuster for Gray's Greater Shows, will be general agent for Gray's Greater Canadian Shows, under the same management, this year. Albert has spent many years in various branches of show business, including connections with some of the most prominent Eastern carnivals. With his wife, Jennie, and their children Toronto is his home city.

RAS Buys Steel Flats

ST. LOUIS, Feb. 29.—Ben H. Mathis, of the Warren Tank Car Company, during a visit to *The Billboard* office here Wednesday let out the information that the Royal American Shows had purchased 15 steel flat cars from him.

BALLYHOO BROS.' Circulating Exposition

A Century of Profit Show

By STARR DeBELLE

Bog Lake, Fla.
Week ended February 29, 1936.
Dear Charlie:

A long trek back to Florida from Canada. The stock unloaded and fed in Washington. Our Canadian visit a success financially and otherwise. All the fair secretaries reviewed our show and gave us an eastern and western route.

This town was booked by long-distance telephone. Due to the name Bog Lake sounding like a maiden spot, our staff immediately decided to hold a regatta in its waters. All our paper read, "Bog Lake Regatta, Friday February 28." On the show's way south the management purchased 20 outboard and in-board motors. With the boats ready and drivers contracted, it looked big to all.

On the show's arrival, to the bosses' dismay, they learned that there wasn't



W. M. (BILLY) BREESE, who goes to the Strates Shows Corporation as special agent this year.

Ban on Amusements Lifted at Toronto

TORONTO, Feb. 29.—The prohibition of operation of portable rides and other amusement devices within the city limits and in city parks imposed by last year's council was lifted by the 1936 council, which refused to accept the advice of the board of control that use of such devices and midway features in parks be subject to approval of the parks commissioner. Alderman McNish objected to thus restricting the privilege.

The parks commissioner is opposed to operation of rides and was the author of last year's recommendation barring all amusement devices. The council sanctioned use of devices in connection with festivities of business men's associations and fraternal societies.

Mr. and Mrs. Tennyson On Motor Trip to Ohio

CINCINNATI, Feb. 29.—David Tennyson, manager of a Gooding Greater Shows unit, accompanied by his wife, spent a few hours here yesterday while motoring back to Louisville, Ky., after a visit to F. E. Gooding's headquarters at Columbus, O., during which order was placed with a representative of Fulton Bag and Cotton Mills for quite a number of new tents.

Tennyson stated that his unit for this year will consist of 10 or 12 shows, 10 riding devices and about 30 concessions, and that spots in Indiana, Ohio, Pennsylvania and New York State will be played.

Earlier in week Tennyson and J. W. Galligan, well-known concessioner, spent a couple of days here and were callers at *The Billboard*, as also were Mr. and Mrs. Tennyson yesterday.

League Show To Be Gala Event

CHICAGO, Feb. 29.—Sam J. Levy, chairman of the Showmen's League spring theatrical show, has received wires from several prominent stage and screen personalities who expect to be in Chicago at the time of the show, stating that they will be on hand to do their bit toward making the show the best the league has ever held.

Preparations for the show, which will be held in the College Inn of the Hotel Sherman the night of Monday, March 16, are progressing nicely under the guiding hands of Chairman Levy and his co-chairman, Jack Nelson. A booth for the sale of tickets is being opened in the lobby of the Hotel Sherman. It will be in charge of an attractive young lady and reservations for either single tickets or tables may be made at this booth. Work on the program is well under way. Announcement of the talent to appear in addition to the George Olsen-Ethel Shutta show and the Ice Carnival is being held in abeyance, as the entertainment committee wishes to present a well-balanced program and is selecting the artists with that in view. Chairman Russell states that the show will without doubt be the finest the league has ever presented.

Hennies Bros.' Shows Change Opening Date

HOUSTON, Feb. 29.—Due to a delay in the wrecking of Sam Houston Convention Hall here officers and directors of the Houston Fat Stock Show, who had planned not holding their annual event because of no suitable place to hold same, have decided hurriedly to stage their show for three days and nights, March 7-9. Hennies Bros.' Shows secured the contract for the midway attractions and will open their season, starting March 4, running six days and nights on the spacious grounds surrounding the convention building.

This setting up of the opening date will crowd Hennies Bros. in getting ready, due to a previously announced opening date for March 14. However, 14 more men were put to work in winter quarters, making 52 men painting and assembling show and ride paraphernalia.

J. W. Conklin Will Soon Return North

MIAMI, Feb. 29.—J. W. (Patty) Conklin, of Conklin's All-Canadian Shows, plans leaving here on March 10 and after spending a week in Chicago will proceed to the show's winter quarters at Hamilton, Ont., to oversee preparations of paraphernalia for the coming season, which for his show will start at Windsor, Ont., on April 18. With conditions in Canada on the mend he is looking forward to the banner season of his managerial career.

Rip Weinkle With C. & W.

MIAMI, Feb. 29.—Rip Weinkle, well-known concessioner, advises that he has completed arrangements for booking his 10 concessions with Cetlin & Wilson Shows. He states that all his games will operate strictly with merchandise, and besides his own three-ton truck he is arranging for the company to furnish him half of a baggage car for carrying stock.

Goodman With United Again

CINCINNATI, Feb. 29.—Max Goodman again has the exclusive on all concession games with the United Shows of America for the coming season and promises some elaborate and modern devices that will be a credit to the concession business. He is now at Miami for a short stay.

NEW BERN, N. C., Feb. 29.—An executive of Kaus United Shows informs that fairs at the following places have been contracted by that organization for this year: Ithaca, N. Y.; Huntington, Pa.; Ebensburg, Pa.; Woodstock, Va.; Lexington, Va.; Farmville, Va.; Chase City, Va., and Weldon, Winston-Salem (Colored Fair), Greenville, New Bern and Warsaw, N. C.

(See BALLYHOO on page 50)

Showmen's League of America
165 W. Madison Street, Chicago, Ill.

CHICAGO, Feb. 29.—Vice-President Jack Nelson presided at a well-attended weekly meeting Thursday. With him at the officers' table were Treasurer Lew Keller, Secretary Joe Streibich and Past President Sam J. Levy.

Ways and means committee has ordered signs which will be sent to the various shows in a short time.

Arrangements for the big Theatrical Night on March 16 are progressing nicely. Chairman Sam J. Levy and Co-Chairman Jack Nelson have been working hard and promise a wonderful affair. Reservations coming in fast and looks like it will again be a sellout.

Relief committee reported Brother Frank Leslie in hospital. Brother Jon Moisant has improved and gone home.

Brother Lou Leonard back from Florida, looking fine and says he feels as well as he looks. Expects to leave for the road in a few weeks.

Frenchy Belanger in for a call and visited with friends at the league rooms.

Vice-President J. C. McCaffery arrived late for the regular meeting but participated at the meeting of the board of governors.

A letter from President Patty Conklin advises that he will be here about the middle of March.

Paul Lorenzo on hand after quite an absence. Says he will be a "regular" for a while.

Steve Dorgan in town. Says he may be here for some time.

Vice-President Joe Rogers and Brother Lew Dufour back from New York. Both very busy and their stay is indefinite.

Nat Hirsch and Maxie Herman left town for a few weeks.

Letter from Brother Eddie Davis incloses dues for himself and William H. Davis.

Brother Fred Beckmann writes that he is recovering nicely from his recent operation. This is indeed pleasant news.

H. (Tubby) Snyder manages to get down to the meetings every week.

Brother John Lorman has given up bridge and has taken up another branch of amusement along the same lines.

Brother Nat S. Green has been getting some wonderful publicity for the big affair of March 16.

Important meeting of the finance committee is called for March 5 at 7 p.m. in the league rooms.

LADIES' AUXILIARY

CHICAGO, Feb. 19.—Thursday was the night of the regular bi-weekly social. Maude Geiler, one of the new members, was hostess. The affair a great success, with a very large attendance.

Dinty Moore To Have 12 Units This Year

MACON, Ga., Feb. 29.—Dinty Moore, concessioner, including diggers, has been building bodies for his five new trucks at his winter quarters here. He will have 12 units out this year, all equipped with new canvas. Among the units already in operation are one with Loos' Greater United Shows, with Bill Gordon and wife and Paul Mitchell, operator; and one with Al C. Hansen Shows in charge of Ralph Morocco. A few days ago he received a shipment of Buckley Diggers he ordered during the coin-machine men's convention in Chicago. Allen Hauser, late equestrian director with Downie Bros. Circus, will be a member of the Moore organization this season.

NORFOLK, Va., Feb. 29.—During the recent fair secretaries' convention at Albany, N. Y., Dodson's World's Fair Shows, thru their general representative, Mel Dodson, contracted the Lockport (N. Y.) Fair. This additional to the Rochester Exposition booking mentioned in the fair story in last issue.

For Sale
ALLAN HERSHELL MERRY-GO-ROUND
25 Horses, 3 Chariots, Organ, Top, Motor, ready to operate, cheap for cash.
MRS. ALBERT HETH
Colonial Apts., McMinnville, Tenn.

Burdick's Quarters Scene of Activity

HOUSTON, Feb. 29.—There is considerable activity around winter quarters of All-Texas Shows. Minstrel Show and one ride went out last week and will play lots for a few weeks. Other rides and shows will probably move out next week. Show, owned by Ira Burdick, has wintered directly across the street from Big State Shows, and a friendly and co-operative spirit has been noted between the two outfits. Burdick informed a representative of *The Billboard* that his optimism "kept him going several times last season," and he states that his faith in the coming season is unlimited.

Outstanding new equipment on this show is the modernized 24-foot combination office, lounge and living quarters of the management. Mrs. Burdick, who has been on a Northern visit, is expected in shortly. Show is completely motorized.

Buys Second Print Plant

CATO, N. Y., Feb. 29.—A. L. Pittenger, under whose management the Tribune Press at Fowler, Ind., has become one of the best-known show print concerns in the Middle West, has just completed arrangements for the purchase of the Cato Show Print Company, Matt T. Collins' plant at Cato.

Pittenger has taken over supervision of the Cato plant, producing one to three sheets and other paper, while his partner, Richard Stockholm, will be in charge of the Fowler plant, which specializes in cardboard posters. Under the new arrangement the firm will be able both to enlarge its service and serve a wider territory.

Kansas City Pickups

KANSAS CITY, Mo., Feb. 29.—In the absence of President John R. Castle, Dave Stevens acted as president at last Friday night's meeting of the Heart of America Showman's Club. The clubrooms were filled with members and the meeting was a lively affair. The chairman of the entertainment committee, Harry Duncan, promised refreshments and lunch after each meeting for the rest of the winter meetings. After the meeting last week G. A. Rice furnished the refreshments, and all members present voiced approval of the entertainment. Col. Dan Mac Gugin advised the members that he was leaving for Houston to take up his work as secretary of Hennies Bros.' Shows. Louis Isler stated he was spending a few days here on business and visiting. Toney Martone stated he was leaving for Milwaukee on a business trip. R. E. Haney stated he was leaving for Macon, Ga., where he intends to build a new ride. Haney has disposed of his rides and other equipment in Winnwood Beach Park and stated he would not have any interest at Winnwood this summer.

Jack Moon and George Ross plan making a trip to Arizona with Willie Levine as soon as he recovers from a sick spell. At present Levine is confined to his room here in the Coates House.

Charles Marshall, of Chicago, was a visitor here for a couple of days.

H. L. Whitesell and G. C. McGinnis are leaving for the opening of the trout fishing season at Roaring River, Mo.

Ed Strassburg, who has been wintering here at the Coates House, is building a complete new show for the coming season. His show consists of trained chimpanzees and is booked for the season; will play eastern territory.

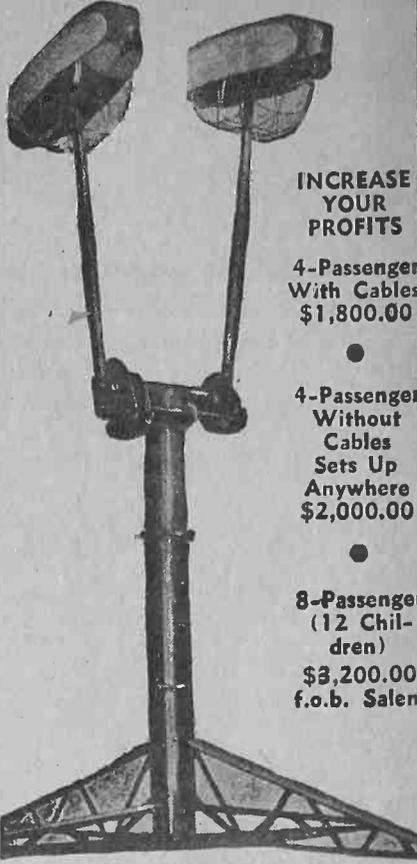
H. L. Whitesell and C. V. Shubert made a trip to Pleasant Hill, Mo., where Frank Layman is wintering his carnival. They stated that Layman's rides and shows are all being worked over and painted and that he has an attractive looking outfit.

Ed Strassburg's trained chimp, Sammy, was voted by members of the PCSA as mascot of the club. Sammy has been a visitor at the clubrooms all winter and proved a great entertainer. As soon as Sammy was elected mascot he was "called" for smoking during the meeting and immediately put his cigaret in an ash tray and took his seat.

Mighty Sheesley Midway

SALISBURY, N. C., Feb. 29.—Some "pickups" from the Mighty Sheesley quarters.—After a restup, Manager and Mrs. J. M. Sheesley are on another trip, scouting for some new attractions and dates that might come in handy the coming season. Fred J. Thomas, who

LOOP-O-PLANE
A Money Maker That Draws and Holds the Crowds on Your Midway.
RUBIN & CHERRY'S Loop-O-Plane
Gross \$14,227 in 10 Weeks
LOW OPERATING AND COST!
GREATER NET PROFITS!
AFTER SEASONS OF OBSERVATION CONSERVATIVE LEADERS HAVE ADOPTED IT
F. E. Gooding, Rubin & Cherry, Conklin's Canadian Show, Cetlin & Wilson, Foley & Burk and hundreds of others.
PUTS NEW LIFE AND EARNINGS IN A PARK.
Write To ROBIN REED, Jobber
BOX 237 SALEM, OREGON
EYERLY LOOP-O-PLANES
FOREIGN REPRESENTATIVES WANTED



INCREASE YOUR PROFITS
4-Passenger With Cables \$1,800.00
4-Passenger Without Cables Sets Up Anywhere \$2,000.00
8-Passenger (12 Children) \$3,200.00 f.o.b. Salem

ALLAN HERSHELL CO.
1936 DE LUXE KIDDIE AUTO RIDES
MODEL
OUTSELL ALL OTHERS—75 Satisfied Customers.
Made in four different sizes for 1936. Model "A" De Luxe 10-Car, seating 14 large children. Sells for only \$1,250.00. F. O. B. North Tonawanda. Model "B" De Luxe 8-Car, seating 12 children. Sells for \$1,000.00. F. O. B. North Tonawanda. Smaller 8-Car Model for \$750.00. Special 20-Car Model for \$2,150.00 furnished on special order.
All models equipped with smooth acting clutch, the only practical drive.
ALLAN HERSHELL CO., Inc.
NORTH TONAWANDA, N. Y.



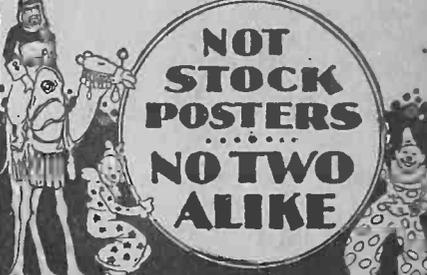
PRICED FROM \$750.00 up

formerly had his Circus Side Show with this company a number of years, this year to be with Strates Shows Corporation, was here recently looking after the equipment he stored here last fall. Mrs. C. V. (Dixie) Hicks, accompanied by little daughter, has returned from Summerville, W. Va., where she visited her mother, Mrs. Harry Armstrong, and is now all comfy in her house trailer at winter quarters. Romeo Perron is becoming quite a radio expert and will have everything in shape for the coming season. Kay Weiss has her girl revue at Melbourne, Fla., this week; from there to DeLand, and then to winter quarters to get ready for the show opening—Kay and Louie know how to run a girl show and keep their outfit in good shape. Henry T. Curtin and wife, Cornelia, concessioners, who are wintering at Atlanta, Ga., are preparing for another season with this show—have been with "Captain John" many years. Howard Ingram, trainmaster, and his wife arrived a few days ago from Sarasota, Fla., where they vacationed and resided in their house trailer. The writer has been having a pleasant winter here, taking in the movies and confabbing with show-folks and local acquaintances.
WARD (DAD) DUNBAR.

Philadelphia Pickups
PHILADELPHIA, Feb. 29.—Word from Endy Bros.' Shows in Miami is that they are showing the lots at that city to nice business, also that bookings for the season are coming along nicely and as soon as weather gets settled the trek north will start.
George Van Anden, who has been wintering in the city and who was connected with Mrs. Cash Miller in a mental act last season, is arranging a mental act for the coming season.
Mr. and Mrs. Al Fisher, who were connected with Carl Lauther's Side Show last season, sent word from Valley City, N. D., where they have been wintering, that they are not certain they will go out this year, as Fisher has entered into a business connection in Valley City.

MOUNT VERNON, Ill., Feb. 29.—Secretary Martin Henn, of the Mount Vernon State Fair, informs that Oscar Bloom's Gold Medal Shows have again been signed to furnish the midway attractions for this year's fair. The Gold Medal Shows played the fair last year.

NOT STOCK POSTERS NO TWO ALIKE



Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks
We will submit designs, created exclusively for your show.
H.W.M POLLACK POSTER PRINT SHOW PRINT DIVISION
BUFFALO, N.Y. PHONE GRANT 8205

TILT-A-WHIRL
The Standard Flat Ride that Pays. Ask us about the astounding Improvements and Prices for 1936.
SELLNER MFG. CO., Faribault, Minn.

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DRAW THE CROWDS
TANGLEY CO.,
Muscatine Iowa

HIGH DIVER AT LIBERTY
DARE-DEVIL OLIVER, World's Premier High Diver, at liberty for 1936. Address 2811 53d Ave., N., St. Petersburg, Fla.

WHEELS
Park Special



30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price.

\$12.00

BINGO GAME
75-Player, complete, \$5.25. Including Tax.

Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 235. Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$24.00.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

MIDWAY CONFAB
By THE MIXER



MARCH (in the Cincy area) "came in like a lamb."

A POSTCARD from Earl McDonald informs that he will have his high-dive act with the Ray S. Howard Shows this year.

DORAL DINA DESHON is slated to return to the Fred Thomas Side Show for the sixth consecutive season.

Relative to Coast-to-Coast jumps, Blue Ribbon Shows accomplished two in succession; east to west and west to east (across Florida, Fort Pierce to Fort Myers, Fort Myers to Melbourne).

KID DRIFTY has booked his Colored Minstrels with Kaus United Shows for their coming season.

ROYAL AMERICAN SHOWS will be on the midway of Duval County Fair and Exposition, Jacksonville, Fla., reported Fair Manager E. Ross Jordan.

CHICK WAGNER has again booked his Athletic Show, also two concessions, with Howard Bros.' Shows. Had the show with that company last season.

FOR THE FOURTH SEASON, Mike Rosen is placing his concession with the Royal United Shows, his fourth season with that management.

One of the veteran carnival executives will have a special article dealing with "hometown atmosphere" promotions in the Spring Special Number. His name will be announced later.

EVERYBODY at winter quarters of Small & Bullock Amusement Enterprises, North Augusta, S. C., last week was busily preparing for the show's opening on Monday of this week.

MRS. VINCENT KNAPP is mourning the death of her brother, Howard R. Legg, beauty operator, who, incidentally, had many showfolk acquaintances and who passed away recently at Charleston, W. Va.

IN THE BIRTHS COLUMNS of this issue there's an unusually interesting announcement. The mother, Mrs. Bob Holmes, is less than 40 inches tall. At last report the mother and babe were getting along nicely.

L. G. (BONE CRUSHER) SKEENE has rebooked his Athletic Show with Greater Exposition Shows and was leaving Oklahoma last week for winter quarters.

AFTER A FEW YEARS of trouping with circuses and operating shows at parks, Robert J. LaVerne is returning to the carnival field and will have a novel

his giving that information Mrs. Johnson suffered a great deal and was returned to hospital.

KRAUSE GREATER SHOWS will have the midway at South Florida Fair and Exposition on the old fairgrounds adjacent to the Seaboard depot in Miami this month, event being American Legion—sponsored under Fair Manager Sam Burgdorf.

IT IS RECALLED that L. (Crazy Ray) Choisser, widely known calliopiist, was with the Jarvis & Seeman Shows ("Count" Jarvis and the late Adolph Seeman) back in 1915. Ray will again steam-calliopo with a circus this season with Cole Bros.—Clyde Beatty.

ASTRO FORECASTS AND ANALYSES
All Readings Complete for 1936.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
Analysis, 3-p., with Blue Cover. Each03
Analysis, 8-p., with White Cover. Each15
Forecast and Analysis, 9-p., Fancy Covers. Ea. .05

Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold & Silver Covers. Each .30
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystals, 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.
HOW TO BECOME A MEDIUM, Same Binding, 30 Pages. Sample, 30c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO.
Instant Delivery. Send for Wholesale Prices.

SOME COMMENT; SOME FILOSIFY
By HENRY HEYN

So many Kiddie Kars on one load impressed a colored housewife living near the highway last year that she remarked, "Good lands, that man sho' must have lots o' chiluns!"

One time on a Saturday night a ride boy went to eat before the teardown and with an extra nickel played a machine that went hay-wire, dumping a \$6 surplus dividend into his cap.

Hear that Denver M. Wright, St. Louis game hunter, is now planning to hunt alligators. His original lion hunt, in 1932, was staged with two cubs that he obtained from me. But I have no more lions, nor do I expect to have any more. I will stick to rides, as gasoline is cheaper than horse meat, and—anyway, who wants to ride a lion!

"SAILOR JOE" SIMMONS, who of late years has specialized on his "Tribes of All Nations," is departing from that line this year and booked two girl shows with Page Shows, one a "Turkish Harem," said to be patterned after an attraction at the Brussels (Belgium) Exposition last year.

FRED FORSTER calls attention to an error in a paragraph of the "Los Angeles"

BINGO CORN GAMES
100 CARD SET, \$3.00
200 CARD SET, 6.00
300 CARD SET, 9.00

All Sets complete with Calling Numbers and Tally Sheet. We pay the postage. Please remit with order.

GEO. W. BRINK & SON
1454 Gratiot Ave., DETROIT, MICH.
Dept. 60.
(Over Thirty Years in Business.)



SIX NEW CHEVROLET TRUCKS purchased by Sam Solomon, thru Charles Goss, of Standard Chevrolet Company, to be added to the transportation fleet of his Imperial Shows.

DU-PLEX WHEELS FOR PROFIT

No idea has swept the ride business like that of the Du-Plex Wheel. Ride Men find it an easy way to add greater flash, more earning power and greater appeal for the public with a minimum of money invested. Write for information regarding the popularity and profitability of a Du-Plex BIG ELI Wheel Unit.



ELI BRIDGE COMPANY
Builders of Dependable Products,
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Buddha Papers, 1-4-7 and 35-page Readings. Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

NEW 124-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

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198 S. Third Street, Columbus, O.

HUBERT'S MUSEUM
228 West 42nd Street, NEW YORK CITY.

WANT AT ALL TIMES
FREAKS AND NOVELTY ACTS WITH SALES ABILITY.
Write Us.

MR. AND MRS. LEE ORLAND have been spending the winter at Miami. They probably will return to the North the latter part of this month.

J. C. McCAFFERY spent a few hours in Cincinnati last week. Stated that Model Shows of America positively will not be en tour this year.

DUDE BREWER is now general agent for Shugart's Shows, which are scheduled to play spots in Oklahoma, Arkansas and Missouri.

A. R. MAXWELL, last six seasons with Sol's Liberty Shows, plans to remain off the road the coming season, having opened a sandwich shop at Covington, La., recently.

RAYMOND E. JOHNSON has notably improved the appearance of his popcorn and peanuts concessions (had a nifty outfit last year) and has booked it with P. J. Speroni Shows.

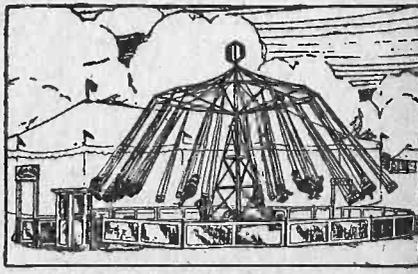
RAY McWETHY, of corn-game note, has again contracted with Kaus United Shows for his third season with that amusement organization.

Jean DeKreko, who played the Chicago 1893 World's Fair, will give his version of the term "Ballyhoo"—probably in next issue.

Side Show with West's World's Wonder Show this season.

Besides a swell dinner, dancing and many festivities, there are 25 headliner acts (stage, screen and radio) slated for the third annual Theatrical Night of the Showmen's League of America at Hotel Sherman, Chicago, Monday night, March 16. "Starts at 7 p.m., continues till dawn," an announcement. \$2.50 per person. Entire proceeds for the SLA Hospital and Burial Fund.

THE NEW CHAIRPLANE



The Latest Invention. The Most Sensational Ride Out for Parks, Fairs and Carnivals. Portable and Stationary. Write today and let us tell you all about it. Weight 6,500 lbs.

SMITH & SMITH, Springfield, Erie Co., New York.

SELL FOR CASH
Two 1935 Model Four-Passenger
EYERLY LOOP-O-PLANES
With Cable Braces, Open Cars.
OFFER GOOD ONLY 10 DAYS
Party Owning These Machines Wishes To Trade for DUAL UNIT.

ABNER K. KLINE, Gen'l Rep.
Eyerly Aircraft Corp., Salem, Ore.
P. S.—Price, \$1,100.00 for One, \$2,100.00 for Both, F. O. B. CASH.

ABNER K. KLINE, who has been sojourning in Kansas City all winter, left that city last week and is at present at Salem, Ore., home plant of the Eyerly Aircraft Factory, where he will be for the next few weeks.

JACK AND DOT SMITH have contracted their 18x30 cookhouse and also a lunch concession with Corey Greater Shows. Jack and Dot are wintering at Wheeling. Have been with carnivals about 17 years.

AL ALDRICH will have his Girl Revue and also an Illusion Show with Corey Greater Shows. Al infos that Smoko, human volcano, will be featured in the illusion opry and that "Old Pop" will present the human torture act and will also be banner man.

BACK TO HOSPITAL—In last issue mention was made that Mrs. Pearl Johnson, who underwent an operation about four months ago, had left hospital and was at home (Westville, Okla.—Box 36). Her husband, Rufus, informs that since

POPCORN

GOLDEN—Jumbo (Dynamite). **O-MI-JAP** (hullless). White Rice. **GOLDEN PEARL**, 100-lb. bags. **JAP-O-NUT BUTTER** (golden color), for "battered" corn, frying potatoes, etc. Packed 10, 25 and 50-lb. cases. **GLASSINE CONES** (7 Colors), also Bags and Cartons for "battered" corn. Corn Syrup in 125-lb. steel drums, half barrels, etc. Cash deposit with orders. (Est. 1803).

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Specially Designed and Built to Engrave Pennies with the "LORD'S PRAYER" or any cut you want. Send 10c for Samples and Facts to

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124 East Larned St., Detroit, Mich.

SHOOTING GALLERIES AND SUPPLIES.
Write for Circular Real Targets. **G. W. TERPENING**, 116 Marine St., Ocean Park, Calif.

AMERICA'S LEADING PAINTERS
SHOW BANNERS
of CIRCUS and CARNIVALS
MILLARD & BULSTERBAUM
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BINGO GAMES THE MONEY MAKER OF TODAY.
100 to 3,000 Card Sets.
Send for Prices and Description.
SYL-MAGIC, 189 Eddy St., Providence, R. I.

column in the February 15 issue, which stated that "Fred" (should have been Frank) Foster would dispose of his small animal group. The similarity of Forster and Foster, and Fred and Frank probably caused the error in the report.

AL ROSS was in Chicago recently, lining up the girl show he is to manage with a carnival to open in Illinois in April. Roster also to include Princess Carmelita (owner), dancer; Grace Gibbs, Jay Lee, Ollie Brooks, singers and dancers; Duke Wilson, comedy, and Arthur Caddigan in charge of tent.

H. D. (DOC) HARTWICK, who is to present a most elaborate Deep Sea Show with Beckmann & Gerety Shows this season, was leaving Augusta, Ga., early last week for San Antonio, Tex. Doc is to have a novel frameup, including sails (like on ships) as banners, and with more than 200 specimens of sea life on the inside.

MRS. DEE LANG will have an assistant in her secretarial work in that nifty remodeled and larger office vehicle of Dee Lang's Famous Shows this year. Incidentally, Col. Sweeney, manager the corn game and also mail man and salesman The Billboard, recently arrived at the Dee Lang quarters at St. Louis from Boston, where he visited some of his relatives for the first time in many years.

THE ROYAL AMERICAN (Royal American Shows) Midwinter Edition recently came off press at Tampa, Fla. Jack Dadsell, RSA p. a., produced a masterpiece of show announcements, cuts, worded descriptions of attractions, reminiscences, paragraphs of humor and many other features. It has 20 9x12-inch pages, good quality paper, with orange-color front and back pages. It's a dorb!

James L. Holliday, son of Walter Holliday, of frozen custard note (to be with Marks Shows this year), on Monday of this week was to be ordained into the ministry, according to report from Seaman, O., last week, and to be installed as pastor of the Seaman Presbyterian Church and of the Eckmansville (O.) Presbyterian Church. Altho only 27 years of age, he has traveled with his father the last 26 summers. Another announcement was that immediately after the ordaining services Rev. Holliday and Georgie Reynolds, who has been teaching school in a suburb of Cleveland, would be united in marriage.

HOUSTON PICKUPS—Billy Streeter, Hennies Bros.' exec, is proudly exhibiting his (really is his) new "snow white" combination sound and billing truck. Flying Valentinos "flew" into Houston (home town) for a visit last week. . . . Mrs. Jesse Wrigley has been on the ailing list. . . . Mr. and Mrs. Roy Gray were in Galveston last week. . . . Jack Stanley back in city after finishing his latest event, a "dizzy derby" race at Corpus Christi. . . . Mr. and Mrs. Bob Young (former Ruth Gray) arrived from Navasota, Tex. . . . Hennies Bros.' Shows have gone notably modernistic in preparing their equipment for the new season, which opens on March 7.

HILDERBRAND'S UNITED (Continued from page 46)

The lighting arrangements make the midway a blaze of multi-colored lights at night, there being a special floodlight at the entrance, and the rides are brilliantly illuminated. The advance notices heralding the show as the "silver fleet on wheels" has been lived up to. With the fleet of 12 30-foot semi-trailers and 18 small trucks all done in sil-

ver with artistic blue piping and the title in red. Three 30-foot semi-trailers are to be delivered March 15, on which will be installed the Hilderbrand type of bodies, now being built in the winter quarters. There were eight rides (with three to be added next week) and eight shows, and for free acts, Great Valencia and the Matthews aerial act. All the equipment is done in the show's colors, orange and black. The Pacific Coast Showman's Association sent a floral horseshoe for the opening.

The Roster

The staff: O. H. Hilderbrand, president; Walton De Pallaton, secretary and treasurer; E. W. Coe, general manager; E. Pickard, special agent; Lucille King, special agent; Fred Stewart, chief electrician (with George Vanderhoef, assistant), and transportation manager; Mr. and Mrs. Charles Lyons, scenic artists; Ivan Mays, watchman. In the marquee, Mrs. E. W. Coe has tickets and George Vanderhoef in charge.

The shows: Ten-in-One—Smauel Elias, manager; Jake Marsh, lecturer and front; Fred Hamby and George Fisher, tickets; Lucky Ball, sword swallower; William Robinson, magic and illusions; Sweet Marie, fat girl; Two-Headed Baby; Jan Godfrey; tattoo artist, Harry Warner; underwater act, Doreen; sword box, Toots Young; mentalist, Rajah; knife thrower, Tex Tooman; Adam and Eve, George and Alice Grimm. This show is neatly arranged, with attractions displayed in an unique manner. Athletic Show—Herman (Dutch) Vandee, manager; Walter Zim and Jack Webber, Jack Savage, Tornado Johnson and K. O. Storms, wrestlers and boxers; Dan Seiler, on front; Rose Snell, tickets. Lady Elysia—Mrs. Herman VanDee, manager; Quinette, the Beautiful; Mr. and Mrs. Frank Foster, assistants and tickets. Hawaiian Show—Tropical setting; William De Meller, manager; Agnes Matula, Eva Perry, Pat Hill, Alice Menahan Martin and Yvonne Guilford, dances; Chuck Martin and Earl Stoltz, tickets. Artist Models and Nudist Colony—A most pretentious setting adds much to the entertainment; Jack Hanley, manager; Sylvia Kay, Annabelle Holmes, Lily Holmes, Edith Turner, Estelle Tyron, Patsy Kayne and Ardith Myers, entertainers; Harry Simonds and Harris Kaye, tickets. Human Fish—George N. Coffey, manager; Mrs. Goe Coffey, tickets. Circus Side Show—Major John Jacobin, Frog Boy; Ada Jacobin, sword ladder; Joe Jacobin, magician; Tony Boyd, crystal maze and illusions; Franchette, marvel girl; James Pape and Vesta Forbes, tickets. Zaza—H. D. Frazee, manager; Zaza Frazee, artist; Mrs. H. D. Frazee, tickets. Barrett's Reptile Museum and March & Sanford's Mickey Mouse to open following week at Glendale.

Rides: Merry-Go-Round—Kenneth Turner, foreman; William Summers and Christopher Long, assistants; Margaret Balcom, tickets. Eli Wheel—Lyman Gresham, foreman; Charles Collier and Al Freeman, assistants; Margaret Hilderbrand, tickets. Loop-o-Plane—Ben H. Martin, foreman; Hi Severson and Bill Fayle, assistants; Sam J. Fuller, tickets. Mixup—Wendell Foss, foreman; Tom Green and Tom Torrey, assistants; Mrs. Wendell Foss, tickets. Speedway—Harry Sucher, foreman; Clyde Williams and Larry White, assistants; Henry Winters, tickets. Kiddie Auto Ride—Mrs. Harry Sucher in charge; Joe Weston and Ed Dorman, assistants; Miss H. Sucher, tickets. Steam Railroad Train—J. Foss, manager; Ray Smith and Jack Desmond, assistants; Mrs. J. Foss, tickets. Seaplane—J. Foss, manager; Henry Gold, assistant; James Wilton, tickets.

Concessions: Cookhouse, William Groff, owner; large new top, with canvas partition between dining room and kitchen and a new steam table idea—Johnnie Miller, chef; Mart Manley, second cook; Jimmy Lacy, Frank Malone, Leon McQuade, Tommy Baldwin and Jack Webber, waiters and griddle men; Andy Smith, kitchen man. Ben H. Martin, three concessions—Mrs. Gertrude Severson, Tom Pauley, Mrs. Leon Whitney, Ray Moler, Edith Steiner, William Holt, Charley Hillman and Harry Hillman, agents. Bingo, Mrs. Dolly Martin, manager; Russell King and Arthur Stiles, agents. Leon Whitley, one concession. Charles Wing, agent. William Groff, three—Dutch Hews, Ruth Groff, Eddie Morganthal, William Wells, S. Clark, Ed Gregory, Eli Kelly and Bart Asher, agents. Marjorie Mason, one—Leon Mason, Lynn Towles and Charles Miller, agents. Swede Olsen, three—Ralph Balcom, Ed Dye, Sammy Stevens, Tommy Sanders, Verne Edwards, Art Kiley, William

LEADING CARNIVALS

WHICH INVITE

Your Investigation and Inspection

HENNIES BROS SHOWS

MARCH 14th OPENING DATE.

All Concession Agents, Ride Help, Performers and others contracted with for 1936 Season advise arrival.

WINTERQUARTERS,

P. O. Box 1916, Houston, Tex.

BECKMANN & GERETY SHOWS

WORLD'S LARGEST CARNIVAL ATTRACTIONS.

Now Booking Attractions for 1936 Season, Opening at the Battle of Flowers, San Antonio, Tex., April 20, 1936.

WANTED—Ride Foremen, Single Men preferred. Also experienced Manager for Fun House. Write, stating experience and references.

FOR SALE—"Over the Jumps" and No. 5 Ferris Wheel.

Address

301 Duval Street, San Antonio, Tex.

WORLD OF MIRTH SHOWS Strongest, Largest, Finest—Now or Ever

FOR SALE—16 SKOOTER CARS, 1933 MODEL—FIRST-CLASS CONDITION—VERY REASONABLE

MAX LINDERMAN, Gen. Mgr.

Winter Quarters, Richmond, Va.

Communications to

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1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 85 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$18; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Bingo Blackboard, cloth, size 24x36 (Rolls up) 2.00. Bingo Record Sheets, 24x36, 20 for 1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago

C. F. ZEIGER UNITED SHOWS

WANT Athletic Show, Tilt-a-Whirl Foreman, Loop-o-Plane, Man for Baby Contest, Public Weddings and Press. Will furnish outfits for Shows. Experienced Ride Help, top salaries. Few legitimate Concessions open. Open Phoenix March 12.

C. F. ZEIGER, Box 93, Phoenix, Ariz.

SECOND-HAND SHOW PROPERTY FOR SALE

\$ 1.65 Richardson Used Fibre Skates. All Sizes. \$30.00 Illusion Sawing Woman in Half. \$75.00 14 Wax Specimens Childbirth, Glass Case. \$35.00 Mtd. Moose Head with Antlers, Fine Spec. \$95.00 Gibson Harp Guitar with Case, Cost \$600. We Buy Concession Tents, Guess-Weight Scales, Rink Skates, all makes. Pay cash. WELLS' CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

WANTED

Geek Show, Glass Blowers, or what have you? Tops furnished. Also Ride Help, Cook House, Concessions. We play Dakotas, Montana. BOX 60, Brandon, Minn.

CAN PLACE

Capable and experienced man (with car) to book spots in Michigan, and also attend to details necessary for city showing. Will open early in April. Letter only. F. L. FLACK, 36 East Woodbridge St., Detroit, Mich.

1936 SENSATION PO-KE-NO

Played the Same as Bingo, Tango, Lucky, Etc. Heavyweight Cards, Black and Red on White. Very Attractive and Numbered 1-300. 300-Card Set, \$25.00, or 50 Cards, \$6.50; 75 Cards, \$8.75; 100 Cards, \$10.75.

Remaining 200 Cards Sold, \$17.50. PO-KE-NO is played with ordinary deck of (52) playing cards, and called the same as in Bingo, etc. Ten ways to win, four across, four horizontal, two diagonally.

Deposit With Order, Balance C. O. D. AL'S PO-KE-NO 17 Ocean Drive, Miami Beach, Fla.

FOR SALE Balloons and Parachutes, Net High Dive Outfit, complete, good condition and cheap for quick cash sale. CHAS. SKIVER, General Delivery, Indianapolis, Ind.

Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Calif., Feb. 29.—Louis Bodmer, chief of the architectural department of the exposition, designed and created all fronts and concession stands on the fun zone. His latest creation is the Days of '49 Stockade. Building contains a Western frontier museum, a dining hall and a large dance floor. Has a typical Western porch entrance for the front. The entire structure is roofed. A. J. Humke, the manager, reports good business. . . . Ben Black, executive manager of the Fanchon & Marco shows on the fun zone, has composed a song, *Come to San Diego*, in honor of the exposition. Black is one of the composers of *Moonlight and Roses* and wrote the words and music of Fanchon & Marco's first show, *Let's Go*, produced in San Francisco about 1917.

Lucky Gypsy and his 14-piece band being featured at the Cafe of the World, operated by J. S. Madill. . . . Charles Dodson is chief talker on the front of "Strange As It Seems." . . . Frank Bobcock with a party of friends were weekend visitors. . . . Newest concession, "Instant Relief for Fatigue," at 10 cents, on the oscillator at the foot relief station at the entrance to the midway.

First social event of the 1936 exposition held at the Cafe of the World was a dinner for Ambassador and Mrs. Josephus Daniels, Ambassador and Mrs. Najera, Governor and Mrs. Merriam, Governor and Mrs. Magana, Representa-

tive and Mrs. George Burnham. Exposition officials at the dinner were Mr. and Mrs. Frank G. Belcher, Mr. and Mrs. Philip L. Gildred and Mr. and Mrs. G. Aubrey Davidson. . . . J. C. Scott, white-bearded waiter at the Days of '49 dining hall and dance floor, has a startling resemblance to George Bernard Shaw. . . . Johnny Winters, midget at the Midget Circus, suffered severe bruises after Ziggy, elephant, went on a rampage. Substituting for Capt. Charles Becker, 41-inch-tall elephant trainer, Winters volunteered to put the pachyderm thru its act while Becker was ill. As he stepped into the ring to begin the act Winters was slapped down by the beast.

John Krutzler again is operating the Palisades Cafe. . . . Joseph Dumas and Leslie Steinberg at their Granada Cafe in the Spanish Village held professionals' night last Sunday. Performers of the midway appeared, also some of the talkers, Whitey Woods, Nudists' talker, grabbing a big share of the applause by singing two popular songs. Jerry Carmen is cafe emcee. . . . Bill Harris, old-time showman, is operating a refreshment stand at the entrance to Enchanted Island for Madill & Davis. . . . Capt. Jim Moore a daily visitor. Intends to go to Dallas soon. . . . Major O. J. F. Keating is again in charge of the English Village, operating the Old Globe Theater and London Chop House.

William Glick Expo Shows

HAGERSTOWN, Md., Feb. 29.—Work on the extensive renovation program, as outlined by General Manager William Glick, at winter quarters was halted for a while because of intense cold, the

temperature here reaching 5 below zero on numerous occasions. General Manager Glick and General Agent Lee Schaffer away on booking trips in the interest of the show. The writer and other members of the staff in Baltimore and busy on special events. A promising lineup of fairs has been contracted and the outlook for the coming season is the best in the past few years. J. J. Moran arrived in Baltimore and is busy in his field as business manager of the show. Larry Nathan, advance agent, has finished a successful engagement with the Independent Burlesque Association as agent of the one-nighters and is again in the limelight with the show for his good work in securing local dates and special events for the coming season. Word was received here about the accident to George Kelghtley, ride superintendent, in West Palm Beach, and all express hope for quick recovery.

WILLIAM A. HARTZMAN.

Blue Ribbon Shows

Ft. Meyers, Fla. Lee County Fair. Week ended February 22. Weather, one day some rain; one day cold. Business, good.

Show made a long jump to Ft. Meyers, coast to coast. Everything up and ready to go Monday, but the fair wasn't scheduled to open until Tuesday and Manager Roth called it a night off. Tuesday, Children's Day, found the midway packed with adults and kiddies. Not only did they come out, but they also brought their pocketbooks with them. The show was credited with breaking all records for the day and all records for the week. Every attraction reported a big week. Nate Miller arrived with the Skooter ride. Mr. and Mrs. E. J. Madigan here with their "Silver Plate Cafe." Louis (Peezy) Hoffman made a big showing with banners. Pete Pullman, the show's cookhouse operator, has one of the neatest and flashiest framed eating emporiums seen in a long time. Really caters to the trouser and getting results. Jimmy Anderson, in charge of the new 40 by 60 exhibit top purchased by Mr. Roth, spent the week in Melbourne getting the canvas in the air for the fair. General Agent Robert (Bob) Kline, a visitor and brought contracts for the Jackson (Tenn.) Fair. This, added to the others, gives the show the strongest fair route of its career. Work in winter quarters still going strong. The building of the sit-down show fronts will start as soon as the winter unit closes its tour. Saturday, at Fort Myers, was cold and windy but it didn't stop the crowds from turning out and spending. The show will head for winter quarters and make an early opening.

STARR DeBELLE.

Royal United Shows

HUNTINGTON, W. Va., Feb. 29.—The writer has again placed his ride and concessions with Royal United Shows. With the return of Manager C. F. Boude from a booking trip things are beginning to look like the long trek is not far off. There have been many visitors to quarters this winter, among them Owner Kramer and wife, Joe Howard, John Dalton and others whose names the writer doesn't recall. Manager Boude advises that W. H. (Duke) Brownell has been added to the advance staff and will be in charge of all promotions. Jim Farley will again have his Eli Wheel with the show, his fourth season, also Mrs. Farley with her palmistry. Show will open in Indiana April 20 and carry five rides, six shows, free acts and concessions.

J. B. BAYLOR.

Bruce Greater Shows

ATLANTA, Ga., Feb. 29.—W. R. Harris, general manager of Bruce Greater Shows, plans opening the new season at Newnan, where the show is in winter quarters. Jimmy McVay will put on the free acts. Doc White, who will have the Side Show, is now in quarters getting his new canvas ready. Doc Hall is rebuilding the Giantess Show and Charles Fay has arrived from Norfolk with his "Night in Paris." William C. Frank, assistant manager, recently returned from Montgomery, Ala., where he appeared before the Legislature in behalf of carnival and fair legislation and states that it looks favorable for the shows. F. P. Davis, promoter, and Jack Duffy, general agent, are getting engagements lined up for the coming season.

LOOS BREAKS

(Continued from page 46)

part of the Washington's Birthday program, are still going in full force. Tremendous crowds continue to patronize the carnival, which is here for the 14th straight year."

Loos had 15 pay shows and 10 rides among his attractions here, also the Four Flying Millers as free attraction. His equipment, fresh from winter quarters here, looked fine.

Among visitors were Fred Beckmann, Larry Hogan, Mr. and Mrs. T. J. Tidwell, Nifty Buchanan, James Byers; Dr. Ottinger, secretary Jamestown, N. D.; Fair; Orville Hennies; Gregg Wellinghoff, of *The Billboard*; Art Briese, of Barnes-Carruthers Agency, and many others.

AL C. HANSEN

(Continued from page 46)

general manager, was pleased with the attendance. The show moves tonight to Tuscaloosa, Ala. It is routed northward and on its way to Iowa will stop at St. Louis, where it will pick up some railroad equipment and from which point it will move by rail.

Because of limited space only five of the shows and eight of the rides were operated here. There are about 20 concessions. A newly constructed and brilliantly illuminated front forms the entrance to the midway. Among visitors have been Charles Sutton, business manager C. D. Scott Shows, and Joe Galler, of Buckeye State Shows.

Rod Edison is manager the Side Show, Lloyd Coffey the Hawaiian Show, Tom Davenport the Athletic Show, Mrs. B. H. Davidson the Snake Show. E. W. Williams is superintendent of rides. The Five Flying Melzers present the featured and thrilling free attraction.

The concessioners include Brandau's cookhouse, Robert Fox, Frank J. Kingman, E. W. Williams, Edwin R. Cole (three), Mary Klein, Dinty Moore, Mrs. C. L. Raum, Earl Thompson, Danny Klein, Robert Bloom, W. J. Biddle, Hiram Garrison, Bob Coon, J. L. Bowman, Abe Frank, R. J. Rogers, Jack Barry.

The staff, additional to Al C. Hansen: Mrs. Al C. Hansen, treasurer; R. F. McLendon, secretary; Walter B. Fox, general representative; T. G. McDaniels, business manager; James Boyd, special agent; Frank Cross, master transportation; Rod Edison, electrician; Bob Fox in charge of front gate.

BALLYHOO

(Continued from page 46)

Prices ranging from \$1 to \$2.50. Several \$1,000 and \$500 purses to the winners. The show, owning all the boats, kept the money "at home." The drivers were awarded points.

The feature of the regatta, Eythel Wrench, our lady Motordrome rider, drove a 60-h. p. seven-cylinder outboard motor at a speed of 100 miles an hour and leaped the boat over 14 of our elephants which were on two barges in the middle of the lake—similar to the old circus leaps. For this she was given 12 points for the leap and 19 points for breaking all speed records.

Saturday a check for \$30,000 from Washington arrived, made payable to the "Ballyhoo Bros." for the lake project, which lay directly in the route layed out for the great Florida Canal.

MAJOR PRIVILEGE.

WANT GOOD CARNIVAL

For One Week During May or June. ATTRACTIVE PROPOSITION TO OFFER BY GROTTO HAVING LARGE MEMBERSHIP. State Number of Cars, etc., in First Letter.

AMRA GROTTO Knoxville, Tenn.

AT LIBERTY

Eli No. 5 Wheel and Merry-Go-Round, both beautifully flashed. Would like to connect with good show, prefer railroad show, but will consider good gilly show. State all in first letter. Suitcase promoter, save your stamps. I'm no angel.

MURRAY JACKSON, Bennettsville, S. C.

WAX FIGURES

Hauptmann, Pretty Boy Floyd, Baby Face Nelson, Al Capone, Dillinger and His Gang, Hundred Other PUBLIC ENEMIES AND OUTLAWS. Single Figure or Complete Shows. Anything in Wax or Papier Mache. B. W. CHRISTOPHEL WAX FIGURE STUDIO, 3938 Folsom Ave., St. Louis, Mo.

DODSON'S WORLD'S FAIR SHOWS, INC.
Not a Century of Progress, But 25 Years of Progress.
OPENING AUSPICES V. F. WARS, NORFOLK, VA. SATURDAY, APRIL 11.
Look 'Em Over. Our Jubilee Year. Note These Dates:
FAIRS THREE RIVERS, QUE.; VALLEYFIELD, QUE.; LOCKPORT, N. Y.; ROCH-
ESTER, N. Y.; BLOOMSBURG, PA.; YORK, PA.; FLORENCE, S. C.; OR-
ANGEBURG, S. C.; ANDERSON, S. C. AND OTHERS PENDING.
CAN USE RIDE, FLYING SCOOTER, OR ANY NEW RIDE. WILD
WEST, LARGE SNAKE, ATHLETIC ILLUSION, MECHAN-
ICAL CITY, OR ANY NEW AND MONEY-GETTING SHOW.
CONCESSIONS—Grab and Drinks. No exclusives. Or Will Place any Legitimate Stand. Mrs. Dod-
son Wants Competent Readers for Temple of Knowledge. Good Proposition. Address
DODSON'S WORLD'S FAIR SHOWS, 245 East 41st Street, Norfolk, Va.

ENDY BROS. SHOWS, INC.
28th Annual Tour
14 FAIRS AND CELEBRATIONS STARTING IN JULY
WILL PLACE Shows and finance reliable people. Good opening for Monkey Circus, Midgets, Fat People, Penny Arcade, Motor-drome, Caterpillar, Loop-the-Loop, Skooter, Rideo. All legitimate Concessions open except Corn Game and Diggers.
WANT Man to handle Cook House, or will sell same. Use our equipment or your own. Must be reliable. Want to hear from two good Promoters, Help in all departments. P. S.—Have 8-Car Whip for sale. Priced right.
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CETLIN & WILSON SHOWS, INC.
TO OPEN MIDDLE OF APRIL
WANT reliable Showmen who can gross important money in fast company playing all money-proven territory, including 15 outstanding Fairs.
WANT Wild West, Streets of Cairo or One-Ring Circus. Have 55x120 Tent and 50' Panel Front for same.
WANT complete Illusion Show. Have 30x80 Tent and 110' Banner Line for same.
WANT Big Snake Show for most beautiful Snake Show Equipment in America. Tent 30x40. with new Panel Front, Flood Lights, etc. Porter please answer, or Harry Harris.
All of the above show equipment is nearly new.
CAN PLACE legitimate Concessions only, such as Long Range Gallery, Palmistry, Hoop-La, Scales, Picture Gallery, etc. All address
WINTER QUARTERS, P. O. Box 787, Greensboro, N. C.

GIBSON'S BLUE RIBBON SHOWS
WANT FOR SEASON OF 1936
OPENING AT FLORENCE, S. C., MARCH 28. A REAL ROUTE OF STILL DATES, CELEBRATIONS AND CIRCUIT OF EIGHTEEN BONA-FIDE FAIRS STARTING IN JULY AND ENDING IN NOVEMBER.
Shows, new and novel, with or without outfits. Showmen with new ideas, Foremen and Ride Help for 10 Major Rides, Help in all departments, Talkers and Grinders. All Concessions open except Cook House and Corn Game. CAN PLACE Grind Stores, Hoop-La, Fishpond, Ball Games, Pitch-Till-You-Win, Photo Gallery, Frozen Custard and any Concession of merit.
WANT good Pictorial and Scene Painter. All wire or write
L. E. ROTH, Manager, Winter Quarters, Fair Grounds, Florence, S. C.

GOLDEN STATES SHOWS OPEN MARCH 15th
SCIOTS SPRING FIESTA, SANTA ANA, CALIF.
Can use two good Grind Shows for full season of 35 weeks.
Address all communications
WILL WRIGHT, 816 New Orpheum Bldg., Los Angeles, Calif.

CRAFTS PARS '35

(Continued from page 46)

eral foreign consuls, and there was a noticeable display of gold braid of naval officers.

Each succeeding year there is a change in the layout of the Crafts Shows and the midway in general. Last year a fan-shape layout, this year an innovation idea in layout by Manager Roy Ludington, which he styled "octopus." Elmer Hanscom and Harry Howard, chief electrician, did a splendid job in the lighting, with several new angles in illumination. The show has been enlarged, there being, according to Roy Ludington, 87 trucks and trailers—several have been rebuilt, bodies lengthened—and many privately owned trucks, sleeping trailers and housecars. An augmented battery of floodlights, four in number, make the location of the show visible for miles.

The Roster

The staff: O. N. Crafts, owner; Mrs. O. N. Crafts, secretary; J. Ben Austin, general agent; Elmer Hanscom, legal adjuster; H. Perry, advertising agent; Tom J. Myers, treasurer; Fred Rhodes, auditor; A. F. Gormley, assistant auditor; Eddie (Murphy) Smithson, special agent; Mack Doman, superintendent transportation; Sam Hinson, master mechanic; Roger Warren, utilities; Bruce Warren, commissary; Roy Scott, mail and *The Billboard*.

Shows: Karl Miller's *Scandals of 1936* is a positive standout. Has a new 40x80 top with dramatic end, chairs and blues, stage with special scenery, illuminated runway from stage to audience, splendid lighting effects; the line girls, Joan Winters, Viola Ray, Delores Lee, Hildegarde Stone, Babette Duval, Dawn O'Dea, Mildred Lane and Billy Martin; principals, Katharine Lee, Avonne Miller, Marcia Mills, Gladys Altman, the Casanovas, Gloria Day, Peggy Williams and Irene Bolton; Dane Mills, emcee; Barbara Swenson, pianist and songs; Tom Owens, drums; Milt Davis, sax and clarinet; John Lawton, stage manager; Harold Miller, tickets; Thomas Price, canvas. Giggle House, M. McCormick and Joe Devoe in charge. Motordrome, Speedy Babbs and Robert Babbs, riders. Athletic Show, Ed and Dick Kanthe, owners and wrestlers; Ed Lopez and Heinie Grable, wrestlers; Black Panther, Ray Dorsey and Hurricane Doyle, boxers; Ad Burland, tickets. "World's smallest licensed auto," E. Malette. Arcade, Lem Keuges; Myrtle Owens, cashier. Josh's Red Barn, Mike Keller and Sam Stith in charge. Frank Lentini's Circus Side Show—Lady Olga, bearded lady; Sultana, snakes; Prince Garland, midget; Alice From Dallas, fat girl; Frank Julian, tattooed man; Magico, magic and fire eater; Olvernia, half lady; Zyeeda, mentalist, assisted by Doc Belvedere; Lentini, three-legged man; Everett Mitchell, inside lecturer; on the front, Buck Buchanan and Charley Port.

The rides: Kiddies rides set in a kiddie park — Merry-Go-Round, Joe Duran, foreman; Bertie Kanthe, tickets; H. Shoemaker, assistant mechanic. Sea-plane, Ferris Wheel and Auto Ride, C. L. Turner, foreman; Tex Cameron and Ed Duvall, assistants; Ivo and Harlan Weir, tickets. Hey-Day—Jake Boyd, foreman; Roy Myers and F. W. Corneal, assistants; Mabel Davis, tickets. Three-Abreast Ferris Wheels—Pat Murphy, foreman; C. T. Swackhammer, Jumbo Reilly, Charles Smiley, Ben Southers and Walt Parsons, assistants; Sallie Munroe, E. Corson and Martha Taylor, tickets. Miniature Train—Mr. and Mrs. B. W. Lanterman. Lindy Loop—Tom Tainter, foreman; Estelle Martin, tickets. Acroplane—D. D. Radenbaugh, foreman; Ellen Boyd, tickets. Scooter—Wes Cooper, foreman; J. W. Scott and Tom Sines, assistants; Mrs. Charlotte Duran, tickets. Loop-o-Plane — J. Cardwell, foreman; Homer Rees, assistant; Lucille Gish, tickets. Pony-Go-Round — John Kemsley, owner; Chester Barker and R. E. Galvin, assistants. Jazzer—T. Doyle, foreman; Ed Staley, assistant.

