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MARCH 21, 1936

The Billboard

The World's Foremost Amusement Weekly



HORACE HEIDT
Of Horace Heidt and His Alemite Brigadiers
Broadcasting CBS Weekly

★ ★ ★ ★ If you're looking
for an angel with a bank-roll

DO NOT READ THIS!

... but if you're looking for a financial
asset to your house, that asset is

NADJA

THE ONE ATTRACTION THAT BRINGS MERIT AND
ENTERTAINMENT VALUE TO BURLESQUE AUDIENCES

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doubt is now held of the eventual satisfaction of all concerned.

The Managers' Protective Association had its birth during the fuss between Equity and the Producing Managers' Association. The cause was the Equity Shop. The contract of 1924 was accepted again, with slight modifications, in 1928. Both contained clauses guaranteeing salaries of players, thus eliminating the necessity on the part of the managers of posting the usual bond.

Probably the greatest bone of contention during the years of negotiation centered around the problem of the Shubert bankruptcy proceedings of 1933. Equity held its ground, refusing to acknowledge that the claims were automatically rendered invalid. Further settlements of a few cents on the dollar were likewise held unacceptable.

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In This Issue

	Pages
Bands	13
Broadway Beat, The	24
Burlesque-Tabloid	22-23
Carnivals	46-52
Chicago Chat	24
Circus and Corral	34-37
Classified Advertisements	53-55
Coin Machines	68-90
Endurance Shows	26
Fairs-Events	42-44
Feature News	3-5
Final Curtain	29
Forum, The	28
General Indoor	26
General Outdoor	57
Hartmann's Broadcast	57
Legitimate	18-19
Letter List	32-33

	Pages
Magic	27
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Night Spots-Gardens	11-13
Out in the Open	57
Parks-Pools	38-40
Pipes	66-67
Possibilities	27
Radio-Orchestra	6-10
Repertoire	25
Rinks-Skaters	41
Routes	30-31 and 56
Thru Sugar's Domino	24
Vaudeville	14-17
Wholesale Merchandise	58-65

Developments in Next Pix-Gov. Trial

NEW YORK, March 14.—Newest developments in the federal government's equity proceedings against the alleged monopolistic practices of RKO, Warner Bros. and Paramount are the setting of Tuesday as the deadline for the defendants to file papers in answer to charges of the prosecution; the anticipated arrival some time this week of Russel Hardie, chief of the prosecution recently in St. Louis and special assistant to the attorney-general, and a denial by (See DEVELOPMENTS IN on page 10)

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The AFA last week wired Washington officials protesting the cuts on the Federal Theater Project. Representatives of the other unions are being urged by the committee to wire Senator Wagner, Relief Administrator Hopkins, Representative Connery and President Roosevelt, protesting cutting the WPA budget.

It is understood that Mrs. Hallie Flanagan, federal theater director; Philip Barber, head of the New York project, and other theater project officials are now in Washington lobbying for continuance of the Federal Theater Project beyond May 15, when it is slated to expire.

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Wholesale Merchandise	58-65

Developments in Next Pix-Gov. Trial

NEW YORK, March 14.—Newest developments in the federal government's equity proceedings against the alleged monopolistic practices of RKO, Warner Bros. and Paramount are the setting of Tuesday as the deadline for the defendants to file papers in answer to charges of the prosecution; the anticipated arrival some time this week of Russel Hardie, chief of the prosecution recently in St. Louis and special assistant to the attorney-general, and a denial by (See DEVELOPMENTS IN on page 10)

Boston WPA Staff Shakeup; Two New Shows Open in N. Y.

Boston officials out—graft, favoritism charges—New York newspaper unit show has Red trouble—radio unit launched—Richmond cool to "Jeff Davis"

BOSTON, March 14.—Charges of graft, suspension of two project directors and protests of favoritism by non-working actors marked the week's WPA theater activities in Boston. The situation at a glance: Laurence Hansen, director of the State WPA theater project, fired by Hiram Motherwell, regional director. Hiram Motherwell suspended by R. C. Branton, New England WPA staff head. Veteran actors charge preference given to younger persons. Ralph Granara, spokesman for the actors, charged prospective WPA actors had to pay \$10 for their jobs. Demand for an immediate investigation of the theater project here.

Controversy flared up following the ban of *Valley Forge* in two Massachusetts towns. Hansen and Motherwell were reported to have differed in their opinions about the play and the manner in which it was produced. Hansen declared he was ordered to produce the play by Motherwell, altho he objected to the profanity which runs thru it. Hansen said he was hampered at every turn by higher WPA authorities, but finally got it staged at a cost of \$22,000. Show started on its tour, traveling expenses amounting to \$3,000 a week. Gross on first night's engagement amounted to \$96, Hansen said.

After several clashes Hansen was suspended by Motherwell, who in turn was suspended by Branton. This was the signal for actors who had been refused assignments to plays or vaude to turn loose their objections to the manner in which the WPA project was being operated. Demands for public hearings poured in, and State Administrator Paul Edwards took charge.

Ralph Granara, former vaude artist, is leading the fight to reinstate veteran theatrical people who have been dropped because of their age. Granara is carrying his fight to Washington, demanding an investigation into graft charges, intimidation of actors, sale of jobs and other reported irregularities.

At a preliminary hearing girls who had applied for theater jobs declared they were forced to submit to indignities and that women friends of WPA officials received superior parts in productions.

NEW YORK, March 14.—Despite depressing news that the local WPA theater project will have exhausted its \$3,000,000 appropriation by May 15 and the order discontinuing hiring new persons, the project managed to open two new shows this week. The Negro theater unit opened *Conjur Man Dies* at the Lafayette Wednesday and the Living Newspaper unit opens *Triple A Ploughed Under* tonight at the Biltmore. The Negro show was hailed by the critics as being quite lively even if a bit gruesome. The newspaper unit show, however, drew fireworks even before it opened.

A preview showed the news dramatization included a characterization of a Communist leader attacking aspects of (See BOSTON WPA on page 9)

Pitt Bookings Heavy

PITTSBURGH, March 14.—After the first dark week in over two months, the Nixon is relighting again on Monday with a pre-Broadway engagement of *Idiot's Delight*. Robert Sherwood's new play, co-starring Alfred Lunt and Lynn Fontanne. The tremendous advance sale assures a capacity week for this attraction. Following in the order named will be *Three Men on a Horse*, *At Home Abroad*, *Winterset* and *Nazimova* in Ibsen's *Ghosts*. Beginning April 26 the theater will open with a brief two-a-day engagement of Metro's *The Great Ziegfeld*.

The Pittsburgh Playhouse, in the meantime, is well ahead with its plans for the fifth production of the season, *From Morn Till Midnight*, opening April 7 for a two-week stay. Herbert V. Gellendre is directing.

Competition

PHILADELPHIA, March 14.—The Casino and Colonial movie houses, rival nabes in the West Philadelphia area, both announced a George Arliss pix at the same time for the same date, with "Mr. Hobo" at the Colonial and "The Last Gentleman" at the Casino. Not to be outdone, the latter sent out a sandwich man carrying this sign: "Why see George Arliss as a hobo when you can see him as a gentleman."

Theater Bar Bill Is Heard

Hearing held on Brownell measure — Bruckman opposes, theater men support

ALBANY, March 14.—Attempts to get approval of the State Legislature for the bill legalizing bars in legit theaters in cities of over 1,000,000 population continued this week. The Brownell bill, up for a hearing, would remove discrimination against the legit houses. Mrs. Edith Isaacs, editor of *Theater Arts*, said that the theater would be aided immeasurably by passage of the bill. She pointed out that a huge amount of custom is now diverted into cabarets where drinking is the major item and where a floor show is the next attraction. She said much of this business came from theatergoers and should be returned.

Henry E. Bruckman, recently appointed chairman of the State Liquor Authority, doesn't like the idea of giving theater patrons "additional comfort" in their perusal of enjoyment and appeared against the bill here. Bruckman said that any theatergoer can run across the street for a drink during intermissions or "control his thirst till the final curtain." Bruckman overlooked entirely the fact that the theater isn't looking to make things easier or more comfortable for its followers, but that it is desperately clutching at straws and pathetically trying to lift itself up by the bootstraps.

New York producers learned the value of theater bars when the Forrest in New York City, a consistent loser for years, arranged a passageway between its lobby and the Forrest Hotel bar, immediately next door. Almost overnight the theater went from red to black; instead of being closed for months at a time it remained open on low-gross shows and in that way stayed out of the red. Bruckman can trace this further: the savings banks aren't theater operators, and any theater properties they may have—and they have too many now in New York—represent liabilities. These liabilities can thus be traced back to depositors in the bank.

The bars will have nothing to do with patrons' comfort. It's more important than that. It means the difference between bankruptcy and success to theater owners.

"Dangerous Wife" Put Off

NEW YORK, March 14.—Production of *A Dangerous Wife*, the Arthur W. Eddy-William A. Orr-Borden Chase play now held by Joseph A. Deutsch, will not take place until next season. Orr is associate editor of *Film Daily*. *Dangerous Wife* is his first legit attempt.

HORACE HEIDT

This Week's Cover Subject

IN THE show business 14 years, Horace Heidt started out towards really acquiring a name by travelling with units produced by Fanchon & Marco. In 1929 he brought his organization to New York for the first time and a one-week booking at the Palace Theater, still the ace house at that date, resulted in a holdover lasting six weeks. Shortly after, Heidt played a successful engagement at the New Yorker Hotel, which had but recently opened. From New York the group went to the noted Casino in Monte Carlo, playing there for three months. Back in the United States, Heidt remained in the East for a while, playing the Publix, RKO and Fox time.

Returning to the Coast, the Heidt group established a record by playing three years at the Golden Gate Theater, San Francisco, as the stage band. Succeeding dance and theater dates were followed by a nine-month run in the Gold Coast Room of the Drake Hotel, Chicago. The orchestra goes back there this spring. On February 26, 1935, Heidt started broadcasting for the Stewart Warner Company, the broadcast known as the Alemite Brigadiers. The sponsor, after a year of broadcasting, has just renewed.

Voted the sixth most danceable band in the country by the National Institute of Dancing Teachers recently, the Heidt organization, now numbering 40, is known for musical showmanship and ideas, as well as its straight dance music production.

"Eternal Road" Ghost Still Walks

NEW YORK, March 14.—Echoes of *The Eternal Road* debacle are still heard, with latest rumor concerning a group of minor players who are said to be contemplating following the lead of Henry Rosenblatt, cast member who protested Equity's percentage payoff on the two-week bond for all those who had not previously been Equity members. Nothing definite has been done as yet, however.

Rosenblatt, thru his attorney, I. Robert Broder, kicked when Equity offered him \$46 as his share of the two-week bond which had been posted. Rosenblatt, in his claims to the council, said he had signed an Equity I O U for \$56, representing initiation fee and dues, and had been told by Equity's representative that he would thus become a member. At the payoff old Equity members were given two weeks' salary, and remaining dough was apportioned among those who had not held Equity membership. In Rosenblatt's case they deducted the \$56 I O U from that.

Rosenblatt, whose salary was to have been \$175, claims that he should get \$350 less \$56. His share in the Equity distribution came to \$102, from which initiation and dues were deducted.

Equity Nixes Davidow's Commish Claim on Kavanagh

NEW YORK, March 14.—Equity turned down Ed Davidow's claim for commission this week against Stan Kavanagh, currently in the *Ziegfeld Follies*. The executive committee of the association ruled against Davidow upon the facts presented by I. Robert Broder, Kavanagh's attorney.

Davidow held an authorization on Kavanagh dated April 3, 1934. According to Kavanagh, he secured his release from the office and, furthermore, Davidow did not secure his *Follies* employment. Davidow has asked for another Equity hearing.

Mrs. Allen IPS Single

NEW YORK, March 14.—Partnership incorporation of the International Playwrights' Service, with offices in New York and Paris and hitherto operated by Ruth C. Allen and Elizabeth Hale, has been dissolved, with Mrs. Allen continuing alone.

"Russet" Apples Get Commissioner's Nay

NEW YORK, March 14.—Latest repercussions of the deleterious effect of the present Broadway theatrical season upon the apple industry quote License Commissioner Paul Moss as protesting it ain't so in answer to accusations of the management of *Russet Mantle* that he threatened to revoke the license of the Masque Theater unless lines in reference to apples poisoned by plant spray were deleted. The statement was allegedly made Monday at an interesting session, during which the probable effect of various fruits on the box office was considered. Apple growers from Yakima, Wash., are dallying with the idea of substituting oranges instead of apples, thus slipping one over on the Florida citrus men.

Meanwhile Commissioner Moss, who claims that his theater experience has taught him the inadvisability of slighting even a bootblack, says that the meeting satisfied nobody, despite the fact that a deletion of the obnoxious lines might have resulted in some theatrical advertising in the agricultural papers. Moss' general opinion was that the whole incident implied a publicity gag, further adding that he was thru with the whole business.

Blue Kiddie Revue Opening Big Benefit

NEW YORK, March 14.—Jack Blue, operator of a big dance and theatrical school here, is spotting his kiddie revue to open the Israel Orphan Asylum benefit show next Saturday night at Madison Square Garden.

Students will include Alice Perry, featured, and Carrol Jill, Erida Dell and Jane Glanville. Revue will feature Blue's own songs, including *Love Dreams*, *If I Could Dance Like You*, *I'm Irish*, *One Summer Night*, *That's Me*, *Jack Blue Blues*, *We're on Our Way*, *Dance at the Jack Blue School*, *Ragtime Dance*, and *Sunny Caroline*, *Just for You*.

Lent, Strikers Stagger Stem, But Good Weather Helps Some

NEW YORK, March 14.—Show-business categories this week have filtered thru the combined Lent and service strike damper, with no startling developments other than the terrific reception accorded Katharine Cornell in *Saint Joan*. With a lucky break in the weather, legit trade, while not doing badly, is somewhat off. Group Theater's *Case of Clyde Griffiths*, a dramatization of Dreiser's *American Tragedy*, seems an unknown quantity at present; *Star Spangled*, the Arthur Hopkins presentation at the Golden Theater, will probably do a quick fadeout; George M. Cohan's *Dear Old Darling* packs up tonight; also *Sweet Aloes*.

Paramount and Music Hall top the film houses, with the litter of Quins in the latter gurgling and driving the patrons ga-ga. Last week for the *Fleet* was not so good. Paramount has profited tremendously from the Hearst-Block newspaper campaign against *Klondike Annie*, which, coupled with Fred Waring, who has always drawn capacity at this house, gives it standing-room business. *Love Before Breakfast*, which opened yesterday at the Roxy, looks okeh; Center is weak with *Song and Dance Man*, and the Capitol doesn't look too hot with *Robin Hood of El Dorado*. *Wife Versus Secretary* went out Thursday. Charlie Chaplin's tenure at the Rivoli will have lasted six weeks at the final count, rather less than was expected. The Loew's State bill, headed by Jack Benny, grossed \$37,500 for the week, approximately \$5,500 under the record set by Burns and Allen recently.

Night spots and dining-room floor shows are suffering the most from Lent and the service strike, particularly now that the advance of the strikers on the Times Square area is more pronounced.

TICKETS ROLL OR MACHINE FOLDED
100,000-\$17.00
SPECIAL PRINTED-CASH WITH ORDER
ELLIOTT TICKET CO. { 409 LAFAYETTE ST., N. Y. C.
127 N. DEARBORN, Chicago
615 CHESTNUT ST., Phila.

Bank Night Decisions In

Connecticut okehs scheme, but Indiana grand jury asks legislation to prevent it

NEW HAVEN, Conn., March 14.—“Bank nights” and any allied game in which free participation is possible were given a clean bill for local theaters by Chief of Police Philip T. Smith and Assistant City Attorney M. Edward Klebanoff today. The decision was made after studying the judgments of the various State courts that such practices cannot be classified as lotteries. However, no decision was made on “Screeno,” “Bingo” or “Beano.” *The Billboard* was told today by the Bijou Theater, sponsoring “Screeno,” that it would continue with its usual Tuesday night promotion. Undoubtedly the Loew Poli New England Theater will also do so until officially notified to stop.

The “bank night” and affiliated promotions have been a great help to local theaters, with increases of from 100 to 400 per cent attendance resulting.

The Affiliated Enterprises, Inc., owner of the “bank night” idea, has a suit now pending in Federal Court here against some local theaters which have not obtained permission to use this idea.

INDIANAPOLIS, Ind., March 14.—Describing “bank night” drawings as lot-

AMPA Headache

NEW YORK, March 14.—The Naked Truth Dinner given by the Associated Motion Picture Advertisers tonight at the Hotel Astor is having plenty of headaches. The building service employees walked out on strike earlier in the week and last night the union stagehands refused to go into the building to work on the dress rehearsal. They may stay away tonight. Equity is holding a meeting at the hotel tomorrow.

teries, the grand jury here in its final report recommended new legislation to prohibit them. Altho the grand jury practically conceded there is no law at present to prevent such drawings, which have been the rage in many neighborhood houses for some months, its report asserts “bank nights” are (See *BANK NIGHT* on page 15)

Jersey Tax Defeated; New One Introduced

TRENTON, March 14. — A second amusement tax bill, calling for a 5 per cent levy on theater admissions, was introduced into the New Jersey Legislature Friday night by Assemblyman Howe following the defeat of the proposed 10 per cent tax on theater grosses as part of a plan to raise \$8,000,000 for an emergency fund for the unemployed. Other luxuries included in the taxable list were cosmetics, soft drinks, cigarets, etc. Instrumental in preventing the passage of the first attempt were strong theater and tobacco lobbies.

Immediate solution of the problem is not anticipated in view of the present political opinion of both the Democratic and Republican groups. The latter are not likely to favor the bill unless highway funds amounting to \$3,000,000 are diverted to the emergency fund; the Democrats are indefinite and noncommittal in their view and want time for consideration of the various provisions. At the time of going to press adherents of the levy were having hard sledding.

Howards Get New NBC Hour

NEW YORK, March 16.—Willie and Eugene Howard will be starred in a new commercial sponsored by Dr. Lyons' Dental Cleaning Products, starting April 15 on the NBC Blue network. Program will be called *Folies Bergere of the Air* after the Paris musical similarly titled. Balance of the program not set as yet. Billy K. Wells is doing the scripts. Blackett-Sample-Hummert Agency handles the account.

Cameraman Restrictions

LOS ANGELES, March 14.—At a meeting of the American Society of Cinematographers this week 100 first cameramen attendant were advised that the ASC-producers' agreement in regard to first cameramen would remain in effect and only those process men who operate camera 25 per cent of production or yearly agreement would come under the jurisdiction of the IATSE union. No union cards will be issued to any other first cameramen, it was announced.

Memories of Past In Chi Cornerstone

CHICAGO, March 14.—Memories of the glories of Chicago's theatrical life of a generation ago were revived Tuesday when a metal box reposing in the cornerstone of the Illinois Theater was opened and its contents were examined. The theater, erected in 1900 at a time when Chicago was just beginning to develop as an important theatrical center, is being razed and the site will be used as a parking lot. Opening of the lead box in the cornerstone Tuesday was made something of a ceremonial. Harry J. Powers, one of the builders of the theater, was present; so also were Will J. Davis Jr., whose father was Powers' partner; Mrs. Powers; Josephine Powers, daughter of Harry J., and Ben Marshall, architect, who designed the house. Marshall opened the box and the contents were removed and inspected by Powers. Besides some newspapers of the day there were photographs of Jessie Bartlett Davis, Lillian Russell, Julia Marlowe and others, several old theater tick- (See *MEMORIES OF PAST* on page 75)

Carl Laemmle Set To Retire

Sells interest in Universal Pix after more than 30 active years in the industry

NEW YORK, March 16.—Carl Laemmle on Saturday announced the sale of Universal Pictures Corporation to Standard Capital Company and Charles R. Rogers, who will actively take over the organization and administration of the firm in approximately 20 days. Mr. Laemmle, who for 30 years held the controlling interest in Universal, will retire.

J. Cheever Cowdin, president of Standard Capital Company, stated that R. H. Cochrane, vice-president of Universal and right-hand man of Laemmle under the old regime, will be the new president. Production will be headed by Rogers, who also becomes executive vice-president. William Koenig and James (See *CARL LAEMMLE* on page 75)

Whitehead Cross Country To Organize Night Spots

NEW YORK, March 14.—The American Federation of Actors hopes to extend its branches to the West Coast, with Executive Secretary Ralph Whitehead leaving yesterday for Philadelphia to conduct a mass meeting which will mark the first lap of an organizing tour that will send him across the country and back.

Among the cities he plans to visit are Boston, Syracuse, Rochester, Buffalo, Detroit, Cleveland, Pittsburgh, Chicago, Milwaukee, St. Paul, Minneapolis, Seattle, St. Louis, San Francisco and Los Angeles. The AFA already has representatives in 11 cities. The organizing tour, which will not end until September, is expected to raise the total to around 20.

Altho the necessity for a revival of vaudeville will be stressed and the Save Vaudeville Campaign pushed everywhere, the AFA is expected to concentrate on the night-club field. This is the field that holds the greatest potential members and also the field that needs better working conditions the most.

Worcester Test Case Out

WORCESTER, Mass., March 14.—Worcester's censors crossed up the management of the Olympia Theater here by not taking action to ban *High-School Girl* when it was widely advertised as featuring a theme which has long been taboo in this city. The theater had booked the picture with the idea in mind of having it banned, showing it anyway, and having a test case made of the issue to determine just what power the board has here. The board took no action whatsoever. The theater plans another try.

Shreveport Op War Ends

SHREVEPORT, La., March 14.—Following several hours of arbitration, the C. & C. Enterprise, Inc., operator of a chain of North Louisiana houses, and union operators last week announced that an agreement had been reached and that the chain's theaters will once more operate with union men. Since February 1 both local union operators and the owners of the half dozen suburban shows have been attempting a settlement, but when city officials stepped in the picture by arresting non-union ops on their way to work at shows climax was reached, as owners went to court to seek an injunction against such further molesting. Shows thus managed to keep regular schedules under temporary injunction. Both sides said this week that they were well pleased with settlement.

Hear Yel Hear Yel

LISTEN IN! LISTEN IN!
8:30 TO 9 P. M., SAT. EVE., MARCH 21

WHN AND WNEW

IF YOU ARE UNABLE TO ATTEND THE

JACK BLUE

FUTURE STARS REVUE

AT PULSON SQUARE GARDEN FOR THE BENEFIT OF THE

ISRAEL ORPHAN ASYLUM

Sponsored by the Honorable

JUDGE GUSTAVE HARTMAN

WITH MANY OTHER STAGE, RADIO AND SCREEN STARS WHO WILL PARTICIPATE

10 NEW SONGS WRITTEN BY JACK BLUE

WILL BE BROADCAST

1. "IF I COULD DANCE LIKE YOU"
2. "I'M IRISH"
3. "ONE SUMMER NIGHT"
4. "THAT'S ME"
5. "JACK BLUE BLUES"
6. "ON OUR WAY"
7. "DANCING AT THE JACK BLUE SCHOOL"
8. "LOVE DREAMS"
9. "A RAGTIME DANCE"
10. "MILITARY DRUM TAP DANCE"

Originated by Jack Blue for Marilyn Miller in the 1918 "Ziegfeld Follies" now being taught in every dancing school in America and Europe.

THE MUSIC FOR THESE

New Numbers Can Only Be Secured From

JACK BLUE

STAGE, RADIO AND SCREEN INSTRUCTION STUDIO'S MUSIC PUBLISHING CO.

JUVENILE TALKING PICTURE CO. AND IMPRESARIO

AN ENTIRE BUILDING AT

218 W. 47th, COR. BROADWAY
CHic. 4-0462.

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

WANTED HILA MORGAN

Tent Repertoire People in all departments. State all you are willing to do. Give correct age, your past experience and send photos if you have any. State if you have car. Intemperance not tolerated. Rehearsals start April 3. Show opens April 13. Do not wire—write. Address Morrilton, Ark.
N. B.—Have 50x100-ft. Dramatic Tent for sale, cheap for cash. May be seen in the air at Morrilton.

HOTEL RALEIGH

Where You Can Sleep Anytime—DAY OR NIGHT
648 NO. DEARBORN ST., CHICAGO.

Single Rooms, \$5.00—Double, \$7.00 per Week. Unlimited free parking. 5 minute walk to Loop. Theatrical Booking Agencies located in hotel.

JACK WANTS FOR BIG TENTS SHOW
KELLY WANTS

Dramatic People in all lines for summer season; 3 and 4-day stands. Open early in May. Must have good wardrobe and be able to play a real line of parts (no amateurs). People doing real specialties or doubling orchestra given preference. Man to stage up-to-date concerts. State very lowest salary, age, weight, height and if you have car in first letter.

JACK KELLY
132 So. Larch St., LANSING, MICH.

COSTUME SALE
Good Used Costumes, \$1.00 to \$3.00.
LESTER, 14 W. Lake, Chicago.

WANTED

For Bryant's Showboat. Young Ingenue Woman; Man Piano Player to double stage and single novelty specialty. Write, don't wire, Point Pleasant, W. Va.

WANTED—For Earl D. Backer's Famous Georgia Minstrels, all colored, under canvas. A-1 Stage Manager that can handle people. Aaron Gates answer. Boss Canvasman that's sober and can handle a new 60 with two 30s and a 20. Wire, don't write. Hartsville, S. C., this week.

WANTED—Piano Player, Wife Chorus; also two other Chorus Girls. Wire **HIPPODROME THEATER, Louisville, Ky. Blackie Blackburn, Producing.**

FOR SALE SHOW BOAT. Largest and Finest ever built. Original cost was \$75,000, at 10c on the dollar for cash. Now at Pittsburgh, Pa. Address **J. W. MENKE, Foot of Stanwix St., Pittsburgh, Pa.**

SHOW PRINTING

The QUALITY KIND that attracts and gets the money. Finest Snow-White or Bright Yellow Poster Paper; Brightest, Flashiest Ink Colors. TENS SHOW HEADQUARTERS; DATES, POSTERS, CARDS, HERALDS, BANNERS.

LOW PRICES—PROMPT SHIPMENTS
Write for Price List and Route Book.

CENTRAL SHOW PRINTING CO.

MASON CITY, IOWA
BABY SPOT LIGHTS
250 to 400-Watt Reflector, Universal Hanger. New, \$5.00. All Other Kinds New and Used Electrical Equipment. Chorus Costumes, 50c Each. Drapes all kinds. DANCE MATS. Send Deposit with orders. Money back if not satisfied.

WANTED

Producer, Comedian, Leading People for Three-Nighter under canvas. Also Chorus Girls that can do Specialties. Boss Canvasman. **S. FIDLER, 4217 No. Florissant Ave., St. Louis, Mo.**

ENGLISH YOUTH CLAY MASK ENGLISH PASTEURIZED CREAM
Helps Erase Lines, Blackheads, Enlarged Pores; Bleaches. Send \$1.00 for both; directions. **ENGLISH RESEARCH, 651 Sheffield Ave., Brooklyn, N. Y.**

WANTED TO BUY OR LEASE
Complete **DRAMATIC OUTFIT**, or **MOTORIZED CIRCUS**. Address **BOX D24, Billboard, Cincinnati, O.**

TICKETS
Quick Service
Right Prices
Need We Say More?
THE TOLEDO TICKET CO.
Toledo, Ohio.

ABC NETWORK READY SOON

Insull Chain Has 19 Midwest Stations Definitely in Line

New web will go on the air between April 15 and May 1—stations in three divisions are located in four States—Chicago outlet not set

CHICAGO, March 14.—Samuel Insull, head of the new Affiliated Broadcasting Company, has completed arrangements for 17 Midwest stations of varying wattage to join his new network, which will definitely go on the air between April 15 and May 1. Negotiations for a station to serve as the Chicago outlet are still pending and it is expected that a near-by station of large wattage will join the new net within a few days, at which time all chain broadcasts will emanate from the radio tower studios of the ABC in the Civic Opera building. Central studios are practically completed and RCA equipment will be installed by the last of this month.

The new network will be operated in three divisions, north thru Wisconsin to Minneapolis; southeast thru Indiana to Evansville and southwest thru Illinois to St. Louis. Setup will permit broadcasts to go out over either division or all at one time.

In the Illinois division are WCLS, Joliet; WJBL, Decatur; WTAX, Springfield; WHBF, Rock Island, and WIL, St. Louis, Mo. In Wisconsin string are WRJM, Racine; WCLO, Janesville; WHBY, Green Bay; WOMET, Manitowoc; KFZ, Fond du Lac; WHBL, Sheboygan, and WDG, Minneapolis, the latter a 2,500-watt station. In the Indiana group are WWAE, Hammond; WTRC, Elkhart; WLBC, Muncie; WBOW, Terre Haute, and WEOA, Evansville. Programs will be designed for Midwesterners.

The new network occupies the studios originally built for WENR and comprising a series of four studios and numerous offices. Besides Mr. Insull, who is president, the staff consists of Ota Gygi, vice-president in charge of operations; Eustace J. Knoght, secretary-treasurer; George Roesler, sales manager; Gene Fromherz, sales promotion; Malcolm Eagle, formerly with WCFL, production manager; Max Halperin, program director; Frank Golder, formerly with the Southwest Broadcasting System and recently technical director of the Colorado network, chief engineer, and Bruce Robertson, publicity, the latter having been local representative of *Broadcasting* for several years.

WNRC Plans Five Awards This Year

NEW YORK, March 14.—Women's National Radio Committee, representing a constituency of 20,000,000 women, will this year increase the number of awards for best radio programs from two best sustainings and two sponsored programs to five and change the classifications, according to an announcement by Mrs. Harold Vincent Milligan, of this city, who is chairman. Selection will be made by popular vote and this year the committee mailed 5,000 ballots to key people in various cities, majority of them connected with the 27 organizations co-operating in the movement. Awards will be made this year at a luncheon at the Hotel Astor on April 22.

Ballots being sent out by Miss Luella S. Laudin, executive secretary, provides for voting on: best program in the serious music division—symphony, chamber music, etc.; best program in the lighter music division—such as operetta, light orchestral, dance music, variety, etc.; best non-musical program—such as comedy, drama or variety, etc.; best educational program, and best children's program.

Miss Laudin states that since the object of the Annual Award Contest is to encourage both broadcaster and advertiser to build better programs, only features especially created for radio audiences will be considered. Thus such programs as Philharmonic, Boston, Minneapolis, Cleveland or other orchestras of this type originally planned for concert halls, are automatically excluded since radio cannot claim credit for their standard of performance.

New NBC Volume For Ad Agencies

NEW YORK, March 14.—*Straight Across the Board* is the title of the second NBC volume of its series planned to be a contribution toward mutual understanding of matters in which advertising agencies and National Broadcasting Company have a common interest. First volume was entitled *Let's Look at Radio Together*, issued late last year.

New book provides a detailed record of the way 1,196 advertisers used the three major national mediums to advertise 1,296 products or groups of products in 1929 to 1934. These advertisers are considered the main support of the ad agencies of the country and all considered desirable clients. They accounted for 82 per cent of all the national advertising in the three mediums in 1929 and 80 per cent in 1934.

Also, it analyzes the entire situation and makes concrete answer to questions which until now have been more or less a matter of opinions and arguments. This analysis brings out eight important points. Edition is limited for mailing only to accredited advertising agencies.

WIP Takes a Liquor Account After 11 P.M.

PHILADELPHIA, March 14.—WIP has taken on its first whisky account for the year with Margulis & Company, distillers of Y. P. M. whisky, spotting 30 minutes of dance transcriptions on Saturdays at 11 p.m. Station policy mixing liquor before 10:30 p.m., Margulis, who sponsored sport results last fall on WIP, is not squawking at the late hour.

In fact, time element will ease situation all around. With the kids abed at the hour, department store housing the station should have no complaints. Account, placed direct, starts the 14th for 13 weeks.

Chattanooga Station Scramble; WDOD Battles Competing Setup

CHATTANOOGA, Tenn., March 14.—Seven would-be radio station operators are now in the mad scramble for license to broadcast in Chattanooga. WDOD, local station, no longer seeks permission to set up its own low-powered station but is fighting only the one application for a competitive full-time, 1,000-watt station, Frank Lane, manager of the local broadcasting company, states.

So far, WDOD has been the sole local operator but in the past several months competition has been threatened with the filing of applications before the Federal Communications Commission in Washington for permission to construct and operate a new station in Chattanooga.

Six of the applications are for 100-watt stations which would be licensed to operate in daytime only, but the seventh bid, submitted by Maddox and Hair, of Summerville, Ga., asks for a full-time 1,000-watts station, which

Mebbe It's the Recording

NEW YORK, March 14.—Standard Radio Advertising Company in its jazzy monthly issue of *Transcription Topics* puts forth the reminder that RCA Victor is advertising the fact that it has used Vinylite under the name of Victrolac since 1931. Standard then states that it has been supplying genuine Victrolac pressing, etc.

Associated Music Publishers has been successfully selling its disks on the strength of the supposedly exclusive Vinylite process.

Wash. State Suit Vs. ASCAP Mar. 27

OLYMPIA, Wash., March 14.—The State of Washington's monopoly suit against the American Society of Composers, Authors and Publishers will be before the State Supreme Court March 27 after several months of battling in the lower courts.

Failing in a Superior Court coup to secure a change of venue, the society secured an order against Superior Judge D. F. Wright directing him to show cause on that date why the case should not be transferred to the court of Judge John M. Wilson. Judge Wright threw the society's activities into receivership and consistently turned down all attempts of the society to fight the State's suit.

The society, during the absence of Assistant Attorney-General E. P. Donnelly, who has been prosecuting the State suit, tried to get Judge John M. Wilson to sign an affidavit of prejudice against Judge Wright. The coup to secure a change of venue failed when Judge Wilson refused.

Operations of the society in Washington have been in the hands of Tracy E. Griffin, Seattle lawyer, for several months.

Whiteman-Woodbury Auds Cincy Talent This Week

NEW YORK, March 16.—Paul Whiteman-Woodbury local talent quests will give Cincinnati artists an audition here and there, possibly Wednesday or Thursday of this week. Jack Lavin, Whiteman's manager, and Burt McMurtrie, of the Lennen & Mitchell Agency, will help to pick the finalists in a tieup with the Cincinnati Scripps-Howard paper. Part of the auditions will be piped to New York, where Whiteman and his agency will listen in.

WSM, Nashville, will be represented at the Texas Centennial, opening June 6, with an exhibit of giant proportions. Outlet is the first to tackle this type of exploitation.

Muzak in N. Y. To Sell Time

Wired radio will offer extra channel for sale to commercial clients

NEW YORK, March 14.—Muzak, Inc., wired radio subsidiary of North American Company, is setting its plans for commercial sale in New York of its service and the sales campaign is slated to start within the immediate future. Contrary to reports, Muzak considers its recently ended experiments in Cleveland vastly successful, this outcome having a considerable bearing on the decision to enter the New York field.

Muzak entered Cleveland for the sole purpose, according to information, of testing its equipment and to establish whether the service could be used commercially. Firm had equipment in that city at the time and had no intention of remaining there, it is said.

Wired radio firm will alter its service, at least at the start, in New York, in that only one channel will be offered the commercial subscribers. This will be music, both popular and classical. In Cleveland four channels were used for popular, classical music, drama, etc. It is said that Muzak feels the restaurants, hotels, cafes and cabarets to which it plans to offer its service will only want that type service. Prices, according to the size of the establishment, to range from \$15 to \$100 a month.

Muzak uses the recordings of Associated Music Publishers, another North American subsidiary, with names including Nat Shilkret, Glen Gray, Isham Jones, Bob Crosby and others.

Special Showman Angles Being Worked Up by WBT

CHARLOTTE, N. C., March 14.—Bill Schudt, president of WBT, local CBS station, is upping the showmanship angle being pushed by the station, assigning Arthur Whiteside, new announcer, to produce a series of "stunt-showmanship" programs. Slated for airing Saturday evenings.

Whiteside will concentrate on broadcasts to come from remote spots within Charlotte, with one of the first to be a gold mine in Charlotte which is still turning out the metal. Another will be from within the studio of a radio amateur—a "ham." A tieup with the local police and other stunts also slated.

Business at the Charlotte broadcaster took a whopper-sized jump for 1935 over 1934, percentage of increase being 52½ per cent. In turn, 1935 was 142½ per cent over 1933. Amount of increase is double that registered for the general industry in the corresponding period—1935 against 1934.

General Mills Shows Start on CBS June 1

CHICAGO, March 14.—As expected, General Mills, thru Blackett-Sample-Hummert, Inc., this week signed a whopper daytime contract to start June 1 on the Columbia network. Mills are taking five hours per week, one per day from Monday to Friday, with a rebroadcast for the West Coast in the afternoon. Morning show will be on from 10 to 11 a.m., EST. Account has been using radio since 1924, but this is its biggest network time contract. Figured that the account may sluff off on its transcription business, with the firm a big spender in that field.

Programs, to date, haven't been set. Not known whether the daily hour will be split into quarter-hour periods for various products or whether one hour each day will concentrate on one product.

NAB Story Ready for Duffy Copyright Measure Hearing

Duffy defends his bill as ASCAP delegation gives way to proponents of new legislation before House patents committee—discussion's heat still unabated

WASHINGTON, March 14.—With National Association of Broadcasters in readiness to unloose its big Berthas at the hearings before the House patents committee on the Duffy copyright bill Tuesday, March 17, in support of the measure as well as in rebuttal of testimony touching broadcasting which has featured these hearings during the past weeks, the committee heard Senator F. Ryan Duffy, of Wisconsin, author of the bill, and Dr. Wallace McClure, of the State department, in defense of provisions of the measure this week. Testimony prior to this week had been offered by ASCAP and friends of the society, and had been lively from the start. With ASCAP introducing, following the preliminary presentation of its case by Gene Buck, many whose names are household words in the entertainment world, interest has not been permitted to lag.

Then, with committee members shooting pointed questions at witnesses while engaging in altercation between themselves; with charges being made of "false propaganda" on the one hand; with talk of "racketeering" and the like, and with introduction of personalities on the other hand, ragged tempers naturally have been in evidence. That broadcasters will offer witnesses probably equally as well known as those presented by ASCAP, at least in the radio field, is being taken for granted. Following introduction of all testimony the committee will have a chance to consider this testimony and to frame a report for submission to the House of Representatives. With Chairman Sirovich partial to his own copyright measure, which ASCAP is said to favor, with Representative O'Malley, who was one of the most active of committee members in interrogating ASCAP witnesses, hailing from Wisconsin, and with still other committee members lined up in behalf of the Duffy or other bill, a report should make interesting reading.

From the ASCAP viewpoint, elimination or retention of the \$250 damage clause is of prime importance. Much of its testimony has hinged upon or revolved around this provision in present law, vital in presenting piracy, Buck asserted, but which is not included in the Duffy bill. Affiliation, fully, by the United States in the international convention as to copyright procedure also looms big, altho until this week this provision of the bill has not figured so prominently in discussion of it. General Manager E. C. Mills, while on the stand, could not see the need for it now.

One point which seemed to be suggested by questions from committee members was the apparent inability of John Public to see just how and why the rendering of a copyrighted piece by radio, even if at times by a commercial concern, should call for payment for this privilege. Representatives of composers, authors and publishers persisted, when such suggestions were made, that it was the big fellows they were seeking to checkmate, such as broadcasters, big advertisers using the radio, hotels which capitalize these pieces. Mention of big money figures in these connections flew back and forth time and again.

Duffy Defends His Bill

Senator Duffy defended his bill, which does not carry the minimum fee of \$250 for infringement of copyright law, as did Dr. McClure. The appearance of the Wisconsin senator on the stand was followed by altercation to such an extent committee members charged the hearings should be conducted with dignity or not at all. Senator Duffy was questioned by Representative Daly, of Pennsylvania, who is author of a copyright bill now before the patents committee, and it was following exchange between the two law-makers that Chairman Sirovich sought to restore order.

There was further talk during the hearings of alleged practices by ASCAP in enforcement of the present \$250 minimum fee for infringement but no specific information submitted as regards the same. Dr. McClure pointed out that the Duffy bill would provide a way for entrance into the Berne Convention. The international treaty would benefit many interests, he thought, in addition to the providing of automatic copyright on works by American authors in countries signatory to the convention.

How About Re-Copyrights?

PHILADELPHIA, March 14.—WIP, in airing the auditions of the "barber-shop" quartet contest, is taking no chances with Warner tunes. Requiring the mustachios to compete with a song published before 1905, WIP compiled a list of 25 for pickings.

Russ Morgan Signed; NBC's Peculiar Spot

NEW YORK, March 14.—Russ Morgan and his orchestra were set this week to start on the Lifebuoy commercial on CBS March 24 with Ken Murray, comic, and Phil Regan, singer. Morgan, who has been under contract to NBC for about six months, with the network giving him an extensive buildup, was signed after Isham Jones and his orchestra were originally thought to be set on the program.

For a while when Jones was lined up for the account, handled by Ruthrauff & Ryan, CBS was burning because an indie agent had been instrumental in arranging the sale, and the commission would have had to come from Columbia percentage, as is always arranged in such cases. Then when Morgan went into the picture NBC started to burn, since it meant that after the NBC buildup his first commercial was to go on Columbia. However, NBC had given Rockwell-O'Keefe, who sold Morgan, an option and the deal went thru. Harold Kemp is credited with donating the R.-O. option.

Southern Outlets Like WSM Rebroadcast Idea

NEW ORLEANS, March 14.—Popularity of rebroadcasting featured programs over WSM, Nashville, and WLW, Cincinnati, increasing in the South. Since WDSU began such programs around beginning of the year more than a score

of Southern stations have taken up idea.

In addition to WDSU, other stations now having a working agreement with WSM for certain programs for rebroadcast over their facilities are KARK, Little Rock; WNBR, Memphis; WPFB, Hattiesburg, Miss.; KPRO, Longview, Tex.; KPLC, Lake Charles, La.; WCOO, Meridian, Miss., and about a dozen other stations. Agreement of such setup has been confirmed by WSM management.

KYW Grabs Four Accounts

PHILADELPHIA, March 14.—KYW, local red outlet, grabs off two beer and two oil accounts. Having conducted a spot campaign on every station in town, the Adam Scheidt Brewing Company, maker of Valley Forge foam, buys a live spot on KYW, starting Friday the 27th. Will have Bill Dyer doing a dramatization of sport events. A weekly 30-minute shot handled by the Richard A. Foley Agency.

Barbey's, Inc., brewing Sunshine beer, after an absence of six months, comes back on April 13, Jerome B. Gray Agency making the contact. Barbey's also brings back Kerby Cushing as the Sunshine Sports Reporter doing this daily quarter-hour stanza.

The motor fuel companies are utilizing ET's. Pure Oil Company started the 2d for a daily platter, Freitag Ad Agency handling the account. Following day initialed the Richfield Oil Corporation for a tri-weekly disc, Fletcher & Ellis, Inc., the agency contact.

New Biz, Renewals

NEW YORK, March 14.—New business on the Columbia network:

LEVER BROS. CO., thru Ruthrauff & Ryan; starts March 24, Tuesday, 8:30-9 p.m. on WABC and 55 stations. Ken

Added Weekly Cost to Agency May Climax Pickford - Parsons

HOLLYWOOD, March 14.—The Coast's current excitement, the battle between Louella Parsons, movie columnist, on one side, and Mary Pickford and some of the producing studios on the other, over the policy of pix stars appearing gratis on radio programs, may reach its climax sooner than expected, with the payoff coming from the advertising budget in two ways. One is that the current embroglio has resulted in several advertising agencies being forced to go on the nut for stars for radio programs. The other way is the power of the picture studios' advertising appropriations as placed thru the theater-operating affiliates.

As matters stand now, Miss Parsons is understood to be having her hands full trying to get cuffs names for her Friday night Campbell's Soup show. Several of the studios, including Radio, have put their feet smack on the idea of letting their contracted performers go on for the sake of the resultant newspaper and syndicate publicity to accrue. Naturally, United Artists and Lasky-Pickford are against the setup.

Miss Pickford's action in not refusing to give in to Miss Parsons on the non-payoff proposition, it is said, may be

the first move in actions which may result in what is termed a "weakening of Miss Parsons' power." This refers to her vast influence over the Hollywood colony thru her Hearst syndicated columns. The so-called weakening would come when actors here would lose their fear of being slammed or neglected in her column. This would eventuate, it is pointed out, if the studios complained against such slams or neglect and threatened the loss of theater advertising to the Hearst papers. The only studio not affected would be Warner's, thru the Warner-Cosmopolitan (Hearst) alliance.

It is a known fact that since the Pickford-Parsons guest star affair started that at least one agency is being stuck anywhere from \$1,000 to \$2,500 weekly. Agency in question sold a guest star show with pix stars to work on the cuff. When the feud started, the stars insisted on the payment, and when this was not in the advertisers' budget, the agency had to make good. Result is that the agency is in a spot and isn't so hot about a renewal at the end of the current 13 weeks.

Kraft-Phenix, Campbell's Soup, Shell Oil, National Ice and Lux Soap all use picture names weekly.

Flash!

WHN, New York,

increased power to

5,000 watts!

NIGHT
1,000
WATTS

NOW MOST
POWERFUL
INDEPENDENT
STATION IN
N. Y. AREA.

WHN-1540 BROADWAY, NEW YORK

National Advertising Representatives
E. KATZ SPECIAL ADVERTISING AGENCY
New York—Chicago—Philadelphia—Detroit
Kansas City—Atlanta—Dallas—San Francisco

Murray, Phil Regan, Russ Morgan's Orchestra.

AMERICAN TOBACCO CO., thru Lord & Thomas; starts May 2, Saturday, 10-11 p.m. on WABC and 87 stations. Dance orchestra and soloists.

New York Area

WATKIN'S SHAMPOO, thru Blakett-Sample-Hummert, Inc., renews on WHN Movie Club, Friday, 8-9 p.m. WHN.

LOFT'S, INC., direct; starts March 19, Thursday, 8:30-9 p.m. Stars of Tomorrow. WHN.

BRICKWOOD'S OLD COUNTRY ALE, direct; starts March 14, Saturday, 5:30-5:45 p.m. Irish Show Bout.

NBC Accounts

STERLING PRODUCTS CO., thru Blakett-Sample-Hummert, Inc., New York; starts May 26, Tuesday, 9:30-10 p.m. on WJZ and 16 stations. *Melodiana*.

RALSTON PURINA CO., thru Gardner Adv. Co., St. Louis; starts April 3, 10:30-10:45 p.m. on WEAF and 33 stations. Marion Talley.

REAL SILK HOSIERY MILLS, INC., thru Leo Burnett Co.; starts May 5 on WJZ and 23 stations, Sunday, 9-9:30 p.m. Jack Hyton Orchestra.

Chicago

WGN reports the following new business:

LADY ESTHER CO., thru Stack Goble, an MBS commercial originating at WGN and starring Wayne King, taking Sundays, starting April 26 to and including April 18, 1937. Program will be heard from 5:30 to 6 p.m. EST between April 26 and September 20, inclusive; thereafter from 6 to 7 p.m. EST, when the program will originate at WOR for spring and summer.

ARMSTRONG PAINT & VARNISH CO., thru Morenus Adv. Agency, a local commercial, taking Tuesday and Thursday for 13 weeks, beginning March 17 and ending June 11, 1936, from 9:30 to 9:45 a.m. This is a change in time.

WEBSTER CIGAR CO., thru N. W. Ayer, an electrical transcription called *The Witch's Tale*, a local commercial, taking Tuesday and Wednesday from 8:45 to 9 p.m., beginning March 10 until further notice, on WGN.

Mutual

LOCAL DEPARTMENT STORES, thru Donahue & Coe (different store in each city); starts March 19 on WOR and six stations, 9-9:45 a.m. Variety program.

MACFADDEN PUBLICATIONS, thru Ruthrauff & Ryan; starts June 2, Tuesday, 10-10:30 p.m. on WOR and three stations. *Good Will Court*.

GRUEN WATCH CO., thru DeGarmo-Kilborn, renews effective March 31, Tuesday, 7:45-8 p.m. on WOR and three stations. Musical program.

Salt Lake City

CAPSON BOWMAN CO., direct, 100 five-minute spots. KDYL.

NATIONAL MONUMENT CO., direct, 52 five-minute spots. KDYL.

QUISH BEAUTY SCHOOL, news broadcast. KDYL.

Newark

M. J. BREITENBACH & CO., thru Brooke, Smith & French; started March 11; Wednesday, 12:45-1 p.m. Dr. Frank Payne. WOR.

MARYLAND PHARMACEUTICAL CO., weather announcements. WOR.

WEBSTER EISENLOHR, INC., thru N. (See NEW BIZ, RENEWALS on page 8)

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

charles carlile

Now Playing De Luxe Loew Theatres.

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

JUDY CONRAD
AND HIS ORCHESTRA
101st 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
Park Central Hotel, New York.
Mgt. Columbia Broadcasting System, N. Y. C.
Broadcasting via C. B. S. and Mutual Networks.

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

DAVE HERMAN
AND HIS MUSIC
NOW ON TOUR

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

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

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

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

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



STATION NOTES

Address All Communications to the New York Office

KLZ has started publication of the *KLZ Pioneer*, twice a month, to plug the station and its achievements. Initial issue tells of success of broadcasts on Columbia net as well as of several local programs. Renewals of important programs and new ones or major importance are also featured.

WDBJ, owned by *The Times-World* of Roanoke, has been granted approval to boost its day power to five kilowatts.

WBT, Charlotte, N. C., has added Billy Beard, minstrel and comedian, to its staff of artists, in a series written and produced by the player.

EDDIE SCHOLWER has returned to the air by way of WKRC, Cincinnati.

MARGARET CHESICK, who sings on a commercial at WBT, Charlotte, N. C., is giving her first big-time concert in that city at the Woman's Club April 14. She is a soprano.

S. S. FOX, president of KDYL, Salt Lake City, is in New York.

KOA, Denver; WOAI, San Antonio, and WHO, Des Moines, have been added to the list of stations carrying the recorded *The Witch's Tale*, sponsored by Webster-Eisenlohr, Inc., cigar manufacturers. Agency is N. W. Ayer & Son, Philadelphia.

NORMAN MAGNUSON, of the announcing staff of CHSJ, St. John, did the play-by-play broadcast of a final hockey game for the championship of New Brunswick and Canadian championship eliminations at Moncton, N. B., recently for CHSJ, by remote control. It was the first hockey broadcast made by that announcer. The broadcast was cut off about two minutes be-

fore the close of the game. CHSJ is owned by the local dailies, the idea of the broadcast cutoff being apparently to intrigue the listeners to buy the morning daily to get the finale.

CHNS, Halifax, N. S., has changed its frequency from 930 to 960 kilocycles. This change has been made by authority of the Canadian Radio Commission. Comments from listeners have been invited by Major W. C. Boretz, director of this station, operated in conjunction with a company publishing two Halifax dailies.

WHBL, Sheboygan, Wis., has been given permission to build a new transmitter by the Communications Commission, work to start immediately. When the new quarters are completed, station, owned by *The Sheboygan Press*, will go to full time.

J. LAURIE SMITH, owner and director of CJLS, which was established a year ago in Yarmouth, N. S., is endeavoring to tie his station up with the Canadian Radio Commission as a network unit. Altho the territory served by this station boasts of excellent reception for Boston stations, CJLS is being developed as a community enterprise. The owner is a radio dealer and servicer in Yarmouth.

OTTO GRAY and his Oklahoma Cowboys are back on WLW, heard Monday to Friday at 8:15 p.m.

WITH LETTERS pouring in by the thousands from all sections of the continent in response to initial *Night Owl Program* by WJBO, Baton Rouge, last Sunday, management of station announces this week that the wee hour (See STATION NOTES on page 23)

NEW BIZ, RENEWALS

(Continued from page 7)

W. Ayer & Son, New York, renews effective April 12. Transradio news. WOR.

PACIFIC RADIO CO., six quarter hours weekly. WNEW.

TAPPIN JEWELRY CO., thru Bess & Schillin, eight quarter-hour periods weekly. WNEW.

NEW JERSEY BELL TELEPHONE CO., spot announcements. WNEW.

Dayton

VRADELIA BROTHERS, announcements. WHIO.

CONTINENTAL FINANCE CO., renewal, announcements. WHIO.

THIELE MOTORS, INC., renewal, announcements. WHIO.

RUDOLPH WURLITZER CO., one half-hour spot. WHIO.

CHICAGO MEAT MARKET, spot announcements. WHIO.

MAGAZINE REPEATING RAZOR CO., announcements. WHIO.

Cincinnati

BERNARD PERFUMER, thru Hilmer Swanson, announcements. WCKY.

SCHWARTZ TAILORING CO., 300 announcements, direct. WCKY.

ALMS & DOEPKE CO. direct, announcements. WCKY.

SPRITZ CLOTHING CO., 300 10 and 30 minute programs, direct. WCKY.

Grand Rapids

Station WOOD-WASH reports the following business:

NYHUIS BEAUTY SALON, direct, 100 five-minute talks and 100 announcements.

MORRISSEY FARM & ORCHARD SUPPLY, direct, spot announcements, six times a week, 52 times.

T. C. DE YOUNG, direct, spot announcements, six times a week, 300 times.

EKHARDT & BECKER BEER, direct, 26 five-minute programs.

HAUGER STORES, direct, 52 announcements.

FIDELITY CORP. OF MICHIGAN, direct, 52 five-minute programs, starting March 16.

R. G. DUN CIGARS, thru Epstein Agency, Bob Smith's sports review, six days a week for 13 weeks.

BUILDERS & TRADERS' EXHIBIT,

five 15-minute broadcasts from the Civic Auditorium exhibit.

HUB CLOTHING CO., direct, 100 announcements.

RADIO DISTRIBUTING CO., direct, 26 announcements.

South

PURE OIL CO., thru Freitag Adv. Agency, Chicago, Tuesday, 7 p.m., started March 10. Program electrical trans, *The Diary of Jimmie Mattern*. WALA, Mobile, Ala.

DODGE BROS. MOTOR CORP., Detroit, thru Ruthrauff & Ryan, Inc., Detroit, 15-minute transcription, *Dodge All-Star Revue*, started March 5. WJDX, Jackson, Miss.

STANDARD MOTOR CO., Baton Rouge, direct, 15-minute transcription, *Dodge All-Star Revue*, started March 4. WJBO, Baton Rouge, La.

SEIDLITZ PAINT & VARNISH CO., thru local dealer, 15-minute transcription, *The Singing Painter*. Thursday, 9:30 a.m. WJBO, Baton Rouge.

KOLB'S RESTAURANT, New Orleans, direct, three 15-minute musical programs weekly, Tuesday, Thursday and Saturday, 5 p.m., started March 10. WWL, New Orleans.

KOESTLER BAKING CO., Vicksburg, direct, began March 7, half hour Saturdays at 2 p.m., *Spelling Bee Series*. WQBC, Vicksburg.

CHATTANOOGA MED. CO., (Black Draught and Cardui), placed by Nelson, Chesman & Co., Inc., Chattanooga, six one-minute spots weekly, started March 10. WWL, New Orleans.

PFISTER JEWELRY CO., direct, 15-minute musical program weekly, March 8 to Easter Sunday. WWL, New Orleans.

FRENCH LICK SPRINGS HOTEL CO. (Pluto Water), thru H. W. Kastor & Sons, Inc., Chicago, 15-minute transcription, *Melody Parade*, Friday, 4:45 p.m. WQBC, Vicksburg.

REXALL (Liggett's Drug Stores), direct, 15-minute program not announced, beginning April 4. WWL, New Orleans.

GLADDEN-EDGERTON OIL CO., Baton Rouge, direct, 15-minute transcription. Wednesday, 2:30 p.m., beginning March 9. WJBO, Baton Rouge.

MARKS ISAACS CO., New Orleans, direct, one-hour program, Saturday, March 14, variety program, directed by Beverly Brown. WWL, New Orleans.

FIRST NATIONAL BANK OF MOBILE (Ala.), direct; 15-minute transcriptions (See NEW BIZ, RENEWALS on page 25)

the Harlem Express! Himself

JIMMIE

LUNCEFORD

AND HIS ORCHESTRA

the new King of Syncopation

Week of March 21st, LINCOLN THEATRE,
Philadelphia, Pa.

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

DON RICHARDS

AND HIS MUSIC



Smart Rhythm for the Smart Set

FRED YANKEE

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

WINGY MANNONE

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

AL PEARCE

and his Gang

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



LEITH STEVENS

Conductor
exclusive management
COLUMBIA BROADCASTING CO.

JAYSNOFF SISTERS

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

VICTOR

Shell Oil Program.
WITH
WEAF, Saturday, 9:30-10:30 P.M. NBC Network.
AL JOLSON YOUNG

DICK BROWN

AGENCY
RADIO, SCREEN, STAGE.
17 East 42nd St., Murray Hill
(Room 815) 2-0227.
NEW YORK, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

PROGRAM REVIEWS

(EST Unless Otherwise Indicated)

Chrysler Show

Reviewed Thursday, 8-8:30 p.m. Style—Orchestra, vocal groups and talk. Sponsor—Chrysler Sales Corporation. Station—WABC (CBS network).

Presumably the producers of this series have taken into consideration the fact that Vallee is opposite on one NBC web and the new Pittsburgh symphony programs on the other NBC chain. Problem, then, was to build a show unlike either and offer something of a novelty that may attract an audience, at least enough of one to give the sponsor a run for his money. Lineup is Mark Warnow conducting an orchestra, billed as a concert outfit, but not attempting to stick to such music; Alexander Gray, baritone; Charles Hanson Towne, critic and author, and mixed vocal groups, including a fem sextet, double male quartet and others.

Altho there is considerable attempt to put on the flash for the run-of-the-country listeners, from the standpoint of entertainment, the Warnow arrangements and most of the group singing is really the show. Alexander Gray seems just so-so at best, while Towne failed to contribute anything remotely concerning a sock item. Rather late to mention the fine qualities of George Santayana's best seller, *The Last Puritan*, since the book buyers at large have known it for a few weeks now. Anecdote about the philosopher who turned novelist could only click with a very limited few and Towne is no Woolcott when it comes to selling himself.

First several minutes of the program was not heard by this reviewer wherein Warnow offered a classical selection, the chorus offered a selection and Warnow contributed another clever arrangement of a lively piece. Subsequently all nations shared in bits here and there, not always apropos of anything special. Few of the pieces were of popular nature, but one was used for the big finish, of course.

Worst feature of the program was the recurring credits stuck into the continuity with virtually every selection such as the 1936 Chrysler embodies everything that is modern, and Gershwin is modern too, preliminary to playing *I've Got Plenty of Nuthin'*; the Chrysler Six would take time out to mention itself when the sextet did a number and the Chrysler Eight did the same thing with the double quartet. All of which was being blithely waffed into the ether as tho it couldn't possibly miss. Otherwise the copy ripped out slogans right and left claiming about everything worth claiming, such as less gas being used, low down-payment and as little as \$35 a month makes you the owner. Better engineering points were stressed, which is all okeh excepting that it is continuous when the orchestra isn't actually playing or the singers doing their stuff. The car is safe for children—via a kiddie medley. Goodness of the car gets another mention when Towne begins his talk on Santayana, everything single selection is tied in with the copy. Towne, incidentally, should seek a better method of commenting on a book rather than merely confirming the general opinion of the public.

Jean Paul King, as *John P. King*, handles the credits and no fault of his if the dose is heavy. The other Chrysler-affiliated products in the lower-priced bracket (Wynn show heard an hour later) got a mention, but the Wynn impersonator was surely terrible and not needed. Considering the opposition, this *Airshow* needs further study in order to induce customers away from the competing programs. Were there no other good shows opposite, the incessant copy would still be no bargain. M. H. S.

"Slices of Life"

Reviewed Friday, 9:30-10 p.m. (PST). Style—Variety show. Sponsor—Kraft-Phenix Cheese Corp. Station—KPO (NBC Pacific Red network).

To stimulate sale of creamed cottage cheese, the Kraft-Phenix Cheese Corporation, inaugurated *Slices of Life* as a Pacific Coast supplement to the Bing Crosby show. Star attraction is Rush Hughes, dynamic radio commentator whose "hello, spectators, hello, hello and hello," has established itself as a trade-

mark for Langendorf United Bakeries. Perhaps an ultimate and logical tie-in will result in the plugging of cheese sandwiches.

Altho the show is fairly well balanced, there is something lacking. It was just another program. Show has Jack Meakin and a studio orchestra, Helen Troy and her "Susie at the Switchboard" character, and a weekly guest artist, who, on tonight's program, was tenor Cliff Nazarro, who sounds like a junior edition of Al Jolson.

Program opened with the orch doing a snappy arrangement of *Truckin'*, which left no doubt in the listeners' mind that the group boasts a drummer. Nazarro then did a very cleverly designed song-story which included many old-time numbers. A commercial, in the mechanical Hughes manner, was followed by an orchestral presentation of *Please Believe Me*, featuring a singing steel guitar. Next came "Susie at the Switchboard," in which Helen, with excellent material and better interpretation, walked away with all honors. She's a p.b.x. operator in the office of Bernstine, Blotto & Company, and does a monolog between calls, in typical phone-girl manner, talking to her friend Opal. The orchestra came on for another number, and then Meakin, at the piano, offered an original and unimaginative jazz nightmare called *Swing It*. Hughes, after another number by Nazarro, presented that oddity from which the program derives its name, the reciting of unusual feature incidents. The three used on the opening show were from the newspapers. Subsequent "Slices" will be furnished by listeners who are to submit unusual and comic experiences for Hughes to re-create in his commanding and often-hysterical manner. Sponsor should wise-up to the fact that there is too much Hughes in this 30-minute broadcast. The boy is clever, that's true, and has a large air following too, but tonight's broadcast made this reviewer wonder if the program was selling Kraft-Phenix products or Rush Hughes. D. H. G.

Armstrong and Haley

Reviewed Tuesday, 11:15-11:30 a.m. Style—Songs and patter. Sponsor—Phillips Packing Company. Station—KQV (Pittsburgh).

Bernie Armstrong, popular Pittsburgh theater organist and band leader, and Pat Haley, well-known tenor in this territory, team up on this new quarter-hour program, piped daily to sell locally Phillips' canned goods. The two boys, particularly Armstrong, have quite a following among local radio listeners, and this program looks like a natural with the women who are at home at that hour of the morning. Armstrong, thru long experience in conducting amateur shows both on the air and in the theater and in emceeding vaude bills, has developed into an extemporaneous comedian. He jests with Haley, tells short funny tales in a natural manner and accompanies the tenor on the piano. Haley has a pleasing voice, rendering popular tunes in better than average fashion.

The sales talks eat up little time, but Herbert Morrison, announcer, uses it effectively. In simple language that is appealing to the housewife he plugs the many varieties the sponsor places on the shelves of each grocery store. Present contract calls for 13 weeks. S. H.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, March 6, to Thursday March 12, both dates inclusive.

Let Yourself Go	26	Please Believe Me	18
Lights Out	26	What's the Name of That Song?	18
Goody, Goody!	24	You Started Me Dreaming	17
Shooting High	24	You Hit the Spot	15
It's Been So Long	22	Melody From the Sky	13
Lost	22	No Greater Love	13
Eggs in One Basket	21	The Day I Let You Get Away	12
Cling to Me	18	So This Is Heaven	11
Face the Music and Dance	18		

"Your Hit Parade"

Reviewed Wednesday, 10-11 p.m. Style—Orchestra and vocalists. Sponsor—American Tobacco Company. Station—WEAF (NBC network).

Ray Sinatra is the latest conductor to wield a baton for the newest Lucky Strike cigaret series along the same style as the other programs with the same tag. Sinatra isn't as well known as the general run of maestri, but a season or two ago conducted the orchestra for a program featuring Morton Downey. Program makes two one-hour shots on NBC, the other, of course, being Carl Hoff on Saturday evenings (CBS gets an hour in May). Usual leading popular music numbers are featured, the relative position as a best seller is not always absolutely correct, nor is this the method of picking some of the tunes. On occasion it is merely popular in a certain town or college which can't hurt the cigaret sales. Sinatra is using straight commercial arrangements, playing them in a good slow dance rhythm. Apparently he is not allowed much leeway with fancy arrangements, precluding any that might sound blatant or on the other hand lend a little color. Fundamentally, however, the tunes as dance are not bad at all. Five oldtimers are included on each program to make up a possible 20.

Lucky Strike credits are not being shouted, but manage to press several individual selling points such as less acid, a lighter smoke and the pre-heating process. Tobacco dealers also come in for a salute. Research department's efforts over a 25-year period are mentioned and at one point a woman aids in the talk anent the "beware of acidity." Special efforts are in evidence to handle the credits with all possible dignity. M. H. S.

"Your Program"

Reviewed Monday, 7:30-8 p.m. (PST). Style—Orchestra with vocal soloists. Sponsor—Albers Brothers' Milling Company. Station—KPO (NBC Pacific Red network).

Unlike another flour company show originating at KPO, *Your Program* is (See REVIEWS on page 23)

Boston Notes

BOSTON, March 16.—Arthur Edes, program director at WEEL, is in the Boston Memorial Hospital suffering from injuries received when his automobile left the road near North Attleboro and struck a tree. He has a compound fracture of the jaw and head injuries.

John Shepard III, president of the Yankee Network, celebrates his 50th birthday on March 19.

Weston Adams, ace Yankee Network hockey announcer, is vacationing in Miami.

Boston Better Business Bureau program, featuring dramatizations of the various "gyp" schemes used to fool the public, has been changed from noon to 5:15 p.m. The new time enables the business man to catch this Yankee Network feature, which is causing a great deal of favorable comment here.

Arthur Leary, program director at WCOP, became the proud papa of a girl last week.

WMEX is presenting a program by blind artists.

The Evening Tattler, WEEL commercial which has been a 6 p.m. feature since 1931, has been replaced by a new program called *The Checkerboard*. It uses two announcers, each one saying, "It's your move," when the other is to take up the program, giving the checkerboard effect. Roger Wheeler in charge.

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.

BOSTON WPA

(Continued from page 4)

the New Deal. The Federal Theater Veterans' League, which was organized recently to combat the City Projects Council and other allegedly left-wing groups, has already demanded the Communist character be deleted. The Veterans' League, incidentally, has caused some confusion among project actors. At a recent meeting some Equity members walked out, claiming they were misled into thinking it was an official Equity meeting.

Nathan Zatzkin has resigned as publicity director. No successor chosen as yet.

The Equity council has dismissed charges of "misconduct and inefficiency" against E. J. Bunkall, who represented the organization on the theater project's reclassification board. Complaints against Bunkall had been filed by Jack Carr, Rose Albert Porter and Sara Stamm. Witnesses upholding Bunkall included Frank Delmaine, Paul Scott, Laura Tintle, Leroy Collins, Ted Mitchell and John McCarron.

A radio division was added this week. Called Federal Theater of the Air, it will broadcast over WNYC. Evans Roberts in charge. Vaudevillians already on the WPA will be auditioned and put on in the hope they will attract commercial jobs.

The Park Department has announced opening of a large open-air theater for summer presentation of plays, pageants, operas and orchestra recitals on Randall's Island. Built with WPA funds.

WPA symphony concerts charging admission will debut here March 22. Lee Pattison, city and State director of the music project, says it is an attempt to "determine whether citizens are interested in supporting a program of popular-priced symphony concerts after government aid to music has been discontinued." Admissions will be 25 and 55 cents.

RICHMOND, Va., March 14.—*Jefferson Davis*, WPA production, which played three performances at the Lyric, did poor business and received conflicting notices in the two daily papers. *The Times-Dispatch* on the front page, under a double-column head, announced: "*Jeff Davis* greeted coolly in Capital of Confederacy," and *The News-Leader*, also on page 1 under a two-column head, stated: "*Jefferson Davis* warmly praised by Richmonders."

As in all Southern plays presented here, actors in this drama were criticized for their attempts to give the Southern pronunciation. *The News-Leader* critic advised some of the actors to "step over to the Capitol and learn how Southern politicians talk."

TOLEDO, March 14.—Federal Drama unit is well under way here with five performances of *Hell Bent for Heaven* filling the Toledo Repertoire Theater the last three nights in February and on March 7 and 8 for repeats. Today the show went to Bowling Green for a one-night stand, and March 20 will go to Holland, Mich.

Margaret Cameron, George Stephens, Orel Leonard, Larry Algeo, Joseph Fodor, Pauline Wilson and Cash E. Tomlinson carry the play. Entire direction under Arthur P. Hyman. Marion Davey is technical director; Alonzo Dickinson is stage manager, and Virgil Weaver, scenic artist.

Eleanor Fuller, costume designer, is in charge of wardrobes, and Roland Moss is house manager. Louis Lyman is carpenter; George Hamilton, electrician; Jack Easton, property man, and Walter Stiner in charge of publicity.

Unit rents the Repertoire Theater for 10 per cent of the house.

AIR BRIEFS

By JERRY FRANKEN

EILEEN BARTON, kid singer, who just finished a 26-week commercial on WMCA, starts on the Eddie Cantor show on CBS March 29. She may be used, besides as a singer, as a foil for young Bobby Breen. . . . WNEW is looking for announcers. Don't forget to brush up on your pronunciation. Jack Fraser, previously with WMCA, and Jack Costello, formerly of KSTP, have been added to NBC's announcer staff, to fill out on the vacancies caused by the departures of Alwyn Bach, Clyde Kittel and John Young. . . . Marion Talley starts on NBC April 3 for Ralston-Purina Company. . . . Intercity group is to have a Paris correspondent, Jean De Lettre, composer. His talks will be recorded in Paris and rebroadcast over here.

Benny Fields has been set, thru the William Morris office, to start on the Palmolive Ziefeld show next Saturday (21). Signing of the contract about completes one of the most dramatic comebacks in the show business.

CBS announcer Bob Cunningham and wife are the proud parents of a 7½-pound daughter born March 3. . . . Clark Dennis, young tenor, replaced Jack Owens on the Breakfast Club program beginning March 16. . . . Yahbut and Cheerily, comedy team, have been added to the Al Pearce Gang. . . . Jennison Parker, who plays Yahbut, joined last week. . . . William H. Wright, who is Cheerily, has been a member of the gang for some time.

One year as m. c. on the WHN amateur show March 17 for Jack Flippen. . . . New Jersey Bell Telephone is sponsoring a talk show on WNEW. . . . Tough break. Not so long ago, one of radio's girl singers got a call for a commercial. She couldn't take the job, due

to a conflict between rehearsal hours for the radio job and a theater date that couldn't be canceled. It was supposed to be a one-time shot, but the girl that did get the job has since been on steadily and has just been given a contract. . . . Nat Wolff went back to the Coast with Mary Pickford after last week's broadcast.

Gabriel Heatter starts another commercial on WJZ, this time for Modern Industrial Bank. Starts April 11. . . . WNEW's new Newark studios are about ready. . . . Barnacle Bill, formerly on WMCA, now on WHN. . . . Amos 'n' Andy make a little more radio history this week when they mark the eighth year of broadcasting on the same series, changing but once and that from the blue to the red network on NBC. . . . Added to a fairly large list of religious programs, WMCA-Intercity now has the Seventh Day Adventists on Sunday mornings, coming from Washington. The sect chanced one program and then decided to take additional time, going on the nine stations of the chain. Station has about half a dozen other religious shows on the air. . . . Studebaker moves Richard Himber and his orchestra from CBS to NBC soon. . . . Hope Williams and Lyda Roberti are strong candidates for the Socony Redhorse Tavern show, to succeed Beatrice Lillie. Negotiations with Ethel Merman and Stoop and Budd didn't click. . . . Farley and Riley got back in town Friday from the Coast.

NBC pages and receptionists hold their annual get-together March 20 at the Great Northern Hotel, with one of the high spots to be in Louis Julian, now singing with Russ Morgan and his orchestra and a former page boy in the New York studios. Rudy Vallee will play for them.

ers they decided to drop the program. . . . WLS continues to set new mail records. . . . During February the station received 264,231 letters, and in the single week of February 17-22 the letters received numbered 95,810. . . . Chicago Ginger Snaps, new air show produced by Hall Burton, who also produces Radio Previews, makes its debut on WCFL next Thursday at 10:45-11:15 p.m., with Glenn Hunter as emcee. . . . Thereafter it will be heard on Saturdays at the same time.

West Coast Notes

LOS ANGELES, March 14.—Under the title of Mr. and Mrs. Smith, a new series of comedy dramas was given to the Don Lee Broadcasting System this week. Weekly series tells is aimed locally to fill a weak spot before Myrt and Marge broadcasts, but no definite steps toward airing it daily will be taken for another month.

Only three characters were introduced on initial offering. They are Georgia Fifield, Richard Le Grand and Charley Lung.

Lindsay MacHarrie, former independent radio producer, has taken over the production management of KHJ, replacing Bill Goodwin, who has held the position for several months. Departmental reorganization includes Glenhall Taylor, continuity supervisor; Charles Bulotti Jr., studio supervisor; Ken Niles, dramatic supervisor, and Sam Pierce, sound supervisor.

Guy Earl, KNX boss, can't seem to stay at home. Returned several weeks ago from a Southern trip. Earl flew up to San Francisco this week and when he returns in 10 days he is slated for an Eastern flight on regular spring account roundup.

Hollywood NBC building will go ultra-swank beginning Monday. Overflow of visitors to the plant has been keeping press agent Hal Bock too active as a guide, so hereafter visitors will be taken in hand by a staff of hostesses.

Clifton Howell has been appointed assistant production manager of KFWB, succeeding Don Allen, who resigned several weeks ago for a more lucrative transcription company berth.

Paul Keast, baritone, takes over his first solo program Monday for the Don Lee chain. Series is called *The Balladeer* and Keast will be assisted by Gaylord Carter at the organ.

HAMID ANSWERS

(Continued from page 3)

which corporation was in existence then and is in existence now. The union was informed, orally and by written communication, of the hardship created without justification; yet it took weeks before the federation finally rescinded the order which placed the present firm on the Unfair List.

In the fall of last year we were sent a sample of a proposed license to be issued by the AFM to bookers of orchestras comprising their membership. After a series of letters were exchanged in which we pointed out the ineptness of the clauses incorporated in the proposed license we were assured, orally and by communications written over Mr. Weber's signature (reference is to Joe N. Weber, AFM president), that there was nothing to fear covering the various objections we pointed out; that their intention was fully to protect bookers as well as members. We finally consented to accept a license, which was delivered to our office on January 25, 1936, License No. 410.

This past Tuesday, March 10, we received a letter from the union stating that our license had been revoked and requesting the return of same. On receipt of the letter I immediately investigated to ascertain if anything had taken place in connection with our office bookings which might cause such an action. I learned that nothing whatsoever has happened that could cause even the slightest breach of our license. As a matter of fact, no orchestra has been employed by this office since the date of issuance of the license. Ours being primarily a summer and fall business, very few bookings are made and played during the winter months which involve bands and orchestras.

I called Mr. Weber's office to convey the above facts and to determine the reason for revocation. The party answering the call referred me to someone else whose name I cannot recall and who did not appear to be impressed in the slightest with my explanation, claiming that he was instructed to have the license revoked and could not divulge any information as to the reason; that the license was accepted with that understanding and that they were not obliged to give me a reason or waste any time listening to any explanation. I asked the party what local had requested revocation, to which he replied that it was Local 802. I communicated with Local 802 for an explanation and so far (March 13) have not had a reply.

It is quite understood by me, and I presume by the holders of such licenses, that same can be revoked for any cause or reason, but my purpose in bringing this to public attention is to show the uncalled-for tactics of

the AFM and the jeopardy such action may cause their members, as well as any reputable organization booking bands. For example, at the time we were informed that our license had been revoked, and indeed up to the present, we were in the midst of negotiating for a number of engagements for Edwin Franko Goldman's Band, representing thousands of dollars and employing or causing to be employed upward of 50 musicians and many performers next fall. We are also in the midst—or were, I should say—of negotiating for the booking of Rudy Vallee and his show, representing more money and more musician-artist employment.

Thru the action of the AFM, without any apparent reason, or any endeavor to justify revocation, it temporarily and possibly permanently interferes with the successful conclusion of these bookings. Since our business is the booking of special events, celebrations, community fairs, fraternal auspices, etc., in most cases we have difficulty selling them on any professional organization, as they usually lean to and prefer community and local talent of the amateur type, this being brought about by local pressure and civic pride. It appears that the AFM treats the business of reputable booking offices, as well as fly-by-night promoters, alike and lightly. As far as I am concerned—in my particular case—I am happy to say that we can just as well book something else or stage a pageant or a local revue from a dancing school with an American Legion band and possibly make more money out of it.

It is high time that if Mr. Weber and his organization wish to control booking offices as well as their members that they establish a constitutional system of give and take and appoint a committee to study the various charges in order to obtain the actual facts supporting the reasons for revoking licenses, rather than to jeopardize their own business as well as that of others on a mere complaint of any member in any local at any time. If their present tactics continue it is reasonable to believe that the quicker the booking organizations get together and approach this subject from a legislative point of view the better.

Finally, I am not one of the agents involved in the alleged secret meeting. I have been in the booking business for 15 years and have been connected with various organizations and enterprises in the theatrical business, and I defy anyone to show where we breached any contract or where we were prejudiced against any unions. On the contrary, we have encouraged nothing but the use of union bands and union help where and when possible. Since the AFM claims that it did not revoke any license without definite cause, I challenge the federation's fairness in showing the reason, which caused it to revoke our license, publicly if it wishes, or thru The Billboard.

DEVELOPMENTS IN

(Continued from page 3)

Fanchon & Marco, chief complainants and operators of the three St. Louis theaters whose product troubles have figured very prominently since the inception of the litigation, of a rumor that attempts were being made to arrive at an agreement relative to obtaining film.

Altho reports of last week indicated that trial would not be opened until spring, it is understood that the prosecution will endeavor to obtain special calendar consideration.

AFM REVOKES

(Continued from page 3)

specific complaints which brought about the revocations. Bert Henderson, who handles the license department for the AFM, is in Canada and could not be reached for a statement.

Hamid issued a formal statement calling the AFM's action arbitrary, but other former licensees sat tight, obviously hoping that someone else would do the fighting. Altho a court action is still being threatened by several who recently lost their licenses, no one has made a legal move as yet.

More than 900 licenses have been issued to date. The Entertainment Managers' Association, representing most of the veteran private entertainment bookers here, has indorsed the AFM license plan and is urging members to accept licenses.

NEW ADDITIONS to the staff of WGH include Ford Miller, former program director at WSEA, and Fred Cleary, ex-Boston newspaper man. Mr. Miller is attached to the Newport News offices, while Mr. Cleary is a member of the Norfolk sales force.

RADIO PROGRAM PREMIUMS

See the Wholesale Merchandise Department beginning on Page 58 in this issue for hundreds of low priced items suitable for sponsors of Radio Programs.

CHI AIR NOTES

By NAT GREEN

Eddie and Fannie Cavanaugh, well-known radio gossipers, celebrate their 14th year on the air on March 31—and 14 years is a long time in radio! . . . On May 5 Eddie and Fannie will make the 2,200th broadcast of their Radio Gossip Club. . . . Eddie has never missed a broadcast. . . . Alan Hale, former sports announcer on NBC, has joined staff of WISN, Milwaukee. . . . Beginning March 19 Wayne King will play at the St. Louis on Parade Exposition in St. Louis. . . . Rumor has it that King will soon make a feature picture. . . . *Your Lover*, program of music and advice, returned to WGN March 9 and will be heard every Monday, Wednesday and Friday at 12 noon. . . . King Bard, world traveler, poet and philosopher and originator of the NBC Breakfast Club, will be back on the air, starting March 16 over WOOD, Grand Rapids. . . . The WLS National Barn Dance began its fifth year of continuous presentation at the Eighth Street Theater, Chicago, on March 14. . . . In 209 weeks, presenting two shows each night, the program played to a total of 449,017 paid admissions. . . . Originally scheduled at the Eighth Street Theater, a "jinx" house, to solve an audience problem at the home studios, the broadcast "caught on" beyond the fondest dreams of station execs.

Joan and the Escorts, new vocal quartet, consisting of Joan Drake, rhythm singer, and three tenors, Clarence Hansen, Floyd Holm and Clifford Petersen, all of Duluth, will be heard each Monday on the NBC Breakfast Club as well as on other programs. . . . Seymour Young, 11-year-old actor in *Orphan Annie*, *Story of Mary Marlin* and other programs, will be featured in a new dramatic series inaugurated March 15

over WJJD. . . . Supporting him will be Bill White, network dramatist; Milton Morris, Arthur Ardell, Marion Harris and Lassie Zar. . . . A new morning musical program, *New Beauty Color Tones*, will have its premiere on WGN March 17 and will be heard each Tuesday and Thursday at 9:30 a.m. . . . Featured on the program will be Dick Layton, former soloist with Stan Myers' Orchestra; Kay Storey, singing actress, and a new piano team, Alice Lovan and Helen Norton. . . . The Country Cousins—Georda Young, Esther Martin and Gladys Andree, with the Hoosier Maids—on WCFL are now heard Tuesdays at 3:30 p.m.

Kay St. Germain, glamorous vocalist with Anson Weeks' Orchestra, had the honor, Monday, of being the first woman ever to appear with the Greater Sinclair Minstrels, which heretofore has been an all-male cast. . . . Kay Chase, author of the WGN sketch, *Painted Dreams*, on a three-week vacation trip to the West Indies, Haiti, Jamaica and Cuba, doing most of her traveling by plane. . . . In a special morning broadcast Mrs. Fay Ehlert, who achieved fame as author of *The Undercurrent*, will present a dramatization of *The Underprivileged Child* for the Illinois Federation of Women's Clubs March 17 over WJJD. . . . Paul Parker, formerly with NBC, has joined the WJJD announcers staff. . . . Easton C. Wooley, of the stations relations department of NBC, looking over Detroit and Grand Rapids stations. . . . NBC inaugurated a new musical variety program March 12 with the Roy Shield Orchestra; Gale Page, contralto; Ruth Lyon, soprano; the Rangers Quartet and Edward Davies, baritone. . . . Bob Bradley, young tenor, makes his network debut over WGN and the Mutual chain March 19 on the *Listen to This Show*. . . . Uncle Ezra (Pat Barrett) has a new plane in which he will make his personal-appearance tours. . . . Station WASH, Grand Rapids, was forced to abandon its *Try and Stick Us* organ program because so many songs were submitted they could not make use of more than a small portion, and rather than disappoint listen-

EDDIE LEONARD, JR.

Warners Sue More Niteries

Ten added suits bring total of actions to 20, involving N. Y. clubs and hotels

NEW YORK, March 14.—Warner Brothers' subsidiary publishing houses have filed suits against 10 more night spots and hotels, each for an injunction and \$250 damages, plus an accounting of the profits, all on grounds of alleged infringement of at least one specific number in the Warner catalogs.

Latest actions filed in the U. S. District Court are:

Harms, Inc., against Hotel McAlpin, on *Sleepy Valley*; Harms against the Hotel Biltmore, on *April in Paris* and several other Harms songs; Harms vs. Park Central Hotel, on *Why Shouldn't I*; Harms against the Hotel Edison, on *Anything Goes*; Harms vs. Leon & Eddies, on *Where Am I*; Harms vs. the The Famous Door, on *Why Shouldn't I*; Witmarks vs. 151 East 50th Street Restaurant Corporation, on *When Irish Eyes Are Smiling*; Remicks vs. Hotel St. George, on *Chinatown My Chinatown*; Remicks vs. Connie's Inn, for use of *Magasaki*; Remicks vs. Chin Restaurant Corporation, on *Sweet Georgia Brown*.

Papers in each case were filed on Thursday thru Wattenberg & Wattenberg, attorneys for the Warner music companies.

This makes a total of 20 actions now pending against local hotels and night spots. New radio station suits bring the total to 97 in all.

AFA Night Spot Campaign Gains

NEW YORK, March 14.—American Federation of Actors reports sharp increase in membership among night club entertainers as result of last week's mass meeting here.

Ralph Whitehead, AFA executive secretary, is in Philadelphia today conducting a night club performers' mass meeting in conjunction with the musicians' union. Louis Mosconi is the AFA's Philly representative.

Magley Wins Suit

ROCHESTER, N. Y., March 14.—Guy B. Magley, owner of the Bertram & Dawn *Dance Cocktails of 1936 Revue*, won a judgment against the Lansdowne Service, Inc., operator of the Chateau Night Club here. Magley had a four-week contract in October, but was let out after the third week. In his suit Magley also accused Al Norton, an associate of the club, of inducing four of his six girls to leave the act.

Pittsburgh Agency Moves

PITTSBURGH, March 14.—Drake's Theatrical Exchange, local night club booking office, last week moved from the Fulton Building to the William Penn Hotel. Stephen Drake, head of the office, announced that at present he has the following clubs on his books: Plaza Cafe, Hotel William Penn and Showboat in Pittsburgh; Club Diamond, Wheeling, W. Va.; Grey Wolf Tavern, Sharon, Pa.; Montico's Cafe in Cleveland, and the Black Cat, Wilmington, Del. Black Cat is reopening March 20.

RADIO RAMBLERS, male trio, who recently completed a series of Vitaphone shorts, have readied a night club turn and will open in New York soon. Just signed to do two more for Vitaphone.

More Satire

NEW YORK, March 14.—Local night spot producers are going in for satire. George Libby's new show at the Park Central Hotel is called "Pooh, Pooh, Paree," a takeoff on the French Casino shows, and the Black Cat in the Village put on a "Hides of March" show yesterday, Friday the 13th.

Hit N. Y. Cafe Fire Hazards

NEW YORK, March 14.—Coming on the heels of the American Federation of Actors' agitation for safer dressing rooms and better protection against fire hazards, the fire department has ordered fireproofing of the city's 1,142 cabarets and 395 dance halls.

Fire Commissioner McElligott has divided the city into 15 districts for inspectors, who started making the rounds Tuesday. Costumes, drapes and flimsy decorations, exits and fire apparatus will be examined. Every night spot will be inspected at least three times a month, according to new orders.

Lavish costumes will have to be fire-proofed if considered a fire hazard.

The reforms are the direct result of the Lum's Restaurant fire last month. One musician and several others were burned to death.

NIGHT CLUB REVIEWS

Versailles, New York

This class spot is holding its own nicely in the crazy whirl of local openings and closings. Built originally to house an ultra cinemart theater, the Versailles, as operated by Nick Prounis and Arnold Rossfield, has maintained an evenly high standard of entertainment, smooth liquor and clientele. At this catching—two Saturday shows—dinner business was capacity and the supper crowd permitted a bare few minutes to elapse before filing in en masse for the \$2 cover, which prevails Saturdays; other nights the amusement tax is \$1.50.

Versailles pursues the interminable music policy, with the eight-man outfit, led by Joseph Smith, playing for most of the dancing and the show; the quieter dancing sessions taken up by the De La Rosa string unit of seven pieces.

Lucienne Boyer was on the final lap of her engagement prior to a return to the Continent. She did the two late shows on the evening caught. Miss Boyer fits into this class room as smoothly as Josie Baker in a hot spot. Her repertory alternates between Frenchy English and plain French. There's comedy, plaintive love songs, ditties of the Parisian demi-monde and interpretation of semi-pops with true artistry. Miss Boyer's wardrobe changes are in excellent taste and her accompanists, pianist and violinist, are as attuned to her work as a bow to a fiddle string. The highest tribute that can be paid to a night club artist is rapt attention and quiet. So it was during Miss Boyer's numbers. If there's a gal with a sweeter, toothsome smile than La Boyer we haven't caught her yet.

Next in the bid for attention here is the ballroom team of Nitz Vernille and Donald Donaldson. Both are tall, possess grace of awe-inspiring caliber and routines that reflect a striving for originality. Miss Vernille is a sylph-like blonde; Donaldson has bulk that is molded to perfect proportion. The waltz routine of this pair is just about as perfect an exhibition dance on the polished night club boards today. Miss Vernille is a familiar dancing figure here and on the Continent. Among her previous partners are Jack Holland, Cesar Romero (now in pix) and Charles Collins. Team was very well received.

Bill Brady, who probably causes many arguments among his auditors as to whether he is a tenor with a leaning towards baritone or a baritone up in higher brackets of range, is a youngster of whom plenty will be heard on the networks and in the Broadway musical shows. He possesses a thoroughly engaging personality and a delivery that

N. Y. Spots Mimic Theaters; Lucky Numbers, Prizes, Etc.

NEW YORK, March 14.—Showmen are alarmed over the growing tendency of night spots to give away cash prizes, automobiles and other gifts. Conservative proprietors claim the night clubs are in for a fall if they follow the path of theaters, now knee-deep in bank nights and lotteries.

Swank spots, such as the House of Morgan, give away as high as \$1,000 to lucky number patrons. The Versailles stages a Fortune Night tomorrow, with

\$500 going to lucky ticket holders. The Stork Club has also gone in for giveaways. Smaller spots, such as the Russian Kretchma, feature raffle prizes, while Leon and Eddie's recently gave out "gorgeous gifts to lovely ladies" who held winning tickets. Earlier this season a big night spot raffled off automobiles.

Giveaways are the beginning of the end, according to veteran showmen. When night clubs begin competing by offering bigger and more expensive prizes, then the danger point has been reached. Up to now hotel dining rooms have maintained their dignity. Their only giveaways have been pictures of the band leader.

Britton Band to Ballrooms

CINCINNATI, March 14.—Frank and Milt Britton, veterans of the vaude houses, last week took over the Dave Van Horn orchestra to carry on their fiddle-breaking, hokum slinging traditions on a tour of Southern ballrooms. The Van Horn combo, Philadelphia cooperative crew of 11, left its spot at the Americus Hotel in Allentown, Pa., to go south under the Britton banner. Band will divide time between dance and vaude dates. Tito and Powell remain for the comedy and Van Horn will be billed as vocalist when playing theaters.

Drive on Child Labor Continues in Pennsylvania

HARRISBURG, Pa., March 14.—Continuing the drive on child labor law violators in this State, Ralph H. Bashore, secretary of labor and industry in Harrisburg, informed all night club operators that exploitation of children, particularly in night clubs and tap rooms, will be stopped immediately by the State. "We are receiving many complaints," Mr. Bashore stated, "and I have issued instructions to every inspector of this department to enforce the law rigidly." He has given the inspectors two weeks' time to report their districts "clean."

AFA-Equity Settlement

NEW YORK, March 14.—Disagreement between American Federation of Actors and Equity concerning jurisdiction over the American Music Hall has been settled. AFA has a closed shop agreement with the spot, but performers in the play, which is part of the large show, had balked at joining the AFA, claiming they came under Equity. Equity took the matter up and relinquished jurisdictional claim permitting AFA to conclude its organizing.

Detroit Sepia Acts To Organize

DETROIT, March 14.—Local colored performers last week asked Walter Ryan, American Federation of Actors representative, to aid them in organizing. Working conditions in sepia cabarets are very bad, top prices ranging around \$1.50 per night. Some acts must double between two spots to get that. Ryan has announced that he will hold a meeting in the near future for the purpose of bettering present conditions.

ASCAP Files Suits in Miami

MIAMI, Fla., March 14.—Owners of three Miami night clubs were named defendants last week in equity suits filed in the U. S. District Court for the unauthorized use of copyrighted songs. Gene Buck, head of the ASCAP, and Shapiro-Bernstein and Irving Berlin, Inc., were instigators of the suits.

Albert Nelson, manager of the Torch Club, was charged with the unauthorized use of *Wagon Wheels* and *Honeysuckle Rose*; Joseph De Lucca, Times Square Club, with the similar use of *Sweet Sue* and *What's the Reason?*, and A. Raynor, Ralph Fox and the Pier Pavilion, *The Music Goes 'Round and Around*, *Never Say Never*, *Never Again* and *Honeysuckle Rose*.

New N. Y. Spots

NEW YORK, March 14.—Town Casino Club reopens Tuesday after several dark weeks. Armand Valerie and Ann White head the show. Jimmy Vincent's Band dishing out the dance music.

The Caliente is another new one. Opened Sunday, with Alice Lawler, Eileen Mercedes and Three Musical Maniacs entertaining.

ANSON WEEKS, and not Abe Lyman as previously announced, will follow George Olsen at the College Inn of the Hotel Sherman, Chicago, opening there March 28. Weeks in turn will be followed by Lyman.

PEGGY CALVERT, singer, accompanied by George Walsh at the piano, opened at Jack Dempsey's, New York, Wednesday.

easily overcomes the handicap of micro-phonetic distortion. Due here in a few days are Norma Terris, as a feature followup on Boyer, and Helen Gray and the Rocky Twins, the latter having worked briefly with Miss Vernille several seasons ago. Versailles is advertising a Fortune Night for March 15, with \$500 the total of stakes for the lucky ticket holders. The giveaway practice has already hit the class night clubs hard. Too bad. It's going to stop some time, but there's no telling how many night spot owners and creditors will fall by the wayside while the high, piercing notes of the swan song are being warbled.

Sugar.

Paradise Restaurant, N. Y.

Nicky Blair's Paradise Restaurant has already installed its Spring Edition; without Nils T. Granlund or Ben Bernie, but with the bevy of beauties and many specialty acts. Only a fair show, however, and on the second night business was away off, possibly due to the elevator strike or the fact it was Thursday night, maid's night off.

Shows here on the supper hour are usually in two sections, but tonight it was one stretch from 12:30 until 2:02. Has all the glamour desirous, brought about by the girls and the many production numbers, but it lacks pace and comedy. Mickey Alpert is emcee and he's always dependable; but he's lost here and maybe he needs time to get acquainted with the spot. Eddie Garr, headlining the show, is probably better suited for the emcee assignment; he could string his bits right thru the show.

Georgie Hale is credited with staging the production numbers, while Dave Franklin wrote music and lyrics. Production is okeh, but it's of the tinsel variety. Chorus girls, led by the cute Bernice Lee, work well and often, and the eye-filling showgirls are a treat. Charles Dornberger and ork play the show, doing a commendable job.

Alpert has always been an intimate emcee, but he does little wisecracking, only introducing the acts and singing some songs, grandly. Katherine Rand works well with him in one bit. Garr is the standout of the show, working the tail end. He's talented galore, and his mimicry extends to greater heights than just impersonating celebs. Then there's Georgie Tapps, who reveals excellent footwork in three numbers, the second of which is his best. Robbins Family, two boys and a girl, are early socks with their tapping and sensational acrobatics. They work showmanly and are lookers. Sam, Ted and Ray, colored boys doubling from *Scandals*, wallop also with their now familiar hoofing routine. Vira Niva, Russian (See CLUB REVIEWS on page 13)

NIGHT CLUB—BALLROOM OPERATORS

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Beginning on Page 58 in this issue

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Fla. Gambling Club Paris Spots Elaborating Robbed of \$18,000

HOLLYWOOD, Fla., March 14.—The recent ban on gambling in Miami proved a boomerang to the Hollywood Country Club here last week when, after one of the heaviest nights of play, five armed and masked bandits held up Harold D. Leopold, manager, and escaped with \$18,000 in cash. The bandits forced Leopold at the point of a gun to open the safe containing the cash. The manager and employees were bound and gagged so that the alarm was not given until some time later when one of the men worked his bonds loose and notified the police. The bandits made good their escape. The gambling casino of the Hollywood Country Club is one of the most luxurious in the State.

Late Pomeroy Bookings

NEW YORK, March 14.—Jack Pomeroy Productions has spotted Sherr Brothers, Adele Lawrence and Ed and Arlene Kinley into the Brown Derby, Boston; and Roscoe Ails and Betty Lewis, Dawn and Darrow, Roberta Jonay, Muriel Ames and the Jerry Johnson band into the Kenmore Hotel, Albany. Booked by Sammy Harris.

Floor Show to Brazil

NEW YORK, March 14.—George Libby staged a floor show comprising Ted Beyers, singer, and eight specialty girls for the Cobacapan Palace, Rio de Janeiro, Brazil. Troupe, booked thru Max Gustave Karsaram here, sailed last week. Another Libby show will leave in June. Current show is in for six weeks, with options.

Lipset Places Talent

NEW YORK, March 14.—Ben B. Lipset has spotted Terri LaFranconi, tenor, into the Roney-Plaza, Miami Beach; Ritz Quartet, of radio and musical comedy, into a new radio program; Charles Henderson's Mastersingers into Educational shorts; Camilla Ray with 20th Century-Fox on a seven-year option; and Walter Cassell, baritone; in a radio spot. Also handling Roxanne Murray and Mabel Ellis.

Paris Spots Elaborating

PARIS, March 11.—Local night spot setup is greeting the approaching spring season with changes in control of several clubs and a general pepping up of floor shows. The Lido has been acquired by British interests and a movable stage has been constructed over a portion of the huge swimming pool. Current floor entertainment is headed by Borrah Minnevitich and his Harmonica Vagabonds; George and Jack Dormonde, comic unicyclists; Lu Ann Meredith, from the States, and the Tamara-Beck ballet.

Joe Zelli's old Montmartre spot has been elaborately redecorated and is now operating as the Volupte. Floor show includes Barbara LaMay, American acrobatic dancer, and Roland Dorsay's Cadets. The Bagdad Club has added color and life to its show, with Hildegarde, singer, and the dance combo, Lecuona Cuban Boys.

More Small Bookings

NEW YORK, March 14.—Paul Small has spotted Norma Terris, Helen Gray and Rocky Twins and Tommy Martin into the Versailles Club, and Lillian Roth and a complete show into the House of Morgan. Also booked Edgar Bergen into the College Inn, Chicago, opening with Abe Lyman.

New Tuckahoe, N. Y., Shows

NEW YORK, March 14.—Murray's Club, Tuckahoe, N. Y., has dropped Earl Lindsay as floor-show producer and switched to George Libby. First Libby show, *Manhattan Highlights*, went in last week and comprised Adair and Richards, Buddy Bennedy, Joey Dean and 10 girls.

Gordon Joins Paul Small

NEW YORK, March 14.—Bobby Gordon, formerly of the vaude combo of Gordon, Reed and King, now agent for Paul Small Attractions.

Kansas Dance Hall Burns

WICHITA, Kan., March 14.—Shadowland, suburban dance hall here, was destroyed by fire of an undetermined origin March 3. Total loss is estimated at \$15,000, including musical instruments belonging to members of Gage Brewer's orchestra valued at \$3,000.

CLUB CHATTER

STAN DAVIS, Martha Kay, Dolly Spot and Hal Hovel, versatile comedy singing and dancing veterans, are doubling this week between several Cincinnati spots and Ben Rafalo's Cat and Fiddle Club in the Queen City. After refitting their wardrobe quartet will go to Detroit for several weeks of club dates. Have been working Central Ohio nighteries this winter for the Gus Sun office.

Jack Middleton, Cincinnati night spot booker, has spotted the Mercer Trio, rhythm dance trio, and the Mary Mason Company, roller skaters, at the Glenn Rendezvous in Newport, Ky. . . . Johnnie Wages, "The One-Man Band," worked with Art Kassel's Band and Baby Rose Marie at the recent Youngstown, O., General Motors show. Is at the Mansion Club in Youngstown this week. . . . At the close of their engagement at the Yellow Lantern, Sioux Falls, S. D., members of Frances Barth's revue moved into the Minneapolis area for several weeks' work. Virginia Barrett and Billy Smith, comics, have moved to the Continental Room of the Hotel Jefferson, St. Louis, from the Club Greyhound, Louisville.

BETTY MUELLER, dancer, who returned to Chicago recently from a Southern engagement, opened at the Berghoff Cafe, Fort Wayne, Ind., March 7 for a two-week engagement. . . . Georda Young, comedienne and blues singer, a protegee of Lillian Gordoni, is featured at the 5100 Club, Chicago. . . . Rex Weber is proving one of the finest attractions the Terrace Room of the Morrison Hotel, Chicago, has had in a long time. . . . Charles and Celeste, ballroom dance team, are making their first Chicago appearance in the Continental Room of the Stevens Hotel. . . . Dale Sherman, vocalist, with Harry Sosnik's Band at the Stevens, Chicago, has mastered tap dancing and is using it in a novelty song-and-dance number. . . .

Mary Martin, petite singer, formerly heard with the Goldcoasters in Chicago, opened an engagement at the Springhurst Country Club, Lexington, Ky., last week. . . . Sophie Tucker's opening date at the Terrace Room, Chicago, is now definitely set for May 8. . . . Sophie will have her own orchestra and her accompanist, Ted Shapiro.

THE HARTMANS are in their 19th week at the St. Regis Hotel, New York, and still going strong. Claim a record long run for any supper-room act. . . . Corado Bernardi, head waiter at the New Montmartre, New York, will handle the Riviera, Englewood, N. J., when it reopens in April. . . . George Tapps has been held over at the Paradise Restaurant, New York. . . . Johnson and Dean, now at Connie's Inn, New York, are back on Broadway after 35 years' absence. They are old-time cake-walker stars.

GEORGE MACK, of the Betty Bryden office in Detroit, last week added several more Midwestern spots to his books, including Vincent's Cafe, Mt. Morris, Mich.; Ark, Dayton, O., and King Wah Lo's, in Toledo. . . . Lionel Kaye is booking his shows into the recently remodeled Paradise Cave in Detroit. . . . Buddy, Joe and Charlie Canton, out of Jersey City, N. J., have leased an uptown New Orleans site with intention of developing a \$20,000 nighterie, the first of its kind in that section of the city. . . . Members of Frances Barth's revue are loud in their praise of Nelson C. Logan, manager of the Roxy Theater in Mitchell, S. D. Seems that when the Barth unit recently became snowbound in Mitchell, on a jump between dates, Logan not only gave them four days' work at his house, but also put them up at his home. . . . Connelly and Radcliffe are presenting their *Notes and Nertz* skit in Michigan taverns and

clubs this winter. Recently worked a week at Schlitz Tavern, Battle Creek.

THE RANDALLS, w.-k. dance trio, were held over for two additional weeks at the San Souci in Havana before returning to the Hollywood Beach Hotel, Miami, March 17 for the balance of the Southern season. . . . Jackie Whalen's *Streamline Steppers* unit is appearing at Happy's in Glendale, Long Island. . . . Lightning Duo, billed "the world's smartest skating act," began a two-week engagement March 4 at the Lookout House in Covington, Ky. Have been playing Midwestern night spots this winter. . . . Present bill at the Royal Frolics, McAllen, Tex., has Dolores Laverne, Annette Lanham and Iis Lynn, dancers; Joy Posey, singer, and Jack Shawn, emcee. Shawn is managing the spot. . . . Marya and Martyn will continue indefinitely at the Heigh Ho Club in Washington, D. C. Date marks their first appearance in the East.

GEORGE NELIDOFF and his company at the Bismarck Hotel, Chicago, have donned white ties, top hats and tails for their concluding show there. . . . They close April 3 and leave for St. Louis, where they have been signed for an extended engagement. . . . Phil Levant and his orchestra continue at the Walnut Room of the Bismarck indefinitely. . . . Ramon and Renita, dance team, open a limited engagement in the Continental Room of the Stevens Hotel, Chicago, on April 15 when Xavier Cugat and his orchestra go in, succeeding Harry Sosnik. . . . The George Olsen troupe closes a record engagement at College Inn of the Hotel Sherman, Chicago, on March 26 and go to the West Coast for a spring and summer engagement at the Cocoanut Grove. . . . Meanwhile the ice-skating show continues at the Inn. . . . On March 18 the Mayfair Room of the Blackstone Hotel, Chicago, will inaugurate an "Aviation Night" at which time the De Marcos, dance team, will introduce their newest dance, the Aviation Glide. . . . Ethel Dixon, blues singer, is going over big in the Mayfair Room.

RAYE, PRINCE AND CLARK, now at the Park Central Hotel, New York, spend spare time composing songs. Two new ones are *Drifting On* and *Everything's Home Cookin'*. Latter will be used as theme song for Willie Bryant at the Ubangi Club, New York. . . . Phil Arnold, night club emcee, is considering an offer to go into a Broadway musical. . . . Rolando and Verditta are back in New York after 16 weeks at the Hotel Blatz, Milwaukee.

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BANDS and ORCHESTRAS

MUSIC NEWS

(Communications to New York Office.)

INA RAY HUTTON is playing a few Midwestern one-nighters between theater dates. Worked to an excellent crowd at Castle Farm, Cincinnati, on Sunday. . . . Johnny Maitland and orchestra, featuring the Four Toppers, last week replaced Rudy Bundy and band in the Florentine Room of the Hotel Gibson, Cincinnati. . . . Phil Harris and Leah Ray continue to draw 'em to the Netherland Plaza, Cincinnati. . . . Ray Williams has moved from the Cosmopolitan Club in Detroit to Coral Gables, Lansing. He occupied the stand of the smart Detroit spot for more than two months. . . . Judy Conrad and band are celebrating their 100th consecutive week on the stage of the Tower Theater, Kansas City vaude stronghold. . . . After several months of Florida sunshine Claude Harris is back in wintry Detroit for an unlimited engagement. Is appearing at Joey's Stables. . . . Red Pearce and band are in the Hotel Jeff Davis, Tupelo, Miss. . . . Besides furnishing the dance music, Red Parry and his boys are presenting the floor entertainment at Terrace Gardens in Fremont, O. Red is dancing, Frank Kleinfelder solos on the clarinet and Charlie Held and Forrest Erhman warble.

land Ballroom, New York, are being held until April 18. Handled by Kennaway. . . . McCoy and Joe Haymes are staging a "Battle of Music" this week at Roseland. . . . Ray Benson is taking his bar exam at Fordham University and hopes to be a barrister some day. Now leading the band at the Chez Josephine Baker, New York. . . . Clyde Lucas and band, recently on Life Saver program, will make a Vitaphone short soon and then open the Normandie Ballroom, Boston.

In keeping with the current swing music craze, Paul Whiteman will assign several of his swing experts to form a separate section, as he had done in the past with hot swingy tunes. Jack and Charlie Teagarden and Frank Trombauer will be much in the midst of the five or six-piece inter-band outfit.

CLUB REVIEWS

(Continued from page 11)

singer, fares okeh enough with her songs, tho her looks predominate.

More girl specialty workers would have helped some. On the whole, tho, show is satisfying the \$2 and \$3 minimum payers plenty. *Harris.*

Cocoanut Grove, Boston

Ranny Weeks and orchestra are about to go into their second year at Boston's popular Cocoanut Grove, and Barney Wilansky, manager of the Grove, continues to bring in ace attractions for his floor shows. Although summer comes somewhat late to this region, the Grove is already advertising its sliding roof, used by the club during the warm months.

Current show is an all-dancing unit, with Lillian De Haven scoring heavily with her bolero and fan dance. Owing to Boston's strict rules, she appears with more than just her fans, but the patrons are sufficiently impressed and give her a warm reception.

Julane and Varkas present a pleasing ballroom routine in their initial offering and appear later in the show with a rumba. Numbers are well executed and satisfy.

The Dell Sisters, twins, are talented young acrobatic dancers who work in black and white dresses in their opening number, and later shift to pink costumes for a specialty called *Finesse*.

Jordan and Tenner combine singing and dancing and put over their fast routines with plenty of pep.

Ranny Weeks emcees all shows besides contributing two singing numbers himself. The Grove presents two floor shows nightly, and, like all night spots in Boston, is closed on Sundays. *Powell.*

Terrace Room, Chicago

Not in years has the Terrace Room of the Morrison Hotel had such a gala time as that accorded Ted Lewis, his orchestra and floor show on the occasion of their opening last night. Every table in the beautiful room was occupied and many people had to be turned away during the evening. The lobby was filled with gorgeous floral

tributes to the "high-hatted tragedian of jazz," and he and his mad, merry gang were given a tremendous reception. It looks as if Managing Director Leonard Hicks has picked one of the best shows ever seen at the Terrace.

Lewis is without doubt a master showman and he has gathered about him a group of entertainers who singly and en masse put on a gorgeous show. There are no featured acts and no encores, Lewis reserving the spotlight mainly for himself—and he must be given credit for selling his stuff in a big way. Show opens with the Lewis theme song, *Music Is Magic*, sung by Ted. Edna Strong, petite young dancer in near-nude attire, sets a fast pace with her tap dancing, put across with consummate artistry. Nascha, impressionistic dancer, follows with "radio dance" interpretations, gracefully done. Charlie (Snowball) Whittier, black bundle of dancing harmony, gives a hilarious impression of Schnozzle Durante. Later he and Lewis do a *Me and My Shadow* bit that is devastating. Carroll and Shalita offer an entertaining dance routine. The Hi-Hatters, three Negro boys, offer Harlem rhythm at its hottest. Radio Aces, harmony singers, do several numbers with Lewis holding the center of the stage, and Kay Gregory also offers several song numbers. The King's Jesters, with Marjorie Whitney, have been held over from the previous show and continue to do grand work. A brief review doesn't do justice to the show, which for all-round entertainment tops anything the Terrace Room has had in many months. *Green.*

Onyx Club, New York

Onyx Club, which suddenly found itself with a national reputation to uphold in the way of swing music, remains on top, with the open secret being "Stuff" Smith and his fine henchmen, who came out of Buffalo to reveal something terrific to New Yorkers who believed they had seen and heard plenty. Smith, with the exception of a few weeks, followed the Farley-Riley combination and not only made good but actually is making more money for the Onyx and packing them in tighter than when *Music Goes 'Round* was at the height of its glory.

Spot has jumped the minimum from \$1 weekday to \$1.50 and to \$2 Saturdays, Sundays. Gross is now said to be at a peak average of \$5,000. Taking into consideration the comparatively low overhead under which the Onyx operates, that there is no dancing, and that for the same money one can go to a big Broadway spot with name acts and 50 gals plus a dinner, there is something phenomenal about the draw. Onyx seats 120, all told. Main biz is the bar, which averages 50 cents for all drinks, including beer. Thus the attraction is swing music and, in this case, 100 per cent "Stuff" Smith and his sidekick, Jonah Jones, who blows plenty of trumpet. As a team, Smith and Jonah work as smoothly as a well-oiled machine, yet they seemingly ad lib. or what have you in a most ingenious manner. In addition to Smith at the mike and violin and Jonah with the trumpet, there is an industrious drummer, pianist, guitar and bass fiddle.

Smith is probably the greatest hot violinist that ever came down the proverbial pike. They come to the Onyx from the Philharmonic and other symphony organizations, sit around and claim his work is technically impossible. There ain't no sich animal, but there is Stuff wrapping that bow around the fiddle, taking a hair-raising break and throwing in a bit of the *Pear Gynt Suite* or *William Tell Overture* and keeping the crowd in cheers. Jones at the trumpet takes his breaks in more popular fields and throws in a bit of *Yankee Doodle*. Their big song is their own *Ise a Muggin'*, which is so big that it takes two sides on which to record. Taking the best of several offers, they recently signed with Vocalion, inasmuch as they will be first on the list, whereas Victor has "Fats" Waller and Decca its Louis Armstrong. There is nothing low about the uncanny high notes that Jones takes on the trumpet and handles them consistently as Stuff does the licks on the violin. And again, they handle the sweet tunes like an old-time waltz outfit. Such is their versatility.

The colored sextet has enough on the ball to keep the eye filled from a physical point of view, and action, plus comedy, is just another natural attribute. As a fill-in between band sessions, Frank Froeba tickles the ivories. *Shap.*

According to official figures the relief fund of the Professional Music Men, Inc., has been increased to the extent of \$10,000 as the result of a benefit held at the Alvin Theater, New York, Sunday, March 8. This compares favorably with the initial affair of 1935 which grossed a few dollars more after the usual deductions for expenses. It is understood that the proposed athletic meet this coming summer has not been abandoned and if it goes thru heads of the organization predict that plenty of extra shekles will be added to the treasury.

Fred Hager, the late Fred Helf's former partner in the original Tin Pan Alley sector, has just recovered from a long siege at his home in Bayside, L. I., following an accident. Hager, like many others this past winter, had the misfortune to fall on the slippery pavements of his home town breaking a bone in his ankle. While incapacitated Fred, in collaboration with his old sidekick, Justy King, completed a song called *The Bayside Trot*.

The Miller Music Company, with the genial and capable William Rockwell installed as general manager, is now located in the Brill Building. Rockwell is ably assisted by his staff, Leo Diston, Milton Peterson and Betty Reiffin, who not so long ago was with the Harry Von Tilzer forces. The firm is concentrating right now on a bunch of good songs, including *Toots To Me*, *Everybody Kiss Your Partner*, *Wild Western Moonlight*, *Curfew Shall Not Ring Tonight*, *Haystraw* and the *Wiften Poof Song*.

With the competition as keen as it is and the life of a song limited to a brief existence, publishers are vying with each other in the selection of titles for their contemporary output. Eugene West, who is now in the publishing game after having been a writer all these years, is out with a number which has been christened *She's a Democratic Party*. Despite its political allusion it is a sentimental ditty all about a young lady of unusual virtues and charm. The concern has another composition labeled *The Major Rings the Gong*. Otherwise a satire on the amateur night craze as exploited over the radio.

Songtex Music Company, Philadelphia, released Johnny Schneider's novelty ditty, *When You Monkey With the Buzz-Saw*, including 75 extra verses. Bob Elkin, another Philadelphian, has published Billy Hays and Ray O'Day's *Living in a Dream*. Billy Hays ork currently appearing at the Studio Ballroom, tune gets equal billing in the newspaper ads.



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Sheet-Music Leaders

(Week Ending March 14)

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

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

- | | |
|--------------------------------------|-----------------------------------|
| 1. Lights Out | 9. Wah Hoo |
| 2. Alone | 10. What's the Name of That Song? |
| 3. Beautiful Lady in Blue | 11. Little Rendezvous in Honolulu |
| 4. Goody, Goody! | 12. Please Believe Me |
| 5. Putting All My Eggs in One Basket | 13. Cling to Me |
| 6. It's Been So Long | 14. Rhythm in My Nursery Rhymes |
| 7. Write Myself a Letter | 15. Shooting High |
| 8. Alone at a Table for Two | |

PHONOGRAPH RECORD best sellers will be found on page 71.

Conventions, Expos, Trade Events Good Vaude Outlet

Field enjoys banner year in playing such functions and celebrations—summer centennials in Texas promise much work—outdoor field draws on vaude more and more

NEW YORK, March 14.—The vaude field found this season one of its banner years as far as deriving an income from conventions, expositions, trade shows, centennials and the like is concerned. Not only has the harvest been reaped but there is more to come during the summer months to make many an act fortunate. Agents and acts are giving more thought to that type of employment than they ever have before, not passing it up any more as being something that strictly concerns the outdoor field. Of further help to the vaude field is the interest shown in variety entertainment by the outdoor branches of the business, such as fairs and indoor circuses.

The contracting of Billy Rose as managing director of Fort Worth's Frontier Centennial, to open July 1, aroused the field, with vaude agents and acts already besieging Rose in an attempt to cut in on the \$5,000,000 budget Fort Worth has established. The William Morris Agency and F. & M. Agency are particularly interested in cashing in on this type of booking, with F. & M. negotiating with Rose to include Olsen and Johnson in the Fort Worth celebration.

In addition to the Fort Worth celebration there are the Dallas and San Diego functions, which will draw considerably upon the vaude field. San Diego's second edition started last month and will run thru September, while Dallas starts in June and runs thru November. Another important celebration, as an avenue of income for vaude interests, is the Great Lakes Exposition to be held in Cleveland running from June thru October. Many more of these functions are being held, all following as a result of the Chicago fair in '33 and '34.

Auto shows and other industrial exhibitions have been a big source of income to vaude people, most of these affairs arranging for "names" to entertain the tradesfolk and public alike. The William Morris office cashed in heavily this season on putting attractions in auto shows all over the country. The F. & M. office on the Coast recently sold as many as 15 vaude acts to a Coast exposition.

Banquets at annual meetings of State, county and district fair societies are enlisting vaude acts for entertainment more and more in addition to the usual array of novelty turns. Outdoor bookers themselves have been plugging vaude acts suitable or easily adaptable to both amusement parks and fairs. The coming outdoor fair season will probably see its reaching the peak, at least in the matter of booking of variety turns.

Surprisingly enough, even some of the indoor circuses lately turned to supporting variety turns, acts which can play both fields, indoor and outdoor.

Vaude for G. O. H., St. Louis

CHICAGO, March 14.—After three weeks of Cushman units, the Grand Opera House, St. Louis, went into a straight vaudeville policy yesterday with shows booked by Dick Hoffman, of the Billy Diamond office here. Hoffman had previously booked vaudeville acts into the house in connection with its burlesque shows. New policy is six acts, full week, with pictures. Opening bill has Lillian St. Leon & Company, Chic Thomas, Morosco and Hayton, Dorothy and Lew Rella, Joe Wong and Kiru, and Bot Witt. F. A. Mackenzie is operating the house for the owners of the building.

Brooklyn Para's Badminton

NEW YORK, March 16.—The Paramount, Brooklyn, is adding another athletic night in addition to its Friday night series of basketball games. The house has arranged for Badminton exhibitions on Tuesday nights, the first one going in a week from tomorrow. Vincent Richards will be the first, and Jack Purcell is scheduled to follow him in a week later.

Benny's 37 Grand at State

NEW YORK, March 14.—Jack Benny's vaude unit closed at Loew's State Thursday night to a week's total business of \$37,438. About five and a half grand under the \$42,945 mark set by Burns and Allen.

Radio Act Books More Night Stands

NEW YORK, March 14.—*Husbands and Wives*, the Sedley Brown-Allie Lowe Miles radio act on WOR, now making Wednesday night appearances at the Fox, Brooklyn, closed with four Skouras theaters this week for nightly personal appearances. Tom Kennedy, of the Simon Agency, negotiated the deal.

The act started Thursday night doubling between the Boulevard, Jackson Heights, and the Grand, Astoria, and last night started doubling between the Fox and Roosevelt Theaters in Jamaica. The act went into these dates with a guarantee of four weeks plus options. Its Brooklyn contract has been extended another eight weeks, the option being exercised this week.

Todd Producing "Mikado"

NEW YORK, March 14.—Mike Todd, Chicago producer, arrived here this week to line up a cast for his production of *The Mikado* for vaude. He has signed Mary McCormick to sing to leading role. Philip Fein is staging the unit, which will be a 60-minute version with a cast of about 42. It is scheduled to open early next month. Todd's last unit was *Bring on the Dames*.

Edwards Engages Staff

NEW YORK, March 14.—Gus Edwards has lined up his staff for his "Show-Window" (formerly the Broadway Theater), which is scheduled to open with a vaude revue policy next month. He has engaged Clark Robinson as scenic designer, Bill Powers as dance director, Eugene Conrad as sketch writer, and Howard Johnson as lyric writer.

Acts Booked for Mexico

NEW YORK, March 14.—Bert Salter has arranged to send novelty acts into Mexico City starting March 26 for a period of four weeks with options of eight. The acts will open at the Theater Mexico City, following with other dates in Mexico. Among the acts booked so far are the Three Olympics, the Hollywood Horse, Frank Reno, Waiman's Saxophone Sextet, Burns and Swanson, Betty Baer and Elsie and Marley.

Only a "Name" and Specialty Act Today; Standard Act Gone

NEW YORK, March 16.—The vaude field has simmered down to the extent that the standard act is now a museum piece or an item for the history books. The field has changed so that its performers are now either a "name" or a specialty act. Europe is slowly but surely grabbing off all of America's standard acts, that country affording them employment.

With the circuits casting off their vaude houses one by one and retaining only the higher budgeted spots, the standard act has been squeezed out of the picture and the "name" and specialty shoved in. The few standard acts around get washed up very quickly during a season, the amount of playing time for them being very limited.

A standard act today must either be content with jumping into a unit and in a sense losing some of its identity or else

Majestic, Bklyn., Cancels Opening Due to Pix Problem

NEW YORK, March 14.—Henry Frieder has called off his plans to open the Majestic, Brooklyn, next Saturday with a split-week combo policy. His inability to get picture product is given as the reason. The Dows were to book the house. Latter office is currently booking the Folly, Brooklyn, getting it two weeks ago.

The Park Lane Theater here is to go on the Dow books soon, playing vaude for four days a week, opening Fridays.

Minsky Show Booked Into Fay's, Philadelphia

NEW YORK, March 14.—Minsky's Miami Beach burlesque show is being condensed for vaude, the second attempt by the Minskys this season to put their shows into vaude. The Miami show, again being labeled *Life Begins at Minskys*, has been booked into Fay's, Philadelphia, week of March 27, working on a split from the first dollar.

Minskys going into Philly will mean opposition to the Bijou and Trocadero burlesque theaters, operated by Issy Hirst, who heads the Independent Burlesk Circuit, of which the Minskys are a part.

Regent, Detroit, Goes To Week-End Bills

DETROIT, March 14.—United Detroit Theaters, Publix operating unit here, has added one more house to its list of vaude stands, the Regent Theater adopting a week-end vaude policy today. Acts are being booked by Detroit Artists' Bureau, United affiliate.

Roy Miller has been made manager of the Regent, which was taken over by Publix two months ago, succeeding Milton Schwartz, who takes Miller's old job at the Ramona Theater.

Clark's Ninth Unit

CHICAGO, March 14.—Harry Clark has his ninth show in rehearsal for the Cushman circuit. The unit, which has been named *Paris on Parade*, has a cast composed of Richard Shannon's Orchestra, Three Jordin Sisters, Jantz Sisters, Wells and Powell, Bell and Bedini, Ted and Art Miller and Phil and Dotty. The show will open at the Ottumwa Theater, Ottumwa, Ia., March 25.

Wolff Made F&M Booker

LOS ANGELES, March 14.—Roy Wolff, manager of the Manchester Theater here, has been made vaude booker for the Fanchon & Marco office here. He succeeds Sidney Shallman, who resigned to open his own office.

London's Suburban House

LONDON, March 9.—A 3,000-seat vaude theater, independently owned, is being constructed in Becontree, suburb on the outskirts of this town, and will open early in the fall. Becontree is a growing suburb, now populated by 300,000 people.

RKO Books Hit Again

Albany goes--Schen., Troy, New Bruns. may follow--Chi and Detroit come in

NEW YORK, March 14.—Due to additional changes on RKO's vaude books, it is expected that the circuit will be left without a single break-in or showing house and have nothing but full-week stands on its books. The Palace, Albany, has already dropped its vaude, while the fate of Schenectady, Troy and New Brunswick is hanging in the balance. However, the loss of this time is made up for by the decision of the circuit to restore shows to Chicago and Detroit.

The Albany house dropped its four-day vaude policy Tuesday night. Now those other three spots on Danny Freundlich's books are on the carpet awaiting a decision as to whether they will continue with vaude or not. Proctor's, Schenectady, is a three-day stand; Proctor's, Troy, four days, and the State, New Brunswick, two days. Troy and Schenectady buy their acts on a 30 per cent cut and New Brunswick has an even lower budget.

After deciding to discontinue vaude at the Palace, Chicago, even after the *Follow the Fleet* run, the circuit's operating department reversed its decision and will again put vaude shows into the house. The Downtown, Detroit, which has been playing attractions only on occasion, is to get shows permanently, five consecutive weeks being lined up already. Starts April 10 with the circuit's *Folies Comiques* show.

Other permanent vaude spots on the circuit's books are the Boston, Boston; Palace, Cleveland, and Shubert, Cincinnati. In addition there are a number of other theaters which play occasional shows.

The booking office, however, is expected to be kept busy in producing units, provided the *Folies Comiques* show clicks. If the circuit produces its own units many of the former combo houses now in film policies will be getting stage shows more frequently.

Marcus Show Opens Mexico City Spot

CHICAGO, March 14.—Juan Toledo, theater operator of Mexico City, and Abraham Castro, of Laredo, Tex., who has been booking American acts in Mexico City for the last 10 years, were here this week concluding arrangements with A. B. Marcus to play *La Vie Paree* in Mexico next month.

As a result of their visit Marcus signed with Toledo to open his new million-dollar 2,000-seat Lirico Theater, Mexico City, April 24 with *La Vie Paree*, going in for four weeks with options. This will be the first time the Marcus show has ever played Mexico City, and the jump direct from Chicago, a matter of 3,000 miles, will constitute one of the longest railroad jumps ever made by a traveling company. It is possible that at the conclusion of the Mexican engagement the Marcus show will play Australia and New Zealand. Sir Benjamin J. Fuller, of Fuller's Theater Circuit, is coming to America soon to close negotiations with Marcus on the matter.

The Lirico Theater's policy will be two stage shows nightly at 7 and 9:45, without motion pictures, Marcus intending to stretch the playing time of his present vaude unit to two and a half hours.

Barrymore-Barrie Act Asking 10 Grand Net

NEW YORK, March 14.—John Barrymore, film "name," and Elaine Barrie, whose name has been linked with his in the tabloids, are being offered for vaude by the Morris Agency. The team are available for personal appearances starting in April.

The asking price for the act is 10 grand net.

VAUDEVILLE NOTES

HORACE COLLINS and **Bertram Montague**, English agents and theater operators, are scheduled to visit New York next month on a talent hunt. . . . They'll headquarter at the Simon Agency, their American representative. . . . Lou Epstein returned to New York this week after weeks of trouping with the *Hollywood Cabaret* unit in vaude. . . . Alex Gerber was another arrival, returning from a 4½-week tour of the Midwest with his *Radio City Follies*. . . . Freddy Zay, European juggling unicyclist, current at the Chicago, Chicago, goes into the French Casino, New York, March 25. . . . William Adler and Paul Taubman, violin-piano act, are at the Ambassador Hotel, New York, for an indefinite run, booked by Sam Weisbord, of the Morris Agency. . . . George Bennett, writer on Warner shorts, left for a trip to Hollywood Saturday.

CHARLIE WITHERS is reviving his old act, *Withers' Opry*, for vaude, with Charlie Maddock again his rep. . . . Withers has been in California. . . . Earl Carroll's *Vanities*, now playing its ninth consecutive week, has picked up three extra weeks, starting March 27. . . . Plays Cleveland, Providence and Boston for RKO. . . . Colonel Snyder has joined his missus, Ruth Etting, on the sick list. . . . Both have bad colds. . . . Freddie Lightner goes on the Rudy Vallee broadcast this Thursday night. . . . Milton Frome is emceeing the Ray Perkins unit this week at the Hippodrome, Baltimore. . . . Russell-Christine Company, formerly Miller and Miller, are currently playing Montreal. . . . From there move on to Detroit for two weeks out of the Gus Sun office on their way west.

FOUR LEES have been set by RKO to fill the next-to-closing spot in the circuit's unit *Folies Comiques*. . . . That booking completes the cast. . . . Eleanor Eberle has been signed by F. & M. Agency to a personal management contract. . . . Leo Singer arrived in New York Friday night on the Roosevelt with an acrobatic troupe of midgets. . . . Ray Connors, manager of the Palace, New York, underwent an appendicitis operation last week at the Elizabeth General Hospital in New Jersey. . . . Frank Belmont will sail for England next month to make contracts for appearances of American acts. . . . Little Ann Little, a Betty Booper, recently joined the *45 Minutes of Broadway* unit. . . . Others in the show include Burns Twins, Ruth Muller, Alice Craig, Frances Briles, Calico Sisters, Ruth Webb, Pedro and Luis Morales, Elinore Sten and the Music Masters Orchestra.

JACK M. LEWIS, vaude producer, and John Butler are organizing a theatrical division for the Tomkawa Regular Democratic Club, New York. . . . First meeting was Sunday night. . . . Miss Jessie Noble, of Halley and Noble, has been appointed chairman of the AFA's Sick and Welfare Committee. . . . Gil Lamb and Ethel Allis are playing Switzerland this month, having recently closed at the Scala, Berlin. Lamb is due back in New York in May to rejoin the Laurence Schwab summer operetta company. . . . Bill Wilson is managing the Circle Theater, New York, which resumed Saturday-Sunday vaude recently, booked by Godfrey-Linder Agency. . . . James Gaston and Andree opened in London Monday. . . . Jay and Lucille, dance team, who recently appeared at the Paramount, Los Angeles, have been signed for an Eastern tour by Fanchon & Marco. . . . Duncan Sisters (Vivian and Rosetta) are staging a musical unit

to tour California. . . . Maurice Kosloff is directing the rehearsals at his studio in Beverly Hills and expects combo to start in two weeks. . . . Hall Johnson Choir, after a stint in pictures, opens at the Paramount, Los Angeles, March 25.

PAUL LUKAS, film actor, is picking up his Paramount contract, opening March 20 at the Metropolitan, Boston. . . . Fifi D'Orsay flew into New York last week from Nashville, Tenn. . . . Jess Willard, not the ex-fighting champ but champ of the U. S. Badminton players, has been signed by F. & M. for personals. . . . He opened last week at the Paramount, Los Angeles. . . . Falls, Reading and Boyce are now Falls, Reading and Royce, the change in the last name denoting a new partner. . . . Bobby Grant, recovered from a four-month illness, is busy working clubs. . . . Is currently doubling between the Walnut and the Hollywood clubs in Louisville, Ky.

JOHNNY PERKINS and Ruth Petty will leave for the Pacific Coast for motion picture tests at the conclusion of their Midwest vaude dates, having been summoned to Hollywood by Abe Lasfogel, of the William Morris office.

"Rigoletto" Condensed

DETROIT, March 14.—An experiment in grand opera in abbreviated form by the Il Milano Opera Company was opened this week at the Fox Theater, where the company made the first appearance in a "condensed—not cut" version of *Rigoletto*. The version was cut down to about an hour, with additional time for the ballet. If the local experiment is successful the company will go on a nation-wide tour, according to A. F. Thaviu, director.

Sacco Western Unit

CHICAGO, March 14.—Tommy Sacco is organizing a Western unit to be headed by Edna Alee, sharpshooter, and designed for the small towns. In the cast will be Montana, the Girl From the Golden West; Jean, the Three Jacks, Harry Pijut, Chief Two Eagles, Tex Connelly, Spud Roberts, the San Antonio Sextet, and Ravia, Indian Princess. Show is expected to open about March 21 in this territory.

Detroit Variety Club Ball

DETROIT, March 14.—The local Variety Club will hold its third annual ball at the Book-Cadillac Hotel April 25. Frank A. Wetsman is in charge of all arrangements.

Betty Friedman Stage Manages While Elida Ballet Lays Off

BOSTON, March 16.—Betty Friedman is carrying the title of stage manager at the Metropolitan Theater while her Elida Ballet is taking a vacation. Miss Friedman came here two years ago on a one-week contract to put her now well-known Elida Ballet into their traces but has remained here ever since. For the next four weeks all shows coming to the Met are bringing their own line of girls and the Ballet is laying off.

Paris Bills

(Week of March 2)

The Alcazar is ballyhooing its new revue, *Nudes of Broadway*, as a type of New York night club show, but there is not much resemblance. Show is shy of both costumes and real talent. Among the vaude numbers which give a little pep to the show are Billy Bourbon, excellent eccentric hooper and tumbler; Sidell Sisters, American acro dancers; Mlle. Mirielly, trapeze; Three Olympic Girls, acrobats; Mel and Melma, acro dancers; Winter and Merano, exotic dancers, and the Eight Paradise Ladies—billed as New York stars, but in reality English girls from the Helena Greasley troupe at the Casino de Paris.

The Bobino has a good bill, headed by Borrah Minevitch and his Harmonica Vagabonds, doubling from the ABC. Other good numbers on the program are the acrobatic dancers, Leblanc, Ducharme and Ray; the comedy cyclists, Nello and Partner, and the singer, Germaine Lix.

The Europeen has a raft of native singers, headed by the comedian Georgius. About the only novelty bit on the bill is the acro dance number of the Hobart Trio, English cuties, held over from last week. Petit Casino has the Rosenthal Brothers (the Athenas) comedy equilibrist; Venus de Milo, armless wonder; Bill de la Bergenne, clever dog, and Dilla and Risco, equilibrist.

Good stage show at the Rex, with the Three Zenganos, flying trapeze; George Dorlys, nut comedian, and Lyett and Ronald, acro dancers. Paramount has the Norwich Trio, comedy acrobats, and the Olga Tamara Ballet. Ralph Olsen and Jane, acro dancers; the Slatanachs, cyclists, and Rola and Rola, equilibrist, are at the Gaumont Palace. Cigale has the Seven Atlas, Arab tumblers, and the Martinettis, equilibrist.

Draper and Shires, American dance duo, and Franklin d'Amore and Jack Lane, American comedy acrobats, are at the International Sporting Club, Monte Carlo. Darlene Walders, American acro dancer; King Kong Perdue Company, American comedy equilibrist, and Vitche, eccentric hooper, are at the Ambassadeurs, Cannes. The Fratellinis, popular clowns, are at the Casino Municipal, Nice. Jae Jackson Jr., comedy cyclist, is at the National Scala, Copenhagen. Wanda de Muth, American dancer, is at the Alhambra, Brussels.

F&M's Film "Names"

NEW YORK, March 14.—The F. & M. Agency has secured authorizations for more film "names" to make personal appearances. Among the new ones signed are Alice Brady, Paul Kelly, Louise Dresser with Charles Irwin, Fred Keating, Ivan Lebedeff, Lila Lee and Florence Lake.

BANK NIGHT

(Continued from page 5)

subterfuges for lottery schemes and gift enterprises which, in the jury's opinion, work havoc on a class of persons least able to afford it.

Evidence obtained at the Rivoli Theater several weeks ago, when the stuffing of the drawing box with fake numbers nearly lead to a riot, was examined by the grand jury, but no indictments were returned against anyone in the case.

The report said, in part: "We have made a careful investigation of the operation of the bank night schemes. It is in our opinion an unfair method of merchandising calculated to lure people to the theater for the express purpose of giving them a chance on a cash prize in exchange for their presence at the theater.

"The theory is that anyone is eligible to win the prize so long as he registers in a book kept for that purpose and is present at or near the theater when the winning number is called, ready to claim the prize in the theater within a stipulated time, which is of very short duration.

"The number of persons registering on the books at most theaters is 15 or 20 times the seating capacity, which fact limits and restricts the possibility of the winner being in attendance, thereby making it possible to pyramid the cash prize until it reaches alluring proportions. Pictures shown on these bank nights are of a mediocre quality, which demonstrates conclusively that the large attendance is due only to the lure of the prize offering. Our attention has been called to overcrowding in some theaters where the management permits standing in the aisles, which practice should be prohibited as a menace to safety in event of fire."

DES MOINES, Ia., March 14.—The Iowa Insurance Department had a visit from two strangers last week who wanted its sanction on a plan to insure persons from being absent when their names were called on "bank night." When they were told by the deputy insurance commissioner that such insurance could not be sold under the Iowa law they wanted to know if the department would interfere in case such a plan were launched, and were advised the department would be glad to interfere.

The two men indicated that the premium on such policies would be 10 cents a week and that they would post the amount insured with the department.

NEW ACTS

Four Skids

Reviewed at the Grand Opera House, New York. Style—Knockabout. Setting—In three. Time—Six minutes.

Four Skids, knockabout and tumbling quartet, present a rough and very often amusing session with slaps and falls galore. While nothing new is given in the matter of routines, the act got over here with a bang. One of the chief assets of the boys is their willingness to work hard, a fact which the audience sensed immediately.

They closed with a minute or two of difficult tumbling and probably would have given an encore were it not for the lateness of the hour. P. A.

Usher and Higgins

Reviewed at the Grand Opera House, New York. Style—Serio-comic sketches. Setting—In one. Time—Twelve minutes.

Usher and Higgins, mixed team, had no difficulty socking with a couple of serio-comic sketches portraying the difficulties and conversations of married couples. Quickly changing the mood from comedy to heavy drama, and sometimes combining both to good advantage, they quickly won over the audience. Act is expertly presented, not overlong, and has no tedious stretches. Should keep working. P. A.

Ralph Bellamy

Reviewed at the Palace, Chicago. Style—Skit. Setting—In one. Time—Seven minutes.

Ralph Bellamy is more fortunate in his personal appearances than most motion picture people thru having a cleverly written skit authored by Herman J. Mankiewicz, considered one of Hollywood's best writers. The dialog, while not great, gently kids other "personal appearances" in a subtle way and is ably put across by Bellamy in a pleasing manner.

Bellamy opens by greeting the audience and making a few remarks and is then heckled by Al Wood, in an upper box, who says he has been sent over by a small night club to look over Bellamy to see if he is good enough to make an appearance at the club for \$10. After upbraiding him for having the effrontery to offer him such a small amount he accepts. Crossfire stuff follows between the two (a la Phil Baker) and Bellamy closes with a few interesting and amusing Hollywood impressions. F. L. M.

Dagmar & Co.

Reviewed at the Grand Opera House, New York. Style—Magic. Setting—Full stage. Time—Eighteen minutes.

An illusion, with Dagmar having no trouble with the usual disappearing rabbit (See NEW ACTS on page 25)

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—SAUL—
GRAUMAN
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Greatest Novelty of the Age Always Working. Personal Rep. JACK KALCHEIM, Chicago

Dance, Drama, Vocal, Music, Radio Schools:

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

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

Loew's State, New York*(Reviewed Friday Evening, March 13)*

The house settles down this week after trying to break the Burns and Allen record last week with the Jack Benny unit. Latter did about five and a half grand under the B-A figure. Current show is swell entertainment, with the names of Arthur Tracy and Herman Timberg good Broadway draw. The picture, *The Ghost Goes West*, may not draw, but it's good entertainment once the folks lamp it. The vaude bill runs an even hour and it is fine from start to finish. Business at this viewing was just okeh.

Honey Family, mixed sextet, is a honey of an opener (pardon the pun). This novelty turn has speed and a flock of corking tricks that are certain to arouse audiences to enthusiasm for what's to come. They do tumbling and aerial tricks, from the floor and teeterboard, highlight of which is the girls as catchers. Went over very well.

Three Fonzal Boys follow and it is a little tough for them in this spot with their knockabouts after seeing the acro routine of the opening turn. They get by, tho, but it seems a shame that their earnest and break-neck efforts shouldn't be rewarded bigger. One thing, however, they should assemble their act so that it moves coherently and is not spotty.

Arthur Tracy (the Street Singer) came on to a nice entrance hand, having been given a European buildup. He's an excellent singer, using a mike, and the audience was thoroly pleased with his four numbers, the last being *Eili, Eili*. Announces his numbers, revealing a slight English accent, a holdover from Europe. Grand all the way and the house showed its appreciation.

Herman Timberg, aided by Timberg Jr. and Audrey Parker, have the laugh assignment in the next-to-closing position. Do well by it, the biggest laughs coming in Timberg's work with Miss Parker, a charming lass of exceptional talent. No reason why she shouldn't travel far in this business. Act for the most part is all familiar, with the Timbergs even holding over a bit from their work with the Rooneys. Audience liked the act a lot.

Don Lee and Louise close the show with one of the best flashes it has been this reviewer's pleasure to see. Staged and dressed swell, the act moving rapidly and providing much punch. The standard bearers, the girl being the former Adeline Bendon, do excellent ballroom dancing, and clubs are certain to claim most of their time. For support, Bobby Lane chips in with floor acrobatics that rates him tops in his line; Florence Spencer does beautiful and graceful kicks and acro, and Burt Milton sticks to the piano for accompaniment.

Ruby Zwerling and the pit boys, as usual, play the show well.

SIDNEY HARRIS.

Shubert, Cincinnati*(Reviewed Friday Afternoon, March 13)*

Let's Swing It, recently framed in Chicago, altho lacking in flash and pretentiousness, is an entertaining little trick nevertheless. Unit totes a wholesome array of vaude specialties, augmented by the 18 Bebe Barri Girls, who in looks and ability stack up with any of the lines that have appeared here this season. The show is fairly well diversified and packs a sound comedy wallop, but when reviewed it needed a bit of rerouting to eliminate several draggy moments, especially during the first half of the running time. Finale, too, was abrupt and stilted. A small but enthusiastic gathering at the first look-in today.

Petch and Duville, mixed dance pair, fill two spots in the show and scored handily with their individual and collective hoofing. They do tap, soft shoe and a bit of acrobatic. Their efforts brought them liberal applause.

Bobby May, gabby juggler, crammed a heap of entertainment into the spot allotted him and did his final walkoff to one of the strongest hands of the show. Opens with Indian clubs, then presents a series of stunts with a top hat and cigar, switching later to ball juggling. Not only is May a grand juggler, but he is no mean comedian

with it. He punctuates his juggling work with a line of humorous chatter which keeps the customers in good humor. Took an easy encore and could have stayed on indefinitely.

Benny Ross, in addition to doing a good job with the emcee honors, shares a spot with blond Maxine Stone. The pair had little difficulty in pleasing this crowd. Introduced by Ross as a sensational dancer, Miss Stone comes on in a lazy slouch and in a mood for nothing. Their comedy crossfire stuff and Miss Stone's lazy antics, including a brief rap on the piano and then on the floor, were good for numerous and hearty guffaws. Ross also plays a bit of piano and demonstrates an exceptional pair of pipes on several ditties. They ambled off to sound handclapping.

Sylvia Froos, lovely singer of the stage and radio, was warmly received. She opens with a chorus of *Eenie Meenie Meinee Moe* and then swings into a corking arrangement of *Rhythm in My Nursery Rhymes*. She follows with a special number, which permits her to demonstrate her versatility by warbling a chorus in French, Russian and Spanish. Took an easy encore, for which she did a takeoff on a Mexican cafe singer. She bowed off, leaving them clamoring for more.

To Barto and Mann, rough-and-tumble comedians, go the laugh and applause honors of the show. Turn opens with the elongated Barton doing a graceful high-kick routine, with the diminutive Mann following with a nifty bit of speed dancing. After that the pair launch into their laugh-packed slam-bang comedy routine, which also includes some grand eccentric dance work. They took the bends to a near show-stop.

BILL SACHS.

Chicago, Chicago*(Reviewed Friday Afternoon, March 13)*

John Boles, romantic screen idol, heads the bill this week and is the third film player to appear here in person in as many weeks. Boles is a big favorite with the audiences and, altho from the film capital, he mentions nary a word about Hollywood, but gets across on the merits of his singing alone.

The Evans Girls opened with a ballet number done before a morning-glory drop and were bathed in varied colors as they danced. Toward the end a large basket was lowered from the flies, from which Lucia Diano sang *Chimes of Spring* as the girls did a sort of Maypole finale with ribbons from the suspended basket. The Lathrop Brothers and Virginia Lee followed with a classy exhibition of nifty tap work, with the three working together for their opening number; Virginia Lee contributing a neat tap routine and the great struttin' tap by the Lathrops without music and joined by Lee for the finale. Two bows.

A production number with a drop showing three shamrocks was next. Lights up behind each revealed Hans Muenzer, who played *Mother Machree* on his violin; Aida Salvi, harpist, and Lucia Diano, who sang. Four of the Evans Girls also did an Irish jig.

Freddy Zay, who has just finished a long run at the Palmer House, came on mounted on a high unicycle and did Indian club juggling, ball and stick work, hoop juggling and balanced a lamp on a long stick from his forehead as he spun a hoop on one leg and juggled several others, defying the law of gravitation and leaving to a big hand.

Herman Hyde and Sally Burrill, in next-to-closing spot, opened mildly but soon gathered a good share of laughs with their variety of nonsense. Hyde's various gadgets on his guitar, violin and flute, and particularly his bass viol, brought him a nice hand at the finish.

John Boles came on to a reception and wasted no time in getting down to singing. Opening with *One Alone*, he followed with *If I Should Lose You*, and donned a funny coat and hat to do *Waiting at the Gate for Katy*, which was a repeat from his last visit. Satisfied all and bowed off to a heavy hand.

F. LANGDON MORGAN.

Roxy, New York*(Reviewed Friday Evening, March 13)*

A nice stage show at the Roxy this week, with three major socks in the less-than-an-hour running time, which is a good batting average in any league. Wallops are delivered by Pinky Tomlin, held over for his third week at the house; Senator Murphy and the five tan-skinned truckin' teams imported from the sepla belt. And also very much in the running are the Four Comets. All in all, a fine bill.

The Four Comets open with their sensational roller-skating turn. It's an act embellished by good looks, excellent wardrobe and outstanding ability. They're followed by the weekly air amateur winners, this time two lads who bill themselves as Jack and Benny and who play harmonica duets—and very nicely, too.

Tomlin is in center spot with a couple of numbers, nicely delivered and splendidly sold, his ingratiating and unassuming personality crashing over even in a house as big as this. The customers have made him a quick favorite and he could probably stay on at the spot as long as he liked. He ends up by singing a number as background for a pretty dance from the Gae Foster Girls, house troupe.

Senator Murphy ladles out the comedy in next-to-shut with his hilarious and always dependable pseudo-political monolog, the customers going for it plenty. And not always on the comedy angles either. There was almost a tong war in the balcony when supporters and opponents of the President started mingled hissing and clapping at some of the cracks. In any case Murphy socked across, stepping on his own show-stop by offering a brief begoff.

The Harlem truckin' steppers close the show, five pairs of them presented by Herbert White. They are, to put it mildly, sensational. They're announced as winners in a Harlem contest, with customers asked to applaud favorites—and at the showing caught they almost blew the roof off. The 10 dusky dancers go thru gyrations that are as hot as they are amazing and rate every bit of the terrific hand they pulled down. Teams, as billed, are Frankie and Naomi, Jerome and Lucille, Billy and Millie, Georgie and Helen and Gertie and Chick.

Foster kids do only one number in addition to the center-spot flash, a military opening in which they wear very cute and very abbreviated red, white and blue costumes. They end with their grand drum-beating bit, which invariably brings down the house.

Freddy Mack emsees and leads the pit boys. Picture is *Love Before Breakfast* (Universal), and house was good the evening show opening day.

EUGENE BURR.

Orpheum, Los Angeles*(Reviewed Thursday, March 12)*

After an absence of almost two years Joaquin Garay, young Mexican song stylist, returns to home grounds here this week. This is the youngster who was held over at this house for eight weeks in 1934, and judging from customer response they are glad to have him back. The Garay of today is a poised stage-wise entertainer who knows the knack of handling an audience as well as how to sing. At show caught he offered *Please Believe Me*; *Rancho Grande*, Mexican folk song, and *Sweet Flossie Farmer*, successor to *The Man on the Flying Trapeze*.

Bill opens with Wally Guterson's Ork in pit playing introduction for Vivian and Walters, acrobatic team. Despite on-coming age they put on nice show with plenty of bulging muscles and showmanship. Novelty closing brings on stage a pint-sized dog walking on its forepaws and wagging its tail.

Next spot is taken over by Busse and Claire, comedy act. Girl plays accordion and sings while Busse goes thru a fast Indian club juggling routine while engaging in cross-fire gags, riddles and chatter.

Tommy and Betty Wonder, young sister and brother dance team fresh from a long engagement at the neighboring Biltmore Bowl, come on next. They have a swell routine with lots of flash. High spots, however, are in their solos. Tommy does a dummy dance that's a knockout, and his red-headed sister is tops as a comedienne. She mugs well and straight-faced, is easy to look at. She sang *Minnie the Mocher* with gestures and expressions, followed by a comic contortion dance.

Al Norman and his grave-faced stooges

come on fifth. Norman has a smooth line and gives the effect of spontaneity. Introduces act alone with imitations of sleeping habits of various types. Stooges come from the aisles, acting dumb and perplexed. Trio exchange gags and then go into tap dances—fast, clever and unusual.

Bill finishes off with Candraeva Brothers, trumpet sextet. They play *Love in Bloom* and the *Sextet From Lucia* with muted instruments and changing lights. One of the boys play a solo, *Roses of Picardi*, followed by group giving *Good Night, Ladies*.

Wally Guterson's Ork is in the pit. Films are *Yellow Dust* and *Woman Trap*. SEYMOUR PEISER.

Radio City Music Hall, N. Y.*(Reviewed Thursday Evening, March 12)*

Another two-weeker for the Music Hall, the picture being *The Country Doctor*, starring the famous Dionne quintuplets. There should have been a bigger turnout tonight than there was, but perhaps it's due to Lent, the elevator strike and other theater bugaboos. Stage show, while lacking specialties, is grand, one of the best production jobs the house staff has turned in. But a strong specialty or two would have made it even better. The show as it stands is a blaze of color and interesting production numbers.

The overture is spotted in the show this week, but sandwiched by the picture and stage show is a swell Walt Disney cartoon, Dick Leibert at the grand organ and the newsreel.

Limelight is the title of the show, produced by Leon Leonidoff, settings by Albert Johnson, etc. The symphony orchestra gets started with selections from *Madame Butterfly*, by Puccini, and it is a lovely 11-minute session. Ork does a grand job of the music, added value being given the turn by Viola Philo's outstanding soprano soloing.

The Trojan Horse is next, the first item on stage a clicker, and it's Robert Landrum doing an excellent singing job of a clever Kay Swift-Al Silverman number, *That Horse of Troy*. Leads into a colorful drill number by the 36 Rockettes, this time carrying spears, who observe their usual precision.

The Glory Road, Jacques Wolfe's song and the first time in choral form, is handled by Robert Weede, with the glee club in support. They handle this fine song beautifully, and in choral form it is a splendid subject. Weede leads the singing well. Number is given atmosphere also.

Ravel's *La Valse* has the closing spot and it's given a grand buildup, with smart choreography by Florence Rogge. There's the ballet corps and, in fact, the whole company, a total of about 65 people, the number drawing on the four stages and made to look very impressive by the use of so many people, the sequin jackets of the girls, the brilliant lighting, etc. Solo work in this number is done by Hilda Eckler and Jerome Andrews, the latter an ultra-modernistic dancer. SIDNEY HARRIS.

Paramount, New York*(Reviewed Wednesday Evening, Mar. 11)*

Paramount long ago proved that one of its strongest box-office draws for its New York de luxer is the Fred Waring troupe of entertainers and this fortnight stay, boosted by a Mae West picture—albeit a poor one—should be no exception. Most likely Waring will be responsible for the bulk of the business in the second week of the booking.

Waring's stage show is better than ever, which means entertainment from the minute the stage comes up until the signoff. Mainly, the work of the band and the individual acts is the same, but dolled up with new twists all thruout to banish completely any thought of being like something Waring did before. It may be a lesson to some other stage bands, too, in that Waring, one of the strongest draws in the field, takes it in easy stride and adheres to a policy of taking an easy rather than the precise manner adopted by most. There's comedy in practically every number or every other number, save the closer, sung by the glee club. What with plenty of copyists around, Waring wisely used his singing stint in this one number only.

Individual honors go to Charles Newman, a comparatively new member of the outfit. Newman is remarkable and uses that mouth organ to greater effect than any individual that comes to mind. Most of his output is semi-classical and

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the house couldn't get enough. Newman was formerly with Horace Heldt.

While plenty of huzzas can be tossed in the direction of the individual performers—the Lane Sisters, Stella and the Fellas, Johnny Davis, Curly Gockerill, Tubby Hanlon, Art MacFarland—whose barelip heckling is a solid laugh getter thruout the whole show—Tom Waring and Poley McClintock, the real thunder stealer is not evident. By this is meant Waring's originality of ideas and his material and arrangements. These factors add the vital touch of freshness thruout the show. Work of the individuals hasn't changed except that Rosemary Lane now essays a bit of hoofing. Satisfactory.

JERRY FRANKEN.

Grand Opera House, N. Y.

(Reviewed Friday Evening, March 13)

The combo policy at this house, with the added draw of bank night on Tuesday and Thursday, clicks terrifically. Only available seats were those in the second balcony. The bill in general did not reach the high level of last week's entertainment, but had no bad spots.

Four Skids, knockabout and tumbling quartet, squeezed a swell hand out of the audience with a rough act calling for a lot of hard work. The boys are very willing, likable and get by okeh with the usual routines.

Usher and Higgins, mixed team in the deuce spot, scored heavily with serio-comic impersonations of a married couple confronted with domestic difficulties. The mood of the skit changes rapidly from high comedy to serious business and sometimes mixes both. The turn struck home here, with the patrons obviously going for the realistic horseplay. Went off with the girl singing a few bars of *Tiny Little Fingerprints*.

Mae Usher, comedienne, recently caught here, punched her Yiddish specialties across after a slow start. She excels in Jewish characterizations, portraying poker-game sessions, dialog of the nouveaux riches and similar material. Quite hilarious in spots, particularly some of the lyrics of her number, *Where Are Those Angels?*

A five-people dance flash, *Youthful Rhythms*, closed with two girls in tapping and toe-tapping routines, two boys in fast hoofing turns and one girl presenting a distinctive acro number entailing plenty of grace, rhythm and difficult movement. Act as a whole is fast enough, has talent but needs drapes and better production.

Pictures were *The Bride Comes Home* (Paramount) and *The Lone Wolf Returns* (Columbia).

PAUL ACKERMAN.

Orpheum, Lincoln, Neb.

(Reviewed Friday Evening, March 13)

CARLETON COON UNIT

Another of those local framings, this week's Orpheum show is a gathering from hither and yon and meeting on this stage for the first show today. Carleton Coon and his band takes care of the music and a trio of top comedy performers, all men, share the audience hands. On the window cards, Jack Pepper is called the headliner and he's here with his company consisting of Terrie Howard, a clever kid, and Sammy Cantor, a topnotch stooge. Late of the Ina Ray Hutton show, the Pepper crew was filling here while waiting for the Melodears to get thru a maze of one-nighters heading toward Ohio. They will rejoin in Akron.

The lights come up on the band in a specialty number when the curtain is yanked, but Pepper and Cantor are out right after with a string of talk and laughs. Cantor has some very funny material and his rabbit trick with the hanky is a sellout. It may seem odd that the headliner should open, but stranger things than that have happened on this stage—and there's plenty of stuff left in the show. So much so, in fact, that Pepper becomes an emcee and intros the others, getting a final chance himself with Miss Howard to close.

In the second spot, Johnny Mason, the skater, adds to the comedy pile. His is a simple turn, but it mops up. Coming out on the skates, he offers to give anybody a whirl and picked Hi Clark out of the band this show. After giving him a spin, the laughs come with attempts of the spinned one to get going in the right direction. Mason has a couple of women who come up from the

house, one of 'em a heavyweight, and he makes everybody's sides ache.

Margie Keller sings at this juncture and fair. Her top endeavor is *Night and Day*, the rest partially ineffectual, partly due to the mike which wasn't picking up very well. Raynor Lehr and Company is fourth. Best portion of this act is his dancing, which he clowns to the limit. He has a colored boy who comes out to uke, talk and dance, the latter very good. Monte and Carmo, who walk on with an introduction labeling them as hip-high Laurel and Hardy, have a good acrobatic turn. They're midgets and know how to sell what they have.

Few can make a sweeter appearance before the mike than Dee Hermes, the band's warbler, who is next. She has red hair, one of those figures and can sing. She does one number *Shootin' High*. Pepper and Terrie Howard are the closers and they handle it in great shape. Miss Howard is garbed as a kid and talks that way. The laughs deluge on her itching, nose picking and "nature calls" material.

Business was strong since the State high-school basketball tournament had a lot of farmers in. Film *My Marriage* (20th-Fox) was no particular help. This is the biggest laugh here this season and a genuine entertainer. B. OWE.

Earle, Philadelphia

(Reviewed Friday Afternoon, March 13) (First Show)

Buddy Rogers and his California Cavaliers provide the major part of the stage show. It is a new group of musicians assembled by Rogers since his venture in English films, and it impresses as his best band to date.

The musicians show that they can turn on the heat as well as mute their instruments. Best of all, there are natural comedians in the bunch. All they need is better timing.

The band cues Buddy Rogers' entrance with *My Buddy*, his theme song. Rogers leads them thru that song as Whiteman, Bernie, Lombardo and a swing band would play it.

Next Cookie Bowers does a barnyard minire act and winds up with his pantomime sketch of a man getting up in the a.m.

Bill Steel steps from the ork to chant *Boots and Saddle* in a nice tenor, after which three of the boys do a burlesque fan dance. Rogers steps to the mike with a trombone while the band plays *Liebestraum*. They follow with a smash comedy number, *I'm Working My Way Thru College*. Betty Kean comes out for a graceful tap dance, then Steel gets another solo with *Alone*. Three of the players step out for a cornet number with Rogers. Next piece is a parody on *Music Goes Round*.

Jeanie Lang gets to the mike for a medley and joins Rogers in a comedy duet using the first lines of many songs.

Cookie Bowers returns for two more pantomime numbers and provides the high point of the show. Finale has Rogers doing his stunt of playing all the instruments in the band during *Kitten on the Keys*.

Feature picture is *Love Before Breakfast*. H. MURDOCK.

Oriental, Chicago

(Reviewed Saturday Afternoon, Mar. 14)

Howard Wesley and Company, three women, one man, were a neat opener. A new act by the principals of the former Howard, Sydell and Bernice combination, it opens with a girl trio singing as Wesley, in high hat and tails, does a tap routine to *Sweet and Low*. Sydell and Bernice, from the trio, followed with a high-kick specialty and then coupled up with Howard for a novelty tango. Closing, Wesley and Sydell did an eccentric ballroom number, Bernice was on for acrobatics and pirouettes, and all were on for a fast finish. Good hand.

The Four Randleys, three women and a man, were a short perch act doing but two tricks. One was balancing by one of the girls on the perch as one of the others was understander, and the second trick had the man balancing a ladder contraption with his feet as all three girls balanced from it. Nice hand.

Mark Fisher sang *Wahoo* in the next spot as the curtains parted, revealing a Western scene and the Dorothy Hild Girls as cowgirls in a dance routine.

Tom Howard and George Shelton, who have made a reputation in radio and in film shorts since their last appearance here, did one of their typical talking

routines. Starting off slowly, they reached their biggest laughs when they got to the "nuttin'" stuff. Whenever their talk wasn't going so good Howard covered it up nicely by saying they weren't using their best gags as Berle was in own and they had to be careful.

The Stage Revue opened with a routine by the Hild Girls, followed by Helen Honan, a clever mimic, who, after giving some samples of different types of singers, socked over some impressions of Lionel Barrymore, Zasu Pitts, Garbo, Mae West and others and stopped the show. Took five bows and was a hit. Frank Conville and Sunny Dale entertained royally in the next spot with talk, comedy dancing and two outstanding pieces of work by Conville, his impression of a burly soubret singing a song and his very clever impersonation of Charles Chaplin. Heavy hand. The Hild Girls, in green and white costumes, closed with a lively number.

F. LANGDON MORGAN.

London Bills

(Week of March 9)

New Palladium presentation, *All Aight at Oxford Circus*, is due to open Wednesday. American acts in the show are Al Trahan and Yukona Cameron, whose swell hoke, singing and piano-playing session is always a surefire attraction here; the Four Ortons, with their comedy wire novelty; Carolyn Marsh, blues singer; the Gaylene Sisters, acrobatic dancers, and Jack Starr, dancer. Last three acts are new to England. Home talent is headed by Harry Roy and his Band, and Flanagan and Allen, the Palladium stock comics. With the summer in view, the salary nut is only about 60 per cent of that expended on *Round About Regent Street*, while the run of the show is timed for six weeks, with extensions depending on the business. Show will also be freshened from time to time by introduction of American acts holding Palladium contracts.

Theater Royal, Dublin, has only four acts on view. Three are American and one Canadian. The Four Franks, with their peppy and applause-coaxing melange of steps, tunes and comedy; the Ganjou Brothers and Juanita, with their spectacular and attractive *Porcelain Romance*; the Music Hall Boys, with their hilarious travesty of the old-type serio singer, and Herschel Henlere, non-stop pianist, all chalk up enormous receptions.

New openings this week include Bobby (Uke) Henshaw, comedy musician and mimic, opening his fourth English tour. This time Henshaw has an efficient aid in a good-looking girl who helps materially. Act does well at Holborn Empire. Two Valors, strong men athletes with a difficult and appealing routine, score solidly at the Glasgow Empire. Act is a natural for any spot in Europe.

Gaudsmith Brothers, funny acro-comedians, with their two almost-human pooches, and Van Cello and Mary, with a smart foot-juggling turn, click heavily at Brighton Hippodrome. The easy-to-look-at and talented Bubbles Stewart and Sisters tie the show into knots with their impressions and vocals at the Metropolitan, where they headline. Hollywood Three, comedy club jugglers, score well at Stratford Empire, and Forsythe, Seamon and Farrell, comedy, singing and dancing trio, are popular at Edinburgh Empire.

Metropolitan, Boston

(Reviewed Friday Afternoon, March 13)

The Elida Ballet and the Metropolitan orchestra were dispensed with this week to give the entire stage to Lou Armstrong and his band and the Mills Brothers. Boston goes big for colored shows and the current Met attraction should gross plenty.

The Mills Brothers, familiar to Boston audiences, repeat their popularity with a group of favorite songs. Dressed in tuxedo attire, but with white double-breasted coats, the boys make an effective appearance as they group them—(See METROPOLITAN on page 62)

Act-Theater Squabble Settled

NEW YORK, March 14.—Dispute over payoff between George Stanley and his Georgia Crackers and the Folly Theater, Brooklyn, has been settled out of the court thru intervention of the American Federation of Actors. Act claimed short pay and house claimed breach of contract. Compromise includes a cash settlement and an extra date given by the Dows, who book the Folly.

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Managers Set United Front To Fight Dram Guild Rules

Meeting of League of New York Theaters votes unanimously to try for arbitration and, if successful, to draw up own contract forms and use them only

NEW YORK, March 14.—Managers got together at last this week to present a united front in fighting the new demands of the Dramatists' Guild, holding a meeting Thursday which empowered the contract committee to seek arbitration of the differences and, if arbitration failed, binding the managers to use only their own form of contract. This, in effect, would stop all business between members of the League of New York Theaters and members of the Dramatists' Guild, preventing all established producers and all established playwrights from getting together for production. The Guild, meanwhile, indicated that it is still standing pat. A membership meeting will be held early next week, but Guild officials deny emphatically that it will consider changes in the proposed contract. It will merely report on progress.

Fight centers on new setup of money taken in from film rights. Managers formerly shared on a 50-50 basis. Under the proposed contract the producer's end would go down considerably, based on a sliding scale of percentages.

The League meeting unanimously passed the resolution which spelled a clear break with the Guild. The resolution reads as follows:

"Whereas, The Dramatists' Guild has arbitrarily submitted for our compliance a grossly inequitable document extremely detrimental to all branches of the theater, and

"Whereas, The League of New York Theaters, Inc., is unanimously opposed to the acceptance of said agreement and its members by unanimous vote have agreed not to become signatories thereto.

"Now, therefore, be it resolved: The Contract Committee is authorized by a majority vote to negotiate such reconciliation of the differences now existing between the League of New York Theaters and the Dramatists' Guild as, in their opinion, will constitute a fair agreement.

"Be it resolved that: The Contract Committee shall forthwith on the termination of negotiations report to this organization. If such negotiations have failed to result in a suitable contract, then this organization constitutes the Contract Committee an Arbitration Committee to tender to the Dramatists' Guild arbitration of the disputed points, pursuant to the rules of the American Arbitration Association.

"Be it resolved that: In the event that negotiations fail and arbitration is refused, the Contract Committee be empowered to draw a fair agreement for the use of managers in their dealings with authors and that each member of this organization shall use such agreement so drawn as The Standard Minimum Form of Agreement with Authors, and

"Be it further resolved that: The Contract Committee shall prepare a form of agreement for mutual signature by members of this organization agreeing to utilize such contract exclusively. Such mutual agreement between the managers shall provide that the signatories thereto shall be entitled to equitable relief thru injunction or otherwise to enforce the provisions of such mutual agreement.

"Be it resolved that: The Contract Committee be and it hereby is authorized to retain counsel to advise it with respect to the steps herewith proposed and in the drafting of all agreements, etc."

Those attending the meeting included Brock Pemberton, Marcus Heiman, Milton Shubert, Warren P. Munsell, Lawrence Langner, John Tuerk, Charles G. Stewart, James F. Reilly, Bernard Klawens, Frank Merlin, Mrs. Delos Chappell, Donald E. Baruch, Malcolm L. Pearson, Luther Greene, Theron Bamberger, Bela Blau, Standish O'Neill, George Kondolf, Henry Forbes, Sidney Harmon, Russell Janney, Alfred de Liagre Jr., Gustave Blum, Jerome Mayer, Murray Jay Queen, S. M. Chartock, James R. Ullman and Dr. Henry Moskowitz, executive adviser of the League.

Playbrokers were almost implicated in the war during the course of the week, but pulled out quickly. A printed report had the majority of brokers claiming that the dramatists' new terms would be detrimental to the theater. This was immediately denied by the brokers as a group, with one of those

to a form of domnei far more virulent than that practiced by love-sick troubadours.

The almost-all-girl cast of *Cradle Song* really did a splendid job, creating effects that were both real and powerful with no allowances made for the players' amateur standing. There were so many good performances that it is difficult to pick out a few, tho this reporter was particularly taken with Marjorie Davies' simple, tender, naive and warm interpretation of the grown-up Teresa. Elizabeth Childs, as Sister Joanna of the Cross, played quietly and with nice effect, while Sarah Hayes, Ann Garland and Jane Dwire also contributed excellent work. Phyllis Langner brought a sweet clarity to Sister Marcella, and Barry Prowd, Mary Laslo, Isabel Burnham and Elaine Adams rate individual hands for their work as the other nuns. Melvin Monroe did a nice bit as Antonio, and Alva Brixley helped with his character interpretation as the doctor. All in all, it was one of the Academy's most successful efforts of the season.

Playing With Love, unfortunately, was marked chiefly by an unpremeditated fall taken by one of the characters out of what was supposed to be a second-floor window. For the rest, some nice acting efforts were wasted on a series of dummy parts. Norma Lehn, whose voice on occasion is remarkably reminiscent of Jean Arthur's, with its strange, oboelike quality, played poor, deserted little Christine—and managed to do a surprisingly fine job of it, considering the stereotyped emotions of the role. It was a charming and affecting performance. Bruce Kimes did some nice second-act playing as Fritz; Mona Conrad was a spirited and effective Mizi after a bit of first-act overplaying, and John Wallace made a precious Theodor. All first-act performances, however, suffered because of disintegrated and badly paced direction. Evelyn Streich and Marvin Tullman did outstanding character work, Ruth Valeche made a cute but brief appearance as a little girl, and Roger Converse contributed a properly ominous first-act bit.

EUGENE BURR.

Paris Strike Called Off

PARIS, March 9.—The threatened strike of all the amusement spots in Paris, slated for March 20, has been called off due to an agreement between the municipal and governmental authorities and representatives of the theater managers. Exact details of the agreement have not been made public, but it is stated that a new tax on radio publicity will be voted to permit a reduction in the taxes on theaters and other amusement places.

FROM OUT FRONT

By EUGENE BURR

The week of March 2, which promised so much on Broadway, fulfilled only one of its extended hopes. That, of course, was the return, for a week only, of William Gillette. The fact that his vehicle was Austin Strong's outmoded *Three Wise Fools* mattered not nearly so much as the fact that he did return; a fine time was had by all. Not so fine a time, however, was offered by two other stars who came in during the week: George M. Cohan and Evelyn Laye. Mr. Cohan, of course, always has the advantage of appearing in his own plays, and an appearance—any appearance—of Mr. Cohan is cause for delight; but not even his superlative showmanship could disguise the fact that *Dear Old Darling*, his latest play, is as outmoded as Mr. Strong's *Three Wise Fools*. As for Miss Laye, she spent an uninspired evening proving the not very important thesis that a mental sore spot is healed when it is exposed to light and air.

The previous week, which saw the Broadway debut of Miss Wendy Hiller, also saw the Broadway debut of Mr. Richard Barthelmess, a stellar player not entirely unknown to those who frequent the shadow showshops. Mr. Barthelmess, who has given many excellent performances according to the standards of the screen, gave a really good performance according to the standards of the stage. This reporter, for one, was surprised. What passes for performing behind the Kleig lights has a habit of appearing something quite disastrously different behind the footlights. But Mr. Barthelmess, faced with a cardboard character and a practically unplayable role, acquitted himself creditably. It would be manifestly unfair to judge his ability on the basis of an interpretation of an abominably written part; we must wait and see what he does the next time out. But the start has been auspicious.

Which brings to mind the fact that Miss Lillian Gish, when she first came to Broadway as the broken blossom of the cinema, turned in a performance of *Camille* that would have done discredit to a troupe of barnstormers. Her film technique, which consisted entirely of appearing ill and wistful, was too much for her. But Miss Gish, a gallant trouper, courageously set out to meet the demands of a new medium. Performance by performance she improved, learning to be an actress rather than a cinema star, until now she is without doubt one of our finest performers. It might bring shudders to a film fan to think that his drooping lily of the shadowgraphs has successfully portrayed a murderess and a harlot; but it gives joy to all true admirers of Miss Gish—and the fine effect she has achieved in those alien portrayals clinches her position as a truly great actress. It also gives rise to the thought that some of the weird performances we have come to expect from the personality-bound players of the screen may be a result of the medium and its public, rather than of the players' lack of talent.

French Poet Solves Troubles of Europe

PARIS, March 9.—The big event of the season was the reopening of the Theater Pigalle, most modern playhouse of Paris. Initial offering of the new management is a Polly-Annish, arty comedy, *Europe*, by the poet, Maurice Rostand, which in long drawn-out floods of poetry adroitly and pacifically solves the harrowing problems of Europe. Opus is a weird parable in which caricatures of Hitler, Mussolini and other political celebs, as well as representatives of the "peepul" of various countries of Europe, spout war threats and pacifist propaganda—the dream ending in an Utopian era of peace in Europe. Good in spots, excellently cast and superb in intentions, but not logical nor particularly entertaining.

Rip, the satirical revue author, also slips up on a vaguely similar theme in *Le Gueridon Empire (The Empire Round-Table)*, an ironical political satire, at the Comedie des Champs-Elysees. Napoleon, thru the magical table, is resurrected to save France, but turns simple politician. Play serves as pretext for caricatures of political celebs and is amusing—at times.

Another bit of heavy fare is *Bolivar*, by Jules Supervielle, at the Comedie-Francaise. A well-mounted autobiography of the South American hero, Bolivar, carefully written and interesting, but a bit long and tedious. Excellent musical score by Darius Milhaud and several dance numbers produced by Serge Lifar.

Dame Nature, by Andre Birabeau, at the Oeuvre, is a sentimental love tale but not exactly for the young ladies, as it relates the love affairs of a decidedly young student and an equally young orphan. Interesting comedy with rather vague ending.

La Folle du Ciel (The Lunatic of the Sky), by H. R. Lenormand, at the Mathurins, is a fairy tale relating a Scandinavian legend of a sea gull transformed into a woman and vice versa. Beautifully written, a bit arty, but great for those who like the fairy fare.

Fiston (pet name for *Son*), another comedy by Andre Birabeau, is an amusing political satire of entertaining vein, at the Varietes. Very funny take-off on politics in France.

Another comedy, of the eternal triangle type, *Trois-Six-Neuf (Three-Six-Nine)*, by Michel Duran, at the Michel. Light and airy dialog makes the play quite palatable, altho none to plausible.

La Tour prends garde (The Tower Take Care), by Sauvaion and Andre Bost, at the Nouvelle-Comedie, is an amusing tale of adventures in a mysterious old chateau, which turns out to be simply a chic brothel. Not pornographic but just light fare.

The Deaux-Masques has another mystery play in *Lady Warner a disparu (Lady Warner Has Disappeared)*, by Pierre Chambard. A wild and woolly detective play full of thrills.

At the Porte-Saint-Martin is a new musical comedy, *Ignace*, starring the boob-faced comedian, Fernandel. Book by Jean Marsan is of the military burlesque type and written to fit Fernandel. Music by Roger Dumas is catchy and amusing. Good entertainment but not sensational.

Toledo Op Plans Set for Summer

TOLEDO, March 16.—J. J. Shubert is expected here tomorrow or Wednesday to sign contracts for the first season of outdoor opera to open July 15 in the new million-dollar amphitheater now nearly completed in the Toledo Zoological Park. This season's opening productions are expected to last from four to eight weeks and with the exception of choruses, which will be local, casting will be done in New York. *Naughty Marietta*, *The Student Prince*, *Blossom Time*, *The Vagabond King*, *Cyrano de Bergerac* and *Rose Marie* are on a tentative schedule.

A local manager probably will be selected. The entire enterprise is being financed by the Toledo Zoological Society, and is expected, even in its first season, to equal the St. Louis municipal opera.

THE NEW PLAYS ON BROADWAY

MANSFIELD

Beginning Friday Evening, March 6, 1936

THE FIELDS BEYOND

A play by Francis Bosworth. Directed by Milton Smith. Setting designed by Horace Armistead, built by Vail Construction Company, and painted by Center Studios. Presented by Raymond Hewitt.

Dr. Robertson Reynolds, D.D. Herbert Duffy
Maud Reynolds Merle Maddern
Vera Reynolds Helen Claire
Roberta Reynolds Jean Briggs
Miss Imogene Clark Helen Ray
Philip Cameron Reed Brown Jr.
Karl von Ornsdorf Richard Abert
Dr. Richard Sawyer Joseph Roeder
Howard Lansing, D.D. Clarence Chase
Donald Cummings, Ph.D. Clayton Collyer
Ellen Cummings, Ph.D. Laura Norton
Emaline Lenore Lonergan
Harvey Merkle Jack Gilchrist
Gertrude Merkle Gwendoline Williams

The Action of the Play Takes Place in the Living Room of Dr. Reynolds' Home in Watertown, and Every State in the Middle West Has a Watertown. The Time is the Present.

ACT I—Scene 1: Early Evening in September. Scene 2: Evening in December. ACT II—Afternoon, the Following June. ACT III—Night, the Following January.

Raymond Hewitt, who presented Francis Bosworth's *The Fields Beyond* at the Mansfield Theater last Friday night, decided to stop presenting it last Saturday night. According to official statements, the closing was temporary, to provide for changes in script not in cast. At present writing, however, the Mansfield Theater claims that the shutdown is permanent, and Equity, which must give its okeh to any layoff, has heard nothing concerning the proposed revisions. It seems then that the *The Fields Beyond* has definitely closed.

And there is really no reason for it to do anything else. Written and directed by Mr. Bosworth and Milton Smith, respectively, two gentleman who hail from the place where, as the Columbia football anthem puts it, the Lion roars his pride, *The Fields Beyond* turns out to be a hopelessly collegiate piece in writing, production and playing. In the latter instance even some of Broadway's dependables seem to have been affected by the prevailing atmosphere; their performances probably seem less professional than will those of the Barnard pony ballet in the forthcoming Columbia varsity show.

Not that there haven't been good collegiate plays in the past or that there won't be again. There have been and there will be, but *The Fields Beyond* isn't one of them. Mr. Bosworth attacks the smug hypocrisy that pervades, among innumerable other habitats of homus Americanus, a sectarian Midwestern college. To Watertown comes young Philip Cameron to take over the English department, but he is smothered by the prevailing bigotry, the righteous moral leprosy of the place. Just as he is about to leave he is jockeyed into

marriage with the college president's daughter, a spineless lass who is under the domination of as horrible a mother as ever the stage has seen. Becoming mother's willing tool, the young wife makes Philip's life a hell, even having a child in order to hitch him fast to the campus. When Philip offers her a choice between following him to Poland or getting a divorce her mother spreads unsavory stories about his relationship with the young lad who is the white hope of the regenerated English departments. None the less he leaves.

Properly handled, the piece might have been made effective in one of a number of ways—but Mr. Bosworth's writing is collegiately amateurish, ponderous, uninspired and unbelievable; Mr. Smith's direction offers the fine flower of little theater traditions, and the work of the actors seems surprisingly and painfully like the sort of thing we expect when we're lured to the annual presentation of Cousin Ernie's dramatic club. This is all the more surprising and painful since many of the players have given excellent performances in the past.

Standing out from the ruck is Reed Brown Jr., who plays Philip, his work being all the more amazing since he was added to the cast less than a week before the play opened. He gives a sincere, honest and effective performance of a role which, tho essentially a good one, is so falsely written that it occasionally seems a burlesque. Also on the credit side are Richard Abert and Jean Briggs, two young people who deserve more and better chances. For the rest, silence is best. But particularly disappointing was the performance of little Helen Claire as the wife; Miss Claire has been one of this corner's most stanchly defended favorites.

There seems precious little reason for the Lion to roar his pride on 47th street. However, as another Columbia anthem consolingly remarks, "Tomorrow's the future still!" EUGENE BURR.

GOLDEN

Beginning Tuesday Evening, March 10, 1936

STAR SPANGLED

A comedy by Robert Ardrey. Staged by Arthur Hopkins. Setting designed by Raymond Sovey, built by Martin Turner and painted by Robert W. Bergman Studio. Presented by Arthur Hopkins.

Mrs. Mary Dzieszniowski. Natasha Boleslavsky Her Children:
Gregory George Tobias
Stan Millard Mitchell
Vincent Garson Kanin
Anna Marjorie Lytell
Professor Niebieski Ivan Triesault
Czyzko Michael Visaroff
Steve Donald Arbury
Masters Edward Craven

The Action is Laid in the Parlor of the Dzieszniowski House in the Polish District in the Northwest Side of Chicago.

ACT I—Late Friday Afternoon in April. ACT II—The Following Afternoon. ACT III—That Night.

On Tuesday night Arthur Hopkins assaulted typesetters and proofreaders by presenting a play the action of which takes place in the parlor of the Dzieszniowski home in Chicago. Robert Ardrey, who wrote the play (which for no discernible reason is called *Star Spangled*), may be able to pronounce Dzieszniowski; so may the cast. But from the latter's efforts it seems a name to be sneezed rather than pronounced, the players going around the Golden Theater stage emitting the name as tho they had tough cases of hay fever.

Under the circumstances it is understandable that three of the four children of Ma Dzieszniowski (one more repetition of that and the proofreader will murder me) should call themselves by other names. Gregory, a virtuous gunman, called himself Smith; Stan played ball under a variety of names in the Texas League; little Anna danced in the Balaban & Katz chorus under the euphonious pseudonym of La France. Only Vincent, a rising young politician with a yen to capture the Polish vote, kept the family title. As for Ma herself, she, to the disappointment of the virtuous Gregory, turned out to be a buxom madcap with a consuming flair for boyfrantz.

Such complications as there are occur when Gregory takes a vacation from prison by way of the goal sewer. Having been elected president of the institution's Killers' Club, he has to get back by Sunday night for the farewell dinner to the vice-president, who is

scheduled to shoot his way out; but meanwhile he intends to do it to the gentleman who double-crossed him and sent him up. Inevitably in a play like *Star Spangled*, that gentleman turns out to be the very one upon whose influence Vincent depends in the coming election. How Gregory is turned from duty to tears by momma's devil-may-care admissions provides the pivot of a play which, tho very mad, is not nearly merry enough to provide a satisfactory theatrical evening.

The humor of nut-family plays of this type (*Three-Cornered Moon*, *The Mad Hopes* and *Hay Fever* come quickly to mind, even tho the characters are on a different social level) must depend upon a substratum of belief. The insane doings are amusing simply because we momentarily believe in the existence of the people who do them. Mr. Ardrey gives us no possible basis for such belief. From his opening curtain to his woefully weak finale he piles on the insanity with a spade—and the whole thing is made to seem simply silly. Worse than that, it is made to seem humorless and dull.

Aiding in the general effect is the direction—or absence of direction—furnished by Mr. Hopkins, who allowed his players to pull at their parts energetically, but each in a different direction. Thus the phenomenon of several good performances and several passable performances adding up to a disintegrated and ineffective whole.

Outstanding among the players are George Tobias, as Gregory, and the always dependable Millard Mitchell, as Stan. Garson Kanin does nicely with the spotlighted but dull role of Vincent, and Marjorie Lytell is pretty as Anna. Natasha Boleslavsky indulges in a large variety of gurgles as momma, and Michael Visaroff overplays expansively as the gentleman Gregory wants to put on the spot. EUGENE BURR.

MARTIN BECK

Beginning Monday Evening, March 9, 1936

SAINT JOAN

A chronicle play by Bernard Shaw. Staged by Guthrie McClintic. Settings and costumes designed by Jo Meiziner. Settings built by T. B. MacDonald Construction Company and painted by Triangle Studio. Costumes executed by Eaves Costume Company. Presented by Katharine Cornell.

Captain Robert de Baudricourt Joseph Holland
His Steward Arthur Chatterton
Joan, the Maid Katharine Cornell
Bertrand de Poulengy Tyrone Power Jr.
Monseigneur de la Tremouille Charles Dalton
The Archbishop of Rheims Charles Waldron
Page to the Dauphin Robert Champlain
Gilles de Rais, Bluebeard David Vivian
Captain la Hire Barry Kelly
The Dauphin (later Charles VII) Maurice Evans
Duchess de la Tremouille Ruth March or
Lois Jameson
Dunois, Bastard of Orleans Kent Smith
Page to Dunois Edward Ryan Jr.
Richard de Beauchamp, Earl of Warwick Brian Aherne

Master John de Stogumber George Coulouris
Peter to Warwick Walter Marquis
Pater Cauchon, Bishop of Beauvais Eduardo Ciannelli
Brother John Lemaitre, Inquisitor Arthur Byron

Canon John D'Estivet Joseph Holland
Canon de Courcelles Irving Morrow
Brother Martin Ladvenu John Cromwell
The Executioner Barry Kelly
An English Soldier Charles Dalton
A Gentleman of 1920 Arthur Chatterton
Court Ladies: Hilde Albers, Anne Froelick.
Courtiers and Soldiers: Richard Graham, David Orrick, William Roehrick, Hudson Shottwell, Kurt Steinbart, Fred Thompson.

SCENE 1—The Castle of Vaucouleurs, Spring, 1429. SCENE 2—Part I: Antechamber to the Throne Room at Chinon, March 8, 1429. Part II: Throne Room, Immediately Afterward. SCENE 3—The Bank of the River Loire Near Orleans, May 29, 1429. SCENE 4—The Earl of Warwick's Tent in the English Camp. SCENE 5—The Ambulatory of Rheims Cathedral, July 17, 1429. SCENE 6—A Hall in the Castle at Rouen, May 30, 1431. EPILOG—Bedroom in a Chateau of Charles VII, June, 1456.

Some years ago this corner, in a rather lengthy column, indicated that George Bernard Shaw, the bearded imp of Britain, had passed on along with mustache cups, hobble-skirts, flappers or any other passing fad, indicating that

his was the inevitable fate of a dramatist of the day, after his day was done. The rather lengthy column insisted that Shaw, far from being an original thinker, was simply a popularizer and a cheapener, taking the thoughts of other men, sullyng them by expression in gaudy, smart-aleck form, and throwing them proudly to the semi-intelligent mobs who were just then beginning to wake up to the ideas of the original thinkers. Thus, it was indicated, the self-consciously smart young man could sit at a Shaw premiere and say, "See, isn't that just what I told you last night!" It was also indicated that any such philosophical buffoon must inevitably be crushed beneath the slow-grinding wheels of the world's advancing thought. All such contentions were amply verified by the splendid production of Mr. Shaw's *Saint Joan* which Katharine Cornell brought to the Martin Beck Theater Monday night.

Those spectators who weren't blinded by the glamour of the combined Cornell and Shaw names saw only a long, dull, outmoded, self-conscious and platitudinous discussion built up upon the unfortunate body of the pitiful Maid of Orleans. The hosannas with which it was greeted when the Theater Guild first presented it in the early 1920s indicate that the bright boys of that era found in it some of their own recent thoughts (filched from the writings of original thinkers). But, recreated in the cold light of revival, it is seen as a dull and pretentious bore, dramatically nonexistent, intellectually platitudinous, philosophically worthless. At the time of its original production it was hailed as Shaw's masterpiece. It may be that; but it is certainly no masterpiece in the larger sense of that much-abused word.

Upon the framework of the story of Joan (a very garbled story insofar as it concerns some of its minor characters) Shaw has built a rickety superstructure of opinion. There is no drama, per se, in the piece—except perhaps in the trial scene, where not even the interminable maunderings of the author can keep it entirely out. Therefore it is as a discussion, as an essay, as an excursion into the field of thought, that the play must be primarily judged.

Shaw seems to make much of three points which, from the auctorial smacking of lips and the endless reiteration with which he drives them home, he evidently considers startling. They are: (a) a justification of Joan's murderers according to the narrow limits of the laws of church and state which they were sworn to uphold, according also to the exigent dictates of expediency; (b) a presentation—and an extremely weak and unconvincing one—of the reasons why Joan's former friends did do and could do nothing to aid her; and (c) the conclusion, in a highly touted epilog, that even those who afterwards worshiped Joan would be not entirely happy if there were any chance that she might return to earth.

These points are all very well—but it is this corner's contention that they had been previously made (and how infinitely better only Shaw himself must fail to realize) in connection with a far (See *NEW PLAY* on page 26)

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Call It a Day (Morosco)	Jan. 28	59
Case of Clyde Griffiths (Barrymore)	Mar. 13	3
Children's Hour, The (Elliott)	Nov. 20	561
Co-Respondent Unknown (Ritz)	Feb. 11	39
Dead End (Belasco)	Oct. 28	162
Dear Old Darling (Alvin)	Mar. 2	16
End of Summer (Guild)	Feb. 17	32
Ethan Frome (National)	Jan. 21	63
First Lady (Music Box)	Nov. 26	131
Fresh Fields (Empire)	Feb. 10	40
Lady Precious Stream (40th Street)	Jan. 27	56
Libell (Miller)	Dec. 20	99
Love on the Dole (Shubert)	Feb. 24	24
Moon Over Mulberry Street (Second Engage.) (44th St.)	Jan. 13	71
Mulatto (Vanderbilt)	Oct. 24	165
Night of January 16, The (Ambassador)	Sept. 16	208
One Good Year (Fulton)	Nov. 27	127
Postman Always Rings Twice, The (Lyceum)	Feb. 25	23
Pride and Prejudice (Plymouth)	Nov. 5	154
Russet Manle (Masque)	Jan. 16	68
Saint Joan (Beck)	Mar. 9	8
Star Spangled (Golden)	Mar. 10	7
Sweet Aloes (Booth)	Mar. 4	14
Three Men on a Horse (Playhouse)	Jan. 30	481
Tobacco Road (Forsyth)	Dec. 4	986
Victoria Regina (Broadhurst)	Dec. 26	93
Musical Comedy		
Follies (Winter Garden)	Jan. 30	49
Jumbo (Hippodrome)	Nov. 18	177
May Wine (St. James)	Dec. 5	116
Scandals (New Amsterdam)	Dec. 25	94

Communications to 1564 Broadway, New York City

"THE COUNTRY DOCTOR"

TIME—93 minutes. (20TH CENTURY-FOX) RELEASE DATE—March 6.
PRODUCERS—Darryl F. Zanuck and Nunnally Johnson.

PLOT—A story known the world over, that of the birth of the Dionne quintuplets. An old country doctor in the backwoods of Canada, loved by his patients and practicing amid obstacles, strives to secure a hospital for his town. He brings babies into the world, treats injured lumberjacks and stamps out diphtheria epidemics. But he can't persuade the trading company to provide a hospital, and in forcefully pleading for the hospital winds up losing his job as doctor for the company. The company's representative makes it tough for him in all ways, doubly because his nephew is romancing the rep's daughter. However, when he brings the quintuplets into the world he's the miracle man of the age and gets everything his heart desires. A happy finish all around.

CAST—Of course, the Dionne Quintuplets, starring: Jean Hersholt, June Lang, Slim Summerville, Michael Whalen, Dorothy Peterson, Robert Barrat, Jane Darwell, John Qualen, Frank Reicher, Montagu Love, J. Anthony Hughes, David Torrence and others. The finishing shots of the Dionnes are superlative. Only eyes for Hersholt, the Dionnes and Miss Peterson, altho rest are excellent.

DIRECTOR—Henry King, who has done an outstanding job, a picture that moves rapidly and is replete with a good cry, laugh, endearment and any other superlative you could think of.

AUTHOR—Screen play by Sonya Levien, suggested by Charles E. Blake. Excellent treatment, a really enjoyable story.

COMMENT—An already trite statement, but it should be included in the 10 best for 1936. A picture that will captivate all audiences.

APPEAL—Not so much for the kids, because they'll lose their belief in storks, but everyone out of the stork-thinking age will go for it.

EXPLOITATION—An exploiter's delight, tieups with baby shops, nurseries, medical societies, hospitals and the like. Newspaper pictures can't miss.

"COLLEEN"

TIME—89 minutes. (WARNER) RELEASE DATE—March 21.

PLOT—An erratic and exceedingly wealthy gent, who gets himself into all sorts of jams, especially where comely gals are concerned, gets into the dress business where "Colleen" is employed. The gent's nephew, who rights all his wrongs, falls for her and it's mutual. The shop clicks by way of elaborate fashion shows. Unknown to the nephew, the erratic gent's lawyers buy off the girl as they do all the mistakes of the goofy business man. A falling out for a while, but the couple kiss and make up. Not much else to the story, which is all an excuse for a song or a dance or a laugh.

CAST—Dick Powell, Ruby Keeler, Jack Oakie, Joan Blondell, Hugh Herbert, Paul Draper, Louise Fazenda, Marie Wilson, Luis Alberni, Hobart Cavanaugh, Berton Churchill and others. Powell and Keeler, as usual, the Keeler's work is brightened by her hoofing opposite Draper, whose dancing is a new treat to the screen. He's Astaire's closest rival. Oakie, Blondell, Herbert and Fazenda okeh.

DIRECTOR—Alfred E. Green. Swell on the musical numbers, but mediocre on story direction.

AUTHORS—Story by Robert Lord, screen play by Peter Milne and F. Hugh Herbert. Terrible authoring, a silly affair. Better authoring on the part of Harry Warren and Al Dubin of music and lyrics and by Bobby Connolly of production numbers.

COMMENT—Musically okeh, but as a story it's an insult to intelligence. Powell-Keeler pictures have reached the monotony stage.

APPEAL—Due to draw in the neighborhoods, considering the Powell, Keeler, Oakie following.

EXPLOITATION—Much opportunity for tying up with dress shops. Lobby mike Powell's singing and Draper's taps.

"LOVE BEFORE BREAKFAST"

(UNIVERSAL)

TIME—70 minutes. RELEASE DATE—March 9.

PRODUCER—Edmund Grainger.

PLOT—Scott, a capitalist, wants to marry Kay, who loves Bill, so he sends Bill to Japan on business. He chases Kay in all manner of ways, but she resists, seeing in him a button pusher who wants his own way. When, on the advice of a friend, he stops chasing she finds she loves him but won't admit it for fear he will get her under his thumb. He gets Bill back for her and after a lot of taming-of-the-shrew stuff Scott and Kay are married.

CAST—Carole Lombard, Preston Foster, Janet Beecher, Cesar Romero, Betty Lawford and others. Foster does a standout job, definitely establishing himself as a top-flight player. Lombard, who improves with each picture, is really good in this. Romero also excellent.

DIRECTOR—Walter Lang. An amusing farce job.

AUTHORS—Screen play by Herbert Fields from a novel by Faith Baldwin. Lightweight but amusing.

COMMENT—A zany farce, with neither wit nor sense, but an entertaining session none the less. Excellent of its type.

APPEAL—Can play alone.

EXPLOITATION—Lombard, Foster, Baldwin.

"KLONDIKE ANNIE"

TIME—80 minutes. (PARAMOUNT) RELEASE DATE—February 21.

PRODUCER—William LeBaron.

PLOT—Frisco Doll is the sole white entertainer in a San Francisco Chinese gambling cabaret run by Chang Lo, who lovingly keeps her prisoner. When she attempts to escape he tries to kill her, but she beats him to the draw and escapes on a freighter bound for Nome. At Seattle Sister Annie Alden, an evangelist, comes aboard, but dies before the ship reaches port. When police come aboard searching for the Frisco Doll, the captain, in love with the Doll, pretends that she has died, with Doll changing to an evangelist. The work intrigues her and she becomes sincere in it, but when she falls in love with a young police officer decides to leave town, as he has discovered her identity and has offered to quit his job to save her. She goes off with the sea captain to save the young officer's career, deciding she really loves the mariner.

CAST—Mae West, Victor McLaglen, Phillip Reed, Harold Huber, Soo Yong, Lucille Webster Gleason, Helen Jerome Eddy, Tetsu Komai, Harry Beresford, Conway Tearle, Ted Oliver, Esther Howard, John Rogers, George Walsh. West is always okeh when she's West, but try to believe her as an uplifter. McLaglen has a dumb part, with Reed getting a slightly better break. Huber bad as the menace. Beresford capital.

DIRECTOR—Raoul Walsh. A first-rate job.

AUTHORS—Screen play and dialog by Mae West. Story by Marion Morgan and George B. Dowell.

COMMENT—Below the average West entertainment quota, but the business should be good, especially since the Hearst-Paul Block papers' campaign against the film has whetted public appetite.

APPEAL—Adults. EXPLOITATION—The West and McLaglen names.

NEWS OF THE WEEK

According to Y. Frank Freeman, Paramount Pictures, Inc., experienced a 15 per cent increase during January and February. This is all the more unusual in view of the prevailing weather conditions at that time. An unusually good outlook is held for the coming months, when both weather conditions and the availability of good product should account for even greater increases.

Kansas City and the surrounding area continues to be active in reopening and altering theaters. The Ritz at Little River, Kan., and the Majestic at Fairbury, Neb., have both undergone face liftings. The Regent, recently acquired by the amusement company of the same name from the Dubinsky Brothers, is scheduled to open any day. The New Plaza, operated by Tuggle & Hardwick at Neosho, Mo., is likely to begin business some time this month. A 400-seat theater operated by W. G. McKinney has recently opened at Topeka, Kan. The Des Moines Consolidated Theater Corporation will spend \$100,000 to renovate the Orpheum.

A report of the latest findings on theater loud-speaker systems is contained in a bulletin recently issued by the Academy's Research Council. The work was done by John K. Hilliard and Harry R. Kimball, of MGM's research staff.

FILM CONSENSUS

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

Name	Favorable	Unfavorable	No Opinion	Comment
Love on a Bet..... (Radio)	15	3	1	"Pretty good comedy."—Harrison's Reports. "Sprightly comedy."—Film Daily.
Don't Gamble With Love... (Columbia)	2	3	10	"Mediocre entertainment."—Herald-Tribune. "A trifling loss of time."—World-Telegram.
The Walking Dead..... (Warner)	7	5	7	"Has plenty to please."—Film Daily. "Obvious and strained."—Herald-Tribune.
The Garden Murder Case.... (MGM)	10	2	5	"Well done murder mystery."—Film Curb. "Good program entertainment."—Harrison's Reports.
The Farmer in the Dell..... (Radio)	4	2	2	"Homespun."—Post. "Fairly amusing."—Mirror.
Laughing Irish Eyes..... (Republic)	8	0	1	"Spirited comedy."—Hollywood Reporter. "Good b. o."—Showman's Trade Review.
You May Be Next..... (Columbia)	9	1	4	"Sure-fire entertainment."—Hollywood Reporter. "Fairly diverting melodrama."—Mirror.
Return of Jimmy Valentine.. (Republic)	5	5	5	"A bit above the average."—Film Curb. "Thematic antiquity."—The Billboard.
Leathernecks Have Landed.. (Republic)	9	0	3	"Pretty good action."—Harrison's Reports. "Entertaining picture."—Film Curb.
Her Master's Voice..... (Paramount)	4	2	4	"Useful and popular."—Hollywood Reporter. "Amusing."—American.
The Lawless Nineties..... (Republic)	6	0	1	"Fast moving Western."—N. Y. Exhibitor. "Natural for action fans."—The Billboard.

EXHIBITORS ORGANIZATIONS

The special hearing scheduled for March 6 in connection with the New York Supreme Court's denial of ITOA's request for an injunction preventing the going into effect of the city's 2 per cent tax on film rentals has been postponed until March 20. The original application for the injunction was made by Weisman, Quinn, Allen & Spett, attorneys for ITOA, for Quinral & Harlow, Inc. A related action, that of United Artists, challenges the legality of the city's right to tax film rentals. The Appellate Division will consider this aspect of the situation some time toward the end of the month.

At a meeting attended by representatives of 40 theaters, the recently formed IMPTO of Connecticut chose Harry Lavietes, of the Pequot Theater, of New Haven, its first president. Offices of treasurer, first vice-president, second vice-president, executive secretary and recording secretary were given, respectively, to A. Fishman, of the Lawrence Theater, New Haven; William Brennan, of the Strand, Winsted; Joseph Reed, of the Bryan Memorial Theater, Washington Depot; Joseph A. Davis, of the Colonial Theater, of Southington, and Jack Post. In addition to the aforementioned men, the directorial board is composed of Harry Gale, of the Strand; Morris Bailey, of the Whalley; Dr. J. B. Fishman, of the Fishman Theater Circuit; Charles Levine, of the Strand Amusement Company; Ralph Pascho, of the Gem; Joseph Shulman, of the Rivoli; George Comden, of the Fine Arts; Jack Schwartz, of the West End, and Dave Maglena, of the Rialto.

Such preliminary business as items affecting organization was the subject matter of the conversations. At a meeting to be held March 24 there will be a decisive consideration of by-laws.

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"ROBIN HOOD OF EL DORADO"

(MGM)

TIME—86 minutes. RELEASE DATE April 17.
PRODUCER—John W. Considine Jr.

PLOT—Joaquin Murrieta's home is broken up and his wife killed by Americans in the California gold rush. So Murrieta, an honest peon, swears vengeance and executes it. A price is put on his head and he goes to his brother's farm. Americanos intervene there also, hanging his brother unjustly and beating Joaquin, so latter gathers a band of outlaws to war on the gringos. He is joined by the daughter of the Mexican land owner, who loves him, tho he is still faithful to the memory of his wife. Just as the outlaws are going to go across the border and settle down on farms they are surprised by a large posse, and the entire Latin section of the cast is shot down.

CAST—Warner Baxter, Ann Loring, Bruce Cabot, Margo, J. Carol Naish, Eric Linden, Edgar Kennedy and others. Baxter almost brings belief to some of the impossible lines, but real honors go to Naish for a lusty and vigorous impersonation of one of the bandits. All others were vallant.

DIRECTOR—William A. Wellman. Tried to make a combination musical comedy and horse opera out of what might have been an interesting historical piece.

AUTHORS—Screen play by William A. Wellman, Joseph Calleia and Melvin Levy, from the book by Walter Noble Burns. Disjointed and ineffective adaptation.

COMMENT—Disintegrated picture, with mood changing constantly and desired effects missed completely.

APPEAL—General but doubtful.

EXPLOITATION—Best angle is to sell it as glorified horse opera.

"SONG AND DANCE MAN"

(20TH CENTURY-FOX)

TIME—72 minutes. RELEASE DATE—March 13.

PLOT—Gal half of a vaude team meets a millionaire who offers her her big chance in a Broadway show he's backing. But she turns it down because there's no place in it for the lad who's her partner, so he goes into the big renunciation scene, pretending to be drunk so she'll cast him off. Later, when she's about to quit the show because of an evil director, the vaudevillian steps in, exposes the director and saves the show.

CAST—Claire Trevor, Paul Kelly, Michael Whalen, Ruth Donnelly and others. They do what they can.

DIRECTOR—Allan Dwan. With that material what can you expect?

AUTHORS—Screen play by Maude Fulton, based on the play by George M. Cohan. The thing that came out of Miss Fulton's mimeograph machine is about as much like Cohan's play as a corn-belt deuce act is like Fred Astaire.

COMMENT—Not important enough to pan. It just has plenty of nothing.

APPEAL—Customers who like to nap.

EXPLOITATION—The obvious angle is to play up Cohan's name and the fame of his play—tho you'll probably be open to criminal charges if you do, considering what the scenarist did.

"HELL SHIP MORGAN"

(COLUMBIA)

TIME—64 minutes. RELEASE DATE—February 8.

PLOT—They could have given this the name of *Desire Under the Mainmast* and then thrown it into the studio tank. Hell Ship Morgan, a hard-bitten fishing-boat captain, befriends Jim Allen, a seaman, when the latter is starving, and the two, held closer by the thread of misogyny, swear eternal fealty, etc. Then Morgan saves from a fate worse than death one lovely Mary Taylor. She, out of the customary sense of duty, marries Morgan, but loves—oh, guess. When Morgan finds out he sends Allen overboard in a storm to cut loose the mast which has been blown out by the storm. He relents at the last minute, saves Allen and goes to a watery doom.

CAST—George Bancroft, Victor Jory, Ann Sothern, George Regas, Howard Hickman, Ralph Byrd, Rollo Lloyd. Actors can't be blamed for things like this, but the entire cast can't claim exemption.

DIRECTOR—D. Ross Lederman. Not a bad job, all things considered. Storm scenes, probably in the studio fishbowl, are pretty good.

AUTHOR—Story and screen play by Harold Shumate.

COMMENT—Columbia must be trying to catch up or something for having turned out its money pictures last year. Maybe a reissue of *It Happened One Night* would be better.

APPEAL—"Why bring that up?" (Moran and Mack, circa 1929).

EXPLOITATION—Routine.

"THE THREE GODFATHERS"

(MGM)

RELEASE DATE—March 6.

TIME—82 minutes. PRODUCER—Joseph L. Mankiewicz.

PLOT—New Jerusalem, a law-abiding Western town, has its Christmas savings stolen from the local bank by three desperadoes—Bob, a ruthless and evil young fellow; Doc, a Ph.D. from Yale who is dying of tuberculosis, and Gus, a happy-go-lucky old border scoundrel. The three make their escape, but come upon a deserted wagon, with a dying woman and a little child. Their horses die from drinking poisoned water, and they try to get back to New Jerusalem, taking the child along. First Doc dies, and then Gus, leaving only the ruthless Bob. He takes the baby all the way back, drinking his own death knowingly in order to get enough strength to deliver the youngster.

CAST—Chester Morris, Lewis Stone, Walter Brennan, Irene Hervey, Dorothy Tree, Jean Kirchner and others. Morris, Stone and Brennan give amazingly fine performances, among the best of the season. Hervey and Tree are extremely decorative, tho they have little to do. Baby Kirchner is one of the cutest youngsters ever seen on a screen.

DIRECTOR—Richard Boleslawski. An outstanding job which takes ordinary tear-jerking hooey and transforms it into powerful and tremendously effective screen material. Top direction in every way. It's creation rather than direction.

AUTHORS—Screen play by Edward E. Paramore Jr. and Manuel Seff, from a story by Peter B. Kyne. The adapters did what they could.

COMMENT—A powerful picture, despite its claptrap material. In everything but story it represents the screen at its best.

APPEAL—All classes.

EXPLOITATION—Steer clear of the Western angle.

"TIMOTHY'S QUEST"

(PARAMOUNT)

TIME—67 minutes. RELEASE DATE—January 31.

PLOT—Timothy and Gay, two orphans leading miserable lives with a villainous coupe who obtain stray children and sell them, escape when an anticipated deal threatens their separation. They leave the city and wind up at the farm of Miss Cummings, a cranky old spinster. Under a guise of callousness, Miss Cummings loses her heart to the homeless boy and girl. The former proprietors of the waifs learn their whereabouts and forcibly steal them when blackmail attempts do not materialize. All is righted when police catch the evildoers and return the children, who are then formally adopted. By this time Miss Cummings has softened enough to permit the marriage of her niece to a neighboring farmer.

CAST—Eleanor Whitney, Tom Keene, Dickie Moore, Virginia Weidler and Elizabeth Patterson. Swell work by the two kids, particularly the boy.

DIRECTOR—Charles Barton. The limit in sentimentality. Good, nevertheless.

AUTHORS—Screen play by Virginia Van Upp and Dore Scharey.

COMMENT—Superior tear jerker.

APPEAL—Easily upper spot on double billing.

EXPLOITATION—Child angle for all it's worth.

"RIP-ROARING RILEY"

(PURITAN)

TIME—55 minutes. RELEASE DATE not given.

PLOT—A naughty fellow has lured a scientist and his daughter to an obscure island where, by posing as a government official, the crook gets the scientist to develop a new poison gas. Rip-Roaring Riley, of the G men, gets the case and, after thud-and-blunder developments, including an escape of the gas and a rescue by the navy, also gets both his man and his gal.

CAST—Lloyd Hughes, Marion Burns, Grant Withers, Eddie Gribbon and others. You can hardly blame it on them.

DIRECTOR—Elmer Clifton. Serial technique, if that.

AUTHORS—Screen play by Homer King Gordon and Ray K. Johnson.

COMMENT—Would have gone well on Saturday morning in a nickelodeon 20 years ago.

APPEAL—Antique dealers.

EXPLOITATION—The poison gas angle.

"MURDER AT GLEN ATHOL"

(INVINCIBLE)

TIME—68 minutes. RELEASE DATE not given.

PLOT—The vacation of Mr. Holt, noted detective, comes to a halt when three merry-makers are mysteriously murdered in the neighboring house. They are Muriel, a gold-digging, troublesome wench, currently engaged in blackmailing a bootlegger and in breaking the heart of a young fellow, Harry; Campbell Snowden, a sugar daddy and formerly Muriel's husband, and another. Suspicion attaches to various personalities, notably the bootlegger, but Holt pins the murders on the mother of Harry. A terribly messy plot and difficult to follow.

CAST—John Miljan, Irene Ware, Noel Madison, Barry Norton and Iris Adrian.

DIRECTOR—Frank R. Strayer. Run of the mill.

AUTHORS—Story by Norman Lippincott. (Screen play, John W. Krafft.

COMMENT—Trite, but okeh for the mystery fans.

APPEAL—Double billing.

EXPLOITATION—Obvious murder mystery routine.

"THE LADY IN SCARLET"

(CHESTERFIELD)

TIME—62 minutes. RELEASE DATE not given.

PRODUCER—George R. Batcheller.

PLOT—An antique dealer is murdered in a duel in his own home, while his wife is out driving with a friendly doctor. The wife, the doctor, a daughter by his first wife, his assistant, a rival dealer and others are suspected. Naturally it's none of them, as a suave young detective finds out.

CAST—Reginald Denny, Patricia Farr, Dorothy Revier, Jamison Thomas, James Bush, Claudia Dell and others. Denny smooth and pleasant as the detective, deserving much better material. Others offer a nice collection of 10-worst performances.

DIRECTOR—Charles Lamont. Incoherent and sloppy.

AUTHORS—Screen play by Robert Ellis and Helen Logan from a story by Arthur Hoerl. Plot itself is preposterous enough, but it's made to sound even worse by some of the dumbest, dullest and most inept dialog encountered in months.

COMMENT—A jumbled mistake.

APPEAL—Confirmed detective story fans, maybe.

EXPLOITATION—Use the situation presented by the murder.

Next Season May Bring Two Burlesque Circuits

Sam Scribner, with Markovich backing, expected to start a circuit—would oppose Hirst's Indie wheel—circuit operation found to be successful policy

NEW YORK, March 14.—With the current season drawing to a close, there is much speculation as to what the coming season will hold for the burlesque field. In view of the success of the Independent Burlesk Circuit, that circuit now operating with 11 weeks, it is a certainty that Issy Hirst, who heads the wheel, will return again next season with that method of operation. However, it seems assured that he will be opposed by a rival circuit, in view of the oft dropped intimations by Sam Scribner and Emmett Callahan, now running the Apollo Theater here, who are understood to have Oscar Markovich backing for a new circuit.

Scribner, who renewed his interest in burly this season, becoming a partner at the Apollo and also heading the Eastern Burlesque Managers' Association, has often indicated that he again plans to have a circuit. Callahan is his lieutenant, while other financial backers of the circuit are said to be Markovich and Max Wilner. If this circuit comes to life next season it is likely that it will start off with shows produced out of the Apollo and being sold to interested theaters, along the same methods employed by the Indie group. However, if it clicks, it is expected that Scribner would revert to Columbia Circuit methods, that of franchising houses and producers.

Hirst proved to the field this season that circuit operation is still profitable, the theaters lined up with him enjoying successful weeks. At the present time Hirst is trying to arrange things so that he can include several Mid-western theaters on his circuit.

Before the circuits get started next season there is the matter of contract negotiating with the Burlesque Artists' Association to be settled first. It is very likely that the BAA will give up its attempts to negotiate thru the EBMA and that it will go back to what it originally intended to do, that of negotiating individually with theaters.

BILLIE SHATTUCK, of the Shattuck Sisters, is assisting Billy Koud in number producing at the Gaiety, New York.

BURLY BRIEFS

ANNETTE, who opened Sunday at Werba's, Brooklyn, will work about four more weeks and then go home to Miami for a six-week vacation. . . . On her return to New York she'll appear at a summer resort. . . . Saturday, Annette started in the commercial model field, doing six poses for a ladies' furnishings firm, which deal was negotiated by Nat Mortan at a healthy figure. . . . She's expected to model bathing suits next. . . . Charles (Kid) Koster is the agent with Walter Huston's *Dodsworth* tour. . . . Eddie Weinstock returned last week from Miami and is anxious to return to the Coast. . . . He's been driving all the way. . . . Abe Held is reported as being out as manager of the Peoples, New York. . . . Nat Mortan is starting to build a couple of homes in Red Bank, N. J., and will make his summer pilgrimage out there April 15, splitting the week between there and his office. . . .

BAA sent out money this week to performers holding claims against Waterbury. . . . Report on the organization's Detroit ball, March 6, came into the home office this week, revealing success. . . . Elvie Herndon closed at Minsky's Gotham, New York, Sunday. . . . Jack Ryan, Tommy Raft, Rose La-Rosa and Ted Blair opened at the Star, Brooklyn, Friday, replacing Harry Reed, Mickey O'Neil, Bates and Hunt and Mae Brown. . . . Latter moved into the Apollo, New York. . . . Margaret and Helen Croffey carrying on the backstage sale of makeup where their late ma left off. . . . Joe Forte and Jeanne Wade succeeded Frank Scannell and Phyllis Vaughn in *Night Birds*, Indie show. . . .

SALLY VAN is ailing at the Metropolitan Hospital on Welfare Island, N. Y., and asks for visitors from 1 to 3

Indie Shows Into Worcester March 23

WORCESTER, Mass., March 14.—Worcester Theater, dark for the last six weeks, will reopen March 23 to run shows of the Independent Burlesk Circuit. The opening show will be *Hi Jinks*, featuring Roxanne, Kingfish Levinsky's ex-wife.

The shows will come from the Old Howard, Boston, and leaving here will go to the Hudson Theater, Union City, N. J. Everett Hildreth continues as manager of the house.

BURLESQUE REVIEWS

Variety, Pittsburgh

(Reviewed Tuesday Afternoon, March 10)

The Variety accomplished wonders since Issy Hirst acquired it and installed Independent Circuit shows. Capably managed here by Dave Hamill, the theater is always playing to good trade. The recent reduction in prices stimulated attendance. The box-office response reveals that the customers here like new faces and good shows.

This week's attraction, *Smart Set*, featuring Hinda Wausau, is hardly one of the better Independent shows, however,

daily. . . . Wilma Stewart is a patient at the same hospital. . . . Charlie Robinson and Bert Grant opened at Werba's, Brooklyn, Sunday. . . . Sherri Britton closed at the Eltinge, New York, Thursday night to make way for the opening of Zonia Duval. . . . Gaiety, New York, did an extra performance Sunday night a week ago, the company being paid off pro rata. . . . The Mary Joyce-Dave Cohn suit was brought to a head in court. . . . Miss Joyce only had to pay 10 weeks' commission, Cohn losing out in his suit to collect for additional weeks. . . . Russ Trent and Freddie Walker returned to New York last week after winding up with the N. S. Barger vaude unit. . . .

ADA LEONARD will return to the Rialto, Chicago, March 20 after several weeks on the road with her unit, *Cocktails of 1936*. . . . Billy Foster closed at the Gayety, Detroit, after a long run and left for his home in Pennsylvania for a vacation. . . . Louise Keller closed at the Empress, Cincinnati. . . . Dorothy Maye and John Grant are closing at the Rialto, Chicago, March 19. . . . Countess Alabasi is the added attraction at the Rialto, Chicago, this week. . . . Eddie Innes and Kay Johnson are opening at the Gayety, Minneapolis March 19, booked by Milt Schuster. . . . "Peaches" Strang, who had a long run at the Rialto, Chicago, opened at the Roxy, Cleveland, March 13 and will return to Chicago March 22, when she opens at Colosimo's Cafe. . . . Frankie Ralston and Kitty Swanson are playing night clubs in Kansas City. . . . Marne Latham closed at the Gayety, Minneapolis, March 13. . . . Bee Williams and Agnes Dean closed at the Princess, Youngstown, the same night. . . . Joan Barlow is opening at the Roxy, Cleveland, soon.

U-NOTES

By UNO

ANN CORIO'S week at the Hudson, Union City, last week surprised everybody by the constant capacity crowds. Ditto in Boston at the Howard, where they were forced to play as many as 20 shows during the week. Manager Al Somerby sent a check to Manager Hughie Mack of the Corio show for front-of-house duty.

ESTELLE THOMAS celebrated a birthday March 10 by throwing a party in her suite at the Hermitage Hotel, New York City.

RUSSELL CAREW left the management of *Flying High* Indie circuit show to take over a new show that opened in Baltimore March 8. Rudy Kahn replaced Carew.

EVELYN WHITNEY returned to the Irving, New York, March 13 from her home in Waterbury, Conn. Billy Elliott, tenor, opened the same day, replacing Gordon Clark. Dolores Leland and Lillian Murray left March 12.

EVELYN MYERS, a long-time Wilner-contracted feature, left the Apollo, New York, March 12, not for Chicago as per original intentions, but for the Palace, Buffalo, where she remains for two (See U-NOTES on opposite page)

as it is sadly lacking in sock specialty acts. Burly followers here have been trained to expect outstanding specialties between strip numbers and skits. Miss Wausau herself, for example, could do one of her sock dance numbers with which she recently scored in leading New York night spots. Instead, she appears briefly in two strip numbers, one in each act.

Miss Wausau is plenty personable and is a fast worker. She is aware of the customers' demand and her supply is greeted with heavy applause. Other strippers in this show include Mimi Lynn and Diane Rowland. Mimi is plenty spicely and pleases with her wiggling bits. In the first part she comes out front teasing the front-rowers with her *Shame on You* ditty. Diane, a stately-looking blonde, is a neat worker, leaving the house begging for more.

The comedy is handled by Frank X. Silk and Fred (Falls) Binder, both well liked here. While the material they handle is hackneyed, they add to it their individual touches which result in some laughs. Both are ably assisted by John Cook, splendid straight man, and a number of the girls.

The specialty numbers on this program are offered by John Head, personable tenor; Milton Bronson and Ione O'Donnell, impressive song team, and Jack Allen and Leonard Condo, soft-shoe dancers. Miss O'Donnell scores with a violin specialty, playing in the "Gypsy Village" scene. Condo and Allen work as a team and are also spotted in single fast soft-shoe tap turns.

The line of 14 girls is a well-dressed and pretty-looking outfit. They work plenty hard in this show, dancing and posing in nine scenes. While the costumes and scenery are not too elaborate, they are decorative enough.

SAM HONIGBERG.

Irving Place, New York

(Reviewed Tuesday Afternoon, March 10)

Current show, staged by Grover Franke, is okeh. Comedy is spotty, the tendency being toward unnecessary vulgarity. Most of the scenes could be just as funny, if not funnier, when cleaned up. Girl principals hold up their end nicely, and the girl line is young if not well trained.

As with most burly shows, the comedy is the weakest spot. Jimmie Dugan, Harry Evanson and George Kinnear worked hard to pump life into old material. Kinnear handled his straight job nicely and Dugan did swell work in comedy bits with Gladys Clark. His old-man characterization is a peach.

Gordon Clark handled the singing as- (See Burlesque Reviews opposite page)

Popkin-Ringer's 3 Coast Houses

LOS ANGELES, March 14.—Popkin & Ringer, operating 23 theaters in this area, now have three houses using a burlesque policy. In addition to the Burbank here, the firm runs the local Moon Theater, which opened February 23 after three years with vaude, and the Capitol, San Francisco, which opened Monday.

Slats and Ermaine Taylor are handling the Moon Theater show, cast of which includes the Taylors, Teddy Harris, Joe Marcan, Jack Taylor, Roy Hughes, Little Jack Little, Barbara Mayo, Margie Riggs and Rex Dare. In addition, there is a chorus of 16 girls and a seven-piece orchestra led by Ernie King.

Billy Bumps Mack directs the show at the Frisco house, while Jack Greenwood is handling the shows at the Burbank.

Toledo House Holds Up; New People Join Show

TOLEDO, March 14.—A rejuvenated Capitol Theater (the old Empire) is going into its fifth week of burlesque under Lucas Theaters, Inc., with Don Cameron as managing director. At present this is the only house under the Lucas flag, but it is expected that others may be taken in soon.

With the new show yesterday, Lou Powers came from the Empress in Cincinnati and Al Walker from Toronto to handle the comedy. Elsie DeWalt came here from Detroit for an indefinite run. Paul Grey is producer and wardrobe designer. Eddie Marshall recently replaced Jim McKee as technical director. McKee is in Marine Hospital, Detroit, for another operation on his right knee, the one that caught some shrapnel in the war.

TALENT-ORIGINALITY-NOVELTIES

SEE THE INSIDE FRONT COVER
The New Era in Burlesque!

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JEANNE PARDOU

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

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The Golden Girl With the Golden Voice. New in the East.

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Tab Tattles

CHUCK ROBERTS, swing tenor-sax man, formerly with the Brown & Bailey Revue, is now featured with 45 Minutes of Broadway, current at the Casino Theater, Pittsburgh. Featured with the unit are Betty Boop (Little Ann Little), the Burns Twins, the Three Rockets, Pedro and Luis Morales, Ruth Muller, Martha Burns, Elinore Sten, Otto and Illia Holland, Paul and Paulette, Harry Hines; the Music Masters, 11-piece ork; the Calico Sisters, and Don Pedro, who does the rope slide from balcony to stage. . . . Ed Gardner's *Sirens in Satin*, Cushman unit, is making one-nighters in the Publix houses thru Mississippi and Louisiana. In the troupe are the Faye Sisters, Langdon and Story, Flivver Ford, Mutt Powell's Orchestra; Billy Baird, magician; Shannon (Smiles) Stanley, LeRoy and Sharp and the Satinettes, sextet of dancing darlings. . . . Donna and Dianne Nixon, formerly with *Hi-Ho Broadway*, have teamed with Larry Layton. The new combination is playing a few weeks in the Detroit area, before heading southward. . . . One of our Cincinnati spies tells us that Happy (Blues) Lawson was seen lurking around Cincy's main stem a few days ago, having just made the trip up from Florida. And they tell us Happy is again flashing a five spot with every nickel purchase.

JOAN LAREAUX, modernistic rhythm dancer, joined Nat L. Royster's new unit, *The Serenaders*, at Mt. Vernon, O., recently. . . . *The Serenaders* are making the jumps in a bus purchased in Springfield, O., last week. . . . Marvin Boone and Helen Taft are currently holding sway at English Tavern, Richmond, Va., after a three-week stand at Merry Gardens, Lynchburg, Va. . . . Thad DeMonico, for many years in tabs, opened Monday at the new 4444 Club, Cincinnati, with his partner, Peggy Phillips. They're in for two weeks, booked by Ernie Creech, of the Columbus Sun office. . . . "SeaBee" Hayworth has extended the playing time with his three-people act by working return dates for the North Carolina Theaters chain. Return bookings will take the turn thru April 4, after which "SeaBee" and the wife, Marian Andrews, will take a brief rest before joining up with a tent opry for the summer. . . . Cotton Watts, whose tabs have been doubling between the Roxy, Knoxville, and the Bonita, Chattanooga, for many months, has contracted with the Dixie Amusement Company to continue furnishing shows at the two spots for the next 12 months. . . . With the No. 1 Watts tab at the Knoxville stand are Cotton Watts, Blair Camp, Freddie Frampton, Chick Moreland, Jane Lee, Teddy Benson, Jeanne Dare, Myrtle Bridges and Ida Know, with Art P. Almond still in charge of the music end. . . . The Chattanooga show has Frank Maley, Jack Foley, George Bartlett, "Grandma" Beulah Dawson, a line of six girls and Wesley Brown, leader. Each house is using three local musicians in addition to the leader.

A. B. MARCUS' La Vie Paree opened at the Michigan Theater, Jackson, Mich., March 12 for a three-day run, marking the return of the Marcus revue to Michigan after an absence of nearly four years. . . . "Saw something about Frank (Red) Fletcher and his bank roll in the column recently," type-writes Art P. Almond, musical leader with the Cotton Watts tab at the Roxy, Knoxville, "which recalled an incident which occurred in Chattanooga last year. Red and some of the other boys were in the poolroom next door to the theater between shows and Red managed to lose a game. As he opened his pocketbook to pay off somehow or other a moth began flying around the light. Now, of course, we didn't know that it came out of Red's pocketbook, but we had our ideas. He swore it was a coincidence; that the moth just happened to fly in the door just as he opened the money bag. But, as I say, we had our own ideas!" . . . Clark Herbert's dramatic tab has closed at the Rivoli, Denver, after a three weeks' trial. . . . Martha Kay and Stan Davis, who closed in January with Paul Reno's company, have teamed with Harold Hovel and Dolly Spot. The foursome is concentrating on night spots and recently have been playing for Ernie Creech, of the Sun office. Martha and Stan were formerly with Franklin's *New York Follies* for two years.

Oxford's Show Without Chorus

NEW YORK, March 14. — Charlie Schwartz inaugurates his new burlesque policy at his Oxford Theater, Brooklyn, today, where he has eliminated the chorus and is just using burly principals and vaude specialties. The women principals will do the posing duties of the chorus, but there will be no dance routines. Among those in the show are Eddie (Nut) Kaplan, Art Gardner, Cell Von Dell, Bubbles Yvonne, Countess Marvel, Betty Duval, Lou Louis, Jack Keller, Lou Kessler, Anna Smith, Naomi Dusk, Buster Phillips, Bill De Shon, Harlem Honeysuckles, Two Black Dots and the Hot Foots.

BURLESQUE REVIEWS—

(Continued from opposite page) signments. He's a handsome fellow and has a baritone voice that shows tenor tendencies when coming over the mike. Marie Cord is the prim and she is a lovely sight. A beautiful redhead, she has a swell figure, exposing it in quick strips. Really doesn't have to strip. Lillian Murray, of course, has no trouble exciting the boys with her song and tease numbers, while Nazarre Hallo, shapely little brunet, showed her versatility in comedy numbers and with her own strip specialties.

Dolores Leland, tall and exotic brunet, captivated the customers with her spicy ditties and tease tricks. Gladys McCormick, most talented and polished of the principals here, put over her singing, wiggling and stripping with finesse. Gladys Clark, dynamic blonde, also had no trouble pleasing the customers with her versatile performance. She handled comedy with particular skill.

Girl line of 14 and the five parade girls are surprisingly young and nice looking. They sport nice costumes and pose prettily in the big scenes, altho they fall down in the dance routines. Need more pep. Ensemble scenes are not bad, but certainly could be better. Girl numbers could be staged with more imagination, for one thing. There is sprinkling of good production ideas, but they are not carried out. The scene using an elevated platform in the background certainly could have been built up into a sock number.

PAUL DENIS.

U-NOTES—

(Continued from opposite page) weeks only and then back to the Wilner wing. Rialto, Chicago, may get Evelyn later on.

ANN LEE, enjoying her first vacash in a year away from burlesk at her home in Washington, D. C., plans to go to Baltimore for Hon Nichols' club for the summer and after the burly season closes. Has been working a few local clubs and writes that Izzy Bloom, one of Jimmie Lake's boys, has adopted two pet alligators.

GINGER STONE, now Dyna (Mite) Dell, joined Minsky's Gotham, New York, March 1. Writes her own ditties and has started the script of a play of romance and comedy.

CARRIE FINNELL, of the Apollo, New York, tendered an engagement party March 2 for Joan Lee, burly principal, and Milton Frome, of vaude and clubs, who just returned from the Club Lido, Montreal.

PAT LEE, new dancing-stripping specialty, doubling in the front lineup at the Gaiety, New York. Marian Bell exited week of March 6.

MAXINE DUSHON and Rags Ragland returned to New York from a vacash in the South and started rehearsing March 15 in Philly for a new Indie show.

FLOSSIE JOYCE (Mrs. Tommy Raft), a new stripper from Western houses, opened at the Eltinge, New York, March 13.

PHIL COHEN, stage director at the Gaiety, New York, besieged with congrats over his becoming a first-time papa. A 7½-pound boy arrived at the Lenox Hill Hospital March 5. Mother is Rose Osborne, of the Osborne Sisters. And out front J. A. Brown, concessioner

assistant for Oscar Markovich, also heavily congratulated. Another new dad of an eight-pound boy, Stewart, born March 6 at Brooklyn Women's Hospital.

GLADYS KAURIN, a new burlesque stripper, represented by Tommy Levene, replaced Marcelle at Minsky's Gotham, New York, March 8.

LOUISE PHELPS given a grand ovation and a basket of flowers by her co-players at the Roxy, Toronto, when she left March 7. Opened at Minsky's Brooklyn March 8.

SAMMY WESTON, comic, who opened as a Minsky stock principal March 1 in Brooklyn, will be entertainment director this summer at the Commodore Club, Swan Lake, N. Y., the same spot he summered last year. So far engaged for his co-players are Victor Graffe, Sally Osborne, Boots Burns, Cookie Dunbar, Frank Starr, Stanley Simmons and Harry Allen.

ANN VALENTINE, besides her accomplishments on stage, is also just as versatile in the water. Holds a gold trophy for winning championship honors in a 100-yard swimming race a few years ago out in her home town, Syracuse, N. Y., in Onondago Park. And another for executing a difficult dive into a tank from a flying trapeze.

REVIEWS—

(Continued from page 9)

distinguished for the use of short commercial announcements. This asset, combined with the thoroly listenable music of Meredith Willson's Orchestra and the pleasing baritone voice of Armand Girard, makes *Your Program* one of the most pleasing half hours originating in San Francisco's NBC studios.

Tonight's program presented as guest star the concert basso, Harry Stanton, who sang one number, *The Song of the Flea*. Commercials were read by Bill Andrews and the numbers introduced by Girard as emcee. His speaking voice is quite similar to that of John Charles Thomas and just as pleasant to listen to in the capacity of emcee. Broadcast opened with the orchestra playing a snappy version of *Funiculi, Funicula*. It was followed by a very short announcement plugging Albers breakfast food. Girard sang *Lonesome Road*, followed by the Willson Orchestra doing *Moon Over Miami*. This orchestra is unique in that it is primarily and consistently an orchestra—not a collection of musical exhibitionists. True, there are occasional solo passages on cello, flute, violin, etc., but for the most part the group functions as a unit, presenting with masterly skill music that is neither over-arranged nor "stock-y." The Willson aggregation has been accused of lacking personality. These accusations come chiefly from those whose ears are accustomed to continual bombast and musical trickery, whose knowledge of music as an art is nonexistent.

Girard's next offering was *Lamp Lighter*, and then after another short plug for the sponsor's flap-jack flour the orchestra presented *Lover from Love Me Tonight*. The guest artist, Harry Stanton, was then presented and his interpretation of the Russian *Flea* song was capable and pleasing. More music by the orchestra and a song by Girard, the French-Canadian folk number, *Wreck of the Julie Plante*. Andrews read the closing plug, taking approximately a minute to advise users of the sponsor's products to save the coupons that come with them and get valuable prizes. The half hour was not impaired by so-called "production." It went along smoothly, the music and songs being well chosen and expertly presented. An excellent show. Better acoustical properties in the studio would help.

D. H. G.

"Dress Parade"

Reviewed Monday, 1:30-2 p.m. *Style—Vocalists and orchestra. Sustaining on KYW, Philadelphia (NBC Red network).*

When carried locally it was an augmented studio combo, with singers for the interludes. Now that the station is feeding it to the net it's still an augmented studio combo, with singers for the interludes. Offers little that's off the time-beaten path in production values, adhering to what is a pretty safe formula of singer alternating an orches-

tral number—with a minimum of anything else.

Fortunately the talent is tops, with Kitty Cooper doing mild torch; Ralph Elmore for pash tenoring; Three Naturals, a male rhythm harmony trio, and Anthony Candelori leading the house band thru the sharps and flats.

Kitty Cooper's chanting displays talented tonsils for pop peddling. A newcomer to the nets and a credit. Ralph Elmore passes off as the "Romantic Tenor" on the station's bread show, but regardless of his billing later on in the day his two spots on this stanza shows a pleasing and well-modulated voice. The Three Naturals have been heard to better advantage on other local spots. Thought that they were coasting must have frightened them, tempos taken caught them out of breath before they reached the second chorus. Fared better on their second contribution to the "parade," and further stanzas should take them out of the also-ran class.

Anthony Candelori, as usual, does an ace job with the baton, putting the crew thru different moods and tempos for the instrumental fare and dressing up the singers. Perhaps that is what they mean by the "dress parade" tag. ORO.

STATION NOTES—

(Continued from page 8)

DX schedule will become permanent. Made up into two one-hour programs, first part of program consists of talent supplied by Louisiana State University students, while second hour features studio artists of WJBO. Program is concluded with news flashes by Baton Rouge's morning paper, with Al Alleman at the mike.

OPEN FIGHT in civil district courts of New Orleans was narrowly averted last week when management of WDSU, independent local, decided to drop suit against WWL, CBS outlet, when latter station dropped services of the Radio News Association. WDSU had charged that Radio News was a subsidiary of Transradio and that Transradio was therefore providing WWL with the same news bulletins as contracted for by WDSU. In dropping new service WWL was forced to break commercial contracts with two clients, a large bakery and a department store.

KMPC, Beverly Hills, is now coming on the air at 9:30 p.m. PST instead of 10 as heretofore. New time change will be in effect until May. New time has also been arranged for KRKD, Los Angeles, which opens at 6 a.m. now except Friday, when they come on at 7:45 a.m. and work overtime until midnight.

KFWB, Hollywood, has inaugurated the latest stunt in arm-chair lure. Station, with Wen Niles, brother of Ken Niles, Columbia announcer, officiating as master of ceremonies of the first beauty contest the station ever sponsored. Entrants send in photos, and between transcriptions each night Wen announces the evening's winners.

WWL, New Orleans, has added a second new announcer to its staff within a week as Ralph Rogers, former chief announcer for KALB, Alexandria, La., joins the station. A few days previous, Carl Junker, former special program announcer, was added to the regular staff. Jimmie Willson, program director of the station, has been moved to his home and is well on the way to recovery following a serious auto accident in which Marianne Parker, featured staff entertainer, was instantly killed two weeks ago. Beverly Brown, announcer, has been acting program director.

VIC DALTON, owner of KMHR, Hollywood, has taken out a Warner music license. Only indie station in Southern California still without license is KGER, Long Beach.

WEN NILES, brother of Ken, Columbia announcer, has been added to the staff of KFWB, Hollywood. Before coming south Wen was chief announcer at KOL, Seattle.

Dorothea Antel

226 West 72d St., New York City.
BIRTHDAY, EVERY DAY, CONVALESCENT GREETING CARDS.
In Boxed Assortments. 15 Exclusive and Original Cards to the Box. \$4.00.
Special Discount on Large Quantities.
WRITE FOR PARTICULARS.



THERE will come a day when the various actors' unions—now autonomous under charters issued by their common parent, the Associated Actors and Artistes of America—will be combined in a vertical union covering all performers. There are few who would argue against the prediction that a vertical union for actors is as inevitable as hiccoughs following over-imbibing. But there is, as would be expected, a difference of opinion as to whether the revolutionary step will be brought about next year, several years from now or beyond our generation.

We would rather not declare our editorial self for or against the vertical union plan at this juncture. We leave such a discussion (this being as good a reason as any) for a rainy day of the mental processes when thoughts come slowly and other matters are not more pressing. Regardless of how one's labor philosophy gibes with the vertical union plan, it is difficult to refrain from confessing that the day of the battering down of fences marking off the various actors' unions as distinct entities will be hastened if something isn't done quickly about adjusting the troublesome problem of the interchangeability of membership cards.

We are as strong for actors' unions as Frank Gillmore, Paul Dullzell, Ralph Whitehead, Tom Phillips and their various colleagues in the Four A's fraternity. Our revered *Billboard* and even this columnizing upstart has helped to relieve the labor pains of those who gave birth to the various groups of the Four A's—and we have with pardonable pride helped most of them thru the critical years of infancy. The Four A's and its component parts are as dear to us as was martial music to Napoleon and poetry to Keats and Shelley. With all this duly acknowledged and with it also being conceded, that we are as good a friend today of actors' unions as was Bill Donaldson in his heyday, we tell the world of "Domino" readers that we'll be darned if we have any kind words to say about a state of affairs that makes it necessary for an actor to belong to two or three organizations and pay dues in all of them if he is to retain his standing as a member of the Four A's family. This does not apply, of course, to every actor or even most actors. But it certainly applies with all of the force of reality to many of them; to the actor who is the backbone of the show business today. We mean the one whose easily adaptable talents make it possible for him to work several months in a legit show, swing over to vaudeville for what is these days a very brief jaunt; then maybe a few weeks making a picture, and completing the cycle by a string of engagements in night clubs. There are thousands of actors in this category. And the Four A's cannot expect to count such chameleon-like gentry among its stalwarts if something isn't done about making it easier to remain a member in good standing of an actors' union without paying exorbitant taxes in the form of dues and initiation fees.

There exists a feeble attempt at membership card interchangeability. One example is the tieup between Equity and the Screen Actors' Guild. A classic example of the tall swinging the horse if ever there was one. Interchangeability of a limited character exists also between the foreign-language members of the Four A's and Equity—and between the Grand Opera Choral Alliance and Chorus Equity. But these are as ineffective in achieving efficiency, economy and unity of purpose so far as dues are concerned as water on a duck's back.

Interchangeability should exist between Equity, the American Federation of Actors and the Burlesque Artists' Association principally. And it should be carried thru the whole setup down to the weakest and least important of the unions. About this time last year we made a plea for action in behalf of moderate interchangeability. This was prior to the annual meeting of the Four A's, when the matter was scheduled for discussion. Nothing came out of this except lots of talk. The situation today is identically the same. Which proves more or less that in unions there is weakness as well as strength.

The managers who see in actors' unions a menace to their progress and financial well-being should gather strength and courage from this. For the first time in theatrical history every branch of the performing industry is covered by an active affiliate of the Four A's and yet the various members of the union body cannot get together on an arrangement that will make it possible for them to present a united front against those who would exploit the actor. Sad is the prospect in contemplation. What a pitiful commentary on the ability of human beings to better their condition thru organization!

* * *

We do not blame Equity for its stand against outright interchangeability. An organization that exacts a \$50 initiation fee should not be expected to accept the same slice of dues revenue as one that exacts only \$5 as tribute from new members. Equity should not be forced to accept into its fold actor folk who drifted into the ranks thru practically a free gate. This goes, too, for the Hebrew Actors' Union, fighting against an oversupply of talent with its \$150 fee. Granting all of this we insist that the inequality between initiation fees should not be permitted to act as a deterrent to effecting a system of interchangeability that will put an end to a farce requiring the players to perform the obviously impossible routine of wearing two and three pairs of shoes at the same time.

As a parting salute, for the present, to our good friends under the Four A's canvas we suggest that they learn from one of their younger brethren, Ralph Whitehead, a few lessons in the art of diplomacy and mutual helpfulness. If as much progress is made in these departments within the Four A's in a few years as Whitehead has made in his relations with the various crafts—stagehands, musicians, waiters and picture operators—in a year, the future of actors' unions will indeed be bright.

*

IT'S been a long spell since we discussed here a subject appertaining to magic and magicians. We can think of no topic more pleasant to thousands of magi and this scribe than Bernard M. L. Ernst, adviser, counsel and friend to the immortal Houdini and idol of all magicdom.

Ernst resigned recently as president of the Parent Assembly of the Society of American Magicians, a post he held since 1926, when he succeeded the implacable foe of charlatany. Ernst ruled gently, firmly and wisely. He had no patience with those who would use magic as a tool for self-exploitation. He gave counsel to thousands of troubled magicians; inspiration to countless followers of black art, many of whom were awakened for the first time in their lives to the realization that a body of ethics exists in magic by the well-chosen words of this gentle crusader.

Ernst has not been treated kindly by a fate that sheds sickness on the good as well as the bad. Failing health has forced him to retire from active service in the SAM. For the last few years Ernst has carried on against doctors' orders. But at last Nature took the floor for its say and now the man who gave the world Houdini's posthumous literary contributions embellished with a scholarly touch must stay on the sidelines while his younger, more vigorous comrades carry on.

Prior to his insistence that his resignation be accepted Ernst was prevailed upon to continue in office and distribute his duties among others. This he stubbornly refused to do, maintaining that he dislikes empty honors; that if he could not be active another should succeed to his share. Here is where the

(See SUGAR'S DOMINO opposite page)

The Broadway Beat

By GEORGE SPELVIN

BILL SHILLING, who figured in the city license department's test case on agents who operate without licenses, asks Bob Broder's permission every time he makes a jump to Philly. . . . Special Sessions released him in Broder's custody. . . . The unit which was slated to go into the Palace, Chicago, with *Follow the Fleet* and didn't is significantly titled *Laff It Off*. . . . Mike Todd's production of *The Mikado* as a vaude unit is a long jump from his nudie unit, *Bring On the Dames*. . . . Jack Markle, formerly of RKO's home office and now running the Coolidge Corner Theater, Brookline, Mass., is busily mixing athletics with the theater. . . . He's a three-letter man, his house having basket-ball, bowling and baseball teams. . . . Ray Benson, band leader, is still studying law at Fordham. . . . Ozzie Nelson is a full-fledged lawyer. . . . From torts to torch songs. . . . Tommy Kennan, midget, surprised the AFA meeting last week with his fiery speech. . . . Bill Feinberg, of the musicians' union, has been given a six-week leave, which he'll spend touring Europe. . . . The WPA play *Chalk Dust*, which received excellent notices, was written by a couple of school teachers on vacation.

The McNaught Syndicate is publishing Ken Murray's colyum. Toby Wing may go into Standish O'Neil's new show, *The Ragged Edge*. . . . Richard Horner Bales, conductor of the 80-piece WPA symphony ork, is only 21 years old. . . . Sign of the times maybe: James Mont, who became famous designing private bars for showfolk, has now turned to designing rocking chairs. . . . Pola Borgia claims that she's the only torch singer who can warble in six languages. . . . But Mr. Spelvin has heard plenty of torch singers who sound as tho they were moaning in six languages at once. . . . The NEA Syndicate has such a blanket copyright on Dionne quintuplet pictures that even stills from the new Dionne film must carry the NEA credit lines. . . . The Music Hall, incidentally, expects to run the film for four weeks. . . . Jack Pearl is back from Florida and considering air offers. . . . Gene Fowler, out on the Coast, has followed up his verses on a certain famous law-suited operation with a piece which he calls *The Testament of a Dying Ham*, copies of which, relayed from Hollywood, are now circulating on the Stem. . . . The dying ham lists, in no uncertain terms, those classes that make up America's famous film colony and then leaves them the odor of their own iniquity and his own fate. . . . Authors, producers, agents, columnists and everybody else come in for lashings. . . . Most of it's unprintable, but, to give a mild sample: "To the venomous merchants of slander—a conclave of pandering gnomes—whose seedy portmanteaus are bulging with cantos to poison the air of your homes. . . . To the parasite rabble of agents, who nibble like rats at the yield, to those scavenging cravens, the 10 per cent ravens, who croak o'er a gilt battlefield. . . ." Complete copies upon application to Mr. Spelvin; requests must be accompanied by full credentials and a birth certificate proving age to be over 21.

Hillbilly outfits coming to town on spec, hoping to click in one of the amateur hours, are working in smaller night spots without floor shows, free. . . . They pass the hat around among the customers. . . . They work for nothing but, according to the proprietor of one spot, you have to pay them to quit. . . . Tenants of some theatrical office buildings claim that they couldn't tell for two days whether or no the elevator operators were on strike.

Chicago Chat

By NAT GREEN

DO YOU know any good gags? Eddie Dowling, here for the start of his Elgin air program, is wondering where he's going to find 650 sure-fire laugh-provokers in three months. . . . That's the number he estimates will be required for his 13 weeks—a belly laugh every 20 seconds, which means at least 50 gags a night. . . . It's not like the old vaude days when 50 gags would have been ample for years. . . . There's a fourth claimant to the authorship of *The Music Goes 'Round and Around*. . . . Ernest Palmquist, ork leader of Green Bay, Wis., says he's the composer and he has filed suit for an accounting of the profits. . . . Wonder what has become of Bird Millman, a grand wire-walker in her day. . . . We were reminded of her the other day when Charlie Martin, who used to sing with Bird, happened in the office. . . . Charlie is now at a Loop night spot. . . . We'll have to start calling Howard Mayer "Professor." . . . "Howie" delivered an address last Friday before the students of Grinnell College and probably gave them some valuable tips on the publicity rac—pardon—profession!

"On his record" Milton Berle was elected honorary Chief Chiseler of the Chiselers' Club of Chicago, whose members are ad execs of the big State street stores and national ad agencies. . . . Berle was put up by Sid Natkin, of Mandel Bros., and seconded by Col. Roberts, of Lord & Thomas. . . . The vote was unanimous and totaled 15 more than the number of Chiselers present. . . . Berle celebrated by walking out of the Chiselers' luncheon at the Palmer House without paying his check.

There's a "Little Egypt" in the MGM picture *The Great Ziegfeld*, and because Mrs. Frieda Madchar, the original Little Egypt of the 1893 world's fair, wanted to appear in the picture and refused to okeh a substitute, the general release of the picture has been delayed. . . . Friday the thirteenth was the natal day of Mort Singer, Nellie Revell, Helen King (Em of Clara, Lu 'n' Em), Bellman Jones, publicity man, and Louis Roen, NBC announcer. . . . Jimmie Walker, former mayor of New York, and his wife, the former Betty Compton, visiting Windy City friends. . . . Walker met Freddie Bartholomew, 11-year-old movie star, at the train here and got the youngster's autograph.

Abe Platt, B. & K. district supervisor, off to Mexico for a vacation. . . . Rita Rio, featured with the N. T. G. show, fainted during a performance on Monday night, fell into the footlights and was burned on the back, but returned to the next show. . . . Sam Levine, assistant manager at State-Lake, home ill for several days. . . . Eddie Sligh on six-week trip to West Coast—biz and pleasure combined. . . . Test made here of movies in Pullman cars was satisfactory. . . . Terry Turner, promotion ace, in town. . . . That new nine-people riding act for the Cole-Beatty Circus will arrive in New York March 25. . . . "Tiny" Peden, Alfred Letourner, Gerard Debaets, Heintz Vopel and Charley Winter are among the star bike riders entered in the six-day race that opened at the Stadium Sunday night. . . . Allen Lester, left high and dry in the circus personnel juggling, looking things over in Chi. . . . Bobbe Arnst, a grand little trouper until her retirement to private life, got a big reception the other night at the Mayfair Room when she stepped out and sang *Dancing Cheek to Cheek*.

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

Kansas City Jottings

KANSAS CITY, Mo., March 14.—Gus and Lucilla Locktee, who recently closed with Cliff Carl's Comedians, have signed with Choate's Comedians for the run under canvas.

Henry Larson, orchestra leader and banner man, has returned to the city after a trip to Texas on business.

Judy and Mac Green Players, under the management of Joe Greenfield, are slated for an early opening under canvas in Arkansas.

Christy Obrecht Players will open the spring season in houses late this month in Minnesota.

John Caylor, manager of the Caylor Players, sojourned in the village for a couple of days this week en route from Hot Springs, Ark., to a Minnesota spot, where he will reopen his company.

The Roy E. Hogan circle, which has been operating in Southern Missouri for some time, has changed its basetown to Springfield, Mo. E. C. Jones is said to be making tentative arrangements to launch a *Swede* one-nighter thru the Dakotas.

Glen and Donna McCord have closed with Jack Daul's circle in Wisconsin.

Jerry Ketchum, veteran advance man, left here recently to join the Christy Obrecht Show in Minnesota.

Leon Finch, former rep leading man known as the "boy with a smile," was spotted on the main drag here this week. Finch, now out of the biz, is manager of an apartment house in town.

Bob and Maree McDonald have closed with the Billy Fortner circle and joined Billy Young's Comedians, who will begin rehearsals for the tent season in Oklahoma soon.

George Roberson, manager of the Roberson Players, is expected in the city next week to interview people for the coming season.

The Bill Thebus circle, which has been operating all winter in Arkansas with Little Rock as headquarters, is slated to close this week.

Margie Bash, of the Ray and Margie Bash circle, was a recent visitor here. The show is now operating out of Hastings, Neb.

Harry Dunbar has opened a circle with Waynoka, Okla., as its basetown.

Harry O. Brown, veteran Midwest rep manager, is making arrangements to launch his tent show in Wisconsin soon.

Frederick Lyle, after the closing of the Mickey McNutt circle, signed with the Justus-Romain Company for another season.

Silliman and Miller are sojourning in a Tennessee spot until the tent season opens.

Mr. and Mrs. "Pup" Shannon (Dorothy Dumas) have signed with George Sweet for his regular tent season in Iowa.

Walter Marrs, rep pianist and actor, is sojourning in Arkansas, just waiting for the bluebirds to sing.

Frank Flint, of the E. C. Jones Company, was in the city this week on business.

Al Lindberg, formerly with the Williams circle, has signed with Scotty's Comedians for the summer.

Charles and Millicent Bruer have joined the Dunbar Players for the summer.

Farrel and Caprice have signed with the M. & M. Show for its regular tour thru the Black Hills under canvas.

Scotty Greenhagen is planning to launch a tent show this spring to play Iowa territory.

Neil and Caroline Schaffner, who have been doing radio work all winter in Illinois, will be seen again this summer in their regular canvas territory.

George Temple, for many years with Harry Dunbar's Comedians, was forced to leave the cast last week on account of illness.

NEW PLAYS CIRCLES AND TENTS.

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

UNITY PLAY COMPANY, Little Neck, N. Y.

WANTED—Rep. People, all lines; Agent. Those doubling Orchestra and Specialties preferred. Year's work. Salary sure. Open early in April. Letters answered. **MANAGER**, Robinson Stock Co., care Billboard, Cincinnati, O.

WANTED—Tent Rep. Character Woman with Specialties, Comedian with Specialties that doubles Trumpet. Must join at once. **J. R. APPELEGATE**, Seminole, Tex., March 18-19; Geographe, 19-21.

Rep Ripples

DR. BANKS B. DUNCAN, of 1682 Bagley avenue, Detroit, father of Larry Dunbar, also known as Vern or Lavern Dunbar, who died in Chattanooga last November of pneumonia, is anxious to obtain a photo of his son. Anyone having such a photo and willing to part with it may communicate with Dunbar's father at the above address.

JOHN LAWRENCE is busy whipping his tent show into shape at his headquarters in Worthington, Ind., and expects to hit the road late in April.

LOLA E. PAINTER, director of a dramatic division on the WPA theatrical project in the Cincinnati area, is keeping her troupe busy at the various towns, halls, institutions and clubs in and around the Queen City. The company is penciled in for return engagements at the majority of the spots. Bob White and Bob Toepfert, both well known in rep and stock circles, are working in the Painter unit.

MR. AND MRS. RALPH NICOLS have joined the Harve Holland-Gene Kenyon Show, which has been playing indoors at Cleburne, Tex., this winter.

BILLY FORTNER and his company are 40-miling it in schoolhouses this winter, working out of Winona, Mo.

CAP TILLER is working schoolhouses in the Missouri territory with his talking picture show and reports business as okeh.

KINSEY'S OVERLAND SHOW is touring Northern Arkansas with pictures.

VIRGINIA CARR, formerly of Carr and Paoli, rep and vaude team, after several weeks in a New York hospital with pneumonia, followed by a heart attack, is now recuperating at her home, 30 East 29th street, New York City. She lost 25 pounds in the ordeal, but is gradually coming back to her own. Friends may write to her at the above address.

MRS. PAUL HUNT, of Hempstead, Long Island, N. Y., reports that her 16½-year-old Springer spaniel, Laddie, who tramped for many years with the Ingram Show thru Iowa and the Middle West, died February 25. A theatrical trunk, upon which he chose to ride while making the jumps, served as his coffin when he was buried on a Long Island hillside, Mrs. Hunt states.

CAPTAIN J. W. MENKE was forced to move his Golden Rod Showboat from the Allegheny River, Pittsburgh, to the wharf there following recent flood stages which nearly dragged his boat into the raging waters.

GREG ROULEAU, in the past with various stocks and reps in the Middle West and the last two years with L. Verne Slout, is staging a *Passion Play* at the Grand Theater, Wausau, Wis., April 6 to 8, inclusive. He is using a cast of 100, including business and fraternal leaders of the town. Greg is doing the Christus role.

Thomas Community Players Launch 1936 Canvas Season

RAYMONDVILLE, Mo., March 14.—G. W. (King) Thomas Community Players opened the tent season March 2, after playing houses all winter in Arkansas' rice country. Despite the inclement weather and severe cold, the winter's business was satisfactory. Manager Thomas reports.

Show is operating under a policy of pictures and vaudeville, using a 45 by 90 Baker-Lockwood dramatic top. Outfit is hauled on three trucks and trailers. Seven-people company features a hill-billy band. The Community Players are now in their 54th week without a close. Show lost only one opening in that time, due to icy roads.

Community Players will play the Ozark country thru the summer, moving into the cotton country in the fall and then on south for next winter.

NEW ACTS

(Continued from page 15)

bits, pigeons, etc. Introduced a novelty in the form of a fortune-telling bell,

which tinkled answers to questions. His rapid-change stunt, in which he changes place with a woman previously tied in a sack which is bound up in a trunk, was accomplished with astonishing dexterity and speed. Dagmar has a smooth line of chatter while doing his stuff, is extraordinarily skillful in presentation, and presents an act near the top for its kind. P. A.

Dance Merry-Go-Round

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

Four people, two men and two brunets, in a fast dance flash, with an additional fellow filling in vocally with a fair version of *Lights Out, Sweetheart*. This act clicks mainly by virtue of fast tapping, done in ensemble and later by the male and female coupled. One of the gals socks with a beautiful acro turn done in a precise manner.

Routines not particularly new, but well done, with the girls scoring better than the lads. Act is nicely dressed and got a fair hand here. P. A.

Ward, Pinkie and Terry

Reviewed at the Grand Opera House, New York. Style—Comedy. Setting—In one. Time—Nine minutes.

A good knockabout trio comprising two boys and one girl. Opens with falls, goes on to comedy hoofing and follows with more knockabout. Final turn, which clicked heavily, is a burlesqued prize fight done in slow motion, with the girl refereeing. Latter, incidentally, also pleases with an acrobatic specialty.

Judging by their reception here this act should keep working. P. A.

SUGAR'S DOMINO

(Continued from opposite page)

Parent Assembly came thru in grand style, revealing—as is done entirely too infrequently in the hubbub of modern life—its good grace towards the living as well as the dead. The Assembly met following Ernst's resignation and created a new office—Honorary Life President. This was conferred on Ernst and it was also decreed that this office could be occupied only by one receiving the unanimous vote of the body. Knowing how scrappy magicians are when left to their own resources within the confines of a meeting room we can understand why this move is described by magi as one that will never be duplicated in the misty years to come.

As if this were not enough as a *beau geste* to a true nobleman, Julien J. Proskauer, first vice-president, declared the office of president vacant until the next annual meeting. Proskauer's enthusiastically accepted explanation was simple: "There is nobody capable of stepping into Bernard Ernst's shoes." To this we also subscribe heartily. And as we pass on to other fields of endeavor in this dizzy world of amusements we add our hope to the many thousands of others that Ernst may live on for many years more and conquer pain and indisposition as decisively as he has gained victories over those who would from time to time oppose him in his fight to uplift magic and magicians.

TO THOSE who might still be unconvinced that the giveaways practice constitutes a menace to the theater business we are enabled to present as a piece of interesting evidence, thru the kind co-operation of Lang and Lee, vaude act touring the Middle West, a transcript of an ad that appeared on the theater page of a Kansas City (Mo.) newspaper. It occupied an inch by a column:

NOTICE—The Lindbergh Theater does not insult the intelligence of any man, woman or child in thinking that they have to be offered some souvenir, trinket or piece of china or crockery in order to get them to come to the theater. We firmly believe that there are enough real people in this city who do go to the theater to see and hear a good program. We keep our theater in good repair; good heat when it's cold; nice, cool air when it's hot—and always a good show. Our employees and ourselves are always at your service.—The Management.

We clasp the hand of the modest operator of this 1,197-seater. We hope that he never sees red and that he will continue to fight against "souvenirs, trinkets, pieces of china and crockery." Not a fight to call for a Distinguished Service Cross, but not less valiant and important in its relation to show business as the doughboy to warfare who captures a dozen machine guns single-handed.

Stock Notes

HERBERT V. GELLENDRE, director of the Pittsburgh Playhouse, will conduct an eight-week summer stock season in Keene, N. H., during July and August. He is leaving with his wife late in June to select a cast and ready the theater. Mr. Gellendre is currently presenting his fourth production of the season in Pittsburgh, Edgar Wallace's *On the Spot*. Cast includes a number of veteran performers, among them Helen Wayne, John Johns, Freeman Hammond, Eda Toldi and Frank Furlong. Others in the lineup are Hyde Clayton, Milton Hahn, William Boyer, Martin Fallon, Lionel Poulton and Kenneth Haney.

PITTSBURGH PLAYHOUSE will present *From Morn to Midnight* for a two-week engagement, beginning April 7. It will be the fifth production of the season. The largest cast yet employed by the group will be used for this production.

NEW BIZ, RENEWALS

(Continued from page 8)

weekly, Thursdays at 7:30 p.m. Program features Metropolitan Symphony Orchestra and opera stars. WALA, Mobile.

SEVEN-UP (soft drink), placed direct; 14 one-minute spots a week, started March 3. WWL, New Orleans.

DEVOE & RAYNOLDS CO., INC., New York, thru McCann-Erickson, Inc., New York, six one-minute transcriptions weekly. WWL, New Orleans.

666 REMEDY, Monticello Drug Co., one-minute spots six times a week, started March 3. WWL, New Orleans.

SWIFT & CO., advertising All-Sweet Margarine, thru J. Walter Thompson, three one-minute spots weekly. WWL, New Orleans.

SEARS, ROEBUCK, direct; 15-minute transcription weekly. Program, *The Voice of the Organ*. Began March 1. WJBO, Baton Rouge, La.

CRESCENT CITY LAUNDRIES (local combine), 15-minute entertainment featuring Jane Lane; Ed Wheelahan, tenor, and organ music. Began March 1. WSMB, New Orleans.

NEW ORLEANS LUTHERAN PUBLICITY SOCIETY, half-hour Sunday afternoon program, 5:30 p.m., with speakers and mixed chorus. For Lenten season. WSMB, New Orleans.

Philadelphia

COLUMBIA TEA CO., placed direct, started March 2 for 52 weeks, daily, 9:45-9:50 a.m. Jewish news flashes. WRAX.

WESSON OIL CO., placed direct, started March 2 for 52 weeks, daily, 11:15-11:30 a.m. Italian program. WRAX.

LOUIS PALUMBO CO., Inc. (coffee), placed direct, started March 1 for 52 weeks, Sundays, 10:30-11 p.m. Italian program. WPEN.

BOND BREAD BAKING CO., placed direct, renewal, started March 1 for 26 weeks, Sunday, 7-7:30 p.m. Jewish program. WPEN.

BOOTH BOTTLING WORKS (ginger ale), thru Al Paul Lefton Agency, started March 2, daily except Sunday, 6-6:10 p.m. Mac Parker news talk. KYW.

PURE OIL CO. (motor fuel), thru Freitag Agency, started March 2, Monday thru Friday, 6:30-6:45 p.m. ET. KYW.

RICHFIELD OIL CORP. (motor fuel), thru Fletcher & Ellis, Inc., started March 3, Tuesday, Thursday and Sunday, 5:45-6 p.m. ET. KYW.

ADAM SCHEIDT BREWING CO. (beer), thru Richard A. Foley Agency, starts March 27, Friday, 10:30-11 p.m. Dramatized sports. KYW.

BARBEY'S, Inc. (beer), thru Jerome B. Grey Agency, starts April 13, Monday thru Saturday, 6:15-6:25 p.m. Sports talk. KYW.

SHUMAN BROTHERS (furniture), placed direct, starts March 11, ending March 30, 1936, Monday, Wednesday and (See *NEW BIZ, RENEWALS* on page 64)

THE FILM WEEKLY AUSTRALIA

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

AFA Nominations Set; Annual Meeting in May

NEW YORK, March 14.—Membership meeting of the American Federation of Actors last week made the following nominations for eight vacancies on the council: Sophie Tucker, Eddie Miller, Frank Lynch, Sid Williams, Eddie Cantor, Fred Keating, John Dillson and Harry Miller. Rudy Vallee presided and appointed Douglas Leavitt chairman of the nominating committee, which includes Gus Hill, Joe Verdi, Benny Franklin and Guy Magley.

Annual elections will be held the first week in May.