Concessioners, some of them inside buildings: Cookhouse—Mr. and Mrs. Bruce Duffy in charge; Eddie Anderson, chef; Gene Moreno, second cook; George Ernhart, pastry cook; Jimmy Lynch, Bob Crawford and Pat Ryan, griddle men; Bob Nichols, Bob Hammond, Aaron Du Bosch and Ed Yardley, waiters; Barney Barnhill and Baldy Caldwell, kitchen men; T. Akers, yardman. Bingo (new striped top, 24x16)—Joe Krug and Roy Ludington, owners; Mrs. Roy Ludington, Eddie Knickerbocker and Jack Wilson,

agents. Mrs. Ethel Krug (candy apples, floss candy and caramel corn)—Mrs. C. L. Turner, Carl Clark and Wesley Houk, agents. Bucky Harris and Victor Poppert. Smiley Brooks—Richard Owens, Bill Daley and Joe Kime, agents. Charley Rising (east and beer—six spots)—associated with him, J. B. Simpson, Milt Runkle, Steve Brody, Al Irnell, Charles Penny and Floyd Maxwell; assistants, Paul Pratt, Frank Nagle, Red Johnson, Frank L. Rising, Bill Young, Jack Bell, Al Polkinghorn, Peggy Polkinghorn, Jack McFarland, Mrs. C. L. Rising, E. W. (Slim) Wells, Jack Williams, Ed Dunan, Tommy Byrnes, Tom Williams, Eddie Sanders, Joe McCarthy, George McCauley, Irvin Leighton, Ray Burnett, Bob Maxwell, Elgy Voorhees. Sidney Wolfe—Bob Cohen, Teal Tullos, Tom Thompson and Eddie Claymore, agents. E. Seivogle —S. G. Jones and E. Schumacher, agents. Harry Takal—Mrs. H. Takal and Stephen Polkinghorn, agents. A. Takal —Earl Stephens and Glenn Whittecombe, agents. H. S. Takal, two—Mike Skiveer, Henry Sakanal, Jack McQuay, John Dowling and Sam Duffy, agents. S. O. Kellin—W. E. Nelson, Glen Balding and R. Claxton, agents. Mme. Resina—Mme. Pearl, Mme. Fatima and Prof. Cairo. Phil Stopeck—Max Hillman, Harry Stanley, Mrs. Joyce Stopeck, agents. Jim Shute—Ike Fromm, Jerry Foster and R. Shaffer, agents. B. Shapiro—Alvin Perry, John McConnell and Mary Larson, agents. Max Harry Bernard—L. E. Watt, Dick Reece, Frank Evans, Howard Turner, Ad Sanger, Doc Gilligan, Eddie Barry, Harry Berman, George Jackson, Len Perryman, agents. Earl (Spot) Kelly, two—Jack Murray, Hugh Alcorn, Mrs. Eloise Kelly, Adam Pfaff and Glen Gilbert, agents. Sam Katz—Ed Harrison, Jess Jordan and M. Lamish, agents. Clif Clifford—Gust Anderson, agent. Mrs. Elva Rockwell—Lonnie Grieves, agent. Charles Miller—Mrs. Charles Miller, assistant. Mrs. Harry Bernard—Eddie Travers, agent. Mr. and Mrs. George A. Dean. Don Ainsley. Bessie Polk. M. M. Buckley—Jimmie Griffin, Ed Arnold and Hunter Farmer, agents. Mr. and Mrs. W. F. King. Elmer Willson—Frank Dominguez, Norman Willson and Bill Gilchrist, agents. Herbert Wachtman—Rose Moore, agent. Mrs. Elmer Hanscom—Pearl Savoy, Edith Quarles and Bettie Arnold, assistants. Art Anderson—T. McQuillian, James White and S. Epple, agents. Spot Murphy—Howdy Walker, Jimmie Smith and Lew Morse, agents. Jack Shaffer—Herb Usher and Frank Shaffer, agents. Sol Golden—May Golden and Dorothy Mack, agents. Sid Wolfe—Jake Newhouse and Robert J. Reilly, agents. Mr. and Mrs. Alf Butts, three—Lloyd, George and Mary Butts and Marie Johnson, agents. Mrs. Marie Klenck—Vince Doman and Barney Clancey, agents. Marie Klenck—Jack Mills and Louis Cecchini, agents. Sid Wolfe, two—Montie Morgan, Tommie Clayman, Jack Dillon, Sammy Coomas, Bill Burns and Marshall Brown, agents. Charley Tobin—Freddie Nicholson and Yorke Sayles, agents. Mike Herman—Eddie Conners, Milton Nichols, Blackie Ford, Don La Marr, Jimmie McLaughlin and Tom Queen, agents. Eddie Taylor and Johnny Caldwell. Louis Wald—Mrs. L. Wald, Frank Vesnor, Laddy Thompson and Ken Taylor, agents. Harry Bernard—Jockey Moore, Ed Stallings and Frankie Smith, agents. Sam Dolman—Dannie Callahan, Joe Conners, Moe Levine and Harry (Yukon) Goodman, agents. Eddie Lane—Ray Thomas, Bill Holt, Frenchy Le Doux, Ray Adams and Tom Whitten, agents. Joe Fosseh—A. Gould, agent. Mrs. H. L. Cunningham—Joyce Blake, Edna Bobler, Ruth Patten and H. L. Cunningham, assistants. A. C. Barton, five—George Readard, George Brown, Bob Lee, Clara Bobb, Charley Johnson, Frank Todd, Frenchy Roberts, Morris Seltzer and Tim Doyle, agents. Mr. and Mrs. L. K. Clements—Mr. and Mrs. J. W. Scott, Maybell Manley and Jerry Manley, agents. C. Elmer Long—George C. Purdue and S. A. Shipman, agents. W. Parker Lyon—Abraham Lincoln Parker in charge. Claude St. Clair and Jewell Jackson. Mr. and Mrs. Charles E. Myers. Mr. and Mrs. Harry Taylor—Earl King and Mrs. Pat Wells, agents. Mrs. A. C. Howard—Mrs. C. W. Piper, Peggy Fowler, Pauline Magdalino, C. R. Linfesty, Bob Jefferies and Connie Freudenberg, agents. E. Stern, Charles Wrightsman, two, in main building.

Among visitors at the opening were Will Wright and Phil Williams (Golden State Shows), Mrs. Steve Henry (had as guests Mr. and Mrs. Ernie Schmidt and Mrs. H. E. Schmidt, of Xenia, O.); J. Ed Brown (from Gilman Hot Springs), Mr. and Mrs. Sol Grant, William (Red) Low-

Third Annual Gigantic Theatrical Night

Produced and Staged by

The SHOWMEN'S LEAGUE OF AMERICA

COLLEGE INN, Hotel Sherman, CHICAGO

MONDAY, MARCH 16th

7 P.M. Till Dawn

Tickets . . . \$2.50 Per Person (INCLUDES DINNER)

GEORGE OLSEN and ORCHESTRA With ETHEL SHUTTA And Complete College Inn Ice Skating Show

Plus 25 HEADLINE ACTS

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GET TICKETS NOW BEFORE YOU ARE TOO LATE

WANTED FOR PITTSBURGH'S GREATEST SHOW ON EARTH "MUNICIPAL JUBILEE and EXPOSITION"

WEEK OF JUNE 22 TO JUNE 27, INC.

BENEFIT PENSION FUND

FIREMEN—POLICE—AND MUNICIPAL EMPLOYEES

Complete Side Shows, Rides, Oddities, Novelties. Concessions, must be clean, attractive. No gambling devices considered. If interested submit your proposition in writing to

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CONKLIN SHOWS

OPENING DATE WINDSOR, ONTARIO, CANADA, SATURDAY, APRIL 18th

CAN PLACE FOR SEASON LEGITIMATE CONCESSIONS, FUN HOUSE AND PLATFORM SHOWS. CAN ALSO PLACE SIDE SHOW ACTS THAT HAVE MERIT.

Get With the Show That Plays Territory With Proven Results.

We Have 24 Fairs, 3 Celebrations, and the Best Mining Towns in Northern Ontario Contracted.

WANT TO BUY Trained Chimpanzees and Monkeys. State Prices.

Show Train Will Leave Winter Quarters, Hamilton, Ont., for Windsor April 15. Anyone joining from the United States, Would Be Best To Ship Equipment to Detroit, Mich. Address J. W. CONKLIN, Sherman Hotel, Chicago, Ill., March 12 to 17. Permanent Address, BOX 31, Hamilton, Ontario, Canada.

CANADIAN SHOWMEN AND CONCESSIONAIRES GIVEN PREFERENCE.

WESTERN STATES SHOWS

OPENING MARCH 14 ON THE STREETS OF

CRYSTAL CITY, TEXAS

AT SPINACH-CENTENNIAL FIESTA.

CAN PLACE Shows that do not conflict and legitimate Concessions. Side-Show Attractions. Good capable Athletic Show Manager. Peck Goodwin come on. Have complete frame-up for Dixie Minstrels. CAN PLACE good organized Troupe. Show plays four weeks in the "Valley," then the biggest Spring Date in the Country—The Battle of Flowers at San Antonio, co-date with Beckmann & Gerety Shows. Will book exclusive Palmistry for 1936 season.

FAIRS AND CELEBRATIONS SECRETARIES—Have several weeks open in the Fall. Write for open time. Address JACK RUBACK, Manager, Lamar Hotel, San Antonio, Tex.

VOLUNTEER STATE EXPOSITION

WANTS FOR MERCHANTS' SPRING FAIR, OPENING MARCH 14, CLEVELAND, TENN., IN THE HEART OF TOWN,

Contest Man and other useful Show People. Rides that don't conflict. Special Proposition to Ferris Wheel, Loop-the-Loop and Kiddie Rides for here and balance of season. Shows with or without own outfits. Strictly legitimate Concessions only. Musicians and Minstrel Show People write JOE BEATY. All others write

ROY BLAKE, Directing Manager, Volunteer State Exposition, Box 116, Cleveland, Tenn.

ney (Tom Mix Circus), Eddie Gamble, Joe De Mouchelle, Mr. and Mrs. Ben Kaplan, Moe Mendell, William Hobday, F. A. Soley, Col. Ed Nagle, William J. Casey, George Costello, Chris Olsen, Chief Myers (of Riverside Mission Indian Agency), Mr. and Mrs. A. H. Thalman, Ed Quisenberry, Pat Squires, Harry B. Levine.

The Pacific Coast Showmen's Association, following custom, sent a large floral horseshoe for the opening. . . . Ed Smithson had banners on rides and every available spot. . . . Frank Domecus, former trouper, visited with the showfolk—is in business here.

The annual banquet night of show-folks and board of directors of the Orange Show, held February 19, was a greatly enjoyed event. The banquet, a stag affair, was launched several years ago by Roy Ludington, manager Crafts 20 Big Shows, and Joe Wilson, past president and now treasurer the Orange Show. It has been custom for the invitees to assemble at the midway cook-house, and Bruce Duffy was complimented for the delightful seven-course dinner. Joe Wilson was the toastmaster,

assisted by Roy Ludington, whose witty sallies, dialect stories, reminiscing on days ago, kept the guests in an uproar. Others who responded to requests for a talk were James B. Simpson, president Balboa Brewery and a former outdoor showman; Milt Runkle, ex-showman and now sales manager of Balboa Brewery; Max Harry Bernard, concessioner; Harry Takia, of J. and J. Catering Company; Elmer Hanscom, of Crafts Shows; Arthur Brouse, president the 1936 National Orange Show; Orville N. Crafts, B. D. Davies, and John Anderson, Dale Gentry, Arthur Brown, B. Starkey and Ben Holmes, the latter six being the board of directors of the Orange Show.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



Pacific Coast Showmen's Assn.

816 New Orpheum Bldg., Los Angeles, Calif.

LOS ANGELES, Feb. 29.—There were 73 members present when President Theo Forstall opened Monday night's meeting. O. H. Hilderbrand, third vice-president, motored from Inglewood, where his shows are playing. The committee on looking up more commodious quarters for the club made a report. This committee, of which Dr. George W. T. Boyd and John Miller divided the responsibility attached with Ed Nagel, George Tipton, Leo Haggerty, John J. Kleine and Will Wright, and a committee representing the Ladies' Auxiliary went carefully into the site that had been suggested. There being a diversity of opinions in regard to the matter, discussion was invited by President Forstall on the several reports made. The suggestions of John Miller and Ed Nagel when the matter came to a vote were credited with being the most feasible, at least for time being. The manager of the building where the club is now located made a proposal that was favored, that the PCSA for meeting nights would be permitted to use the entire 12th floor, that it will be suitably arranged for the purpose and will amply accommodate the large crowds that attend meetings during the winter months. At any rate it is a bit of relief to have this matter disposed of, temporarily at least. President Forstall got the membership committee together and plans to make a busy campaign for new members will be in full swing beginning March 1. Men will be selected to work on memberships on circuses and carnivals. Eddie Gamble and Jack Schaller drew the vaude assignment. There will be a considerable force working on the studios. Past President Cronin will have the responsibility for that endeavor.

Sick committee reported Doc Hall out of hospital and much improved, a brace supplied him being of much benefit. Doc goes to Wilmar, Calif., with friends for a three weeks' rest before going north to handle rides he has contracted. Henry Engard, at Antelope Valley Rest Home, Lancaster, Calif., reported as getting along nicely. John Stanley Lyons out again.

Communications: Letter from Roy Ludington inviting PCSA members as guests of Crafts Shows at San Bernardino was read, a vote of thanks was recorded and President Forstall appointed Steve Henry chairman of a committee to get out as large a number as possible. A vote of thanks was given to O. H. (Red) Hilderbrand for the splendid entertainment the folks enjoyed last Sunday at his shows in Inglewood. A letter from Gale Whitney, of Inglewood. Note from M. F. (Frenchy) Roberts, now located in Wilmington, Calif. From J. W. (Patty) Conklin, a letter from Miami Beach, Fla., the keen interest he takes in PCSA was noted and his letter drew a big hand. J. Doug Morgan wrote of his advance preparations for his "Show within a show" plan that has been officially adopted as means of raising funds for Cemetery. Funds for the Temporary Relief Emergency fund are growing and many letters commenting on this new idea have been received. It is just the trying to hew to the line in making good the slogan of PCSA, "The help and betterment of all showfolk."

The weekly award went to Will Wright and quite a nice sum to Will and the Lion's Head.

For the "Diversions" period Dr. Ralph Smith suggested the subject, "Should not the carnival have a song dedicated to that branch of the amusement field?" It was a happy thought, judging from the alacrity with which many hopped in. Red Hilderbrand said he was in favor of one. Archie Clark liked the idea and suggested that Past President Cronin or Tom Mix have the musical directors of those shows write the music and lyrics. Ed Nagel, Ted Le Fors, Chet Bryan, Johnnie Kleine, Louis Bacigalupi, A. Samuel Goldman and Harry B. Levine were among those who cut in with a "say," but Milt Runkle got the big laugh in his jokingly saying that he would give them the title for the song and suggested "When Do We Eat and Where."

After adjournment lunch and refreshments were served by Chet Bryan and W. D. Corbett.

There has no business ever succeeded without proper organization. Much good has been done by this and other show-

men's organizations, and PCSA invites you to think over what it means to belong to a properly organized and capably conducted showmen's group, as PCSA measures up fully to its slogan.

Snapp Greater Shows

JOPLIN, Mo., Feb. 29.—Despite the recent cold weather work proceeded at quarters, as the show is housed in a spacious garage (covering about a half city block), kept warm by steam heat. William Snapp and Dick O'Brien returned from the supposedly Sunny South, reporting that bookings were successful. Contracts arrived from Natchitoches and Leesville, La., which complete a route of six late fairs in Louisiana. Ada Meyers has contracted to produce the Colored Revue and will have 22, including band and orchestra. The front will be a 60-foot reproduction of a river steamboat. William Snapp purchased two additional two-ton Dodge caterpillar jobs, and when the new semi-trailers arrive the show will have 22 complete units for transportation. Two free acts will be carried this season and will be exploited with special paper. Captain Cherry informs from Texas that he and the missus are enjoying their stay with homefolks. John Morton, in charge of construction at quarters, is putting the finishing touches on the two arches and fence built for the double Ferris Wheels and the double Loop-o-Planes. Work will immediately be started on a beautiful 60-foot front entrance. R. A. Murray has under construction a body for the band truck, which will also have a new sound system and a Tangley callopie. In addition to the regular advance paper and publicity a four-page herald will be used and distributed in advance of the show.



MUSEUMS

C. J. Lauther's, Traveling

CAPE GIRARDEAU, Mo., Feb. 29.—After four weeks in St. Louis to a fair business, C. J. Lauther's World's Fair Oddities moved into the coal fields of Southern Illinois. Exhibited in West Frankfort, Murphysboro, Harrisburg, Mt. Vernon, Benton and Centralia to excellent business, getting 35 cents on front door after 6 o'clock. Each one of the towns was a maiden spot for a museum. Newspapers gave much space to the exhibition. Radio station in Harrisburg gave 10 15-minute periods to entertainers, who included Coe Coe, Australian bird girl; Eli Cassis, midget clown; Wee Jean, singing midget, and Percilla, the Monkey Girl, with Tex Conroy at the mike. Script presented, written by Mrs. Francis Lauther, in 10 parts, and called "High and Low." Found in West Frankfort was Ray and Roxie Porritt, from the United Shows of America. Prince Buddha recently joined with magic and Punch, and the show is now carrying 20 acts, with one extra added attraction. In Mt. Vernon Mr. Watson, former secretary of state and owner of the building where show was exhibiting, gave a midnight supper in the Emerson Hotel to entertainers. Mechano, mechanical man; Chief Little Red Feathers; Eli Cassis, midget clown; Capt. Mona-Fay, with Tex Conroy as emcee, presented a program at the Young Men's Civic Club luncheon and also at the Lions' Club. Show goes south from here, making about 800 miles in the next two jumps. ROY B. JONES.

Decker's, Baltimore

BALTIMORE, Feb. 29.—Jack Decker, of the Oriole Museum here, reports that with warmer weather this week business has shown a decided improvement. The bill this week includes Glenn Porter, monster python snake; Joe Grendol, sword swallower; Madame Zetta, mentalist; Midget Family and five other offerings in the main show. In the annex, dancing girls. Al Paulert is in his third week as emcee, with Whitey Sutton and Bob Simon on the front. Mrs. Decker plans a trip home to Poughkeepsie for a visit of several days with her two children and upon returning will begin work on wardrobe for Decker's summer show, which is booked with a carnival. Visitors this week included Tom Hasson, Johnny Moran, Larry Nathan, Billy Hartsman and Buck Deangler.

Visitors at quarters have included Red Berry and Tony Bernadi. Charles Lewis, Mr. and Mrs. Moxely (of Moxely Circus), Bill Southers and a committee of local business men headed by Charles Robinson. *The Joplin Globe* and *The Herald* are both giving the show plenty of publicity. MARK BRYAN.

Dodson World's Fair Shows

NORFOLK, Va., Feb. 29.—With the list of fairs and other engagements already contracted by Mel Dodson, the attaches of the show are looking forward to a good season. There will be an augmented Garden of Rides this year. They include Waltzer, Loop-o-Plane, Skooter, Whip, Twin Eli Wheels, Ridee-O, Merry-Go-Round, Hey-Day, Caterpillar, Seaplane, Chairplane, Bowl of Joy, Razzle Dazzle, and so far three baby rides. Mr. Dodson is negotiating for the initial appearance of an English ride. Mr. and Mrs. H. Harding have been engaged to handle the office's Congress of Oddities. Nancy Miller will manage the revue. The Minstrel Show under direction of Sol Spade. Moe Eberstein is directing the fortunes of Paris at Midnight, and "Life" is under the same management. George Roy has his Lollipop Ship and Barn Yard Shuffle. Jack Bailie has his Glass House. Mr. and Mrs. Jack Page have a beautiful Tableaux Vivants attraction. Thomas A. Nishwander will have his Congress of Navajo Indians, which attraction probably will mark an epoch in carnival attractions. Everett S. Roop's Monkey Circus is another feature, with a 40 by 90 top and a front of 152 feet. Otis Frink has a menagerie. There is also motordrome and many other attractions either in quarters or en route here for the opening April 11. DICK COLLINS.

Dime, Newark, N. J.

NEWARK, N. J., Feb. 29.—The management was successful in booking a very strong show for this week, a show that is well received by the patrons. The bill is as follows: Doc Mayfield, human volcano, in his second week; Tessie Greene and her revue, also second week; Madame Athella, mentalist and Buddha; Peggy Dill, iron jaw; Capt. Herbert Martinez, with rats, cats, doves, monkeys and three police dogs. The Oriental Revue in the annex is still attracting its quota of customers. Morey Schayer and Frank Broderick are still handling the front and the writer officiates as emcee. GEORGE E. MOORE.

Philadelphia Houses

PHILADELPHIA, Feb. 29.—The weather having moderated this week the museums have picked up considerable business.

South Street Museum has the following on bill this week: Smith and White's colored revue of seven people, in specialties; Anderson Sisters, spotted people; Twisto, contortionist; Roy Doss, mechanical man; Capt. Sig, tattooed man; Mme. Verona, mentalist. In the annex dancing girls are still featured.

Eighth Street Museum is back to regular museum attractions again. This week's show consists of Tex Hill's Cowboys, in Western pastimes; Princess Margaret, midget entertainer; Leo, magician; Venus of the Wishing Well, illusionist; Poses Plastique; Mme. Zenda, mentalist. In the annex are dancing girls, Callahan and Mary Morris.

Morris Miller's, Traveling

LORAIN, O., Feb. 29.—One of the biggest week's business of the winter tour and the best week since the Pittsburgh date, was recorded here last week, despite the hotel fire and zero weather first half of the week. Manager Morris decided to remain over another week. Prince All left for California to join Crafts Shows. Laurie Johnson, sword swallower, arrived from Jackson, Tenn., to augment the list of attractions. A nightly visitor here has been George (Granny) Gregg, well-known carnival show talker, whose home is in Lorain. Mike Peer, well-known sportsman, entertained the showfolks recently. Show plays Elyria, O., week of March 2, location on the public square opposite the Court House. WALTER D. NEALAND.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Feb. 29.—The reaction on the plan for group life insurance, which was published in *The Billboard* a few weeks ago, has been very favorable. At present we are informed that several of our members are considering the adoption of the plan and would appreciate having definite information from those of our members who are desirous of adopting it for the current season. The plan will not be submitted to the association as a whole until the next annual meeting, but it is available to a limited number of members for this season.

This office has received interesting letters from John M. Sheesley, of Mighty Sheesley Midway; J. W. (Patty) Conklin, of Conklin's All-Canadian Shows; John D. Kilonis, of Bockus & Kilonis Circus, and Fred Sims, of United Shows of Canada. Letters are also on file from Porcelain Products, Inc., and from Raymond Chandler, of Alabama.

Requests have been received for an explanation concerning State unemployment laws and the Federal Social Security Act.

In connection with the federal law, the general provisions are that under the Social Security Act employers of eight or more workers in the United States, beginning January 1, 1936, are liable to tax. The federal law applies to the total pay roll. In States where there is also a State tax, employers will be able to deduct their State contribution from the federal tax up to 90 per cent of the Federal tax. For example, in the case of a New York employer liable for \$100 each to the State and federal governments, he will pay \$100 to the State and \$10 in addition to the federal government.

All of the States have not adopted unemployment laws as yet and to such of them as have qualified or will qualify, a portion of the federal tax will be distributed.

We have also been requested to explain the provisions of the New York State Unemployment Insurance Law and will do so at a later date in this column.

Continuing the discussion of Constitutional Law, our attention is called to the case of *Scott et al. Vs. Donald*, 165 U. S. 58, decided in 1896. In this case it appeared that the State of South Carolina had adopted a law which recognized alcoholic beverages as a proper article of commerce, but included a provision in the law which prohibited non-residents of South Carolina from bringing into that State alcoholic beverages for commercial purposes. Plaintiffs had commodities of this type in transit and warned the South Carolina officials not to interfere with their possession. The South Carolina sheriff nevertheless seized the goods from plaintiffs' possession and carried them away; whereupon plaintiffs brought an action for damages.

The United States Supreme Court in deciding the case in favor of the plaintiffs held that inasmuch as the law did not prohibit the possession and sale of alcoholic beverages in South Carolina, but merely regulated the sale, any attempt to keep out of the State dealers in these articles who were non-residents was invalid. Applying the rule to the carnival industry, of course, calls to mind the statement previously made that a State cannot grant to its residents privileges which it will not grant to non-residents.

Dixie Belle Attractions

OWENSBORO, Ky., Feb. 29.—Nearly everyone around winter quarters has been somewhat on the sick list. Clifford (Specs) Groscurth is still in bed with flu, but says he will be out in a few days and overhaul all the revue equipment. Col. Riley has figured out a "new system" to beat the horses—bet heavy on the winners and light on the losers. The writer has been helping the "boss" get up a line of press matter. There will be a weekly published, on and for the interests of the midway, and attempt will be made to hook up with the committees and use local as well as midway items in each issue. All show employees have been comfortable, and, as Harry Weaver says, "It ain't as long as it was." The Pioneer Amusement folks were just in the office and promise to place one of their "Sportlands" on the midway. An interesting letter was received from that oldtimer, J. Harry Six. CARL X. MARTIN.

Classified Advertisements

COMMERCIAL
10c a Word

Minimum—\$1.00. CASH WITH COPY.
First Line and Name Displayed in Caps.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

PIANO-VOCAL SCORES FROM MELODY, \$2.00
—LEE, 109 Judson, Syracuse, N. Y. mh7
SPECIAL ARRANGEMENTS FOR ORCHESTRA,
vocals, etc. Write R. V. BENVENUTI, Ridge-
wood Park, Waterford, Conn.

AGENTS AND DISTRIBUTORS WANTED

AGENTS, CREW MANAGERS, WAGON MEN—
New 25c item; write at once. Sells to every-
one. **WORLD SPECIALTIES, INC.,** 8-900 W.
Van Buren, Chicago. x

AGENTS—STICK-ON-WINDOW SIGNS; 500%
profit; free samples. **METALLIC LETTER**
CO., 439 N. Clark, Chicago. x

AGENTS—BIG SIDE LINE NUMBER. FINE
grade Handkerchiefs for men and women
initialed to order. Send 20c for sample or get
free particulars. **YORK HANDKERCHIEF CO.,**
26C West 27th St., Bayonne, N. J. x

BIG MONEY APPLYING GOLD INITIALS ON
Automobiles. Easiest thing today. No ex-
perience needed. Free samples. "RALCO,"
1084 Washington, Boston, Mass. tfnx

CARTOON BOOKLETS—REAL STUFF, \$2.50
hundred. Samples, 25c. **RAY, Box 83, Sta.**
N, New York. mh14

DEMONSTRATORS WANTED—PERCENTAGE
basis. **S. J. WEISS, Main and Arch, Union-**
town, Pa.

ELECTRIC RAZOR, \$3.00—BULLOCK, 2218
East 34th, Kansas City, Mo. mh14

GOOD INCOME SILVERING MIRRORS—PLAT-
ing and Refinishing Lamps, Reflectors,
Autos, Beds, Chandeliers by new method.
Outfit furnished. Write **GUNMETAL CO.,**
Ave. G, Decatur, Ill. tfnx

HAVE YOU SEEN THE LATEST MARVEL OF
the 20th Century? The Oracle? Just as the
radio registers sounds and makes them audible,
so does the Oracle through natural law. An-
swers questions correctly. You will be amazed!
Model R, 60c; Model O, 90c. Retail prices.
ORACLE COMPANY, Peabody, Mass.

MAKE GOOD MONEY TAKING ORDERS—
Shirts, Ties, Underwear, Dresses, Hosiery,
Raincoats, Pants, Uniforms. Sales kit free.
NIMROD CO., Dept. 43, 4922-28 Lincoln Ave.,
Chicago. ap25x

MAKE, SELL CHEESE-COATED POPCORN—A
proven success! Easily made; big profits.
Secret process and instructions only \$1.00.
W. J. LYNCH, Springfield, Ill.

MEN WANTED AT ONCE TO CALL ON
stores with biggest line 5c and 10c neces-
sities. Self-selling counter displays: Aspirin,
Razor Blades, Handkerchiefs, Household Ce-
ment, 101 different items, many new, exclu-
sive. Up to 125% profit. Experience un-
necessary. Big catalog free. **PROCOPAX, Dept.**
131-XD, 1956 S. Troy, Chicago. x

NECKTIES—100 NEW PATTERNS; BIG PROF-
its; 25 and 35-cent sellers. 6 samples pre-
paid, \$1.00. Particulars. **CENTURY SALES**
CO., 308 Kasota Bldg., Minneapolis, Minn.
mh14

NO PEDDLING—FREE BOOKLET DESCRIBES
107 money-making opportunities for start-
ing own business, home, office. No outfits.
ELITE, 214 Grand St., New York. mh7x

NO PEDDLING—FREE BOOKLET DESCRIBES
107 money-making opportunities for start-
ing own business, home, office. No outfits.
ELITE, 214 Grand St., New York. mh7x

PITCHMEN! SOLICITORS! MAKE EXTRA
money with new Stamping Outfit. Stamp
checks, plates, fobs. Catalog 69-B free. **C. H.**
HANSON, 303 W. Erie, Chicago. x

PROFIT 2,000%—AGREEABLE EASY WORK
applying Gold Initials on Automobiles. Every
owner buys. \$3 to \$15 daily earnings. Write
for details and free samples. **AMERICAN**
MONOGRAM COMPANY, Dept. 20, East
Orange, N. J. x

SPICY COMICS, READERS, NOVELTIES. SAM-
ples 25c. **BUK, Box 2, Station W, New York.**
mch14

TRANSPARENT DAY AND NIGHT SIGNS—
8"x14", 4c; retails 25c. Over 800 designs.
Sample free. **LOWY, Department 628, 8 West**
Broadway, New York. x

NO PROFITABLE MAIL ORDER AND LOCAL
Business Ideas; free literature. **PRUITT**
RESS, Elburn, Ill. mh7x

ANIMALS, BIRDS AND PETS

A-1 CHINESE FUNNY MOUSE CIRCUS, ALIVE
—**UNIVERSAL, 849 Cornelia, Chicago.**

ANIMALS, BIRDS, SNAKES—EVERYTHING
for shows. **SNAKE KING, Brownsville, Tex.**
ap25

NUBIAN LIONS, MALE, FEMALE, EIGHTEEN
months. Ostriches, Pumas. **WILLIAMSON,**
Ripon, Calif.

PLENTY SNAKES, ALLIGATORS, ARMADILLOS,
Monkeys, Coati Mundis, Lions, Wild Cats,
Ocelots, Pumas, Peccaries, Capybaras, Ostriches,
Rats, Mice, Parakeets. **OTTO MARTIN LOCKE,**
New Braunfels, Tex.

SNAKEY FOR SNAKES, PIT SPECIALS—BOX
235, San Antonio, Tex.

WILL RETURN FROM AFRICA ABOUT THE
middle of May with a large cargo of animals.
Have on hand at winter quarters Giant Hyma-
dras and Guinea Baboons, Mangabey and Rhesus
Monkeys. Send for list. **WARREN BUCK, 420**
Garden Ave., Camden, N. J.

BOOKS

PERSONAL MAGAZINE—CATALOG, PHOTOS,
Cartoons, 15c. **BOX 290-B, New Haven,**
Conn. x

BUSINESS OPPORTUNITIES

SELL BY MAIL! BOOKS, NOVELTIES! BAR-
gains! Big Profits! Particulars Free! **F.**
ELFCO, 525 South Dearborn, Chicago. tfnx

START A PROFITABLE BUSINESS—NOTHING
to buy; no stocks to carry; sell service only.
Entirely new, fully protected. Send \$1.00 for
complete copyrighted plan. **B. J. DAVIS, 408**
W. 25th, Richmond, Va.

CARTOONS

ENTERTAIN WITH TRICK CHALK STUNTS
and Rag Pictures. Catalog free. **BALDA**
ART SERVICE, Oshkosh, Wis. mh14

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines
accepted for publication in this column.
Machines of recent manufacture and being
advertised extensively in The Billboard by
manufacturers, distributors or jobbers, may
not be advertised as "used" in The Bill-
board.

A-1 CONDITION—PENNY PACKS, \$8.50;
Penny Smokes, \$7.00; Lucky Stars, Screamos,
\$17.50; Genco Base Ball, \$12.50; Stoner's Ticket
Lite, \$10.00. Trade for Payout Tables, Vending
Machines. **FINN & GENE, Mocanaqua, Pa.**

BARGAINS—BALL GUM, CIGARETTE, PEAN-
nut Machines, Diggers, Games. **NOVIX**
VENDERS, 1191 Broadway, New York. mh7

BARGAINS RECONDITIONED MACHINES, ALL
types. Prices you will be willing to pay.
Write for new list. **BADGER NOVELTY, 2546**
N. 30th, Milwaukee, Wis. my9

BIG LEAGUER, PAYOUT; AUTO FLASH,
Ticket; Black Magic, Dice, \$32.50. Gold
Rush; Sportsmans, Visible, \$19.50. Put 'n'
Takes, Front Door; Match Play, Equity, \$15.00;
Mills Blue Fronts, \$55.50. Paces Races, late,
\$295.00. **C. & G. SALES, Baltimore Hotel Bldg.,**
Muskogee, Okla. x

CANADIAN BARGAINS IN PIN GAMES—
Write for price list. **E. A. VARCOE, Oshawa,**
Ontario, Canada.

CANADIAN OPERATORS—MILLS EXTRAOR-
dinary Mystery Dime Play, serials 365,000
and 373,000; Nickel Play, 367,000, used less
than one month. Rol-A-Tops, Nickel Play,
\$90.00; All Gold Awards, Golden Harvests,
\$75.00; Rangers, \$60.00; Rockets, \$20.00.
Write for close-out prices on latest Payout
and Pin Games. Terms: 1/3 deposit, balance
C. O. D. **J. & J. COIN MACHINE AGENCIES,**
62 1/2 St. George St., Moncton, N. B.

CENT-A-PACKS, USED LESS THAN THREE
weeks, guaranteed A-1 condition, one to
twenty-five, \$10.00 each; 1/3 deposit, balance
C. O. D., immediate shipment. **ARTEE CO.,**
Upper Darby, Pa. mh7x

FIFTEEN MACHINES, \$75; 3 SILVER STREAK
Payout Games, one each Fleet, Big Bertha,
Merry-Go-Round, Twenty-One Light-Up Game,
Blue Ribbon, Subway, Jig Saw, Little Giant,
Sweet Sally, Magic Clock, Kentucky Derby,
Dandy Vender, all good condition, trade for
Slots, or what have you? **KENYON COMPANY,**
Canton, O.

CLOSING OUT—FOUR GAMES, \$13.50; CON-
tact Jr., Penny Ante, Criss Cross, Cannon Fire
Jr., Super "8", Big Bertha, Lightning, Drop
Kick, Golden Gate, Shooting Star, C. O. D.,
Signal, Subway, A. B. T. Winner, A. B. T. Marble
Jax, A. B. T. Marble Bank, Relay Jr., Relay Sr.,
Flying Trapeze, Merry-Go-Round, Blue Ribbon,
Streamline, Showdown, Jig Saw, Silver Moon
Jr., Pennant, Divider, single lots, \$4.00. Name
second choice to avoid delay in shipping. Cash
with order. Also Kings, \$8.50; Plus & Minus,
\$15.50; Gold Rush, \$17.50; Turf Flash, \$9.50;
Select-Em, \$5.00; Horseshoes, \$5.00. One-
third cash must accompany order. Must
liquidate, you will be pleased with your pur-
chase. **CHICAGO VENDING CO., 233 E. 95th**
St., Chicago, Ill. x

COIN-OPERATED MACHINES BOUGHT, SOLD
—**JARL, 1704 Leavenworth, Omaha, Neb.**

DIGGERS, MUTOSCOPES, 1933-'34, FIRST-
class condition. **BOX 690, Billboard, 1564**
Broadway, New York.

FOR SALE—LIVE POWER, \$5.00; ESQUIRE,
\$5.00; Golden Gate, \$4.50; Totem Counter,
\$8.00; Big Bertha, \$4.50; Jack Rabbit, \$4.00;
World Series, \$2.00; Superior Cigarette Ma-
chine, \$20.00. **ROGER H. HOLTON, Collins**
Center, N. Y.

FOR SALE—4 ELECTRO HOISTS, \$60 EACH;
International Mutoscopes with Roll Chute,
\$75 each. **EXHIBIT NOVELTY CO., 1123 Broad-**
way, New York. mh28

FOR SALE—RECONDITIONED MUTOSCOPE
Cranes and Merchants. Very attractive
prices. Write today. **BOX 693, Billboard, 1564**
Broadway, New York. tfn

JUMBOS, MAMMOTH AND TROJAN, \$49.50;
De Luxe 46, \$42.50; Ace, \$27.50; Stampede,
\$29.50; Put 'n' Take (front door), Gold Rush,
Red Arrow, Champions, \$15.00; Traffic A
Ticket, \$20.00; Rockets (late Tilt), \$10.00;
Blue Fronts, \$55.00. 1/3 cash deposit with or-
ders. **JOHN M. CARTWRIGHT, 1000 Broad,**
Nashville, Tenn.

MILLS DOUBLE JACKPOTS, SILENTS, BOUGHT
and sold. Complete line in stock. **ATLAS**
COIN MACHINE CO., 1209 Washington St.,
Boston, Mass. mh7

MILLS AND WATLING DOUBLE JACKPOTS,
Silent, Penny, Nickel, Dime and Quarter,
thirty dollars; Rockets, nine dollars; Penny
Packs, seven dollars; Jennings Favorite Ball
Gum, five dollars; Jumbo, like new, forty-five
dollars; Columbus Peanut Machines, Five Cent,
two dollars; Sweepstakes, five dollars; Puritan
Gum Balls with Jackpot, five dollars; Little
Dukes with Jackpot, twenty dollars; Five Jacks
Fields, five dollars; Mills Single Jackpot, fifteen
dollars. **JACK O'BRIEN, 97 Thames St., New-**
port, R. I. x

MUTOSCOPE 1935 CRANE, \$150; 7 SEEBURG
Senior Phonographs, \$55 each; 3 Seeburg
Junior Phonographs, \$75 each; 1 Buckley 1934
Crane, \$50. All guaranteed good as new or
money refunded. 1/3 deposit, balance C. O. D.
KENYON COMPANY, 108 High, Canton, O.

OPERATORS, WRITE FOR BARGAINS—
Traffic A, \$17. **SILENT SELLING CO., 548**
Massachusetts, Indianapolis.

PAY CASH FOR MILLS DEWEY COLOR MA-
chines, Counter; also Jackpot Brownie Color
Machines. **ROCKPORT NOVELTY CO., Rock-**
port, Tex. mh7

PENNY ARCADE, COMPLETE, CHEAP—
HARRY SUHREN, West Monroe, Sandusky, O.

REAL BARGAINS—SIX GABEL SELECTIVE 24-
Record Phonographs, not junk, but perfect
condition, \$75.00 each; Two Mills Troubadours,
with Triple Slots, perfect condition, \$75.00
each; Three Capehart Amperions, good condi-
tion, \$100 for the three. **C. L. WHITEHEAD,**
1205 Market, Wilmington, N. C.

SEND STAMP FOR LIST OF USED MACHINES—
Get on our mailing list. You save money
on machines and supplies. **GOODBODY, 1824**
East Main, Rochester, N. Y. mh28

TEN SEEBURG SELECTOPHONES, 1934 MODEL,
good condition, \$125.00 each; Two Mills
Phonographs, Model 875, \$85 each. **ATLAS**
COIN MACHINE CO., 1209 Washington St.,
Boston, Mass. mh7

USED COIN-OPERATED MACHINES—HUN-
dreds Pin Games and Slots. Send for our list
of prices. **HANDBOOK COIN MACHINE EX-**
CHANGE, 1612 State Street, Erie, Pa. mh7

USED SLOT MACHINES, GUARANTEED ME-
chanically right. 20 Mills 5c Double Jackpot
Front Venders, Escalator type, \$30.00 each; 1
each Mills 1c, 5c and 10c Golden Jackpot Side
Venders, \$40.00 each; 12 Mills 5c Rock-Ola
Jackpots, 10 Front and 2 Side Venders, \$10.00
each; 2 Mills 5c Goose Neck Silent Bells, \$20.00
each; 4 Mills 25c Rock-Ola Jackpots, 2 Side, 1
Front and 1 Bell, \$15.00 each; 1 Jennings 25c
Side Rock-Ola Jackpot, \$15.00 each; 2 Jen-
nings 5c Victoria Jackpot Bells, \$20.00 each.
Terms: 1/3 cash, balance C. O. D. **F. O. B.**
JACKSONVILLE, Fla. SOUTHERN VENDING COM-
PANY, 630-32-34 West Forsyth St. x

WANT USED TEN GRANDS, OTHER PAYOUTS
—**DINTY MOORE'S, Caruthersville, Mo.**

WANTED—GOOD USED AUTOMATIC PIN
Tables. Must be cheap for cash. Also any
other used pieces that will make money. **ALBA**
KEE, Mound City, Mo. mh7

WANTED—FORTUNE TELLING MACHINE,
also 5c Package Gum Venders. **CLINTON**
HOLDEN, 45 Robert St., Attleboro, Mass.

WANTED—ALL TYPES OF SLOT MACHINES
for cash. **CONNECTICUT AMUSEMENT**
MACHINE CO., 294 N. Main St., Waterbury,
Conn. ap18

WANTED—WHIRLPOOL AND WHIRLPOOL
Boards. State full particulars. **A A NOV-**
ELTY & SALES CO., Indianapolis, Ind.

WANTING LARGE TWIN WONDER BELLS,
\$35.00. **COLEMAN NOVELTY, Rockford,**
Ill.

X CAVATOR ELECTRIC DIGGER, MUTOSCOPE
Electric Crane, Panama Digger, 5-Way Jack,
3 Bally Pin Games; the lot, \$150.00. **CHARLES**
COOK, 88 Tillson, Rockland, Me.

6 USED SPECIALTY BREATH PELLET MA-
chines, \$7.50. **STANLEY ZALESUY, 3044 N.**
Spaulding Ave., Chicago, Ill.

20 5c MILLS SILENT, \$30.00; 3 25c SILENT
Jackpot Bells, \$30.00; 3 10c Paces, \$20.00.
RAINBOW AUTOMATIC AMUSEMENT, Moun-
tain View, Mo.

50 JIG SAWS, 20 WORLD SERIES, 10 FLEETS,
Penny Slots, 25 Improved Sweet Sallys, \$3.00
each; guaranteed. Annual replacement. Power-
ful earners. 1/3 deposit. **MARIE PARSHALL,**
1038 Oak St., Columbus, O.

50% DISCOUNT, QUANTITY LOTS, JACKPOT
Attachments. **COLEMAN NOVELTY, Rock-**
ford, Ill.

1935 DE LUXE (SAME AS 1936 MODEL) IN-
ternational Mutoscope Cranes, latest serials,
\$125.00; also Automatic Marble Tables, Counter
Games cheap. **ROCKPORT NOVELTY CO.,**
Rockport, Tex. mh7x

COSTUMES—WARDROBES

ALL DESCRIPTIONS, HIGH-CLASS SECOND-
Hand Uniforms, Costumes, Character Ward-
robe for sale, hire. Also all kinds new uniforms
made to order at lowest prices. **DAVID'S,**
entrance thru Leroy's, 129 West 42d, New York.
BRYANT 9-3325.

INDIAN RELICS, BEADWORK, CURIOS,
Weapons. Catalogue 5c. **INDIAN MUSEUM,**
Northbranch, Kan. x

RED BAND CAPS, NEW, \$1.50; USED BAND
Coats, \$2.00; Mess Jackets, \$2.00; Scenery,
Costumes, Trunks. **WALLACE, 2416 N. Halsted,**
Chicago.

FORMULAS

FORMULAS, PLANS, IDEAS—LITERATURE
free. **H. BELFORT, 4042 N. Keeler, Chicago.**
mh7

FORMULAS—ALL KINDS, GUARANTEED;
catalog free. **KEMICO, B-66, Park Ridge,**
Ill. tfnx

NEWEST GUARANTEED FORMULAS—BIGGEST
catalog free. Special prices, leads. **GIBSON,**
Chemist, BH-4704 No. Racine, Chicago. x

ONE QUART BEST EXTRACT VANILLA, 50c
postpaid. **ARROW CHEMICAL WORKS,**
Indianapolis, Ind.

SUCCED WITH YOUR PRODUCTS—FORMU-
las, Processes, Analytical Service. Informa-
tion free. **Y. THAXLY CO., Washington, D. C.**
mh28x

FOR RENT, LEASE OR SALE

THIRTY-SIX ACRE PARK—TEN ACRE SWIM-
ming Pool, spring fed, sand bottom; Picnic
Grove, Bathhouse, Recreation Building, Dance
Hall, Baseball Diamond, Modern House. Five
miles from Detroit. Owner, **STANLEY J. FONS,**
Royal Oak, Mich. mh7

FOR SALE—NEW GOODS

BARBECUES—INTERIOR AND EXTERIOR
models. **PEERLESS STOVE CO., Columbus, O.**
mh7

BUY CIGARETTES, TOBACCO, CIGARS BY
mail; no tax; low prices; all brands. **PETE**
MOBERLY, Box 1000, Owensboro, Ky.

PHOTO OUTFITS—4 FOR DIME STRIPS, OUR
new Photostrip Machines, either 1 1/2x2 or
2 1/2x3 1/2 sizes, complete, \$140.00. All supplies
at cut prices. **WABASH PHOTO SUPPLY, Terre**
Haute, Ind. mh7

POPCORN—CHEESE FLAVORED AND CANDY
Corn Machines, Popcorn and supplies.
BARNARDS, 2815 Leavenworth, Omaha, Neb.

SAVE ON DIRECT POSITIVE SUPPLIES BY buying from one source. Rolls, 1 1/2"x250", \$4.75; 5x7 Enlarging Paper, \$5.40 gross. Stock absolutely fresh. Mounts, Mirrors, Cameras, Booths, Visualizers, etc. Catalog on request. MARKS & FULLER, INC., Dept. 1, 44 East Ave., Rochester, N. Y.

FOR SALE—SECOND-HAND GOODS

POP CORN AND POTATO CHIP EQUIPMENT—LONG-EAKINS, 1976 High St., Springfield, O. ap25

POPCORN POPPERS, ALL KINDS—NORTH-SIDE CO., 2117 Harding, Des Moines, Ia. mh9x

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 ATTRACTIONS, EVERY DESCRIPTION, sacrificed. HEADQUARTERS, Universal, 849 Cornelia, Chicago.

BALLROOM AND STAGE LIGHTING EFFECTS—Crystal Showers, Spotlights, etc. NEWTON, 253 W. 14th St., New York. ap4

CARROUSEL, 3-ABREAST, JUMPING, \$600—804 Jamaica Ave., Brooklyn, N. Y. mh14

CAROUSEL, SPILLMAN, THREE-ABREAST, complete, good condition, reasonable. CORBETT, 8705 78th St., Woodhaven, N. Y.

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and Used, out or indoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 W. Thompson, Philadelphia, Pa. mh7x

FOR SALE—MONKEY DROME, \$125.00; 2 Cars, Top in fair shape; also Tangle Calliope, mounted on Model T Truck, \$135.00. Both can be seen at Lebanon, Kan. Address all to ANDERSON-SRADER SHOWS, Concordia, Kan. mh7

PORTABLE MERRY-GO-ROUND, SPILLMAN, 3-abreast, cheap. F. ADAMS, 180 Woodbine St., Brooklyn, N. Y.

SEE ADVERTISEMENT CARNIVAL PAGES—WEIL'S CURIOSITY SHOP, 20 South Second, Philadelphia, Pa. tfn

THEATRE SEAT BOTTOMS, GOOD CONDITION—FRYMARK, 723 Cedar, Elgin, Ill.

100 NEW 250-WATT BABY SPOTS WITH Universal Hangers, while they last, \$5.00 each. Send deposit with order. THEATRICAL EQUIPMENT RENTAL CO., 3433 Carnegie Ave., Cleveland, O.

\$275.00 STRIP PHOTO OUTFIT, \$95.00—HASSAN, Box 971, Parkersburg, W. Va. mh14

HELP WANTED

CIRCUS WANTS PRODUCING CLOWNS, ALSO Band, Banner Painter, Privileges for sale. ATTERBURY CIRCUS, Dakota City, Neb.

JUGGLERS WANTED—HATS, HOOPS OR Clubs. Write BILL HARDIG, 106 Peck St., Norwich, Conn.

WANTED—ENTERTAINERS OF ALL KINDS for night clubs. Can offer good acts several weeks. Answer with photos. KAY FERRY, 404 W. Jefferson Blvd., South Bend, Ind.

WANTED—YOUNG MAN AND GIRL AERIAL act; amateurs considered. AL MARRIOTT, Allegan, Mich.

AT LIBERTY

BANDS AND ORCHESTRAS

POPULAR UNIVERSITY OF

Illinois Campus Orchestra wants steady summer booking. Hotel or summer resort. 7 or 10 men and vocalists; features. State terms. Further particulars on request. BOX 200, Waterman, Ill.

ROY MILLER AND HIS NINE-PIECE UNION Orchestra, now playing one-nighters, will be available after March 1st. Booking permanent or summer engagements. Write ROY MILLER, 71 Mountain St., Swoyerville, Pa. mh14

POPULAR DANCE ORCHESTRA—ORGANIZED for four years. All young, sober, reliable and experienced. Desires steady summer bookings at hotels or summer resorts. Eight or ten men. Possess large wardrobe, amplifying system, racks, special arrangements, novelties and vocalist. Union. Available after March 21. Please state terms. Further particulars upon request. FRANCIS BERKEMEIER, 1110 E. Ganson St., Jackson, Mich.

SNAPPY SIX-PIECE NAME DANCE ORCHESTRA, doubling 32 instruments, entertaining modern, finest in equipment, now contracting for the summer season. Reliable managers investigate. Address O. L. WEAVER, care Billboard, Cincinnati, O. mh7

THREE-PIECE GIRL ORCHESTRA—INTERESTED preferably in hotel or summer resort work. BOX 64, Billboard, Chicago.

HOTELS, RESTAURANTS and Clubs, take notice! 5-Piece Orchestra featuring smooth swing and light concert, doubles and vocals. Strictly professional. Now working smart winter resort. Consider only authentic bookings. Address MUSICIAN, Box 224, Saranac Lake, N. Y. mh14

LEE FINN and His Chicagoans—Have 10-piece Union Orchestra carrying 4 vocalists and trio, P. A. system and special arrangements. All men double. Would like to get located in hotel, ballroom or night club. For references, publicity, photos, etc., write RUSSELL FINN, 2153 N. Kildare Ave., Chicago, Ill. mh14

NATIONALLY KNOWN 10-Piece Dance Band at Liberty. Spring and Summer bookings, road work and location only. Best offers considered. Address ORCHESTRA LEADER, Decatur, Mich. mh21

HELP WANTED—MUSICIANS

TRUMPET DOUBLE TROMBONE, GOOD DRUMMER; also Six-String Guitar double Accordion. PIKE BURRITT, Seneca Falls, N. Y.

WANTED—COLORED BAND, ALSO GIRLS' Band, to travel. Your own transportation. Start May 29th. Salary. PARK REGION ORCHESTRA SERVICE, Battle Lake, Minn.

MAGICAL APPARATUS

A-1 AQUATIC CANARY ILLUSION; OTHER bargains. UNIVERSAL, 849 Cornelia, Chicago.

NEW 124-PAGE ILLUSTRATED CATALOGUE, plus 8-page supplement, Mental Magic, Mindreading, Spirit Effects, Horoscopes and 33-page 1936 forecasts. Graphology sheets, books, crystals and lucky pieces. Most complete line in world. New catalogue, 30c; none free. NELSON ENTERPRISES, 198 S. Third, Columbus, O. mh14

PUNCH, VENTRILOQUIAL AND MARIONETTE Figures. PINXY, 64 W. Erie, Chicago. mh14

STAGE AND SMALL MAGIC—ILLUSIONS. Lists 3c stamp. McKWAD, 600 Martinique, Dallas, Tex.

VENTRILOQUIST, PUNCH FIGURES, ACTS—KENNETH SPENCER, 1345 First Ave., So., Minneapolis, Minn.

MISCELLANEOUS

KNIFE - THROWING INSTRUCTIONS AND descriptions of knives for ten cents. With ten-inch professional type knife, one dollar postpaid. FRANK DEAN, 1294 E. San Fernando St., San Jose, Calif. x

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LEGAL ADJUSTER, SIDE-SHOW MANAGER—HOTEL ARCADE, City Hall Ave., Norfolk, Va. mh14

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CAPABLE ATHLETIC SHOW Manager—Sober, reliable. Can also handle position as ride foreman. Go anywhere, any time. IVAN EBY, Box 435, Atwood, Kan. mh7

DON PHILLIPS and His Minute Men—Ten neat young musicians for reliable location. Union, uniforms, excellent equipment. Radio experience. Vocalists, feature special arrangements, novelties. References, photos on request. Attention, managers and bookers. DON PHILLIPS, 801 So. Chestnut St., Seymour, Ind. mh21

NELLIE KING'S Beautiful Musical Act—George King, Lecturer, Punch and Judy, Ventriloquist. Above acts now available, jointly or single. Address 526 Water St., Indiana, Pa. mh21

DOG, PONY, MONKEY, BIRD CIRCUS—Complete unit. Gives performance one hour or longer. All clean stock and good features. Presented by the well-known Prof. Panahasika himself. A real attraction for summer resorts or indoor circuses. GEO. E. ROBERTS, Mgr., Panahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. SAGmore 5536. mh14

TWELVE-PIECE Dance Orchestra after May 25th. Neatly dressed, union. Every man doubles. Good singers, good library, amplifier system, some features, such as five Trumpets, five Saxes, four Trombones, etc. Prefer mountain hotel. Consider board proposition. Contract for summer season. PIKE BURRITT, Seneca Falls, N. Y.

AT LIBERTY COLORED PEOPLE

AT LIBERTY—COLORED TENOR BANJOIST. Want steady job with orchestra. Young, reliable, fast reader. A. W. WOOLRIDGE, Route 1, No. 427, Shreveport, La.

EXPERIENCED PIANIST—Read, fake, transpose. Want med show, club or beer garden work. Furnish piano if necessary. Consider any proposition. State all and salary in first letter. TEDDY, 1504 Ashley St., Tampa, Fla. mh14

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY—Character or General Business Team. Specialties, wardrobe. Man, Sousaphone, nice instrument. Have car. LEON AND DOLLY PHILLIPS, General Delivery, Mabank, Tex.

AT LIBERTY—Team. Characters, General Business. Single and Double Singing and Talking Specialties. Piano and Drums. Use Guitar and Banjo for double songs. Man: Age 45, 5 ft. 6, weight 130. Woman: Age 30, 5 ft. 5, weight 120. Good wardrobe, sober, reliable. Have car. W. LEROY, General Delivery, Palestine, Ill.

AT LIBERTY—Arthur Blackaller, Character Comedy. Characters. Aretta Baird, Characters, Second Business. Single and double specialties. Have car. Address 29 W. 8th St., Cincinnati, O.

AT LIBERTY NOW, coming season—Rep, circle stock. Myrtle, Leads, as Cast, Feature Singing, Dancing Specialties. Jack, General Business, as Cast. A-1 Advertising Man, Double Specialties. Have car. JACK & MYRTLE ALBRIGHT, 543 Dauphine, New Orleans, La.

VERSATILE ACTOR—Recognized artist, standard entertainer for dramatic, musical comedy, tabloid, stock, circle, road. General Business, Straight Man, Irish Comic, Characters, Light Comedian, Feature Toby, etc. Strong speaking, singing voice. Lead or baritone. Versatile expert Tap Dancer, Nokum specialties. Age 38, height 5 ft. 10, weight 160, appearance, ability, personality, wardrobe, speed, reliable. Salary reasonable; state it. Need ticket and \$10.00 trunks security. FRANK "RAKEY" CAMEL, 1601 Cone St., Toledo, O.

AT LIBERTY MAGICIANS

EXPERIENCED MACIGIAN—SOBER, RELIABLE. Good Magic and wardrobe, Spike Torture Stock Illusion. Join at once. LEON THOMAS, Mount Olivet, Ky.

WINDREADING, Crystal Gazing, feature attraction for any kind of show. Oriental flash costume. Age 40, height six feet. Parts or straights if necessary. State salary. 50-50 on private readings. PRINCE YOSE, Box 22, Peoria, Ill.

AT LIBERTY MISCELLANEOUS

PSYCHIC AT LIBERTY for carnivals, parks or summer resort. Salary or commission. State all first letter. ALBERT ZOLO, 3008 W. Cumberland St., Philadelphia, Pa.

AT LIBERTY M. P. OPERATORS

OPERATOR, EXPERIENCED, WILLING TO DEVOTE time to employer's interest. Reference, married. OPERATOR, Box 246, Trumans, Ark.

AT LIBERTY MUSICIANS

TRUMPET - GOOD TONE, range, read, arrange. Age 20, union. Location preferred. LES, 1308-A St. Louis Ave., East St. Louis, Ill.

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SAX TRIO - YEAR TOGETHER, UNION, DOUBLE Tenors, Baritone and Clarinets. Tone, phrase and sober. No weed, young and good appearance. All single. Vocalist and arranger. Passed M. C. A. audition with band now broke up. Go anywhere but on the road. Looking for a band that wants to go places. SKEE ELDER, 57 Columbia St., Albany, N. Y.

SAZOPHONE - EXPERIENCED, READ AND FAKE, modern or concert; prefer job with music as side line. L. HARRIS, P. O. Box 281, Albany, Ga. mh14

STRICTLY SWING PIANIST AND DRUMMER - A-1 readers, widely experienced. Both 24. Go anywhere. MUSICIANS, 117 Main St., Fairhaven, Mass. mh7

TENOR SAX, CLARINET - PLENTY SWING, Transpose, arrange. All essentials. Go anywhere. MUSICIAN, 75 Thomas St., New Bedford, Mass. mh7

TRUMPET PLAYER, CIRCUS OR REP SHOW, experienced. LEW RANDALL, Route No. 2, Winter Haven, Fla.

VIOLINIST DOUBLING SAX AND CELLO - Experienced all lines, young, reliable, soloist. Wife experienced Pianiste, Organist. Have amplifying system. VIOLINIST, 203 Fair St., Olney, Ill. mh7

A-1 TRAP DRUMMER - Band, orchestra, sight reader, schooled overtures, standard concert libraries, guarantee play all shows. Available for first-class engagement coming season or locate music side line. Neat, strictly sober, dependable. Now East but join anywhere. Write all. CLIFFORD OSSER, 816 Hennepin, Dixon, Ill. mh28

A-1 TROMBONE - Legitimate, age 31, experienced all lines. Will consider light position and give services to concert band. LEIBEL, 25 E. 193d St., New York. ap11

AT LIBERTY - A-1 best, real strong Euphonium Baritone. Experience Concert Band Soloist, big circus. De CARLOS, 319 Walnut St., Macon, Ga. mh14

AT LIBERTY - Trumpet, legitimate, experienced in all lines, good reader, congenial and reliable. Write or wire AL LOSE, General Delivery, Indianapolis, Ind. mh14

AT LIBERTY - Alto Sax doubling Baritone Sax, Clarinets and Trumpet. Fast reader, fine tone, transpose and fake anything. Modern style take off and sell it. Prefer a small band that pays off. Am former member Local 137, Cedar Rapids, Ia. Rejoin if necessary. Do not drink. Address PAUL DONNELLY, 305 N. 5th St., Garden City, Kan. mh14

LEAD TENOR SAX-CLARINET - Tone, technique, good reader, alto parts, voice, union. Smart, modern arranger; name band experience; references. Proposition must be dependable. BUD DEWEY, 16 Durand Place, Irvington, N. J. mh7

MUSICAL DIRECTOR-LEADER for units, any form stage attractions: Well experienced, fine references, age 32. Will travel. Modern orchestrations. Wife, chorus, medium, age 22. Single or jointly. BOX 692, 1564 Broadway, Billboard, N. Y.

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A THREE ACT COMBINATION, consisting of a High Trapeze and Swinging Pole, 130 feet high, with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robing and Disrobing on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish bond to guarantee our appearance. Address BOX C-389, Billboard, Cincinnati, O.