Detroit IA Local Elects

DETROIT, March 14.—Local 99, International Alliance of Theatrical Stage Employees, held its election recently, re-electing a majority of the incumbents. New lineup: Frank Kinsora, president; D. F. Erskine, vice-president; M. A. Hawkes, financial secretary; Roy R. Ruben, recording secretary; James P. Murtagh, treasurer; Roger M. Kennedy, business agent; Andrew S. Trainer, sergeant at arms; Leon Welch, Ira Rottell and James W. Padfield, trustees, and Frank H. Kinsora, Gilbert E. Light, James P. Murtagh and M. A. Hawkes, delegates to the international.

Local 99 includes all projectionists in this jurisdiction. Kennedy, business agent, left this week for Miami on business for the union, of which he is an international vice-president.

Hays Named in Suit

SAN FRANCISCO, March 14.—Will H. Hays, movie "czar," has been named with other defendants in a suit for \$1,000,000 which was filed here by stockholders of the Standard Die and Tool Company, of Berkeley, Calif. Action seeks to recover alleged value of patents which the stockholders claim were fraudulently transferred to another company. Besides Hays, defendants named were Ambrose H. Diehl, steel company executive; Roy T. Wise, Pansy Wise, the Wise Manufacturing Company, and the Standard Die and Tool Company.

New Central City Director

DENVER, March 14.—Backers of the 1936 Central City Play Festival are looking for a new director this year, as Robert Edmond Jones, who has directed the festival since its inception in 1932, will be delayed in Hollywood with the production of a film for Pioneer Pictures. Jones has had charge of the productions each year, presenting in 1932 Lillian Gish, in *Camille*; in 1933 Gladys Swarthout and Richard Bonelli, in *The Merry Widow*; in 1934 Walter Huston, Kenneth MacKenna and Nan Sunderland, in *Othello*, and last year *Central City Nights*, a revue based on productions at the opera house of years ago.

Coca-Cola Stages

Big Anniversary Show

CHICAGO, March 14.—In celebration of its 50th anniversary the Coca-Cola Company, of Atlanta, Ga., staged a big show last week, acts being furnished by the Cope Harvey Orchestras office here. Show was staged in the Georgia Theater, Atlanta. W. C. Dornfield had charge of show for the Harvey office, and the acts, in addition to Dornfield, included Victoria and Lorenz, Stearns and Dean, Cadet Kozak; Gus Howard, whose work scored especially big; Roy, Rita and Roule; Jack Joyce, Sylvia Clark and Dick Hoshi.

NEW PLAY

(Continued from page 19)

greater, more universal and infinitely more admirable figure than Saint Joan. Before the writing of *Saint Joan*, Luigi Lucatelli wrote his *Theodoro the Sage*; before the writing of *Saint Joan*, James Branch Cabell wrote his *Easter Eve*. These are only two very minor items in the large literature concerning these very points that has grown up around that other figure.

Granting then that Shaw had nothing new to say in those three major points, the question is how well he said it. The answer is that he said it very badly, dragging it thru interminable and valueless discussions, obscuring even the dramatic impact of mental conflict, completely missing most of his high spots, and in general strutting thru his own script, as tho he, like Don Mar-

quis's archy's mehitabel's francy, were saying, "For I am a cat of the devil, I am!"

In addition to these points, Shaw spins at least two theories, building them on poor Joan's prostrate form. In one he makes her the symbol of Europe's growing nationalism; in the other he makes her the symbol of the growing Reformation, of the insistence upon each man's own spiritual contact with his God. Neither theory labors under the weight of overmuch historical evidence. Joan may be used as a symbol of nationalism, as a graphic illustration for a history-primer of the period; but that she actually was such a symbol is open, to put it mildly, to grave doubt. And the same thing holds for the other theory. Shaw claims Joan spiritually for Protestantism, and in so doing he shows his knowledge of the laws but not of the spirit of the Catholic Church; for he bases his claims upon the very reasons which later led the church to confer sainthood upon her. Again, he uses her to illustrate the growing spirit of personal contact with an individual God—but to spend three dull hours in a playhouse in order to be told a few things we already know concerning the growth of nationalism and the growth of the Reformation seems hardly to come among the more profitable occupations.

The author, in a program note, claims that his play does not depart in any essential particular from ascertainable historical truth. The statement is painfully and demonstrably untrue. Take, as simply a minor and therefore easily presented instance, the treatment of Gilles de Rais, the Bluebeard of history. Gilles appears in the play as a rather obnoxious young fool, forever sneering at Joan from the pedestal of his foppery, strutting about the stage with a small beard tinted a delicate shade of light blue. Gilles, as a matter of fact, was one of Joan's staunchest and most important supporters, one of the first to take up her cause and one of the last to abandon it. It was only after Joan's death that he indulged in his tremendous extravagances and began his pleas-

ant pastime of torturing little boys in his castle of Tiffauges. As a matter of record, it was because of his splendid military work in support of Joan that Gilles de Rais was made marshal of France. His beard, incidentally, was thick, and of a deep blue-black.

So much, perforce, for the play—alho it would be possible to go on endlessly, almost after the manner of Mr. Shaw himself. This reporter has been postponing to the last possible moment a report on the performance. Miss Cornell, who was the greatest Juliet that we can ever hope to see, plays the title role. A fine and great lady, the one person who is probably the greatest credit to our stage, she is worthy of all praise, and it would be a pleasant duty to accord it to her. But the demands of truth are exigent—almost as much as the demands made by Joan upon her bewildered Frenchmen—and it must therefore be reported, with sincere regret, that Miss Cornell's performance, except for a fine fresh spirit of youth in the early scenes and a brief but splendid interlude at the start of the trial, is a bad one. Except for those excellent interludes, Miss Cornell keeps to a single plane, riding roughshod over long speeches without variation, and seldom if ever attempting to interpret or give value to individual lines. It is a declamation rather than a performance.

The supporting cast is excellent, with the honors of the evening going overwhelmingly to Eduardo Ciannelli as Cauchon. Seldom is one privileged to see such a performance of such heaped venom, such baleful yet righteous intensity, as that offered by Mr. Ciannelli as the fanatical defender of the law. Arthur Byron aids hugely with his dignified and intelligent reading of the inquisitor, and Maurice Evans plays the Dauphin with understanding and fine effect. Charles Waldron, Charles Dalton, Brian Aherne, George Coulouris, Kent Smith, Joseph Holland and John Cromwell are others who do fine work.

Jo Mielziner's production is both economical and excellent, an outstanding example of scenic art.

EUGENE BURR.

ENDURANCE SHOWS

Conducted by DON KING, Cincinnati Office

"I HAVE BEEN resting, for two months, after three years with the J. B. Steinel organization as floor judge and contestant," writes Earl Clark from Omaha. "Expect to go with another organization soon. Would appreciate hearing from Johnny Harrigan, Chuck Payne, King Brady, Lou and Jean Williams, Chet and Dimples, Charlie Loeb and Billy Lyons. Will keep an eye on the Letter List."

JACK AND IRENE Ramsey, now settled in Omaha, want one, via *The Billboard*, from Jenny Costello.

MADALINE SILLETTI, Long Branch, N. J., wants word from friends, including Eddie Lensky. Says she can always be reached thru the Letter List.

DOLLY ST. JOHN cards from Portland, Ore.: "Dropped into the Blue Danube night spot here and found Jack Walker, former day judge for Hal J. Ross, doing a swell job of emseing. Looks like all the walkathon boys are going into the clubs."

HAROLD LIPPMAN, Lynn, Mass., would like to hear from Eddie Tulley, Betty Sue Long, Artie White, Skippy and Kenneth, thru the New York Letter List.

MICKEY ROSENBERG, Wildwood, N. J., wants 'em from Joe Brandl and Chick Franklin, via the Letter List.

SID RUFUS passed thru Cincinnati March 12, en route from Jackson, Mich., to Atlanta. Would like to see 'em from his dad, "Kicker" Rufus, and Ducky and Billie, in L. A.

JUNIOR JACK KELLEY, working on the Walter Picker show, Okmulgee, Okla., would like to hear from Charles Noltmier, Alto Locke, Cliff Real, Paddy Gallagher, Lillian LaBerg and Les McCullam, via *The Billboard*.

KEN HERRON, manager of the Virginians, former walkathon band, has recently moved from the Carolina Inn,

Asheville, to the Red Lantern Club of the same town. Band has also booked the annual Home Builders' Exposition, to be held in Asheville, March 18-21, and will be aired over WWNC.

THE GARDNER TWINS, Doris and Dot, Fort Wayne, Ind., want to read notes from Bobby Manners, Doris Allen, Stooze and Rex Morse, Doug Mills and Tony and Virginia Berthelot.

TIDBITS

By RICHARD S. KAPLAN
NEAA General Counsel

I have been flooded with mail coming to my office from all parts of the country asking me what is to be done about the "Hey, Hey, Pat O'Day" articles which have been appearing under a syndicated trademark.

May I point to the remark of Marcus Aurelius, who once said:

"Every morning, when I leave my house, I say to myself, 'Today I shall meet an impudent man, an ungrateful one, and one who talks too much. It is natural and necessary that these men be thus; therefore do not be surprised.'"

I feel just as Aurelius did. Such men must exist. Just as the beautiful flowers were created by the All-Wise Creator to offset the ill effect of watching muddy waters, just as blue skies offset a cloudy day, so must there be men who take the joy out of life in order to accentuate the greatness, the fineness of other men. Realizing this, knowing the cause and effect, let us just go on our way, like the wise philosopher, not even spending a moment of precious time or thought to that which is so unimportant. Forget it, is my advice.

Thanks to Dorothy Johnson, of Springfield, Mo., and the many others for their kind letters. You're all real fans and you understand. Keep on writing. Your

suggestions, your clippings are all appreciated and always welcome.

Indiana thought the endurance contest was a brutal sport, one that would hurt the poor contestants. So, a few weeks ago, a Golden Glove tournament was put on in Gary, Ind. And on the opening night John Korus, a 22-year-old youngster, after winning his bout and taking a beating in so doing, collapsed shortly after the bout and died in the hospital as a result of the beating he took.

Some people call this sport. A deliberate invitation to murder would be a more correct interpretation.

Well, the great State of Indiana is represented by some VERY wise legislators and SURELY, a legislator couldn't be wrong. Or is there an Ethiopian in the lumber pile?

And we read that Baron Eduard van Falze Fein of Lichtenstein, while competing in the Olympic bob-run at Garmisch-Partenkirchen, Germany, on February 5, suffered serious leg injuries during the trials.

Competitors from Belgium, France, Italy and Luxemburg all suffered either minor injuries or had narrow escapes.

Just a kindergarten of playful events where one suffers only a broken neck, a broken arm or leg and where the worst that can happen is that the participant is killed.

Then there are the officials who, when they can't find another excuse for barring the walkathon, come forward with the cry that "the walkathon is 'screwy'" and there's no sense to it. Did they ever watch a game of chess? And who ever heard of chess being forbidden? Here is what Travis Hoke has to say about this latter game in *Esquire*:

"What would you think of a game whose addicts call it screwy, a game that has no joys of action, danger, physical effort, no thrill of gambling, that contains no element of chance, not one convention of sportsmanship, is utterly unsocial and has never yet been accused of building character or health. That's chess, where the contestants sometimes play five hours a day for five weeks—175 hours of the most strenuous effort mentally. No wonder a chess player's nerves are the first to go when he's slipping. No wonder some of them break down crying after a strenuous session."

Did I hear someone say something about SCREWY?

In dealing with the accusations against walkathons and many crimes committed in the name of this type of contest, let us consider only the proximate cause. You'll find that the walkathon is NOT responsible. But just as in anything that happens in the show-world, the eyes of the world are focused on show people much quicker than they are on the business world.

And when a magician removes a rabbit and a house and lot from his silk hat do people really believe that he removes them from his hat? No! Then the next cry should be, "Let's stop magicians from practicing magic."

I tell you, boys and girls, the works of nature are too marvelous to behold. And the greatest work of nature is the creation of a legislator who has a "let's prohibit" mania of a minister who refuses to abide by the teachings of the Lord by minding the business of everyone but his own and that of his flock, or the politician who has an ax to grind.

Well, maybe I'm wrong. I am most of the time, anyway. You see the glasses I wear are clean and not covered with a muddy, dirty soot. And my mind happens to be clean. I refuse to interpret things from an immoral or unwholesome standpoint.

As I write these lines it's 18 below zero. My steno is pounding away on her notebook taking down these words—what can we call them?—and I will soon turn away to read more letters. Write and tell me how you like the Tid-Bit Column. Have you any suggestion to make regarding the endurance game? How would YOU help it? How would you change it? Would you like to see a new type of contest that contains all elements of thrills, sportsmanship, chance and entertainment? Then sit right down and write and tell me. And don't forget, you fans, send me your picture if you have one. I already have quite a collection in my office. I'll be with you again next week.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)



SONDA, mentalist, introduced a new idea for Fox at the America Theater, Sterling, Colo., the other week when he did an hour-and-a-half show without pictures or music. He gave his usual question and answer routine, plus a line of talk along educational lines. Remained there three days and, according to Sonda, he sold his book to 40 per cent of the audience. He gave only afternoon performances. Madame Berice assisted in the audience and on the book sales. Sonda is making several other Fox houses in that territory with the same idea.

BIRCH THE MAGICIAN, who has been working the Florida towns for the last several weeks, reports that business has been capacity at almost every stand. "We are here right at the height of the tourist season," Birch writes, "and there are more people here than ever before. The hotels are full and business is booming. Mississippi was great for us and we hit only one week of bad weather. You will note by our route list that we are hitting all the principal places and a few smaller spots."

MARTINI opened Tuesday (17) at the Lookout House, Covington, Ky., a 15-minute drive from downtown Cincinnati. He's in there for two weeks, with an option for more.

A RUMOR EMANATING from Miami has it that Howard Thurston and Rajah Rabold will be featured in the same show this fall. Interesting if true.

DARWIN THE MAGICIAN (Prof. D. D. Hills) is now touring Ohio with the American Concert Company.

W. C. (DORNY) DORNFIELD was emcee and featured performer with the Coca-Cola Bottlers' Convention show held in Atlanta recently. Dorny scored in fine fashion, as usual.

PAUL ROSINI has been held over for a third week in the Empire Room of the Schroeder Hotel, Milwaukee.

"THOUGHT IT ABOUT TIME I dropped a line and let you know there is another magician on earth you probably have never heard of, but who has climbed the ladder of success to a point worth mentioning in your column now," writes F. R. Hennon, from Hammond, Ind. "Since childhood he has been interested in magic," Hennon continues, "and for the last five years he and I have been working together, billing our act as the Ward-Hennon Company. I do impersonations. We have played some of the largest schools, clubs, churches and institutions, as well as the smaller theaters, thru Michigan, Indiana and Ohio. We give 'em anything from 12 minutes to a full evening's show. I am at present visiting my brother here, but will jump soon to Leslie, Mich., where Ward and I will resume our work of fooling 'em. Ward is a talented magician and carries a truckload of equipment. We are both members of the IBM and attend all of the conventions."

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

MAN TCHAN YON, magician, is at the Casino Municipal in Cannes, France.

LUCIAN BERG is at the Theater de Villeurbaine in Lyons, France.

RHODE ISLAND ASSEMBLY No. 26, SAM, held its regular monthly meeting March 9 in the Biltmore Hotel, Providence, with 50 members and guests pres-

ent. President Cliff Hard, Waldo Rouviere, C. Foster Fenner, Sam Klibanoff, Perry Sweet, Ed French, Harry Belleville, Harry Sheer, Merle Payne and Fred Poole contributed bits of sleight-of-hand, mechanical effects and mentalism. The assembly has just rented new quarters at 118 North Main street, Providence, where its first private meeting of the year will be held March 23.

LUCIEN C. SAN SOUCI, well-known magi of Woonsocket, R. I., has received word from Paris of his election to membership in the Association Syndicate des Artistes' Prestidigitateur de France. A medal of membership will soon reach him, the message states. Mr. San Souci is believed to be the first American ever to receive such distinction.

THE KARNACKS, mixed magical team, have been engaged to appear at the annual White House Easter lawn party sponsored by Mrs. F. D. Roosevelt April 13. The Karnacks, for years in lyceum and chautauqua work, are well known for their swell kiddie entertainment. They play chiefly schools, churches, clubs and private entertainments.

GHOST SHOW slated to open at the Provincetown Playhouse, New York, has folded. Promoters tried to get Jarrow and other magicians interested in proposition but the deals fell thru.

TOMMY MARTIN has gone into the Versailles Club, New York, for a run. Has just signed for seven months' vaudeville tour of Europe, leaving in June for London. Probably the longest European tour arranged in advance for any American magic act in years. Opens July 6 at London Palladium.

THURMAN, mentalist, appeared last week for the Pontiac Motor Company in its main salesroom in Detroit. A specially built booth was fitted up with elaborate decorations and Thurman gave free readings to about 800 visitors daily. He may continue on a country-wide tour for Pontiac.

PLANS ARE GOING FORWARD for the annual ladies' night of Tacoma Ring No. 64, IBM, of which Ray Gamble is president and Herbert Schuh secretary. The event is scheduled for April 11 at the Hotel Winthrop, that city. C. Slyter, now touring the Northwest, will introduce several new feats in magic, and magicians from Portland and Seattle will be program features. Among the guests at the Tacoma meeting will be Carl S. Fleming, of Beverly Hills, Calif., president of the Pacific Coast Association of Magicians. He will be in the Northwest at the time to arrange for the annual meeting of the organization to be held in Seattle July 9, 10 and 11.

HORACE E. ROSE (Cairo) is winding up a three months' tour of schools and clubs in Virginia and North Carolina. He will vacation for two weeks at his home in Meriden, Conn., before joining up with a circus for the season.

RALSTON THE MAGICIAN, after filling a string of vaude dates thru Massachusetts, New Hampshire, Vermont and Canada, has returned to Boston to resume his club work. Ralston will be a feature with a revue which will play the fairs in the fall.

JACK GWYNNE and Company have resumed with theater work after spending the last six months in the better clubs. Ann Gwynne has just rejoined her hubby's act after spending several weeks with their daughter, Peggy, who recently presented her husband, Frank Cole II, well-known amateur magician, with a 10-pound daughter. Grandma Ann, piping from Washington, says: "Well, our Mary Ann has arrived, and what a beautiful, healthy baby. I was with Peggy for two weeks; in fact, I believe I really had the baby. Peg and Frank are just like kids with a new toy. All well and wanted you to hear the good news."

THE BROOKLYN DAILY EAGLE in its By the Way column of February 16 carried a communication from a George Russell Weaver acclaiming psychic re-



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For LEGIT MUSICAL

SAUL GRAUMAN COMPANY—distinct flash novelty, which is built up around a specially constructed flight of stairs which emits bell-like intonations as four girls and Grauman dance up and down the steps. Act, a new idea in stagecraft, should make a sock production number for a revue.

STUART MORGAN DANCERS—adagio quartet which is worthy of legit notice despite the number of turns of same general type. A really thrilling adagio session, enhanced by appearance, showmanship and ability. One of the highlights of the Jack Benny unit when it played the State, New York. Quartet is composed of Stuart Morgan, Herman Hatt, Harold Hart and Lita D'Oray.

For VAUDE

RAYE, PRINCE AND CLARK—three lads who do singing, dancing

and comedy talk, caught at the Park Central Hotel, New York. Specialize in spicy lyrics, giving them vigorous delivery and getting close attention from the usually noisy dining patrons. Ought to be surefire in vaude, altho material would have to be toned down.

GLADYS McCORMICK—red-headed burlesque principal, caught recently at the Irving Place, New York. Among the most polished burly performers, she has a vivacious and ingratiating personality, a good figure and an effective song delivery. Can handle lines, too. Should be able to do nicely in vaude, with musical comedy the next step.

For RADIO

BRUCE BAIRNSFATHER—English performer heard recently as guest artist on NBC Master Melody program. Showed possibilities for an excellent series, such as satires on various radio announcers and types of speakers. Could easily work in for a comedy period on half or one-hour programs.

Minstrelsy
By BOB EMMET
(Cincinnati Office)

"DO YOU REMEMBER," asks Al Tint, "when Doc Samson was almost with it on Archie Royer's Minstrels? When Honey Boy Webster was at the height of his ambition on that outfit called Danny Mack's Comedians? When Ote Baldwin did end with Lucier's New England Minstrels? When Jack Bean caught up with Gus Hill's Minstrels? When Ed Leahy sang *Swing Low, Sweet Chariot*, bald head and all?"

VIRGINIA LEACH, tap and toe dancer, formerly featured with Simpson's Mighty Minstrels, has been booked for 10 weeks at The Temple, Reading, Pa., night spot.

"AS FOR SAM (FISH) GILL'S remarks," postcards Al Tint from the Windy City, "will say that just because Samuel is used to wearing hand-me-down clothes from his own pawn shop in Ottumwa, Ia., he shouldn't think that everyone else does. Wonder when he last picked real money off the floor. The best thing he could pick are his teeth, provided he ever enjoyed a square meal. As for doing a double act with me with the old clothes he speaks of, the only act we could do with those rags would be two tramps. Sam, let your beard grow and maybe I'll consider it."

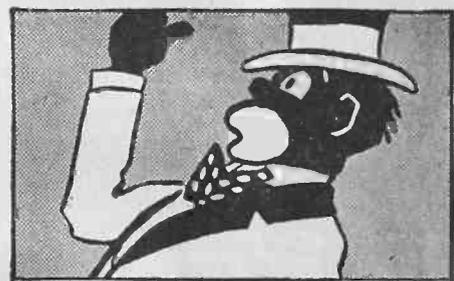
"I SEE WHERE Buck Leahy says Matt Keefe was the only yodeler in minstrelsy," typewrites Billy Paynter from Omaha. "I don't know what year he yodeled, but I do know that the week of June 23, 1895, my partner and I, known

search. In the article Weaver assailed certain "debunkers," referring in particular to the late Harry Houdini as "a great escape artist and showman who wrote a book about spirits so illiterate, so confused in its thinking and so full of errors of fact that I could not recommend it with those of Dunninger and Proskauer. . . . What will surprise most people is to learn that Houdini never exposed a single important medium!"

The Weaver words stirred a hornet's nest (See MAGIC on page 28)

as Nadall and Paynter and Their Pickaninnies, were on the same bill with Billy Rice, Charles Ernst, O'Rourke and Burnett, McMahon and King and others at the old Chicago Opera House, formerly Haverly's Minstrel Theater, but known at that time as Frank Hall's Casino. Charles Ernst, playing a principal end opposite Billy Rice, never sang anything else but yodeling songs."

DOC SAMSON, after several weeks of silence, shoots as follows from his hometown—Richmond, Ind.: "Have just returned from a little trip for Charles Clifford, of the *Manhattan Revue*. Had the pleasure of a visit with my old friend, Sandy Morrison, emcee with the show, and he is really putting it over. I saw Al Tint's note in regard to my being a member of the Royer Minstrels. Yes, Al, I remember that and when the blow-down in Dowagiac, Mich., ruined the show. It folded quickly and we all went home. Just received a letter from Ed Gruzzard, former bass player with the Royer show. He is doing well in the advertising business in Little Rock, Ark. Jack Sweetman is still with the *Continental Revue* and Wilbur Baughman is still at home. What has happened to Eddie Shore? Wonder if he went back to them thar hills."



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THE FORUM

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Tifton, Ga.

Since retiring from the road and "going to work" every day we sometimes have visions of past years and, while lounging around with old *Billyboy*, are thinking of the good old days spent with the Ed C. Nutt Comedy Players. The colonel has passed on, but happy are memories of days under the direction of a real manager. To know the colonel was to like him, to work for him a pleasure. We are thinking of some of the others who were real troupers, Marion Bell, Max Bagley, Van Vandenberg, R. W. Marsh, Bill Swango, Thomas Deen, Mr. and Mrs. Harvey Holland; Maxine and Harvey Jr., just kids then; Ben Fowler, Mr. and Mrs. Billy Chagnon, Mr. and Mrs. Charles Monroe, Mr. and Mrs. E. V. Dennis, Mrs. Ed C. Nutt, Al Nuttle, Charles Drew Mack and others. It was just a big happy family and a group always thoughtful of their fellow workers. I know this letter will bring happy memories to many. Fourteen years make a difference and we are wondering how many of these have answered the final curtain.

MARIE AND LUCIUS JENKINS.

Columbus, Ga.

Having read in The Forum of February 29 the letter of Thaddeus H. Gerig, regarding Tambourine McCarty's death and burial on the Norris & Rowe Circus, I recalled that McCarty was a native of Rockville, Conn. I remember that when McCarty was a contortionist in 1891 or 1892 someone promoted a local-talent show in Willimantic, Conn., walked away with the receipts and left McCarty stranded with the rest of the bunch. At that time McCarty was placing himself in a box, 18x24 inches and was brought upon the stage in it. Then he emerged from the box and went into his act. Freeze Bros., tambourine spinners, of Springfield, Mass., were in their heyday at that time, and it was from them that McCarty got the idea of tambourine spinning.

JACK WALLACE.

Mansfield, O.

It is really very gratifying to note how the profession in general takes so much interest in the Forum lately. Such excellent contributions are surely appreciated by all readers. Harry Opel's opening of his letter in the issue of March 14 is right to the point. We all know that this country has produced some wonderful artists in the line of juggling. I could mention scores of them, but space will not permit. So, brother jugglers, don't feel slighted. Take the will for the deed. I have you all in mind. In 1880 while in Berlin with D'Alvini there was a juggler at the Herzog-Schuman Circus who was the sensation of the show world in Europe, a young Frenchman about 25 years old, named Ougist or Augist, I am not sure of the correct spelling. He appeared on a special platform two feet high and six feet square, with a little rug two feet square placed in the middle. No stage settings of any kind except a stand table with a silver platter on top containing eight real oranges and six small rubber balls. He took his position on the small rug and remained standing there without moving an inch during his act. Of course, he could not do much juggling with one orange. So he opened his act by placing one between his heels, tossing it up and catching it on his forehead, then he rolled it from eye to eye and from ear to ear over his face. Then he reached for another one and started to juggle. Then three, four and so on till he came to the last one. He finished with a shower of eight. Occasionally he had to start a couple of times to get in the right swing or tempo. You know what I mean. Fin-

ished his act by bouncing six balls on the platform, almost impossible from a professional standpoint, but he never is known to have missed a trick. Performers used to bet on the outcome of his act. The daily papers boosted the act so much that the audience got bit by the betting bug and did the same. But here is the strange part. Outside of juggling he was no good, could not balance a single article for "sour apples." But his single act was the feature of the show. And such an array of artists! There was Wainratta, wire king; Leonati, bicycle rider on spiral; Holtom, cannon-ball king; Hanlon-Volta Troupe, flying return act; Lurline, water queen; Ethardo, rolling globe; Levantini, foot juggler; Mlle. Zenobia, African gymnast a la Lillian Litzel, and many more. I ask any old-timer who has seen or heard of that juggling wonder to please verify the truth of my statements. HARRY LAKOLA.

Bartlesville, Okla.

Just a few lines to register an objection to a situation which, to my mind, takes much out of a modern institution which should be a joy to mankind. Cannot something be done about the songs used on the radio? I love music, but the songs heard over the air are so insipid and disgusting that radio is almost ruined for me. I like the old songs—they are sweet and tell something—but the new ones that they call the big hits are just a big pain to me.

MRS. LOLA SCHAFFER.

Shreveport, La.

I have received more than 50 letters since writing to The Forum concerning the Norris & Rowe Circus, they having come from old friends who were with that show, from circus souvenir collectors and from circus fans, wanting more data. I can add that Mr. Norris was a partner of Mr. Rowe during the show's dog and pony days, but that he withdrew after enlargement was started. Mr. Norris later became well known in vaudeville with his trained dogs, ponies and monkeys. The circus was built on the plan of larger circuses, with all large tableaux and cages, and the big-top seating was on the same order, with grand-stand chairs, starbacks and blues. Parade was about a mile long and stock was well groomed and in the best of condition. I am not certain as to the exact number of wagons or horses. But I do positively know what the canvas weighed, as I helped lift every pound of it from Milwaukee to Halifax, then back thru Michigan into Missouri, Illinois and then into Indiana, where it closed. And I knew every bundle separately and by an endearing (?) name. The old boss canvasman was one of those very hard-boiled but very efficient fellows and he surely did work us. His vocabulary was not baby talk. He would say, "Come on, you high-collared eggs; bend your backs, get under that canvas; one, two, three, high!" But we knew his popping-off was only skin deep; we all knew that at heart he was a fine old fellow and, as we wanted to get it up and down as fast as we could, we paid no attention and let him rave. And the show never lost a day while we handled it. Recalling Halifax reminds me that when I was very young and did anything wrong my mother used to take me across her knee, remove her slipper, her favorite weapon, chastise me and, upon releasing me, she always would say, "I wish you were in Halifax." In my juvenile mind Halifax was a terrible place, something like Hades or as bad. But later I learned that it was a beautiful city in Canada and, it being on our route, I was especially anxious to see it, it having been impressed on my mind via the slipper technic. So

upon our arrival there I immediately went to a telegraph office and sent this message: "Dear mother, I have at last arrived at the place where you wished me so many times."

THADDEUS H. GERIG.

Windsor, Vt.

I am another who finds great interest in the histories of some of the old circuses that are mentioned from time to time in letters to The Forum. I have been wondering if someone can give the history of the Scribner & Smith Circus which toured New England some 40 years ago. I have heard that Sam A. Scribner, of burlesque fame, was the Scribner of this combination. GILBERT F. DAVIS.

Old Scribner Show in N. E. Asked About

New York.

I enjoy very much reading letters regarding the old-time circuses from the pens of Charlie Doble, Walter L. Main, Charlie Bernard and others and I have started another scrapbook containing all these letters. In going over an old scrapbook I ran across this one and so I am passing it on to old-timers, wondering how many will recall it or know anything of it. I take this clipping from *The Jersey City* (N. J.) *Journal* of October 6, 1871. It reads: "The Great Stone & Murray Circus. Better than ever before. A startling free attraction which takes place at 1 p. m. by the Parisian artist Mlle. Jeanette Ellsler, as performed on a slender wire cord, on which she walks from the ground to the top of the center pole and returns. Corps of new faces, new acts and novel attractions. The following celebrated artists will be found in the glittering array of talent: Harry Welby Cooke, John Henry Cooke, Mlle. Rosina, Lucille Watson, Dan Stone, Tom Barry; Snow Brothers, with their inimitable troupe of performing dogs; John H. Murray will perform his splendidly educated horses Spot, Beauty and Black Eagle; William Ducrow and his infant son, Georgie; Corde Volante and infant tumbler; Signor Columbus, Eugene Leech, John Batchelor, Thomas H. Murray, George Adams. First time in America of a new and laughable pantomime, *The Brear and Sentinel*, characters by Tom Barry and Company. The same rules and regulations of this systematic and well-ordered circus which have heretofore governed it are still enforced. No smoking will be allowed inside the pavilion. Beautifully carpeted seats for the special accommodation of ladies. Performance afternoon and night. Doors open at 1 and 7 p. m. Admission, 50 cents; children, 25 cents. Will exhibit at Jersey City on Thursday, October 12, between Pavonia avenue and South First street."

HARRY BAUGH.

Saranac Lake

By BETTY HUNTINGTON

The Saranac Lake Study and Craft Guild is now under way, according to W. F. Sterns, organizing director. Altho primarily arranged for the patients of this village, others may enroll. Classes already formed include those in English, literature, journalism, French and Spanish. Other courses will be formed within the next few weeks.

Mr. and Mrs. Hugh Keane, of 1 Riverside drive, drove to Montreal last week to visit their daughter, Constance Keane, who is at present attending the Villa Maria Convent of that city.

Jackie Roberts, ex-NVA patient and now Mrs. Ted Cook, of Syracuse, expects to return to Saranac Lake shortly. It must be "these North woods" that gets them.

Tommy (Dancing Feet) Vicks, former NVA patient and now curing in town, reports good progress and will leave Saranac Lake for his home in Boston next month.

Manager Dodd of the Palace Theater, Lake Placid, is always ready to extend the courtesy of the house to the NVA patients, as is also Manager Tony Anderson of the Pontiac Theater, Saranac Lake. We, the patients of this NVA Lodge, wish to express our appreciation to both Mr. Anderson and Mr. Dodd for this courtesy and are indeed grateful for their many kindnesses extended to us in the past.

Ben (Vell-Tell-Yer) Shaffer is

42d YEAR

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Vol. XLVIII. MARCH 21, 1936. No. 12

anxiously awaiting St. Patrick's Day, when he will don his green shirt and tie and head the parade in town. And—as Tommy Abbott says, "He'll be doing plenty of shamrocking up the corridors."

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

MAGIC

(Continued from page 27)

nest, *The Eagle* being literally swamped with counterattacks. Most perturbed by the Weaver remarks was Joe Lee, formerly Houdini's manager and press representative and now manager of the Paramount Theater, Brooklyn. Lee called in person at *The Eagle* office to set 'em straight on his old boss. Joe's reply, quoted from the *By the Way* column of March 1, was, in part, as follows: "Never exposed a single important medium, eh? . . . Let's look at the record." Joe threw down a copy of *The Boston Transcript* for December 30, 1924. 'Houdini Posts \$10,000 To Show Up Margery' was the front-page streamer. 'Did you ever seen a more important medium than this?' he went on, referring to Margery Crandon, of Boston. 'Sure, Houdini exposed her. He even got out a dollar book entitled *The Expose of Margery*.' Down came another yellowed copy of a newspaper. 'Here's one of the biggest, John Slater, unfortunately deceased,' said Joe, 'but since what's-his-name attacked a dead man, it is only fair that I do. Slater was one of the most famous in the country; he earned more than \$1,000,000 as a medium.' The newspaper headline in *The Chicago American* of March 15, 1926, read, 'Slater Dodges Houdini's Challenge.' 'All the big mediums ran away from Houdini like the devil runs away from holy water,' said Joe.

"Now Houdini's illiterate, eh? Let's take care of that next. His book was published by Harpers; I never knew them to go in for illiteracy. Here's an article in *Literary Digest*. Of course, he wrote it himself. Here's another in *Collier's*, *When Magic Didn't Work*. I wonder if a man who was illiterate could get into *Collier's*.' As for the psychic experts cited by Mr. Weaver, Joe Lee dismissed them with a wave of his hand. 'A lot of highfalutin' names,' he said. 'Mostly college profs and old fogies. Pushovers for any faker. Here's my gag, the old saying of Joe: 'To catch a cheating charlatan take along a good trickster and a nosey newspaper man, not a lot of gullible fossils.'"

THE FINAL CURTAIN

ATCHISON—W. B., 66, veteran legit and stock player, at his home in Atlanta March 5. In recent years Atchison assisted visiting road shows at the Erlanger Theater, Atlanta, and took an active part in local amateur theatricals. He was also head proof reader on *The Atlanta Georgian-American*. Survived by two sons, J. L. Atchison, Atlanta, and B. H. Atchison, Dallas, and a brother, J. H. Atchison, of Ohio. Interment in Crown Hill Cemetery, Atlanta.

BRAND—George P., 66, musician and inventor, at Metropolitan Hospital, New York, March 7, following a stroke. A daughter and two sons survive.

BROWN—Harry G., 35, Atlanta, film salesman for the United Artists, was killed in an automobile accident at Montgomery, Ala., March 6. Survived by sister, Zelia T. Mason, and a brother, R. T. Brown. Interment in West View Cemetery, Atlanta.

CRADDOCK—Mrs. Mabel, mother of the late Olive Craddock, who was professionally known as Roshanara, interpreter of Indian dancing, recently in New York. Services were held March 11.

CRAIG—Mrs. D. E., of Cleveland, mother of Eloise Dwan and Thelma Swabs and of Bea, Betty, Gladys and Audrey Craig, of the profession, at her home in Cleveland. Funeral services March 5, with interment in Riverside Cemetery, Cleveland.

CUNARD—Clifford, 45, tenor, at his home in Barnesville, O., March 6 from a cerebral hemorrhage. He toured with several opera companies and was a soloist in Cleveland churches. Survived by his parents, a sister and a brother. Burial in Barnesville, O.

CUSHING—Mrs. Mary Strong, 86, mother of Charles C. S. Cushing, playwright, at her home in New Haven, Conn., March 11. Survived by Charles C. S., aforementioned, and William Strong Cushing.

DE GORSE—Henry, 68, internationally known playwright, in Paris March 7.

GOLDMARK—Rubin, 64, noted composer, president of the Bohemians, a New York musicians' club, and for the last 11 years head of the composing department of the Juilliard School of Music, March 6 at his home in New York, as briefly mentioned under Late Deaths in last issue. Mr. Goldmark studied both here and abroad. Some of his compositions are *Hiawatha*, *Samson*, *Theme and Variations* and the well-known *Negro Rhapsody*, which had its premiere at Carnegie Hall in 1928 by the Philharmonic Orchestra. During his career, Mr. Goldmark was friend and teacher of many illustrious musicians, including Efreim Zimbalist and George Gershwin.

GREIG—Lawrence, actor, brother of Robert Greig, screen actor, now located in Hollywood, in London recently.

HAINES—Nat, known in private life as Edward (Toby) Henderson, black-face comedian, March 4 at the home of his aged mother in Kent, O. Ill health ended his stage career several years ago. He played with Chic Sale, Will Rogers and other stage stars and headed his own comedy troupe in vaudeville for several years. His mother, widow and a brother survive. Funeral services at St. Patrick's Church and burial in St. Patrick's Cemetery, Kent.

JESSUP—Earl J., drummer, bugler and imitator, at Richmond, Ind., March 12. He was active in local bands and drum corps. He toured years ago with the Dieffenbaugh Circus and also appeared for a number of years in vaudeville. Burial in Richmond.

KRUEGER—Ada, dancer, formerly teamed with her husband, Lew Henry, at her home in Rockaway Park, Long Island, N. Y., March 6. Burial March 9 in Lutheran Cemetery, Woodhaven, Long Island, N. Y.

LANGAN—Pat, 46, electrician with stage shows out of New York and Detroit, after a two months' illness in Fort Worth, Tex., March 6. Langan spent his vacations in Fort Worth. Survivors are two sisters and a brother, residing in Fort Worth. Funeral services March 7 at St. Stephen's Catholic Church, Weatherford, Tex., near Fort Worth, with burial in Weatherford Cemetery.

LEWIS—Michel (Curley), 54, well known among pitchmen and demonstrators, of cancer at Riverside Hospital, Miami, February 24. He went to Miami two months ago to rest and cure a bronchial cold. Survived by his widow, Byrd Lewis, and two sisters, all of Milwaukee.

LIPSTEIN—Harris, 61, father of Louis R. Lipstone, production chief for Balaaban & Katz Theaters, at American Hospital, Chicago, March 12.

McINTYRE—J. F., 67, many years a director of Washington County Fair board, president of Washington County commissioners and widely known oil operator, at his home in Marietta, O., March 9.

MARKOWITZ—Samuel K., 47, hotel man who had performed many acts of friendship for theatrical people, March 5 in New York.

MILLER—Mrs. Dalsy, wife of C. Miller and former wife of R. L. Richards, of Richards Bros.' Shows, at a hospital in Beaumont, Tex., last September 19, her mother, Mrs. H. O. Shank, of Rodessa, La., informed *The Billboard* last week. She was the daughter of the late Frank Dunlop, who was killed while showing in Oklahoma 21 years ago. A son, Douglas, and daughter, Mobilene, survive.

MILLIGAN—Marty, 52, in Huntington, Ind., March 9, his birthday, after a long illness. He began his show career as ticket taker at Proctor's, New York, in 1902. He was advance man for the Sun Bros.' Circus from 1911 to 1913. Later he operated a restaurant in Akron, O., for a time, returning to the show business in 1928 when he married Mary C. Kinder. He managed her carnival attractions. Services at St. Peter and Paul Church, Huntington, with burial in Mount Hope Cemetery there.

MULCAHY—Andrew J., 81, a director of St. John (N. B.) Fair for the last 17 years, and 15 years a member of the grand-stand show committee, recently in St. John.

OWSLEY—Gertie Alice, 63, former light opera soprano, at her home in Hollywood March 13.

QUIGLEY—Jennie, 85-year-old midget, who was billed as "the Scottish Queen," in Chicago March 10 after a long illness. Miss Quigley was born in Scotland and lived in Chicago for more than 70 years. She was 41 inches tall and weighed less than 50 pounds. While on the stage she appeared before President U. S. Grant and various European rulers. At Chicago's Century of Progress she was the eldest of the principals in the Midget Village.

RILEY—Michael (Jack), clown, was killed recently when he stepped from a bus into path of truck at Lima, O., while en route to Peru, Ind.

RIVA—Joe, 64, formerly a partner with Gus Larson (Riva and Larson), recently at Vienna, Austria. Team had traveled all over the world, playing vaude and circus engagements.

ROLLISON—Arthur, 69, of the old-time English vaude act of Harland and Rollison, February 17 at St. Luke's Hospital, London. Harland and Rollison played together as comedy musicians for 35 years and visited the United States six times.

SCHMIDT—Mrs. Ethel, formerly Mrs. Harry (Irish) Dore, at her home in Dayton, O., March 12, after more than a year's illness. She spent many years in show business, starting as a performer with the John Robinson Circus. Later she spent some time on the stage and then joined the Rice & Dore Water Circus. After the death of her former husband in 1921, she managed water shows with various large carnivals and at one time was part owner of Peerless Exposition Shows. She married Louis H. Schmidt in 1925. Survived by her husband; a son, Harry Dore; a sister and brother.

SHULTZ—Edward E., 74, formerly advance agent for Al Wilson, *Darkest Russia*; McNish, Johnson & Slavin's Minstrels and other attractions, and at one time a ticket seller with the Buffalo Bill Wild West Show, at the Evangelical Home for the Aged, Philadelphia, February 26. Before entering the theatrical field he worked as a printer in his home town, Easton, Pa. Shultz was a member of the Elks and K. of P. Body was shipped to Easton for burial in Easton Cemetery. The widow survives.

SOMMERFELD—Martin F., 91, musician, March 4 at his home in Detroit. He was prominent in music circles here, having played with the first symphony orchestra organized in Detroit, the Great Western Band and at the old White Theater. He was a charter member of the Detroit Federation of Musicians.

Survivors are two daughters and a son. Body was cremated.

STRANSKY—Josef, 61, conductor of the Philharmonic Society of New York from 1911 to 1923, March 6 of heart disease in New York, as briefly mentioned under Late Deaths in last issue. Mr. Stransky, a native of Czechoslovakia, obtained a degree in medicine from the University of Vienna, but never practiced. Before coming to America he was conductor of the Prague Royal Opera from 1898 until 1903 and of the Hamburg Opera and Symphony Concerts until 1910. He retired from active concert work 10 years ago and became a noted art dealer and collector. Services were held March 11 at St. James' Church. His widow, Mrs. Marie Stransky, survives.

STEVENSON—Mrs. A. J., mother of Leslie Stevenson, for years with the Wortham, Morris & Castle and Ringling shows, and of John A. Stevenson, formerly of the Gitz Rice act in vaudeville, March 10 in Los Angeles. Besides her two sons, she is survived by her husband, who for many years operated an opera house and poster plant in Bonham, Tex.

TAULBEE—William Harrison, 9, nephew of Mrs. Howard King, was killed instantly March 6 in Benavides, Tex., by a motorist.

TILLER—Mrs. John, 86, widow of John Tiller, well known for his English dancing girl troupes, in London February 22. Past and present members of various Tiller troupes of girls attended the funeral.

TURBETT—James B., 62, vice-president of the Jam Handy Picture Service, Inc., suddenly March 6 in Atlanta. Mr. Turbett had been an official of the Handy Picture Service for 20 years and before entering the moving picture industry had been an actor and stage director for many years. He was with the old Edison Film Company, founded by the late Thomas A. Edison, as motion picture director, and later was associated with the Bray Studios, Inc., New York, where he assisted in originating animated cartoons. His widow survives. Burial at Salem, Mass.

TURNER—Charles E., director of finance and special events for Texas Centennial Exposition, Dallas, and former mayor of the city, after a brief illness in Baylor Hospital there March 5. He had long been a civic leader and was one of the prime movers for the exposition.

VAN PRAAG—Henri J., 56, violinist and orchestra leader, at his home in Pasadena, Calif., March 7.

WILKES—Thomas, 58, former theatrical producer, in Los Angeles, March 10, following a heart attack. Financial reverses forced him out of the producing business nine years, but he was planning to re-enter the theatrical field when he was stricken. Wilkes started the Duncan Sisters in their Topsy and Eva act and once operated a string of dramatic stock houses in the West. He was associated in New York with Sam Harris. His connection with New York theatricals ended in 1926, when the Sam H. Harris Theater was sold. Body was cremated.

WILSON—Fred, father of Peggy Nation, of Jack and Peggy Nation's *Blue Ribbon Girls*, at Miami Valley Hospital, Dayton, O., February 9.

MARRIAGES

ATWATER-LEE—A. G. Cox Atwater, vice-president of the William Wrigley Jr. Company, and Dorothy Lee, motion picture actress, March 7 at Crown Point, Ind.

BAKER-SILLS—Al Baker, saxophonist in Abe Lyman's Band, now at the Hollywood Restaurant, New York, and Muriel Sills, of the Hollywood floor show, March 7 in New York.

CONNOR-BODLEY—John Connor Jr., manager of the Savoy Theater, Glace Bay, N. S., and son of John Connor, operator of several theaters on Cape Breton Island, to Hilda Bodley, of West St. John, N. B., recently at St. John.

DONAHUE-ROLF—Jack Donahue, American film and stage dance producer, and Tutta Rolf, widow of Ernst Rolf, Swedish theatrical impresario, at Cax-

ton Hall Register Office, London, February 27.

FAIRBANKS-ASHLEY—Douglas Fairbanks, former picture star, and Lady Sylvia Ashley, British noblewoman and former actress, at Town Hall, Paris, March 7.

FAYLE-ADAMS—Ralph Fayle, non-professional, and Ruth Adams, screen double for the late Thelma Todd, in San Francisco March 10.

FERNANDEZ-BURKE—Jose Fernandez, concert dancer, currently working in pictures, and Kathleen Burke, screen "panther woman," recently in Los Angeles.

GOODMAN - ENGELTER—Harriett Goodman, receptionist for Iowa Broadcasting System, to George Engelter, traffic manager of KSO and KRNT, March 7.

NEAL-SZALK—Edgar Neal, Detroit police censor, and Esther Szalk, performer, at Angola, Ind., March 13.

COMING MARRIAGES

Pauline Goddard, screen actress, to Charles Chaplin, screen comedian, soon.

William T. Lackey, associate producer at Paramount Studios in Hollywood, and Bonnie Blackwood, former musical comedy actress, announced their engagement March 9.

Hoagland Carmichael, composer of *Lazy Bones*, *Star Dust* and other hits, to Ruth Minardi, nonprofessional, soon.

Edward E. MacEddy, Philadelphia singer, to Florence Carlson, of Philadelphia. Bride is a member of the Carlson Boxing Sisters with the World of Mirth Shows.

BIRTHS

A son, 6 pounds 13½ ounces, to Mr. and Mrs. Wayne King at the Swedish Covenant Hospital, Chicago, March 8. The father is the noted "waltz king."

A seven-pound daughter to Mr. and Mrs. Harold (Red) Hageman March 7 in City Hospital, Akron, O. Father is on the executive staff of WADC, Akron.

To Mr. and Mrs. George Stein, of Dufour & Rogers Attractions, a girl, Luine, at Miami recently.

A 10½-pound daughter, Mary Ann, February 28 to Mr. and Mrs. Frank Cole II, of Pawtuxet, R. I. Mother is the former Peggy Gwynne, daughter of Jack and Ann Gwynne, widely known in the world of magic. Mr. Cole is a well-known amateur magician.

An eight-pound boy to Mr. and Mrs. Bob Avalon Jr., recently at Detroit. Father is the son of Bob and Lil Avalon, of tight-wire and acrobatic fame.

To Mr. and Mrs. Owen V. Dresden a seven-pound daughter in Los Angeles March 4. Father is manager of KHJ, key station of the Don Lee network.

To Mr. and Mrs. Phil Cohen a 7½-pound boy at Lenox Hill Hospital, New York, March 5. Mother is Rose Osborne, of the Osborne Sisters, noted in burlesque and tabs. Father is stage director at the Gaiety Theater, New York.

To Mr. and Mrs. J. A. Brown an eight-pound boy, Stewart, at Brooklyn Women's Hospital, Brooklyn, March 6. Mother is a nonpro; father an assistant concessioner to Oscar Markovich at the Gaiety Theater, New York.

DIVORCES

Prof. D. Darwin Hill, known professionally as Darwin the Magician, from Edith Hills, nonprofessional, in the Court of Domestic Relations, Toledo, O., recently.

Lorraine Eddy McLean, screen player, filed suit again Douglas McLean, film producer, in Los Angeles March 2.

Margaret Sullivan, screen actress, from William Wyler, film director, at Juarez, Mex., March 6.

Marjorie DeHaven Lockwood, screen actress and daughter of Carter DeHaven, veteran actor, from Paul A. Lockwood, movie cameraman, in Los Angeles March 12.

Dorothy Dickson, American actress playing in England for the last 15 years, from Carl Hyson, American theatrical producer, March 6 in London.

Dorothy Ceballos from Larry Ceballos, movie dance director, in Los Angeles March 6.

Mary Leonard, night-club entertainer, from Joseph Leonard, nonprofessional, in San Francisco March 10.

Lillian Emerson Harts, former Broadway actress, from William Wright Harts (See *DIVORCES* on page 78)

ACTS, UNITS AND ATTRACTIONS

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

A
Aaren & Broderick (Loew) Montreal 16-19, t.
Abbott Dancers (Palmer House) Chicago, h.
Abbott & Robey (State-Lake) Chi, t.
Adler, Larry (Alhambra) Paris 27-April 9, t.
Adler & Taubman (Ambassador) NYC, h.
Adreon, Emilee (French Casino) NYC, nc.
Ahi (Leon & Eddie's) NYC, nc.
Alix, Mae (Sunset Cafe) Chi, nc.
Allen, Bobbie (Jungle Inn) Youngstown, O., nc.
Allen, Jean (Swanee Club) NYC, nc.
Allman, Alfreda (Kit Kat Club) NYC, nc.
Allyn & Gaudraux (Rio) Helena, Mont., t.
Almonte, Marie (Larue's) NYC, re.
Aloma, Princess (Wivel's) NYC, re.
Alpert, Mickey (Paradise) NYC, re.
Ames, Muriel (Nut Club) New York, nc.
Amstel, Felix (Russian Troika) New York, nc.
Anderson & Allen (Ufa Palast) Hamburg, Germany, 16-31, t.
Andre, Janice; (Jimmy Kelly's) N. Y. C., nc.
Andressens (Century) Baltimore 16-19, t.
Andrews, Ted & Catherine (Barblzon-Plaza) New York, h.
Anger, Harry, & Girls (Hipp.) Toronto 16-19, t.
Anise & Aland (Connie's Inn) NYC, nc.
Apollon, Dave, Revue (State) Norfolk, Va., 16-19, t.
Arden, Dolly (Dorchester Hotel) London 1-31, nc.
Arden, Donn (National) Richmond, Va.; (Earle) Phila 20-26, t.
Arden, Dorothy (Grosvenor House) London 1-31, nc.
Arena & Martinez (Anna Held's) NYC, re.
Aristocrats, The (Hipp.) Toronto 16-19, t.
Armstrong, Louis, & Band (Met.) Boston 16-19, t.
Armstrong, Maxie (Connie's Inn) NYC, nc.
Arnau, Peggy & Ready (Brixton Express) London 23-28; (Met.) London 30-April 4, t.
Arnold, Billy, Revue (Queen's Terrace) Woodside, L. I., nc.
Althoff, Charles (Lyric) Indianapolis, t.
Austin, Sue (DelMonico's) NYC, re.
Avery, Gertrude, Diamond Revue: Randolph Avery & Band (Capitol) Atlanta, Ga., 16-21; (Bijou) Savannah 23-25, t.
B
Bachelor, Paul (Riverside) Milwaukee, t.
Bacon, Faith (Colosimo's) Chi, nc.
Bacud, Ray (New Yorker) NYC, h.
Bailey, Bill (Ubangi) NYC, nc.
Bain, Betsy (Open Door) Philadelphia, c.
Baird, Billy (Saenger) Pensacola, Fla., 20-21; (Princess) Columbus, Miss., 23; (Jefferson) Lafayette, La., 25; (Arcade) Lake Charles 26-27, t.
Baker, Jackie (Club Silhouette) Chi, nc.
Baker, Josephine (Chez Josephine Baker) NYC, nc.
Balabanow Five (Earle) Washington, D. C., 16-19, t.
Baldwin, Frances (Deauville) New York, nc.
Balielf, Nikita (St. Moritz) NYC, h.
Banks, Sadie (Old Rumanian) NYC, cb.
Baptie & Lamb (College Inn) Chicago, nc.
Barker, Joyce (Ottumwa) Ottumwa, Ia., 18-19, t.
Barnsdale, Rich (Orph.) Dubuque, Ia., 19-22, t.
Barocas & DeFridas (Tap House) Elmira, N. Y., nc.
Barker Trio (Lincoln) New York, h.
Baron & Blair (Waldorf-Astoria) NYC, h.
Baroness Von Brennecke (Club Normandie) NYC, nc.
Barren & Lane (Hollywood) N. Y. C., re.
Barrett, Sheila (Radio City Rainbow Room) NYC, nc.
Barrett & Smith (Jefferson) St. Louis, h.
Barri, Bebe, Girls (Shubert) Cincinnati 16-19, t.
Barrie, Katherine (Weylin) New York, h.
Barrina, Olga (Buckingham) NYC, h.
Bartlett, Wayne (Gleam) San Antonio, Tex., nc.
Barto & Mann (Shubert) Cincinnati 16-19, t.
Beale St. Boys (Broadway Room) NYC, nc.
Beck Bros. (Barrel of Fun) NYC, nc.
Beck, Danny (Club Minuet) Chi, nc.
Bedford, Bobby (Beacon) Vancouver, Can., t.
Bee, Connie (Broadway Room) New York, nc.
Belin, Edith (Cocoanut Grove) Boston, nc.
Bell & Grey (Como Club) Buffalo, N. Y., nc.
Bellamy, Lita (Tap House) Elmira, N. Y., nc.
Bellamy, Ralph (Boston) Boston 16-19, t.
Bellmore, Doris (Plaza) Pittsburgh, c.
Bell's Hawaiian Follies (Van Croix) Melbourne, Fla., 17-19; (Victoria) New Smyrna 20; (Dixie) Apalachicola 21; (Alabama) Dothan, Ala., 22; (Ritz) Marianna, Fla., 23; (Paramount) Andalusia, Ala., 24, t.
Belmonte, Gloria (El Toreador) NYC, nc.
Bennett, Ethel (Old Rumanian) NYC, cb.
Benny, Jack (Fox) Washington, D. C., 16-19, t.
Bentley, Gladys (Ubangi Club) New York, nc.
Berg, Alphonse (French Casino) NYC, nc.
Bergen, Edgar (Fox) Phila 16-19, t.
Berle, Milton (Chez Paree) Chi, nc.
Bernard, Bobby (Biltmore) NYC, h.
Bernard & Henrie (Colony Club) Chi, nc.
Bernard, Freddie (Hi-Hat Club) Chi, nc.
Bernard, Phil (Rio) Helena, Mont., t.
Bernhardt & Graham (New Montmartre) NYC, nc.
Bernie, Dave, Girls (Club Sharon) N.Y.C., nc.
Berry, Robert (Buckingham) NYC, h.
Bessinger, Frank (New Yorker) New York, h.
Blackstone (National) Louisville 20-23, t.
Blackstone, Nan (Leon & Eddie's) NYC, nc.
Blanche & Elliott (Top Hat) Union City, N. J., nc.
Black Panther (Orph.) Lincoln, Neb., t.
Blanchard, Eddie (Club Elegante) NYC, nc.
Blanchard, Terry (Normandie) New York, nc.
Blane, Rose (Hollywood) New York, re.
Bliss, Lewis & Ash (State-Lake) Chi, t.
Blue, Jack (Blakeland Inn) Denver, nc.
Blue, Lynn (Colonial Club) Evansville, Ind., nc.
Bo Brummels, The (All-Stars Club) NYC, nc.
Boles, John (Chicago) Chi, t.
Boran, Arthur (Duke U. Prom) Durham, N. C., 13-19.
Boreo, Emil (London Casino) London, nc.
Boring & Lazur (Wivel's) NYC, re.
Boston Sisters, Three (All-Star Club) NYC, nc.

ROUTE DEPARTMENT

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; t—theater.

Bower Sisters (Gayety) Louisville, t.
Bowers, Cookie (Earle) Phila 16-19, t.
Bowes, Major, Amateurs (Strand) Dover, N. H., 18-19, t.
Bowes, Major, Amateurs (Michigan) Detroit 16-19, t.
Bowes, Major, Amateurs (Ma.) Dallas, t.
Bowes, Major, Amateurs (State) Tallahassee, Fla., 19, t.
Bowly, Al (Rainbow Room) NYC, nc.
Bradley, Anne (Club Avalon) Cleveland, nc.
Brady, Bill (Versailles) NYC, re.
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.
Brill, Sylvia (State-Lake) Chi, t.
Bring on the Dames (National) Richmond, Va.; (Earle) Phila 20-26, t.
Bring, Lou (Cafe Venezia) NYC, nc.
Brito, Phil (Statler) Buffalo, N. Y., h.
Britton, Harriet (Club Normandie) NYC, nc.
Broadway Bandwagon (Orph.) Dubuque, Ia., t.
Broel Sisters (Shea's Hipp.) Toronto 16-19, t.
Brown & Ames (Colonial) Dayton, O., t.
Brown, Arthur; (Hector's Club New York) New York, nc.
Brown & Brown (Anna Held's) NYC, nc.
Brown, Elmer (Ottumwa) Ottumwa, Ia., 18-19, t.
Brown, Evans (Red Gables) Indianapolis, nc.
Browne, Louise (Gayety) London 1-31, t.
Brown, Troy (Kit Kat Club) NYC, nc.
Browne & LaVelle (Orph.) Waco, Tex., t.
Browning, Mitchell & Wilson (Leon & Eddie's) NYC, nc.
Brydon, Louise (Hickory House) N. Y. C., nc.
Bryant, Raines & Young (Marbro) Chi, t.
Buck & Chic (Kuchlin) Basle, Switzerland, 7-30, t.
Burns, Billie, & Denny White (Commodore) NYC, h.
Burns, Dave (Wyndham's) London 1-31, t.
Burrage, Alice Hathaway (Chateau Moderne) New York, nc.
Butters Troupe (Rio) Helena, Mont., t.
Butterworth, Anne (Lindy's) Boston, re.
C
Calvin, Al & Margie (Beacon) Vancouver, Can., t.
Calloway, Cab, & Orch. (Pal.) Cleveland 16-19, t.
Calvo, Pilar (El Chico) New York, nc.
Cameron, Phyllis (House of Morgan) NYC, nc.
Cameron, Yukona (Palladium) London 11-31, t.
Camilla's Birds (Hipp.) NYC, t.
Campbell, Josephine (Oasis) Detroit, nc.
Caperton & Columbus (St. Moritz) N. Y. C., h.
Cardona, Kay (Dizzy Club) NYC, nc.
Carenina, Lena (Club Gaucho) New York, nc.
Carleton & Juliette (Benj. Franklin) Phila, h.
Carlisle, Una (Gabriel's) New York, nc.
Carlson, Jack (French Casino) NYC, nc.
Carmen, Billy & Grace, with Naomi Bell (Hilltop Club) San Antonio, nc.
Carol, Myra (Criterion) Sapulpa, Okla., t.
Carroll, June (Penthouse) Baltimore, nc.
Carroll, Earl, Vanities (Mainstreet) Kansas City 16-19, t.
Carroll & Gorman (885 Club) Chi, nc.
Carroll, Nita (Snellton Hotel) NYC, h.
Carroll, Florence (Gresham) Boston, h.
Carson, Jack (Tower) Kansas City, t.
Castain & Crane (Larue's) NYC, re.
Castle, Billy (Chateau Moderne) N. Y. C., nc.
Caston, Bobbie (Connie's Inn) NYC, nc.
Cellinda, Aurelia (Sans Souci) Havana, Cuba, nc.
Cevene Trio (Jefferson) St. Louis, h.
Chandler, Grace (Black Diamond) Scranton, Pa., nc.
Chappelle, Carol (Jack Dempsey's) NYC, nc.
Chappell & Drumb: Lyons, Kan.; Eureka 23-28, a.
Charles & Celeste (Stevens) Chi, h.
Charles, Ernest (Normandie) New York, nc.
Cherie & Joe (French Casino) NYC, nc.
Chicken Sisters (Fox) Washington, D. C., 16-19, t.
Chita (Anna Held's) NYC, re.
Chiyu, Princess (Clover Club) Sharon, Pa., nc.
Chmara, Gregory (St. Moritz) NYC, h.
Christina, Bobette (Chateau Moderne) NYC, nc.
Clara Donna (Kit Kat Club) New York, nc.
Clairs, The (America) Cheyenne, Wyo., t.
Clarence & DeLores (Orph.) Waco, Tex., t.
Clark's, Harry, March of Rhythm (Lincoln) Cheyenne, Wyo., 19; (America) Casper 20; (Cozy) Pittsburgh, Kan., 22-23; (Criterion) Sapulpa, Okla., 25, t.
Clark's, Harry, Paris on Parade (Ottumwa) Ottumwa, Ia., 25-26, t.
Clark's, Harry, Top Hat Revue (State) Cedar Rapids, Ia., 20-22; (Rialto) Newton 24; (Cecil) Mason City 25-26, t.
Claudet, Marguerite (Shawnee) Springfield, O., h.
Clouser's, Joe, Collegians (Orph.) Winnipeg, Can., t.
Cleve, Elmer, Co. (Uptown) Chi, t.
Cocoanut Grove Revels (Orph.) Minneapolis 16-19, t.
Cocolban, Cornelius (St. Regis) New York, h.
Comedy Stars of Hollywood (Orph.) Waco, Tex., t.
Comeford, Marie (New Yorker) New York, h.
Comets, Four (American Music Hall) NYC, mh.
Connors Jr., Chuck (Tin Pan Alley) New York, nc.
Conti, Jean (Meurice) NYC, re.
Continental, Three (Paddock Club) Chi, nc.
Continental Trio (Yacht Club) Chicago, nc.
Convillie, Frank (Oriental) Chi, t.
Continental Varieties (Club Clicquot) NYC, nc.
Coogan, Mac (Edison) New York, h.
Cook, Gloria (Hollywood) New York, nc.
Corday & LaMonte (Jungle Inn) Youngstown, O., nc.
Cordona, Kay (Dizzy Club) NYC, nc.
Corlles & Palmer (Santa Rita) Tucson, Ariz., h.
Cornell, Wes (429 Club) Chi, nc.
Cornwell, Frank, Trio (Biltmore) NYC, h.
Carol, Nita (Shelton) NYC, h.
Cortez, Al & Toni (Hickory House) NYC, nc.
Cortez & Marquis (Club Belvidere) Hot Springs, Ark., nc.
Courtney, Ann (Normandie) New York, nc.
Cridler & Paige Capers of Mirth (The) Dublin, Ga., 19; (Rylander) Americus 20; (Pastime) Columbus 21; (Ritz) Bainbridge 23; (Grand) Fitzgerald 24; (Rivoli) Douglas 25, t.
Crone, Roberta (Paradise) Findlay, O., c.
Cropper, Roy (Wellington) NYC, h.
Cross & Dunn (Palm Island Club) Miami, nc.
Crown, Hazel (Paddock Club) Cleveland, nc.
Cugat, Carmen (Waldorf-Astoria) NYC, h.
Cugat, Xavier, & Orch. (Stanley) Pittsburgh 16-19, t.
Cullen, Mickl (Barrel of Fun) NYC, nc.
D
D'Arcy Girls (Shrine Circus) Omaha 16-21.
Dailey, Cass (Hollywood) New York, nc.
Daisy, the Horse (Royal Palm Club) Miami, nc.
Dale & Dean (Criterion) Sapulpa, Okla., t.
Dale, Glen (Cecil) Mason City, Ia., 18-19, t.
Dalton, Jack (Athletic Club) Milwaukee, c.
Daniels, Bebe (Lyric) Indianapolis, t.
Danis, Mary (McAlpin) NYC, h.
Danwill Troupe (American Music Hall) NYC, mh.
Dau, Rilla (Club Gaucho) New York, nc.
Davis, Ches, Chicago Follies (Beacon) Vancouver, Can., t.
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.
Dayton, Joe & Eddie (Rio) Helena, Mont., t.
DeCamp, Ronnie (Old Rumanian) NYC, cb.
DeCaros, The (Town Casino) Phila, nc.
DeGoff, Harriette (Hollywood) Hollywood, Fla., cc.
Dean, Carol (Marquette Club) Chi, nc.
Dean, Laura (Park Central) NYC, h.
Delmar Twins (Hollywood), Hollywood, Fla. cc.
DeLain & Dunn (Palais Royale) Lansing, Mich., nc.
DeLouie & Milo (Criterion) Sapulpa, Okla., t.
De Vito, Denny Four (Kingston Empire) London 30-April 4, t.
De Wald Twins (Village Barn) New York, nc.
Diamond, Ted & Mitzl (Brown Derby) Boston, t.
Di Michael, John (Casino Venezia) N.Y.C., nc.
Dimitri & Helen (Club Gaucho) New York, nc.
Doeber, Ruth (Club Silhouette) Chi, nc.
Don & Dorice (Brown Derby) Boston, nc.
Donna, Kay (State-Lake) Chi, t.
Dooley, Jed, Co. (America) Cheyenne, Wyo., t.
Doree & Hayward (Criterion) Sapulpa, Okla., t.
Doris & Wally (Bradford) Boston, h.
Dosh, Freddie (Palmer House) Chi, h.
Dossena, Adelina (Club Minuet) Chi, nc.
Dougerty, Marie (Jimmy Dwyer's Rendezvous) New York, nc.
Dova, Ben (Wintergarten) Berlin 1-31, t.
Dove, Evelyn (Connie's Inn) NYC, nc.
Drake, Connie (Deauville) New York, nc.
Drena & Her Dancers (London Casino) London, nc.
Drew, Cholly (Number One Bar) NYC, nc.
Drew, Doryce & Freddy (Ben Franklin) Phila, h.
Drew, Hotcha (Connie's Inn) NYC, nc.
Drum, Doty (Hector's Club New Yorker) New York, nc.
Duffin & Ruth (St. Francis) San Francisco, h.
Duval, Ade (Holborn Empire) London 23-28, t.
Duval, Sheila (New Town Bar) New York, nc.
Duval & Tregg (Colonial) Dayton, O., t.
Dyer, Bobby (Beacon) Vancouver, Can., t.
E
Earl & Josephine (Lincoln) New York, h.
Easter & Hazleton (Penthouse) Baltimore, nc.
Edison & Louise (Plymouth) Worcester, Mass., t.
Edwards, Irving (Princess) Nashville 17-19, t.
Efanti, Hilda (Anna Held's) NYC, nc.
Eldridge, Patsy (Tap House) Elmira, N. Y., nc.
Elgins, Five (State-Lake) Chi, t.
Ellison Sisters (Beacon) Vancouver, Can., t.
Elissa, Senorita (Nini's French Cabaret) New York, c.
Endor & Farrell (Savoy-Plaza) NYC, h.
Enrica & Novello (Waldorf-Astoria) NYC, h.
Enright, Jimmy (Cocoanut Grove) Minneapolis, nc.
Erma, Gypsy (New Town Bar) New York, nc.
Estelle & Leroy (French Casino) N. Y. C., nc.
Eugene, Bob, Troupe (Shrine Circus) Denver 23-28.
Everett & Conway (Shrine Circus) Topeka, Kan., 20-25.
F
Fads & Fancies (Criterion) Sapulpa, Okla., t.
Fairbank, Miriam (Hotel Ambassador) NYC, h.
Farrell, Billy, Co. (Orph.) Dubuque, Ia., t.
Farell, Marita (French Casino) New York, nc.
Farnum, Frank (Greenwich Village Inn) New York, nc.
Farrell, Bill; (Place Elegante) New York, nc.
Fast & Stuart (Frolics Cafe) Niagara Falls, N. Y., c.
Feindt, Cilly (French Casino) New York, nc.
Felicia & Del Rey (Shawnee) Springfield, O., h.
Fenwick & Kocher (Orph.) Winnipeg, Can., t.
Fermin & Mary Lou (El Toreador) N.Y.C., nc.
Ferry, the Frog (Hipp.) NYC, t.
Fiddlers, Three (Orph.) Lincoln, Neb., t.
Fields, Benny (Hollywood) NYC, re.
Fields, Irving (Buckingham) NYC, h.
Fields, Lillian (Monte Carlo) NYC, nc.
Fiorella, Mario (Hollywood) NYC, nc.
Fiske, Dwight (Savoy-Plaza) NYC, h.
Five Nit Wits (Tin Pan Alley) New York, nc.
Fletcher, Tom (Village Barn) New York, nc.
Florence & Alvarez (Town Casino) Miami, Fla., nc.
Fonzalls, Three (State) NYC 16-19, t.
Fordham, Louise (Number One Bar) NYC, nc.
Fox, Dorothy (St. Moritz) New York, h.
Foy, Boy (Fox) Phila 16-19, t.
Francis, The Mystery Man (Shelton Corner) New York, nc.
Franks, Four (Mile End Empire) London 23-28, t.
Frazier Sisters (Uptown) Chi, t.
Frazier, Jack (Bernice) Miami, Fla., h.
Freddy & His Dogs (French Casino) New York, nc.
Fredericks, Chester, Co. (Boston) Boston 16-19, t.
Frome, Milton (Hipp.) Baltimore 16-19, t.
Froos, Sylvia (Shubert) Cincinnati 16-19, t.
Fry, Bob & Virginia (Man About Town) New York, nc.
Fuller, Howard, & Sister (Ottumwa) Ottumwa, Ia., 17-19; (State) Cedar Rapids 20-22; (Rialto) Newton 24, t.
G
Gabby Bros. (Criterion) Sapulpa, Okla., t.
Gaby, Frank, Co. (Loew) Montreal 16-19, t.
Gamble, Dick (Bradford) Boston, h.
Garcia, Louis (Congress) NYC, b.
Gardner & Reed (Dizzy Club) New York, nc.
Gardner, Joan; (College Inn) Philadelphia, nc.
Garr, Eddie (Paradise) NYC, re.
Gaston & Edouard (Monte Carlo) NYC, c.
Gautier's Hotdogs (Lyric) Indianapolis, t.
Gautschi & Sonnen (Blackstone) Ft. Worth, Tex., h.
Gay, Sally (Park Plaza) St. Louis, h.
Gaylene Sisters (Palladium) London 11-31, t.
Georges & Jalna (Stanley) Pittsburgh 16-19, t.
Giants of Rhythm, Three (Connie's Inn) New York, nc.
Gilbert, Gloria (London Casino) London, nc.
Gibson, Billy (Granada Inn) Atlanta, nc.
Gifford, Jack (Chez Paree) Chi, nc.
Giovanni (Palmer House) Chi, h.
Gleason, Art, Town Scandals (Rio) Helena, Mont., t.
Glynn, Donald (Park Cafe) Burlington, Vt., c.
Gold & Bernie (Marbro) Chi, t.
Gray, Helen (Versailles) NYC, re.
Gray, Maxine (Pennsylvania) New York, h.
Green, Terry (Commodore) NYC, h.
Grey Family (Riverside) Milwaukee, t.
Grey, Lorette (Orph.) Winnipeg, Can., t.
Gyldenron, Baron Ebbe (Wivel's) N.Y.C., re.
Gypsy Albert Trio (Beverly Bar) NYC, nc.
H
Haakon, Paul (Ambassador) New York, h.
Hadi Baba, Three (Cecil) Mason City, Ia., 18-19, t.
Hall, Bob (Palmer House) Chi, h.
Hallman, Selma (Town Casino) Phila, nc.
Handler, Shirley (Club Minuet) Chi, nc.
Hart, Mary (Shakespeare) Liverpool, Eng., 23-28; (Theater Royal) Edinburgh, Scotland, 30-April 4, t.
Hardy, Moore (Gabriel's) NYC, nc.
Harmonizers, Four (Carolina) Florence, S. C., 18; (Liberty) Darlington 19; (Carolina) Greenville 20-21, 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.
Hashi & Osai (Orph.) Lincoln, Neb., t.
Wayworth, Seabee, Co. (State) Robertsonville, N. C., 19; (Rialto) High Point 20-21; (Broadway) Fayetteville 23-24, t.
Hazard, Hap (Shakespeare) Liverpool, Eng., 23-28; (Theater Royal) Edinburgh, Scotland, 30-April 4, t.
Hazelle & Klatoff (Park Central) NYC, nc.
Healy, Chuck (Torch Club) Canton, O., nc.
Healy, Dan (Broadway Room) New York, nc.
Heat Waves, Three (Jack Dempsey's) NYC, re.
Henning, Pat, Co. (Loew) Montreal 16-19, t.
Herman, Irving (Man About Town Club) NYC, nc.
Hill, Pat (Kit Kat Club) New York, nc.
Hilliard, Harriet (Lexington) NYC, h.
Hildegard (Gayety) London 6-31, t.
Hilton, Maud, Co. (Century) Baltimore 16-19, t.
Hirsch, Jack (Old Rumanian) NYC, cb.
Holland & Hart (Radio City Rainbow Room) NYC, nc.
Holly, Edna Mae (Ubangi Club) New York, nc.
Hollywood Four (Paramount) London 2-21, t.
Hollywood Horse (Village Barn) NYC, nc.
Holman, Libby (Town Casino) Miami, nc.
Holmes, Harry, Co. (Princess) Nashville 17-19, t.
Holst Twins (Orph.) Winnipeg, Can., t.
Honan, Helen (Oriental) Chi, t.
Honey Family (State) NYC 16-19, t.

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

Horn, Freddie (Brass Rail) Ogdensburg, N. Y., re.
 Hot Feet, Four (Kit Kat) New York, nc.
 Howard, Kathleen (Deauville) New York, nc.
 Howard, Tom, & George Shelton (Oriental) Chi, t.
 Howard, Vivian (Number One Bar) NYC, nc.
 Howe, Dorothy (Bossert Grill) NYC.
 Howell, David (Archmont Club) NYC, nc.
 Huber, Elsie (All Stars Club) NYC, nc.
 Humphreys, Paul (All Stars Club) NYC, nc.
 Hunt, Pee Wee (Radio City Rainbow Room) NYC, nc.
 Hyde, Herman, Co. (Chicago) Chi, t.

II Milano Grand Opera Co. (Fox) Detroit 16-19, t.

Jack & Jill (Radio City Rainbow Grill) NYC, nc.
 Jackson, Lawrence (President) New York, h.
 Jantz Sisters (Ritz) Muskogee, Okla., 18-19, t.
 Jarrett, Lucille (Madeleine's) New York, nc.
 Jerry & Jean (Orph.) Waco, Tex., t.
 Johnson, Al (Casino Venezia) NYC, nc.
 Johnson, May (Kit Kat Club) NYC, nc.
 Jones, Bobby (Chez Paree) Indianapolis, nc.
 Johnson & Dean (Connie's Inn) NYC, nc.
 Jones, Frank Peg (Beacon) Vancouver, Can., t.
 Jordan, Harry (Royal) Columbus, Ga., t.
 Jordan, Sylvia (Old Rumanian) NYC, cb.
 Jose & Renee (Vancouver) Vancouver, Can., h.
 Joy, Billy, Band (America) Cheyenne, Wyo., t.
 Judnich, Frank (Governor Clinton) NYC, h.
 Jules & Clifton (Loew) Montreal 16-19, t.
 Julienne (St. Moritz) NYC, h.

Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
 Kaloah (Connie's Inn) NYC, nc.
 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.
 Keane, Betty (Paradise) NYC, re.
 Kedrova, Lili (St. Moritz) NYC, nc.
 Keene Twins, Vic & LaMarr (Uptown) Chi, t.
 Kehr, Hollyn & Charles (Radio City Rainbow Grill) NYC, nc.
 Kelly, Nancy (Hi-Hat Club) Chi, nc.
 Kelly, Nell (Royale Frolics) Chicago, nc.
 Kelton & Durant (Royal Hawaiian) San Francisco, nc.
 Kenanedy, Billie (Howdy Club) New York, nc.
 Kennedy, May (Butler's Tap Room) NYC, nc.
 Kenny, Lillian (Hotel Montclair) NYC, h.
 Kent, Florence (Shawnee) Springfield, O., h.
 Khmara, Gregory (St. Moritz) New York, h.
 Kimir (Hipp.) NYC, t.
 King, Blanche (Brill's) Newark, N. Y., nc.
 Kirk, Jean (Paddock Club) Chi, nc.
 Knight, June (Earle) Washington, D. C., 16-19, t.
 Knox, Frances (Marble Grill) Rochester, N. Y., re.
 Komisarjevskaja, Elena (St. Moritz) NYC, h.
 Kozak, Great (Orph.) Dubuque, Ia., 19-22, t.
 Kramer, Dick (Lebus) New York, re.
 Kramer, Ida (Swanee) NYC, nc.

L'leslie, Mona (Palm Island Club) Miami, nc.
 LaFleur, Arthur (Hipp.) NYC, t.
 La Palomas (Deauville) New York, nc.
 LaRue, Bobby & Kenn (Gay Paree) San Antonio, Tex., nc.
 LaRue, Dorothy (Cecil) Mason City, Ia., 18-19, t.
 LaRue & LaValle (Blackstone) Ft. Worth, Tex., h.
 LaTour, George (Cecil) Mason City, Ia., 18-19, t.
 La Tour, Margie (Embassy Club) Chi, nc.
 LaVerne, Jean (Jungle Inn) Youngstown, O., nc.
 LaVola, Don (Shrine Circus) Hutchinson, Kan.; Topeka 23-28.
 Labato, Paddy (Barton's Paradise Club) Youngstown, O., nc.
 Lambert, Waverlyn (Anna Held's) NYC, nc.
 Lambert, Prof. (Lyric) Indianapolis, t.
 Lambert, Charlotte (Hollywood) NYC, nc.
 Lamerton, Marguerite (Hollywood) NYC, re.
 Lamont, Lester (Club Richman) NYC, nc.
 Lamonte, Jean (Jungle Inn) Youngstown, O., nc.
 Lane & Harper (America) Cheyenne, Wyo., t.
 Lane, Lillian (Dizzy Club) New York, nc.
 Lane, Ted (Hickory House) New York, nc.
 Lang, Jeannie (Earle) Phila 16-19, t.
 Lang & Lee: Kansas City; Springfield 23-28, a.
 Larmita & Mullet (Oasis) Detroit, nc.
 Larson, Al (Top Hat) Union City, N. J., c.
 Lasky, Andre, Revue (Riverside) Milwaukee, t.
 Lathrop Bros. & Lee (Chicago) Chi, t.
 Lawler, Alice (Caliente Club) NYC, nc.
 Lawrence, Dorothy (Club Deauville) N.Y.C., nc.
 Lawrence, Lucille (Swanee) NYC, nc.
 Lazaro, Leo (Place Elegante) NYC, nc.
 Lee, Bob (Wivel's) NYC, re.
 Lee, Don, & Louise Revue (State) NYC 16-19, t.
 Lee, Harry (Blakeland Inn) Denver, nc.
 Lee, Joe & Betty (Biltmore) NYC, h.
 Lee, Linda (Hotel Biltmore) NYC, h.
 Lee, Loretta (Lincoln) NYC, h.
 Leed, William (Dizzy Club) New York, nc.
 Lenora Dandies (Pennsylvania) Phila, h.
 Lenti, Steve (Place Elegante) New York, nc.
 Leone, Emile, Trio (Beacon) Vancouver, Can., t.
 LeRoy Sisters (Paddock Club) Cleveland, nc.
 Lester, Jerry (Greenwich Village) San Francisco, nc.
 Let's Swing It (Shubert) Cincinnati 16-19, t.
 Leu, Paul (Windmill) Pittsburgh, nc.
 Lewis, Evelyn (Chesterfield) Boston, nc.
 Lewis, "Sunny Jim" (Village Barn) N.Y.C., nc.
 Liazeed Arabs (Fox) Washington, D. C., 16-19, t.
 Light Brigade (McAlpin) NYC, h.
 Lilley, Joe & Harold Woodall (Number One Bar) NYC, nc.
 Lime Trio (Stanley) Pittsburgh 16-19, t.
 Little Sachs, Three (Barrel of Fun) NYC, nc.
 Livingston, Mary (Fox) Washington, D. C., 16-19, t.
 Long Jr., Nick (Adelphi) London 2-31, t.
 Lopez & Anita (Brill's) Newark, N. Y., nc.
 Lorna & Carr (Capri) Lawrence, Mass., re.
 Lorraine, Bill, & Ed Furman (Gay Nineties) NYC, nc.
 Lorraine, June (Broadway Room) NYC, nc.
 Lou, Lindy (Anna Held's) NYC, nc.
 Lowe, Jack (Cecil) Mason City, Ia., 18-19, t.
 Lowery, Fred (Ambassador) New York, h.
 Lowry, Ed (Ambassador) St. Louis, t.
 Lubina, Ada (St. Moritz) New York, h.

Lutes Bros. (Orph.) Winnipeg, Can., t.
 Lynch, Louise Dudley (Stork Club) NYC, nc.
 Lyons, Ben (Lyric) Indianapolis, t.

M

Mack, Buddy (Orph.) Winnipeg, Can., t.
 Mack, Jimmy (Orph.) Lincoln, Neb., t.
 Mack & Miller (Ottumwa) Ottumwa, Ia., 13-19, t.
 MacDonald, Grace & Gay (Leon and Eddie's) New York, nc.
 MacNaughton, Virginia (Lido) Montreal 16-21, nc.
 Maddux, Frances (Savoy Plaza) New York, h.
 Magnante, Charlie (Waldorf-Astoria) NYC, h.
 Mahon & Rucker (Cathay) Shanghai, China, h.
 Malina, Luba (Hollywood) New York, re.
 Mallory, Mickey (Old Rumanian) NYC, cb.
 Malvey, Hal (Club Avalon) Hot Springs, Ark., nc.
 Mandell, Kitty (New Town Bar) New York, nc.
 Mann, Sid (Mon Paris) NYC, nc.
 Manor, Mary (Embassy Club) Chi, nc.
 Manon, Sylvia, Co. (Fox) Phila 16-19, t.
 Mara & Renato (Jimmy Kelly's) N.Y.C., nc.
 Maravellas (El Chico) New York, nc.
 March of Rhythm (America) Cheyenne, Wyo., t.
 Mardi Gras Nights (Cecil) Mason City, Ia., 18-19, t.
 Marguerite & Arthur (Embassy Club) Toronto, nc.
 Mario & Floria (Ambassador Hotel) NYC, h.
 Markoff, Gypsy (Russian Kretchma) New York, nc.
 Marcellus Dancers (Riverside) Milwaukee, t.
 Marlene Sisters (Orph.) Lincoln, Neb., t.
 Marque & Suzanne (Merry-Go-Round) Dayton, O., nc.
 Marsh, Carolyn (Palladium) London 11-31, t.
 Martin, Muriel (Dizzy Club) New York, nc.
 Martin, Tommy (Bal Musette) New York, nc.
 Martini (Lookout House) Covington, Ky., nc.
 Martinet (Grosvenor House) London 11-31, nc.
 Martin's, Bill, Band (Ottumwa) Ottumwa, Ia., 18-19, t.
 Marya & Martyn (Heigh Ho Club) Washington, D. C., nc.
 Mason, Glenn (Orph.) Winnipeg, Can., t.
 Mason, Jack, & His Playboy Revue (Club Richman) NYC, nc.
 Mattison's Rhythms (Uptown) Chi, t.
 Maurice & Cordoba (Savoy-Plaza) NYC, h.
 Maughan, Dora: (Thru the Looking Glass) New York, nc.
 Mavely, Jackie (Kit Kat Club) NYC, nc.
 Max & His Gang (Shepherd's Bush Empire) London 23-28, t.
 Maxwell, Elsa (New Montmartre) NYC, nc.
 May, Bobby (Shubert) Cincinnati 16-19, t.
 Maya & Drago (Palmer House) Chi, h.
 Mayfair Sisters (Rio) Helena, Mont., t.
 McCabe, Sara Ann (Biltmore) NYC, h.
 McCoy, Elena (Chateau Moderne) NYC, nc.
 McCulley, Jean (Park Central) NYC, h.
 McDowell, John (Riverside) Milwaukee, t.
 McGill, Billie (Wonder Bar) Owasso, Mich., nc.
 McKinney, Florine (Dorchester Hotel) London 1-31, nc.
 McMahon & Adelaide: Torreon, Mex., 20-23; Saitillo 24-26; Matchuala 27, t.
 McNally Sisters (Hi-Hat Club) Chi, nc.
 Med & Nona (Dutch Village) Toledo, O., nc.
 Medley & Duprey (Tower) Kansas City, t.
 Medrano & Donna (Miami Biltmore) Miami, h.
 Mele, Vi (Commodore Hotel) NYC, h.
 Melino, Frank, Co. (Plymouth) Worcester, Mass., t.
 Meller, Joan (Greenwich Village Inn) New York, nc.
 Mells, Kirk & Howard (Boston) Boston 16-19, t.
 Melzoras, Six Flying (Fair) W. Palm Beach, Fla.; (Colored Fair) Miami 23-28.
 Mercer, Mary (Hickory House) New York, re.
 Metaxa, George (Fox) Washington, D. C., 16-19, t.
 Michel & Hero (Wintergarten) Berlin 1-31, t.
 Millard & Anita (Monte Carlo) New York, c.
 Miller, Joan (Jimmy Kelly's) NYC, nc.
 Miller, Myrtle (Deauville) NYC, nc.
 Miller, Ted & Art (Ritz) Muskogee, Okla., 18-19, t.
 Mills Bros. (Met.) Boston 16-19, t.
 Mills, Tommy (Place Elegante) New York, nc.
 Ming & Toy (Loew) Montreal 16-19, t.
 Mitchell, Connie (Orph.) Lincoln, Neb., t.
 Monroe & Adams Sisters (Marbro) Chi, t.
 Montgomery, Anne (Brill's) Newark, N. Y., nc.
 Monty, Paul (Man About Town Club) NYC, nc.
 Moore & Larrye (Connie's Inn) NYC, nc.
 Moore & Revel (Palm Island Club) Miami, Fla., nc.
 Moreno, Consuelo (El Chico) New York, nc.
 Morosco & Hayton (Grand) St. Louis, t.
 Morris, Dwight (Gabriel's) NYC, nc.
 Morris, Joe, Co. (Hipp.) Toronto 16-19, t.
 Morrissey, Tex (Harry's N. Y. Cabaret) Chi, nc.
 Munoz & Balan (Club Gaucho) NYC, nc.
 Mura, Corinna (Waldorf-Astoria) NYC, h.
 Murdock & Mayo (Criterion) Sapulpa, Okla., t.
 Muriel, Mimi (Meurice) NYC, re.
 Murphy, Dick (Columbus) Miami, h.
 Murphy, Edna (New Yorker) New York, h.
 Murphy, Senator (Roxy) NYC 16-19, t.
 Murray & Alan (Del Monico's) NYC, re.
 Murray, Arthur, Dancers (Vanderbilt) NYC, h.
 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 (Ottumwa) Ottumwa, Ia., 18-19, t.
 Myers, Jack, & Marion Wilkins (Hotel New Yorker) NYC, h.
 Myra (Tillie's Chicken Grill) New York, nc.

N

Nadine & Girardo (Biltmore) NYC, h.
 Nash, Wanda (Gabriel's) NYC, nc.
 Naylor, Marjorie (Hickory House) NYC, nc.
 Negri, Pola (Scala) Berlin 1-31, t.
 Neiser, Henri (Beacon) Vancouver, Can., t.
 Nevin, Hazel (Village Barn) New York, nc.
 Newell, Bobbie (Brass Rail) Ogdensburg, N. Y., re.
 Newman, Harry (Beverly Bar) NYC, nc.
 Nice, Florio & Lubow (Royal Palm Club) Miami, nc.
 Niles, Noma (Swanee) NYC, nc.
 Niriska (Boston) Boston 16-19, t.
 Niva, Vira (Paradise) NYC, re.
 Noble, Leighton (Waldorf-Astoria) NYC, nc.

Noland, Nancy (Radio City Rainbow Grill) NYC, nc.
 Nolte, Carolyn (Ira's Supper Club) Miami, Fla., nc.
 Nonchalants, Three (Colonial) Dayton, O., t.

THE THREE NONCHALANTS
 Week of March 13, Colonial Theatre, Dayton, O.
 Dir.: MUSIC CORPORATION OF AMERICA.

Norman, Karyl (Cafe La Rouge) Brooklyn, N. Y., nc.
 Norton's Speedster Revue (Chateau) Rochester, N. Y., nc.
 Novoa, Fantasia (El Toreador) NYC, nc.

O

Oakley, Bob (Met.) Houston, Tex.; (Maj.) Dallas 14-20, t.
 Oakley, Bob (Maj.) Dallas, Tex.; (Maj.) San Antonio 21-27, t.
 O'Beir, Bonnie (Grand) St. Louis 20-26, t.
 O'Gonnor Family (Lyric) Indianapolis, t.
 O'Dea, June (Hollywood Yacht Club) Miami, Fla., nc.
 O'Doherty, Molly (Man About Town Club) NYC, nc.
 Oldfield, Emmett (Dorchester Hotel) London 1-31, nc.
 Orloff Trio (Orph.) Lincoln, Neb., t.
 Ortons, Four (Palladium) London, Eng., t.

P

Pablo (Hi-Hat Club) Chi, nc.
 Pady Twins (Tap House) Elmira, N. Y., nc.
 Page, Muriel (National) Richmond, Va.; (Earle) Phila 20-26, t.
 Page, Powell & Nona (Pavilion) Liverpool, Eng., 23-28; (Empire) Nottingham 30-Apr. 4, t.
 Palmer & Doreen (Gayety) Buffalo 20-26, t.
 Palmer, Kay (Vanderbilt) NYC, h.
 Panico, Gloria (New Stables) Chi, nc.
 Pansy, the Horse (Uptown) Chi, t.
 Paris on Parade (Ritz) Muskogee, Okla., 18-19, t.
 Parker, Bobby (English Tavern) Richmond, Va., nc.
 Parsons, Kay (Gay Nineties) New York, nc.
 Pat & Marilyn (Euclid Club) Bay City, Mich., nc.
 Paulin, Richard (Ambassador) NYC, h.
 Peabody, Eddie (Orph.) Minneapolis 16-19, t.
 Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
 Peppers, Three (Kit Kat Club) NYC, nc.
 Peppy & Peanuts (Leon & Eddie's) NYC, nc.
 Perfect, Rose (Finsbury Park Empire) London 23-28, t.
 Petch & Deauville (Shubert) Cincinnati 16-19, t.
 Pete, Feaches & Duke (Met.) Boston 16-19, t.
 Phil & Dolly (Ritz) Muskogee, Okla., 18-19, t.
 Pickford, Merry (Keenan's) Chester, Pa., c.
 Pierce & Harris (Hollywood) New York, nc.
 Pils & Tibet (Trocadere) Hollywood, Calif., nc.
 Piroaska (French Casino) NYC, nc.
 Plybon-Allen Girls (Plaza) Pittsburgh, c.
 Fope & Thompson (American Music Hall) NYC, mh.
 Potter, Lisa (Club New Yorker) NYC, nc.
 Powell, Claire (Paddock Club) Chi, nc.
 Prentice, George (Savoy Hotel) London 16-20, nc.
 Princess Ahi (Leon & Eddie's) NYC, nc.
 Fryor, Roger (Century) Baltimore 16-19, t.
 Puri's, Marie, Say It With Ladies (Riviera Beach) Daytona Beach, Fla., 20-27, h.

R

Rafael (Sherry-Netherland) NYC, h.
 Rainbow Revue (Orph.) Lincoln, Neb., t.
 Ramage, Gladys (Linger Bar) Sheboygan, Wis., nc.
 Ramon & Lucinda (El Toreador) NYC, nc.
 Ramon & Renita (Ira's Supper Club) Miami, Fla., nc.
 Rand, Katherine (Paradise) NYC, re.
 Randall, Andre (French Casino) N. Y. C., nc.
 Randall, Carl (House of Morgan) NYC, nc.
 Randleys, Four (Oriental) Chi, t.
 Randolph, Amanda (Black Cat) New York, nc.
 Ranson, Glenda (Broadway Room) NYC, nc.
 Raye, Allen (Biltmore) New York, h.
 Raye, Prince & Clarke (Park Central) NYC, h.
 Raymond, Lou (Village Nut Club) NYC, nc.
 Raymonds, Three (Jimmy Kelly's) N.Y.C., nc.
 Read, Jimmy (Criterion) Sapulpa, Okla., t.
 Readinger Twins (Hollywood) Hollywood, Fla. cc.
 Reed, Billy (Leon & Eddie's) NYC, nc.
 Reed & Blane (Wellington) NYC, h.
 Rees, Jack (Normandie) New York, nc.
 Reilly, Thrower & Ladayne (Tower) Kansas City, t.
 Rella, Dorothy & Lew (Grand) St. Louis, t.
 Renaldo & Palmer (Lido) Montreal 16-21, nc.
 Renault, Francis (Trottas) Washington, D. C., nc.
 Revel, Baxter & Dean (Hipp.) Toronto 16-19, t.
 Rich, Jack (Anna Held's) NYC, nc.
 Richardson Twins (Orph.) Dubuque, Ia., t.
 Rimacs, Ciro & Co. (Adelphi) London 2-31, t.
 Riviera Boys (Barrel of Fun) NYC, nc.
 Robbins Family (Paradise) NYC, re.
 Roberts, Dave & June (Bat Gormley's) Lake Charles, La., re.
 Roberta (Earle) Phila 16-19, t.
 Roberts, Whitey (Tower) Kansas City, t.
 Robin, Margot & Libby (Hipp.) Toronto 16-Rochelle Bros. & Beebe (Princess) Nashville 17-19, t.
 Rocky Twins (Versailles) NYC, re.
 Rodrigo & Francine (Park Plaza) St. Louis, h.
 Rodrigo, Nano (Radio City Rainbow Room) NYC, nc.
 Rogan & Barlow (Riverside) Milwaukee, t.
 Rogers, Buddy, Orch. & Revue (Earle) Phila 16-19, t.
 Rogers, Jimmie (Hector's Club New Yorker) New York, nc.
 Rogers, Joyce (Rio) Helena, Mont., t.
 Rogers, Muriel (Chateau Moderne) NYC, nc.
 Rohkask, Marianne (Club Normandie) NYC, nc.
 Roisman's Alabamians (Orph.) Dubuque, Ia., t.
 Rollins, Mimi (Leon & Eddie's) NYC, nc.
 Rolph, Wynne (Wivel's) New York, re.
 Romero & Juliette (Monte Carlo) NYC, nc.
 Ross, Benny, & Maxine Stone (Shubert) Cincinnati 16-19, t.
 Ross, Dr. (Waldorf-Astoria) NYC, h.
 Rossi, Pat (Cafe Loyale) NYC, re.
 Roth, Lillian (House of Morgan) NYC, nc.
 Rousseaux, Jaime (Radio City Rainbow Grill) NYC, nc.
 Rowe, Dorothy (Bossert Grill) NYC, nc.

Royal Hawaiians (Dizzy Club) NYC, nc.
 Rush, Ann (Paddock Club) Chi, nc.
 Russian Choir (Sherry-Netherland) NYC, h.
 Ryan, Rosy (Black Diamond) Scranton, Pa., nc.

S

Salama, Andre (St. Moritz) NYC, h.
 Sam, Ted & Ray (Paradise) NYC, re.
 Sandino & Fairchild (Firenze Restaurant) NYC, re.
 Sandra & Winters (State-Lake) Chi, t.
 Sanna & Loomis (Ritz) Muskogee, Okla., 18-19, t.
 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, Kenny (Radio City Rainbow Room) NYC, nc.
 Savage, Jean (Southern) Baltimore, h.
 Savoy, Harry (National) Richmond, Va.; (Earle) Phila 20-26, t.
 Sawyer, Bobby (Gabriel's) NYC, nc.
 Scott, Mabel (Ubangi Club) NYC, nc.
 Scott, Virgie (Ubangi) NYC, nc.
 Sedley, Roy (Riverside) Milwaukee, t.
 Seror Twins & Melita (Orph.) Dubuque, Ia., t.
 Seymour, Tommy (Criterion) Sapulpa, Okla., t.
 Shannon & Harris (Cecil) Mason City, Ia., 18-19, t.
 Shannon, Richard, Band (Ritz) Muskogee, Okla., 18-19, t.
 Shawn, Jack (Club Royal) McAllen, Tex., nc.
 Shay & Parker (America) Cheyenne, Wyo., t.
 Shayne & Armstrong (Boston) Boston 16-19, t.
 Sheridan, Eleanor (Del Monico's) NYC, nc.
 Shelton, James (Club Normandie) NYC, nc.
 Sherker (French Casino) NYC, nc.
 Sherman & McVey (Orph.) Winnipeg, Can., t.
 Shipstad & Johnson (College Inn) Chi, nc.
 Sims, Lee, & Iromay Bailey (Boston) Boston 16-19, t.
 Simpson, Carl (Park Plaza) St. Louis, Mo., h.
 Skating Swingers (Beacon) Vancouver, Can., t.
 Skidmore, Kay (Hotel Piccadilly) NYC, h.
 Small, Frank, Revue (New Yorker) N.Y.C., h.
 Smart Set Four (Radio City Rainbow Grill) NYC, nc.
 Smith, Bessie (Connie's Inn) New York, re.
 Smith, Bill (Fifth Avenue Hotel) New York, h.
 Smith, Chubby (Swanee Club) NYC, nc.
 Smith Sisters (Lido) Montreal, nc.
 Snyder, Marguerite (Hotel Shelton) N.Y.C., h.
 Sonia, Ganser, & Andre (French Casino) NYC, nc.
 South, Bob, & Co. (Cecil) Mason City, Ia., 18-19, t.
 Spec & Spot (Food Show) Kansas City, Mo.
 Spirits of Rhythm, Six (Jack Dempsey's) NYC, re.
 Stapletons, The (Chez Paree) Chi, nc.
 Starr, Jack (Palladium) London 11-31, t.
 St. Claire, Putnam (Ubangi) NYC, nc.
 St. Leon, Lillian, Co. (Grand) St. Louis, t.
 St. Onge, Joe, Trio (Colonial) Dayton, O., t.
 Steele, Bill (Earle) Phila 16-19, t.
 Stevens, Jimmy (Oasis) Detroit, nc.
 Stewart, Larry (Leon & Eddie's) N.Y.C., nc.
 Stewart Sisters (Dizzy Club) NYC, nc.
 Stiles, Beebe (Show Bar) Forest Hills, L. I., nc.
 Stone, Al (Paddock Club) Cleveland, nc.
 Stone, Bernice (Savoy Hotel) London 16-29, nc.
 Stone, Harold (Chateau Moderne) NYC, nc.
 Stone, Neil (Howdy Club) NYC, nc.
 Stoner, Percy (Barrel of Fun) NYC, nc.
 Stover, Ginger (Orph.) Winnipeg, Can., t.
 Stratton, Scottie (Brass Rail) Ogdensburg, N. Y., re.
 Street Singer (State) NYC 16-19, t.
 Stretch & Strain (Junction Inn) Mountain View, Calif., nc.
 Stuart-Morgan Dancers (Fox) Washington, D. C., 16-19, t.
 Sullivan, Bobby (Swanee Club) New York, nc.
 Suter, Ann (American Music Hall) NYC, mh.
 Sutton, R. Patrick (Orph.) Waco, Tex., t.
 Swann, Evelyn Eppee (Stork Club) NYC, nc.
 Swing Brigade (Cocoanut Grove) Minneapolis, nc.
 Sykes, Harry (Shrine Circus) Red Wing, Minn.
 Symington, Eve (Plaza) NYC, h.

T

Table Tooners (Chateau Moderne) NYC, nc.
 Tapps, Georgie (Paradise) NYC, re.
 Tappan, Maxine (Ambassador) New York, h.
 Tate, Nancy, Six (Ottumwa) Ottumwa, Ia., 18-19, t.
 Taylor, Dub (Ottumwa) Ottumwa, Ia., 18-19, t.
 Taylor, Peggy, & Co. (Wintergarten) Berlin 1-31, t.
 Tegner, Michael (Number One Bar) NYC, nc.
 Tennill, Frank (New Yorker) NYC, h.
 Termini, Joe (Empire) Penge, Eng., 23-28; (New Cross Empire) London 30-April 4, t.
 Terris, Norma (Versailles) NYC, re.
 That Quartette (American) NYC, mh.
 Theodore & Denesha (Montclair) NYC, h.
 Theodores, The (Chez Paree) Chi, nc.
 Thomas, Chic (Grand) St. Louis, t.
 Thompson, Kay (St. Regis) NYC, h.
 Tic, Toc and Toe (Paradise) NYC, re.
 Tien, Paul (Old Rumanian) NYC, nc.
 Tierneys, Four Juggling (State) Pontiac, Mich., 20-22, t.
 Timberg, Herman (State) NYC 16-19, t.
 Times Square Topics (Orph.) Winnipeg, Can., t.
 Tint, Al (Club Ark) Dayton, O., nc.
 Tio, John (Earle) Washington, D. C., 16-19, t.
 Togo, Great (Ottumwa) Ottumwa, Ia., 18-19, t.
 Tol, Ming (Chez Paree) New Orleans, nc.
 Tomlin, Pinky (Roxy) NYC 16-19, t.
 Toots & Al (Kit Kat Club) NYC, nc.
 Top Hat Revue (Ottumwa) Ottumwa, Ia., 18-19, t.
 Toropova, Nadine (St. Moritz) NYC, h.
 Trado, Frank & Pete (Lido) Montreal 16-21, nc.
 Trahan, Al (Palladium) London 9-31, t.
 Trent, Tommy (Colonial) Dayton, O., t.
 Tripoli Trio (Colosimo's) Chi, nc.
 Truckin' (Roxy) NYC 16-19, t.
 Tucker, Sophie (Hollywood) Hollywood, Fla., cc.
 Turry, Dorothy (Chateau Moderne) NYC, nc.
 Tranger, Don (Club Madrid) Milwaukee, nc.
 Tscherkassy, Alexis (St. Moritz) New York, h.

U

Udell Triplets (Orph.) Dubuque, Ia., t.
 Uncle Ezra Jones Barn Dance Frolics (Carolina) Florence, S. C., 18; (Liberty) Darlington 19; (Carolina) Greenville 20-21; (O. H.) Abbeville 23; (State) Greenville 24-25, t.
 (See ROUTES on page 56)

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place. Parcel Post

Howen, John, 15c Mooney, W. F. Lavan, Pauline, 8c Lec, Lewis E., 6c Vincent, Dick, 40 Lenhart, Ray, 3c

Ladies' List

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Reno, Paul
Reynard, Frank
Reynolds, E. S.

Reynolds, Jim
Reynolds, Tom J.
Rhinehart, Dan
Rhodes, Elmer
Rice, Claude H.
Rice, Dan
Rich, Jimmy
Richard, Geo.
Richards, James
Richman, Rodeo
Richter & Phillips
Richie, Billy
Riley, Clarence E.
Rimmer, Billie
Rinehart, Jack
Rising, Thad A.
Rittley, Harry
Roberson, Howard
Roberts, J. C.
Roberts, J. Show
Rocco, Phil
Rockford, Ben
Rockwell, Royal
Rodgers, Bill
Rodgers, Joe I.
Roeder, Henry
Roger, Albert
Rogers, J. R.
Rogers, Seigel
Rohter, L. S.
Roland, D. D.
Roland, Henry
Rosanna, Patsy
Rose, Teddy
Rosen, Billie
Rosen, H.
Rosenbach, Harry
Rosenbach, Wm.
Rosenheim, Jake
Rosewall, Abe
Ross, Chas.
Ross, Wm.
Ross, Tony F.
Ross, Sammy
Ross, Wm.
Rossa, Jos.
Rothoz, F. P.
Rowell, Alonzo
Royer, Archie
Rowan, Doc W. H.
Ruffing, B. H.
Ruger, Doc
Rusher, A. D.
Russell, James H.
Russell, Slim
Russell, Tussie
Ruston, Jas. R.
Ryan, Ray E.
Sagwah Med. Co.
Saier, Herbert E.
Samson, Frank
Sanders, L. B.
Sanders, W. H.
Sargent, Geo.
Sangor, Harry
Sartell, Oscar
Scartatella, Tony
Scatterday, R. O.
Schaefer, Lee
Schaffer, Herman
Schaffner, Nell E.
Schelhe, Louis
Schiefelbein, Max
Schneman, Lester
Schneider, Vic
Schofield, Jos.
Schrappe, Chas.
Schreckengost, Arden
Schultz, Carl A.
Schulze, Gus
Scott, C. B.
Scott, Gene Sonda
Scott, Geo.
Scott, Harry
Scott, H. T.
Scott, Richard
Scott, Walter
Scott, W. D.
Scully, Tom
Seibel, Jean
Self, Frank
Seymour, Doc & Carmen
Seymour, W. O.
Shapiro, Dave
Shannon, Dick
Shark, Geo.
Sharkey, Geo. E.
Sharkey, Jack E.
Sharkey, Ted
Sharp, Geo.
Sharpe, Maxie
Sheares, Freddie
Sheck, Gene
Shelton, Fred Pop
Sheridan, J. R.
Sherman, Jack
Sherwood, Don D.
Shields, Furl
Ship, R. A.
Shiver, Chas.
Shore, Herman
Shunatona, Chief
Shuttie, Ferris
Siladi, John
Sillers, Jackie
Sillers, Hal
Sillers, J. H.
Simpson, Charlie
Simpson, E. R.
Simpson, James
Simpson, Sam
Sims, Rufus J.
Singleton, Harry D.
Siscoe, R. H.
Skinner, Walter
Slerting, Doc B.
Smith, Bill
Smith, Curley
Smith, J. David
Smith, Dell
Smith, Fletcher
Smith, Floyd
Smith, G. W.
Smith, Harry K.
Smith, Jack J.
Smith, Jess W.
Smith, Joe J. & Billie
Smith, J. Lacy
Smith, Lloyd T.
Smith, O. M.
Smith, Rollin
Smith, Roy H.
Smith, T. J.
Smitty, J. D.
Smucker, Bernie
Snedicker, Bart
Snediker, W. B.
Snooks, Kid
Snow, Roy
Sohn, Clem
Sontz, Carl

Sordelet Sr., Henry
Spangler, Dr.
Sparks, Jesse
Spear, W. A.
Speilman, Dave
Sperlock, Red
Spitalny, Phil
Sprague, Paul
Spragne, Ralph
Spring, Ed
St. Clair, Bob
St. Johns, Art
St. Leon, Geo.
Stack, F. T.
Stanley, Clipper
Stanley, Goldblock
Stanley, Paul
Stanley, John
Steck, Bob
Steinberg, Abraham
Stevens, Al & Octa
Stevens, G. W.
Stewart, Lei Aloha
Stewart, Sid
Stewart, Ten
Stiles, Robt.
Stines, Chas.
Stiy, Jos.
Stock, Dave
Stockdale, A. E.
Stoltz, Lloyd Peggy
Stone, Jimmy S.
Stoneman, Joe
Stone, O. L.
Storey, Big Bam
Stork, David
Strong, Ervin
Strubel, Frank
Stull, Phillip
Sturky, E. B.
Sullivan, Carl
Sullivan, Danny
Sullivan, Texas
Sullivan, Wm. O.
Summers, H. F.
Sumal, Ernest
Swain, August T.
Swanger, Harry
Sweeney, Thos. L.
Swope, Cliff
Tardy, Tony
Tate, Gilmore
Taylor, Don
Taylor, R. Ferris
Taylor, Wm. B.
Tedwell, Ted
Teer, Jimmie
Templeton, Patrick
Tennessee, Delmor
Terney, Frank
Terrell, Billie
Tesky, Joe
Thomas, Fred
Thomas, H. O.
Thompson, H. Z.
Tiemyer, Eddie
Tinney, Harry
Tisdale, H.
Tom, Frank
Tom, Geo.
Tomaz, Pete Tang
Townsend, Cal
Townsend, Chas.
Townsend, Maxwell
Tows, Paul
Traugott, Dave
Traver Carnival
Tronson, Ruba
True, John L.
Trueblood, C. D.
Tullis, Wm. A.
Tunney, Leo
Turner, Garrison
Turner, Joe C.
Turner, Lynn H.
Twist, Egan
Tyler, Capt. Carl
Tyler, Clinton E.
Tyree, Earl
Udyke, Colton
Urban, Joe
Usher, Geo.
Usher, Herb
Van Allen, E. W.
Van Diver, C. P.
Van Dyke, Robt.
Van, Jack G.
Vance, Slim
Vassar, Everett
Vermont, Slim
Vernon, Wally
Vincent, Dick
Vinson, Happy
Vokal, Geo.
Waddell, Rube
Waddell, Tony
Wade, R. C.
Wagner, Archie
Walker, Frank C.
Walker, Jack
Walker, James C.
Wallace, Harold
Waller, Thos.
Walls, C. W.
Walters, Robt.
Walton, Boots
Walton, Jess
Walz, Doc
Wann, Bob
Ward, John
Warner, Alverdo
Warren, the Wizard
Washington, Noah
Waster, Tommie
Watkin, Pierre
Watkins, Mark
Way, Wally
Weatherford, Earl
Weaver, Turk
Webb, Joe B.
Webb, Lorant Tex
Webb, Randy
Wells, Jack
Wentz, Geo. C.
Wesselman, L. B.
West, Vernon
Western, J. W.
Westfall, Billy
Wetzel, Baldy
Wheaton, Charley
Wheeler, Elmer
Wheeler, Ned
Wheeler, W. A.
Whiley, Oscar
Whitaker, John
White, Carl
White, Earl S.
White, Larry R.
White, Lucis
Whitmore, Geo.
Whitney, Charles
Wikie, Paul
Williams, Billie
Williams, Charlie
Williams, Chas.
Williams, Earl
Williams, Eddie
Williams, F. X.
Williams, Jack
Williams, Jack & Ina
Williams, J. E.
Williams, Lawrence
Williams, Les C.
Williams, Orval
Williams, S. F. X.
Willis, Billie
Willie-West & McGinty
Wilner, Dave
Wilson, C. E.
Wilson, G. E.
Wilson, Clyde
Wilson, Dimo
Wilson, Earl
Wilson, James
Wilson, Kenneth
Wilson, Robt. W.
Wilson, Robt. Collis
Wilson Sales Co.
Wilson, Ted C.
Wilton, G.
Wiltse, Cash
Winkie, W. F.
Winstead, E. S.
Wolfe, A. L.
Wollard, Bennie
Woltz, Earle
Wood, Edgar R.
Wood, Frank
Woods, Dr. Harold
Wood, R. F.
Woodruff, Harry
Woods, Punk
Wonder, Tom & Betty
Woodall, Billie
Woodard, R. W.
Woodburn, Thos.
Woodruff, Leroy
Woods, Robt. B.
Woods, Woodie
Wordley, Ralph
Wright, Bill & Martha
Wright, Otho
Wright, Jack
Wright, Warren
Wyatt, Walter
Yancey, Geo. B.
Yonko, Leo
Young, Fred H.
Young, Harry
Young, Eddie
Young, Raymond
Young, Roscoe
Zarlington, Ray
Zaylor, W. T.
Zenoz, L.
Zimmer, Joe
Zink, Billy
Zobar, L.
Zogi, Prince
Zorn, Harry M.

MAIL ON HAND AT

ST. LOUIS OFFICE

390 Arcade Bldg.,
Eighth and Olive Sts.
Ladies' List
Ballard, Mrs. Lupe
Clay, Madam Rose
Cole, Mrs. Edw. R.
Cortez, Mrs. Peggie
Cundiff, Mrs. Emma
Curtis, Peggy
Donnelly, Betty
Ellis, Mrs. Mabel
Frank, Miss Jerry
Gillies, Mrs. R. L.
Handing, Mrs. Steve F.

Gentlemen's List

Adams, L. L.
Allen, Ed & Taxie
Allen, Marion Jack
Allman, Bill
Ames, George L.
Anderson, Ralph
Baker, Bennie
Bartlett, Neil
Baysinger, Al
Beaumont, Jack K.
Bresnahan, T. J.
Burroughs, J. R.
Butcher, Otho J.
Carter, Wray
Chapman, Eugene
Chlemons, Rollie
Conley, Marty
Coon, Bob
Copper, Tom
Costo, Joe
Coy, B. E.
Cunningham, Slim
Darpell, Joe
Deltosselli, Jose
Dick, Billie
Evans, Britt
Fanning, George
Fredericks, Freddie
Gillespie, Denbo
Gillespie, W. S.
Goldstone, Ray
Groves, Harvey D.
Hardy, J. D.
Heller, Red
Hudson, Harry A.
Hunt, Ed
Hunt, Harry
Johnston, Everett
Jones, John Paul
Jones, Roy C.
Maidie, Miss
O'Hara, Elvera
Patrick, Miss
Pennington, Ann
Redrick, Edith
Rollet & Dorethea
Saunders, Mrs. Marie (Jolly)
Shaw, Mrs. Darline
Sherman, Betty J.
Sinclair, Peggy
Sztia & Anis
Talmadge, Mlle.
Wayne, Mrs. Evelyn
Luciano, Louise
McCarty, Mrs. Billie
O'Hara, Elvera
Patrick, Miss
Vance
Pennington, Ann
Redrick, Edith
Rollet & Dorethea
Saunders, Mrs. Marie (Jolly)
Shaw, Mrs. Darline
Sherman, Betty J.
Sinclair, Peggy
Sztia & Anis
Talmadge, Mlle.
Wayne, Mrs. Evelyn

MAIL ON HAND AT

CHICAGO OFFICE

600 Woods Bldg.,
52 West Randolph St.

Ladies' List

Astellra, Mrs.
Barker, Mrs. Glenn
Bennington, Babe
Emily Germaine
Burke, Miss
Patsy Y.
Burt, Estelle
Byton, Dorothy
Castello, Lillian
Clay, Madam Rose
Cook, Mrs. Myrtle
Davis, Joan
DeMarrs, Mrs. E.
DeVernay, Ann
Dolly, Miss D.
Duncan Sisters
Graham, Margaret
Greer, Ethel
Gutkin, Miss S.
Hart, Ervil
Johnston, Mildred
Kulp, Audrey
LaTorn, Tillie
Lee, Mrs. F. J.
Leland, Tony
Lewis, Betty
Luciano, Louise
McCarty, Mrs. Billie
Maidie, Miss
O'Hara, Elvera
Patrick, Miss
Vance
Pennington, Ann
Redrick, Edith
Rollet & Dorethea
Saunders, Mrs. Marie (Jolly)
Shaw, Mrs. Darline
Sherman, Betty J.
Sinclair, Peggy
Sztia & Anis
Talmadge, Mlle.
Wayne, Mrs. Evelyn
Wells, Loretta
White Pawn,
Wiler, Pearl
Zindra, Rose

MAIL ON HAND AT

DALLAS OFFICE

401 Southland Life Bldg.
1418 Commerce St.,

Ladies' List

Archer, Mrs. Evelyn
Arnold, Mrs. J. C.
Baby Alice & Dudley
Brooks, Mrs. Milisee
Burleson, Madam
Cassady, Mrs. Ida
Covington, Mrs. Iona
Daniels, Mrs. Doris
Ellingson, Mrs. Helen
Eaton, Mrs. Edw.
Fisher, Mrs. G. F.
Gotrell, Mrs. Mary
Harmon, Mrs. Ada
Harris, Mrs. M. F.
Harris, Mrs. Bertha
Jenson, Judy
Julian, Alice
McKee, Mrs. Mary
McGee, Mrs. Jennie
Stewart, Mary
Yurkovic, Ann
Adams, Blackey
Alfred, Jack
Barlow, Dick
Bates, Dick
Brad, Fred
Campbell, George
Carter, Fred
Chaplin, R. E.
Clark, C. K.
Clark, I. J.
Cole, Clarence
Collins, W. L.
Crowover, Ray
Dawson, Thos.
DeWitt, J. E.
Dennis, Dick
Edwards, Jack
Ellensburg, J. E.
Farrar, Bill
Fisher, George
Foss, Jack
Gaither, Woodie
George, Frank
Goad, Joe
Gorden, Daron
Gorman, Danny
Greenwood, Capt. Harry
Hall, Geo. B.
Henry, Pinhead
Hicks, Hampton
Mrs. Jimmy

Gentlemen's List

Hobson, C. C.
Hoffman, Walter
Hollohoff, P. P.
Jenkins, Henry
Johnson, Leland
Kinnison, Jim
Kirkman, O.
Lacoma, Chris
Langly, Mack
Lynn, W. E. Bud
LeRoy, Edw.
Lopez, Manuel
McCarty, Fredie
McDonald, Edw.
McDonald, (Frenchy)
McArdle, Vernard
Mahoney, J. J.
Martin, Carl
Meeks, Eddie
Miller, Sidney P.
Moore, C. P.
Moser, P. M.
Murphy, Pat
Nelson, M. J.
Northup, Jess
O'Shay, Dannie
Parker, Chas. M.
Pearson, Jack H.
Pence, D. E.
Portwood, Jack

See LETTER LIST on page 64

MAIL ON HAND AT

NEW YORK OFFICE

1564 Broadway.

Ladies' List

Barbara, Lady
Beck, Barbara
Bistany, Mae
Brewer, Ruth
Burke, Frances
Chevalier, Mimi
Canter, Rene
Carlson, Lee
Carr, Beverly
Carrington
Carroll, Della K.
Crawford, Margaret
Curran, Mrs. Barry
Davenport, Mrs. Jim
Delchante, Dhoris
Du Pont, Olga
Feron, Dorothy
Fink, Mrs. Eric
Forrest, Nan
Gale, M.
Golde, Gertrude
Hans, Agnes
Heydolph, Erika
Hilton, Daisy & Viola
Kirkman, Nina M.
Kolb, Mary
Krusse, Lula
Loff, Jeanette
Lorraine, Blanche
McKaye, Sylvia
Make, Mae
Marinos, Lita
Marion, Jeanette
Martin, Alice
Marrin, Jacquelyn
Mills, Irene
Mingus, Maurine
Montgomery, Betty
Moran, Lillian
Nelson, Helen
Parker, Geraldine
Parker, Joan
Phillips, Peggy
Raleigh, Mrs. C.
Reynolds, Helen (Skater)
Roberts, Geraldine
Sears, Roberta
Shaw, Laura
Shelley, Rita
Sherin, Grace
Sothern, Jean
Stebbins, Evonne
Strambert, Ann
Terry, Gertrude
Viola, Lady
White, Bunny
Whiteside, Lois
Wright, Thelma
Anderson, Eugene D.
Armadillo Boy

Gentlemen's List

Adams, Frank J.
Albert-Alberta
Allison, John B.

Mix Show Gets Off to Good Start at Compton, California

Plenty of flash in this year's organization—canvas except marquee is new—parade only at opening stand—PCSA and others send flowers—schools dismissed

LOS ANGELES, March 14.—The Tom Mix Circus opened March 11 at Compton, Calif. The day was warm and sunshiny, but there was a decided change in weather for the night show, it being a bit too cool for comfort. The city of Compton (winter quarters for show) made a gala day of the occasion. There was a special edition of *The Daily News*, all of Tom Mix. Business men and civic bodies contributed to this special, schools were dismissed and the circus made parade. This also was special, as it is not the intention, according to Manager Dail Turney, to give a parade this year. Wires and letters of congratulation and best wishes came to Mix and the showfolks in general. Front door was packed with floral pieces. Notable were the horseshoes of the Pacific Coast Showmen's Association and the Gilmore Oil Company.

Matinee attendance about two-thirds and at night somewhat above the matinee. Ted Metz, manager of the Side Show, stated that his take was little short of business last year at the opening here. Looking over the setup on the lot, "flash" is written over the show. There evidently was much thought on part of Turney and Tom Mix to put plenty of eye appeal in the layout. Of the canvas complement, everything except the menagerie is new. A side wall 8 feet high, red and white stripes, encompasses the layout.

The big top is 150 feet, with three 50s; side wall red and white, top white. On inside there is red reinforcing, 24 feet at the ridge, with Mix's monogram at intervals. Every quarter pole has red reinforcing disk and every quarter pole hole is shackled. All poles are white and blue, and new cluster lighting plan adds greatly. New marquee and back curtain, this too in red and white. Five-foot net is to be used around big top side walls for ventilation. Band stand is a nifty affair. Is inclosed with 4-foot wood railing, has brilliant coloring and much gold leaf and tinsel; an orange and blue canopy is over the stand. Cookhouse, dining tent, horse tent and a new sleeping tent are same coloring. The sleeping tents are equipped with new collapsible special cots. Ted Metz's Side Show, too, presents a striking appearance; same coloring in canvas and the banners all new and artistically done.

The program is very pleasing and there is a diversified line of acts. As usual, Tom Mix gets stellar honors and is seen much in program. Splendid horse acts feature the performance, most of them new routines, the work of Rhoda Royal. Drew well-merited applause. The new pedestal number is a standout. The gaited saddle horses and menage numbers were featured spots in program. Arbaugh's flying act, working double rigging, flying lengthwise of top, is a splendid feature, and Erma Ward is the same finished artist who received a tremendous hand. Hal Silvers' somersaulting and bounding on tight wire went over to a big hand. Max Gruber's Oddities of the Jungle fits very nicely in program; received much applause. The Riding Hobsons, four in troupe, with striking wardrobe, drew much applause. The Jordans have a splendid feature act and the Bell troupe, enlarged, registered a distinct hit.

The Program

The spectacle, while appearing on track and rings, is divided into two motifs, first the Canadian Mounted Police, correctly uniformed and very novel idea, then attractive girls costumed in the dress of the Gay '90s up to present time. This titled *From the Gay '90s to Ever Present*. Costumes designed by Mrs. Dail Turney, assisted by Mrs. James Turney. There were 82 mounted persons, elephants in new trappings and same for ponies. The usual led stock was noted, also clowns, etc. No. 2—Rhoda Royal's newly evolved Garland number in the rings, 24 people and horses. No. 3—In all rings, performing dogs and monkeys, by Homer Hobson Sr., Miss Ford and Joe Bowers. Miss Ford's turn-table dogs went over big. No. 4—Girl acts, singing and swinging, a novel act. Ladders hung from flying act rigging, in units of four, with exception of Vera Bruce in center (See MIX SHOWS GETS on page 45)

Helliott Injured; Attacked by Bear

PERU, Ind., March 14.—John Helliott, animal man, was seriously injured by Himmie, Himalayan bear, and is confined to Duke's City Memorial Hospital under care of Dr. Stephen Malouf. He has badly lacerated legs. Injuries were received while breaking a trio of black and brown bears to work fairs coming season.

The bruins had just completed daily routine and were being whipped to runways when the trio engaged in a terrific fight. Helliott, in attempting to separate them with whip and steel bar, was knocked to floor of arena.

Helliott is being visited daily by many circus officials, attaches and friends. Stated by Dr. Malouf that unless pastuerella or infection results he will be able to leave the ward in several weeks.

Bockus & Kilonis

MANCHESTER, N. H., March 14.—J. H. (Doc) Oylor will manage the Side Show of the Bockus & Kilonis Wild Animal Circus. The Side-Show top will be a 50 with three 20s and was ordered from the George T. Hoyt Company, Boston.

The office force has moved from Lawrence, Mass., and is now installed on third floor of Hotel Cadillac.

Mr. and Mrs. J. B. Swafford and their granddaughter were Sunday visitors. Mrs. John Kilonis is expected to arrive soon from Chicago, where she has been visiting her mother.

Departments are working overtime and Superintendent George Manchester says everything will be in first-class shape for the opening. F. Stanley Reed returned from a visit to Springfield.

Callers this week included Al Massey, Jim Nelson, John Kennally, Bill Eaton, Roy Smith, Howard Johnson and Howard Wilbur.

Adele Nelson Wins Suit

NEW YORK, March 14.—Adele Nelson, elephant trainer, and George A. Hamid have settled their dispute over transportation expense to Canada on a recent engagement. American Federation of Actors brought suit, on behalf of member, Miss Nelson, against the National Producing Company, headed by Hamid. Municipal Court decided in favor of Miss Nelson, ordering the firm to pay \$18.10 plus court costs.

Mutual Agreements

In last week's issue it was stated that Walter L. Main and Paul M. Lewis have agreed not to cover each other's paper and that they also have agreed on other policies to protect the business. They invited all motorized shows to join them in this movement.

In a letter from Lewis, received later, he says: "This doesn't necessarily mean that some organization has to be formed, it only means the word of honor of the men making mutual agreements for the betterment of the circus business."

Lewis also points out that in several instances in these columns recently, mention was made of people being with two shows. "During the winter months," he says, "a lot of effort is put forth by managers of circuses in communicating with and contracting various acts, clowns, musicians, workmen, etc., and when spring arrives the manager doesn't know whether he has a performance contracted or a working force sufficient to carry on. It is quite obvious that certain people sign as many contracts as they can with shows and then make their own selection. This monkey business, as that is about all it amounts to, should cease.

"It appears to me that show owners should have some mutual terms by which people could be penalized for failure to fulfill an original agreement and if the owners would give you a complete list of the people engaged for publication it would be authentic and avoid a lot of trouble in putting a stop to the practice of one show engaging another show's people after they have contracted.

"Also, I am willing to sign an allegiance with all other circuses regarding the destruction or the covering of their paper, or pirating of their titles and advertising slogans, or conveying the impression that we are other than our own show."

S-h-h-h-h

Sarasota paper says Bokara Troupe, acrobatic act, has been in secret practice at Ringling winter quarters, and hints that hardened circus men who have witnessed the prep sessions say that nothing approaching their routine has ever appeared under the big top. By carrier pigeon Billyboy learns the exciting news that the Bokaras, eight in number, are the second act of the Great Yacopis, sensational teeterboard acrobats, and that in addition to their tumbling, they'll do acrobatics on camels. In fact, there will be four camels and the entourage will enter the center ring—the center ring, mind you—riding the desert animals. Don't breathe any of this to a soul.

Charleston Show In Barnett Tent

CHARLESTON, S. C., March 14.—Shrine Circus was held here week of March 2, auspices of Omar Temple Patrol, in Barnett Bros.' Circus tent on fairgrounds. Acts and equipment were furnished by Ray Rogers, manager of the Barnett show.

A very good program was under direction of Tommy Burns, supervised by Rogers. Harold Lengs, publicity man, did announcing, and Ira Haynes had a local nine-piece band. The acts were: Grand entry; Aerial Lakes, double traps; foot slide, Miss Florence; table rock; elephants, Misses Ursaline, Norma and Connie; Miss Rogers, riding; Everett Corriell, head balancing; eight-horse Liberty drill, Texas Ted Lewis; muscle grinds, Misses Harris and Lake; Lewis and cowboys and girls; Rogers Sisters, on the wire; cloud-swing, Miss Pearl; elephants, Tommy Burns and Miss Rogers; Corriell family of acrobats; high-school horses; iron-jaw; Vivian White, in an act of endurance; Howard Bryant troupe of bareback riders; Ginger, bucking mule; Verne Corriell, head slide; Indian pageant, Mrs. Rogers, singer.

Mrs. V. C. Clark, 83, visited with Pearl Clark. Mrs. Clark is a pioneer of wagon show days. Miss Clark was a former prima donna with Barnett show. Keith and Louise Buckingham visited show and met Howard and Thelma Bryant, old friends. Miss Bryant had a touch of flu during the engagement.

Macon, Ga., Jottings

MACON, Ga., March 14.—Everett (Curley) Bridgeman has arrived from Spartanburg, S. C., to take up his duties with Downie Bros.' Circus.

Mrs. Harry Mack departed for her home in Monticello, Ind., March 9 after spending the winter with Harry at Central Hotel.

Joe Gilligan, master of transportation of Downie Bros., is expected next week. He has been fishing in Florida.

Larkin and Langsdorf have sold Shorty's Cafe and are now located at Central Hotel, getting ready for the circus season.

Georgia and Mickey Larkin Lund are busy getting their slides in order.

Irish Horan has his advance force signed. New trucks and new line of paper.

Harry Mack will again handle press back on Downie Bros., making his 22d year with Charlie Sparks.