AERIAL COWDENS, double Trapeze, Comedy Revolving Ladder, Illuminated Swinging Ladder. All standard acts. Celebration managers write for prices. Literature on request. Address Billboard, Cincinnati, O. mh21

JO-JO, the High Diving Dog, climbs a 40 ft. ladder and dives off, and a list of other tricks. JOSEPH F. McLAUGHLIN, 1010 Euclid, Wilmington, Del. mh21

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PIANIST - Experienced unit, club, dance, tent rep. Car, go anywhere. Leader tent dramatic in South past season. PIANIST, 536 Lincoln Street, Hazleton, Pa. mh7

AT LIBERTY VAUDEVILLE ARTISTS

NEOPOLITAN ACCORDION Trio or Duo. Young, neat, costumes, flashy instruments. Vaudeville experience; prefer reliable stage unit. Wire or write QUINTO VITALE, 25 10th St., Wheeling, W. Va. mh14

NIGHT CLUBS, MED OR VAUDE - ALL-ROUND Team. Man, Black; woman, Straights. Both Singers, play our own Guitar for Singing, Novelty acts, singles and doubles. Have trailer. Reliable managers only. Salary, or what have you? Join at once. HUNT & ARDOE, Arco, Ga.

PUNCH AND JUDY - First class, talented and up to date. Excellent figures; de luxe set up for theatres, department stores, expositions, etc. CALVERT, Billboard, 1564 Broadway, New York. mh7

3 VERSATILE PEOPLE - 2 men, one woman. Comedians, Singers, Dancers, Magic Escapes, Contortion, Cowboy, Hillbilly Songs on Guitar. Play own music. Can produce the show. Up in all acts. WALTER KING, care Show, Pageland, S. C.

ROUTES

(Continued from page 31)

V Valencia, Magda (Club Gaucho) New York, nc. Velez, Lupe (Boston) Boston 2-5, t. Valley, Vivian (Club Normandie) NYC, nc. Velez & Yolanda (Ambassador) Los Angeles, h. Verne, Merian (Shubert) Cincinnati 2-5, t. Vernon, Evelyn & James (Weylin) N.Y.C., h. Versatile Trio (Mon Paris) NYC, nc. Villano & Lorna (Chateau) Rochester, N. Y., nc. Vine, Billy (Kenmore) Albany, N. Y., h.

W Vages, Johnnie (Penthouse) Youngstown, O., nc. Wagner Sisters (Cecil) Mason City, Ia., 4-5, t. Wakefield, Oliver (Waldorf-Astoria) NYC, h. Walders, Darlene (Savoy Hotel) London 16-28, nc. Waldron, Jack (Hollywood) NYC, re. Walker, Buddy (Club Sharon) NYC, nc. Walker, Kirby (Tin Pan Alley) New York, nc. Walsh, Clara Bell (Ambassador) NYC, nc. Walsh, Sammy (Hollywood) NYC, nc. Wamby, Donna (Penthouse) Youngstown, O., nc. Ward, Aida (Kit Kat Club) NYC, nc. Watson, Hot Foot (Ubangi) NYC, nc. Wayne, Carlyle (Grand) St. Louis 2-5, t. Wayne, Clifford, Six (Grand) St. Louis 2-5, t. Weaver, Gloria & Jeanette (Paradise) NYC, re.

Webb, Nella (Normandie) New York, nc. Webster, Hazel (Number One Bar) NYC, nc. Wells, Dickie (Ubangi) NYC, nc. West, Buster (Chicago) Chi, t. Weylin Nightcaps (Weylin) New York, h. Whalen, Jackie (Happy's) Glendale, L. I., nc. White, Al (Town Casino) Philadelphia, nc. White, Jack (Broadway Room) NYC, nc. White, Marty (Lenruth) Brooklyn, N. Y., cb. White, Paul (Connie's Inn) New York, nc. White, Teddy (Normandie) New York, nc. Wickse Bros. & Armida (Ottumwa) Ottumwa, Ia., 4-5; (LeClaire) Moline, Ill., 6-7; (State) Cedar Rapids, Ia., 8-10, t. Wilbert, Raymond (Earle) Washington, D. C., 2-5, t. Williams, Dorothy (Jack Dempsey's) NYC, re. Williams, Dortha & Chic (Jackhammer Club) Indio, Calif., nc. Williams, Janice (Paradise) NYC, re. Williams, Jerry (Man About Town Club) New York, nc. Williams & Martin (Lido Cafe) Syracuse, N. Y., c.

Wills & Davis (Hipp.) Toronto 2-5, t. Wills, Francis (Colonial) Dayton, O., t. Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc. Winthrop, Dale (Oriental) Chi, t. Wood, Ed E.: Paterson, N. J., 5-7, t. Wright, Charlie (Hotel Weylin) NYC, h. Wynn, Natalie (Club Deauville) NYC, nc. Wynton, Victoria (Dizzy Club) NYC, nc.

Yacht Club Boys (Paradise) NYC, re. Yates, Irving, Making Talks (Colonial) Reading, Pa., 2-5, t. Yost's Varsity Eight (Pennsylvania) NYC, h. Young, Babs (Swanee) New York, nc. Youthful Rhythms (Plymouth) Worcester, Mass., 4, t. Yvonne, Princess (New) Ft. Smith, Ark., 4-6; (New) Russellville 7-8; (Inca) Okmulgee, Okla., 9-10; (Ritz) Muskogee 11-12, t.

Zudella (Subway Grill) Detroit, nc.

BANDS AND ORCHESTRAS

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

A Abbott, Vince: (Club HiMac) Chi, nc. Abrams, Al: (Arena Bar) Miami, Fla., c. Adams, Johnny: (Greyhound Lines) Dayton, O., re. Adcock, Jack: (Yorktown Tav.) Elkins Park, Pa., nc.

Adams, Sugar: (Cotton Club) Cleveland, Miss., h. Allen, Dick: (Moulin Rouge) Tampa, Fla., nc. Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc. Andaloro, Russ: (Jermyn) Scranton, Pa., h. Antobal: (Stork) New York, nc. Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc. Artz, Oscar: (Club Maisel) Albuquerque, N. M., nc. Ashman, Eddie: (Sharon) New York, nc. Aven, Al: (Greyhound) New York, h.

B Badger, Harwood: (Miller's) Marion, Ind., re. Barron, Blue: (Paradise) Rochester, N. Y., re. Bartal, Jeno: (Ambassador) New York, h. Barron, Duke: (Wagon Wheel) Nashville, nc. Batkin, Alex: (St. Moritz) New York, h. Becker, Bibbles: (Sir Walter) Raleigh, N. C., h. Berger, Jack: (Astor) New York, h. Bergere, Maximilian: (Biltmore) Miami, Fla., h. Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc. Bestor, Don: (Mt. Royal) Montreal, h. Biagini, Hank: (Graystone) Detroit, h. Black, Art: (Yacht Club) Detroit, nc. Black, Bob: (Pere Marquette) Peoria, Ill., h. Blackwell, Freddy: (Catherine cc.) Aylmer road, Que., cc. Botta, Charlie: (Club S-X) Chicago, nc. Braggiotti, Mario: (Central Park Casino) New York, re. Brandwynne, Nat: (Stork) New York, nc. Breese, Louis: (Weyun) New York, h. Breinholt, Verdie: (Rainbow) Salt Lake City, b. Bring, Lou: (House of Morgan) New York, nc. Brito, Alfredo: (Versailles) New York, cb. Britt, Ralph: (Mayo) Tulsa, h. Brooks, Billy: (Hill Top Club) San Antonio, Tex., nc. Bundy, Rudy: (Gibson) Cincinnati, h. Burkhardt, Johnny: (Brown Pal.) Denver, h. Busse, Henry: (Chez Paree) Chicago, nc.

C Caceres, Emilio: (Merry-Go-Round Club) Akron, O., nc. California Collegians: (Pennsylvania) NYC, h. Candulla, Joel: (Hollywood) Miami, Fla., cc. Carper, Don: (Old Country Club) Phoenix, Ariz., cc. Carlton, Duke: (Club Nightingale) Wausau, Wis., nc. Castle, Jay: (Thomas Jefferson) Birmingham, Ala., h. Chester, Bob: (Athletic Club) Detroit, nc. Christie, Geo.: (Club Silhouette) Chicago, nc. Clarke, Hy: (Rainbow Gardens) Denver, re. Coakley, Tom: (St. Francis) San Francisco, h. Codelban, Cornelius: (St. Regis) New York, h. Cole, Eddie: (Panama Cafe) Chi, nc. Coleman, Emil: (St. Regis) New York, h. Collins, Harry: (Gladstone) Casper, Wyo., h. Continental Gypsies: (L'Algon) Chicago, c. Conrad, Judy: (Tower) Kansas City, t. Copeland, Eddie: (Casino) Sea Cliff, L. I., N. Y., h. Courtney, Del: (Bal Tabarin) San Francisco, nc. Covert, Mike: (Seneca) Rochester, h. Crawford, Jack: (Club Boga) Oklahoma City, nc. Crosby, Bob: (New Yorker) NYC, h. Cugat, Xavier: (Earle) Phila, t. Cummins, Bernie: (Edgewater) Chi, h.

D Damar: (Madeleine) New York, nc. Dantzig, Eli: (St. George) Brooklyn, h. De Barbary, Yoshka: (Dubonet) New York, c. De Torre, Emile: (El Chico) NYC, nc. Delbridge, Del: (Webster Hall) Detroit, nc. Delman, Cy: (Whitehall) Palm Beach, Fla. Demetry, Danny: (Vanity Ballroom) Detroit, h. Denny, Jack: (French Casino) New York, cb. Dibert, Sammy: (Penthouse) Detroit, nc. Diekmann, Harry: (Casa Madrid) Louisville, nc. Dictators, The: (885 Club) Chicago, nc. Dolen, Bernice: (Vanderbilt and Sherry-Netherlands) NYC, h.

Donahue, Al: (Bermudiana) Bermuda, h. Donnelly, Rex: (Dixie Club) Miami, nc. Dorsey, Jimmy: (Palomar) Los Angeles, nc. Drummond, Jack: (Club Loftus) Albany, N. Y., nc. Dubrow, Art: (Chop House) Hartford, Conn., nc. Duchin, Eddie: (Paramount) NYC, t. Dugill, Benny: (Coramain) Niles Center, Ill., c.

E Emerson, Mel: (Ten Eyck) Albany, N. Y., h. Engles, Charles: (Marquette Club) Chi, nc. Ernie, Val: (Maxim's) New York, h.

F Farmer, Willie: (Leon and Eddie's) New York, nc. Fenton, Ray: (Farther's Grove) Union, N. J., re. Fields, Al: (Billy Gallagher's) New York, nc. Fields, Shep: (Ambassador) Los Angeles, h. Finch, Freddie: (Broadway Gardens) Kansas City, nc. Fiddler, Max: (Towne Club) Pittsburgh, nc. Fisher, Buddy: (St. Paul) St. Paul, Minn., h. Flo-Rito, Ted: (Lavagge's) Boston, nc. Fomeen, Basil: (Savoy-Plaza) New York, h. Fosdick, Gene: (LaRue) NYC, re. Fray, Jacques: (Montmartre) New York, nc. Freeman, Jerry: (Palm Island Casino) Palm Island, Fla. Frisco, Al: (College Inn) Philadelphia, nc. Furry, Wendell: (Showboat) Jacksonville, Fla., nc.

G Gardner, Dick: (Lord Baltimore) Baltimore, h. Gasparre, Dick: (Savoy Plaza) New York, h. Gandy, Bill: (Colonial Inn) Trenton, N. J. Gaylord, Boyd: (Tantilla Gardens) Richmond, Va., nc. Gendron, Henri: (Royale Frolics) Chicago, b. Gerun, Tom: (The Grove) Houston, Tex., nc. Gilberto, Don: (Toreador) New York, nc. Gill, Emerson: (French Casino) Miami, Fla., nc. Gitlin, Irving: (Pierre) New York, h. Golden, Neil: (Queens-Terrace) Woodside, L. I., N. Y., cb. Gordon, Gray: (Oriole Terrace) Detroit, nc. Gotthelf, Manfred: (Monte Cristo) Chicago, r. Graham, Eddie: (Nut Club) New York, nc. Grant, Bob: (Beach & Tennis Club) Miami Beach, nc. Grant, Douglas: (Comeau's) Haverhill, Mass., cc. Grier, Jimmy: (Biltmore) Los Angeles, h.

H Hagelston, Charles: (Post Lodge) Larchmont, N. Y., ro. Hail, Ewen: (Plaza) San Antonio, h. Hale, George: (Palmer's Casino) Boyton, Fla., nc. Hall, George: (Taft) New York, h. Hamilton, George: (Casino Gardens) Los Angeles, re. Hanson, Earl Barr: (Miami Biltmore) Miami, Fla., h. Hanson, Lloyd: (Marcus Whitman) Walla Walla, Wash., h. Harris, Phil: (Netherland Plaza) Cincinnati, h. Harris, Ray: (Uptown Gardens) Marion, Ind., re. Hawkins, Jess: (Merry Gardens) Chicago, b. Haynes, Frank: (Congress) New York, cb. Henderson, Fletcher: (Grand Terrace) Chicago, nc. Herbeck, Ray: (Multomah) Portland, Ore., h. Herman, Dave: (Jack Dempsey's) New York, re. Hess, Edith: (McCleans) Pensauken, N. J., nc. Hessberger, George: (Old Heidelberg) Milwaukee, re. Hill, Harry: (Ingleterra) Peoria, Ill., b. Hill, Teddy: (Ubangi) New York, nc. Hope, Hal: (Normandie) New York, nc. Hopkins, Claude: (Cotton Club) New York, nc. Hopkins, Josh: (Broad St. Tavern) Pawtucket, R. I., c. Howard, Ben: (Silver Tavern) Chi, nc. Hudson-DeLange: (Raymor) Boston, h. Hulwi, Bill: ('620' Club) Minneapolis, nc. Huntley, Lloyd: (Statler) Buffalo, h. Hutton, Glenn: (Paradise) New York, cb. Hutton, Ina Ray: (Uptown) Chi, t. Hylton, Jack: (Drake) Chicago, h.

J Janis, Freddie: (Parody Club) Chicago, nc. Jarrett, Art: (Morrison) Chi, h. Jelesnik, Eugene: (Hollywood) New York, cb. Johnson, Charlie: (Small's Paradise) New York, nc. Johnson, Jerry: (Kenmore) Albany, h. Johnson, Johnny: (Commodore) New York, h. Joy, Billy: (Rio) Helena, Mont., t.

K Kane, Allan: (Brevoort) Chicago, h. Kavelin, Al: (Blackstone) Chicago, h. Kaye, Sammy: (Cabin Club) Cleveland, nc. Keller, Jack: (Parkway Casino) Bridgeport, Conn., br. Kenny-Hartley: (Club Lido) Hull, Que., nc. Kerwin, Gene: (After the Show Club) Chicago, nc. King, Henry: (Plaza) NYC, h. King, Ted: (Ohio) Youngstown, O., h. King, Wayne: (Century) Baltimore, t. Kirkham, Don: (Blakeland Inn) Denver, nc. Klein, Jules: (Statler) Detroit, h. Knapp, Orville: (Waldorf) NYC, h. Korbin, Van: (Madison Casino) Chicago, c. Krauss, Eddie: (Via Lago) Chi, nc. Krumin, Costya: (Russian Bear) New York, re. Kuhn, Lee: (Cedar Shore) Sayville, L. I., N. Y., h. Kyser, Kay: (William Penn) Pittsburgh, h.

L La Marr, Frank: (Arcadia) NYC, b. LaPorte, Joe: (Lombardy) New York, h. Lamb, Drexel: (Club Lido) Jackson, Mich., nc. Lane, Eddie: (Governor Clinton) New York, h. LaPorte, Manny: (Manna-bar) Ardmore, Pa. La Salle, Frank: (Wivel) New York, nc. LeVoy, Rollie: (Rollie's) Berlin, N. H., nc. Leifer, Allan: (The Farm) White Plains, N. Y., ro. LeBrun, Duke: (La Salle) South Bend, Ind., h. LeRoy, Howard: (Shawnee) Springfield, O., h. Lee, Alan: (Edison) New York, h. Lehmas, Al: (Pershing) Chi, b. Lehrer, Ivan: (885 Club) Chicago, nc. Levant, Phil: (Bismarck) Chicago, h. Lewis, Ted: (Capitol) Cedar Rapids, Ia., t. Liddell, Fritz: (Robt. E. Lee) Winston-Salem, N. C., h. Light, Enoch: (McAlpin) New York, h. Lindeman, Udo: (Gloria Palast) New York, cb. Lombardo, Guy: (Roosevelt) New York, h. Lopez, Antonio: (Tampa Terrace) Tampa, Fla., h. Lopez, Vincent: (Ambassador) New York, h. Lossez, Billy: (Arcadia Int'l House) Phila, nc. Lube, Jacques: (Princess) Bermuda, h. Lyman, Abe: (Hollywood) New York, cb. Lyon, Bob: (Commodore) Valcouver, B. C., Can., cb.

M McCoy, Clyde: (Roseland) NYC, h. McKenzie, Red: (Famous Door) NYC, nc. McRae, Jerry: (Colonial Club) Augusta, Ga., nc. Mack, Austin: (Harry's N. Y. Cabaret) Chicago, c. Mann, Milton: (Village Barn) New York, nc. Mannone, Winy: (Hickory House) NYC, nc. Manuti, Al: (Man About Town) New York, re. Maples, Nelson: (Ye Olde Tavern) Fort Wayne, Ind., nc. Marshall, Bill: (Ponce de Leon) St. Augustine, Fla., h. Martin, Freddie: (Aragon) Chi, b. Marsico, Al: (Club Mirador) Homestead, Pa., nc. Martel, Gus: (Stork) New York, nc. Martell, Paul: (Arcadia) New York, b. Martin, Bill: (Orph.) Dubuque, Ia., t. Masters, Frankie: (Roosevelt) New Orleans, h. Mayo, Artie: (Belmont Grill) Bridgeport, Conn., re. Meadow, Frank: (Barrel of Fun) New York, nc. Meeker, Bobby: (De Witt Clinton) Albany, N. Y., h. Meo, Jimmy: (Royale-Frolics) Chicago, nc. Meroff, Benny: (El Coronado Club) Houston, Tex., nc. Messner, Dick: (Park Central) NYC, h.

Meyers, Jack: (Club New Yorker) New York, nc.
 Middleman, Herman: (Nixon) Pittsburgh, c.
 Miller, Russ: (Edgewood) Trenton, N. J.
 Miller, Walter: (Breakers) Palm Beach, Fla., h.
 Mills, Floyd: (Joe's Casino) Wilmington, Del.
 Mills, Jay: (Delmonico's) NYC, nc.
 Mohr, Bob: (Deauville Club) Santa Monica, Calif., cc.
 Monroe, Jerry: (Varsity Casino) New York City, nc.
 Mooney, Art: (Oasis) Detroit, nc.
 Morgan, Russ: (Biltmore) NYC, h.
 Moser, Jinks: (Sheraton) High Point, N. C., h.
 Moyer, Ken: (Lido) Tulsa, Okla., b.
 Mulligan, Norve: (Cocoanut Grove) Minneapolis, nc.
 Murphy, Dick: (Columbus) Miami, h.
 Myers, Stan: (Trianon) Chi, b.

N

Nagel, Harold: (Rainbow Room) New York, nc.
 Navarre, Ted: (Roseland) Brooklyn, N. Y., br.
 Naylor, Oliver: (Anchorage) Phila, re.
 Nelson, Howard: (Dempsey) Macon, Ga., h.
 Nelson, Ozzie: (Lexington) New York, h.
 Newman, Ruby: (Rainbow Grill) Rockefeller Center, N. Y., nc.
 Niebur, Eddie: (Casino Moderne) Chicago, nc.
 Nolan, Buddy: (Meadows) Appleton, Wis., nc.
 Noble, Ray: (Rainbow Room) New York, nc.
 Norris, Joe: (Eastern Star) Detroit, nc.
 Norvo, Red: (Dempsey's) NYC, re.

O

Ohman, Frank V.: (Oceanic Gardens) Miami, Fla., h.
 Olson, Walter: (New Julius) Gardenville, N. Y., re.
 Oliver, Eddie: (Reno Reno, Nev., cc.
 Oliver, Fiorello: (Anna Held's) New York, re.
 Olsen, George: (College Inn) Chicago, nc.
 Osborne, Will: (Blackhawk) Chicago, nc.

P

Pablo, Don: (Colonial Club) Evansville, Ind., nc.
 Pancho: (Sixty Club) New York, nc.
 Panico, Louis: (Olympic) Chicago, b.
 Parham, Tiny: (Club Havana) Chi, nc.
 Paradise Ork.: (Sweeney's) Baltimore, c.
 Parker, Johnny: (Knickerbocker) Chicago, nc.
 Pasquale, Don: (Heart of Chicago) Chicago, nc.

Paul, Eddie: (Columbia) Cleveland, b.
 Pearce, Red: (Jeff Davis) Tupelo, Miss., h.
 Peary, Bob: (Graemere) Chi, h.
 Pendarvis, Paul: (Pal.) San Francisco, h.
 Perry, Ron: (St. Moritz) New York, h.
 Pizzita, Julia: (Robert Morris) Trenton, N. J., h.
 Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
 Prague, Jean: (Deauville) New York, nc.
 Prima, Louis: (Famous Door) Hollywood, Calif., nc.
 Purvis, Jack: (Thru Looking Glass) New York, nc.

R

Rabucci, Paul: (El Morocco) New York, nc.
 Rainbow Ramblers: (Plaza) Haverhill, Mass., h.
 Randal, Jay: (Palm Island Casino) Miami, Fla.
 Ravel, Arthur: (Oldenbach's) Rochester, N. Y., nc.
 Raymond, Richard: (Kit Kat) New York, nc.
 Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
 Redell, Herbie: (Casino) Chicago, c.
 Redman, Don: (Connie's Inn) NYC, nc.
 Regis, Del: (Anchorage) Phila, nc.
 Reichman, Joe: (Statler) Boston, h.
 Resh, Benny: (Club Lido) Syracuse, N. Y., nc.
 Richards, Barney: (Limehouse) Chicago, c.
 Richardson, Florence: (Rene) New York, c.
 Rines, Joe: (Mayfair) Boston, nc.
 Rivet, Joe: (Francis) Monroe, La., h.
 Robbins, Ted: (Rossmere) Boston, Mass., h.
 Rodriguez, Jose: (LaRue's) New York, nc.
 Rodrigo, Nano: (El Morocco) New York, h.
 Rogers, Buddy: (Shubert) Cincinnati, h.
 Romer, Bill: (Beacon) Vancouver, B. C., t.
 Rosen, Tommy: (Wisteria Garden) Atlanta, Ga., c.
 Rosenthal, Harry: (LaRue's) New York, re.
 Roth, Eddie: (Club Alabama) Chicago, nc.
 Royal, Ted: (Meadowbrook) Cedar Grove, N. J., ro.
 Rubini, Jan: (Palm Island Casino) Palm Island, Fla.
 Russell, Jack: (Melody Mill) Chicago, b.

S

Sabin, Paul: (Town Casino) Miami, Fla., nc.
 Sachs, Coleman: (Club Rex) Birmingham, Ala., nc.
 Sales, Lew: (Club Minuet) Chicago, nc.
 Sand, Carl: (Chateau) Chicago, b.
 Sandusky, Bob: (Clovis) Clovis, N. M., h.
 Schneider, Sol: (Old Rumanian) New York, re.
 Scholl, Jack: (Coronado) St. Louis, h.
 Schreiber, Carl: (Oriental Gardens) Chicago, c.
 Schulman, Julius: (Venez Park) St. Petersburg, Fla., h.
 Scoggin, Chic: (Jefferson) St. Louis, h.
 Selzer, Irving: (Dixie) New York, h.
 Shaw, Maurice: (Central Park Casino) NYC, nc.
 Simmonds, Arlie: (Tulsa) Tulsa, Okla., h.
 Simmons, Lanny: (Nut Club) NYC, nc.
 Singer, Lou: (Three Little Pigs) Hollywood, Calif., nc.
 Smith, Joe: (Copley Plaza) Boston, h.
 Smith, Joseph C.: (Versailles) New York, cb.
 Smith, Stuff: (Onyx) NYC, nc.
 Snyder, Floyd: (Eastern Star) Detroit, c.
 Snyder, Frankie: (Winona Gardens) Chi, nc.
 Snyder, Skeet: (Sheraton) High Point, N. C., h.
 Solari, Phil: (Bath Club) Miami, cc.
 Sorey, Vincent: (Rene) New York, nc.
 Spaeth, Karl: (Marco's Grill) Detroit, nc.
 Stanley, Al: (Chateau Lido) Daytona Beach, Fla.
 Starr, Fred: (Claremont) New York City, ro.
 Sterne, George: (Plaza) New York, h.
 Stock, Bert: (Book-Cadillac) Detroit, h.
 Stone, Al: (Leghorn Farms) Trenton, N. J., ro.
 Stutland, Steve: (Silver Cloud) Chi, nc.
 Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.

T

Talbot, Larry: (Kit Kat) New York, nc.
 Terry, Ron: (St. Moritz) New York, h.
 Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
 Tinsley, Bob: (Colosimo's) Chicago, nc.

Tompkins, Tommy: (Lookout House) Cincinnati, nc.
 Topps, Al: (Nut House) Chicago, nc.
 Torney, Bob: (Cesa Loma) South Bend, Ind., nc.
 Tracy, Jack: (Grand) St. Louis, t.
 Travers, Vincent: (French Casino) NYC, nc.
 Tremaine, Paul: (Gloria Palast) New York, cb.
 Tucker, Tommy: (Merry-Go-Round) Miami, Fla., nc.
 Turner, Al: (Bachelor's Club) Pittsburgh, nc.
 Turner, Jimmie: (Showboat) St. Louis, nc.

U

Ulbrick, Lee: (Okeena Club) Hayti, Mo., nc.
 Valjo, Eddie: (Don Ce Sar) St. Petersburg, Fla., h.
 Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.
 Van Horn, Dave: (Cafe Grande) Wilmington, Del., c.
 Vargas, E.: (Hollywood) Hollywood, Fla., nc.
 Velas, Esther: (Roosevelt) New York, h.

W

Wagner, Buddy: (Ira's) Miami, Fla., nc.
 Warren, Arthur: (Barney Gallant's) New York, nc.
 Watts, Kenny: (Dicky Wells) Harlem, New York, nc.
 Weeks, Ranny: (Cocoanut Grove) Boston, re.
 Weems, Ted: (Palmer House) Chicago, h.
 Weekly, Wee Willy: (Columbia) Columbia, N. J., h.
 Wesley, Al: (Four Trees) New York, nc.
 White, Dave: (Oasis Grill) New York City, re.
 Whiteman, Paul: (Hippodrome) New York, t.
 Wilcox, Howdy: (Palace Gardens) Lansing, Mich., b.
 Williams, Griff: (Mark Hopkins) San Francisco, h.
 Williams, Hod: (Charlotte) Charlotte, N. C., h.
 Williams, Ray: (Coral Gables) Lansing, Mich., nc.
 Wilson, Sammy: (Edison) New York, h.
 Winegar, Frank: (Rowe) Grand Rapids, Mich., h.
 Winston, Jack: (Blackstone) Fort Worth, Tex., h.
 Woods, Howard: (Robert Treat) Newark, h.

Y

Young, Sterling: (Mission Beach) Los Angeles, b.
 Yuhasz, Johnny: (Durant) Flint, Mich., h.

Z

Zarin, Michael: (Waldorf-Astoria) New York, nc.
 Zatur, Joseph: (Biltmore) New York, h.
 Zemsay, Jene: (Town Casino) Phila, nc.
 Zwilling, Sid: (Bellevue) Belleaire, Fla., cc.
 Zwolin, Ted: (Moulin Rouge) Detroit, c.

DRAMATIC AND MUSICAL

At Home Abroad: (Forrest) Phila, 9-21.
 Boy Meets Girl: (Selwyn) Chi.
 Danger, Men Working: (Shubert) Newark, N. J., 2-7.
 Dodsworth: (Auditorium) Memphis, Tenn., 4; (Temple) Birmingham, Ala., 5; (Erlanger) Atlanta, Ga., 6-7.
 Great Waltz: (Auditorium) Chi.
 Greenwood, Charlotte: (El Capitan) Hollywood, Calif., 2-7.
 Hampden, Walter: (Cox) Cincinnati 2-4; (Hartman) Columbus 5-6; (English) Indianapolis 7; (American) St. Louis 9-11.
 Nazimova: (Curran) San Francisco 2-7.
 Old Maid: (Biltmore) Los Angeles 2-7.
 Personal Appearance: (American) St. Louis 2-7.
 Personal Appearance: (Nixon) Pittsburgh 2-7.
 Porgy & Bess: (Erlanger) Chi 2-7.
 San Carlo Opera Co. (Auditorium) San Francisco 2-7.
 Squaring the Circle: (Broad) Phila 2-7.
 Star Spangled: (Shubert) New Haven, Conn., 5-7.
 Three Men on a Horse: (Weller) Zanesville, O., 4; (Midland) Newark 5; (Virginia) Wheeling, W. Va., 6-7.
 Three Men on a Horse: (Garrick) Phila.
 Three Men on a Horse: (Michigan) Ann Arbor, Mich., 4; (Pal.) Flint 5; (Gladmer) Lansing 6; (Mizpah Temple) Ft. Wayne, Ind., 7.
 Tobacco Road: (Forrest) Phila 2-7.
 Tobacco Road: (Municipal Auditorium) Louisville 2-7.
 Winterset: (Shubert) Boston 2-14.

INDEPENDENT BURLESK

Corio, Ann, Show: (Howard) Boston 2-7; (Hudson) Union City, N. J., 9-14.
 Flying High: (Troadero) Phila 2-7; (Lyric) Allentown 9-10; (Family) Mahanoy City 11; (Mal.) Williamsport 12; (Orph.) Reading 13-14.
 Ginger Snaps: (Werba) Brooklyn 2-7; (Republic) NYC 9-14.
 High Jinks: (Gayety) Washington, D. C., 2-7; (Empire) Newark, N. J., 9-14.
 Jolly Girls: (Gayety) Baltimore 2-7; (Gayety) Washington, D. C., 9-14.
 Modes & Models: (Variety) Pittsburgh 2-7.
 Night Birds: (Republic) NYC 2-7; (Troadero) Phila 9-14.
 Novelties of 1936: (Empire) Newark, N. J., 2-7; (Howard) Boston 9-14.
 Smart Set: (Family) Mahanoy City, Pa., 4; (Maj.) Williamsport 5; (Orph.) Reading 6-7; (Variety) Pittsburgh 9-14.
 They're Off: (Gayety) Baltimore 9-14.
 Vanity Fair: (Hudson) Union City, N. J., 2-7; (Werba) Brooklyn 9-14.

MISCELLANEOUS

Birch, Magician: Wauchula, Fla., 5-6; Sebring 7; (Memorial Aud.) Tampa 9; (Golf St. Aud.) Sarasota 10.
 Bragg Bros.' Show: Blue Ridge, Ga., 2-7; Glenwood, N. C., 9-14.
 DeCleo, Harry, Magician: Marysville, O., 2-7.
 Dessen & Purcell Circus: Euroda, Ark., 4; Dermott 5; McGehee 6-7; Pine Bluff 8-10.
 Great Cairo: Portsmouth, Va., 2-7; Newport News 9-14.
 Harjo & Mario: Alexandria, La., 2-7.
 Levitch, Prof. L., Mentalist: (Wonder Bar Night Club) Baltimore 2-7.
 Lewis, H. Kay, & Hollywood Varieties: Socorro, N. M., 4-5.

(See ROUTES on page 76)

Beckmann & Gerety Shows

SAN ANTONIA, Tex., Feb. 29.—With 20 men working in winter quarters, the rebuilding and repairing of the show property is moving along at a rapid pace. Trainmaster Arkey Bradford, accompanied by his wife, arrived last week and immediately started work on the train. General Agent Larry S. Hogan is taking a few days in San Antonio going over matters pertaining to the show's route with the management. Larry, Mr. and Mrs. Beckmann and Mrs. Charlie Jamieson motored to Laredo to view the George Washington Celebration parade and visit the J. George Loos Shows, and, incidentally, made a run on down to Monterey, Mex., to spend the week-end. Paul Hunter (the Texas Bob Cat) and Sam Feinberg visited the Laredo doings. Bill Harvey, an old-time employee of the show, is back again and will have the foremanship of one of the rides this season. A popular spot this winter has been the apartment of Mr. and Mrs. Tommy Arger, where Sunday dinners are served to visitors. George Davis, former steward on the Hagenbeck-Wallace Circus, is expected at quarters soon to take charge of the culinary department for the coming season. Sam Gordon a recent arrival from St. Louis. Jack Ruback, of the Western States Shows, was a visitor last week. Mr. and Mrs. B. S. Gerety, who has been away three weeks on a motor trip to points in the Southeast, are expected back soon. H. D. (Doc) Hartnett advised from Augusta, Ga., that he was on his way to San Antonio to assemble his mammoth Deep-Sea Diving Show, which he says will be the most pretentious thing of its kind ever attempted on any midway. Mr. Beckmann is receiving many letters congratulating him on his speedy recovery after an eye operation. He is doing fine. Kent Hosmer, who has retired from the active management of "Sportland," a popular spot on Houston street, is getting things in shape in the publicity department for the coming season. EDGAR T. NEVILLE.

Volunteer State Exposition

CLEVELAND, Tenn., Feb. 29.—Everybody here in quarters anxiously looking forward to the opening on March 14. Considerable work has been done in quarters. Many arrivals and everybody getting things in shape for the coming season. The local merchants seem to be deriving considerable benefit of the show wintering here and seem satisfied with the money spent in town with hotels, restaurants, hardware stores, lumber dealers, mills and moving pictures. The editor of a paper, after having some of the merchants whom the show has patronized this winter call his attention to the pleasant and profitable business dealings with the show people, has given the show several complimentary notices. Some of the late arrivals who will have their attractions with this show are Art Doggett and a crew of six men; French Minten and the Jackson brothers, who are well known in the concession business; Martie Rose and wife, who broke Manager Roy Blake into the show business. Charles Davis, of Punta Gorda, Fla., will have his attraction with the show. Happy Jack Eckhart will also have his show here. Joe Engesser sends word that he will be here for the opening with his Monkey Drome. Word has been received from the advance and from reports sent in this show will play some larger towns than originally intended and for that reason Manager Blake has decided to increase the size of the show, carrying 10 rides, 12 shows and around 15 concessions. All of which is from an executive of the show.

UNDER THE MARQUEE—

(Continued from page 37)

fancy roping (Homer clowning everything Monte did); Pete Knight, cowboy, who gave an interesting talk. String jam-boree orchestra, composed of boys and girls of the Mickey Mouse Club, played thruout the program. Awards were given to best-looking girl and boy dressed in Western style.

RECENT VISITORS to the Circus Room, Hotel Cumberland, New York, were Morris Kaplan, D. N. Haggart, Arthur E. Campfield, Harry C. Thornton, Mrs. Minnie Thornton, Joe E. Hughes, Ray C. Schiforte, Henry J. Gilland; Charles Davitt, Robert Vanderbeek and

Gertrude Praster, all CFA; Sam Golden, Gerald Snellens and James Victor.

JACOB B. JONES, Bridgeton (N. J.) gas manufacturer and widely known circus fan; and Dr. Welch and Dr. Thompson, also two circus enthusiasts from Bridgeton, spent several days in Macon, Ga., recently visiting Paul M. Conway. They are now in Florida.

EDDIE WOECKENER, band leader, and wife were callers at the Chicago offices of *The Billboard* a few days ago. Eddie was in town to replenish his music library before leaving for the West Coast to join the Al G. Barnes Circus.

SIG BONHOMME, of Marshall, Tex., postcards that he has received word from J. A. Casteel, formerly with the Barnes show, that he was struck by a car, had leg and some ribs broken and is in Palo Alto, Calif., Hospital, Ward 340 I. His home is at Menlo Park, Calif.

KLARA E. KNECHT, educational director for the Cole Bros.-Clyde Beatty Circus, is busy preparing for her annual radio jaunt around the country. Miss Knecht, who has spent the winter in Chicago, holds an unusual radio record, having appeared on nearly 300 stations in the United States and Canada.

BERNIE HEAD, who recently closed with the *Jumbo* show in New York, was a Chicago visitor last week, stopping off for a few days to visit Arthur Hopper and other friends before leaving for Hot Springs, Ark., for a brief stay, then on to Los Angeles to join the Al G. Barnes Circus.

SHOWMEN'S LEAGUE circus notes: When anyone around the Showmen's League of America wants information about the circus of the '90s, he asks William Young. "Bill," as he is affectionately known, was manager of the Ringling Bros.' Side Show in 1893. . . . If you want any information about the '80s, ask Harry Coddington, veteran chairman of the sick and relief committee of the League. Harry has the dope at his finger tips. If you want anything earlier than that, ask "Tubby" Snyder. He broke in "sometime in the '70s" and his memory of shows, showmen and events of showdom is remarkable. . . . Harry Lewison, of the ticket staff with the Ringling Bros. and Barnum & Bailey Circus, has gone "movie minded." Recently Harry killed two birds with one stone. He bought his wife a movie camera on her birthday anniversary. . . . Observers on the sidelines say that Herbert (Whitey) Lehrter, veteran boss caserman, still has a well-developed case of wanderlust, and may be found on the road this year, handling the big cloth for some nomadic city. This, in spite of the fact he is well situated with the Henry Ford enterprises in Chicago. . . . Roy Danborn, for many years with the concession department of the Hagenbeck-Wallace Circus, seems to have shed his desire to troupe. He is now pleasingly ensconced in the engraving business in Chicago. . . . Col. Fred J. Owens, known to nearly all circus folk, has been sticking close to home in the period when the mercury tries to hide itself in the bulb of the thermometer. And Colonel is not alone in that regard, because many others do the same.

Bockus & Kilonis

MANCHESTER, N. H., Feb. 29.—The office force is busy answering mail received from advertisement in *The Billboard*, issue of February 8.

J. B. Swafford, general agent, returned from a 10-day booking trip, said hello and left the same day. George Manchester, superintendent, is working on plans for new trailers. Max Blotner, of Blotner Shows, is a daily visitor.

Contracts received from W. A. Wilcox, who will have a beautiful Reo lunch truck at the entrance. F. Stanley Reed postcards that he will be on hand when the flag goes up.

John D. Kilonis canceled contracts he had to wrestle in Hawaii in order that he can devote his entire time to the show.

Tom Alekel, who makes his home here during winter, is in and out every day. Ben Beno, feature free attraction with the Bockus Show last season, writes that he is spending the winter at St. Petersburg, Fla. Callers this week included Bill Eaton, Howard Wilbur, W. A. Wilcox, Henry Johnson, Budda Dugan and Thomas Courtney.



FEBRUARY 26 was the birthday anniversary of the late Colonel William F. Cody (Buffalo Bill) and the occasion did not pass by without at least one man giving honor to it in the form of a tribute to the memory of the famous scout and showman, who was the first president of the Showmen's League of America. The tribute was from the pen of one of the Colonel's admirers in the person of Thomas R. Hutton and appeared in *The Binghamton (N. Y.) Press*, of which Mr. Hutton is editor, the day before the birthday anniversary. We reprint the editorial, headed "A Great Showman," herewith:

"Thousands of men and women who were boys and girls of the yesterdays still remember with reminiscent flutter the first great thrill that was theirs when they sat in the half-open arena of Buffalo Bill's great Wild West show and saw that magnificent, white-bearded, sombreroed figure ride into the arena at the head of the grand-entry spec astride his white Arabian.

"They remember, too, the matchless Annie Oakley, shooting at high-flung blue glass balls and breaking them at full gallop with her Winchester. Thru these memories run the whoop of marauding Indians descending upon the trundling stagecoach, the rush of the buffalo herd under the quick-popping blanks of yelling cowboys, the dust, the staccato thud of circling ponies and all the rest of it that went into that marvelous spectacle of the long ago.

"Wednesday is Buffalo Bill's birthday. However he may have been damaged by the financial interference of people who were essentially financiers and politicians rather than showmen, William F. Cody stands out as one of the great figures in showmanship of all time; as the pioneer with Major Gordon W. Lillie, of the American Wild West Circus. He must be rated along with P. T. Barnum, John Ringling, Gemler, Philip Astley, Adam Forepaugh and the Wirth brothers.

"Fate was not kind to him. He fell into the hands of the Scribes and Pharisees and took damage therefrom. But this generation at least will remember him happily for the joy that he brought in the dusty, sun-drenched, gun-blazing days of the old Wild West circus."

From his writings one can easily see that Editor Hutton is a great lover of the circus and Wild West, the American West and horses and cowboys and outdoor shows in general. As a matter of fact, he has a ranch estate of his own not far from Binghamton which he calls Bar H Ranch. It is constructed along the lines of the typical Western ranch. Hutton has many friends and acquaintances in the outdoor show world, and especially among circus men.

Exhibitors will rejoice in the news that the National Association of Amusement Parks, Pools and Beaches; the American Recreation Equipment Association, the International Association of Fairs and Expositions and the American Carnivals Association again will hold their annual meetings and the Showmen's League its banquet and ball under one roof in 1936—at the Sherman Hotel, Chicago, the week of November 30. This is as it should be, as the exhibitors play a most important part in the success of the meetings. More time now for showing their wares in Exhibition Hall, and you will see a still happier lot of exhibitors. Interference or no interference with attendance at the business sessions, exhibitors should be given the proper consideration. If you have ever attended the annual convention and exhibition of the Coin-Operated Machine Manufacturers' Association in Chicago you will better appreciate what I mean. What a roaring success that exhibition is!

AND NOW for another birthday anniversary. It is that of Thomas Lynch, a circus boss hostler of the first rank. He will reach his 80th mile-

stone on March 4. In a letter of congratulations, to his old friend under date of February 27, Colonel C. G. Sturtevant, historian of the Circus Fans' Association, brings out some interesting things in the life of the ex-boss hostler and at the same time pays him a beautiful tribute. We are sure his legion of friends will appreciate reading this and are therefore publishing it herewith:

"Dear Tom—March 4, I remember, is your birthday and in looking into the files it is found you were born in the year 1856 at Carleton Place, about 20 miles from Ottawa, Can. Starting out as a kid of 17 years to make your own way, working around horses, you joined out on the Dan Rice Show, managed by Ryan and Spalding, in 1873. The following year found you with the Barnum World's Fair, then Melville, Maginley & Coole in '75, followed by Howes' London, and Cooper & Bailey '76 to '80, and ever since on the Barnum show down to the present date.

"What a panorama thru the years of time in the 'Circus World' your splendid record unfolds to all, both in and out of the business, who can appreciate 63 years, straight running, of tramping under canvas. It is a world's record as far as I have ever heard of, and I believe the next best was that of Pop McLean, who had 62 years, mostly as boss of canvas and layer-out.

"On this, your 80th birthday (March 4), I believe everybody congratulates you and wishes you well up there in your home at Bridgeport, Conn., where there is much to remind you of bygone days. Doubtless you can recall nearly all of the hundreds of drivers and thousands of horses that have been under your charge. If you ever had any of them dislike you I have never heard of it.

"You have seen the American circus in all of its transportation phases: from the days you drove a team of two over the mud roads and thru river fords on the old Dan Rice Wagon Show, then being around when they began to go by rail, two trips across the water to Europe; then thru the stretch of many years as boss hostler of the Biggest Circus on Earth; you were always there, kept between 350 and 400 head of horses and around 150 wagons in fine shape, got her off and on in all kinds of weather, and did it all without fuss, passing the buck or dodging any responsibility of the right man on the right job.

"I recommend a consideration of your record as a shining example of a useful life, of fine loyal services and many kindnesses to those who worked with you. Whether you troupe again or enjoy your well-earned retirement, many happy returns and best wishes."

Motor Transportation Dept.

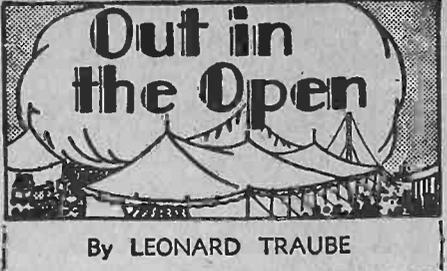
We solicit your co-operation by sending us letters concerning difficulties and complications you encounter while traveling the highways or visiting cities and towns. We want to know the problems of showmen, so we may publish information of interest to all. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.

MINNESOTA legislators have proposed a bill limiting the weight of the load transported on any motor vehicle or combination to 7,000 pounds and memorialized Congress to repeal the federal gasoline tax.

MASSACHUSETTS continues with a heavy flow of bills, many of which deal with compulsory insurance. Some would repeal the law now on the statute books and others simply would amend it. Another measure provides that new vehicles registered in the State shall have their weight determined by an official scale and thereafter may operate with a pay load of not more than the weight of the vehicle, plus 1 and 1500ths times the weight of the vehicle at the time of registration. A number of bills in the Bay State also deal with governors to limit speeds to 40 or 50 miles per hour.

IN KENTUCKY, one of the States in which a regular session is under way, a measure has been introduced to slash the gas tax from 5 or 4 cents.

NEW YORK would continue the 2-cent emergency gasoline tax thru to June 30, 1937, and levy a registration



March Murmurs

WHILE the world waits for an official announcement on the retirement of May Wirth as a circus rider, Mrs. Martin Wirth has gone and rented the act's five horses to Ernest Clark, of Cole Bros.-Clyde Beatty Circus.—Max Linderman, skipper of the World of Mirth Shows, has decided in favor of Miami's Old Sol.—Mrs. Frank J. Murphy, widow of the carnival owner, is back in the New York swim after three weeks' illness. She'll operate rides in metropolitan territory.—There goes Frank D. Shean, the old doc himself. Ditto W. C. Fleming, the Buffalo wood-cutter.—Fred Fansher, the park broker, has changed his slogan from "Yours for a Not Too Hot Summer" to "Yours for a Warmer Winter."—Have just received *The Agricultural Fair*, by Wayne Caldwell Neely, a Columbia University Press publication, and will comment on it as soon as fate allows time for reading.—The most delicious food we consumed while out on the road was in Hyde Park, N. Y., right opposite the Dutch Reformed Church, where President Roosevelt worships.—Buck O'Day, formerly of Krause Greater Shows, is wintering in Mapleton Depot, Pa., and will have a hillbilly attraction with Sam Spencer's Shows.

All-Time Favorites
of **CAPT. DANIEL E. FOX**,
New York State Trooper.

Col. William F. **CODY**,* Tad **LUCAS**, Tom **MIX**, Tex **RICKARD**,* Will **ROGERS**,* Jess **ADKINS**, George **HAMID**, Col. Joseph C. **MILLER**,* Col. W. T. **JOHNSON**, Lillian **LEITZEL**,*

Send in your ballots nominating your 10 favorite showmen, living or dead, to Leonard Traube, New York office.
*Deceased.

W. U. MONTGOMERY, writing from Lakeland, Fla., notes that Charles Duple has been seeking information about the Creston New Rail Road Shows, a circus of the '80s, and that Fred Pitzer was quoted here recently as possessing a fine eight-page herald of the show, which he pronounced "the biggest baloney for a one-ring circus I have ever read." According to Montgomery, the show was of 8 or 10-car size and was the forerunner of the F. J. Taylor wagon show. Taylor was a grain dealer in Creston, Ia., which probably accounts for the show's billing. He established a railroad show, failed, but shortly after retiring it launched the F. J. Taylor Great American 25-Cent Circus and Caravan. Clay Lambert, who had been with Ringling Bros., was agent. O. Q. Setchell led the band. Oldtimers may recall that a few years later Setchell made a fortune with Terry's Pavilion Uncle Tom's Cabin.

All-Time Favorites

of **ARTHUR WILSON**,
Daytona Beach, Fla.

Bill **KELLOGG**, Harry **HUNT**, Colonel **WEAVER**, Hiram **CARSON**, Al **MARTIN**, E. B. **STERCHI**, Frankie **ORMAN**,* Gordon **CALVITT**, Sam B. **DILL**,* Arthur **FARMER**,*

VIRGINIA has proposed to increase the gasoline tax one-half cent to 5½ cents per gallon, require insurance and amend the regulatory law to make it conform generally with the Federal Motor Carrier Act.

ILLINOIS—A proposed law would require all carriers to secure either a for-hire or not-for-hire permit and to file insurance policies or bonds in the amount of \$1,000, \$5,000 and \$10,000.

NEW JERSEY—Gov. Harold G. Hoffman in his message to the Legislature urged development of a highly efficient patrol to police the highways to promote safety. He also advocated a series of publicly owned and operated inspection stations, lighting of highways, enactment of the uniform motor vehicle code and continued safety education among adults and children.

SOUTH CAROLINA—Gov. Olin D. Johnson in his measure to the Legislature stressed the importance of safety education.

Show did not carry a menagerie, aquarium or blooded stock, as set forth in the herald of its predecessor. It had two cages, one for monkeys, the other for birds, two camels and no elephants. Montgomery claims for it "a neat, clever one-ring performance beneath an 80-foot top with a 40-foot middle piece. It proved a winner from the start and each succeeding season thru several years saw it grow in size. A presentable menagerie was soon added and the show took on the size and quality of the best wagon outfits of the time. Fred Stone, the musical comedy star and friend of the late Will Rogers, saw service as a clown beneath the Taylor banner. Taylor was a most conscientious gentleman, but had peculiar ideas about running a circus. A son living in South Omaha, Neb., equipped and started a railroad show a few years ago, but it was doomed to a short life. Taylor died in 1917."

A few weeks ago we wrote an item to the effect that Candy Hammer and Guy Weadick had landed the 1936 rodeo in Winnipeg, Can. Hammer furnished the information when we saw him in Chicago. It is now a matter of fairly common knowledge that no deal between Hammer and Weadick has ever been made, that no contract has been entered into with the duo and, in fact, Winnipeg had made no contract with anyone up to the time that this was written. To make sure that no controversy is stirred up, this will be the last on this phase of the subject as far as this column is concerned.

THE prize lot in Pittsburgh has been landed by Dodson's Shows, which will be the first to play the town in '36. Jennings O'Brien booked the location with Mel Dodson. Your correspondent is reminded that the O'Briens were cradled in the show biz by the Dodsons. Jennings' brother, Wilmer Jay O'Brien, known as Bill, is readying his museum in Revere Beach, Mass. Al Paulert will do a bloodless surgery act, assisted by Dodo Leonard, sister of Lou Leonard, Boston booking agent, and Gracie Gambell. . . . Frankie Saluto, Ringling midget, is in the Barrel of Fun niterie in town. . . . John E. Hartwig, Canadian rodeo producer and rancher, spent some time around New York visiting friends and relatives and then shot back to Prince Albert, Sask., where he feels better when it's 30 below than in the States when it's only hovering around zero. Hartwig has some ambitious chute-coral plans mapped out for this year. . . . Latest info is that Billy Rose's *Jumbo* will run in New York until about April 15 and there won't be any road show. . . . Woodcliff Park, Poughkeepsie, has been leased for two years by Pierre Venner, who aims to do things in heap big way at the Hudson Valley resort.

Casey's United Shows

LANETT, Ala., Feb. 29. — Winter quarters is now in full blast, into the early hours of morning, and finishing up in detail as the work is being completed. Eighteen men are now employed. (See **CASEY'S UNITED** on page 67)

BALL JOINT
Auto Trailer Coupler \$1.95
(Rocky Mt. States West, \$2.25, Postp'd.)
Adjustable Bumper Hitch \$1.35

This hitch can be put on, taken off, or adjusted to 6 different positions with a wrench. Postpaid, \$1.35, Without Ball (Rocky Mt. States West, \$1.50.) Write for Catalog on Trailer Hardware and Camping Trailers. **ZAGELMEYER AUTO CAMP CO.**, 763 S. Henry St., Bay City, Mich.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

Building Class Value Big Help

Trend in certain types of novelties is toward buildup of rep thru class tag

There is a definite trend on the part of the better merchandise men to attach class value to everyone of their items.

Naturally there are many ways to accomplish such a purpose. In the first place the items themselves must be of class value. They must have the appeal and the appearance which somehow associates itself with better merchandise and must also be accepted as standard, after a certain period, by the industry.

But the fact that the item itself is definitely a "class" item, sometimes does not give it that air of "class value" which is so important to intelligent promotion and furthering of sales for the merchandise itself.

Many convenient methods, and most of them inexpensive, have been able to lend this air of better value. Certain manufacturers have adopted a small card, impressively printed, and carefully attached to each item detailing in one fashion or another the value of the item from a guarantee or other standpoint.

Other manufacturers have adopted a crest or a seal and attach this identification of their firm to each of their items and have found that once it gained proper recognition it lent the air of a valuable trademark to the merchandise and was sought after by the consumer.

Still another method, now popular in the clothing field, has been to attach a metal coin or die-cut insignia, by a cord, to each suit of clothes of a certain material.

This method has proved extremely fascinating to the public and has gained much acclaim from clothing dealers who find that the purchaser will stop to read this metal coin, impressed by it to a high degree.

This same sort of identification can be used by the premium-merchandise industry. It is certain to gain as much attention for the merchandise in this industry as it is gaining in others and it is further certain to become a leading trademark for the firm that adopts it.

There are many ways to attach class value to an item. The item itself, as before stated, must have value that is recognized. Next would come the packaging of the product in such fashion as to meet with modern appeal and yet not be overdone so as to over-ornate.

Following this, the attachment of the metal coin or a metallized label, or a small die-cut crest or a card, neatly, delicately and tastefully arranged will,

(See BUILDING CLASS on page 63)

New York Gift Show Reveals All-Year Merchandising Trend

A general trend toward the all-year merchandising of gift and art wares was much in evidence during the New York Gift Show, held at Hotel Pennsylvania February 24-28. Scores of manufacturers' exhibits featured merchandise suitable for all-year promotion in a profusion and variety never offered before.

Outstanding among the lines to which this trend has given fresh impetus are decorative home furnishings of quality.

Approximately 300 exhibitors took part in this spring show, sponsored by the National Gift and Art Association, which annually draws great throngs of buyers to the nation's metropolis for inspection of the new lines offered by manufacturers and importers.

Gadgets Handy Advertising Tools for Home Merchandise

An ever-increasing number of business men and merchants whose products find regular use in the home, or whose contacts are directly with the housewife, are turning to an attractive line of home tools to advertise their goods or service and maintain helpful contacts.

A large portion of the success of the use of home gadgets is due to the adaptation of the proper item for a particular line of business. For instance, ice plants have found the distribution of attractive ice picks very effective in creating good will. The handle is so constructed that it carries an advertisement printed in modern face and legible type without detracting from the usefulness of the tool. Beer distributors and brewers have found that a combination corkscrew and bottle opener, properly inscribed, is also effective. Other household items that are low in price and yet productive of real results when prepared with the proper advertisement include soup ladles, mixing measure spoon, plain and perforated spatulas, egg whip beater, cake turner, pie server, flour scoop, clothes brush, fire poker, screw driver, combination can and bottle opener, ice chippers, ice scrapers and many others.

In this field, as in every other method of advertising, there are definite rules which must be followed if maximum success is to be obtained. The merchandise given must not only be appro-

priate to the particular business giving it, but it must possess quality. Expensiveness is not necessarily meant, but quality of design and quality of materials—factors which will keep the novelty in use and its advertisement seen. Too much spent for "show" often means that much thrown away. "Repetition" an axiom has it, "wears away the stone of resistance" and in this connection the value of home gadget necessities for giving permanent advertising value is looming more and more important.

Garden Ornaments Pop Seasonal Items

There is a class of merchandise which deserves the early attention of the industry if maximum advantage is to be taken of a lucrative field that has developed in the past year or two. It is the vast demand for garden ornaments during the spring and summer months which offers an excellent opportunity for extra seasonal profits. In this category are weather-resisting ornaments for decorating the garden or adding a touch of color to the yard, including artificial ducks, frogs, rabbits, fawns, storks, mushrooms, birds and the like. Practically all of these items are now offered in a variety of sizes to meet particular requirements. There are also

(See GARDEN ORNAMENTS on page 63)

Free Buyer's Directory Service

The Billboard maintains a special Buyer's Directory Department for the convenience of prospective purchasers who know what they want but do not have a source of supply. Our 41 years of experience in the novelty, premium, prize, gift and specialty merchandise field has enabled us to build up indexes that include from one to 50 sources of supply on over 4,500 separate items.

Write us about any article or address you want and we will forward your inquiry to the proper sources. This service is entirely free!

Merchandise Industry Looking For Real Biz Boom This Spring

The premium-merchandise industry is expected to enjoy one of the greatest boom seasons of all time this spring.

It is generally reported by leading firms everywhere that there has been greater preparation made by large purchasers of merchandise for the coming spring season than in several years.

With the opening of many new trade outlets and a general revival expected for outdoor amusement attractions, the belief in the merchandise industry is that there will be considerably greater sales reported in this one field alone.

Last spring the industry enjoyed one of the best seasons of its career. Two springs back the industry recalls a fine business movement. This spring season is expected to overshadow both these former years and to bring about a new angle in sales which has never before been enjoyed.

Many new fields have opened which are using merchandise in volume quantity. The coin-machine industry is expected to boom with the opening of the outdoor season.

Amusement park concessioners are also expecting one of the best seasons of all time and it is believed that much purchasing will be noted in this direction.

Salesboards have become stronger than in the past five years and with warm weather on the way it is believed that sales will be even greater, when the salesboard operators can get out on the road to place their wares in roadstands and other prominent outdoor spots.

The digger industry is expected to open greater than at anytime in its history. Last year, at Coney Island, the cranelands were more or less an experiment. This winter they dotted both Broadway and 42d street in New York,

with some of the highest rental spots this industry has ever attempted. This spring sees a great influx of digger operators who are certain to be seen in every amusement center in the country and who will be traveling with fairs and carnivals over the country, and their purchases will tend to bring in business from all portions of the country.

Outdoor shows are expected to purchase more merchandise and of better grade and value than they have ever before used. Most of these learned their lesson last year when the sportlands became popular and proved that quality merchandise was appreciated by the public.

Amusement parks will also come in for a great share of attention by intelligent salesmen in the merchandise industry and it is believed that many of these will open under a new banner this coming season inducing the public into their parks with the thrill of merchandise value returns.

National advertisers and all firms using merchandise are expected to be ready with campaigns which will exceed anything they have ever before attempted to overcome the somewhat slow start due to bad weather, and double their chances for business while they can. The severe winter, which most of them were forced to undergo, has resulted in greater appropriations and these will be noticeable when their premium purchases are made prior to the opening of the spring season.

In general the premium-merchandise industry expects the greatest spring season boom it has ever enjoyed. The above listed factors are but a few reasons which are being offered by the industry. There are also many others just

Seasonal Catalogs For Biz Stimulation

The catalog has long been the leading stimulant for gaining immediate sales. The merchandise industry has made use of the catalog in divers fashion. But with the rapid changes in products, as manifested in the past months in the premium-merchandise industry, a new problem, has arisen regarding the value of the old-fashioned large catalogs of bulky size and tremendous weight.

Many leaders in the industry are advocating the use of catalogs that will meet with seasonal demands, and that will fit into the pocket of purchaser and act as a convenient guide.

One tobacco firm has arranged a small photo-offset catalog which has won warm acclaim because of its uniformity, beauty and convenient size.

Such catalogs are recommended for specialty dealers in the merchandise industry but not for the general jobbing firm. The varied and tremendously large assortment of products as featured by the latter are too many to be accommodated into a catalog of this fashion.

Therefore, there are certain staple methods which must be adopted by those desiring a catalog and yet not wishing to go into a tremendous expense to furnish a complete one for the trade.

The staple items should be grouped together, each under their own category and properly indexed in the catalog. Arrangement for short trade copy must be made so that price and article are most convenient to the reader.

Following these items another category of the specialties of the firm (those most featured) should be then grouped under one head and arranged with individual copy spaces, clearly and concisely written, so that the reader immediately grasps the full description of the item, and the price so displayed that the buyer can quickly decide on purchase.

Following these pages it is recommended that items which require special seasonal feature be used and be so made up in the general layout that their attractiveness be both eye appealing and interesting to the reader. These items are usually the newest of the season and therefore require greater promotional methods than do the others. To arrange for such immediate attention a great deal more study should be given to each item and its main characteristics featured.

A catalog of such nature, eliminating much of the old stock, will sufficiently serve a major purpose, that of meeting seasonal requirements, and will also act as a "lean-to" until the next season's edition is prepared.

With these methods the industry is assured receipt of at least four catalogs during the year which will keep concentrating attention on the merchandise to be sold and will generally aid the disposal of greater volume by increased sales thru constantly renewed interest.

Instead of continuing to ship one catalog a year, and sometimes for a much longer period, as has been the practice in the industry, the intelligent merchandiser will be able to retain and renew customer interest at least four times during the year, and thereby assure himself of better reception from his customers for new merchandise which he is constantly receiving and which he must feature to create volume sales.

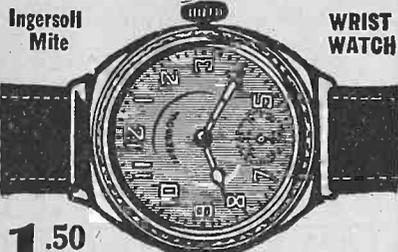
The catalog is an important consideration of every one of the leading firms in the premium-merchandise industry. The necessary changes which must be made in general catalog assembly have long been needed.

With the industry growing at a more rapid pace than at any time in the past 10 years, this present day offers a most unusual and opportune moment for those merchandisers who have the foresight to meet such necessary progressive changes.

as logical and just as certain to bring about a real boom in novelty and premium business this spring.

St. Patrick's Day Novelties

- B93N15—SILK SHAMROCK. 60c Per Gross
- B93N21—SHAMROCK with Hat. 85c Per Gross
- B93N20—SHAMROCK with Pipe. 85c Per Gross
- B3N501—ROSE PIN. 50c Per Gross
- B93N40—IRISH FLAG, 1 1/2 x 2", on Brass Pin. Per Gross. 60c
- B51N10—AMERICAN FLAG, 1 1/2 x 2", on Brass Pin. Per Gross. 60c
- B93N9—GREEN CARNATION. 2.00 Per Gross
- B93N36—ST. PATRICK DAY HAT ASSORTMENT. 1.80 Per Gross
- B93N37—ST. PATRICK METALLIC HAT ASSORTMENT. 2.00 Per Gross
- B93N38—ST. PATRICK METALLIC HAT ASSORTMENT. 4.00 Per Gross
- B93N28—ST. PATRICK DAY GREEN PAPER HORNS, with Tassels. 2.25 Per Gross
- B93N24—ST. PATRICK DAY GREEN ASSORTED WOOD NOVELTY HORNS. Per Gross. 3.30
- B93N25—ST. PATRICK DAY GREEN BLOWOUTS with Wood Mouth-piece. Per Gross. 1.50



1.50 Each
 Sample Watch
1.60 Each
 Former Wholesale Price \$3.33 Each.

B1W78 Chromium-Plated Case with Open Link Metal Band or Leather Strap. Silvered Dial with Gilt Figures. Unbreakable Crystal. Each in Box with Original \$5.00 Price Mark.

N. SHURE CO.
 Adams and Wells St.
 CHICAGO

NEW Items

New Type Electric Fan

What is acclaimed as one of the most revolutionary developments in electric fan design and construction, is now being announced and marketed by Samson United Corporation, electrical appliance manufacturer. They state that it marks the first real improvement in this field since the electric fan was invented approximately 50 years ago! It is claimed to be the only fan ever built that is absolutely safe! Reason for its inability to cause injury to even the most careless owner is its new, flexible blades of tough, molded rubber. These blades, tho rigid enough to deliver a steady current of air strongly, are sufficiently soft to prevent injury to even a child's fingers. Thus the necessity for unsightly and cumbersome guards is eliminated. Together with this pioneering feature, the Samson Safe-Flex Fan is said to furnish greater air delivery than conventional type fans of equal wattage. The manufacturer further states that the motor—of radically new design—will stay so much cooler than the ordinary fan motor that its life is materially prolonged. The motor casing is finished in softly-gleaming brushed chromium. The fact that the fan is noiseless is another revolutionary feature. No more will the buzz and hum of a fan in operation distract workers in offices, children napping, mothers in kitchens. The standard model is finished in a soft walnut brown, with walnut brown rubber blades and walnut brown rubber cord and plug. The fan is also furnished in two de luxe models.

Combination Ciggie Lighter and Flashlight

The new double action Lite-n-Liter is a combination cigaret lighter and tiny Micro-Lite flashlight. A twist of the top of the Lite-n-Liter turns the flashlight on. Another twist—and it's off. It takes a standard cell battery and standard Mazda GE M112 lamp. The



white tip at one end of the Lite-n-Liter gives a combination spread and spotlight. When you slide the cap off on the other end of the Lite-n-Liter you have a dependable cigar and cigaret lighter—one easy to light and easy to fill, say the manufacturers. A fountain-pen-type clip makes it convenient for men and women to carry. Only four inches from end to end, the compact gadget has no end of uses—for lighting cigars and cigarets, reading theater programs, for finding things in cellars, attics, dark rooms and automobiles, etc. Lite-n-Liter retails for \$1 and is being distributed by Modern Merchandising Associates.

Dye Rugs at Home

Prosperity Products Company has developed a new dye, known as Nu-Tint, with which they say the housewife can dye her own rugs right at home. Sizing of the rugs is not affected and they will lie as smooth after Nu-Tint has been applied as before. Women welcome a change of color in the home and Nu-Tint comes in all shades and colors. Can also be used to dye upholstery in the car, furniture, etc. Nu-Tint comes in packages sufficient for a 9x12 rug and offers demonstrators and pitchmen an item that should move fast during the spring house-cleaning season.

Latest in Thermometers

The old problem of making a thermometer as attractive as it is useful has been quite successfully solved by Howard G. Selden, Inc., who have recently introduced to the market thermometers mounted on six different styled backgrounds. Two of the outstanding numbers in this line are a thermometer

(See NEW ITEMS on page 64)

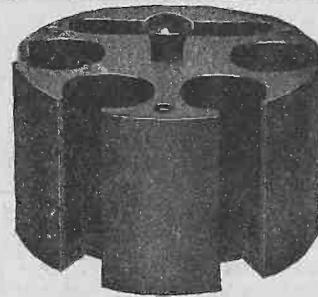
THREE SENSATIONAL MORRIS STRUHL VALUES



3 Little Pigs ALARM CLOCK

Regular Wholesale Price \$1.05 Each
 The 3 Little Pigs and the Big Bad Wolf captured the fancy and imagination of the entire world. This beautiful Alarm Clock by Ingersoll (FULLY GUARANTEED) and finished in Chinese Red with a practical and loud alarm is capturing the attention of all careful buyers. Offered at this time at a Special MORRIS STRUHL Price—RUSH YOUR ORDERS!!

ONLY 85c Each



BAKELITE POKER RACK

One of the greatest VALUES we have ever been able to offer. This new, beautiful Bakelite Poker Rack PLUS Deck of Cards PLUS 100 Solid Paper Chips, combined into a Special Carton at the LOWEST PRICE ever yet presented. Here is a "once-in-a-lifetime" VALUE. RUSH YOUR ORDER FOR THIS SENSATIONAL COMBINATION IMMEDIATELY!

Complete Set 80c



Night Table Lamp

One of the most beautiful Night Table Lamps in the field at this SENSATIONAL MORRIS STRUHL Price! Beautiful, rich, White and Gilt Finish, in a new and lasting combination. Attractive Parchment Shade to match. Approximately 11" High. 3" Diameter at Base. A REAL BUY!!

ONLY \$9.00 PER DOZEN

TERMS All orders must be accompanied by 25% cash or money order, balance shipped C. O. D., F. O. B. New York. Full Cash With Sample Orders.

FREE The greatest Premium Catalog in the Industry. The new MORRIS STRUHL Catalog of Premiums has EVERYTHING YOU NEED at Sensational LOW Price.

MORRIS STRUHL 114 PARK ROW NEW YORK, N.Y.

THE NATION'S SELLING SENSATION! Full Size LETTER DUPLICATOR



\$3.00 COMPLETE

Ideal for Mail Order Operators
 Lowest priced full letter size Stencil Duplicating Machine in world! Does same type work as \$150 Machines. Big demand from office, stores, factories, restaurants, churches, etc. Prints in a jiffy in one or more colors: letters, letterheads, advertising, menus, circulars, art work, etc. Complete with ink, stencil supply and full directions. Lasts lifetime. Simple, a child can operate. **BIG PROFITS TO YOU** selling everywhere. Enormous repeat sale of supplies. Territories open for live wires. Write or wire for details.

ROCKET DUPLICATOR CO.
 Dept. Z-872, 3317 Madison Road, Cincinnati, O.

MEXICAN Gems! Birthstones!



New sensational designs. Complete line Genuine Mexican Gem Birthstone Rings, Cameos, Rainbow Rings, Signets, Etc., for Men, Women and Children.

DAZZLE! APPEAL! SELL!

Prices from \$6.75 Gross. Send \$1.00 for Samples. Immediate Delivery—Wholesale Only.

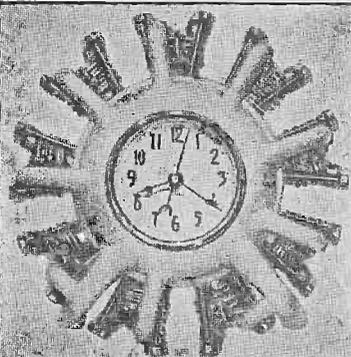
POWELL BROS., 2800 Belmont, Chicago

BLADES 29c PER 100 DOUBLE EDGE BLUE STEEL 5 in Box. Cellophane-Wrapped. By Parcel Post Prepaid. Guaranteed Firsts.

ASPIRIN \$1.85 GROSS LITHOGRAPHED TINS
 OF 12s. Certified and Guaranteed Pure. Dozens of Other Fast Sellers at Lowest Prices in the U. S. List Free.

NATIONAL DISTRIBUTORS LOUISVILLE, KENTUCKY.

NEW • APPEALING • UNUSUAL



Airplane Motor Clock

AN EXCEPTIONAL PREMIUM, SALES-BOARD, DIGGER OR RESALE ITEM

Chromium and Gun Metal Finish. 5 3/4" diameter. Guaranteed 40-hour stem wind movement. Also available with Electric Movement at same price. Specify which is preferred when ordering.

\$3.50 EA.

Terms: 25% cash with order, bal. C. O. D., F. O. B. N. Y.

See Our Ad in Next Week's Issue for SPECIAL ANNOUNCEMENT.

LIBERTY CLOCK & NOVELTY CO.
 1140 Broadway, New York

GREATEST MONEY-MAKER EVER OFFERED

FREE YOU GIVE A 50c PREMIUM WITH EVERY PEN.

PLUNGER VACUUM—
 A Push & A Pull—Pen Is Full.
CLEANS AS IT FILLS.

BIG PROFITS
 Drop Indicator Records Ink. Tells When To Refill.

JACKWIN PEN CO.
 50 W. 28th St., New York, N. Y.

Complete Plan and Sample Outfit, 50c
 Stamps or Money Order.

PROFIT WINNERS FOR PITCHMEN AND STREET WORKERS Always Fast Sellers!

Royal Crest BLADE

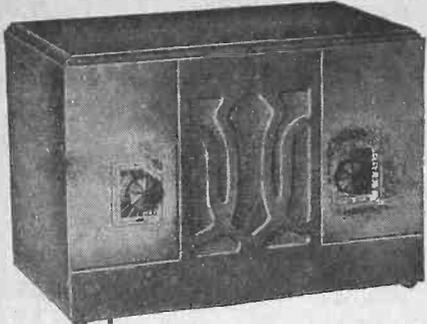
B1767—Czecho 3-Blade Toothpick Knives. Gross, \$1.40.
B1768—Czecho 5-Blade Toothpick Knives. Gross, \$1.65.
B1759—The Old Reliable Glass Cutter Knife. Per Gross, \$12.00.

B144—Royal Crest Double-Edge Blue Steel Blades, 5 in Cellophane Wrapped Package. Per 1,000, \$4.00.

Automatic Wind Lighter \$16.50 Gr.
 Made of Nickel-Plated Brass with sliding cylinder. When in use the flame is protected from the wind. A practical low priced lighter.

SEND FOR FREE COPY OF OUR LATEST BARGAIN CATALOG

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.



Don't Miss This BET

WITHOUT A DOUBT—THE BEST BUY IN RADIO TODAY

This 1937 Five-Tube Radio amazes all who hear and see it. Volume production makes this buy possible. Take advantage now before prices advance. There's nothing in the market today costing 3 times as much that can touch it.

5 TUBE RADIO | 5 RCA

With Dynamic Speaker. Lic. Tubes Including One Metal Tube.

Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current. Super-Tone Quality. Powerful Dynamic Speaker. No ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons.

\$5.95 EACH \$6.50 EACH

IN LOTS OF 6 SAMPLE F. O. B. New York. 25% Deposit. Order Now Before Prices Advance.

PHENIX TRADING CO.
118 EAST 28th STREET NEW YORK

NEW, TIMELY, QUICK SELLING

Specialties, Gifts, Novelties, Premiums, Prizes

Clocks
Blankets
Lamps
Liquor Sets
Bed Spreads
Smoking Sets

Razor Blades
Salesboards
Aspirin Tablets
Balloons
Rubber Toys
Plush Toys

Peanuts
Popcorn
Candy
Dolls
Radios
Etc.

and
Hundreds
of
Other
Items

WRITE FOR PRICE LIST OF ITEMS IN WHICH YOU ARE INTERESTED

SOUTHERN PREMIUM MFG. CO., Dallas, Texas



NEW EASTER NOVELTY CREATIONS

EASTER RABBITS AND ASSORTED ANIMALS.

Brilliant Colorings—Clever Costumes—Novelty Shapes—All Sizes and Priced for All Purposes. Chocolate Jumbo Rabbits—Giant Easter Eggs, Etc.

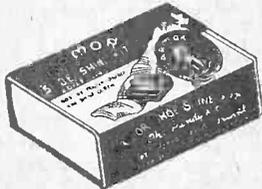
A WIDE SELECTION OF MERCHANDISE as Trade Stimulators—Leaders—Coupons, Also for Card Contest and Attendance Prizes.

Illustrated 1936 Catalog Ready Soon.

Listing Hundreds of Popular Priced Items for the Premium, Concession, Novelty, Specialty Trade. Please State Your Business. Get on Our Mailing List Now.

WISCONSIN DELUXE CORP.

1902 No. Third St. MILWAUKEE, WIS.



New Handy ARMOR SHOE SHINE KIT

3-Piece Set 10c SELLER

Consisting of: 1 Box of Armor Oil-Wax Shoe Polish—1 Ideal Dauber—1 Shine-O-Cloth.

See your Jobber or send 15c for Sample and full information.

MORRISON-ATLAS PRODUCTS, Inc.
330 South Wells Street, Chicago, Ill.

BEST SELLING ST. PATRICK'S DAY NOVELTIES

B100—Silk Shamrocks. Gross . . . \$0.60
B200—As Above, with Hats. Gross . . . 1.00
B300—As Above, with Pipes. Gross . . . 1.00
B400—St. Patrick's Bow Pin. Gross . . . 1.00
B500—St. Patrick's Paper Hats. 100 . . . 1.50

B600—Assorted Nolemakers. 100 . . . 1.50
B700—Green Balloons, 7" 100 . . . 1.00
25% with Order, Balance C. O. D. Use Air Mail. Write for Our General Catalog. Be Sure and Mention Your Line of Business.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

POST CARD-- GREETING CARD -- MAGAZINE

Newspapers and Packet Seed Displays that will treble your sales and beautify your stores and windows at a small cost.

Illustrated Catalogs sent on request.

DAVIS METAL FIXTURE CO., Lansing, Mich.

Inexpensive Peanut Vending Machines that will add to your income.

SUPREME ART NOVELTY CO.

900 NORTH 43rd STREET MILWAUKEE, WIS.

Manufacturers of

PLASTER NOVELTIES AND STATUARY

WE SUPPLY CONCESSIONS, JOBBERS AND STORES. LET US SUPPLY YOUR NEEDS.

5c -- CLOSEOUTS -- 5c

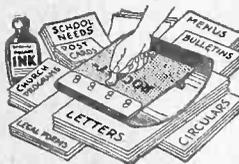
NECKLACES, CLIPS, PINS, BRACELETS, EARRINGS, NOVELTY VASES, DOGS, BOATS, Etc. Not slum—all high-class merchandise. Limited stock. First come, first served. Write or wire your order today. Spangler Money-Back Guarantee.

SPANGLER, Inc., Merchandise Mart, Chicago, Ill.



B. & N. Sales Company announces the opening of a new branch at 1914 Main street, Dallas, Tex. Agents in the South and Southwest can now get their B. & N. supplies much more quickly, and also make a great saving of transportation cost. Mac Singer, formerly manager of the Pittsburgh branch, will be in charge of this new store. Sid Kaplan, of Chicago, has been transferred to Pittsburgh as manager.

The Rocket Duplicator Company reports its new low-priced letter duplicator outfit is selling exceptionally well. Many orders are being received from coin-



machine operators, digger locations, jobbers, etc., where the operators work over a local list regularly. District representatives,

etc., are also finding good use for this handy device that now enables you to do your own work at a considerable saving. Does a job that can be compared with the finest professional work. Permits you to work your own lists as often as desired, also duplicates advertising circulars, art work, post-card follow-ups, special notices, etc. Comes complete with ink and stencil supply. Anyone can operate. Inquiries will receive prompt attention.

Irving Leder, of Nutrix Novelty Company, publishers of song and dream books and other publications, reports a growing popularity for dream books. From all over the country his agents write they are getting demands for this type of book. Mr. Leder is an expert on pitch books and his business is developing rapidly—so much so that he has enlarged his facilities for handling the mail-order business.

David Jacoby, of the Mills Sales Company, reports that since he has assumed full charge of the Mills Sales business in New York City that he will expand the business both in floor coverage in the building they occupy and in the numerous advertising campaigns they conduct. Mr. Jacoby is regarded as quite an authority in the toilet goods, razor blade, needle book and novelty trade, having been associated in this line for the past 20 years.

The Lord's Prayer, unusual novelty that has been selling so successfully for many years, is being distributed by Berk Bros. Novelty Company. The item is a small celluloid telescope with the Lord's Prayer written on a pinhead—and when seen thru the magnifying glass in the celluloid can easily be read. The Lord's Prayer has been difficult to get during the last few years, but Berk Bros. have established a strong European connection and are now bringing them into the country in pretty fair quantities.

"A wrong impression may have gained currency due to a statement in a recent issue of *The Billboard* that the Mills Sales Company, of Chicago, has discontinued its business in that city," states Mr. Robert Gottsegen. Mr. Gottsegen, founder of the Mills Sales Company, announces that he has severed his connection with the Mills Sales Company of New York and is now associated with the Continental Sales Company, operating the Mills Sales Company of Chicago, and the same efficient service will be rendered from Chicago as heretofore. Mr. Gottsegen is a pioneer in the type of general merchandise business he conducts and is well known and popular in the trade.

Present BIG Favorites for PREMIUMS

Appealing Articles you can use to help get MORE Business

- S51N—Electric Sandwich Toaster. Ea. 90c
- C1377—Catalin Handle Stainless Steel Knife and Fork Sets. (12 in set.) Set. 90c
- B33—8-Quart Aluminum Waterless Cooker. Each 98c
- S8901—"Reverso" Two-Slice Electric Toaster. Each 90c
- B26—Table Flatware Set. (26 Pieces.) Set. 95c
- B27—"Three Way" Cooker (French Fryer, Double Boiler, etc.). Each. . 95c
- B510—Walnut Magazine Basket. Ea. 95c

Note: We are now ready to fill your orders for St. Patrick's Day and April Fool's Day Novelties. Write for Prices.

LEVIN BROTHERS
TERRE HAUTE, INDIANA

NEW LOW PRICES

GRANE OPERATORS & PREMIUM USERS

- | | |
|---|-------------------|
| DOUBLE-EDGE SAFETY RAZORS. Each. | Doz. Lots. \$0.06 |
| AUTOMATIC POCKET LIGHTERS (Austrian). Each. | .25 |
| AUTOMATIC ENAMEL POCKET LIGHTERS. Each. | .20 |
| LEATHER ZIPPER WALLET. Each. | .17 |
| NEW SPORT FIELD GLASSES. Each. | .63 |
| AUTOMATIC TABLE LIGHTERS. Each. | .25 |
| NEW HAVEN BOUDOIR CLOCKS. Each. | .88 |

M-A-R-G-O Blue Steel Razor Blades (Double Edged). No Better Made. Now Only Per 100. 95
Send 10c for Sample Pkg. of 5 Blades.

25% deposit with orders. Send for Illustrated Catalog.

J. C. Margolis 912 Broadway, New York City.

IF

You are wondering how the other man is always able to undersell you on ASPIRIN, RAZOR BLADES, SHOE LACES, ALL CARDED GOODS AND HOUSE-TO-HOUSE ITEMS,

Just ask us to send you our New Price List R. (A postal card will do.)

OPTICAN BROTHERS

IMPORTERS,
300 West 9th St., Kansas City, Mo.

SHAVING SOAP

for Making Up

COMBINATION SALES PACKAGES

We specialize on Shaving Soap made to order for Combination Sales Packages. Quality and prices are right—Prompt Service. Write today for prices, etc.

INDIANAPOLIS SOAP CO.
Dept. S, Indianapolis, Ind.

BRAND NEW 1936 EDITION



GOING LIKE WILD FIRE.

Pitchmen, Streetmen, Dealers—Barrel of Dollars for you. Fastest selling item in America. Large (9x12) flashy, amazing Horoscope Dream Book with Lucky Numbers for each dream. Cost you \$4.00 per 100. Sample, 10 Cents. 25% Deposit, Bal. C. O. D.

Our name or ads do not appear in this book.

NUTRIX NOVELTY CO.
223 E. 14th St., N. Y. C.

ELGIN-WALTHAM
RAILROAD MODEL 16 - SIZE 7 JEWEL \$2.50
15 JEWEL 3.25
17 JEWEL 3.50
DEPOSIT REQUIRED—BALANCE C.O.D.
SAMPLE WATCH \$5.00 EXTRA—QUANTITY BUYERS WRITE

BERKMAN Dept. 14574-1936

BENGOR'S SPECIALS

DOUBLE-EDGE RAZOR BLADES. 30c
Blue Steel, cello, wrapped. Per 100
SINGLE-EDGE BLADES, 1st 55c
quality. Per 100.
Velvet Edge **AUTOSTROP.** Per 100... 65c
GOLF, Double-Edge. Per 100... 80c
UNITED, Double-Edge. Per 100... 44c
ARMY & NAVY NEEDLE BOOKS, 10c
1st grade. Per Dozen.
HANDKERCHIEFS, large size. Dozen. 20c
25% Deposit, Balance C. O. D.
SEND FOR FREE CATALOG.

BENGOR PRODUCTS CO.

10 E. 17th St., Dept. K, New York City



WAXED FLOWERS

Best Quality Imported.
All Colors.
No. 77—**GEORGINE.** \$27.50 per 1,000; \$3.00 per 100.
No. 80—**DAHLIA.** \$25.00 per 1,000; \$2.75 per 100.
No. 15—**ROSE.** \$22.50 per 1,000; \$2.50 per 100.
Sample Box of 100 Georgines, Dahlias and Roses sent postpaid for \$3.00.

FRESH MOUNTAIN LAUREL. 150 per lb. Any Quantity. Prepared Foliage for all flowers, large bunch, \$1.

We have a complete line of all Flowers, Wreaths, Sprays and Flags for Easter, Mother's Day and Memorial Day. Complete Sample Assortment of all Flowers Sent Postpaid for \$1.00. 25% deposit with orders, balance C. O. D. Send for Free Catalog.

FRANK GALLO

Importer and Manufacturer, ST. LOUIS, MO.
1429 Locust St.,



EDITOR'S NOTE: This series of exclusive articles by Tony Sarg, noted author, illustrator and authority on window display, is published with the thought that the various ideas under discussion from week to week will offer valuable suggestive material to merchandise concessioners on carnivals, fairs, celebrations, etc., and to those of our readers who sell to retail outlets. Mr. Sarg is president of the Dexter Fellows Tent of the Circus Saints and Sinners Club.

THE BIG WORLD'S FAIR in Chicago, 1933-'34, had probably the world's largest collection of displays of every description, ranging from a small panoramic display to a whole factory building. The best talent in the country was employed to display thousands and thousands of articles in the most ingenious and up-to-date manner and some of the results were amazing.

It should interest all show people that a large proportion of the attention-getting displays were old tricks used for many years in show business. Who, for example, has not heard of Peppy's Ghost, a clever but quite old device where a man is reflected by a mirror at an angle towards the audience with all the appearance of standing upright in a coffin. Presently he fades out of the picture and apparently without moving he turns into a skeleton. This, of course, is done with a mirror which is so thinly silvered that when a strongly illuminated object appeared behind it, it becomes transparent. The skeleton is there all the time, so is the inside of the coffin. The audience is, of course, spellbound.

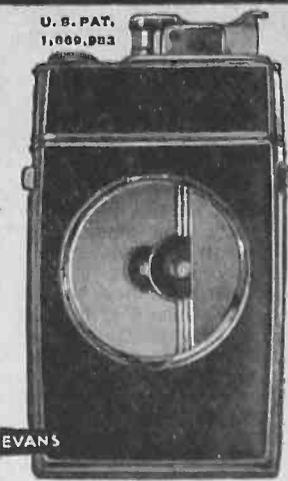
This old device of mirror magic was used extensively for displays at the fair, particularly by the furniture trade. You would apparently look into a quite old-fashioned room and while you were looking, lo and behold, the furniture became modern as if by magic!

I had a small concession in the Streets of Paris and I learned a great deal about attention getting and display at this little exhibit. I had a mirror-reducing theater, known as a Tanagra theater, which with a series of mirrors at various angles reflected a beautiful girl on a large papier-mache oyster shell onto a diminishing mirror until she was only about nine inches tall. To give the real touch of magic to it I made the audience look at this girl thru a narrow fish bowl and the illusion was bewildering! It was particularly bewildering because the beautiful model employed was able to see the entire audience reflected in one of the mirrors whereas the audience could only see her. This strange fact enabled the model to respond to a wave of the hand or any message the audience might send her and it knocked them cold! I employed a clever barker who was able with the help of a megaphone to corral a big crowd. But his best eloquence was not always able to convince the passer-by of the truth of his statement.

So I arranged a small device—a sort of peep hole—with a diminishing glass which would enable the barker at times to reveal the miniature model for just a glimpse.

I designed a new poster or announcement every week. If any valuable newspaper articles appeared I had large photostats made of them which I placed at the entrance to the show. The entrance was made to look as intriguing as possible with the help of blue lights; passageways with stalactites; little brooks of water, etc., leading into the show itself. This created the proper atmosphere. This same little theater has been used in show windows for fashion models and never fails to stop the passer-by and hold him.

Tony Sarg



U. S. PAT. 1,000,982

Model 69
LADIES'
COMBINATION
CIGARETTE CASE
COMPACT
LIGHTER

Assorted Enamel Colors \$2.50 EA.

CORRECTION NOTICE

In last week's issue these 2 pictures were transposed by mistake. The position, description and prices shown here-with are the correct ones.



U. S. PAT. 80,178

Model 1083
COMBINATION
Cigarette and
Lighter
Case, Holds
14 Cigarettes

An Exceptionally Popular Quality Item. \$1.35 EA.

LIBERTY
CLOCK & NOVELTY CO.
1140 Broadway
New York



\$900 PER HUNDRED
SAMPLE 25¢

Immediate Shipment.

Increase Your Sales and Make More Money Sells on Sight

The biggest flash and the only All-Bakelite Patented Unit at this Price. Not a jump spark, but protected under U. S. Pat. 1903654. Customers all boosters, no come backs.

H. O. STRIKER
6432 CASS AVE., DETROIT, MICH.
Pioneer Originator and Inventor of the First Auxiliary Coil.

LEATHER TIES & LINKED BELTS

Best Selling Items on the Market. None Better. Biggest Assortment. Money-Back Guarantee. **LOWEST PRICES.**

1 Doz. TIES or BELTS.	Per Doz.	\$2.00
6 Doz. TIES or BELTS.	Per Doz.	1.75
12 Doz. TIES or BELTS.	Per Doz.	1.60
BOW TIES Are Per Doz.		1.00
SAMPLE TIE or BELT.	Each	.25
Combination TIE, BELT and BOW TIE.		.50

ACME LEATHER NOVELTY CO.
152 Washington Street, Salem, Mass.

WRIST WATCHES

Men's Sport Model, new Cases and Dials, in 6 to 15-Jewels, Assorted, complete with Band. While they last. **\$1.85 Each**

POCKET WATCHES

In New White Fancy Cases
18 Size, Elgin or Waltham... \$1.75
16 Size, Elgin or Waltham... 2.50
12 Size, Elgin or Waltham, cased in fancy 2-tone cases. 3.00
Send for Price List.

CRESCENT CITY SMELTING CO.
"Old Gold and Silver Buyers and Refiners,"
113 N. BROADWAY, ST. LOUIS, MO.

Get Our Prices

ON

- Writing Ink
- Library Paste
- Mucilage
- Machine Oil
- Vanilla Flavor
- Soft Drink Concentrates
- Laundry Bluing

Save money by buying direct from

KING'S PRODUCTS CO.

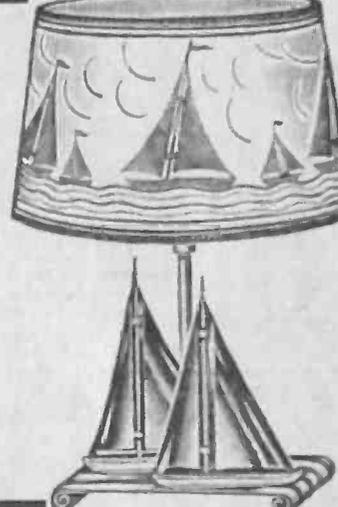
133 E. Pearl St., CINCINNATI, O.

THE MODEL BOAT SENSATION For 1936 BOAT RACE-REGATTA LAMP

No. 800—Two Chrome Sailboats, 6 1/2 inches high, mounted on metal base 4x7 inches to form a boat race. Parchment Shade is decorated with regatta scene, in colors to harmonize with the base. Shade is cellophane wrapped. Base is finished in special transparent colors to contrast and reflect the Chrome sails. Height overall, 16 inches. Shade 10 1/2 inches in diameter. Finished in Blue, Red and Green. This lamp was the sensation of the 1936 Lamp Exposition. It is certain to follow in sales the great successes of the model boats last year. Weight: 12 Shades and Bases, 20 lbs.

Sample, \$1.00 Dozen, \$10.20
Jobbers' and Quantity Prices on Request.

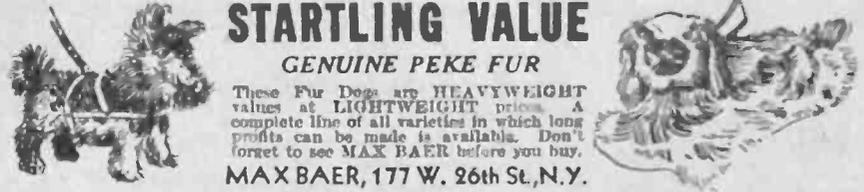
ELECTRO Manufacturing Co.
611 West Adams St. Chicago



STARTLING VALUE GENUINE PEKE FUR

These Fur Dogs are HEAVYWEIGHT values at LIGHTWEIGHT prices. A complete line of all varieties in which long profits can be made is available. Don't forget to see MAX BAER before you buy.

MAX BAER, 177 W. 26th St., N.Y.



THE ELECTRIC ENGRAV-RITE

Cuts like a chisel—writes like a pencil. Engraves on Gold, Silver, Brass, Bakelite, etc. Every One His Own Engraver—Eliminates all Mystery.

YOUR BEST SALES STIMULATOR.
If Your Dealer Cannot Supply You, Write to

CARRON MFG. CO., 407 So. Aberdeen St., Chicago



HANDI-PAD

The Sensational, New, Automatic, Heat-Control Electric Pad. Large, practical size. Advertised by Electric Companies everywhere in the country at \$2.50 Each. Our LOW PRICE makes this a sensational Premium. RUSH YOUR ORDER! Ask for FREE CATALOG! Full Cash with Sample, 1/3 with Larger Orders. Bal. C. O. D.

95c EACH Lots of 6 Sample \$1.15 Each or More

HERCULES SALES ORG., 1175 BROAD STREET, NEWARK, N. J.

LAFAYETTE MFG. & DIST. CO.

28-30 Portland St., Boston, Mass.

\$6.25 Lot 6 \$6.50 SINGLE LOTS. 5-Tube AC and DC Radio, illuminated dials, dynamic speaker 175 to 350 meters, for standard broadcasts and police calls. In attractive finished cabinet. Other Models \$5.75 to \$9.00. Send for catalog. All our radios carry 90 days guarantee. 25% deposit, balance C. O. D.

LEADER TIES

THE TIE WITH THE READY-MADE KNOT Holds Its Shape Forever.

Young and old go for it in a big way. Silk-Lined. Gorgeous Woven Materials. Satin Stripes, Jacquards, Plaids and Solid Colors. Good 50c Sellers and Steady Repeaters.

\$2.50 PER DOZEN, POST PAID

Send for Sample Dozen and Be Convinced. Money Refunded or Goods Exchanged Without Question.

M. LEVINE, INC.
Manufacturer of Neckwear, 13 North 19th Street, Philadelphia, Pa.



ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

MILLS SALES CO.

of New York, inc.

POSITIVELY has no branches in any other City or State. This company is only located at 901 BROADWAY, NEW YORK

Also at 85 Orchard St., New York.

Send all orders to the above addresses. Due to our newly reduced overhead, we are able to scale our prices down lower, thus saving you more money than ever.

For your GENERAL MERCHANDISE, NOTIONS, SUNDRIES, TOILETRIES, RAZOR BLADES, NEEDLE BOOKS, etc., order from previous ads or at lowest prices advertised and we will ship accordingly.

20 Years of Price Leadership is your assurance of getting the Best Values on the market.

Deposit on C. O. D. Orders.

MILLS SALES CO.

of New York, inc.

901 Broadway, New York, N. Y.

85 Orchard St., N. Y. C.

Open Daily & Sundays

IONIA'S ICE RINK

(Continued from page 41)

sulted in loss of several days of skating due to mild weather and cracking of ice. Attendance during the first year of the rink was several thousand. A hockey league was formed and met with fair success, but has been discontinued this year.

This year the rink was reconstructed on the same scale and size by the WPA Recreation Program and was built by five men who put in full time and even worked till nearly morning to insure skating as early as possible. The rink was opened on Christmas Day and since that time only three days have been lost when there could have possibly been skating. Due to some failures last year and the year before the skating this year is more successful, due to increased knowledge in the care of the rink and supervision of it. This year a three-inch sawdust base was laid and frozen solid, this taking several days to accomplish. The rink this year was never flooded but sprayed, resulting in about one-eighth of an inch of ice at one time and given about four to five sprayings an hour or so apart to insure freezing of first spraying until a layer of ice about three to four inches is laid above the sawdust.

A garden hose is used in spraying, as a smaller amount of water is used and prevents cracking and melting of ice, due to water being warmer than the ice. The ice is frozen every evening except when the weather is too cold, and in this case the ice is sprayed several times the next morning.

2,000 Skaters Per Week

There are two stoves furnished by the city in each front corner of the building, with a canvas draped about the openings to insure warmth for skaters in changing skates. The attendance this year has already been over 2,000 persons per week and on Sundays attendance runs near the 800 mark. There has never been any charge in connection with the skating rink. On Saturdays, and Sundays when the rink is the busiest, there is first aid available in case of accidents

Leap Year Fatal

Leap Year proved to be fatal to Herman Sher, of the Herman-Sher Company, New York, premium firm. He was married to Ruth Schantz, of Brooklyn, February 23. The wedding took place at Cottlieb's Restaurant and the couple left for a week's honeymoon cruise in Southern waters.

Mr. Sher announced that he would be back on the job soon to arrange the new premium merchandise for the spring trade.

Members of the trade sent many congratulations and good wishes to the fine young couple.

and a man of several years training and experience is on deck to administer it. During the three years of skating on this rink there has been no serious accident.

There are a few rules which are enforced by the one in charge in order to prevent accidents and help maintain the ice. Playing tag on the ice or similar games, fast and reckless skating or any out of way disorder on ice is prohibited and any person who does not abide by these rules is ejected. The rink is open for skating between noon and 9:30 p.m. every day.

POOR FOUNDATION

(Continued from page 41)

prove they have. But you old fellows watch your step, you who have been hanging onto the presidency of your fair for four generations or more. Listen, there is presidential timber coming up the line. New blood, new vitality, new strength and new vision are needed in many of our New England fairs today. Let's be sure we are not clogging up the road of progress.

Fairs are ancient if they are not all honorable. They are worthy adjuncts for improvement of the social and economic interests of our people. They will only prove helpful as they are made more practical and based upon utility values thru our State fair associations, and may I suggest thru a federation of New England fair associations we could work out more practical plans to be put into operation, get a greater uniformity of service rendered, make them cleaner and purer at the foundation head, secure more earnest and honest co-operation from all concerned and enrich their values to the community life thruout our beloved New England.

FAIR ELECTIONS

(Continued from page 41)

vice-president; H. J. Dahmer, Pendleton, secretary-treasurer; R. R. Johnson, Hardy; Milton Dolly, Pendleton; Ralph Snell, Grant; Garrett Van Metre, Hardy, directors.

Al Polkinghorn, Peggy Palkinghorn, Jack RICHMOND, Va.—Virginia State Fair Association elected T. Gilbert Wood, Roanoke, president; Henry S. Hotchkiss, vice-president and treasurer; Charles A. Somma, secretary and general manager, and Clarence T. Riddick, assistant general manager. Directors named are Berkley D. Adams, Red Oak; J. R. K. Cowan, Christiansburg; K. E. Harmon, Pulaski; J. R. Horseley, Stapleton; Carl H. Nolting, Louisa; J. Marshall Lewis, Gloucester; J. H. Quisenberry, Fredericks Hall; R. G. Vance, Waynesboro; T. Gilbert Wood, Roanoke; Charles C. Reed, Clyde H. Ratcliffe, Dr. H. W. McLaughlin, Charles A. Somma, I. J. Marcuse, Raphael Levy, Henry S. Hotchkiss, Julien H. Hill, W. J. Carter, R. B. Allport, Clarence T. Riddick, R. W. Spillman, Richmond.

MOUNT VERNON, Ill.—Mount Vernon State Fair Association elected N. K. Bond, president; R. E. Davis, treasurer; Martin Henn, secretary.

HUNTINGBURG, Ind.—Dubois County Fair Association elected W. E. Struckman president; Orville Schnarr, vice-president; J. F. Overbeck, secretary-treasurer.

BRIDGEWATER, N. S.—Bridgewater Fair re-elected A. W. Hebb, president; Harley Wile, vice-president, and J. W. Crouse, secretary-treasurer.

NATCHITOCHEs, La.—A. A. Lay, identified with Natchitoches Parish Fair Association many years, was elected president; Andrew J. Hargis, re-elected treasurer, and Sam B. Thornton, re-elected secretary-manager.

OLLA, La.—North Central Louisiana Fair elected Dallas H. Brooks president, succeeding B. E. Zeagler; H. Vinyard,

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- * EASTER GOODS
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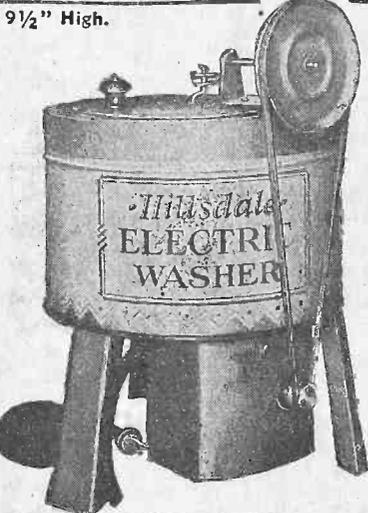
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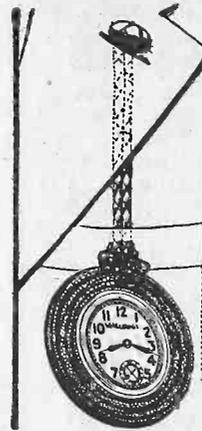
Canvassers—Crew Organizers—Retailers. Make great extra profit for yourself. Bottle Perfume under your own name at low cost. We supply perfume, bottles and full information. In our complete line of fine quality odors, made for repeat sales, you will find every popular type of odor in demand today. The Bulk Perfume Co. products will do full justice to your own label. Write, stating needs.

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Hotsy Fanny Dancer, Jocko Elephant. Doz.65
Snap Back Trick. Doz.35c; Gro. 3.75
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Order today and be prepared for your Easter Holiday Business.

EXHIBIT SALES CO.

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GARDEN ORNAMENTS—

(Continued from page 58)

several price classes for this goods which is considered to be of unusual quality.

Plans are already being developed for capitalizing on the flash and variety of the new line of this merchandise. The novel forms of construction and the clever methods of decoration have been largely responsible for the increasing popularity of this class of goods, which also includes bird baths, crystal globes, sun dials and flower crockery of a decorative nature.

Altho for a number of years the efforts to cultivate this field were limited, it has been only in recent warm-weather seasons that the full potentialities of the market have been seen. Merchandise and premium men predict that with complete business recovery now well on the way the coming season will be the greatest yet for this class. And coincident with this prediction, the manufacturers are offering a line of garden ornaments that for variety and quality are without precedent.

BUILDING CLASS—

(Continued from page 58)

without doubt, create further confidence in the item itself.

The industry has generally advanced to the point where advertising splurges have been removed from packaging. This is decidedly helpful. The addition of small circular matter to the package, explaining the item and giving necessary directions, has proved more useful and more to the approval of the consumer.

Many of the features of intelligent promotion must be taken into consideration in bringing about a class value consciousness for an item.

The processes listed here are but elementary steps in the issuance of the item on the market. The steps which follow after its introduction are also important.

FINAL CURTAIN—

(Continued from page 29)

following a long illness. She was for many years acclaimed London's favorite vaudeville singer and pantomime star. She toured America in 1912 and 1913.

STEWART—Mrs. Orville F., in a Northern Florida hospital February 22. She was formerly a performer with Sells-Floto Circus and later designer of wardrobe. She married Curley Stewart 16 years ago when both were with that show. Injuries suffered while a performer, from which she never fully recovered, undermined her health. Interment at Manasota Burial Park followed largely attended funeral services at Sarasota February 26.

VAN DELL—Fred C., 39, comedian, known professionally as Hap Van, in San Francisco February 22 of spinal meningitis. He was recently associated with Station KYA San Francisco. Survived by his widow, Mrs. Myrtle Van Dell, of San Francisco, and his mother.

VAN WYCK—William P., purchasing agent of Radio Corporation of America, at his residence in New York February 20.

WEISSMAN—Reuben, 81, known as the "Grand Old Man of the Jewish Theater," at his home in New York February 24. Preceding his retirement 25

years ago, he was active as playwright, producer and organizer of the Hebrew Actors' Union and Theatrical Alliance for more than 30 years. A native of Russia, his first theatrical appearance here was with a troupe of actors from that country. Weissman was a close friend of the noted Jewish tragedian, Jacob P. Adler. Surviving are three daughters, Mrs. Rose Bernard Weisberger, Mrs. Dora Shorr and Mrs. Bessie Bain, and a son, Samuel. Services were held February 25. Interment in Washington Cemetery, Brooklyn.

WILLIAMS—Harold (Bill), 34, former newspaper man and recently connected with the editorial department of the New York office of *The Billboard*, February 22 in New York. Prior to his death he had written a play which he was trying to have produced. Survived by his mother, father and brother. Body was shipped home to Cleveland for burial.

WILLIAMS—George Albert, 82, character actor of the silent picture days, at his home in Los Angeles February 21 from a heart attack. Funeral services February 24. Surviving are his widow, Mrs. Florence Williams; a son, Clinton H. Williams, and a daughter, Maude E. Williams.

WILSON—Father of Terry Wilson, well-known English vaudeville comedian, February 7 at Bolton, England.

Correction!

Anthony W. (Babe) Buckner, who years ago operated Buckner's Dog and Pony Show, died February 14 at his home in Battle Creek, Mich., and not in Ann Arbor, Mich., as mentioned in last issue.

MARRIAGES

AMES-LAUTENSCHLAGER—Frank Ames, yodeler at the Alpine Village, Cleveland, recently to Doris Lautenschlager, of Canton, O., at St. Paul's Lutheran Church, Massillon, O.

DONOHUE-ROLF—Jack Donohue, American dance director, and Tula Rolf, Scandinavian film star, in London February 26.

ENGFORD-ESPENSCHIED—Harry Engford, 30, contortionist and hand balancer, currently working Milwaukee night clubs, and Lois E. Espenscheid, 22, nonprofessional, in Milwaukee February 19.

KLARRY-EARLY—William Klarry, general booker for the Krim Brothers theaters in Detroit, February 22 to Evelyn Early in Indianapolis.

ONEKER-LEIBENSBERGER—Louis Oneker, former minstrel man, and Geraldine Leibensberger, nonpro, were married at the Little Church Around the Corner, New York, February 19.

SEIGER-HOPKINS—Rudy Seiger, violinist, and Mrs. Samuel Hopkins, nonpro, in San Francisco February 25.

SEVASTIANOV-BARONOVA—Gerald Sevastianov and Irina Baronova, premiere ballerina in the Monte Carlo Ballet Russe, at Columbus, O., February 19.

TERRELI-EMMONS—Clarence Davis Terrill and Eunice Emmons at the Little Church Around the Corner, New York City, February 22. Miss Emmons is a member of the vaudeville team of Al

(See MARRIAGES on page 77)

LETTER LIST—

(Continued from page 23)

- | | |
|-------------------------|-----------------------------|
| Murray, T. E. (Blackie) | Schwitzer, J. H. (Frenchie) |
| Nelson, H. L. | Sells, Virgil |
| Nolte, I. E. | Sistrunk, John |
| Okada, George | Smith, J. W. |
| O'Brian, Lou | Stober, Tex |
| O'Marr, Orion | Valentinos, Flying |
| Oiler, Doc | Van Orman, Ray |
| Palmer, H. S. | Vinson Jr., Jack E. |
| Palmer, John | Wald, A. |
| Pfeifer, E. W. | Wangenstein, Geo. |
| Pratt, Frank | Williams, Barney |
| Ready, R. M. | Wilson, Gill |
| Rohn, T. W. | Wingert, Billie |
| Ross, Al | Yager, John |
| Ross, Jack | Zschille, Fred |
| Sarr, Whitey | |

MAIL ON HAND AT DALLAS OFFICE

401 Southland Life Bldg. 1416 Commerce St., Ladies' List

- | | |
|----------------------|--------------------|
| Archer, Mrs. Evelyn | Green, Eula |
| Ballard, Mrs. Lillie | Hampton, Arline |
| Bryer, Mrs. Mabel | Jepson, Judy |
| Calkins, Mrs. Pearl | Kelley, Mrs. Edith |
| Cassady, Mrs. Ida | King, Mrs. Billy |
| Cook, Juanita | Langar, Patricia |
| Covington, Mrs. | McFee, Mrs. Mary |
| Iona | O'Day, Mrs. Calvin |
| Desmuke, Kathryn | Smith, Mrs. Wylene |
| Noble | Stewart, Mary |
| Gilbert, Reba A. | Stone, Mrs. David |
| Goat, Versa | Thames, Mrs. Helen |
| Gould, Evelyn | |

Gentlemen's List

- | | |
|-------------------------|--------------------------|
| Adams, J. C. | Ellis, Ralph |
| Albert, Jack | Ererton, Capt. |
| Alfred, Jack & June | Farmer, Wm. E. |
| Allen Jr., Frank | Farrar, Bill |
| Allen, Leo | Fielding, Ed T. |
| Allen, Sunny Boy | Foss, Jack |
| Archer, Whitey | Frost, Jack |
| Auskings, Clarence | Gee, Raymond |
| Bedell, G. B. | Gorden, Daron |
| Brad, Fred | Gorman, Danny |
| Brown, Raleigh | Hall, Geo. B. |
| Brunk, H. L. | Haverstock, Harvey |
| Carter, Fred | Heller, Red |
| Castine, Bruce | Henderson, T. M. |
| Chevena, Jimmy & Louise | Hicks, Hampton |
| Clark, I. J. | Hull, Jimmie |
| Coble, Albert | Hume, F. W. |
| Cole, Clarence | Irving, S. L. |
| Cole, Clyde | James, Dock |
| Conway, John Red | Karns, Clifford |
| Cooper, Tex | Kelly, Frank J. |
| Curry, Harry | Kennedy Sisters Co. |
| Cummings, William | Knight, Felix |
| Darr, Gray Shows | Koons, Jack |
| DeLoach, Vernon | Lamar, Joe |
| DeWitt, J. E. | Langly, Mack |
| Donahue, Daniel | La Rene, Bobbie |
| Donath, Joe | Leavitt, Larry |
| Edlin, I. A. (Ted) | Lee, Alvin B. |
| Edwards, Dick | Leeper, Jack |
| Edwards, Jack | Leonard, E. A. |
| Egan, Red | LeRoy, Edw. |
| Egan, Rubie | Lewis, Ike |
| Eiseman, L. | Lopez, Manuel |
| Ellensburg, J. E. | Maehoney, J. J. |
| Ellis, R. C. | McDonald, Edw. (Frenchy) |
| McNeeley, Tom | |
| Miller, Brownie | |
| Miller, Sidney P. | |
| Moore, C. E. | |
| Mumma, Joseph B. | |
| Nelson, M. J. | |
| Nickles, Harry | |
| Northup, Jess | |
| O'Dare, Al | |
| O'Shay, Dannie | |
| Palmer, W. F. | |
| Parker, Chas. M. | |
| Rangey, Eddie | |
| Rogers, Roy | |
| Roach, Pat | |
| Rogers, Buddy | |
| Scott, C. B. | |
| Sederquist, Harvey D. | |
| Seifer, Howard | |
| Sherman, Jack | |
| Sherman, John | |
| Slater, C. E. | |
| Stanley, Walter | |
| Stocker, David A. | |
| Stoneman, Joe | |
| Tappen, Circus | |
| Shorty | |
| Thomas, Curly Fred | |
| Walker, Ralph | |
| Walker, Harry L. | |
| Walker, J. C. | |
| Ward, Dick | |
| Warren, Jack | |
| Wheeler & Revere | |
| Williams, S. B. | |
| Woods, Johnnie | |
| Wortham, Jack | |
| Yager, R. E. | |
| Young, Roscoe | |
| Stone, Frank | |

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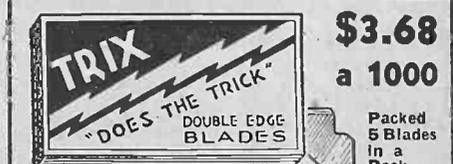
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| Zenith S. E. Blades, Per 100 | .65 |
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| Continental Blades on Display Card, Per 100 | .85 |
| 27" Black American Shoe Laces, Gr. | .40 |
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	Shav. Creams, Dent. Creams Popular Brands, 25c & 35c Sizes, Per Gross	4.80
	Aspirin Tablets, 12 to Tin, Gross Tins	1.75
	Petroleum Jelly, No. 2 Size, SPECIAL, Gross	2.45
	Peroxide, 4-Oz. Size, Per Gross	3.90
	Adhesive Plaster	
	1/2" x 1 Yd. Gross	2.00
	1/2" x 1 Yd. Gross	2.50
	1/2" x 5 Yds. Gross	5.25
	1/2" x 2 1/2 Yds. Gross	5.25
	Fuse Plugs, 10 to 30 Amps, Per 100	1.30
	Spices, Pure Ground, Ass'd, 2-Oz. De Luxe Tins, Doz.	.36
	Pencils, Yellow Hexagon, Gilt Band, Red Eraser, U. S. A. Gross	1.44
	Flashlight Bulbs, Assorted, Per 100	1.00

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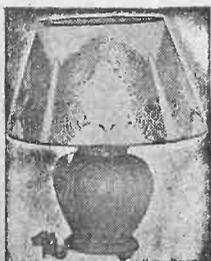
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(All Blades Cellophanned, Packed 5s.)
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No. 608—19" High, Shade 18". Sample, \$1.25.

NEW ITEMS

(Continued from page 59)

mounted on a 7-inch high filligree background of metal decorated in verde green, and another circular background of the same type, 5 inches in diameter.

Combination Pen Stand And Ciggie Lighter

A new attractive pen stand and cigaret lighter combination was recently introduced by Diecasters, Inc. Set has a polished chromium and satin enamel base. Pen holder and seat of lighter are in polished chromium. Lighter is a combination of rich enamel and chromium and the pen itself is black with a two-tone gold plated point. This new set sells at a remarkably low price and it is expected it will be one of the most successful items of the season.

New Cleaner Crystals

A new discovery, Nap-Ta-King, makes cleaning fluid at 2 1/2 cents a gallon. It is said to be odorless, non-explosive and will not harm the skin or most delicate fabric. Cleans silks, woollens, rayons, rugs, upholstery, china, glass, woodwork, tiles, etc., of all stains and grease spots. Excellent demonstrator. Being marketed by the Goodrich Company. Inquiries forwarded promptly.

Campaign Hat, Paper Weight

Hershey Metal Products, Inc., has introduced a clever novelty to catch the campaign trade. It is a metal paper-weight hat and pencil holder combined. Catering to both parties, the low-priced novelty is said to be getting a good bit of the early campaign business.

PUBLIC LIABILITY

(Continued from page 42)

Association Indemnity Corporation of California, a company of excellent standing, with offices in San Francisco.

The rates will be 10 per cent less than the 1935 manual rates as published by the National Bureau of Casualty and Surety Underwriters, or 10 per cent less than the 1936 rates yet to be published by that body, if such rates are lower than the 1935 rates, but in any event the reduction in rates will not be in excess of 25 per cent lower than the 1935 rates unless the 1936 rates are more than 25 per cent lower than the 1935 rates, in which event the new rates will be the same as those published by the National Bureau of Casualty and Surety Underwriters.

The above principle of reduction will be applied to the minimum premium as well as the specific rate on each device.

There will be no 25 per cent charge for additional interests where there is a common interest, such as between owner and concessioner or owner of park and lessee-operator or park. However, if additional contractual liability is assumed by the insured, an extra charge will be made commensurate with the

contractual liability assumed.

This insurance will be written in every State of the Union, but the reduction will not apply where it is unlawful under the State laws for the charges to be less than the rates published by the National Bureau of Casualty and Surety Underwriters.

The policies of the Associated Indemnity Corporation will be based upon \$5,000 and \$10,000 limits, but excess coverage will be arranged whenever desired, using the same rate base and credits as for the lower limits. The policy form will be substantially the same as that which has been employed in the past.

Experience credits that have been earned by parks, pools, beaches and concessioners and credited to the rates in the past will be applied to the new rates in the same percentages of credit.

Rates for years after 1936 will be based upon the experience record of the policy holders and will be decided upon by the company in conference with the insurance committee of this association.

Also Profit-Sharing

In addition to the reductions and benefits above outlined, a profit-sharing plan will also be a part of the arrangement. On or before the July 31 next following the expiration of the policy a statement will be prepared by the Associated Indemnity Corporation showing the premiums earned and actually paid to the company by all active members of the National Association of Amusement Parks, Pools and Beaches insured under this or any other amusement park public liability policy issued by the company and this shall be taken to represent income. Losses incurred, including the estimated value of reserves for unpaid claims and the overhead expense to the company, shall be taken to represent outgo. This overhead shall be the actual operating expenses of the company, but shall not exceed a fixed total of 42 1/2 per cent of the premiums earned and paid. The difference between the total of premiums paid to the company and the expense shall represent the profit, and 60 per cent thereof, less any and all premiums earned but not paid to the company, shall be paid to the insured pro-rata to premiums paid by all active members of the National Association of Amusement Parks, Pools and Beaches.

For the protection of the policy holders the company has arranged aggregate excess insurance with financially large reinsurers so that, if the losses from claims exceed 57 1/2 per cent of the premium, the reinsurers will pay all losses up to 100 per cent of the premiums. Should the cost of losses exceed 100 per cent, any excess will then be taken care of by the Associated Indemnity Corporation.

Adequate engineering inspection, claim service, legal defense and all services incidental to claims will be provided by the company to all policy holders.

The policies will be for one year and no policy holder will be obligated for a longer time, but the company and the association feel that the plan should be tested over a period of at least three years in order to give it a fair trial and the coverage with the reinsurers has been arranged for on a three-year basis.