King Resigns Barnes Post

General agent returns to Cole-Beatty as general p. a.—Hopper successor

LOS ANGELES, March 14.—Floyd King, general agent of the Al G. Barnes Circus since January 1 and general press agent for the four years ending in 1934, resigned Monday. He left immediately for Rochester, Ind., returning to the employ of Jess Adkins and Zack Terrell, owners of the Cole Bros.-Clyde Beatty Circus, with whom he was connected last season. His outstanding work attracted wide attention with that circus.

SARASOTA, Fla., March 14.—Arthur Hopper, general agent of the Hagenbeck-Wallace Circus last season and recently mentioned as assistant manager of the Al G. Barnes Circus for the 1936 season, is now general agent of the Barnes show, following the resignation of Floyd King.

ROCHESTER, Ind., March 14.—Floyd King returns to Cole Bros.-Clyde Beatty Circus as general press representative, handling all newspaper work. J. D. Newnan is general agent and handles everything pertaining to the advance outside of newspapers.

James Cole at Coliseum, Not Olympia, in Detroit

DETROIT, March 14.—The James M. Cole Wild Animal Circus has not been booked for the Olympia for April 17 to 27 as previously announced. Olympia has other engagements during this period, according to L. J. Giffels, director of publicity for Olympia. Giffels also said they have not booked any other major show attractions for this spring.

Forrest Freeland, representative of the James M. Cole Circus, has announced that permanent winter quarters for the show will be established here as soon as a site for same is selected.

According to Freeland, the winter season has come to be nearly as important to circus people as the summer, and in order to be located near several large cities the quarters will be changed from their location at Penn Yan, N. Y., as soon as possible.

CINCINNATI, March 14.—James M. Cole, in a letter to *The Billboard*, states that his show will be at the Coliseum in Detroit instead of the Olympia.

Cleveland Grotto Gives Extra Shows

CLEVELAND, March 14.—The Grotto Circus closed with two extra performances at the Municipal Auditorium here Sunday night, March 1. William A. Williams, monarch, and William C. Schmidt, managing director, informed *The Billboard* representative that Sunday shows are not entirely in keeping with the Al Sirat Grotto policy. However, in order to accommodate a large number of general admission ticket holders who were unable to gain admission during the regular scheduled run these extra performances were necessary.

More than 16,000 persons witnessed the two shows. No additional tickets were sold for the Sunday shows. These performances brought the total up to 27. Approximately 6,000 orphans were guests of a number of prominent members of the Grotto.

While the attendance and financial records of last year were not broken, figures released show that 212,785 persons attended and some \$60,000 was realized for the Grotto Welfare Fund. Concessions, under direction of Nick Carter, enjoyed bigger biz than ever before.

CIRCUS SAINTS and Sinners' Club in Chicago, with 86 members, has its headquarters at the Blackstone Hotel. The club's representative at the hostelry is Thomas Burns.



**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 HOHNADL**, Editor "The White Tops," care Hohnadel Printing Company, Rochelle, Ill.)

The banquet to be given by the Alfredo Codona Tent at San Antonio, Tex., has been postponed until April 5, at which time Manuel King is expected to be there en route to join the Cole Wild Animal Circus.

Bill Sneed and Burt Wilson, CFA of Chicago, spent March 8 at Rochester and

Peru winter quarters. They left Chicago at 6:30 a.m. and were back at 9:30 p.m., making 406 miles for the round trip. Report they found Peru deserted, but spent a good deal of time in Rochester, where they had a visit with Zack Terrell.

George Duffy, Circus Fan of Fort Plain, N. Y., who is spending some time in California, has had his car shipped and will make a tour of the State. Will make the return trip east by Arizona and Texas and expects to arrive in Fort Plain about April 15.

Karl Kae Knecht, of Evansville, Ind., one of the founders of the CFA, states in his column, "Say Kay," in *The Courier*, that he had the surprise of his life in hearing his name mentioned in a talking picture at a local theater. He was mentioned as manager of the radio station in an educational comedy entitled *Give Him the Air*, starring Joe Cook.

Leonard Simons, CFA of Providence, writes of a visit he recently made to winter quarters of Card Bros.' Circus, where he found the ponies and dogs comfortably housed at a farm and was taken thru the quarters by George Card, son of the owner. Big top will have three poles; performance will be put on in two rings. There will also be a Side Show. Simons also met Joe Cook recently and obtained an autographed photograph of Mr. Cook.

**Business Is Big
For Rochester Show**

ROCHESTER, N. Y., March 14.—The circus staged here by Damascus Shrine Temple, under direction of Orrin Davenport and held in the armory, played to capacity business first half of this week. Alvan Griffin Strong, chairman of circus committee, estimated that 60,000 people would have witnessed the show by the end of the week. Opening to good business on Monday; hundreds turned away on Tuesday and Wednesday nights. There was a heavy rain Wednesday night. The armory seating capacity was increased to 6,000 by the addition of the H-W Circus grand-stand seats.

The show is presented in one ring. Fred Bradna is equestrian director and Merle Evans in charge of the Shrine band. The lineup of acts: Bell Trio, comedy acrobats; H-W ponies; Eugene Troupe, aerial bars; Rose Wallet, lady principal rider; Jennie Rooney, cloud swing; H-W seal act, presented by Jimmy McCleod; Griffey Sisters, iron jaw; Floresee, iron jaw; Cheerful Gardner and H-W elephants, worked by Betty Stuart; Walkmir Trio, perch; Davenport's comedy riding act; Aerial Rooneys; Loyal's dogs; Rudy Rudynoff's Liberty horses and Charles Siegrist's flying act; clowns, Shorty Flemm, Otto Griebing, Chester Barnett, Earl Shipley, Bell Trio, Paul Jerome, Billy Denaro and Leo Kerns.

The same show, with few exceptions, will be presented at the Denver Shrine Circus.

This is the first circus staged by Rochester Shrine since 1928, and the business done assures that this will be an annual affair.

Cole Bros.-Clyde Beatty

ROCHESTER, Ind., March 14.—With weather conditions favorable much activity is in evidence around Cole-Beatty quarters. Ernie Sylvester has a corps of painters at work on rail equipment, including six new stock cars just received. In the paint shop parade and baggage wagons are being turned out daily in new dress.

All baggage and parade wagons have been equipped with new drawbar and brake equipment for tractor hauling. Charlie Brady is wagon repair boss. Baggage stock is under Henry Brown, new baggage stock boss, and his assistant, Heavy Thompson.

In wardrobe department Mrs. Harry McFarlan is turning out band and spec regalia, with 20 seamstresses employed. Victor Robbins, who will have the band, arrived from Florida and is collaborating with Rex de Rosselli on spec and program music.

The No. 1 advertising car has been returned from Monon Railroad shops at

**Early Billing
For Rice Opening**

JACKSON, Tenn., March 14.—Elmer Yancey, brigade agent of Rice Bros.' Circus, with his billers, is rapidly covering Jackson and surrounding territory for the opening here April 11.

The *Jackson Sun* is devoting much space for the opening, and stories and pictures have already appeared in 28 county newspapers in the neighborhood. Viri Z. Hill, Streator, Ill., Chevrolet dealer, was a visitor to quarters last week. Lord Leo, English midget, writes that he will be on hand for the opening. Danny McPride, for years with the Ringlings, has signed as principal clown. Fred Nelson is lettering and striping the wagons. He will be ringmaster and work the domestic animals en tour.

Fred Eader, booking representative of Kansas City, sent signed contracts for the "Thousand Pounds of Harmony" quartet, which will be featured in the big show, on the come-in and in the spec. Champ Simpson will be treasurer.

In Madame Bedini's equestrian number with basket horse, Rube Eagan, rube clown, will again rube the menage number. Perez Trio has signed to present a three-people acrobatic act; Flora Perez, iron jaw, and Manuel and Manuel Jr. to do Jackly drops. The Frederick Trio has signed with Ray Cramer, side-show manager, with musical act and illusions. Robert Green will be boss usher. The Halligans (Lady Leona, mentalist) will again, for fourth season, be under management of Cramer, side-show manager.

New pennants, flags and title burgees for big top, menagerie and side show have been received from Annin & Company, flag manufacturers. New double-decked side-show banners are being received from Cad Hill, artist. W. D. Story, auditor; Bill Erickson and Ray Marsh Brydon are exceedingly busy.

Roy Summers has charge of promotions and guarantees that the permanent arch to be erected by Rice Bros. at entrance to fairgrounds will be a thing of beauty.

So many new arrivals at quarters necessitated the erection of the big cookhouse, presided over by Jack Walsh.

**Reo Bros.' Show
Being Organized**

UPPER DARBY, Pa., March 14.—Reo Bros.' Circus is getting ready to open approximately May 1. Building of bodies and seats was completed last week and trucks are being lettered by Cy Price. C. E. Mallory will be general agent; Steve Casa, special agent, and Mike Pyne will have charge of the advance brigade with a crew of five men. A new line of paper will be used. The writer, Kenneth Wheeler, has charge of the secretarial duties.

New big top has arrived from Baker-Lockwood and poles received from Kenneth Van. Show will move on 10 trucks.

Walter Reo has just returned from a trip thru West Virginia and Ohio and reports favorable industrial conditions.

La Fayette, Ind., where it was completely overhauled and new trucks added.

The Flying Clarkonians are at quarters in daily rehearsal on new aerial and riding acts. Animals and props for the Omaha Ak Sar Ben Circus loaded out Friday and included elephants, menage horses, dogs and ponies. Al Dean has added new dining equipment in the cookhouse to care for increasing personnel.

Jack Joyce has Liberty act running smoothly. Two new jumpers were recently purchased of Culver Military Academy Black Horse Troop. The enlarged Beatty cat act is working nicely. John Smith has broken 10 new menage horses. Deo Powers has a new dog ensemble, including 10 matched Siberian spitz dogs.

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Under the Marquee

By CIRCUS SOLLY

HARRY J. CRABTREE, while in Cincinnati last week, visited the offices of *The Billboard*.

PEDRO AND LUIS are with the 45 *Minutes of Broadway* unit of 36 people playing vaude dates.

PROF. W. H. AGNEW, with his "Petri-fied Man" exhibition, is en route to Rochester, Ind.

CLARENCE A. HARMON, of Dayton, O., advises that he will be back with Downie Bros., making his third season with Charles Sparks.

E. J. (EDDIE) MURRAY was still the tops for the fifth consecutive time at the Cleveland Grotto Circus with his novelty program.

MOREEN TROUPE had two successful weeks at Oriole Terrace, Detroit, and will play Saginaw, Mich., March 20-21, for Maurice M. Guy.

JACK E. LAMPTON pens that he has been with H. B. Gentry's animal act as agent. Show is headed north after a successful 12 weeks in the South.

CAPT. DAN P. REYNOLDS states that Mena, large elephant, has recovered from illness and will be on road in near future. Is now at Augusta, Ga.

GLENN STRANG, head mechanic of Seils-Sterling, who has been spending the winter in Rochelle, Ill., left March 7 for Macon, Mo., to join the show.

THE ANNUAL Shrine Circus at Pittsburgh this year will be exploited as a "Society Circus." James N. McGrath Jr. will produce it.

LARRY BENNER has returned to Los Angeles after a five months' tour of the Hawaiian Islands with the Fernandez show and is visiting with Arthur Borella. Will be with the white tops.

CRAIG FERGUSON, who has been wintering at Lexington, Va., with the VMI band, will return to Downie Bros. for his fourth season on bass drum with Rodney Harris.

GEORGE H. BARLOW III, of Binghamton, N. Y., entertained the Bradnas, Merle Evans and wife, Shorty Flemm, Paul Jerome and others who were on the program of the indoor circus there week of March 2.

RAY GLAUM, at present working night clubs, after being absent from the white tops since 1930, will be with Rice Bros., doing impersonation on track during come-in and clowning.

PROF. WALTER B. LEONARD, en tour with his wife, visited the Tom Mix quarters and will also stop at the Al G. Barnes quarters. Leonard met Sam Banks in New Orleans.

BERT DOSS will add two more people to his Flying Thrillers, making a larger act for Ak-Sar-Ben Shrine at Omaha. The Thrillers will not be with Cole Bros.' Circus this season.

THE GEORGE ST. LEON family of riders will again be with the Walter L. Main Circus, and Jerry Burrell, with his cowboys and horses, will again produce the concert.

BING HARRIS, manager of Mecca Tourist Cabins, Albany, Ga., postcards that a number of circus people, with and without housecars, have stopped there this winter. *The Billboard* is kept on file.

KEITH BUCKINGHAM and wife, Louise, are still in the pen business and working their way north to Elmira, N. Y. While in Savannah, Keith spent a half day with Charles Bernard, an old acquaintance.

A. B. FREDRICK circus unit has signed with Rice Bros. It consists of musical act; Madam VeOra, magic and illusions; Major Dot, midget, for side show; Maxine Fredrick, tight wire and rings, and Fredrick's trained dogs for big show. Will leave for Jackson, Tenn.,

after playing Women's Civic League Indoor Circus, Galveston, Tex.

W. P. ANDERSON visited relatives in Cincinnati last week and also called at *The Billboard*. He has been making the winter circus dates. Was with Hagenbeck-Wallace last season and expects to be with Cole-Beatty this year.

CLARY BRUCE, Ringling - Barnum rider, was born on the late William Harmston's Circus, Harmston having taught him to ride. Vera Bruce Codona also was born on that show when the mother was a rider and trapeze artist.

CLARA EVERETT, former circus performer, who now operates a beauty shop in Teague, Tex., has been confined to bed with an injured back, received when the car in which she was riding overturned near Kaufman, Tex., March 2.

THOSE RASCALS—Glenn (Cheeko) Davis and son will be with Maynard Bros.' Circus, of Springfield, Mass., doing tumbling table, China closet and bag escape acts, also producing clown numbers.

FRANK YOUNG has been making the G. G. Gray Shrine dates in North Dakota, business being fine in spite of bad weather. He is handling sweets and novelties. Will be with Lewis Bros. with lunch stand and sweets.

HENRY DUO (Arthur and Marie), after completing duties as instructors for Gainesville Community Circus March 12, will play Larned, Kan., Indoor Exposition, it being their second engagement there within four months.

LATE VISITORS to the Circus Room, Hotel Cumberland, New York, were: Norman, the Frog Man; James Kennedy, Mark Johnson, "Shorty" Miller, Frank Sterling, Frank V. Baldwin, Pete Van-Cleef, CFA; Ernie Wuchner, John E. Dee and Neil Murray.

BONNIE AND GLORIA HUNT, 19-year-old twin daughters of Jack Hunt, manager of the State-Lake Theater, Chicago, who have been with the Hagenbeck-Wallace show for the last three seasons, left for Sarasota this week and will open with the Ringling show at Madison Square Garden.

AMBY BYRON McKEONE, of comedy act, the Three Byrons, playing Terrace Room, Morrison Hotel, Chicago, suffered a broken nose while performing. Act has five more weeks of hotel work before returning to the McKeone troupe, acro act, which opens on fair dates in June.

IN LAST WEEK'S issue it was stated that George Jennier would be producing clown with Rice Bros.' Circus. Paul M. Lewis, manager of Lewis Bros.' Circus, informs that he has a contract signed by Jennier to be with the Lewis show. Lewis adds that he will have one of the most beautiful motorized circuses in America.

ROY BARRETT has had 16 weeks of bookings since closing with the Barnes show. Was on the Hawaiian Islands nine weeks and has played indoor circus engagements in Detroit, Cleveland, Columbus. Is in Omaha this week. He will (See Under the Marquee on page 40)



Circus Saints and Sinners Club

For the Old Trouper and a Home

RICHMOND, Va., March 14.—The regular monthly meeting of the W. W. Workman Tent was held February 20 in the taproom of the Home Brewing Company, members being the guests of Fritz Sitterding, vice-president of the local Tent. Ham Watson, president, also acted as host. Meeting was attended by many members.

Lieutenant-Governor James H. Price, now candidate for governor of Virginia, was elected a member of the Tent. The Honorable W. H. Adams, together with Senator John Wicker and Mayor J. Fulmer Bright, delivered interesting addresses. The Honorable Henry Bandy, member of the House of Delegates from Wise County, also was present.

It was planned to buy a tract of land of some 30 acres on the south side of

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED PITZER

NEW YORK, March 14.—The Big Show opens at the Garden here April 8. The executive committee will soon meet to devise ways and means of attending this opening in the most appropriate manner.

The historical division of the Tent has compiled the following list of the Fall Guys who have graced our board:

Dr. Roy Chapman Andrews is the man who discovered the dinosaur eggs in the Gobi Desert, and how well we remember how we made him sit on a huge egg all thru the meeting until finally he hatched it out, a pair of silken whatya— (See DEXTER FELLOWS on page 41)

Va. Roadside Beauty in Hands Of State Road Authorities

RICHMOND, Va., March 14.—Advocates of roadside beauty, after having apparently lost their fight thru the many liberalizing features incorporated in their measure thru the efforts of the strong lobby against the enactment of the bill-board bill, now claim to have won all that they had hoped to accomplish.

In the last-minute rush of the Legislature, which closed its term at midnight, March 7, an amendment was adopted which they say in effect places the entire matter of roadside beauty in the hands of the State road authorities. The latter, it is pointed out, have always been opposed to a too liberal use of the highways for advertising purposes.

Martin Bros.' Circus Adding Equipment

BINGHAMTON, N. Y., March 14.—An order for new marquee has been placed with the Eureka Tent and Awning Company for the Martin Bros.' Circus being organized in this city. Recently a stake puller, pony plumes and traps were received. Two bears are on their way, being shipped by Snake King. A spec, "The Big Bad Bear," will be featured. Special school tickets will be issued to students for 10 cents.

A crew of several men will be employed to build and paint truck bodies, trailers and construct the second building at quarters.

DENVER, March 14.—Lew S. Parsons, general manager for the annual Shrine Circus here, has returned from the East, where he signed numerous acts. Included are the Walkmirs, Costica Florescu, Great Gretanos, Albert Powell, Yacopi Troupe, the Willos, Flying Concellos, Griffey Sisters, Cheerful Gardner, Eugene Troupe, Alf Loyal's dogs, Rudy Rudynoff's Liberty horses, trained elephants, ponies, sea lions and clowns. The proceeds will be given to the 15 Shrine hospitals for children thruout the United States.

Kuhn Circus Buys Animals

Show will be new from trucks to padroom—Aumann to direct program

KANSAS CITY, Kan., March 14.—Manager Edward Kuhn and Art Powell, of the Kuhn Circus, have returned to quarters from an extended trip, buying animals for the menagerie. There will also be a side show. The Kuhns are now quartered in their new house trailer.

The show will be new from trucks to padroom. The last cage truck is ready to leave the shop. Ed Moss and John Hesnault are turning out seats—reserves and blues. Trucks are "dressed" in red, white and silver.

Tom Aumann, equestrian director, is breaking ponies, monkeys, dogs and goats. He will handle mail and *The Billboard*. Big top is a 70 with three 30s. Show will have a 10-piece band, also a public-address system, mounted on a lion den, for uptown bally.

Mike (Big Hat) Keegan, veteran whip cracker, is still active. John Hendricks is the cook.

Binghamton Show A Financial Flop

BINGHAMTON, N. Y., March 14.—A circus, given in the old State Armory here under auspices of the Disabled American Veterans of the World War last week, ended in a financial flop and part of the troupe walked out Friday night.

Charles Siegrist, thru whom the show was booked, was assured in his contract to receive \$1,200 guarantee. Prior to arrival in the city Siegrist was informed that about \$1,600 in program money and advance ticket sale was collected, so he felt assured that his guarantee would be fulfilled. From a reliable source *The Billboard* correspondent here was informed that the contract was a percentage affair, allowing the Veterans 60 per cent and the performers 40 per cent of the gate. Not knowing the full facts of the case the correspondent is unable to offer any more information on the financial side of the affair.

About one-third of the acts, consisting chiefly of the Riding Rooneys, walked out Friday night. They claimed that it was impossible for them to collect sufficient funds to pay board for their horses and themselves and all they wanted under the circumstances was a "fair break." The Rooneys owned the canvas mat and ring in which the performance was given. Mlle. Bradna was unable to present her act without the mat Friday night. Saturday the trick was turned by covering up a truck load of shavings under a circular ring mat which was tacked down to floor. A 30-foot circus ring was supplied by G. H. Barlow III and performances were given both matinee and at night on Saturday. Performance was pleasing, altho short the riding act, bucking mule, football pony, wire act, cloud swing and high-school number.

Merle Evans, accompanied by his circus snare drummer, augmented by local musicians, was able to give splendid music.

The program: Sparks Trio, Roman rings; Miss Elizabeth, bareback; Bell Trio, comedy acrobats; Helen Adams and Mary Rooney, aerialists; Captain Carl and his trick horse; Miss Rooney, on wire; January, unridable mule; Great Wigand troupe, springboard acrobats; Billetti troupe, high wire; Madame Bradna and her Act Beautiful; Miss Gimor, cloud swing; Riding Rooneys; Rex, football pony; Charles Siegrist company, flying act. Shorty Flemm, Paul Jerome and others were in clown alley. Performers and clowns visited hospitals and orphanages.

forms of entertainment, be planned for the near future. It was definitely decided that we would foster a minstrel show, to be held in the spring, the various committees having been appointed to carry out this idea.

CHES GOLDSTON,
National Secretary.

The Corral

By Rowdy Waddy



FORT WORTH, Tex., is the "IT" this week in rodeo interest.

ROBERT KING advised from Fulton, Mo., that he will be with the Fort Peck Rodeo Company this year.

HAPPY CARLSON, who was with California Frank's Rodeo last season, has a string of live-stock auction sales in the South and to success that he may not rodeo this season.

WINNERS and other details of the fore part of the rodeo in connection with the Fat Stock Show at Fort Worth could not be received in time for this department of this issue.

VERNE ELLIOTT and Eddie McCarty shipped a great string of bucking horses to Fort Worth for the rodeo. More than 100 head, many of them having never before performed at Fort Worth. Five Minutes to Midnight is still the featured buck.

A LETTER from Mrs. E. C. Hamilton (care of Linen Room, Hotel Bellevue, Boston, Mass.) states that she has not heard from her son, James Weston Collins, who left with a rodeo company that was in Boston in 1932, and there have been two deaths he should know of and she does not know where James is located.

FOG HORN CLANCY received a special assignment from *The Fort Worth Star-Telegram* to write a special column, "Calling the Shots," during the rodeo. Fog Horn to attempt to tell in advance of each performance just what horses would buck their riders down and pick the daily winners in the calf roping, steer wrestling and other events. This is a new wrinkle in rodeo writing and should attract plenty of attention.

HOWARD HARRIS JR., of the Harris-Eskew Western Attractions, was recently appointed Eastern representative of the Rodeo Association of America, Herbert S. Maddy, of the Harris-Eskew enterprise, informed a few days ago. "Herb" also infoed that Harris, who resides at Woodstown, N. J., will have supervision over all Eastern RAA events relative to association rules.

LETTER FROM John R. McSpadden: "After 16 years of silence I take time out to say that I am at present filling dates on RKO around in New England States with my indoor circus. Many of the old-time top hands will remember me as Panama Kid, bronk rider on the 101 Ranch show in 1915-16. After two years wrangling brons in South America and Australia returned to Canada and gradually drifted into the carnival business and now have the third largest show in that country. Met an old-time cowboy from Texas, Tex Terry, who is also working vaude in and around Boston."

ACCORDING TO a featured article in *The Marshville Home*, Marshville, N. C., of March 4, an "Al Moore" had pulled a promotion stunt at that place. The story started with "There won't be any rodeo, Oklahoma Wild West Show, nor anything of the kind this week . . . it got bucked off in the making. The only show here was the one staged last week when the 'advance man,' giving his name as Al Moore (not Al Smith), conducted himself in such manner by obtaining money from various parties and attempting a get-away that he was arrested, brought back to town, required to turn

Buy American

NEW YORK, March 14.—Quite a rumpus was stirred up among WPA officials when a requisition came thru asking for Swiss steel for the circus unit. Ralph Whitehead, national adviser on WPA circus projects, turned down the requisition for the steel, which was to be used by the strong woman in the local WPA circus. Whitehead ruled American steel should be good enough. After all the excitement, it was discovered Swiss steel is manufactured in this country.

over the money he had collected and asked to leave his 'rodeo' where it was, or is not."

THE CORRAL EDITOR is in receipt of a photograph of a group of busts recently completed by Prof. Frederick W. Schweigardt, of Will Rogers, Charlie Russell and Powder River Jack Lee; also, an individual photo of the bust of Will Rogers, which is to be unveiled at the exposition in San Diego, Calif., some time this summer. Professor Schweigardt states in part: "I began the work on the bust of Will Rogers while he was living and finished it, aided by my vivid memory of him, after his untimely death."

ALICE SISTY was heard from a few days ago: "I worked the recent Wilkes-Barre (Pa.) Wild West-Rodeo, the first the horses (Roman standing jump) or myself had worked in over three months. The horses jumped perfectly. We showed to full houses nearly every night and several afternoons. George T. Fitzpatrick was the promoter and Jack W. King the arena director, with his stock—also some furnished by the Harris-Eskew Rodeo Company. It was held in the beautiful new 109th Field Artillery Armory (in Kingston) and was a clean, fast-moving show. Everyone was paid off 100 per cent."

IMMEDIATELY upon his return to San Antonio, Tex., from his trip to New York City Col. W. T. Johnson and his assistants got busy on preparations for Colonel's two rodeo productions at the Centennial Exposition at Dallas, starting June 6 and September 7, respectively, and his sixth production of the "World's Series Rodeo" at Madison Square Garden, New York City, next fall. Colonel Johnson probably will have other rodeos this year, including, as customary, a stop-off engagement at some city in the Central States while en route to the Garden date from Texas. The last two years the stopoff was made at Indianapolis. The event at New York City is being announced as the 11th annual World's Championship Rodeo presented by Madison Square Garden Corporation.

THE FOLLOWING word from Calgary, Alta., Can., was received too late for last issue: The annual meeting of the Alberta Stampede Managers' Association will be held at the Renfrew Club here March 13. Ray Knight, of Raymond, is president. There are 31 members and two others who have made application for membership this year, so that the membership includes 33 shows to be held this season in Alberta. At the meeting circuits will be arranged and dates allotted, and discussion will take place regarding rules, etc. The annual get-together of the judges and officials of the Calgary Stampede will take place in the morning of the same day. The Calgary Stampede judges and officials and the delegates attending the annual meeting of the Managers' Association will be guests of the Calgary Exhibition and Stampede directors at luncheon at the Renfrew Club the day of these meetings.

Ringling-Barnum

SARASOTA, Fla., March 14.—J. C. Donahue, Ringling general representative and traffic director, paid a flying visit to winter quarters Monday, and after a conference with General Manager S. W. Gumpertz entrained for Wilmington, N. C., where he made contracts with the ACL Railroad for the movements to New York of the Big Show trains.

Tuesday marked the largest turnout of newsreel and news photo service camera and sound men ever witnessed here. Almost all the big acts in winter residence here worked for the pictures before the largest paid attendance yet registered at quarters—and in an intermittent all-day rain. The cameras ground and clicked for eight hours while Dorothy Herbert, the Reiffenachs, the Loyal-Repenskis, the Wallendas, Torrence and Dolores and the elephants, handled expertly by Larry Davis, and other performers and animals worked splendidly in the mud, wind and showers.

The Wallendas, high on their wire in what approached a gale, won the admiration of spectators and cameramen by their courage and skill. They kept on, even after a bicycle was blown from the high wire. Cameramen found Dolores, of Torrence and Dolores, a pretty, charming and daring subject for news pictures. Clarence Bruce and Jus-

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox.

By STARR DeBELLE

Ebb, Ga.,
March 7, 1936.

Circus Solly:

Show caught up with the advance wagon here. Manager Upp sent them on their way, with instructions to drive day and night without stopping until they get at least four days ahead. Boys made a great showing here. Town billed by a railroad circus last fall. All they had to do was headline the paper already up with Won, Horse & Upp streamers. We paint our own dates. Until the advance gets far enough ahead we will mail heralds to the postmasters and town marshals to be distributed.

The Endure Troupe was canceled by the management for misrepresenting its work. Letterheads read, 22 acts, but it only did 18 and a concert turn. Mr. Horse, one of the managers, and his family of Indian entertainers filled the gap by putting on another spec. Now flag them in and out. The Western spec a bit crude, but will soon be in shape. The audience didn't know if it was Custer's Last Stand or Capt. John Smith and Pocahontas. Our seat butchers kept it well covered and only a few got to see it.

Our Side Show has been strengthened with a bird pickout, a knee figure and a troupe of trained cockatoos.

Our first two-day stand was made at Grimsley, Ga. A bloomer on Wednesday. Natives said it was caused by the farmers too busy in the fields, but should it rain they would be forced to cuit and come in. Bloomered again Thursday, rained in the morning. Natives said the roads were too muddy for the farmers to drive in.

The circus' uptown wagon getting good results. Featuring the petrified man that was found in the Ohio River. Show offered \$1,000 to anyone that could identify him. Dr. Jack Wilson, an old-time showman, a visitor. He immediately recognized the stone man as one of the actors that had been red-lighted from a boat show 45 years ago. But he was too much of a showman to ask for the reward.

French Lion Tamer Injured

PARIS, March 9.—Martha the Corse, well-known fem lion tamer, was attacked by one of her lions while performing at the Cirque Poutrier last week in Bordeaux. Suffering from deep gashes in her arm and shoulder, Martha is confined to the hospital.

Kay Books Attleboro, Mass.

PROVIDENCE, March 14.—First-in-the-field honors for this section appear to go to the Kay Bros.' show, which was last week granted a permit by the city council of Attleboro, Mass., to show there June 25. The Kay show will likely arrange Rhode Island dates to coincide with its Attleboro engagement, that being its practice in recent seasons.

tin Loyal reeled off somersaults on the backs of their floundering steeds as easily as tho they had been in a dry, smooth ring. Dorothy Herbert splashed thru small lakes to do her rears and jumps on her two black horses, but each trick was perfect.

The cameras were unable to reach the Liberty horses and the high-school number before the evening deadline, but the day's take despite weather was pleasing to everybody concerned. *Hearst Metrotone*, *Fox Movietone*, *Paramount News*, *Universal News*, *NEA*, *Acme*, *International News Photos*, *The New York Daily News*, *The New York Mirror* and Florida papers were represented.

W. C. Maxwell, one of Frank McIntyre's front-door force, now employed by the city of St. Petersburg, visited quarters Monday.

Peru Pickups

PERU, Ind., March 14.—Dan Fast, superintendent of lights with Hagenbeck-Wallace in 1935, left by motor for Nashua, N. H., and stated he was contracted with Benson's Wild Animal Farm. His wife has been at Nashua several weeks, training seven big chimpanzees.

E. J. (Daddy) Copeland, veteran giraffe man, left for the Cole show at Penn Yan, N. Y.

Rudy Rudynoff recently left for Sarasota. He was given many farewell circus parties.

Henry Metzger, six-up driver, arrived from Brooklyn. Stated that he was in consultation with attorneys and will institute suit for damages against Fred Buchanan and Robbins Bros.' Circus for injuries suffered at a Pennsylvania date. From lawyers' sheets ascertained that alleged injuries received while driving tableaux under big top and struck by pole. Metzger while here was on crutches.

Mr. and Mrs. Steve Finn accompanied daughter, Charlene, to Indianapolis, where child was placed under care of specialists at Riley Memorial Hospital.

Mr. and Mrs. Tom Mix were here passing thru to Coast.

Charles Gable has arrived and stated is awaiting movement to Brooklyn.

First cars of R-B stock were overhauled and readied for road season by Superintendent Jack Biggars and assistant, Joseph Wren, the past week. Equipment consists of 10 cars and sleeper.

S. Cronin, manager of Al G. Barnes Circus, was here past week.

Telegraphic dispatches here stated that Michael (Jack) Riley, clown, was killed while stepping from bus into path of truck at Lima, O., while en route to Peru winter quarters, where he was contracted March 15 for matinee circus and wild-animal opening of farm.

Curtis, Nelson and Others Arrive at Barnes Quarters

LOS ANGELES, March 14.—A number of Eastern showfolk arrived from Peru, Ind., to join the Al G. Barnes Circus. There were three carloads of equipment, baggage and ring stock, new canvas and other paraphernalia. Capt. W. H. Curtis was in charge of the property. Will have as first assistant Dan White. Others in party were the Cristiani troupe of riders, 15 people and nine head of stock; Bert Nelson and his large group of cats; Sterling (Duke) Drukenbrod, Side-Show manager; Fred and Irene Ledgett; Harry Bert, superintendent of tickets. Eddie Woekener and wife came via auto.

Hazel Williams Signs With Eddy Bros.' Show

CINCINNATI, March 14.—Hazel Williams, "the daring young girl on the flying trapeze," who last season was a featured act at Luna Park, Coney Island, and previous to that the star of the Flying Trapeze night club in New York, will return to her first love, the circus, having been engaged with the new Eddy Bros.' Circus.

Wanted

Trick Riders and Ropers with stock. Can use Troupe of Singing Cowboys. Real Mexicans with outfits. Cowboys Band, Cowgirls. Any real thriller act for rodeos. Will buy or rent rodeo stock. Open April 10th, St. Louis, Mo. Contestants write for prize list and dates. MANAGER RODEO, Maryland Hotel, St. Louis, Mo.

WANTED

Useful People in all lines, experienced Circus Drummer. Ticket Sellers, Side-Show Attractions, Hawaiian Dancer (Husband Tickets). Billposter. Answer BAILEY BROS. CIRCUS, Santa Rosa, N. M., March 19; Vaughn, 20; Clovis, 24.

PHONE MEN

PROGRAM and TICKETS. Drunkards and Artists save stamps. DEIBEL & PATTERSON CIRCUS, Reid Hotel, Grand Rapids, Mich.

J. H. "DOC" OYLER WANTS FOR BOCKUS & KILONIS WILD ANIMAL CIRCUS—SIDE SHOW ATTRACTIONS

Outstanding Freaks, Colored Minstrels, Dancing Girls, Novelty Acts (Frank Lentini wins me), Rom Canvasman and Working Men. Address J. H. "DOC" OYLER, 1118 Market St., Duncannon, Pa. Musicians for Big Show Band. Address AL MASSEY, 25 Seventh St., Medford, Mass. Big Show Feature Acts and Help for all other departments. Address BOCKUS & KILONIS WILD ANIMAL CIRCUS, Box 143, Manchester, N. H.

SPRING ACTIVITY BIG

Legal Gambling Drive
Opens in Atlantic City

Operators Found Doing Things, Anticipating Upswing in Season

New spirit of initiative is apparent in amusement park industry in many spots—Cy D. Bond sees significant labors in business visits to managements in the field

CINCINNATI, March 14.—An unusual bustle and stir is seen in the amusement park field this month. Reports of activity unprecedented in the last five years, as have been published in *The Billboard*, are borne out by advices from Cy D. Bond, sales manager of the Dodgem Corporation, who is on a business swing-around and who writes entertainingly of his findings in a number of spots. He is seeing great enthusiasm and a new spirit of initiative in the industry in nearly every place that he has visited during a several weeks' trip. Prospects for a decided comeback in picnic and outing business are brighter than managers have dared to hope for in a number of seasons.

"If the present spring activity in amusement parks is any indication of prospects for a real prosperous summer, the amusement park business is going to be the best in many years," writes Mr. Bond. "In all parks that I visit the managements are right on their toes. They are out getting new business, building new attractions, putting in new rides and painting and modernizing their entire plants.

Much Outing Biz

"The fellow who said that the picnic and outing business was gone was just as crazy as the one who said the depression could not be broken. I was held up from traveling for several weeks in February, held in New York, but even as bad as the weather and traveling were, there were lots of park men in the big city looking at shows, listening to bands, buying merchandise for their stores and talking to manufacturers and others in the industry about possibilities for the coming season.

"There was Rex Billings, up early from the South on his way to Belmont Park, Montreal, and one evening at Broadway and 42d street I saw Dudley Scott, Euclid Beach, Cleveland, crossing the White Way so fast that I could not get a chance to speak to him. On February 25 and 26 a lot of the fellows ran over to Boston to the session of New England Section of the National Association of Parks, Pools and Beaches, where everyone enjoyed the enthusiasm of the park men there. There was no crying; everyone was sure that the summer would be profitable. I don't think I ever listened to so many ways of getting business.

New Methods at Work

"Someone has said that park business isn't dead, but that new ways must be thought up for doing old things. Well, (See *SPRING ACTIVITY* on page 40)

Perry Starts Work in Akron

AKRON, O., March 14.—Rehabilitation of the six-acre section of Summit Beach Park here, recently acquired under lease by H. W. Perry, is under way in anticipation of a mid-May opening. Mr. Perry said contracts have been signed for several rides, shows, pony track and free acts. The ballroom, which he has operated two years, will be open from late April until middle of October. Arcade building will be converted into a picnic pavilion. Merry-Go-Round will be reconditioned and improvements made to dance pavilion, including facilities for open-air dancing. Parking charges will be eliminated.

Denver Spots Are Ready

DENVER, March 14.—Elitch Gardens and Lakeside Park are ready for the season, with everything repainted and decorated and new features being installed at both spots. Name bands will be used again, and Elitch will again present stock in the theater. Managements anticipate better business than last year.

JACKSONVILLE, Fla. — Jacksonville Beach Company has been incorporated to conduct amusement enterprises. Incorporators are given as C. L. Folz, M. L. Taylor and D. R. Thompson.

New Venture In White City

Syndicate formed to build on Chi site—modern resort to be under one roof

CHICAGO, March 14.—Announcement was made this week of formation of a syndicate to build a \$4,000,000 amusement park on the site of present White City, 63d street and South Parkway. Plans call for erection of a completely roofed and air-conditioned structure, covering the entire area of 600,000 square feet and containing 40 major buildings or concessions and 182 separate booths or minor concessions.

Plans have been in preparation for nearly a year under guidance of Martin J. Green, president of a firm of architects and engineers. Mr. Green also is president of the construction syndicate which will erect the structure. Associated with him is Howard Fox, now operating ballroom, roller rink, bowling alley and sports arena on the old White City grounds. Mr. Green has been identified with many projects throughout the country. He created and erected Old Mexico at the World's Fair, as well as initiated the village plan. He also has had wide experience in erecting theaters, amusement parks, etc., in the East.

Lease for 20 Years

White City was a well-known amusement park more than 30 years. During the depression period no reorganization plans were undertaken until Mr. Green secured backing of several persons (See *NEW VENTURE* on page 40)

Wildwood's Ocean Pier Revamped For Modern Rides and Attractions

WILDWOOD, N. J., March 14.—Outlay of \$50,000 in improvements and an almost like amount for attractions was approved this week to create in this resort one of the largest all-round amusement centers in its history. William Hunt, amusement man of South Jersey, owner of five theaters, a ballroom and Ocean Pier, announced that these sums would be spent on Ocean Pier to make it available for a score or more of attractions and a program patterned after the large Atlantic City piers.

William Fennan, many years general manager of Steeplechase Pier, Atlantic City, was re-engaged to take entire charge of Ocean Pier for the second year. Previous to last season the spot had housed a monkey circus and a few decadent rides. Mr. Fennan booked a number of attractions, did some rehabilitation work, as time allowed, and the season's end showed a substantial profit, with some of the largest days ever recorded by a Wildwood amusement enterprise.



LAWRENCE V. RILEY, long an attraction and concessioner in Fairyland Park, Kansas City, Mo., who has been appointed chief electrician of the new Municipal Auditorium in Kansas City. He is past president of the Heart of America Showman's Club, having held that post in 1934.

New Concern Takes Lake Worth Casino

FORT WORTH, Tex., March 14. — Contracts for operation of Casino Park, Lake Worth, by a new concern, Casino Park, Inc., were approved last week by city council. George T. Smith remains as manager of Casino and ballroom.

Bathroom and beach equipment were taken over by the city in settlement of an \$18,000 lease obligation, said to have been incurred by Lake Worth Amusement Company, former managing company. City recreation department will operate the bathing beach.

Lease contract, which calls for a graduated scale of annual rentals, based on gross revenues, to be 5 per cent up to \$50,000, 7½ per cent between \$50,000 and \$60,000, 10 per cent from \$60,000 to \$70,000 and 12½ per cent over \$70,000, will be in effect from January 7, 1936, to January 6, 1941, and provides for operation of ballroom, Roller Coaster and parking lot at least 120 days each year.

Casino will open on May 1; park will not be open week-ends prior to May 1, as in recent years. Opening is two weeks later than usual, because of renovating and repainting. About 50 additional tables are being installed adjoining the ballroom. Name bands, to be used again, tentatively scheduled are Duke Ellington, Rudy Vallee, Jan Garber, Ted Weems and Hal Kemp, said Manager Smith.

Appeal Grows In Risk Plan

Nation-wide operators' demand is reported—called NAAPPB's big achievement

NEW YORK, March 14.—In an interview with President Harry C. Baker, National Association of Amusement Parks, Pools and Beaches, a representative of *The Billboard* was shown telegrams and letters from all over the country congratulating the association on what now appears will be the greatest in its long list of achievements.

"The old association worked for many years in an endeavor to relieve operators of amusement enterprises in their public liability insurance troubles. In earliest days coverage was hard to find. After it was obtained rates began to soar more particularly after operators refused to co-operate and work thru the association. For the last few years, however, rates have doubled and trebled, with the result that many had to discontinue this much-needed protection," said President Baker.

Time for Inspection

"Almost a year ago the NAAPPB 'took the bull by the horns.' An exceptionally strong committee was appointed with instructions to solve the problem for the industry and it has followed orders implicitly.

"Secretary A. R. Hodge recently mailed several thousand letters to the field, (See *APPEAL GROWS* on page 40)

Eiffel Tower Business Off

PARIS, March 9.—Eiffel Tower receipts during 1935 were 252,152 francs (\$16,810), against receipts of 558,151 francs (\$37,210) in 1934, dividends being cut from 27.25 francs (\$1.82) per share, to 12.30 francs (\$.82).

Voss Takes Delaware Lease

NEW CASTLE, Del., March 14.—Deemer Amusement Park, 96-acre spot here, has been taken over on lease by Fred J. Voss Jr., who will be operating head. He is planning many changes and installation of new rides and attractions.

New Pilot in Indiana, Pa.

INDIANA, Pa., March 14.—Joseph Hayes, new lessee and manager of Cliffside Park here, reports a number of large picnics already booked for the season, which will be opened shortly. Pool and dance hall have been renovated and new rides and attractions arranged for. Free acts, band concerts and name bands will be used.

NEW ORLEANS — Annual Miss New Orleans bathing beauty contest will be staged again this year at Pontchartrain Beach by Al Durning, who has been authorized by the Variety Showmen's Jubilee director of the Atlantic City event to represent it here.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Postman Rings Twice

S. W. Ingram, coach of swimming for Colgate University, writes from Hamilton, N. Y.: "I am now connected with G. McClure in running water shows at Flanders swim pool, Ocean City, N. J. We are planning an elaborate program of water shows for next summer, starting on June 28 and continuing on every Friday until September 11. If there is any talent you know of that can be used in a water show tell them to get in touch with me at Colgate University until June 1, and after that at Flanders pool. Too, I would appreciate your advertising rates. Since becoming a subscriber to *The Billboard* I enjoy reading your column. Your ideas for co-operation and exploitation should not only be carried out in the commercial field but in all fields of swimming. I know it's a difficult problem to get all agencies in the aquatic field to co-operate, but unless this is done there will never be a common understanding and, furthermore, a concentrated body to really enhance the appeal of swimming as I think it should be done.

Then my old friend Paul Huedepohl, manager of Jantzen Swimming Association, Portland, Ore., takes pen in hand once again to pass along this interesting information: "We have now passed the 600 mark in our membership. This represents associations, clubs, schools, high schools, colleges, normal schools, universities and commercial, municipal and private pools. I will personally conduct 'Learn-To-Swim' campaigns at Sutro Baths, San Francisco, April 6-11; Santa Cruz Seaside Casino tank, Santa Cruz, Calif., April 13-19; both under local newspaper sponsorship. This is the second annual at Sutro, and Jantzen Beach in Portland will hold its ninth annual 'Learn-To-Swim' drive on July 6-12."

In the Swim Again

Jack and Irving Rosenthal, who operate Palisades (N. J.) Amusement Park and who, as was exclusively reported here issues ago, have erected an elaborate play area adjacent to the park pool for this summer's operation, have bought still another amusement project. These Rosentals just can't stop enlarging their domain in the outdoor and indoor amusement field and, observing the success with which they run each enterprise, they'd be foolish to stop. At any rate they have just purchased the Embassy Golf Club in the Westchester area of New York State, featuring one of the most picturesque swim tanks in those environs. While the natatorium is just a small plunge compared to their big Palisades aquadrome, the Rosentals are going to exploit advantages of the tank to sell memberships to their newly acquired golf course. If more amusement men, as well as hotel owners who operate swim pools, no matter how small, followed in these footsteps and publicized their swimming facilities they might make a success out of their propoish instead of continually losing money.

Lost and Found

Whatever happened to Bill Goll, marathon swim flash?—Norman Ross, former long-distance swimmer, is now head of the NBC publicity department in Chicago.—Still waiting to hear the views of Billy Ritchey on the forthcoming world's championship high-diving contest.—Frank Fleischer will be out at Sunnyside outdoor pool, Long Island, this summer.—Anybody know the whereabouts of Joe Laurie, former manager of Park Central indoor tank, New York City?—Trudy Ederle sufficiently well again to officiate at local women's swimming meets.

Just a Thought

A great many motion picture stars patronize Agua Caliente plunge in Mexico while vacationing or over week-ends. And Dr. P. M. Seixas, physical director and manager of the tank, probably knows screen stars galore. But one

never reads about Seixas in those syndicated movie columns and one wonders why. Especially when so much space is given to Hollywood's favorite masseurs, palmists, beauty experts et al. Come to think of it, one never reads about the favorite swim coaches of the famous screen actors and actresses. Of course, a few of the boys are using that title to sell themselves, but if you stop for a moment and consider there isn't really anyone in the swimming field who can be compared with Sylvia the masseuse or Max Factor the beauty expert when it comes to international recognition—as the screen stars' favorite, that is. What about it, you swim fellas on the West Coast, are you letting grass grow under your feet?

A Parting Shot

Band bookers say they're going after swim-pool business this year more than ever before. In the past booking agents for dance bands never bothered with possibilities of dates at tanks thruout country, feeling that here wasn't enough in it. But in New York City Miramar outdoor tank started the ball a-rolling by engaging a comparatively well-known radio band last summer; Riverside Cascades Pool, its competitor, followed suit. And now reports are that a number of natatoriums thruout the nation are seriously considering hiring radio orchestras as added attractions, either to present concerts or to supply rhythms for dancing between swims. It's something new, this biz of a name band for pools, but if one has facilities and possibilities to draw it might prove just the thing needed to bolster a week day or even to entice night bathing.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: All snow's melted and nobody really thought all of it would. . . . Seems like only youngsters go for night life around roadside places. . . . Billy Bovak will be in Fort Worth to take in Frontier Centennial this summer. . . . Walt Whitman home (Island's standout historical spot), for which amusement people once dickered, sold. . . . Cross Bay Track (Ozone Park) most likely to go for midget auto racing this spring. Never a big money grabber, spot is one of the best situated outdoor posts on Island. . . . Midget auto racing went strong in Jackson Heights.

Flushing World Fair sponsors putting themselves to plenty of exertion stamping out reports about event going up in smoke. Solons of projected expo are going ahead against all sort of odds. Such persistency merits applause. Roosevelt Field, Inc., it is reported, is plotting an auto race track. Not that there is so much need for one as there is to make use of the superfluous space at huge flying field.

Jacob Riis Park, Neponsit, expects receipts of about \$600,000 in summer, largest part of it budgeted to cover salaries of almost 200 employees. . . . Jim O'Mara, rapid sketchman around Island resorts, is in Museum of Natural History, New York, on a WPA project. . . . Swank Sun and Surf Club, Atlantic Beach, foresees a good summer, what with extensive preparations being made.

ROCKAWAY BEACH: Playland's entry in prize goat contest to obtain a Bock Beer model romped off with the division prize. . . . John Gordon's kiddie park at Seaside garners some stray silver over week-ends. . . . Cornaga Grill, standout local spot. . . . Jerry Gilbert, local bandsman, on Coast. . . . City of New York spending approximately \$40,000 shaping up beaches. . . . John Wainwright, Belasco of 'Walk showmen, around looking well. . . . Frank Austin eats heartily, he opines, "because he can't worry on an empty stomach."

LONG BEACH: Free dances (WPA sponsored) in high-school gym bringing a howl from cabarets, which want to know how they'll get money to pay off help with competition from Uncle Sam so tough. . . . New police commissioner not yet named, but upon Mayor Gold's selection rests the attitude toward the concession troupe. . . . Tom Vestry, ex-musical comedy press agent, would like to run a flasher this summer, adding he's used to ballyhoo. . . . Jackson Amusement Park being primed. . . . Wonder if Lon Ramsdell will be back at Maryland View Hotel, one of the "view" to sneer at the sign of red ink last summer.

DODGEM

GOES STREAMLINE WITH SENSATIONAL RESULTS
This new ride of Destiny is destined to make you stupendous profits in 1936 if you are wise enough to install it. . . . Three of them—all WINNERS—Cars, Boats and Motorcycles.
WRITE FOR COMPLETE INFORMATION NOW!

DODGEM CORP.

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Auto-SKOOTER-Water SHOWMEN

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WATER SKOOTER.

Ocean Front Boardwalk Concessions For Rent

Stands suitable for Ball Game, Frozen Custard, Lunch Stands, Pitch-Till-Win, Wheels and other Games. Also Open Platform, 50x100 ft. Soda Fountain complete with equipment. Tenants are given exclusive right to operate their game in an entire amusement block. Location, one block from Ocean Inlet. Write or wire

WINDSOR RESORT, Inc.,

Ocean City, Maryland

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, March 14.—With indications pointing toward largest spring holiday crowds in six years, preparations are under way to again select the 50 "best dressed women on the Boardwalk" in Palm Sunday fashion parade, and that's a crowd getter that can't be beat, as was proved last year. Event last season was staged on Palm and Easter Sundays, but the latter holiday congestion made selections almost impossible. So as a Palm Sunday buildup the resort is going in big with publicity and advertising. Louis Cunningham, secretary to Mayor White, has been put in temporary charge of the publicity bureau.

That the Boardwalk will be gayer than ever is seen in an announcement by Mayor C. D. White that summer band concerts along the Walk will be given daily. There will be plenty of other resort attractions provided by city this year. . . . More than \$1,000,000 in dog flesh will be on display at Million-Dollar Pier for Dog Show on April 4, with \$2,000 in prizes and 500 entries so far. . . . Sports program at this structure will continue thru April, it was announced by Promoter Bees Reeves. . . . Net haul season will also open at pier in April.

City commission this week appropriated \$2,500 for the All-Philadelphia Citizens Committee to pay for exhibit space in the Philly convention hall during the Democratic national convention. . . . March 14 was Atlantic City Day in Miami with a special Atlantic City race and other festivities, including a banquet at Earl Carroll's Casino, Mayor White presiding. . . . Carl Voelker, veteran newspaper man, was elected president of the Press Club of Atlantic City; Jack O'Donnell, *Camden Post*, vice-president, and the writer, secretary. . . . Mal Dodson, local publicity man, is a director.

Nat'l Swim Week Workers Get Busy

NEW YORK, March 14.—Circularization of the field has been started by the executive committee for National Swim-For-Health Week, June 22-28, sponsored by National Association of Amusement Parks, Pools and Beaches and National Knitted Outerwear Association, from offices of Executive Secretary Martin Stern here.

A drive for sale of stamps, to be attached to printed matter, is part of the publicity campaign. Executive committee comprises Arthur French, New York; Ingram Bergman, Germantown, Pa.; Sidney Korzenik, New York, and Herbert F. O'Malley, Rye, N. Y.

On the board of directors are David Aronow, Harry C. Baker, Andrew Castle, Egmont Egerer, Herman Heller, Nathan Handler, William Katz, Alfred H. Munk-enbeck, Charles H. Potter and Mack Rose, all of New York; Julian M. Bamberger, Salt Lake City; B. G. Brinkman, Louisville; Robert L. Ferguson, Lincoln, Neb.;

WANTED FOR MOOREHEAD CITY, NORTH CAROLINA

The South's Most Beautiful Park.
WANTED—Rides, Shows and Concessions.
Spending \$150,000.00 for improvements. Drawing capacity of 200,000 people from surrounding territory. Write full particulars to
GEORGE LOUISON,
414 Roxboro Street, Durham, N. C.

FOR SALE OR LEASE

AMUSEMENT PARK,
Adjacent to Newport Beach, Newport, R. I.
Large Dance or Skating Rink Hall, Restaurant Building, about 400 Bath-houses, Road Stands, Board Walk, Parking Space, Banner year, Rhode Island Tercentenary. Reasonable price. MARTIN LIPPMAN, 181-183 N. Main St., Providence, R. I.

MAKERS OF MECHANICAL SHOOTING GALLERIES W. F. MANGELS CO. CONEY ISLAND, N. Y.

FOR SALE—One VICTOR ORCHESTROPE in good working condition, priced at a bargain. Just the thing for Dance Hall, Beer Garden or Roller Skating Rink. R. F. BAILEY, Morrison, Ill.

WANTED Dance Hall for summer season. State size and lowest rent. HAR-OLD H. KEETLE, Manager, Green Mill, 119 1/2 N. Main St., Findlay, O.

WANTED

Chev Rack Worker. Must be capable. Five months' work in Jargest Amusement Park. Write or apply DAVIDSON, 213 S. Wabash Ave., Chicago, Ill.

LOOP-O-PLANE

FOR PROFITS.
ROBIN REED, Box 237, Salem, Ore.

PARIS Exposition, 1937 For Amusement France. Concessions.
Address 24 Boulevard Bonne Nouvelle, Paris.

Bert E. Green, Malden, Mass.; Alex Greenhill, Brooklyn, N. Y.; A. R. Hodge, Chicago; Paul H. Huedepohl, Portland, Ore.; R. M. McDonald, Delavan, Wis.; A. J. Metzdorf, St. Paul; Edward L. Schott, Cincinnati; Jack Rosenthal, Fort Lee, N. J.; Ray Steck, Enid, Okla.; Bernard Steuer, Philadelphia; E. W. Stewart, Los Angeles; Ted R. Upland, San Francisco, and H. L. Whiting, Olympia, Wash.

With the Zoos

MADISON, Wis.—Altho Victoria and Duke, lions in Vilas Park Zoo, are parents of quadruplets born on February 3, it was only recently that Zoo Director Fred Winkelmann was permitted by Victoria to view her new offspring.

CLEVELAND.—Capt. Curley Wilson, superintendent of Brookside Zoo, has been busy preparing quarters for his latest acquisitions, a young chimpanzee and its companion, a common alley cat. They were installed at the zoo after having appeared, immediately upon their arrival, at the recent Grotto Circus in (See WITH THE ZOOS on page 40)

American Recreational Equipment Association

By R. S. UZZELL

Norman Bartlett, of Flying Turns and Rocket Speedway note, writes from England of his experience as an operator at Olympia, London. He says the Bertram Mills Circus and Fun Fair is 80 per cent circus and only 20 per cent fair or carnival, as we would term it. "But," he says, "in the advertising and publicity it seems to be 90 per cent circus and 10 per cent fun fair."

He then says our end functions as a very poor second. It gets about two hours per day as an earning opportunity while the circus gets the golden hours. Here is the schedule:

Opening at 1 p.m. (not open Sunday). A little business from 1:30 to 2:30 p.m., when the circus opens and takes the crowd until 5:20 p.m., then the rides, etc., get about 45 minutes' play and a scattered attendance until 7:30 p.m., when the night performance of the circus comes on and lasts until 10:15 p.m., after which the rides get another 45-minute run. From 8:30 p.m. until close of the night circus the small average attendance of sightseers hardly warranted operation.

Same Old Conflict

For a space of 70x80 feet, with a possible two hours per day for five weeks, the Rocket Speedway offered \$3,500 cash rental, which was refused. A 50 per cent of the gross was the best Bartlett and associates could do on a new ride. Needless to say, it was very disappointing to our fellow member and affords no model for us to follow.

It is the same old conflict of who gets the play. In times past some of our members playing Olympia did a nice volume of business, but now they cannot compete with the circus. All of which tells us that when we put on our show the circus will have to be incidental and subordinated to the rides, games and park attractions. Then again the circus at Olympia occupied the front of the main building, with all rides and other attractions in the rear. Many patrons of the circus leave the building not knowing other attractions are there. We must put the circus in the rear and not try to make it too large. A one-ring affair should suffice for our show.

When your author wrote from London on this subject it will be recalled these words were used, "The Olympia here in London subordinates everything else to the circus." We must subordinate everything else to our display of rides and park equipment.

Enegren as Exhibit A

Thanks, Bartlett, for giving us such a clear report from first-hand knowledge and actual operating experience as a concessioner giving up 50 per cent of your gross. When all operating costs, expense of setting up and getting away after the show is taken out of your 50 per cent, where do you get your own expenses and the cost of the ride? Our president, George H. Cramer, has been to the Olympia; Lusse Bros.' Dodgem Corporation, H. G. Traver and others have been at this fun fair. Surely, we are in a position to profit by experience. One thing should be firmly settled from the inception—play the building, palace, armory or what have you on a percentage basis. Once we start, we just must put it over.

E. R. Enegren, owner of Lake Pearl, near Wrentham, Mass., has been connected with the place for almost 48 years. No, he is not an old man. His father owned the place and managed it when E. R. was a very small boy. In that time three great financial panics have occurred and all have been

"The People's Playground"

Wants-ROLLING GREEN PARK-Wants SUNBURY, PA.

Flat Ride, Chairplane, or what have you? Palmistry (must be American), also Concessions of all kinds. State all in first letter. Season opens May 30th. This is a 7-day-a-week park. Good opening for right concessions. Have theatre, dance floor, boating, bathing, etc. Central Pennsylvania's largest park and we get people. Address R. M. SPANGLER, Lessee and Manager, Red Lion, Pa., until April 15th, then Hummels Wharf, Pa.

CAN PLACE

Merry-Go-Round and a few more major rides for school picnics from May 10th to June 21st, or all season. Dance Hall for rent for dancing or skating. Size 86x171 ft. LAKE-SIDE AMUSEMENT PARK, Robertson, St. Louis County, Missouri.

LOOP-O-PLANE

FOR PROFITS.
ROBIN REED, Box 237, Salem, Ore.

weathered by this beautiful resort. Mr. Enegren is not discouraged, is not quitting, and made money in 1935. In his opinion, the place has not yet seen its best days. He even feels sure people will ride the Merry-Go-Round again. Were he not anchored to his job we should like to circulate him over this country as exhibit A of what permanency of management can do. The program chairman for 1936 should not overlook this trump card.

Credits and Headaches

Did we hear Wall Street condemned from Coast to Coast or did we not? Well, the people are coming back to it again. They will get it again and howl as loud as ever. We also heard "no more foolish credits." Some surely did not mean it; not for very long, anyway. A few credits have been taken on that only mean headaches. Some people must like headaches. Every man to his choice.

We like to see our whole industry remain sound. It makes going easier for all of us. We are all bound up together, whether we like it or not. An electric motor company which lost heavily on three concerns that took on unsound credits was going to interrupt our long and satisfactory credit rating with it just because of the three heavy losses. It required a straight-from-the-shoulder talk to show their position was not just before harmony and former relations were resumed.

Wars and rumors of wars, but they are all too poor to have one. We regret the uncertainty caused by these rumors, but the only remedy is to look forward to a very promising increase in business this year and to prepare now to get your share of it. All of our live wide-awake members are sure to have better business this year. They are not waiting for it to come to them, but are going right out and get it.

APPEAL GROWS

(Continued from page 38)

asking that operators fill out questionnaires, and the response has been tremendous. It must, however, be recognized that a lot of time will be required for careful inspection of all units to come under this new plan. Information will be sent only upon request, and questionnaires mailed to operators must be filled out to obtain detailed and definite information.

"These questionnaires must be mailed to the secretary's office, addressed to A. R. Hodge, 317 Hotel Sherman, Chicago, and April 1 has been set as the deadline until we can lay out a proper inspection program. Perhaps we can take care of some applicants even after that date. We are hoping to anticipate our requirements very accurately by April 1.

Quick Action Needed

"This plan is, of course, open to members of the association only. It behooves everyone therefore who desires to make a tremendous saving and, I believe, to obtain the improved service which our new plan affords to act immediately. I cannot impress upon the industry too strongly the necessity for prompt action."

President Baker added that the new insurance plan is available to all owners, managers and operators of amusement parks, piers, pools and beaches and concessioners therein. Those who for any reason have not as yet received information regarding the plan are requested to write immediately to Secretary Hodge, Chicago.

NEW VENTURE

(Continued from page 38)

prominent in construction and finance fields, who are understood to be interested in the present project. Syndicate has obtained a 20-year lease thru White City, Inc., present operator of the park. It is understood the Armour estate, which owns the site, and Continental Bank, trustee, have also cooperated with Mr. Green.

Mr. Green said his syndicate contemplates erection of an amusement enterprise wholly new in character and distinctively in spirit of the modern age. Every feature of architecture will be in keeping with the character of the title of the park, which temporarily is "City of Mars."

Dr. Moulton Adviser

Many radical innovations in air-conditioning, architecture, atmospheric control, acoustics, etc., never before used in

an enterprise of this kind will be fully exploited, he says. It is intended to combine the standard popular attractions of the World's Fair with novelties of every description. A series of villages will be erected, every structure to be built for permanence.

The park is expected to be open for business not later than March 1, 1937. Allan M. Weary, Chicago artist, has prepared an elaborate group of paintings and will be consulting artist. Dr. F. R. Moulton, chief concession consultant to Rufus Dawes at the World's Fair in 1933, will be technical scientific adviser. In addition he will collaborate in design of a modern astronomical exhibit to occupy a prominent position in the "City of Mars."

SPRING ACTIVITY

(Continued from page 38)

that is just what has been done. Danny Bauer ran his park all winter and made it pay. Others went out during the winter and worked up new ideas for outings and booked them for this summer. That ballroom which has given so much concern in the past three or four years is going to have a new lease of life. Pat Holland at Canobie Lake, near Lawrence, Mass., is building a beautiful ballroom, and Herbert Ridgway at Spanish Gables, Revere, Mass., is remodeling, expecting the biggest season in years.

"Two weeks ago I left New York with streets full of ice and snow and the going very bad and headed for Cleveland. And is that a busy town! Great Lakes Exposition being prepared and snow and ice gone. I saw Harvey Humphrey, of Euclid Beach, and he is looking forward to a real profitable summer. He said that more than 100 employees have been busy in the park all winter.

More Solid Bookings

"From Cleveland I went to Cincinnati and saw Ed Schott aboard the Island Queen. She is beautiful; main deck and dance floor are remodeled in modernistic style. She was about ready to sail and the best part of it is that she is booked solidly up to the time Coney Island opens in May. In Louisville I found Fontaine Ferry Park being remodeled thruout, with a new Roller Coaster and Funhouse, new buildings and games and full coats of paint all thru the park. Here, too, there are solid bookings for picnics and outings for the season.

"In Idora Park, Youngstown, O., the last of picnics looks like a street directory; there are so many bookings. In Erie, Pa., in Waldamere Park, Alex Moeller was ready to go with some fine pre-season bookings for the ballroom. All along the line there are great enthusiasm and a real spirit of prosperity for the park season."

WITH THE ZOOS

(Continued from page 39)

Municipal Auditorium. Captain Wilson gave four performances a day with the chimp in the annex or menagerie. The cat and chimp show great mutual affection and have been housed in a specially designed, glass-front cage. Their arrival was heralded with front-page stories and art layouts of Captain Wilson and his new charges.

FORT WORTH, Tex.—Patsy and Jerry, chimpanzees in Forest Park Zoo, have recovered from serious throat ailments which Zookeeper Hamilton Hittson feared might lead to pneumonia during extreme cold. Patsy, educated member of the duo, took medicine from a spoon or bottle; but Jerry, not long in this country, would submit to no treatment, causing attendants plenty of worry.

JACKSON, Ala.—Success in patronage and in maintaining his animals is reported by C. C. McClung, whose Educational Zoo is exhibiting at high schools and colleges. He carries 50 cages of animals and reptiles in his traveling zoo, transported on a semi-trailer equipped with heating and ventilating systems. In summer the zoo is exhibited in parks and children's playgrounds.

RACINE, Wis.—Construction of a \$60,000 administration building and animal house for the city zoo at a cost of from \$16,000 to \$18,000 is proposed under a project which the council WPA committee has submitted to the district director. Racine Zoological Society petitioned council to construct this building.

UNDER THE MARQUEE

(Continued from page 36)

be with the Cole-Beatty Circus at the Stadium in Chicago. Roy will do an all white-face clown again this season.

J. H. (DOC) OYLER will this season have the management of the Side Show with the Bockus & Kilonis Circus. He had intended to go back with the Russell Bros.' Circus, as mentioned in these columns recently.

RUBE EAGAN, clown cop, was at the Houston, Tex., Fat Stock Show, his third season there. He has been playing a few houses at Houston since closing with Rice Bros.' Circus. Has signed with that show for this season; will work in big show and also clown concert for Buck Owens. This will be Eagan's 32d year of trouping.

WALTER L. MAIN and his secretary, Louie G. Stone, left the Main home at Geneva, O., March 5, driving to Rock Hill, S. C., winter quarters of the Main show. Will remain there until show opens about middle of April. Walter attended the spring reunion of the Lake Erie Consistory of the Ancient Accepted Scottish Rite Valley of Cleveland.

JIMMIE (WAXO) SALTER renewed acquaintances with troupers at the Tampa Fair while doing his "mechanical man" act for a Southern coffee company. After three weeks of "window work" for a candy firm in principal Southern cities, Salter will head for home for a little vacation before reporting to Downie Bros.' Circus, Macon, Ga. He again will be 24-hour man.

MME. BANARD, of Banard's animal act, while in Cincinnati recently, gave *The Billboard* a call. She bought a mule, 37 inches in height, from the local zoo, and will also purchase monkeys. About a month ago she bought a lion from the Columbus Zoo. Act will play fairs in Missouri, Iowa, Minnesota and Wisconsin, opening at Caruthersville, Mo., in July.

REX M. INGHAM, who was slated to be general agent of the Kuhn Circus, writes that he has decided not to troupe this season. Edna Acker's Congress of American Indians, of which he is the general agent, will return to the reservation at Easter time, after finishing school dates in Pennsylvania and Delaware. The Indians have made approximately 1,000 schools since last fall. The Inghams recently visited Warren Buck's new place near Camden, N. J.

EARL SHIPLEY, well-known clown, who is playing a number of Shrine and other indoor circus dates, will not be with a circus the coming season. At present he has made no definite plans, but will seek to line up some fairs and other outdoor work. Shipley has played Grand Rapids, Detroit, Cleveland, Columbus and Rochester (N. Y.) indoor circuses; will appear at Omaha and Denver Shrine circuses and then to Chicago for the Stadium engagement with Cole Bros.' Circus.

SHOWMEN'S LEAGUE circus notes: Love of the sawdust trail was too strong for Larry Benner, of the Showmen's League of America. Larry spent several months in the Hawaiian Islands as a material part of a show that went over there. But when he looked at the calendar and recalled that the white tops were soon due outdoors on the mainland, he took a boat back. Hence he again lines up as side-show manager with a circus he has been with in other years. . . . Page Tom Rankine, old-time announcer for the Barnum show of years ago. The Showmen's League has heard nothing from Tom for some time. The last news was that he was basking in the Florida suns while his brothers in Chicago were doubling time near the radiators in the League rooms. . . .

Denny Howard, special agent, assistant manager, legal adjuster—or what else you may need around a carnival, told fellow members of the Showmen's League his variety of talents is no doubt due to his training as 24-hour man for the Sells-Floto Circus before that show became a property of the erstwhile American Circus Corporation. Which brings to mind that Brother R. L. Lohmar at one time was a strong spoke in the wheel of the advance with the Ringling Bros. He was in one of those diplomatic spots where real work was expected, delivered, and was a daily occurrence.



By CLAUDE R. ELLIS
(Cincinnati Office)

CHICAGO roller rinks have had better business during the winter than for several years. While approach of warm weather is beginning to show its effect on attendance, business is still satisfactory at most Windy City rinks. Arcadia Gardens, newest rink, is attracting hundreds of skaters nightly. A mile or so farther north Hollywood Rink, under management of Jule Mahl, has a very good clientele. Rink is open every night except Monday, which is reserved for special parties. It is equipped with 800 pairs of skates and music is furnished by a Wurlitzer pipe organ played by Don Pedro. Pedro has more than an ordinary reputation as an organist, and his music is a special rink feature that has become widely known. Hollywood Rink will close early in May and reopen in September. Madison Gardens, West Madison street, is probably the oldest, in point of time it has been operated, in Chicago. Charles McCormick has conducted the rink more than 24 years, always on a high plane, and he has enjoyed more than usual success. Most of his employees have been with him from 10 to more than 20 years. Riverview Rink, northwest side, and White City Rink, south side, have been in operation many years and have an established clientele. On the far southwest side is Planet Rink, managed by Homer Keating. This has a capacity of about 250 skaters and used "canned" music. It operates on Saturdays, Sundays, Tuesdays and Thursdays. Manager Keating reports business satisfactory.

WORKING on a WPA unit out of Quincy, Ill., with his barrel-jumping roller skating act, Marvelous Fraser advises that able management of Proprietor Thomas Baldwin is bringing a big run of business to Baldwin Park Rink there, which has continued to operate all winter, following last summer's operation. Fraser reported a good 1935 season, playing falls and homecomings.

ALTHO cohorts of Winter Garden Rollerway, Dorchester, Mass., stormed the Annex, its Dorchester sister rink, in greater numbers, the Annex successfully defended itself at a big athletic carnival on March 3 by winning five out of nine events. Annex skaters won a turtle race,

leap-frog race, obstacle race, tug-of-war and men's mile race. Winter Garden won a chariot race, wheelbarrow race, football game and women's speed race. There was a boxing match on skates between two Annex patrons. The athletic carnival created great interest and future events scheduled promise to be big pullers.

HAROLD H. KEETLE, who will reopen Coliseum Rink, Cedar Point-on-Lake Erie, O., about the middle of June, to be his eighth year there, queries: "While all the rink men are talking about big rinks, how about the Cedar Point rink, size 150 by 300 feet?"

ONCE upon a time the bugaboo of an operator of a roller skating rink was lack of girls, says *The Winter Garden Tattler*, Dorchester, Mass., and every rink had hundreds of men but no girls. A roller skating rink might have been passed up by the fems because they thought a rough element patronized such establishments. Today, what a difference! Under the clean management of the Winter Garden and the Annex Rinks, we are faced with a serious shortage of men, especially on Mondays, Wednesdays and Thursdays. Wednesday nights are just overbalanced with girls learning to roller skate, and after they have learned and shift to another night, what then? It can't be that roller skating is becoming too tame for the men. We wonder.

LAKE HELLUMS ROLLER RINK, Enid, Okla., which had its season's opening on March 8, met marked success under able management of Ray Steck. It is equipped with good floor and skates.

THREE COSSACKS (Johnny Gaynor, Jean Ross and Wilton Ferguson), sensational American roller skaters, featured in the last royal command performance, are concluding a 10 months' tour of Europe. Act clicked solidly at the New Victoria, London. The Cossacks will sail for New York at the end of March, but will return to Europe in September to pick up a repeat 20 weeks' route. Cecilia Colledge, 15-year-old English skater, who was runnerup to Sonja Henie at the Garmisch-Partchirten Olympic sports, is back in London, giving exhibitions. The Veronas, graceful roller-skating act, are scoring over the Paramount-Astoria Circuit. Leon and Kiki, skating comedians, click solidly at His Majesty's Theater, Carlisle, England.

KARL SCHAEFER (Austria) won his seventh world's championship in fancy skating matches in Palais des Sports Rink, Paris, on February 29. Robin Lee, St. Paul, took eighth place and Earl Reiter (U. S.), 11th. Maxie Herber and Ernest Baier (Germany), were first in doubles and Maribel Vinson and George Hill (U. C.), sixth.

On Rollers in England

By CYRIL BEASTALL

On February 20 the second annual charity carnival in aid of Derbyshire Royal Infirmary extension fund was held in Municipal Rink, Derby; 400 skaters and a capacity crowd of spectators attended, main features of an attractive program being exhibitions by Jim and Joan Lidstone, amateur roller dance champions (fancy skating), and John B. Eley, veteran Derby skater (old-time dances).

The latter, who is 76 years old and England's most aged active performer on rollers, gave a display which "brought the house down" and was quite the most popular turn of an outstanding program.

A pushball match was included in the arrangements, but I think a hockey game would have received greater applause.

On February 29 the amateur roller dance championship of Great Britain was decided in Embassy Rink, Birmingham. More than 1,000 were present to see Jim and Joan Lidstone, Derby, win for the fourth successive season, with Gladys Frost (Derby) and Leslie Sharples (Accrington) finishing second and the Richardsons, brother and sister, Leicester, finally occupying third position.

The same evening I was spending a half day in Leicester at invitation of my old friends Cyril Mayes and Fred Randle, co-directors of palatial Granby Halls Rink in that city, and being entered in a one-half-mile open scratch race the same evening competed and had the good fortune to finish first.

The track is laid out at 15 laps to the mile and is very fast.

H. Wilkinson, London, who won the amateur mile speed title here on February 1, followed up his success by winning the five-mile event in Alexandra Palace, London, on February 27.

I have just received some splendid posters from Germany advertising the European and world's roller championship in Stuttgart Stadium on April 1-5. Have just written to Otto Mayer to inquire how come a world title event. Will tell more about this later.

On March 7 the international trial match before selection of the representative English roller hockey team to turn out in Stuttgart was staged in Alexandra Palace, London.

Hockey Is Here

By EARLE REYNOLDS

World-Famous Roller Skater and Manager.

After seeing games of roller hockey the past few weeks in Brooklyn (N. Y.) Roller Rink between the Brooklyn Maple Leafs, Al Flath's fast team that has won more than 20 games the past year, and the Astorians, I am convinced that next season there will be many leagues and many games in this sport.

The new invention, the fiber puck, an exact model of the ice-hockey rubber puck, makes this one of the very fastest of all games. I will not go so far as to say that it will outscore ice hockey just at present, but next season there will be four or five teams that are going to play games that will astonish the sporting world and give ice hockey a great run.

The game, even in its present state, with only amateurs, is close on the heels of the ice hockey teams. Its speed is tremendous. In shooting of the puck it goes thru the air like a cannon ball. It does not cling to the floor like the rubber puck does to ice. Scrimmages are numerous and games I have witnessed the past winter have had barrelsful of real pep. The game is played the same as ice hockey, with the exception of one off-side rule. And I have always contended that too much off-side playing kills interest and slows up the game. The whistle seldom is blown in a roller hockey game unless for time out to stop a scrimmage that may turn into a fight, for these amateur roller hockey players go to bat quite often. Hard checking is frequent during the periods and it is here when deliberate fouls are made that the referee's whistle is heard to slam a man into the penalty box.

Up to Rink Managers

Roller hockey is fast, and rink managers had better get good teams into practice and prepare for a new sport that will be very beneficial financially. For it's most exciting, with its every-second thrill; that's what the American public wants. So it remains to go ahead and develop it to a point where it will be worth while. Al Flath has done wonders with the Maple Leaf hockey team, and there are today eight teams in Greater New York. Flath has taken nearly two years to develop this great game in his rinks to a point where it is worth while and he can now demonstrate to the world that hockey on rollers is plenty exciting and interesting. And with the many teams that are playing Saturday nights in the Brooklyn rink some mighty fine players will be developed.

If operators see the great possibilities of this game as I do, they should equip teams right up to the standard of professional ice hockey teams. Good equipment is necessary for protection of players. On a hard roller skating surface, such as a maple floor, a player does not slide off a fall like an ice hockey player. When he is checked, bumped or thrown to the floor, he goes down kerplunk and knows he has struck something rather hard. Shooting of the new idea fiber puck which Flath has ushered into his

games is a revelation. They shoot this as straight as an arrow with bullet speed. Don't overlook the fact that the eight teams in Greater New York are amateurs and playing for the great sport of the game.

Too Early Before

I played professional roller polo in the National League of the West for two seasons as rusher. In 1895 I took the first American hockey team to Canada to play the Canadians at their own game for A. G. Spalding, and introduced to hockey in Canada the present cage goals that we used in America for roller polo. I returned to Chicago after that tour of the Ontario Amateur Hockey League, which was then under the secretaryship of Billy Hewett, now of the Toronto Arena, and to whom we presented the first cage goals 40 years ago.

Today hockey is the greatest drawing card of winter sports. Managers have made millions out of the game. Players of ice hockey range from \$6,000 to \$15,000 a year in salaries. So I was too early. But I am not too early in seeing the great possibilities of roller hockey this time.

DEXTER FELLOWS

(Continued from page 36)

macall-oms; then Captain Bob Bartlett, a dear soul and we don't wonder the Esquimaux just love him because one can't help doing so; Frank Buck, who brought 'em back alive; William Beebe, who carried on fine research work at the bottom of the sea; Arthur Bugs Baer, whose column is the funniest in the Hearst chain; Major-General Smedley D. Butler; Dr. James Clark, of the Museum of Natural History, who is now starting on another expedition to the South Seas; Joe Cook and George M. Cohan, actors of note; Ely Culbertson, the bridge expert; Jimmy (Schnozzle) Durante; Dr. Raymond L. Ditmars, of the Bronx Zoological Gardens, famous snake curator; F. Trubee Davison, former Assistant Secretary of War and now president of the American Museum of Natural History; Jack Dempsey and Gene Tunney, world's champion pugilists; William Egan, station master of the P. R. R. (the second man to whom we fed a gold fish); Robert Flaherty, who wrote *Nanook of the North* and other plays of the Arctic region; Mayor La Guardia of New York City (and now a steady customer); William R. Hearst Jr., son of the famous publisher; General Hugh Johnson, who was presented with a duck painted blue; Martin Johnson, now buried in the Borneo holding POWs with uncivilized tribes; Henrik Van Loon, famous author; Count Felix von Luckner, who was our first Fall Guy who was the first to actually swallow the goldfish, and when asked if he was worried, replied: "Let dot fish worry"; John Mulholland, wizard of magic; Governor A. Harry Moore, now U. S. Senator; Graham McNamee, ace radio announcer; Major-General John O'Ryan; Capt. Eddie Rick-enbacker, America's Ace of Aces; Robert Ripley, who sat all thru his meeting in the shadow of a gallows with a noose around his neck and two black-hooded guards watching over him and getting so nervous he begged a member for a cigaret, believe it or not; Elliott Roosevelt, the President's son, who was at the "seat" of the trouble; Colonel Theodore Roosevelt, son of a former President of the United States; Herman (Babe) Ruth, who took the swat like the real man that he is; Tony Sarg, who is now president of the Tent, and will be until the aurora borealis is doused; Vilhjalmr Stefansson, who received his medal in a cake of ice and really started to get serious much to the distress of the members; Rudy Vallee, who sang or crooned his way into our hearts; Police Commissioner Valentine, who had to remain in a cell all during his hour at the meeting; Grover Whalen, former Police Commissioner; Carveth Wells, author, explorer and lecturer, who used his red membership card to get out of trouble in Russia; Major Ludson Worsham, graduate manager of athletics at West Point.

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WANTED GOOD LIFTER

Standard Skating Act, Booked Solid Europe.

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START IN CLEVELAND

Ground Broken For Expo Site

Great Lakes show location is dedicated — attractions contracting has begun

CLEVELAND, March 14. — Opening gun in activities for Great Lakes Exposition, June 27-October 4, sounded this week as city, county and exposition officials gathered on the site in a dedicatory ground-breaking ceremony that will transform the barren lake-front spot into a colorful city. With an American Legion color guard and martial music, the first spadeful of earth was turned by A. C. Ernst, exposition vice-president.

Others participating were Lincoln G. Dickey, general manager; Almon R. Shaffer, associate director in charge of amusements and concessions, and Peg Willin Humphrey, associate director in charge of contracts; Mayor Harold H. Burton, members of the city cabinet and County Commissioners Joseph H. Gorman, John Curry and James Reynolds.

Biz Leaders Trustees

Eben G. Crawford, president of Great Lakes Exposition Corporation, announced appointment of 19 new members of the permanent board of trustees: R. W. Budd, president Central Greyhound Lines; W. E. Carter, general manager Kroger Company; H. D. Cram, president W. Bingham Company; F. C. Crawford, president Thompson Products Company; Theodore De Witt, manager Hotel Hollenden; H. J. Dugan, manager Statler Hotel; F. W. Hurst, president Grasselli Chemical Company; Ben P. Gale, secretary Gale Company; J. G. Lampl, president Lampl Knitwear Company; Ernest Lenihan, president Lenihan & Company; F. C. Lewman, president Richman Bros.; A. G. McLaughlin, zone manager Otis Elevator Company; Eliot Ness, city director of public safety; Crispin Oglebay, Oglebay, Norton & (See *START IN* on page 44)

Clark New Pueblo Manager

PUEBLO, Colo., March 14. — Earl (Dutch) Clark, Pueblo, football pro and former All-American quarterback at Colorado College, has been named manager of Colorado State Fair here. He succeeds Courtland R. Jones, commissioner, who has been acting manager since death of James Clark last July. Earl Clark, a member of the Detroit Lions, pro eleven, the last two years, will assume fair duties on April 1. He will later be required to pass civil service examination for the \$2,400-a-year post. Term of Mr. Jones, who will remain on the commission, expires in July, 1937.

Christensen Is in Hospital

CHICAGO, March 14.—Lew Christensen, of the Aerial Christensens, Sheboygan, Wis., recently underwent an emergency operation for appendicitis in Sheboygan Memorial Hospital. He is still in the hospital but making satisfactory progress toward recovery.

Young Revue at York Again

CHICAGO, March 14.—Ernie Young's revue, *Trip Around the World*, has been booked at York (Pa.) Fair for the sixth consecutive year. Mr. Young announced this week. He also sold some acts to York in addition to the complete revue. Mr. Young said his acts and revues are now being booked direct from Chicago.

MERRILL BROS. and Sister, while playing the seventh annual Strawberry Festival, Plant City, Fla., were contracted for 1936 Winnebago County Fair, Oshkosh, Wis., by Secretary Taylor G. Brown. Others in Plant City were Blondin Rellins Troupe, Aerial Bauers, Rojas Duo, Flying Howards, Dashington Animals and George D. (Buck) Buchanan, grand-stand artist.



GEORGE A. PRESCOTT JR., secretary of Michigan State Fair, who has advised the State Centennial Committee that the outstanding feature of the 1936 State Fair will be the celebration of Michigan's centennial of Statehood. Spectacular pageantry and parades will be on the program.

Harlingen Drops Free Gate

HARLINGEN, Tex., March 14.—Manager A. L. Brooks has recommended construction of several buildings to make a larger Valley Mid-Winter Fair here. Decision to charge gate admission has been reached. Mr. Brooks says a new general exhibits building and livestock, dairy and poultry building are needed.

Wisconsin Signed by B.-C.

CHICAGO, March 14.—Ralph E. Ammon, manager of Wisconsin State Fair, Milwaukee, was in Chicago this week and concluded a contract with Barnes-Carruthers for the revue *Rise and Cheer, America*, together with acts and band for the grand-stand show. Deal was handled by Sam J. Levy for Barnes-Carruthers.

BISMARCK, N. D.—Frank Milhollan is general chairman for celebration in July of two State-wide events here, commemorating the 75th anniversary of formation of Dakota Territory and 60th anniversary of the Custer massacre. A Northwest air show will be held in conjunction.

"Budget or Bust" Now Ultimatum For Always-Optimistic Fair Folks

(Continued from last week)

Discarding of hit-and-miss plans in favor of practices of proven worth will save a lot of grief for fair boards, declared Secretary Bert E. Walters, Wisconsin Valley Fair and Exposition, Wausau, who said, in part, at the annual Milwaukee meeting of Wisconsin Association of Fairs:

I have also been told that it is an utter impossibility to determine with any degree of certainty six months in advance of the fair what receipts and expenditures are going to be. With the experience of previous years before you in the form of your detailed reports, it is not a difficult matter to lay out a pattern by which your expenditures may be gauged. If an average of departmental costs is taken over a period of years, it will not be difficult to determine where allowances must be made for increased costs. When the picture is finally completed and you prepare your budget sheet with your actual costs, you will be surprised to find that you have not been far off in your estimates, if you have at all. All of this, of course, is dependent upon a strict adherence to the provisions of your budget.

A decided policy of retrenchment has been followed by every fair in the State during the past few years. Expenditures

Miami Post Whips Storm

Reopens fair after exhibits are demolished in gale — Legion men get support

MIAMI, March 14.—Altho exhibits were ruined, tents and other structures demolished and numerous workers hurt in a freak windstorm that lashed down at 6:55 Monday evening, South Florida Fair and Exposition was opened on Thursday and will continue all next week on the old fairgrounds adjoining the Seaboard depot. It is sponsored by Harvey W. Seeds Post No. 29, American Legion, with headquarters in the Legion Club, 66th street and Biscayne boulevard.

Immediately after the havoc wrought to the grounds and Krause Greater Shows on the midway by the storm, details of which are given in the Carnivals Department in this issue of *The Billboard*, it was thought that the fair was off for this year. But quick work by Fair Manager Sam Burgdorf, who was slightly injured while inside an exhibit tent when the gale hit, Legion members and city officials made it appear that debris could be cleared and exhibits and attractions enough could be replaced to permit of a reopening by Thursday.

Three large exhibit tents were so badly damaged that they were sold for junk. A new 100 by 300 top was secured here for exhibits again willingly supplied by merchants and others.

"I cannot praise the business men of this city too highly," declared Manager Burgdorf. "They had paid in advance for their space and, with all their loss, Tuesday morning offered us checks for exhibit space in the new tent. Several donations were sent in, the light and power company donating \$100. The Red Cross offered every assistance to those who needed it.

"One tent, 80 by 240, in which more than 70 automobiles were displayed, was razed, ruining several new cars. The Legion boys and police co-operated efficiently, preventing any looting and keeping everyone off the grounds except those busy in rescue and repair work under the floodlights furnished by the Legion." Fair opening had been scheduled for Monday night but had been deferred because of rain.

were pared to the bone. Strict economy, without sacrificing those elements that go to make up a popular fair, has been the objective of every fair secretary. The wisdom of that plan is now reflected in the apparent prosperous conditions of all of our fairs, for most of them showed a profit last year. As I see it, the danger now lies in overestimating the possibilities of the future by gambling too much on that fictitious prosperity that is still just around the corner. We are being urged to pay higher premiums with no prospect of increased State aid; the amusement-loving public is clamoring for more and higher-class entertainment, and from other quarters comes the cry to "put the fair back on its old basis."

With those lean years and empty exchequers so close to us that they still give us the jitters when we think of them, it appears to me that the conservative fair secretary is going to give a lot of thought and consideration to any program of expansion for another year of two at least.

While fairs are strikingly similar in general setup, there is a wide variance in local appeal which carries with it an equally varying scope of expenditures. As an example of this, consider for a moment the item of advertising and (See "BUDGET OR BUST" on page 44)

Squish!

RUSKIN, Fla., March 14.—Ball players here will soon know what it meant to some actors to play the old-time honkytonks. For the May Florida Tomato Festival, Manager George D. (Buck) Buchanan, noted lightning, giant-easel artist, says one of the features will be the Battle of Tomatoes, "in which we have two baseball teams standing 45 feet apart and hurling ripe tomatoes at one another." The annual festival is conducted on the old country fair order, with fish fries and State-wide hog-calling contest, which drew 38 entries in 1935. A State-wide Townsend Plan Day is also carded.

Rose Staff in At Fort Worth

"Jumbo" producer to rush Frontier Celebration plans for opening by July 1

FORT WORTH, March 14.—Billy Rose, producer of *Jumbo* in New York, having signed to become managing director of Fort Worth's Frontier Centennial Celebration, his staff is to be moved here at once so that the show can be opened by July 1. He will create the show and operate it after opening, being in absolute charge of amusements, publicity and concessions.

John B. Davis, as general manager of the event, will be in charge of the Livestock Show, Rodeo and Horse Show. Rufus LeMaire, former Fort Worth, now Hollywood casting director, was instrumental in getting Mr. Rose here to discuss the proposition.

The frontier city of the "Days of '49" is to be recreated at a budgeted cost of \$5,000,000 under supervision of Mayor Van Zandt Jarvis; President William Monnig, Frontier Centennial; Mr. Davis; J. M. North Jr., editor of *The Fort Worth Star-Telegram*, and Seward Sheldon, editor of *The Fort Worth Press*.

Inauguration of Centennial Year activities in Fort Worth was held in conjunction with opening of the 40th annual Southwestern Exposition and Fat Stock Show and Rodeo on March 13, instead of in June, as formerly planned. Governor Allred, Texas; Governor E. W. Marland, Oklahoma, and Richard W. Leche, governor-elect of Louisiana, and other State officials, members of the commission of control for Texas Centennial Celebrations, and officials of Texas Centennial Expositions, Dallas, took part.

A free gate was in effect opening night, the only free gate during run of show. A downtown parade preceded the opening, in which were rodeo contestants, four bands, including official exposition band under direction of L. Cecil Meadows, members of Round-Up Club and rodeo officials. Verne Elliott, arena director, was assistant marshal.

Missoula Back This Year

MISSOULA, Mont., March 14.—After being out since 1930, Western Montana Fair here will reopen four days in September, said Secretary-Manager C. P. Keim. Buildings have been painted and reshingled and grounds improved. Other additions and improvements will be made. One day will be featured with rodeo, including the pony express race, which has been a drawing card the past two years during Fourth of July celebrations. Racing will be featured. Fred Watson is chairman of the fair board. Claude Elder, in charge of entertainment and racing, is State chairman of the Circus Fans of America. Rodeo and pony express attraction will again be in charge of Joe Murray.

Raum Acts in Eastern Ohio

CANTON, O., March 14.—C. L. (Jack) Raum's circus acts have been contracted for Stark County Fair grand-stand show here, replacing the rodeo of former years, said Secretary Ed S. Wilson. Raum's acts will be at a number of Eastern Ohio fairs, including Mahoning County Fair, Canfield.

A NATIONALLY KNOWN fireworks display company reports that it has already contracted more fairs and celebrations this year than its total bookings, including its Fourth of July business, last year.

STREETS OF ALL NATIONS

TEXAS CENTENNIAL EXPOSITION
DALLAS, TEXAS, June 6 — Nov. 29, 1936

Awarded
Prize as the
Outstanding
Concession
at the
Exposition

THE LARGEST CONCESSION
THE FINEST VILLAGE
NOW LEASING. PRICES RIGHT.
\$10.00 MINIMUM — \$15.00 MAXIMUM
PER SQUARE FOOT
NO PERCENTAGE CHARGE WE BUILD BULDINGS COMPLETE
YOU FURNISH INTERIOR DECORATIONS AND LIGHT

The Real
Night Spot
in the
Heart
of the
Midway

THE VILLAGE WILL REPRESENT THE STREETS OF THE WORLD — FRENCH, ENGLISH, GERMAN, HOLLAND, RUSSIAN, ROUMANIAN, GREECE, SWEDEN, NORWAY, MEXICO, ITALIAN, CHINA, JAPAN, SOUTH AMERICA, MOROCCO, ETC.

SHOPS STORES STANDS	SHOWS RESTAURANTS GRILLS	BARS SOFT DRINKS ANTIQUES	ORIENTAL THEATRE PALMISTRY	NOVELTIES SKETCH ARTISTS
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THE STREETS OF ALL NATIONS WILL PRESENT
A BEAUTIFUL FREE SHOW WITH FEATURE DRAWING PERSONALITIES

THE ONLY SPACE NOW AVAILABLE ON THE EXPOSITION GROUNDS.
THERE IS NO MORE. WE HAVE ALL THAT IS LEFT.

2,000,000 Advance Ticket Sale. 10,000,000 Attendance

WRITE OR WIRE NOW

STREETS OF ALL NATIONS, Suite 307 Southwestern Life Bldg., Dallas, Texas
E. W. McCONNELL, President W. H. CHADWICK, Secretary
NAT D. RODGERS, Managing Director

Globe Players At Dallas Expo

Replica of London theater
to be built—Graham will
present old showboat

DALLAS, March 14. — Announcement was made this week of the booking of the Old Globe Theater Players at Texas Centennial Exposition. Plans are to build an elaborate replica of the famous Old Globe Theater of Shakespeare's days in London. Adjacent will be an old English inn and Ye Olde Curiosity Shop, featuring British merchandise. Globe Players, now in San Diego, are to leave there on June 1 to open here. A number two show will be installed in San Diego. Stanley Graham, midget impresario, is planning a "show boat" attraction at the expo. Front will be a replica of an old-time river show boat and interior will carry out the idea with tables and chairs for patrons, who will be offered usual beer and sandwiches menu while watching *The Drunkard*, *Ten Nights* and other old mellers.

Lew Dufour is here and his partner, Joe Rogers, is expected shortly. Their newest Crime Show, to be sponsored by Warden Lewis E. Lawes, of Sing-Sing, and other crime prevention authorities, will depart from the usual grind policy and offer scheduled performances with a museum of gang guns, crime prevention weapons, etc., open at all hours.

Harry A. Illions has arrived to conclude his rides' contracts. He has several new features to be announced later.

David Guion, noted composer of the Southwest, has returned to write theme music for *Cavalcade of Texas* for the expo. Plans for his elaborate home-

coming were toned down, due to death of Charles E. Turner, director of finance and special events for the exposition, reported in the Final Curtain in this issue of *The Billboard*. Welcome dinner was postponed and held last Tuesday.

Speaking of Mr. Turner's death, W. A. Webb, exposition general manager, said, "It will be impossible to fill his place at the exposition. Known and loved by many, we can but hope that the exposition we must build without him will be worthy of the pride and loyalty he bestowed upon it. The exposition has lost a friend."



Fair
Grounds

ENID, Okla.—Plans are being rushed for building of a large fairgrounds here with aid of WPA. It appears likely that this project will go thru in the near future.

LEWISTON, Me. — Management of Maine State Fair announced a budget of awards and purses about double that of the 1935 fair. Cattle premiums are upped proportionately, with prospect of the finest showing of thoroughbred stock ever seen in Maine.

WAYNESBORO, Ga.—Fire of undetermined origin destroyed fair buildings here, including poultry house, stock barns and some small structures. Damage was partially covered by insurance.

TEMPLE, Tex.—Central Texas Exposition here in October will be part of Texas Centennial Celebrations to be held during the year in conjunction with the main exposition in Dallas. Cash prizes will be given daily and an automobile will be given away the last day. A 10-cent gate will be in effect, says Secretary Bob Gresham.

AMHERST, N. S.—Surplus of \$5,096 was announced from Maritime Winter Fair of November, 1935. Receipts were \$24,774 and disbursements \$19,678, including payment of an old debt of

NOTICE TO EASTERN FAIR SECRETARIES!

Geo. Hamid IS NOT

BOOKING MY EASTERN REVUE OR ACTS.

I HAVE A FEW WEEKS OPEN IN THE EAST.

P. S.—My New 1936 Revue has been contracted for the 6th consecutive year at the York Fair, York, Pa.

ERNIE YOUNG, 162 N. State St., Chicago

THREE FAIRS • THREE FAIRS • THREE FAIRS

A meeting of representatives of the following Fairs, with their dates, SPRINGFIELD, KY., August 3; SHELBYVILLE, KY., August 10; LAWRENCEBURG, KY., August 17, 1936, will be held on TUESDAY, MARCH 31, at 10 A. M., in SHELBYVILLE, KY. This meeting is held for the purpose of offering the Amusement Privileges of these three Fairs as a unit. Representatives of Carnivals and Shows desiring to make this Circuit are invited to meet with us, as we hope to close contracts for these dates at this time. Address all communications to T. R. WEBBER, Shelbyville, Ky.

\$1,364, thus making profit \$6,460. Revived last November after a lapse of three years, plans are for additions to the plant for the 1936 fair. Night show will be improved. Recent decision of Dominion Government to reduce grants will not apply here, as cuts cover only classes A and B summer fairs.

PRAGUE—Efforts are being made to promote an international exposition here during 1938, 20th anniversary of the independence of Czecho-Slovakia.

NEWBERRY, S. C.—Work has started on a new county fairground and park project here, to cost about \$76,000.

LIVINGSTON, Tex.—Plans for holding a Polk County Fair were completed here last week, principal backers being William J. Lawson, secretary-manager of Walker County Fair Association, and State Senator Gordon Burns.

LAGRANGE, Ga.—A fair building for Troup County will be built here, said President John L. Anderson, as he received approval notice from PWA officials. Construction will start this month. Farmers plan to increase their exhibits 50 per cent.

STRATOSPHERE MAN

WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT.
Finishing With 500 Ft. Slide for Life,
Available for Fairs, Parks and Celebrations.
Address The Billboard, Cincinnati, O.

—'SFREE—

Send for Used Tent Booklet.
ARMBRUSTER TENTS ABOVE EVERYTHING!
R. H. ARMBRUSTER CO.
SPRINGFIELD, ILL.

WANTED

Concessions for 3-day Gala Day, July 3-4-5. Also Small Side Show or Small Circus. PRESIDENT OF BOARD OF COMMITTEE, Pinckney, Mich.

WANTED SHOWS, RIDES AND CONCESSIONS, FOR ANNUAL FIREMEN'S FAIR, July 1, 2, 3 and 4, Osceola Mills, Pa. J. A. REDDING, Chairman; LEON LUXENBERG, Secretary.

WANTED MERRY-GO-ROUND

AND OTHER RIDES, FOR 50th Anniversary of Polk, Pa., July 4th. F. W. DILLE, Committeeman, Polk, Pa.

WANTED

TO LET CONCESSIONS FOR
LOYAL ANNUAL CELEBRATION

APRIL 17-18.
Write or Wire
F. S. GLAZIER, Chrm. Grounds Com., Loyal, Okla.

NEWS

NOTES

CALIFORNIA PACIFIC

International Exposition
SAN DIEGO

By FELIX BLEY. Office, Press Building. Residence, Riviera Apartment Hotel, 1312 12th Avenue, San Diego.

Dailard Given Broader Title

Becomes executive manager of daily operation—special events help week-end

SAN DIEGO, March 14. — Wayne W. Dailard has been named executive manager of California Pacific International Exposition by President Frank G. Belcher, Mr. Dailard having served during building of the exposition with title of assistant to Philip L. Gildred, managing director, who still holds that post. Matters of policy are decided by the executive committee of the board of directors, Mr. Belcher said, but within that policy Mr. Dailard decides all questions of daily exposition operation and has immediately under his supervision all department heads.

Mr. Dailard announced that Oscar Kantner has been added to the publicity department. He formerly did publicity for Sydney Kent, of Paramount and Fox West Coast Theaters. Mr. Dailard is planning weekly feature attractions, among early bookings being Burns and Allen, to be followed by other radio names. He also arranged with Hugh Strickland to stage a national rodeo, open to the world, with cash prizes of \$6,000 daily, tentative dates being March 27-29. Cuff Barrett will furnish the stock.

Two Buildings Opened

Two of the five exhibit buildings not opened with the exposition last month were dedicated last Saturday and thrown open. They are General Exhibits Building and Hall of Medical Science. A special gate prize on Wednesday, an automobile, brought out large attendance. Similar awards during the first season proved highly successful and will be repeated every two weeks.

Special entertainment brought out large crowds over the week-end. Saturday was Children's Day, with a treasure hunt. A concessioners and exhibitors' parade preceded a wild rush for the buried "treasure" at the athletic field by thousands of children in search of more than 500 prizes, which included exposition half-dollars and tickets for admission to rides, games and attractions of the Fun Zone, purchased by the exposition management. On Enchanted Land Little Theater stage at 2:30 p.m. a program included Patsy Ryno, dancer; Mary Louise and George Moranta, dancers, and Marjorie and Frances Morrice, dancers, and Carmencita, singer. Free toys and gifts were distributed and Jose Arias and his Troubadours played. Meglin Kiddies, under direction of Doreen Taylor, presented a program at the House of Hospitality. Dancing to music of Jay Warde Hutton's Exposition Orchestra in the new Palace of Entertainment and fireworks on the athletic field wound up Saturday's program.

Sunday's feature was a Baby Show with 450 entries. Mardoni, escape artist, made a sensational escape, soaring 3,500 feet above Speer flying field, and making the leap while handcuffed. Bob Hutton, chief pilot of Speer flying service, piloted the plane. John Hix, presenting the Strange As It Seems show, with Mardoni starred, came from Los Angeles to witness the delayed parachute jump.

March 8 Gate 201,093

Vaude Friday night in the House of Hospitality, under direction of Ernest Hulick, special event department, included Fred M. Brown, featured singer with Garner Negro Chorus; Rainbow Trio, Rena Pleasant, Ethel Swanson and Gladys Van Etten, songs to guitar and mandolin accompaniment; Oather Hopkins, pianist and accordionist; Beatrice Schnug, soprano; Auren Pierce, tap

dancer; Lyle Hill and George Lindsey, singers; Bernice Gates, dancer; Elleen Finley, song and dance; Margaret Barnum, mezzo-soprano, and Kathleen Walker, singer. A fashion show in the Cafe of the World was under direction of Robert Van Horn.

Elwood T. Bailey, director of special events, returned from a speaking campaign and said that Los Angeles and vicinity is becoming more and more exposition-conscious.

The exposition and the Nudist Colony in Zoro Gardens are receiving national publicity thru Florence (Tanya) Cubitt's trip to New York, with stops in Los Angeles, Salt Lake, Chicago and Newark, N. J. Exposition attendance from February 12 to March 8 was given as 201,093.

START IN

(Continued from page 42)

Company; F. B. Owen, president Cleveland Insurance Agency; John A. Penton, chairman Penton Publishing Company; H. J. Raymond, Ernst & Ernst Company; Hugo E. Vargo, city parks director, and F. O. Wallene, director of public utilities.

Gooding Rides Signed

Mr. Shaffer reports closing of these contracts: Things, Inc., speedboat concession; George Young, Spook Village; F. E. Gooding, numerous rides; Harry Hameroff, out-of-town newspapers concession.

Nancy Ann Stevens will be featured daily in speedboat thrills, the petite swimming and diving beauty to do her stuff from the bow of one of a fleet of high-powered craft. Ten boats will operate day and night during the 104 days of the exposition.

Closing of a contract with prominent Chinese association executives and merchants for a big Chinese sector, to be presented as part of the Streets of the World exhibit, was announced by Mr. Dickey. Fred Wong, New York, returned east following a conference on participation of the New York Chinese group. Fred Gee, secretary of a local Chinese group, went to Chicago to confer with Robert T. K. Hah, Chinese consul general.

Legion To Help Gate

First radio act to be booked was announced by Mr. Dickey as Fibber McGee and Molly, to appear at the exposition's \$1,000,000 Radioland twice daily during the 100-day run. Other star radio acts and name bands are being contacted.

American Legion convention executives conferred with Mr. Dickey during the week and Vic McKenzie, national director of the 1936 Legion convention, said that tickets to the exposition would be included in registration fees of visiting legionnaires. Legion headquarters at the exposition will serve as an information channel for the visiting delegates and as a meeting place for members. Mr. McKenzie said registrations and reservations had already reached the May level of previous conventions. With payment of the bonus thousands of former service men are expected to swell attendance this year. More than 500 Legion bands and drum corps will participate in a massed concert on the grounds during the convention.

"BUDGET OR BUST"

(Continued from page 42)

publicity. It is a broad and vital subject. Merely as an illustration, let it be pointed out that the 73 fairs in the State, outside of the State Fair, expended \$16,501.34 for this purpose in 1934, varying in amount from \$10.54 by one fair to \$1,714.06 by another and more than \$1,900 by another.

It might be interesting to pursue the inquiry a step or two farther and find that the first-mentioned fair had total paid attendance of 11,294, and the second fair attendance of 14,648. The third fair had no gate admission, hence no record of attendance. This appears like a wide variance, but, not being familiar with local conditions, which very largely govern all departmental expenditures, comment might be superfluous. Still, I

would like to learn something of the formula used by the secretary who spent only \$10.54.

Public Wants Expansion

If a fair spent \$600, \$700 or \$750 for advertising and publicity, and that seems to be about the range of expenditures for this purpose by fairs of similar scope and operation, there should be rather good and definite reasons for increasing the appropriation for the current year. A fair can be over-advertised as well as under-advertised. It seems to me, however, that the same rule holds good in connection with all other departmental expenditures, for fairs in this State are by no means beyond the depression status. My own reaction is that the coming year is going to be just as critical a period as any we have passed thru, and is going to be harder to cope with because of this tendency on the part of the public to expect greatly expanded programs.

Now it is a huge task to compile a budget that will, even in a general way, cover the multitude of details that enter into the operation of a fair. It requires patient and painstaking analysis and comparison of previous costs and a lot of shopping around to determine costs for the present year. Certain departmental costs can be determined, however, in January just as easily as they can in August, and among these I would classify amusement features, advertising, expense of previous years, insurance, interest, salaries, printing, premiums and premium requirements, superintendents, clerical and executive help, repayment of loans, departmental supplies, speed purses, repairs and improvements.

The items of police, gate and other help, postage, freight and express, maintenance of buildings and grounds and plant and equipment all present problems of a more or less perplexing nature which cannot, perhaps, be definitely determined before fair time actually arrives, and even then we are somewhat in the dark with some of them. An approximate cost can be arrived at, however, that will be found entirely satisfactory. Quoting from our own experience, we have operated on a budget basis for the past five years, and have always succeeded in keeping total expenditures well below the budget estimate. Some departments, of course, have overrun, but by adhering strictly to budget provisions as closely as possible, we have been able to determine on the last day of the fair whether we were in or out of the red, and it has been very gratifying to know what the answer was going to be.

Cut Garment to Pattern

Granting that you have succeeded in building a budget you are confident is going to take care of all your costs, the logical query is, "How are we going to balance this with income?" If all items of expenditure are considered in terms of gate and grand-stand admissions, as they should be, and deductions are made from the total arrived at of all fixed items of State and county aid, donations and other predetermined sources of revenue, you will determine without much argument that the receipts from the previous year is the pattern you have got to cut the garment to. Whether it is going to fit still remains the gamble that fairs are bound to be, but, given a fairly reasonable break in weather conditions, economic affairs and general public interest, you can still pin your faith to a benevolent providence, hitch your wagon to a star of hope and ride along in a serene faith that everything is going to come out all right in the end.

In your own mind you may be a little dubious as to whether a last-minute rain isn't going to knock the whole thing into a cocked hat, but out of the wreck of those fondly-built hopes you are going to salvage a structure that has been anchored upon a sound foundation and draw such solace as you can from the fact that no structure ever built by the hand and mind of man has been entirely impervious to acts of God and the elements.

FLYING MELZORAS, who played Sarasota, Fort Lauderdale, Redland and Miami (Fla.) fairs, met many friends. Paul Melzora, who designed and built their bus and modern rigging, is building a stream-lined trailer for Mrs. Jane Melzora, which drew much attention from the tourist and trailer convention during Sarasota Fair.

Fair Elections

SCOTTSVILLE, Ky.—Officers elected for Allen County Farmers' Free Fair and Fall Festival here are Charles Troutt, president; Roy Dye, vice-president; E. T. Meador, secretary; J. Y. Lonas, treasurer.

BERTRAM, Tex.—Directors of Burnet County Fair elected V. M. Cox president and J. O. Wilson vice-president.

PORT GIBSON, Miss. — Southwest Mississippi Live Stock Show directors re-elected Frank Barlow president and Charles G. Cossar secretary.

MANY, La.—Directors of Sabine Parish Fair, Inc., re-elected J. W. Lucis president to serve for the 25th anniversary fair in October. Others elected are D. D. Thedford, J. H. Reeves, vice-presidents; W. B. McNeely, treasurer; Ernest Fletcher, assistant manager; Byron P. Belisle, secretary-manager.

AMHERST, N. S.—Maritime Winter Fair committee re-elected C. F. Bailey, Fredericton, N. B., president, and A. W. MacKenzie, Truro, N. S., secretary-treasurer.

REGINA, Sask. — Regina Exhibition Association elected Thomas Heggie, president; T. A. McCusker, vice-president; D. T. Elderkin, secretary-manager; Pearl M. Grey, treasurer.

BATESVILLE, Ark.—Frank Albright, president of Batesville Chamber of Commerce, was elected president of Independence County Fair Association; Miss Robert Ella Case, secretary-treasurer; Charles Ward, publicity; Ben A. Lincoln, entertainment director.

PORTAGE, Wis.—Officers in a new setup of Columbia County Fair Association here are E. R. Staudenmayer, president; E. E. Dalton, treasurer; W. Horace Johnston, secretary; H. H. Niemeyer, publicity director.

ALBION, Ind.—Noble County Centennial Association elected S. B. Browman president; Ralph M. Stanley, vice-president; Guy Favinger, secretary; Dr. H. O. Williams, treasurer; Walter L. Holcomb, publicity.

DARLINGTON, Wis.—George Priestley was re-elected president of Big White Fair; Glenn Swift, treasurer; F. F. McConnell, secretary, succeeding Frank E. West.

KENDALLVILLE, Ind.—Northeastern Indiana Agricultural Association, sponsor of the free fall fair here, elected an executive committee consisting of John Schermerhorn, president; U. C. Brouse, O. F. Johnston, B. F. Haines, Ray Glass, Claude Smith and Fred Forker.

Frisco Makes Foreign Bid

SAN FRANCISCO, March 14.—Steps to make the 1939 Bay Exposition a mecca for American youth and foreign nations were taken here and in Washington, D. C., on Monday. A resolution empowering President Roosevelt to invite all nations to participate was introduced in the Senate by Senator Hiram W. Johnson, California. Passage of the resolution will enable beginning of actual plans for foreign participation, said Leland W. Cutler, exposition president. Plans for a spectacular "Pageant of American Youth" were submitted by San Francisco Recreation Department to exposition officials, calling for erection of a stadium, other sports facilities and palace of music, crafts and arts dedicated to youth.

Arkansas To Get Fed Funds

LITTLE ROCK, March 14.—Senator Joe T. Robinson announced his intention of introducing a joint resolution in Congress, providing that the federal government match, dollar for dollar, any funds that the State may raise, up to \$300,000, for carrying out Arkansas Centennial Celebration. Hallie Flannagan, federal theater project director, said \$10,000 in WPA funds has been allotted for historical pageantry and drama during the celebration. John McGee, authority on historical pageantry and drama, is due from Washington next week.

Michigan Expo Tops '35 Gate

**Second annual in Detroit
over 20% ahead—midway
and vaude are features**

DETROIT, March 14.—Second annual Detroit and Michigan Exposition in Convention Hall here on March 6-15 passed the quarter-million mark Wednesday night with attendance of 252,480. Sunday, largest day, had attendance of 63,000. The event ran some 20 per cent ahead of last year, officials said.

Lanny Ross was feature attraction the first four days, appearing with Benny Kyte's Orchestra, followed on Thursday by Armida, movie star and dancer. Vaude opened on Wednesday, with Carl Sobie emcee; Wilbur Trio, aerialists; Two Kays, skaters; Rochelle Brothers and Beebe, comedy knockabout; Al Libby and Betty, "riding fools," and Del Delbridge's Orchestra.

Featured on the midway was the Messmore & Damon show, *The World a Million Years Ago*, in its first appearance here, occupying 15,000 square feet. A. H. (Red) Muir was in charge of front; Jack Howard, Roy Bassett, lecturers, and Charles La Pointe, superintendent. Show had played to 30,000 up to Wednesday night. Midway, laid out at one side, had W. G. Wade's Tilt-a-Whirl. Among concessioners were Joe Derner; Frank Wrightman, shooting gallery; William Weiss, amusement machines and game; Henry Wagner, Skee-Ball alley and three novelty stands, and Ray Williams, "ex" on refreshments. Among veteran pitchers were Fredette, cards; Frank Murphy, brain teasers; Miller, knives; Lexel, astrologist; Jack Halstead, pens; Sam Perry, dishes, and Al and Lew Wish, furniture. Bruce Fallowfield, former head of Detroit Theater Ushers' Union, contracted to supply ushers.

A DECISION of interest to fair men was handed down by the Iowa Supreme Court in Des Moines last week when it ruled that the State fair board is an arm of the State government and as such cannot be sued. The case concerned a suit for damages for the death of a spectator in an exhibition airplane crash at the State fair in 1930.

MIX SHOW GETS

(Continued from page 34)
and Arlene Arley. The girls, Vera Bruce, Gladys Forrest, Girdadine Johnson, Gayle Thomas, Lillian Arbuckle, Miss Brown, Peggy Baker, Mary Arley, Agnes Arley, Mildred Asher, Jessie Arbaugh, Joy Myers, Dorothy Hubbell, Julia Asher, Mickey McKinley, Bettie McVeigh, Vivienne Jordan, Flo Hudson and Corinne Turney.

Display No. 5—Clowns, Bill Ash, Abe Goldstein, Jimmie Davison, Al Helwig, E. P. Douglass; Arnst Augsted, drum major; Roy Brown, Bobby Nelson, George Carl, Jimmie Johnson, Jose Gonzalez and Jack (Shorty) Knapp. At this appearance and in those that followed several new walk-arounds and comedy stunts drew much applause. No. 6—Lady principal acts, with Ella Linton and Juanita doing very pleasing acts. Clowns for stunts in riding numbers. No. 7—Special announcement of appearance of Tom Mix. Was also in Displays 8 and 9. First Tom and "Tony" jumping in and out of large casks, and for finish "Tony" jumping thru elevated casks. Then Tom's shooting presentation, doing difficult shots at stationary and moving objects and lying on back, shooting lights from an erected dome. Here appeared Tom and his Liberty ranch horses, this number trained by Rhoda Royal and done by Tom in fine fashion.

Display No. 10—Clown number with burlesque boxing match. No. 11—Rhoda Royal's newly broken six black and white horses in center ring, with high pedestal finish on the track—high school, manage, gaited saddle horses and featured horses. Mrs. Rhoda Royal riding stagger-gaited and dancing horse, "Ponca"; Miss Ford on saddle-gaited "King"; Carrin Turney, high-school horse, "Christie," and Lillian Arbuckle, dancing and trick horse, "Painted Desert." A polo theme was carried out by the women costumed in polo attire and was a decided standout. No. 12—Center, Charley Arley, difficult head-balancing, with revolving trapeze for finish, doing head balance. Special announcement for this. No. 13—In rings,

comedy acrobatic number by the O'Donnell, Bell and Arbaugh troupes. Special announcement for Erma Ward, aerialist, working alone. Did 87 dislocations at finish and drew big hand. First concert announcement by George Surtees.

Display No. 16—The Jordans, in center ring, doing high-chair pyramid and foot loops. In other rings, performing ponies, by Homer Hobson Sr. and Miss Ford. No. 17—Clown number. No. 18—The Arleys, in center ring, shoulder perch act and gyroscope finish. Special announcement. No. 19—In center ring Max Gruber's Jungle Oddities—elephant, zebra and Great Dane dog, a very pleasing offering. In other rings, elephants worked by Captain Reece and Tommy Hensley. Second concert announcement. No. 21—Hal Silvers, somersaulting, bounding tight-wire act; the drunk stunt going over big. Special announce-

ment. Display No. 23—All rings, acrobatic number. Center ring, the Jordans—Johnny Jordan, Vivienne Jordan, Paul Lorenzo Jordan; Jimmie and Ann O'Donnell, Mickey McKinley, Bennie Bonta, Al Helwig and George Carl, ground tumbling, pyramids and finish double somersault from springboard to catch in chair on shoulder of one of the troupe. Ring 1, the Arleys—Charles Girard, Danny Jordan, Louis Arley, Olive and Agnes Oliver. Ring 3, Bell Troupe—Gus Bell, Bettie McVeigh, Harold Ward, Bob Behee, Jimmy Johnson, Girdadine Johnson, ground tumbling and springboard. The acts were attractive wardrobe. No. 24—The Riding Hobsons—Homer Jr., Herbert and Juanita, with Homer Sr. keeping up the act. Nice round of applause. Homer's comedy got a lot of laughs.

Display No. 25—The laugh event of the show, Jose Lopez and Shorty Knapp with dogs dressed as bulls, styled Mexican bullfight. No. 26—Clown number. No. 27—The Flying Arbaughs—Jessie Arbaugh, Jim Arbaugh, Erma Ward, Vera Bruce and Bettie McVeigh the flyers; Harold Ward and Bud Asher, catchers—on double rigging. Did difficult doubles, singles and twisters. A splendid act and received much applause. Noted is the fact that every aerial act works off the rigging for the flying act. There is a fly gallery in the top with two men stationed to handle the rigging for these acts.

Concert, Band, Side Show

The concert (Wild West numbers) under direction of Hank Linton. Tom Mix heads the contingent, doing rope spinning, shooting and lariat horse catching; Hank Linton, trick roper; Jack Knapp and Passion, the little comedy mule; Tommy Privett, trick rider and roper; Chief Sky Eagle, archery expert; Princess Silver Cloud, trick rider; Peggy Baker, trick rider; Herman Nowlin, fancy roper; Ella Linton, trick roping, and Gayle Thomas, trick rider.

The Band—Carl Robinson, leader and

trumpet; William P. Heney, O. S. French and Frank Morris, trumpets; Wiley B. Scott, L. M. Gilbert, John Kelly, clarinets; Rudolph Anderson and Chic Weigart, trombones; Charles Fowinier, euphonium; Lou Talcott, bass; Joseph Art Reis, cello; Doc Haines and Robert Hendrix, drums.

The Side Show—Ted Metz is manager; William (Red) Lowney, George Surtees, Raleigh Brown and H. Morgan, on ticket boxes and making openings; Wingy, boss canvasser, with four assistants; N. V. Robinson, ticket taker. Attractions—Leona, mentalist and crystal gazer; Schlitz, pinhead; the Scotch Macks, bagpipes and drums; Josephine Farr, obese woman; Henrietta, leopard girl; Robert, the pony boy; Fraston, magic, illusions and inside lecturer; Lucky Ball, sword swallower; Roberta-Ray, Rose Lee, three-legged girl; Lady Emille, snake enchantress; Sally, chimpanzee, worked by George Surtees. Top is 145x22.

The staff and other personnel will appear in next week's issue.

Posey Has Trouped More Than 50 Years

CINCINNATI, March 14.—Word comes from the West Coast that Jake Posey, veteran boss hostler, who has been with the Al G. Barnes Circus for several seasons, has been succeeded by Mike Tschudy, who formerly had the baggage stock on the show.

"Jake" has been in the circus business for more than half a century and is one of the last of the old school. He is the only one living that drove 40 horses—a 40-horse hitch—the horses being four abreast, having done this on the Barnum & Bailey Circus. Jim Thomas, deceased, also accomplished this.

On June 27 of this year "Jake" will have reached his 73d milestone. It was in 1880 that he began to troupe, joining the Van Amburg Wagon Show. He was with Sells Bros.' Railroad Shows seasons 1881-'83; driver with S. H. Barrett, 1884-'87; on Stowe, Long & Gumble Wagon Show in 1888—he drove six-horse bill wagon; was with Miller & Freeman, 1889; Adam Forepaugh, 1890; boss hostler of John Robinson show, 1891; Bob Hunting, 1893-'95; Barnum & Bailey, 1896; B. E. Wallace, 1897; Barnum & Bailey (in Europe), 1898-1902; Buffalo Bill Wild West, 1903-'07; Campbell Bros., 1910; Yankee Robinson, 1911-'13; Hagenbeck-Wallace, 1914-'16; Al G. Barnes, 1921; Sparks, 1923-30; Al G. Barnes, 1931-'35.

He has been a boss hostler since 1891 with the exception of five years with the Barnum & Bailey Circus, when he was assistant boss hostler and drove a 40-horse team.

"Jake" recently built a home near the quarters of the Barnes show, where he and the missus are living.

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.

CONGRESS now has before it the biggest roads bill in its history, calling for an outlay of \$286,000,000 to be spent in 1938 and 1939. The measure was introduced by Senator Carl Hayden, Democrat, Arizona, and Representative Wilburn Cartwright, Democrat, Oklahoma. In addition to a \$125,000,000 contribution to the regular federal aid system, they sought authorization for \$50,000,000 for grade-crossing eliminations, \$25,000,000 for secondary or feeder roads, \$15,000,000 for forest road and trial systems, \$7,500,000 for national parkways, \$7,500,000 for road work in national parks, \$4,000,000 for construction and improvement of Indian reservation roads and \$2,500,000 for main roads thru unappropriated or unreserved public lands.

H. E. M., Cumberland, O.: No four or six-wheel full trailers are permitted in Alabama, Connecticut, Kentucky and South Carolina. The law in Alabama, however, reads: "Permits also issued for hauling commodities that cannot be dismantled to be hauled within regular

in 1929. Sales for the same period last year were 87,677.

OHIO and West Virginia officials will meet within the next week or so at either Columbus or Charleston to work out a plan to eliminate tolls on all bridges linking the two States. Governors Martin L. Davey of Ohio and Herman G. Gump of West Virginia are to attend the meeting.

HIRAM H. DOHNER, 70, a carpenter of Quenton, Lebanon County, Pa., was found to be the owner of the oldest Chevrolet licensed and in daily use in the United States in a contest conducted by Chevrolet Motor Company recently. He will be presented with the one millionth car built in 1935, a 1936 model. Dohner owns and drives Chevrolet No. 470, a 1913 Royal Mail roadster, which he purchased from a Chevrolet dealer in Lebanon, Pa. He has already received official notification from Chevrolet officials and will shortly drive his present 22-year-old car to Detroit, where he will inspect Chevrolet factories and take delivery of his new 1936 model.

SHERIFF GEORGE A. LUTZ has issued a warning as to maximum gross weight of vehicles upon roads in Hamilton County, Ohio. Effective immediately, the maximum will be reduced to 7½ tons for vehicles with solid tires and 9 tons for vehicles with pneumatic tires. Maximum axle load for solid tires is 12,000 pounds and for pneumatic tires 13,500 pounds.

THE INTERSTATE COMMERCE COMMISSION has extended from March 2 to March 23 the deadline date for common and contract carriers to file their minimum rates and schedules. Show trucks privately owned, which are used to haul such owners' show property, will not be affected. They need not file rates or schedules. "But many show owners have had their trucks listed and title to same placed in the name of an employee," says Louis Engel, motor carrier legal specialist. "Thus such employee is termed a contract carrier within the meaning of the Federal Motor Carrier Act. It is now too late for such employees to comply with the act regarding the filing of applications for permits, as the deadline date for such filing was February 12. They therefore become ineligible to file rates and schedules. We would advise that the owners transfer titles back in themselves and operate as private carriers, as this would be the only legal way that they may now haul with their trucks. As private carriers they are not required to comply with the Motor Carrier Act regarding liability and property damage insurance, but will, eventually, have to meet the commission's rules for working hours and working conditions for their truck drivers and for safety of truck equipment. This condition of employees holding title should have the immediate attention of the show owners, who in reality are the owners of the trucks, and correction made at once so they will not become involved as illegal operators under the Federal Motor Carrier Act."

WANTED

Good Acts for
BURKE COUNTY FAIR,
July 9-11.
Give description and price in first letter.
H. C. WOOD, Secretary, Bowbells, N. D.

CARNIVAL WANTED

For Fourth of July Celebration, sponsored by Port Arthur Chamber of Commerce, July 2-8-4.
R. E. McINNIS, Secretary, Port Arthur, Tex.

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1564 Broadway, NEW YORK, N. Y.

KRAUSE IN FREAKISH STORM

Severely Damaged at Miami; Replacements Are Hastened

Twister of five minutes' duration creates havoc on midway—many people injured, none seriously—engagement extended a week—Krause to have best show of his career

CINCINNATI, March 14.—Monday evening a terrific jumping windstorm at Miami dealt severe damage on the midway of Krause Greater Shows, which were preparing to open their engagement at the South Florida Fair, sponsored by the American Legion on the old fairgrounds at that city, near the Seaboard Railway depot. Miraculously, there were no deaths. Many of the showfolks were injured but none seriously. All shows and concessions and some of the rides were blown down. Manager Ben Krause and the entire company, in true showmanship manner, on Tuesday sprang to the needs of the disastrous occasion and energetically started making replacements of damaged properties in order that the engagement could get under way late this week and be continued thruout the following week.

A report from Miami states that carpenters, blacksmiths, painters and other tradesmen have been busily engaged and that the Krause Shows will be spick and span when they leave that city for their next engagement.

Reid's Playland Shows, a short distance from the Krause location, were out of the main path of the storm and were only slightly damaged. Endy Bros. Shows, also playing lots at Miami, practically escaped the storm.

By **TEX SHERMAN**

MIAMI, March 14.—Striking without warning, a freakish windstorm whipped across Miami and straight to the fairgrounds where Krause Greater Show were ready to open their engagement. The twister lasted only five minutes but left in its wake damage estimated at \$35,000. Owing to a late arrival and rain, Monday night's scheduled showing had been canceled.

At the entrance to the grounds were exhibit tents which were torn to shreds, and the huge center poles were found several hundred feet from where they had stood. The twister headed right down the midway. So strong was the blasts that two Ferris Wheels were blown down.

Police reserves were immediately called out when some hysterical people phoned that "many carnival people were killed," and every available ambulance was hurried to the grounds. The injured were rushed to the Jackson Memorial Hospital for treatment. Most of them, however, soon returned to the fairgrounds.

Several of the showfolks were painfully injured, some to remain in hospital for a few days.

Sam W. Gumpertz, general manager of (See **KRAUSE IN** on page 49)

Roy Jones Press Agent With Johnny J. Jones

AUGUSTA, Ga., March 14.—Roy B. Jones has been engaged as press representative for the Johnny J. Jones Exposition for this year. Last two seasons he was in like capacity with the United Shows of America, and this winter has been advance and publicity agent for Carl J. Lauther's traveling museum.

Al Fisher Changes To Clark's Greater Shows

PITTSBURG, Kan., March 14.—Al (Big Hat) Fisher has severed his connection with Polack Bros., which is producing the Shrine Circus here this week, and left for California to join Clark's Greater Shows, of which A. S. (Archie) Clark is owner-manager, as general agent.

Motor Truck Photos

The Billboard is desirous of receiving photographs of automotive equipment used in the amusement field. Pictures showing groups of trucks are preferred. Address same to Motor Transportation Department, The Billboard, 25-27 Opera Place, Cincinnati, O.



BEN KRAUSE, whose midway suffered heavy damage in a hurricane at Miami, but who, aided by his loyal personnel, immediately started complete rebuilding activities.

ORANGE, Tex., March 14.—A contract was signed this week by the Orange County Fair Association with Ralph Miller to furnish the carnival attraction for this year's fair in October, Frank Clark, chairman of the association, announced this week.

Five Shows Start New Season

Hennies Bros. At Houston, Tex.

HOUSTON, March 14.—Literally as well as figuratively Hennies Bros. Shows got going here with a "bang" Wednesday. To the strains of *The Billboard March*, played by Earl Strout's Military Hussars, a shot was fired from Fearless Gregg's cannon, hurtling a human projectile more than 200 feet, and the show was on, in connection with Houston's annual Fat Stock Show.

(See **HENNIES BROS.** on page 50)

L. J. Heth Starts At No. Birmingham

NORTH BIRMINGHAM, Ala., March 14.—The L. J. Heth Shows have been playing their opening engagement here, at 27th street and 29th avenue, which started last Saturday, with ideal weather and large crowds on the midway. During last week a great deal of the equipment was transported from the winter (See **L. J. HETH STARTS** on page 50)

Small & Bullock at North Augusta, S. C.

BATH, S. C., March 14.—Small & Bullock Enterprises played their season's opening engagement at their winter quarters city, North Augusta, S. C., last week under auspices of Volunteer Fire Department. Weather was favorable ex- (See **SMALL & BULLOCK** on page 50)

Bill H. Hames at Fort Worth, Tex.

FORT WORTH, Tex., March 14.—The Bill H. Hames Shows are again featured on the midway at the Southwestern Exposition and Fat Stock Show and Rodeo, March 13-22. All the attractions have been overhauled and painted. Show here includes 16 rides and 18 shows. Among the shows are Rhythm Girls, Minstrel Show, Monkey Circus, Snake Show and Circus Side Show. Rides include Merry-Go-Round, Twin Ferris Wheels, Caterpillar, Heyday, Loop-o-Loop, Lindy Loop, Chairplane, Baby Ferris Wheel and Baby Airplanes.