John L. Campbell, Baltimore, who has

been instrumental in working out the plan in co-operation with the insurance committee of the association, will write all insurance either direct or thru agents designated by him. All payments of premiums will be made to the Associated Indemnity Corporation.

In addition to the public liability insurance coverage referred to above the company will also write workmen's compensation, automobile, burglary, plate glass and other forms of casualty insurance and would like the members to also place these forms of coverage with them whenever it is possible.

The National Association of Amusement Parks, Pools and Beaches, thru the activity of its insurance committee and the president and other officers of the association, has devoted a great deal of time and effort in conjunction with the officers of the Associated Indemnity Corporation and John L. Campbell to work out this plan, and with the completion of the final details the association recommends this insurance to its members and the industry as a sound proposition and one which will benefit all park, pool and beach owners as well as operators and concessioners who take advantage of this policy.

In order that the policy holders may be assured of maximum participation in the profits the co-operation of all members of the industry will be needed. All who are interested in this insurance are urged to fill out the inclosed form and mail promptly to A. R. Hodge, secretary of the association, so that Mr. Campbell may furnish prospective policy holders with full information and make arrangements with them for placing this insurance.

Those who are not now active members of the association are requested to fill out the application, also inclosed, and send it in, as this policy will not be written for any parks, pools, beaches or concessioners who are not active members of the National Association of Amusement Parks, Pools and Beaches.

Prompt action is imperative, as no insurance will be placed until the properties of the assured have been inspected and approved by the engineers of the insurance company. This work will take a great deal of time and those who signify their intention to participate in this very favorable plan will make it much easier to finish the work facing the company by acting without delay.

Very truly yours,
A. R. HODGE, Secretary.

Seen as a Beginning

Much careful thought was given to the entire public liability situation during the last convention of the NAAFPB both by the board of directors and the membership generally. The entire situation was placed before the convention by N. S. Alexander, chairman of the committee, and the convention instructed the board to proceed with the plan as outlined by the committee and make it available to the industry after certain minor details had been agreed upon with the carrier and approved by legal counsel for the association.

This happy solution to our public liability insurance problem, it is felt, will go down in history as one of the outstanding achievements of the association. It is also felt that it is only a beginning of what can be accomplished in this direction and its enthusiastic reception by so large a number of operators thus far insures its universal adoption and success.

MADISON, Wis.—Madison, male lion cub, born January 7 to Duchess in Vilas Park Zoo, died on February 21 of convulsions. Dolly, sister of Madison, is apparently in good health.

Conditions in Canada

OTTAWA, Can.—Canada's most prosperous quarter in a number of years was the last quarter of 1935—October, November and December. Total trade in this period was considerably larger than in any other quarter of 1935 and showed a marked increase over any similar period since 1930. Internal trade showed practically the same trend. Retail sales for the last quarter were greater than in any quarter of the year or any similar period in any year since 1931. Car loadings during this period totaled 638,701 cars compared with 627,623 cars in the last quarter of 1934.

The Dominion's total trade with the world in the last quarters of 1935 amounted to \$388,908,739, an increase of nearly \$57,000,000 over the corresponding period of 1934 and representing slightly more than 30 per cent of the 12 months' trade. Domestic exports totaled \$237,486,793 compared with \$194,147,544 in the last quarter of 1934 and imports increased by \$11,000,000 to \$147,278,245. Mainly responsible for the increase in foreign trade were exports of wheat, fisheries' products, planks and boards, newsprint and non-ferrous metals.

Canada's 1935 peach crop is estimated at 715,000 bushels, an advance of 75 per cent over the 1934 crop of 407,000 bushels. The crop in Ontario was reported as 674,000 bushels, or double that of 1934. British Columbia, the other commercial peach-growing area, produced 40,135 bushels.

In general the quality of the 1935 crop was good and a wide market distribution was obtained. Truckers were an important factor in the movement of the Ontario crop, transporting loads as far east as Montreal and into Northern Ontario. As a result of this distribution and the quantities absorbed in the canning trade, the large crop was disposed of at prices only slightly lower than in 1934.

Nurserymen reported sales of 97,000 peach trees in 1934 and estimates for 1935 indicate this number has been exceeded by 40,000 trees.

The total exports of cattle from Canada during 1935 reached 112,771 head, the largest movement in several years.

MOST POPULAR MATCH KING

\$1.50

DOZEN IN GROSS LOTS

Petite Flask Model, genuine Match King, in lustrous nickel finish. Regularly retailed at 50c and more, now can be sold fast at 25c. Full flint model. New goods, no seconds. Order No. B01. Per Gross, \$18.00; per Dozen, \$1.80.



Catalog on request! State your business. 25% Deposit Required on C. O. D. Orders.
JOSEPH HAGN COMPANY
"The World's Bargain House," Dept. BB,
217 W. Madison St. Chicago, Illinois.

Celebration Marks 50th Aluminum Anniversary

A recent dinner given by the Electro-Chemical Society celebrated the 50th anniversary of Charles Martin Hall's discovery of the process of aluminum reduction thru electrolysis.

At one time aluminum was one of the most expensive commodities known—costing something like \$500 a pound. As a direct result of Hall's discovery and the consequent increase in volume use of aluminum the price has gradually been reduced until today aluminum is on the market for less than 25 cents a pound.

It is interesting to know that the beginning of the revolution in aluminum production was instituted by a 22-year-old boy living in Oberlin, O. He was first attracted to his experiments by notice of repeated statements that the metal was very abundant but could not come into general use until a cheap method could be devised for separating it from its original ores.

The Aluminum Company of America, one of our great corporations today, was made possible and indirectly brought into being by the vision and patience of the 22-year-old Ohio lad.

Nautical Novelties Are On the Upgrade

For years nautical novelties have been great favorites with the public. For some time in recent years, however, they were thought to have lost their fascination and indeed they were seen with less and less frequency on the novelty counters.

Novelty men and manufacturers who had had long experience with the items with profitable results turned their attention to restoring nautical novelties to their proper place in the field. They decided to present them in greater variety, more modern forms, and in several price categories. The manufacturers have done an excellent job of combining the qualities of necessities with nautical appeal.

That the step has been a wise one is reflected by the popular acceptance in recent months of the nautical book-ends, pencil-sets, match holders, cigaret boxes, ash trays, thermometers, desk pads, desk sets and others. Formerly these items were available in only a few forms and in a limited price range for the most part, but the widened range of variety and price has stimulated a renewed interest and demand for novelties of this character. The many-fold attractions of this class merchandise for the public, including their usefulness as gifts, their modern, colorful appearance and their every-day serviceability augur well for the continuance in public favor of this type of item.

LONG ISLAND

(Continued from page 44) himself a little bit more familiar around the community. . . . Louis (former po-

EVEREADY FLASHLIGHTS



sell in the millions on their own. No wonder they're the best "selling" premiums you could use!

for special trade prices, write NATIONAL CARBON COMPANY, INC. P. O. Box 600, Grand Central Sta., New York City. Unit of Union Carbide and Carbon Corp.



Great Sale-While They Last

MEN'S STRAP WATCHES—10 1/2 Ligne Swiss Chromium Cases, Gilt Dials. \$22.00 Price Tag in Box, In Lots of 6, 6-Jewel, \$3.00 Ea.; 15-Jewel, \$4.00 Ea. NEW STYLE LAPEL FOB WATCHES, Ass't. Colors, 6 J.—RB, Each \$3.50 15 Jewels—RB, Each \$4.00

WALDEMAR CHAINS—As Low as \$1.50 Dozen. ELGIN AND WALTHAM. 18 Size, Railroad Model Case, 7-Jewel, \$2.00

15-Jewel, \$2.50; 17-Jewel, \$2.75. 16-Size, 7-J., Yellow Tornado Cases with black enamel border, In Lots of 6, Each \$2.50 Same in 15-J., \$3.00; 17-J., \$3.50. SPECIAL PRICES FOR QUANTITY USERS. 25% Deposit, Balance C. O. D. Send for Catalog.

N. SEIDMAN 173 CANAL ST., Dept. D, NEW YORK, N. Y.

Buyers' Directory

The Billboard maintains a Buyers' Directory Department. This is for the general use of readers who are looking for either the source or the address of a supply house. Our 41 years of publishing experience in the novelty, premium, prize, gift and specialty merchandise field has enabled us to build up indexes that include from one to fifty sources of supply for over five thousand separate items.

INSTRUCTIONS

- (1) This service is free. Please feel at liberty to call on us as often as you wish. (2) Be sure to include your address on both the envelope and stationery used. (3) Address all communications to Buyers' Directory Department, The Billboard, 25 Opera Place, Cincinnati, Ohio. (4) Please give to us specific questions. Do not ask for general lines of merchandise or for a particular quality. We will make no recommendations which will favor one firm over another.

IMPORTANT

We do not answer inquiries direct. Your name will merely be forwarded to the sources of supply of those items you inquired about. Therefore do not inclose self-addressed and stamped envelopes; these will be disregarded.

DO YOU KNOW THESE?

The Billboard would appreciate information on the following—Book close-out sales. Replacement Parts for Dexter High Speed Roller Skates.

lice commish) Saltzman doing fine over in New York with his Cafe Loyale. He may have a summer spot somewhere on the Island. . . . Long Beachers are strong for the reduction or elimination of the toll on the Atlantic Beach bridge, charging it interferes with biz. Mrs. William Austin (Irene Delroy) back at her first love, the stage. . . . One good summer, municipal officials insist, will bring in enough coin to put the city of Long Beach back on its feet.

ROSTER OF

- (Continued from page 42) M. H. Barnes, Paul H. Huedepohl, Paul C. Morris. Executive—Harry C. Baker, Richard F. Lusse, Paul H. Huedepohl, Harvey J. Humphrey, A. R. Hodge, George H. Lauerma, A. L. Filograsso. Exhibits Arrangements—*N. S. Alexander, **Richard F. Lusse, Harry C. Baker, A. R. Hodge. Finance—*A. W. Ketchum, **Herbert F. O'Malley, Harold D. Gilmore. Foreign Relations—*John M. Friedle, **Leonard Thompson, Richard F. Lusse. Historians—W. F. Mangels, R. S. Uzzell. Labor Day—*J. E. Lambie Jr., **C. C. Macdonald, Fred W. Pearce. Legislative—*Fred L. Markey, **Fred E. Wesselman, A. Joseph Geist. Membership—*H. P. Schmeck, **Paul C. Morris, John Logan Campbell, Fred Fansher, E. E. Foehl, Arthur E. French, F. P. Harris, W. St. C. Jones, C. F. Keller Jr., George H. Lauerman, Raymond Lusse, Roy Staton, R. S. Uzzell. Membership Rate Investigation—*Rex D. Billings, **F. W. Henninger, C. M. Gerhart. Music Royalty—*Herbert F. O'Malley, **John J. Carlin, Irving Rosenthal. Nominating—*A. W. Ketchum, **Roy Staton, Harry A. Ackley, William D. Acton, J. E. Lambie Jr., Fred W. Pearce. Pool and Beach—*Paul H. Huedepohl,

**Charles H. Schroder, N. S. Alexander, Arthur E. French, Charles F. Keller Jr., A. B. McSwigan, A. K. Morgan, George R. Morris, C. H. Potter, Mack Rose, Ray Steck.

Program—*Paul H. Huedepohl, **Paul C. Morris, George A. Hamid, A. C. Hartmann, Sylvan Hoffman.

Public Liability Insurance—*N. S. Alexander, **Leonard B. Schloss, Richard F. Lusse, A. B. McSwigan, Fred W. Pearce, H. P. Schmeck, Edward L. Schott.

Publicity—*Paul C. Morris, **A. C. Hartmann, Sylvan Hoffman, C. F. Keller Jr., Johnny J. Kline.

Reception and Social — *Richard F. Lusse, **George H. Lauerman, Harry A. Ackley, N. S. Alexander, L. G. Anderson, Rex D. Billings, John Logan Campbell, J. L. Coleman, George H. Cramer, Frank P. Duffield, Fred Fansher, E. E. Foehl, Abe Frankle, Arnold P. Gurtler, George A. Hamid, Paul Heinze, A. R. Hodge, Paul H. Huedepohl, J. E. Lambie Jr., Raymond Lusse, Fred L. Markey, Paul C. Morris, Fred W. Pearce, Robert L. Plarr, Ray Steck, Theo Toll, George F. Trier, R. S. Uzzell.

Reception and Social, Ladies—*Mrs. Richard F. Lusse, **Miss Ida Cohen, Mrs. Harry A. Ackley, Mrs. R. N. Anderson, Mrs. P. M. Killaly, Mrs. Raymond Lusse, Mrs. H. P. Schmeck, Mrs. Ray Steck, Mrs. George F. Trier.

Resolutions — *Harvey J. Humphrey, **Edward L. Schott, Arnold B. Gurtler.

Safety Code — *Richard F. Lusse, **Dudley H. Scott, N. S. Alexander, R. N. Anderson, George J. Baker, R. E. Chambers, Fred A. Church, George H. Cramer, Frank W. Darling, W. F. Mangels, Leonard B. Schloss, H. P. Schmeck, R. S. Uzzell.

Service Awards—*F. W. Henninger, **Rex D. Billings, Dudley H. Scott. Swim for Health Week—*Paul C. Morris, **Arthur E. French, A. K. Morgan, Mack Rose, Ray Steck.

Transportation and Freight Rate—*R. S. Uzzell, **George H. Cramer, Richard F. Lusse.

*Chairman; **vice-chairman.

With the Zoos

NEW ORLEANS. — Pneumonia and tuberculosis, which have hit Audubon Park Zoo, struck again when Old Bill, an eland, died, after being in the park nearly 12 years. He has been mounted and will be placed in Louisiana department of conservation showroom downtown. Samson, head lion of the zoo, whose former mate, Delilah, 12 year old, died of tuberculosis, has been mated with Rose-Marie, born in the zoo in 1928 and seven years younger. Worst winter weather ever experienced in this part of the deep South, with plenty of rain, sleet and snow, has been hard on zoo management. Tarpaulins were spread over all open cages, with keepers working long hours. Fires were kept going day and night. Weather delayed extensive work being done thru WPA on improvements.

CANTON, O.—Ten small animal cages and one large cage for flying birds have been presented to Nimisilla Zoo here by Meyers Lake Park Company, which has discontinued its zoo. Carl Weis, zoo superintendent, has installed the cages along the northwest border of the zoo. A new workshop and soil storage pit has been completed by WPA. These new facilities will enable the zoo to house a larger number of animals and birds.

MILWAUKEE—Appropriation of \$634 for an auxiliary heating unit in the main building of Washington Park Zoo was made by city council finance committee, following a report by Ernst Untermann, zoo director, that present equipment might fail on a cold night. His request that two half-time laborers be employed at full time at a cost of \$1,461 more a year was sent to the board of estimates.

HOUSTON—Water rats invaded the zoo last week and did considerable damage. Turtles (large species) were the greatest sufferers as they, being in a state of semi-hibernation, would not draw their feet and heads into their shells, said Hans Nagel, custodian. Bub, publicity-loving chimp, has again made the front pages. Bub was handed another match, which he concealed from keepers until late at night, when he lit it and set fire to the building, creating a couple hours' excitement.

B & N's MARCH SPECIALS

- NEW BENACO—De Luxe Double-Edge, Blue Steel Blades, 5 to Box, Cello. Wrapped. Per 100. 45c BENACO—De Luxe Single-Edge Blades, 5 to Box, Cello. Wrapped. Per 100. 70c PENLITES—Complete with Battery and Bulb. Dozen. 1.50 STYPTIC PENCILS—In Unbreakable Vials. Per Dozen. 25c ASPIRIN—12 to Tin. 1.75 Gross Tins. BENACO SHAVING DEAL—Styptic Pencil, Soap & 5 Benaco Blue Steel Blades, in attractive box. Doz. Boxes 80c MOTH TABS—Jumbo Size. Dozen. 54c MOTH TABS—10c Size. Dozen. 33c SUNSHINE POLISHING CLOTH—12x18, Cello. Wrapped. Dozen. 80c FACIAL CLEANSING TISSUES—Dozen Packages. 60c SPICES—3-oz. Assorted, Black Pepper, Cinnamon, etc. Dozen. 60c BENACO SHAVING SOAP—Dozen Bars. 20c LACES—27-inch, Mercerized, Best Quality. Gross. 75c LORRAINE SHIFFRA DE LUXE TOILETRIES—Hand Lotion, Face Cream, Hair Tonic, etc. Dozen. 60c FLORSHEIM BLADES—Heavy Duty Steel. 100 for. 1.00 Please include 25% deposit on all C. O. D. orders.

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The Pittsburgh and Detroit Stores are OPEN SUNDAYS From 9 A.M. to 1 P.M. for the Convenience of OUT-OF-TOWN CUSTOMERS.

B & N SALES — Same Day Service

DALLAS, TEX.—We have just opened this store at 1914 Main Street for the convenience of our South and Western customers.

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RED HOT

- POT CLEANERS—Silver color, fine mesh, made in U. S. A. Dozen. 20c COMBINATION DARNING KIT AND PIN CUSHION—Contains six bobbins assorted colors Darning Cotton, Two Sewing Needles and Plated Thimble, complete in Case with Mirror. Dozen. 60c RUBBER SPONGES—Real live new stock Rubber, asst. colors. Doz. 30c TOOTH BRUSHES IN CONTAINERS—Fine quality Tooth Brush in celluloid sanitary transparent container. Dz. 65c FREE—New Catalog Just Out. 25% Deposit, Balance C. O. D.

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FOR JOBBERS ONLY

We wish to thank those jobbers now on our books for the fine sales of our line of Lamps, Bed-lights and Novelties. We know that profits you will make from the Madevell line will warrant your continued patronage.

NEW JOBBERS

who have not yet discovered the Madevell line! We extend to you a cordial invitation to write for further detailed information about our Bigger-Profit line.

MADEVELL LAMP & SHADE CO., Inc. 16 W. 19th St. New York, N. Y.



The WAX IS IN the PAD PAD-Y-WAX, the hand Waxing PAD that contains enough of the finest grade wax to completely wax a car or a household of furniture—sells at 20c with a large margin of profit to you—a BIG REPEATER and something entirely new and labor saving. Jobbers and Agents Wanted—write for sample.

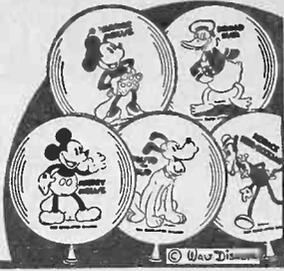
PAD-Y-WAX CO., Inc., 25 Broadway, New York City

SAY "I SAW IT IN THE BILLBOARD."

OAK BRAND • HY-TEX BALLOONS

NEW MICKEY MOUSE "PRINTS"

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Men's and Ladies' Sizes. 12 distinct Patterns, Chrome or Gold. CASH IN ON THIS RED-HOT SELLER.

NEW PRICE
\$22.50 gr. \$2.00 dz.

Send \$2.00 for 12 Samples No. 71.

Send for our New Catalog—showing hundreds of beautiful items suitable for Re-sale—Premiums—Prizes, etc.

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Distributors WANTED



Retail Price, \$1.00. Full Enameled in Three Colors.

MINIATURE SPORT FOPS ARE NEW—OVER 50 SUBJECTS

Scotties, Horses, Elephants, Duck, Chaplin, Vallee, Ships, Anchors, Wheels, Cupid, Hearts, Question?, Love Nest, Wedding Bell.

WINE, WOMEN, SONG, Etc.

Beautifully Enameled. Gold or Silver Finish.

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10 Assorted Samples, \$1.00.

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Plain Bar Illustrations 1/2 Actual Size

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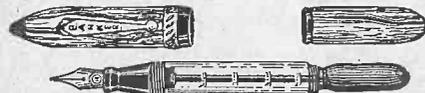
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E. Z. WAY AUTOMATIC STROPPER



W. M. MFG. COMPANY,
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EVERYTHING IN THE FOUNTAIN PEN LINE for Window Demonstrators and Premium Buyers. Get in on my new deal. Banker Pen & Banker Blades. Get away from the 5 & 10 stuff. Send for new Price List.



JAS. KELLEY, the Fountain Pen King, 487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

ELGIN—WALTHAM WRIST WATCHES
Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.
H. SPARBER & CO.,
106 North 7th Street, St. Louis, Mo. **2.95**

PAUL HOUCK WANTS
Capable Store Pitchmen (no knockers). Mary Regan, Buffalo Cody, Clayton write. 210 Monroe Ave., Detroit, Mich.

LOOK — JOKE — FUN

April Fool will soon be here. The joke fans will never find a device that will measure up to the calibre of our Auto Joker, or Whiz Bang, for its thrill and fun. Also now contracting Display Fireworks for Fourth of July, Parks, Fairs, etc. "From the Door of Our Factory to You."
ILLINOIS FIREWORKS COMPANY,
P. O. Box 792, Danville, Ill.

PITCHMEN

by BILL BAKER

(Cincinnati Office)

"FINALLY GOT THAWED . . . out following the cold spell and have been clicking with blades and watches here in St. Louis," pipes B. E. (Frenchy) Thibaut. "Those ace tie form workers, Art Cox and Bill Westfall, were here working a store two weeks ago and took plenty of the long green when they departed for Kansas City. Frank Libby has been escaping the cold weather by doing his glass cutting act in a local chain store. When he makes a passout the cash register plays to the tune of the *Music Goes 'Round*. Other knights of the tripes and keister who are here include Jimmy Ross, flukum and horn nuts; Smitty, glass cutters; Chambers, flukum; Seigel, sharpeners, and my partner, Al Rice. Will soon leave here for the coal mines of Southern Illinois. Would like to read 'em from Bob Miller, Sam Coe, Joe Morris, Frank Vail. Here's hoping 1936 proves a red one for all."

"SEE WHERE A COUPLE . . . of the boys want me to shoot a pipe," scribes W. G. Wheatley from Mullins, S. C. "Snowing here to beat the band as I write this pipe. Hear of my old friend, George Bedoni, going to his last reward. He sure was a real trouper. Doc J. A. Speagle paid us a visit the other night. Was good to see him. He said things were fine. Doc E. C. Gilbert stopped in to see us and said he had a good season. Also had a pleasant call from Fergy Ferguson, of the General Products Company, Columbus, O. He sure is a fine fellow and said that things were looking much better all over the country for the med man. See where some med men are using the little silver hammer in knocking the high powered or so-called jam man. I have seen a lot of heat behind clean med men that got money, and the town was closed thru jealousy not because of any wrong doing on the part of the med man. I have worked over several States with the late George Bedoni and George Cleveland. They never had a rumble. They were not with the circus either. Others in this class include Morris Kahntroff, Cox, William H. Bickwith, Charlie Reidelle, Crews, Johnnie Hicks, Carlile and others too numerous to mention. Most of the real rumbles are caused thru professional jealousy. Personally I have never had any fight to put up against any jam man. They have always treated me well in towns where we were working together. Most of the time they told me to go ahead and work first. Brags to officials and other outside sources do more to close towns than all the real workers in the business. And to my mind the one-horse med outfits are more to blame than any other single cause."

"JUST GOT IN . . . from New York and found Capt. Billy Cothran (formerly Doc Cothran) here at the local radio station with his Texas Rangers and cowboy band," tells Doc Frank Curry from Greenville, S. C. "He's got everything. Red Baker is a singing and dancing waiter at a night spot here. Texas John Stenhouse has still got a little dough and hasn't worked yet. I am putting on a home-talent show for Boy Scouts, after which Capt. Billy and I will spring the med. Let's read pipes from Doc Earnest, James M. Wallace, Louis Swan and Doc Al G. Campbell."

"WHILE SPENDING . . . a few weeks on Harper's Island, near Beaufort, N. C., where I have a lot and park my trailer for a rest at intervals, who should I see but Mary Lewis, who is well known in this section," cards Doc J. A. Speagle.

PIPES GUMMY JACK CURRENT . . . from Monroe, La.: "Have been following the ducks south. Last season I worked Georgia, North and South Carolina, Virginia and part of Maryland. Followed the tobacco markets up from Georgia to Virginia. Found business very good. Gummy Johnson was with me all last season, working wholesale trade while I

pitched. The following States were practically all open to your o. m.: Alabama, Mississippi and Louisiana. Some places required a small reader. Am going to make Colorado, Wyoming, Oregon, Idaho and Washington. Would like to read pipes from those States, also one from Ed Clark and Gummy Johnson."

GEORGE J. MITCHELL . . . and Harry S. Weber card from Jonesboro, Tenn., that court-day business is fair in those parts, with plenty of both sunshine and people.

MRS. JACK DUNN . . . shoots from Vero Beach, Fla.: "Here I come with another pipe from the Sunny South, only the sun hasn't shone in many a day. We have fished nearly every day. Jack Neal, the Country Gentleman, has landed some big ones and seems to be the champion. Dad Long is next, and I landed 17 in a couple of hours. M. L. Cummings and Bob Decatur were recent visitors here. Glad to read the pipes from Madaline Ragan and Hot-Shot Austin. What has become of C. W. Thomas and Paul Wininger, of sheet fame. Would like to read pipes from the Lance boys and Doc Stumpf. Will be working again soon. Am gaining slowly but sure."

"JUST ARRIVED IN . . . Beaufort, N. C., from Harper's Island," tells Mary Louise Lewis. "Doc J. A. Speagle, of Durham, is spending a few weeks here this winter. We are even having some snow down here. Doc is anticipating a nice business this summer."

DOC HARVEY BROAD . . . pipes from Chicago: "Still going good in our store on West Madison street. Buffalo Cody and Jake are working Fruit-Lax at full blast. Would like to read 'em from boys back east, including Duncan, Coney Island Jack, Mike Orr, etc. Plenty of room for all here, including soap workers."

"JUST A LINE TO . . . let you know I am still in the land of the living," pipes H. L. (Count) Harrington from Raleigh, N. C. "Wintered in Fayetteville, my home town, since November 19. Have had nine different snows down here and cold as low as five below. Am still with *The Progressive Farmer*. *The Billboard* has been a constant weekly pleasure to me for 25 years."

ED BENNETT SHOOTS . . . from Savannah, Ga.: "Recently read a pipe in the Good Book from the Noel family. Sure would like to have been in the audience when Mrs. Bob Noel made her first pitch. She should develop pretty good, for Bob sure knows his stuff. Glad to know Whitey Johnson is working oil. Things are mighty blue with me. Lost my mother on the 10th of this month (February). Had been home for only a short time."

KID MULLIGAN . . . tells us he is resting up in Youngstown, O., and that he had a pretty fair year with knife sharpeners, blades and flukum. "Doorways here are as scarce as a hen's gold teeth; that is spots that are in the money," he writes. "See where the boys have something else to argue about now. Yes, Doc Reed is right. They should not advertise prices. Let's hear from more of the boys on this."

"EVERYTHING GOING . . . great here," tells Ricton from Wesley, Ga. "Business fine at all stands lately. This about ends our third consecutive winter under canvas. Now in our 149th week, without missing a performance. Am not in the nut factory yet. Painters are at work and everything is shining in spick and span shape. The Rowans were visitors at Aline, Ga., and also here. Tom La Rosa came along for a chat. Intend invading Tennessee soon for the

IT SELLS PLUNGER FILLER VAC

ZIP! ONE PULL—IT'S FULL!
EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
NEW YORK
458 Broadway, NEW YORK CITY.
Fast Service Sully.

AMAZING NEW MONEY MAKER

Mystery AUTO CIGARETTE LIGHTER
Brand-new whirlwind seller! Just touch cigarette to tip of MYSTERY lighter—puff and smoke! Cigarette is lit as if by magic! NO FLAME, absolutely WINDPROOF and FOOLPROOF. Nothing to go wrong, no wheels, flints or moving parts. MOTO GLOLITE Auto Lighter attached instantly to DASHBOARD or WINDSHIELD of car by rubber suction cup. Sells on sight for \$1 to car owners, homes, offices, beauty shops, barber shops, billiard parlors, etc. Used on desks, bridge tables, chair arms.

HANDY POCKET CIGARETTE LIGHTER (without suction cup) fits in pocket—always ready, automatic, dependable. MAKE BIG WHOLESALE PROFITS selling Flameless Lighters in dozen lot self-display cartons to auto accessory dealers, gas stations, garages, drug stores, cigar stores, hardware dealers, etc. Write at once for astonishing FREE GOODS OFFER and NO RISK SAMPLE OFFER.

PROGRESS CORP., 1 East 43rd Street, Dept. M-2, New York.

Remarkable New Orange Squeezer

BE THE FIRST TO CASH IN
Extracts the juice from oranges, grapefruits and lemons. Juice is pure, without pits or pulp—also for coring apples. Substantial product highly plated. Will not rust or corrode. Packed in individual illustrated box. Retail 15c. ORDER NOW!

COST TO YOU:
Dozen 85c
Gross \$9.00
Sample 10c.

GORDON MFG. CO.
DC9, 110 E. 23rd Street, New York, N. Y.

BUY DIRECT

DISTRIBUTORS, TRUCK JOBBERS, SALESMEN. MAKE MORE THAN MERE LIVING. SELL AUTO RADIATOR STOP LEAK & FLUSH. BIG PROFITS. FAST REPEATERS. ATTRACTIVE DISPLAY CARDS. MANY STYLES—CAPSULES—5-LB. GLASS JARS. LONG NECK CELLOPHANED BAGS MOST PRACTICAL. LATEST IMPROVED COMPOUNDS—TREATED TO RETARD RUST. MAKES FIRE PROOF BLOCK SEAL. WORKS IN COLD WATER.

ZENITH FACTORIES CO.
MINNEAPOLIS, MINN.

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.
THE N-R MFG. CO.,
Dept. H-61, Box 383, Hamilton, Ontario.

200% PROFIT—MEN!

New Fast Selling Horse Racing Ratings. Over 2,000 Horses listed. Every race goes a sure prospect. Send 25c for sample copy and details.

NATIONAL RATINGS COMPANY
717 Sycamore Street, Cincinnati, O.

MEDICINE HEADQUARTERS

A Complete Medicine Show Line. Immediate Service. Wholesale Catalogue upon request
GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists, 137 E. Spring St., Columbus.

AMERICA'S LEADING MANUFACTURER OF FELT RUGS

Lowest Prices. Sample, \$1.35. Postage Prepaid.
EASTERN MILLS, EVERETT, MASS.

WILL ROGERS 1,000 LATEST JOKES. 10,000 Laughs; Wiley Post Ecology, 4c, sells 15c. Sample 10c. Veterans' Magazine, Joke Book. Going good. **VET.'S SERVICE MAG.,** 157 Leonard St., New York.

LORD'S PRAYER

BEST QUALITY NEW SHIPPED **\$7.50** gross

25% Deposit, Balance O. O. D.
BERK BROS. NOV. CO. 13 E. 17th St., NEW YORK CITY

SENSATIONAL VALUES!!!
 In RINGS, DIAMOND CUT CRYSTAL NOVELTIES and VARIOUS OTHER ITEMS!!! Our NEW SPRING and SUMMER LINE of CRYSTALS, CORAL and BONE JEWELRY, in BRACELETS, CLIPS, PINS and EARRINGS NOW OFFERED at GUARANTEED LOWEST PRICES!! Send \$2.00 for Complete Line.

LATEST Designs in WHITESTONE, BIRTHSTONE, CAMEO and RAINBOW RINGS NOW READY. Send \$2.00 for the most BEAUTIFUL LINE ever OFFERED.

We also carry a full line of Identification Bracelets, COMPACTS, LEATHER GOODS, Beautiful SUMMER BEADED BAGS, and many other items SUITABLE for GIFTS, SOUVENIRS and PREMIUMS. FREE CATALOG. OLYMPIC BEAD & NOVELTY CO., Importers 307 Fifth Avenue, NEW YORK, N. Y.

St. Patrick NOVELTIES

501—SILK SHAMROCKS. Gross. **55c**
 502—3—SILK SHAMROCKS, with Hat or Pipe. Gross. **85c**
 601—IRISH-AMERICAN BOW FLAGS. Gr. **60c**
 1207—ASSORTED CREPE ST. PATRICK HATS. Gross. **\$1.25**
 401—ASSORTED ST. PATRICK NOISE MAKERS. Gross. **\$1.25**
 400—DE LUXE ST. PATRICK NOISE MAKERS, Assorted. Gr. **\$3.00**
 1200—DE LUXE ST. PATRICK HATS, Assorted, 24 Styles. Gr. **\$3.00**

Send for our St. Patrick Circular—It's FREE. Circus, Streetmen, Celebration Workers. Send for our New Lists and Information. 25¢ Deposit with orders, balance C. O. D.

GOLDFARB NOVELTY CO.
 116 Park Row, NEW YORK CITY

175 STARTS YOU IN BUSINESS SELLING TIES

Fastest selling line of Men's Ties in America! Wonderful values! Over 100% Profit! Unbeatable guarantee of best quality at lowest prices. We Pay Postage.

SILK LINED TIES
 In gorgeous Woven Materials—Satin Stripes, Jacquards, Bartheles, etc. Sample Dozen, \$1.75, Postpaid.

NEW SPRING STYLES.
 Complete line of Latest Spring Neckwear, priced from \$1 Doz. to \$3.60 Doz.

FREE Send for Our Free Catalog and Free Sample Swatches. See why Our Men are Biggest Money-Makers! Satisfaction Guaranteed or Money Refunded.

BOULEVARD CRAVATS 22 West 21st Street, Dept. B-3, New York.

EXTRA SPECIAL 1,000,000 ETCHED DOUBLE-EDGE RAZOR BLADES

First Quality, Reg. \$5.00 & \$6.00 Value.
\$2.95 M. or 30c Hundred

MILTON D. MYER CO.
 433 4th Ave., PITTSBURGH, PA.
 50% Deposit With Order.

SOUTHERN HUSTLERS!

Genuine "Frank Buck" Helmets for Men and Boys. Sold by leading sporting goods stores. Set of Six Samples and Price List, \$1.00, Postpaid. Get in on this now.

KANT NOVELTY CO.
 208 Wood St., Pittsburgh, Pa.

SUBSCRIPTION MEN MAGAZINE CREW MANAGERS

Many Important Deals On Big Selling Publications. Write CIRCULATION DIRECTOR
 469 5th Avenue, New York

SILVERITE SIGNS COST 5c-SELL 25c

List Free. \$5.00 per 100, Postpaid, SILVERITE SIGN CO., 417-C South Dearborn Street, Chicago.

CHEESE COATED POPCORN
 Complete Outfit for making, \$25.00. Write MIDWEST IMPORT CO., Box 161, Springfield, Ill.

ELGIN-WALTHAM RAILROAD MODEL 16-SIZE

7 JEWEL . . . \$2.50
 15 JEWEL . . . 3.25
 17 JEWEL . . . 3.50

DEPOSIT REQUIRED—BALANCE C.O.D. SAMPLE WATCHES FOR EXTRA QUANTITY BUYERS WRITE BERKMOSE Dept. B-31 115 W. 42nd St. N.Y.C.

summer. Congratulations to Sid Lovett. He is now advance man for Billroy's Comedians. Sid will sure take Billy into the money places." (Thanks, Dick, for everything—Ed.)

TOM KENNEDY . . .
 cards from Youngstown, O.: "Have been working a chain of stores since January 2. Opened here today (February 24) for a two-week stand. Clarksburg, Morgantown and Fairmont, W. Va., are next in line, with Cleveland following later. Hope I meet Doc Reed. Just received letters from Zip Hibler and Art Cox."

E. J. FRANKLIN . . .
 pipes from Savannah, Ga.: "This is my first pipe in quite a while but I have something to brag about. Have survived the worst winter in my memory and have all of my rolling stock in good order for the grand opening around March 17. Not many have worked in Georgia this winter but have met lots of the folks who have passed the winter here. Would like to see pipes from more of you oldtimers."

"I AM NOT THRU . . .
 pitching but this weather does hamper a fellow quite a bit," tells Al Ross from Chicago. "Met some of the boys around the Revere House but they are just looking for a warm day, same as the rest of us. My brother, Duke Wilson, has a swell jam idea for the coming season and may take out a show later on. Princess Carmelita and I will have a show with at least nine girls and four top men. Expect to play Missouri, Illinois and Wisconsin. Thought I saw Red Feather on State street the other day, but it was snowing so hard I couldn't be sure. Stay out of the Windy City, boys, unless you want to freeze to death."

CASEY'S UNITED
 (Continued from page 57)

played, as the opening date is only a few days off. Weather has been bad and delayed part of the work. H. Burton has been engaged as special agent. F. W. Pauli busily engaged as lot superintendent and chief electrician. Free acts composed of the following: Flying Lesters, Cramer's high wire, Zorsky's pole pedestal, Fred Seymour's "Buried Alive." Midway will have 7 rides, 10 shows and 25 concessions. All of which is from an executive of the show.

Crowley's United Shows

RICHMOND, Mo., Feb. 29.—Two new trailers and trucks purchased last week to add to the transportation equipment, to transport the lately purchased Caterpillar, have arrived. The Caterpillar was brought to quarters last week. Cold weather hampered work outside, but with the return of springlike weather the entire crew is on the motor equipment, which will soon be ready for the road. Roy Goldstone and wife arrived from their winter's sojourn in Hot Springs, Ark., and Roy has a crew of men working on outfits for the concession department. Word from Agent McLemore that he has contracted some fall fairs in the South means that the show will have the longest route of its history. With the arrival of warmer weather attaches of the show who have been wintering here are rebuilding, repainting and renovating their living trailers and readying them for the coming season. Word came from Larry Zern that he would arrive in quarters soon. Jockey Day has been engaged as press agent and manager of bill car. The opening date has been definitely set for April 11. Ed Adams has been engaged to handle Mrs. Crowley's set of kiddie attractions. **WALTER DALE.**

Bunts Greater Shows

CRYSTAL RIVER, Fla., Feb. 29.—After the first week in March Mr. and Mrs. W. J. Bunts and family will be back at winter quarters at Brunson, S. C., after spending their vacation here. Recent cold weather at Brunson slowed up work in quarters, and Hi Johnson, in charge there, has taken on more men in order to get everything in shape for the opening, which is slated for the last week in March. The lineup will include 10 shows, 8 rides and 25 concessions. Will use a 5-cent gate but will have two free attractions, also band and a sound truck, with street parades. **ALTA MAY BUNTS.**

TRUCK MEN, JOBBERS, SALESMEN

We especially cater to truck jobbers. Our Laboratory products defy competition in quality, attractiveness and price. Truck Men near Dallas, It will pay you to visit our sample rooms.

Send for complete list of money makers. Our new line consists of private mold bottles, especially designed to meet the current market trend, all labels are 3-color, varnished; all caps are lithographed. In fact, each package has been individually styled and the quality of the merchandise is of the highest.

VALUES THAT DEFY COMPETITION

- 4-Oz. Almond Cream Lotion. \$.50 Doz.
- 8-Oz. Almond Cream Lotion.70 Doz.
- 14-Oz. Almond Cream Lotion. 1.13 Doz.
- 3-Oz. Velvet Smooth Lotion.48 Doz.
- 12-Oz. Velvet Smooth Lotion. 1.75 Doz.
- 3-Oz. Witch Hazel Cream Lotion.48 Doz.
- 2-Oz. Lily White Petrolatum. 3.30 Gro.
- 14-Oz. Lily White Petrolatum. 1.60 Doz.
- 2-Oz. Extra Lgt. Amber Petrolatum. 2.85 Gro.
- 14-Oz. Extra Lgt. Amber Petrolatum. 1.30 Doz.
- 4-Oz. Milk of Magnesia. 6.80 Gro.
- 6-Oz. Milk of Magnesia. 7.20 Gro.
- 8-Oz. Milk of Magnesia. 10.00 Gro.
- 16-Oz. Gen. Imp'd Russian Min'l Oil. 24.60 Gro.
- 32-Oz. Gen. Imp'd Russian Min'l Oil. 47.80 Gro.
- 1/2-Oz. Spirits Camphor, U. S. P. 5.50 Gro.
- 1-Oz. Pure Glycerine. 4.50 Gro.
- 4-Oz. Epsom Salts. 2.20 Gro.
- 8-Oz. Epsom Salts. 3.85 Gro.
- 16-Oz. Epsom Salts. 6.30 Gro.
- 2-Oz. Imported Olive Oil. 7.80 Gro.
- 2-Oz. Creams, Cleansing and Cold.45 Doz.
- 1-Lb. Creams, Cleansing and Cold. 1.75 Doz.
- 2-Oz. Turtle Oil Cream.45 Doz.
- 3-Oz. Face Powder (Rd. Blk. Box)60 Doz.
- 4-Oz. Quinine Hair Ton., 50% Alco.50 Doz.
- 12-Oz. Quinine Hair Ton., 50% Alco. 1.38 Doz.
- 4-Oz. Bouquet Hair Tonic, Green Color, 50% Alcohol.50 Doz.
- 12-Oz. Bouquet Hair Tonic, Green Color, 50% Alcohol. 1.38 Doz.
- 4-Oz. Coconut Oil Shampoo.50 Doz.
- 6-Oz. Wave Set Fluid, Heavy.45 Doz.
- 4-Oz. Bay Rum, 50% Alcohol.50 Doz.
- 12-Oz. Bay Rum, 50% Alcohol. 1.25 Doz.
- 4-Oz. Liliac Shave Lot'n, 50% Alc.50 Doz.
- 12-Oz. Liliac Shave Lot'n, 50% Alc. 1.25 Doz.
- Giant Size Vanilla Flavor (Imitat'n)70 Doz.
- 2-Oz. Vanilla Flavor (Imitat'n)30 Doz.
- 2-Oz. Machine Oil. 3.00 Gro.
- 4-Oz. Machine Oil. 4.50 Gro.
- 16-Oz. Rubbing Alcohol, 70 Proof. 9.00 Gro.
- Beauty Books, 80 Pages, Illus't'd.08 Ea.
- Aspirin, 5 Grain, Bottles 100.11 Ea.

COUPON MEN!

Here it is—a Package with real eye-appeal, up to the minute with sales suggestiveness. A real flash package of quality: Cynthia Blue Bonnet Perfume. Packed in modern one-half ounce bottle with bakelite cap, blue and silver label with blue bonnet, packed in individual blue and silver box. Get in on this while it is now.

PER GROSS \$14.40
SAMPLE POSTPAID25

MINERAL WATER CRYSTALS.
 Genuine Texas Mineral Water Crystals, packed in cellophane wrapped boxes.

1/2-Lb. Size, 50 to Case. \$.12 Each
 1-Lb. Size, 50 to Case.18 Each
 1 1/2-Lb. Size, 50 to Case.28 Each

SMACK-O: Delicious Beverage Powder, packed in 3-color varnished envelope, packed in beautiful counter display carton. Seven popular flavors: Lemon, Lime, Cherry, Strawberry, Grape, Raspberry, Orange.

CARTON, Forty 5c Packages. \$1.20 Carton

BRILLIANTINE.
 Our Brilliantine and Hair Oils are packed in modern private mold bottles, using pure white oil especially prepared for Brilliantine.

3-Oz. BRILLIANTINE 45c Dozen
 3-Oz. ROSE HAIR OIL 45c Dozen

KITCHEN TONGS.
 Absolutely brand new. A Kitchen Tong, 17 1/2 inches long, with safety lock on handle. Ideal for broiling meats, toasting bread, lifting hot pans, removing baked potatoes from oven, unbeatable on picnics. A real pitch item.

PER DOZEN \$1.50

SPECIAL DEALS.

4-Piece Cosmetto Set \$.21 Each
 7-Piece Cosmetto Set38 Each
 4-Piece Extract Plate45 Each
 Vanilla-Cake Plate Deal.47 Each
 Vanilla-Kitchen Tong Deal.25 Each
 Perfume-Powder (Cello, wrapped)10 Each

TERMS: One-half deposit with all orders, balance C. O. D.

UNIVERSAL LABORATORIES • Dallas, Texas

LA SALLE BLADES

Keep Your Customers Satisfied

Long ago we decided that the only way to keep our salesmen satisfied was to give them the kind of Blades that kept their customers happy. LA SALLE BLADE SALESMEN are making money right along because they haven't ruined their trade and their own profits with cheap merchandise.

If your jobber cannot supply you, write for Samples and Prices.

LOUIS O. BLACK CO.
 1916 Vermont Ave., Toledo, O.



For All Type Razors.

CASH IN WITH THE WINNER!

Official "JOE LOUIS" Autographed Rings are money-making items . . . Made of nickel silver, will not tarnish.

Let these lucky Rings put DOLLARS in your pocket. Send \$1.00 for Sample of each Ring. Agents' Terms and Prices.

JOE LOUIS NOVELTIES, INC., Dept. B2,
 307 Lenox Avenue, New York.

Men's Style. Ladies' and Boys' Style.

Herman Bantly's Shows

REYNOLDSVILLE, Pa., Feb. 29.—Winter quarters took on an air of intense activity the past week. Under the management of Herman Bantly and Harry Copping, trucks and trailers are being rebuilt and repainted, also several new fronts are being started. The show this year promises to be bigger and better than ever, probably consisting of 10 shows and as many rides, with the usual amount of concessions. Mr. Bantly already has a number of promising spots booked and everyone looks forward to a prosperous season.

WILLIAM S. WHITMORE.

Make up to \$95 Weekly!

Hand Out FREE CIGARETTES

SHOW MEN NEW WAY TO SMOKE
 We'll furnish Free Cigarettes to give away in your locality. Ask any man to have a Free Smoke. Then hand him a Lighted Cigarette from beautiful pocket-size "MAGIC CASE." Just touch button. Presto! Out comes lighted cigarette automatically. No batteries or electricity. Everybody wants one. Profits pile up big. Get a Magic Case for 15 Days' Trial at our risk and amazing money-making facts. Write today. State favorite brand cigarettes.

MAGIC CASE MFRS., Dept. C-4460,
 4234 Cozens Ave., St. Louis, Mo.

SOAP

PLAIN, PRIVATE LABEL OR STOCK.
 Write for Prices.

NUTRO MEDICINE CO.
 16 South Peoria Street, CHICAGO, ILL.

RELIABLE STEADY AGENTS MAKE \$100 WEEKLY. Sell Factory Seconds Cigars at World's Lowest Prices. Samples and Details 25c. **OUT-PRICE CIGARS,** Box A94, Peoria, Ill.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

Ad Campaign in New York Papers Explains Contests

First ads appeared on February 21—attract attention of advertising men — contest will reveal what public wants in the way of pinball amusement

NEW YORK, Feb. 29.—First advertisements of the letter-writing contest on pinball games appeared in four daily newspapers here February 21. The advertising was a surprise to many operators here and also attracted considerable attention among the advertising profession. The advertising offers 25 pinball games free to as many successful contestants who write the best letters on "Why I Like To Play Pin Games." The campaign is sponsored by the Amusements Service Corporation of America, of which John A. Fitzgibbons is president and General John F. O'Ryan is special counsel. Copy is prepared and copyrighted by the Byrde, Richard & Pound Agency. The first papers to be used were *The New York Herald-Tribune*, *Daily News*, *World-Telegram* and *Evening Journal*.

The advertising features the word "free" and then announces the simple rules of the contest: 1—You are privileged to write on any phase of Bagatelle (pin game) play; 2—Your letter or postcard to contain 50 words or less, clearly written or typed on one side of the paper only, including your name and address; 3—Letters must be mailed no later than midnight, March 14, 1936, and are to become the property of the Amusements Service Corporation of America; 4—In case of ties, duplicate awards will be made; 5—The decision of the judges will be final and will be announced March 31, 1936.

Judges of the contest are also announced as Myron L. Summerfield, Mrs. Hollister Sturges and Theodore Crane. Advertising circles were said to have been immediately attracted by the novelty of the campaign. *Advertising Age*, a leading trade paper in the advertising field, is said to be preparing a feature story on the contest which will reach newspapers all over the country.

The basic idea back of the campaign is to gain greater public attention and patronage of the games. The letters submitted will also be carefully studied and analyzed to determine public psychology and reaction to the games. If the majority of the letters suggest that amusement is the primary reason why the average person plays pinball, that will be an indication that novelty is the chief appeal in the games. If the letters stress the prizes to be won in connection with the games, coinmen in this section will regard the letters as an indication that the contention for the legal right to award merchandise prizes should be continued. On the whole, the letters are expected to provide an interesting insight into the popular attitude toward the games.

The advertising is scheduled to appear in other New York dailies, and still later in the district newspapers. Bill Gersh, of the Byrde, Richard & Pound Agency, said that the aim is to reach as large a cross-section of the population as possible and hence as many papers will be used as possible.

Radio announcements of the advertising in local papers were made over Station WMCA and also will be again when further advertising appears. Coinmen in the metropolitan area are very much interested in the campaign. A meeting of the digger operators' association is said to have been called to discuss a similar program in behalf of digger machines. Sportland firms may also receive their advertising program.

Druggist Wins Decision

MILWAUKEE, Feb. 29.—Carroll Pettey, local druggist, was acquitted February 25 by a six-man jury in District Court here on a charge of operating a gambling device in the form of a nickel-in-the-slot claw machine. Counsel for the defendant, assisted by Anthony T. Ballow, Cedarburg, installer of the machines, defended the device as a game of skill.

1935 Report of Exports Is Out

By G. W. MEHRTENS

WASHINGTON, Feb. 29.—Exports of coin-operated machines during 1935 showed a decline as compared with 1934, according to a report by H. B. McCoy, assistant chief of the Specialties Division of the Department of Commerce. The report shows that a total of 39,696 coin-operated machines were exported in 1935, with a total dollar value of \$1,099,000. In 1934 the total exports were reported to be 43,316 machines with a dollar value of \$1,478,990. The Specialties Division does not consider that the actual market is falling off, but that the industry itself is settling back into the saddle for a long pull.

Merchandise vending machines, included in the totals above, dropped both in number and in dollar value. In 1934 the United States exported a total of 8,681 vending machines at a dollar value of \$456,777, while in 1935 the number of machines was 6,084 at a dollar value of \$308,318.

The drop in exportation for 1935 does not necessarily mean that foreign countries are any less a potential market, according to officials, but that vital economic factors which cause fluctuation.

(See 1935 REPORT on next page)

New License on Games

MAYVILLE, Wis., Feb. 29.—Under an ordinance adopted by the common council here, whiffle boards or pinball machines will be licensed. As soon as an owner or lessee of the machine applies for the license he establishes the machine as an amusement device.

Who Made First Payout?

To the Editor: "During a coin-machine operators' talk fest a discussion arose as to what company put out the first pay-out table game. A small friendly wager was placed and, knowing you to be the first and foremost periodical that devoted space to this business, we agreed that you probably would know the facts or be the one most likely to be able to get the facts.

"A claims Bally Manufacturing Company was the first; B claims that D. Gottlieb & Company put one out that had to be reloaded by hand when the checks gave out or were paid out, and C claims that a company, Peerless Manufacturing Company, of North Kansas City, was the first, having a machine with an automatic electric payout and claims this was either in 1931 or 1932. The machine was supposed to have been advertised in your magazine at that time. He believes it was called Electric Whiffle or some such name."

W. C. B., Boston.

Electricity for Pin Game Ops

By DON CEE

The purpose of this article is to explain briefly the electrical principles involved in the operation of pin games. Altho no one knows definitely just what electricity is, its behavior has been studied until a few comparatively simple rules may be stated which enable us to predict what will happen under certain circumstances.

Perhaps the most familiar substance which behaves like electricity is water. A great many of the laws which govern the behavior of water have a parallel in electricity. For instance, if we have a certain amount of water coming out of a pipe we can obtain more water by putting in a larger pipe or by putting more pressure on the pipe at the pumping station. Likewise the amount of electricity available may be increased by using larger wire or by increasing the voltage of the circuit.

Electrical "current," which corresponds to water flowing in a pipe, is measured in amperes. Let "A" stand for amperes. Opposition to the flow of current, "A," is called resistance, "R," and is measured in ohms. This resistance is similar to resistance in a water pipe caused by friction of the water on the pipe. The pressure causing the current to flow is called voltage, "V," and is measured in volts. This is similar to the pressure in a water system.

These three quantities, A, R and V, are measured in amperes, ohms, and volts. Values of the units were so chosen that when a pressure of one volt, V, is applied to a circuit with a resistance of one ohm, R, a current of one ampere, A, will flow in the circuit. In every circuit it is A which does the work. To increase A, V must be made larger or R smaller.

The importance of the above to the pin game operator is that to operate a game satisfactorily voltage must be great enough and resistance low enough to allow the proper amount of current to flow. R may be made smaller by using larger wire, but this would make it necessary to rewire the game. It is easier to increase the voltage. This is usually done by connecting more dry batteries in series or by putting in an Electropak of the proper size.

One thing true of electricity which is not true of water is that it is necessary to have a complete circuit. In other words electricity must get back to its source from the device which is using it, as well as get from its source to the device; two wires are necessary to connect any electrical device to its source of electricity.

When electrical current flows thru a wire it generates heat. The larger the wire, the less heat will be developed. In most electrical circuits the wires are made large enough so that there is very little heat generated. An electric light bulb contains so small a piece of wire that the current flowing thru it generates a great deal of heat, making the wire white hot. This white-hot wire furnishes light.

A fuse is a short piece of wire with a low melting point. When current reaches too high a heat value the fuse melts and breaks the circuit. The fuse is usually in a glass tube or similar container so that the melted wire will not damage anything. The fuse is electricity's "safety valve"—using a piece of ordinary wire in its place is equivalent to tying down the safety valve on a steam boiler.

(See ELECTRICITY FOR on next page)

St. Paul Ops Happy Again

City prosecutor announces that "free play" games will not be molested

ST. PAUL, Feb. 29.—After months of persecution, during which operators were thrown in jail and their pinball machines confiscated, members of the Ramsey County Amusement Operators' Association finally were victorious in their long fight to re-establish their machines as legal amusement devices.

Following a hearing Tuesday, Irving Gottlieb, St. Paul city prosecutor, announced that operators of machines which offer free plays as rewards for high scores no longer will be prosecuted.

The announcement followed an indicated decision of Judge Hugo O. Hanft, of Ramsey County District Court, that in his opinion the "free play" machines are not gambling equipment. The ruling was given orally after a hearing to determine legality of the pinball devices. Judge Hanft has instructed attorneys to draw legal findings in accordance with his oral ruling.

Last June the ops' association began litigation to halt the seizure of machines and the arrest of operators. They directed the action against H. E. Warren, police commissioner, and John L. Connolly, corporation counsel, contending that three types of machines, those offering free plays, merchandise awards or played for amusement only, were not gambling devices and therefore were legal.

The suit was brought before Judge Hanft, who issued an order in July temporarily restraining the city from interfering with the machines unless there was definite evidence that they were being used for gambling purposes.

Under orders of Commissioner Warren, police conducted a drive, arresting many operators, hauling them into Municipal Court. There Judge Clayton Parks ruled that the sign on machines offering free plays was sufficient evidence that they were being used as gambling devices. Policemen testified that after playing the machines they were given cash to put back into the machines for the free play. Judge Parks declared that these free plays were "things of value," that therefore the machines were gambling devices. He fined the operators. Machines offering merchandise were out by the same ruling.

The hearing Tuesday was held to determine whether the city should be permanently restrained. Judge Hanft, orally at least, went further than in his temporary injunction and definitely ruled that the free play machines were not gambling devices.

Judge Hanft's oral ruling was:

"The machines are primarily amusement devices which readily lend themselves for use as gambling devices in the hands of unscrupulous persons, making it necessary sharply to define when they are and when they are not gambling devices.

"The court's view is that these devices when used without the offering, directly or indirectly, of any prize or award of any kind for scores made, are amusement devices and not gambling devices and that they also are not gambling devices when only free plays may be had for certain scores."

According to J. D. Leary, president of the Minnesota Skill Game Operators' Association, "this is one of the greatest victories that has been won for the operators of Minnesota for it will go a long way toward influencing similar opinion among local officials throughout the State.

"This means that operators in St. Paul will again be able to operate after being closed almost eight months," Mr. Leary continued. "Full credit for the work ac-

(See ST. PAUL OPS on next page)

Teaser Campaign Secret Revealed

MEMPHIS, Feb. 29.—The Operators' Service System which has been placing teaser advertising in *The Billboard* for the last several weeks and blossoms forth with a formal announcement this week is not a new idea, according to S. L. Stanley, its originator, but is the consummation of an idea that has been "checked and double checked" over a period of years.

Mr. Stanley has had a varied and colorful experience in the coin-machine business. Being engaged in the advertising business in 1925, he accumulated a little money and, while looking around for an investment, became attracted to the coin-operated merchandise machine field.

"After writing to several different manufacturers whose names I had obtained from a directory of manufacturers," states Stanley, "I was called on by a very good salesman. He was so good that he showed me a picture and told me a pretty story of vast wealth I was about to accumulate and then took \$2,000 away from me for 50 chocolate bar machines. In a few weeks the machines arrived and we operated them from November to June without making a dime. Unlike the modern slug rejecting merchandising machines on the market today, these chocolate bar machines would take anything thru the coin slot that was round and not too thick. What the sluggers didn't get the rats and mice did. Finally in June my service man told me the candy was melting and running out of the machines. We decided the only thing to do was to furnish each customer a spoon or go out of the candy business and out we went."

Stanley was unable to resist the lure of the coin-machine business very long and within a few months was back in it with a quantity of the earlier amusement games available, including 125 pistol target machines. He operated all types of amusement machines, music machines and slot machines available during the next few years. In 1929, when the miniature pool tables originated in Texas and word reached Stanley of the profits being made in the operation of pool tables, he tried to purchase some, and the few factories had sold their production three months in advance. He then went into the business of manufacturing pool tables and selling pool-table supplies to other manufacturers thruout the South.

"We were so busy trying to make a larger pool table than our competitors," states Stanley, "that in the fall of 1931 when the first pin table was placed in operation in Memphis we paid little attention to it. I finally discovered that it was making a lot of money and that one experience has taught me to always consider very carefully any new idea or machine and not make hasty decisions for or against the merits of that particular machine."

"We couldn't buy pin games anywhere so we started making pool tables over into pin games. Finally Ballyhoo, Bingo and Baffle Ball came along and we sold and operated thousands of them in different Southern States. Advertising in *The Billboard* was the life blood of our jobbing business in those hectic days when thousands of operators were starting in the pin-game business. Frequently a small ad would bring orders for as high as 50 machines and we made shipments from Maine to California."

"Finally the settling down period came along and representation was needed in the field. In the fall of 1932 Jim Buckley, of the Bally Manufacturing Company, came down to Memphis and awarded me the first distributor's contract as the term is known today. He sent me scampering off to cover seven Southern States to call on the Bally list of jobbers. While calling on these different jobbers, most of whom were also operating heavily in their territory, I first saw the need of a co-operative merchandising and advertising organization such as the Operators' Service System is today."

"Most of these jobbers were confining their activities to a small area. To advertise successfully in trade magazines meant the expenditure of more money than their advertising budget permitted. I then visioned what a wonderful plan it would be if these jobbers could advertise co-operatively with one another. During the past few years I have been prevented by my own activi-

ties from giving sufficient time to organizing the system until just recently.

"However, this time spent in thinking and planning has resulted in additional co-operative benefits such as co-operative mail advertising on both new and used equipment, co-operative legal guarantees, co-operative exchange of operating and selling ideas and dozens of other benefits that will always come thru co-operation of many minds."

"The operator today does not want to purchase his machines from a great distance. He wants quick delivery and a near-by jobber who is ready to help him with latest information on new machines and operating problems. As distributors, we are interested in selling as many machines as we can, and if we serve our jobbers better, then these jobbers will be able to serve their operators better. Our program is one of service all the way thru."

Atlas Mail Biz Expands

CHICAGO, Feb. 29.—The Atlas Novelty Corporation, of Chicago and Pittsburgh, announces that it has extended the operation of its mail-order department so that it is now nation wide in its operation. Orders are handled by a member of the firm who personally sees that the mail orders are filled with the same accuracy and judgment that the company would render if the customer were shopping personally.

Besides handling the newest machines of practically all coin-machine manufacturers, the Atlas firm carries an extensive stock of used games which have been thoroly reconditioned by factory-trained experts.

ST. PAUL OPS

(Continued from preceding page)

complished must go to Art LaBeau, vice-president of the State organization and also president of the Ramsey County Operators' Association, who has led the campaign in St. Paul for the right to run pinball games on this basis.

"Now, the operators are working with Mr. LaBeau to obtain passage of a city ordinance in St. Paul similar to the one in Minneapolis."

1935 REPORT

(Continued from preceding page)

tions in markets may be affecting coin machines as in every other industry.

The United Kingdom still remains the chief customer for American-made machines. During 1935 the United Kingdom, including Canada, bought 31,615 machines at a total dollar value of \$871,635.

The Union of South Africa, according to the report, ranks second with 1,384 machines valued at \$52,086. Australia maintains third place with 1,831 machines valued at \$30,840.

At a recent press conference Secretary of Commerce Daniel C. Roper told *The Billboard* correspondent that a concentrated drive was soon to be promoted in an effort to stimulate business between the United States and South American countries. Under the proposed plan the secretary stated that American industrialists representing different branches of business would travel thru South America for the purpose of looking over the territory and coming back with some idea of what was in demand. South American business men would in turn be invited to the United States for the same purpose.

Information from Sao Paulo, Brazil, is encouraging. The unusual financial success which has attended a coin-operated machine venture in the city of Sao Paulo during recent months is arousing keen interest in the possibilities of this business, which may lead to increased sales of American coin-operated amusement devices in Brazil. Several months ago a locally organized firm installed as an experiment 50 units in cafes in the city of Sao Paulo, which are now netting an average of \$16.50 per day, per unit.

The directors of this concern have announced their intention to extend operations to Rio de Janeiro and other cities in Brazil. This program will involve the immediate purchase of a minimum of 450 units. American manufacturers of coin-operated amusement devices (gambling devices excluded) would do well to follow this development as it may mark the opening of a market which formerly had little importance.

In addition to Secretary Roper's program to stimulate foreign trade, it might also be well to remember that the State Department under Secretary



AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.,

OUR MOTTO!
GIVE CREDIT WHERE CREDIT IS DUE

We believe operators are entitled to credit and we cheerfully extend it on the best PIN GAMES . . . AT REGULAR FACTORY PRICES.
WRITE US TODAY.

Lee D. Jones

P. S.—You don't have to "walk up two flights" to save money. Just send us a letter and full information will be sent you immediately.

COUNTER GAME SPECIALS

Two Keys Furnished With Every Machine

Cent-a-Pak, with register and double door. \$ 9.00 Cent-a-Smoke (With register and double door \$2 addl.) 12.50 Get-a-Pack 6.00 Goal Line 9.00 Horse Shoes 6.00 Select-Em 6.00	Twins \$ 6.00 Hold and Draw, latest model 15.00 Natural, new, improved model 6.00 Penny Smoke, with register 8.00 Penny Pack, with register 10.00	Tavern, with register. \$ 8.00 Tickotes, latest improved model 6.00 Zig-Zag 6.00 Collection Books10 Eveready Batteries20 Ball Gum15 Electropaks 4.00
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1/3 Cash With Order, Balance C. O. D., F. O. B. Hartford. Every Machine GUARANTEED!

GENERAL AMUSEMENT GAME COMPANY 999
637 ALBANY AVE., HARTFORD, CONN.

BUY YOUR COUNTER GAMES FROM KENTUCKY'S OLDEST DISTRIBUTOR

Established 1915.

IMMEDIATE DELIVERY ON PUNCHETTE, BEAT IT, CENT-A-PACK, WAGON WHEELS, SPORTLAND, SMOKE UP, THREE CADETS, DEAL-EM, HORSESHOE, SPELL IT, GET, GOAL LINE, SHOW DOWN, FOUR STARS, SELECT-EM, BABY ORISS-CROSS, TEASER.

KENTUCKY SPRINGLESS SCALE CO., INC.
514-516-518 S. 2d St., LOUISVILLE, KY.

SOUTHERN OPERATORS KNOW THAT AUTOMATIC MAKES FIRST DELIVERIES ALL NEW GAMES.

AUTOMATIC AMUSEMENT COMPANY
683 Linden Avenue, MEMPHIS, TENN. 1304, Throckmorton Street, FT. WORTH, TEX.

IN STOCK — INSTANT SHIPMENTS Bally Peerless . . . \$115.00 Bally Derby 115.00 Repeater 99.00 Big Five 99.00	Rollance Dice . . . \$119.50 Tit-Tat-Toe 17.50 Punchette 19.75 Mammoth (sample) 59.50
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Hull is making vast and encouraging progress with its reciprocity program and slowly but surely trade barriers of many South American countries are being taken down, thus opening up new and almost virgin markets for American-made products.

ELECTRICITY FOR

(Continued from preceding page)

By winding several turns of wire about a core of soft iron and passing electric current thru the wire we can form an electromagnet, known as kickers, solenoids, etc., in pin games. This magnet will attract pieces of iron or steel clappers or plungers so long as current is flowing thru it.

Direct Current flows out from the source thru one wire and back thru the other wire as long as the circuit is complete. Alternating Current flows out thru one wire and back thru the other for a very short time, then reverses and flows in the opposite direction. Ordinary 60 cycle current changes 120 times each second. It flows in one direction, stops, and flows in the other, etc., changing 60 times each second. This change occurs so rapidly that in a light bulb the wire doesn't have time to cool off. Bulbs operate equally well on AC or DC.

In an electromagnet it makes little difference which way the current is flowing, providing it flows in the same direction. When current is interrupted magnetic action stops more quickly than the wire in a light bulb can cool off. In fact magnetic effect dies out completely in the short time it takes for alternating current to stop flowing in one direction and start flowing in the opposite direction. Each time the current reverses there is an interval when there is no pull. This causes moving parts to chatter or hum, resulting in very unsatisfactory operation.

For reasons too technical for discussion here, direct current cannot be changed in voltage so easily nor with such simple equipment as alternating current. This is why 110 v. DC is used only in business sections of the city as a rule. This 110 v. DC is too high to be used in pin games without special apparatus. Lights will operate satisfactorily from low voltage AC. The other devices used in pin games: kickers, step-pers, printers, payout mechanisms, etc., are all operated by electromagnets and therefore require low voltage DC.

B Rockola's New Hit **B**

TRANS-ATLANTIC

\$44.50

GOTTLIEB'S

One Ball Automatic, with Changing Odds

Sunshine Derby \$89.50

WE TAKE TRADE-INS. WRITE FOR OUR PRICE LIST No. 188.

BESSER NOVELTY CO.

3020 OLIVE ST., ST. LOUIS, MO. **B**

Returning to our water comparison, it is quite possible for a single man to carry enough water in a bucket to get along himself very nicely. If he marries and has a family, he has to carry in so much more water that it becomes cheaper to have water piped in. Dry cells bring electricity to the game in buckets; Electropaks bring it in thru a pipe. The Electropak is a unit consisting of a transformer and a rectifier arranged to provide a continuous source of low voltage direct current from the 110 volt AC line. The supply voltage, which is alternating current, is reduced to a suitable voltage by a small transformer. The low voltage AC is then connected to a rectifier in order to convert it to DC. It was stated that it is necessary to have current flowing thru an electromagnet in the same direction at all times. The rectifier in the Electropak consists of a group of discs with a peculiar characteristic. These discs allow current to pass thru them in one direction but prevent it from passing in the other. Four groups of these discs are used in the rectifier, forming a valve in the circuit between the transformer and the electromagnet. Two wires are connected to the transformer and two to the magnet. No matter which wire brings the current into the rectifier the proper pair of valves always operate.

Altho pin games are becoming more and more complex, requiring more and more power, they still continue to use devices operated on the principles discussed above, and Electropak engineers will always be able to furnish more powerful units as they are needed.

Weekly MUSIC Notes

Babe Kaufman Makes Deal To Handle Gable Phonos

NEW YORK, Feb. 29.—John Gable Company, Chicago manufacturer of automatic phonographs, announces that it has opened a metropolitan New York territory for the operation of phonographs. This is the first time in the history of the organization that outside operations have been considered. Previously the State of New Jersey, city of Philadelphia, New York State to Albany, State of Connecticut and metropolitan New York were closed territories for the sale of the machines as a measure of protection for John Gable Company's operation of 1,000 pieces in New York City. With this new territory now available for outside operation, Gable Company has made arrangements with Babe Kaufman, of Babe Kaufman Music Corporation, New York City, who expects to have in operation within a very short time 500 Gable's Entertainers and Gable's Juniors.

Babe is very enthusiastic about her new connection. She boasts: "I consider my connection with John Gable Company a distinct honor, especially as I have been the first operator chosen by this company in 15 years for outside operation. Now I will be the only New York operator who will operate 24-record machines fully selective. With this machine and the co-operation of the

Gable Company I believe I shall be able to conquer the phonograph market."

Robert Grenner, Gable's New York representative, informs us he has already booked Babe's first order for 300 machines. Babe Kaufman Music Corporation will confine its operations to the city of New York and a portion of the State of New Jersey. Many operators, in the territory heretofore closed, upon hearing that Gable Company had made this territory available, have contacted Mr. Grenner for privilege of operating Gable machines.

The Gable Company is one of the oldest concerns manufacturing coin-operated phonographs, and many of the older operators will recall the earlier models that were in operation long before amplification.

Drollinger Invitation To Annual Deer Party

DALLAS, Feb. 29.—Harry Drollinger, "30 years a music man," sent out a novel invitation to his annual Deer Party which is being held at the Jefferson Hotel here tonight and Sunday. Harry has always told his guests that he killed deer with his own little gun, but this year a big cartoon at the top of the attractive invitation folders lets the secret out. The cartoon shows Harry buying two bucks for 30 bucks from a real hunter while some peeping Tom is hidden

Sheet-Music Leaders

(Week Ending February 29)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

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

1. Alone
2. Beautiful Lady in Blue
3. Lights Out
4. Moon Over Miami
5. It's Been So Long
6. Please Believe Me
7. Alone at a Table for Two
8. Rhythm in My Nursery Rhymes
9. Goody, Goody
10. Cling to Me
11. With All My Heart
12. Feather in the Breeze
13. Wah Hoo

behind a tree near by to find out just how Harry gets the deer.

The novel invitation says that "many times you have heard of the trusty rifle cracking and 20 redskins biting the dust. That goes to prove that superior marksmanship always receives its award. In the past I have many times been accused unjustly of securing deer (the proper spelling being deer), so I have arranged to have the above sketch made to prove conclusively that these accusations were unjust. At any rate the deer are here and they will be ready for your

consumption, along with all of the trimmings, at 5 p.m. Sunday, March 1, on the beautiful roof garden of the Jefferson Hotel.

"Your favorite refreshments will be available, starting Saturday, February 29, and continuing thru Sunday until after the dance. Special entertainment and music will be furnished for the ladies (be sure you bring your wife, sweetheart or someone else's wife).

"Now please remember this is my personal annual deer feast and has nothing whatever to do with business, it being the one time of the year that I endeavor to show my friends that I do sincerely appreciate their friendship.

"I respectfully request that you acknowledge receipt of this invitation, being sure to tell me that you will be here and how many in your party. Also if you are going to be here Saturday night or Sunday night immediately make your reservation, as I have arranged for a section of the hotel to be set aside for your convenience, but it is necessary that you make your reservation with the hotel at once.

"If you have relatives or friends bring 'em along. Just let me know how many."

Union Novelty Party

ST. LOUIS, Feb. 29.—The Union Novelty Company, of this city, recently appointed Midwest distributor for the Capehart Corporation for the new 1936 Capehart Orchestropes, will have a big party Monday night, March 9, the festivities to begin at 7 o'clock. On the occasion this firm will have the first "showing" of the new Orchestropes, and F. K. Gigax, district manager of the Capehart Corporation, will be on hand to greet all operators. Gigax and Jack Rosenfeld, manager of the Union Novelty Company, will be the hosts. All operators are invited and are assured a good time. Eats and refreshment aplenty will be served to all.

New Music Firm in Nova Scotia

AMHERST, N. S., Feb. 29.—Maritime Automatic Music Company, Ltd., has been formed here with a capitalization of \$10,000. Officers are Lester Bickerton, president; A. A. Barker, secretary-treasurer, and Frank J. Elliot, managing director. New firm is operating Wurlitzer phonographic equipment in this territory.

10 Best Records for Week Ended Mar. 2

	DECCA	BRUNSWICK	VOCALION	RCA-VICTOR
1	651—"Beautiful Lady in Blue" and "Moon Over Miami." Jan Garber and orchestra.	7610—"I'd Rather Lead the Band" and "I'm Building Up to an Awful Let Down." Johnnie Green and orchestra.	3159—"O! Man Mose" and "Please Believe Me." Wingy Mannone and orchestra.	25191—"Alone" and "Two Hearts Carved on a Lonesome Pine." Tommy Dorsey and orchestra.
2	703—"Lights Out" and "West Wind." Victor Young and orchestra.	7609—"I'm Putting All My Eggs in One Basket" and "I Saw the Sea." Johnnie Green and orchestra.	3158—"The Broken Record" and "If I Had Rhythm in My Nursery Rhymes." Wingy Mannone and orchestra.	25212—"Lights Out" and "Moon Over Miami." Eddie Duchin and orchestra.
3	699—"I'm Putting All My Eggs in One Basket" and "But Where Are You?" Jan Garber and orchestra.	7608—"Let's Face the Music and Dance" and "Let Yourself Go." Johnnie Green and orchestra.	3151—"How Many Times?" and "Sadie Green." Roy Newman and His Boys.	25211—"I've Got My Fingers Crossed" and "Spreadin' Rhythm Around." Fats Waller and orchestra.
4	688—"My Heart and I" and "Moonburn." Glen Gray and the Casa Loma Orchestra.	7607—"But Where Are You?" and "Get Thee Behind Me, Satan." Ozzie Nelson and Orchestra.	3147—"Suzannah" and "Lights Out." Art Karle and His Boys.	25218—"Anything Can Happen" and "I'm Building Up to an Awful Let Down." Eddie Duchin and orchestra.
5	697—"Let's Face the Music and Dance" and "It's Been So Long." Ted Fio-Rito and orchestra.	7601—"The Bride Comes Home" and "I'm Going to Sit Right Down and Write Myself a Letter." Hal Kemp and orchestra.	3146—"Moon Over Miami" and "I Feel Like a Feather in the Breeze." Art Karle and His Boys.	25216—"I'm Shooting High" and "Lovely Lary." Tommy Dorsey and orchestra.
6	671—"The Music Goes 'Round and Around" and "I'm Gonna Sit Right Down and Write Myself a Letter." Boswell Sisters.	7500—"That Moment of Moments" and "I Can't Get Started." Hal Kemp and orchestra.	3135—"I've Got My Fingers Crossed" and "You Let Me Down." Wingy Mannone and orchestra.	25235—"Cling to Me" and "So This is Heaven." Richard Himber and orchestra.
7	696—"I'd Rather Lead a Band" and "Let Yourself Go." Glen Gray and the Casa Loma Orchestra.	7597—"Cling to Me" and "Gotta Go to Work Again." Ozzie Nelson and orchestra.	3134—"The Music Goes 'Round and Around" and "I'm Shooting High." Wingy Mannone and orchestra.	25241—"Let's Face the Music and Dance" and "Let Yourself Go." Ray Noble and orchestra.
8	698—"I'm Putting All My Eggs in One Basket" and "Yes-Yes! My-My!" Louis Armstrong and orchestra.	7591—"The Broken Record" and "Too Much Imagination." Freddy Martin and orchestra.	3123—"You Took My Breath Away" and "You Hit the Spot." Putney Dandridge and orchestra.	25242—"I'm Putting All My Eggs in One Basket" and "But Where Are You?" Guy Lombardo and orchestra.
9	665—"Too Much Imagination" and "Please Believe Me." Al Donahue and orchestra.	7587—"The Music Goes 'Round and Around" and "Dinner for One, Please, James." Hal Kemp and orchestra.	3122—"A Little Bit Independent" and "No Other One." Putney Dandridge and orchestra.	25243—"I'd Rather Lead the Band" and "Get Thee Behind Me, Satan." Richard Himber and orchestra.
10	702—"Alone" and "If I Should Lose You." Harry Richman.	7579—"Just One of Those Things" and "Lights Out." Freddy Martin and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.	25245—"It's Been So Long" and "Good, Goody!" Benny Goodman and orchestra.

New Orleans Notes

It's almost a waste of words to say that with E. B. Stern, Southern representative of J. P. Seeburg, here for the Mardi Gras, along with Mrs. Stern, that A. C. Hughes, of Electro Ball, was here too. Never have either been here without the other to the knowledge of your correspondent. Yes, they are working hand in hand with the placing of Seeburg's new Symphonola, tho there is

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, February 21, to Thursday, February 27, both dates inclusive.

Shooting High	29
It's Been So Long	26
Lights Out	26
Gonna Write Myself a Letter	24
Alone At a Table for Two	23
Feather in a Breeze	23
You Hit the Spot	23
Alone	21
Cling to Me	19
So This is Heaven	18
Building Up to an Awful Letdown	17
West Wind	17
What's the Name of That Song?	16
Goody, Goody	14
Got My Fingers Crossed	14
Gotta Go to Work Again	13
Let Yourself Go	13
Green Fields and Blue Birds	13
Beautiful Lady in Blue	12
If You Love Me	12
The Day I Let You Get Away	12
Saddle Your Blues	11
Yours Truly is Truly Yours	11
Life Begins When You're in Love	10
My Romance	10
Mawaiian Paradise	8

a certain magnet at home in Dallas that is keeping Stern on edge.

"The franchise is more valuable than ever before," Stern has to say. "There is hardly a location that needs to fear that this new instrument will not make itself pay. The modernistic design and ease of selection are two points that favor a steady income. The first car of these new machines are due in from Chicago within a few days."

Both Stern and Hughes say they had a wonderful time taking part in the carnival fun, but as was said before, Stern just couldn't help having that far-away look in his eye toward Texas. While here they stopped at Hotel New Orleans and when not out on location were usually surrounded in their rooms and in the hotel lobby by a host of friends.

Hughes left early this week for Dallas and will be followed in a few days by Stern, who is so enthused about that grand little granddaughter, who celebrated her first birthday this week in Dallas, that he is inclined to keep as close to home as possible.

"What a grand combination," Stern smilingly says, "that great little girl at home and the new Symphonola."

There was a fine opportunity for a State-wide convention of operators in New Orleans this week, when operators from all sections of Louisiana and other Southern States, for that matter, came to town for the holidays to share in the fun and renew old acquaintances. Seen within an hour in one large distributor's office were Frank de Grauw, of Abbeville; Frank N. Tortorich, of

Lutcher, and Joe Lucia, of the Capital City Novelty Company, Baton Rouge. All report good business at home and look for a banner year in 1936.

A. J. Comeaux is a new Seeburg operator at Crowley and Lake Charles, La. Comeaux, like all other operators in that section of Louisiana known as the Sugar Bowl, reports the best trade in the history of the coin-machine business. At Lake Charles operators are benefiting from a big oil boom, with new wells coming in daily and land leasing on the biggest scale in years. This has brought about a sharp increase in the town's population of some 20,000 people and plenty of demand for all kinds of amusements and amusement machines. At Crowley, the highest prices received in years for rice and sugar, kind of crops in that area, has helped conditions.

Anthony (Duke) and Mrs. Mary Sarefino, former operators of the Crescent Novelty Company, have organized the Standard Amusement Company with offices at 815 Poydras street, running the business jointly. They are operating as a local office of the Texas Novelty Company, Beaumont, Tex. Both have been in the field here for some time and are well known.

Vic Toce, prominent operator of Lafayette, La., for the Texas Novelty Company, is sad these days, following a serious accident to his 13-year-old son who was run down by a heavy truck on a downtown Lafayette street last week. With his leg in a plaster cast, doctors have expressed the belief that member can be saved.

New Orleans got its first glimpse of the new International Mutoscope Photomatic last week when the first of its kind was installed in the B. & M. Sportland on Canal street. Harry Batt, operator of the sportland, says that the machine, arriving just in time for Mardi Gras, is a sensation.

"The first week on location has been an eventful one for us," Harry asserts. "Coming just in time for Mardi Gras, the machine has been in almost constant use. It is the first perfected machine of its kind ever on location in the South and we are proud of it. The machine has gained the best corner in the sportland and can't be missed. There is a beautiful young lady attendant who helps, too."

E. M. Oertle, Southern representative for the Brunswick group of records, reports a good demand for recordings of the Big Six numbers of *Follow the Fleet*, current at a big downtown show here for Mardi Gras. Fred Astaire personally sings and taps his way into the heart on these recordings, according to Oertle. He also says that two other records are going big, one by the Hokum Boys, *Caught Us Doing It*, a Vocalion, and a revival of *Tumbling Tumbleweeds*, as sung by Gene Autry for Melotone.

J. Fred Barber, local manager for Electro Ball, announces the arrival here this week of Watling Manufacturing Company's new slot Rol-a-Top. Fred believes that there is a good field here for these new machines which stood them on their heads at the Cni convention.

Carl King Visits J. P. Seeburg Plant

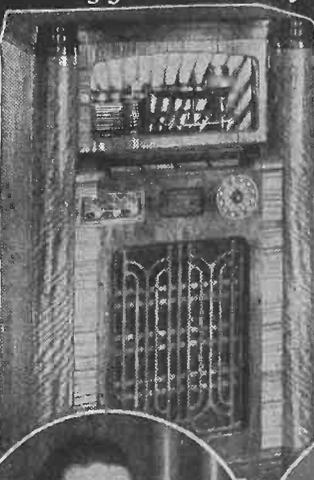
CHICAGO, Feb. 29.—Carl King, of Ellwood, Ind., was a welcome visitor at the J. P. Seeburg Corporation plant here last week. Mr. King, a veteran music operator, was enthusiastic about the ever-increasing popularity of coin-operated automatic phonographs and was definite in his prediction that music operating has only scratched the surface.

When Earl Holland, sales manager of the phonograph division of the J. P. Seeburg Corporation, showed King the new 1936 Seeburg line, the first words from the genial Hoosier were: "How fast can you ship 'em to Ellwood, Ind.? Nobody has to sell me on Seeburg phonographs. I have been operating them for many years and can honestly say the way those mechanisms stand up is really remarkable. I am completely sold on the Seeburg line."

"I tell you, those new models are honeys! I am particularly enthused

OPERATORS PROCLAIM WURLITZER-SIMPLEX

Biggest Money Maker in Automatic Music



From Coast to Coast, for America's most successful operators the Wurlitzer-Simplex is making the biggest profits ever known in the history of automatic music. Its beauty and tone make it the one machine that the owners of the best locations demand. That's why it is replacing other automatic phonographs in the most profitable spots. Wire today for the biggest money-making proposition in automatic music.



M. M. Rutherford, Pampa, Tex.: "Expect to line up all the best locations with the '36 model." — Rutherford & Lawrence, Pampa, Tex.



Frank Miles, Danville, Ill.: "I put Wurlitzer in the Packard class. With all its improvements you still retain its material appearance eliminating the problem of obsolete machines." — B and M Amusement Co., Danville, Ill.



N. M. Mohr, Los Angeles, Calif.: "Truly a 'new deal' in automatic phonographs. An outstanding achievement that every progressive operator should appreciate." — Mohr Brothers, Los Angeles, Calif.

THE RUDOLPH WURLITZER MANUFACTURING COMPANY
NORTH TONAWANDA NEW YORK

SOLD ONLY TO OPERATORS

NOTICE!

NO MORE BUCKLEY DIGGERS WILL BE SOLD IN NEW YORK CITY UNTIL FURTHER NOTICE. BUCKLEY MFG. CO. 1133 BROADWAY NEW YORK

PHONOGRAPH OPERATORS CARRYING CASE



PRICE

\$3.91 EACH
F. O. B. GREENVILLE, N. C.

WE HAVE a Life-time Record Carrying Case for Phonograph Operators built to special operator demand specifications. A solid metal case with 60 record capacity (10" or 12" records). Strong hinges, leather handle, best lock made. Protects records from breakage or warping—this alone SAVES the price of the Case in a few months.

Every Operator and Service Man needs at least 3 of these cases. Every case is FULLY GUARANTEED to be the BEST ever built for the purpose. RUSH YOUR ORDER IMMEDIATELY!! It's the RECORD CARRYING CASE you've been waiting for! (\$3.91 Each—1 or 1,000.)

M' CORMICK MACHINE CO.

121 EAST 4th ST. - GREENVILLE, N. C.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Phonograph Exchange

SELL or BUY

RECONDITIONED

PHONOGRAPHS

INTRODUCTORY OFFER!

WURLITZER'S \$199.50
SIMPLEX—P12—3 MONTHS OLD, LIKE NEW. EACH. . . .

This department is set up to help Phonograph Operators Buy or Sell Phonograph Equipment at the Best Possible Prices. We carry stock of all accessories. Write or wire your needs.

KAUFMAN
INC.

455 West 42nd St
NEW YORK CITY

Del.

MEdallion 3-0468

ANNOUNCING

Our Appointment as Factory Distributors for the 1936 CAPEHART ORCHESTROPE

The Greatest Automatic Phonograph of All Times, With "Eye-Level" Selector Big Gala Showing, Monday, March 9, at 7:00 P.M. All Operators are cordially invited to attend. Mr. Gigax, district manager, will be on hand. We're serving Refreshments 'n' Everything.

MACHINES IN STOCK AT ALL TIMES FOR PICK UP OR IMMEDIATE DELIVERY

UNION NOVELTY CO., Inc., 4459 OLIVE ST., ST. LOUIS, MO.

over the idea of Seeburg offering four different models in their 1936 line. The Symphonola F Super De Luxe, the Symphonola Model B, the Symphonola Models C and D Modernistic and the Symphonola Standard A are the most beautiful-looking automatic phonographs I ever have seen! The nicest

part of the whole thing is that each of these models will be properly placed in a district classification of location.

"You can take it from me, this Seeburg leadership thing I've been seeing isn't only advertising talk. Brother, the Seeburg people have earned the title just on what Earl showed me today."



PRICE TALKS!

WHY PAY MORE?

50"x24"
\$89.50

Check Separator and Mint Vender \$10 extra (5-Ball Play \$10 extra).

CHANGING ODDS

SUNSHINE DERBY ONE-BALL AUTOMATIC PAYOUT

Sunshine Derby permits the player to leave the odds stand, or he has ONE opportunity to change odds. Ball returns for play. Giant, modernistic, gold finished cabinet. Sixteen award pockets set into a colorful, dazzling field. Boosts profits amazingly! **SUNSHINE DERBY** is the **LOWEST PRICE** payout in its class. You'll know why when you see it!
Exclusive Distributor for Louisiana, Mississippi and Alabama:
BUD LIEBERMAN, 320 Chartres Street, New Orleans, La.

D. GOTTLIEB & CO., 2736-42 N. Paulina St., CHICAGO

Insurance Plan For 3 Machines

NEW YORK, Feb. 29.—Announcing an insurance policy for the protection of three of its machines, officials of International Mutoscope Reel Company said that something unique in insurance protection is now available to operators. The plan has been arranged with the Pearl Assurance Company of London, for which firm the Bankers' Trust Company of New York is trustee in America. The protection may be obtained for Mutoscope cranes, Magic Finger and Photomatic machines at \$1.50, \$1.65 and \$1.85, respectively.

George Heitmanek, of Mutoscope, in explaining the policy, said that this insurance will protect the buyer of any of these machines from the time they leave our factory, while in transit, and from vandalism on location.

"As an accommodation to purchasers, we can arrange to have a policy made out at the same time the order is executed, thereby providing protection for the machine immediately upon its departure from the factory, provided, of course, that the order is accompanied with the first year's premium. You can appreciate the value of this insurance when it is realized that the owner is protected against damage to the machine if caused by fire, theft, carelessness in storage, etc.

"Mutoscope, of course, will co-operate with the insurance company by taking care, to the best of its ability, in seeing that policies are made out in the names only of reliable operators. It is obvious that abuses will occur, particularly in view of the low cost of the insurance. The insurance applies only on machines bought for delivery in the United States. The policy is also limited in that it does not cover the loss or theft of the merchandise in the machine.

"Briefly, this policy covers the insured property from the time of leaving the factory, store or warehouse of the assured in due course of transit via inland conveyances, including risks while on ferries and/or in cars on transfers in connection therewith, also while on location anywhere within the limits of the United States and Canada for that term

stipulated in certificates of insurance covering such property, provided, however, that no certificates will be issued for a period exceeding one year.

"While on location the policy protects the machine against loss by fire, lightning, malicious damage and theft of entire machine (except as hereinafter excluded)."

EPCO Announces New Service for Coin Men

DETROIT, Feb. 29.—Having provided an answer to the greatest need in the industry—that of eliminating all of the expense and worry in connection with battery operation of pin games by producing Electropak and Adaptapak, Electrical Products Company announces a new service to operators and distributors. The firm is prepared to furnish replacement electrical and electro-mechanical parts for every pin game ever manufactured. This unusual service proves beyond doubt that the EPCO officials are pin-game-minded and that they have painstakingly analyzed the operators' problems.

It now will be possible for an operator to turn to this centralized service organization for all of his operating and service problems with complete assurance that he will receive the very best possible equipment and speedy service at reasonable prices. Operators are invited to bring their problems to the Electrical Products Company. A special department is maintained for helping operators with their service problems and with the development of any ideas which they may have in connection with the pin-game industry.

Morrie Ginsburg Is Back

CHICAGO, Feb. 29.—Morrie Ginsberg, of the Atlas Novelty Corporation, has recently returned from Florida, where he visited his mother, wife and daughter, who are spending the winter there. Morrie came back bronzed as an Indian from basking in the sun on the Miami beach. Morrie says that he has returned full of vim, vigor and vitality and is getting ready to hit the ball in real Atlas style.

Bally Capitalizes Bonus Publicity in Its New Name

CHICAGO, Feb. 29.—Jim Buckley, sales manager of Bally Manufacturing Company, rises to announce that "Bally brings the nation a Bonus which will not be restricted to ex-service men, but will be a boon to every man or woman who thrills to the challenge of a new and different pin game! A Bonus, moreover, that has a share-the-wealth feature, inasmuch as players actually win when they lose—win an opportunity to collect one of those 10, 20, 50 or 100-point Bonus Awards."

Jim refers, of course, to a new one-shot payout or ticket game, Bally Bonus, featuring a novel "out-hole bonus" idea. There are three holes, side by side, at the bottom of the board. A ball shot in either the left or right hole automatically operates a bonus dial, registering various awards from 10 to 100. This dial does not reset when coin is deposited, and on subsequent games a ball placed in the center bonus pocket will pay whatever is indicated on the dial. The bonus feature is said to be a strong repeat-play stimulator, inasmuch as a player always has an interest in the bonus he has built up.

On the other hand, when player finally leaves the game his left-over bonus will act as a come-on to other players, according to the maker's claims.

Bally Bonus also features the new electric bally hole, which returns ball for free play and pays progressive awards as the indicator spells out B-A-L-L-Y. An additional free-play hole is featured on the board in place of the usual center out hole, and the 100, 150 and 200 awards made famous by Jumbo are again prominently displayed on Bally Bonus.

Magic Finger Wins Favor

NEW YORK, Feb. 29.—The Loboy model of Magic Finger, introduced by International Mutoscope Reel Company, Inc., at the 1936 convention, has gained such praise and so many orders that production has been trebled. The belief is that the machine will continue to prove one of the most popular in the industry.

Bill Rabkin, president of the firm, reports that orders are being filled as speedily as possible.

The firm has been extremely busy these past weeks arranging for large-scale production of the machines, and it is stated that among all the machines made by the firm the Magic Finger Loboy is proving most popular next to the Mutoscope cranes, which have long been popular with the industry.

Other plans by the firm assure operators who ordered the Magic Finger Loboy that they will be rushed to them within a very short time. Operators have already started in various parts of the country for this equipment.

The Loboy model of the Magic Finger retains all the principles of the larger model, with the unique advantage that it offers the player an opportunity to look down upon the moving finger and watch the merchandise from atop the machine instead of from in front of it, as in the larger model.

Experienced operators state that this advantage is appreciated by the player, for it brings him closer to the machine to watch the movement of the operating finger. This means greater suspense and surprise action.

Also interesting is the extremely modern design used in the Magic Finger Loboy. The design was originated by one of the best industrial designers in the country and brings modern simplicity and beauty to the coin-machine industry in two-tone cabinet arrangement.

Asks for More Puzzles

To the Editor: "A few weeks ago you started to insert puzzles or brain teasers in your coin-machine section of *The Billboard*. This was a great idea, inasmuch as we passed them on to our friends.

"But the last one never was answered: The value of two U. S. coins equals \$1.01, and one is not a penny. Will you please give us the answer to this problem? And why not continue using these problems? I am sure many of your readers are interested.

R. K., New York City.



S. L. STANLEY, of the Automatic Amusement Company, Memphis.

Digger Items Stressed In Struhl Sales Drive

NEW YORK, Feb. 29.—The Morris Struhl premium firm is preparing a new sales drive on the latest merchandise for digger machines. The firm has a wide reputation in catering to the digger field and plans are made for shipping premium items to a much larger territory this season. A new list of 10,000 prospective customers will receive announcements of new items.

Archie Struhl, advertising director for the firm, states: "We believe that in this new merchandise we have the greatest values which digger operators have ever received. There are many items which are entirely new and which lend themselves perfectly to digger promotion. We have tested almost every item in the large cranelands and find that they are money makers in the diggers there. Some of the digger operators who tested the merchandise for us in various parts of the country have already re-ordered. This is the first announcement we have made regarding this new merchandise, due to the fact that we couldn't have it shipped to us in sufficient quantities by the factories, but with increased production to meet our orders now under way we can safely state that all digger operators who order immediately will receive the merchandise promptly."

Bally Hole Is Missing

CHICAGO, Feb. 29.—Ray Moloney, president of Bally Manufacturing Company, has a new version of the old riddle, "Where does the hole in the doughnut go when you eat the doughnut?" Jobbers recently received a letter from Ray which stated that a "free souvenir Bally hole from the original Ballyhoo" was included. The letter then went on to say that the hole was really there, although invisible, due to the fact that the wood had been removed from around it.

The real purpose of Ray's novel letter was to tell about the electrified Bally hole featured on Bally's new Peerless one-shot payout or ticket game, which is said to combine the appeal of the old-time Bally hole, plus the fascination of four free plays, four progressive payouts and a gold award, totaling \$7 when ball is shot into the Bally hole five times during one game.

New Atlas Office Busy

PITTSBURGH, Feb. 29.—Art O'Mella, sales manager of the Pittsburgh office of the Atlas Novelty Corporation, has recently returned from an extensive tour of Pennsylvania and West Virginia, where he popularized the Atlas "personal service."

The Pittsburgh branch of the Atlas Novelty Corporation, managed by Phil Greenberg, has made great strides since its inception several weeks ago. Located in convenient quarters not far from the most busy district in the city, it is fast becoming a headquarters for ops. Mr. Greenberg says that the Atlas "personal service" has made a big hit.

Eastern operators are requested to get acquainted with the staff of the Atlas Novelty Corporation, so that they may be constantly informed as to what's what in the business.

Daval Firm Launching Jingle Contest for Ops

CHICAGO, Feb. 29.—Daval Manufacturing Company, one of the leading coin-machine manufacturers of this city, starts one of the most unique contests in the history of the coin-machine business in this issue of *The Billboard*. The firm is giving away free each week for the next eight weeks one of its Tit-Tat-Toe counter games for the best jingle sent to it by operators.

The jingles which have appeared in previous advertisements were the incentive for the contest, it is reported, and the firm feels that it has one of the most natural contests of all time with this game.

The game is a sequel to the Penny Pack, leading distributors report, and they feel that the sales of the Tit-Tat-Toe will greatly exceed those of the Penny Pack. The contest is expected to start many of the operators writing some corking jingles. The winning jingles will be carried in the firm's advertisements which will appear in *The Billboard*.

Judges haven't as yet been decided upon by A. S. Douglis, president of the Daval Manufacturing Company, but it is believed that they will be prominent members of the coin-machine industry.

Their choice will be strictly of an impartial nature.

The rules of the contest will allow the operators to write the jingle in the manner they like best. There are no restrictions as to the type paper or envelope or material to be used.

A. S. Douglis explains the contest in the following manner: "There have been so many jingles heard in the industry since we introduced Tit-Tat-Toe, with even our own distributors and jobbers using them in their advertisements, that on the suggestion of our advertising agency, Byrde, Richard & Pound, New York, we decided to go ahead with a unique advertising campaign wherein we will offer free one Tit-Tat-Toe game each week for a period of eight weeks for the best jingle submitted during each week of the contest by an operator.

"We feel that this will bring us some marvelous jingles and they will be useful to us in our further advertisements of the Tit-Tat-Toe. It isn't necessary for the operator to worry about his spelling, grammar or style. He may send it in on the back of a postcard written in pencil for all we care. All we want are catchy jingles attuned to modern conditions so that they will be interesting to the rest of the industry.

"We are certain that there must be hundreds of jingles in the systems of

the operators at this time seeking outward expression and therefore offer this as an opportune moment to cash in on them."

Pittsburgh Trade Notes

J. D. Lazar will soon leave on another extended business trip that will take him thru Pennsylvania, West Virginia and Eastern Ohio. He will also make brief stops at the firm's Reading and Scranton, Pa., branches.

Sam Strahl has opened a New York branch of the Northwestern Sales Company. He will henceforth divide his time between Pittsburgh and New York. The big city location is on 1516 Broadway.

The current drive on operators who have been paying out money and merchandise to pin-game players is a result of the invasion of a number of disreputable men into the coin-machine field. The legitimate operators who are content to operate within the limits of the law welcome the current clean-up campaign.

A checkup among location owners reveals that they favor smaller coin machines, as space in most cases is valuable. Where more space is available the owner favors more machines instead of a limited number.

Barber shops are among the newest locations welcoming pin games as a diversion for their waiting customers. Frank Deleo, on Fourth avenue, was among the first to adopt the games.

American Cigaret Machine Company has acquired the distribution rights of the newest cigaret machine manufactured by A. Goretta & Company in territories covering six States.

Harmony Bell Guaranteed To Break Business Lull

CHICAGO, Feb. 29.—Offsetting the persistent rumors concerning a temporary lull in the amusement machine business is the sterling example set by the Western Equipment and Supply Company. This well-known firm has been kept hopping to meet the avalanche of orders that followed the remarkable showing of its complete line of amusement games at the 1936 Coin Machine Show in Chicago.

The new Western line, which includes such phenomenal successes as Harmony Bell, The Shell Game, Wildfire, Punch-a-Lite, Stock Market, Thorobred Ponies, Par-Lay and Line-O, has clicked with operators all over the world.

It is an established certainty that Harmony Bell will take its place in the coin-machine business as a permanent machine just like slots, automatic phonographs and merchandise venders.

Harmony Bell is probably the most versatile coin-operated machine to be presented to the business. Its unique and uncanny operation is truly ingenious. Upon the insertion of a coin in the slug-proof slot lighted figures rapidly flicker all over the "magic mirror." If the player is fortunate enough to get a winner Western's fast, positive payout unit automatically pays out the amount showing. The highest possible payout is \$1.

Harmony Bell is an extremely "innocent looking" machine. The beautiful modernistic walnut cabinet is comparable to a fine piece of furniture. Operators are particularly enthused about the many ways this winner can be operated. Set on any counter or bar, Harmony Bell can be operated individually just as you would operate a slot machine. The operator can set it on top of an automatic phonograph. It is easily hooked up with any automatic phonograph. When attached to a phonograph, regardless of whether the player wins or loses on the automatic payout, he automatically receives a selected recording for his coin. Harmony Bell may also be operated by remote control to an automatic phonograph. In other words, the operator can place it on a bar and run wires from the machine to the automatic phonograph back in the dance floor. Complete instructions as to the wiring of Harmony Bell to an automatic phonograph is available from the Western Equipment and Supply Company. Operators requesting this information will receive it promptly.

RAY'S TRACK



The Sensational 9-Horse, Automatic Payout Race Horse Game.

The greatest sensation in All Coin Machine History.

Write for Complete Details and Prices! Ray's Track Opens a New Big Boom Era for You. IT'S THE SENSATION OF 1936.

RELIANCE



The first Real True-Dice Automatic Payout Game.

★

We're SWAMPED with orders for RELIANCE! WIRE US TODAY—let us reserve some for you! RUSH! RUSH!

WRITE NOW—Get Full Details and Prices of all BALLY hits! Teaser—Harvest—Moon—Rambler—Peerless—Derby—Golden Harvest—Bally Bonus—Bally Baby—ALL SENSATIONAL GAMES! FOR FAST DELIVERY WIRE ORDERS!

FITZGIBBONS DISTRIBUTORS

INC. 453 WEST 47TH STREET NEW YORK CITY NEW YORK

USED MACHINE BARGAINS

ALL IN A-1 CONDITION

DO OR DON'T	\$15.00
PEARL HARBOR	22.50
PUT 'N' TAKE, Front Door Payouts	13.50
SPORTSMAN	15.00
SEEBURG RACE HORSE, like new	40.00
WAR EAGLE BELLS, perfect	50.00
DUTCHESS, 5c Play	30.00
LITTLE DUKE, 1c Play	25.00

TREADWAY NOVELTY CO. 413 Main Street, JOPLIN, MO.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

BASEBALL SALES TALLY CARDS

and all kinds Coupons for Operators. Daily and Weekly Series. Names and Numbers in Nat. and Amer. Leagues and Amer. Ass'n. 2, 3, or 4 ways. We manufacture to your order all kinds Baseball Series and Pull Tickets. 3 Aces, 4 Aces, Square Deal, Radio Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tips, Games, etc., galore. 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.

OPERATORS HEADQUARTERS FOR INFORMATION ON GAMES AND SYSTEMS WRITE FOR CATALOGUE AND LOWEST PRICES

REX NOVELTY COMPANY 1010 GEORGE ST., CHICAGO ESTABLISHED 1913

FREE!
25 BEAUTIFUL FULL SIZE BAGATELLE GAMES
FOR THE 25 BEST LETTERS OF 50 WORDS OR LESS ON
Why I like to Play
PIN GAMES (BAGATELLE)



Skeets Gallagher, Bebe Daniels and Ben Lyon, popular movie stars, are shown enjoying Bagatelle

RULES OF THE CONTEST

1. You are privileged to write on any phase of Bagatelle (Pin Game) play.
2. Your letter or postcard to contain 50 words or less, clearly written or typed on one side of the paper only. Including your name and address.
3. Letters must be mailed no later than Midnight, March 14, 1936, and are to become the property of the Amusements Service Corporation of America.
4. In case of ties, duplicate awards will be made.
5. The decision of the judges will be final and will be announced March 31, 1936.

The JUDGES

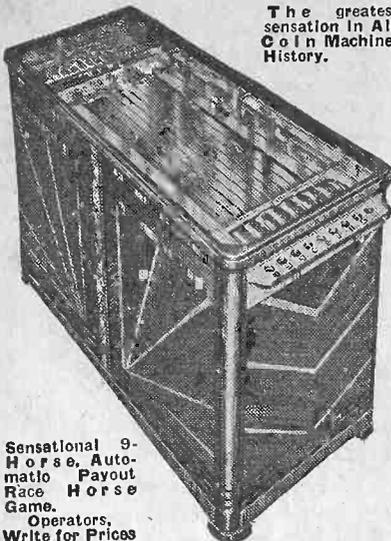
- Mr. Myron L. Summerfield
- Mrs. Hollister Sturges
- Mr. Theodore Crane

Send your entry to—
Chairman Contest Committee
AMUSEMENTS SERVICE CORP. OF AMERICA
25 LAFAYETTE ST. — BROOKLYN, N.Y.

REPRODUCTION OF ADVERTISEMENT that appeared recently in several New York dailies. See story on first coin machine page in this issue.

RAY'S TRACK

The greatest sensation in All Coin Machine History.



Sensational 9-Horse Automatic Payout Race Horse Game. Operators. Write for Prices

BALLY'S PEERLESS	\$115.00
BALLY'S DERBY	115.00
BALLY'S RAMBLER	115.00
BALLY'S RELIANCE	119.50
PAMCO PARLAY, SR.	115.00
PAMCO SPEEDWAY	115.00
MAGIC EYE	Write
GOTTIEB'S SUNSHINE	89.50
ELECTRIC EYE	Write
PAMCO PALOOKA	169.50
TIT-TAT-TOE	17.50
PUNCHETTE	19.75
MILLS TYCOON	149.50
MILLS FUTURITY	Write
BALLY'S MULTIPLE	Write
BALLY'S BONUS	Write

JOBBERS write for Quantity Prices

PROMPT DELIVERY

1/3 Cash With Order, Balance C. O. D.
See our Classified Ad.

MOSELEY VENDING MACHINE EXCHANGE, Inc.

OO Broad St. Richmond, Va.
Day Phone, 34511. Night Phone, 55328

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Chicago Coin Adding to Distribution on Payouts

CHICAGO, Feb. 29.—Chicago Coin Corporation announces that certain territories are still available for jobbers and distributors on their new automatic payout table line.

In line with Chicago Coin's expansion policy, new and additional distributors are being appointed for its games so that the automatic payout line will have the same 100 per cent distribution that its straight novelty line enjoys.

The three new automatic payout games which Chicago Coin is featuring are the result of many months of experimental work and location testing. As a result the pay tables produced have been proved mechanically and electrically perfect and carry an assurance to the operator of a definite player appeal.

In order to make this new line as attractive as possible, a special new line of cabinets has been designed. The cabinets themselves are handsome pieces of furniture that will enhance the appearance of any location. They will be right at home in the most de luxe spots. Each cabinet is attractively but not gaudily colored and trimmed. The construction of the cabinets offers the operator a complete maximum of protection against wanton destruction and pilfering.

Track Odds and Super Eight feature a new odds-changing system that should appeal to the players. As the ball is

Fischer To Travel for Modern Vending Company

NEW YORK, Feb. 29.—Al Fischer, formerly manager of the New York office of the Peo Manufacturing Corporation, has accepted the position of road manager for Modern Vending Company, Nat Cohn, president of the firm, reports.

Al will make a tour of the States which Modern Vending Company covers in the East and plans to have ready a new machine every other week. He will also have two salesmen under his jurisdiction, and these men will be the nucleus of the Modern sales force for road travel which is now being arranged.

Al will carry with him on this present trip samples of the Ditto, Electric Eye, Ray-O-Lite, Tit-Tat-Toe, Stock Exchange, Transatlantic and a complete line of Rock-Ola products.

He will establish headquarters in cities along the road and will use these for return trips every two weeks to show new games to operators and jobbers in each territory.

Mr. Fischer is jubilant about the prospects and believes that he will be able to offer operators and jobbers the finest line of amusement games in the industry, as well as a new service which has never before been attempted.

Mr. Cohn stated: "Al Fischer is one of the best liked, as well as one of the best informed men in the coin-machine industry today. I believe that he will prove an invaluable aid to every operator and jobber in the many States where we distribute at the present time. He will also bring us closer together with our many customers, for it is certain that this personal contact which he will create and the service he will be able to offer, due to the tremendous facilities of our own organization, will create a new era for the Eastern coin-machine world."

Modern Vending Company is also taking an additional 2,000 square feet of floor space on its present floor and intends to open the most elaborate and beautiful showrooms the industry has seen.

Plans are going forward at a rapid pace and members of the firm feel that this new sales coverage of their present market, plus the additional lines which they are distributing, will soon make necessary at least 25,000 square feet of floor space for additional offices and showrooms.

Offers Electrical Razor

NEWARK, N. J., Feb. 29.—Samuel Broudy, of Jersey Trading Company, well-known premium firm, reports that his firm has been granted the distribution in this State of the Hanley-Clip Shaver.

This new electrical shaver is said to be of high quality, and it is believed that because no blades are used and the price is so reasonable that it will be one of the greatest features for salesboards and high score prizes on pin games for the coming spring and summer season.

With the rapid popularity which these electric shaving sets are gaining at this time, Mr. Broudy believes that the Hanley-Clip Shaver will prove a great innovation to appeal to men.

played it travels over triggers on the playing field that select both odds and the player's selection. In Track Odds two captive balls which automatically shoot out to the lower playing fields select both the player's horse and odds.

The officials of the Chicago Coin Corporation point to one feature in particular embodied in Track Odds that should make an instant hit with the players. Every hole on the playing field except, of course, the out hole is a winner. If the player achieves the selected hole Track Odds pays out the odds shown; all other holes automatically pay two coins.

Big Casino, a giant one-ball automatic game, uses a very clever double payout system. If the player makes the Big Casino hole the ball is returned for another play. On the second play all holes pay out double the normal amounts and the out holes automatically pay four coins.

All three of Chicago Coin's automatic payout tables are in production and ready for shipment.

Eastern Chatter

Wedding bells for Herman Sher (he's of Herman-Sher Company premium firm) and Ruth Schantz, of Brooklyn, this past week at Gottlieb's Restaurant, 38th street and Seventh avenue. They'll be on a honeymoon cruise for a week. One more good man met his Leap Year and couldn't resist. Lots of luck and happiness, Mr. and Mrs. Sher.

Mutoscope factory is back in full-speed production on the hit Photomatic and the new Magic Finger Loboy. Both machines are going great guns wherever presented. The Magic Loboy is said to be one of the most attractive of the newer ideas seen in the biz.

Irv Nathanson, from up Monticello way, claims that his jobbing business is doing fine. He's also doing a great job with Bally games. Irv's spot is known as the Mountain Amusement Company.

Electrolok is solving another big problem for the coin ops; that of digger cheating. The plug is pulled while the arm is in operation—you know. This little device, by the makers of the well-known Electropak, will help the digger ops considerably. And that's something.

The newspaper campaign burst with a flash of glory on the boys and, tho no advance info was given, everyone noticed the ads in the Friday papers. The campaign is said to be the best ever.

Steve Delewin advises that his firm has shortened its moniker to Queens Amusement Company and will be located at 4510 44th street, Long Island City. Steve says, "The shorter the better." He claims that business has been slow but believes it's due for a big, big boom.

Henry Hainert, of P. & W. Sales Company, well known to the trade, reports that the heavy snows out on the island have hampered play tremendously. So much, in fact, that the boys are crying loud, long and hard.

Nat Cohn, Willie Blatt, Dave Robbins, Joe Fishman and John A. Fitzgibbons made that big trip to Chi, meeting 14 below zero on arrival, to transact very important business. The boys were busy up to the last minute before departure.

Abe Fish, of General Amusement Games Company, Hartford, claims he has the greatest bargains for ops in five years. He's shooting them fast every week. That's Abe for you.

L. B. McCormick, of McCormick Machine Company, Greenville, N. C., has one of the sweetest items for music-machine ops seen in a long time in that new record-carrying case, strongly constructed of metal so as to prevent warping and breakage of records. "What's more, each case will hold 60 records," says Mac. And that's a lot of records for one little case. They're ordering them from everywhere.

And while on the subject of music machines Durapoint needles report so much biz that it had to increase its quarters and add to its staff. The needle is going "over the top," claims the firm.

Billy Kelly, of Springfield, Mass., says: "Congrats to Jack Fitzgibbons from me via Eastern Chatter column."

Schork & Schaffer, the "sportland kings," will pull a unique surprise very soon and every newspaper in town will feature it. Watch for it—it's different. And it's a real idea.

John A. Fitzgibbons met the appeal of Bill Farnsworth, of The New York Evening Journal, for games for the boys in that up-State CCC camp by offering two new Bally games for their entertainment these cold and dreary winter evenings.

Henry Cooper has returned from Florida and after getting a scent of the atmosphere here has decided to return. He'll remain in Miami the balance of the season with the wife and kiddies.

Mac Perlman, of Acme, claims the only trouble with all troubles at present is that he hasn't any games to sell and asks when are the manufacturers going to ship some. Wait until Harry and

Nat get back, Mac; they'll tell you about Stock Exchange by Daval. It's a honey.

Sam Broudy, of Jersey Trading Company, Newark, reports that he has just completed four more pages for his loose-leaf premium catalog and that they are being placed in the mails now. These pages contain the new spring merchandise, he says.

"Pop" and "Mom" Struhl, beloved of the ops here, have left for some of that Miami sunshine. And all the kids were at the station to see the "boss" on the way. "Looks like a convention," Andy Anderson said.

Dave Stern has gone musical in a big way. The back of his office now contains a large and complete record file and he has even learned the names of all the new songs.

Morris Glisser is spending much of his time down at Hercules again. Nor is he neglecting his Pittsburgh offices. Seems that he's just splitting his time between both spots until he gets conditions as he wants them.

Murray Goldstein, the sportlands' sec, was home with a severe attack of the flu all last week. And how Murray raved. What, with all the business crowding his desk and he was forced to remain in bed. Hope you get back on the job again soon, Murray.

Cody and Nelson, from Middletown, are awaiting the opening of the Bally Building and that "big party" Jack promised them.

Magistrate Aurelio's statements in Brooklyn should have been broadcast more widely by coinmen. He said a mouthful.

They're expecting to have the diggers and cranelands licensed. How much they will tax them and when is the big question of the moment. And IF.

"It's all too, too technical," is the way that Ben Haskell, lawyer, puts it. And means it.

Tobacco jobbers' show at the New Yorker proved of interest to many of the boys seeking new ideas.

And talking about new ideas, Archie Struhl is back on his soap box again and asking for plenty of new ideas to be brought to him. In fact, he's hired a truck to pick them up everywhere in town. If you have one just phone for Archie, the Struhl "good will ambassador."

Word leaked thru to the Big Street that the party given by Sicking-Gerber & Glass at Cleveland was a wow. In fact, some of the reports are to the effect that many of the boys are still "sleeping off the effects."

Watch for the biggest merger of distributors in the coin biz. It's a wow of a story.

New Arcade in Detroit

DETROIT, Feb. 29.—Detroit, which for a long time had no penny arcades whatever, now has a second one with the opening of a downtown spot known as Roy's Arcade by Roy Elliott. Practically everybody connected with the spot has a double interest in show business, incidentally.

Elliott has operated the shooting gallery and some other carnival concessions on the Dumas & Reid Happyland Shows for several years. At present he is spending the winter at St. Petersburg, Fla. The location is being managed for him by Erwin Max.

A shooting gallery at the rear occupies the center of interest, with a battery of about 30 machines in the front of the store, including many old-style arcade machines, such as mutoscopes, punching bags, strength machines, fortune tellers, as well as some small vendors and four up-to-date pinball games in the center of the room. The entire group makes a well-varied arcade, able to attract continuous play from those out for a good time.

An unusual feature of the arcade is the picture machine, a large one at the front, which is provided a special store window by itself. Pictures actually taken are displayed here, and the window serves to draw additional patronage. Marvin D. Smith, formerly a dramatic stock actor with the Michigan Players

and Columbia Players in Detroit, is lessee of the picture machine. Manfred Linick is operator of the coin machines upon a percentage basis.

One of Detroit's newest operating firms is that of Ray & Noal. The partners have taken the unique idea of using their first names to indicate the company and are Ray Zinstre and Noal Cotner in private life. Zinstre, incidentally, was formerly manager of the West End Theater in Detroit for William and Louis Kimmel.

Cotner returned Tuesday from the hospital after a major operation and is convalescing and is expected to be up in a few days. His partner has been managing the business in his absence. The firm has been specializing in pin-game operation.

Chris H. Hornbeck is another new Detroit operator. Hornbeck began operating about two months ago and is specializing in coin-operated phonographs. So far he has been buying only Mills machines from Walter Lang, representative of the Mills Novelty Company. Hornbeck is an aggressive type of operator who is steadily increasing his business at the rate of two or three machines a week and promises to be one of the important men in this field within a few months. Most of his locations are beer gardens, where, he reports, play on the machines has kept up to a generally good level, despite the cold weather.

Modern Vending Claims Use of "World's Largest"

NEW YORK, Feb. 29.—Nat Cohn, president of Modern Vending Company, and Irving Sommer, sales manager, who have been known as "The World's Largest Coin Machine Distributors," due to large purchases and sales of coin-operated equipment, challenge the right of the "mystery advertiser" in *The Billboard* to the use of this slogan.

Nat claims that Modern Vending Company is willing at any time to place its purchases and sales records against the "Mystery" claimant to this title. He reports that for this present week alone the firm has received 500 games from Rock-Ola Manufacturing Corporation in one shipment.

He also reports that while in Chicago this past week he placed orders for immediate delivery for an additional two carloads of games from Rock-Ola Manufacturing Corporation and also for one carload of the new Stock Exchange games of Daval Manufacturing Company.

This is in addition to the games which he is regularly receiving on standing order with the large coin machine manufacturers.

Nat believes that the use of this slogan by any other firm at this time is an imposition on Modern Vending Company and feels that his present challenge to produce sales and purchasing records of the "mystery advertiser" in *The Billboard* as to his legitimate claim to such an expression is only fair. He feels that the "mystery advertiser" should immediately drop the use of this slogan in lieu of the fact that his claims will first have to be proved before he can adopt such a slogan, especially against the fact that it has been openly granted to Modern Vending Company by manufacturers and others in the industry.

Nat explains that they only adopted the title after the industry itself had begun to use it as a regular by-word whenever reference was made to their firm.

He feels, therefore, due to the record purchases and sales which the firm has made and continues to make regularly, that this title is its right and that any promiscuous use of it should immediately be corrected.