The show came here from its winter quarters at Waco.

Smith's Atlantic At Augusta, Ga.

AUGUSTA, Ga., March 14.—Smith's Greater Atlantic Shows have played their season-opening stand here, starting last week under auspices of Woodmen of the World. The show had a good start with a crowded midway on opening night, with shows and rides getting a good play, also concessions. The Twin Ferris Wheels at the head of the midway provided a blaze of lights that could be seen a long way down Greene street.

Among visitors were: Walter A. White and Tom Allen, Johnny J. Jones Exposition; Mr. and Mrs. Harry Small and Mr. and Mrs. Johnny Bullock, Small & Bul- (See **SMITH'S ATLANTIC** on page 50)

BALLYHOO BROS.' Circulating Exposition

A Century of Profit Show

By **STARR DeBELLE**

South Bay Harbor, Fla.
Week ended March 14, 1936.

Dear Charlie:

The Ballyhoo Bros.' Shows arrived here late Sunday. Held up 10 hours, due to extra work that had to be done to satisfy our committee. Show played here under the auspices of the "Seamen's Boarding House." Our agent had promised them a boat show and nothing else would satisfy them. All our cars were decorated to represent sea-going craft. Each car carried sails and smokestacks and with lifeboats hanging on the sides. Even cut portholes in the

wagons and the coaches and almost covered them with life preservers.

Our first flat car beautifully decorated and carrying one of our ride boys made up as Father Neptune, sleeping under wagon No. 180. The next car dressed to represent Davy's Locker. Had all our wax figures sprawled upon the decking. Our diving girls were made up as mermaids and rode in the stock car. Could be plainly seen thru the slats of the car.

The show moved over the "Sea Board" and unloaded on tracks that our advance staff had laid on the bottom of the (See **BALLYHOO** on page 49)

Royal Palm At Santiago

Berney Smuckler undergoes operation—probably will route back to Havana

SANTIAGO, March 14.—The Royal Palm Shows are slated for three weeks' exhibiting here, starting late this week, coming from Holguein, Cuba, where they played last week. Following their stay here, probably will route back toward Havana, where they started their engagements last fall.

Manager Berney Smuckler underwent an operation in a hospital at Camaguey, where he is still confined but is expected to be out and rejoin the company within a week. In the meantime Mrs. Marie Smuckler and other executives are handling the managerial duties.

According to an executive, the show has had a fair winter season as to business, altho some of the attractions did not make expenses and had to be supported by receipts of other shows that drew heavier patronage. Some of them have been eliminated, the last one the Colored Minstrel Show. The management has gained extensive experience, however, and probably next winter will find the Royal Palm Shows again making a Cuban tour.

Rubin & Cherry Making Headway

ATLANTA, Ga., March 14.—At the winter quarters of the Rubin & Cherry Exposition, designers, carpenters, blacksmiths and painters are busily constructing and remodeling and decorating attractions to conform with ideas of President Rubin Gruberg and his preparations staff as to presenting a still more pronounced "ideal amusement zone" than ever before for the coming season.

Some time ago President Gruberg announced that paraphernalia of the large unit known as America's Model Shows would be disposed of in order that he and Mrs. Gruberg might concentrate their attention on the operation of one outstanding and notably augmented organization, and the plans and work now in progress seem a marvelous effort toward that goal.

According to announcement, the Rubin & Cherry Exposition this year will have 18 shows and 16 riding devices, besides its other offerings, with new features among both the shows and rides. A new and modernized office wagon will be one of the improvements.

With the opening of the season only a few weeks distant and with the arrival of spring-like weather, the work is progressing rapidly, at present there being 75 people on the job. The staff personnel will remain practically the same as last year. J. C. McCaffery continues as general representative; Joe Redding, manager; Louis (Peazy) Hoffman, special agent; Frank Winchell, director of publicity; Frank S. Reed, secretary, and A. E. Sharpe, financial secretary.

E. H. Brown General Agent Gray's Canadian Shows

LONDON, Ont., March 14.—Elmer H. Brown has been engaged as general agent for Gray's Greater Canadian Shows. Last year he was with Sims' Greater Shows.

An item in a recent issue stated that Leo Albert would be general agent of the Gray organization. Albert will again this season act as legal adjuster.

PARIS, March 14.—The fair and street fair season is in full swing, with important fairs on at Bordeaux, Nimes, Poitiers and other large cities, and big street fairs due to open before the end of the month at Paris, Lyons, Lille and Saint Etienne. Bordeaux Street Fair has more than 200 rides, concessions, etc., including the big Pourtier Circus.

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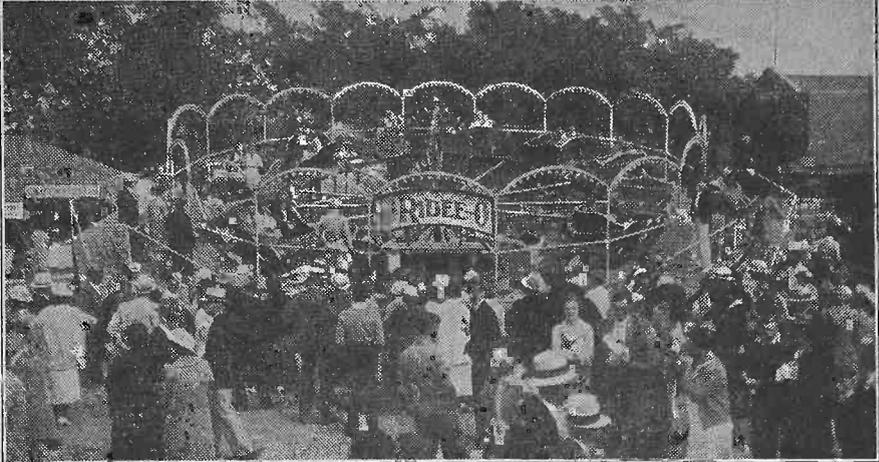
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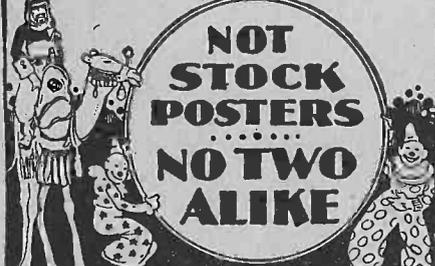
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 "16,000 customers in 9 hours Sunday."
 "Has topped all other rides. I am mighty pleased."
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 "Its speed and thrills answer the patrons' demands."
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Showmen's League of America

165 W. Madison Street, Chicago, Ill.

CHICAGO, March 14.—President Patty Conklin back from his Florida vacation and presided at Thursday's meeting. With him at the table were Vice-President Jack Nelson, Treasurer Lew Keller, Secretary Joe Streibich and Past Presidents Edward A. Hock, Sam J. Levy and C. R. Fisher.

Two applications received from Brother Harry Ross to be presented for ballot at next meeting.

Brother Patty Ernst has again entered the American Hospital. Patty has had a lot of trouble and it is hoped this trip may be the means of his early return to good health.

Brother Frank P. Duffield has been appointed chairman of the 1936 banquet and ball. Frank did such a good job last year President Conklin is confident he will repeat.

Committee has been appointed to consider markers for the new addition to Showmen's Rest. Those on this job are Past President Edward A. Hock, Sam Bloom and H. A. Lehrter.

Brother John Lorman absent from meeting, first time this winter.

President Conklin expressed his appreciation to committees and officers who have carried on so well during his absence.

Ed Hock back in town for a short stay. . . . Brother Dave Tennyson expects to be here for another week. . . . Denny Howard leaving for Columbus, O., to get ready for the season. . . . Dr. John Fisher in for a visit. Says he will again be with Conklin's All-Canadian Shows. . . . Brother and Mrs. William Horder, of Winnipeg, in town on their way to Los Angeles, stopped in for a call. . . . Brother Max Hirsch has returned from his Florida vacation. . . . Letter from Pinkey Blitz states that he and Brother Paul Olsen will be coming this way soon. . . . Another welcome letter from Brother Frank D. Shean.

(See SHOWMEN'S LEAGUE on page 51)

JOHNNY J. JONES EXPOSITION

SEASON 1936

Opening at
Charlotte, N. C.
April 11th

WILL BOOK Outstanding Wax Show, Glass House, Fat Show, Unborn Show or any New or Novel Grind or Platform Show that is in keeping with attractions now booked.

15 Fairs Starting July 6th

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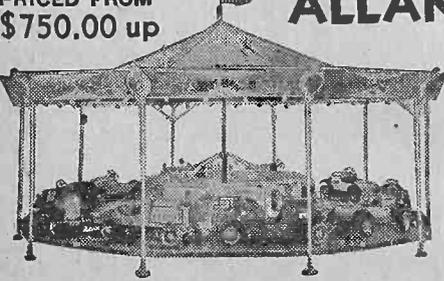
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A small CARNIVAL for Week of July 4, and Week of August 8, at Sulphur Well Resort and Park. Address W. P. ROWLETT, Springville, Tenn.

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MODEL OUTSELL ALL OTHERS—75 Satisfied Customers.



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FREAKS, strong enough to feature. WORKING ACTS that can entertain. A-1 TALKER on percentage. COOK. Must be sober. TICKET SELLERS and GRINDERS.

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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 For Gross, \$24.00.

CANES

SLACK MFG. CO.

124-126 W. Lake St., Chicago, Ill.

MIDWAY CONFAB

By THE MIXER

THE OFFICIAL date, March 21; everybody in unison: "Hoorah for SPRING!"

How fortunate that no one was killed in the storm that struck the Krause Greater Shows at Miami!

M. PIMENTEL goes back to R. H. Miner's Model Shows for the coming season as electrician.

ALUMINUM WARE promises to come back strong on corn games with carnivals and at fairs this year.

DR. R. GARFIELD infers that he and Norma Hull have had a pleasant winter season in Florida with Sam Houston's Museum and will soon go northward to join a show for the outdoor season.

COL. HUGH LOWE will again manage the Mechanic Amusement Company, which according to Alfred E. Johnson, secretary-treasurer, will play in North Carolina only with rides and concessions.

FLOYD R. HETH recently returned to winter quarters of Happy Days Shows from Mexico, with new freaks for the Side Show. Found everybody at quarters busily preparing for the new season.

A LETTER from Gibson and Gibson states that they were not contracted for free act with Dixie Belle Attractions, as stated in that show's show letter in the February 1 issue.

T. A. WELCH, last year with Cetlin & Wilson Shows (says he enjoyed being with them), has booked his Pony Track, which has been reconstructed, including new panel entrance, with Johnny J. Jones Exposition. Welch has wintered at Anderson, S. C.

ring opry will be Joe Bane and Smokey Joe, with Red Nutter on tickets.

AFTER WINTERING at Hot Springs, Ark., Irving Udowitz and wife (Madam Ada) are heading to winter quarters of Corey Greater Shows to get their eight concessions ready for the road, the work to be in charge of John (Dutch) DeWitt.

OHIO FARMERS have saved \$259,697 as a result of voluntary work by the Farm Debt Adjustment committees of the Resettlement Administration, according to figures released at regional headquarters in Champaign, Ill., last week.

A LETTER from Paul V. Drake stated that Acme United Shows would play Cobb County Spring Festival, Marietta, Ga., starting March 21, and included: "Some time past another show announced that they had this event and was to open March 9, but our show has the contract."

ASTRO FORECASTS AND ANALYSES

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If all the "State" (or "States") titled shows would combine—for instance, Golden State, Western States, Central State, Big State, Eastern States, Copper State, Silver State (might also add Little State, Alkali State, Bad State and Worst State) and so on—would that make the "Continental Shows"? The foregoing a query from Roy Ludington.

Well to remember: Members of sponsoring organizations should be made real advance creators of local interest.

A POSTCARDED communication from Louis Gold advises that he has placed his three concessions with Dick's Paramount Shows.

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 Instant Delivery. Send for Wholesale Prices.

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100 CARD SET, \$3.00
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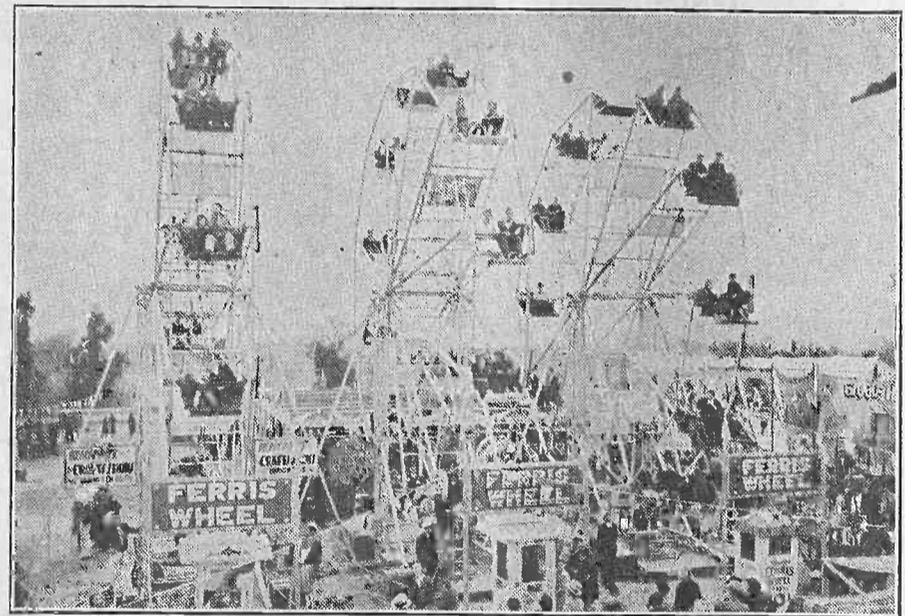
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Played the Same as Bingo, Tango, Lucky, Etc. Heavyweight Cards, Black and Red on White. Very Attractive and Numbered 1-300. 300-Card Set, \$25.00, or 50 Cards, \$6.50; 75 Cards, \$8.75; 100 Cards, \$10.75. Deposit with Order. Remaining 200 Cards Sold, \$17.50.

AL'S P O - K E - N O

17 Ocean Drive, Miami Beach, Fla.

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.



THREE ELI WHEELS ABREAST as they appeared on the Crafts 20 Big Shows' midway at this year's National Orange Show, San Bernardino, Calif.

WITH THE extremely cold winter passing, there is cause for mighty loud "hurrahing" (along with hopes) for the spring season.

'TIS REPORTED that Chuck Schafer and the missus and the twins will be on the road this season, after an absence of some years, out of Dallas.

Edmund Sykes, of Krause Greater Shows, sent some details of the storm at Miami on Monday evening of last week. They included: Major Jimmie West during the terrific wind stood in the center of the midway playing his bagpipes, endeavoring to quiet and console the excited throng. His cool-headedness and the quieting influence he produced will long be remembered.

O. C. (CON) CUNNINGHAM, with two trucks, five people and nifty cookhouse, recently arrived at winter quarters of Happy Days Shows from Tampa, Fla.

Have you been reading Starr DeBelle's "Won Horse & Upp Combined Circus" in the circus section? The installments started in the March 7 issue.

BEN DAVIESON, who will manage the No. 2 unit of Corey Greater Shows and book engagements for both units, is leaving Johnstown, Pa., for a trip to North Carolina and South Carolina.

JOE DOBBISH, of Motordrome note, and the missus were last week preparing to close their home at Coral Gables,

GEORGE V. STEIN postcarded that his wife and the new arrival in his family, Erline, were doing nicely and that they would soon be with Dufour & Rogers.

MR. AND MRS. WARD McCLELLAND have returned to their home at Crawfordsville, Ind., after spending several weeks in Florida. Visited several shows while en route north.

DODSON'S MONKEY VODVIL, last season with Hennies Bros.' Shows, recently arrived in Caruthersville, Mo., to join Sol's Liberty Shows, infoed Lamotte Dodson.

MR. AND MRS. J. W. TRUEMAN (Cook House Bill), wintering at Augusta, Ga., are getting their eating emporium ready to open April 25 with a show in the East.

WALTER M. DEL ARDO has signed to present Side Show with Tilley Amusement Company. Says he will have an 80-foot top, and on the bally will present two illusions and an accordion duo.

WALTER ALL, formerly with Morris Miller's traveling museum, has lately been in San Francisco, with the Mike Golden-Anna John Budd Museum; also be with the outdoor road show this year.

SAM AND BOBBY HYSOON are slated to be with Majestic Shows, Sam again having the Athletic Show and Bobby a girl show. Along with Sam in the mat-

John D. Kilonis once approached a showman who had paraphernalia for sale, explaining that he had "a friend" who "might" be a purchaser. After receiving answer to his question, "What is the price?" John hastily, sort of kiddingly, replied: "Sorry, these friend no understand Engleesh!"

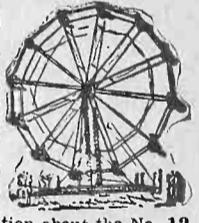
MAX GOODMAN has apparently enjoyed his visit to Miami, Miami Beach and other spots in the Miami area. Recently George Reinhardt and Jimmy Vare gave a dinner to Max at their restaurant in Miami. About 20 showfolks attended. All were called upon for talks, commenting on which a wag remarked that "Everybody only said 'a few words'—you should hear 'em on the midway!"

A FEW WEEKS AGO, Jimmie (Waxo) Salter, of Downie Bros.' Circus, visited Royal American Shows at Tampa, Fla., while doing advertising for a coffee concern. Met several folks with whom he tramped on the L. J. Heth Shows in 1920-'21 (when he was a rider in Kemp's Motordrome), among them Secretary Walter DeVoyne, Walter and Marjory Kemp, and Williams of the drome.

AT LAST ACCOUNTING, Don Kimmel was in his 61st week with Billy Blythe Players (repertoire). Two years ago, Don was in the band with Marks Shows that furnished music in Jack Reinhart's Wild West. By the way, mention of Billy Blythe recalls to this scribe that Billy

The "OLD RELIABLE"

For years the No. 12 BIG ELI has held its own among rides. It has the same earning power of the No. 5, but because of its added height it has greater "flash." Royal American Shows operate a battery of 4 No. 12's in line and find them one of their most profitable attractions. Write for additional information about the No. 12 BIG ELI Wheel.

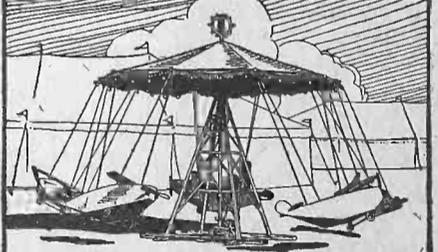


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Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request. SMITH & SMITH, Springville, Erie Co., N. Y.

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 PAINTERS
 of SHOW BANNERS
 for CIRCUS and CARNIVALS
 MILLARD & BULSTERBAUM
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 CONEY ISLAND, N. Y.

had some midway experience back in 1917, as an executive of Lynn Smith's Monkey Speedway on the Morris Miller Shows.

Besides those mentioned in the story on the first Carnivals page of the hurricane that struck the Krause Shows at Miami as being injured, the following have since been reported as receiving injuries: Medusa Van Allan, George and Della Bebb, Ben Moorehouse, Anna Smith, Daniel Blunt, Arthur Sykes, Henry Tank, William C. Murphy, Ernest Felice, Walter Nickloy, W. J. Dolan, Irene Ferrill.

HARRY COFFIN and wife were busily engaged last week. They first motored from Cincinnati to Terre Haute, Ind., where they visited Harry's parents (his mother recovering from illness), then continued northward and, thru the Elj Bridge Company, purchased an 18-foot De Luxe Model, Covered Wagon house trailer, and Saturday Harry was made a Master Mason in Newport (Ky.) Lodge No. 358. In the near future they will return to Atlanta, Ga., for another season with Rubin & Cherry Exposition.

FRANK H. SWAIN and his old-time partner, Maurice Downey, are looking forward to putting out an "old-time vaudeville show" next fall, none of the participants to be under 70 years of age. One of the ideas is to present monologs, acts, dances, etc., not familiar to present-day show fans. Frank will soon leave Port Huron, Mich., for another season (ice-cream concessions) with J. F. Dehnert, this year the Dennert & Knepp Combined Exposition.

THE FORDHAMS—George, Betty and Marion—after closing with Cumberland Valley Shows last fall, went to Jacksonville, Fla., where George made connections with a jewelry concern, and they had a profitable and pleasant winter. Coming out of Florida they stopped at Cordele, Ga., where they visited with Charlie Morgan and family, also of that show. Incidentally, a fifth child was born to Mr. and Mrs. Morgan about six months ago, named Ellis Winton, after the manager of Golden Valley Shows.

Cus (Whitey) Browning while motoring south had a car breakdown at Grand Rapids, Mich., and while awaiting repairs took a stroll. In a store doorway saw a familiar face. On entering found an oldtimer, Doug Dossett, who has been off the road many years, now has a variety store in Grand Rapids, but with his family plans returning to the fold, with concessions. Years ago, Dossett was with prominent carnivals, among them J. Frank Hatch, and also was an electrician on the famous George LaRose Electric Fountain with Robinson (Dan R. Robinson) Amusement Company—was with that attraction when it gave a most beautiful performance during a large-flake, softly falling snowfall while exhibiting at Frankfort, Ky., in October, 1905.

CHARLES AND MABEL KIDDER will have two attractions with World of Mirth Shows this year, Temple of Mystery and what is said to be a new idea in an "Unborn" show, with Paul Sprague handling the inside lectures. Gilman Brown, Mabel's son, on the front of the illusion show, and his wife working inside. Charles has taken up his duties as master mechanic and will be lot superintendent. Incidentally, Mabel's youngest daughter, Mrs. Jean Walker, who formerly worked illusions for her mother, gave birth to a girl on February 25. Walker (known among show-folks as Whitey), who used to be in the office of Johnny J. Jones Exposition, is now in beauty supply business at Waterloo, Ia.

BALLYHOO

(Continued from page 46)

bay. Really a sight worth seeing. Picture a show train being unloaded while 15 feet under water. Our trainmaster wore a Jonteel bathing suit borrowed from one of the diving girls and the hook-rope boy and polers worked in divers' regalia. Had to use a diving bell to get the boys under water to kick out the chalks and move the plates. The baggage car was unloaded by local stevedores. All wagons pulled over the

decks and down the runs with motor boats.

Our entire midway decorated with ocean scenery. All shows did away with their bands and amplifiers, using fog horns and steamboat whistles. Thirty of our shows started bucking ballys on Monday night. What a noise! Finally wound up getting their night's gross in the fog. Everybody wore sailor suits and all bally platforms covered with sea gulls, sea lions and pelicans, the entire lot being walled in with fishnets and our train crew wore coast-guard uniforms to keep those that tried to sneak in out.

Our naval searchlights shot streaks of blue light into the heavens. Could be seen for miles. A wireless station was erected on the midway and received several SOS calls for meal tickets from different shows on the lot.

The show broke all deep-water-midway records here and our auspices more than pleased. When the brothers were asked "To what do you lay your success?" They replied: "We started our show with a mile-long midway and it has grown to where it is now known as a 40-miler." **MAJOR PRIVILEGE.**

KRAUSE IN

(Continued from page 46)

the Ringling Bros.' circus interests, on hearing of the damage to the Krause Shows, immediately wired Ben Krause that a big top was on its way to replace the ones damaged by the storm, and it was also said that the Royal American Shows would send some rides to replace those badly damaged. The Red Cross was right on the job as soon as word came out that many of the showfolks were destitute and offered food and shelter to those that would need it.

Some of the Damages

One Ferris Wheel belonging to Louis Nieberlle suffered a heavy loss but will be all right as soon as new parts can be secured, and his Tilt-a-Whirl suffered a damage of \$100. When the wind subsided Cash Miller found that his Side Show was "blown to parts unknown." While trying to save his show Miller was struck on the head by a flying piece of wood and knocked unconscious, and he also received a bad gash on his leg. He was rushed to hospital but refused to stay there and returned to the grounds. Zeke Shumway's Motordrome suffered heavy damage, including the Masonite front, walk around and two new motorcycles. Slim Kelly's California Nudist Colony was almost completely destroyed and a new outfit was immediately ordered. Doc Sieden's show had a loss of about \$500—one center pole was not recovered. Etta Louise Blake's girl show was hard hit. The top was completely destroyed and the front was wrecked—the performers had just finished supper and were lucky to escape being killed, as the far end of the arena suffered most of the damage. Billy Winters, lecturer on the Ten-in-One, was in his trailer, which was carried many feet before stopped rolling. He was a "gory mess" when pulled from the wrecked trailer and rushed to hospital, where he is recovering from shock and injury.

Earl and Mabel Reid, owners of Reid's Playland Shows, which were showing just a block away, were fortunate to escape heavy line of the storm, altho a few of the concessions were hurled high into the air and destroyed. The Playland Shows again opened one hour after the storm subsided.

Earl Reid hurried to the fairgrounds offering his help, and when he was informed that lights were mostly needed he rushed his light wagon to the Krause midway and lights not destroyed by the storm were turned on.

Bordman's Monkey Autodrome had a loss of \$500, and Dr. Joseph Redman suffered a fractured rib but is coming along okeh. Jack Murray's Arcade was damaged and his eight-ton truck was blown over. The Kiddle Airplane was badly damaged when one of the Ferris Wheels fell on it. R. S. Walters and family were in their trailer when a 2x4 timber passed thru the sides of the trailer. The Hopi Indian Village was destroyed as the twister hit the exhibition tents which adjoined the Indian Village. Edythe Sterling Billingsley rushed out into the storm to rescue an Indian baby that was panic stricken and brought the little wanderer to safety. M. W. Billingsley was on the road, booking, when he read in the papers that Miami was hit by a hurricane and rushed to a phone to inquire if any of the Indians were hurt. When informed that only the equipment was damaged he continued on the



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Rubin & Cherry's Loop-O-Plane

Gross \$14,227 In 10 Weeks

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PUTS NEW LIFE AND EARNINGS IN A PARK DON'T DELAY! WRITE TODAY!

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EYERLY LOOP-O-PLANES.
FOREIGN REPRESENTATIVES WANTED

IMPORTANT! Attention! IMPORTANT!

In connection with the wreck on the Bernardi Greater Shows in 1928, it is of the utmost importance that the following witnesses communicate immediately with

COOPER & HALL, Attorneys, Rochester Realty Building, Rochester, N. H.: Edward Bittner, Charles G. Robinson, Hughie McNicholas, Sylvio St. Laurent, Sprinkle Sult, Frank Cross, Dave Stock, Thomas R. Edwards, Thomas W. Kelley, Thomas Pinchback. Please Do Not Delay.

FOR SALE—16 Skooter Cars, 1933 Model; also 12-Car Whip. Both in first-class condition. Reasonable.

WANT to hear from Showmen, Ride Men and all others who have first-rate Novelties, Attractions and Devices, and especially those with practical ideas whose only drawback is that they need financing or have failed to connect with an organization which can make their ideas click. Communications to

MAX LINDERMAN, General Manager, WORLD OF MIRTH SHOWS Suite 1512, 1560 Broadway, New York, N. Y.

WANT JOYLAND SHOWS WANT

OPEN IN OR AROUND DETROIT, MICH., LAST WEEK IN APRIL OR FIRST WEEK IN MAY.

Sold exclusive Cook House, Corn Game, Picture Gallery, Popcorn Wagon, Monkey, Candy Track and Erie Diggers. All other Concessions open. Reasonable rates. New territory for Penny Arcade and Frozen Custard. Excellent territory for Scales. Will finance Ten-in-One Show to capable Man with something to put inside. Attractive proposition to any good money-getting Show. WANT one sensational Free Act. Prefer an Act with Concessions. WILL BUY OR BOOK Tilt-a-Whirl. If you want to get with a good show that is going places, get in touch with us.

ROSCOE T. WADE and HARRY MILLS, Managers, 917 Hunt St., Adrian, Mich.

WINTERS EXPOSITION SHOWS

NOW BOOKING FOR OPENING DATE AT ALIQUIPPA, PA., APRIL 18.

Auspices The American Legion.

WANTED—Grind Stores, Custard, Lead Gallery, Fun House, Legitimate Concessions that put out Stock, Fishpond, Penny Arcade, Novelties, Ball Games, Photo Gallery, Bowling Alley. SHOWS—Wax, Prison, Crime, Mechanical City, Minstrel Show with Band, Five-in-One and a Real Hill Billy Show. WILL BOOK Loop-o-Plane or Loop-the-Loop. Every one booked with this show will please acknowledge this ad, and report at Aliquippa, Pa., not later than April 16. All letters and wires to
HARRY H. WINTERS, General Manager, 720 6th Ave., Beaver Falls, Pa.

BLUE RIBBON SHOWS

OPENING MARCH 28TH, TWO SATURDAYS, FLORENCE, S. C. In the Heart of Town.

WANT Shows that don't conflict. Will furnish Tops and Fronts to reliable Showmen. WANT Managers for Athletic and Girl Shows. Have complete frameup for same. Geo. "Spot" Tipps wire. CAN PLACE Mechanical City. Pallison and Kyser wire. WANT Talkers and Grinders. Jack Kennedy wants Griddlemen and Walters. WANT Ride Help that can drive trucks with semi-trailers. All write or wire
L. E. ROTH, Manager.

road. However, Tirzi Honanie, Hopi Indian maiden, had her hand crushed and was sent to hospital by Edythe, and after given treatment returned to the camp, where she is doing nicely.

Others injured by the flying debris included P. J. Palmer, 63, possible fractured rib and bruises, and Henry Lark, 54, legs bruised.

Ben Krause worked like a Trojan. His losses will be around \$10,000. The old adage "The show must go on" lives as strong today as it did years ago, and next week will see a newer and brighter Krause Greater Shows. Krause says to tell the fair managers with whom he holds contracts that he will have a show that will be all new and the best that he ever produced.

F. & M. AMUSEMENT CO.

OPENING MAY 2.

WANTS TO BUY, BOOK OR LEASE Merry-Go-Round, or any Rides that don't conflict. Grind Shows with own outfits, small percentage. John Huff wire. CONCESSIONS WANTED—Cigarette Gallery, Palmistry, Long Range Gallery, Pitch-Till-U-Win, Bumper Joint, Scales, Custard. WILL BOOK Wheels that throw out stock. Show opens in Pennsylvania. Fair Secretaries and Celebration Committees write. All Concessions, Shows and Free Acts that are booked report at Winter Quarters, Lewisburg, Pa. last week in April. Address all mail F. L. FAUST, Manager, Manatee, Fla., until April 10; then Lewisburg, Pa.

INFORMATION desired on Calliopes Manufacturers of same. Who has used instrument for sale? **S. F. PARLIN, Old Town, Me.**

SAY "I SAW IT IN THE BILLBOARD."

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

WILLIAM GLICK EXPOSITION SHOWS, INC.

"America's Best"

Opening April 18th at Hagerstown, Md.

Have contracted one of the best routes of CELEBRATIONS and FAIRS in the East, including NEW JERSEY STATE FAIR, TRENTON, N. J.; MARYLAND STATE FAIR, TIMONIUM, MD.; MALONE, N. Y., FAIR; BURLINGTON, VT., FAIR; HAGERSTOWN, MD., FAIR; PETERSBURG, VA., FAIR; KINSTON, N. C., FAIR; DUNN, N. C., FAIR, and several others. A long season until the first week in November.

CAN PLACE Side Show, Fred Thomas and Carl Lauther, write. CAN PLACE Colored Minstrel Show, Pluto Brown, write. Will book Fun House, Glass House, Illusion Show, Congress of Fat People, Midget Show, and any other show of merit not conflicting. Will finance same.

WILL BOOK Concessions, Popcorn, Candy Apples, Scales, Palmistry, Ball Games, Photo Gallery, High Striker and all Grind Stores.

WANTED—Foremen for each of the following rides: Hey-Dey, Caterpillar and Skooter, also Working Help on all Riding Devices; winter quarters now open. Can use a thorough Electrician. Want A-No. 1 Piano Player to double on Air Calliope. Top salary. Paul Pelletier get in touch with me.

HAVE FOR SALE—One 30x60 Top and Side Wall in good condition, two 20x20 Tents, also one Set of Ten Monkey Circus Banners, also three Nudist Colony Banners.

HAVE FOR SALE—One Lindy-Loop Riding Device in A-1 condition. Write or wire WILLIAM GLICK, Gen. Mgr., Madison Hotel, 817 St. Paul St., Baltimore, Md.

P. S.—A few more Girls to complete a really outstanding show. Youth and appearance required. Send late photo unless I know you. All wardrobe furnished. Top salary, long season. Write REID McDONALD, 121 N. 19th St., Philadelphia, Pa.

DEE LANG'S FAMOUS SHOWS

OPENING 4th & ST. GEORGE STS., ST. LOUIS, MO., MARCH 28th

Big Firemen's Annual Celebration to follow at Wellston, Mo. Also best route of still dates played by any show and route of 16 Fairs and Celebrations.

CONCESSIONS—Can Place Legitimate Concessions and Merchandise Wheels that work for stock. No G wheels or racket wanted.

RIDES—Will Book any New Novel Ride not conflicting with what we have.

SHOWS—Will furnish outfits for people who have something worth while putting in that does not conflict with what we have. Can Place Monkey Speedway or Monkey Circus or Monkey Drome, Mechanical Show or One-Ring Circus.

Want Entertaining Midgets for Midget Village. But must be able to entertain.

Want for Colored Minstrel Show—Chorus Girls and Musicians. This is an office show.

Want to hear from the following people: Wm. Baker, Al Cube and wife; wire at once. Fair Secretaries and Celebration Committees, we have several open weeks and guarantee that this show does not carry any grift or racket.

All address: DEE LANG, General Manager, 3820 McDonald Ave., St. Louis, Mo.

J. J. Colley's Shows

MINCO, Okla., March 14.—Everything is nearing completion for the opening, which will be April 11. The rides have all undergone a new coat of paint and varnish. The shows have been touched up and there are new frames for the company-owned concessions. The Twin Ferris Wheel will serve as an arch this year. There are at present 6 rides, 6 shows and 20 concessions. General Agent George Obrian arrived and is now out looking after the routing of the show.

E. C. NAYLOR.

HENNIES BROS.

(Continued from page 46)

From the new front entrance to the utmost depths of the midway the show is modernistic. Not a piece of wood or bar of steel has been left unpainted and the master hand of the artist, H. C. Landaker, is evident. The colors are examples of attractiveness. Color scheme of the rolling equipment is black chassis and fenders, red bodies, green trimmings and aluminum letters. There are four new trucks and trailers. Ride and show fronts are in keeping with the amusements they represent. Hennies Brothers seem to think music quite essential. There are two sound trucks, a calliope, two uniformed bands and four orchestras.

Shows: New York Manhattan Gaieties is dressed up with a new front, wardrobe and scenery. Alice Melville (Mrs. Strout) presides, with Fritz Kimbrell, Rex Herron, Jessie Clark, Billie Borros, Bonnie Campbell, Sue Hall, Boots Lamonte, Kitty Ellis, Vay Litell and Margaret Bennet on stage; George Roope, front; Bruce Seitz, tickets; Howard Scanlon, electrician. Ginger Snaps

(minstrel show) — Managed by Arthur Ray and Duey Saunders; Elmer Walter, front; Goldia Davis, tickets; Velma Kennard, Anna Mae Gordon, Mildred Duncan, Johnnie Mae Robinson, Pauline Moore, Stella Kennedy, Katherine Foster, Stella Duncan, Christine Maberry, Georgia Brown, Mac Hill, Willie Gordin, Kidd Russ, Gus Johnson and Buddy Costello, on stage; Albert Mitchell, Harold Lewis, Sam Cole, Bill Kiniard and Arthur Ray, orchestra; Willie McGraw, canvassman, with Charles Herbert, George Williams, Clarence Smith and Lee Schaeffer as assistants. Crime—Managed by Jimmy Mason; Lucille Mason, Bill Baker and Whitey Ellis assistants. Freak Animals—Owned and managed by Fred Bond; Marvin Bladd, John Henry and George Weiss also on the roster. Hawaiian Show—Art Martin, manager; George Bushong, Bill Vincent and Jack Ward, music—Ward also singer; Hazel Laird, Bettye Sewell, Lorene Barnett, Duke Coley, Gladys Snider and Ruby Avery, dancers; Tommy Avery, front; Charley Edwards, tickets; Eddy Miller, canvas. Side Show—Johnny Bejano, manager; A. Milroy and Doc Black, front; Eckfem Duo, musical novelty; Annie Sutton, Rose Bennett, Otis Lambert, John Dunning, Vivian Dunning, Paul Bejano, Emmett Bejano, J. L. (Whitey) Cain, Jimmie and Louise Chavannie (Louise inside lecturer), Twisto, the Kenes and Mme. Vagedo. "Mystery of Birth—Features Lou-Louette and managed by Doc Crosby. "Where Life Begins"—Doc Eddy, manager, with Wesley Gray, Bert Stone and Lou Eddy. Illusion—C. B. (Red) Scott, manager; Dan James and Chester Castle, tickets; "Preacher" Monroe, orator; Dick Weston, magic; Mrs. C. B. Scott, mentalist; Mary McTulla and George Murphey, bally; Jimmy DuPont, Charles and Ora Johnson, and "C. B. Jr.," mascot. Motordrome—Ray Domer, owner and rider;

C. M. (Speedy) Loftus, Frances Loftus, Louis Mauser and Mrs. R. Domer, riders; Helen Blair and Buddy Thompson, midget riders. Pit Show—Jim Dunlavy, manager; Mrs. Dunlavy and Arlie Vement.

Rides: Skooter—Joe Black, foreman; Vera Clayton, tickets; Charles Dodge and Vincent McNally. Baby Autos—C. B. Cole Jr. Baby Airplane—Claude Hunt Ferris Wheels—F. T. Willis, foreman; Bob Howell, tickets; R. E. Wilson and Ted Blue. Double Loop-o-Plane—Cleo Davis, foreman; Lee Stick, tickets; Clifton Warren. Tilt-a-Whirl—Sam Dixon, foreman; Charles Snyder, assistant; Sallie Van, tickets. Ridee-O—Johnnie (Ringstock) Beem, foreman; Mrs. Beem, tickets; Joe Cosello and Eddie Montgomery. Whip—Charles Brott, foreman; William Lee, tickets; L. E. Bradley. Merry-Go-Round—Glen Armstrong, foreman; Bettie Gray, tickets; Charles Winter. Mix-Up—George Woods, foreman; J. Stone, assistant; Mrs. Harry Reynolds, tickets.

Concessioners: Midway Cafe—Tom Martin and Eddie Phellon, managers; Mrs. Eddie Phellon, cashier; George Halotis, chef; Carlton Paulson, pastry cook; Willie Briant, second cook; C. Frenchie, night chef; George White, A. Walker and I. George, waiters. Corn Game—Whitey Miller, manager; Vivian Miller, John McGlinchy, Jack Ragland, Viola Fairly, palmistry, assisted by Mrs. W. H. Wharton, Clemmie Durhan and Reba Gilbert, readers; Isabel Wharton, cashier. Joe Lamont (scales), Louis Margolies, William Schulman, Eddie Clark with Melvin Westmoreland and Jack Goldie, Harold and Rosa Lee Elliott, Duke Schremack with Pete Lee, Jack Buck and Louis Hackenberry, A. J. Weiss with Ray (Sparky) Belew and Arch (Cart) Benton, Mr. and Mrs. Harry A. Van with George English and Bill Spears, Joe Murphey with J. M. Stone and Ted Schulman, Peggy Parsons with J. L. Holland (frozen custard), F. C. LaRue with Cole Miller, Mrs. Fred Clark with Alexander Joyce, Bob Runte with A. J. Vondy, Guy Kimbell with Pat Petty, Ola Kingston with Jackie Wallace, Floyd Glogston with Grace Fender, Sammy Blake with C. Fuller (candy floss), I. Colvin, Fred Clarke, Joe Weinberg; Jess Hagerman (soft drinks) with Grace Hagerman and P. W. Olmstead (these people signed with John Francis Shows after the Houston engagement).

Staff: O. W. and H. W. Hennies, managers; Noble C. Fairly, business manager; W. S. Streator, agent; Joseph S. Scholibo, press agent; Col. Dan MacGugan, treasurer; Jack Donlinger, manager concession office; L. McFarland, lot superintendent; Robert Dunn, master mechanic; Joseph Black, blacksmith; H. C. Landaker, artist; Earl D. Strout, bandmaster; Dorothy Hennies, cashier at main entrance.

SMALL & BULLOCK

(Continued from page 46)

cept on Saturday night, which was cold, and business was up to expectations.

The lot location was at the rear of the quarters, near the center of the city. Many visitors were entertained during the week. Mr. and Mrs. Bullock were recipients of many compliments for the excellent impression made by members of the troupe who spent the winter in North Augusta, as well as for the general appearance of the attractions. Many lights were added and the color scheme changed to silver and red during the winter. Nearly all the equipment being new, the repair work was very little.

Only riding devices and concessions are carried. No shows are operated. This plan proved successful last season, which was the first for this combination, and the management expects to continue under this policy. The show moves on its own trucks, except for long moves, when it is necessary to use one baggage car in addition to the trucks. This week the show is in Bath for a week's engagement under auspices of Community Center Theaters.

SMITH'S ATLANTIC

(Continued from page 46)

lock Enterprises; Morris Miller and John Tinsley, Miller Bros.' Shows; Harry Winters, Winters Shows; W. R. (Red) Hicks, J. J. Page, Mr. and Mrs. Buck Denby, George Dixon, Doc Nowils, George D. Kitsinger, Lonnie Hutchins, James Shipes, "Irish" Jack Lynch and others whose names the writer, George A. Baldwin, does not recall at this time.

Shows: Athletic Show, Pop Erbee, manager; Streets of Cairo, C. Ramsey, manager; Neoma, Peggy Ewell, manager;

Five-in-One, Elmira Smithey, manager; Cannibal Village, M. S. Anderson, manager; Minstrels, "Cincinnati" Smith, manager. Rides: Twin Ferris Wheels, Brownie Smith; Merry-Go-Round, V. E. (Pete) Pearson; Whip, George Smith; Chairplane, Rex Coulter; Loop-o-Plane, Virgil Burlingame; U-Drive-It, L. C. Heck; Kiddy Plane, Brownie Smith. Concessions: Cookhouse, Jack King; Helen Evans, one; Tommy Butler, one; Sheik Rosen, three; Joe Connely, one; Frank Crawford, one; Jimmy Finnegan, one; George Baldwin, one; Mrs. George Smith, two; Ed Humphy Evans, three; Tom Collins, one; Hatchie, one; Rex Coulter, one; Weimer, three; Lipsky and Paddock, three; S. Stanley, one; T. Finfield, one; Bill Williams, one; S. Scott, two; J. Bartlett, one; S. F. Andrews, two. Executives: K. F. (Brownie) Smith, owner and general manager; George A. Baldwin, general agent; James Finnegan, special agent; Doc Marshall, business manager; Charles Sutton, adjuster; J. Bartlett, secretary - treasurer; Walter Rheymer, electrician; L. Sam Tyus, lot man; Slim Harrison, trainmaster; Bill Williams, superintendent construction; Fred Bolis, superintendent rides; George Beamon, bandmaster; E. Johnson, mail and *The Billboard*.

L. J. HETH STARTS

(Continued from page 46)

quarters to the location. The routing of the show for this season includes several States, with approximately 40 locations.

The eight riding devices and 10 shows bear evidence that carpenters, blacksmiths, painters, electricians and other workmen had been busy during the past four months getting them in order. The trucks which haul the paraphernalia, the lighting system, the motors and other operating devices had been overhauled. The varied array of colored costumes and the many colors in electrical illumination give the midway a fair-land appearance. A new top, special scenic and electrical effects and a new trailer luxuriantly equipped for dressing room have been purchased for Mrs. Heth's Girl Revue. The new Tilt-a-Whirl and new Kiddie Ride, recently purchased by Manager Heth, are reported "on the way."

Secretarial duties have been assigned to Alfred H. Kunz, who arrived in time for opening from his home in Eau Claire, Wis. The writer, Doc Howell, closed his Variety Show, which had been touring Mississippi since last November, to take up his duties as general agent and publicist.

SHOWMEN'S LEAGUE

(Continued from page 47)

Says he is still a New Yorker and things going along nicely. . . . Mail on hand for Brother Alex Lobban; shows he must be coming this way.

President Conklin and his co-officers are working on plans for the 1936 Cemetery Fund Drive. Committee will be named in a short time and extensive efforts made to put it over in a big way.

At this writing everyone ready for the big Theatrical Night on Monday. Action has been taken that the entire profits for this affair will go to the American Hospital.

Brother Sam Abbott, in for a call, advises that he will be with John Francis Shows for this season.

Al Humke writes that he is doing nicely at the San Diego Exposition.

Same "reminder": Why not send in your dues?

LADIES' AUXILIARY

CHICAGO, March 14.—Mrs. M. Singleton acted as hostess at the bi-weekly social meeting Thursday. There was a large attendance and a pleasant evening was spent at cards and bunco.

President Mrs. Lew Keller urges all the members to give their full co-operation on the drawing books, as they must be in by the last week in April.

President Keller has been on the sick list, being confined to hospital for a few days. The members have expressed hope that she will soon be completely recovered.

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.

Wright), and to Archie Clark, Clark's Greater Shows. All opening this week.

The Good of the Order period brought offerings of suggestions. After adjourning the usual lunch and refreshments, served by Chet Bryan and W. D. Corbett.

Trouper folks, this summer when the coconuts are being garnered and the special inducement period is on, PCSA invites you to think over the matter of joining this association. It is an investment that pays worth-while dividends.

Dallas

DALLAS, March 14.—What might happen if Bill Rice knew that the radio he left for the scrap barrel brought 15 bucks?

Doc Stuart, writer of circus stories, is around the city looking over locations for billboard stands for Wilson & Company. His first stand in this territory created a sensation among advertising firms because of the fact that it is built of iron and steel. In these parts road signs are usually built of wood—wood from Texas lumber camps.

Ed Karnes was a visitor early in the week, coming from Western Texas, where the Karnes Fat Show has been playing the past month. Besides Ed, who is general agent, the show is made up of Cliff Karnes, Mrs. Cliff Karnes and the youngster, who celebrated his second birthday today.

Several truckloads of concession equipment and supplies left this week for the Fort Worth Stock Show. Some of the localities who will participate are Catherine Oliver, Mrs. Denny Pugh, Ralph Ray, Tex Chambers, Jack Lindsey and Phil Little.

Western States Shows left San Antonio several days ago for Crystal City, where they open the season today at the Spinach-Centennial Fiesta.

Frank Downes, last six months associated with Bill Rice, is working Dallas with special promotions and is now readying a special article for use during the Centennial Exposition.

Low Dufour is in town. Might add that he arrived after hundreds of inquiries since his departure last Thanksgiving. The other half of the partnership, Joe Rogers, will arrive within a week.

Ladies' Auxiliary, PCSA

LOS ANGELES, March 14.—Monday's meeting was presided over by Vice-President Ruby Kirkendall and was well attended. This night was dedicated as "Circus Night" in honor of the members of circuses who were leaving for the season.

Bootsie Forstall, daughter of Mrs. Theo Forstall, was a visitor at last meeting and enjoyed the luncheon. . . . Hazel Moss, rehearsing daily at Barnes Circus quarters, up to meeting with her genial smile. . . . Madge Buckley left for the Imperial Fair. . . . Mabel Brown (Mrs. Eddie Brown) came in from San Diego after being absent from club for a year. Left for Texas. . . . Rose Clark and Florence Webber telling "good-byes" and leaving for the season. . . . Members in past few weeks have been leaving in bunches and greatly missed on meeting nights.

Peggy Forstall promises to be on hand next Monday, which will be her last meeting for quite a spell, being with the Barnes Circus.

Luncheon was served by the house committee and bridge was indulged in until late.

Everyone pleased with the winter's activities and socials, and looking forward to next fall, the Homecoming and the big dance to be held by the auxiliary on November 25. **LUCILLE KING.**

Nail Shows

MONROE, La., March 14.—Capt. C. W. Nail attended the recent fair meeting at Jennings, La., and upon his return went to Hot Springs, to a State meeting of Elks; also the initiation of a large class of Elks at his home lodge at North Little Rock, Ark. He has now started work in winter quarters, getting everything in readiness for the season. A crew of men is painting and repairing the shows and rides. Manager Nail has not definitely set an opening date. For the last four years he has had his rides in the park here. Mrs. Nail still has her hotel here and reports a very nice business. Her parents recently celebrated their 63d wedding anniversary. **L. M. BROWN.**

Along the California Pacific Expo Midway
By FELIX BLEY

SAN DIEGO, Calif., March 14.—Mack (Doc) Zeitlin and Jack Glassman returned from San Bernardino. Intend to play independent spots and later join Foley & Burk Shows. . . . Bill Barie spent last week-end with friends on the midway. Is connected with a new broadcasting station in Mexico. . . . W. C. Davis, veteran showman, who operates the Funhouse, spent 45 minutes trying to get out of his own barrel maze. Was inspecting some installation work on the barrel and found himself imprisoned in one of the corrugated casks, the mechanism having sprung so that it was impossible for him to revolve the wall and get out. In response to his yells, A. B. Beers, carpenter, and other workmen managed to extricate Davis. "Well, that's a new one on me," he observed, wiping his perspiring brow as he exited. "I thought I was a past master at getting out of those things in a hurry."

W. B. Leonard and wife, old troupers and formerly with Hi Henry's Minstrels, interesting visitors to the exposition and the fun zone. Since leaving their home at Glens Falls, N. Y., they have toured 15 States. . . . Cal Lipps with his flea circus is being featured with the "Strange as It Seems" show. . . . Mrs. Mildred Adams and her son, Milton, are visiting Professor Francisco, magician, of the Temple of Mystery. . . . James Benson, former carnival owner, and Frank Evans, cookhouse operator, accompanied by their better halves, were week-end visitors on the midway, visiting old friends while on an automobile trip from North Carolina to San Francisco. . . . The Orvonnos have a nifty horoscope stand in front of the entrance to Japanese Garden.

Sonney's Historical Museum and Wax Show is now located in the "Paris" show building. . . . Bob Davis is taking pictures with lion cub on souvenir postals in Spanish Village. . . . Village Candle Shop and Ye Old Buckingham Linen Shoppe are concessions in Spanish Village. . . . Capt. Jim Moore has been engaged by the exposition special events department as special guide and lecturer in the General Exhibits Palace, where ancient guns are on exhibition.

Tiny Waite, 268-pound singing and dancing star of the Days of '49. Her name is a contradiction of herself, but she is "Tiny" just the same and glad of it. . . . The Death Ray exhibit is now being prepared for installation by Prof. Harry May, who also has Alpha, the Robot. . . . Ted Allen is manager of the Barnyard Cafe in the Food and Beverage Building. . . . Two mechanical men are on the bally nightly. Keno in front of Boulder Dam and Waxo in front of the Robot. . . . John Alexander Politt mingled with his friends on the midway last week.

Philadelphia Pickups

PHILADELPHIA, March 14.—J. G. Kelly, who winters in this city, has booked his "Unborn" show with Coleman Bros.' Shows for the coming season.

W. G. Brooks arrived from the West. Will have his photo gallery with a local carnival this season, showing Philadelphia and vicinity. At present he is employed in one of the local industries.

Joe Payne, who is operating a pocket billiard room here, has again signed to be adjuster with Marks Shows.

Buck Taylor was a visitor here this week. Is still uncertain as to whether he will be interested in shows this season. It will all depend upon his health.

Tom Morrow, who has been wintering in the city, will again take the road as soon as weather permits.

Mike Zeigler has made a local connection and will have his rides and some other attractions with a show playing under auspices in this vicinity.

Bob Morton left early in the week for Lewiston, Me., where he is conducting the circus for the local Shrine. On his return active work will go ahead for his promotion here in April.

Mr. and Mrs. Bill Spence, who have had the cookhouse with Endy Bros., have been wintering in Trenton, N. J. Mrs. Spence's mother died last November while they were on their way to Florida, which necessitated their return. Will be on the road again this season.

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c.
Automatic Bingo Shaker, real glass. . . . \$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

EYERLY LOOP-O-PLANE

"Ride of the Century."
SUPERB ATTRACTION. MODERN-AERONAUTIC. PROFITABLE
For Permanent and Portable Ride Operators.
"EIGHTY Units Sold in 1935."
"THERE'S A REASON."
Write for Our Easy Finance.
EYERLY AIRCRAFT CORP.
SALEM, ORE.
ABNER K. KLINE, Distributor.



WINDOW CARDS
IN FLASHY COLORS

We specialize in them; in fact nothing but! Quick Service, Low Prices. Write for Big Free Catalog, showing several hundred stock designs in color.
BOWER SHOW PRINT 12 ADE STREET FOWLER, IND.

WANTED

Information as to the present whereabouts of
FRANK CASEY
Formerly of
720 S. 5th St.
Louisville, Ky.

believed to be traveling in the South with trained mice act in 1931 Ford 1 1/2-Ton Truck. Motor No. AA3919172. Phone, write or wire collect.

ROBERT W. HOEGNER
Room 200 State 9298
160 N. LaSalle St. Chicago

KAUS SHOWS, Inc.

WANT Rideo, Athletic, Big Snake and any money-getting Pit Shows. Arcade, Cook House. Privilege in Tickets. Legitimate Concessions. Experienced Caterpillar Foreman and Ride Men in all departments. L. Harrell wants Side-Show People in all departments. Address 12 National Ave., New Bern, N. C.

GOLDEN BELT SHOWS OPEN APRIL 25

WANTS Cook House, meal tickets to cover privilege; General Agent that knows Missouri and Kentucky; Legal Adjuster, Ride Help in all departments. Shows, what have you to offer? I complete outfits. Concessions all open; no X. We always work Smitty, Buck and Ray, come on home. Boys, if you want a season's work, get with it. All address **GOLDEN BELT SHOWS, Joe C. Turner, Mgr., Ava, Mo.**

WANTED

Ferris Wheel Foreman, Merry-Go-Round Foreman, Whip Foreman; other ride help. Give full qualifications in first letter.
CHAS. OLIVER
1417 Grattan St., St. Louis, Mo.

SECOND-HAND SHOW PROPERTY FOR SALE.
\$ 1.65 Pair Chicago Used Rink Skates, Big Selection.
\$45.00 Cook House, 12x12 Feet, 4-Way Awning.
\$35.00 Mummified Antonia Twins, with Banner.
\$35.00 Country Stone Wheel, Shipping Crat.
\$30.00 Van Wyck Rolling Globe in Trunk.
We buy Skates, all makes; Concession Tents, Portable Shooting Gallery, **WEILL'S CURIOSITY SHOP, 20 South 2nd Street, Philadelphia, Pa.**

Peerless Exposition

Opening Near Pittsburgh, Pa., April 20.
WANTS Tilt-a-Whirl, Caterpillar, Lindy-Loop, Whip, Loop-o-Plane and Kiddie Auto. Liberal percentage. CAN PLACE Shows of merit. Will furnish complete outfit. Legitimate Concessions only.
JOE GRAMER, Owner,
328 Penn Avenue, Pittsburgh, Pa.

Donald McGregor Shows

Opening Morehouse, Mo., March 23.
WANT Shows, Rides and Concessions. Iowa and Minnesota all season. **McGREGOR'S SHOWS,**
Morehouse, Mo.

WANT MINSTREL PEOPLE

and Shows that don't conflict. WANT legitimate Concessions. Would like to hear from Love Hunt, Hearn and Effie Moore. **BARKER SHOWS,**
Charleston, Mo.

MOTOR DROME RIDERS WANTED

Can Place Good TRICK RIDER.
DOTTIE MOSS, care Billboard, St. Louis, Mo.

LOOP-O-PLANE

FOR PROFITS.
ROBIN REED, Box 237, Salem, Ore

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., March 14.—Word has been received at the ACA office within the past few days that Senator George B. Kelly has introduced a bill in the New York Legislature which would bring sellers of frozen desserts and frozen custards under the regulation of the State Department of Agriculture. Our information is that the measure was urged by the Department of Agriculture and the reason given was that it would be a means of ridding the State of persons who peddle foods of questionable purity and who interfere with legitimate business. We somewhat doubt the sincerity behind these reasons, particularly when it is noted that vendors would be required to pay an annual license fee of \$2 and submit to investigation by the department as to the sanitary facilities which they have for pro-

ducing and handling their products. The bill would, if adopted, of course, affect those who handle frozen custards, etc., at still dates and fair dates alike thruout the State of New York. In order to make doubly sure as to the exact contents of the bill, we have written Senator Kelly for a copy of it and will make its detailed contents known as soon as same is received.

Word has been received at this office of the death of Walter Cole, 53, at Omaha, Neb., on February 26. Cole traveled with carnivals billed as the Human Toothpick, as he was 5 feet 11 inches tall and weighed but 63 pounds, according to the information sent us.

We are indebted to Ray Marsh Brydon, manager of Rice Bros.' Circus, for a copy of the March 2 issue of *The Jackson (Tenn.) Sun*, which contains an exceptionally fine article calling attention to the amount of money spent locally while Brydon's circus was in winter quarters, and also commenting on the fact that the old idea that shows take money out of town is wrong.

We think that this is one of the finest

articles of its type we have seen and would that other shows would make efforts to have similar articles appear in the local newspapers of their winter-quarters cities. We would welcome receiving articles of this type and feel that it will be a great help to all outdoor showmen to indulge in this type of publicity.

A caller at the ACA office last week was Wendel Kuntz, of Kuntz & Austin's Palace of Wonders, who is locating his show in this vicinity in the near future.

Some time ago we commented on the fact that the courts of New York State were taking a more liberal attitude in favor of showmen insofar as riding device cases were concerned. One of the recent decisions on the subject handed down by the Appellate Division of the Supreme Court, First Department, affirmed a judgment in favor of the showman, dismissing plaintiff's complaint in which plaintiff sought to recover for injuries on a ride called Roulette Wheel.

The case is *Cozel vs. Steeple Chase Amusement Company*, reported at 284 N. Y. Supplement 80, and altho two of the five judges dissented, the majority held that he who engages in a sport must assume the obvious risks thereof and therefore being thrown upon a ride in which the purpose of the ride was to throw the patron did not give rise to a cause of action.

Winter's Exposition Shows

BEAVER FALLS, Pa., March 14.—With the arrival of Mr. and Mrs. Winters from the Southland last week, activities are now under way in winter quarters. Painting, repairing, etc., are in full operation under the direction of the writer, G. (Spot) Tipps. The show will enter into the new season much larger than in past years. Several new rides and shows will grace the midway. At this writing the show will carry seven rides, seven shows, band, calliope and free acts. The band and calliope will do advertising for the show. The staff of the show for this season will include Harry H. Winters, general manager; G. (Spot) Tipps, assistant manager and secretary; C. D. Clark, general agent; Mrs. Alice J. Winters, treasurer; A. Robie, electrician; Chuck Hull, calliope man; Lew Palmer, lot man; Happy Winters, master transportation; Harry McClure, banner man; Ernie Murray, second man. The show will open in Aliquippa, Pa., April 18, auspices American Legion.

Peerless Exposition

PITTSBURGH, March 14.—Things are now starting to hum around winter quarters at Waynesburg, Pa. Show will be enlarged, carrying 8 rides, 10 shows and 25 concessions. Everything motorized, on the show's own trucks and trailers. Will play mostly Pennsylvania, Ohio and West Virginia territory this season. Loyd Thomas has the show almost solidly booked. All fair dates are filled till October 15. The following free acts are booked: Capt. Floyd Worley, net high dive, and Three Fearless Falcons. Show will feature Big Bill Blomberg's One-Ring Circus, carrying six ponies, Alaskan dogs; Caesar, wrestling lion; monkeys; Dixie Prince, Wonder Horse; Moonshine, bucking mule; three clowns, and aerial acts. This attraction now in winter quarters. The following shows are booked for the second season: Harvey Potts' Hawaiian Village, M. C. McClung's Gay Parle and Monkey Circus, Pluto Brown's Brown-Skin Vanities, Jack (Red) Moran's Ten-in-One and several pit and platform shows. Manager Joe Cramer is preparing to put out one of the finest shows in his career.

JACK BEIL.

J. R. Edwards Attractions

WOOSTER, O., March 14.—The J. R. Edwards Shows will open their season in May. Contracts have been signed for home-coming dates at Quaker City and Byesville, O. Winter quarters will open about May 1. Al Williams was a recent caller at the Edwards home. All of which is from an executive of the show.

Beckmann & Gerety Shows

SAN ANTONIO, Tex., March 14.—Contracts having been received for the Joplin Fiesta, April 28 to May 3, the show will jump from San Antonio, after the closing of the *Battle of Flowers*, direct to Joplin. Mr. and Mrs. B. S. Gerety have returned from their Florida trip and report an enjoyable time. Another No. 16 Eli Wheel was received at winter quarters this week and will be added to those already on the show. H. D. (Doc) Hartnick is busy with a crew building his Deep Sea Diving Show and will have an absolutely new and imposing idea for a front. Harry Elliott has been contracted to manage the Humpty Dumpty (funhouse) owned by the show. He is leaving Tampa for San Antonio this week. H. C. McKnight (Tennessee Slim), "novelty king," was a visitor here last week and contracted for space at the *Battle of Flowers*. Bill Carskey, of the Universal Theaters Concession Company, dropped in to visit for a few hours last week. Buddy Ryan, of the Southern Premium Manufacturing Company, was a visitor one day last week. Mr. and Mrs. Good announce their Society Circus ready for the opening. They have put in the winter breaking in new acts and promise a complete new show. Bo Sherman is overhauling and repairing his Motordrome and will have it in first-class shape for the opening. Mr. and Mrs. Ted Webb paid a visit to Shreveport last week. Work at winter quarters is going along at a satisfactory speed, and painters, carpenters and blacksmiths are adding the finishing touches to the equipment and will have everything in good shape by April 20. Jimmie Limbaugh, who will have the "Creation" show, has arrived and is getting his attraction ready for the opening. Sam Gordon, manager of concessions for the show the last five years, was a visitor last week. He returned to St. Louis to wind up some unfinished business. He will return to San Antonio about April 1 to take up his duties.

EDGAR T. NEVILLE.

Gray's Canadian Shows

LONDON, Ont., March 14.—A small crew is now engaged in winter quarters and will be increased soon in order to have everything in readiness for opening April 25. A new fence and ticket box have been built for the new dual Loop-o-Plane, which the Eyerly Company advises will be delivered in time for opening. Elmer H. Brown will be the general agent this year. Another new 50 k. w. generator has been purchased to take care of lighting the extra equipment. Much of the lighting will be of indirect, modernistic design, and features are being worked out, including neon signs. It is Mr. Gray's intention to have a highly illuminated midway. The following concessioners have verified their intentions of being with the show: Leo Albert, Slim Nugent, Teddy Dutton, Harold Speers, John Fowler and W. H. Goodrich. Montana Frank and his troupe of Westerners, featuring little Cattle Annie, 6-year-old cowgirl, send the information that they will have all their equipment ready for the opening date.

LEN HULL.

RUBIN & CHERRY EXPOSITION, INC.

"The Aristocrat of the Tented World"

CALLING ALL SHOWFOLKS

We are offering for the 1936 season the most magnificent galaxy of productions ever presented to the amusement-loving public. If you have an attraction that is ONE HUNDRED PER CENT "High Class" we will be glad to hear from you. We want nothing but the best.

**WE CAN PLACE
CLEO HOFFMAN
ZEKE SHUMWAY
WE CAN USE**

Freaks and Curiosities for Circus Side Show. WANT Real Attraction to Feature. Your salary is sure.

WANTS Sister Teams, Singers, Dancers and Chorus Girls for her Revue. Acts with a sock to them.

WANTS Sensational Motordrome Riders and Features. Ladies and gentlemen.

Convincing Talkers and Grinders for Feature Attractions, sober, reliable and experienced Men to handle Rides and Fun Houses. Also want to hear from parties with SOUND TRUCK EQUIPMENT suitable for advance work. WANT two good Sign Painters familiar with show work.

SHOW EQUIPMENT

FOR SALE —

Mangels Three-Abreast Merry-Go-Round, on wagon, in first-class condition, ready to operate. This is a wonderful buy. Also Allan Herschel Baby Auto Ride. Dangler, English make, and Lindy-Loop. All Rides in A-1 condition. Also A-1 Wagon Front, opening out to a 46-ft. spread. One Private Car, one Steel Box Car, one Steel Stock Car, both 70-ft. Wagons of all kinds, Tents, Poles, Transformers, Cables, Electric Equipment, etc. All wonderful bargains. Will sell as a whole or in separate lots. Attractive terms will be made to responsible parties. Equipment can be inspected at Southeastern Fair Grounds, Atlanta, Ga.

WRITE, WIRE or PHONE

RUBIN GRUBERG, Pres.

ROBERT FULTON HOTEL
ATLANTA, GA.

Show opens in Atlanta, Ga., 8 Days. Commencing Saturday, April 11. Harry Saunders and Bart Snedeker wire.

CAN PLACE Promoter of recognized ability for Advance work. No Banner Man.

MARKS' SHOWS, INC.

All Modern Motorized Equipment!

OPENS APRIL 11th, RICHMOND, VA.

10 Weeks Spring Dates—Proven Territory

Followed by bona-fide Celebrations and 16 weeks of outstanding Fairs. Will furnish complete new outfits for the following Shows: WILD WEST, WILD ANIMAL or any other money-getting attractions. Wanted, first-class Hawaiian or Girl Revue. Can place one more major Ride. Prefer Scooter or Rideo. Will furnish motor transportation for same. Foreman for Caterpillar and Lindy Loop. Legitimate Concessions of all kinds.

Address JOHN H. MARKS, Box 771, Richmond, Va.

LOOP-O-PLANE OPERATORS!

GET IN TOUCH WITH US AT ONCE FOR FULL INFORMATION.

• We have perfected a Power Generator Unit which will solve your problems. No Transformer required—your ride operates as an independent unit—all of the power you need. BUILT FOR PORTABILITY.

★ **E. B. KELLEY COMPANY, Inc.**
4387 Vernon Blvd., Long Island City, N. Y.

JOHN R. WARD SHOWS

OPENING MEMPHIS, TENN., SATURDAY, MARCH 28.

TWO WEEKS HEART OF MEMPHIS, TWO DIFFERENT LOCATIONS. Then West Memphis, Ark., Spring Festival. Collierville Cheese Festival Follows.

WANT Shows of all kinds. Good proposition to Ten-in-One. Will furnish complete outfits to reliable Showmen. WANT Managers for Athletic Show, Monkey Motordrome, Hawaiian Show, Geek Show and Fun House. Bubba Mac wants high-class Girl Entertainers and Musicians for Minstrel Show. WILL BOOK Loop-o-Plane or any Flat Ride that won't conflict. WANT Man and Wife to manage Cook House. Must be experienced. All Concessions open except Cook House, Corn Game and Frozen Custard. All wires and correspondence address 233 Pine Street, Memphis, Tenn.

W. E. BOWEN, Business Manager, or JOHN R. WARD, Manager.

LEADING CARNIVALS

WHICH INVITE

Your Investigation and Inspection

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.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

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

CREATE A DEMAND FOR YOUR SONG WITHOUT COST. Particulars free; send stamp. **LEW GOULD'S HARMONY STUDIO**, Peace Dale, R. I.
90 COWBOY SONGS, INCLUDING "HOME ON THE RANGE," "CASEY JONES," "COWBOY'S LAMENT," etc., 10c. Hustlers wanted. **HUDAK**, 556 Seventh Ave., New York, N. Y.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—STICK-ON-WINDOW SIGNS; 500% profit; free samples. METALLIC LETTER CO., 439 N. Clark, Chicago. x

BIG MONEY APPLYING GOLD INITIALS ON Automobiles. Easiest thing today. No experience needed. Free samples. **"RALCO,"** 1084 Washington, Boston, Mass. tfnx

CARTOON BOOKS, PHOTOS, NOVELTIES— Samples, catalog, 25c. **H. GOLBERG**, 1457 Broadway, New York.

CARTOON BOOKLETS, \$2.50 HUNDRED— Snappy Readers, Novelities, Peppy Diplomas. Assorted samples, 25c. **BUK**, Box 2, Station W, New York. ap18

COSTS 40c, SELLS \$1.50—MY CHANGEABLE Strip Restaurant Sign sells itself wherever shown. Size 13x28". Sample, 40c. **GRAHAM**, 1140 3d Ave., Huntington, W. Va. x

FAST 10c SPRING SELLER—SIZZ LAUNDRY Tablets and Rug Cleaner, \$2.00 gross; millions sold. 50c Dandruff Shampoo Tablets, 2c box; 35c Foot Tablets, 5c box. Send 25c for \$1.00 worth of samples. **SIZZ**, 3638 Easton, St. Louis, Mo. Established 1919. x

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

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MAGIC RUN PREVENTATIVE FOR HOSEY sells every woman; repeats. Sample, particulars free. **NEVIN LABS.** (1103), 210 5th Ave., New York City.

MAKE GOOD MONEY TAKING ORDERS— Shirts, Ties, Underwear, Dresses, Hosiery, Raincoats, Pants, Uniforms. Sales kit free. **NIMROD CO.**, Dept. 43, 4922-28 Lincoln Ave., Chicago. ap25x

MEN WANTED AT ONCE TO CALL ON STORES with biggest line 5c and 10c necessities. Self-selling counter displays: Aspirin, Razor Blades, Handkerchiefs, Household Cement, 101 different items, many new, exclusive. Up to 125% profit. Experience unnecessary. Big catalog free. **PROCOPAX**, Dept. 131-XD, 1956 S. Troy, Chicago. x

MONEY, MONEY—THIS IS THE BEST MONEY maker of all. The opportunity of a lifetime; nothing to sell except the plan. Sent to you on receipt of \$1.00. Send at once—limited offer. **FIELDS CO.**, 3208 Sheffield, Chicago. x

NEW CARTOONS, PHOTOS, NOVELTIES— Samples, catalog, 25 cents. **GORDONS**, Room 1401, 505 5th Ave., New York City.

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

PROFITS SELLING FUN BUSINESS CARDS. Advertising Surprise Letters, Clever Pocket Novelities, etc. Samples, list, 25c. **NATIONAL SPECIALTIES**, Box 500B, Cincinnati.

SHARPEN RAZOR BLADES THE NEW WAY— 10c lasts years. **NU-SHARP PRODUCTS**, P. O. Box 24, Fremont, O. ap4

SEND DIME FOR SAMPLE ORIENTAL SHARP- ener; tops everything; means the turning point of your life. **ORIENTAL DISTRIBUTORS**, Goshen, Ind.

TRANSPARENT DAY AND NIGHT SIGNS— 8"x14", 4c; retails 25c. Over 1,000 designs; samples free. **LOWY**, Department 634, 8 West Broadway, New York. x

100 PROFITABLE MAIL ORDER AND LOCAL Business Ideas; free literature. **PRUITT PRESS**, Elburn, Ill. ap18x

200 BLUE STEEL DOUBLE-EDGE RAZOR Blades, \$1.00 postpaid; 1,000 Business Cards, \$1.00 postpaid; 3 dozen Zinc Pot Scourers, \$1.00 postpaid. Cash with order. **HOUSE OF HOFER**, 421 Kansas, Topeka, Kan. ap1x

ANIMALS, BIRDS AND PETS

ANIMALS, BIRDS, SNAKES — EVERYTHING for shows. **SNAKE KING**, Brownsville, Tex. ap25

CHINESE DRAGONS, HARMLESS, 4 FT., \$5.00; 5 ft., \$7.00; Black Iguanas, \$2.00; Leopard Iguanas, \$2.50. **LAREDO ZOOLOGICAL**, Laredo, Tex.

FOR SALE—ALIVE PIG WITH EIGHT FEET. **B. E. FARM**, Beech Creek, Pa. mh28

PETS—DONKEYS (BURROS), TAME, SPECIAL for children, \$18.00; Finger Tame Talking Yellow Head Parrots, \$15.00; Tame Talking Red Head Parrots, \$10.00. **LAREDO ZOOLOGICAL**, Laredo, Tex.

SNAKES NOW READY — DENS CONTAINING large assortment fat 4-6 ft. Snakes, \$15.00. **RATTLESNAKE JOE**, St. Stephen, S. C.

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SNAKES—BOA CONSTRUCTORS, HARMLESS, 4 ft., \$5.00; 6 ft., \$8.00; Black Bulls, harmless, 4 ft., \$4.00; 5 ft., \$5.00; 7 ft., \$8.00. **LAREDO ZOOLOGICAL**, Laredo, Tex.

SNAKES NOW READY—LARGE DENS FAT, healthy Snakes, 4 to 7 feet long, \$15.00. **RATTLESNAKE JOE**, St. Stephen, S. C.

YANKEE TERRIERS, ALSO BULL PUPS, \$10— **TONNS KENNELS**, Dallas, Tex. ju6x

BOOKS

PERSONAL MAGAZINE—CATALOG, PHOTOS, Cartoons, 15c. **BOX 290-B**, New Haven, Conn. x

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UP TO \$5,000 PAID FOR CERTAIN OLD Books; Pictures up to \$200,000. Latest list 10c. **BUDEN KAYE ENTERPRISES**, Dept. L, Plymouth, Pa. mh28

BOOKING AGENTS

DRESSEN-PURCELL FREE ATTRACTIONS NOW booking fairs, celebrations. Chillicothe, Ill. x

BUSINESS OPPORTUNITIES

MEN, BELIEVE IT OR NOT, EARN FROM \$150.00 to \$250.00 per week; no investment required; positively new. Sample and instructions sent on receipt of \$1.00. **E. W. SURING**, 306 E. 7th St., Los Angeles, Calif.

SELL BY MAIL BOOKS, NOVELTIES! BAR- gains! Big Profits! Particulars Free! **F. ELFCO**, 525 South Dearborn, Chicago. tfnx

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WHERE TO BUY AT WHOLESALE 500,000 AR- ticles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. ap4x

CARTOONS

ENTERTAIN WITH TRICK CHALK STUNTS and Rag Pictures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. ap4

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COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

BARGAIN—7 ERIE DIGGERS, WITH STOCK, Frame, Khaki Top. Booked if desired. **BOX 60**, Brandon, Minn.

BARGAINS—BALL GUM, CIGARETTE, PEAN- ut Machines, Diggers, Games. **NOVIX VENDERS**, 1191 Broadway, New York. mh21

BARGAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write for new list. **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. my9

BARGAINS—2 GOLD RUSH, 1 EQUITY, ONE- Shot Automatic Games, A-1 condition, \$20.00 each. **BANKS**, 2264 Falls St., Niagara Falls, N. Y.

COIN-OPERATED MACHINES BOUGHT, SOLD —**CHARLES PITTLE**, New Bedford, Mass. mh21

COIN-OPERATED MACHINES BOUGHT, SOLD —**JARL**, 1704 Leavenworth, Omaha, Neb.

FOR SALE — 2 PACES RACES MACHINES, Check Separators, A-1 condition, latest model, sacrifice, \$575.00 for both. Act quick. **BOX 66**, Billboard, Chicago, Ill.

FOR SALE—4 ELECTRO HOISTS, \$60 EACH; International Mutoscopes with Roll Chute, \$75 each. **EXHIBIT NOVELTY CO.**, 1123 Broadway, New York. mh28

FOR SALE — RECONDITIONED MUTOSCOPE Cranes and Merchantmen. Very attractive prices. Write today. **BOX 693**, Billboard, 1564 Broadway, New York. tfn

GUARANTEED PERFECT CONDITION—MILLS 5c War Eagle Silent Escalator Double Jack Pot, \$39.50; Superior 5c C. A. Silent Escalator Automatic Race Horse, \$39.50; Watling 1c Twin Jack Pot, \$25.00; Little Duke Triple 1c Jack Pot, \$25.00. Deposit. **JOSEPH RAKOVITS**, Coopersville, Mich.

JUMBO, \$42.50; MAMMOTH, \$47.50; BALLY Derby, \$65.00; perfect condition. One-third cash with order, balance C. O. D. **C. V. HITCHCOCK**, 617 12th Ave., N., Nashville, Tenn.

LATE WATLING ROLATOPS MYSTERY GOLD Award, \$69.00; Mills Blue Front, Eagle Fronts, Venders. Used Pin and Automatic Tables. Operators, buy your Pace Races parts from authorized distributors. **UNITED NOVELTY CO.**, Biloxi, Miss. ap4

LATE MUTOSCOPIES, \$60; CIGARETTE MA- chines, all models, \$15 up; Master Peanut Machines, aluminum finish, \$2.50. **PENNY CIGARETTE COMPANY**, 124 N. 15th, Philadelphia, Pa.

MACHINES BOUGHT, SOLD, EXCHANGED— **SILENT SELLING CO.**, 548 Massachusetts, Indianapolis.

MILLS AMPLIFIED TROUBADORS FOR SALE or trade for modern Slot Machines; guaranteed A-1 condition. New Bodine Changer Motors, \$12.50. **SALES CO.**, 1812 N. Grand, St. Louis.

MILLS BLUE FRONTS AND ROLL-A-TOPS, \$49.50; Gold Award Blue Fronts, serials above 362,000, \$62.50; Triple Jackpot 5c Jennings Escalator, \$42.50; Hit Me, Baby Shoes, \$4.00. Deposit. **KENTUCKY GUM**, Louisville.

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ONE MERCHANT MAN, \$75.00; LIKE NEW. Iron Claw, \$35.00; Five Erie Diggers, \$65.00. **JAMES TRUSCIO**, 353 So. Main St., New Britain, Conn. mh21

PENNY ARCADE MACHINES BOUGHT, SOLD, exchanged. **FUN PALACE**, 703 First Ave., Seattle, Wash. ap11

PHONOGRAPHS, MILLS STANDARDS, LOOK and operate like new, \$150.00 each. Real bargains. **HOKE**, 3115 Adams Mill Road, N. W., Washington, D. 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

SEVEN NICKEL, ONE DIME, TWO QUARTER Mills Mystery Blue Front Venders, \$55.00 each; Ten Watling Rollator Top Nickel Venders, \$55.00 each; Two Mills Quarter Silent Escalator Venders, \$30.00 each; One Mills Nickel Regular Gold Award Vender, \$40.00; One Mills Nickel Q. T., \$35.00; Two Penny Pace Venders, \$10.00 each. All machines late serial numbers and in good condition and appearance. Terms: One-third with order, balance C. O. D., F. O. B. **L. M. LOFTIN**, Oxford, N. C.

TWO MILLS SILENT EXTRAORDINARY FRONT Mint Vendors, Nickel Play, \$42.50 each; One Mills Silent Skyscraper Model, Side Vendor, Nickel Play, \$37.50; Two Mills Silent Escalator Bells, \$42.50 each. All machines very latest models, like new. **B. WELLMAN**, St. Petersburg, Fla.

WANTED—VENDING MACHINES, MASTERS, etc. **SWEET**, 76 McKibben St., Brooklyn, N. Y.

WANTED—ALL TYPES OF SLOT MACHINES for cash. **CONNECTICUT AMUSEMENT MACHINE CO.**, 294 N. Main St., Waterbury, Conn. ap18

WANTED — MILLS SILENTS, WOLFHEADS, Skyscrapers, Escalators. **COLEMAN NOVELTY**, Rockford, Ill.

15 MODEL F CLAWS, A-1 MECHANICAL CON- dition, \$25.00. **APEX NOVELTY CO.**, 305 Robbins Ave., Niles, O. mh28

1935 DE LUXE (SAME AS 1936 MODEL) Mutoscope Cranes, latest serials, \$125; Seeburg Selective Phonographs, \$75; Payout Tables, Tickette, Counter Games, cheap. **KENYON COMPANY**, 108 High, Canton, O.

A REMINDER

ORDER A CLASSIFIED AD IN THE BILLBOARD'S BIG

SPRING SPECIAL

DATED APRIL 11, 1936

Classified Forms Close April 2

Tell your story in these columns. Your message will reach the entire Show World.

Send your copy in now—mark it "FOR THE SPRING SPECIAL." The rate is but 10c a word. Minimum charge \$1.00, cash with copy.

All classified copy for this big issue must reach us no later than Thursday, 4:30 P.M., April 2.

COSTUMES—WARDROBES

CHIPPEWA INDIAN MOCCASINS, SMOKE tanned, hand sewed and beaded, men, \$2.50; ladies, \$2.00; misses, \$1.50; child, \$1.00; infants, 75c. Give length of foot for size. BEMIDJI NOVELTY CO., Bemidji, Minn.

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COSTUMES, WIGS, UNIFORMS, MESS JACKETS, Minstrel Supplies for sale; lowest prices in America. Free catalogue. KLEIN COSTUME COMPANY, 66 Shawmut Avenue, Boston, Mass.

FORMULAS

FORMULAS—ALL KINDS, GUARANTEED; catalog free. KEMICO, B-66, Park Ridge, Ill

FORMULAS, PLANS, IDEAS—LITERATURE free. H. BELFORT, 4042 N. Keeler, Chicago, ap4x

LATEST FORMULAS—NEWEST COMMERCIAL necessities. Selling sensations. COLONIAL, Box 77, St. Catharines, Ontario, Canada.

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NEWEST GUARANTEED FORMULAS—BIGGEST catalog free. Special prices, leads. GIBSON, Chemist, BH-4704 No. Racine, Chicago. x

SUCCEED WITH YOUR PRODUCTS—FORMULAS, Processes, Analytical Service. Information free. Y. THAXLY CO., Washington, D. C. mh28x

WE ANALYZE ANYTHING—GUARANTEED formulas. Write ASSOCIATED CHEMISTS, Indianapolis, Ind.

FOR RENT, LEASE OR SALE

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FOR SALE—NEW GOODS

BALL GUM, FACTORY FRESH, 12c BOX—AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. ap4x

BARBECUES—INTERIOR AND EXTERIOR models. PEERLESS STOVE CO., Columbus, O. ap11

BARGAINS—GENERATORS, MOTOR GENERATORS, Exhaust Fans, etc. Ask for quotations on your needs. ELECTRICAL SURPLUS COMPANY, Dept. 50, 1885 Milwaukee Ave., Chicago.

GASOLINE BURNERS—HOLLOW WIRE COFFEE Urns and Steam Tables. CARTER, 16 E. Marshall, Richmond, Va. mh28

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PHOTO OUTFITS—4 FOR DIME STRIPS. OUR new Photostrip Machines, either 1 1/2 x 2 or 2 1/2 x 3 1/2 sizes, complete, \$140.00. All supplies at cut prices. WABASH PHOTO SUPPLY, Terre Haute, Ind. mh21

POPCORN—CHEESE FLAVORED AND CANDY Corn Machines, Popcorn and supplies. BARNARDS, 2815 Leavenworth, Omaha, Neb. mh28

SAVE ON DIRECT POSITIVE SUPPLIES BY buying from one source. Rolls, 1 1/2 x 250, \$4.75; 5x7 Enlarging Paper, \$5.40 gross. Stock absolutely fresh. Mounts, Mirrors, Cameras, Booths, Visualizers, etc. Catalog on request. MARKS & FULLER, INC., Dept. 1, 44 East Ave., Rochester, N. Y. x

WHEELS—EVERYTHING THAT CREEPS; Circular tells all. POP BAKER, 5161 Trumbull, Detroit, Mich. my9

WRITE FOR WHOLESALE ELECTRIC CATALOGUE. HASTINGS ELECTRIC SUPPLY CO., Hastings, Mich.

FOR SALE—SECOND-HAND GOODS

BEAUTIFUL KRISPETTE AND KARMEL CORN Outfit, \$90; Automatic 5c Pop Corn Machine, cost \$1,400, \$150; Candy Puller, new, 200 lbs. capacity, \$180. ECLAIR, 1045 Abbott, Detroit, Mich.

CUSTARD MACHINE ON TRAILER, \$450 CASH—A. B., care Billboard, New York City.

HIRES BEER BARREL, COMPLETE—HUGO, 2785 West 5th St., Brooklyn.

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POP CORN AND POTATO CHIP EQUIPMENT—LONG-EAKINS, 1976 High St., Springfield, O. ap25

POPCORN POPPERS, ALL KINDS—NORTHSIDE CO., 2117 Harding, Des Moines, Ia. ma9x

FOR SALE—SECOND-HAND SHOW PROPERTY

ADULTS CHAIR PLANES, KIDDY CARROUSELS, Aeroplanes. CALVIN GRUNER, Pinckneyville, Ill. ap25

BALLOONS, PARACHUTES, INFLATORS—THOMPSON BROS.' BALLOON & PARACHUTE CO., Aurora, Ill. ap4x

BALLROOM AND STAGE LIGHTING EFFECTS—Crystal Showers, Spotlights, etc. NEWTON, 253 W. 14th St., New York. ap4

BARGAIN—15 DODGEM CARS, GOOD CONDITION. DELMAR WINTERSTEEN, 360 Reynolds St., Kingston, Pa. mh21

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and Used, out or indoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 W. Thompson, Philadelphia, Pa. ap4

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FOR SALE—DE LUXE AEROCAR HOUSE TRAILER and Buick 8-90 coupe, A-1 condition. H. A. MURPHY, Harrisburg, Ill. mh28

NEW AND USED THEATRICAL STAGE LIGHTING Equipment. Send for list of used equipment. THEATRE LIGHTING EQUIPMENT, 328 West 44th St., New York City.

PARK CAROUSEL, 3-ABREAST OVERHEAD Jumping, complete; Park Whip, complete; Set 9 Park Swings. HARRY ISAACS, 21 Pennsylvania Ave., Brooklyn, N. Y. ap11

SEE ADVERTISEMENT CARNIVAL PAGES—WEIL'S CURIOSITY SHOP, 20 South Second, Philadelphia, Pa. tfn

SIX UNIT LOOP THE LOOP, USED ONE SEASON, in A-1 condition both mechanically and appearance. Sacrifice at half its original cost a year ago. Terms to responsible party. Address LEW HOFFMAN, 209 Cardy St., Tampa, Fla.

SKEE BALL ALLEYS, 10, APPEARANCE LIKE new, \$1,500.00; 1/5 original cost. Popular Repeat Skill Game, capable easily paying for themselves and show handsome returns first year; in operation here eight years. H. L. WHITESSELL, 221 East 34th St., Kansas City, Mo.

SPILLMAN MERRY-GO-ROUND, \$600; Moving Picture Sound Projector, Organs, Engines, Light Plants. ADAMS, 180 Woodbine, Brooklyn, N. Y.

WAX SHOWS, TWO-HEADED BABY, MUMMIES. SHAW, 3316 Sidney, St. Louis, Mo. mh21

\$275.00 STRIP PHOTO OUTFIT, \$95.00—HASSAN, Box 971, Parkersburg, W. Va. mh28

HELP WANTED

AERIAL BAR COMEDIAN FOR CIRCUS—Write STUART ROBERTS, Macon, Ga.

AGENT—BOOK, RENT THEATRES; MIDNIGHT dates. JAMES TRIPPE, Guntersville, Ala.

AGENT, HIGH CLASS, ACQUAINTED VIRGINIA, Ohio, other schools, theatres advance exceptional attraction. Percentage; no advance; tell all. L. RAY NORWOOD, General Delivery, Greensboro, N. C.

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LADY TO REPRESENT THEATRICAL MAKEUP house catering direct to the profession; good territories open. MEHRON, 256 W. 55th St., New York.

WANTED—NIGHT CLUB ENTERTAINERS OF all kinds. KAY FERRY, 404 W. Jefferson Blvd., South Bend, Ind.

HELP WANTED—MUSICIANS

DANCE TRUMPET-PIANO—GUARANTEED salary. DON STRICKLAND, 117 Mackubin St., St. Paul, Minn.

ENTERTAINING ORCHESTRA—4 PIECES; ONE versatile enough for long engagement. Board, room furnished with salary. Full details first letter. RAINBOW CLUB, Mankato, Minn.

FOR NAME BAND, SALARY \$50.00 PER WEEK—First Trumpet or Cornet, also Trombone; consider organized brass section. Write references detailed. BOX C-6, Billboard. mh21

MEDICINE PERFORMERS—HALLS AND PLATFORMS. State lowest salary which you will get. MGR. MED. SHOW, Billboard, Chicago, Ill. mh28

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OPENINGS FOR ALL INSTRUMENTS—BIG show band. State age, experience, etc. Open early April. Write now. JACK ERWIN, Walter L. Main Circus, Rock Hill, S. C.

WANTED—MED PERFORMERS; CHANGE FOR two weeks; also have Tent for sale. WM. AUTON, Red Rock, Okla.

INSTRUCTIONS AND PLANS

PROFITABLE BUSINESS AT HOME—INSTRUCTIONS, 25c. SILVESTER, Dept. BM14, Old Bridge, N. J.

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MAGICAL APPARATUS

MIND READING, MENTAL TELEPATHY, Spirit Slate Writing exposed. Anyone can call names, tell unspoken questions. Professional course, \$1 complete. HENDERSON, Box 341, San Bernardino, Calif.

MAGIC SLUM, SAMPLES, 25c—JOHNSON, 414 McRae, Wilmington, N. C.

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NEW 124-PAGE ILLUSTRATED CATALOGUE, plus 8-page supplement, Mental Magic, Mindreading, Spirit Effects, Horoscopes and 33-page 1936 forecasts. Graphology sheets, books, crystals and lucky pieces. Most complete line in world. New catalogue, 30c; none free. NELSON ENTERPRISES, 198 S. Third, Columbus, O. ap4

PUNCH, VENTRILOQUIAL AND MARIONETTE Figures. PINXY, 64 W. Erie, Chicago. ap4

VENTRILOQUIST—PUNCH FIGURES, ACTS. KENNETH SPENCER, 1345 First Ave., So., Minneapolis, Minn.

MISCELLANEOUS

ROLLS DEVELOPED—TWO BEAUTIFUL DOUBLE weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. RAY'S PHOTO SERVICE, La Crosse, Wis. x

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WANTED—GOOD USED ROLLER SKATES, Fiber Wheels; also Manager for Rink, or will rent to reliable party. Large floor space. Fine resorts. MR. M. S. LEWIS, 705 McFarlan St., Flint, Mich.

M. P. ACCESSORIES FOR SALE

BARGAINS—USED SOUND FILM PROJECTORS, 16 and 35 MM., Sound Heads, Amplifiers, Horns. Catalog mailed. S. O. S. CORP., 1600 Broadway, New York.

BUY NOW—LIKE NEW, 35 MM. MOTOR-Driven Silent Projectors, only \$14.95; Sound Heads for Power's, Acme, Holmes, DeVry; Theatre Equipment. MOTION PICTURE PRODUCTS, 346 West 45th, New York.

HOLMES SOUND-ON-FILM TALKING PICTURE Outfit, nearly new, cost \$850; sell for \$350. VAN ARNAM, 521 Oneida, Syracuse, N. Y.

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TYPE E DE VRY PORTABLE WITH SOUND Head, complete, \$59.50. STEVENSON, 161 Champlain St., Rochester, N. Y.

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue S free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. ap4

M. P. FILMS FOR SALE

SILENTS, \$5.00; SOUND, \$12.50—SIMPSON, 1275 So. Broadway, Dayton, O.

SUPERSPEED PANCHROMATIC 16 MM. FILM, 100 ft., \$3.75. Other films from \$2.19. Bargains in new, used equipment. Send for circular. FOTOSHOP, 136 1/2-D West 32d, New York.

TALKIES, SILENTS, ROAD SHOWS, SERIALS, Portable Projectors. LONE STAR FILM CORPORATION, Dallas, Tex.

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16 MM. FILMS BOUGHT, SOLD, EXCHANGED—Catalogue 10c. FOTOSHOP, 136 1/2-D West 32d, New York.

M. P. (TALKIES) FILMS

FOR RENT—SILENTS, TALKIES, ALSO SILENTS for trade. Write HASTINGS MOTION PICTURES, Hastings, Mich.

JESUS OF NAZARETH—PASSION PLAY, LIFE of Christ; sound or silent, 16 or 35 mm. six reels. SCREENART, 729 7th Ave., New York City. ap4

RELIGIOUS SPECIALS—NEW SOUND ON Film Passion Play, Kristus, Jesus Nazareth, \$175.00 each. Talkie Features, Shorts, \$5.00 up. 16MM. Silent Film, sacrificed, \$5.00 reel. 35MM. Silent, Dollar reel. Complete Talkie Program rented anywhere, \$10.00 nightly, \$25.00 weekly. New Holmes-DeVry Portables, 20% off. Terms. New Acme Suitcase Talkie, complete, \$225.00. New 16MM. Sound Felix, \$15.00. Latest Silent Acme, Suitcase Projector, \$35.00. WALDO FILMS, No. 6 Waldo Bldg., Cincinnati.

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SOUND FEATURES, \$15.00 UP; ALSO SHORTS, guaranteed perfect. Finest Semi-Portable Sound Projector on market. Write for large list. ZENITH THEATRE SUPPLY CO., 308 W. 44th, New York City.

SOUND ROAD-SHOW SPECIALS—ALSO WESTern Action Features. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. mh28

M. P. ACCESSORIES—FILMS WANTED TO BUY

HIGHEST PRICES FOR USED STILL 16 MM. Movie Equipment. Send description. FOTOSHOP, 136 1/2-D West 32d, New York. x

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USED DeVRY TALKIE OUTFIT, SOUND FILMS—CHARLES HUNTER, Pittsburg, Kan. ap4

MUSICAL INSTRUMENTS

FOR SALE—WURLITZER MERRY-GO-ROUND Organ, style 146, overhauled and repainted, \$150 cash. H. FRANK, 4948 Waveland Ave., Chicago.

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SAXOPHONE, CONN, C-MELODY, CASE, \$20.00; guaranteed. Special sale Accordions. Catalog free. Everything musical. TICKMER'S, Commonwealth Annex, Pittsburg.

WILL TRADE CONN ALTO SAXOPHONE WITH Case for Piano Accordion. W. IRVING PICKET, Durham, N. C.

WURLITZER BAND ORGAN, AMPLIFIERS, Speakers, Microphones. STANBERY ENTERPRISES, Fort Dodge, Ia.

PARTNERS WANTED

TATTOOED LADY WANTED AS PEN PAL—KALA, 138 1/2 N. Main, Mansfield, O.

SALESMEN WANTED

BIG PROFITS SELLING BABY RUTH, BUTTER Finger and other Candy Bars. Steady employment. CASTERLANE BROS., 1916 Sunnyside, Chicago. x

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SCENERY AND BANNERS

A-1 BANNERS FOR SIDE SHOWS—MANUEL'S STUDIOS, 3544 N. Halsted, Chicago.

BANNERS, SCENERY, TAVERN PAINTINGS—Artistic, inexpensive. ENKEBOLL STUDIOS, Omaha, Neb. mh21

DYE DROPS, LIKE NEW, ALL SIZES, \$10 TO \$20. SCHELL SCENIC STUDIO, Columbus, O. tfn

HEADQUARTERS FOR SHOW BANNERS, NEW, used. UNIVERSAL, 849 Cornelia, Chicago.

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SIDE-SHOW BANNERS—COMPARE OURS with others. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago. mh28

VELVET CURTAINS, VARIOUS SIZES, \$10.00 up; Scenery, all kinds, \$15.00; Trunks, Costumes, Band Coats, Caps. WALLACE, 2416 North Halsted, Chicago.

TENTS FOR SALE

ARMY KHAKI TENTS SPECIAL—16 FT. BY 50 ft., 11-ft. high, wall 4 1/2 ft.; good condition; \$69.50. HARRIS MACHINERY CO., Minneapolis, Minn. x

HEADQUARTERS FOR TENTS, ALL SIZES, BARGAINS. UNIVERSAL, 849 Cornelia, Chicago.

NEW SIDE WALL, 6.40-OZ. DRILL, HAND roped, 8 foot, \$24.00; 10 foot, \$28.00; 100 ft. long. Tents, all kinds. KERR CO., 1954 Grand Ave., Chicago. ap4

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16x18, KHAKI, GOOD CONDITION—VAN ARNAM, 521 Oneida, Syracuse, N. Y.

THEATRICAL PRINTING

BUMPER SIGNS—50, \$2.65; 100, \$3.85, DELIVERED. SOLLIDAYS, Knox, Ind.

FLASHY WINDOW CARDS, 14x22, HUNDRED, \$3.00. TRIBUNE PRESS, Fowler, Indiana.

WINDOW CARDS, 14x22, 100, \$2.50—50% deposit, balance C. O. D. BELL PRESS, Winton, Pa.

6-PLY WHITE, YELLOW, ORANGE CARDS, your copy, \$5.50. DOC ANGEL, Ex-Trouper, Leavittsburg, O.

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100 WINDOW CARDS, 14x22, 3 COLORS, \$3.75; 1,000 4x9 Dodgers, \$1.55; no C. O. D. BERLIN PRINT, Berlin, Md. ap11

500 GUMMED STICKERS, 25c; LIMIT 4 LINES; other printing reasonable. APPLETON, Ironwood, Mich. x

1,000 BUSINESS CARDS PRINTED ON WHITE Vellum Card, \$1.00; cash with order. WILLMAR PRESS, 15 Quincy Avenue, Pawtucket, R. I.

WANTED TO BUY, LEASE OR RENT

ELI FERRIS WHEEL, NO. 5 OR NO. 12; WILL pay around \$1,200 cash. H. L. RINARD, Everett, Pa.

FORTY BY NINETY PORTABLE RINK FLOOR—C. C. PENNINGLE, Anna, Ill.

SMALL DRAMATIC TENT SHOW OUTFIT—E. C. JONES, Little Sioux, Ia.

WANTED—ROLLER RINK FOR SUMMER SEASON in amusement park. I have complete equipment. ELDON GODFREY, 125 W. Canfield Ave., Detroit, Mich.

WANTED—THEATRICAL SHOW—WINDOW Lithographs of old-time plays and plays. JAMES MADISON, 1376 Sutter, San Francisco.

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WANTED TO BUY—CASH REGISTERS, ANY condition. J. E. BROWN, P. O. Box 951, Parkersburg, W. Va.

WANTED FOR CASH—FROZEN CUSTARD Machine. LALLE'S, 2159 Delaware Ave., Buffalo, N. Y.

WANTED—CANDY FLOSS MACHINE OR other good money maker. Full particulars, BOX C-521, Billboard, Cincinnati.

AT LIBERTY M. P. OPERATORS

YOUNG MAN with three years theater experience wants job as Projectionist or Manager. No reasonable proposition turned down. HENRY FRYE, Holbrook, Greene County, Pa.

AT LIBERTY MUSICIANS

ALTO SAX DOUBLE CLARINET AND TRUMPET, Sing and Arrange. Modern, read, fake, phrase. Young, married, union, sober, reliable. Location preferred. Write or wire J. E. WELAND, Coin, Ia.

ALTO SAX DOUBLING CLARINET, VIOLIN—Good reader, tone, union. BOX DA-1, care Billboard, Dallas, Tex.

AT LIBERTY—A-1 ALTO SAX DOUBLING Clarinet; go anywhere. EVERETT RIMMERS, Cullom, Ill.

AT LIBERTY—DRUMMER, AFTER MARCH 22. Experienced club, dance, rep or tab. State particulars. Address PAUL FULKERSON, Club Continental, Mt. Morris, Mich.

AT LIBERTY—COLORED TENOR BANJOIST. Want steady job with orchestra. Young, reliable, fast reader. A. W. WOOLRIDGE, Route 1, No. 427, Shreveport, La.

AT LIBERTY—TROMBONE. GOOD READER, experienced, tone, etc. Due to late answering, am out of job. Can cut. KEN HOREL, Box 26, Coin, Ia.

CIRCUS SOUSAPHONE—15 YEARS' EXPERIENCE all lines, sober, reliable. CHOP EYESTONE, 1101 N. Walnut St., Danville, Ill.

DRUMMER, YOUNG, SINGLE, RELIABLE, small swinging band preferred. 11 years' experience, non-union, but will join. Write or wire, stating all. DRUMMER, 116 West North Ave., Olney, Ill.

EXPERIENCED DRUMMER—GOOD SWING, read at sight, good character. Take anything. Go anywhere. Write or wire JACK FLETCHER, Fairmont, Minn.

EXPERT GUITARIST—SING, READ, YOUNG, experienced. Write, wire RALPH SIZEMORE, Boaz, Ala.

FAST STRING BASS DOUBLING SOUSAPHONE—Modern swing, union, have A-1 public address system. Write or wire ROLAND WASHBURN, Lewiston, Ida.

GIRL TROMBONIST WANTS THEATRE OR dance work; preferably theatre. 6 years' experience, good tone, read well, age 22. Address EUNICE PETERSEN, Hereford, Tex.

TENOR SAX DOUBLING CLARINET; ALSO Legit Fiddle if parts are not especially difficult. Read, go and arrange and will cut or no notice. Location not essential but prefer not to troupe altogether unless salary is fairly high and sure. If distant, will need help on transportation. Might furnish other men. Write or wire MUSICIAN, care of A. Bloom, Wray, Colo.

TRUMPET—EXPERIENCED, PREFER WEEK stands. Write particulars. F. BELL, 806 Howard Ave., Altoona, Pa.

TRUMPET, HOT OR SWEET, READ, EXPERIENCED, double Piano, String Bass, Sing. Desire summer location. Age 19. State proposition fully. MUSICIAN, 3840 Garretson Ave., Sioux City, Ia.

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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.

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.

AMPLIFYING TENOR GUITAR doubling Banjo. Read, fake, rhythm. Experience, union, neat, dependable. State all first letter. MUSICIAN, 1308 W. Florida St., Springfield, Mo.

FIRST TRUMPET—Cut or else; experienced all lines. Wire or write, state all. BOX C-10, Billboard, Cincinnati, O.

MUSICAL DIRECTOR-LEADER for vaudeville, units, musicals, productions. References, modern, age 32. Former pit director for Loew, etc. SANDY KURTZ, 451 Kingston Ave., Brooklyn, N. Y.

ORCHESTRA MUSICIAN and Music School Teacher desires position or substitute work on West Coast on salary basis. I Play, Teach Violin, Guitar, Banjo, Chicago graduate. Experienced all lines, reliable, young, congenial. VIOLINIST, 1404 N. Raynor Ave., Joliet, Ill.

STRONG TRUMPET for circus and able to direct band like to hear from good circus leader or manager. Consider municipal band. Have good reputation for solo work and dance. Write GARMINE PETRARCA, Trumpet, 111 Fox St., Hot Springs, Ark.

TROMBONE—Thoroughly experienced, beautiful tone, range up to high F, absolutely modern and will cut everything, double Violin. Only first-class offers considered. G. S., 206 E. Spruce St., Sault Ste. Marie, Mich.

TROMBONIST, age 22, union, tone, range, experienced. Will stay, rehearse, work hard. Congenial; no booze, sweet or hot; must pay off. Don't misrepresent. Hams, lay off. State all. DUSTY RHODES, 808 Jones St., Hollidaysburg, Pa.

TROMBONIST, Band Instructor, Arranger, wants connection with good organization. Twenty years' experience. Sober, reliable, references. ROBERT VAN SICKLE, La Belle, Mo.

AT LIBERTY PARKS AND FAIRS

BALLOONISTS—BOYS AND girls schooled by old heads. Book early. THOMPSON BROS.' BALLOON CO., Aurora, Ill. Established 1903.

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind.

BALLOON ASCENSIONS—NOW BOOKING parks, fairs and celebrations. Boy and girl Parachute Jumpers. Trapeze performance in mid-air. Write or wire JACKSONVILLE BALLOON CO., Jacksonville, Ill.

DOUBLE TIGHT WIRE—LADY, SLACK WIRE, Rolling Globe. Gent, Juggler, Magician. As good as the best. Write for prices and literature. THE CHRISTYS, Keokuk, Ia.

GIBSON'S HIGH-DIVING CAT AND DOGS—Near 50 ft., Tight Wire Performing Cats and Dogs, Comedy, one Dog performing on Wire Blindfolded. Bozo, the Educated Dog. Act goes big. Fairs, parks and celebrations. GIBSON & GIBSON, Carthage, Ind.

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SOUND SYSTEM SERVICE—MICROPHONE, Phonograph, radio; motor-generator equipped 1 1/2-ton, 131-inch panel truck. Four complete systems, high fidelity amplifiers, velocity microphones, eleven horns, 100 audio watts output; capable reaching 50,000 people, inside or outside audience. Reasonable rates for dependable contract. R. D. WAGNER, 1909 N. Capitol, Washington, D. C.

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.

FOR ANIMAL AND BIRD Acts, Circus Acts. You get the best at the PAMAHASIKA STUDIO, 515 W. Erie Ave., Philadelphia, Pa. Tel. SAGmore 5536.

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.

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST—READ, FAKE, TRANSPose, all essentials. BOX C-7, Billboard, Cincinnati, O.

RELIABLE PIANIST—VAUDEVILLE, DANCE, standard, fake, transpose, read anything. A. J. MARSHALL, General Delivery, Savannah, Ga.

RHYTHM PIANIST DESIRES CHANGE—TAKE-off, young. PIANIST, 545 So. McDonough St., Montgomery, Ala.

YOUNG MAN, PROFESSIONAL PIANIST, wishes reliable opening. RAYMOND DEMPSEY, Franklinville, N. Y.

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AT LIBERTY—Piano Player. Read, fake, can arrange specials and compose, sober and reliable. RICHARD RIQUE, Doon, Ia.

MODERN PIANIST, 26, experienced dance orchestra, vaude, rep. Also A-1 m. c. Height 5 ft. 9 in., weight 148, tuxedo and wardrobe. Go anywhere; double stage. Can furnish girl singer and dancer; both A-1. At liberty March 18. CHET SPRINGER, 1727 Horton, S. E., Grand Rapids, Mich.

PIANIST—Experienced unit, club, dance, tent rep. Car, go anywhere. Leader tent dramatic in South past season. PIANIST, 536 Lincoln Street, Hazleton, Pa.

PIANO PLAYER—Wide experience dance orchestra, vaudeville, night club. Read, fake, transpose, play Organ. ELIZABETH NUSLY, 14408 Detroit Ave., Cleveland, O.

AT LIBERTY SINGERS

WOMAN SINGER—Voice, personality. Pops and semi-classical. Unit, orchestra, vaude, hotels. Anything, anywhere. Sure hit. BOX 629, Billboard, 1564 Broadway, New York.

AT LIBERTY VAUDEVILLE ARTISTS

BLACK-FACE COMEDIAN—Can play Guitar, Violin, Accordion, also Sing and Dance. Write or wire GRANT LEEDY, care Ivles Camp, Corpus Christi, Tex.

PAMAHASIKA'S BIRD CIRCUS, the original and greatest in the world. The act that makes everybody talk. Don't overlook the Famous Pamahasika's Real Acting Birds. GEO. E. ROBERTS, Manager, Pamahasika's Studio, 515 West Erie Ave., Philadelphia, Pa. Telephone, SAGmore 5536.

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PUNCH AND JUDY, talented and refined, de luxe setup. A complete entertainment in itself for juveniles and adults alike. CALVERT, care Billboard, 1564 Broadway, New York.

YOUNG COMEDIAN—Available for rep. or vaudeville, night clubs, etc. Sing, Dance and Novelty Numbers. Also play Drums. Can drive truck. Boss Canvasman. Write, wire HARRY I. DIXON, 716 W. Madison St., Marshalltown, Ia.

At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

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RISLEY TOP MOUNTER would like connection with an established act. Shoulder Routines, Fast Ground Tumbling. Experienced, single, dependable. Age nineteen, 5 ft. 4 in., weight 118. Address OMAR STONE, 500 W. Broadway, San Diego, Calif.

AT LIBERTY AGENTS AND MANAGERS

AGENT—SOBER, RELIABLE, HAVE CAR. Theatre or tent. Litho, tack, post. Salary and percentage. Go anywhere, now or later. State facts and best proposition. H. B. CASEY, 706 West Center St., Milwaukee, Wis.

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AT LIBERTY BANDS AND ORCHESTRAS

JIMMIE REYNOLDS, 9-PIECE W-I-N-D-RADIO Orchestra, available for steady summer engagement. To hear orchestra see radio guide. 14 West 19th St., Chicago Heights, Ill.

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AT CASTLE FARM on WLW and Indiana Roof, Indianapolis, Don Pablo & Orchestra, featuring Lynn Blue, were held over. Available March 23d. Now playing Colonial Club, Evansville, Ind. Write or wire, stating your proposition fully. Amplifying system, colorful uniforms. Something different, not just another band.

AT LIBERTY—Good swing 6-piece non-union dance orchestra, featuring a mighty sweet Sax Trio. Organized 3 years. Two vocalists, 2 arrangers. Write FREDDIE BAKER, Arcade Night Club, 312 E. Main St., Ottumwa, Ia.

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.

EIGHT-PIECE NOVELTY BAND at liberty for night club or location. Have sound system, wardrobe, up-to-date library, a fine group of musicians and entertainers. Reliable managers or bookers write. HARRY COLLINS, Grand Island, Neb.

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.

THE COLLEGIANS—Louisiana's finest dance orchestra; Full instrumentation, 14 sober young men, directed by experienced violinist, who is conservatory graduate with master training. Finest references. Available June 1st for hotel or club. Write or wire RALPH R. POTTLE, Head Music Dept., Southeastern Louisiana College, Hammond, La.

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 BILLPOSTERS

AT LIBERTY—Billposter. 20 years' experience; road or plant. Wire or write A. C. NICHOLSON, R. R. No. 1, Box 299, Bartlesville, Okla.

AT LIBERTY CIRCUS AND CARNIVAL

PRIDE FOREMAN DESIRES position, capable of handling Eli Wheel, duplex or single; Tilt-a-Whirl or Loop-O-Plane. Will work salary or percentage. Address WHEELMAN, 314 No. Baum St., Saginaw, Mich.

ALL AROUND WILD WEST PERFORMER—Have good outfit. Two horses, saddles. Play Trumpet. WILDCAT DRAEGER, 3769 N. Port Washington Road, Milwaukee, Wis.

MAGICIAN OPEN FOR SIDE SHOW—AGE 21, height 5 ft. 5 in. No booze or chasing. Manipulative style. State best offer; salary must be sure. EDWIN BURCHELL, Fairmount Street, Randolph, Mass.

PRODUCING CLOWN, HIGH STILTS, GROUND, No. 1 Sign Painter. DRESSL, THE TALL CLOWN, Liberty, Tex.

THE WILSONS—LILLIAN DOES TWO AERIAL Acts, Iron Jaw, Ladder, also work our own Spitz Dog Act in big show. G. E. and Son have first-class Pit Show, all new, wish to book on same show. We carry all our own equipment and furnish everything. What's your best proposition? Answer G. E. WILSON, care Billboard, Cincinnati.

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BEAUTIFUL, CLEAN, Best Trained Ponies, Dogs, Monkeys, Birds. Here's what you want and you will get the best at PAMAHASIKA'S STUDIO, 515 W. Erie Ave., Philadelphia, Pa. Wire, write or telephone SAGmore 5536. Do it now!

FIRST-CLASS BAR PERFORMER wishes to join any Standard Bar Act that is working. Straight or Comedy; High or Low Bars. Sober and reliable. Will accept any reasonable offer. LOUIS OCZVIRK, 921 N. 10th St., Milwaukee, Wis.

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.

PAMAHASIKA'S STUDIO, 515 W. Erie Ave., or telephone SAGmore 5536 for your needs. You will get the best. Do it now!

RAJAS DUO—Revolving Ladder, Swinging Ladder, Loop Finish with Muscle Grind. Open for circus for coming season. Good acts. Address Gibsonton, Fla.

AT LIBERTY DRAMATIC ARTISTS

DAVID RIGGAN—GENERAL

al business, as cast, specialties, double Piano. All essentials. Join at once. General Delivery, Iowa City, Ia.

AT LIBERTY—SIROS AND COMPANY. Complete show of Mystic Thrills and Chills. Open for all propositions. Wire or write. 502 Capital, Houston, Tex.

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AT LIBERTY—Team. Characters, General Business. Single and Double Singing and Talking Specialties. Piano and Drums. Use Guitar and Banjo for double songs. Man: Age 45, 5 ft. 6, weight 130. Woman: Age 39, 5 ft. 5, weight 120. Good wardrobe, sober, reliable. Have car. W. LEROY, General Delivery, Palestine, Ill.

AT LIBERTY—Producing Comic, script or revues, tab tent. W. BOWKER, Palm Hotel, Valdosta, Ga.

AT LIBERTY MAGICIANS

MINDREADING, Crystal Gazing, feature attraction for any kind of show. Age 40, height six feet. State salary. 50-50 on private readings. PRINCE YOSE, Box 22, Peoria, Ill.

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AT LIBERTY MISCELLANEOUS

AT LIBERTY for the coming season—A-1 Lecturer, make day pitches and do straight in acts and bits. Fully experienced med. man, fluent talker, good dresser and neat appearance. Sober and reliable, age 42, 5 ft. 11 in., 170 lbs. Moderate salary for long engagement. Reliable managers only. Address L. W. DAVIES, General Delivery, Ozona, Tex., weeks March 16 and 23.

AT LIBERTY—Real Med. Lecturer. Neat, sober, reliable, have car, or split with parties that play own music and car. Have trailer platform outfit complete. Cheek Williams answer. DOC HOLT, General Delivery, Memphis, Tenn.

PAMAHASIKA'S STUDIO, 515 W. Erie Ave., Philadelphia, Pa. Tel. SAGmore 5536. We will gladly furnish your needs.

ROUTES

(Continued from page 31)

Valaida (Grand Terrace) Chi, nc.
Valencia, Magda (Club Gaucno) New York, nc.
Valley, Vivian (Club Normandie) NYC, nc.
Van Loon, Willem (Chez Josephine Baker) NYC, nc.
Van Vera (New Yorker) NYC, h.
Van's, Jack G., Mixed Nuts (Strand) Crawfordville, Ind., 18-19; (Crump) Columbus 20-21; (Ritz) Berwyn, Ill., 22, t.
Velas, Ester (Roosevelt) NYC, h.
Veloz & Yolanda (Ambassador) Los Angeles, h.
Vermonte, Claire (Commodore) NYC, h.
Verne, Miriam (Earle) Phila 16-19, t.
Verneille & Donaldson (Versailles) NYC, re.
Vernon, Evelyn & James (Statler) Buffalo, h.
Vernon, Wally (Colosimo's) Chi, nc.
Vestoff, Floria (Broadway Room) NYC, nc.
Villano & Lorna (Paradise Club) Rochester, N. Y., nc.
Vincent, Romo (Lookout House) Covington, Ky., nc.
Vinegra, Fermin (El Toreador) NYC, nc.
Vox & Walters (State-Lake) Chi, t.

Wages, Johnnie (Mansion) Youngstown, O., nc.
Wahl, Walter Dare (Dorchester Hotel) London 1-31, nc.
Wakefield, Oliver (Waldorf-Astoria) NYC, h.
Walders, Darlene (Savoy Hotel) London 16-29, nc.
Waldron, Jack (Hollywood) NYC, re.
Walker, Buddy (Club Sharon) NYC, nc.
Walker, Kirby (Hickory House) NYC, nc.
Waller, Fats, & Orch. (Century) Baltimore 16-19, t.
Walsh, Clara Bell (Ambassador) NYC, nc.
Walsh, Sammy (Hollywood) NYC, nc.
Wamby, Donna (Mansion) Youngstown, O., nc.
Ward, Aida (Kit Kat Club) NYC, nc.
Ward & Aryan (Schiefe Latern) Vienna, Austria, 1-31, t.

Ward, Helene (Italian Garden) Pittsburgh, nc.
Ward & Milford (Hipp.) Toronto 16-19, t.
Waring, Fred, Pennsylvanians (Paramount) NYC 16-19, t.
Watson, Hot Foot (Ubangi) NYC, nc.
Wayne, Carlyle (Orph.) Waco, Tex., t.
Wayne, Clifford, Six (Orph.) Waco, Tex., t.
Weaver, Gloria & Jeanette (Paradise) NYC, re.

Webb, Nella (Normandie) New York, nc.
Webster, Hazel (Number One Bar) NYC, nc.
Weekes, Alice Delano (Chez Josephine Baker) NYC, nc.

Wells, Dickie (Ubangi) NYC, nc.
Wells & Powell (Ritz) Muskogee, Okla., 18-19, t.

Wences (State) Norfolk, Va., 16-19, t.
Weslee, Howard, Co. (Oriental) Chi, t.
Weylin Knightsclub (Weylin) New York, h.
Withers, Jane (Marbro) Chi, t.

Whalen's, Jimmie, Streamline Steppers, (Happy's) Glendale, L. I., N. Y., nc.
White, Al (Town Casino) Phila, nc.
White, Ann (Man About Town Club) NYC, nc.
White, Jack (Broadway Room) NYC, nc.
White, Jerri (Dizzy Club) NYC, nc.
White, Paul (Connie's Inn) New York, nc.
White, Teddy (Normandie) New York, nc.
Whitman, Flo (Gay 90s) Chi, nc.

Wicke, Gus (Gay Nineties) NYC, nc.
Wiere Bros., Three (Earle) Washington, D. C., 16-19, t.

Williams, Dorothy (Jack Dempsey's) NYC, re.
Williams, Dortha & Chic (Jackhammer Club) Indio, Calif., nc.
Williams, Jerry (Man About Town Club) New York, nc.

William, Robert (London Casino) London, nc.
Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc.

Winehill, Cliff (Hi-Hat Club) Chi, nc.
Witt, Bob (Grand) St. Louis, t.
Wonder Girls, Five (Riverside) Milwaukee, t.
Wong, Joe & Kinu (Grand) St. Louis, t.
Woods & Bray (Syracuse) Syracuse, N. Y., h.
Woods, Johnny (Biltmore) NYC, h.
Wright, Charlie (Hotel Weylin) NYC, h.
Wynn, Natalie (Club Deauville) NYC, nc.
Wynton, Victoria (Dizzy Club) NYC, nc.

Yost's Varsity Eight (Pennsylvania) NYC, h.
Young & Webb (Radio) St. Paul 21-22, t.

Zudella (Subway Grill) Detroit, nc.

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

Abbott, Vince: (Club HiMac) Chi, nc.
Abrams, Al: (Arena Bar) Miami, Fla., c.
Adams, Johnny: (Greyhound Lines) Dayton, O., re.
Adams, Sugar: (Cotton Club) Cleveland, Miss., h.
Adcock, Jack: (Yorktown Tav.) Elkins Park, Pa., nc.
Allen, Dick: (Moulin Rouge) Tampa, Fla., nc.
Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc.
Andaloro, Russ: (Jermyn) Scranton, Pa., h.
Antobal: (Stork) New York, nc.
Armstrong, Louis: (Met.) Boston, t.
Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc.
Ashman, Eddie: (Sharon) New York, nc.
Aven, Al: (Greyhound) New York, h.

Badger, Harwood: (Miller's) Marion, Ind., re.
Barnett, Jimmy: (Miller) Paulina, Ia., 18; (Arkota) Sioux Falls, S. D., 19; (Olson) Bertha, Neb., 20; (Glovera) Grand Rapids, Neb., 21-22; (Clinton) Broken Bow, Neb., 23; (Shull) Simpson, Kan., 24, b.
Barron, Blue: (Paradise) Rochester, N. Y., re.
Bartal, Jenio: (Ambassador) New York, h.
Barron, Duke: (Wagon Wheel) Nashville, nc.
Eatkin, Alex: (St. Moritz) New York, h.
Becker, Bubbles: (Sir Walter) Raleigh, N. C., h.
Berge, Jack: (Astor) New York, h.
Bergere, Maximilian: (Biltmore) Miami, Fla., h.
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
Bestor, Don: (Mt. Royal) Montreal, h.
Biagini, Hank: (Graystone) Detroit, b.
Black, Art: (Yacht Club) Detroit, nc.
Black, Bob: (Pere Marquette) Peoria, Ill., h.

Botta, Charlie: (Club S-X) Chicago, nc.
Brandwynne, Nat: (Stork) New York, nc.
Breese, Louis: (Weynn) New York, h.
Breinholt, Verdie: (Rainbow) Salt Lake City, b.
Bring, Lou: (House of Morgan) New York, nc.
Brito, Alfredo: (Versailles) New York, cb.
Brooks, Billy: (Hill Top Club) San Antonio, Tex., nc.
Buccaneers: (George Vanderbilt) Asheville, N. C., h.
Burkhardt, Johnny: (Brown Pal.) Denver, h.
Busse, Henry: (Chez Parea) Chicago, nc.

Caceres, Emilio: (Villa D) Detroit, nc.
California Collegians: (Pennsylvania) NYC, h.
Calloway, Cab: (Pal.) Cleveland, t.
Candulla, Joel: (Hollywood) Miami, Fla., cc.
Carlson, Merle: (Rainbow) Denver, b.
Carper, Don: (Old Country Club) Phoenix, Ariz., cc.
Carlton, Duke: (Club Nightingale) Wausau, Wis., nc.
Castle, Jay: (Thomas Jefferson) Birmingham, Ala., h.
Christie, Geo.: (Club Silhouette) Chicago, nc.
Clifton, Don: (Southern Club) El Centro, Calif., nc.
Coakley, Tom: (St. Francis) San Francisco, h.
Codelban, Cornelius: (St. Regis) New York, h.
Cole, Eddie: (Panama Cafe) Chi, nc.
Coleman, Emil: (St. Regis) New York, h.
Collins, Harry: (Gladstone) Casper, Wyo., h.
Continental Gypsies: (L'Aiglon) Chicago, c.
Conrad, Judy: (Tower) Kansas City, t.
Cornelius, Paul: (Club Joy) Lexington, Ky., nc.
Courtney, Del: (Bal Tabarin) San Francisco, nc.
Covert, Mike: (Seneca) Rochester, h.
Crawford, Jack: (Ringside Club) Ft. Worth, Tex., nc.
Crosby, Bob: (New Yorker) NYC, h.
Cross, Maury: (Mayfair Casino) Cleveland, nc.
Cugat, Xavier: (Stanley) Pittsburgh, t.
Cummins, Bernie: (Edgewater) Chi, h.

Dailey, Frank: (Meadowbrook) Cedar Grove, N. J., nc.
Damar: (Madeleine) New York, nc.
Dantzig, Eli: (St. George) Brooklyn, h.
Danz, Eddie: (Larus's) NYC, re.
DeBabary, Joska: (Biltmore) NYC, h.
De Torre, Emile: (El Chico) NYC, nc.
Delbridge, Del: (Webster Hall) Detroit, nc.
Delman, Cy: (Whitehall) Palm Beach, Fla.
Denny, Jack: (French Casino) New York, cb.
Dibert, Sammy: (Penthouse) Detroit, nc.
Diekman, Harry: (Casa Madrid) Louisville, nc.
Dictators, The: (885 Club) Chicago, nc.
Dolen, Bernie: (Vanderbilt and Sherry-Netherland) NYC, h.
Donahue, Al: (Bermudiana) Bermuda, h.
Dorsey, Jimmy: (Palomar) Los Angeles, nc.
Doyle, Eddie: (Agnes) Chi, b.
Doyle, Frank: (Gleam) San Antonio, Tex., nc.
Drummond, Jack: (Club Loftus) Albany, N. Y., nc.

Dubrow, Art: (Chop House) Hartford, Conn., nc.
Dugoll, Benny: (Cormaine) Niles Center, Ill., c.

Emerson, Mel: (Ten Eyck) Albany, N. Y., h.
Engles, Charles: (Marquette Club) Chi, nc.
Ernie, Val: (Maxim's) New York, h.

Farmer, Willie: (Leon and Eddie's) New York, nc.
Fenton, Ray: (Farther's Grove) Union, N. J., re.
Fields, Shep: (Ambassador) Los Angeles, h.
Fiddler, Max: (Towne Club) Pittsburgh, nc.
Finch, Freddie: (Club Paramount) La Salle, Ill., nc.
Finn, Lee: (Avalon) Chi, b.
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, Sammy: (Tuite & Dean's) Chi, c.
Freitas, Hawaiians: (Thelma Todd's) Santa Monica, Calif., re.
Fulcher, Charlie: (Club Casine) Greenville, Miss., nc.
Funk, Wash: (444 Club) Cincinnati, nc.
Furry, Wendell: (Showboat) Jacksonville, Fla., nc.

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, Henry: (Guyon's Paradise) Chi, b.
Gilberto, Don: (Toreador) New York, nc.
Gill, Emerson: (French Casino) Miami, Fla., nc.
Giffin, Irving: (Pierre) New York, h.
Golden, Neil: (Queens-Terrace) Woodside, L. I., N. Y., cb.
Gordan, Gray: (Oriole Terrace) Detroit, nc.
Gotthelf, Manfred: (Monte Cristo) Chicago, r.
Graham, Eddie: (Nut Club) New York, nc.
Grant, Bob: (Beach & Tennis Club) Miami Beach, nc.
Grant, Douglas: (Comeau's) Haverhill, Mass., cc.
Gray, Charlie: (Blakeland Inn) Denver, nc.
Greer, Bobby: (Noble) Blytheville, Ark., nc.
Grier, Jimmy: (Biltmore) Los Angeles, 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.
Hamp, Johnny: (Peabody) Memphis, Tenn., h.
Hampton, Jack: (National Roof) Peoria, h.
Hanson, Earl Barr: (Miami Biltmore) Miami, Fla., h.
Hargraves, Bobby: (Kit Kat Club) NYC, nc.
Hartley, Hal: (Fairmount) Hull, Que., Can., cc.
Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Phil: (Netherland Plaza) Cincinnati, h.
Harris, Ray: (Uptown Gardens) Marion, Ind., re.
Hawkins, Jess: (Merry Gardens) Chicago, b.
Haymes, Frank: (Roseland) NYC, b.
Haynes, Frank: (Congress) New York, cb.
Henderson, Fletcher: (Grand Terrace) Chicago, nc.
Herbeck, Ray: (Multomah) Portland, Ore., h.

Herman, Dave: (Jack Dempsey's) New York, re.
Hess, Edith: (McCleans) Pensauken, N. J., nc.
Hessberger, George: (Old Heidelberg) Milwaukee, re.
Hill, Harry: (Inglaterra) 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.
Hulwi, Bill: (620 Club) Minneapolis, nc.
Hummel Family: (Stouton Beach) Slippery Rock, Pa., b.
Huntley, Lloyd: (Statler) Buffalo, h.
Hylton, Jack: (Drake) Chicago, h.

Janis, Freddie: (Parody Club) Chicago, nc.
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: (America) Cheyenne, Wyo., t.

Kane, Allan: (Brevoort) Chicago, h.
Kay, Herbie: (Coliseum) Des Moines, Ia., 23-28.
Kavelin, Al: (Blackstone) Chicago, h.
Kaye, Sammy: (Cabin Club) Cleveland, nc.
Keller, Jack: (Westchester Biltmore) Rye, N. Y., cc.
Kerwin, Gene: (After the Show Club) Chicago, nc.
King, Henry: (Plaza) NYC, h.
King, Ted: (Ohio) Youngstown, O., h.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Klein, Jules: (Statler) Detroit, h.
Knapp, Orville: (Waldorf) NYC, h.
Korbin, Van: (Madison Casino) Chicago, c.
Krauss, Eddie: (Via Lago) Chi, nc.
Krumin, Costya: (Russian Bear) New York, re.
Kuhn, Lee: (Cedar Shore) Sayville, L. I., N. Y., h.
Kyser, Kay: (William Penn) Pittsburgh, h.

La Marr, Frank: (Arcadia) NYC, b.
LaPorte, Joe: (Lombardy) New York, h.
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
Lamb, Drexel: (Club Lido) Jackson, Mich., nc.
Lang, Syd: (Hi-Hat Club) Chi, nc.
Lane, Eddie: (Governor Clinton) New York, h.
LaPorte, Manny: (Manna-bar) Ardmore, Pa.
La Salle, Frank: (Wivel) New York, nc.
LeVoy, Rollie: (Rollie's) Berlin, N. H., nc.
Leafer, Allan: (The Farm) White Plains, N. Y., ro.
LeBrun, Duke: (La Salle) South Bend, Ind., h.
LeRoy, Howard: (Shawnee) Springfield, O., h.
Lee, Alan: (Edison) New York, h.
Lee, Larry: (Beverly-Wilshire) Beverly Hills, Calif., h.
Lehmas, Al: (Pershing) Chi, b.
Lehrer, Ivan: (885 Club) Chicago, nc.
Leipold, Arnie: (Paradise Showboat) Troy, N. Y., nc.
Levant, Phil: (Bismarck) Chicago, b.
Lewis, Ted: (Morrison) Chi, h.
Liddell, Fritz: (Robt. E. Lee) Winston-Salem, N. C., h.
Light, Enoch: (McAlpin) New York, h.
Lindeman, Udo: (Gloria Palast) New York, cb.
Lishon, Henri: (Royale Frolics) Chi, nc.
Little, Little Jack: (Lowry) St. Paul, Minn., h.
Lombardo, Guy: (Roosevelt) New York, h.
Lopez, Antonio: (Tampa Terrace) Tampa, Fla., h.
Lopez, Vincent: (Ambassador) New York, h.
Lossez, Billy: (Arcadia Int'l House) Phila, nc.
Lube, Jacques: (Princess) Bermuda, h.
Lyman, Abe: (Hollywood) New York, cb.
Lyon, Bob: (Commodore) Vancouver, B. C., Can., cb.

McCarn, Grace: (Chinese T Gardens) Detroit, re.
McCoy, Clyde: (Roseland) NYC, b.
McKenzie, Red: (Famous Door) NYC, nc.
Mack, Austin: (Harry's N. Y. Cabaret) Chicago, c.
Maitland, Johnny: (Gibson) Cincinnati, h.
Mann, Milton: (Village Barn) New York, nc.
Mannone, Wingy: (Hickory House) NYC, nc.
Manuti, Al: (Man About Town) New York, re.
Maples, Nelson: (Ye Olde Tavern) Fort Wayne, Ind., nc.
Marsico, Al: (Club Mirador) Homestead, Pa., nc.
Martel, Gus: (Stork) New York, nc.
Martell, Paul: (Arcadia) New York, b.
Martin, Bill: (Ottumwa) Ottumwa, Ia., t.
Martin, Freddie: (Aragon) Chi, b.
Marshall, Bill: (Ponce de Leon) St. Augustine, Fla., h.
Masters, Frankie: (Roosevelt) New Orleans, h.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Meadow, Frank: (Barrel of Fun) New York, nc.
Méo, Jimmy: (Royale-Frolics) Chicago, nc.
Meroff, Benny: (Olmos Club) San Antonio, Tex., nc.
Messner, Dick: (Park Central) NYC, h.
Meyers, Jack: (Club New Yorker) New York, nc.
Middleman, Herman: (Nixon) Pittsburgh, c.
Miller, Russ: (Edgewood) Treton, N. J.
Miller, Walter: (Breakers) Palm Beach, Fla., h.
Mills, Jay: (Delmonico's) NYC, nc.
Mohr, Bob: (Deauville Club) Santa Monica, Calif., cc.
Monroe, Jerry: (Varsity Casino) New York City, nc.
Mooney, Art: (Oasis) Detroit, nc.
Morgan, Russ: (Biltmore) NYC, h.
Moser, Jinks: (Sheraton) High Point, N. C., h.
Moyer, Ken: (Lido) Tulsa, Okla., b.
Mulligan, Norvey: (Cocoon Grove) Minneapolis, nc.
Murphy, Dick: (Columbus) Miami, h.
Myers, Stan: (Trianon) Chi, b.

Nagel, Harold: (Rainbow Room) New York, nc.
Navarre, Ted: (Rosejand) Brooklyn, N. Y., br.
Naylor, Oliver: (Anchorage) Phila, re.
Nelson, Howard: (Dempsey) Macon, Ga., h.
Nelson, Ozzie: (Lexington) New York, h.
Newman, Ruby: (Rainbow Grill) Rockefeller Center, N. Y., nc.
Niebauer, Eddie: (Casino Moderne) Chicago, nc.
Noble, Roy: (Rainbow Room) New York, nc.
Norris, Joe: (Eastern Star) Detroit, nc.
Norvo, Red: (Dempsey's) NYC, re.

Ohman, Frank V.: (Million-\$ Pier) Miami, Fla., nc.
Olson, Walter: (New Julius) Gardenville, N. Y., re.
Oliver, Eddie: (Reno) Reno, Nev., cc.
Oliver, Florello: (Anna Held's) New York, re.
Olsen, George: (College Inn) Chicago, nc.
Osborne, Will: (Blackhawk) Chicago, 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.
Parry, Red: (Terrace Gardens) Fremont, O., nc.
Paul, Eddie: (Columbia) Cleveland, b.
Pearce, Red: (Jeff Davis) Tupelo, Miss., h.
Pearry, Bob: (Graemere) Chi, h.
Pendarvis, Paul: (Pal.) San Francisco, h.
Pender, Val: (Antoine Club) San Francisco, nc.
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.

Rabucci, Paul: (El Morocco) New York, nc.
Rainbow Ramblers: (Roma) Haverhill, Mass., re.
Ramos, Ramon: (Forge Club) Miami, nc.
Randal, Jay: (Palm Island Casino) Miami, Fla.
Ravel, Arthur: (Oldenbach's) Rochester, N. Y., nc.
Raymond, Richard: (Kit Kat) New York, nc.
Raeburn, Boyd: (Muehlebach) Kansas City, h.
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: (Rössmer) Boston, Mass., h.
Rodriguez, Jose: (LaRue's) New York, nc.
Rodrigo, Nano: (El Morocco) New York, h.
Rogers, Buddy: (Earle) Phila, t.
Romer, Bill: (Rio) Helena, Mont., 19-20; (Bluebird) Anaconda, Mont., 21; (Paramount) Idaho Falls, Ida., 22; (Ellen) Bozeman, Mont., 23; (Babcock) Billings, Mont., 25, t.
Rosen, Tommy: (Wisteria Garden) Atlanta, Ga., c.
Rosenthal, Harry: (LaRue's) New York, re.
Ross, Bob: (Montclair) NYC, h.
Roth, Eddie: (Club Alabama) Chicago, nc.
Rubini, Jan: (Palm Island Casino) Palm Island, Fla.
Russell, Jack: (Melody Mill) Chicago, b.

Sabin, Paul: (Town Casino) Miami, Fla., nc.
Sachs, Coleman: (Club Rex) Birmingham, Ala., nc.
Sales, Lew: (Club Minuet) Chicago, nc.
Sand, Carl: (Chateau) Chicago, b.
Sandusky, Bob: (Clovis) Clovis, N. M., h.
Schneider, Sol: (Old Rumanian) New York, re.
Scholl, Jack: (Coronado) St. Louis, h.
Schreiber, Carl: (Oriental Gardens) Chicago, c.
Schulman, Julius: (Veney Park) St. Petersburg, Fla., h.
Scoggin, Chic: (Jefferson) St. Louis, h.
Seizer, Irving: (Dixie) New York, h.
Shannon, Richard: (Ritz) Muskogee, Okla., t.
Simmonds, Arlie: (Claridge) St. Louis, 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.
Solar, Phil: (Bath Club) Miami, cc.
Sorey, Vincent: (Rene) New York, nc.
South, Eddie: (885 Club) Chi, nc.
Spaeth, Karl: (Marco's Grill) Detroit, nc.
Stanley, Al: (Chateau Lido) Daytona Beach, Fla.
Sterney, George: (Plaza) New York, h.
Stock, Bert: (Book-Cadillac) Detroit, h.
Stone, Al: (Leghorn Farms) Trenton, N. J., ro.
Stutland, Steve: (Silver Cloud) Chi, nc.
Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.

Talbot, Larry: (Kit Kat) New York, nc.
Terry, Ron: (St. Moritz) New York, h.
Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
Tinsley, Bob: (Colosimo's) Chicago, nc.
Tompkins, Tommy: (Lookout House) Cincinnati, nc.
Topps, Al: (Nut House) Chicago, nc.
Toimey, Bob: (Casa Loma) South Bend, Ind., nc.
Travers, Vincent: (French Casino) NYC, nc.
Tremaine, Paul: (Gloria Palast) New York, cb.
Turner, Al: (Bachelor's Club) Pittsburgh, nc.
Turner, Jimmie: (Showboat) St. Louis, nc.

Valjo, Eddie: (Don Ce Sar) St. Petersburg, Fla., h.
Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.
Vargas, E.: (Hollywood) Hollywood, Fla., nc.
Velas, Esther: (Roosevelt) New York, h.
Versatillans: (Carter) Cleveland, h.

Wagner, Buddy: (Ira's) Miami, Fla., nc.
Waller, Fats: (Century) Baltimore, t.
Waring, Fred: (Paramount) NYC, t.
Watts, Kenny: (Dicky Wells) Harlem, New York, nc.
Weeks, Ranny: (Cocoon Grove) Boston, re.
Weems, Ted: (Palmer House) Chicago, h.
Welk, Lawrence: (Andrews) York, Neb., 18; (McNabb) Carroll, Ia., 20; (Chermot) Omaha 21; (Hollyhook) Hatfield, Minn., 22; (Steele) Miller, S. D., 24, b.

(See ROUTES on page 76)



FROM reports reaching us from all branches of the outdoor amusement industry, as well as from commercial houses catering to these fields, only a hard-headed skeptic could not be convinced that the season of 1936, with a decent break from the weather man, is destined to be not only good but a season that will well measure up to the really healthy ones prior to the "last windstorm," if you know what we mean.

The fever for spending money on new products, modernizing and improving, replacing of worn items, painting, etc., with parks, fairs, circuses, carnivals and other forms of amusement is doubtlessly greater today than it has been for some time, and such would not be the case if amusement purveyors were not convinced that the road is clear for a prosperous year, nothing unforeseen of course preventing.

THE members of the circus profession, and for that matter all outdoor showfolks, owe a debt of gratitude to James Gunn, of Detroit, for the manner in which he defended the circus form of amusement and the people engaged in it when, in Bridgeport, Conn., recently, he faced a man who, before a crowd of people, made remarks reflecting upon the circus and its troupers. The defense was described in a letter from Thomas M. Belasky, which appeared in The Forum of March 7. The words were so beautiful, true and well deserved that we are reprinting part of the defense herewith, and especially for the benefit of those showfolk who might not have seen the published letter:

"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 rich, poor, educated and uneducated.

"Never has the circus 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 talents with the sick, needy, crippled and orphans; they are always willing to help bring a smile to the less fortunate."

A HOUSTON (Tex.) unit of the Federal Theatrical Project has been opened at 402 Buffalo drive. We say this for the benefit of those who are qualified for this work and might have been overlooked by the unit. It is a fact that not many of the show fraternity when registering on relief rolls stated their true occupation. Instead, they registered as mechanics, etc., and this makes it difficult to round them up for the stage work they should be doing.

THERE is a rumor going around that the reason Cole Bros.-Clyde Beatty Circus obtained the Stadium in Chicago for its season's opening is that a deal was made between the management of that show and S. W. Gumpertz whereby the Cole show is to pay a percentage of its Stadium receipts to the Ringling interests. It was also said by some circus men that even if the Cole show pays the Ringlings a percentage it will

net from its Stadium engagement more than it would from an engagement at the Coliseum (where it appeared last year), as the Stadium has nearly three times the seating capacity of the Coliseum, is a modern building, has a better location and has become well known in the last two years thru the hockey games and many sports events held there.

There is absolutely nothing to the percentage rumor, take it from Roland Butler, general press representative of the Ringling interests. "I'll positively guarantee there's no such arrangement between Cole and Ringling shows," says Roland. "Ringling will get no percentage whatsoever."

So that's that.

Fulton Mills Busy

ST. LOUIS, March 14.—According to Milford H. Smith, in charge of the show-tent department, the Fulton Bag and Cotton Mills is manufacturing a complete set of tents for the Sells-Sterling Circus, also tents for Hennies Bros. Shows, Foley & Burk Shows, Royal American Shows, Kuhn Bros. Circus, Wallace Bros. Shows, Byers Bros. Shows, Beckmann & Gerety Shows, Dee Lang Famous Shows, Gooding Greater Shows, C. E. Pearson Shows and Walter's Comedians.

Smith states that the outlook for the coming season, judging by the advance orders, is exceedingly bright.

Great Olympic Shows

MEMPHIS, Tenn., March 14. — After many weeks of working one, two and three days on the different attractions the bad weather finally broke and with the return of the manager and owner, Curley Spheeris, from Northern points with satisfactory bookings, work in quarters has begun in earnest. The artist and his crew are now applying the finishing touches. This show will again carry 7 rides, including duplex wheels; 9 shows and about 25 concessions. Manager Spheeris on closing the show last fall, Christmas week, proceeded to open a beautiful roadhouse on the outskirts of the city, and business has turned out to be so good he has decided to leave Mrs. Spheeris in this season to manage it. Visitors at quarters have included Ralph Miller, of Ralph R. Miller Shows; Harry Billick and wife, formerly of Gold Medal Shows; Mrs. Roy Gray and Louis Bright, of Gray's Shows; Mr. and Mrs. H. McClanahan, brother-in-law and sister of Mrs. Spheeris. The show will open at Halls, Tenn. All of which is from a member of the show company.



MUSEUMS

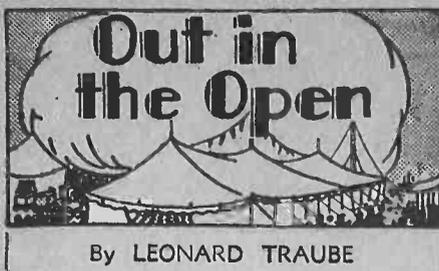
Austin & Kuntz, Rochester

ROCHESTER, N. Y., March 14.—The Austin & Kuntz Palace of Wonders made a 400-mile jump from Worcester, N. Y., where it played 12 weeks, to this city and opened Thursday at 80-82 Clinton avenue to good business. It is a large storeroom, 54 by 200 feet. Hindu Charlie has a nice collection of reptiles, 22 in number. Jack Huber, armless wonder, was recently confined to his hotel room for 10 days with a severe cold. Capt. James Deal, trainer of Hong Kong Jr., chimpanzee, is putting the chimp thru new stunts, which act when completed will be decidedly out of the ordinary. The show is using three window attractions at this stand—Amok, head hunter; Prince Ramchand, India-rubber man, and Gertie, pinhead. New attractions will be announced in a later issue. The show will remain here indefinitely.

Doc Palmer's, Traveling

AMARILLO, Tex., March 14.—Doc Palmer's Museum of Living Wonders had very good business here, in a choice location, 517 Polk street, last week. Show has been having very good stands. At El Paso played day-and-date with Polack Bros.' Circus. The staff includes W. F. Palmer, manager; Mel Little, secretary-treasurer; J. D. Cook, advance agent, and F. J. Morrison, banner man, who, as usual, keeps the museum filled with banners. From here the show goes to Oklahoma City for two weeks.

RITA WILCOX.



By LEONARD TRAUBE

Current Events

FRANK BUCK, whose biz 'tis to bring 'em back alive, gets into a fever heat when he recalls the scores of "showmen" who are identifying themselves with the Buck name in some way, said way being without authorization. As a matter of fact, it is this pillar's understanding—and Mr. Buck should correct us if we're wrong—that when Buck's enterprise sells animals the buyer may not exploit that fact. It appears that the animal finder is directing his bows and arrows at impresarios whose animal offerings haven't the faintest connection with the Buck label. Bob Ripley, the believe-it-or-not mogul, has had similar trouble. Wonder how an alleged showman feels when he knows he's stealing. This column recommends the good old "purge." The sooner these plagiarizing fellows correct the error of their ways (before the courts instruct correction) the healthier it will be for outdoor showdom. And don't forget that Jonathan Quaint Public is beginning to separate the spurious from the genuine and, having formed his conclusions, stays home and listens to the radio. Therefore if the courts don't render the desired satisfactory public opinion will do its own boycotting.

A voice cries out from the wilderness, said wilds being somewhere near the sub-Arctic Circle, said sub-Arctic Circle being in rural New England, said r. N. E. being, for example, Branford, Conn., where Jack Cliffe, music master of Playland, Rye, is winding up the toughest of winters. In his own words he is "emerging from my hibernation and making ready to return to the benefits of civilization and modern plumbing." While awaiting the glorious day when he could renew acquaintances with the balmy air of the park on the Sound, not to mention being back in harness in the pay roll of the Westchester County Park Commission—where were we? Oh, yes—while awaiting that great day Cliffe grabbed his feathered quill (which is the same as saying wet water or cold winter) and composed a series of anecdotes depicting the life bucolic "as seen thru the eyes of a

trouper." Cliffe winds up by signing himself "Your frozen pal," which gives you an idea of his sentiments concerning the elements.

It is a real pleasure to sneak into the Winchell alley by reporting the coming marriage of Emil Pallenberg Jr. to Susan Lupane, of Madison, Conn. (This corner is going Nutmeg State in a big way during this March chukker.) Emil is none other than the son of Emil and Catherine Pallenberg, the bear and dog trainers, of Clinton, Conn. The marriage date is April 12, which, if you know your calendar, is our good friend Easter Sunday. The young couple will spend their honeymoon on the new James M. Cole Circus.

Getting nearer home, meaning Coney Island, this space is informed that Buster Castle, show talker, will lend his lung talents to Dave Rosen's side show at the resort this season. Castle will be in the capacity of assistant manager as well.

All-Time Favorites

Fred Rayne shoots in the following nominations from Pittsburg, Kan.: W. H. (Bill) Rice, Irving J. Polack, Harry Polack* (deceased), George F. Dorman, Harry (Irish) Dore*, H. F. Freed, C. A. Wortham*, Harry B. Potter*, Spike Hennessey and Joseph J. Conley*.

From San Antonio comes Harry Schiff's ballot: P. T. Barnum*, James A. Bailey*, W. W. Cole*, Frank Lemon*, Martin Downs*, Jerry Mugivan*, Bert Bowers*, Charles Sparks, John Ringling and Carl Hathaway.

A gentleman whose name I can't decipher, tho it looks like H. A. Simmons, West Palm Beach, Fla., offers: Al Ringling*, Lew Graham*, Adam Forepaugh*, James A. Bailey*, Charles Sparks, W. R. Markle, Dan Rice*, Pete Sun, Al F. Wheeler and Fletcher Smith.

Carl Williams, of Williams and Bernice, novelty act, writes from Macon, Ga., to chirp his praises for: J. M. Upchurch, R. C. McCarter, Charles Beasley, Paul W. Drake, Jack V. Lyles, Walter B. Fox, Vaughn Richardson, J. C. Roberts, Fred Bays and Dick Harris.

(Send in your ballots nominating your 10 favorite showmen, living or dead, to Leonard Traube, New York office. Where persons are deceased, this should be indicated.)

Bruce Greater Shows

NEWNAN, Ga., March 14.—Activity in winter quarters has been increasing with new arrivals. The regular crew of 10 men is repairing and painting all show fronts. The train has been repaired and now getting a new coat of paint, likewise all wagons, and everything will be ready for the opening March 21. Manager Harris returned from a booking tour and reported fairs at the following places: Shelbyville and Lawrenceburg, Ky.; Pulaski, Fayetteville and Columbia, Tenn.; Americus, Carrollton, Dawson, Cordele, Moultrie, Ga. The advance seems to be in wonderful shape, both fairs and still dates.

The writer, business manager, and his wife and daughter arrived at winter quarters the first of the month. The following people have arrived, most of them with housecars. Joe Decker, with cookhouse and two other concessions; Mike Bassett, Danny O'Connors, George Dimoiko, James Steinwinder, Slim Sleeman. Mrs. Peggy Sleeman, concession; Sheak Rosin, four concessions and arcade; W. A. Spears and wife, eight concessions; Earl Connors and wife, concession. Doc Hall, with the Giant Lady; Sailor Kline, with fighters and wrestlers for Athletic Arena; Chick Deloach, with performers and band for Minstrel Show, which has new top and seats. Doc White, with his new 100-foot Ten-in-One, new top, banners and front. Mrs. Margaret Bruce, owner, is expected to arrive soon from enjoying the winter weather at her home in St. Petersburg, Fla.

Al C. Hansen Shows

Tuscaloosa, Ala. Week ended March 7. Auspices, Veterans of Foreign Wars. Location, West End circus grounds. Weather, warm, with showers Monday. Pay gate, business, very good.

A hard-working committee, which cooperated with the staff to every possible extent, and excellent support from the public and good weather helped to place the first road stand of the season on the right side of the ledger. The pay

(See AL C. HANSEN on page 65)

(See MUSEUMS on page 65)

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

"YOU AIN'T SEEN NOTHING YET"

A Few Tips on What a Bit of Ingenuity and Imagination Can Do in Premium Promotion

By S. M. MASSE

In this corner we have Kid Inspiration rarin' to go.

Over here gaze upon Old Man Lackadaisical, a has been, poor guy. At the end of round 1936 Kid Inspiration will still be on his feet. Mr. L, at best, may be wobbly or on the canvas more likely.

Mr. L takes what you give him. The Kid gives what it takes. All of which is a little parody on the difference between being satisfied to use the same cut-and-dried promotion methods your Uncle Ebenezer employed in the Ticker Tape Twenties as compared with the progressive methods of the Six and Thirty Era of the 20th century.

Many of you readers might just as well turn the page or look to some other column for ideas if you're already aware of the dress-parade suggestions I'm going to make for the sake of better premium promotion. It's not exactly new, but it's terribly neglected by those who are cognizant of its existence, so a little review won't hurt anyone.

The topic is the use of special containers and receptacles for the line of novelties you sell . . . or dressing up the premium to make its value greater thru eye appeal. There are many ways and means of dressing up a dime article to make it look like the proverbial million dollars.

This promotion scheme is the salt on the egg of premium merchandising. Better packaging has been responsible for the increased sale of many commodities sold thru retail channels, so why not apply the same doctrine to premium promotion. Metal containers, plastic creations, cardboard boxes, wicker and straw baskets, glass jars, crockery and aluminum receptacles—all of these, plus or without ribbon, fancy cord and special locks, are your magic stock with which to work wonders in sales.

Look at what the dispensers of vintages do. They take a bottle of wine that ordinarily wouldn't bring more than \$1 with tax, put it in a little wicker basket that costs them no more than 50 cents and sell the combination for anything from \$2 to \$3. This isn't criticism or accusation of anything bordering on chicanery. Hats off to them; it's good, smart business.

Candy stores will often use a metal box of a fancy nature or an aluminum jar with cover, fill it with chocolates and double or triple their candy sales. (See *YOU AIN'T SEEN* on page 62)

Alluring Shape Sells the Pipe

Pipes have always been one of the staple items of the premium-merchandise industry.

Many of the best merchandisers have overlooked their great sales value. One of the reasons that pipe sales have continued to grow is not only the effect of continuous advertising promotion but also because of the alluring, different and unique shapes which the manufacturers have been constantly presenting.

In pipes it's the shape that creates the sale. For some reason or other, tho this may not hold true of other merchandise, a change in style or shape of a certain make of pipe will oftentimes revive the sale of that pipe to such an extent its popularity will exceed even its former heyday.

Leading manufacturers of pipes are (See *ALLURING SHAPE* on page 63)

Babson Sees Business Gain

Roger W. Babson, in his current analysis of business conditions, predicts a further gain for March, and in fact for the balance of this, a Presidential election year.

His encouraging prediction was based upon a careful study of what the leading industries of the nation have been doing lately, including automobiles, steel, building, railroads, utilities, labor, retail trade, banking, textiles and stocks and commodities.

The Babson chart, made up of 57 different barometers, reveals that the current volume of business, while slightly off from the recovery high of late December, is still 52 per cent above the depression depths and considerably ahead of last year's record to date.

Electric Razor Demand Growing

The premium merchandise industry is finding itself at a loss at this time to supply one item that is proving universally popular and which it cannot offer to the buyer at a popular price.

The new electric razors are gaining a strong foothold everywhere in the men's accessories market. The demand for these razors is daily increasing with the surety that they will be among the best sellers of the season.

The industry finds itself at a loss to supply these due to the fact that very few electric razors of popular price and substantial quality have ever been placed on the market for general sale.

To supply this demand is the great hope of the merchandiser at the present time. But from where he is to obtain the electric razor is the big problem.

Leading merchandisers report that they have calls at the rate of from 2 to 10 a week from good customers asking for electric shavers and have so far (See *ELECTRIC RAZOR* on page 63)

Color and Design Stimulate Interest in Luxury Specialties

Now that times are better and the national income is once more on the upgrade, more thought is being given to merchandise designed for hospitality and home entertaining. New accessories and decorative diversities are popping up even in modest homes, and manufacturers who cater to these inexpensive whimsies have plenty of business.

Smart lines of decorative novelties are becoming popular for dining room, living room, powder room and boudoir, where guests are more likely to see them first. Modernism is reflected in every line of the new merchandise which is fashioned from such attractive and inexpensive materials as cast resin, plastic materials, aluminum and other modern metals which lend themselves so readily and aptly to premium and gift application.

Immensely popular are the novel olive tongs which recently made their appearance. With them it is possible to withdraw the last olive from even the longest bottle with the narrowest neck. The tool is very attractive and cleverly decorated.

For table decorations there are candle sticks in a variety of colors to please the most choosy. Peppers and salts in profusion in myriad sizes and shapes as well as color combinations are in high favor. They are practically unbreakable and are not easily tipped over. Too,

Merchandise Aids in Upping Service Station Business

With the advent of spring with its increase in automobile travel, a growing number of oil companies are turning to merchandise awards to gain a share of the increased gasoline and oil business. The types of merchandise chosen for this promotion are almost as varied as are the plans of distribution used and are largely determined by customer preference. However, in some instances the quality of goods offered has been below what the public has been taught to accept, with unsatisfactory results.

Those who have enjoyed greatest success, however, have catered to the demand for staple merchandise of the better grade.

While the growth of this plan in recent years has been retarded by adverse

legislation, recent clarification and repeal have added fresh impetus to the system. Contrary to popular belief, most buyers spread their purchases over a wide variety of merchandise, including many items for the home, as well as automobile accessories and the like.

One of the systems in favor is the awarding of merchandise prizes each week-end, or at stated intervals, by each unit of a local chain, or by independent service stations to holders of lucky sales numbers received at the time of their purchase during the preceding week. The awards here are very substantial and only better quality merchandise is offered.

Another popular plan is the "treasure chest" idea, whereby a customer receives a coupon book on which there is concealed the name of a merchandise award. When the book is filled with the required number of sales coupons, showing the purchase of a certain amount, the seal is broken and the prize determined.

Still another plan that has proved successful in some quarters and has been adopted widely as a permanent practice is the awarding of a piece of merchandise with every cash sale exceeding a certain sum. In this plan, however, the merchandise, altho of a fairly wide variety, is usually low in price. This fact, of course, is to be expected, but it need not be low in quality, as it is just as easy to provide low-cost premium merchandise of a substantial character as it is the inferior goods. Group merchandise, such as sets of dishes, wine sets, etc., are often used here, the customer receiving one piece with each purchase, thus assuring his continued patronage.

The success, of course, of any plan of this type depends largely upon the variety and quality of the merchandise offered. The fact must not be overlooked that when new business is to be gained thru the merchandise award system the awards themselves must have quality and must be all that the customer is made to believe they are. Another requirement is that they have appeal and (See *MERCHANDISE AIDS* on page 63)

Pa. Sales Tax Likely

HARRISBURG, Pa.—Members of the Pennsylvania House of Representatives have been notified by Chief Clerk Gallagher to hold themselves in readiness for a call to a special session of the Pennsylvania Legislature early in May. The notice is regarded as semi-official among the legislators.

The special session will undoubtedly attempt to tax retailers in an effort to raise funds for unemployment relief. A general sales tax failed to pass the last Legislature, but with other sources of revenue already taken advantage of a sales tax bill will probably be forced on the Legislature at the forthcoming special session.

Gov. George H. Earle has expressed himself as being opposed to a general sales tax and managed to prevent such a measure during the 1935 session.

Business at 6-Year High

The nation's business and industry are on the highest early-spring plane since 1930, according to a current survey by the Associated Press. An unusual number of favorable developments during the last week are given credit for this encouraging situation.

Retail trade appeared to be greatly stimulated by three major movements: final orders for winter merchandise came from numerous sections; inquiries and sales of spring goods increased in volume; and, continued clearing of the weather permitted fulfillment of postponed buying by many consumers.

Practically every branch of business and industry advanced its rate of activity and volume either in response to immediate demand or in continuation of the long-term upward trend.

In those few sections of the country where retail business lagged slightly behind the rest of the nation, the delay was attributed to the weather or other conditions of a sectional nature.

Wholesalers view with optimism such indices as buyers, mail orders, inquiries and the response to trade fairs and shows, and they predict the best spring business in years.

INGERSOLL MITE WRIST WATCH

A Real Value



1.50
Each
Sample Watch
1.60 Each
Former Wholesale Price \$9.33 Each.

B1W78 — Chromi-um-Plated Case with Open Link Metal Band or Leather Strap. Sil-vered Dial with Gilt Figures. Unbreakable Crystal. Each in Box with Original \$5.00 Price Mark.

WRITE FOR CIRCULAR B FEATURING NEW GOODS FOR SPRING AT LOW PRICES

N. SHURE CO.

Adams and Wells St. CHICAGO

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. Each25
- Combination TIE, BELT and BOW TIE. .50

ACME LEATHER NOVELTY CO.
152 Washington Street, Salem, Mass.

New! Revolutionarily POLLY WADS
for Polishing

THE MOST ASTONISHING POLISHING IDEA IN A DECADE.

Pollywad Cleaning and Polishing Papers are soft, chemically treated papers—conveniently sized. Use one sheet at a time—NO WATER IS NECESSARY—rub the surface to be cleaned lightly—then polish with a dry cloth. Perfect for Silverware, Glass, all Metals, Tile. To retail at 10 papers for 10c. Packed in a neat cellophane container. **WRITE FOR SAMPLES.**

PADCO Inc. 480 LEXINGTON AVE. NEW YORK

MUSHROOM & STANDARD LIGHT BULBS
Guaranteed 1000 Hours

Retails to consumers at over 50% off list prices and make 100% PROFIT for yourself.

THE MASTERLITE CO.
Dept. GC9, 110 E. 23rd St., New York

APRIL FOOL JOKES
"NO FOOLIN'." Our New Bulletin of over 400 FAST SELLERS is READY. Send for it, or \$2.00 for 50 Samples. Our Catalogue lists 2,000 TRICKS AND JOKES.

Jockey Puzzle (new, clever). Doz., 25c; Gro. \$2.50
Man of War Game, 25c Seller. Doz. \$1.20; Gr. 13.50
New Shooting Music Box. Doz. . . . 90c; Gr. 10.00
SPINNERS, COMIC MIRRORS, Best Shimshies,
8 kinds of each. Doz. . . . 35c; Gro. 3.75
Hotsy Fanny Dancer, Jocko Elephant. Doz. 3.75
Snap Back Trick. Doz. . . . 35c; Gro. 3.75
(RAFFLE CARDS) our own make and GOOD, from 10 to 100 holes, at very, very special prices.
MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.

MAIL ORDER DEALERS, ATTENTION, PLEASE
Cartoon Booklets, \$1.25 per 100. \$10.00 per M
Transparent Cards, asst. 3.00 " M
Fold Paper Novelties (forms fig.) . . . 4.00 " M
Marriage Book, \$1.50 per 100. . . . 10.00 " M
Cartoon Cards, 50 different ones. . . . 1.50 " M
Sepia Art Postcards, 15 Varieties. . . . 2.00 " M
And Other Novelties. Send 10c for Catalogue and Lists or 25c for 10 Samples.
T. R. PAYNE, 25 Cardinal Place, New York

NEW ITEMS

Meat Tenderizer

Tendra Kitchens is marketing a new liquid cooking necessity, called Tendra, which they say is amazingly successful in making the toughest meat fairly "melt in your mouth." By using Tendra when preparing steaks, chops, etc., the housewife can now make even the stringiest, toughest cuts of meat tender and delicious in a few seconds. No longer is it necessary, says Tendra Kitchens, to "cook out" the natural meaty flavors in trying to fry tough meats until they become tender, or subject the meat to endless pounding. Possibilities are unlimited, including hotels, restaurants, roadside stands and housewives. Demonstrations are quick, simple and convincing. Product is low in price and has universal appeal. Should move fast. Inquiries forwarded promptly.

Handy Kitchen Scouring Tool

An extra-large roll of rustless steel scouring wool, compressed into an adjustable holder, is a new item being featured by James H. Rhodes & Co. This handy kitchen necessity cleans the hardest "grease and burn jobs" with ease. Refills are obtainable and item is in demand by women everywhere. Ideally priced for a premium, gadget packs plenty of appeal and "value." Makes aluminum and other kitchen-ware shine like new.

New Laugh Item

"Don't Tail Me" is the name of a new fun and joke item, recently introduced to the market by Charles Brand. Item consists of a real fur tail at the top of which is fastened a card bearing the words, "Don't Tail Me." The tail with its card has a quick-catch pin, which enables the practical joker to fasten the item to the pants seat or the bottom of the coat of the victim. Joke and novelty pitchmen and demonstrators are finding this item a real attention-getter and a quick seller.

Novel Dice Game

A novel new device is the Weber Manufactory's Jon (Spinning) Dice. Eliminates work of throwing the dice, uncertainty of "cocked" dice, etc. Mounted in a box, the dice spin readily at a touch of the hand, yet are free-spinning and cannot be controlled by the operator or player. Just spin the wheels and read the results on the top face after the spin has stopped. Attractive, low cost novelty. Appeals to men and women alike.

High-Pressure Car Washer

J. G. Niedorp Equipment Company has developed a new idea that is appealing to car owners as well as garages and auto laundries. It is a handy, high-pressure tool, easy to operate, light in weight, designed for fast and efficient car washing. Shaped like a pistol, it combines air with city water pressure and develops a force of 150 pounds. There is no expense for installation or upkeep and is especially valuable in cleaning difficult places to reach that infest every car. In view of the service rendered, the price of the device is modest.

Cheerio-Trayette

A unique novelty designed to overcome difficulty in manipulating a cocktail, cigaret, a few crackers, peanuts or sandwiches at the same time is the Cheerio-Trayette just introduced by the D. H. Borwick Company. There is a round depression at one end in which the cocktail glass is set, preventing sliding and tipping. On the opposite end is a place for peanuts, pop corn, sandwiches, etc., and saddled in between these two arrangements is a very interesting place for depositing cigarets. The cigaret butt is pushed underneath a metal canopy and it goes out—no smoke or ashes and no pile of debris. Made of plastic materials in various colors, it is very reasonable in price.

New B & N Blade

B. & N. Sales Company has brought out a new heavy-duty double-edged blade called the Florsheim, which is said by the company to hold its edge much longer than ordinary blades. Good number for pitchmen and blade demonstrators who are after a long-lived quality blade at a reasonable price.

New Type Lighter

Sure to be popular with smokers everywhere is the new Handi-Liter, made by Fire Chief, Inc. Unit is entirely automatic, no wheels or gadgets to operate. Light is produced by a slight pressure of thumb and finger on the case. It is equally as efficient in lighting pipes as cigars and cigarets, as a torch for lighting pipes is readily detachable. Will light in the strongest draft or wind. Compares favorably with lighters selling for ten times its 50 cents retail price. Should become one of the most popular premiums of the year.

24-Hour Alarm Clock

The "Announcer," a new electric alarm clock by the Warren Telechron Company, may be set to ring automatically each morning. No setting or turning of alarm required. Height, 5 1/2 inches by 5 inches wide. Definitely a quality item, it has an illuminated dial and molded black case with metal lacquered front of antique ivory gloss finish. The translucent dial is cream colored, with black and gray numerals.

Escalator Cigaret Case

The escalator cigaret case, with lighter, is the latest addition to the line of smokers' accessories in the premium and novelty field. A touch of the finger and the top rolls back, exposing the cigarets. A clever lighter is built in compactly. Comes in black, brown, blue, green or red. National Products Company reports good acceptance by premium men.

Good Premium Unit

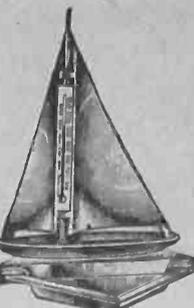
Novalite is the name of a unique new lamp just brought out by the Cooper Oven Thermometer Company. The lamp is combined with a small room temperature thermometer and a handy scratch pad, the whole constituting a most versatile unit. The retail price is around \$1.50.

Free Buyer's Service

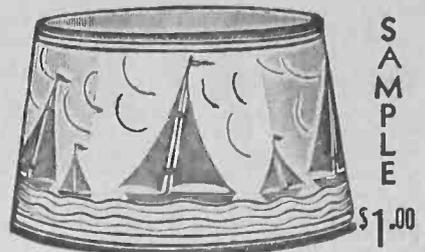
The Billboard maintains a special Buyer's Service Department for the convenience of prospective purchasers who know what they want but do not have a source of supply. Our 41 years of experience in the novelty, premium, prize, gift and specialty merchandise field has enabled us to build up indexes that include from one to 50 sources of supply on over 4,500 separate items. Write us about any article or address your want and we will forward your inquiry to the proper sources. This service is entirely free!

ANOTHER HIT

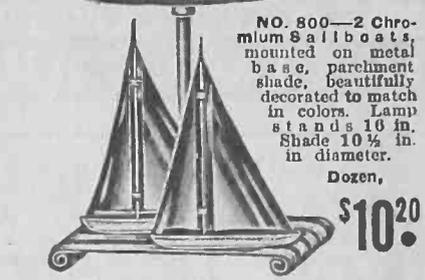
NO. 1025—ASH TRAY AND BOAT THERMOMETER.
6 1/2" Chrome Sailboat mounted on chrome metal Ash Tray, 5 1/2 x 5 1/2". 3" Temperature Thermometer mounted on center mast of Sailboat. Practical, useful, attractive. Assorted colors—Red, Blue, Green.
Introductory Offer
3 for \$1.00



SENSATION for 1936 BOAT RACE REGATTA LAMP



SAMPLE \$1.00



NO. 800—2 Chromium Sailboats, mounted on metal base, parchment shade, beautifully decorated to match in colors. Lamp stands 16 in. Shade 10 1/2 in. in diameter.
Dozen, \$10.20

Write for New Catalog
ELECTRO MFG. CO.
611 W. Adams St., CHICAGO

PAD-Y-WAX PERFORMS

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

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.

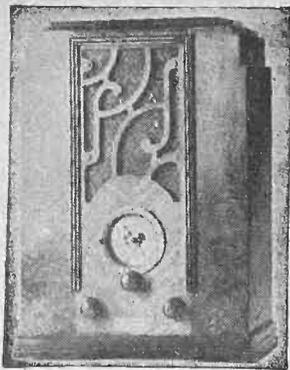
VALUE EXTRAORDINARY
Long Profits for Jobbers, Storekeepers and Agents.
\$9.00 PER GROSS
Postage Prepaid

Quality Perfume in 2-Dram Bottles, Boxed in Silver and Blue Metal Foil Cartons, as per illustration. Odors: Sweet Pea, Gardenia, Bouquet, Chypre, Orchid, 90c per Dozen. Sample at 10c.

Velvet Perfumes, Inc.
28 E. 22nd Street, New York City.

SILK KNIT TIES

New English Styles, Sample Dozen, \$2.00.
EUREKA NECKWEAR, 307 W. 38th, New York.



The "WALTHAM" Library Model

5 TUBE Long and Short Wave Reception. AC-DC. Volume Control. Full 6" Dynamic Speaker. Airplane Dial. Five Shielded RCA Licensed Tubes. Two-Tone Shaded Burl Walnut Cabinet—piano finish. Cabinet and chassis especially manufactured for us—that's why the WALTHAM is the GREATEST BUY IN RADIO! Rush 1/3 Cash Deposit with Orders, Balance Shipped C. O. D.

FREE Our sensational, New, Confidential Discount Catalog. All prices at Wholesale and Retail. WRITE for it NOW!

JERSEY TRADING CO. 11-15 East Runyon St. NEWARK, N. J. Tel.: B1getow 3-2335.

FORECASTS

and
Reviews of Values

By THE PROSPECTOR

I see where the country is going into a new cycle of fads and pastimes. Monopoly—true to its name—is monopolizing the indoor game market along with other games such as Easy Money. Doesn't that lend an idea? How about suggesting Monopoly Prizes to patrons just as Bridge Prizes are promoted?

Rainy weather ahead! And lots of ways to cash in on J. Pluvius' reign (pardon the accidental pun). Folding raincoats small enough to fit in milady's handbag, his overcoat pocket or in a pocket of the car can be had from manufacturers making a specialty of this item. Also waterproof paper raincoats.

Looking ahead a couple of months—you can anticipate the onrush of Badminton, the outdoor game that threatens to captivate all America this spring and summer. Something akin to tennis, it can be played in anybody's backyard or on front lawn. Instead of using balls, feathered shuttle-cocks or "birds," as they are called, are used. *The Saturday Evening Post* ran a big story about this game a few weeks ago. Complete with net, racquets and birds, these games can be sold from a few dollars up.

Boys will be boys even tho they bear the dignity of bank presidents, doctors, attorneys and railroad magnates . . . whether they're 8 years old or 80. I was surprised to learn what inroads the hobby of modeling has made. Building aeroplanes, locomotives, trains, etc., is enjoyed by the oldsters as well as the youth. About 300 or 400 model clubs have sprung up around the country, the youngest members of which average well over 21 years of age. A manufacturer of model railroad sets in Cleveland reports that his business comes largely from professional men and business executives. Sets are used that start out with an investment of a few dollars, and in many instances these hobbyists spend as much as \$1,500 or more before they complete their railroads.

The calendar for the next 30 or 60 days shows a number of "national weeks"—National Foot Health Week, National Baby Week, National Garden Week. The sponsors of such drives spend a great deal of money in promoting these "weeks." Every merchandiser with anything to sell along such lines should cash in on the opportunities.

Ever hear of Diabalo? Twenty years ago it started to be more popular with boys and girls in Southern Europe, particularly France and Italy, than tops, marbles and jump rope. It spread to England, thence to America. They say it's coming back again strong. All kinds of stunts and tricks can be accomplished with Diabalo. A double spool, two sticks tied together at the ends with a string and a little practice are all that is necessary.

Still a little chilly perhaps to be talking outdoor activities, but remember "tempus fugit."

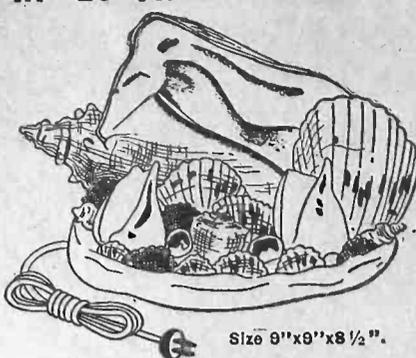
Electrical Goods
Sales Big In 1935

Electrical goods made a great gain in new orders during 1935, according to the final returns to the Bureau of Census by 78 manufacturers. Total value of new orders booked last year was \$538,883,328, a gain of nearly \$100,000,000 over 1934, and the highest total in four years. These bookings included domestic appliances, home conveniences, small motors and industrial equipment.

Meat Tenderer

Another premium with plenty of appeal is the Cyclone Seeder Company's improved type steak tenderer. Readily cuts the tough fibers and makes meat more palatable. Cutters are of highly polished steel, has hardwood handle. Latter can be obtained in green, red or plain color.

HI-LO TROPICAL LAMP



Size 9"x9"x8 1/2".

MOTHER NATURE'S OWN PRODUCT
Hand-made of real Sea Shells, found only in Tropical Waters. Unequaled in beauty, no artificial coloring. Seven eye-appealing designs. Here's a Lamp of hidden value—looks like a \$10.00 Number.

IN DOZEN LOTS \$1.50 EACH

Send \$1.95 for Sample Today. It Will Sell Itself and You Will Reorder in Dozen Lots.

UNION NOVELTY CO.
4459 Olive Street, St. Louis, Mo.

PROFIT WINNERS FOR PITCHMEN AND STREET WORKERS

Always Fast Sellers!

Automatic Wind Lighter
\$16.50 Gr.
Made of Nickel-Plated Brass with sliding cylinder. When in use the flame is protected from the wind. A practical low priced lighter.

Royal Crest BLADE
B144—Royal Crest Double-Edge Blue Steel Blades, 5 in Cellophane Wrapped Package. Per 1,000, \$4.00.

B1767—Czecho 3-Blade Toothpick Knives. Gross, \$1.40.
B1769—Czecho 5-Blade Toothpick Knives. Gross, \$1.65.
B1759—The Old Reliable Glass Cutter Knife. Per Gross, \$12.00.

SEND FOR FREE COPY OF OUR LATEST BARGAIN CATALOG

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

HEADQUARTERS FOR LOW PRICED BILL FOLDS

And Small Leather Goods

E. H. FERREE CO. LOCKPORT, N. Y.

New Handy ARMOR SHOE SHINE KIT
3-Piece Set
10c SELLER

Consisting of: *Box of Armor Oil Wax Shoe Polish—* Ideal Dauber—*Shine-O-Cloth.

See your Jobber or send 15c for Sample and full Information.

MORRISON-ATLAS PRODUCTS, Inc.
330 South Wells Street, Chicago, Ill.

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.

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.

3-PIECE VANITY SET!

Complete with Large Porcelain Sockets, Dresden Dolls, attractively dressed. All colors. Packed one set to a box; 18 sets to a carton. Per Set. \$1.00

Order TODAY in Carton Lots. An Unusual Buy.

MADEWELL LAMP & SHADE CO., 16 W. 19th St., N.Y.C.

2 OUTSTANDING VALUES

Complete Line of Imported and Domestic Watches. NEW and absolutely guaranteed. NO REBUILTS. Order Today! Send for Circular. It's FREE.

BUY DIRECT FROM IMPORTER

Rectangular Wrist Watch. 011. \$3.25

Baguette Wrist Watch. 014. \$3.75

H. A. JEFFREY, 170 BROADWAY, NEW YORK, 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

THE NATION'S SELLING SENSATION!
Full Size LETTER DUPLICATOR
\$3.00 COMPLETE



FREE SAMPLE
Of work done and Index of 1,001 uses—if you write quick.

ROCKET DUPLICATOR CO.,
Dept. A-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 | Write for Big 1936 Gross. Send \$1.00 | Ring Catalog No. for Samples. 133.

Immediate Delivery—Wholesale Only.

POWELL BROS., 2800 Belmont, Chicago

PLASTER

COSIMINI MFG. CO.
206 N. West St., Raleigh, N. C.

CASH IN ON PROFITS!

These Key Chains with or without identification tags can be used as good-will boosters, premiums or advertising novelties. Also excellent for resale. Priced at \$1.00 a dozen. Also 18-inch Chains, gold or silver finish, \$1.50 a dozen and up. Better prices in quantities. Write for samples, stating quantity and price limit.

NOYES Mfg. Co.
63 Fulton St. NEW YORK CITY, N. Y.

When Writing to Advertisers Mention The Billboard.

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**
BENACO SHAVING DEAL—Styptic Pencil, Soap and 5 Benaco Blue Steel Blades, in attractive box. Dozen Boxes. **80c**
FLORSHEIM BLADES—Heavy Duty Steel. 100 for. **1.00**

Please include 25% deposit on all C. O. D. orders.
 Order From This Ad or Write for Our Big Free Catalog.
 The Pittsburgh and Detroit Stores are OPEN SUNDAYS From 9 A.M. to 1 P.M. for the Convenience of OUT-OF-TOWN CUSTOMERS.
B & N SALES—Same Day Service
 DALLAS, TEX.—1914 Main St.
 CLEVELAND, O.—1444 West 3d St.
 CHICAGO, ILL.—115 South Wells St.
 DETROIT, MICH.—527 Woodward Ave.
 CINCINNATI, O.—1005 Vine St.
 MILWAUKEE, WIS.—1006 No. 3d St.
 ST. LOUIS, MO.—112 North Broadway.
 PITTSBURGH, PA.—367 Liberty Ave.
 Order From Your Nearest Branch

Catalin Creates Colorful Clocks

The new trend in color is being featured in catalin. Catalin, as a manufacturer's accessory, has become one of the most outstanding materials in use at this time in many industries.

In the premium-merchandise industry catalin brings the new season the most colorful clocks which have ever been seen. The beautiful rich warm colors of the material itself are aiding the appearance of electric and wind clocks of small and large size.

The material lends itself easily to a large variety of shapes and is so pliable that many new shapes are entering the field of clock manufacture never before attempted with metal or wood because of the expense and the labor involved.

Leading merchandisers are featuring the new colorful electric catalin clocks. They are proving the greatest sales stimulators for clocks seen in many years.

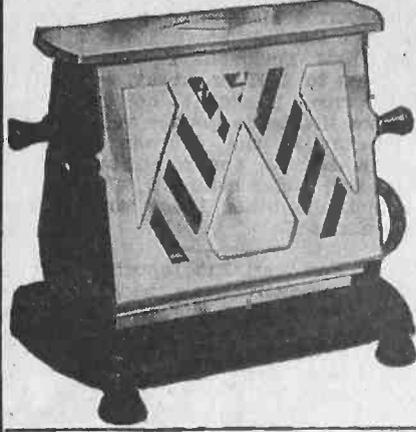
One small boudoir electric clock is colored in an extreme of rainbow stripes of catalin richly blending into one another. The catalin case is circular built around the clock movement, and this complete band rests on two large green-colored catalin balls. The colors used are green, yellow, red, orange and blue, and yet are so well arranged that they actually blend into each other, creating a beautiful illusion of rainbow coloring.

Other catalin cases are of extreme design because of the easy mold that is necessary to bring about this feature. All the catalin used at the present time (See CATALIN CREATES on page 62)

It Pays to deal with Morris Struhl, you're Always sure to get More for Your MONEY

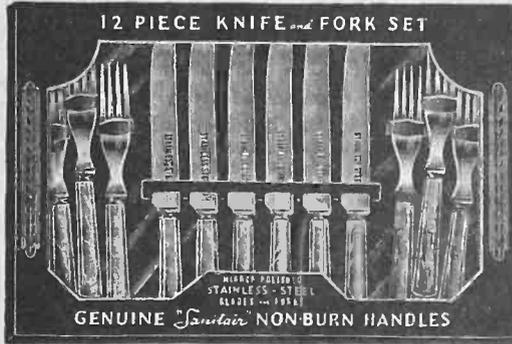


The "KING" TOASTER



Number One reason "Why It Pays To Deal with Morris Struhl" is the sensational King Toaster! The most beautiful Toaster we have ever offered. Plated in gleaming Chromium and trimmed in fascinating Black Enamel. GUARANTEED Mica Element. The KING TOASTER is superior in design and construction craftsmanship. It is a natural BUY at this Low Price! Rush Your Order NOW!

Special at \$10.50 PER DOZEN



12 PIECE SET STAINLESS STEEL

Number Two reason "Why You Get MORE FOR YOUR MONEY When You Deal with MORRIS STRUHL!" This sensational, beautiful 12-Piece Stainless Steel Blade Kitchen Knife and Fork Set with attractive colored handles, enclosed in the new style Cellophane Window Box at Our Price is a SURE THING for BIG PROFITS. Color of Handles, your choice in Red, Green or Ivory.

\$9.00 PER DOZ. SETS

TERMS 25% Cash or Money Order Must Accompany All Orders, Balance Shipped C. O. D., F. O. B. New York. Full Cash with Sample Orders.

FREE The Greatest Premium Catalog in All History. Lists Hundreds of the Newest BUYS in Premium Merchandise at Typical MORRIS STRUHL Prices. WRITE for the MORRIS STRUHL Catalog TODAY!!

MORRIS STRUHL 114 PARK ROW NEW YORK, N.Y.

SCOT-Y-PIN

Fibre Wood
 Black, Ivory, Walnut and White.
 Write for catalog and full details.
 Sample Ten Cents.



10c Seller

Actual Size

NIFTY PRODUCTS

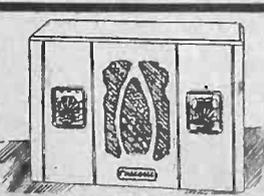
American Novelty Manufacturers
 314 Institute Place, Chicago, Ill.

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.

*Here's a tip, fellows!!
 Write Kalvosen, 605 W. Washington, Desk KD-34
 Chicago about new Sally Eilers "Scottie" Bag
 It's the hottest thing I've found. Pie Jones*



\$6.25 Lot 6 \$8.50 SINGLE LOTS. 5-Tube AC and DC Radio, illuminated dials, dynamic speaker 175 to 500 meters, for standard broadcasts and police calls. In attractive finished cabinet. Other Models \$5.75 to \$9.00. Send for catalog. All our radios carry 90 days guarantee. 25% deposit, balance C. O. D.

LAFAYETTE MFG. & DIST. CO.
 28-30 Portland St., Boston, Mass.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Buyers' Service

The Billboard maintains a Buyers' Service Department. This is for the general use of readers who are looking for either the source of supply of a certain item 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' Service Department, 25 Opera Place, The Billboard, 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.

SPECIAL SERVICE

In cases where immediate information is desired, telegraph Buyers' Service Department, 25 Opera Place, Cincinnati, O. Your inquiry will then be given our prompt attention, and answered by collect telegraph.

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.

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.

135 E. PEARL ST., CINCINNATI, O.

COWBOY RABBITS

Dressed in Cowboy outfit, including 2 Guns and Lasso.

Price \$2.25 Ea.

1/3 Cash with Order Balance C. O. D., F. O. B. Philadelphia.

Order today and be prepared for your Easter Holiday Business.

EXHIBIT SALES CO.

1334 Spring Garden St., Philadelphia, Pa.

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, 15c per lb. Any Quantity. Prepared Foliage for all flowers, large bunch, \$1.

We have a complete line of all Flowers, Wreaths, Sprays and Flags for Easter, Mother's Day and Memorial Day. Complete Sample Assortment of all Flowers Sent Postpaid for \$1.00. 25% deposit with orders, balance C. O. D. Send for Free Catalog.

FRANK GALLO

Importer and Manufacturer, 1429 Locust St., ST. LOUIS, MO.

ELGIN-WALTHAM

RAILROAD MODEL 16 - SIZE 7 JEWEL ... \$2.50
 15 JEWEL ... 3.25
 17 JEWEL ... 3.50

DEPOSIT REQUIRED - BALANCE C.O.D. SAMPLE WATCHES EXTRA - QUANTITY BUYERS WRITE

BERK MDS 145-74-5-100

VALUES!

AS THEY NEVER WERE BEFORE

Mills Sales Co. of Chicago, now Independent and operating under the supervision of its originator, bring you values of a lifetime. Send in your orders now!

MOTH TABS	RAZOR BLADES
Med. Size. .25	D.E. 5s. 2.40
Dozen	Per 1,000.
Giant Size .45	4-Pc. STROPPER
Dozen	OUTFITS
MOTH CRYSTALS	Per Set.08
8-oz.66	SHAVING SOAP
can. Doz.	In Bxs.16
MOTH CAKES	Dozen
10 to pkg.66	SHAMPOOS —4-oz.
Doz. Pkgs.	oz. bottle.42
MOTH BAGS	Dozen
Large size.07	LOTIONS —4-oz.
Each.32	bottles.42
FLUSH-A-DORS	Dozen
Cello.32	WHITE PETRO-
Dozen	LEUM JELLY
TAR PAPER —4	No. 2 2.40
large sheets in	Size. Gr.
package.75	SPICES —2-oz.
WHITE SHOE	Can.36
POLISH —36	Dozen
4-oz. Doz.	

Write for Free Knockout Flyer. Send all orders to Chicago ONLY. 25% deposit with orders, balance C. O. D.

MILLS SALES CO.
27 S. Wells Street CHICAGO, ILL.

NOTES from SUPPLY HOUSES

The Dorros Manufacturing Company, formerly located at 225 West 35th street, New York, N. Y., has moved its offices to 1107 Broadway, same city. Bill Dorros, president of the firm, promises the trade greater values than ever before in the Croydon Genuine Suedine Jackets, the complete line of ladies' and men's raincoats, the 3-shirt sets and the other items which they make and sell.

Velvet Perfumes, Inc., reports excellent sales on its attractively packaged line quality perfumes in the two-dram size bottles. Box is finished in a modern design in silver and blue and makes an outstanding, attention-getting unit. Odors come in sweet pea, gardenia, bouquet, chypre and orchid. Item is priced to make a good a premium and it is a quality seller.

CATALIN CREATES

(Continued from page 61)

tends to the brighter colors. There are very few dull shades.

This brighter coloring was predicted some time ago in these pages as fashionable for spring merchandise. It harmonizes with the general psychological color reaction of spring.

Streamline shapes are also popular. One of these built up along the skyscraper lines, one block above the other, in yellow and black catalin, is one of the brightest and most original of the new clocks yet seen. This is a hand-wind movement. The dial is very simple. The numerals are modernistic, in an exaggeration of the German-stencil typeface, and the circular rim of the clock is in bright chromium tending to offset the design to gain attention to the clock face.

Another popular design is in an entirely ivory-colored catalin in oblong shape with the base in a warm brown. This blending combination lends a rich air to a boudoir electric clock. The movement is square, fitting into the center of the heavy appearing ivory block creating a unique effect. It is interesting to note that this gives a sort of pillowed effect to the movement itself and tho the clock is very popularly priced lends it the air of a much more expensive item.

The greatest feature of this attractive and colorful use of catalin in the new clocks is the fact that they bring the merchandise to the premium industry at a lower price than was formerly paid for the same movements in metal and wood cases.

It is also generally agreed that the clocks are much more beautiful than they have ever been and that at these low prices are certain to bring about a great sales revival.

YOU AIN'T SEEN

(Continued from page 58)

not to mention the extra gravy from the containers.

Here's something that will bring down the gallery. Can you imagine anyone selling ants? Yes, ordinary shiny black or red ants of the kind that have broken up more basket luncheons than a Soviet famine. Well, it's being done. A couple of enterprising young men with their wives as partners conceived the idea that people would be interested in ants as pets, particularly if the lives of the insects could be studied under close range. Therefore they built Ant Palaces made of glass and advertised them for \$5. To get these Ant Palaces with or without a bevy of galloping ants (you can supply your own inhabitants if so desired) the customers have to climb several flights of stairs and deposit five hard-earned bucks on the spot.

Now we're not recommending that you go in for selling ants with house and lot, but it simply goes to show what can be done with imagination and a receptacle or container.

Sometimes these containers are really more than containers—valuable articles for utility as well as looks. For instance, a manufacturer markets what is termed "The Weekender." It is made up of a hair brush with a metal cover that is removable. Under the cover is

a mirror, a safety razor, shaving brush, shaving cream and comb. That's an example of using a compact little container with lots of appeal back of it.

If you haven't investigated already, you'll be gratifyingly surprised at the attractive metal gift boxes and other metal containers beautifully lithographed, supplied by can manufacturers. And if you'll get in touch with the manufacturers of fancy set-up boxes you'll find a wide range of boxes to use to dress up your items. For concessions, sportlands, novelty demonstrations, etc., wicker baskets containing your merchandise will attract women far more than the most expert ballyhooing extant.

There's another psychological angle to this proposition. Game manufacturers use it. The writer once was associated with a concern making a line of children's and adult games. One particular adult game that by all comparisons should have been the most popular item on the list didn't seem to sell for some unknown reason. We could get in the stores but turnover was as absent as Ferris Wheels in Little America. It was a half-dollar item. We decided it didn't look like enough value on the surface, so we used a new box about twice as large, increased the retail price to \$1 and sold many times the number of games we sold or tried to sell at 50 cents. The larger box cost us but little more than the original box. The point to be noted is the psychological appeal in size of container. After all, people will measure value by bulk.

Try putting stuffed woolly dogs in a large box surrounded with colored crinkled paper and see how the kids want that dog more than the same dogs in the smaller boxes. The same is true of dolls. And, of course, you know the value of a red ribbon around dolls, stuffed animals and the like.

A dead item in a live attire moves of its own momentum. Any item can be stepped up with a bit of "interior decorating" plus "exterior parading." You don't have to be an artist to work out such plans. Simply get in touch with the suppliers of such containers and decorating pieces and they'll give you the benefit of their specialized experience in this field.

Remember the public isn't as value-conscious of items in the raw as you are. You've got to magnify the value with that something extra. All of which reminds us of the story of the old lady who stood in line for hours and hours outside a bank on which there was a run several years ago. Finally, just as she got to the teller's window down came the window. Whereupon the poor old lady fell in a dead faint, was carried off to the hospital and her son summoned to her bedside. When she regained consciousness her son said: "But mamma, why did you do it? We haven't got any money in that bank." And she meekly replied: "I know, Sammy, I thought they was giving away calendars."

What a difference a little bit extra makes!

METROPOLITAN

(Continued from page 17)

selves around the mike on a dark stage with a white spot. Most appreciated numbers were *Sleepy Head*, *Lulu's Back in Town* and *Lizzy Brown*.

Show opens with Sonny Wood, emcee, leading the Armstrong boys in a fast number. Opener got a tremendous ovation from out front. The three Lang Sisters, dressed in green and white bell-boy suits, do a dance routine on hat boxes which pleased the audience. Bobby Cassen, a tall, slender girl, gets over three songs that brought heavy applause. *Please Believe Me* and *Call Me Darling* were her best numbers.

Chuck and Chuckles stopped the show with their fast eccentric tap dancing. This pair works hard and its efforts are rewarded with several curtain calls. Their gags also are good and their singing is pleasing, but it's the dancing that wows the customers.

Lou Armstrong makes his initial appearance after the Mills Brothers and late in the show. Playing a trumpet in front of his band, Armstrong gives his patrons a healthy dose of swing music and they like it. He leads off with *St. Louis Blues* and follows with *Old Man Mose* and *Shoe Shine Boy*, vocalizing on the latter two. Altho his band works in full dress, Armstrong appears in a business suit.

Entire show works in one set, but three changes of drops are used for background.

Picture is *Destre*. AL POWELL.

Strange NEW KIND OF PICTURE

Appears to be PAINTED on PORCELAIN!

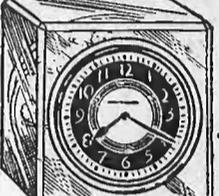


HARD to believe when you see it—impossible to describe—a sensational mystery invention makes any snapshot, tintype or photo into a portrait that looks like it was painted on porcelain. Indestructible. Enduring. Breathing beauty makes sales on sight. Automatic repeater—low price—high commissions—monthly bonus check. Leads ready in every town right now.

Costs Nothing To Get Complete Information
Send name and find out FREE how and where to see sample and get your own portrait without cost. Then decide if you want some of these sensational daily profits. Write quick—no money—just name.

LIFETIME PORTRAIT SOCIETY, Dept. 273
1037 Evans St., Cincinnati, O.

"Boy! What a business. I made \$72.88 on one order."
J. Dierkes.



TRANSPARENT GLASS CLOCK
See What Makes the Clock Go. Assorted Colors and Shapes.

\$1.15 in Dozen Lots. Sample prepaid \$1.50
FULL LINE OF ITEMS SPECIALLY ADAPTED FOR THE DIGGER TRADE. WE HAVE SOMETHING DIFFERENT. SEND FOR OUR SAMPLE ASSORTMENTS OF \$25.00—\$50.00—\$100.00. Our Assortments Speak for Themselves. We Have No Catalogs.

All Orders F. O. B. New York. 25% Deposit, Balance C. O. D.
HERMAN-SHER CO., Inc. 1123 Broadway, N. Y. City

ELGIN and WALTHAM LATEST CREATION LAPEL WATCHES
This Item is the Biggest Seller Today. Thin Model, new chromium knife edge case, fitted with 7-jewel R. B. movement, complete with Leather Lapel Cord, \$2.85 in lots of 6. Ea. WALTHAM POCKET WATCH—R. B. 16 size, 15-jewel, new chromium cases. Lots of three. Ea. \$2.95 Same as Above in 17 Jewels, 50c extra. 25% Deposit, Balance C. O. D. Sample 50c extra. Send for 1936 catalogue. **PILGRIM WATCH CO., 161 Canal Street, New York, N. Y.**

NEW SPRING ITEMS

FREE 1936 CATALOG

- LARGE MOTH CAKES, ASSORTED COLORS. 44c Per Dozen
- LOWEST PRICES. CARDED GOODS, BLADES, NOTIONS, SOAPS, ETC.
- HOUSE-TO-HOUSE ITEMS, GOGGLES, CANDY DEALS.
- LATEST STYLE ELECTRIC CLOCKS AND LAMPS.

● MERCHANDISE FOR SIDE-LINE 60c SALESMEN. Gross. **CHAMPION SPECIALTY CO. 814-W CENTRAL ST., KANSAS CITY, MO.**

BAKELITE ASH RECEIVER
SUCTION GRIP SELL FAST

Molded in bakelite in various colors. Powerful suction cup sticks anywhere. Fast seller for autos, homes and office. Retail 15c. Sample 10c. Dozen 85c. Gross \$9.00.

GORDON MFG. CO. 110 East 23d St. Dept. RD9, New York

3000 BIG BARGAINS

1936 SPORS wholesale catalog

Hundreds of items from many parts of the world are shown in Spors Catalog, 198 pages chock full of Fast Sellers and 15 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—send for it Today.

SPORS COMPANY
MINNEAPOLIS, MINNESOTA

SPORS CO., 3-36 Erie St., Le Center, Minn.

WRIST WATCHES

Men's Sport Model, new Cases and Dials, in 6 to 15-
\$1.85 Each
Jewels, Assorted, complete with Band. While they last.

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.

SOAPS

FANCY TOILET SOAPS

of every description
DOG SOAP, SOAP POWDERS, FLAKES, LAUNDRY SOAPS
FOR
JOBBERS, WHOLESALE, RETAILERS, SOAP CREWS, CANVASSERS, etc., etc.
HIGHEST QUALITY—LOWEST PRICES

WECO SOAP CO.
105 Canal St., BOSTON, MASS.

French Flapper Dolls

No. 96
\$24.00 Doz.



Beautiful Boudoir Dolls attract business. Doll 32 inches high and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. 25% With Orders. Jobbers & Distributors Wanted.

STANDARD DOLL CO. Inc.
36 E. 21 St., N. Y. C.

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.

SELL NAP-TA-KING CLEANING CRYSTALS

MAKES CLEANING FLUID 2 1/2 GALLON.
New Startling Discovery. NAP-TA-KING COMPOUND. Cleans Silks, Woolens and other fabrics by dipping same as with Naphtha. Odorless, non-explosive. 25c Package makes 10 Gallons Fluid. Fast seller. Wonderful repeater. Attractively boxed. Trial Order, \$1.00 per Dozen, postpaid, with 2 Demonstrators free. Sample 10c. BN-3, NAP-TA-KING, 1500 W. Madison, Chicago, Ill.

Constant Effort Toward Better Promotion Pays Real Dividends

One of the great demands of the industry for continuance of large volume sales and for general increase of the field in all its many categories is the use of better promotion methods. This fact, tho many times prominent in the writings of merchandise students, cannot be too strongly stressed.

The industry, because of the fact that it is experienced and certain in the purchase and resale of premium merchandise, should be sufficiently progressive to repel any invasion efforts on the part of certain established outlets which are really in no position to compete with it, but because of better promotion methods are overcoming many obstacles and generally cutting into the field until some merchandisers are beginning to feel their effect.

Better promotion takes example from keen salesmanship. It is an established and logical art and certainly scientific in its methods as well as its follow-thru.

One large outlet in the East uses some of the best promotion methods seen in many years and, tho prices as advertised are at least 50 per cent to 100 per cent greater than those featured for the same items in trade channels in the premium-merchandise industry, their sales greatly supersede even the largest members of the industry in total volume each year.

By clever introduction of a rotogravure catalog direct to their customers, lending an air of richness, and following thru with a personal message they have been able to attract large purchases.

They have followed this clever promotion with personal contact and have thereby gained a foothold which is truly

astonishing considering the terrific competition which surrounds them from this industry.

Whether the industry should or should not hide its head in shame because of this fact is not the issue at present. The actual loss of a great volume sales market is due to the lack of better promotion methods as already used and demonstrated by these intelligent merchandisers who have seen fit to spend much to gain the necessary end.

There is a great deal of understanding on the part of the merchandise industry for promotional methods of character and logic which are certain to gain the necessary results every time they are used and yet the industry continues to adopt tactics which have been long relegated to the ash heap in competition to the modern promotional methods which arrived with the greater necessities occasioned by the depression years.

These new methods require a bit more expenditure than do the old, but the results are so much better and the contact so much more certain. It is therefore necessary for the more progressive merchandiser to change his tactics to meet with the new era of promotion methods which are necessary thruout the industry at the time.

These better promotion methods can be learned from the nearest large outlet for merchandise sale. They should be carefully studied and those best adaptable to the individual immediately placed into use with possible changes which may create even better conditions.

It is relatively simple to arrange for immediate changes in promotional literature and methods. These do not require great additional expense nor do they entail tremendous changes in the general setup of the average merchandiser. He is only asked to take more intensive note of the methods in use in larger establishments and guide himself accordingly.

ELECTRIC RAZOR

(Continued from page 58)

been unable to obtain one at a popular price.

It is hoped that the growing popularity of this item will encourage manufacturers who recognize the extent of the premium merchandise market and will immediately place their engineers on the creation of a razor of sufficient quality and of reasonable price to meet the demand.

There have been introduced some clip-shave razors which the merchandisers state is not what they want. They want the electric razors that work without blades and which are now gaining such great popularity everywhere.

The general belief is that this type of razor will overcome many sales obstacles at this time, and that within the next few years will be a leading combatant of blade sales, especially if produced at a popular price.

MERCHANDISE AIDS

(Continued from page 58)

flash in order to attract the greatest number of prospective customers for that particular line of business. Merchandise of this type should be the only kind selected, for satisfied service station customers can be a source of highly profitable repeat business as well as much good will.

Opportunities for men in the premium-merchandise industry are practically unlimited when it is remembered that the surface in this field alone has barely been scratched.

ALLURING SHAPE

(Continued from page 58)

continually seeking shapes that will meet with the modern trend. This year some of them introduced the slim, streamlined pipes, and the youth of the nation are purchasing them at a terrific rate.

One manufacturer has even brought out a pipe to conform to a shape which has proved more or less popular at certain leading schools in the country, and by popularizing this fact with the necessary advertising promotional literature has created a great sale for the pipe.

It is also becoming more or less well known that women have taken to pipe smoking and every manufacturer is featuring the small bowl, slim stemmed

and smooth-looking pipes which the feminine pipe smoker leans to. This feature, tho not yet a great factor for sales, has helped many of the smaller shaped pipes get a good market.

In pipes the purchaser buys shape. Complete cases of pipes are checked, and it is always noted that the buyer picks one here and one there, always shapes that he knows are popular in his territory.

The more alluring the shape, the more certain the sale. The pipe leaders have become so well established as to the general features of their pipes that the popular brand will always gain attention, but the actual factor for the sale is the shape of the pipe itself, and not the brand name.

Many of the manufacturers recognizing this feature constantly consult with their distributors previous to the wholesale promotion of a new shape and will not place it on the market until it has gained majority approval.

The buyer always seeks the shape that he best likes. It may be a short, thick stem or a long, slim stemmed pipe with a small bowl, or a saddle bit with a heavy bowl or whatever shape is most appealing to him.

Many merchandisers featuring the cheaper grade pipes have been able to gain a huge market due to the fact that they have been able to show the most popular styles to the purchasers.

Therefore when giving that good old reliable staple, the pipe, consideration for new stock, remember that the buyer is interested in alluring shape. He wants something new in pipe design. Perhaps the new streamlined shapes will appeal to him and will revive pipe sales in a certain territory where the merchandiser hasn't changed his display for years.

There is a great market open to the man who can pick the popular shapes in advance.

SURE-FIRE MONEY-MAKERS!



Double Action LITE-N-LITER

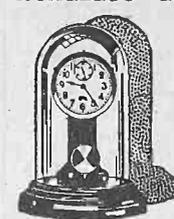
Has Cigarette Lighter on one end—tiny Micro-Lite Flashlight on other. Black enamel finish with colored bands. Fountain-pen-type clip. Sample, 75c; Per Doz., \$7.20.



Exclusive!

Dick Tracy is newspaper comic strip sensation. Dick Tracy-Lite is official Dick Tracy flashlight. Complete with chain and hook, in red-white-and-blue box. Sample, 40c; Per Doz., \$3.60.

WIRELESS ELECTRIC CLOCK



Needs no connection with house current. Completely wireless. Can be placed in any part of room in home or office. Variety of smart cases. Sample, \$6.25 Each; Dozen Lots, \$5.37 Each.

25% Deposit on Order, Bal. C. O. D.

(Write In for Our Large Quantity Wholesale Proposition.)

MODERN MERCHANDISING

ASSOCIATES

551 FIFTH AVE., New York City

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 April Fool's Day Novelties. Write for Prices.

LEVIN BROTHERS
TERRE HAUTE, INDIANA

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, Asst. Colors, 6 J.—RB. Each \$3.50
15 Jewels—RB. \$4.00 Each

WALDEMAR CHAINS—As Low as \$1.50 Dozen.

ELGIN AND WALTHAM

- 18 Size, Railroad Model Case, 7-Jewel. \$2.00
- Hunting Movement. Each
- 15-Jewel, \$2.50; 17-Jewel, \$2.75.
- 16-Size, 7-J., Yellow Tornado Cases with black enamel border. In Lots of 6, Each \$2.50
- Same in 15-J., \$3.00; 17-J., \$3.50.

SPECIAL PRICES FOR QUANTITY USERS.
25% Deposit, Balance C. O. D. Send for Catalog.

N. SEIDMAN
173 CANAL ST., Dept. D, NEW YORK, N. Y.

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES

Assorted Models. Regular Size. Polished Steel, 2 Blades, Brass Bolsters and Lined.

A New Deal — Big Buy Per Dozen, \$2.25 Five Dozen for \$10.00

Send for New Catalog.

ROHDE-SPENCER CO.
Wholesale House,
223-25 W. Madison St., Chicago.

NEW EASTER NOVELTY CREATIONS

EASTER RABBITS AND ASSORTED ANIMALS.
Brilliant Colorings—Clever Costumes—Novelty Shapes—All Sizes and Priced for All Purposes. Chocolate Jumbo Rabbits—Giant Easter Eggs, Etc.

A WIDE SELECTION OF MERCHANDISE as Trade Stimulators—Leaders—Coupons; Also for Card Contest and Attendance Prizes.

Illustrated 1936 Catalog Ready Soon.
Listing Hundreds of Popular Priced Items for the Premium, Concession, Novelty, Specialty Trade. Please State Your Business. Get on Our Mailing List Now.

WISCONSIN DELUXE CORP.
1902 No. Third St. MILWAUKEE, WIS.

NEW, TIMELY, QUICK SELLING

Specialties, Gifts, Novelties, Premiums, Prizes

Clocks	Razor Blades	Peanuts
Blankets	Salesboards	Popcorn
Lamps	Aspirin Tablets	Candy
Liquor Sets	Balloons	Dolls
Bed Spreads	Rubber Toys	Radio's
Smoking Sets	Plush Toys	Etc.

and Hundreds of Other Items

WRITE FOR PRICE LIST OF ITEMS IN WHICH YOU ARE INTERESTED

SOUTHERN PREMIUM MFG. CO., Dallas, Texas

Streetmen's SPRING SPECIALS

FLYING BIRDS. Gr. \$1.00, \$2.00 and \$2.75	FUR JUMPING MONKEYS, metallo hats. Gr. \$4.50
BALLOONS, asst., large round, asst. designs, bright colors. Gr. 2.90	WONDER SHELL FLOWERS. Gr.75
BALLOON STICKS, best quality. Gr.25	WONDER SHELL PARACHUTE. Gr.80
CELLULOID PLUME DOLL WITH BELLS, has spring attached, same as fur monkeys, suitable for canes and motor cars. Gr.8.40	WONDER FLOWERS IN POT. (New fast seller). Gr.90
	RABBITS. TONGUE AND TAIL Squeeze. Gr.4.00

Order from this ad. 25% with order, balance C. O. D. Use Air Mail. Complete Sample Line of Above Items. 40c In Stamps.

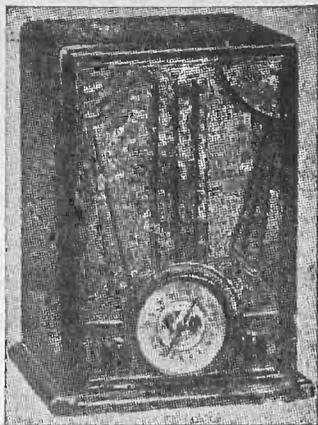
MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI

BULK PERFUME FOR PRIVATE LABEL Over 75 Odors

Canvassers—Crew Organizers—Retailers. Make great extra profit for yourself. Bottle Perfume under your own name at low cost. We supply perfume, bottles and full information. In our complete line of fine quality odors, made for repeat sales, you will find every popular type of odor in demand today. The Bulk Perfume Co. products will do full justice to your own label. Write, stating needs.

BULK PERFUME CO. Room 925, 1472 Broadway, NEW YORK, N. Y.

STEINBERG-CARLTON RADIO



The most remarkable radio value ever offered! This Model 710, 5 Tube AC-DC Receiver (ballast metal tube) highly engineered TRF circuit, manufactured under RCA license, full moving coil electro Dynamic Speaker, new illuminated aeroplane vernier dial, Type 43 output tube, built-in aerial, ground unnecessary, oversize chassis construction, sturdy attractive cabinet, beautiful tone. Tubes: One 6c6, one 6d6, one 43, one 12Z3, 50b2. For 110-120 volt operation. Size: 7 1/2" x 9 3/4" x 6 3/4". Shipping weight 6 lbs., 11 ozs. There is no radio on the market to match this. Your cost... (List Price, \$17.50) **\$8.74** Net

Order today! 1/3 Deposit, Balance C. O. D., F. O. B. Brooklyn, N. Y. **IMPORTANT**—A few exclusive territories still open! Write or wire today for further information. **Steinberg's - Carlton Radio Co.** 413 Knickerbocker Ave., Brooklyn, N. Y.

Merchandise Sets Effective in Gaining Greater Sales Revenue

For gaining greater revenue without seeming imposition the sets of matched merchandise articles are proving most effective.

Such well-known sets as automatic cigar lighters and cigaret cases with cigaret and cigar holders to match are well known to the entire industry.

Other popular sets include pen and pencil; a new combination of ash tray, cigaret holder, lighter and tray in various metallic color arrangements; perfume, powder and lipstick combinations; pencil and bridge pad or memo book, and hundreds of other combinations which are daily conceived by intelligent merchandisers in the industry.

These sets, for their display value, their popular price in most cases, and their flashy attraction and their seemingly unusual value for the price, have gained a tremendous following and sales are everywhere increasing for them.

Many members of the industry have seen fit to create their own original combinations. One distributor has arranged a beautiful, compact and practical zipper leather carrying case with manicuring materials. Included in the case are three bottles of various colors of nail polish, nail file, emery boards, buffer and other items.

This set is but an example of the ingenuity which is becoming common throughout the industry created by men who have found that combination sets are creating greater sales and are bringing in business from any new and profitable sources.

Another clever merchandiser combined a set of four of the new bridge pencils with a contract bridge pad, wrapped in amber cellophane and placed in an individual gift box. He has created an unusually fine sale for this item and is carrying out his plan into more elaborate combination sets.

Practically every member of the premium-merchandise industry has within the past 12 months become an addict for creating sets of varied character and price.

Here the average merchandiser man (See Merchandise Sets opposite page)

NEW BIZ, RENEWALS

(Continued from page 25)

Friday, 9-9:15 p.m. Dramatic sketch. WIP.

MITCHELL'S SEED HOUSE, placed direct, starts March 16 for 10 weeks, Monday, 2:15-2:30 p.m. Garden talk. WIP.

IOWA SOAP CO., placed direct, started March 5, ending March 21, 1936, daily participations in Homemakers' show. WIP.

CITY OF WILDWOOD, N. J., placed direct, started March 2, ending May 27, 1936, 150 spot announcements, twice daily. WIP.

TARPINOD (cough remedy), thru Feigenbaum Agency, started March 2 for three weeks, five spot announcements weekly. WIP.

REV. ROBERT FRASER (religious), placed direct, started March 5, ending February 25, 1937, Thursday, 3:30-4 p.m. WIP.

FRITZ & LARUE (carpets), thru Charles Blum Agency, renewal, started March 2 for eight weeks, two participations in Alnce Ives program weekly. WFIL.

THOMAS F. HARKINS & CO. (advertising agency), thru Thomas F. Harkins Agency, started March 4 for 52 weeks, Monday, Wednesday and Friday, 10:05-10:15 a.m. Talk. WFIL.

CREW-LEVICK CORP. (motor oil), thru Cox & Tanz Agency, renewal, started March 2 for one month, daily except Sunday, 6-6:15 p.m. Sports talk. WFIL.

CAPON WATER CO. (spring water), thru Carter-Thompson Agency, started March 9 for 10 weeks, six participations in Alnce Ives program weekly. WFIL.

ROYAL WORCESTER CORSET CO., thru Badger & Browning, Boston, 35 15-word announcements three times weekly; started March 9, ending May 22. WNAC.

I. J. FOX CO., direct; 26 15-minute programs; started March 10. WNAC.

DAGGETT CHOCOLATE CO., 33 15-minute programs, Monday only; started March 9, ending October 19, thru Harry M. Frost, Boston. WNAC.

R. G. SULLIVAN CO. (cigars), thru Broadcast Adv., Boston, 120 30-word announcements daily except Saturday; started March 2, ending July 19. WNAC.

MASSACHUSETTS WHARF COAL CO., thru Ellis Agency, Boston, 208 30-word announcements, five times weekly; starting September 1, ending April 30, 1937. WNAC.

ELLIS, INC., thru Harry M. Frost, Boston, 15 participations in Highway Safe Driving Club, Friday only; started March 6, ending May 29. WAAB.

CAPITAL FINANCE CO., thru Harry M. Frost, Boston, 60 five-minute announcements; started March 4, ending June 23. WCOP.

GARDNER NURSURIES, thru Northwest Radio Adv., Seattle, 15 five-minute programs. WCOP.

MODERN THEATER, thru David Malkiel, Boston, 312 15-word announcements daily except Sunday; started March 7, ending June 5. WEAN.

R. G. SULLIVAN (cigars), thru David Malkiel, Boston, 60 30-word announcements, three times weekly; started March 7, ending June 5. WEAN.

West Coast

KELLOGG CO. (cereals), thru N. W. Ayer & Son, Inc., New York; starts March 26 for 13 weeks, Thursday, 9:15-9:45 p.m. (PST). NBC-KPO, KFI, KGW, KOMO, KHQ, KDYL, KOA, KTAR. Program, *Ben Alexander*. Talent, Ben Alexander, Hollywood news commentator.

TAVANNESS OF AMERICA, INC., New York (watches), thru Milton Weinberg Adv. Co., Los Angeles; started March 20 for 52 weeks, Friday, 6:30-7 p.m. (PST). NBC-KPO, KFI. Program, *Opportunity Parade*. Talent, amateur show, with Eddie La Montagne emcee.

ALHAMBRA WATER CO., San Francisco (mineral water), thru Kay Directed Advertising, Inc., San Francisco; started March 2 for 13 weeks, two daily announcements weekly. NBC-KGO.

STERLING FURNITURE CO., San Francisco (furniture), thru Long Adv. Service, San Francisco; started February 29 for 48 weeks, nightly announcements. NBC-KGO.

MURINE CO., INC. (eye wash), thru Neisser-Meyerhoff, Inc., Chicago; started February 20 for 13 weeks, three daily announcements. NBC-KGO.

OLSON RUG CO. (rugs and furniture), thru Presba, Fellers & Presba, Inc., Chicago; started February 24 for 10 weeks, Monday thru Friday, five minutes between 10:30-11 a.m. NBC-KGO. Program, *Confidentially Speaking With Helen Webster*. Talent, Helen Webster, home economist, in chats with the housewife.

BUDD & VOTAW, San Francisco (Pebble Beach neckties), thru Doremus & Co., San Francisco; starts March 23 for 30 weeks, Monday, 9-9:15 a.m.; Thursday, 10:15-10:30 a.m., KFRG. Program, *Your Fellow Man's Opinion*. Talent, William Davidson, narrator.

BANK OF AMERICA, San Francisco (banking facilities), thru Charles R. Stuart, Inc., San Francisco; started March 11 for 11 weeks, daily announcement. KFRG.

KEYSTONE BROS., San Francisco (boy's cowboy suits), thru Doremus & Co., San Francisco; started March 13 for seven weeks, Friday, 4:15-4:30 p.m. KFRG. Program, *Lasso Bill*. Talent, Jim Elkins, in Western stories and cowboy songs.

NASSOUR BROS., INC., LTD., Los Angeles (oil shampoo), thru Hixon-O'Donnell, Inc., Los Angeles; started March 2 for five weeks, Monday thru Saturday, KGGC. Program, *Beautiful Lady*, musical transcription. George Tolin, emcee.

ELECTRICAL HOME INSTITUTE (electrical products), thru Mayers Adv. Co., Los Angeles, starts March 20 for one year, Monday thru Friday, 10:30-10:45 a.m. PST. KNX, Hollywood. Program, *Mary Holmes' Chats With Housewives*. Talent, Mary Holmes.

CAPPER PUBLICATIONS (household literature), thru Presba, Fellers & Presba Adv. Co., Chicago, starts March 10 for four weeks, Monday thru Saturday, 10-10:30 a.m. PST. KNX, Hollywood. Program, *Eddie Albright* talks. Talent, Eddie Albright.

WALKER REMEDY COMPANY (Walko Poultry Remedies), thru Weston-Barnet, Inc., starts March 17 for one month, Monday thru Saturday, one-minute electrical transcriptions, 7:30 a.m. PST. KNX, Hollywood.

AMERICAN BOOK MART (purchase

of old books), thru E. A. Brown Adv. Agency, Chicago, starts March 15 for two weeks, Saturday, 8:45-9 p.m. PST. KNX, Hollywood. Program, *Hollywood Barn Dance*, variety show. Talent not set.

DR. J. W. ROSS COMPANY (dog and cat food), thru Dan B. Miner Adv. Co., Los Angeles, started March 3 for one year, Monday thru Friday, 11-11:15 a.m. PST. KNX, Hollywood. Program, *Fletcher Willey Discussions*, pet talks. Talent, Fletcher Willey.

SAN FRANCISCO OUTLET STORE, San Francisco (women's apparel), thru Nuomen Adv. Agency, Los Angeles; started March 12 for 13 weeks, Monday thru Saturday, spot announcements between 6-8 a.m. KFRG. Program, *Rise and Shine*.

DR. W. J. ROSS CO. (dog and cat food), thru Dan B. Miner Co., Chicago; started March 2, Monday thru Friday, 11 a.m. PST, for 52 weeks over KNX, Los Angeles. Talk.

CLEAN-BE-TWEEN TOOTH BRUSH CO., thru Emil Brisacher & Staff, Los Angeles; started March 2, Monday thru Friday, 11 a.m. PST, for 13 weeks over KNX, Los Angeles. Talk, same as above.

LETTER LIST

(Continued from page 33)

- | | |
|---------------------|--------------------|
| Powell, Maj. Ted | Taylor, Rex |
| Proctor, Bill | Thomas, Carly Fred |
| Proctor, Geo. H. | Thomas, W. E. |
| Rehn, George | Thomson, T. J. |
| Reissman, Leon | Spud |
| Rife, Ed | Waddell, Red |
| Rogers, Roy | Wagner, Ralph |
| Scanlon, Billy | Wallace, Jerry |
| Scott, Harold G. | Walton, R. E. |
| Sherman, Jack | Huck |
| Sherman, John | Ward, Dick |
| Slater, C. E. | Weiss, A. J. |
| Smith, Jack & Marie | West, Ben |
| Spears, Bill | Wheeler & Revere |
| Spring, Tony | Wilkins, Bob |
| Stanley, Paul | Willander, John |
| Stoeche, Harry | Williams, Maple |
| Stocker, David A. | Wilson, Jack J. |
| | Yager, R. E. |

Increase Your Sales and Make More Money Sells on Sight

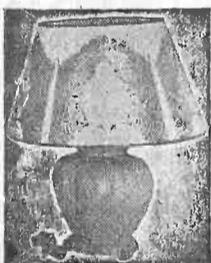
The biggest flash and the only All-Bakelite Patented Unit at this Price. Not a jump spark, but protected under U. S. Pat. 1903654. Customers all boosters, no come backs.

H. O. STRIKER
6432 CASS AVE., DETROIT, MICH.
Pioneer Originator and Inventor of the First Auxiliary Coil.

\$900 PER HUNDRED SAMPLE 25¢

Immediate Shipment.

Attention Concessionaires



Parks and Stores—Line up with our new Plaster Dog and Novelty Ash Tray—Electric Table and Radio Lamp. Also jobbing on Beacon and Fleeces Blankets, Water and Tea China Sets, Imported Slum Vases; Penny Items. Catalog ready about April 1. Write now for copy.

G. C. J. MATTEI & COMPANY, 927 East Madison, Louisville, Ky.

No. 603—19" High, Shade 16". Sample, \$1.25.

SELL BLADES—5 For 5c AND TRIPLE YOUR MONEY

DOMINO

BLUE STEEL ONLY 1 1/2c COST PER PKG. OF 5 BLADES, ALL Etched and Cello. Wrapped.

Put up in attractive Display Cards for only 5c extra per 100.

100 BLADES IN BOX 30c

YOUNG NOVELTY CO. Inc.
100 Hanover Street, Boston, Mass.
Free Sample. 50% Deposit With Order.

NEW APRIL FOOL JOKES

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MERCHANDISE SETS
(Continued from opposite page)

overcomes price variance on individual items by original and clever combinations. Price becomes the lesser of the evils when an attractive set is arranged. It is in arrangement that the purchaser is interested and the combined price of the items used is usually below that of the two items in separate containers, usually not as attractive as in combination.

This method has also allowed for greater volume sale of many of the small items in the industry. Merchandisers are constantly at work creating these combinations due to the fact that they allow for sales of three times the merchandise they ordinarily would sell and at an attractive profit.

One merchandiser has found it profitable to arrange a beautiful men's shave kit wherein he uses good brands of merchandise, combining them with a zipper case and other accessories purchased directly by him from independent sources. This set has been one of his leaders for some time and has enabled him to gain a great following from a new division of the industry with which he had very little contact previously.

Reports of this character open a new and attractively profitable market for intelligent members of the industry. Combinations have become somewhat the hobby of the premium-merchandise promoter and he is rapidly developing many new markets thru its use.

AL C. HANSEN

(Continued from page 57)

gate was used here for the first time with eminent success, and will be continued thruout the season at all still dates. B. H. Davidson assumed charge of the Side Show here. Della Gella, sister of Mrs. Hansen, joined to operate cigaret shooting gallery. M. H. McLean also on concession row. Roy B. Jones spent one day on the show as guest of Frank J. Kingman. Robert Fox was appointed mail man and salesman of *The Billboard*. J. L. Green new secretary, succeeding R. F. McLendon, resigned. L. L. Coffey, manager Hawaiian Show, received new top here from Anchor Supply Company. The writer, Walter B. Fox, while in advance of the show, was victim of "baggage snatchers" in a Birmingham railroad station, and lost his personal effects, including treasured photographs of his deceased mother.

Dee Lang's Shows

ST. LOUIS, March 14.—A surprise turned out at winter quarters is a fine frozen custard outfit—everything brand new, with a front of glazed glass flooded with light. It will grace the head of the midway. All the trucks are now being overhauled and painted. The cookhouse is being rebuilt and will have new canvas and cooking equipment. A special ride crew is lining up all rides with repairs and new paint. Five spools of cable have been waterproofed and ready for the road. Mr. Lang has some new ideas on midway lighting to be put in effect upon hitting the road. The opening date will soon be at hand, and visitors to quarters seem surprised to see the amount of work turned out each day. All of which is from an executive of the show.

Hilderbrand's United Shows

Inglewood and Glendale, Calif. Sixteen days ended March 8. Weather, variable. Business, averaged good.

Thanks were extended to Pacific Coast Showmen's Association for floral horse-shoe at the opening. Glenn Miller seriously ill in hospital. Mr. and Mrs. Johnnie Hicks opened their new concession. Mr. and Mrs. Edward Lahey left to take cookhouse on Golden West Shows. General Agent Pickard made six weeks' booking tour thru the Northwest. Great Valencia's free act created favorable comment. Jackie Wortham shipping his Leaping Lena from Texas to the show. Mr. and Mrs. Charles Lyon still putting fancy touches on the equipment. Ben H. Martin and Harry Sucker's Speedway topped the midway. Mrs. Jane Godfrey took management of Ten-in-One—Samuel Elias remains as her aid. Lucille King broke her record for banners. Work on the three additional 30-foot semi-trailers being completed, also a new chassis for the office. Show now travels on 12 semi-trailers, 18 small trucks, 42 housecars and 57 touring cars. W. G. Mandell's Hillbilly Show joined. Earl Kelly added two concessions; E.

Mitchell, one, and Ralph Balcom, one. Four Kleig electroliers now herald the show's opening and flash greeting to the skies. R. J. James added a Pony-Goround. Mrs. Dolly Martin has recovered from her illness. The Ferris Wheel presents a startling appearance, being done entirely in white, with new white upholstery trimmed in black. There were so many visitors a complete list could not be given.

WALTON DE PELLATON.

Crafts 20 Big Shows

Imperial, Calif. Imperial Valley Fair. Business, first three days good. Weather, hot.

Fairgrounds quite a few feet below sea level; the great California desert to the east, border of Mexico on the south and the Salton Sea to the west, making an ideal place for old Sol's rays to bear down with much intensity (ice-cream and cold-drink stands had a land-office business). O. N. Crafts busy at San Bernardino quarters assisting Will Wright in getting Golden State Shows ready to open. Amos 'n' Andy, famous radio stars, visited midway incognito here. Were met at airport across from fairgrounds by Roy Ludington and O. N. Crafts, who posed for photos with the notables before they departed for Palm Springs. Karl Miller's "Scandals of 1936" creating much favorable comment. Frank Lentini's Side Show topped the midway. Has all new canvas and 150-foot banner line. Ed Kanthe's Athletic Show has new canvas, seats, ring, etc. Speedy and Robert Babbs' Wall of Death clicking, also "Josh's Red Barn," new funhouse on the midway. Elmer Hanscom spending a few days away from show. Ed Lane and M. M. Buckley operated concessions at the fair. Mr. and Mrs. Mel Vaught, Mr. and Mrs. Dick Kanthe, Ted Lafors and Miss Marlo were visitors. C. L. (Red) Turner slipped on the step of a house trailer striking his head on iron object, necessitating a trip to hospital for treatment. Mrs. O. N. Crafts under a physician's care for nearly a week, but now on way to recovery. H. Perry, in charge of the advertising truck, proving himself a fast stepper from the many downtown hits and highway daubs. Col. Edwin Booth Smithson plastering the Ferris Wheel with banners. J. Ben Austin, general agent, has been doing some excellent work up north. Joe Krug installing loud-speaker system in the new corn game he and Mrs. Roy Ludington are interested in this season. Jimmy Lynch operating the No. 1 lunch stand on the midway. Jack Kenyon, well-known cookhouse operator, was a visitor on Thursday. ROY SCOTT.

Dixie Belle Attractions

OWENSBORO, Ky., March 14.—Col. Riley found that the winter quarters arranged for would not serve, so he leased added quarters, placing all motor equipment under one roof and have ample space for building operations. Col. Riley will make a trip to Marletta, Ga., to look after some interests he has there. General Agent Paul W. Drake is functioning. Specs Groscurth is out and has his assistants at work on canvas and wardrobe. Bill Carter helping the Pioneer Amusement Company to get diggers and pin games in shape. P. L. McDonald advises that his rides and trucks will leave Atlanta, Ga., April 16. C. T. (Ruff) Miller is added to the staff. Will work back of Paul Drake and assist Col. Riley in the office. Arlow Edwards advises that when his dates in the South are finished he will bring his Broadway Nite Club into quarters and will be ready for the opening May 4. Charles Woodcock will have his attractions in an elaborate single pit this year and will also operate his various concessions. CARL MARTIN.

Frisk Greater Shows

MINNEAPOLIS, March 14.—Work has started at winter quarters and everything will be thoroly gone over and repainted. Lester George and Bob Hill are building a new star and circle for the Ferris Wheel. Mr. Frisk purchased two new GMC trucks and one new semi-trailer and will add one more semi to his fleet before the season opens. The show now has contracts for the following fairs: Fergus Falls, Hopkins, Herman, Bird Island and Hutchinson, all in Minnesota. The season will open May 16. Nels Dolbec will have the cookhouse. All of which is from an executive of the show.

Golden Western Shows

PUEBLO, Colo., March 14.—Show is scheduled to open May 15 in Denver with 5 rides, 7 shows and 20 concessions. One free act and no pay gate. Among the personnel: Bill Bishop, general manager; Mrs. Rose Winn, secretary-treasurer; Guy Winn, lot superintendent; Bob Heath, general agent; Mr. and Mrs. Jack Thomas, cookhouse; Johnny Bishop, corn game; Mrs. Bill Bishop, two concessions; Bill Davis and Charlie McCarthy, four; Ed Green, two. Manager Bishop and Bob Heath returned from a booking tour of Wyoming, Montana and South Dakota and stated that things look good for a prosperous season. Mr. and Mrs. Bill Bishop are visiting at the home of their parents (who are celebrating their 55th wedding anniversary) until May 1. All of which is from an executive of the show.

MUSEUMS

(Continued from page 57)

tain Salisbury; Great Lorenzo, mentalist; Tony, the Alligator-Skin Man, in the annex; John Ruhl, Flea Circus (opens March 15); Billy Ellis and Austin King, emcees. (King closes next week and goes east to open in the Garden with Ringling-Barnum—will be with Clyde Ingalls again this season.) Manager Kortez is looking forward to the outdoor opening stand, San Antonio, at the Battle of Flowers with Beckmann & Gerety Shows. BILLY ELLIS

Morris Miller's, Traveling

ELYRIA, O., March 14.—The museum has had big business in this steel town and all the troupers happy. Second week in Lorain also was far beyond expectations. After the first two days in Elyria Manager Morris Miller decided to remain a second week. Had a "Leap Year" opening on Monday, a man being admitted free with each woman who purchased an adult admission ticket. "Standing Room Only" attendance recorded. Three nights during the week ticket sales stopped because of limited capacity of the storeroom, located opposite the Court House on the public square. Leah-Lee (Lee Norris) still with the show—has been all winter. Mrs. Sally Lostlen is associate lecturer in the "Bouquet of Life," embryological exhibit. William H. McDonald is chief ticket seller and Mrs. Hazel MacDonald is steward, serving appetizing menus to the 38 members of the entourage. Program augmented this week by several attractions, including L. E. (Pat) Redding, "Two-Faced Clown," and Eddie Mack, billed as "Enigma, Human Robot." Recent visitors included G. A. (Dolly) Lyons, of Water Show note; Sumner Hartwell, advertising manager *The Elyria Chronicle-Telegram*; Joe Boddy, extrotrouper, now Sears-Roebuck store manager here, and Charlie Burns, Ringling billposter, living here. Harry Lewiston arrived and now associated with his wife, Rose, in mental act. Mrs. Morris Miller presented several acts from the museum at a special show staged at the Gates Home for Crippled Children. Acts were shown at the request of J. A. (Daddy) Allen, president of the local Rotary Club, and included Fat Redding, Great Gravity, Filipino Midgets, Frank Zorda and Eddie Mack. Eighty-four crippled children spent an enjoyable hour as a result. Morris Miller departed for Greenville, S. C., to start preparations to launch his carnival for the coming season. Mrs. Miller and son, Maurice, are now in charge of the show. WALTER D. NEALAND.

Philadelphia Houses

PHILADELPHIA, March 14.—Business at the museums here has been good the past week, favorable weather giving them the breaks after a severe winter.

South Street Museum has in the big center pit, Colored Revue of eight people in specialties; on the platform, Mayfield, Human Inferno; La Vern, magician; Maximo, mechanical man; Capt. Sig, tattooed man; Mme. Verona, mentalist; in the annex, dancing girls.

Eighth Street Museum in main hall has Capt. Bruno's Performing Dogs; Great Leon, ventriloquist; Al Lewis, novelty juggling; Prince Oshwa, South African Pygmy; Poses Plastique; "Venus in Wishing Well," illusion; dancing girls and Mary Morris featured in the annex. Hank Sylow has returned as manager of the museum.

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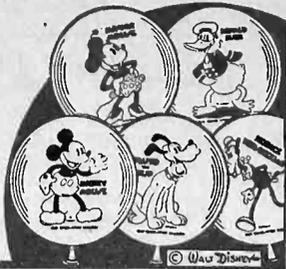
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PITCHMEN

by BILL BAKER

(Cincinnati Office)

"NOTICE THAT THE Pipes column was pretty small the issue of March 7," cards H. M. Zorn, New York. "Course the weather has something to do with it. The boys are beginning to get out and do a little work, but let's all get together and pipe in more often, and contact each other, and at the same time make sure that 'Bill' has plenty of pipes on hand at all times. Where's Ray Hummel, Cliff Page and Ray French. Pipe in, boys. Let's know what is what. Am doing nothing here as the weather has been pretty bad. Just reading *The Billboard* and always looking forward to the next issue. Have been reading *Billyboy* for the past 18 years and a corking sheet it is, always interesting. Will be out on the road again as soon as weather permits. Feet are aching to make a pitch. Looks like a banner year for the folks of the tripe and keister, especially since the bonus has been passed."

SAM HUFFMAN AND Johnny McLane are working in and around Lowell, Mass. "Things here are not so hot," says Johnny, "but Lawrence, Mass., is booming. Will be in Boston as you read this and expect to be seeing plenty of the fraternity."

"BEEN WORKING Stay-Clear all winter to fair results," inks Ray Herbers, Detroit. "Blew so much breath making demonstrations that my chest has expanded two inches. This sure is a great joint to develop the pipes. (Yeh, so a fellow can't talk at all.) 'Tis rumored that Buffalo Cody has retired and is living off the interest. Also that Doc H. Williams is promoting a community tabloid in Chicago. Will be in this vicinity till the birds go tweet, tweet."

"I WANT TO TAKE this opportunity to thank *The Billboard* once again for service rendered," scribes George (Heavy) Mitchell, Mountain Home, Tenn. "I have been able to locate some very old and close friends this winter thru Pipes. Have been working East Tennessee for two and a half months. It is quite lonesome up here in the mountains and one seldom sees a pitchman and to be able to read about the boys thru the 'one and only,' I tell you, is a real pleasure. Have been a reader of *The Billboard* for many years, as far back as the time when Paddle Smithy worked St. Louis steady, and *The Billboard* sold for 10c. Oh, yes, and as far back as 1904 when Chief Red Feather (L. Burton) was only a brave, and Jim Ferdon was selling electric belts, and Blackie O'Neil was working the World's Fair at St. Louis. Glad to see the pipe from Michigan Red. Just had word from Pat Dana and wife, from Port Worth; from Madaline Ragan, at Port Arthur; from Frank Vail, at Detroit, and from B. E. (Frenchy) Thibaut, St. Louis. Harry S. Weber and I will work trade dates here for the rest of March, then start north. We have enjoyed working to the mountain folks hereabouts. Would like to read 'em from Paul Hauck and Pearl, Bert Jordan and missus. All fine people to know. How's this for a toast—when you are walking up the hill of prosperity, may you never meet a friend coming down."

DOC GEORGE M. REED pipes from Steubenville, O.: "Well, here we are in a chain store. Opened February 24, had a fair week and expect to stay another. Expected to go to Cumberland, Md., but due to inclement weather decided to come here. Met Mr. and Mrs. Allen, working curlers, and want to say they're some workers. Mr. and Mrs. Harry La Vette and Mr. Garlic, working mending paste and varnish respectively, were here in the same store with me. We all did fairly well. Met Mr. and Mrs. Bert Hull in Wheeling, W. Va., recently. They're wintering in Bellaire, O., and both looking well and prosperous. Bert still smokes his pipe and says he'll watch it close if Tom

Kennedy is around. Of course, Bert says he wouldn't accuse Tom of filching it, but says it left Columbus, O., the same day Tom did. Speaking of Tom, I hear he has joined the store workers and that he's putting it over in a big way in a Pittsburgh chain store. There's a boy who can work anything. His brother, Duke, is one of the best light-weight soap workers in the biz. Just had a letter from W. H. Spencer, that grand old man of the road. W. H. is 78 years young. He infers he's resting up for a few days at his home in Washington, but says he expects to hit the road again the last of March, working fountain pens thru his regular Midwest territory. More power to him."

"SOME PITCHMEN not only talk but sleep during their talk," opines D. F. (Hoot) McFarland, from Waterloo, Ia. He also has several more up his sleeve: "No one can make a fool out of you without considerable co-operation on your part. Those who are most ready to give others a piece of their minds are usually least able to spare it. Received a fine letter from my old friend Jim Knight, and he tells me that the cold weather down yonder is plenty tough. Well, it's been tough up here and I don't mean perhaps."

WILLIAM C. TURTLE, magician, who has been on many med shows thru the Midwest and Far West in past years, writes from Portland Ore., that he will be with Doc J. W. Thompson's five-people med show on the Coast this season, opening in halls in April.

"OUR STORE ON West Madison street is getting as much money here as we could in any town, considering the times," shoots Doc Harvey Broad, Chicago. "We're only handling fruit lax, but expect to soon work astrology and soap in between pitches"

"THIS IS TO LET the boys and girls know Ray Brison was slightly mistaken about the photos," cards Mrs. Bob Noel, from Tillman, S. C. "I am not pitching them, but selling them to the folks on the show. While visiting the Haag show at Eustis, Fla., saw Morris Kahntroff and Clarence Giroud. Glad to see from Doc Wheatley again."

DOC HARVEY BROAD shoots from Chicago: "Irving, the new manager of the store from Toledo, is going great. We discovered a clever mind-reading worker in the person of Toots Henderson, who works as Miss Christiana."

"MOST OF THE mills around here are working 24 hours a day," tells Texas John Stenhouse, from Greenville, S. C. "Am working coupons thru the mill stores. It's plenty good. Doc Frank Curry keeps harping on my b. r., but he neglects to tell the boys how he got the money for the new Ford. Seems to be doing well. Saw Thompson working hoops in a local dog store last week. Let's have pipes from Bob Adams, Doc Bill Cothran and Joe Wallace."

FRANK L. SULLIVAN postcards from San Diego, Calif., that he would like to read 'em from Jack Kerans, Fido Kerr, Earl Crumley, Dick Hull and Ben Brown.

FRED X. WILLIAMS veteran paper man, was a caller at the Cincinnati office March 10 and wants to enter emphatic denial of the reports of his death that he says are circulating about the country. Fred certainly looked "in the pink" to us. Says he will work the local rabbit show starting the 12th and then move on to Chattanooga for a State-wide show. From there he will move to Fort Worth and Dallas, after

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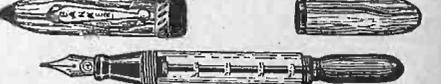
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Mfg. Pharmacists, 137 E. Spring St., Columbus.

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.



AT LAST A PERFECT IMITATION DIAMOND

New Creation and Exclusive Design. RING No. 93, in 14-kt. gold plate, and No. 92 in Rhodium. Contains just the right size stone (1/2-ct.), three small stones on each side, filigree work around top and sides and engraved shank.

White Stone Workers—in justice to yourself—write for our sample line No. 93, consisting of 18 new White Stone Rings for \$2.00. We are headquarters for Rings of every description, also a full line of Jewelry Store Merchandise.

HARRY PAKULA & CO.
5 North Wabash Ave., CHICAGO, ILL.

which he expects to work a juice joint, etc., with the Ringling Big Show.

FRANK HAUER pipes from Wytheville, Va., that Senate Bill 121 has passed both of the State's houses and has the governor's approval, prohibiting med shows in the State after the date goes into effect (not submitted). Frank says he came in the State to work med and was promptly acquainted with the bad news, and writes that it will sure be a blow to med shows, as Virginia was a good State.

"HAD THE MISFORTUNE of sticking my hand in the fan of the car while demonstrating coils in Decatur, Ind.," tells C. H. Simmons, from Fort Wayne. "That happened last December. Just managed to get started again this week, with coils and radio controls, in Decatur, right where I left off. Lost the ends of two fingers. It sure was a pleasure to get each week's issue of *The Billboard* and I didn't miss a thing, from cover to cover. Had a very good Saturday. No reader either there or here. Glad to read pipes from all the boys and girls."

"SAM HUTTMAN and I are in the land of codfish and beans," pipes Johnny McLane, from Quincy, Mass. "Meet but few pitchmen up this way. The Adams boys, John and Quincy, both came from here—they later named the town after the latter."

L. KIDD piping from Baltimore, says it's plenty hard to get a spot there, with the only good ones being the markets on Saturdays. Wants to read pipes from Kittredge and Peterson.

"BELLAIRE, O., HAS A prohibitive daily reader," tells Doc George M. Reed, from Steubenville, O. "Martins Ferry is open to a reasonable daily reader. Wheeling, W. Va., is fairly high and you must also have a State reader. I understand that the latter, however, is good in any county in the State and must be taken out at Charleston. Bert Hull and the missus drove over from Bellaire to look this town over. The mayor told Bert of the reasonable daily reader and said you can't work on a main street, but have to work on a side street or alley, and that a soldier's reader was no good here. So Bert and the missus drove back to Bellaire and will stay until the weather gets good. You blade workers should see Bert's blade flash. It is in a class by itself. They have it stocked to the limit. I am not kidding when I say it is the best razor and blade joint I have ever seen. Bert and the missus are both clean, hard workers and can always go back. Bert is getting 25-35c for 10 blades and \$1 to \$3 for stropps. More power to them. Some of the boys who are going for a nickel should watch these two go-getters work for a while. My next stop will be Youngstown, O. Sure glad to hear Tom Kennedy is getting money in a chain store. Tom is a mighty nifty worker. So Frank Libby has joined the store workers. Welcome to our midst, Frank, old boy. Hear Art Cox is going strong. How is the missus? Hope she is well again. My son Elliott is now shipping clerk for General Products Company. Says a lot of the boys are calling every day and getting ready for the season on the road. He and Jay Hobson are both well known to most of the med men."

D. F. (HOOT) MCFARLAND cards from Waterloo, Ia.: "The national pastime in this country right now seems to be acting superior to those you feel inferior to. It is about the only indication we have at present that this is still a free country."

"THE SUN IS SHINING and the birds are singing," cards Madeline Ragan from Port Arthur, Tex. "And that means getting on the road again. Sure glad to receive so many nice letters from the boys and girls during my illness. I leave here the 20th for Oklahoma sales, and then back east. Looks like a big gangup in Dallas. But I'll take the territory they left for mine. Expect to work Michigan this summer. Will let you all know the lowdown on spots. More of you Texas bunch pipe in."

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 Lotion70 Doz.
- 14-Oz. Almond Cream Lotion 1.13 Doz.
- 3-Oz. Velvet Smooth Lotion48 Doz.
- 12-Oz. Velvet Smooth Lotion 1.75 Doz.
- 3-Oz. Witch Hazel Cream Lotion48 Doz.
- 2-Oz. Lily White Petrolatum 3.30 Gro.
- 14-Oz. Lily White Petrolatum 1.60 Doz.
- 2-Oz. Extra Lgt. Amber Petrolatum . .2.95 Gro.
- 14-Oz. Extra Lgt. Amber Petrolatum . 1.30 Doz.
- 4-Oz. Milk of Magnesia6.80 Gro.
- 6-Oz. Milk of Magnesia7.20 Gro.
- 8-Oz. Milk of Magnesia10.00 Gro.
- 18-Oz. Gen. Imp'd Russian Min'l Oil . 24.60 Gro.
- 32-Oz. Gen. Imp'd Russian Min'l Oil . 47.50 Gro.
- 1/2-Oz. Spirits Camphor, U. S. P. . . . 5.50 Gro.
- 1-Oz. Pure Glycerine4.50 Gro.
- 4-Oz. Epsom Salts2.20 Gro.
- 8-Oz. Epsom Salts3.65 Gro.
- 16-Oz. Epsom Salts6.30 Gro.
- 2-Oz. Imported Olive Oil7.80 Gro.
- 2-Oz. Creams, Cleansing and Cold . .45 Doz.
- 1-Lb. Creams, Cleansing and Cold . . 1.75 Doz.
- 2-Oz. Turtle Oil Cream45 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% Alcohol50 Doz.
- 12-Oz. Bouquet Hair Tonic, Green Color, 50% Alcohol 1.38 Doz.
- 4-Oz. Coconut Oil Shampoo50 Doz.
- 6-Oz. Wave Set Fluid, Heavy45 Doz.
- 4-Oz. Bay Rum, 50% Alcohol50 Doz.
- 12-Oz. Bay Rum, 50% Alcohol 1.25 Doz.
- 4-Oz. Lillac Shave Lot'n, 50% Alc. . . 1.25 Doz.
- 12-Oz. Lillac 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 Oil3.00 Gro.
- 4-Oz. Machine Oil4.50 Gro.
- 16-Oz. Rubbing Alcohol, 70 Proof . . .9.00 Gro.
- Beauty Books, 80 Pages, Illus't'd. . . .08 Ea.
- Aspirin, 5 Grain, Bottles 10011 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 bonnets, packed in individual blue and silver box. Get in on this while it is new.

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 Case19 Each
1 1/2-Lb. Size, 50 to Case28 Each

SMACK-O: Delicious Beverage Powder, packed in 3-color varnished envelope, packed in beautiful counter display carton. Seven popular flavors: Lemon, Lime, Cherry, Strawberry, Grape, Raspberry, Orange.

CARTON, Forty 5c Packages . \$1.20 Carton
Concentrated for Carnival Use, 2-Oz. Package Makes 5 Gallons.

CARTON, 6 PACKAGES, \$1.20, Prepaid.
SINGLE PACKAGES, 25c Each, Postpaid.

BRILLIANTINE.

Our Brilliantine and Hair Oils are packed in modern private mold bottles, using pure white oil especially prepared for Brilliantine.

3-Oz. BRILLIANTINE45c 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 platters.

PER DOZEN \$1.60
Prepaid Sample, 25c.

SPECIAL DEALS.

4-Piece Cosmetic Set \$.21 Each
7-Piece Cosmetic Set36 Each
4-Piece Extract Deal45 Each
Vanilla-Cake Plate Deal47 Each
Vanilla-Kitchen Tong Deal25 Each
Perfume-Powder (Cello, wrapped) . . .10 Each

TERMS: One-half deposit with all orders, balance C. O. D.

UNIVERSAL LABORATORIES • Dallas, Texas

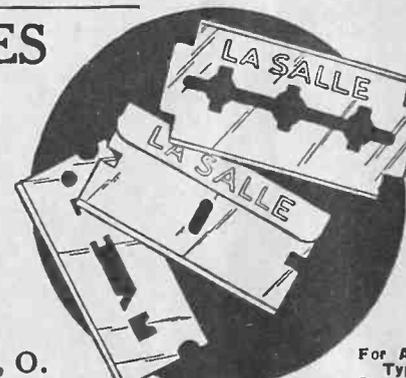
LA SALLE BLADES

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.



Men's Style.

CASH IN WITH THE WINNER!

Official "JOE LOUIS" Autographed Rings are money-making items . . . Made of nickel silver, will not tarnish.

(c) Reg. Nos. G21975-G21976.
Let these lucky Rings put DOLLARS in your pocket. Send \$1.00 for Sample of each Ring, Agents' Terms and Prices.

JOE LOUIS NOVELTIES, INC., Dept. B4,
307 Lenox Avenue, New York.



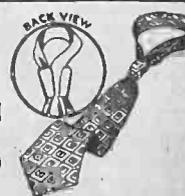
Ladies' and Boys' Style.



LEADER TIES—SLIP-NOT-TIES

Patented. The Ties with the Ready-Made Knots. Hold their shape forever. Silk lined. Latest spring patterns—woven materials—jacquards—plaids and solid colors. Best 50c sellers—repeaters. Young and old go for it in a big way. **\$2.50 per dozen postpaid**

Send for sample dozen & be convinced. Money refunded if not satisfied.
M. LEVINE, Inc. (Manufacturer of Neckwear)
13 North 13th St. Philadelphia, Pa.



SOAP

PLAIN, PRIVATE LABEL OR STOCK. Write for Prices.

NUTRO MEDICINE CO.
8 South Peoria Street, CHICAGO, 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 EXTRA QUANTITY BUYERS WRITE

BERKMAN'S Dept. B-33 145 W. 45th St. N.Y.C.

MAKE BIG MONEY!!!

on our **HEADLINER TIE SENSATION**
\$2 DOZEN. \$21 GROSS.

Made from the finest silks. Both ends open, margin silk lined. Hand turned with stretchable interlining. These Ties are GUARANTEED WRINKLE-PROOF. Our biggest money makers. 50c sellers. Send at once for a 2 Doz. assortment and convince yourself.

Silk Lined Ties, \$1.50 Dozen; \$16 Gross.
Beautiful spring patterns. 20c sellers.
25% Dep., Bal. C. O. D. Satisfaction guaranteed.

A. HERBERT 466 E. 172d St., Dept. W, N. Y. C.

WILL ROGERS 1,000 LATEST JOKES.
10,000 Laughs; Wiley Post Eulogy, 4c, sells 15c. Sample 10c. Veterans' Magazine, Joke Book. Going good. **NET'S SERVICE MAG., 157 Leonard St., New York.**

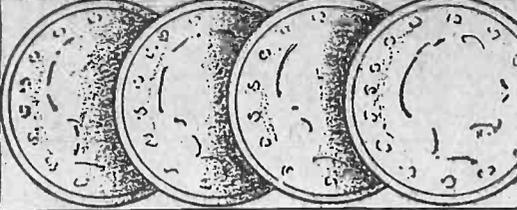
Make up to \$95 Weekly!
Hand Out FREE CIGARETTES

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-4460A,
4234 Cozens Ave., St. Louis, Mo.

Thank You for Mentioning The Billboard.

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.

AMA Banquet Draws Crowd

New York trade enjoys sportland men's gala affair at French Casino

NEW YORK, March 14.—The banquet given by the Amusement Men's Association, sportland organization, drew a record crowd and was the occasion of much gaiety. The French Casino was an ideal setting for the huge affair and the renowned entertainment offered in this unusual and lavish night club was acclaimed by all guests. The entire orchestra floor was occupied by members and guests of the AMA. A full-course dinner was served and there was dancing to the music of the Casino's two orchestras. Officers of the AMA were present to greet all guests as they arrived.

The attendance included practically every jobber and distributor in the metropolitan area. Many of the firms had reserved full tables for their representatives and guests. Officials of operators' organization also had a table, and legal staff members were also present. Guests from near-by cities also attended the affair. Mr. and Mrs. H. L. Steinfert, of The Hague, were present as the guests of the International Mutoscope Reel Company. Mr. Steinfert represents the Photomatic machine in Holland. Manfred M. Linick, of Detroit, was also a guest of Mutoscope. Premium firms and the trade press were also well represented.

The affair was highly complimented by the guests and the sportland organization has marked up another record of fine entertainment.

Among the guests and members present at the gala occasion were: Bettina Aaronson, A. H. Adler, Herbert M. Adler, Henry Arnanu, Nusie Barany, G. Baron, F. Beaumont, Abraham Beck, Irving Beck, Bernard Q. Becker, Samuel Berger, Ortho W. Bowling, M. L. Brennan, M. Brooke, Gus Brown, Eugene J. Callahan, Sam Cape, George Carlisle, R. Cartoff, James A. Clark, Stuart Clarkson, Joseph Cohen, Pearl Cohen, Philip E. Coogan, Dan Cristofano, F. E. Culleton, Domingo, Alfred Duskes, Sally Edelberg, G. M. Farello, Frank Fischer, Joseph Fishman, W. Fitzgibbons, S. W. Franzblau, Ben Friedman, J. C. Gaffney, Marion Gallagher, W. Gallagher, David Gelband, Angelo Giuffrida, R. Gonzally, Charles Green, Ben Haskell, Roy Heckler, George Heitmanek, J. P. Hirsch, Morris Kurtz, Morrin Lebowitz, Maurice B. Leschen, L. Levens, Elizabeth B. Leventhal, Harry Leventhal, Dorothea M. Lewis, Dr. M. Lewis, Dr. M. H. Lewis, R. G. Lichtenstein, Charles A. Lomas, Joseph E. Low, H. J. Lowen.

B. Maker, Jas. Malamuth, N. H. Malles, Diana Mandell, William McDonald, George Marbert, Melsbrook Amusement Corporation, Mr. and Mrs. S. Meltzer, Mrs. J. Nadel, Joseph P. Orleck, F. Oxee, (See *AMA BANQUET* on next page)

Texas Ops

Annual State meeting of Texas Coin-Operated Vending Machine Association will be held at Plaza Hotel, San Antonio, at 1 p. m., April 5. Admission will be by membership card showing dues paid up.

It is urgently requested that reservations be made for the evening banquet in advance, \$1.50 per plate. Reservations may be sent to Pat Newman, 905 McCullough street, San Antonio, or to officials of the association.

A meeting of jobbers and distributors will be held Monday, April 6.

At 1 p. m., April 6, the Texas Music Operators' Association will also meet in San Antonio.

Substituting Horse Sense for Blind Folly

There is a lot of plain, ordinary horse sense in the ordinance proposing a license for gaming machines, which is now before city council. During all of the years that these contraptions have been outlawed great numbers were in operation to the considerable profit of their owners.

Experience has definitely proved that it is impossible to legislate against the laws of nature. Taking a chance is one of the cardinal laws of nature.

At this moment a host of prominent citizens, including physicians and churchmen, are wondering whether they have been made the pawns in a lottery as a result of an inquiry being conducted into a fund-raising scheme for the benefit of Columbus Hospital.

Why can't we be sensible, as the council ordinance suggests, and recognize both the control over gambling that can be effected and the revenue that can be diverted to the taxpayers' relief by legalizing the gaming instinct of human beings?—Editorial in Philadelphia Daily News, March 7, 1936.

National Council Bulletin Issued

CINCINNATI, March 14.—First National Council Bulletin was mailed to member organizations this week from the office of Ralph T. Young, president of the National Council of Coin Machine Operators' Associations, 5517 Warren avenue, Norwood, O. Opinions of members as to the future of an official bulletin at regular intervals is requested, also news of the latest developments concerning the council's nine-point program is given.

The bulletin reports the conference held with the National Association of Coin-Operated Machine Manufacturers in Chicago February 16 and also that a joint agreement on six of the nine points in the National Council program was reached. Three of the points were tabled for further consideration. Not much hope for an agreement on one of these points is held, the bulletin states.

The bulletin further reports that "a combined industrial group was practically formed at the meeting when NACOMM officially recognized the council as the official voice of the operator and agreed to call meetings and exchange ideas and legal assistance in all worthy causes which could stand proper investigation and give bona fide evidence of merit. It was virtually agreed that the operators attempt to pay our own way, and further that we would endeavor to pay our just share of the good-will advertising program outlined in point nine of the program. It is our intention that all such advertising be issued jointly."

The bulletin lists 18 State and local organizations as members in good standing of the National Council at present. Ten pledges are also reported.

Games Demonstrated for Court in Tacoma Trial

TACOMA, Wash., March 14.—While the court watched the proceedings with a judicious eye, Roy D. Peck, Tacoma pinball operator and plaintiff in a move to permanently restrain city officials from confiscating his machines and preventing their operation, gave a 10-minute demonstration as part of the proceedings in Presiding Judge Ernest M. Card's department of Superior Court recently.

After consuming the entire afternoon with testimony and the demonstration, the hearing on the show-cause order was continued.

With the court ruling that the burden of proof rested with the plaintiff in the case, S. A. Gagliardi, plaintiff's counsel, placed Dr. Albert Boyer, Peck; John Davis, constable; George Albert, grocery clerk, and Jack Block, pinball operator, on the stand to show that playing such games was a matter of skill.

Dr. Boyer, chiroprapist, testified that he played the games regularly each noon hour for the past year and considered it a game of skill, altho he admitted on cross-examination that chance entered into the game after the ball struck the first obstruction.

Peck told the court that a good eye, skill and adroitness were required to adequately play the game and that the payoff is the award for skill. Chance involved in the game was only 20 per cent, he said, compared to 80 per cent for skill. He admitted some proprietors of stores having pin games exchanged chips for merchandise.

Davis, a county constable, said he had not confiscated pinboard games, as he considered them a game of skill. Block told of the board's operation.

First Reports Reaching America Hail Success of British Exhibits

Preliminary reports of the second annual Coin-Operated Machine Exhibition, held in London, February 25 to 28, reached America this week in the February 29 issue of *The World's Fair*, British amusement weekly. According to this publication, the second annual exhibition was formally declared open by Frank Mellor, editor of *The World's Fair*, at a luncheon held in the Royal Hotel ballroom shortly after noon on Tuesday, February 25. The 60 guests—exhibitors, officials and members of the committee of the British Automatic Machine Operators' Society—on taking their seats found a surprise awaiting them in the form of special souvenir catalogs of the exhibition which took the place of the more usual menu.

Mr. S. Shefras, chairman of the Manufacturers and Distributors' Section, presided, being supported on the top table by Messrs. F. Mellor, W. H. Willmott (president of Bamos), W. H. Lenards (vice-president of Bamos), George Booth (chairman of the ACA), Frank Gibbons (treasurer of Bamos), J. G. Brenner (first chairman of the M. D. Section), Philip Shefras (treasurer of the

M. D. Section), Arthur Burrows, W. G. Green (exhibition committee), Arthur Burrows Jr. (exhibition committee) and Richard Scott.

Grace being said by the chairman, the party proceeded to enjoy what might be termed a real British luncheon. Mr. Shefras took wine with the only lady present, Mrs. Shearman, who is a director of the British American Novelty Company, Ltd. This brought forth applause, as did the chairman's desire that those present should take wine with each other. Needless to say this desire was fulfilled and there was much joyous wining. The chairman did his bit by taking wine with the manufacturers' committee and members of Bamos, while a friendly gesture was the taking of wine by homefolk with visitors from overseas, who included M. G. Boudot and friend from France, and Mr. L. V. Hodgson from the United States.

Tribute to Progress

Altho essentially a business luncheon, the toast list was commendably brief. The first naturally was that of His Majesty (See *FIRST REPORT* on next page)

Much Interest In Texas Meet

DALLAS, March 14.—Fisher Brown, president of the Texas Coin-Operated Vending Machine Association, announced early this week that the State meeting, which will be held in San Antonio April 5, promises to be a very interesting meeting, according to the reports he received from Pat Newman, San Antonio, chairman of the arrangements and entertainment committee. The meeting and banquet will be held in the Plaza Hotel Ballroom.

According to the plans outlined, the meeting will start Sunday morning, April 5, 10 o'clock, with what is termed general lobby discussion and selection of candidates for office for the 1936 fiscal year. The regular meeting will commence promptly at 1 p. m. Sunday and will close in time for the banquet at 7 p. m. At the meeting election of officers will be held and amendments to the constitution and by-laws and general business will be discussion for the good of the industry. Positively no collections will be taken up other than 1936 dues, says Brown.

The San Antonio committee in charge reports that it has had full co-operation in making plans for the meeting from the local Chamber of Commerce and hotel, restaurant and drug associations, as well as the Better Business Bureau.

It is important for members to bear in mind that they will be admitted to the meeting by their 1936 membership only, and members in arrears who do not make payment before the meeting starts will not be admitted. The membership fee is \$10 for operators and \$50 (See *MUCH INTEREST* on next page)

NADA Approves Council Plan

CHICAGO, March 14.—Recently the National Automatic Distributors' Association went on record supporting the proposed National Executive Board, as suggested by the National Council of Coin Machine Operators' Associations. The idea is to form a board to represent the entire industry, which will be composed of representatives of the operators', distributors' and manufacturers' organizations. It is felt that such an industrial board would be practical and could do much in assisting the industry with its many problems.

NADA is not a closed organization by any means and its membership is open to any firm or corporation whose principal business is that of distributing coin-operated devices to jobbers and operators, either independently or as a direct factory representative. The applicant must adhere, however, to rigid requirements covering his business capacity, standing in the industry and financial stability.

"Contrary to the general belief that trade associations are without remunerative value to their members, it might be said that these associations serve as a balance wheel, acting for the good of that specific branch of the trade it represents," said R. L. Wilds, managing director of NADA, "and the three asso- (See *NADA APPROVES* on next page)

Michigan AMA

The annual meeting of the Automatic Merchandisers' Association of Michigan will be held Saturday, March 21, at the Detroit Leland Hotel, it is announced by F. E. Turner, president.

The business meeting will be held in the afternoon, to be followed by a banquet at the New Oriole Terrace in the evening. The meeting will be a closed session, open to members in good standing.