WPA SHOW

Continued from page 3)

Local Federation of Social Agencies, is being organized for a four-month tour in settlement houses and school auditoriums in Allegheny County. Theatrical projects office in the old Post Office building, managed by Leon Ward, is testing talent. Performers will earn \$94 monthly.

First WPA unit organized in this territory, a stock and vaude group, opens Monday at the Irene Kaufmann Settlement here.

NORTH ATTLEBORO, Mass., Feb. 29.—If there are any WPA troupes seeking a place to show their wares, they might

get in touch with the city solons—but they'd better hurry.

This city now owns a theater, a decree of the Massachusetts Land Court having given the town possession of the old Elm Theater because of non-payment of taxes. But officials have slight intentions of putting the old playhouse into use and bids for its demolition will shortly be sought.

BOSTON, Feb. 29.—Federal Theater Project is assembling a 65-people revue, to open on the road March 30. Unit will carry a 22-piece orchestra. Local Federal Theater Project now has 18 vaudeville units at work.

BRIDGEPORT, Feb. 29.—Federal theater project in this city started this week with appointments by Miss Gertrude Dondero, State director, of Miss Cecil Spooner, well-known stock favorite, as drama director and Homer Mason, former vaudevillian, as vaude director. Hal Clarendon will be technical director, Charles Blaney, house manager, with James Conroy assistant, and Frank Silva publicity manager. Opening production is *The Shannons of Broadway*.

DETROIT, Feb. 29.—Thomas Wood Stevens, in charge of the Federal theater program, has authorized a WPA theater here. A prospective cast has been selected and is in rehearsal. It includes Mrs. Helen Budd, Eleanor Knight Hill, Ralph Clifton Montgomery, Helen Louise Ulmer, Stephen Nastogel and James Guthrie Glasgow, who has been on the stage for over 20 years. Jack Marvin is in charge of the project. Gordon Fairclough is technician and Edwin Gramercy director.

HOUSTON, Feb. 22.—Federal theater project opened here today. Richard Baldwin, former regional office manager in Dallas, is business manager of this unit. Cyril Delevanti, now director of the Houston Little Theater, is production manager.

Offices at the Houston Recreation Clubhouse, 402 Buffalo drive. Project is co-operatively sponsored by the Houston Recreational Department, of which Miss Corinne Fonde is superintendent. They have 13 houses in the city. John S. Bonner is district administrator.

TA COLLECTS

Continued from page 3)

able to line up some money for the Theater Authority.

Locally, the TA is planning to ask the Police Department and the License Department to help stop the benefit racket by including a new clause in night-club licenses prohibiting sending acts out to play free shows.

Benefits okehed by TA include New Theater at the Civic Repertory tomorrow night; Shomrim Society at the Waldorf-Astoria and the Professional Music Men's League at the Alvin March 8; Jewish Home for Convalescents at Carnegie Hall March 8; Israel Orphan Asylum at Madison Square Garden March 21; Jewish Consumptive Relief at the Astor Hotel and the Yeshiva College at the Majestic Theater March 22, and the Jewish Theatrical Guild April 5 at the Majestic.

WINNIPEG, Feb. 29.—"Charity rackets" were hit last week when E. A. McPherson, provincial treasurer of Manitoba, ordered that amusement tax for shows held under auspices of community organizations must not be waived unless the sponsors actually managed the finances.

This ruling is somewhat similar to that of the Ontario Provincial Government, which collects taxes on all shows, but grants a rebate when affidavits show the expense did not exceed 50 per cent of the gross. When a promoter is engaged, a charity cannot get a tax concession.

ALL AMUSEMENT

Continued from page 3)

besides giving needed life to virtually extinct vaudeville.

Parks, amusement centers and various resorts depending on summer and holiday trade supplied by near-by cities, such as Rockaway Beach, Jones Beach and Atlantic City, see in this latest piece of good fortune a clear road out of the red.

The rate cut has been the result of a two-year investigation on the part of the Commission and was advised as a measure necessary to bring back adequate passenger travel. While most Eastern roads, including the New York Central, Pennsylvania and New Haven regard the rates as nothing short of

catastrophe, the Baltimore & Ohio expressed great enthusiasm and sees in the new measure an effective means of combating the competition of bus companies.

A concrete idea of passenger savings may be obtained from an unofficial calculation of the new one-way rates from New York to Albany, Boston, Chicago, Baltimore, Cleveland and Miami. In the order named these are \$2.84, \$4.58, \$18.16, \$3.73, \$11.56 and \$27.74, as against the old rates of \$5.13, \$8.26, \$32.70, \$6.70, \$20.55 and \$42.79.

RKO OUT OF

Continued from page 3)

boomed to a \$69,348 profit for 1935 as compared with the previous year's loss of \$741,718. This last item does not take cognizance of the profit or loss shown by the Orpheum Circuit and its affiliates.

Liquid cash assets from June 1 to December 31, 1935, mounted from \$4,696,904 to \$5,287,893. Over approximately the same period the value of RKO's film, apparatus and other items of inventory increased by nearly \$2,000,000, while outstanding debts were reduced by over \$2,300,000 and interest on debts lessened by \$2,259,055.

Box-office receipts in RKO houses for 1935 indicate an increase of \$1,124,844 over business of the previous year, whereas the increased cost of operation mounted to only \$588,019.

The complete financial report was submitted to the Federal Court February 28 by the Irving Trust Company, trustee for RKO.

ST. L. TRIAL

Continued from page 3)

first suit, a criminal one, ended on November with a jury acquitting the defendants. The present suit has been opened in New York, because the main offices of the corporations and individuals are located here.

Rumors at the termination of the last trial, emanating not only from the offices of the defense attorneys, but also from the Department of Justice at Washington, indicated that the issue was shelved indefinitely. Russell Hardie, however, chief of the government prosecution in St. Louis, was vehement in insisting that the attempt to crush the strangling activities of the defendants would be resumed in the very near future. The present litigation will, if successful, seek to proscript all contracts and combinations indicating conspiracy.

The list of defendants named includes Warner Bros. Pictures, Inc.; the Vitaphone Corporation; First National Pictures, Inc.; Vitagraph, Inc.; Paramount Pictures Distributing Corporation; Paramount Theater Service Corporation; General Theatrical Enterprises; Warner Bros. Circuit Management Corporation; RKO Distributing Corporation; Harry M. Warner and Albert M. Warner; Herman Starr, president of First National; Adolph Zukor, president of Paramount until last June 1; John E. Otterson, successor to Zukor, and Ned E. Depinet, president of RKO.

TRADE PACT

Continued from page 3)

personal property of the performers and not being merchandise for sale, will be allowed to be transported in such vehicles from the frontier point of entry to the exhibition city on highway manifest, but without the convoy of a customs officer, it being understood that both the vehicles and the goods will be entered under Exhibition Entry B-18 by the various exhibitions on arrival at their destinations. The transportation from one city to another in the Dominion will also be allowed under similar permit and manifest.

2. The collectors and subcollectors of customs and excise at McAdam Junction, St. Stephen, Lacolle, Lake Megantic, Prescott and Fort Erie have been furnished with instructions in this regard, and it is understood that all the acts coming in to play at the various exhibitions will be notified to enter at one or the other of these points. If, however, there is any change it will be incumbent upon you, the contractor, to notify the department as early as possible in order that the relative collectors and subcollectors of customs and excise may be advised.

The most important point is the stipulation that the entry of vehicles without security and the conveyance of goods without convoy are applicable to those persons who are coming into the country to play before the grand stand



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Made Only By

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OPERATORS SERVICE SYSTEM

You have a Swell Selling Organization

We Have a Swell Machine

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Together we should do a swell job.

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INSIDE DOPE!

Write, wire, or see us before buying any of the new games! Liberal TRADES! Get our "Coin Sheet" Bargain List. Write now!

LEARY, MANGUSON & JENSEN CO.
56 East Hennepin Ave., Minneapolis, Minn.

at a fair or exhibition under the auspices of an agricultural or other association, these being entitled to entry of such articles under Exhibition Entry Bond B-18 and not to those operating midway or any other attractions or concessions.

Hamid said that regulations must be followed to the letter by his and any other acts going across the border, and that as far as show merchandise for sale is concerned the duty would be about 20 per cent less than heretofore, with declarations to be made in the same manner. Attractions not playing accredited fairs or exhibitions, including vaudeville and cabaret artists, circuses, carnivals, etc., come under the usual bond and convoy regulations, unchanged by the pact. There seems to be a possibility that performers in shows appearing under bona fide auspices may come under the treaty advantages.

MILLS SALES CO.

of New York, Inc.

SAYS

"FIGHT WITH THESE LEADERS"

Quantity.	Description.	Amount.
United Blades, Dbl. Edge,		\$.40
Blue Steel, 100		
Champion Razor Blades,		.45
Double-Edge, 100		
Razor Blades, Double-Edge,		2.50
Various, 100		
Champion Single Edge		.65
Blades, 100		
Deal, 10 Blades, Shaving		.06
Soap, Styptic, Complete...		
Shaving Creams, 35c Sizes		5.00
Asst. Brands, Gross...		
Brushes, Shaving, Individually		1.68
Boxed, Doz.		
Dental Cream, 35c Sizes,		5.00
Asst. Brands, Gro.		
Palm & Olive Brush Shav.		5.50
Cream, Lge. 35c Size, Gr.		
Pinglow Giant Tube Brush-		6.00
less Shav. Cream, Gr.		
Shaving Soap, Finest, in		1.95
Box, Gross		
Styptic Pencils, Attractively		.45
Labeled, Gro.		
Witch Hazel, 16 oz. Finest		9.00
Quality, Gross		
Talcum Powders, 13-Oz.		.55
Giant Size, Doz.		
Soap, 7 Assorted Fine		.10
Cakes in Box		
Soap, Milled, Assorted,		1.65
Gross		
Brilliantine, High Quality,		4.75
Attractive Bottle, Gro.		
Perfume, 25c Size Bottles,		2.50
Cellophaned, Gro.		
Face Powder, 15c Size Bxs.		2.75
Gross, Boxes		
Priscilla Face Creams, As-		.48
sorted, in Tubes, Doz.		
Aspirin, 12 in. Tin, Fine		1.75
Put Up, Gross Tins		
Aspirin, 100 Tabs, in Bot-		1.08
tle, Dozen Bottles		
Aspirin, 20 5c Pkgs. on		.07 1/2
Card (25 Lots), Card		
Bandage, 1", Fine Mesh,		2.52
Bxd. Biggest Bargain, Gr.		
Bandages, 2", Boxed, Fine		5.04
Mesh, Gross Boxes		
Chocolate Laxatives, 10c		2.75
Size, in Tins, Gro. Tins		
Phys. & Nurses Baby Toilet		4.50
Powder, Gross Cans		
Absorbent Cotton, 10c Size,		3.25
Gross		
Adhesive Tape, Chick, 1/2 x 5		.48
Yards, Doz.		
Mercurochrome & Iodine		3.00
Glass Rds. Asstd. Gro.		
First Aid Strips,		.17
Per 100		
Rubbing Alcohol, 16-oz.,		7.20
70 Proof, Gross		
Safety Pins, 12 on Card,		1.44
Gross Cards		
Glt. Van. Safety Pin Bunches,		2.40
24 Pins, Gr. Bunches		
Bobble Hair Pins, 25 on		2.00
Card, Gross Cards		
Bobby Hairpins, Black and		1.10
Brown, 12 on Cd. Gr. Cds.		
Nail Polish, All Shades,		3.00
Also Remover, Gross		
Chewing Gum, Asstd. Flav-		.23
ors, 25c Packages		
Breath Pellets, 20 5c Pkgs.		.09
Card		
Spices, Asstd., 2-Oz. Tins,		.35
Doz.		
Merchandise for Side-Line		.45
Salesmen, Gross		
Shoe Polish, Large, Attract-		3.60
ive 10c Cans, Gross		
Furniture Polish, Lemon or		6.00
Cedar, 16-oz. Gross		
Bowl Deodorants,		.35
Dozen		
Loop Needle Threaders,		.45
Gross		
Blas Taps, 6 Yards, Asstd.		.38
Colors, Doz.		
Shoe Laces, 27", American,		.35
Paired & Banded, Gro.		
Collar and Tie Holder,		.19
Dozen		
Combs, Barber, Special,		.48
Dozen		
Combs, Pocket, in Case,		.35
Doz.		
Vanilla Flav. Extr'ts. High		7.92
Quality, 16 oz. Gross		
Army & Navy Need. Bks in		1.15
Env. Priced 25c, Gr.		
Pencils, Hexagon, Red Eras-		.89
ers, Gross		
Flints and Wicks, in Cap-		2.25
sules, on Display, Gro.		
Fuses, All Amperes,		1.30
Per 100		
Starch, Perfumed		.54
Dozen		
Ironing Pads, Perfumed,		.42
Dozen		
Paring Knives, Stainless,		.29
Dozen		
Pot Cleaners, Zinc,		.18
Dozen		
Machine Oil, Attractive		.33
Bottle and Cap, Doz.		
Tea and Coffee Strainers,		.35
Copper, Asstd. Doz.		
Pipes, Corn Cob, 12 on At-		.65
tractive Card, Doz.		
Pushcards, 100 Punches,		.55
Doz. Cards		

One Overhead and Reduced Expenses Mean Lower Prices Than Ever. 25% Deposit on All C. O. D. Orders. Immediate Shipments.

We Are NOW LOCATED IN NEW YORK ONLY. OUR ONLY BRANCHES—All Others Discontinued.

MILLS SALES CO.

(Established 1916) of New York, Inc.
901 Broadway, New York City
85 Orchard St., New York, Open Daily, Including Sunday.
See Page 62 for Other Mills Ad.

WANTED AMERSON ATTRACTIONS
HELENA, GA., FIREMEN'S SPRING JUBILEE. Shows with own outfits. Legitimate Concessions come on. No exclusive. WILL BOOK Ferris Wheel with own transportation after March 15. Helena, Ga., March 2-7; Eastman, Ga., March 9-14.

Mad Cap Game in East

BROOKLYN, Feb. 29.—Dave Robbins, of D. Robbins & Company, says that Madcap is proving to be a real money getter for the operator and is one of the biggest sellers in quite some time. He claims that an operator found more than the cost of the machine in the cash box for two days' play.

ROUTES

(Continued from page 56)

Mel-Roy, Magician: Marianna, Ark., 4; Harrisburg 5; Blytheville 6-7; Paragould 9; Walnut Ridge 10; McCrory 11; Judsonia 12; Little Rock 13-14.
Merle, Magician: Medway, Mass., 4-5; Boston 6-8; Haverhill 9-11.
Miller, Morris, Museum: Elyria, O., 2-9.
Richard III (Gerald Pryor-Welch): Mayville, Wis., 6; (Walrus Club) Milwaukee 7.
Turtle, Wm. C., Magician: (Blue Danube Tavern) Portland, Ore., 2-7.
Zinbad, Mentalist: (Regent) Newark, N. J., 2-6; (Colonial) Pompton Lakes 9-11.

CIRCUS AND WILD WEST

Mix, Tom: Compton, Calif., 11.
Polack Bros.: (Shrine Temple) Pittsburg, Kan., 7-14.

REPERTOIRE

Blythe Players: Savage, Md., 2-7.
California Players: Burlington, N. C., 2-7.

CARNIVAL COMPANIES

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

Allen's United: Allendale, S. C.
Amerson Attrs.: Helena, Ga.; Eastman 9-14.
Barfield's Cosmopolitan: Orlando, Fla.; Wildwood 9-14.
Big State: Houston, Tex., 7-14.
Capital City: Bowdon, Ga.
Crafts 20 Big: (Fair) Imperial, Calif., 7-15.
Dailey Bros.: Terral, Okla.
Great Coney Island: Reserve, La.
Great Southern: Enigma, Ga.
Green's, Doc, United: Allendale, S. C.
Hansen, Al C.: Tuscaloosa, Ala.; Sylacauga 9-14.
Harris Greater: Atlanta, Ga., 10-14.
Hennies Bros.: Houston, Tex.
Heth, L. J.: Birmingham, Ala., 7-14.
Hughes Bros.: Oakfield, Ga.
Krause Greater: Homestead, Fla.
Regal United Am. Co.: Woodville, Tex.
Reid Greater: Miami, Fla.
Small & Bullock: N. Augusta, S. C.; Bath 9-14.
Smith Greater Atlantic: Augusta, Ga.
Southern Am. Co.: Oconee, Ga.
State Fair: Tucson, Ariz.; Yuma 9-14.

Additional Routes

(Received too late for classification)
Arthur, Magician: Danielville, Ala., 4-5; Mt. Zion 6-7.
Daniel, 2-10, Magician: Thayer, Ill., 2-7.
Felton, King, Magician: Cisco, Tex., 2-7.
Frazier-James Dance Group: Mamaroneck, N. Y., 3-6.
Harlan Med. Show: Tarlton, O., 2-7.
Jenkins, Polly, & Plowboys: Sullivan, Ill., 4-5; Charlestone 6; Shelbyville 7; Clinton, Ind., 8-9.
Lewis, H. Kay, & Hollywood Varieties: Moriarty, N. M., 5-6; Albuquerque 7-8; Belen 9-10.
McNally Show: Pearson, Md., 2-7.
Miller, Al H., Show: Collins, Ga., 2-7.
Purl's, Marie, Say It With Ladies: (Liberty) Darlington, S. C., 4-5; (Imperial) Charlotte, N. C., 6-7; (Carolina) Lexington 8-9; (State) Salisbury 10-11.
Young & Webb: (Beacon) Winnipeg, Can., 7-13.

Concessionaires...
NOVELTY SUPPLY FOR
FAIRS, CARNIVALS, CIRCUSES, GRIND STORES,
WHEELS, PARKS, CORN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

EYERLY LOOP-O-PLANE

Write for Our Special Finance Plan. **ABNER K. KLINE**, 3024 Olive St., Kansas City, Mo.

SOL'S LIBERTY SHOWS, INC.

Now booking for 1936. Address Winterquarters, Caruthersville, Mo.

WANTED—Experienced Ride Foreman and Help. Manager Ferris Wheel-Chairplane. Those with me last year write. **MONARCH EXPO. SHOWS, INC.**, Mike Ziegler, Pres., Milner Hotel, Philadelphia, Pa.

HAPPYLAND SHOWS

Now Booking for 1936. Address 3633 Seyburn St., Detroit, Mich.

PAN AMERICAN SHOWS

NOW BOOKING SEASON 1936. Address 410 Winona St., Hot Springs, Ark.

Anderson-Strader Shows, Inc.

Now Booking Shows and Concessions for 1936. Address Concordia, Kan.

FOR LEASE LITTLE BEAUTY MERRY-GO-ROUND and BIG ELI No. 5 FERRIS WHEEL

Stored near St. Louis, Mo. Terms: 75 per cent to you, 25 to us. Require \$200.00 cash deposit, returnable end of season. Wire, don't write. **GEORGE KOGMAN**, 210 W. Eighth St., Kansas City, Mo.

J. J. PAGE SHOWS OPENING MARCH 23 WANT

Shows with or without own outfits. Will furnish outfits for money-getting Shows. Have all new canvas. Good opening for all legitimate Concessions at reasonable rates, except Cook House and Corn Game. WANT Musicians and Colored Performers for Minstrel Show. Would consider organized Band. WILL PLACE Caterpillar. Good opening for Kidie Rides. **BUCK DENBY** Business Manager this season. All address **J. J. PAGE**, Manager, P. O. Box 343, Augusta, Ga.

L. J. HETH SHOWS

LAST CALL—OPENING MARCH 7, HEART OF NORTH BIRMINGHAM. Following Week, 1st Avenue and 12th Street; Week March 23, Heart of Enslay. Steel Mills in Full Operation. **WANTED**—Organized Side Show. Have complete outfit. One more Flat Ride, Pony Ride. Will furnish outfits for Shows of merit. WANT one high-class Free Act, experienced Chorus Girls. Must do Specialties. Office show. Legitimate Concessions come on. Strong joints save stamps. Photo Gallery, Frozen Custard, American Palmist, Weighing Scales and Candy Apples open. Floyd Smith wire. Phillip Griffen wire **AUTODROME SMITTY**. FOR SALE—Illusion Show. Address Redmont Hotel, Birmingham, Ala.

MAJESTIC SHOWS WANT

Loop-o-Plane, Kiddie Ride. Will furnish new outfits for any worth-while Shows, such as Illusion, Half-and-Half, Geek. Also Working Acts for Ten-in-One. Concessions all open except Cook House and Corn Game. WANT Diggers, Scales, Fishpond, Wheels and Grind Stores of all kinds. WANT White Band and Free Acts, Lot Man and Banner Man, useful People in all lines. Show opens Greer, S. C., March 21, two Saturdays.

WANTED for HARRY W. LAMON SHOWS—WANTED

OPENING MARCH 14, 1936, TWO SATURDAYS, ELLAVILLE, GA. Rides that don't conflict, with or without transportation, Ferris Wheel especially. Good proposition to same. Shows with or without transportation. Wax Show. Doc Swan write. Side Show. L. H. Hardin write, or any money-getting Show write. Legitimate Concessions all open except Corn Game, Photo Gallery, Popcorn. Reasonable rates. WANT real Cook House that caters to show people. No grease joint. This show will play the real money spots in Georgia, Tennessee, Kentucky and Ohio. Have eight fairs booked and more pending. Free Acts booked. Thanks for replies. All address **HARRY W. LAMON**, Lock Box 98, Ellaville, Ga. P. S.—This show has no connection with any other show.

ACME UNITED SHOWS

Opens Saturday, March 21st, **COBB COUNTY SPRING FESTIVAL, Marietta, Ga.** CAN PLACE Rides, with or without transportation. SHOWS—Mechanical, small Motordrome, Midget Village, or any other Shows not conflicting, with or without outfits. CAN PLACE legitimate Concessions only. WILL SELL Ex on well framed Cook House, Diggers, Photo Gallery, American Palmist, Scales and Popcorn. Bingo sold. **FREE ACTS**—Must be high and sensational. Guarantee long season of Special Events. Address mail and wires **PAUL W. DRAKE**, Business Manager, Marietta, Ga. Winter Quarters open now.

Bar Performers Wanted

Comedy and Straight.
BOB EUGENE
Shrine Circus, Rochester, N. Y.,
March 1 to 14

FOR SALE OR WILL TRADE

For other Animals I can use. ONE FEMALE COMING TWO-YEAR-OLD CAMEL, perfect in every way except right front leg. First \$250.00 takes it. Address **DR. JOHN YOUNG**, Rock Hill, S. C.

MID-WEST SHOWS,

Opening April 25, Southern Indiana, in heart of coal mines, where work has been big all winter. CAN USE money-getting Shows and few Concessions open. Erie Diggers, Devil's Bowling Alley, Bird Wheel, Custard and Penny Arcade. **MRS. T. W. HARRIS & DALE BROS.**, 850 1/2 Virginia Ave., Indianapolis, Ind.

FOR SALE—A-1 Cook House

Complete. **JACK BERRY**, 528 Madison Ave., Covington, Ky.

DUAL LOOP-O-PLANE

Latest type demonstrator, warehoused at Galveston, Tex. Also Single Unit. Will book or sell on legitimate business basis. **ROBIN REED**, Salem, Ore.

WEST BROS. AMUSEMENT CO.

WANT Cook House, Concessions, high-class Shows. Opening in March. **BOX 97, Morley, Mo.**

GOLD MEDAL SHOWS

Now Booking Season 1936. Address 390 Arcade Bldg., St. Louis, Mo.

P. J. SPERONI SHOWS

WANT Shows and Concessions for 1936 Season. Communicate. Rock Falls, Ill.

TILLEY SHOWS

Now booking Shows and Concessions. **BOX 635, Ladd, Ill.**

GOLDEN EAGLE SHOWS

Now Booking Shows and Concessions for 1936. Will sell exclusive. **W. A. GIBBS**, Erie, Kan.

MOTORIZE

Write for Our Finance Plan. **CHAS. GOSS**, Standard Chevrolet Co., East St. Louis, Ill.

CENTANNI GREATER SHOWS

Open April 18 - - - Under Strong Auspices
WANTED—Cook House, Bingo, Cigarette Shooting Gallery, High Striker, Palmistry, Fish Pond, Hoopla, Jelly Apple and Popcorn Stand, BALL GAMES and any other kind of legitimate concession.
WANTED—Wheels of All Kinds.
WANTED—Shows of All Kinds.
WANTED—High Diver or Any Sensational Free Act.
WANTED—Help on Merry-Go-Round and Ferris Wheel, Address **MICHAEL CENTANNI**, 927 Broadway, Newark, N. J., or Telephone, Humboldt 3-9711 between 12 and 2 p.m. daily.

WANTED RIDING DEVICES

FOR SPA BEACH PARK, AT ENTRANCE TO MILLION-DOLLAR PIER, ST. PETERSBURG, FLA., UNTIL MAY 1.
Have Auto Skooter, Merry-Go-Round, Ferris Wheel, Chairplane and Kiddie Ride. Good opportunity for Double Loop-o-Plane, Tilt-a-Whirl or any Ride that does not conflict, as all these Rides are doing a good business now. Come look this over. All license and lights paid. Must be seen to be appreciated.
JOE PISARA, Mgr.
Spa Beach Park, St. Petersburg, Fla.

Barfield's Cosmopolitan Shows Want

Merry-Go-Round with own transportation, Also any Novelty Ride. What have you? Also Want few more legitimate Grind Stock Concessions. Write or wire **C. E. BARFIELD**, Orlando, Fla.

WANTED

For 10 Weeks, Amusement Park, Havana, Rides, Shows, Funny House, Games, Concessions and Free Acts. **BANK Reference and Guarantee.** Free Transportation.
DR. B. MADAN, Virtudes 38, Havana, Cuba.

ROYAL UNITED SHOWS

SEASON OPENS APRIL 20th IN INDIANA. CAN PLACE—Riding Devices, Shows with or without outfits. WANT—Cookhouse, Bingo, Photos, American Palmistry, Custard, etc. Legitimate Grind Stores and several Stock Wheels open. WANT—Two feature Free Acts, Sound Car, Electrician. Pleased to hear from committees in Ohio, Indiana and Michigan. Address **C. F. BOUDE**, Box 1463, Huntington, W. Va.

HARRY HAAG'S BIG 3 RING CIRCUS

WANTS Musicians on all instruments, Double Drummer, also A-1 Calliope Player
S. W. FLOYD, Bandmaster,
General Delivery, Mobile, Ala.

PRIVILEGES WITH KUHN CIRCUS FOR SALE

Lunch Stand, Popcorn, Candy Floss and Mug Joint. CAN PLACE two more fast-stepping Butchers and Grinder for Pit Show. Address **JACK LE BLAIR**, 400 1/2 North Main St., Springfield, Mo.

**JOBBER-S-OPERATORS
RUSH YOUR ORDERS TODAY
FOR THE SENSATIONAL
California Exhibit**

BIG SHOT

**ONE BALL PAY TABLE
or 5-BALL STRAIGHT PIN GAME**

OPERATORS JOBBERS

Big Shot is the most phenomenal game that has ever been presented to the coin machine industry. Big Shot is LOCATION TESTED—not just rushed to you as another game. PROFITS from BIG SHOT ARE BIG AND STEADY! Big Shot appeals to players everywhere — because it's DIFFERENT, THRILLING and UNIQUE! Big Shot is the ONLY game operators can RELY on 100% EVERY DAY of EVERY WEEK to bring the GREATEST PROFITS EVER ENJOYED! WRITE TODAY for COMPLETE DETAILS and PRICES or better still, WIRE FOR A SAMPLE! IMMEDIATE DELIVERY GUARANTEED!!

Big Shot is THE game you can SELL WITH CONFIDENCE! We have enjoyed seeing EVERY SINGLE OPERATOR we sold Big Shot to RETURN for MORE! In these days that's the BEST statement we can make of any game! PROFITS operators continue to report to us on Big Shot are truly the BIGGEST we have yet heard in the past two years! HERE'S the game your operators NEED to regain confidence. WIRE IMMEDIATELY FOR SAMPLE OF EACH MODEL—PRICES and FULL DETAILS! WIRE NOW!!

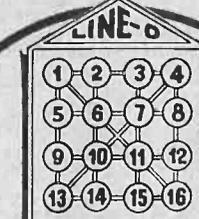
**WE ARE EXCLUSIVE DISTRIBUTORS
FOR ALL NEW ENGLAND, NEW YORK,
NEW JERSEY AND PENNSYLVANIA**

GEORGE PONSER CO.
11-15 EAST RUNYON ST. • NEWARK, N. J.

LINE-O

**WESTERN'S NEW DELUXE
LITE-UP MARVEL!**

★ Here's a player's game that means steady, big P-R-O-F-I-T-S to you! The 4 sets of double numbers that make 14 numbers possible with 10 balls and only 16 pockets on the board induces continuous heavy play.



Balls dropping into scoring holes light numbers on score board. The idea is to light 4 holes in a row as shown on diagram. Double number holes make a winner possible with only 3 balls. 10 Scoring Combinations.



\$44.50

De Luxe Size,
20" x 40"

**ON TEST LOCATIONS THEY STOOD IN LINE
TO PLAY THIS GREATEST OF ALL PIN TABLES**
ORDER NOW—PROMPT SHIPMENT GUARANTEED!

★ **WESTERN EQUIPMENT and SUPPLY CO.**
925 WEST NORTH AVE. • CHICAGO, ILL.

Likes Canadian Letter

CHICAGO, Feb. 29.—Sam Wolberg, of the Chicago Coin Corporation, is proudly displaying, on his desk, a letter received from a Canadian operator who has several of his firm's Ginger tables on location.

The operator states in his letter that Ginger is proving so popular on his locations that he has been forced to substitute large bread pans for the regulation cash boxes—originally in the machines. This operator continues to say that Ginger is providing the means for him to take a trip to the States to see a brother in California whom he has not seen in over 20 years.

Miss Havrilla is a soloist on Station WICC, Bridgeport.

Frank Hess, trombone player with Eddie Fitzpatrick's Orchestra, San Francisco, and Carola Thudichum, non-professional, of Carmel, Calif., in the latter city March 8.

Grace McGlynn, daughter of Frank McGlynn, noted actor and impersonator of Lincoln, to Roland A. Crowe, non-professional, at St. Malachy's Church, New York, March 16.

Esther Durkin, of the Station WIP's radio program department, Philadelphia, to Richard Brennan, nonpro, of Philadelphia.

BIRTHS

To Mr. and Mrs. Bob Holman an eight-pound girl at Dorchester, Mass., recently. Mother is a midget entertainer in a show managed by her husband. They were with Gruberg's World's Exposition Shows last season and the coming season will be with the Art Lewis Shows.

A daughter, Mary Lynn, to Mr. and Mrs. Michael W. Healy, recently in Bridgeport, Conn. It is their 13th child. Healy is a Bridgeport night club proprietor.

Twins, a boy and girl, at Cedars of Lebanon Hospital, Los Angeles, February 22 to Mr. and Mrs. Sam Wren. Father is an actor and the mother is Virginia Sale, comedienne and sister of Chic Sale, comedian.

To Mr. and Mrs. Daviso Cristiani at Cleveland February 21 a 7½-pound girl. Parents are members of the Cristiani Family of circus riders.

DIVORCES

Frank Gittelton, concert violinist of Philadelphia and Baltimore, from the former Helen Reilly, February 26, in the Philadelphia courts.

Sylvia Curtis Steinert filed suit in Reno, February 25, against Alexander Lang Steinert, composer and conductor.

Frank Gittelton, violinist, filed suit in the Circuit Court, Baltimore, against Mrs. Helen Gittelton, nonprofessional, February 26.

Iris Adrian, film actress, from Charles H. Over Jr., broker, in Los Angeles February 21.

MARRIAGES

(Continued from page 63) and Eunice Emmons. Mr. Terrill is a school teacher in Bridgeport, Conn.

COMING MARRIAGES

Anne Marie Havrilla, singer, and T. Donald Rowe, both of Bridgeport, Conn.

FOR SALE

One Herschell-Spillman Three-Abreast Merry-Go-Round, with Wurlitzer Organ, Style 150; new Top, Fence, Crates and Engine, \$1,000.00. Tangley Air Calliope, Engine and Blower, Automatic or Hand, \$100.00. Twelve-Car Mangels Whip, 25 K. W. Electric Plant, Mounted, \$400.00. Concession Wheels and Flashers.
MRS. FRANK J. MURPHY,
341 West 45th Street, New York City.

WANT CIRCUS ACTS

ALSO REVUE FOR INDOOR CIRCUS, WEEK APRIL 13.
Also Motorized Circus, to play one day near Camden, N. J., in May. Good People for Dog and Pony Show. Write all to GEO. E. ROBERTS, Manager, Pamahasika's Studio, 515 W. Erie, Philadelphia, Pa. Tel.: SAGmore 5536.

ZIMDARS GREATER SHOWS

Opening Magnolia, Ark., March 14.
WILL BOOK Rides and Shows that won't conflict. Concessions that will put out stock, come on. Show north into Minnesota, then back South again the fall. We give you a long season.
ZIMDARS GREATER SHOWS.

Greater Dickerson Shows

WANT two more Shows that don't conflict; also Stock Concessions. Ride Foreman and Man to Repair Organ. Gurney Wade answer at once. Address 803 Cockey Rr., Rocky Mount, N. C.

**MAD CAP, \$47.50 — PUNCHETTE, \$19.75
RECONDITIONED MACHINES**

Guaranteed to be in Perfect Mechanical Condition and in Appearance

PIN GAMES			
Action, Jr.	\$ 6.50	Home Stretch	\$27.50
Action, Sr.	10.00	Major League	6.00
Ball Fan	17.50	Par Golf	17.50
Beam Light	7.00	Quicksilver	12.50
Big Leaguer	28.50	Rapid Transit	20.00
Cross Roads	12.50	Shooting Star	4.00
Five & Ten	17.50	Sink or Swim	8.00
Flying Colors	17.50	Signal, Jr.	7.00
Frisky	15.00	COUNTER GAMES	
Jennings Cent-A-Paok ..	\$15.00	King's Sixes	\$12.50
Dandy Vender	7.50	Texas Leaguer	12.00
Hold & Draw	12.50	Tickette	6.50
Champion	\$12.50	AUTOMATIC PAY TABLES	
Rock-Ola "48"	45.00	Jumbo	\$50.00
Jennings Sportsman ..	12.50	Rapid Fire	20.00
		Red Arrow	22.50

TERMS: 1/3 Deposit With Orders, Balance O. O. D.

W. B. SPECIALTY COMPANY, 2507 Marcus Ave., St. Louis, Mo.

W. G. WADE SHOWS

OPEN SATURDAY, MAY 2, IN ONE OF THE BUSIEST MANUFACTURING CENTERS IN DETROIT DISTRICT.

Can place one or two more attractive money-getting Shows, also Double Loop-O-Plane and other Rides which do not conflict with those we own. Several Concessions still open, including Cook House, Frozen Custard, Bowling Alley, Penny Arcade and others. Address
W. G. WADE SHOWS, 289 Elmhurst Avenue, Detroit, Mich.

F. H. BEE SHOWS, INC.

OPENING LAST OF APRIL

WANT a big Feature Show and other Shows, also Stock Concessions. Exclusive Bingo for sale, \$25 a week with \$50 cash deposit required. Fifteen straight Fairs, starting July 20. Watch for our list of fairs. Address Care The Billboard, Cincinnati, O.

THE ALAMO SHOWS WANTS

FOR BIG SPRING CELEBRATION IN HEART OF MACON, GA., MARCH 14-21, INCLUDING TWO SATURDAYS.

Want Shows, Rides and Concessions. No exclusive on this date. Write or wire FRANK BIZZELL or J. L. JOHNS, 765 Third St., Macon, Ga.

YOU'LL REAP A HARVEST MOON OF PROFITS WITH HARVEST



Bally's new **10-BALL PIN GAME** hit!

NON-PAYOUT

\$49⁵⁰

F. O. B. CHICAGO

42 in. by 20 in.

- LITE-UP SCORE BOARD
- PROGRESSIVE AWARDS

Based on one of Bally's biggest payout hits, GOLDEN HARVEST, gives you a crack at "payout profits" in NON-PAYOUT TERRITORY. Light-up Back-Board, showing all winners, makes a hit with merchants everywhere. Order from your jobber today!

BALLY MFG. CO. 2640 BELMONT AVE. CHICAGO, ILL.

Licensed by Consolidated Pat. Corp. (No. 1,802,521).
John A. Fitzgibbons, Eastern Distributor, - - 453 W. 47th St., New York, N. Y.

Beg Your Pardon

In the caption under a likeness of Grant Shay, page 86, *The Billboard*, February 29, 1936, it was stated that Mr. Shay is advertising manager of Mills Novelty Company whereas it should have been assistant advertising manager.

Gaylord Makes National Sales Survey of Market

CHICAGO, Feb. 29.—E. S. Gaylord, executive head of Gaylord Coin Machine Corporation, Chicago distributors of nationally known lines of coin-operated equipment and handling Bally and Pacific Amusement lines extensively, is on the road contacting operators, distributors and jobbers in an itinerary that reaches into all parts of the country.

Other than promoting good will for his concern, Gaylord is attempting to glean pertinent information on territorial operating conditions so that he can carry back reactions of coinmen in various sectors, to the end that remedial steps may be suggested to manufacturers' groups in the way of assisting operators in their respective local operating problems.

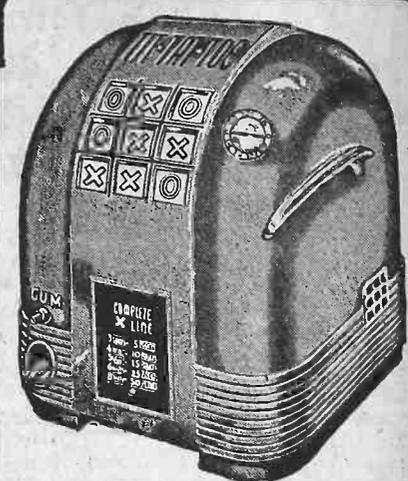
Carrying the leading lines in the field, Gaylord offers the latest games on the market. These include Pacific's new odds-changing group, including Pamco Speedway, Pamco Parlay and Pamco Palooka. Bally's new Peerless and Rambler are a big part of his stock in trade, and having these two lines for territory close to Chicago, operators and jobbers who receive a call from Gaylord will be getting first-hand information and the real lowdown on all late releases.

With the first leg of his trip nearing completion, Gaylord has covered many points in the middle and Southwestern States. His next route of travel will carry him into the East and Southeast, thence back to his home State.

The territory covered is not new to Mr. Gaylord, inasmuch as he traveled the same routes year after year, knowing many operators and jobbers by their first names.

Gaylord Coin Machine Corporation is one of the country's big distributing agencies for coin-controlled equipment of all kinds. Under the able leadership of Ed Gaylord and Colf John C. Boban, the company has risen to a highly dominant position. Their reputation for fair and square dealing with operators and jobbers is known to be beyond reproach. And being close to the source of production and in constant contact with Chicago manufacturers and operators, their opinion is highly respected on the relative merits of all new games. So when Ed Gaylord's smile broadens before your view, remember there are some hot tips coming, too.

TIT TAT TOE



THOUSANDS OF LOCATIONS CAN'T BE WRONG!

It's Making Big Money For Everyone!

The most radically different and amusing counter game ever made! The beautiful streamline design plus the small compact size makes it extremely simple to place. TIT-TAT-TOE reels come to a positive interlocked stop that cannot be shaken to change combination, making it shake and cheat proof. \$2 extra for Veeeder counter that registers every penny entering machine.

IMMEDIATE DELIVERY! \$17⁵⁰

GERBER & GLASS
914 DIVERSEY BLV'D. CHICAGO, ILL.

Seiden Reports Rochester Syracuse Ops Organizing

CHICAGO, Feb. 29.—Henry W. Seiden, popular head of the Henry W. Seiden Company, Inc., returned to his Chicago headquarters from a trip to his branches in Albany, Newburgh, Rochester and Syracuse with real news concerning the operators in upper New York State.

Ever mindful of operators' welfare, Mr. Seiden was jubilant over the prospect of operators' organizations forming to further the good will of the coin-machine business in these cities and at the same time making operating conditions more favorable for themselves.

Mr. Seiden believes, and rightly so, that operators' organizations are the most constructive step the operators can take. In every instance, he points out, where these operators' organizations are properly run, they have always been able to meet every condition arising and likewise were most successful in overcoming the various problems which otherwise may have been harmful to their business.

In Rochester operators have organized under the name of the Rochester Local Operators' Association. This association is a reorganization of a former incorporated organization which was chartered under New York State laws. At the first meeting the operators elected Barney Kleiman, president; Sam Meyers (manager of the Rochester branch of Henry W. Seiden & Company, Inc.), acting secretary, and Charles Grillo, treasurer.

The Syracuse operators have organized under the name of the Syracuse Co-Operative Owners of Skill Games Operators' Association. They have elected for one year Tom Singleford, president; L. Freedman, vice-president; Al Wertheimer (manager of the Syracuse branch of Henry W. Seiden & Company, Inc.), secretary, and Angelo Delaporte, treasurer.

Action	Star Lite	\$4.95	Kings	\$10.00
Contact	Spot Lite	4.95	Hop Scotch	15.00
Criss-Cross	Criss-Cross-A-Lite	6.95	Scream	15.00
Drop Kick	Rock-Ola's "21"	6.95	50-50	14.95
Electro	Major League	4.95	Lucky Stars	14.95
Golden Gate	Signal Sr.	6.95	Big Leaguer	17.50
Super "g"	Tit-for-Tat	6.95	Wing Lites	20.00
Big Bertha	Balance	6.95	Cheer Leader	9.95
Chicago Express	Kings of the Turf	6.95	Tri-A-Lite	6.95
Beam Lite	Dealer	4.95	Big Game	9.95

395 EACH

Full Cash Orders \$10 or Less. Over 1/3 Cash, Balance C. O. D.

SUPREME VENDING COMPANY INC.

557 Rogers Ave., Brooklyn, N. Y. 1416 Webster Ave., Bronx, New York. 922 - 8th Avenue, New York, N. Y.

Mills Has New Cig Vendor

CHICAGO, Feb. 29.—Mills Novelty Company is showing a new cigaret vending machine with several new features. It will hold six brands, accommodating 50 packages of each, and—here's the new feature—the brands need not be all priced the same. A mechanical device within the machine makes change for the nearest nickel, returning 3 cents automatically on a 12-cent sale when 15 cents are inserted. It also delivers matches automatically, as well as having a separate slot for their sale. Internal coin chutes reject slugs, adding a safety feature. No tools are needed to set the change mechanism, as it is controlled by wing-nuts that can be placed by the fingers.

Makes Trip To Feel Out Trade on New Game Idea

CHICAGO, Feb. 29.—Karl Klein, of the Groetchen Tool Company, has recently returned from a short trip thruout the Middle West, where he contacted distributors and jobbers, showing them for the first time a spectacular new idea which will be announced soon.

Mr. Klein reports that this new idea was enthusiastically received by all who saw it. Before announcing it to the trade as a whole Mr. Klein wanted the opinion of jobbers and distributors. After receiving such a hearty indorsement, Mr. Klein says that he will offer this new idea soon without reservation.

Sam May Still Traveling

CHICAGO, Feb. 29.—Sam May, popular Bally traveling representative, has just returned from a well-earned vacation and rest in North Carolina. He immediately hopped into harness and is on his way to Kansas City and surrounding territory. Needless to say, Sammy will mix in a little pleasure with business by way of visits with his many old friends in that locality.

Ray Becker in Charge Of Sales for Keeney

CHICAGO, Feb. 29.—Ray Becker has joined J. H. Keeney & Company as sales manager, it was announced this week by Jack Keeney, head of the firm.

Ray, the comparatively a newcomer in the coin game industry, has gained a wide circle of friends in the business and is particularly well known for his "friendly" and "zippy" style of correspondence. He was formerly assistant sales manager of Bally Manufacturing Company.

This important addition to the Keeney sales staff, according to Mr. Keeney, was prompted by the sales outlook for Double Score, a new odds-boosting one-ball pay-out game, and Torpedo, an already famous 10-ball game now of Keeney manufacture. Also because of the country-wide interest in and purchase of the new Keeney "free game" models in such games as Repeater, Big 5 and Big 5 Jr. Other new games, so Jack says, are on their way.

Punchette
COIN OPERATED
MECHANICAL PUNCH BOARD
WE HAVE IT FOR YOU!

Order Yours Today Sure! **\$19.75**

Uses roll of tickets—pays out from 10c to \$2.50. Cheat-proof and trouble free. Selective hole punch.

W. B. SPECIALTY CO.
2507 Marcus Ave. St. Louis, Mo.

OPERATORS—SAVE MONEY.
Write for our Price List featuring New Machines and Used Machines at Bargain Prices.
AMERICAN COIN MACHINE COMPANY,
559 Clinton Ave., N.Y. 989 Main Street, Buffalo, N. Y.

MERCHANDISE MACHINES

New Hand Soap Vender Ready

DEROIT, Feb. 29.—A new type of vending machine to dispense paste hand soap, as commonly used by industrial workers, has been perfected and placed on the general market for the first time this past week by the National Dispensing Corporation.

The machine operates on 1 cent, using the Advance coin control. It stands on legs which are furnished with the machine but may be removed if desired. It is also provided with a wall bracket by which it may be attached directly to the wall if desired.

The machine is finished in green and will bear an attractive metal sign reading "Paste Hand Soap," to inform prospective users that it is a paste rather than a cake soap. Name of manufacturer and instructions will also be on the plate.

The machine is square, with a solid T-frame construction which gives it rigidity and strength. It contains a rotating magazine, seven inches in diameter, divided into six vertical compartments. A standard paste soap can, weighing 8 to 10 pounds and of the same diameter as the magazine, is inverted over this to feed the machine when the top plate is removed. The soap is soft and is easily pushed down, automatically diving into the six compartments. The magazine will hold two such cans of soap.

The operation of the coin slot rotates the magazine, with the compartment then to the front of the machine carrying its stack of soap across a fixed knife at the base. This cuts loose the individual soap in a triangular piece of the established thickness, which may be controlled by raising or lowering the knife.

It has been under development for about eight years, and two years ago 30 machines were placed in industrial plants experimentally. It is a strong type of machine because of the necessity of standing up under rough conditions.

The market possible is indicated by the competition, usually the 10-cent can of paste soap containing eight ounces or more. There are about 30 firms in the business supplying such soap, all of them established for many years.

The machines are ideally fitted for factory locations. The factories require the workmen to supply their own soap to avoid waste and other difficulties. The result is that each worker has to hide his can and risk the loss of it since no lockers are conveniently near in most plants. This will be eliminated, and the factory management favors the elimination of the used cans, which become a problem of janitor service. The machines will be located in a factory wash-room where they will be used.

The National Dispensing Corporation will assemble the machines at its own plant at 524 State street, formerly the Masury Paint factory. All equipment will be manufactured elsewhere. Smaller sizes for use in restrooms, subways and other general locations may be built later.

Discussing the sales policy, Clifford D. Watson, general business manager, told *The Billboard*: "The general situation in the vending field today is chaotic because everybody can buy machines in almost every line and sell any kind of merchandise they want. The newcomer must have a location, but his only sales inducement is a better cut on commission."

"We are going to sell our product on a policy designed to reduce this chaos. The territory is to be fully open, nationally. All distribution will be direct rather than thru jobbers. Terms will be standard with those in the industry, one-third down, the balance on delivery."

The company, a Michigan corporation, was recently incorporated with a capitalization of \$200,000. G. A. Chaustowich, automotive engineer, who is the inventor of the machine, is the president, and Russell A. Anger, who has had a vast experience in Detroit in the tool and die manufacturing field, is vice-president in charge of manufacturing.

Demand for Mdse. Venders

PITTSBURGH, Feb. 29.—Leading coin-machine jobbers here see the biggest year for merchandising machines in many years. Heavy orders placed by operators indicate the fact that store owners are awakening to the profit and the service they can render their trade by selling merchandise thru coin machines.

Meyer Abelson, of the American Cigaret Machine Company, revealed that his firm is selling more nut machines and a varied assortment of nuts than ever before. A larger variety of locations are springing up, resulting in more sales.

The B. D. Lazar Company has acquired the local distribution rights of Snacks, an eye-appealing pistachio and peanut machine manufactured by the Trimount Coin Machine Company. Demand is unusually heavy because of its small counter size and its three compartments that can hold an assortment of nuts or candy. The machine can be placed on the counter, on the wall or on a specially constructed stand. Its streamlined form stamps it as a leader in vending machine design.

Mr. Lazar has on view a great number of merchandising machines in his local office and in his Reading and Scranton branches.

Cig Vender Soon Ready

DETROIT, Feb. 29.—Hackett Vending Machine Company, manufacturing a new type of cigaret vender, is planning to have this product on the market in about 30 days, according to D. A. Hackett, the owner. The company is making some changes in the machine, which is practically completed, and is consequently delaying delivery until the machine is perfected.



The
"TOP ROW"
OF
TURF GAMES!

BACKBOARD LITES UP WIN ● PLACE ● SHOW AWARDS ● SELECTOR CHANGES WITH EACH COIN ● REVOLVING RACE TRACK ●

Upon inserting coin, selector automatically shows the player's horse. Player shoots for "start," which spins horses around track. If player's horse wins, all WIN, PLACE and SHOW lights on backboard is the award. PLACE collects PLACE and SHOW . . . SHOW collects on SHOW only. PONIES is a 10-BALL GAME with the SPEED OF A 1-BALL because if selector horse doesn't come in, player loses at once. *Immediate Delivery.*

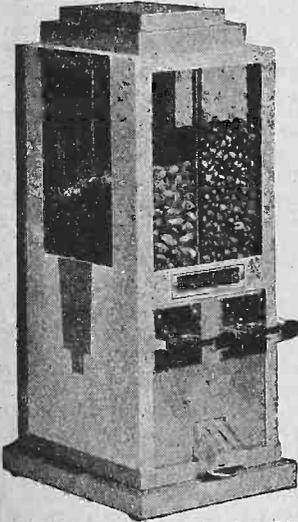
Beautiful Cabinet 20"x40"

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\$57.50

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Vends all kinds of Bulk Candy and Nuts, including Pistachios. Constructed to make it easy and convenient to service. New Patented delivery chute makes DUETTE trouble proof.

Made of Steel, beautifully finished in bright rich colors, with all 2 1/2" metal chromium plated. 17 1/2" High, 8" Deep, 7 1/2" Wide. Weighs 16 Lbs. Each compartment holds from 3 1/2 to 4 lbs. of Nuts or Candy. DUETTE has penny coin chutes. Can also be furnished with 1 Nickel and 1 Penny Chute if desired.

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Rock-Ola Breaks News of 3 Games

CHICAGO, Feb. 29.—Once more Rock-Ola Manufacturing Corporation announces a triumvirate of three new machines that are expected to dominate the field. The three current Rock-Ola headlines are Hollywood, Ditto and Trans-Atlantic. All three games are said to be getting tremendous play in locations in all parts of the country and have demonstrated their powerful appeal to the public.

The new one-shot pay table, Hollywood, is one of the most colorful and vivid attractions seen in the industry for a long time—a table full of surprises and many new, original features.

Heading Hollywood's "preview of features" is the entirely new idea of the Star Award panel. When the coin is inserted the player is treated to a thrilling display of flickering, flashing lights in all colors of the rainbow. Lights that settle finally on one of the magic stars on the panel. Magic because they may mean anything from a dime to a dollar. This is all in addition to the regular awards offered by the pockets on the glamorous field.

Glamorous is a fitting description of this brilliant table of the stars. Hollywood, with all the fascination everybody associates with this magic city of dreams . . . bright lights . . . and modern genius is depicted on the flashy playing field. Pretty stars of the silver screen . . . dashing heroes of the thrillers . . . dominating directors with their inevitable megaphones . . . trained cameramen in full action . . . piercing floodlights . . . all are spread in glorious array over the broad expanse of the field!

Over this unusual background the big one-inch brass ball wanders in and out as if enjoying the scenery to the full before it finally fulfills the breathless expectation of the player and settles into one of the waiting pockets.

Another great Hollywood feature that players exclaim about is the fact that for the first time they have the unique satisfaction of being awarded by the "out" pocket!

Operators for the first time with Hollywood have the opportunity of seeing in operation the new Rock-Ola universal payout unit, reported to be one of the most advanced payout units in the business. And, as in the last Rock-Ola pay-table hits, the entire working mechanism is all in a convenient drawer that pulls out easily at the front of the table—a feature that has won the thanks of many an operator.

Many operators are surprised by Hollywood's extremely low price. This is explained by a statement from the Rock-Ola plant in Chicago: "The manufacture of a great pay table has now become an exact science here. Every step in its production is so carefully planned that costs are cut to a minimum." And that's news of real importance to every operator in the business.

It's about time that Ma, Pa, Sister Millie, Brother Spud and Jenkins the butler—in other words, the great American family—have some representation in the pin-table business!

They have it in Rock-Ola's new Ditto. Here is a table for every member of the family. Not only does every member enjoy playing it to the full, but they are all actually represented in the design of the table. Spread all over the colorful playing field of Ditto are caricatures of the whole family. In fact, they are in control of the awards. The glamorous Millie generously allows 50 points. Ma, big-hearted like all mothers, graciously advances 50 points. Jenkins the butler has nothing to lose and can be touched for 25. Spud, whose bank roll is never any too great, loosens up with 10. And poor Pa, who never has anything to say about family affairs anyway, is good for only 5 points.

Everybody likes to shoot for a definite score. They like to have a numbered goal in front of them to shoot for—whether the number is 21, 50 or 100. In Ditto there are 10 such numbers to shoot for. And the number is different with every game. Every time the player puts in a coin he has a brand-new goal to shoot for—and an entirely different number to make!

Every time the player inserts a coin bright lights flicker and flash across a special panel on top of the brilliantly lighted top board. Finally the light stops at one number. Then by dropping

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Big Game . . . 14.00
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EXHIBIT SUPPLY CO.
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balls into the pockets on the board, represented by the clever characters, it is up to the player to total the number flashed.

A different score to shoot at every time! And a thousand ways to do it. No wonder Ditto is a winner!

Particularly appealing to the operator is the simplicity and cleanness of the Ditto mechanism. There is nothing complicated about it. There is just one simple mechanism, consisting of a plain hookup of wires and lights. Nothing else. Plenty of operators wish there were more such tables!

Trans-Atlantic is one of the very few pin tables in the business today that has an actual playing plot. And therein lies much of the secret of its success. In Trans-Atlantic the player carries on a transoceanic flight. If he has any imagination at all he puts himself in Lindbergh's place on that eventful morning when the Lone Eagle set off on his history-making jump to Paris. He has the same opportunity to forge his plane ahead by skillful shooting. And he is confronted with the same hazards of fog, winds and other elements that put his plane off its course.

A great deal of Trans-Atlantic's appeal, operators report, lies in the fast-moving action on the field itself—right before the eyes of the player. Players and operators alike are comparing this appeal to that of those other famous Rock-Ola sensations — Jigsaw and World's Series.

During the entire flight of the ball, representing the plane, the course of the trip is mapped out and shown in vivid lights on the back board. Besides, a clever new register keeps track of the number of "miles" covered. All in all, Trans-Atlantic is a master stroke of showmanship. It is real entertainment—the kind of entertainment players got in Jigsaw and World's Series!

Commenting on the wonderful reception the public is giving Hollywood, Ditto and Trans-Atlantic, Rock-Ola officials say that their only problem is that of maintaining a fair shipping schedule. Naturally when a table is a definite success everybody wants it at the same time. And here is a nationwide demand for three hit tables! And even with the huge facilities of the big Rock-Ola plant it is only possible to turn out a certain number of tables every day. However, production is being boosted daily by the addition of extra shifts and by working thru Sundays and holidays so that operators and distributors thruout the country are kept well supplied.

New Panco Payout in Nation-Wide Release

CHICAGO, Feb. 29.—As this issue of *The Billboard* goes into operator and jobber hands, Pacific Amusement Manufacturing Company's big release date, Saturday, March 14, at 10 a.m. sharp, takes on an air of importance to coin-machine men. For at that time seals break on sample Red Sails pay-out tables in distributor and jobber showrooms in every section of the country.

Information from good authority has it that Panco engineers have been secretly working out the playing principles and mechanical details of Red Sails for several months past, and that its play field and light-up board offer something entirely new and drastically different in the way of ball animation and scoring principles.

Fred McClellan, president of Pacific, together with "Bon" MacDougall and

TIT-TAT-TOE TO EARN BIG DOUGH



Operators' Service Company offers only the **BEST** money-makers. **TIT-TAT-TOE** is an Exclusive **FEATURE** with us! **RUSH YOUR ORDER TODAY!**

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OPERATORS SERVICE COMPANY
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Irv McCarthy, agreed that Red Sails presented such outstanding features, especially in its appeal from the player's viewpoint on test locations, that operators and coin-machine dealers deserved an equal start, whether located close to the source of production or in remote parts of the country. Consequently the big release date on March 14. Meanwhile sample Red Sails pay-out tables have been standing on dealers' display floors with play fields and backboards completely covered by posters telling of the time and how to get in on the first showing.

Not even jobbers or distributors will be aware of the character of Red Sails until the eventful day with interest roused to its highest pitch. And in order that Red Sails will show no preference to anyone, Pacific is not filling re-orders on the new pay table until after its release date passes. It is understood that large shipments have been placed in leading distributors' warehouses, to remain there until jobber and operator orders are accepted for delivery.

This method of secret development and making national distribution has good advantages, in that a new machine appears everywhere at one and the same time. It puts the close-in jobber and operator on a par with the fellows located along the frontiers of the country, with neither having an advantage to be on the "in" until shipments have reached the outposts of the coin-machine world.

Testimonials Are Used

CHICAGO, Feb. 29.—Exhibit Supply Company is very proud of its collection of testimonials on the new Electric Eye target machine. They have hit upon a novel way to send reproductions of these letters to the trade by reproducing them in booklet form, each letter making a page. Among them are found testimonials from leading distributors in the United States and Canada.

"WOW!"

We've sold many hundreds of fine bargains in reconditioned equipment. But never have we offered such fine games at so low prices as these! Here are games that are live and will make money in almost any location. Each one has been Electro-Ball super-reconditioned. That means the best! . . . worth \$5 to \$10 more!

—AUTOMATIC 1-BALL—		RED ARROW, A. C. \$9.50	
CHAMPION A. C.	\$12.50	ROCKET, 10 Ball.	9.50
DO OR DON'T	13.50	SPORTSMAN at "Give-Away" Prices:	
GOLD RUSH	14.50	VISIBLE	\$14.50
RAPID FIRE	9.50	NON-VISIBLE	9.50

TERMS: 1/3 Cash, Balance C. O. D.,
F. O. B. Dallas.