STEVE BRODIE had the WRONG IDEA

HE TOOK A CHANCE

YOU Can Play SAFE! ACCEPT NO SUBSTITUTES

Imitation is flattering BUT only the outside and not the inside of Electropak can be successfully imitated! Remember, it is the inside that does the work.

There is only one pin game battery eliminator that bears the name ELECTROPAK. Follow the lead of operators, jobbers and MANUFACTURERS the world over—and protect your games and your PROFITS by using ELECTROPAK, ELECTROLOK and ADAPTOPAK exclusively. YOU NEED—

- ELECTROPAK . . . to eliminate battery expense and losses.
- ELECTROLOK . . . to foil pay table cheaters and protect your profits.
- ADAPTOPAK . . . to operate an A. C. Machine on a D. C. location.

See Your Nearest Jobber or Write Us TODAY.

ELECTRICAL PRODUCTS COMPANY
6527 Russell St., Detroit, Mich.

LIVE WIRE SALESMEN WANTED

Only established manufacturers' representatives making regular territory, calling on Pin Game Trade. If interested in adding the hottest accessory line in the industry, write **BOX D-23, Billboard, Cincinnati, O.**, at once.

MAMA BANQUET

(Continued from preceding page)

Patty, Albert Paul, H. A. Rankow, Milton Raphael, Ralph J. Reinhart, A. Riedel, Jack Rogerson, J. A. Rosenstein, Miss C. Rubino, Mrs. Frances Silberling, Janet Sandman, Jacob Schechter, Jack Schiff, A. B. Schneider, Fred Schork, Katherine Schork, William S. Schork, Max Schosid, Irving Schulwolf, Louis Schuster, Ann Schwartz, Jack (Shoey) Schwartz, Murray Shapiro, Harry Schechter, Salvatore Sotole, Spring Drug Company, Elias E. Sugarman, Sol Swane, J. E. Tierney, Rose Firstenberg, Laura Venacora, Mrs. Louis Vesce, Nathan Waldman, Sid Weiner, Miss Weinstein, Mr. and Mrs. N. Wexler, Mr. and Mrs. George Zimmerman, Solomon Zlater, Moe Zuchner.

NADA APPROVES

(Continued from preceding page)

relations within the coin-machine industry are doing a fine job."

Since establishing Chicago headquarters a year ago, in the LaSalle-Wacker building, the association has progressed rapidly. This move brought NADA in closer touch with the manufacturers, as well as being of additional service to the members.

Following are the officers of NADA: D. Lazar, president; William Marmar, secretary-treasurer; S. Carl Mantell, I. M. Marcus, I. H. Rothstein, David S. Bond, Louis Wolcher and Carl Trippe, members of the board, and R. L. Wilds, managing director.

FIRST REPORT

(Continued from preceding page)

esty the King proposed by the chairman and honored with due decorum and sincerity. Next came the "Coin-Operated Machine Exhibition," coupled with the name of the organizing manager, Edward Graves. Mr. Mellor said he felt like a double turn on a music hall bill—top and bottom of the bill in fact. It was indeed an honor to offer what was the past of the afternoon and he could not help commenting upon the wonderful progress made since last year. The organizers were to be complimented upon their exhibition, which had improved both in size and atmosphere since 1935. It was pleasing to see the increase in the

number of exhibits and he hoped the day would come when they would have to take over Olympia.

It must be very gratifying to the organizers, the M. D. Section. M and D used to mean "medicine and duty." Well, they knew how to take their medicine and certainly did their duty to the trade. Very striking was the progress made in the construction of coin-operated amusement machines. They have been suffering under a cloud and he thought it would have been a good idea if members of the Commission on Betting and Lotteries could have been present at the exhibition to see that the business was not the racket they apparently believed it to be.

There was a great future for the business which was only still in its infancy. But he would impress upon them the need for real efficient organization. They had not realized in the past how necessary it really was. It was impossible to carry on by padding their own canoes. They must put aside all their petty jealousies, meet on common ground and do their best for the good of all. The business as a whole must be thought of. It was with pleasure that he called upon them to drink to the success of the Coin-Operated Machine Exhibition.

Real Teamwork

This the party did and the organizing manager in responding said how happy he felt at the way this show had turned out. Some 400 people were dancing in the hall at midnight on Sunday and the stand fitters had not been able to start operations until 8 o'clock on the Monday morning. Yet there was the show, all ready on scheduled time. That had only been made possible by co-operation on the part of all concerned—real teamwork. They had with them their electrical contractor, Mr. G. W. Robinson, who once again had proved his worth, and Messrs. Doney and David, of John Edginton and Sons, the stand fitters, for whom nothing had been too much trouble. He was sorry that he could not spare from his work to be present the exhibition foreman, Richard Day, whose efforts had no time boundaries or limits. This was the second occasion on which the speaker had been able to thank the exhibitors for their team spirit, and if they could do what they had in these exhibitions surely they could do it, as Mr. Mellor had said was so necessary, thruout the year on behalf of the general interests of the trade.

The M. and D. Section

To George E. Booth, of the British Automatic Machine Operators' Society, fell the responsibility of proposing the next toast—that of the Manufacturers and Distributors' Section with which was coupled the name of its chairman, Mr. S. Shefras. Mr. Booth said that the exhibition would never have been possible if it had not been for the existence of the Manufacturers and Distributors' Section of the British Automatic Machine Operators' Society. Not only was that true but the inventive brain of Mr. Shefras had very much to do with it. He deserved the highest praise of everyone in the business. The exhibition was wonderful. It was twice as big in numbers and thrice as big in superficial area. Mr. Shefras and the M. D. Section had indeed achieved their object of giving the trade an exhibition at the lowest possible rates. They were entitled to every success.

The toast having been honored heartily, Mr. Shefras said how proud he was to be chairman of the organization and to be able to preside once again at the exhibition inaugural luncheon. After last year's exhibition the exhibitors were asked if they wanted another one the next year. The reply was unanimously yes. This year it would not be necessary to ask. The annual coin-machine exhibition had come to stay. The industry must have prestige and no better publicity could be given to a trade than by a successful exhibition. He took the opportunity of thanking the manufacturers and distributors for the co-operation they had given and hoped—in fact, he was sure—they would do even more business this year than last.

Mr. Mellor then rose to carry out the second part of his "double turn," namely, the declaring of the exhibition open. This he did in a few words, concluding by wishing them all the greatest possible success.

Good Wishes

George Booth then read cables received from America. All told there were three, as follows: "The American trade turns eastward today wishing Bamos a

great exposition, a jolly good time and a prosperous year of mutual friendships" from *The Billboard*; "To you and associates sincere good wishes for successful exhibition," from the Buckley Manufacturing Company, and "On behalf of Weston Novelty Company and ourselves we extend congratulations and best wishes for British coin machine exhibit," from Chicago Coin Company.

The function came to an end with Bamos president, Mr. W. H. Willmott, proposing a vote of thanks to Mr. Shefras for presiding so ably over the gathering. He himself had seen the progress made and the great improvement over last year.

Edward Graves, coin machine editor of *The World's Fair*, in a review of the exhibit booths, gave a personal account as follows:

"I write this at the close of the first day of the second annual Coin-Operated Machine Exhibition, and frankly, feel rather bewildered. So many machines have I seen that to be perfectly fair to every exhibitor it is obvious I shall have to cover the ground again in next week's issue. Having written thus I hope that the exhibitor who may feel my review somewhat inadequate will not call at the office brandishing a bludgeon and demanding my blood.

"One thing does give me personal satisfaction. It is seldom I endeavor to play the role of prophet, a most dangerous role let it be said, but this time I have been right in taking a chance. For a long time I have boosted the show and said it would be a success and justified. The gospel I preached was 'You must come to the show,' and as the exhibitors have delivered the goods I anticipate no brickbats.

A Good Location

"As far as can be judged at this early stage—and readers will I trust bear in mind the fact that this is written on Tuesday night—the organizers were wise in picking on the Royal Hotel for their show. More display space has been available for exhibitors and better facilities for the comfort of visitors. Originally the accommodation booked was for what are known as the Royal Halls, that is the banqueting and dance halls which, altho part of the hotel, can be made into a separate feature. So heavy was the demand for space, however, that right at the last moment a part of the dining hall adjoining was taken over and an extension built up. Not just an annex which anyone could miss, but an extension which was no more nor less than an integral part of the whole show. The building up was no mean feat and on Monday there was real hard work put in. At midnight on the Sunday a dance was in progress in the Royal Halls and the standfitters did not commence operations until 8 o'clock on Monday morning. Owing to serving of breakfasts no work could be done on the extension until noon but, just as tho a magician had waved his wand, before midnight there was the Coin-Operated Machine Exhibition as near to being complete as makes no odds. Stands were up, the electrician had done his job, and nearly all the machines and other exhibits were installed. Which, I think every reader will agree, was not bad going. It was announced that the show would open its doors at 10:30 a.m. on Tuesday, and at that time the doors did open, the first registration being Mr. P. Clifton, from Skerries, County Dublin."

MUCH INTEREST

(Continued from preceding page)

for jobbers. Because of the great amount of expense involved in staging the meeting it is positively necessary that reservations be made in advance for the banquet. Tickets \$1.50 per plate. Reservations may be sent to Pat Newnan, 905 McCullough street, San Antonio; Fisher Brown, 2702 Ross avenue, Dallas, or to John Backman, 5400 Goodwin, Dallas.

Monday, April 6, at 10 a.m., a meeting of jobbers and distributors will be held, followed by a meeting at 1 p.m. of the Texas Music Operators' Association. All those not interested in the latter two meetings can leave San Antonio immediately after the banquet Sunday night and be back at their places of business Monday morning.

"Remember the place, Plaza Hotel, San Antonio; the date, April 5. Your business will be discussed and your future will be planned, so be there without fail. The meeting will be educational, profitable from every standpoint and entertaining as well. As a Texas coinman it's your duty," says the announcement.

B HERB BESSER B

WANTS TO MEET YOU FACE TO FACE, AND CONVINCING YOU THAT YOU GET VALUE RECEIVED AND PERSONAL SERVICE WHEN DEALING WITH HIM.

REMEMBER—ALL NEW MACHINES ARE THOROUGHLY CHECKED ON LOCATIONS AND MUST BE PROVEN MONEY MAKERS AND MECHANICALLY CORRECT BEFORE WE RECOMMEND THEM.

Today's Best Bets in New Machines PIN GAMES.

DITTO . . . \$44.50
MADCAP . . . 47.50

AUTOMATIC PAYOUT GAMES.

SUNSHINE DERBY (1 Ball) . . . \$ 89.50
PEERLESS (1 Ball) . . . 115.00

COUNTER GAMES.

TIT-TAT-TOE . . . \$ 17.50
RELIANCE (Auto. Dice) . . . 118.50

CLOSE-OUT VALUES IN USED MACHINES WHILE THEY LAST.

PIN GAMES.	
Action, Jr.	\$ 4.00
Angle-Lite	8.00
Balanco	22.50
Ball Fan	15.00
Baseball (Genco)	10.00
Base Hit	15.00
Beacon	6.00
Beamlite	7.00
Bomber	25.00
Cavalade	9.00
Cheer L'der Contact, Jr.	12.50
Crack Shot	4.00
Cris Cross	4.00
Cris Cross A Lite	8.50
Cross Country	10.00
Cyclone	12.50
Dealer	10.00
Drop Kick	4.00
Electro	4.00
Fifty-Fifty	15.00
Flite	42.50
Five & Ten	17.50
Flite	4.00
Forward Pass	3.00
Frisky	10.00
Golden Gate, Jr.	4.00
Headlight	50.00
Hi Lite	25.00
Jack Rabbit	4.00
Jungle Hunt	10.00
Kings	14.00
Lightning	4.00
Mailk Keys, Sr. League	\$ 3.00
Jr.	4.00
Noon Tact	15.00
Par Golf	10.00
Poplin	17.50
Quick Silver	12.50
Radio Stat'n	4.00
Rapid Transit	18.50
Rebound, Jr.	4.00
Safety Zone	4.00
Screamo	18.00
Signal, Jr.	4.00
Signal, Sr.	9.00
8 in k or Swim	8.00
Score A Lite	12.50
Spotlite	10.00
Spitfire	17.50
Starlite	7.50
Subway	4.00
T. N. T.	15.00
Tackle	25.00
Tango	12.50
Three-in-Line	9.00
Tit-For-Tat	15.00
Top Hat	30.00
Torpedo	40.00
Traffic (Plain)	7.50
Tri-A-Lite	12.50
Wing Lite	20.00
Zoom	15.00

AUTOMATIC PAYOUTS.

Ace	\$27.50	Prospector	\$32.50
Big Leaguer	32.50	Red Arrow	15.00
Champion	12.50	Rodeo	39.50
De Luxo 46	45.00	Rocket	10.00
Equity	17.50	Traffic	20.00
Jumbo	52.50	Wahoo	10.00

COUNTER GAMES.

Cadet	\$ 6.00	Poko Reel	\$6.50
Cent-A-Smoke	10.00	Purlan	
Chicago Express	8.50	Vender	6.50
Flying Colors, Jr.	8.00	Select-Em.	7.50
Hold & Draw	12.50	Seven or Eleven	5.00
Horseshoes	9.50	Sportland	12.50
I. O. U.	7.50	Sweepstakes (Plain)	5.00
Jumping Jacks	3.00	Ticketto	6.00
New Deal	5.00	Twins	6.50
Penny Pack	10.00	Wagon Wheels	10.00

TERMS:

We Will Accept Your Used Machine As Part Payment. Send Us Your List.

One-Third Cash
—Money Order or Certified Check—
Balance C. O. D.
Personal Checks Cause Delay. 5% Discount Allowed if Full Amount is Remitted with Order on New Machines Only.

FACTORY APPOINTED DISTRIBUTORS FOR

O. D. JENNINGS & CO.
CHICAGO COIN CORPORATION.
ROCK-OLA MANUFACTURING CO.
BUCKLEY MANUFACTURING CO.
D. GOTTLIEB & CO.
JOBBERS AND OPERATORS
Write for Prices.

B BESSER NOVELTY CO. B
3020 OLIVE ST., ST. LOUIS, MO.

Weekly MUSIC Notes

Harry's Guests Devour Two Deer

DALLAS, March 14.—Harry Drollinger's 22d annual deer party was held Friday, Saturday and Sunday, February 28 to March 1, inclusive, at the Jefferson Hotel, this city.

The oldtimers in attendance, as well as the host, proclaimed it the most successful ever staged by "30-years-a-musician" Drollinger. The attendance was larger and there were greater entertainment features and a more spirited participation by the guests.

Three hundred guests were served at the banquet held the last night and approximately 200 more arrived after the banquet to take part in the dance and party.

Drollinger sat at the table of honor, supported by his business partner, Earl E. Reynolds; his lawyer, physician, banker and his boss, Homer Capehart, vice-president in charge of sales of the Wurlitzer Company.

The tables, endless, were set in U shape, with the table of honor at the end. All the guests wore party hats with an illustration of a deer and bearing the announcement of the occasion. Rooms thruout the hotel and the offices of the Drollinger & Reynolds Music Company were transformed into entertainment rooms, where refreshments were served and where a good quartet was always at hand.

Drollinger invited his entire list of acquaintances, business, personal and otherwise. In addition to the large at-

tendance, 285 telegrams and letters of regret over absences were received by host Drollinger.

To complete the menu the two deer were devoured, then 12 young gobblers and 12 hams, besides all the trimmings. A small amount of refreshments was served—a truckload, a large truck.

Roy Newman and his orchestra played the musical programs and also for the dance. Nineteen acts of vaudeville were presented during the banquet and thruout the evening. In addition talent drafted from the ranks of the guests rounded out an evening of perfect entertainment.

One of the highlights of the closing day was the vocal sextet, made up of Mrs. Grace Chapman, Mrs. Jack Bruce, John Bachman, Tom Murray, Homer Capehart and Herb Allen, general sales manager of the Brunswick Record Corporation, New York. The sextet, in cocktail-room style, wandered from one rendezvous to another presenting their song numbers—some popular, some made up as sung and some with whiskers.

Grenner Lands Big Order

NEW YORK, March 14.—Robert Grenner, metropolitan distributor for John Gabel Company, informs *The Billboard* that Andrew J. Kerins, of the Automatic Music Company, Bedford, N. Y., has placed an order with his company for his first 100 Gabel Jr. phonographs. Mr. Kerins is one of those in the metropolitan territory who has taken advantage of the territory being opened for individual operations. Mr. Grenner informs (See *GRENNER LANDS* on next page)

Report Record Cash Transaction On Rock-Ola Multi-Selector Phonos

CHICAGO, March 14.—Rock-Ola Manufacturing Corporation announces that Capitol Automatic Music Company, New York, has closed what must be the largest cash transaction ever recorded in the automatic music machine business. The deal is for 500 of the Rock-Ola Multi-Selector phonographs sold to Commodore Frank Viscidi of Paulsboro, N. J. The photographer was able to snap Commodore Viscidi as he passed a check for \$10,000 to Sam Kresberg and Bill Goetz, of the Capitol Automatic Music firm.

Sam Kresberg, president, and Bill Goetz, vice-president, of the Capitol Automatic Music Company, with their quarter of a century of experience as one of the country's largest music-operating organizations, state that they have never heard or known of a single order for such a large number of phonographs at spot cash and calling for immediate delivery.

The purchaser, Commodore Frank Viscidi, is a prominent sportsman and yachtsman. At the present time he is commodore of the well-known exclusive Riverside Yacht Club, one of the most highly respected organizations of its kind in the country. The Commodore is also on the honorary membership rolls of many other important yacht clubs.

Before deciding on the Rock-Ola Multi-Selector, Commodore Viscidi made an intensive study of the entire phonograph field. All angles were considered. He states that he was assisted in making his decision by several music operators in Philadelphia with whom he is personally acquainted. It is interesting to note that these same operators, in turn, were influenced by the Commodore's decision and placed several large orders with the Capitol Automatic Music Company at the same time.

It was considered especially significant when a few months back the Capitol

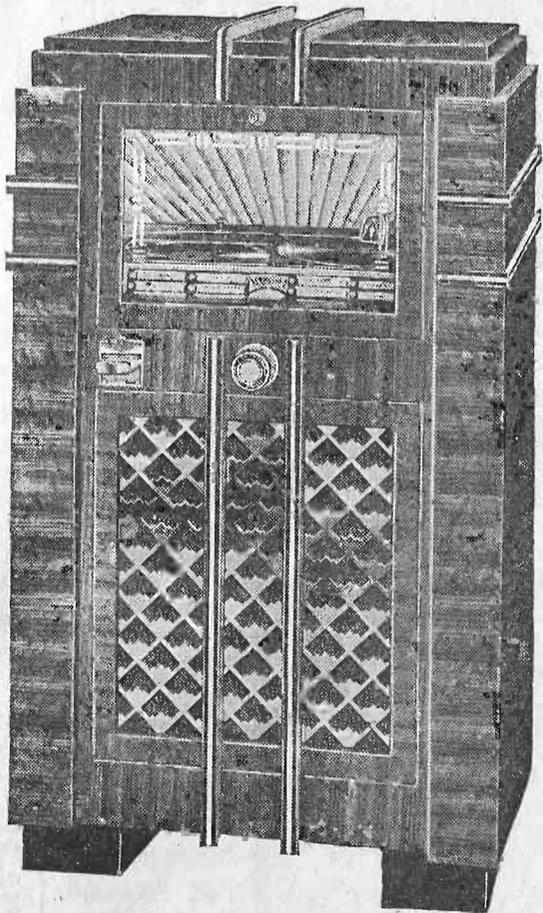
Automatic Music Company turned the entire facilities of its organization over to the distribution of Rock-Ola Multi-Selector in the Eastern Seaboard States. With their wealth of experience—having handled every make of musical instrument ever manufactured, and having themselves manufactured coin-operated phonographs—they are admirably fitted to give operators the most complete and valuable service.

It is significant, too, in light of the Capitol Automatic Music Company's experience and knowledge, that they should select Rock-Ola Multi-Selector as the outstanding phonograph buy of today. Incidentally, they believe their vast knowledge, accumulated over the last 25 years, should be a trustworthy guide to the beginning operator in his choice of musical instruments.

As Sam Kresberg puts it: "Operators all over country have 'gone Rock-Ola' for very simple, understandable reasons. For one thing, because it is the only phonograph with the new lightweight crystal pickup, which cuts the operator's expense in needle and record purchases to almost one-third. The simplicity of its mechanism and its unequaled tone quality, the beautiful cabinet design that pleases everyone, the sturdy construction that stands up under everything, these are the reasons for our choice and indorsement of the Rock-Ola Multi-Selector!"

Continuing, Mr. Kresberg says: "No operator can take the chance of buying equipment such as a phonograph, which is a long-pull investment, without the assistance of genuine knowledge backed by real experience. That is why we are glad to work with new music operators and point out the stability of the Rock-Ola Multi-Selector and its outstanding merits as a long-term investment!"

THE LEADER FOR OVER 30 YEARS



SYMPHONOLA MODEL "B"

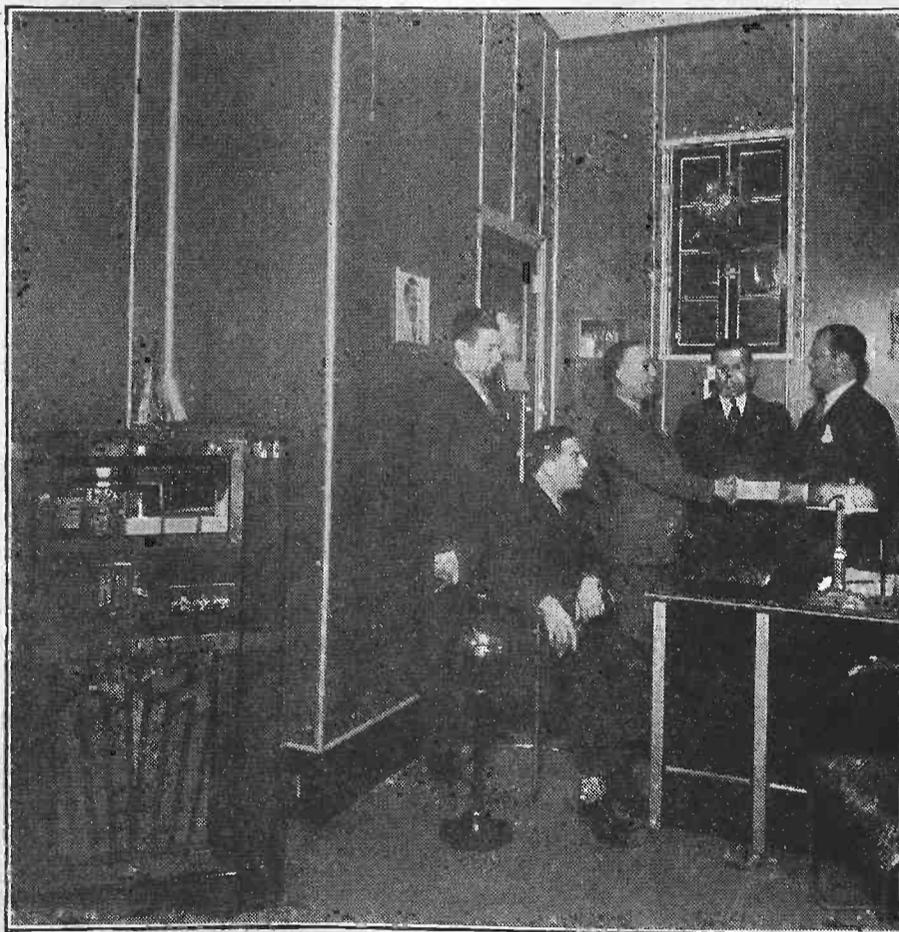
the Instrument without "Service Headaches"

J. P. SEEBURG CORPORATION

1510 DAYTON STREET

CHICAGO · ILL.

★ The Seeburg Franchise is More Valuable ★



CASH DEAL FOR ROCK-OLA PHONOS—Commodore Frank Viscidi, of Paulsboro, N. J., is handing Sam Kresberg, Capitol Automatic Music Company, New York, a \$10,000 check on deposit for 500 phonographs.

WE CARRY A COMPLETE STOCK OF ALL THE NEW GAMES AND A LARGE STOCK OF USED GAMES AT THE LOWEST POSSIBLE PRICES.

PHONOGRAPH EXCHANGE SELL OR BUY

Reconditioned Machines Offer WURLITZER'S SIMPLEX — P12 — 3 months old, like new. Ea. \$199.50
WRITE OR WIRE YOUR NEEDS.

BABE KAUFMAN INC.

455 West 42nd St. Tel. MEdallion 3-0468
NEW YORK CITY

Sheet-Music Leaders

(Week Ending March 14)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

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

1. Lights Out
2. Alone
3. Beautiful Lady in Blue
4. Goody, Goody!
5. Putting All My Eggs in One Basket
6. It's Been So Long
7. Write Myself a Letter
8. Alone at a Table for Two
9. Wah Hoo
10. What's the Name of That Song?
11. Little Rendezvous in Honolulu
12. Please Believe Me
13. Cling to Me
14. Rhythm in My Nursery Rhymes
15. Shooting High

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, March 6, to Thursday, March 12, both dates inclusive.

- | | |
|---------------------------------|----|
| Let Yourself Go..... | 26 |
| Lights Out | 26 |
| Goody, Goody! | 24 |
| Shooting High | 24 |
| It's Been So Long..... | 22 |
| Lost | 22 |
| Eggs in One Basket..... | 21 |
| Cling to Me..... | 18 |
| Face the Music and Dance..... | 18 |
| Please Believe Me | 18 |
| What's the Name of That Song?.. | 18 |
| You Started Me Dreaming..... | 17 |
| You Hit the Spot..... | 15 |
| Melody From the Sky..... | 13 |
| No Greater Love | 13 |
| The Day I Let You Get Away.... | 12 |
| So This Is Heaven..... | 11 |

Supreme Vending To Sell Keeney Products in East

BROOKLYN, March 14. — William (Little Napoleon) Blatt, president of Supreme Vending Company, Inc., reports that he is now distributor for the products of J. H. Keeney & Company, Chicago.

"But," says Blatt, "this is more than just an announcement that our firm has taken over the exclusive distribution of Jack Keeney's new games in this territory. It is a story that really has a romantic background as far as the pin game industry is concerned.

"My first exclusive distributorship in the coin machine business was for the Baffle Ball game manufactured by Jack Keeney. This was followed by another old-time sensation by Jack—the Rainbo.

"I'm certain that every operator in the business today knows the success of Baffle Ball and Rainbo, the first low-priced pin games—the games that really helped the coin machine industry get to its present state.

"Now Jack and myself come together again. This time with the new products that he is preparing at his Chicago factory and which are, in my estimation, among the best which the industry will ever have.

"I think that the return of this relationship as distributor and manufacturer between Jack and myself is something that really has a lot of sentiment attached to it. I feel that we will somehow be able to do a better distributing job because of this get-together of two oldtimers in the business."

New Salesboard Company

CHICAGO, March 14.—Lee-Moore & Company have entered the salesboard field here with an attractive line of boards to offer to the trade. A big catalog is in preparation showing the complete line.

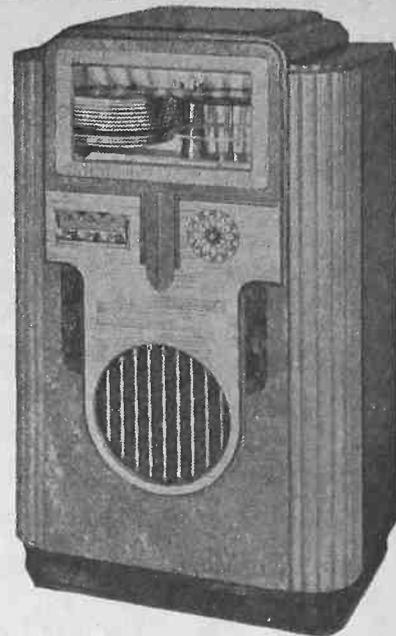
Abe Levy and M. Cohen are principals in the firm and both are pioneers in the salesboard field, with about 25 years in the business. The firm will not only offer salesboards, but will also offer an attractive line of merchandise suitable for salesboards, premiums, etc.

WURLITZER-SIMPLEX

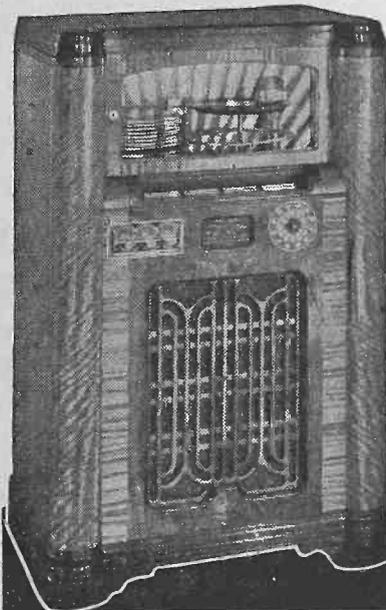
ENABLES OPERATORS TO

Sweep all Competition

You, too, can make big money in automatic music—the cleanest, safest operation in the coin machine industry. Operate with the Wurlitzer-Simplex—the biggest selling automatic phonograph—the greatest value—biggest money maker. Write, wire or phone for Wurlitzer-Simplex Proposition.



Wurlitzer-Simplex Model 312



Wurlitzer-Simplex Model 412

THE RUDOLPH WURLITZER MFG. CO.

North Tonawanda

New York

SOLD ONLY TO OPERATORS

10 Best Records for Week Ended Mar. 16

	DECCA	RCA-VICTOR	BRUNSWICK	VOCALION
1	697—"Let's Face the Music and Dance" and "It's Been So Long." Ted Fio-Rito and orchestra.	25252—"Wah - Hoo" and "What's the Name of That Song?" Paul Whiteman and orchestra.	7621—"My Heart Is Keeping Company" and "Goody, Goody." Freddy Martin and orchestra.	3171—"Nickel in the Slot" and "Swing, Brother, Swing." Wingy Mannone and orchestra.
2	711—"We Saw the Sea" and "Wah-Hoo." Top Hatters' Trio.	25240—"We Saw the Sea" and "If You Love Me." Ray Noble and orchestra.	7615—"Don't Count Your Kisses" and "I'm Gonna Clap My Hands." Ozzie Nelson and orchestra.	3170—"I'm Putting All My Eggs in One Basket" and "I Hope Gabriel Likes My Music." Stuff Smith and Onyx Club Boys.
3	651—"A Beautiful Lady in Blue" and "Moon Over Miami." Jan Garber and orchestra.	25245—"It's Been So Long" and "Goody, Goody!" Benny Goodman and orchestra.	7614—"Wah-Hoo" and "Yours Truly Is Truly Yours." Leo Reisman and orchestra.	3169—"I'se a Muggin'" and "I'se a Muggin' Musical Numbers Game." Stuff Smith and Onyx Club Boys.
4	667—"Sing an Old-Fashioned Song" and "I'm Building Up to an Awful Letdown." Red McKenzie and Rhythm Kings.	25243—"I'd Rather Lead the Band" and "Get Thee Behind Me, Satan." Richard Himber and orchestra.	7610—"I'd Rather Lead a Band" and "I'm Building Up to an Awful Letdown." Johnny Green and orchestra.	3159—"O! Man Mose" and "Please Believe Me." Wingy Mannone and orchestra.
5	714—"Bubbling Over" and "Blue." Earl Hines and orchestra.	25242—"I'm Putting All My Eggs in One Basket" and "But Where Are You?" Guy Lombardo and orchestra.	7609—"I'm Putting All My Eggs in One Basket" and "We Saw the Sea." Johnny Green and orchestra.	3158—"The Broken Record" and "Rhythm in My Nursery Rhymes." Wingy Mannone and orchestra.
6	715—"Nunca" and "Solitario." Rene Pesenti and Tango Orchestra.	25253—"West Wind" and "Sing an Old-Fashioned Song." Fats Waller and orchestra.	7608—"Let's Face the Music and Dance" and "Let Yourself Go." Johnny Green and orchestra.	3160—"Four-String Joe" and "Penn Beach Blues." Joe Venuti and his Blue Four Ditts.
7	712—"My Blue Heaven" and "Stomp It Off." Jimmie Lunceford and orchestra.	25212—"Lights Out" and "Moon Over Miami." Eddie Duchin and orchestra.	7607—"But Where Are You?" and "Get Thee Behind Me, Satan." Ozzie Nelson and orchestra.	3151—"How Many Times?" and "Saddle Green." Roy Newman and his Boys.
8	698—"I'm Putting All My Eggs in One Basket" and "Yes-Yes! My-My! She's Mine." Louis Armstrong and orchestra.	25191—"Aione" and "Two Hearts Carved on a Lonesome Pine." Tommy Dorsey and orchestra.	7601—"I'm Gonna Sit Right Down and Write Myself a Letter" and "The Bride Comes Home." Hal Kemp and orchestra.	3146—"Moon Over Miami" and "I Feel Like a Feather in the Breeze." Art Karle and his boys.
9	690—"Everything's in Rhythm With My Heart" and "I Can Wiggle My Ears." Ambrose and orchestra.	25189—"I Feel Like a Feather in the Breeze" and "You Hit the Spot." Richard Himber and orchestra.	7597—"Cling to Me" and "Gotta Go To Work Again." Ozzie Nelson and orchestra.	3123—"You Took My Breath Away" and "You Hit the Spot." Putney Dandridge and orchestra.
10	704—"Life Begins When You're in Love" and "No Greater Love." Isham Jones and orchestra.	25251—"Saddle Your Blues to a Wild Mustang" and "The Wheel of the Wagon Is Broken." Paul Whiteman and orchestra.	7587—"The Music Goes 'Round and Around" and "Dinner for One, Please, James." Hal Kemp and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.

GRENNER LANDS

(Continued from preceding page)

that the Automatic Music Company will operate Gabel machines in Westchester County.

The Lyons Piano Company, Paterson, N. J., has completed negotiations with Robert Grenner, metropolitan New York distributor for the John Gabel Company, to operate in this territory recently made available by a new arrangement in which the Gabel Company opened territory for individual operations.

Frank F. Lyons Piano Company has placed a substantial order for Gabel's 4-record Entertainers, Grenner informs.

OPERATORS

Interested in

Music Operation

in Ohio or Western Pennsylvania, Write-Wire-Phone

J. HARRY PAYNE

District Manager,

WURLITZER-SIMPLEX

211 Granville Road, Newark, O.

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.

58 East Hennepin Ave., Minneapolis, Minn.

BARGAINS Ideal Opening Holds 2 Days

USED PAYOUT TABLES

SPORTSMAN (walnut cab.) \$14.50
SPORTSMAN (visible slot) 19.50
TREASURE SHIP (one ball) 14.50
LIBERTY BELL (ten ball) 14.50
PUT 'N' TAKE (one ball) 14.50
HELLS BELLS (ten ball) 12.50
CARIOCA (one ball) 14.50
ELECTRIC BAFFLE BALL 55.00

1/3 Deposit, Balance C. O. D., F. O. B. Milwaukee.

NEW GAMES—Get Our Prices.

MILWAUKEE COIN MACHINE CO.

3725 W. Center St., Milwaukee, Wis.

CORRECTION

Our advertisement appearing on page 88 of the March 14 issue of The Billboard listed Clipper at \$14.50 in error. Correct price

CLIPPER \$41.50

H. C. EVANS & CO.

1522-28 W. Adams St., CHICAGO, ILL.

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, Raffle 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.

EIGHT LARGE DIGGERS

On Trailer, electrically equipped. Cheap.
A. M. CLINE, Osgood, Ind.

ST. LOUIS, March 14.—The grand opening of the Ideal Novelty Company, officially dedicating its new quarters, has operators in this trade area filled with expectations. It is anticipated that more than 500 operators will be present and elaborate plans have been made to entertain them royally. The Ideal firm has a big list of customers and they are coming from many different sections to partake of the festivities. Carl F. Trippe, owner and general manager of the firm, is very popular with the trade and will be there to greet all who come.

A number of coinmen from Chicago plan to be present for the occasion. Among them are Ray Moloney, Jim Buckley, Max Glass and representatives of Superior Products Company and other Chicago manufacturers.

Prizes arranged for the occasion will total more than \$1,000, including about 15 of the newest games on the market. There will also be a number of attendance prizes, plenty of eats and refreshments and numerous stunts to make it enjoyable in every way. The party will start at 8 a.m. Saturday, March 21, and last until the wee hours Monday morning.

New Development for Use With Punchette Machine

CHICAGO, March 14.—Karl Klein, of the Groetchen Tool Company, announces a new development to be used in conjunction with Punchette. A new "mystery" ticket tape is used in the machine, together with a step-up salesboard that is cleverly attached to Punchette.

Mr. Klen says that this new idea has been soundly tested and approved of by the leading operators and jobbers. He claims that this new development will

multiply profits and give quicker play with Punchette.

Here's how this new combination works: The player inserts his nickel in the machine, then turns the dial left or right so as to select one of the 2,200 possible punches on the "mystery" tape. As the punching mechanism is pressed the player's selection is vended thru a small door in the front of the device. It may be a small 10 or 25-cent winner or it may be one of those occasional "mystery" tickets which entitles the player to select one punch among the 50 offered in the two "mystery" rows of the step-up salesboard.

Here the player has a tough time deciding which hole to punch, because he knows if he is lucky he might take a \$25 ticket. Other tickets in the jackpot row range from \$5 up.

The new "mystery" ticket tape comes assembled in units of 1,100 or 2,200 punches. The 2,200-hole tape contains 30 "mystery" tickets which entitle the player to punch in the "mystery" row of the step-up salesboard. The new "mystery" tape shows numbers only on its reverse side, and certain of these numbers are indicated as winners on the reward card and pay 10, 20 or 25 cents.

Mr. Klein points out that Punchette takes the uncertainty of collections out of the salesboard and counter-device collections. Every time a nickel is punched out the nickel is dropped into the security of the cash box. The merchant must save all paper slugs vended and paid out as definite proof of the payouts.

Orders 200 Daily Races

MILWAUKEE, March 14.—After visiting the plant of D. Gottlieb & Company and inspecting the latest Gottlieb game, Daily Races, Sam London, president of Milwaukee Coin Machine Company, pronounced it an outstanding game.

"I played Daily Races," said Sam, "and I was really intrigued by the realistic action of the game. The action of the light-up rack with its changing odds reminds one of the mutual boards at the leading tracks. The playing action is the closest to bringing the thrills of the turf to a pin game of any game I've ever played."

Backing up his statement that he expects Daily Races to be one of the biggest hits of the season, Mr. London placed an order for 200 games to be delivered immediately.

"I want to be one of the first distributors to have Daily Races on hand so I can give the operators in my territory a real chance to make some big money. Putting the multiple coin slot on a game priced as low as Daily Races really helps the operator increase his profits. For just a little more than the price of the ordinary payout game he can buy Daily Races and be assured of much bigger takes."

Mr. London makes weekly trips to Chicago in order to be right on the spot when the new games are brought out. He is known for the service he gives the operators in Wisconsin and they have come to rely on his advice as to games which he thinks will be hits. His complete confidence in Daily Races has led operators in his territory to place their orders in advance of even seeing the game.

Offer Daily Races in Series of Payout Games

CHICAGO, March 14.—With the introduction of their latest game, Daily Races, D. Gottlieb & Company are following thru with their pledge to produce better games at lower prices. Daily Races is claimed to be the lowest priced one-ball payout with a multiple coin slot and changing odds on the market.

Daily Races also gives the player a real break. He has three chances to win with his horse. The horse can either win, place or show. The playing action of Daily Races is very simple but carries a lot of appeal for the player and profit for the operator. As the first nickel is inserted into the multiple coin slot the light-up rack flashes a horse and shows odds for win, place and show. If, however, the player is not satisfied with the odds he inserts another nickel and takes a chance at increasing the odds. With each nickel inserted an additional horse flashes on and the odds change. As many as all eight horses can be played. After eight horses are being played and the odds are still unsatisfactory each additional nickel inserted gives the player an opportunity to increase the odds.

With the horse and odds to his liking, the player then starts play. The ball comes onto the field and starts the race. The upper part of the field consists of holes marked "Show" for the eight horses. If the ball misses these holes it comes upon those marked "Place." When the ball successfully comes to the bottom of the board it then goes into one of eight "Win" sections. A winner will pay as high as 40 to 1.

After playing Daily Races it is agreed that it is one game that has really transferred the atmosphere and thrill of the race track onto the pin table. Daily Races is not only a game of action and thrills, but it is a game of exceptional beauty. Both the massive light-up rack and the large playing field are artistically decorated in 10 colors.

The mechanical parts used in Daily Races have been tested and proved superior in every way. After putting almost every electric pack unit to severe tests it was decided to use Electropak because of the complete satisfaction given on actual locations. One of the important features that make Daily Races one of the outstanding games is Electrolock. This device is a part of the Electropak and is one of the best cheat-proof aids invented. Electrolock prevents players from cheating the game by pulling the plug from the electric socket. As an added convenience to operators all the locks on Daily Races are keyed alike, only one key necessary for each machine.

With the installation of Electropak as standard equipment in Daily Races, operators are no longer required to waste time in the replacement of batteries. In order to save more time and effort for the operators, Daily Races is also equipped with an automatic fuse. This feature eliminates fuse replacement for the life of the machine.

Combining the extra opportunity given the player to win with the extraordinary number of features to benefit the operator, officials at D. Gottlieb & Company are confident the present response in the form of orders for Daily Races in 50 to 200 lots is just an indication of the success that is to follow.

FINAL CLOSE-OUTS

Aces \$27.50, Gold Awards \$32.50, Prospectors \$35.00, Daily Double, De Luxe, New, \$45; Electric Baffle Ball \$42.50, Put'n'Takes, Front Door, \$15; Gold Rush \$15, Stampede \$25. Repeaters, Big Five Peerless. Write for prices. Black Magic \$45, Hold and Draw \$12.50, Red Arrows \$12.50, Traffic \$15, Ball Gum 12 Cents Box.

25 BALLY DERBYS LIKE NEW \$65
LOTS OF 5, \$60
JUMBOS \$42.50
MAMMOTHS NEW MECHANISM ONLY \$45

Orders Filled in Rotation. 1/3 Deposit Required. No exceptions.

AUTOMATIC SALES CO., Nashville, Tenn.

WANTED MILLS LATE MODEL SLOTS FOR CASH

War Eagles (20 Stop Reels), Blue Fronts and Extraordinary Mysteries in 5c, 10c and 25c play in either the Bell or Vender Type. We will buy the above slots for cash or take them in trade on any coin-operated machine you may be interested in; we carry them all.

WE ARE OFFERING THE FOLLOWING SPECIALS WHILE THEY LAST:

CAILLE DOUGHBOYS (in Colors) 5c Play, used about 2 weeks. Each \$45.00

LITTLE DUCHESS, 5c Play, Each \$22.50

BLUE FRONT O. T.'s, 5c Play, late serials. Each \$32.50

MILLS BELL LOCKS, with 2 Original Keys, \$1.50 Each, or \$15.00 Per Dozen.

MYSTERIOUS EYE (Automatic Payout Dice Counter Game), While They Last, \$24.75

Save money: Send for our Complete List on Mills Slot Machine Parts. When writing give full details, such as serial numbers, type of slots and rock-bottom prices. When in our city, pay us a visit.

BAUM NOVELTY COMPANY

2008-2012 Ann Ave. Telephone, Grand 7499. ST. LOUIS, MO.

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.

IMMEDIATE DELIVERY

Exclusive Illinois Distributors

DAILY RACES \$125

SUNSHINE DERBY \$89.50 The Lowest Priced Multiple Coin Slot One Ball Payout with Changing Odds.
NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Pkwy., Chicago, Ill.



WHAT'S A DEER PARTY?—A glimpse at Harry Drollinger's 22d annual deer party, Jefferson Hotel, Dallas, February 29 and March 1. This shows 'em feasting on deer. More than 300 guests registered.

Free Auto Trailers to All Seiden Customers

CHICAGO, March 14.—Henry W. Seiden, owner of Henry W. Seiden & Company, Inc., has startled operators with a most liberal offer, not applying to "some lucky operator," as mentioned in last week's issue of *The Billboard*, but to all Seiden customers, old and new.

This firm will give away automobile trailers to all of its customers. Operators all over the world will be glad to learn about this big free offer. All the operator has to do is to write Henry W. Seiden headquarters in Chicago, and detailed information will be given, explaining how the auto trailer may be obtained free. Mr. Seiden emphasized the point that altho an operator has never purchased from his firm previously, it is just as easy for the new customer to obtain the trailer as it is for his old ones. "Hank," as Mr. Seiden is known by his

Seiden Explains Offer

Profit-sharing coupons are given on every purchase to all customers regardless of where they are located or what the purchase amounts to. On a new machine selling for \$50 the purchaser would be given 10 profit-sharing coupons, or one coupon for each \$5 spent. The offer is a very liberal one, says "Hank" Seiden, because only 65 coupons are necessary to get a trailer absolutely free.

region of friends, is exceptionally anxious to see all operators take advantage of his offer.

Easily hooked up to any car in a few minutes and detached just as fast, the Seiden trailer will prove invaluable to the operator. The trailer will hold eight pin tables or two regular size phonographs or digger machines, as many slots, counter machines, scales, peanut and confection machines as the operator cares to load up. The trailer has one-half-ton capacity. This new way of transporting games compared with the old way of tying them upon an automobile rack and also carrying them on the inside of the car is a decided improvement.

In addition to being used for hauling coin machines, the Seiden trailer is really great for camping, touring, picnics, etc.

Every trailer to be given away is equipped with a duck weather-proof covering that is removable. This covering is sturdily and snugly supported by four wooden posts that are firmly held in place by steel pockets in the chassis. The trailer is attached to bumper brackets by means of rugged malleable towing hitches, which are rubber mounted, thus eliminating all noises. The pull is direct from the car chassis. It tracks directly behind the car with no sway, skid or whip, regardless of the load or the speed. The heavy single wheel has a General pneumatic tire that holds from 40 to 60 pounds of pressure, depending upon the load to be carried. The wheel is mounted on a fully enclosed steel spindle that operates in oil and never requires adjustment. The spindle enables the driver to handle the car and the trailer as if it were one unit. He can drive forward or backward or turn without regard for the way the trailer will act. The chassis is all steel, with a warp-proof solid wooden floor and a removable wooden back which permits easy loading and unloading. The sides of the chassis are strongly constructed of pressed steel, and the frame is braced with four full-length stake pockets. The trailer has a pressed steel channel frame. The inside dimensions of the trailers are 42 inches wide and 52 inches in length.

Models are now on display at all Henry W. Seiden & Company branches, located in Chicago, Albany, Syracuse, Rochester, Newburgh and New York City.

Operators are urged to visit the Seiden showrooms or make their inquiries to

the Chicago branch. All operators are eligible to receive the auto trailer free, says Seiden, altho the offer seems "too good to be true."

Introducing 2 Novelty Games With Big Appeal

CHICAGO, March 14.—At last the mysterious "goings on" at the Chicago Coin Corporation have been revealed. Officials of that firm report that they are introducing two clever new straight novelty games.

For days and days the new games department at Chicago Coin has been the scene of whirlwind activity. Finishing touches on the two new Chicago Coin novelty games were being added here and there. As a result the sales department was furnished samples. Budget and Touch-Off, the names of the two new games, were played steadily by the officials of the Chicago Coin firm and by visitors at the office. Everyone was so enthused with both of these games that they were played continually day and night.

Budget is a straight novelty five-ball game with an automatic changing odds feature. Exceptionally beautiful in cabinet and playing field, Budget immediately attracts players. The clever playing ideas of the game take it out of the ordinary novelty game class and definitely put it on a par with payout games. Location tests have definitely proved that Budget will hold its own with any payout game.

Touch-Off is the new fast-action game of the Chicago Coin firm. Loaded with pep and appeal, Touch-Off will fill the bill wherever a novelty action game goes over best. An abundance of skill holes, which are in themselves scoring pockets, provide the player with more action than he ever dreamed of in a pin game before. A ball that might drop into the 500 pocket on the first shot may be cleverly advanced by the use of ball ejectors and kickers so that it may finally find its way into the 5,000 hole at the bottom of the board. The player is constantly entertained by the amusing loop-the-loop in the antics of the balls played.

Both Budget and Touch-Off are in production and first samples should go forward to the trade in the immediate future.

Hy-G Buys Daily Races

MINNEAPOLIS, March 14.—Culminating his trip to Chicago in order to get the real lowdown on what's new in the coin-machine capital, Hy Greenstein, of Hy-G Games Company, placed his order for 200 Daily Races. Daily Races is the latest presentation of D. Gottlieb & Company.

"While visiting the Gottlieb plant," said Hy, "I put Daily Races thru some real stiff tests and it came down the home stretch a winner. Operators are certainly going to have a cinch with this game. Once they place it, all they have to do is come around and collect. Daily Races is equipped with Electropak and also has an automatic fuse which eliminates the replacement of fuses for the life of the machine. Cheating players will be sorry to learn that Daily Races is equipped with Electrolock, a part of the Electropak, which does away with cheating by pulling the plug from the electric socket.

"Not only are all the mechanical parts of Daily Races the finest of their kind, but the playing action and beauty are really outstanding. The playing field is one of the most colorful I've ever seen and it has real race-track action."

Mr. Greenstein then went on to say that he expects to have quite a number of Daily Races placed in the Minnesota territory very shortly. He left instructions with D. Gottlieb & Company to ship the machines as soon as possible so that he can fill the orders that have already come into his Minneapolis office from operators who have heard about the earning capacity of Daily Races.



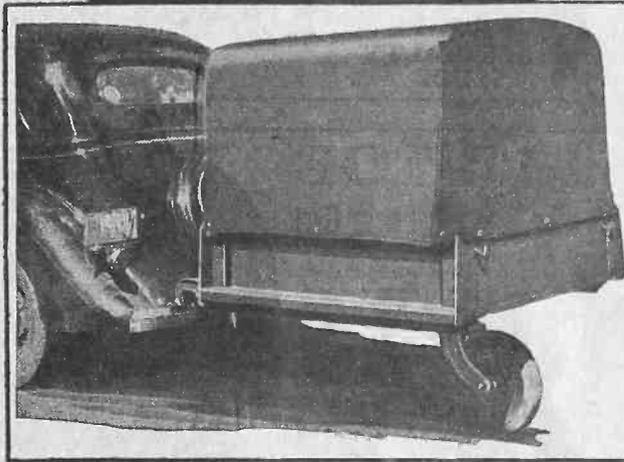
HENRY W. SEIDEN

TO ALL OPERATORS WE ARE GIVING AWAY

absolutely

FREE

an **AUTOMOBILE TRAILER**



The SEIDEN AUTO TRAILER is easily attached to all cars. The trailer is rigidly constructed—pressed steel sides, pressed steel channel frame, a removable weather-proof covering and a heavy ball bearing wheel with a genuine GENERAL PNEUMATIC TIRE. The trailer is 42" wide and 52" in length. Easy driving, the Seiden Auto Trailer will last a lifetime—AND IT COSTS YOU NOTHING!

COMPARE THIS WITH THE OLD WAY OF HAULING!



Demonstrating the capacity of the SEIDEN AUTO TRAILER! Imagine! A complete digger, ten counter games and three pin tables! Phonographs, scales, slots and other coin-operated machines are just as easily hauled. All SEIDEN AUTO TRAILERS are equipped with weather-proof covering. No longer do you have to suffer the inconveniences of hauling the old way! Especially when SEIDEN OFFERS IT TO YOU FREE! GET IN TOUCH WITH US NOW!

ADDRESS ALL COMMUNICATIONS TO CHICAGO OFFICE
On Display at All Our Branches! See It Today!

HENRY W. SEIDEN & CO., Inc.
2753 W. NORTH AVE., CHICAGO, ILL.

61 HUDSON AVENUE
ALBANY, NEW YORK

347 N. CLINTON AVENUE
ROCHESTER, N. Y.

550 SOUTH SALINA STREET
SYRACUSE, N. Y.

101 W. THIRTY-FIRST ST.
NEW YORK CITY, N. Y.

360 LIBERTY ST., NEWBURGH, N. Y.

Brainteaser No. 4

A tree is three times as high as a pole. It is also 15 feet higher than the pole. How high is the pole?

Answer to Gag No. 3:

A bottle and a cork cost \$1.05. The bottle costs \$1 MORE than the cork. How much does the cork cost?

Answer: Cork costs 2½c; bottle, \$1.02½.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

PONY DICE GAME MUTUEL PAY-OFF.
Dice and Chart, \$1.00. Descriptive Circular, 3c.
GARVEY, 26 E. Elm St., Brockton, (B) Mass.

AMERICAN SALES CORPORATION
 936 WRIGHTWOOD AVE., CHICAGO, ILL.
WHY TAKE A CHANCE!
 IT COSTS NO MORE TO BE SURE
 All our PIN GAMES are location tested which relieves you of all worry.
 Sure you can have credit . . . if you're O. K. with yourself.
 WRITE US TODAY. ASK US FOR CREDIT.
Lee D. Jones
 P. S.: We have more customers than there are Jones' in the New York and Chicago Telephone Directory.

Atlas Novelty Is Busy

CHICAGO, March 14.—Activity at the Chicago office of the Atlas Novelty Corporation was reported to be amazing by a recent visitor. Eddie Ginsberg's desk was said to be piled high with orders for Western Equipment and Supply and Stoner's games. Eddie stated that Jimmie Johnson's Harmony Bell, Stock Market, Ponies and Shell games are going over with a bang with Atlas operators. Eddie also claimed that the orders they are booking for Stoner's Mad Cap have broken all precedent for Stoner games.

"The Atlas Novelty Corporation," says Eddie, "is also doing a big business on new games for practically all the other manufacturers, including the G-M Laboratories; Genco, Inc.; Buckley Manufacturing Company, Exhibit Supply Company, Daval Manufacturing Company, Grootchen Tool Company and others."

The company carries a large and complete stock of thoroly rebuilt used games and a complete assortment of counter devices.

NADA Quarterly Meeting Planned

CHICAGO, March 14.—Regular quarterly meeting of the National Automatic Distributors' Association will be held in Chicago during the early part of April, according to R. L. Wilds, managing director of the association. Altho the exact dates have not been set, early reports indicate that the entire membership will be in attendance to join in the general discussion covering many current problems confronting the industry.

NADA is one of the national trade associations in the industry and represents the interests of distributors and jobbers. During its three years of existence NADA has confined its efforts toward the betterment of relations between each of the three branches of the industry, namely the manufacturers, distributors and operators; to the maintaining of ethical business practices in the merchandising of coin-operated devices, and to the adoption of a constructive program for the general welfare of the trade.

The NADA program, which has been published from time to time, covers the vital needs of the industry as seen by its members, who comprise 60 to 65 per cent of the total coin-machine buying power.

Michigan AMA Organizes Mdse. and Music Branch

DETROIT, March 14.—A meeting to form a new division of merchandise, service and music operators was held Thursday night at the Detroit Leland Hotel. This is a new association designed to include all types of vending and other service machines and practically all legitimate coin-machine operators, except those who operate skill games, for which there is already established the Skill Game Operators' Association. The meeting was called by Frederick E. Turner, president of the Automatic Merchandisers' Association of Michigan, with which the new association will be affiliated.

Horace Grasseck, Detroit jobber of coin machines, has rented a new store adjacent to his original location in the Tuller Hotel. He is remodeling his entire quarters, which are doubled by the addition, and is installing more equipment, including a complete line of premium merchandise. Mr. Grasseck has been seriously ill for a week.

B. J. Marshall Company, Inc., Detroit jobber, has moved into its new store at Woodward avenue and Orchestra place. It has moved out several blocks from downtown and has more adequate facilities, as well as better parking facilities.

American Automatic Sales Company, operated by Michael A. Angott Jr., moved this week from Joy road to Linwood avenue. The company is probably Detroit's principal northwest section jobber—in a neighborhood where many operators make their headquarters.

HERE'S WHAT ST. LOUIS OPERATORS SAY:
 "I have no trouble holding my locations with Seeburg's Symphonola." "One Madcap took in \$65.00 in 3 days." "Every Stoner game is a Money-Maker." "Tried Madcap out one week—Rush 5 more immediately." "Please have Punchette manufacturers put on larger money bags." "My Punchette took in \$52.00 over the week-end—Let me have 3 more strips right away." "My ABT 'Pop-It' is averaging \$4.00 per day for my end—Some Game." And many others too numerous to mention.
 THE ABOVE ARE ALL BONAFIDE STATEMENTS BY ST. LOUIS OPERATORS

ABT "TOP-IT" \$57.50	PUNCHETTE \$19.75	MADCAP \$47.50	Missouri and Southern Illinois Distributors for Seeburg's Symphonola
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SPECIALS IN USED MACHINE BARGAINS.
SEEBURG'S GRAND CHAMPION RACE HORSE MACHINES (Automatic Payout), Used Two Weeks, Like New \$67.00

PIN GAMES.	Exhibit Gateway (Tkt) \$32.50	ABT Grand Prize 45.00
ABT Archer (Tkt) \$27.50	Par Golf 17.50	Rapid Fire 17.50
Action, Jr. 6.50	Signal, Jr. 6.50	Rodeo 39.50
Action, Sr. 12.00	Sink or Swim 10.00	Carloca 25.00
Auto Flash (Ticket or Tape) 25.00	Starlite 10.00	Gold Rush 25.00
Ball Fan 15.00	Three in Line 8.00	
Big Leaguer 25.00	Zoom 17.50	PHONOGRAPHS
Five and Ten 15.00	Rodeo (Ticket) 32.50	Mills Troubadour \$100.00
Flying Colors 15.00		Seeburg Model E 95.00
Home Stretch (Race Horse) 25.00		Seeburg Selectophone 125.00
		Seeburg Audiphone (with Radio) 75.00

AUTOMATIC PAY TABLES
 ABT One Shot \$35.00
 ABT Three Shot 45.00

TERMS: 1/3 Deposit, Balance C. O. D.
 SEND FOR OUR LATEST CATALOG OF SUPERIOR SALESBOARDS
W. B. SPECIALTY CO. 2507 MARCUS AVE., ST. LOUIS, MO.

Bonus Game Idea Is Out

CHICAGO, March 14.—"You may think it's an outrage," says Jim Buckley, sales manager of Bally Manufacturing Company, "but we left out the outholes on our Bally Bonus one-shot game, making it the only game without any out-and-out outholes. Maybe that's why the game is outplaying everything on the market and is ranked by operators as one of the most outstanding money-makers that ever came out of the Bally plant."

After that, Jim, we ought to say, "You go out!" But we'll remind the trade that, instead of outholes, Bally Bonus features the new Bonus Holes at the bottom of the board. A ball in the right or left hole operates a Bonus dial, which does not reset after each game, but keeps building up a bigger and bigger bonus. Then, if a ball goes in the center hole, player receives amount shown on the dial.

The usual center-field outhole, common to most one-shot games, is changed to a free-play hole, and the game also features the new progressive award free-play Bally-Hole, an idea said to be extremely popular with players, both in Bally Bonus and on the giant Peerless one-shot game.

Building Radio Cabinets

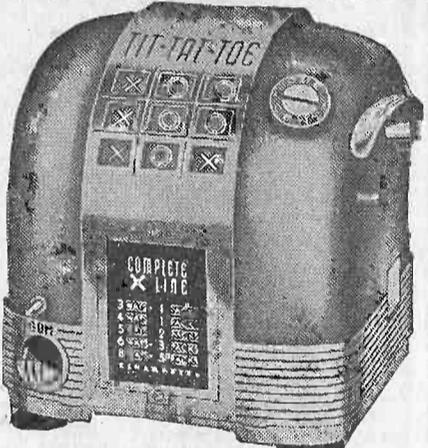
NEWARK, N. J., March 14.—Jersey Trading Company, premium supply house, reports that it is building its own radio cabinets and purchasing only the finest chassis obtainable so that it can bring the best in radio to the operators at popular prices.

Sam Broudy, president of the firm, says: "Ops thruout the State find these sets are earning them more money due to the fact that the public cannot purchase them, since they are of copyrighted design and also because of the fine chassis being used. The majority of the sets feature five tubes, long and short wave bands, volume control, airplane dials, licensed, shielded tubes and dynamic speakers."

TIT-TAT-TOE
 With Gum Vender. 3 Games In One
 Use for Cigarettes, Beer or Cash Prizes.
 Just Change Card on Face of Machine.
 THE SENSATIONAL COUNTER GAME OF '36.
 The Most Beautiful, Most Fascinating Counter Game Ever Made. Positively the Greatest Penny Collector You've Ever Seen.

\$17.50 Register and Double Door \$2.00 Extra
 BALL GUM—Box of 100, 15c. Case of 100 Boxes for \$12.
 1/3 Deposit, Balance C. O. D.

BIRMINGHAM VENDING CO.
 2117 Third Ave., North, BIRMINGHAM, ALA.
 PHONE 3-2327



THANK YOU OPERATORS!
 For Your Many Orders During Our Big Unveiling Party.



I AM THE EXCLUSIVE DISTRIBUTOR IN THIS TERRITORY FOR "PAMCO PALOOKA," "RED SAILS," "HARMONY BELL," "THE SHELL GAME" and "CAPEHART PHONOGRAPHS." Get my proposition before you buy. I take Trade-Ins and can save you money. When in St. Louis, pay me a visit. Open all day Sundays.
 P. S.—GET MY PRICE LIST OF USED MACHINE BARGAINS.
 JACK ROSENFELD, President.

UNION NOVELTY CO., — 4459 Olive Street, St. Louis, Mo.

EXCLUSIVE SOUTHERN CALIFORNIA DISTRIBUTORS

NOW ON DISPLAY

DAILY RACES \$125.00
 The Lowest Priced Multiple Coin Slot One Ball Payout with Changing Odds.
SUNSHINE DERBY \$89.50

SOL GOTTLIEB CO. 1347 W. Washington St., LOS ANGELES, CALIF.

● ● AUCTION SALE ● ●

Because of the need for floor space to make room for the new 1936 equipment, it becomes necessary to clear our stock rooms and warehouse of all used and old equipment . . . Batteries renewed . . . reconditioned and every detail checked . . . Ready for operation.
 We Offer to the Highest Bidder Our "Overstock" as Follows:

SPORTSMAN, Brown Cabinet	ACE	MAKE YOUR OWN PRICES
PUT 'N' TAKE	GOLD RUSH	
RAPID FIRE	RED ARROW	
TRAFFIC		

All bids must be accompanied by deposit of one-half amount of bid. Right reserved to reject any Bid and return deposit guaranteed if Bid is rejected.

FISHER BROWN, 2702-4 Ross, Dallas, Texas
 References: Republic National Bank, Dallas; Oak Cliff Bank & Trust Co., Dallas; Dun and Bradstreet.



TO INTRODUCE MERCHANTISERS—The Snacks Company, St. Louis, has been formed to introduce the attractive Snacks merchandisers in its territory. In the above picture John Winkelman, operator, is giving check on a big order for Snacks. Left to right: Mrs. Earl Bowman, secretary; Dan Baum and Carl Trippe, principals of the new firm; John Winkelman, Robert Wandas, Ideal Novelty Company, and Nolas Westfall, Snacks Company.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

A CHALLENGE To Our Competitors We'll FIGHT Them Till the Cows Come Home A Few of Thousands of Our Bargains

Quantity.	Description.	Amount.
	Shav. Deal. 5 D. E. Blades.	\$0.04
	So'p, Styp. Pen. Com. Deal	
	Shaving Soap. Individually	.16
	Boxed. Dozen	.40
	United Blades. Dbl. Edge.	.40
	Blue Steel. 100.	.45
	Champion Razor. Blades.	.45
	Double-Edge. 100	.65
	Champion Single Edge	
	Blades. 100.	2.50
	Blades. Double-Edge. Bet-	
	ter Value. 1,000	9.00
	Witch Hazel, 16 oz. Finest	
	quality. Gross	4.50
	Brilliantine. Perfumed. 2-	
	Oz. Bottles. Gross	.48
	Facial Creams. Assorted. In	
	Tubes. 50c. Value. Doz.	.45
	Turtle Oil Cream. Attract-	
	ive 2-Oz. Jars. Doz.	5.50
	Palm & Olive. Brush. Shav.	
	Cream. Lge. 35c Size. Gro.	.48
	Hair Dressing. Amber and	
	Green. 8-Oz. Bottles. Doz.	4.75
	Shav. & Dent. Creams. 35c	
	Size. Asst. Brnds. Gro. Asst.	.65
	Cosmetics & Extracts. In	
	Gal. Jgs. Ea. in Cartn. Gal	.04
	Petroleum Jelly, in Tubes.	
	Indiv. Exd. Doz. Ea.	.11
	Toilet Sets. 2, 3, 4-Pc. As-	
	sorted (100 Lots). Set.	2.50
	Perfume. 25c Size Bottles.	
	Cellophaned. Gross	2.75
	Face Powder, 15c Size	
	Boxes. Gro. Boxes	.04
	Powder & Perfume Comb.	
	Cello Wrapped. Set	.02
	Powder Puffs. Imp'd. Ea. In	
	Cello. Env. Doz. Lots, Ea.	.03
	Foot Cream. Large 50c. Jars.	
	Att. Label. Dz. Lts., Ea.	.01 1/2
	Foot Powder. Sprinkler Top.	
	35c Can (100 Lts.). Ea.	.48
	Peroxide. 8-Oz. Guar. U. S.	
	P. Full Strength. Dozen	.02
	Brilliantine. Alm'd Lotion.	
	Hair Dressing. Close-out.	9.50
	100 Lots. Each	.63
	Mouth Wash. 16-Oz. Ast.	
	Cello Wrap. Bottle. Gro.	.45
	Tooth Brushes. In Contain-	
	ers. Fine Quality. Dozen	3.25
	Merchandise for Side Line	
	Salesmen. Gross	.45
	Absorbent Cotton, 10c Size.	
	Gross	.72
	Latex Bandage. In Individ.	
	Cello. Wrap. Bxs. Dozen	.07 1/2
	Aspirin, 20 5c Pkgs. on	
	Card (25 Lots). Card	2.65
	Chocolate Laxatives. 8 Tab.	
	in Tin, 10c Size. Gr. Tins	7.20
	Rubbing Alcohol. 16-Oz.	
	70 Proof. Gross	3.00
	Mercuric & Iodine. Glass	
	Red. Asst. Gro.	3.00
	Nail Polish. All Shades.	
	Also Remover. Gross	1.10
	Bobble Hair Pins, 12 on	
	Card. Gross Cards	.25
	Cocoa Butter. Perfumed.	
	1-Oz. Bar. Dozen	3.50
	Shoe Polish in Cans. Black,	
	Brown, Tan. Asst. Gro.	.27
	Moth Tabs. 35c Size. Asst.	
	Odors. Cello. Wrap. Doz.	1.65
	Soap. Milled, Assorted.	
	Gross	.03
	Health Soap. 4 1/2-Oz. Bars.	
	Cello. Wrap. (Pkg. 72	.72
	Bars). Each	
	Flavoring Extracts. High	
	Qual. 16 Oz. Dozen	6.00
	Furniture Polish. Lemon or	
	Cedar. 16-Oz. Cans. Gross	.06
	Machine Oil. Highly Re-	
	fin'd. 16-Oz. Bot. Doz.	1.25
	Lots. Each	
	Fuse Plugs. 10 to 30	2.75
	Amps. 100	
	Cracker Jack Alum. Cleaner.	
	15c Value. Gross	.05 1/2
	Lighter Fluid. Attractive	
	Cans. Doz. Lots. Each	.33
	Ink. Red and Blue. Paste.	
	Etc. Special. Dozen	.03
	Index Memo. Books. Imp'd.	
	Special. Doz. Lots	.39
	Dime Banks. Nickel Plated.	
	Holds \$5.00. Dozen	1.00
	Artist Brushes. 6 on Card.	
	Gross Brushes	.02
	Handy Hangers. 25c Val.	
	Enam'd Met. Dz. Lot. Ea	.06 1/2
	1,200 Yds. White Thread.	
	16 Spis. to Box. Spool	.30
	Elastic. 1/4-Inch. 3-Yard	
	Lengths. Dozen	.60
	Darning Kit & Pin Cushion	
	Combination. Dozen	.30
	Sewing Kit. Neat, Com-	
	compact Case. Dozen	.07
	Wooden Needle Case. Imp'd.	
	Special. Doz. Lots. Ea.	.02 1/2
	Pin Cushions. Porcelain.	
	Asst. Doz. Lots. Each	.01
	Phonograph Needle. 50 to	
	Pkg. Gro. Lots. Ea. Pkg.	.03
	Doll Sets. 3 and 4-Pc. Ea.	
	Set in Box. Comp. Set.	.07
	Ash-A-Ways. Enam. Asst.	
	Colors. Doz. Lots. Each	.05
	Antimony Ash Trays. Asst.	
	Designs. Doz. Lots. Each	.05
	Bridge Clocks. Bronzed.	
	Hand Dials. Doz. Lts. Ea.	.15
	Glass Candles. Ornaml' &	
	Oriental. Pair	3.00
	Parers & Corers. Assorted	
	Color Handies. Gross	.18
	Pot. Cleaners. Zinc. 20	
	Gram. Dozen	1.20
	Baby Nipples. Cello. Wrap-	
	ped Each on Card. Gross	

Come On You BARGAIN HUNTERS. These Prices are BUYS of a Lifetime. What An Opportunity To Stock Up! Above Prices for Limited Time Only. We Have No Branches Outside of NEW YORK. Order from NEW YORK and Get Direct IMPORT and FACTORY PRICES.

MILLS SALES CO.
101 BROADWAY, NEW YORK, N. Y.
ESTABLISHED 1916 BRANCH, 85 ORCHARD ST., NEW YORK
CALL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Night Shift Necessary To Meet Torpedo Demand

CHICAGO, March 14.—So great has been the domestic and export demand for the Keeney Torpedo that it has been necessary for the Keeney Company to work night shifts on this 10-ball novelty game, now of Keeney manufac-

ture. The game, originally introduced on the Pacific Coast and on thousands of locations there, presents a number of interesting play angles. There is a novel "skill shot" advance of balls from hole to hole to holes of higher score and high-score areas. A unique one-way pinning in the kicker fairways prevents balls from a too prolonged kicker action.

Lights, rails, color and extensive pinning, as well as the miniature Torpedoes, give the table a lot of flash and appeal. And the large size of cabinet, 44 by 22 inches, adds to the attractiveness of the game as a whole.

Special on Cent "A" Pack

CHICAGO, March 14.—Bill Woollen, sales manager of Buckley Manufacturing Company, announces a most liberal offer to operators.

Every operator in the country is well acquainted with the remarkable record Cent "A" Pack has made and is still making. In fact, since the first advertising appeared the sales on this Buckley sensation have shown increase after increase almost weekly. To date there are many thousands of Cent "A" Packs on locations all over the world and every one of them is making inconceivably high profits for the operators.

It's an old story about the fellow who tried to sell \$5 gold pieces for 10 cents at 42d street and Broadway in New York and nobody would buy them. Mr. Woollen feels that there are still many remaining operators who have yet to buy their first Cent "A" Pack. These operators are the skeptical type and unless they are made an almost impossible offer they will not buy. To induce this type of operator, and, incidentally, here's an excellent opportunity for the real operators to "cash in," the Buckley company is making the following amazing offer. Remember, fellows, this is just an introductory offer that will last for a limited time only.

For every five Cent "A" Pack cigaret venders purchased one will be given away to the purchaser absolutely free. For every 10 Cent "A" Packs purchased the operator will receive one Cent "A" Pack machine and 10,000 ball gums (total value \$24) absolutely free. There are no strings to the deal other than stated above.

Mr. Woollen regrets that this remarkable offer is restricted to only those territories where Buckley does not have an exclusive territory agreement with the firm's distributors.

This Cent "A" Pack offer is now in effect. All orders will receive immediate shipment.

Monarch Loses Contest

CHICAGO, March 14.—Among the many "world" contests being waged at present, a new runner-up in an entirely new contest appeared on the scene here last week. Monarch Coin Machine Company, represented by Roy Bazelon, entered the field claiming the title of "World's Smallest Distributor." Operators who saw the notice of claims last week were interested, and some were amused.

But the magnitude of the contest became a reality to those who called at the Monarch offices during the last few days. Visitors are now wondering whether the word "smallest" was a typographical error or another claimant to European titles of nobility. They found that Monarch is an established firm and that the offices, displays and business volume remove the firm far from the list of contestants for the "world's smallest." Since Bazelon and his firm are already eliminated, spectators are wondering who will be the next contestants.

TWO WPA

(Continued from page 3)

Theodore Viehman, opened at the Great Northern Theater the following night with Ibsen's *An Enemy to the People*. Both companies were letter perfect in their lines, having rehearsed for two months, and both opened to almost ca-

pacuity houses. Critics on the dailies were unanimous in their opinions that the Minturn company was by far the best histrionically altho handicapped with a dated play, and if rumors circulating about are true Minturn was beset by many other obstacles before his curtain rose, as it is said that WPA officials here definitely favor the Great Northern company.

In producing *A Texas Steer* Minturn had a company of seasoned stock veterans to work with. Hoyt's 46-year-old play about the Texas cattleman who is elected to Congress and his subsequent experiences in Washington is, of course, farcical buffoonery of ancient vintage. Oscar O'Shea, old-time dramatic stock actor and director, took the lead and ran away with the show. Here is a character man who should be in the films. Constance Heron was decorative as the daughter, but her thick Texas accent in the early acts made her speeches inarticulate. Guy Hickman in a darky part had the same trouble, which he overcame later in the play. Other parts were capably played by Patrick Butler, James Rice, William Noltner, Brent Wrenn, Myrtle Bigden, Bert Storeh, Emmetta Germaine, Charles Gordinier, Harry C. LaTiere, Robert Merriman, Thomas J. Browne, Roland Ardyer, Jack Herman, Adelaide Clyman, Otis Gordinier, Forrest Smith, Leon Beach, Leslie West, William Sexton, Madelaine Broadhurst, Charles N. Lum, May Adams and scores of supers. A colored quartet slowed down the prolog considerably.

Minturn did an excellent job of producing and staging. Gordon Carter designed some attractive sets, and Lucy Barton's costumes were authentically correct. Play is in for two weeks and will be followed by *Secret Service*, with Martin Burton as guest star.

Theodore Viehman's production of *An Enemy to the People* turned out to be a little theater field day. His direction had flashes of brilliancy, but the too carefully rehearsed scenes and the fussy brand of acting had all the earmarks of "little theater." Only in the stage settings by Otto Benesh and the costumes did the production take on the aspect of real theater. Viehman had a company of 75 people of varying experience to work with. Many of them are little theater people and dramatic school students. In the two months it was in rehearsal many stilted words and lines were eliminated from the script. Arthur Peterson, in the role of Dr. Stockman, made it a childlike character. Whether this was his own idea of the role or whether he was directed that way doesn't make much difference. Ibsen at its best is far from sparkling entertainment. Karen Nielson was distinctive as Mrs. Stockman; Robert Shrewsbury's work as the mayor was capable, and Charles O'Neal was effective as the editor. Everett Marshall's delineation of a hypocritical printer was both true and amusing. Other principals in the cast were Robert L. Hagan, Alfred Clarke, Edward Schmitz, Jack Ford, Lucille Colbert, Nell Calvin and William Yule, who was miscast and played his role in a Jiggs manner. There were also numerous other players. The No. 1 Theater has so many people on the rolls that the double-cast system will be used.

F. LANGDON MORGAN.

CARL LAEMMLE

(Continued from page 5)

R. Grainger continue, respectively, as general manager of production and general sales manager.

This move on Laemmle's part caps his tendency of recent years to relinquish gradually his active relations with Universal. It is understood that the new arrangement meets with his entire approval, particularly the fact of Cochran's promotion. Standard Capital Company, which was organized in 1935 for the purpose of financing motion pictures, exercised an option held with Rogers since November 3 in buying 90 per cent of the Universal stock.

MEMORIES OF PAST

(Continued from page 5)

ets and old coins and a half pint of bourbon whiskey. The latter was handed out in spoonfuls to those present, and Davis gave this toast: "If the governor were here today—we always called my father the governor—he would say what we are saying: 'Here's to Chicago! God bless her!'"

Cornerstone of the theater was laid May 22, 1900, and the opening bill, Julia Marlowe in *Barbara Frietchie*, was presented October 15 of the same year.



All New York Operators!

HARVEST MOON and RAMBLER have won the ACCLAIM of EVERY New York Operator as the BIGGEST AND BEST MONEY-MAKERS of the Year! HURRY! RUSH YOUR ORDERS to FITZGIBBONS DISTRIBUTORS, INC.—TODAY!

HARVEST MOON



10-Ball Straight Play. Unique, new, light-up scoring features. Attractive, Big Money-Maker!

Harvest Moon is acclaimed by all operators as the "BEST MONEY-MAKER" in years. Straight 10-Ball Play! New type scoring. Most attractive cabinet ever presented. "It's BETTER—It's a BALLY Game!" Making Big Money for Operators EVERYWHERE! WRITE US TODAY FOR PRICE AND COMPLETE DETAILS.

RAMBLER



The Billiard ball pin game! Biggest HIT in years!

Rambler is the Biggest HIT game in years! Billiard sized bakelite balls bring new, better and more lively thrill-action. Comes in 10-Ball, Straight Play TICKET Model (as approved in New York) or Pay-Out Model. RAMBLER is the game YOU NEED NOW! WRITE US TODAY FOR PRICES AND COMPLETE DETAILS!

FREE "The Bally Coin Chute," sensational 16-page operator's magazine. Distributed FREE to Eastern coin machine operators only!

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KEENEY'S

Torpedo
Scoring a "DIRECT HIT" Everywhere

A 10-BALL NOVELTY GAME

Producing Paytable earnings

Believe it—and TORPEDO operators will back us up—here is a 10-ball pin table that makes ALL other novelty game earnings look silly!

One of the country's Largest Operators STILL has 250 of these TORPEDO games on location, and won't take a single one off.

On the West Coast where this Great Money-Maker was originally introduced—TORPEDO continues to produce Big Weekly "TAKES" without a single used TORPEDO being offered on re-sale market.

A solid CARLOAD was sold in one Central-West city alone! We've had to put on TWO SHIFTS trying to keep TORPEDO production up with its HEAVY DEMAND!

Unique "Skill-Shot" Hole-to-Hole Advancement to "High Score" Pockets

Gives TORPEDO a "can't-get-away-from-it" Play Fascination. And, there's a Hundred Other Things puts TORPEDO way out in front of ALL novelty games to date.

10 BALL, 44"x22"

\$47.50

1/3 DEPOSIT WITH ORDER-BALANCE
C. O. D.

WIRE FOR A SAMPLE TORPEDO TODAY

J. KEENEY & CO.

2900 S. MICHIGAN AVE., CHICAGO

Strike Settled Amicably

NEW YORK, March 14.—Bill Rabkin, of the International Mutoscope Reel Company, has informed *The Billboard* that the strike recently called in his plant was settled amicably March 11. Thru a misunderstanding his employees walked out and were on strike for 10 days.

International is now running full force, having taken back 75 men from its old staff and adding many additional men.

Bill Rabkin is optimistic about the coming season, as he has many advance orders on his sensational Photomatic machine. He is also turning out a full quota of cranes.

ROUTES

(Continued from page 56)

- Weekly, Wee Willy: (Columbia) Columbia, N. J., h.
White, Dave: (Oasis Grill) New York City, re.
Whiteman, Paul: (Hippodrome) New York, t.
Widmer, Bud: (Mile-Away) Grand Junction, Colo., b.
Williams, Griff: (Mark Hopkins) San Francisco, h.
Williams, Hod: (Charlotte) Charlotte, N. C., h.
Williams, Ray: (Jefferson) Detroit, h.
Wilson, Sammy: (Edison) New York, h.
Winegar, Frank: (Rowe) Grand Rapids, Mich., h.
Winston, Jack: (Blackstone) Fort Worth, Tex., h.
Wolfe, Paul: (Merry Go Round) Miami, b.
Woods, Howard: (Robert Treat) Newark, h.

- Young, Glenn: (Showboat) St. Louis, b.
Young, Sterling: (Mission Beach) Los Angeles, b.
Yuhasz, Johnny: (Durant) Flint, Mich., h.

- Zarin, Michael: (Waldorf-Astoria) New York, h.
Zatour, 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 16-21.
Boy Meets Girl: (Selwyn) Chi.
Children's Hour: (Curran) San Francisco 16-21.
Dodsworth: (American) St. Louis 16-21.
Great Waltz: (Auditorium) Chi.
Hampton, Walter: (Grand) Chi 16-28.
Her Week-End: (McCarter) Princeton, N. J., 19; (Playhouse) Wilmington, Del., 20-21.
Idiot's Delight: (Nixon) Pittsburgh 16-21.
Larger Than Life: (Shubert) New Haven, Conn., 19-21.
Nazimova: (Biltmore) Los Angeles 16-21.
Old Maid: (Maj.) San Antonio, Tex., 18; (Paramount) Austin 19; (Maj.) Houston 20-21.
On Your Toes: (Shubert) Boston.
Personal Appearance: (Met.) Minneapolis 18-21.
Personal Appearance: (Plymouth) Boston.
Porgy and Bess: (National) Washington, D. C., 16-21.
Sallor, Beware: (Broad) Phila 16-21.
San Carlo Opera Co.: (Auditorium) Seattle, Wash., 16-21.
Texas Steer, A: (Blackstone) Chi 16-21.
Three Men on a Horse: (Cox) Cincinnati 16-21.
Three Men on a Horse: (Garrick) Phila.
Three Men on a Horse: (Ohio) Lima, O., 18; (English) Indianapolis, Ind., 19-21.
Tobacco Road: (Ford) Baltimore 16-21.
Tobacco Road: (Erlanger) Buffalo 16-21.
Winterset: (Chestnut St.) Phila 16-28.

INDEPENDENT BURLESK

- Corio, Ann, Show: (Werba) Brooklyn 16-21; (Republic) NYC 23-28.
Flying High: (Variety) Pittsburgh 16-21; (Gayety) Baltimore 23-28.
Ginger Snaps: (Troadero) Phila 16-21.
Hello, Paree: (Lyric) Allentown, Pa., 23-24; (Family) Mahanoy City 25; (Maj.) Williamsport 26; (Orph.) Reading 27-28.
High Jinks: (Howard) Boston 16-21; (Hudson) Union City, N. J., 23-28.
Jolly Girls: (Empire) Newark, N. J., 16-21.
Night Birds: (Family) Mahanoy City, Pa., 18; (Maj.) Williamsport 19; (Orph.) Reading 20-21; (Variety) Pittsburgh 23-28.
Novelties of 1936: (Hudson) Union City, N. J., 16-21.
Smart Set: (Gayety) Baltimore 16-21; (Gayety) Washington, D. C., 23-28.
They're Off: (Gayety) Washington, D. C., 16-21; (Empire) Newark, N. J., 23-28.
Vanity Fair: (Republic) NYC 16-21; (Troadero) Phila 23-28.
Wassau, Hinda, & Her Legs & Laughter: (Werba) Brooklyn 23-28.

MISCELLANEOUS

- Birch, Magician: Miami, Fla., 18-19; Coral Gables 20-21; West Palm Beach 23; Pompano 24; Ft. Lauderdale 25; Hollywood 26; Stuart 27-28.
Bragg Bros.' Show: Oxford, N. C., 16-21; Chase City, Va., 23-28.
Dressen & Purcell Circus: Walnut Ridge, Ark., 18-19; Newport 20-21; Poplar Bluff, Mo., 22-23; Dexter 24; Skeston 25; Charleston 26; Cairo, Ill., 27-28.
Hoffman, Magician: Lyons, Kan., 16-21; Arkansas City 23; Eureka 25-28.
Levitich, L., Mentalist: (Hub Night Club) NYC 18-26.
Lewis, H. Kay, & Hollywood Varieties: Corona, N. M., 19-20; Carrizosa 21-22; Capitan 23-24; Tularosa 25-26; Las Cruces 27-28.
Lucy, Thos. Elmore: Footville, Wis., 19-21; Minneapolis, Minn., 22-26.
Marine-Firestone Co.: Ft. Worth, Tex., 16-21.

SOL'S LIBERTY SHOWS, Inc.

CALL CALL CALL

ALL PEOPLE ENGAGED, TAKE NOTICE!

Show opens Saturday, April 11. Will leave winter quarters on April 8. Want everybody to report by April 1. Charles Zerm, wire. Showmen—Have several new frameups. What have you? Everything new but the name. All address SAM SOLOMON, P. O. Box 223, Caruthersville, Mo.

GOLD MEDAL SHOWS

Opening Saturday, April 11, 2 Saturdays — 2 Sundays
WANT WANT

Side Show Manager, must be a first-class producer. Have complete outfit for same. Organized Minstrel Show with Musicians. Have complete outfit for same. Can place several meritorious Grind Shows. Will finance showmen that have worth-while ideas. Manager for Hippodrome Circus that can train and handle monkeys, preferably man and wife to take complete charge of same. Want to buy two or three-track oval Speedway. Have opening for several Concessions that work strictly for stock—no line-up stores wanted. All address

OSCAR BLOOM, Mgr., care of 390 Arcade Building, St. Louis, Mo.

MIGHTY SHEESLEY MIDWAY, INC.

WANTS

Attractions for Side Show; Tattoo Artist; Mindreader, Seal, write; Mechanical Man or Freaks of interest. State all in first letter. Address AL RENTON. Wanted—Drome Help, Trick and Straight Riders, male and female; Man to Handle Lion. Address JACK ROBERTS. Show opens April 11, Salisbury, N. C.

HELLER'S ACME SHOWS, Inc.,

Open April 24th, playing Two Saturdays and Two Sundays under strong auspices in New Jersey, within thirty miles of New York City. Playing all good size towns; no sticks. Want Shows of all kinds, with your own outfits, but will furnish outfits to reliable show people. Concessions all open, except Frozen Custard. Good proposition for Cook House; will guarantee tickets for rent. Will Book any Ride but Merry-Go-Round, Venetian Swings, Ferris Wheel, Whip, Chair-O-Plane or Auto Kiddie Ride. Want Two First-Class Ferris Wheel Operators. Brad Dupre, Charlie Houston, Thurman Marshall and Youles Mathis, write: would like to hear from any good Ride Help for the above rides. Want Two Sensational Free Acts. Will Exchange Light Plants for Transformer Wagon. For Sale or Lease or will Book in reliable Park, Big No. 16 Eli Wheel. All address HARRY HELLER, General Manager, 477 North 11th Street, or Phone Humboldt 3-0474, Newark, N. J.

WANTED ACTS, CONCESSIONS, SHOWS

American Legion Merchants and Manufacturing Exposition, Henderson, Ky., Week April 13.

Can place any kind of Concession, Acts that can work in 20 ft. height. Show that can frame inside, Sound System with Bally Truck. Attendance will be close to 20,000. Write ORGANIZATION or KENTUCKY EXPOSITION CO.

BUNTS GREATER SHOWS

OPENING WINNSBORO, S. C., SATURDAY, MARCH 28, TO APRIL 4
WANT Legitimate Concessions; reasonable rates. Want Foreman for Chair-O-Plane and Wheel. Circus Side Show wants Front Man, also Fire Eater and Man to Handle Snakes; no geek. Want Colored Musicians or a Complete Band of ten pieces or more. Until March 21, Brunson, S. C. P. S.—Five weeks in South Carolina; then into West Virginia.

BARFIELD'S COSMOPOLITAN SHOWS

Account disappointment, want Merry-Go-Round, Ferris Wheel, Chairplane, Loop-O-Plane, Flat Ride, also Kid Ride. Will book or buy. Also will place Single Rides or Unit of Rides and few more legitimate Grind Stock Concessions. Write or wire Webster, Fla., this week; Bushnell, Fla., next week.

- Mel-Roy, Magician: Clarksville, Ark., 19; Ft. Smith 20; Mansfield 21.
Miller, Morris, Museum: Youngstown, O., 16-28.
Prector, Geo. H., Monkey Village: Texarkana, Tex., 16-21.
Ricton's Show: Wrens, Ga., 16-18; Stapleton 19-21.

- Webb, Joe B.: Mineral Wells, Tex., 17; Ranger 18; Albany 19; Colorado 20; Lamesa 21; Post 23.

CARNIVAL COMPANIES

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

- Acme United: Marietta, Ga., 21-28.
Alamo: Macon, Ga.
Amerson Attrs.: Cadwell, Ga.
Barfield's Cosmopolitan: Webster, Fla.; Bushnell 23-28.
Big 4: Suwanee, Ga.
Big State: Houston, Tex.
Crafts 20 Big: Brawley, Calif.; Calexico 24-29.
Dixie Expo.: Ellaville, Ga.
Evangeline: Camden, Ark.
Great Coney Island: Laplace, La.
Great Olympic: Halls, Tenn., 23-28.
Greater United: Austin, Tex.
Golden State: Santa Ana, Calif.; Santa Paula 23-28.
Hames, Bill: Ft. Worth, Tex.
(See ROUTES on page 79)

REPERTOIRE

- Blythe Players: Bowie, Md., 16-21.
Porter Comedians: Porterville, Calif., 16-21.
Princess Stock Co.: Murfreesboro, Ark., 16-21.
Sadler's Own Co.: Colorado, Tex., 16-21.

CIRCUS AND WILD WEST

- Bailey Bros.: Socorro, N. M., 17; Belen 18; Albuquerque 19.
Barnes, Al G.: San Diego, Calif., 28.
Mix, Tom: Monrovia, Calif., 16; Pasadena 17; Glendale 18; Santa Paula 19; Ventura 20; Santa Barbara 21; Santa Maria 22.
Polack Bros.: (Convention Hall) Hutchinson, Kan., 16-21; (City Aud.) Topeka 23-29.

Your Phonograph Is a Vending Machine

By EARL HOLLAND

Sales Manager Phonograph Division, J. P. Seeburg Corporation, Chicago

It is interesting to note that one music operator will do an excellent business while another operator with the same number of locations which are just as good does less. Altho there are no operators of music who are failures, an analysis of the methods employed by some usually reveals the reasons for their low percentages.

My many years of direct contact with music operators all over the United States has afforded me an excellent opportunity to study the various conditions which affect or help a music operator's business.

The real music operator regards his automatic phonographs as vending machines. In other words, giving the patrons the utmost in musical recreation for the money they spend.

Let us compare a phonograph with a peanut vender or candy vending machine. If these merchandise venders are not kept clean and in working order the possibilities of people being attracted to drop a coin in the machine are reduced by the uninviting appearance. Assume for the sake of comparison that the machine is kept in first-class condition but the merchandise vended is stale and of inferior quality. I can conceive that even the pigeons might refuse a second helping. Yes, you will get that lady's or gentleman's coin the first time, but try to get the second one, unless they have unusual confidence in trying. People like to receive value for their money, and when they are disappointed you have lost their patronage forever.

So it is in the operation of automatic phonographs. They vend tunes. Hence the importance of studying the records and the importance of not using worn records. Primarily, the phonographs you operate should be modern and kept as attractive as possible. When you are making your collection calls it is a simple matter to polish the case, the chrome fittings and the glass, dust it out and check the mechanism to see that everything is perfect. The appearance and performance of your phonograph is the determining factor in attracting people to dropping coins into it.

Many operators are under the disastrously mistaken impression that if they don't change their records they are reducing their overhead costs of doing business. Yes, they are reducing their overhead and likewise reducing their volume of business. A man who makes a business of operating phonographs is not blinded to the fact that he can't fool the people very often and expect to get away with it. I know of one case where an extremely popular song was going over big in a certain location. The operator changed this same record every week for five weeks. Records are not made of iron. He knew that after a certain number of plays the grooves widened and wore down and therefore the phonograph could not possibly give the proper reproduction.

Another angle to watch is the type

of music your locations require. In one locality Guy Lombardo might be considered as playing the "sweetest music this side of heaven," whereas in another location they might think he plays "the worst music this side of h—l." The operator by experience must know the type of music the locations' patrons enjoy. After finding this out give them what they want. It means more nickels. Consider also locations patronized by Americanized Europeans. Sure they'll hop to the tune of *St. Louis Blues*, but a few of the old-country favorites recall many memories, and consequently they enjoy a few of these songs interspersed with the American songs.

In conclusion let me summarize a few of the cardinal rules of successful automatic phonograph operation. Service your phonographs often, keep them clean, make regular and complete changes of records, make sure the phonograph needle is all right, check the mechanism and tone and give the location the type of music the patrons want.

Record Cases Popular

GREENVILLE, N. C., March 14.—L. B. McCormick, of the McCormick Machine Company, reports that the record-carrying case for phonograph operators has produced some record sales. He states that due to the necessity for variety in music at this time which every operator of music machines must have, the average operator is purchasing from three to four and in some cases five of the cases to carry along with him in his car.

Operators are labeling the cases with the type of music they contain, as, for example, vocals, latest recordings, mountain music, cowboy songs, etc. Sales have zoomed sky high, Mr. McCormick says, and he believes that they will go even higher. He feels that there will soon be a case in every operator's car in the country. Experienced music-machine ops have told him that this "is one of the greatest necessities, as it makes carrying records, without warping or breaking, a pleasure."

Punchette to Texas Firm

CHICAGO, March 14.—Groetchen Tool Company announces that the Fisher Brown organization of Texas has taken over the exclusive distribution of Punchette machines for Texas and Oklahoma.

Fisher Brown recently visited the Groetchen plant in Chicago, where he was personally conducted thru the factory by Richard Groetchen and Karl Klein. After seeing how sturdily Punchette machines are constructed Mr. Brown ordered sample machines sent to his home office so that they might be placed on locations. After returning home he was amazed at the remarkable income

derived from those Punchettes and therefore immediately contacted, the Groetchen firm for the exclusive distribution in his territory.

Mr. Brown has instructed his entire organization to suggest and recommend Punchette machines to his firm's distributors. He is planning a very intensive selling campaign for Punchette which will no doubt produce marvelous results.

Red Sails Claimed Big Success by Pacific Mfg.

CHICAGO, March 14.—Advices from Pacific Amusement Manufacturing Company report Red Sails unweavings in jobber showrooms thruout the country, with operators placing heavy orders for the new machine. Many comments were said to be made in favor of the new type of ball animation generated by Pamco's new rebound action springs placed at strategic points on Red Sails playfield. Also the new method of protecting high pay-out holes by means of elevated pockets, which defy gravity when balls attempt to run up the sides for a payout. Of course, they are possible to make, provided the momentum and direction of the ball is sufficient to put it over the hump.

The machine has been termed by Pacific engineers the finest playboard and cabinet ever produced from the standpoint of beauty and refinement, with color design and harmony to make it a standout wherever it appears. I. M. McCarthy, general sales manager of Pacific, states Red Sails orders have already surpassed previous Pamco payouts incorporating automatic changing odds, with deliveries being made the same day Red Sails orders are received.

Toasts to Peerless Game

CHICAGO, March 14.—Lee S. Jones, of American Sales Corporation, Chicago, demonstrated to Ray Moloney, president, and Jim Buckley, sales manager, Bally Manufacturing Company, how to sign his signature on one of the largest orders for Peerless games received by the manufacturer.

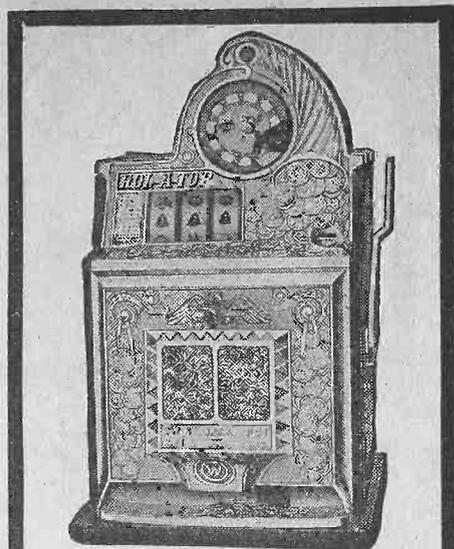
"As one of the oldest distributors in the business," says Lee, "I believe I know what I am talking about when I say Bally's Peerless is a real winner. We are very particular about the games we buy, sell and recommend. We have to be, because for the most part ours is a credit business. We simply must pick money makers and that's why I am recommending Peerless. Earning reports which come to me daily from our customers all over the country indicate that the Peerless is going to set up a profit record that will be hard to beat. I do not often become enthusiastic about a game, but this is one I am for 100 per cent."

There is a saying in the trade that if you want to get Lee S. Jones' frank, honest opinion about games set a little good bourbon in front of him (but it must be good) and you will hear something. By the looks of the accompanying picture Lee really means what he says about Peerless, giant one-shot game, and the opinion seems pleasing to Ray, and Jim as well.

Pamco Palooka Output Reaches Highest Peak

CHICAGO, March 14.—In response to the heaviest demand ever experienced at Pacific Amusement Manufacturing Company, according to reports, production on Pamco Palooka has been increased to full capacity. On account of jobber sample orders in unprecedented amounts piling up prior to increased production, Fred McClellan, president of the company, states there are some jobbers and distributors whom they have had to disappoint on immediate shipments of sample machines. These, according to McClellan, are being filled and shipped in rotation, and by March 18 all sample machines will be on display. Meanwhile heavy Palooka production will take care of regular and quantity orders, which, up to the delivery of samples, have been forced to wait for the night and day shift combination production program.

The machine, incorporating automatic changing odds, bowl-type scoring and other playing features, is equipped with six coin chutes. It is said Palooka has given a good account for itself on test locations, and that the many coin chutes figure heavily in some mighty good earning records.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGITE" Chicago

OPERATORS HEADQUARTERS
FOR INFORMATION ON GAMES AND SYSTEMS
WRITE FOR CATALOGUE AND LOWEST PRICES
REX NOVELTY COMPANY
1010 GEORGE ST., CHICAGO
ESTABLISHED 1914

New Keeney Models Have "Free Games" Recorders

CHICAGO, March 14.—First shipments of "free game" recorder models of the Keeney Big Five (two or five-ball) and Repeater (one-ball) have already gone out.

According to Jack Keeney, president of J. H. Keeney & Company, this "free game" unit and idea will enable operators to open those territories now "closed" to payout, check or ticket games because the "free game" recorder merely offers the player the privilege of replaying "free games" won back into the game. No cash, token or ticket awards are offered, and redemption of "free games" is made only where territory regulations permit.

The Keeney recorder visibly totalizes the "free games" won, adding or subtracting such "winnings" as in the case of an adding machine, so that the location owner has to make only one inspection in the case of settlements with each player. A meter in the cabinet gives the operator a positive check-up on the net "free games" won.

No extra charge is made for Keeney games so equipped, and the Keeney Company has prepared a wealth of printed matter covering various phases of this new idea in pin and pay-out tables.

Not Who Made the First But Who Makes the Best

CHICAGO, March 14.—Ray Becker, sales manager for J. H. Keeney & Company, rises to remark that if the question as to who made the first pay-out table has brought out all the discussions and claimants it has, then he'd like to see the storm and strife the question "Who makes the best pay-out table?" would undoubtedly create. Ray, of course, has his own personal opinions as to the latter.



TOASTS TO PEERLESS GAME—Left to right: Ray Moloney, president, and Jim Buckley, sales manager, of Bally Manufacturing Company, as Lee S. Jones, of American Sales Corporation, signs on dotted line for Peerless games.

AMERICAN SALES CORPORATION
 CHICAGO, ILL.
 936 WRIGHTWOOD AVE.,
WHY TAKE A CHANCE!
 IT COSTS NO MORE TO BE SURE
 All our PIN GAMES are location tested which relieves you of all worry.
 . . . Sure you can have credit . . . if you're O. K. with yourself.
 . . . ASK US FOR CREDIT.
 WRITE US TODAY.
Lee D. Jones
 P. S.: We have more customers than there are Jones' in the New York and Chicago Telephone Directory.

HERE'S WHAT ST. LOUIS OPERATORS SAY:
 "I have no trouble holding my locations with Seeburg's Symphonola." "One Madcap took in \$65.00 in 3 days." "Every Stoner game is a Money-Maker." "Tried Madcap out one week—Rush 5 more immediately." "Please have Punchette manufacturers put on larger money bags." "My Punchette took in \$52.00 over the week-end—Let me have 3 more strips right away." "My ABT 'Top-It' is averaging \$4.00 per day for my end—Some Game." And many others too numerous to mention.
 THE ABOVE ARE ALL BONAFIDE STATEMENTS BY ST. LOUIS OPERATORS

ABT "TOP-IT" \$57.50	PUNCHETTE \$19.75	MADCAP \$47.50	Missouri and Southern Illinois Distributors for Seeburg's Symphonola
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SPECIALS IN USED MACHINE BARGAINS.
SEEBURG'S GRAND CHAMPION RACE HORSE MACHINES (Automatic Payout), Used Two Weeks, Like New \$67.00

PIN GAMES.	Exhibit Gateway (Tkt) \$32.50	ABT Grand Prize 45.00
ABT Archer (Tkt) \$27.50	Par Golf 17.50	Rapid Fire 17.50
Action, Jr. 6.50	Signal, Jr. 6.50	Rodeo 39.50
Action, Sr. 12.00	Sink or Swim 10.00	Carioca 25.00
Auto Flash (Ticket or Tape) 25.00	Starlite 10.00	Gold Rush 25.00
Ball Fan 15.00	Three in Line 8.00	
Big Leaguer 25.00	Zoom 17.50	PHONOGRAPHS
Five and Ten 15.00	Rodeo (Ticket) \$2.50	Mills Troubadour \$100.00
Flying Colors 15.00		Seeburg Model E 95.00
Home Stretch (Race Horse) 25.00		Seeburg Selectophone 125.00
		Seeburg Audiphone (with Radio) 75.00

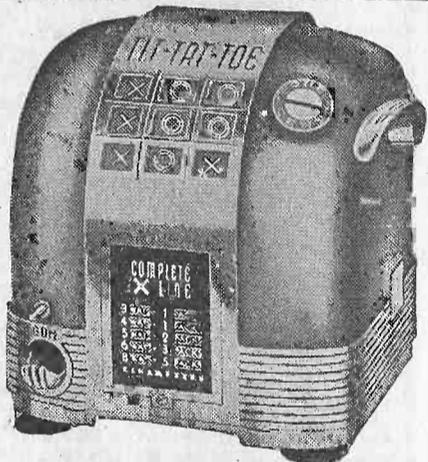
AUTOMATIC PAY TABLES
 ABT One Shot \$35.00
 ABT Three Shot 45.00

TERMS: 1/3 Deposit, Balance C. O. D.
 SEND FOR OUR LATEST CATALOG OF SUPERIOR SALESBOARDS
W. B. SPECIALTY CO. 2507 MARCUS AVE., ST. LOUIS, MO.

TIT-TAT-TOE
 With Gum Vender. 3 Games in One
 Use for Cigarettes, Beer or Cash Prizes.
 Just Change Card on Face of Machine.
 THE SENSATIONAL COUNTER GAME OF '36.
 The Most Beautiful, Most Fascinating Counter Game Ever Made. Positively the Greatest Penny Collector You've Ever Seen.

\$17.50 Register and Double Door \$2.00 Extra
 BALL GUM—Box of 100, 15c. Case of 100 Boxes for \$12.
 1/3 Deposit, Balance C. O. D.

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 2117 Third Ave., North, BIRMINGHAM, ALA.
 PHONE 3-2327



THANK YOU OPERATORS!
 For Your Many Orders During Our Big Unveiling Party.



I AM THE EXCLUSIVE DISTRIBUTOR IN THIS TERRITORY FOR "PAMCO PALOOKA," "RED SAILS," "HARMONY BELL," "THE SHELL GAME" and "CAPEHART PHONOGRAPHS." Get my proposition before you buy. I take Trade-Ins and can save you money. When in St. Louis, pay me a visit. Open all day Sundays.
 P. S.—GET MY PRICE LIST OF USED MACHINE BARGAINS.
UNION NOVELTY CO., — 4459 Olive Street, St. Louis, Mo. JACK ROSENFELD, President.

EXCLUSIVE SOUTHERN CALIFORNIA DISTRIBUTORS

NOW ON DISPLAY

DAILY RACES \$125.00
 The Lowest Priced Multiple Coin Slot One Ball Payout with Changing Odds.
SUNSHINE DERBY \$89.50

SOL GOTTLIEB CO. 1347 W. Washington St., LOS ANGELES, CALIF.

● ● AUCTION SALE ● ●

Because of the need for floor space to make room for the new 1936 equipment, it becomes necessary to clear our stock rooms and warehouse of all used and old equipment . . . Batteries renewed . . . reconditioned and every detail checked. Ready for operation.

We Offer to the Highest Bidder Our "Overstock" as Follows:

SPORTSMAN, Brown Cabinet	ACE	MAKE YOUR OWN PRICES
PUT IN TAKE	GOLD RUSH	
RAPID FIRE	RED ARROW	

TRAFFIC

All bids must be accompanied by deposit of one-half amount of bid. Right reserved to reject any Bid and return deposit guaranteed if Bid is rejected.

FISHER BROWN, 2702-4 Ross, Dallas, Texas
 References: Republic National Bank, Dallas; Oak Cliff Bank & Trust Co., Dallas; Dun and Bradstreet.

Atlas Novelty Is Busy

CHICAGO, March 14.—Activity at the Chicago office of the Atlas Novelty Corporation was reported to be amazing by a recent visitor. Eddie Ginsberg's desk was said to be piled high with orders for Western Equipment and Supply and Stoner's games. Eddie stated that Jimmie Johnson's Harmony Bell, Stock Market, Ponies and Shell games are going over with a bang with Atlas operators. Eddie also claimed that the orders they are booking for Stoner's Mad Cap have broken all precedent for Stoner games.

"The Atlas Novelty Corporation," says Eddie, "is also doing a big business on new games for practically all the other manufacturers, including the G-M Laboratories; Genco, Inc.; Buckley Manufacturing Company, Exhibit Supply Company, Daval Manufacturing Company, Grotchen Tool Company and others."

The company carries a large and complete stock of thoroly rebuilt used games and a complete assortment of counter devices.

Bonus Game Idea Is Out

CHICAGO, March 14.—"You may think it's an outrage," says Jim Buckley, sales manager of Bally Manufacturing Company, "but we left out the outsoles on our Bally Bonus one-shot game, making it the only game without any out-and-out outsoles. Maybe that's why the game is outplaying everything on the market and is ranked by operators as one of the most outstanding moneymakers that ever came out of the Bally plant."

After that, Jim, we ought to say, "You go out!" But we'll remind the trade that, instead of outsoles, Bally Bonus features, the new Bonus Holes at the bottom of the board. A ball in the right or left hole operates a Bonus dial, which does not reset after each game, but keeps building up a bigger and bigger bonus. Then, if a ball goes in the center hole, player receives amount shown on the dial.

The usual center-field outsole, common to most one-shot games, is changed to a free-play hole, and the game also features the new progressive award free-play Bally-Hole, an idea said to be extremely popular with players, both in Bally Bonus and on the giant Peerless one-shot game.

Building Radio Cabinets

NEWARK, N. J., March 14.—Jersey Trading Company, premium supply house, reports that it is building its own radio cabinets and purchasing only the finest chassis obtainable so that it can bring the best in radio to the operators at popular prices.

Sam Broudy, president of the firm, says: "Ops throught the State find these sets are earning them more money due to the fact that the public cannot purchase them, since they are of copyrighted design and also because of the fine chassis being used. The majority of the sets feature five tubes, long and short wave bands, volume control, airplane dials, licensed, shielded tubes and dynamic speakers."

NADA Quarterly Meeting Planned

CHICAGO, March 14.—Regular quarterly meeting of the National Automatic Distributors' Association will be held in Chicago during the early part of April, according to R. L. Wilds, managing director of the association. Altho the exact dates have not been set, early reports indicate that the entire membership will be in attendance to join in the general discussion covering many current problems confronting the industry.

NADA is one of the national trade associations in the industry and represents the interests of distributors and jobbers. During its three years of existence NADA has confined its efforts toward the betterment of relations between each of the three branches of the industry, namely the manufacturers, distributors and operators; to the maintaining of ethical business practices in the merchandising of coin-operated devices, and to the adoption of a constructive program for the general welfare of the trade.

The NADA program, which has been published from time to time, covers the vital needs of the industry as seen by its members, who comprise 60 to 65 per cent of the total coin-machine buying power.

Michigan AMA Organizes Mdse. and Music Branch

DETROIT, March 14.—A meeting to form a new division of merchandise service and music operators was held Thursday night at the Detroit Leland Hotel. This is a new association designed to include all types of vending and other service machines and practically all legitimate coin-machine operators, except those who operate skill games, for which there is already established the Skill Game Operators' Association. The meeting was called by Frederick E. Turner, president of the Automatic Merchandisers' Association of Michigan, with which the new association will be affiliated.

Horace Grasseck, Detroit jobber of coin machines, has rented a new store adjacent to his original location in the Tuller Hotel. He is remodeling his entire quarters, which are doubled by the addition, and is installing more equipment, including a complete line of premium merchandise. Mr. Grasseck has been seriously ill for a week.

B. J. Marshall Company, Inc., Detroit jobber, has moved into its new store at Woodward avenue and Orchestra place. It has moved out several blocks from downtown and has more adequate facilities, as well as better parking facilities.

American Automatic Sales Company, operated by Michael A. Angott Jr., moved this week from Joy road to Linwood avenue. The company is probably Detroit's principal northwest section jobber—in a neighborhood where many operators make their headquarters.



TO INTRODUCE MERCHANDISERS—The Snacks Company, St. Louis, has been formed to introduce the attractive Snacks merchandisers in its territory. In the above picture John Winkelman, operator, is giving check on a big order for Snacks. Left to right: Mrs. Earl Bowman, secretary; Dan Baum and Carl Trippe, principals of the new firm; John Winkelman, Robert Wandas, Ideal Novelty Company, and Nolas Westfall, Snacks Company.

A CHALLENGE To Our Competitors We'll FIGHT Them Till the Cows Come Home

A Few of Thousands of Our Bargains

Quantity.	Description.	Amount.
	Shav. Deal. 5 D. E. Blades.	\$0.04
	So.p. Styp. Pen. Com. Deal	
	Shaving Soap. Individually	.16
	Boxed. Dozen	.40
	United Blades. Dbl. Edge.	.40
	Blue Steel. 100	.45
	Champion Razor Blades.	.45
	Double-Edge. 100	.65
	Champion Single Edge	
	Blades. 100	.65
	Blades. Double-Edge. Bet-	2.50
	ter Value. 1,000	
	Witch Hazel. 16 oz. Finest	9.00
	quality. Gross	
	Brilliantine. Perfumed. 2-	4.50
	Oz. Bottles. Gross	
	Facial Creams. Assorted. In	.48
	Tubes. 50c Value. Doz.	
	Turtle Oil Cream. Attractive	.45
	2-Oz. Jars. Doz.	
	Palm & Olive. Brush. Shav.	5.50
	Cream. Lge. 35c Size. Gro.	
	Hair Dressing. Amber and	.48
	Green. 8-Oz. Bottles. Doz.	
	Shav. & Dent. Creams. 35c	4.75
	Siz. Asst.Brnds. Gro. Asst.	
	Cosmetics & Extracts. In	.65
	Gal. Jgs. Ea. In Cartn. Gal	
	Petroleum Jelly. In Tubes.	.04
	Indiv. Bxd. Dz. Lots. Ea.	.11
	Toilet Sets. 2, 3, 4-Pc. As-	.11
	sorted (100 Lots). Set.	
	Perfume. 25c Size Bottles.	2.50
	Cellophane. Gross.	
	Face Powder. 15c Size	2.75
	Boxes. Gro. Boxes.	
	Powder & Perfume Comb.	.04
	Cello Wrapped. Set.	
	Powder Puffs. Imptd. Ea. In	.02
	Cello. Env. Doz. Lots. Ea.	
	Foot Cream. Large 50c Jars.	.03
	Attr. Label. Dz. Lts., Ea.	
	Foot Powder. Sprinkler Top.	.01 1/2
	35c Can (100 Lts.) Ea.	
	Peroxide. 8-Oz. Guar. U. S.	.48
	Full Strength. Dozen	
	Brilliantine. Almid Lotion.	.02
	Hair Dressing. Close-out.	
	100 Lots. Each	9.50
	Mouth Wash. 16-Oz. Ast.	
	Cello Wrap. Bottle. Gro.	.63
	Tooth Brushes in Contain-	
	ers. Fine Quality. Dozen	.45
	Merchandise for Side Line	
	Salesmen. Gross.	3.25
	Absorbent Cotton. 10c Size.	.45
	Gross	
	Later Bandage. In Individ.	.45
	Cello. Wrap. Bxs. Dozen	
	Aspirin. 20, 5c Pkgs. on	.07 1/2
	Card (25 Lots). Card.	
	Chocolate Laxatives. 8 Tab.	2.65
	in Tin. 10c Size. Gr. Tins	
	Rubbing Alcohol. 16-Oz.,	7.20
	70 Proof. Gross	
	Mercurioch. & Iodine. Glass	3.00
	Rod. Asstd. Gro.	
	Nail Polish. All Shades.	3.00
	Also Remover. Gross.	
	Bobble Hair Pins. 12 on	1.10
	Gross Cards.	
	Cocoa Butter. Perfumed.	.25
	1-Oz. Bar. Dozen	
	Shoe Polish in Cans. Black,	3.50
	Brown, Tan. Assd. Gro.	
	Moth Tabs. 35c Size. Asst.	.27
	Odors. Cello. Wrap. Doz.	
	Soap. Milled. Assorted.	1.65
	Gross	
	Health Soap. 4 1/2-Oz. Bars.	.03
	Cello. Wrap. (Pkg. 72	
	Bars). Each	.72
	Floating Extracts. High	
	Qual. 16 Oz. Dozen.	6.00
	Furniture Polish. Lemon or	
	Cedar. 16-Oz. Cans. Gross	.06
	Machine Oil. Highly Re-	
	fined. 16-Oz. Bot. Doz.	1.25
	Lots. Each	
	Fuse Plugs. 10 to 30	2.75
	Amps. 100	
	Cracker Jack Alum. Cleaner.	.05 1/2
	15c Value. Gross	
	Lighter Fluid. Attractive	.33
	Cans. Doz. Lots. Each	
	Ink. Red and Blue. Paste.	.03
	Etc. Special. Dozen	
	Index Memo. Books. Imptd.	.39
	Special. Doz. Lots.	
	Dime Banks. Nickel Plated.	1.00
	Holds \$5.00. Dozen	
	Artist Brushes. 6 on Card.	.02
	Gross Brushes.	
	Handy Hangers. 25c Val.	.06 1/2
	Enam'd Met. Dz. Lot. Ea	
	1,200 Yds. White Thread.	.30
	16 Spis. to Box. Spool.	
	Elastic. 1/2 Inch. 3-Yard	.60
	Lengths. Dozen	
	Darning Kit & Pin Cushion	.30
	Combination. Dozen	
	Sewing Kit. Neat. Com-	.07
	act Case. Dozen	
	Wooden Needle Case. Impd.	.02 1/2
	Special. Doz. Lots. Ea.	
	Pin Cushions. Porcelain.	.01
	Asstd. Doz. Lots. Each	
	Photograph Needles. 50 to	.03
	Pkg. Gro. Lots. Ea. Pkg.	
	Doll Sets. 3 and 4-Pc. Ea.	.07
	Set in Box. Comp. Set.	
	Ash-A-Ways. Enam. Ea.	.05
	Colors. Doz. Lots. Each	
	Antimony Ash Trays. Asst.	.15
	Designs. Doz. Lots. Each	
	Bridge Clocks. Bronzed.	3.00
	Hand Dials. Doz. Lts. Ea.	
	Glass Candles. Ornaml. &	.18
	Oriental. Pair	
	Parers & Corers. Assorted	
	Color Handles. Gross	
	Pot Cleaners. Zinc. 20	
	Gram. Dozen	1.20
	Baby Nipples. Cello. Wrap-	
	ped Each on Card. Gross	

Come On You BARGAIN HUNTERS.
These Prices are BUYS of a Lifetime.
What An Opportunity To Stock Up!
Above Prices for Limited Time Only.
We Have No Branches Outside of NEW YORK.
Order from NEW YORK and Get Direct IMPORT
and FACTORY PRICES.

MILLS SALES CO.
901 BROADWAY, NEW YORK, N. Y.
ESTABLISHED 1916 BRANCH, 85 ORCHARD ST., NEW YORK

TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS.

Night Shift Necessary To Meet Torpedo Demand

CHICAGO, March 14.—So great has been the domestic and export demand for the Keeney Torpedo that it has been necessary for the Keeney Company to work night shifts on this 10-ball novelty game, now of Keeney manufac-

ture. The game, originally introduced on the Pacific Coast and on thousands of locations there, presents a number of interesting play angles. There is a novel "skill shot" advance of balls from hole to hole to holes of higher score and high-score areas. A unique one-way pinning in the kicker fairways prevents balls from a too prolonged kicker action.

Lights, rails, color and extensive pinning, as well as the miniature Torpedoes, give the table a lot of flash and appeal. And the large size of cabinet, 44 by 22 inches, adds to the attractiveness of the game as a whole.

Special on Cent "A" Pack

CHICAGO, March 14.—Bill Woolen, sales manager of Buckley Manufacturing Company, announces a most liberal offer to operators.

Every operator in the country is well acquainted with the remarkable record Cent "A" Pack has made and is still making. In fact, since the first advertising appeared the sales on this Buckley sensation have shown increase after increase almost weekly. To date there are many thousands of Cent "A" Packs on locations all over the world and every one of them is making inconceivably high profits for the operators.

It's an old story about the fellow who tried to sell \$5 gold pieces for 10 cents at 42d street and Broadway in New York and nobody would buy them. Mr. Woolen feels that there are still many remaining operators who have yet to buy their first Cent "A" Pack. These operators are the skeptical type and unless they are made an almost impossible offer they will not buy. To induce this type of operator, and, incidentally, here's an excellent opportunity for the real operators to "cash in," the Buckley company is making the following amazing offer. Remember, fellows, this is just an introductory offer that will last for a limited time only.

For every five Cent "A" Pack cigaret venders purchased one will be given away to the purchaser absolutely free. For every 10 Cent "A" Packs purchased the operator will receive one Cent "A" Pack machine and 10,000 ball gums (total value \$24) absolutely free. There are no strings to the deal other than stated above.

Mr. Woolen regrets that this remarkable offer is restricted to only those territories where Buckley does not have an exclusive territory agreement with the firm's distributors.

This Cent "A" Pack offer is now in effect. All orders will receive immediate shipment.

Monarch Loses Contest

CHICAGO, March 14.—Among the many "world" contests being waged at present, a new runner-up in an entirely new contest appeared on the scene here last week. Monarch Coin Machine Company, represented by Roy Bazelon, entered the field claiming the title of "World's Smallest Distributor." Operators who saw the notice of claims last week were interested, and some were amused.

But the magnitude of the contest became a reality to those who called at the Monarch offices during the last few days. Visitors are now wondering whether the word "smallest" was a typographical error or another claimant to European titles of nobility. They found that Monarch is an established firm and that the offices, displays and business volume remove the firm far from the list of contestants for the "world's smallest." Since Bazelon and his firm are already eliminated, spectators are wondering who will be the next contestants.

TWO WPA

(Continued from page 3)
Theodore Vihman, opened at the Great Northern Theater the following night with Ibsen's *An Enemy to the People*. Both companies were letter perfect in their lines, having rehearsed for two months, and both opened to almost ca-

capacity houses. Critics on the dailies were unanimous in their opinions that the Minturn company was by far the best histrionically altho handicapped with a dated play, and if rumors circulating about are true Minturn was beset by many other obstacles before his curtain rose, as it is said that WPA officials here definitely favor the Great Northern company.

In producing *A Texas Steer* Minturn had a company of seasoned stock veterans to work with. Hoyt's 46-year-old play about the Texas cattleman who is elected to Congress and his subsequent experiences in Washington is, of course, farcical buffoonery of ancient vintage. Oscar O'Shea, old-time dramatic stock actor and director, took the lead and ran away with the show. Here is a character man who should be in the films. Constance Heron was decorative as the daughter, but her thick Texas accent in the early acts made her speeches inarticulate. Guy Hickman in a darky part had the same trouble, which he overcame later in the play. Other parts were capably played by Patrick Butler, James Rice, William Noltner, Brent Wrenn, Myrtle Bigden, Bert Storeh, Emmetta Germaine, Charles Gordiner, Harry C. LaTler, Robert Merriman, Thomas J. Browne, Roland Ardery, Jack Herman, Adelaide Clyman, Otis Gordiner, Forrest Smith, Leon Beach, Leslie West, William Sexton, Madelaine Broadhurst, Charles N. Lum, May Adams and scores of supers. A colored quartet slowed down the prolog considerably.

Minturn did an excellent job of producing and staging, Gordon Carter designed some attractive sets, and Lucy Barton's costumes were authentically correct. Play is in for two weeks and will be followed by *Secret Service*, with Martin Burton as guest star.

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MEMORIES OF PAST

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 All our PIN GAMES are location tested which relieves you of all worry.
 . . . Sure you can have credit . . . if you're O. K. with yourself.
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Lee S. Jones
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HERE'S WHAT ST. LOUIS OPERATORS SAY:
 "I have no trouble holding my locations with Seeburg's Symphonola." "One Madcap took in \$65.00 in 3 days." "Every Stoner game is a Money-Maker." "Tried Madcap out one week—Rush 5 more immediately." "Please have Punchette manufacturers put on larger money bags." "My Punchette took in \$52.00 over the week-end—Let me have 3 more strips right away." "My ABT 'Top-It' is averaging \$4.00 per day for my end—Some Game." And many others too numerous to mention.
 THE ABOVE ARE ALL BONAFIDE STATEMENTS BY ST. LOUIS OPERATORS

ABT "TOP-IT" \$57.50	PUNCHETTE \$19.75	MADCAP \$47.50	Missouri and Southern Illinois Distributors for Seeburg's Symphonola
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SPECIALS IN USED MACHINE BARGAINS.
SEEBURG'S GRAND CHAMPION RACE HORSE MACHINES (Automatic Payout), Used Two Weeks, Like New \$67.00

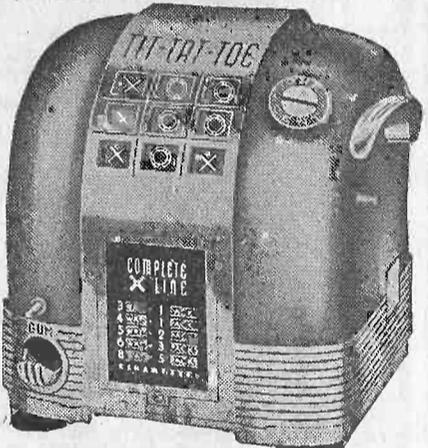
PIN GAMES	Exhibit Gateway (Tkt) \$32.50	ABT Grand Prize 45.00
ABT Archer (Tkt) \$27.50	Par Golf 17.50	Rapid Fire 17.50
Action, Jr. 6.50	Signal, Jr. 6.50	Rodeo 39.50
Action, Sr. 12.00	Sink or Swim 10.00	Carloca 25.00
Auto Flash (Ticket or Tape) 25.00	Starlite 10.00	Gold Rush 25.00
Ball Fan 15.00	Three in Line 8.00	PHONOGRAPHS
Big Leaguer 25.00	Zoom 17.50	Mills Troubadour \$100.00
Five and Ten 15.00	Rodeo (Ticket) 32.50	Seeburg Model E 95.00
Flying Colors 15.00	AUTOMATIC PAY TABLES	Seeburg Selectophone 125.00
Home Stretch (Race Horse) 25.00	ABT One Shot \$35.00	Seeburg Audiphone (with Radio) 75.00
	ABT Three Shot 45.00	

TERMS: 1/3 Deposit, Balance C. O. D.
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 With Gum Vender. 3 Games In One
 Use for Cigarettes, Beer or Cash Prizes.
 Just Change Card on Face of Machine.
 THE SENSATIONAL COUNTER GAME OF '36.
 The Most Beautiful, Most Fascinating Counter Game Ever Made. Positively the Greatest Penny Collector You've Ever Seen.

\$17.50 Register and Double Door \$2.00 Extra
 BALL GUM—Box of 100, 15c. Case of 100 Boxes for \$12.
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SUNSHINE DERBY \$89.50

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Because of the need for floor space to make room for the new 1936 equipment, it becomes necessary to clear our stock rooms and warehouse of all used and old equipment . . . Batteries renewed . . . reconditioned and every detail checked . . . Ready for operation.
 We Offer to the Highest Bidder Our "Overstock" as Follows:

SPORTSMAN, Brown Cabinet	ACE	MAKE YOUR OWN PRICES
PUT 'N' TAKE	GOLD RUSH	
RAPID FIRE	RED ARROW	
TRAFFIC		

All bids must be accompanied by deposit of one-half amount of bid. Right reserved to reject any Bid and return deposit guaranteed if Bid is rejected.

FISHER BROWN, 2702-4 Ross, Dallas, Texas
 References: Republic National Bank, Dallas; Oak Cliff Bank & Trust Co., Dallas; Dun and Bradstreet.

Atlas Novelty Is Busy
 CHICAGO, March 14.—Activity at the Chicago office of the Atlas Novelty Corporation was reported to be amazing by a recent visitor. Eddie Ginsberg's desk was said to be piled high with orders for Western Equipment and Supply and Stoner's games. Eddie stated that Jimmie Johnson's Harmony Bell, Stock Market, Ponies and Shell games are going over with a bang with Atlas operators. Eddie also claimed that the orders they are booking for Stoner's Mad Cap have broken all precedent for Stoner games.

"The Atlas Novelty Corporation," says Eddie, "is also doing a big business on new games for practically all the other manufacturers, including the G-M Laboratories; Genco, Inc.; Buckley Manufacturing Company, Exhibit Supply Company, Daval Manufacturing Company, Groetchen Tool Company and others."
 The company carries a large and complete stock of thoroly rebuilt used games and a complete assortment of counter devices.

Bonus Game Idea Is Out
 CHICAGO, March 14.—"You may think it's an outrage," says Jim Buckley, sales manager of Bally Manufacturing Company, "but we left out the outholes on our Bally Bonus one-shot game, making it the only game without any out-and-out outholes. Maybe that's why the game is outplaying everything on the market and is ranked by operators as one of the most outstanding money-makers that ever came out of the Bally plant."

After that, Jim, we ought to say, "You go out!" But we'll remind the trade that, instead of outholes, Bally Bonus features, the new Bonus Holes at the bottom of the board. A ball in the right or left hole operates a Bonus dial, which does not reset after each game, but keeps building up a bigger and bigger bonus. Then, if a ball goes in the center hole, player receives amount shown on the dial.
 The usual center-field outhole, common to most one-shot games, is changed to a free-play hole, and the game also features the new progressive award free-play Bally-Hole, an idea said to be extremely popular with players, both in Bally Bonus and on the giant Peerless one-shot game.

Building Radio Cabinets
 NEWARK, N. J., March 14.—Jersey Trading Company, premium supply house, reports that it is building its own radio cabinets and purchasing only the finest chassis obtainable so that it can bring the best in radio to the operators at popular prices.
 Sam Broudy, president of the firm, says: "Ops thruout the State find these sets are earning them more money due to the fact that the public cannot purchase them, since they are of copyrighted design and also because of the fine chassis being used. The majority of the sets feature five tubes, long and short wave bands, volume control, airplane dials, licensed, shielded tubes and dynamic speakers."