ELECTRO-BALL CO., INC.
1200 CAMP Distributors DALLAS

Report Heavy Orders on Pamco Palooka Machine

CHICAGO, Feb. 29.—In the face of heaviest orders ever received by Pacific Amusement Manufacturing Company on a machine of its class, Pamco Palooka is now in heavy production and is being shipped to jobbers thruout America for immediate distribution to operators.

Said to have been engineered over many months to a high degree of perfection, Pacific engineers state they have rigidly held to the firm's policy of ironing out every minor operating detail before releasing a single machine to the trade. Palooka, one of the big attractions exhibited for the first time at the 1936 convention, incorporates owl-type scoring tied in with automatic changing odds in visible form on its light-up board. Six coin chutes permit a half dozen players to participate or one player can play 'em all. Being a one-shot proposition, it is reasonable to believe Palooka's six coin chutes take in plenty of revenue every time the one ball circles the score frame.

Irwin Eisenberg and Bon MacDougall, heavy men at Pacific behind Palooka's electro-mechanical and operating features, claim the machine presents a masterful product from every viewpoint. According to Fred McClellan, president of Pacific, Eisenberg has simplified Palooka's mechanism to such an extent that, instead of being forced to offer the machine at an extremely high price, it has been possible to tab Palooka at a low enough figure to give operators an average means an equal opportunity with big-time coinmen.

McClellan relates that an unusually large number of inquiries and orders are coming in from bell machine operators as well as pay table men. He attributes the marked interest of bell-machine operators to the fact that Palooka with six coin chutes reloading every six seconds or so, is estimated to equal the earnings of a half dozen bell machines, pay-out tables or what not combined.

Daval Launches Two New Games With Big Features

CHICAGO, Feb. 29.—Production is under way in the Daval Manufacturing Company plants on a new game that is expected to establish new standards in the pay table field. The game is designed to provide all the thrills of the automatic payout system, plus features that alone would provide a novelty game of marvelous player appeal. The game is called Big Ben, housed in an attractively designed cabinet, with a backboard registering device in modernistic design. The register is similar to the dial of a slot and the moving hand registers each score, with a novel appeal to the player.

Big Ben offers a real game to the player and is designed to be played with 3 to 10 balls. This adjustable fea-

ture is easily made by the operator and has proven to be a valuable feature in making the game fit into any operating territory. The playing board is laid out in such fashion as to provide those features of suspense and action that players are known to like. The upper scoring pocket is fitted with a movable trap that automatically changes the skill shot when once the main pocket is made. Other skill inducements are liberally sprinkled over the board and the register contacts are arranged in such a way as to enhance the appeal of the precision-built mechanism of the machine.

While Big Ben is being built for the payout table field, Daval is also announcing a new novelty game, called Stock Exchange. Reports from the various trade centers confirm the belief of Daval officials that there is a large market at present for a game with all the novel appeals of this new machine. It is said to embody an entirely new principle in scoring that eliminates the use of numbers on the board itself. The scores are accurately registered as made on a unique totalizer in the illuminated backboard. Only one number shows, that of the total as each new score is made. Roll-over contacts that actuate the register add a mechanical attraction to the game that must appeal to every person who once plays the game.

The Daval plants are now in full production on the Tit-Tat-Toe counter game success, and with the two new table games now going thru the assembly lines, the factory is humming with activity.

A. S. Douglis, president of the firm, says that close contact has been maintained with distributors handling their games to determine the needs and winning features in games for the present market. Big Ben and Stock Exchange have both been designed to meet present demands, and distributors who have seen them have been lavish in their praise of both machines.

"We have in Big Ben tried to combine payout attraction with a real game," Mr. Douglis said, "and with the feature whereby the operator can easily use from 3 to 10 balls in the game, we think we are giving him something that he will like. Contacts with the field also confirm our belief that there is an increasing market for a novelty game that offers real amusement. So that is what we are doing in Stock Exchange, building a pinball game that gets back to the first principles of simplicity and modern lightup features."

Complete Distribution Lineup for Punchette

CHICAGO, Feb. 29.—Sales of Groetchen Tool Company's Punchette counter machine have gone over the top and promise to break all past records, according to Karl Klein, of the firm.

Mr. Klein states that Punchette has complete distribution thruout the country and abroad. He is gratified with the overwhelming support and enthusiasm that foremost distributors and jobbers

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TIT-TAT-TOE

EVERY WEEK FOR THE NEXT 8 WEEKS

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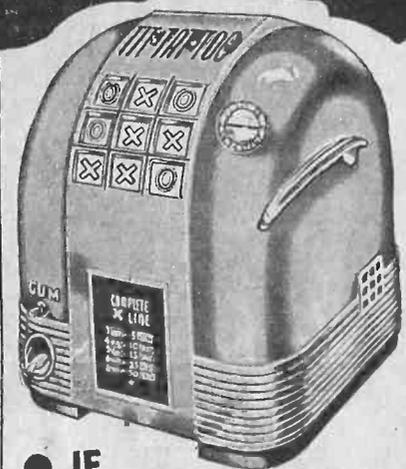
Just write a **JINGLE**

Here's the easiest way to get a FREE Tit-Tat-Toe. Just WRITE A JINGLE and Rush It in TODAY! Here's a sample JINGLE on Tit-Tat-Toe that we wrote—we're SURE that you can do much better!

To get full of pep,
Speed and go,
Just rush your order
For TIT-TAT-TOE!

CONTEST OPEN TO EVERY OPERATOR

No hitches, no schemes, NOTHING TO BUY! We want YOUR Jingles for our 8-months' advertising campaign on TIT-TAT-TOE. Get that JINGLE out of your system NOW—Rush It to us immediately—it may be the WINNING JINGLE OF THE WEEK! Contest lasts for 8 full weeks.



IF you haven't yet placed TIT-TAT-TOE on location, do so TODAY! Rush your order for a sample TIT-TAT-TOE and get set for a FLOOD of BIG MONEY—it's the BIGGEST MONEY-MAKER IN HISTORY!

\$17.50
With Double Door and Register, \$2.00 Extra.

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IMMEDIATE DELIVERY

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EXHIBIT PLAY BALL, 10- Ball Payout	\$22.75	TRI-A-LITES	\$8.75
CHICAGO "L"s	9.75	TREASURE HUNTS	8.75
MAN-IN-THE-MOONS	9.75	CROSS ROADS	8.75
PAR GOLFS	9.75	STAR LITES	5.75
CROSS COUNTRIES	9.75	SPOT LITES	5.75
CHEER LEADERS	8.75	CHICAGO EXPRESS	5.75
GENCO BASEBALLS	8.75	ACTIONS	4.75
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have given their game. Punchette is a small, compact, coin-operated, mechanical salesboard that automatically vends the player's selection upon the insertion of a nickel. Its size and appearance make it instantly accessible to all locations. Because the location owner must keep the pay tokens vended as a proof of the payout, the operator is assured of all the revenue to which he is entitled. Inasmuch as the last four coins played are visible, the operator is assured that slugging will be at an absolute minimum. The ticket rolls in Punchette are replaceable, and the operator may insert one with a payout percentage to suit the particular location. Assorted ticket rolls for Punchette may be obtained from jobbers or, if he has none, by ordering direct from the Groetchen firm.



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Beacon	5.90	Genco Baseball	8.90	Signal, Jr.	4.90
Beat Aces	5.90	High Hand	19.90	Signal, Sr.	6.90
Big Leaguer (Auto.) ..	25.00	Kings of the Turf ..	10.90	Six Sixty-Six ..	19.90
Castille	5.90	Checkers	5.90	Starlite	7.90
Cheer Leader	15.00	Olympic	10.90	Par Golf	10.90
Criss Cross-A-Lite ..	7.90	Ranger with Reg.	75.00	Tango	23.90
Fifty-Fifty	16.90	Rebound	6.90	Three in Line ..	7.90
Flying Trapeze, Jr. ..	4.90	Seven-Eleven (Auto.) ..	25.00	Tops and Bottoms ..	7.90
Flying Trapeze, Sr. ..	6.90	Safety Zone	4.90	Traffic C	10.90

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Champion	15.90
Traffic A	23.90
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C. O. D.	12.50
Monarch	10.00
Six Sixty Six	25.00
Skyscraper	12.50

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- ★ **ROLL-ETTE** A perpetual life, automatic payout with the fascination of real roulette. Three coin chutes. ... **\$262.50**

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2,400 1c sales takes in \$24.00, nets \$19.30 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

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 121 4th Avenue, South, NASHVILLE, TENN.

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OUR MOTTO:—"A SQUARE DEAL ALWAYS"

TRIPPE'S SENSATIONAL GRAND OPENING BARGAINS in Guaranteed USED MACHINES

AUTOMATIC GAMES

Ace (1 Ball)	\$27.50	Mills Q. T. Pay Table	\$27.50	Silver Streak (Counter)	\$10.00
Carloca (1 Ball)	25.00	New Yorker (10 Ball)	25.00	Spark Plug	10.00
Champion	15.00	Paces Races (New Model)	275.00	Sportsman (Jennings Visible)	30.00
Do or Don't (1 Ball)	25.00	Play Ball (10 Ball)	49.50	Sportsman (10 Ball)	20.00
Ivory Golf (2 Ball)	39.50	Put 'n' Take (Blue)	17.50	Target (Counter Pin)	7.00
Jumbo (1 Ball)	52.50	Red Arrow	15.00	Ten Grand	85.00
Jumbo (Ticket-1 Ball)	20.00	Rocket (New Model)	12.00	Traffic (Model A)	22.50
Match Play (2 Ball)	20.00	Rodeo (1 Ball)	39.50		
Mysterious Eye (Dice)	29.50				

PIN GAMES

ABT Special	\$ 2.00	Flying Trapeze, Sr.	\$ 7.50	Quicksilver	\$12.50
Action, Jr.	6.00	Forward Pass	3.00	Radio Station	5.00
Action, Sr.	13.50	Football (Tkt. Exh.)	39.50	Rapid Transit	20.00
Airway	2.50	Frisky	13.50	Rebound, Jr.	7.50
American Beauty	2.50	Golden Coast	2.50	Rebound, Sr.	12.50
Angle Lite	7.50	Golden Gate, Jr.	5.00	Register	7.00
Auto Bank (With Extra Top)	11.50	Gridiron	5.00	Rock-E-Lite	2.50
Auto Count (With Extra Top)	11.50	High Hand	17.50	Rock-Ola "21"	12.50
Auto Flash	15.00	High Light	22.50	Screamo	25.00
Auto Whirl (With Extra Top)	13.50	Hockey (Seeburg)	8.50	Scrimmage	20.00
Ball Fan	17.50	Impact	3.50	Sensation	10.00
Barrel Roll	15.00	Jack Rabbit	3.00	Signal, Jr.	5.00
Beacon	7.50	Kings	17.50	Signal, Sr.	10.00
Beacon, Sr.	12.50	Krikerbocker	3.50	Six Sixty Six	25.00
Beam Light	8.50	Lightning	3.00	Skyscraper	6.00
Beam Ball	5.00	Line O	25.00	Split Fire	15.00
Big Game (Rock-Ola)	17.50	Lite-A-Line (Baby)	9.00	Split Second	10.00
Big Shot	17.50	Lucky Stars	22.50	Spot Light	7.50
Cavalcade	8.50	Major Keys, Sr.	4.00	Star Lite	4.00
Cannon Fire (Large)	5.00	Major League (Batter Up, Jr.)	6.00	Super 8	4.00
Contact, Jr.	5.00	Manhattan	15.00	Tackle	22.50
Contact, Sr.	12.50	Man-Jax	4.00	Tick-A-Lite (Ticket)	10.00
Crazy Lane	8.50	Merry-Go-Round	3.50	Three-In-Line	8.00
Dealer	12.50	Mills Official	2.00	Traffic (Plain)	9.00
Drop Kick	5.00	Mills Pay Table	15.00	Travel	7.00
Esquire	4.00	Mystery Six	7.50	Tri-A-Lite	12.50
Fifty-Fifty	20.00	Par Golf	15.00	West Bound	2.50
Five & Ten	17.50	Pennant	2.50	Winner (ABT with extra top)	11.50
Fleet	3.50	Pigskin	2.50	Whirlpool (Ticket)	35.00
Flying Color	12.50	Pippin	20.00	William Tell	12.50
		Play Ball (Tkt. Exh.)	39.50	Wing Lite	20.00

Terms: 1/3 Deposit With Orders, Balance C. O. D.

OPERATORS: COME IN FOR OUR GRAND OPENING CELEBRATION, MARCH 21-22.

Entertainment, Eats, Refreshments and Attendance Prizes—All Free.

IDEAL NOVELTY CO., 1518 Market St., St. Louis, Mo.

Ad-Lee Official Gets Reception

CHICAGO, Feb. 29.—Lee Felsenthal, head of the Ad-Lee Company, is reported to be in Los Angeles at present, where he will spend several weeks on business and pleasure. It is the final point on a trip via Dallas, Phoenix and other centers in the Southwest, where Mr. Felsenthal has found a widespread demand for the Duette vending machine and the Leap Frog dice game made by his firm.

That he had a great reception in Dallas is indicated by the following story which appeared in *The Dallas Morning News* February 25:

"MAN WHO LIVED HERE 55 YEARS AGO MAKES FIRST VISIT TO CITY. Fifty-five years ago Lee Felsenthal left Dallas to enter the jewelry business in Chicago. Dallas was just an overgrown agricultural village then. Monday he was back in town for the first time since he left in 1881.

"In 1880 Mr. Felsenthal, then a boy of 17, came to Dallas to visit a cousin, Ben Cahn, who lived on South Ervay, where Butler Brothers' Building now stands. On the first night he was here his cousin gave a dinner party and E. M. Kahn was one of the guests. He was impressed with the young visitor and before the evening was over he hired him, and until the middle of the next year Mr. Felsenthal was an employee of E. M. Kahn & Company.

"He found the jewelry business to his liking and today is president of the Ad-Lee Company, jewelry and novelties, in Chicago.

"While in Dallas Mr. Felsenthal is visiting his cousins, Arthur L. Kramer, Ike Lorch and Mrs. M. J. Rosenfield. He spent several hours Monday with Louis Bromberg at E. M. Kahn & Company, telling of his experiences in that store, at the same location, more than half a century. Clearest Dallas memory, he said, is of his kindly, gentle yet very businesslike employer, the late E. M. Kahn, founder of the E. M. Kahn & Company, whom he declares to have been one of the nation's greatest men."

The Dallas paper also published a photograph of Mr. Felsenthal in connection with the story so that Dallas citizens could see him as he is today.

The Ad-Lee Company reports that business is climbing rapidly for them on two machines at present. The Leap Frog counter dice game, introduced on the last day of the 1936 convention, seems to be "just what the operators wanted." The firm began making shipments today, according to reports, and the demand is convincing proof that the little machine is on the way to be a hit.

The machine offers something different in a dice game. As many as six

players may take part in it. A number of cheat-proof features have been developed and an anti-tilt device is built on the back of the machine. Coins are deposited and then a tiny push button is touched which provides a surprise action in the dice.

Duette, the attractive two-column merchandise vender introduced several weeks ago, is meeting a steadily increasing demand. The simplicity of construction and the dual purpose of the machine give it a wide field of usefulness in the vending line.

Exhibit Prepares Brief For Electric Eye Ops

CHICAGO, Feb. 29.—Exhibit Supply Company is now furnishing a legal brief for users of the Electric Eye target machine which is considered a valuable aid in helping operators to meet any legal obstacles that may arise. The brief describes the essential features of the target machine, as would be necessary in any legal presentation of its principles, and gives references to many court decisions that would have a bearing on questions affecting machines of this type.

The brief emphasizes the target principle of the game as a definite form of skill, and thereupon builds an argument for the legal right to make awards for skill. The argument also covers the mechanical fact of automatically awarding tokens for free games. All of these arguments are clearly and logically stated and operators will find them very useful to meet most any problem that may arise.

Electric Eye is now being equipped with both ticket and payout units. It can be operated singly with either payout or ticket unit, or both ticket and automatic payout simultaneously. This combination arrangement is expected to increase the adaptability of the machine to many uses.

Chi Coinmen in New York

NEW YORK, Feb. 29.—New York jobbers and distributors played host to some Chicago coin machine celebs last week. Among those seen around were Bob Gable, Walter Tratsch and Ole Gulickson, of the Churchill Cabinet Company.

Sam Schneider, president of the Toronto Coin Machine Agency, Toronto, Can., was a visitor here last week. Sam was on a large buying spree and visited all his jobber and distributor friends. He is also president of the Ontario Coin Machine Operators' Association.

Max Levine says Herman Budin, of Budin Specialties, Inc., Brooklyn, had a brainstorm a short time ago, and as a result the Scientific Corporation is manufacturing a machine called Short Wave.

Distributors and Jobbers!
TERRITORIES ARE STILL OPEN FOR ...

CHICAGO COIN'S PAY TABLES

TRACK ODDS

Every hole a winner! Selected hole pays odds shown on light rack, others pay 10c. A one ball, giant sized odds changing game de luxe. A positive winner!

\$115.00

BIG CASINO

Super de luxe one shot game. If CASINO hole is made ball is returned. On next shot all payouts are doubled and even the "out" holes pay 20c. Extra large sized cabinet.

\$89.50

STRAIGHT EIGHT

Here's a knockout of an odds changing one-ball payout! If player misses selected hole he still has a chance to make the same numbered hole at the line-up position below!

\$115.00

Operators—ASK YOUR JOBBER TO SHOW YOU THESE GREAT GAMES!

CHICAGO COIN CORPORATION
1725 DIVERSEY BLVD. Cable Address: CHICOCO CHICAGO ILL.
A COMPLETE LINE OF TABLES FOR THE OPERATOR - PAYOUT and NOVELTY GAMES ...

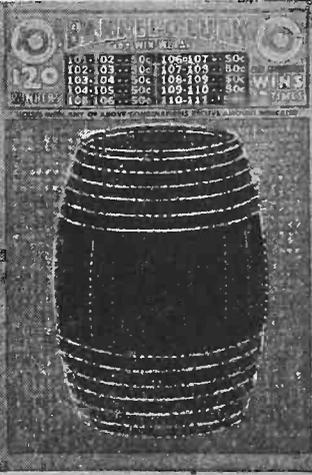
DEAL WITH CARL—ALWAYS A SQUARE DEAL

Midwest Operators and Jobbers Order Now!
THE GREATEST LINE OF COIN MACHINES EVER KNOWN TO THE INDUSTRY

PEERLESS, Payout	\$115.00	MULTIPLE, Payout	\$167.50
PEERLESS, Ticket	125.00	MULTIPLE, Ticket	177.50
BONUS, Payout	115.00	RAMBLER, Payout	115.00
BONUS, Ticket	125.00	RAMBLER, Ticket	125.00
RELIANCE, 25c	124.50	BALLY DERBY, Payout	115.00
RELIANCE, 5c	119.50	BALLY DERBY, Ticket	123.00

CHECK SEPARATOR, \$5.00 EXTRA.
!!!! ORDER RAY'S TRACK NOW !!!! SHIPMENTS START MARCH 10th.
Write for Used Machine List. 1/3 Deposit With Order, Balance C. O. D.

CARL'S UNITED AMUSEMENT COMPANY
3411-15 MAIN ST., KANSAS CITY, MO.



IT'S A MONEY-MAKING HIT!
"OPERATORS" 120 WINNERS
BARREL-O-LUCK

1440 Holes. Form BL-604.
Takes In \$144.00
Pays Out 102.00
Profit \$42.00

PRICE—Thick Board—Jumbo Tickets—**\$3.93**
Metal Easel
Plus 10% Federal Tax.

GLOBE PRINTING CO.

1023-27 Race Street, Philadelphia, Pa.	1352 N. E. 1st Avenue, Miami, Fla.
418 South Wells Street, Chicago, Ill.	272-274 Marletta Street, N. W., Atlanta, Ga.
22 West 23rd Street, New York, N. Y.	3502 1/2 McKinley St., Tacoma, Wash.
477 Third Street, San Francisco, Calif.	227 S. Presa Street, San Antonio, Tex.

IT'S TWO GAMES IN ONE!

Rotation

A CLEVER 7 BALL - A SMART 10 BALL!

Make five or more lights in a row - that's all you have to do for the seven ball play. And if you miss one don't worry because the "wild" light may be used for any hole you need to complete your "rotation". High score counts in the ten ball play.

NEXT WEEK WE'LL TELL YOU ABOUT TWO NEW COMBINATION TICKET-PAYOUT GAMES AT ATTRACTIVELY LOW PRICES!

GENCO, Inc.
2625 N. ASHLAND AVE. • CHICAGO



A DARN GOOD LITE-UP GAME AT ONLY \$44.50

BUCK-A-DAY UP

JACKPOT BUILDS UP

Here's a small, compact (5c play) counter machine with the same lure as "Bank Nite" which has caused a sensation in the theatrical world. Amount of Jackpot appears in a cut-out window on back panel. At discretion of operator, amount may be increased by \$1.00 or more, up to \$9.00. Jackpot has a chance of being hit once in 1081 times. Player is given a run for his money as other pay-outs average 31%—occasionally a half dollar or more, but mostly in ten cent awards. Constructed of finest materials—a beautiful walnut cabinet, well built and embodying trouble-proof mechanism. Marvelous player appeal. Order today and let BUCK-A-DAY tell its own story of PROFITS.

PRICE ONLY \$10.50 (plus 10% tax)

STAR SALES CO. 3901 WAYNE AVE. KANSAS CITY, MO.

HERE'S A "KNOCKOUT"

THE BIG FIGHT . . .

600 Hole Form 3810
Takes in \$30.00
Pays out \$16.50
PRICE WITH EASEL . \$1.14
PLUS 10% FEDERAL TAX.

CHAS. A. BREWER & SONS
LARGEST BOARD AND CARD HOUSE IN THE WORLD
6320 Harvard Ave., Chicago, U. S. A.

OPERATORS!!

EVERY LOCATION HAS A SMALL COUNTER SPACE WAITING FOR

LEAP FROG

The Fascinating Fast Money Maker.

This New, Sensational Counter Dice Game with the SIX-WAY SLOT PLAYS PENNIES, NICKELS, DIMES AND QUARTERS. 6 PEOPLE CAN PLAY AT ONE TIME OR AT ONE PERSON CAN PLAY SIX COINS AT ONE TIME. Beautiful natural wood cabinet any merchant will be glad to have on his counter.

Equipped with anti-cheat device

Player presses button and the dice leap forth from a concealed compartment on to a green felt playing field. Dice go back into compartment for each following play. Machine will not operate unless one or more coins are played.

PRICE \$17.50

1/3 Deposit Required on C. O. D. Orders.
THE AD-LEE CO., Inc. 825 So. Wabash Ave., Chicago, Ill.
Builders of Coin Machines for More Than 40 Years

SIZE 10x7 x15

FOR 1936 BASEBALL SEASON

A NEW DAILY 120 TICKET BOOK, ENTIRELY DIFFERENT. Will Double the Sales.

A NEW SCHEDULE FREE TO OUR CUSTOMERS. Special Weekly Tickets, All Kinds, All Sizes. Folded and Sewed With Your Label. Write Your Requirements.

WERTS NOVELTY CO., INC., Muncie, Ind.

Punchette

SENSATIONALLY New!

Get all the Profits you are entitled to—PUNCHETTE is cheat-proof. Location's keep tokens as proof of payout. It's a real gold mine for you. . . . \$19.75

BIRMINGHAM VENDING CO.
2117 THIRD AVE., BIRMINGHAM, ALA.

Is Your Subscription to The Billboard About To Expire?

**PAYOUT AND BELL MACHINE OPERATORS!
YOU'LL TAKE IN 6 TIMES THE MONEY
WITH THIS 6 COIN CHUTE MACHINE**

PAMCO PALOOKA

Just a Word to the Wise-

from Ed Gaylord of GAYLORD COIN MACHINE CORP.
1227 W. WASHINGTON BLVD., CHICAGO, ILLINOIS

HEAVIER EARNINGS than a HALF-DOZEN Bell Machines—MORE MONEY than SIX Payout Tables COMBINED! It's "PAMCO PALOOKA"! AUTOMATIC CHANGING ODDS—Beautiful Life-Board—FAST BOWL-TYPE Scoring—with 6 Coin Chutes taking in SIX TIMES THE MONEY every Six Seconds. Order and Operate "PAMCO PALOOKA"—Worth MANY \$169.50 TIMES this price

ELECTROPAK STANDARD EQUIPMENT AT NO EXTRA COST! CHECK SEPARATOR AND CHECKS, \$5 EXTRA.

AND PAMCO PARLAY **6** COIN CHUTES
GOING STRONGER THAN EVER.
A SPLENDID INVESTMENT IN RICH PROFITS AT \$115



50"
x
24"

RED SAILS
NEW "PAMCO" PAYOUT
Releases in Every
Jobber and Distributor
Display Room all
over the Nation.
Be there when Seals
are Broken. It's
DIFFERENT!

**MARCH 14th
AT 10 A.M.**

WRITE →
WIRE →

PACIFIC AMUSEMENT MFG., CO.

4223 West Lake St. 1320 South Hope St.
Chicago, Ill. Los Angeles, Calif.

BEAUTIFULLY COLORED PILLOWS
On High Luster Satin, Dozen \$6.00 | On Quality Sateen, Dozen \$4.00
(Size 20x20, Including FRINGE.)
FREE CATALOG—LARGE VARIETY DESIGNS—MOTTOES—COMICS—PATRIOTICS, "ROOSEVELT," etc. 25% Money Order Deposit Required. Balance C. O. D. For Quick Action, Wire Money With Order.
WESTERN ART LEATHER CO.
1646 Arapahoe St. (Manufacturers), DENVER, COL.

TIT-TAT-TOE

The Sensational Counter Game! Get Yours Now!

THE HIT OF THE SHOW—Greatest Penny Collector ever made. Beautiful modernistic cabinet. Easy and fun to play. Double door and register model which counts all pennies entering machine, \$2 Extra.

\$1750

Immediate Deliveries!

Trimount Coin Machine Co.
1292-98 Washington St. BOSTON, MASS.

5¢ SKY HIGH 5¢
CLIPPER SHIP JACKPOT PAYS \$10-\$5
\$250-\$1

TICKETS PRINTED "JACKPOT" RECEIVED PUNCH IN CLIPPER SHIP. SHOW WINNING TICKETS TO CLERK BEFORE PUNCHING.

OCEAN ROWS		OCEAN ROWS	
PAY	\$250 \$100 50¢ 25¢		
PUNCH HERE FIRST			PUNCH HERE FIRST
NUMBERS	25 50 75 100 125 150 175 200 225 250		NUMBERS 250 275 300 325 350 375 400 425 450 475 500 525 550 575
RECEIVE PUNCH IN OCEAN ROWS			RECEIVE PUNCH IN OCEAN ROWS
PUNCH HERE FIRST			PUNCH HERE FIRST

LAST PUNCH IN EACH SECTION RECEIVES PUNCH IN OCEAN ROWS

Hit the Profit High Spots WITH HARLICH'S »SKY HIGH«

LOW AVERAGE—BIG PROFITS
No. 714—600 HOLES. TAKES IN \$30.00. Average Payout, \$11.94. Average Gross Profit, \$18.06. Price includes Easels and Fraud-Proof Tickets for the \$10.00, \$5.00 and 4 "Jackpot" Tickets.

PRICE \$2.85 Plus 10% Tax.

A Harlich Jumbo Board—the best in sales-boards. Extra Thick, with Extra Large, Easy-to-Read Tickets for Extra Fast Play. Our New Flyer Showing 20 Sensational Profit-Makers is Ready. Write, Stating Your Line or Business, to

HARLICH MFG. CO.
1417 W. Jackson Blvd., Chicago, Ill.

TIT-TAT-TOE :- PUNCHETTE

Two of the Great Counter Games, which were the Hit of the Show. Rush your order for prompt delivery.

Est. 1923 **SOUTHERN AUTOMATIC SALES CO.** Phone WAbash 5464
540-542 S. 2nd Street, Louisville, Ky.

BARGAIN SPOT

ELECTRIC BAFFLE-BALL \$49.50

AUTOMATIC PAYOUT TABLES

THOROUGHLY RECONDITIONED BY FACTORY MECHANICS

JUMBO \$53.00	CARROCA \$13.00
ACE 27.50	SPORTSMAN 17.00
PROSPECTOR 27.50	PLUS & MINUS 22.00
GOLD RUSH 21.00	TRAFFIC "Model A" 23.00
STAMPEDE 25.00	RAPID FIRE 18.00
PUT 'N' TAKE (Front Door) 17.00	CHAMPION 15.00
	TREASURE SHIP 22.50

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.
FIRST WITH LATEST NEW GAMES. GET YOUR NAME ON OUR MAILING LIST.
NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey, CHICAGO, ILL.

READY FOR IMMEDIATE DELIVERY
Mills' Tycoon, Double Header, Ten Grand, Keeney's Repeater, Groetchen's Punchette.

STONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.

THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS, Jackpot Bells—Counter Size Machines—AMUSEMENT PIN GAME TABLES OF EVERY DESCRIPTION.

ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.
BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.

"The new **TYCOON** Table is doing \$20 to \$30 per day after all payouts. It hasn't had a miss or a squawk of any kind. Everything 100%. Ship me two more. I think I can use 8 or 10 very soon."

NEW YORK OPERATOR

Whew!

who could improve on this?

Well, WE DID! Reports of Tycoon earnings of \$10, \$20, and \$30 per day haven't caused us to sit back and smile. We've been improving, refining, PERFECTING Tycoon so that its fabulous intake could be made even higher. All new TYCOONS, ready for immediate delivery, now have new non-clogging 7-way coin chute, positive ball lift and choice of Power Pack at \$5.00 extra. Telephone Capitol 2110, Chicago. Wire Western Union or Postal Telegraph.

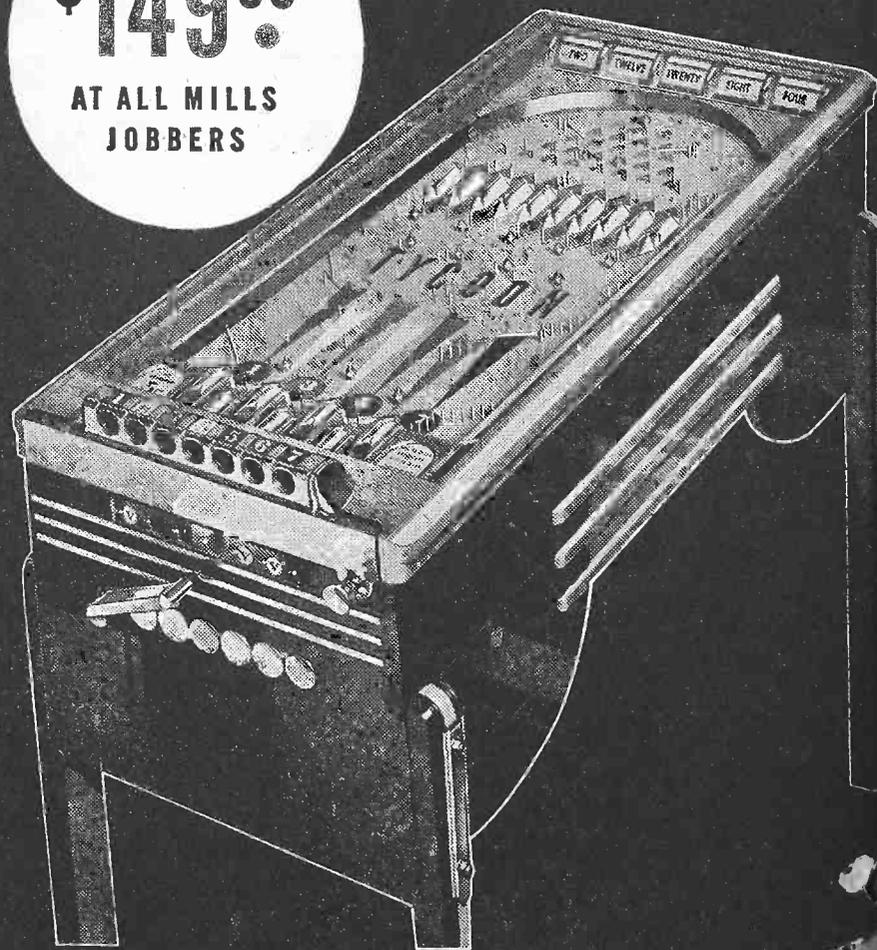
TYCOON

THE PAY TABLE WITH THE \$40 AN HOUR COIN CHUTE

MILLS NOVELTY COMPANY • 4100 FULLERTON AVENUE • CHICAGO, ILL.

\$149⁵⁰

AT ALL MILLS
JOBBER'S



Bally's RELIANCE *payout* DICE GAME

PLAYER WINS ON 7 OR 11
WHEN "THROWN" ON FIRST "THROW"
 (LOSES ON 2, 3 or 12)
 IN EITHER CASE GAME ENDS AND HANDLE LOCKS

If any other number (4, 5, 6, 8, 9 OR 10) is thrown, HANDLE TRIPS FOR FREE PLAY and player continues to "throw" till he "makes his point" or "throws" a seven....

GENUINE TRUE DICE

NOT LOADED, MIS-SPOTTED OR SHAPED
they spin and whirl as if thrown by hand

Ninety-nine out of a hundred Americans understand and enjoy the good old-fashioned game of dice. They flock to RELIANCE by natural instinct. And even the hundredth man—the fellow who doesn't understand dice—is fascinated by the uncanny action of the dice in RELIANCE—the mystifying way they "tell" the machine to pay out!

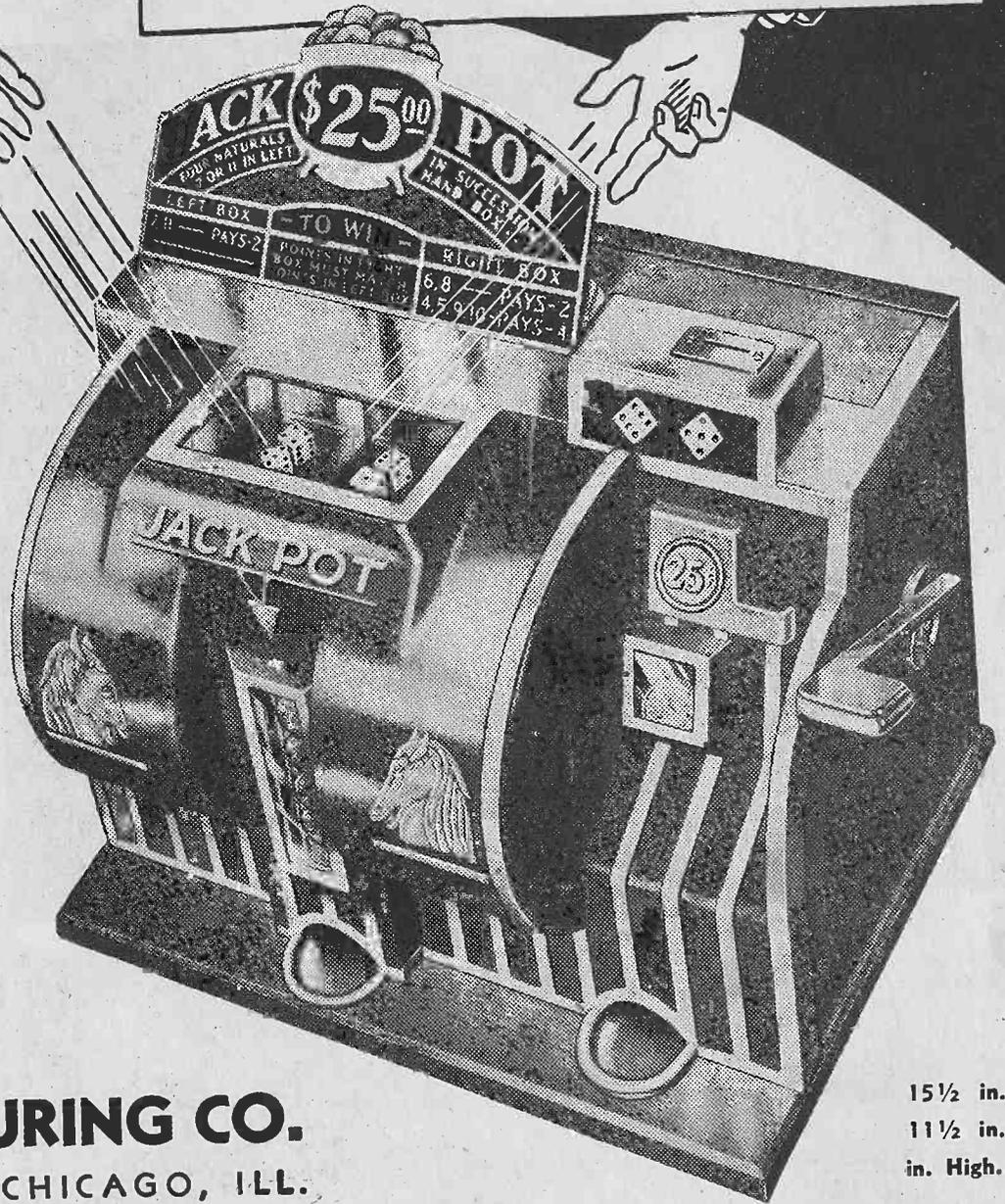
\$25 GOLD AWARD

Automatically released when player gets four "naturals" (7 or 11) in a row on Quarter Model (\$5 Gold Award on Nickel Model).

NICKEL OR QUARTER PLAY

Both models can be set to PLAY-MONEY-PAY-MONEY or PLAY-MONEY-PAY-CHECKS. Change instantly made.

WIRE! Orders already exceed production capacity. Don't lose valuable time writing—WIRE FOR PRICES TODAY!



15½ in. by
 11½ in. 12
 in. High.

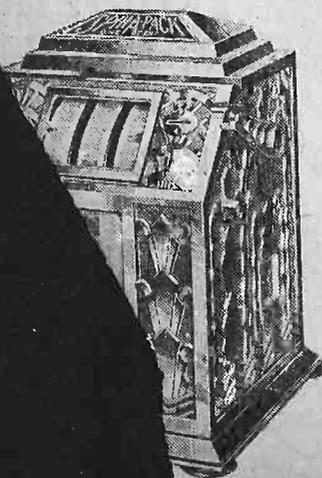
BALLY MANUFACTURING CO.

2640 BELMONT AVE. CHICAGO, ILL.

JOHN A. FITZGIBBONS, Eastern Distributor, 453 W. 47th Street, New York, N. Y.

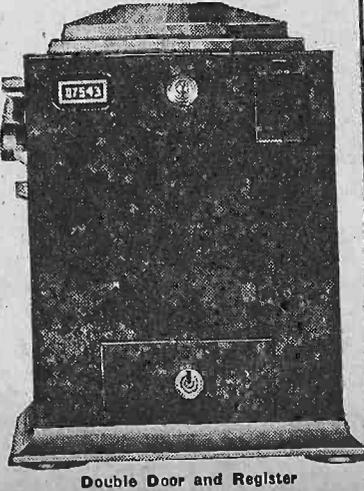
"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

Hundreds of locations waiting for this new, 10 stop Reel Cigarette Machine. SPIN-A-PACK location tested and guaranteed for 2 years against mechanical defects. Average payout 50%. Double Door and Register are made for the purpose of allowing the operator to leave key with location for lower door. Register keeps track of all plays. Register shows through special window. Operator retains key for upper door. No one can tamper with register.



Plain Model,
\$12.00
 With Register and Double Door,
\$1.50 Extra

BALL GUM
 15c a box (100 pieces)
 CASE LOTS,
 100 Boxes,
 \$12.00.
 1/3 Deposit With Order.



Double Door and Register
 1922 Freeman Ave.,
 Cincinnati, O.

MFG. CO., Inc.

Step into the BIG MONEY with MAGIC KEYS!

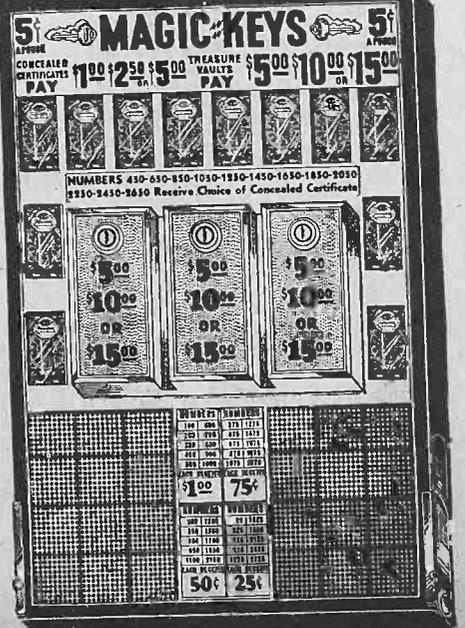
THE STEP-UP SALESBOARD SENSATION OF ALL TIME

3,000 5c Sales Take in \$150.00; Total Award \$72.50—Big Profit of \$77.50.

Priced **\$7.95** at **Only** **\$7.95** F.O.B. Chicago
 3,000—5c Sales. Take In. \$150.00
 Total Awards . 72.50
 Net Profit. \$77.50

55 Winners, 12 of which secure certificates paying \$1.00, \$2.50 or \$5.00. Within each of these certificates a key is enclosed—three of these keys open the three aluminum treasure chests, paying an additional award of \$5.00, \$10.00 or \$15.00, making it possible to get as much as \$20.00—odds of 400 for 1.

Step up your profits with this new salesboard hit.



LINCOLN NOVELTY CO.

4333 E. RAVENSWOOD AVE., CHICAGO

IT'S TWO GAMES IN ONE!

Rotation

A CLEVER 7 BALL - A SMART 10 BALL!

Make five or more lights in a row - that's all you have to do for the seven ball play. And if you miss one don't worry because the "wild" light may be used for any hole you need to complete your "rotation". High score counts in the ten ball play.

NEXT WEEK WE'LL TELL YOU ABOUT TWO NEW COMBINATION TICKET-PAYOUT GAMES AT ATTRACTIVELY LOW PRICES!

GENCO, Inc.
2625 N. ASHLAND AVE. • CHICAGO



SCOTT ADICKES & CO. LTD.
London, England
European Distributors

A DARN GOOD LITE-UP GAME AT ONLY \$44.50
PRICE TAX PAID FOR CHICAGO

BUCK-A-DAY UP

JACKPOT BUILDS UP

Here's a small, compact (5c play) counter machine with the same lure as "Bank Nite" which has caused a sensation in the theatrical world. Amount of Jackpot appears in a cut-out window on back panel. At discretion of operator, amount may be increased by \$1.00 or more, up to \$9.00. Jackpot has a chance of being hit once in 1081 times. Player is given a run for his money as other pay-outs average 31%-occasionally a half dollar or more, but mostly in ten cent awards. Constructed of finest materials—a beautiful walnut cabinet, well built and embodying trouble-proof mechanism. Marvellous player appeal. Order today and let BUCK-A-DAY tell its own story of PROFITS.

PRICE ONLY \$10.50 (for Kansas City, Mo.)
One-third deposit with order Balance C.O.D.

STAR SALES CO. 3901 WAYNE AVE. KANSAS CITY, MO.

HERE'S A "KNOCKOUT"

THE BIG FIGHT . . .

600 Hole Form 3810
Takes in \$30.00
Pays out \$16.50
PRICE WITH EASEL . \$1.14
PLUS 10% FEDERAL TAX.

CHAS. A. BREWER & SONS
LARGEST BOARD AND CARD HOUSE IN THE WORLD
6320 Harvard Ave., Chicago, U. S. A.

FOR 1936 BASEBALL SEASON

A NEW DAILY 120 TICKET BOOK, ENTIRELY DIFFERENT. Will Double the Sales.

A NEW SCHEDULE FREE TO OUR CUSTOMERS. Special Weekly Tickets, All Kinds, All Sizes.

Folded and Sewed With Your Label. Write Your Requirements.

WERTS NOVELTY CO., INC., Muncie, Ind.

OPERATORS!!

EVERY LOCATION HAS A SMALL COUNTER SPACE WAITING FOR

LEAP FROG

The Fascinating Fast Money Maker.

This New, Sensational Counter Dice Game with the SIX-WAY SLOT PLAYS PENNIES, NICKELS, DIMES AND QUARTERS. 6 PEOPLE CAN PLAY AT ONE TIME OR AT ONE PERSON CAN PLAY SIX COINS AT ONE TIME. Beautiful natural wood cabinet any merchant will be glad to have on his counter.

Equipped with anti-cheat device
Player presses button and the dice leap forth from a concealed compartment on to a green felt playing field. Dice go back into compartment for each following play. Machine will not operate unless one or more coins are played.

PRICE \$17.50
1/3 Deposit Required on C. O. D. Orders.
THE AD-LEE CO., Inc. 825 So. Wabash Ave., Chicago, Ill.
Builders of Coin Machines for More Than 40 Years

SIZE 10x7 x15

Punchette

SENSATIONALLY New!

Get all the Profits you are entitled to—PUNCHETTE is cheat-proof. Location keep tokens as proof of payout. It's a real gold mine for you. . . . \$19.75

BIRMINGHAM VENDING CO.
2117 THIRD AVE., BIRMINGHAM, ALA.

Is Your Subscription to The Billboard About To Expire?

**PAYOUT AND BELL MACHINE OPERATORS!
YOU'LL TAKE IN 6 TIMES THE MONEY
WITH THIS 6 COIN CHUTE MACHINE**

PAMCO PALOOKA

Just a Word to the Wise-

from Ed Gaylord of GAYLORD COIN MACHINE CORP.
2127 W. WASHINGTON BLVD., CHICAGO, ILLINOIS

HEAVIER EARNINGS than a HALF-DOZEN Bell Machines—MORE MONEY than SIX Payout Tables COMBINED! It's "PAMCO PALOOKA"! AUTOMATIC CHANGING ODDS—Beautiful Lite-Up Board—FAST BOWL-TYPE Scoring—with 6 Coin Chutes taking in SIX TIMES THE MONEY every Six Seconds. Order and Operate "PAMCO PALOOKA"—Worth MANY \$169⁵⁰ TIMES this price

ELECTROPAK STANDARD EQUIPMENT AT NO EXTRA COST! CHECK SEPARATOR AND CHECKS, \$5 EXTRA.

AND PAMCO PARLAY **6** COIN CHUTES
GOING STRONGER THAN EVER.
A SPLENDID INVESTMENT IN RICH PROFITS AT \$115



50"
x
24"

NEW "PAMCO" PAYOUT
Releases in Every
Jobber and Distributor
Display Room All
over the Nation.
Be there when Seals
are Broken It's
DIFFERENT!

MARCH 14th
AT 10 A.M.
"RED SAILS"

WRITE →
WIRE →

PACIFIC AMUSEMENT MFG., CO.

4223 West Lake St. Chicago, Ill. 1320 South Hope St. Los Angeles, Calif.

BEAUTIFULLY COLORED PILLOWS
On High Luster Satin, Dozen \$6.00 | On Quality Sateen, Dozen \$4.00
(Size 20x20, Including FRINGE.)
FREE CATALOG—LARGE VARIETY DESIGNS—MOTTOES—COMICS—PATRIOTICS, "ROOSEVELT," etc. 25% Money Order Deposit Required. Balance C. O. D.
For Quick Action, Wire Money With Order.
WESTERN ART LEATHER CO.
1646 Arapahoe St. (Manufacturers), DENVER, COL.

5¢ SKY HIGH 5¢
CLIPPER SHIP JACKPOT PAY \$10.35
\$250.51

OCEAN ROWS PAY \$250 \$100 50¢ 25¢

Hit the Profit High Spots WITH HARLICH'S "SKY HIGH"

LOW AVERAGE—BIG PROFITS
No. 714—600 HOLES. TAKES IN \$30.00. Average Payout, \$11.94. Average Gross Profit, \$18.06. Price includes Escels and Fraud-Proof Tickets for the \$10.00, \$5.00 and 4 "Jackpot" Tickets.

PRICE \$2.85 Plus 10% Tax

A Harlich Jumbo Board—the best in sales-boards. Extra Thick, with Extra Large, Easy-to-Read Tickets for Extra Fast Play. Our New Flyer Showing 20 Sensational Profit-Makers is Ready. Write, Stating Your Line or Business, to

HARLICH MFG. CO.
1417 W. Jackson Blvd., Chicago, Ill.

TIT-TAT-TOE
The Sensational Counter Game! Get Yours Now!

THE HIT OF THE SHOW—Greatest Penny Collector ever made. Beautiful modernistic cabinet. Easy and fun to play. Double door and register model which counts all pennies entering machine, \$2 Extra.

\$1750

Immediate Deliveries!

Trimount Coin Machine Co.
1292-98 Washington St. BOSTON, MASS.

BARGAIN SPOT

ELECTRIC BAFFLE-BALL \$49.50

AUTOMATIC PAYOUT TABLES

THOROUGHLY RECONDITIONED BY FACTORY MECHANICS

JUMBO	\$53.00	GARROCA	\$13.00
ACE	27.50	SPORTSMAN	17.00
PROSPECTOR	27.50	PLUS & MINUS	22.00
GOLD RUSH	24.00	TRAFFIC "Model A"	23.00
STAMPEDE	25.00	RAPID FIRE	18.00
PAT 'N' TAKE (Front Door)	17.00	CHAMPION	15.00
		TREASURE SHIP	22.50

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

FIRST WITH LATEST NEW GAMES. GET YOUR NAME ON OUR MAILING LIST.

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey, CHICAGO, ILL.

TIT-TAT-TOE :-: PUNCHETTE

Two of the Great Counter Games, which were the Hit of the Show.
Rush your order for prompt delivery.

Est. 1923 **SOUTHERN AUTOMATIC SALES CO.** Phone WAbash 5464
540-542 S. 2nd Street, Louisville, Ky.

READY FOR IMMEDIATE DELIVERY

Mills' Tycoon, Double Header, Ten Grand, Keeney's Repeater, Groetchen's Punchette.

STONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.

THE GREATEST SUCCESS

IS ASSURED ONLY WITH THE BEST MACHINES. WE ENDORSE NO OTHERS, Jackpot Bells—Counter Size Machines—AMUSEMENT PIN GAME TABLES OF EVERY DESCRIPTION.

ALWAYS FIRST WITH LARGE STOCK OF THE LATEST CREATIONS.
BANNER SPECIALTY COMPANY, 1530-32 Parrish St., Philadelphia, Pa.

"The new **TYCOON** Table is doing \$20 to \$30 per day after all payouts. It hasn't had a miss or a squawk of any kind. Everything 100%. Ship me two more. I think I can use 8 or 10 very soon."

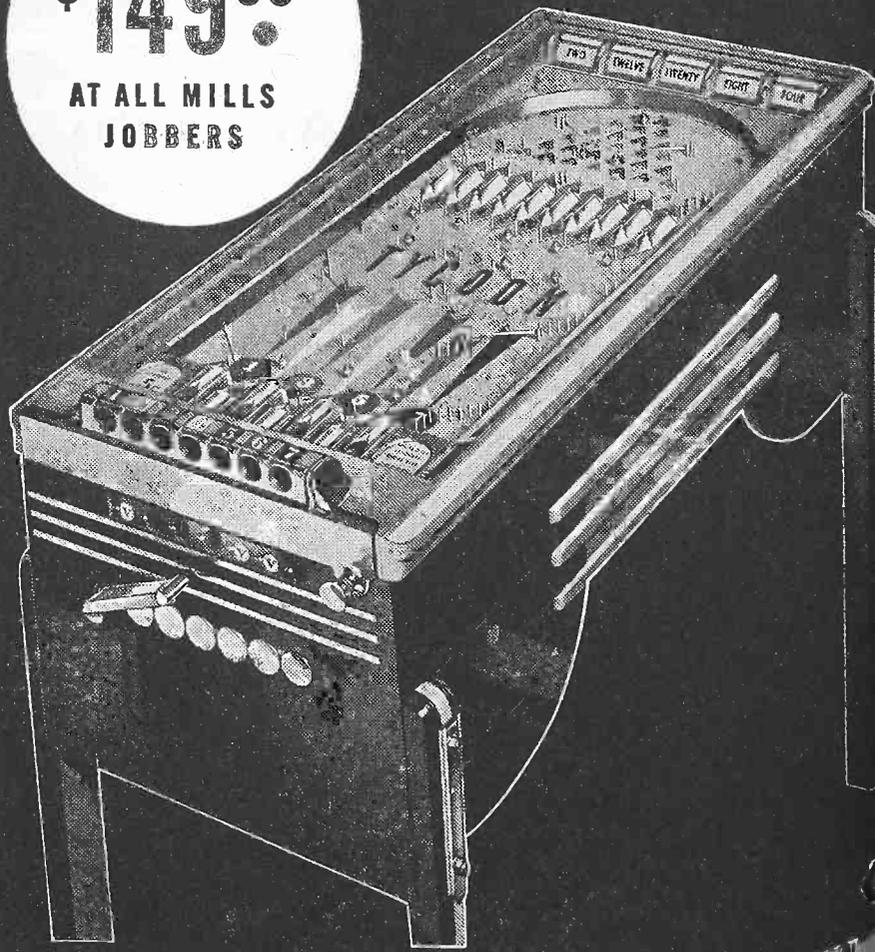
NEW YORK OPERATOR.

Whew!

who could improve on this?

Well, WE DID! Reports of Tycoon earnings of \$10, \$20, and \$30 per day haven't caused us to sit back and smile. We've been improving, refining, PERFECTING Tycoon so that its fabulous intake could be made even higher. All new TYCOONS, ready for immediate delivery, now have new non-clogging 7-way coin chute, positive ball lift and choice of Power Pack at \$5.00 extra. Telephone Capitol 2110, Chicago. Wire Western Union or Postal Telegraph.

\$149⁵⁰
AT ALL MILLS
JOBBER'S



TYCOON

THE PAY TABLE WITH THE \$40 AN HOUR COIN CHUTE

MILLS NOVELTY COMPANY • 4100 FULLERTON AVENUE • CHICAGO, ILL.

Bally's RELIANCE payout DICE GAME

PLAYER WINS ON **7** OR **11**
WHEN "THROWN" ON FIRST "THROW"
(LOSES ON 2, 3 or 12.)
IN EITHER CASE GAME ENDS AND HANDLE LOCKS

If any other number (4, 5, 6, 8, 9 OR 10) is thrown, HANDLE TRIPS FOR FREE PLAY and player continues to "throw" till he "makes his point" or "throws" a seven....

GENUINE TRUE DICE

NOT LOADED, MIS-SPOTTED OR SHAPED
*they spin and whirl
as if thrown by hand*

Ninety-nine out of a hundred Americans understand and enjoy the good old-fashioned game of dice. They flock to RELIANCE by natural instinct. And even the hundredth man—the fellow who doesn't understand dice—is fascinated by the uncanny action of the dice in RELIANCE—the mystifying way they "tell" the machine to pay out!

\$25 GOLD AWARD

Automatically released when player gets four "naturals" (7 or 11) in a row on Quarter Model (\$5 Gold Award on Nickel Model).

NICKEL OR QUARTER PLAY

Both models can be set to PLAY-MONEY-PAY-MONEY or PLAY-MONEY-PAY-CHECKS. Change instantly made.

WIRE! Orders already exceed production capacity. Don't lose valuable time writing—WIRE FOR PRICES TODAY!

BALLY MANUFACTURING CO.

2640 BELMONT AVE. CHICAGO, ILL.

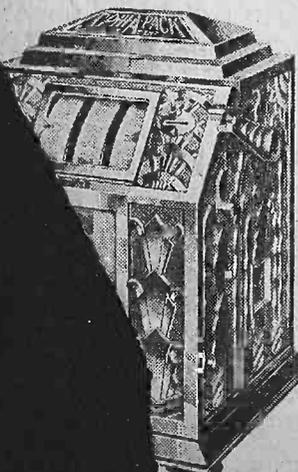
JOHN A. FITZGIBBONS, Eastern Distributor, 453 W. 47th Street, New York, N. Y.



15 1/2 in. by
11 1/2 in. 12
in. High.

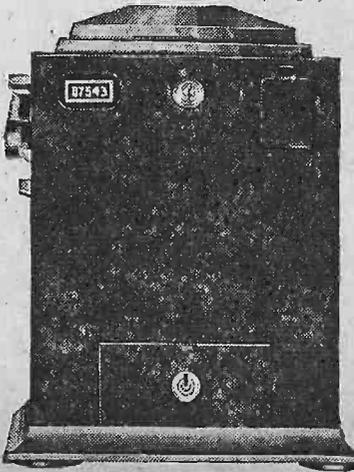
"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

Hundreds of locations waiting for this new, 10 stop Reel Cigarette Machine. SPIN-A-PACK location tested and guaranteed for 2 years against mechanical defects. Average payout 50%. Double Door and Register are made for the purpose of allowing the operator to leave key with location for lower door. Register keeps track of all plays. Register shows through special window. Operator retains key for upper door. No one can tamper with register.



Plain Model, **\$12.00**
With Register and Double Door, **\$1.50 Extra**

BALL GUM 15c a box (100 pieces)
CASE LOTS, 100 Boxes, \$12.00.
1/3 Deposit With Order.



Double Door and Register
1922 Freman Ave.,
Chicago, Ill.

MEG. CO. INC.

Step into the BIG MONEY with MAGIC KEYS!

THE STEP-UP SALESBOARD SENSATION OF ALL TIME

3,000 5c Sales Take in \$150.00; Total Award \$72.50—Big Profit of \$77.50.

Priced at **\$7.95** at **Only** F.O.B. Chicago
3,000—5c Sales. Take In. \$150.00
Total Awards . 72.50
Net Profit. \$77.50

55 Winners, 12 of which secure certificates paying \$1.00, \$2.50 or \$5.00. Within each of these certificates a key is enclosed—three of these keys open the three aluminum treasure chests, paying an additional award of \$5.00, \$10.00 or \$15.00, making it possible to get as much as \$20.00—odds of 400 for 1.

Step up your profits with this new salesboard hit.

5¢ MAGIC KEYS 5¢

FOR CELEBRATED CERTIFICATES PAY \$1.00 \$2.50 \$5.00
TREASURE PAY \$5.00 \$10.00 \$15.00

NUMBERS 410-630-850-1030-1330-1450-1650-1850-2050
2380-2430-2650 Receive Choice of Concealed Certificates

50¢ 75¢
50¢ 25¢

LINCOLN NOVELTY CO. 4333 E. RAVENSWOOD AVE.