TO INTRODUCE MERCHANTISERS—The Snacks Company, St. Louis, has been formed to introduce the attractive Snacks merchandisers in its territory. In the above picture John Winkelman, operator, is giving check on a big order for Snacks. Left to right: Mrs. Earl Bowman, secretary; Dan Baum and Carl Trippe, principals of the new firm; John Winkelman, Robert Wandas, Ideal Novelty Company, and Nolas Westfall, Snacks Company.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

A CHALLENGE To Our Competitors We'll FIGHT Them Till the Cows Come Home A Few of Thousands of Our Bargains

Quantity.	Description.	Amount.
	Shav. Deal. 5 D. E. Blades.	\$0.04
	So.p. Styp. Pen. Com. Deal	
	Shaving Soap. Individually	.16
	Boxed. Dozen	.40
	United Blades. Dbl. Edge.	.40
	Blue Steel. 100	.45
	Champion Razor Blades.	.65
	Double-Edge. 100	.65
	Champion Single Edge	
	Blades. 100	2.50
	Blades. Double-Edge. Bet-	
	ter Value. 1,000	9.00
	Witch Hazel. 16 oz. Finest	
	quality. Gross	4.50
	Brilliantine. Perfumed. 2-	
	Oz. Bottles. Gross	.48
	Facial Creams. Assorted. In	
	Tubes. 50c Value. Doz.	.45
	Turtle Oil Cream. Attractive	
	2-Oz. Jars. Doz.	5.50
	Palm & Olive. Brush. Shav.	
	Cream. Lge. 35c Size. Gro.	.48
	Hair Dressing. Amber and	
	Green. 8-Oz. Bottles. Doz.	4.75
	Shav. & Dent. Creams. 35c	
	Siz. Asst. Brnds. Gro. Asst.	.65
	Cosmetics & Extracts. In	
	Gal. Jgs. Ea. in Cartr. Gal	.04
	Petroleum Jelly. In Tubes.	.11
	Indiv. Bxd. Dz. Lots. Ea.	
	Toilet Sets. 2, 3, 4-Pc. As-	2.50
	sorted. (100 Lots). Set.	
	Perfume. 25c Size Bottles.	2.75
	Cellophaned. Gross.	.04
	Face Powder. 15c Size	
	Boxes. Gro. Boxes.	.02
	Powder & Perfume Comb.,	
	Cello Wrapped. Set.	.03
	Powder Puffs. Impdt. Ea. In	
	Cello. Env. Doz. Lots. Ea.	.01 1/2
	Foot Cream. Large 50c Jars.	
	Attr. Label. Dz. Lts. Ea.	.48
	Foot powder. Sprinkler Top.	
	35c Can. 100 Lts. Ea.	.02
	Peroxide. 8-Oz. Guar. U. S.	
	P. Full Strength. Dozen	9.50
	Brilliantine. Alm'd Lotion.	.63
	Hair Dressing. Close-out.	
	100 Lts. Each	.45
	Mouth Wash. 16-Oz. Ast.	
	Cello Wrap. Bottle. Gro.	3.25
	Tooth Brushes in Contain-	
	ers. Fine Quality. Dozen	.45
	Merchandise for Side Line	
	Salesmen. Gross.	3.25
	Absorbent Cotton. 10c Size.	
	Gross	.45
	Latex Bandage. In Individ.	
	Cello. Wrap. Bxs. Dozen	.07 1/2
	Aspirin. 20 5c Pkgs. on	
	Card (25 Lts). Card.	2.65
	Chocolate Laxatives. 8 Tab.	
	In Tin. 10c Size. Gr. Tins	7.20
	Rubbing Alcohol. 16-Oz.	
	70 Proof. Gross	3.00
	Mercuroch. & Iodine. Glass	
	Rod. Asstd. Doz.	3.00
	Nail Polish. All Shades.	
	Also Remover. Gross	1.10
	Bobble Hair Pins. 12 on	
	Card. Gross Cards.	.25
	Cocoa Butter. Perfumed.	
	1-Oz. Bar. Dozen	3.50
	Shoe Polish in Cans. Black,	
	Brown, Tan. Asstd. Gro.	.27
	Moth Tabs. 35c Size. Asst.	
	Odors. Cello. Wrap. Doz.	1.65
	Soap. Milled. Assorted.	
	Gross	.03
	Health Soap. 4 1/4-Oz. Bars.	
	Cello. Wrap. (Pkg. 72	.72
	Bars). Each	
	Flavoring Extracts. High	6.00
	Qual. 16 Oz. Dozen	
	Furniture Polish. Lemon or	.06
	Cedar. 16-Oz. Cans. Gross	
	Machine Oil. Highly Re-	1.25
	fined. 16-Oz. Bot. Doz.	
	Lots. Each	2.75
	Fuse Plugs. 10 to 30	
	Amps. 100	.05 1/2
	Cracker Jack Alum. Cleaner.	
	50c Value. Gross	.33
	Lighter Fluid. Attractive	
	Cans. Doz. Lots. Each	.03
	Ink. Red and Blue. Paste.	
	Etc. Special. Dozen	.39
	Index Memo. Books. Impdt.	
	Special. Doz. Lots	1.00
	Dime Banks. Nickel Plated.	
	Holds \$5.00. Dozen	.02
	Artist Brushes. 6 on Card.	
	Gross Brushes	.06 1/2
	Handy Hangers. 25c Val.	
	Enam'd Met. Dz. Lot. Ea	.30
	120 Yds. White Thread.	
	16 Spl. to Box. Spool	.60
	Elastic. 1/4-Inch. 3-Yard	
	Lengths. Dozen	.30
	Darning Kit & Pin Cushion	
	Combination. Dozen	.30
	Sewing Kit. Neat. Com-	
	compact Case. Dozen	.07
	Wooden Needle Case. Impd.	
	Special. Doz. Lots. Ea.	.02 1/2
	Pin Cushions. Porcelain.	
	Asstd. Doz. Lots. Each	.01
	Phonograph Needles. 50 to	
	Pkg. Gro. Lots. Ea. Pkg.	.03
	Doll Sets. 3 and 4-Pc. Ea.	
	Set in Box. Comp. Set.	.07
	Ash-A-Ways. Enam. Asst.	
	Colors. Doz. Lots. Each	.05
	Antimony Ash Trays. Asst.	
	Designs. Doz. Lots. Each	.05
	Bridge Clocks. Bronzed.	
	Hand Dials. Doz. Lts. Ea.	.15
	Glass Candles. Ornaml' &	
	Oriental. Pair	3.00
	Parers & Cores. Assorted	
	Color Handles. Gross	.18
	Pot Cleaners. Zinc. 20	
	Gram. Dozen	1.20
	Baby Nipples. Cello. Wrap-	
	ped Each on Card. Gross	

Come On You BARGAIN HUNTERS. These Prices are BUYS of a Lifetime. What An Opportunity To Stock Up! Above Prices for Limited Time Only. We Have No Branches Outside of NEW YORK. Order from NEW YORK and Get Direct IMPORT and FACTORY PRICES.

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Night Shift Necessary To Meet Torpedo Demand

CHICAGO, March 14.—So great has been the domestic and export demand for the Keeney Torpedo that it has been necessary for the Keeney Company to work night shifts on this 10-ball novelty game, now of Keeney manufac-

ture. The game, originally introduced on the Pacific Coast and on thousands of locations there, presents a number of interesting play angles. There is a novel "skill shot" advance of balls from hole to hole to holes of higher score and high-score areas. A unique one-way pinning in the kicker fairways prevents balls from a too prolonged kicker action.

Lights, rails, color and extensive pinning, as well as the miniature Torpedoes, give the table a lot of flash and appeal. And the large size of cabinet, 44 by 22 inches, adds to the attractiveness of the game as a whole.

Special on Cent "A" Pack

CHICAGO, March 14.—Bill Woolen, sales manager of Buckley Manufacturing Company, announces a most liberal offer to operators.

Every operator in the country is well acquainted with the remarkable record Cent "A" Pack has made and is still making. In fact, since the first advertising appeared the sales on this Buckley sensation have shown increase after increase almost weekly. To date there are many thousands of Cent "A" Packs on locations all over the world and every one of them is making inconceivably high profits for the operators.

It's an old story about the fellow who tried to sell \$5 gold pieces for 10 cents at 42d street and Broadway in New York and nobody would buy them. Mr. Woolen feels that there are still many remaining operators who have yet to buy their first Cent "A" Pack. These operators are the skeptical type and unless they are made an almost impossible offer they will not buy. To induce this type of operator, and, incidentally, here's an excellent opportunity for the real operators to "cash in," the Buckley company is making the following amazing offer. Remember, fellows, this is just an introductory offer that will last for a limited time only.

For every five Cent "A" Pack cigarette venders purchased one will be given away to the purchaser absolutely free. For every 10 Cent "A" Packs purchased the operator will receive one Cent "A" Pack machine and 10,000 ball gums (total value \$24) absolutely free. There are no strings to the deal other than stated above.

Mr. Woolen regrets that this remarkable offer is restricted to only those territories where Buckley does not have an exclusive territory agreement with the firm's distributors.

This Cent "A" Pack offer is now in effect. All orders will receive immediate shipment.

Monarch Loses Contest

CHICAGO, March 14.—Among the many "world" contests being waged at present, a new runner-up in an entirely new contest appeared on the scene here last week. Monarch Coin Machine Company, represented by Roy Bazelon, entered the field claiming the title of "World's Smallest Distributor." Operators who saw the notice of claims last week were interested, and some were amused.

But the magnitude of the contest became a reality to those who called at the Monarch offices during the last few days. Visitors are now wondering whether the word "smallest" was a typographical error or another claimant to European titles of nobility. They found that Monarch is an established firm and that the offices, displays and business volume remove the firm far from the list of contestants for the "world's smallest." Since Bazelon and his firm are already eliminated, spectators are wondering who will be the next contestants.

TWO WPA

(Continued from page 3)
Theodore Vlehman, opened at the Great Northern Theater the following night with Ibsen's *An Enemy to the People*. Both companies were letter perfect in their lines, having rehearsed for two months, and both opened to almost ca-

pacify houses. Critics on the dailies were unanimous in their opinions that the Minturn company was by far the best histrionically altho handicapped with a dated play, and if rumors circulating about are true Minturn was beset by many other obstacles before his curtain rose, as it is said that WPA officials here definitely favor the Great Northern company.

In producing *A Texas Steer* Minturn had a company of seasoned stock veterans to work with. Hoyt's 46-year-old play about the Texas cattleman who is elected to Congress and his subsequent experiences in Washington is, of course, farcical buffoonery of ancient vintage. Oscar O'Shea, old-time dramatic stock actor and director, took the lead and ran away with the show. Here is a character man who should be in the films. Constance Heron was decorative as the daughter, but her thick Texas accent in the early acts made her speeches inarticulate. Guy Hickman in a darky part had the same trouble, which he overcame later in the play. Other parts were capably played by Patrick Butler, James Rice, William Noltner, Brent Wrenn, Myrtle Bigden, Bert Storeh, Emmetta Germaine, Charles Gordinier, Harry C. LaTier, Robert Merriman, Thomas J. Browne, Roland Ardery, Jack Herman, Adelaide Clyman, Otis Gordinier, Forrest Smith, Leon Beach, Leslie West, William Sexton, Madelaine Broadhurst, Charles N. Lum, May Adams and scores of supers. A colored quartet slowed down the prolog considerably.

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F. LANGDON MORGAN.

CARL LAEMMLE

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RAMBLER



The Billboard ball pin game! Biggest HIT in years!
Rambler is the Biggest HIT game in years! Billiard sized bakelite balls bring new, better and more lively thrill-action. Comes in 10-Ball, Straight Play TICKET Model (as approved in New York) or Pay-Out Model. RAMBLER is the game YOU NEED NOW! WRITE US TODAY FOR PRICES AND COMPLETE DETAILS!

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A Few of Thousands of Our Bargains

Quantity.	Description.	Amount.
	Shav. Deal. 5 D. E. Blades, Soap, Styp. Pen. Com. Deal	\$0.04
	Shaving Soap, Individually Boxed, Dozen	.16
	United Blades, Dbl. Edge, Blue Steel, 100	.40
	Champion Razor Blades, Double-Edge, 100	.45
	Champion Single Edge Blades, 100	.65
	Blades, Double-Edge, Better Value, 1,000	2.50
	Witch Hazel, 16 oz. Finest quality, Gross	9.00
	Brilliantine, Perfumed, 2-Oz. Bottles, Gross	4.50
	Facial Creams, Assorted, in Tubes, 50c Value, Doz.	.48
	Turtle Oil Cream, Attractive 2-Oz. Jars, Doz.	.45
	Palm & Olive Brush, Shv. Cream, Lge. 35c Size, Gro.	5.50
	Hair Dressing, Amber and Green, 8-Oz. Bottles, Doz.	.48
	Shav. & Dent. Creams, 35c Siz. Ass. Brnds. Gro. Assd.	4.75
	Cosmetics & Extracts, in Gal. Jgs. Ea. in Cartn. Gal	.65
	Petroleum Jelly, in Tubes, Individ. Bxd. Dz. Lots, Ea.	.04
	Toilet Sets, 2, 3, 4-Pc. Assorted (100 Lots), Set.	.11
	Perfume, 25c Size Bottles, Cellophaned, Gross	2.50
	Face Powder, 15c Size Boxes, Gro. Boxes	2.75
	Powder & Perfume Comb., Cello Wrapped, Set.	.04
	Powder Puffs, Imptd. Ea. in Cello. Env. Doz. Lots, Ea.	.02
	Foot Cream, Large 50c Jars, Attr. Label, Dz. Lots, Ea.	.03
	Foot Powder, Sprinkler Top, 35c Can (100 Lts.) Ea.	.01 1/2
	Peroxide, 8-Oz. Jar, U.S. P. Full Strength, Dozen	.48
	Brilliantine, Almd Lotion, Hair Dressing, Close-out, 100 Lots, Each	.02
	Mouth Wash, 16-Oz. Ast. Cello Wrap, Bottle, Gro.	9.50
	Tooth Brushes in Containers, Fine Quality, Dozen	.63
	Merchandise for Side Line Salesmen, Gross	.45
	Absorbent Cotton, 10c Size, Gross	3.25
	Latex Bandage, in Individ. Cello Wrap, Bxs. Dozen	.45
	Aspirin, 20, 5c Pkgs. on Card (25 Lots), Card	.07 1/2
	Chocolate Laxatives, 8 Tab. in Tin, 10c Size, Gr. Tins	2.65
	Rubbing Alcohol, 16-Oz., 70 Proof, Gross	7.20
	Mercuroch. & Iodine, Glass Rod, Assd. Gro.	3.00
	Nail Polish, All Shades, Also Remover, Gross	3.00
	Bobble Hair Pins, 12 on Card, Gross	1.10
	Cocoa Butter, Perfumed, 1-Oz. Bar, Dozen	.25
	Shoe Polish in Cans, Black, Brown, Tan, Assd. Gro.	3.50
	Moth Tabs, 35c Size, Assd. Odors, Cello. Wrap, Doz.	.27
	Soap, Milled, Assorted, Gross	1.65
	Health Soap, 4 1/4-Oz. Bars, Cello. Wrap. (Pkg. 72 Bars), Each	.03
	Flavoring Extracts, High Qual. 1-Oz. Dozen	.72
	Furniture Polish, Lemon or Cedar, 16-Oz. Cans, Gross	6.00
	Machine Oil, Highly Refined, 16-Oz. Bot. Doz. Lots, Each	.06
	Fuse Plugs, 10 to 30 Amps, 100	1.25
	Cracker Jack Alum. Cleaner, 15c Value, Gross	2.75
	Lighter Fluid, Attractive Cans, Doz. Lots, Each	.05 1/2
	Ink, Red and Blue, Paste, Etc. Special, Dozen	.33
	Index Memo. Books, Imptd. Special, Doz. Lots	.03
	Dime Banks, Nickel Plated, Holds \$5.00, Dozen	.39
	Artist Brushes, 6 on Card, Gross Brushes	1.00
	Handy Hangers, 25c Val. Enam'd Met. Dz. Lot, Ea.	.02
	1,200 Yds. White Thread, 16 Spis. to Box, Spool	.06 1/2
	Elastic, 1/4-Inch, 3-Yard Lengths, Dozen	.30
	Darning Kit & Pin Cushion Combination, Dozen	.60
	Sewing Kit, Neat, Compact Case, Dozen	.30
	Wooden Needle Case, Impd. Special, Doz. Lots, Ea.	.07
	Pin Cushions, Porcelain, Assd. Doz. Lots, Each	.02 1/2
	Phonograph Needles, 50 to Pkg. Gro. Lots, Ea. Pkg.	.01
	Doll Sets, 3 and 4-Pc. Ea. Set in Box, Comp. Set.	.03
	Ash-A-Ways, Enam. Asst. Colors, Doz. Lots, Each	.07
	Antimony Ash Trays, Asst. Designs, Doz. Lots, Each	.05
	Bridge Clocks, Bronzed, Hand Dials, Doz. Lts. Ea.	.05
	Glass Candles, Ornamental & Oriental, Pair	1.15
	Parers & Corers, Assorted Color Handles, Gross	3.00
	Pot Cleaners, Zinc, 20 Gram, Dozen	.18
	Baby Nipples, Cello. Wrapped Each on Card, Gross	1.20

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901 BROADWAY, NEW YORK, N. Y.
ESTABLISHED 1916 BRANCH, 85 ORCHARD ST., NEW YORK

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Night Shift Necessary To Meet Torpedo Demand

CHICAGO, March 14.—So great has been the domestic and export demand for the Keeney Torpedo that it has been necessary for the Keeney Company to work night shifts on this 10-ball novelty game, now of Keeney manufacture.

The game, originally introduced on the Pacific Coast and on thousands of locations there, presents a number of interesting play angles. There is a novel "skill shot" advance of balls from hole to hole to holes of higher score and high-score areas. A unique one-way pinning in the kicker fairways prevents balls from a too prolonged kicker action.

Lights, rails, color and extensive pinning, as well as the miniature Torpedoes, give the table a lot of flash and appeal. And the large size of cabinet, 44 by 22 inches, adds to the attractiveness of the game as a whole.

Special on Cent "A" Pack

CHICAGO, March 14.—Bill Woolen, sales manager of Buckley Manufacturing Company, announces a most liberal offer to operators.

Every operator in the country is well acquainted with the remarkable record Cent "A" Pack has made and is still making. In fact, since the first advertising appeared the sales on this Buckley sensation have shown increase after increase almost weekly. To date there are many thousands of Cent "A" Packs on locations all over the world and every one of them is making inconceivably high profits for the operators.

It's an old story about the fellow who tried to sell \$5 gold pieces for 10 cents at 42d street and Broadway in New York and nobody would buy them. Mr. Woolen feels that there are still many remaining operators who have yet to buy their first Cent "A" Pack. These operators are the skeptical type and unless they are made an almost impossible offer they will not buy. To induce this type of operator, and, incidentally, here's an excellent opportunity for the real operators to "cash in," the Buckley company is making the following amazing offer. Remember, fellows, this is just an introductory offer that will last for a limited time only.

For every five Cent "A" Pack cigaret venders purchased one will be given away to the purchaser absolutely free. For every 10 Cent "A" Packs purchased the operator will receive one Cent "A" Pack machine and 10,000 ball gums (total value \$24) absolutely free. There are no strings to the deal other than stated above.

Mr. Woolen regrets that this remarkable offer is restricted to only those territories where Buckley does not have an exclusive territory agreement with the firm's distributors.

This Cent "A" Pack offer is now in effect. All orders will receive immediate shipment.

Monarch Loses Contest

CHICAGO, March 14.—Among the many "world" contests being waged at present, a new runner-up in an entirely new contest appeared on the scene here last week. Monarch Coin Machine Company, represented by Roy Bazelon, entered the field claiming the title of "World's Smallest Distributor." Operators who saw the notice of claims last week were interested, and some were amused.

But the magnitude of the contest became a reality to those who called at the Monarch offices during the last few days. Visitors are now wondering whether the word "smallest" was a typographical error or another claimant to European titles of nobility. They found that Monarch is an established firm and that the offices, displays and business volume remove the firm far from the list of contestants for the "world's smallest." Since Bazelon and his firm are already eliminated, spectators are wondering who will be the next contestants.

TWO WPA

(Continued from page 3)
Theodore Viehman, opened at the Great Northern Theater the following night with Ibsen's *An Enemy to the People*. Both companies were letter perfect in their lines, having rehearsed for two months, and both opened to almost ca-

capacity houses. Critics on the dailies were unanimous in their opinions that the Minturn company was by far the best histrionically altho handicapped with a dated play, and if rumors circulating about are true Minturn was beset by many other obstacles before his curtain rose, as it is said that WPA officials here definitely favor the Great Northern company.

In producing *A Texas Steer* Minturn had a company of seasoned stock veterans to work with. Hoyt's 46-year-old play about the Texas cattleman who is elected to Congress and his subsequent experiences in Washington is, of course, farcical buffoonery of ancient vintage. Oscar O'Shea, old-time dramatic stock actor and director, took the lead and ran away with the show. Here is a character man who should be in the films. Constance Heron was decorative as the daughter, but her thick Texas accent in the early acts made her speeches inarticulate. Guy Hickman in a darky part had the same trouble, which he overcame later in the play. Other parts were capably played by Patrick Butler, James Rice, William Noltner, Brent Wrenn, Myrtle Bigden, Bert Storeh, Emmetta Germaine, Charles Gordinier, Harry C. LaTler, Robert Merriman, Thomas J. Browne, Roland Ardyer, Jack Herman, Adelaide Clyman, Otis Gordinier, Forrest Smith, Leon Beach, Leslie West, William Sexton, Madeline Broadhurst, Charles N. Lum, May Adams and scores of supers. A colored quartet slowed down the prolog considerably.

Minturn did an excellent job of producing and staging, Gordon Carter designed some attractive sets, and Lucy Barton's costumes were authentically correct. Play is in for two weeks and will be followed by *Secret Service*, with Martin Burton as guest star.

Theodore Viehman's production of *An Enemy to the People* turned out to be a little theater field day. His direction had flashes of brilliancy, but the too carefully rehearsed scenes and the fussy brand of acting had all the earmarks of "little theater." Only in the stage settings by Otto Benesh and the costumes did the production take on the aspect of real theater. Viehman had a company of 75 people of varying experience to work with. Many of them are little theater people and dramatic school students. In the two months it was in rehearsal many stilted words and lines were eliminated from the script. Arthur Peterson, in the role of Dr. Stockman, made it a childlike character. Whether this was his own idea of the role or whether he was directed that way doesn't make much difference. Ibsen at its best is far from sparkling entertainment. Karen Nielson was distinctive as Mrs. Stockman; Robert Shrewsbury's work as the mayor was capable, and Charles O'Neal was effective as the editor. Everett Marshall's delineation of a hypocritical printer was both true and amusing. Other principals in the cast were Robert L. Hagan, Alfred Clarke, Edward Schmitz, Jack Ford, Lucille Colbert, Nell Calvin and William Yule, who was miscast and played his role in a Jiggs manner. There were also numerous other players. The No. 1 Theater has so many people on the rolls that the double-cast system will be used.
F. LANGDON MORGAN.

CARL LAEMMLE

(Continued from page 5)
R. Grainger continue, respectively, as general manager of production and general sales manager.

This move on Laemmle's part caps his tendency of recent years to relinquish gradually his active relations with Universal. It is understood that the new arrangement meets with his entire approval, particularly the fact of Cochrane's promotion. Standard Capital Company, which was organized in 1935 for the purpose of financing motion pictures, exercised an option held with Rogers since November 3 in buying 90 per cent of the Universal stock.

MEMORIES OF PAST

(Continued from page 5)
ets and old coins and a half pint of bourbon whiskey. The latter was handed out in spoonfuls to those present, and Davis gave this toast: "If the governor were here today—we always called my father the governor—he would say what we are saying: 'Here's to Chicago! God bless her!'"

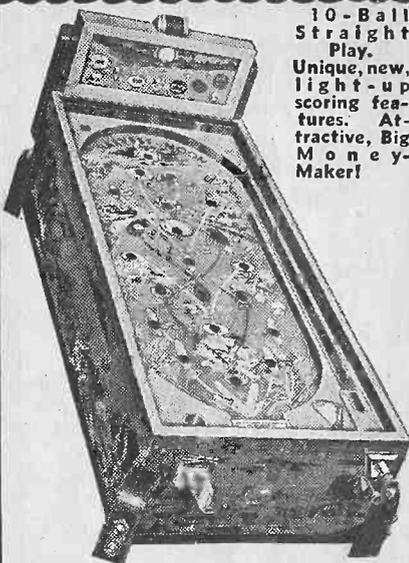
Cornerstone of the theater was laid May 22, 1900, and the opening bill, Julia Marlowe in *Barbara Frietchie*, was presented October 15 of the same year.



All New York Operators!

HARVEST MOON and RAMBLER have won the ACCLAIM of EVERY New York Operator as the BIGGEST AND BEST MONEY-MAKERS of the Year! HURRY! RUSH YOUR ORDERS to FITZGIBBONS DISTRIBUTORS, INC.—TODAY!

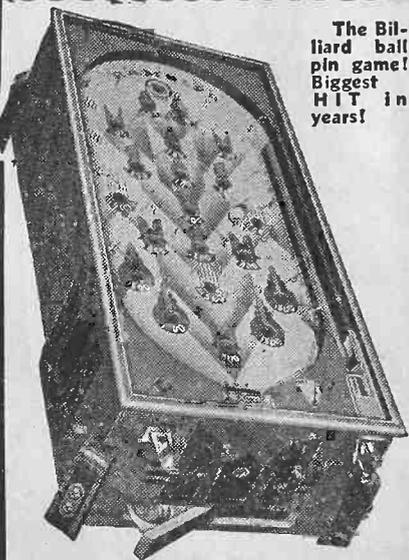
HARVEST MOON



10-Ball Straight Play. Unique, new, light-up scoring features. Attractive, Big Money-Maker!

Harvest Moon is acclaimed by all operators as the "BEST MONEY-MAKER" in years. Straight 10-Ball Play! New type scoring. Most attractive cabinet ever presented. "It's BETTER—it's a BALLY Game!" Making Big Money for Operators EVERYWHERE! WRITE US TODAY FOR PRICE AND COMPLETE DETAILS.

RAMBLER



The Billiard pin game! Biggest HIT in years!

Rambler is the Biggest HIT game in years! Billiard sized bakelite balls bring new, better and more lively thrill-action. Comes in 10-Ball, Straight Play TICKET Model (as approved in New York) or Pay-Out Model. RAMBLER is the game YOU NEED NOW! WRITE US TODAY FOR PRICES AND COMPLETE DETAILS!

FREE "The Bally Coin Chute," sensational 16-page operator's magazine. Distributed FREE to Eastern coin machine operators only!

FITZGIBBONS DISTRIBUTORS INC.

453 WEST 47TH STREET NEW YORK CITY NEW YORK

KEENEY'S
Torpedo
Scoring a "DIRECT HIT"
Everywhere
A 10-BALL NOVELTY GAME
Producing Pay-able earnings

Believe it—(and TORPEDO operators will back us up)—here is a 10-ball pin table that makes ALL other novelty game earnings look silly!

One of the country's Largest Operators STILL has 250 of these TORPEDO games on location, and won't take a single one off.

On the West Coast where this Great Money-Maker was originally introduced—TORPEDO continues to produce Big Weekly "TAKES" without a single used TORPEDO being offered on re-sale market.

A solid CARLOAD was sold in one Central-West city alone! We've had to put on TWO SHIFTS trying to keep TORPEDO production up with its HEAVY DEMAND!

Unique "Skill-Shot"
 Hole-to-Hole Advancement to
 "High Score" Pockets

Gives TORPEDO a "can't-get-away-from-it" Play Fascination. And, there's a Hundred Other Things puts TORPEDO way out in front of ALL novelty games to date.

10 BALL, 44" x 22"

\$47.50

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 ORDER-BALANCE
 C. O. D.

WIRE
 FOR A SAMPLE
 TORPEDO TODAY

J. KEENEY & CO.
 2900 S. MICHIGAN AVE., CHICAGO

Strike Settled Amicably

NEW YORK, March 14.—Bill Rabkin, of the International Mutoscope Reel Company, has informed *The Billboard* that the strike recently called in his plant was settled amicably March 11. Thru a misunderstanding his employees walked out and were on strike for 10 days.

International is now running full force, having taken back 75 men from its old staff and adding many additional men.

Bill Rabkin is optimistic about the coming season, as he has many advance orders on his sensational Photomatic machine. He is also turning out a full quota of cranes.

ROUTES

(Continued from page 56)

Welkly, Wee Willy: (Columbia) Columbia, N. J., h.
 White, Dave: (Oasis Grill) New York City, re.
 Whiteman, Paul: (Hippodrome) New York, t.
 Widmer, Bud: (Mile-Away) Grand Junction, Colo., b.
 Williams, Griff: (Mark Hopkins) San Francisco, h.
 Williams, Hod: (Charlotte) Charlotte, N. C., h.
 Williams, Ray: (Jefferson) Detroit, h.
 Wilson, Sammy: (Edison) New York, h.
 Winegar, Frank: (Rowe) Grand Rapids, Mich., h.
 Winston, Jack: (Blackstone) Fort Worth, Tex., h.
 Wolfe, Paul: (Merry Go Round) Miami, b.
 Woods, Howard: (Robert Treat) Newark, h.

Young, Glenn: (Showboat) St. Louis, b.
 Young, Sterling: (Mission Beach) Los Angeles, b.
 Yuhasz, Johnny: (Durant) Flint, Mich., h.

Zarin, Michael: (Waldorf-Astoria) New York,
 Zatur, Joseph: (Biltmore) New York, h.
 Zemsay, Jene: (Town Casino) Phila, nc.
 Zwilling, Sid: (Belleview) Belleaire, Fla., cc.
 Zwolin, Ted: (Moulin Rouge) Detroit, c.

DRAMATIC AND MUSICAL

At Home Abroad: (Forrest) Phila 16-21.
 Boy Meets Girl: (Selwyn) Chi.
 Children's Hour: (Curran) San Francisco 16-21.
 Dodsworth: (American) St. Louis 16-21.
 Great Waltz: (Auditorium) Chi.
 Hampden, Walter: (Grand) Chi 16-28.
 Her Week-End: (McCarte) Princeton, N. J., 19; (Playhouse) Wilmington, Del., 20-21.
 Idiot's Delight: (Nixon) Pittsburgh 16-21.
 Larger Than Life: (Shubert) New Haven, Conn., 19-21.
 Nazimova: (Biltmore) Los Angeles 16-21.
 Old Maid: (Maj.) San Antonio, Tex., 18; (Paramount) Austin 19; (Maj.) Houston 20-21.
 On Your Toes: (Shubert) Boston.
 Personal Appearance: (Met.) Minneapolis 18-21.
 Personal Appearance: (Plymouth) Boston.
 Porgy and Bess: (National) Washington, D. C., 16-21.
 Sailor, Beware: (Broad) Phila 16-21.
 San Carlo Opera Co.: (Auditorium) Seattle, Wash., 16-21.
 Texas Steer, A: (Blackstone) Chi 16-21.
 Three Men on a Horse: (Cox) Cincinnati 16-21.
 Three Men on a Horse: (Garrick) Phila.
 Three Men on a Horse: (Ohio) Lima, O., 18; (English) Indianapolis, Ind., 19-21.
 Tobacco Road: (Ford) Baltimore 16-21.
 Tobacco Road: (Erlanger) Buffalo 16-21.
 Winterset: (Chestnut St.) Phila 16-28.

INDEPENDENT BURLESK

Corio, Ann, Show: (Werba) Brooklyn 16-21; (Republic) NYC 23-28.
 Flying High: (Variety) Pittsburgh 16-21; (Gayety) Baltimore 23-28.
 Ginger Snaps: (Trocaero) Phila 16-21.
 Hello, Patee: (Lyric) Allentown, Pa., 23-24; (Family) Mahanoy City 25; (Maj.) Williamsport 26; (Orph.) Reading 27-28.
 High Jinks: (Howard) Boston 16-21; (Hudson) Union City, N. J., 23-28.
 Jolly Girls: (Empire) Newark, N. J., 16-21.
 Night Birds: (Family) Mahanoy City, Pa., 18; (Maj.) Williamsport 19; (Orph.) Reading 20-21; (Variety) Pittsburgh 23-28.
 Novelties of 1936: (Hudson) Union City, N. J., 16-21.
 Smart Set: (Gayety) Baltimore 16-21; (Gayety) Washington, D. C., 23-28.
 They're Off: (Gayety) Washington, D. C., 16-21; (Empire) Newark, N. J., 23-28.
 Vanity Fair: (Republic) NYC 16-21; (Trocaero) Phila 23-28.
 Wassau, Hinda, & Her Legs & Laughter: (Werba) Brooklyn 23-28.

MISCELLANEOUS

Birch, Magician: Miami, Fla., 18-19; Coral Gables 20-21; West Palm Beach 23; Pompano 24; Ft. Lauderdale 25; Hollywood 26; Stuart 27-28.
 Bragg Bros.' Show: Oxford, N. C., 16-21; Chase City, Va., 23-28.
 Dessen & Purcell Circus: Walnut Ridge, Ark., 18-19; Newport 20-21; Poplar Bluff, Mo., 22-23; Dexter 24; Sikeston 25; Charleston 26; Cairo, Ill., 27-28.
 Hoffman, Magician: Lyons, Kan., 16-21; Arkansas City 23; Eureka 25-28.
 Levitch, L., Mentalist: (Hub Night Club) NYC 18-26.
 Lewis, H. Kay, & Hollywood Varieties: Corona, N. M., 19-20; Carrizosa 21-22; Capitan 23-24; Tularosa 25-26; Las Cruces 27-28.
 Lucy, Thos. Elmore: Footville, Wis., 19-21; Minneapolis, Minn., 22-26.
 Marine-Firestone Co.: Ft. Worth, Tex., 16-21.

SOL'S LIBERTY SHOWS, Inc.

CALL CALL CALL

ALL PEOPLE ENGAGED, TAKE NOTICE!

Show opens Saturday, April 11. Will leave winter quarters on April 8. Want everybody to report by April 1. Charles Zerm, wire. Showmen—Have several new frameups. What have you? Everything new but the name. All address SAM SOLOMON, P. O. Box 223, Caruthersville, Mo.

GOLD MEDAL SHOWS

Opening Saturday, April 11, 2 Saturdays — 2 Sundays

WANT WANT

Side Show Manager, must be a first-class producer. Have complete outfit for same. Organized Minstrel Show with Musicians. Have complete outfit for same. Can place several meritorious Grind Shows. Will finance showmen that have worth-while ideas. Manager for Hippodrome Circus that can train and handle monkeys, preferably man and wife to take complete charge of same. Want to buy two or three-track oval Speedway. Have opening for several Concessions that work strictly for stock—no line-up stores wanted. All address

OSCAR BLOOM, Mgr., care of 390 Arcade Building, St. Louis, Mo.

MIGHTY SHEESLEY MIDWAY, INC.

WANTS

Attractions for Side Show; Tattoo Artist; Mindreader, Seal, write; Mechanical Man or Freaks of interest. State all in first letter. Address AL RENTON. Wanted—Drome Help, Trick and Straight Riders, male and female; Man to Handle Lion. Address JACK ROBERTS. Show opens April 11, Salisbury, N. C.

HELLER'S ACME SHOWS, Inc.,

Open April 24th, playing Two Saturdays and Two Sundays under strong auspices in New Jersey, within thirty miles of New York City. Playing all good size towns; no sticks. Want Shows of all kinds, with your own outfits, but will furnish outfits to reliable show people. Concessions all open, except Frozen Custard. Good proposition for Cook House; will guarantee tickets for rent. Will Book any Ride but Merry-Go-Round, Venetian Swings, Ferris Wheel, Whip, Chair-O-Plane or Auto Kiddie Ride. Want Two First-Class Ferris Wheel Operators. Fred Dupree, Charlie Houston, Thurman Marshall and Youles Mathis, write: would like to hear from any good Ride Help for the above rides. Want Two Sensational Free Acts. Will Exchange Light Plants for Transformer Wagon. For Sale or Lease or will Book in reliable Park, Big No. 16 Eli Wheel. All address HARRY HELLER, General Manager, 477 North 11th Street, or Phone Humboldt 3-0474, Newark, N. J.

WANTED ACTS, CONCESSIONS, SHOWS

American Legion Merchants and Manufacturing Exposition, Henderson, Ky., Week April 13.

Can place any kind of Concession, Acts that can work in 20 ft. height. Show that can frame inside, Sound System with Bally Truck. Attendance will be close to 20,000. Write ORGANIZATION or KENTUCKY EXPOSITION CO.

BUNTS GREATER SHOWS

OPENING WINNSBORO, S. C., SATURDAY, MARCH 28, TO APRIL 4

WANT Legitimate Concessions; reasonable rates. Want Foreman for Chair-O-Plane and Wheel. Circus Side Show wants Front Man, also Fire Eater and Man to Handle Snakes; no geek. Want Colored Musicians or a Complete Band of ten pieces or more. Until March 21, Brunson, S. C. P. S.—Five weeks in South Carolina; then into West Virginia.

BARFIELD'S COSMOPOLITAN SHOWS

Account disappointment, want Merry-Go-Round, Ferris Wheel, Chairplane, Loop-O-Plane, Flat Ride, also Kid Ride. Will book or buy. Also will place Single Rides or Unit of Rides and few more legitimate Grind Stock Concessions. Write or wire Webster, Fla., this week; Bushnell, Fla., next week.

Mel-Roy, Magician: Clarksville, Ark., 19; Ft. Smith 20; Mansfield 21.
 Miller, Morris, Museum: Youngstown, O., 16-28.
 Proctor, Geo. H., Monkey Village: Texarkana, Tex., 16-21.
 Ricton's Show: Wrens, Ga., 16-18; Stapleton 19-21.

REPERTOIRE

Blythe Players: Bowie, Md., 16-21.
 Porter Comedians: Porterville, Calif., 16-21.
 Princess Stock Co.: Murfreesboro, Ark., 16-21.
 Sadler's Own Co.: Colorado, Tex., 16-21.

CIRCUS AND WILD WEST

Bailey Bros.: Socorro, N. M., 17; Belen 18; Albuquerque 19.
 Barnes, Al G.: San Diego, Calif., 28.
 Mix, Tom: Monrovia, Calif., 16; Pasadena 17; Glendale 18; Santa Paula 19; Ventura 20; Santa Barbara 21; Santa Maria 22.
 Polack Bros.: (Convention Hall) Hutchinson, Kan., 16-21; (City Aud.) Topeka 23-29.

Webb, Joe B.: Mineral Wells, Tex., 17; Ranger 18; Albany 19; Colorado 20; Lamesa 21; Post 23.

CARNIVAL COMPANIES

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

Acme United: Marietta, Ga., 21-28.
 Alamo: Macon, Ga.
 Amerson Attrs.: Cadwell, Ga.
 Barfield's Cosmopolitan: Webster, Fla.; Bushnell 23-28.
 Big 4: Suwanee, Ga.
 Big State: Houston, Tex.
 Crafts 20 Big: Brawley, Calif.; Calexico 24-29.
 Dixie Expo.: Ellaville, Ga.
 Evangeline: Camden, Ark.
 Great Coney Island: Laplace, La.
 Great Olympic: Halls, Tenn., 23-28.
 Greater United: Austin, Tex.
 Golden State: Santa Ana, Calif.; Santa Paula 23-28.
 Hames, Bill: Ft. Worth, Tex.

(See ROUTES on page 79)

Your Phonograph Is a Vending Machine

By EARL HOLLAND

Sales Manager Phonograph Division, J. P. Seeburg Corporation, Chicago

It is interesting to note that one music operator will do an excellent business while another operator with the same number of locations which are just as good does less. Altho there are no operators of music who are failures, an analysis of the methods employed by some usually reveals the reasons for their low percentages.

My many years of direct contact with music operators all over the United States has afforded me an excellent opportunity to study the various conditions which affect or help a music operator's business.

The real music operator regards his automatic phonographs as vending machines. In other words, giving the patrons the utmost in musical recreation for the money they spend.

Let us compare a phonograph with a peanut vender or candy vending machine. If these merchandise vendors are not kept clean and in working order the possibilities of people being attracted to drop a coin in the machine are reduced by the uninviting appearance. Assume for the sake of comparison that the machine is kept in first-class condition but the merchandise vended is stale and of inferior quality. I can conceive that even the pigeons might refuse a second helping. Yes, you will get that lady's or gentleman's coin the first time, but try to get the second one, unless they have unusual confidence in trying. People like to receive value for their money, and when they are disappointed you have lost their patronage forever.

So it is in the operation of automatic phonographs. They vend tunes. Hence the importance of studying the records and the importance of not using worn records. Primarily, the phonographs you operate should be modern and kept as attractive as possible. When you are making your collection calls it is a simple matter to polish the case, the chrome fittings and the glass, dust it out and check the mechanism to see that everything is perfect. The appearance and performance of your phonograph is the determining factor in attracting people to dropping coins into it.

Many operators are under the disastereously mistaken impression that if they don't change their records they are reducing their overhead costs of doing business. Yes, they are reducing their overhead and likewise reducing their volume of business. A man who makes a business of operating phonographs is not blinded to the fact that he can't fool the people very often and expect to get away with it. I know of one case where an extremely popular song was going over big in a certain location. The operator changed this same record every week for five weeks. Records are not made of iron. He knew that after a certain number of plays the grooves widened and wore down and therefore the phonograph could not possibly give the proper reproduction.

Another angle to watch is the type

of music your locations require. In one locality Guy Lombardo might be considered as playing the "sweetest music this side of heaven," whereas in another location they might think he plays "the worst music this side of h—l." The operator by experience must know the type of music the locations' patrons enjoy. After finding this out give them what they want. It means more nickels. Consider also locations patronized by Americanized Europeans. Sure they'll hop to the tune of *St. Louis Blues*, but a few of the old-country favorites recall many memories, and consequently they enjoy a few of these songs interspersed with the American songs.

In conclusion let me summarize a few of the cardinal rules of successful automatic phonograph operation. Service your phonographs often, keep them clean, make regular and complete changes of records, make sure the phonograph needle is all right, check the mechanism and tone and give the location the type of music the patrons want.

Record Cases Popular

GREENVILLE, N. C., March 14.—L. B. McCormick, of the McCormick Machine Company, reports that the record-carrying case for phonograph operators has produced some record sales. He states that due to the necessity for variety in music at this time which every operator of music machines must have, the average operator is purchasing from three to four and in some cases five of the cases to carry along with him in his car.

Operators are labeling the cases with the type of music they contain, as, for example, vocals, latest recordings, mountain music, cowboy songs, etc. Sales have zoomed sky high, Mr. McCormick says, and he believes that they will go even higher. He feels that there will soon be a case in every operator's car in the country. Experienced music-machine ops have told him that this "is one of the greatest necessities, as it makes carrying records, without warping or breaking, a pleasure."

Punchette to Texas Firm

CHICAGO, March 14.—Groetchen Tool Company announces that the Fisher Brown organization of Texas has taken over the exclusive distribution of Punchette machines for Texas and Oklahoma.

Fisher Brown recently visited the Groetchen plant in Chicago, where he was personally conducted thru the factory by Richard Groetchen and Karl Klein. After seeing how sturdily Punchette machines are constructed Mr. Brown ordered sample machines sent to his home office so that they might be placed on locations. After returning home he was amazed at the remarkable income

derived from those Punchettes and therefore immediately contacted, the Groetchen firm for the exclusive distribution in his territory.

Mr. Brown has instructed his entire organization to suggest and recommend Punchette machines to his firm's distributors. He is planning a very intensive selling campaign for Punchette which will no doubt produce marvelous results.

Red Sails Claimed Big Success by Pacific Mfg.

CHICAGO, March 14.—Advices from Pacific Amusement Manufacturing Company report Red Sails unweavings in jobber showrooms thruout the country, with operators placing heavy orders for the new machine. Many comments were said to be made in favor of the new type of ball animation generated by Pamco's new rebound action springs placed at strategic points on Red Sails playfield. Also the new method of projecting high pay-out holes by means of elevated pockets, which defy gravity when balls attempt to run up the sides for a payout. Of course, they are possible to make, provided the momentum and direction of the ball is sufficient to put it over the hump.

The machine has been termed by Pacific engineers the finest playboard and cabinet ever produced from the standpoint of beauty and refinement, with color design and harmony to make it a standout wherever it appears. I. M. McCarthy, general sales manager of Pacific, states Red Sails orders have already surpassed previous Pamco payouts incorporating automatic changing odds, with deliveries being made the same day Red Sails orders are received.

Toasts to Peerless Game

CHICAGO, March 14.—Lee S. Jones, of American Sales Corporation, Chicago, demonstrated to Ray Moloney, president, and Jim Buckley, sales manager, Bally Manufacturing Company, how to sign his signature on one of the largest orders for Peerless games received by the manufacturer.

"As one of the oldest distributors in the business," says Lee, "I believe I know what I am talking about when I say Bally's Peerless is a real winner. We are very particular about the games we buy, sell and recommend. We have to be, because for the most part ours is a credit business. We simply must pick money makers and that's why I am recommending Peerless. Earning reports which come to me daily from our customers all over the country indicate that the Peerless is going to set up a profit record that will be hard to beat. I do not often become enthusiastic about a game, but this is one I am for 100 per cent."

There is a saying in the trade that if you want to get Lee S. Jones' frank, honest opinion about games set a little good bourbon in front of him (but it must be good) and you will hear something. By the looks of the accompanying picture Lee really means what he says about Peerless, giant one-shot game, and the opinion seems pleasing to Ray, and Jim as well.

Pamco Palooka Output Reaches Highest Peak

CHICAGO, March 14.—In response to the heaviest demand ever experienced at Pacific Amusement Manufacturing Company, according to reports, production on Pamco Palooka has been increased to full capacity. On account of jobber sample orders in unprecedented amounts piling up prior to increased production, Fred McClellan, president of the company, states there are some jobbers and distributors whom they have had to disappoint on immediate shipments of sample machines. These, according to McClellan, are being filled and shipped in rotation, and by March 18 all sample machines will be on display. Meanwhile heavy Palooka production will take care of regular and quantity orders, which, up to the delivery of samples, have been forced to wait for the night and day shift combination production program.

The machine, incorporating automatic changing odds, bowl-type scoring and other playing features, is equipped with six coin chutes. It is said Palooka has given a good account for itself on test locations, and that the many coin chutes figure heavily in some mighty good earning records.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGITE" Chicago

OPERATORS HEADQUARTERS
FOR INFORMATION ON GAMES AND SYSTEMS
WRITE FOR CATALOGUE AND LOWEST PRICES
REX NOVELTY COMPANY
1010 GEORGE ST., CHICAGO
ESTABLISHED 1918

New Keeney Models Have "Free Games" Recorders

CHICAGO, March 14.—First shipments of "free game" recorder models of the Keeney Big Five (two or five-ball) and Repeater (one-ball) have already gone out.

According to Jack Keeney, president of J. H. Keeney & Company, this "free game" unit and idea will enable operators to open those territories now "closed" to payout, check or ticket games because the "free game" recorder merely offers the player the privilege of replaying "free games" won back into the game. No cash, token or ticket awards are offered, and redemption of "free games" is made only where territory regulations permit.

The Keeney recorder visibly totalizes the "free games" won, adding or subtracting such "winnings" as in the case of an adding machine, so that the location owner has to make only one inspection in the case of settlements with each player. A meter in the cabinet gives the operator a positive check-up on the net "free games" won.

No extra charge is made for Keeney games so equipped, and the Keeney Company has prepared a wealth of printed matter covering various phases of this new idea in pin and pay-out tables.

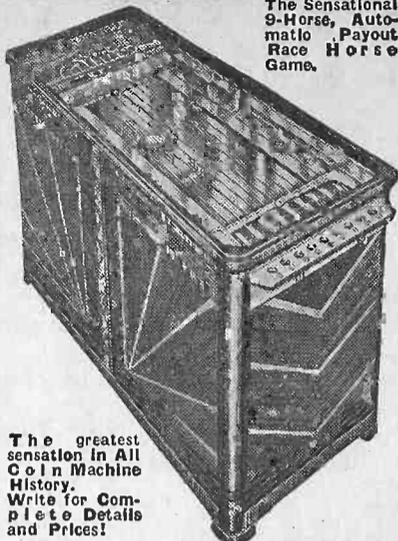
Not Who Made the First But Who Makes the Best

CHICAGO, March 14.—Ray Becker, sales manager for J. H. Keeney & Company, rises to remark that if the question as to who made the first pay-out table has brought out all the discussions and claimants it has, then he'd like to see the storm and strife the question "Who makes the best pay-out table?" would undoubtedly create. Ray, of course, has his own personal opinions as to the latter.



TOASTS TO PEERLESS GAME—Left to right: Ray Moloney, president, and Jim Buckley, sales manager, of Bally Manufacturing Company, as Lee S. Jones, of American Sales Corporation, signs on dotted line for Peerless games.

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

First Real True-Dice Automatic Payout. 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—Golden Harvest—Bally Baby. ALL SENSATIONAL GAMES! FOR FAST DELIVERY WIRE ORDERS!

Bally's Peerless. \$115.00	Electric Eye ... Write
Bally's Derby... 115.00	Pamco Palooka. 169.50
Bally's Rambler. 115.00	Tilt-Tat-Toe. 17.50
Bally's Pamco Parlay, Sr. 115.00	Punchette. 19.75
Pamco Speedway 115.00	Wills Tycoon 149.50
Magic Eye. Write	Mills Futurity .. Write
Gottlieb's Sunshine 89.50	Bally's Multiple. Write
JOBBERS Write for Quantity Prices.	Bally's Bonus, Payout ... 115.00
PROMPT DELIVERY.	Ticket ... 125.00
1/3 Cash With Order, Balance C. O. D.	
See Our Classified Ad.	

MOSELEY VENDING MACHINE EXCHANGE, Inc.
 60 Broad Street, RICHMOND, VA.
 Day Phone, 34511. Night Phone, 55328.

Visits Pittsburgh Branch

PITTSBURGH, March 14. — Morrie Ginsberg, of the Atlas Novelty Corporation, Chicago and Pittsburgh, spent four days at the office here recently. Morrie was jubilant over the marvelous results obtained by the new Pittsburgh branch. Pennsylvania operators, according to Morrie, have made the Atlas Novelty their headquarters. He was pleasantly surprised with the sensational sales record the Pittsburgh branch has established considering that it is but a few months old.

The Pittsburgh branch of the Atlas Novelty Corporation is a direct factory representative of both Western Equipment and Supply Company and Stoner Corporation firms.

DIVORCES

(Continued from page 29)
 Jr., of New York and Washington, in Reno March 11.

Late Deaths

(The following items were received at press time. More details in the next issue.)

BAINBRIDGE—Alexander (Buzz), 50, who formerly operated the Bainbridge Players' Stock Company and mayor of Minneapolis from 1933 to 1935, in Veterans' Hospital there March 14.

WARNING TO

(Continued from page 3)
 found guilty on speeding charges. In some instances the permits are suspended for certain periods up to six months. The campaign has greatly reduced the death-rate average for the District of Columbia. It has the support of Congress and the entire populace.

Doc Cann's Mother Dies

NEW YORK, March 14.—L. Harvey (Doc) Cann, general agent and traffic manager World of Mirth Shows, left here early today for Lynn, Mass., to attend the funeral for his aged mother, who passed away at 8:30 p.m. yesterday after a lingering illness.

Olympic Show Offers Good Entertainment

LOS ANGELES, March 14.—The Great Olympic Circus fully measured up to the advance notices. Acts were under direction of Sumner and Schaller. Cliff McDougall was publicity director. Show was staged in the Gilmore Stadium, March 7-8. There were many special unbilled features introduced, folks from movieland and notables of Southern California. Musical organizations that participated were Los Angeles Junior College Band, Buck Jones' Ranger Band, Manual Arts High-School Band; Charles Redrick and band played the program. Doc Cunningham was equestrian director; the masters of ceremonies, Fred Keating, Bela Lugosi, Edward Arnold and Leo Carrillo.

The program: Tournament—introduction of the Olympic athletes, with Nadine Corron, Fred Harder, Bob Snyder and Cecil Wilcox, soloists; Dickie Jones, young Western picture star; 1,000-meter bicycle race; the Hughes Kiddies, singers. On tight and slack wires, Raoul Velarde, Cal Owens, Manuel Velarde. High-School Horses, ridden by Captain Forster, Leo Dupee, Guinevere Henry, John Sonney. Clown number, with Bones Hartzell, Charlie Post, Bernie Griggs, Willie Hartzell, Bozo, Arthur Burson, Homer Goddard, Hoy Curtis, Art La Rue, Fay Avalon, Cal Owens and Bozo Pezo. High aerial act, double loop-the-loop, by the

Yohans. The Great Clemento, daring pick, ax and knife throwing, with three girl assistants; Gus Lind, unsupported ladder; Shattuck and Ward, club and hoop jugglers. Acrobatic feats, horizontal and parallel bars, balancing, tumbling and Risley acts, from the Los Angeles Athletic Club; the Turnverein Athletes, 4,000-meter pursuit bicycle race. Julia Forster, dogs; Shattuck and Ward, novelty jugglers; Gus Lind, foot juggling; Dell Le Clair, light and heavy objects juggler. Fun Fantasies, Bones Hartzell and company. The Hustrel Troupe on high wire. Crown walkaround, large figures and Gilmore's inflated prehistoric animals. Sam Garrett, Wild West numbers, introducing Monte Montana, Eddie Golack, Nick Nickel, Felix Vallee, Clemento, Mabel Strickland, Paris Williams. Charles Sodderberg, high diver. The Four Bethazers, gladiatorial visions. Trojan, football pony. Oliva Brothers on bars; Raymond Behee, trapeze, and Leonore Velarde, trapeze, featuring a heel catch. Animal number—Helen, the Trader Horn elephant, Anna Velde; John Sonney and horses; riding dogs and monkeys, worked by Julia Forster. The Four Jacks and the Four Dare-Devils, working without net.

Showfolk on Lot In Fields' "Poppy"

LOS ANGELES, March 14. — Charles Cook, unit manager and assistant technical director at Paramount Studios, has a large number of circus people on the lot in W. C. Fields' picture *Poppy*. The story has a carnival sequence and the directors have incorporated a circus atmosphere that adds much to the interest of the film.

Rochelle Hudson is the female star and is a niece of Homer Goddard, clown with the Barnes Circus. Eddie Sullivan is director; Dick Harlan, assistant; Sid Street, technical director, with Cook handling the outdoor showfolks. Tom Plank is his assistant. The clowns are Eddie Dacoma, Ray Harris, Charley Post, Curley Phillips. Ann Beeler is in charge of wardrobe. Performers are Ina Davis, Lela Plank, Ruby Woods, Helen Moore, Agnes Lawson, Emma Clifford; dancers, Sue De Marlo, Penny Morris, Ruth Thais, Sallie West; Ada Mae Moore and her reptiles; Lucy Ball, sword swallower; fortune tellers, Ella Mentone, Rosita Harlan; John T. Backman doing a bit; Gladys Forrest, sword box. Other showfolks in various capacities are Frank Rooney, Bill Williams, Casey Taylor, Leonard Snyak, Bill Camman, Bill Bailey, A. Fowler, G. Todd, Henry Pierce. Elephants, camels and ring stock are from the Al G. Barnes Circus; Merle Ritenour in charge of horses and Walter McClain, elephants.

Unable to get a practical steam calliope, the studio spent more than \$500 in fitting up the only one available.

Ivan Clicking In Australia

SYDNEY, Feb. 20.—Entering the second week of the season, Ivan Bros.' Circus is now located on the choice grounds in Sydney, Australia, the municipal Sports Grounds, a location never before used for circus or commercial enterprises of any sort.

The performance is a revelation to circusgoers in Australia in that it is beautifully dressed and presented in a more or less rapid American style, with no dull waits between acts, as is so usual in circuses here. The 30-act program clicks thru in two hours and 20 minutes. It is the customary length of performances in this country. The American contingency forms the greater part of the performance, but the Australian acts engaged are of a very high type.

For the Sydney engagement, which is practically the official opening of the show, the interior of the tops, both menagerie and big top, are decorated with palms and flowers. Among American acts that are creating a great impression are Nadia and Ernesto Perez, with their perch act; the Duttons, equestrian act; the Casting Delcos, featuring Jimmy Campbell and his endurance swing-back somersaults on the trampoline. The Demnati Arabs are making a fine impression with their rapid-fire finish. Notable among the Australian acts are the Martinettis (originally the Warren Family), with their Risley act, and the Velasquez (Jack and Millie Williams,

two excellent young riders, who present a principal and jockey number.

An innovation to be introduced during the Sydney engagement is the Tournament of Batoute Leaps. Under direction of Nellie Dutton and W. McK. Bausman, the equipment for this number is being constructed and the number will be incorporated in program within a week. The show carries no elephants, but has a beautiful string of 54 horses, which will be used for objects in the leaps, and from the Demnati Arabs and the Martinettis will be drawn the leapers. This feature has not been used in circuses in Australia since 1916.

After a three-week engagement here the show will take the road, playing one and two-day stands en route to Melbourne, where the Easter holidays will be spent. The present route calls for a return to the northern part of Queensland for the winter (July and August) months and then over to New Zealand for three or four months.

Transportation after leaving Sydney will be by train. The show is equipped with 12 lorries (trailers) and three motor units and will all be loaded on about 12 to 15 cars.

Business continues good and the prices for the show are somewhat above the average for this country, ranging from two shillings to seven shillings (40c to \$1.40), with the general average admission being about five shillings (\$1).

London Items

LONDON, March 3.—Stanley W. Wathon is visiting Munich, Germany, in an endeavor to obtain the Circus Krone for a first appearance in London. A few months ago the Carl Hagenbeck Circus from Hamburg made a successful London debut under Wathon's banner.

Sanger's Circus commences a tour of the principal towns in Ireland, opening at the Olympia, Dublin, this week.

The Five Juggling Jewels, who were featured last year at American fairs and in circuses, are heading over the Gaumont-British Circuit.

Sereno and June, equilibrists, are in vaude here. They contemplate a world's tour later in the year.

Last Call Last Call BRUCE GREATER SHOWS

OPENING NEWMAN, GA., MARCH 28TH. Long season with 12 bonafide Fairs. Want Loon-o-Plane or Rides not conflicting. SHOWS—Will furnish outfits to real showmen. Want Foremen for Whip and Tilt-A-Whirl, also Help on all Rides. Want Electrician to handle power plants. CONCESSIONS—No ex-cept Cookhouse, Corn Game and Frozen Custard. FOR SALE—Wurlitzer Organ No. 125, good condition. Address BRUCE GREATER SHOWS, W. R. HARRIS, Manager, Newnan, Ga.

Happy Days Shows, Inc., Last Call

Open March 30th, American Legion Roundup; Murfreesboro, April 6-11; Cookeville, 13-18; both Tennessee, and 18 excellent Celebrations and Fairs from July until November. WANT—Shows, Rides and Merchandise Concessions only, not conflicting with what we have. Good opening for Arcade, Drome, Working World, Illusion, Fun House, Monkey Drome (Shorty, answer), Circus Side Show, Flying Scooter, one more Free Act. Mike Conti wants GIRLS, musicians and chorus (no strip) for All-Girl Revue, also sober Front Man and Colored Performers and Musicians for Harlem Minstrels. Harry White, have opening for you, come on. All others reply to COL. T. L. DEDRICK, Gen. Mgr., McMinnville, Tenn.

WANTED
 Carnival Musicians immediately. Real experience. Open in Tennessee. Wire VINCENT BELLOMO, Mullins, S. C.

WANTED
 BINGO TOP or Whole Joint. Cheap for Cash. BILL STARNES, Worthington, Ind.

NINE-CAR PORTABLE ROAD TILT-A-WHIRL. Late model. Cost \$7,800.00. For quick sale sacrifice for \$2,000 cash. Address P. O. BOX 2725, Bloom and Lake Sta., Minneapolis, Minn.

WANTED TO BOOK OR LEASE
 A Two-Abreast Merry-Go-Round. MIDWEST AMUSEMENT CO., 302 West Fifth Street, Kansas City, Mo.

LOOK
 IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

PAMAHASIKA'S DOG, PONY MONKEY, BIRD CIRCUS

The Original Unit, Invites Offers for the Summer Season. Nothing Better for Resorts. Great for Concert for Big Show. This attraction is indorsed to be the BEST. Write GEO. E. ROBERTS, Manager, 515 W. Erie Ave., Philadelphia, Pa. Tel: SAGmore 5536.

WANTED

Shows, Rides and Concessions. Organized show or independent.

THAYER COUNTY FAIR
 AUGUST 25-28—DAY AND NIGHT.
 FRED HERRLEIN, Sect. Com. Club., Deshier, Neb.

WANTED — SAM E. SPENCER EXPOSITION SHOWS

Opens May 2, Du Bois, Pa. Kiddy Auto, Ride U Self, Little Beauty Merry-Go-Round, Loop-O-Plane, 8-Car Whip, Tilt-A-Whirl. All concessions open except Bingo, Cookhouse, Photo Gallery, Camp, Popcorn. Want Shows: 10-in-1, 5-in-1, Monkey Circus, Hawaiian Show, Snake, Geek, Plant Show; also Free Act. 20 S. Main, Brookville, Pa.

FOR SALE CHEAP

Tangley Air Calliophone on Ford Panel Truck, \$300. JACK KELLY, 132 So. Larch St., Lansing, Mich.

FOR SALE WALTZER

A-1 condition, all new canvas and new wheels last year. Stored at Augusta, Ga. MARY ZEIDMAN, General Delivery, Salisbury, N. C.

ALLAN HERSHELL 3-ABREAST CAROUSEL

A-1 condition mechanically, paint and canvas. H. G. BROWN, 372 Dodge St., Buffalo, N. Y.

J. J. PAGE SHOWS

OPENING COLUMBIA, S. C., MARCH 28, AUSPICES ELKS, IN HEART OF CITY.

WANT—Legitimate Concessions, except Cookhouse, Corn Game and Diggers. SHOWS with or without own outfits. We have show tops to furnish money-getting attractions. Good opening for Kiddie Rides and one more Flat Ride, preferably Caterpillar. Show leaving Augusta, Ga., March 25. Everybody address J. J. PAGE, Manager, P. O. Box 343, Augusta, Ga., until March 25; then Columbia, S. C.

VOLUNTEER STATE EXPOSITION

WANTS

Rides that don't conflict with Merry-Go-Round, Caterpillar, Scooter, Chairplane, Loop-o-Plane and U-Drive-It. Special proposition for Ferris Wheel with or without transportation. Shows that are meritorious, with or without own outfits. Motordrome. Smitty wire. Concessions that are legitimate only. Musicians and Minstrel Performers wanted. Have for sale cheap, up and in operation, 60x150 Top, one year old, perfect condition; 400 Chairs, Blues, Marquee, Proscenium, everything complete. Cleveland, Tenn., March 19 to 28; Sweetwater, Tenn., March 31 to April 4.

TENTS

150 First-Class Tents, Ready To Ship: 7x7, 7x9, 10x12, 12x14, 12x19, 14x24, 16x26, 20x30, 20x40, 20x50, 24x50, 30x45, 30x50, 30x60, 40x60, 40x70, 50x80, 60x90, 60x120, 60x150, 100x250. Write us what YOU want.

KERR MFG. CO.
1954 Grand Ave., CHICAGO

Offer Bargains in Slots

BIRMINGHAM, March 14.—Max and Harry Hurvich, the "Gold Dust Twins" of the Birmingham Vending Company, report that they have some new offers for operators which are proving unusually appealing. The firm is featuring some of the greatest offers on slots in its history. They have purchased a tremendous amount of this equipment to help out operators who are changing over to other equipment.

Their first advertisement in *The Billboard* on the slot machines equipment which they are featuring, they state, brought so many replies that it was necessary to employ another girl in their offices just to answer the mail. This proves to them, they say, that there is a definite need in the country for good equipment at a popular price.

ROUTES

(Continued from page 76)

- Hansen, Al C.: Sheffield, Ala.; Murfreesboro, Tenn., 23-28.
- Hennies Bros.: Kilgore, Tex.
- Heth, L. J.: (First ave. & 12th st., South) Birmingham, Ala.
- Hilderbrand United: San Gabriel, Calif.; Hollywood 22-29.
- Joe's Playland: Stratford, Okla.
- Lamon, Harry W.: Ellaville, Ga.
- McClellan: Stuttgart, Ark., 21-28.
- McGregor, Donald: Morehouse, Mo., 23-28.
- Majestic: Greer, S. C., 21-28.
- Metropolitan: Dania, Fla.
- Reid Greater: Miami, Fla.
- Rogers & Powell: W. Helena, Ark., 20-28.
- Siebrand Bros.: El Paso, Tex.
- Smith's Greater Atlantic: Columbia, S. C.
- State Fair: Douglas, Ariz.
- Volunteer State: Cleveland, Tenn.
- Wallace Bros.: Covington, Tenn.
- West Bros.' Am. Co.: Cape Girardeau, Mo., 21-28.
- Western States: Crystal City, Tex.
- Zeiger, C. F., United: Phoenix, Ariz.
- Zimdars Greater: Magnolia, Ark.

Additional Routes

(Received too late for classification)

- Bink's Revue: Random Lake, Wis., 16-21.
- Burke & Gordon Show: Moweaqua, Ill., 16-21.
- Daniel, 2-10, Magician: Wrights, Ill., 16-21.
- Gray, Gary: Abilene, Tex., 18-20; Vernon 22-24; Childress 25.
- Harlan Med. Show: Kingston, O., 16-21.
- McCune Grant Trio: Abilene, Tex., 18-20; Vernon 22-24; Childress 25.
- McNally Show: Nanjemoy, Md., 16-21.
- Mel-Roy, Magician: Stigler, Okla., 23; Quinton 24; Webbers Falls 25; Checotah 26.
- Miller, Al H., Show: Davisboro, Ga., 16-21.
- Phillipson Comedy Co.: Taylorsville, Ind., 16-21.
- Royalto Concert Co.: Peru, Ind., 16-21.
- Taylor, William P., Show: Williston, Fla., 16-21.
- Zeller & Wilburn: (Royal) Columbus, Ga., 19-21.

SPRING SPECIALS

It's SPRING . . . and here are real values to celebrate the passing of a record cold winter. These are the famous "Electro-Ball" reconditioned games. Everyone has been thoroughly repaired, cleaned, oiled and checked. They are worth \$5 to \$10 more than ordinary used games!

- One Ball Automatic -

Super-Specials!

TROJAN

One of the really great games. A real money maker at a real money saving price \$44.50

JUMBO

A "Jumbo" value at a midget price \$44.50

Champion AC or Battery \$12.50

De Luxe "46" \$37.50

Rapid Fire \$ 9.50

Red Arrow \$ 9.50

Rocket (10 Ball) . . \$ 9.50

Get "ELECTRIC EYE" from ELECTRO-BALL

Exclusive Southwestern Distributor

See Exhibit's sensational new skill Shooting Gallery at any Electro-Ball office—stocks on hand for immediate delivery.

ELECTRO-BALL CO., Inc.
1200 CAMP Distributors DALLAS

WILL PAY CASH

For good Used Rides. Must be in first-class condition. Address

JACK ROSENTHAL

Palisades Amusement Park
Palisade, N. J.

GREATER DICKERSON Shows

Opening March 28 In Franklin, Va., with Lawrenceville to Follow, Account of disappointment can place General Agent and Cook House. H. O. Thomas wire and come on. Have opening for few more Stock Concessions and Shows. Everybody in connection with this show report not later than March 23. 803 Cokey Road, Rocky Mount, N. C.

EASTERN COLORADO ROUND-UP and WASHINGTON COUNTY FAIR

AT AKRON, COLO. WANTS complete Carnival Set-up and Special Night Show for dates of August 19-20-21, 1936. L. E. FASSLER, Concession Manager.

CAPT. LEO SIMON

Get in touch quick; season's contract. Everything o. k. **J. P. BOLT** HIGH POINT, N. C.

CARNIVAL WANTED BY AMERICAN LEGION. Washington, Ind. one Week, last part May preferred. Population 10,000. Excellent condition. C. C. GILLIATT, Washington, Ind.

Concessionaires...
NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, COON GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TIPPECANOE CITY, OHIO

TILLEY SHOWS
Now Booking Shows and Concessions. BOX 635, Ladd, Ill.

NOW BOOKING
Shows and Concessions for 1936—Open April 14th. SANTE FE EXPOSITION SHOWS Hobart, Okla.

LOOP-O-PLANE FOR PROFITS.
ROBIN REED, Box 237, Salem, Ore

B. & V. ENTERPRISES
Opening May 2. Booking Shows and Concessions. All open. 5 Westminster Pl., Garfield, N. J.

EYERLY LOOP-O-PLANE
Write for Our Special Finance Plan. ABNER K. KLINE, 3024 Olive St., Kansas City, Mo.

SOL'S LIBERTY SHOWS, INC.
Now booking for 1936. Address Winterquarters, Caruthersville, Mo.

HAPPYLAND SHOWS
Now Booking for 1936. Address 3633 Seyburn St., Detroit, Mich.

PAN AMERICAN SHOWS
NOW BOOKING SEASON 1936. Address 410 Winona St., Hot Springs, Ark.

Anderson-Srader Shows, Inc.
Now Booking Shows and Concessions for 1936. Address Concordia, Kan.

GOLD MEDAL SHOWS
Now Booking Season 1936. Address 390 Arcade Bldg., St. Louis, Mo.

MOTORIZE
Write for Our Finance Plan. CHAS. GOSS, Standard Chevrolet Co., East St. Louis, Ill.

WANTED

FOR AMERICAN LEGION AUTO SHOW AND MERCHANTS EXPOSITION, APRIL 20-25.

Acts that can work on stage with low ceiling. Interested in a Specialty Dance Team to work on dance floor; also good Orchestra. Address DAVE COSTELLO, Director Auto Show Merchants' Exposition, Henderson, N. C.

KEYES JOYLAND SHOWS

South Hill, Virginia, Opening March 28th

WANT for Season 35 Weeks of Fairs, Celebrations and Still Dates Under Good Auspices in Virginia, Maryland, Pennsylvania, North and South Carolina, Loop-o-Plane, Kiddie Rides, Ten-in-One or Five-in-One with own equipment, Grind Shows of merit that don't conflict, Penny Arcade, Photo and Cigarette Galleries, Fishpond, Hoop-La, American Palmistry. Open for X: Ball Game any legitimate Concession not booked. Reasonable rates. EDDIE GATES WANTS Burlesque People all lines, also Plant Show People and Band. RIDE MEN, ATTENTION. Opening for Merry, Wheel and Plane Foreman, also Second Man. All wires and mail CHARLES H. KEYES, South Hill, Va.

TRAILER WANTED

Want to buy good used House Trailer, factory built. Must be cheap for spot cash. Address P. O. BOX 767, Birmingham, Ala.

CONCESSIONERS

COME ON. Positively guarantee three weeks' work on lots in Macon. WANT Skillo, Wheels, Roll-Downs. Following people wire or come on: Clara Housner, Jessie Sparks, Jim Braden, Mike Foust, Curley Lewis. Can place your show. CAN USE Rides that don't conflict. Wire by Western Union, or come on. BOB ZELL, Central Hotel, Macon, Ga.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

IMMEDIATE DELIVERY from Mills' Eastern Distributors

TYCOON - \$149.50

TEN GRAND \$98.50

1/3 Certified Deposit, Balance C. O. D.

TICKETTES \$5.00 EACH

Slightly Used. LATEST MECHANISMS. LOTS OF 5 OR MORE SINGLES \$6 EACH MORE

UNITED AUTOMATIC SALES CO. 693 Broadway, New York. (Tel.: GRamercy 7-7072.)

- Grayson, Ky., Fair, Week July 20
- Harrodsburg, Ky., Fair, Week July 27
- Russell Springs, Ky., Fair, Wk. Aug. 3
- Vanceburg, Ky., Fair, Week Aug. 10
- Ewing, Ky., Fair, Week Aug. 17
- Fair Pending, Week Aug. 24
- Greensburg, Ky., Fair, Week Aug. 31
- Hodgenville, Ky., Fair, Week Sept. 7
- Centerville, Tenn., Fair, Wk. Sept. 14
- Jackson, Tenn., Col. Fair, Wk. Sept. 21
- Dickson, Tenn., Fair, Week Sept. 28
- Week Open, Oct. 5
- Louisville, Miss., Fair, Wk. Oct. 12
- Fair Contracted, Week Oct. 19
- Canton, Miss., Fair, Week Oct. 26

Fifteen straight County Fairs. Show opens in April.

WANT SHOWS that want to make money. We have tents if you need them. Also WANT STOCK CONCESSIONS. All people expecting to be with this Show, write us. Louie, answer. Dick Sisco, write us your proposition. Gus Litz, answer.

This show plays proven money territory. We have our own six Rides. No office Concessions.

WANT—8 ft. Used Side Wall, good condition. All address

F. H. BEE SHOWS, INC. P. O. Box 767, Birmingham, Ala. P. S. CUT OUT AND KEEP THIS FAIR LIST

Pan-American Shows---LAST CALL

OPENING HOT SPRINGS, ARK.. SATURDAY, MARCH 21

WANT—Rides that don't conflict, especially Kid Ride and Pony Track. Want Foreman and Ride Help for Merry-Go-Round and Tilt-a-Whirl. Can place Shows with or without own outfit. Will furnish complete outfits for strong Single Pit Attractions, also Midget Show. Want Manager and Talker for Circus Side Show, also Ticket Sellers and Grinders, Glassblowers, Scotch Bag Piper, Half-and-Half and Freak to feature. Want Minstrel Show Musicians and Performers. Jack Troy wants to hear from Flageolet Steel Player, Singers and Dancers for Revue and Hula Show. CONCESSIONS—Can place legitimate Concessions only. Want Penny Arcade, Custard, American Palmistry, Shooting Gallery and Scales. L. Leesman wants agents for Blanket Wheel and Grind Stores, also Girls for Ball Games and Penny Pitch. Address 4 Winona Street, Hot Springs, Ark.

MILLER BROS. SHOWS

Want for Opening at GREENVILLE, S. C., SESQUICENTENNIAL (150TH) CELEBRATION, WEEK APRIL 25TH TO MAY 2ND.

RIDES—Can place Rides, all kinds. Will book Tilt-a-Whirl, Skooter or any Flat Ride, and double Wheel. SHOWS—Place any show of merit. Want Big Snake, Fun House, Wax Show. Will furnish outfits for any money-getting shows. CONCESSIONS—All kinds. Good opening for Cook House. All wheels and all legitimate Concessions. Can place suitable Free Acts, Aerial Acts preferred.

NOTE—All mills working full time. First show this year. Greenville is noted for a good Concession spot. All address MILLER BROS.' SHOWS, care Carolina Hotel, Greenville, S. C.

L. J. HETH SHOWS WANTED

ACCOUNT OF DISAPPOINTMENT

An organized Side Show, have complete outfit for same. Will furnish outfits for worth-while single attractions. Organized Girl Revue. Have complete outfit, stage, lighting effects, runway, seats, beautifully illuminated front with new banners. Chorus Girls, wire collect. Norman Smith wants two lady Motordrome Riders. Side Show acts wanted. WANTED—Chair-O-Plane and Loop-O-Plane. No time to write, wire. This week in the heart of Birmingham; Ensley, Ala., to follow. All communications to the Redmont Hotel. L. J. HETH, Manager.

MERCHANDISE MACHINES

New Firm To Distribute Snacks Vending Machine

ST. LOUIS, March 14.—Carl F. Trippe, of the Ideal Novelty Company, and Dan. Baum, of the Baum Novelty Company, both of this city, have formed a new company which is called the Snacks Company of St. Louis. The new firm has offices at the Ideal Novelty Company headquarters located at 1518 Market street and has been awarded the distributorship in Southern Illinois and Missouri for the new Snacks merchandising machine.

Trippe and Baum are both high in their praise of the new machine, from the standpoint of its earning power, beauty and appeal. The Snacks Company will take part in the grand opening party to be held at the offices of the Ideal Novelty Company March 21 and 22. Gala entertainment, souvenirs, attendance prizes, eats and refreshments all free. All operators are cordially invited to attend.

Pushing Merchandisers

PITTSBURGH, March 14.—B. D. Lazar Company is featuring the Master 77 merchandiser which has gained such wide praise from vending-machine operators. J. D. Lazar reports that everywhere he has found that more and more operators are turning to the Master 77 for steady and assured income. The firm has been a leader in the sale of this sort of equipment for some years. It has an experienced staff who aid operators to get these machines on their route and help to keep them earning profits constantly.

B. D. Lazar as been tremendously busy in Pittsburgh, helping to get more machines on the market. He believes that the country will once again see large merchandiser routes. The firm is also preparing an elaborate pamphlet on merchandisers which it believes will benefit all operators. It is preparing to mail it to every operator in the country.

Gets Three States for Penny Cigaret Vender

CHICAGO, March 14.—M. & A. Vending Company, owned and operated by Julius Mohill, has been appointed distributor in the States of Illinois, Indiana and Michigan for the Smok-a-Taire cigaret vending machine made by General Metal Products Company, St. Louis.

Smok-a-Taire is a penny cigaret vender with a wide field of usefulness in offering one cigaret for a penny. It is one of the pioneer machines of this type on the market and has demonstrated its efficiency in all sections of the country.

Mr. Mohill reports that in the short time his firm has been handling the machine he is highly pleased with the very favorable reaction of the trade in general. Already a very satisfactory volume of business has resulted from contacts he has made.

A number of operators who specialize in the placing of machines in rest-rooms are considering the use of quantities of the venders for this type of location.

20 Years in Vender Biz

BROOKLYN, March 14.—During the past 20 years, D. Robbins & Company have been manufacturing and jobbing various types of merchandise vending machines. Their knowledge of such machines is surpassed by no other concern in this industry. They know which machines have proved to be mechanically perfect and also which are the most consistent money makers. The result of this experience is a new and complete catalog, with an introduction on *How To Become a Coin Machine Operator*. This catalog of venders is now ready and will be sent free to all operators writing at once. Not only does the catalog have illustrations and descriptions of "proven venders," but it also gives full details for successfully operating such machines.

New Orleans Notes

Morel Elmer and Harold Johnson, partners in the Automatic Novelty Sales Company, have announced the opening of their new headquarters at 540 Camp street. They were formerly at 1315 Tulane avenue, but an expanse of business made larger quarters necessary. There is a candy and cigar counter added to the place, with a pretty girl in charge.

Bud Lieberman, who formerly operated for several years in Dallas, has opened an office in New Orleans and is operating Gottlieb pin machines here. Bud says that he likes New Orleans and believes he will do a big business in the ole Southern city. Last week he joined the New Orleans Coin Vending Machine Operators' Association.

Julius Pace, president of the local operators' association, is optimistic about the future and expressed himself as so

at the regular meeting of the association last week at his partner's beer parlor. Pipitone & Pace is the oldest operating firm here and it has a wonderful working agreement with several of the largest distributing firms in the State.

S. L. Stanley, of the Automatic Amusement Company, Memphis, visited his friends in New Orleans last week. S. L. says that things are going along pretty smooth in this neck of the woods and finds everyone here equally as happy as in his home town.

Herbert Mills, vice-president of the New Orleans Coin Machine Operators' Association and one of the best known operators in this section of the country, left this week for a two weeks' visit to his mother in Atlantic City. Herby is taking his time, driving up in his recently bought Plymouth, but says he will step on the gas coming back to count the thousands of nickels that will have been allowed to amass in his absence.

Operators here find that the Lenten season thus far has little if any effect on play. All say that the beauty of the new games, with the fascinating odds changers, is too striking to the fancy to be affected by the more serious season of the year. It is also noticeable that several spots, recently void of machines, have been opened up and have proved to be "hot" money makers.

A number of stores and restaurants in South Mississippi have devised a new type of coin contraption that has hit that part of the country with a bang. Using a large glass jar half filled with water and oil, the majority are offering 5 to 1 to anyone who can drop a coin into a small glass that stands at the bottom of the jar. Of course, the trick is a bit more difficult than you would

IT WON'T BE LONG NOW

Every Location will soon have EXHIBIT'S ELECTRIC EYE



GET YOUR SPOTS COVERED NOW!!

WE WILL HELP YOU DO IT. Ask Your Jobber HOW!!

NOW BUILT WITH A COMBINATION (Quick Changing) TICKET OR TOKEN VENDER.

The thrill of shooting "light beams" traveling a million times faster than a bullet—and CHANGING ODDS is putting NEW LIFE—on locations wherever installed.

ACT NOW — ACT QUICK — SEE YOUR JOBBER

EXHIBIT SUPPLY CO., 4222 W. Lake St. Chicago

New York Distributor: MODERN VENDING CO. 656 Broadway, New York City. Southwest Distributor: ELECTRO BALL CO. 1200 Camp St., Dallas, Tex.

at first think because the oil at the top diverts the straight passage of the coin.

"The game really requires a lot of skill," one of the contraption operators at McComb, Miss., said this week. "We have found it a good money maker and players are quickly attracted by the novelty of the idea." Any size coin is allowed and given corresponding odds.

The New Orleans branch of Stelle & Horton, Houston, managed by Melvin Mallory, has received its first shipments of Harmony Bell and now has more than a score out on location with good results. As yet Mallory has not attempted to advise locations to use the machine in setup with phonographs, but hopes to induce all that the idea will prove even more beneficial in the end. "It is a beautiful machine and far different from anything that has appeared here so far this year," Mallory says.

Hank Friedburg, head of the Crescent Novelty Company, is a born actor and entertainer. In addition to headlining recent civic group theater plays, Hank has on more than one occasion filled in at leading night spots of this area. But only a few days ago did we learn that he is a "whiz" on the piano.

Payouts Well Received

CHICAGO, March 14.—The samples of Chicago Coin Corporation's payout games which were recently shipped to jobbers and distributors have had an enthusiastic reception, according to reports. Telegrams and phone calls have been pouring into the sales manager's desk at the Chicago Coin firm congratulating them on the cleverness and appeal of all three payouts.

One jobber reports that location tests have proved Big Casino to be one of the most profitable games he has ever received. He further states that he is putting Track Odds and Super Eight in test locations and will have a report on them next week.

Officials of the Chicago Coin firm announce that several choice territories are open to jobbers and distributors for distribution of their payout games.

BIG PRICE SMASH



\$1.85

6 Fine White and Black PEARL COLOR 2-Blade Dbl. Bolstered

POCKET KNIVES

On This 300-Hole 50 Board.

Takes In \$15.00. No. B.938.

\$1.85

Same Board with 6 Photo Handle \$2.95 Knives. No. B. 939. Send for Our Circular Showing Many Assortments at Bargain Prices.

LEE-MOORE & CO. 180-182 W. Adams St., Chicago, Ill.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

BLOOD PRESSURE

Coin Machines, self-operating, original, patented. Successfully used in Atlantic City, Coney Island, Miami Beach, etc. Ideal for Sportlands, Fairs, Resorts, etc. Now selling at a new low price of \$39.50. Send for Illustrated Circular. LAUFMANOMETER CORP., 4822 Park Ave., New York City.

NOW ON DISPLAY

Exclusive Minnesota Distributors

DAILY RACES \$125

The Lowest Priced Multiple Coin Slot One Ball Payout with Changing Odds.

SUNSHINE DERBY \$89.50

HY-G GAMES CO.

1643 Hennepin Ave., MINNEAPOLIS, MINN.

New MYSTERY TICKET TAPE

with STEP-UP PUNCH BOARD FOR Punchette



TRIED, TESTED and PROVEN O-K! MULTIPLIES PROFITS Increases Play!

A new development that will multiply your profits . . . give you a greater, faster play from your PUNCH-ETTES. An innovation that will gain many more players.

\$21.00

HERE'S HOW IT WORKS!
There are innumerable 10c and 25c winners on the new mystery tape. These keep the enthusiasm running high until the player hits a "mystery" punch. This gives him a free punch in the mystery row of the celluloid protected punchboard attached to the machine. Here the awards run from 50c to \$5. If the player is lucky he might punch out a "Jack Pot," which entitles him to a punch in the Jack Pot row of the step-up punch board. Here the awards may be \$5, \$7.50, or even as high as \$25. A great idea!
Write Today For Further Information.

- New Mystery Tape comes assembled in 1,100 or 2,200 punch units. 2,200 hole row has 30 Mystery Row tickets. Takes in \$10.
- Cheatproof tickets on tape and Step-Up Board. Merchant keeps tickets as proof of payout.
- Step-Up Punchboard can be detached from machine.

GROETCHEN Tool COMPANY
126 N. UNION ST. * CHICAGO, ILL.

Dallas Shows Three Men Out

DALLAS, March 14.—Three young men, not native of Texas, were shown the way out again when they came into Dallas armed with a set of master keys, which they used in robbing several coin machines before they were caught. The police department took them to the border and bid them adieu with a sharp warning that if they ever returned to Dallas they would find the jug waiting.

D. E. House, manager House Distributing Company, Dallas, is back in his office after several weeks in the hospital.

Arthur Flake, manager Arthur Flake Distributing Company, is nicely settled in his new home at 1310 McKinney street, Dallas. His former location was across the street. His new home affords more space for the repair department, as well as larger spaces for the display rooms and offices.

Leo J. Kelly, sales manager of the Exhibit Supply Company, Chicago, spent a week in Dallas displaying Exhibit's new Electric Eye machine. Before his departure, Kelly saw letters coming into the distributor's office complimenting the new machine.

Fisher Brown is back in the village after a week at the Jennings factory in Chicago. Busy now getting ready for the big State meeting at the Plaza Hotel, San Antonio, April 5.

Lonnie C. DeWeese and wife were recent week-end house guests at Harry Drollinger's summer home, Nickelbuilt. DeWeese operates 1,800 scales in and around Dallas, having recently purchased Fisher Brown's scale route.

In addition to the \$5 city tax, Dallas operators also pay a \$10 police tax per machine, making a total of \$15 per machine for the city tax. Thus far the city of Dallas has collected more than \$16,000 in taxes on coin machines.

Helen Savage, manager of the Fort Worth branch of the Automatic Amusement Company, and Susibelle, the odd name given to her automobile, recently made a trip to San Antonio, a business and pleasure tour.

The San Antonio local of the Texas Coin-Operated Vending Machine Association, over the protests of the officers of the State Association, insisted that it bear the expense of this year's State convention, which is being held in the city April 5.

Roy Jones, manager of the Operators' Amusement Company, Dallas, has one of the most unique arrangements in a dining room adjoining his offices and salesrooms. At the noon lunch the entire personnel of the company gathers for lunch, where visitors are entertained, and if no visitors are at the table the luncheon hour is given to discussion in which ideas are exchanged and matters pertaining to the industry are discussed. And once in a while there's a pep talk by Roy, which sends the boys and girls on their way full of good food and enthusiasm.

Harry Drollinger, of the D. & R. Music Company, Dallas, was in Beaumont Tuesday, where he completed contracts with the Texas Novelty Company to ship 100 Wurlitzer Simplex phonos. Michael Clem, one of the owners of the Texas Novelty Company, sails April 1 for a three months' tour of Europe.

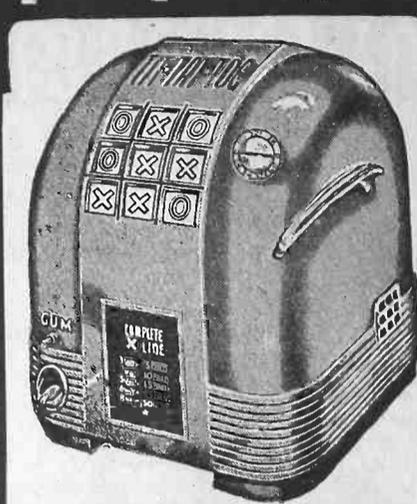
Mr. and Mrs. Drollinger have practically completed arrangements to join Clem in Europe for a brief tour.

Louie Solomon and Harry Drollinger are in El Paso awaiting the arrival of a carload of Wurlitzer Simplex phonos, scheduled to arrive there within a few days. Information comes that the pair is awaiting the arrival across the river in Old Mexico, where there is considerable night life.

It is estimated three carloads of phonos are being shipped into Dallas weekly. All makes.

Johnny Wilson, Fort Worth phono op, took unto himself a wife, the lovely daughter of Tom Murray. The young couple met one year ago at Harry Drollinger's deer party. At the party this year they celebrated their second wedding anniversary (second week).

TIT TAT TOE



The greatest, most sensational of all counter machines. Its streamlined design plus the small compact size makes it simple to place anywhere. It's cheatproof, fool-proof! \$2 extra for \$17.50 Veeder counter.

Immediate Delivery

GERBER & GLASS

914 DIVERSEY BLVD. CHICAGO, ILL.

IMMEDIATE DELIVERY

Exclusive New York Distributors

DAILY RACES

\$125.00

SUNSHINE DERBY \$89.50

SQUARE AMUSEMENT CO.
335 Mill St., Poughkeepsie, N. Y.

INDIANA DISTRIBUTORS FOR

TIT TAT TOE

Beano, Electric Eye

Flying Turf, 1 Shot, \$50.00; Traffic A, \$20.00. Write for Bargain List.

SILENT SELLING CO.

548 Massachusetts Ave., Indianapolis.

KEY RINGS

Operators, here is the Ring you have been looking for. Holds 75 to 300 keys. Can't open when closed. Keys slide all the way around ring. 75 Key Size, 35c. 125 Key Size, 50c.

MARKS AND MARKS

3740 Sullivan, ST. LOUIS, MO.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

WANTED
Golf Ball Machines, also Mills.
A. DUMONT, 2 Cedar Ave., Oaklyn, N. J.

MILLS MACHINES

MILLS 25c	BULL'S-EYE BELL (Reserve Jack Pot)	\$12.50
MILLS 10c	BULL'S-EYE BELL (Reserve Jack Pot)	12.50
MILLS 5c	SILENT MYSTERY SIDE VENDER (Double Jack Pot)	60.00
MILLS 5c	SILENT GOLD AWARD (Double Jack Pot)	50.00
MILLS 5c	SILENT WAR EAGLE (Double Jack Pot)	50.00
MILLS 5c	SILENT MYSTERY BELL (Double Jack Pot)	50.00
MILLS 5c	SILENT SKYSCRAPER BELL (Double Jack Pot)	40.00
MILLS 5c	WOLF HEAD SILENT (Double Jack Pot)	40.00
MILLS 5c	ESCALATOR FRONT VENDER (Double Jack Pot)	37.50
MILLS 5c	WOLF HEAD (Double Jack Pot)	35.00
MILLS 5c	SKYSCRAPER BELL (Double Jack Pot)	35.00
MILLS 5c	Q. T. BELL OR VENDER	32.50
MILLS 5c	BULL'S-EYE ROCKOLA FRONT (Double Jack Pot)	25.00
MILLS 5c	BULL'S-EYE BELL (Reserve Jack Pot)	12.50
MILLS 1c	Q. T. BELL OR VENDER	27.50

WATLING MACHINES

WATLING 5c	GOOSE NECK BELL (Double Jack Pot)	\$37.50
WATLING 5c	GOOSE NECK FRONT VENDER (Double Jack Pot)	25.00
WATLING 5c	BLUE SEAL (Single Jack Pot)	20.00

JENNINGS MACHINES

JENNINGS 25c	BULL'S-EYE BELL (Jack Pot)	\$17.50
JENNINGS 10c	BULL'S-EYE BELL (Jack Pot)	17.50
JENNINGS 5c	CENTURY ESCALATOR (Triple Jack Pot)	45.00
JENNINGS 5c	BULL'S-EYE BELL (Jack Pot)	17.50
JENNINGS 5c	BULL'S-EYE BELL (Triple Jack Pot)	25.00
JENNINGS 1c	LITTLE DUKE BELL (Single Jack Pot and Reserve)	10.00

PACE MACHINES

PACE BANTAM 10c	BELL (Reserve Jack Pot)	\$20.00
PACE COMET 5c	FRONT VENDER (Double Jack Pot)	32.50
PACE BANTAM 5c	BELL (Reserve Jack Pot)	32.50
PACE BANTAM 1c	VENDER (Reserve Jack Pot)	32.50

CAILLE MACHINES

CAILLE 25c	BELL (Jack Pot)	\$10.00
CAILLE 10c	BELL (Jack Pot)	10.00
CAILLE 5c	DICTATOR, SILENT (Double Jack Pot)	32.50
CAILLE 5c	BELL (Jack Pot)	10.00

P. S.—We Are Distributors for the World Famous WATLING ROL-A-TOP Slot Machines. TERMS: One-Third Deposit With Order, Balance C. O. D.

HY-G GAMES CO., 1641 Hennepin Ave., MINNEAPOLIS, MINN.

Action	Travel	\$ 5.90	Cheer Leader	\$ 7.95
Cross-Cross	Angle Lite	4.95	All-American	6.95
Drop Kick	Three-In-Line	4.95	Star Lite	4.95
Electro	Beam Lite	4.95	Spot Lite	4.95
Golden Gate	Cross-Cross-A-Lite	6.95	Rock-Ola's "24"	6.95
Super "g"	Tilt-for-Tat	6.95	Signal, Sr.	6.95
Big Bertha	Kings of the Turf	6.95	Balance	6.95
Chicago Express	Kings	10.00	Dealer	4.95
Mallik Keys Kicker	Screamo	8.00	Hop Scotch	15.00
Mystery 6	Lucky Stars	14.90	50/50	11.95
T. N. T.	Tri-A-Lite	6.95	Big Leaguer	17.50
Wing Lites	Hunter	27.50	Big Game	9.95

Full Cash Orders \$10 or Less. Over 1/3 Cash, Balance C. O. D.

UPREME VENDING COMPANY INC.

557 Rogers Ave., Brooklyn, N. Y. 1416 Webster Ave., Bronx, New York. 922-8th Avenue, New York, N. Y.

Thank You for Mentioning The Billboard.

JACKPOT
PRINTED JACKPOT
RECEIVE PUNCH IN JACKPOT

PUT AND TAKE

1c
2c
3c
4c
5c

\$5
\$2
\$1
50c
25c

LAST PUNCH ON BOARD RECEIVES PUNCH IN JACKPOT

**GOING . . .
LIKE WILDFIRE!**
It's New! It's Flashy!
PUT AND TAKE JACKPOT

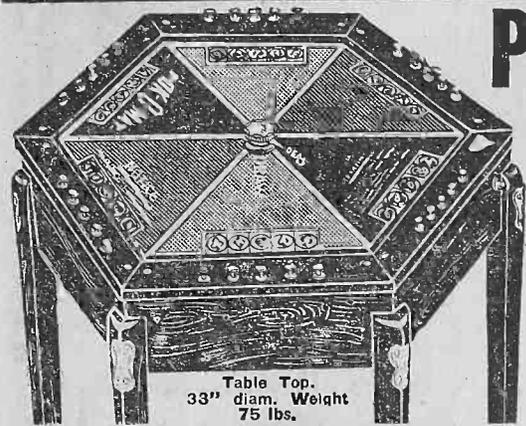
No. 632—600 Holes. Takes in \$23.00.
Average Payout, \$10.50. Average Gross Profit, \$12.50.

Price \$2.21 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. Send for complete catalog of profit makers.

Write, stating your line OR business to

HARLICH MFG. CO.
1401-17 W. Jackson Blvd. Chicago, Ill.



POK-O-MAT

LAST CALL - ONLY 25 LEFT

ALL BRAND NEW

12⁵⁰

Reg. Price
\$65⁰⁰

Deals, Discards and Draws to Poker Hands. Also Plays Stud Poker and Twenty-One. Beautifully finished in walnut. No mechanical servicing required. 5c Coin Chute. Guaranteed packed in original cartons.

Remit 1/3 deposit with order, balance C. O. D.

GEO. W. CHESTER CO., Inc.
2 West 20th St., NEW YORK, N. Y.

Table Top.
33" diam. Weight
75 lbs.

FREE!
ONE
DAVAL
TIT-TAT-TOE
EVERY WEEK FOR THE NEXT 8 WEEKS
The World's Greatest Counter Game!

The winner!
OF THE FIRST FREE
TIT-TAT-TOE
is



RAYMOND LEWISTON
Box 23, Woodward, Iowa

here's his winning jingle . . .
With the **TIT-TAT-TOE**
Around I go,
With my pockets full
Of heavy Dough.

Get YOUR Jingle in the mail TODAY! You may be the next WINNER! CONTEST OPEN TO ALL OPERATORS! Mr. Lewiston's Jingle takes first FREE Tit-Tat-Toe. Seven more will be given away FREE! HURRY—HURRY—HURRY! RUSH your Jingle to us immediately! WATCH THIS ADVERTISEMENT FOR FURTHER WINNERS!

● 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.

EVANS' WINNERS

- ★ **CLIPPER** Follow the big Clipper Ship on its flight. A ten-ball pin table. 42"x21". (Illustrated) **\$41.50**
- ★ **POKER-ENO** Try your skill at getting a real poker hand on the light-up rack. 5 balls. 42"x21" **\$39.50**
- ★ **LITE-A-BASKET** A snappy basketball game board, 10 balls. 42"x21" with new Fieldlight Score-board. **\$43.50**
- ★ **ROLL-ETTE** A perpetual life, automatic payout with the fascination of real roulette. Three coin chutes. Triple earning capacity. 45"x20". **\$262.50**

H. C. EVANS & CO.
1522-28 W. Adams St. CHICAGO

QUICK TURNOVER

What everybody wants today!
Sells out in one day in average spot.

250-Hole 5c Six Cutout Board complete with six giant size Two-Blade Pearly Knives. Sells to location for \$6.00. Special price, sample \$3.50, ten or more \$3.00 each.

H. G. PAYNE CO.
312-14 Broadway, Nashville, Tenn

Punchette

Exclusive Distributor For **TEXAS and OKLAHOMA**

PUNCHETTE is so good we're telling all our friends about it! Here's A LITTLE machine that will earn big, dependable profits for you day in and day out! We say it's OK and so will you.

Standard Model, **\$19.75** With Step-up Salesboard, **\$21.00**

FISHER BROWN
2702 Ross Ave. Dallas, Texas.

BROWN BOMBER

OVER 80 WINNERS

CHANGING BEST PAT. 1,524,100

A PROVEN FAST SELLER
After 30 Days This Salesboard Has Topped Them All. Averaging Three Days on a Location.

BROWN BOMBER

A Knockout Advance Step-up Type. Offering Quick Plays With a \$25.00 Top to Shoot At. 1,000 Holes.

Takes in . . . \$50.00
Average Payout . . . 22.60

Your Average Profit \$27.40

PRICE \$4.20
Thick Board—Jumbo Tickets. Also Made in Thin Board.

PRICE \$2.22.
Plus 10% Federal Tax.

GLOBE PRINTING CO.

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SPECIAL PRICES ON USED MACHINES - A-1 CONDITION

Golden Harvest, Like New . . . \$37.50	Wing Lite, Like New . . . \$20.00	Traffics, Models A & B. \$12.50
Prospectors, Like New . . . 45.00	Mammoths, Like New . . . 45.00	Sportsman, Brown Cabl. net . . . 17.50
Ivory Golf, Like New . . . 35.00	Giants . . . 27.50	
	Aces . . . 30.00	

Jobbers and Operators Write for Prices on New Machines. We Are Authorized Distributors.

COX VENDING MACHINE COMPANY SALISBURY, N. C.

BARGAIN SPOT JUMBO \$49.00

BARGAINS IN RECONDITIONED MACHINES

PAYOUTS	NOVELTY GAMES	KINGS
Prospector . . . \$37.00	High Hand . . . \$15.00	Tango . . . 19.50
Do or Don't . . . 17.50	Ball Fan . . . 13.00	Flash . . . 23.00
Electric Baffle . . . 49.00	Kings of the Turf . . . 15.00	Hi-Lite . . . 23.00
Ball . . . 24.50	Five and Ten . . . 14.00	Lucky Stars . . . 22.50
Stompede . . . 15.00	Big Game . . . 13.00	Banker . . . 19.00
Sportsman, brown cab. . . 15.00	Chicago Ex-press . . . 8.00	Beam Lite . . . 7.50
Put 'n' Take . . . 15.00	Cheer Leader . . . 17.00	Score-A-Lite . . . 8.00
Front Door . . . 17.50	Squadron . . . 24.00	Flying Trapeze . . . 8.00
Gold Rush . . . 17.50	Screamo . . . 17.50	TICKET GAMES
Aces . . . 27.00	Frisky . . . 12.00	Whirlpool . . . \$35.00

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.
National Coin Machine Exchange 1407 Diversey Blvd. CHICAGO, ILL.
First With the Latest New Games—Get Your Name on Our Mailing List.

COUNTER GAMES
Penny Pack . . . \$9.00
Horseshoes . . . 5.00
Select-Em . . . 5.00
Mills Ticketto . . . 6.50

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



PRICE TALKS! WHY PAY MORE? DAILY RACES

THE LOWEST PRICED MULTIPLE COIN SLOT
ONE BALL PAYOUT WITH CHANGING ODDS

*The First Game With Mechanical Arrangements for
Regulating Payouts—Adjustable for Tight
or Liberal Rewards*

Real horse-race atmosphere . . . real horse-race action! Play 'em "across the board"—3 times the opportunity for the player to win. And the Operator's chance to collect not merely one nickel on each play, but as many as 8, 10, 15, 20 and upwards. Here's how DAILY RACES is played: Put a nickel into the slot . . . immediately the massive, colorful light-up rack flashes your horse and shows odds for Win, Place and Show. BUT, if you're not satisfied with the odds, insert another nickel and take a chance at increasing the odds. With each nickel inserted an additional horse flashes on the rack and the odds change. As many as all eight horses can be played. After eight horses are being played, each additional nickel gives the player an opportunity to change the odds. Pays as high as 40 to 1.

DAILY RACES has one of the most beautiful, dazzling playing fields ever seen. Ten brilliant colors really makes it a game of spectacular beauty. Get in on this "sure-thing" . . . Place DAILY RACES today—the game that accomplishes more than products selling for as high as \$500.00.

50" x 24"
\$125

Electro-Pak equipped (batteries optional).
Ticket Game, \$135.00.
Check Separator, \$5.00 extra.
Mint Vender, \$10.00 extra.

SUNSHINE DERBY GOING STRONGER THAN EVER

The outstanding one-ball automatic payout with player changing odds that is the profit-sensation of the day. Operators all over the country are making real money with SUNSHINE DERBY for it's the **\$89⁵⁰** LOWEST PRICED payout in its class. Get yours today! 50"x24".

D. GOTTLIEB & CO. 2736-42 N. PAULINA ST. CHICAGO, ILL.

CLOSE-OUT IN COUNTER GAMES

CENT-A-PACK . . . \$6.00	PURITAN (No J. P.) . . \$6.00	TICKETTE, Latest Imp. . . \$6.00
GET A PACK . . . 6.00	SELECT'EM . . . 6.00	Mod., with 500 Tickets. \$6.00
PENNY SMOKE . . . 6.00	TAVERN . . . 6.00	TWINS . . . 6.00

These Games are in first-class condition, some used only a few days. Write for Price List on Pin Tables, both new and used. TERMS: 1/3 Cash with Order, balance C. O. D., F. O. B. Knoxville. Satisfaction Guaranteed.

H. & D. SALES CO., 1715 E. FIFTH AVE. KNOXVILLE, TENN.

Leap Year Gets Harry Wolcher

SEATTLE, March 14.—Formal announcement of the marriage of Ruth L. Miller, of Butte, Mont., and Harry J. Wolcher, of Western Distributors, Inc., was made at a supper party given at Club Victor here by the newlyweds.

Covers were provided for 60 guests actively associated with the coin-machine business in the vicinity of Seattle. Expressions of opinion from the guests indicated that it was one of the finest parties they had ever attended.

Everything from cocktails to champagne was served, along with an excellent full-course dinner. From the headaches around town the next day we are inclined to believe that everyone had a fine time.

Among those present were Mr. and Mrs. George Heberling, Mr. and Mrs. Chet Heberling, Mr. and Mrs. C. Heath, Mr. and Mrs. A. G. Cassutt, Mr. and Mrs. Ray Swing, Mr. and Mrs. Sylvester Garvin, Mr. and Mrs. Sol Esfeld, Mr. and Mrs. Rube Gross, Mr. and Mrs. Al Brashem, Mr. and Mrs. Tom Williams, Mr. and Mrs. Irving Stept, Mr. and Mrs. Harry Bangert, Mr. and Mrs. Bob Walker, Mr. and Mrs. A. Sandtner, Mr. and Mrs. Ken Rader, Mr. and Mrs. Dave Martin, Mr. and Mrs. Roy Erickson, Mr. and Mrs. Joe Hart, Mr. and Mrs. Bud Kinney, Mr. and Mrs. Thomas Stamolis, Mr. and Mrs. Harry Jacobs, Mr. and Mrs. Loren Shyvers, Mr. and Mrs. Rudy Peterson, Mr. and Mrs. K. Lyons, Thelma Oliver, J. M. McQuade, Ole Billings, Philip Stamolis, Ernie Murry, J. H. McFarland and others.

peared regarding its construction. Still to be completed are the Feudal English front and the large neon sign which will extend to the street and will bear the name of the building. Plans for the celebration are elaborate. Orchestras, hostesses, entertainers and others will be on hand to entertain the many visitors.

According to present information, the firm believes that there will be many visitors present from as far away as Chicago and other points in the West and South. All States where their salesmen travel will be represented by operators, jobbers and distributors.

Big plans for the opening are being prepared here by experienced caterers and the employees of the firm. It is believed that the affair will be elaborate in every detail. It is also hoped to have some surprise announcements ready at this formal opening which will be of benefit to the trade.

Field Man Sends Orders

NEW YORK, March 14.—Nat Cohn, of Modern Vending Company, reports that Al Fischer, field representative, has been successful in reopening many former outlets for the firm. Fischer has been on the road from the day he was appointed by the firm and Nat reports that the good work he has already accomplished will be publicly commended in the very near future.

Fischer has called together many jobbers and operators in various parts of the territory to show them the new games he carries with him, as well as arranging for better operating conditions in many sections.

Fischer's long experience in the coin machine business, Nat reports, has enabled the firm to bring in games in even greater quantity than ever before because of the sales he has made so far on his trip.

Most important to the firm has been the reopening of many former outlets. "Because of this fact," Nat explains, "there is a certainty that many of the smaller cities are going to see new games and this will revive play in their sections, helping to bring about better conditions for the industry."

Elaborate Plans on for Opening Bally Building

NEW YORK, March 14.—John A. Fitzgibbons, president of Fitzgibbons Distributors, Inc., is making elaborate plans for the official opening of his new Bally Building and the celebration of his 25th year in the coin machine business.

The Bally Building is almost complete in every detail and has gained the praise of all the coinmen who have visited it since the first announcement ap-



SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$19.30 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

Takes in
\$24.00
Costs You
\$2.90

One-Third Cash with Order, Balance C. O. D.

AUTOMATIC PAY TABLE BARGAINS

JENNINGS SPORTSMAN PUT 'N' TAKE GOLD RUSH DO OR DON'T	\$900	JUMBO DE LUXE 46 TROJAN MAMMOTH	\$3900	PAMCO PARLAY, BALLY DERBY	\$6900
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50% Cash with Orders. WIRE Your Orders Today.

D. E. HOUSE DISTRIBUTING CO., 709 South Ervay, DALLAS, TEX.

EXCLUSIVE WISCONSIN DISTRIBUTORS

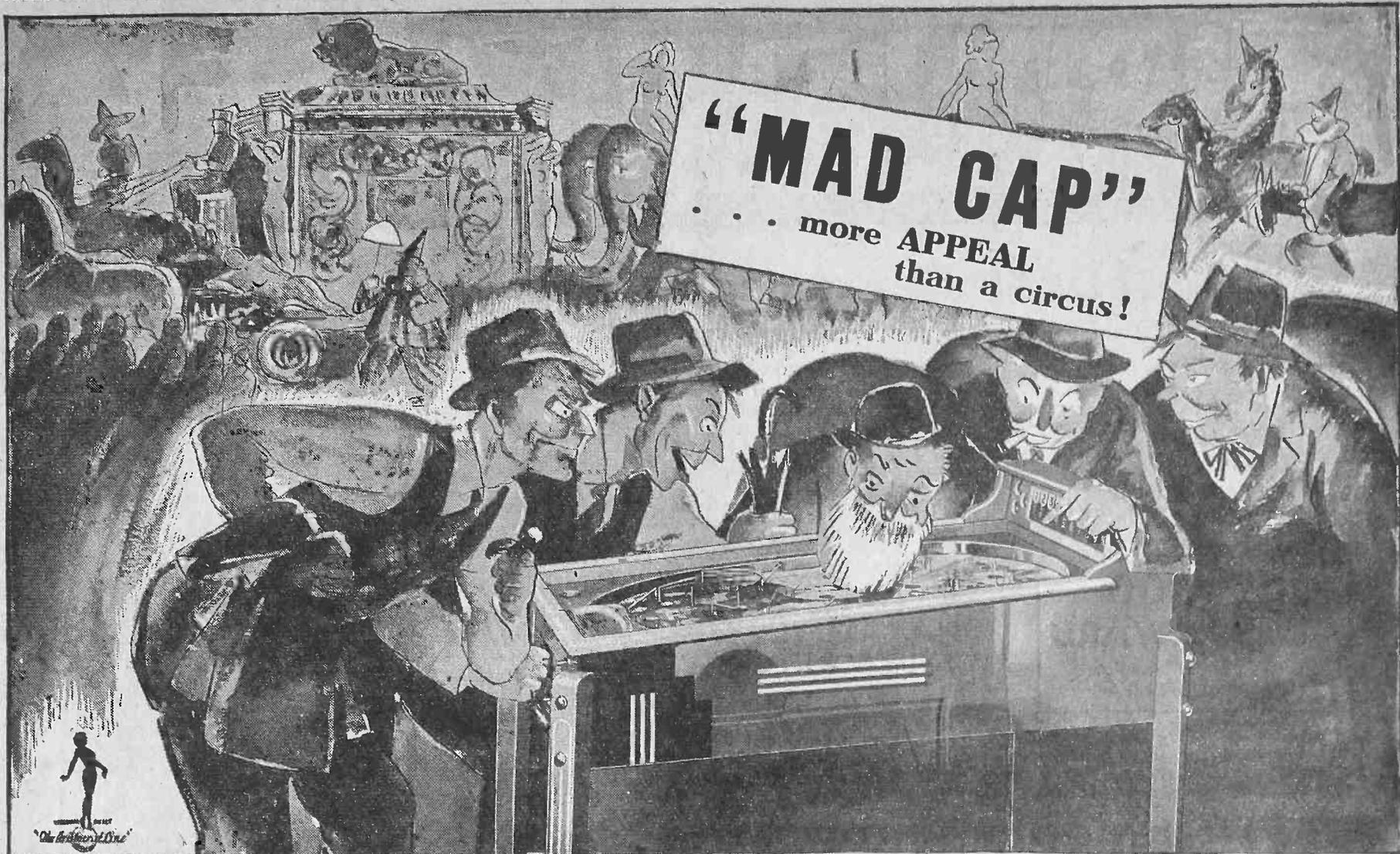
DAILY RACES The Lowest Priced Multiple Coin Slot One Ball Payout with Changing Odds. . . . **\$125.**

SUNSHINE DERBY **\$89⁵⁰**

MILWAUKEE COIN MACHINE CO., 3725 W. CENTER ST., MILWAUKEE, WIS.

FOR SALE AT LOW PRICES

Two Electro Hoists and three Iron Claws. Apply
SAMUEL LERNER, 5066 Whitaker Ave., Philadelphia, Pa.



STONER CORPORATION

Aurora, Illinois

EPCO Announces New Service for Operators

DETROIT, March 14.—Electrical Products Company, this city, manufacturer of Electropak, power unit which eliminates the use of batteries in pin games, as well as Electrolok, which prevents pay-table cheating, and the Adaptopak, for changing DC to AC current, announces a complete electrical parts service for operators.

This is the first time in the history of the coin-machine business that one firm has brought all electrical parts under one roof for immediate service and shipment to operators. D. I. Coney, chief engineer for the firm, compares the new service to the progress of the automobile industry, with which he was connected for many years.

Mr. Coney says: "You probably remember when the automobile industry had no particular headquarters for parts or for the standardization of those parts. Garage men and mechanics were forced to buy direct from the factories and pay all sorts of prices. Even tires had to be purchased especially for the car with which they were used. Then along came United Motors and proved to the automobile manufacturers that standardization of parts and a centralized service would materially benefit not only those responsible for servicing cars in the field but also the owners of the cars.

"Until about two weeks ago the pin-game industry, with regard to replacement parts, was exactly in the same position as the automobile industry was 20 years ago. Now I believe that our latest contribution is a very definite improvement in the pin-game industry and that news of it will be of primary

interest to every operator, jobber and distributor in the world. I am referring to the new EPCO complete electro-mechanical replacement parts service for all pin games. It is our well-founded belief that much of the standardization now taking place in the 1936 games is the direct result of our educational efforts along that line. Every pin games service man in the country can now look to EPCO for prompt and reliable handling of his service requirements and at attractive prices."

The development of the new service material and department has been due to the efforts of A. B. Chereton and D. I. Coney, of the Electrical Products Company, and is said to be creating a new era for coin-machine operators. The standardization of parts will eventually bring about one of the happiest conditions in the industry. The educational campaign is being carried on intensely by the firm in the hope that within a few months every operator in the country will realize that he can obtain interchangeable, standard equipment as mentioned in Mr. Coney's statement. Of course, much equipment is not interchangeable, but in certain cases it will be. At least, Mr. Coney explains, there will be a standardization of all service equipment, which will be a tremendous forward step for the coin-machine industry.

The firm is unusually busy at this time supplying the demand for Electropaks, Electroloks and Adaptopaks. The units created a sensation at the last Chicago convention.

Gets Another Autograph

BROOKLYN, March 14. — William (Little Napoleon) Blatt, Supreme Vending Company, has obtained another autograph on the dollar bill which was autographed for him recently by Edward G. Robinson. This time Blatt obtained the signature of Gary Cooper, another movie star. Blatt is worried, however, because Robinson signed his name in pencil and it is now getting dim.

BIG SHOT

SENSATIONAL 1-BALL PAY TABLE, OR 5-BALL STRAIGHT PIN GAME! BIGGEST MONEY MAKER WE HAVE EVER PRESENTED TO THE INDUSTRY! THE PERFECT GAME! WRITE FOR PRICES TODAY!

WE CARRY THE MOST COMPLETE LINE OF GAMES IN STOCK IN THE EAST. WRITE NOW FOR COMPLETE DETAILS—NEW LIST—AND PRICES!

ROLY POLY GEORGE PONSER CO.,

Genco's Greatest Straight Pin Game Sensation. We Are Exclusive Distributors—BUY DIRECT from us—WRITE TODAY FOR PRICES AND DETAILS!
11-15 East Runyon Street, NEWARK, N. J.
All Phones Bigelow 3-2335.

<p>We Have Taken Hundreds of Pin Games In Trade for</p> <p>MAD CAP PRICE \$47.50 ORDER YOURS TODAY!</p>	<p>PERFECTLY RECONDITIONED PIN GAMES</p> <p>ONLY \$4.00 EACH LIGHTNING SUBWAY DROP KICK SIGNAL KINGS OF TURF FLYING TRAPEZE FLEET LIVE POWER</p>	<p>ONLY \$10.00 EACH SCREAMO PAR GOLF WING LITE KINGS LITE ALL-AMERICAN FOOTBALL BUILDER UPPER CHEER LEADER ONE-TWO-THREE</p>
<p>D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.</p>		

HERE'S AMERICA'S Most Beautiful PENNY PLAY Cigarette Machine

THE GEM

THE GEM OF ALL FOR PROFIT MAKING

AND ONLY \$12.95 Buys This Jewel

F. O. B. Chicago.

Beautiful in color—striking in design—full of class and flash. Simple, positive mechanism—the most silent ever built. 7-Day Refund.

Buy GEMS TODAY—they're JEWELS for Big Profit Making.

GARDEN CITY NOVELTY CO. 4331 RAVENSWOOD AVE. CHICAGO



LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Bally's RELIANCE payout DICE GAME

Operators! Get started quick!

It's taking the country by storm!

Take a tip from the oldtimers—who have operated every big hit in history. They're placing RELIANCE machines as fast as they can get them from the factory—and cleaning up tremendous daily profits. Every minute of delay means lost profits, as live RELIANCE locations are being grabbed up fast.

GENUINE TRUE DICE

Not Loaded, Mis-Spotted or Shaped. They Spin and Whirl, Appear and Disappear.

\$25.00
GOLD AWARD

For 4 "Naturals" in a Row
(\$5.00 on Nickel Model)

PLAYER WINS ON 7 or 11
LOSES ON 2, 3 or 12

OR IF ANY OTHER NUMBER IS
THROWN HANDLE TRIPS FOR
FREE PLAYS AND YOU

PLAY TILL YOU "MAKE
YOUR POINT" or SEVEN

In other words, RELIANCE really rolls the bones—plays a game that 99 out of 100 Americans flock to by a natural instinct. The result is \$25 to \$50 DAILY PLAY in any live spot—and steady operation for years! Don't let competition beat you to it—order your RELIANCE games now!

BALLY MANUFACTURING CO.

2640 BELMONT AVE.,

CHICAGO, ILL.

JOHN A. FITZGIBBONS, Eastern Distributor, 453 W. 47th Street, New York, N. Y.



15½ in. by 11½ in., 12 in. high. All models can be set to PLAY - MONEY - PAY - MONEY or PLAY-MONEY - PAY-CHECKS.

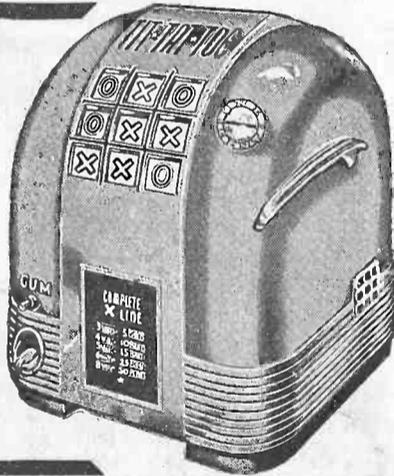
WRITE OR WIRE
FOR PRICES
On Nickel and Quarter
Play Models

DAVAL'S TIT-TAT-TOE

THE most beautiful, most dependable AND THE MOST PROFITABLE of ALL Counter Games EVER MADE! The Unique play principle of TIT-TAT-TOE offers thrilling Fun, real Amusement Action to EVERY type of person. RUSH 1/3 Certified TODAY with YOUR ORDER for TIT-TAT-TOES. Balance shipped C. O. D. HURRY! GET INTO BIG PROFITS!

\$17.50
EACH

With Double Door and Register, \$2.00 Extra.



BANNER SPECIALTY CO.
1530-32 PARRISH ST., PHILADELPHIA, PA.

Carl Trippe Appointed Member of NADA Board

PITTSBURGH, March 14.—Carl F. Trippe, genial St. Louis distributor and head of the Ideal Novelty Company, has been appointed a member of the board of directors of the National Automatic Distributors' Association to represent the Midwestern group west of the Mississippi River. This is in accordance with the new setup recently put into effect by the association, according to J. D. Lazar, president of the association.

Since entering into the coin machine business four years ago Mr. Trippe has become one of the leading factors in the industry. Recently his company outgrew its original location and was forced to move into larger quarters. Extensive work was done in remodeling the new location to make it the last word in every department. At the grand opening, March 21-22, many factory representatives and hundreds of operators from Missouri and Illinois are expected to attend.

Early last February Mr. Trippe further expanded his business by purchasing the entire jobbing and operating business of the Veatch Specialty Company, Mount Vernon, Ill., and Vincennes, Ind.

Mr. Trippe has been a member of NADA for over a year and is one of the leading factors responsible for its rapid progress within the industry.

Increases Sales Staff

DALLAS, March 14.—Earl E. Reynolds has been awarded the distributorship for the State of Texas for Bally's Reliance, a pay-out dice game, and Snacks, a late-type merchandise vender.

In addition to these two machines, Reynolds became distributor for North Texas on Gaylord's fan, Fresh'nd Aire. This new type of fan has circulation of air without draft and also has deodorization, purification and sterilization of air.

In taking over the new lines Reynolds has increased his sales staff with

the addition of Bill Traylor, who was appointed sales manager to promote the new lines as well as the other Reynolds lines. Traylor has already organized a strong sales force with the selection of George Wrenn, George Davis and Bob Hunter to complete his sales force. Wrenn will cover the central part of Texas, Davis the western part and Hunter the eastern part. Traylor will devote his time to jobbers.

Walter E. Whelan Passes

DETROIT, March 14. — Walter E. Whelan, 66, for 18 years credit man for the Caille Company, national manufacturer of coin-operated machines and who operated vending machines in this city for the last 20 years, died here March 6. His widow, one son and a daughter survive.

CARL F. TRIPPE,



Ideal Novelty Company, St. Louis.

READY FOR IMMEDIATE DELIVERY

Mills' Tycoon, Double Header, Ten Grand, Keeney's Repeater, Groetchen's Punchette.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.

PUNCHETTE and TIT-TAT-TOE

The Two Great Counter Games, an unbeatable pair. Special close out prices on all Used Games. New list now ready.

Est. 1923 SOUTHERN AUTOMATIC SALES CO. Phone, Wabash 5464
540-542 S. 2nd Street LOUISVILLE, KY.

EXCLUSIVE SAN ANTONIO DISTRIBUTORS

NOW ON DISPLAY!
DAILY RACES — \$125.00
SUNSHINE DERBY — \$89.50

SANTONE COIN MACHINE CO., 1524 Main Ave., San Antonio, Tex.

Gentlemen **IT'S HERE!**

NO LARGER PAYOUT TABLE MADE - 50" X 26"

SILVER CUP

**COMBINATION
TICKET PAYOUT**

A NEW IDEA IN PAYOUT GAMES!

SAUCER TYPE HOLES AND CURVED
BUFFERS REPLACE PINS AND SPRINGS

SILVER CUP is a super-colossal sized two-ball payout ticket game that has player appeal PLUS! It looks so darn easy to beat that players can't leave it alone for a minute. There are ten big holes on the board—the player shoots the large 1 1/4-inch balls—any two holes of the same color is a winner. In SILVER CUP Genco presents their own ticket-payout unit. Time tested and proven foolproof, troublefree and dependable. **FIRST OF A NEW LINE OF TICKET PAYOUT GAMES**

READY FOR DELIVERY!
Genco's Clever New Novelty Table!

ROLY POLY \$42.50

Just see the balls go bouncing off the curved metal guides... watch 'em twirl around the Roly Poly saucer holes. A new alternating kicker idea for captive balls provides plenty of thrills and suspense.

F. O. B. Chicago.

GENCO, Inc.

2625 N. ASHLAND AVE. CHICAGO

F. O. B. Chicago

\$99.50

WITH GENCO'S OWN TICKET PAYOUT UNIT



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.



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.



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.**

IMMEDIATE DELIVERY
EXCLUSIVE NORTHERN TEXAS DISTRIBUTORS

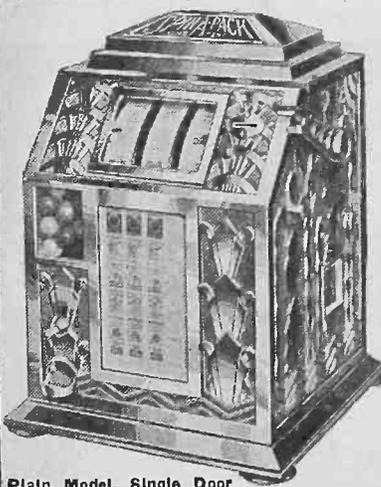
DAILY RACES - \$125.00
SUNSHINE DERBY \$89.50

NATIONAL SALES & DIST. CO., 3136 San Jacinto St., DALLAS, TEX.

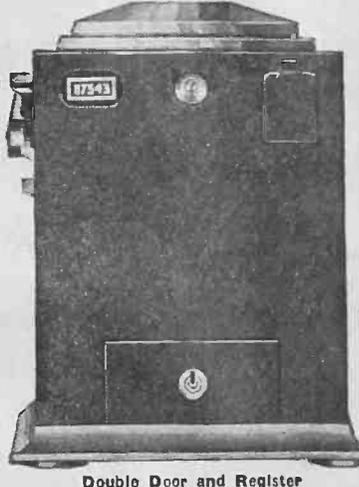
Is Your Subscription to The Billboard About To Expire?

"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

Hundreds of locations waiting for this new, 10 stop Reel Cigarette Machine. SPIN-A-PACK location tested and guaranteed for 2 years against mechanical defects. Average payout 50%. Double Door and Register are made for the purpose of allowing the operator to leave key with location for lower door. Register keeps track of all plays. Register shows through special window. Operator retains key for upper door. No one can tamper with register.



Plain Model, Single Door



Double Door and Register

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.

DAVAL'S TIT-TAT-TOE

WITH GUM VENDOR.

Three Games in One
Use for Cigarettes, Beer or Cash Prizes. Just Change Card on Face of Machine.

THE SENSATIONAL COUNTER GAME OF '38. The Most Beautiful, Most Fascinating Counter Game Ever Made. Positively the Greatest Penny Collector You've Ever Seen.

\$17.50 Register and Double Door \$2.00 Extra

BALL GUM—Box of 100, 15c. Case of 100 Boxes for \$12. 1/3 Deposit, Balance C. O. D.

SICKING MFG. CO., INC.

1922 Freeman Ave., Cincinnati, Ohio
AMERICA'S OLDEST DISTRIBUTORS—SET. 1895



Announcing



1 OR 5 BALL PLAY
• SIZE 50" X 24"

ELECTROPAK AT \$5.00 EXTRA

PAMCO RED SAILS

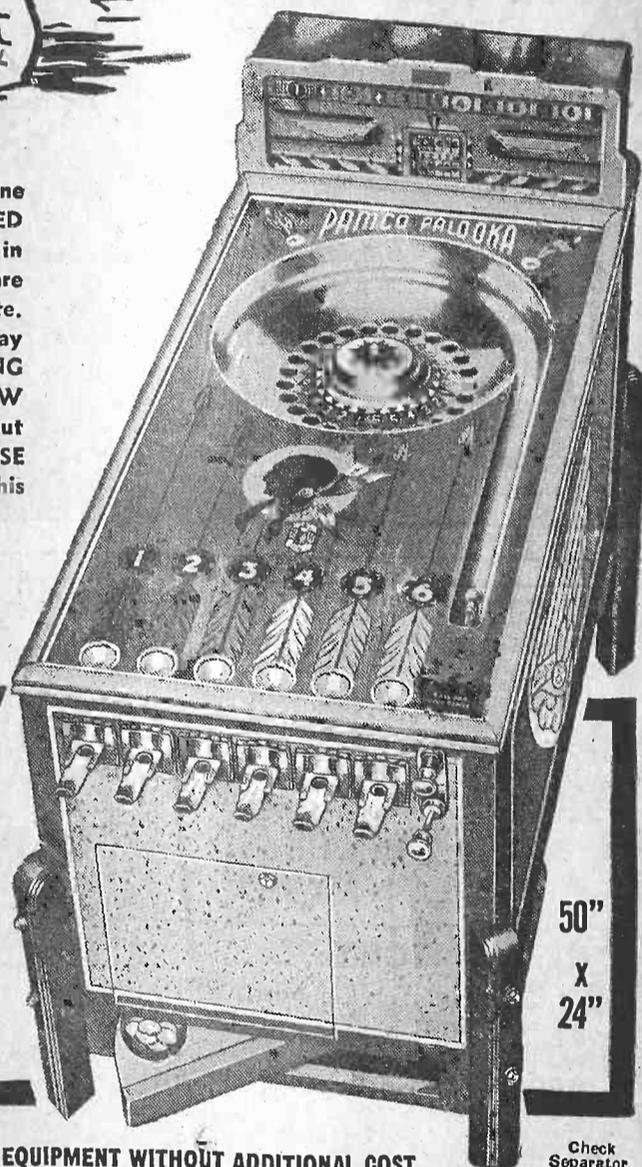


BRAND NEW 1 OR 5 BALL PAYOUT TABLE WITH AUTOMATIC CHANGING ODDS!

Released in every progressive Coin Machine Dealers' Showroom only last Saturday—"RED SAILS" created such a HUGE SENSATION in EVERY part of America that RE-ORDERS are POURING IN on "RED SAILS" every minute. Jobbers and Operators calling for Same-Day Shipments—writing—WIRING—and GETTING "RED SAILS" just as QUICK! It's NEW ANIMATION in a BIG 1 or 5-Ball Payout Table—It's YOUR NEXT GAME PURCHASE—a machine WORTH A DOZEN TIMES this price!

\$119

CHECK SEPARATOR AND CHECKS EXTRA



6 COIN CHUTE BOWL TYPE
1-SHOT PAYOUT

50" X 24"

Check Separator and Checks Extra

ELECTROPAK STANDARD EQUIPMENT WITHOUT ADDITIONAL COST

and PAMCO PALOOKA

WORTH ITS WEIGHT IN GOLD \$169.50

Pacific Payout Machines have established an ENVIABLE REPUTATION! "AUTOMATIC CHANGING ODDS"—originated by Pacific Amusement Mfg. Co., appeared FIRST in "PAMCO PARLAY"—a machine that's STEADILY INCREASING in MONEY POWER. Locations—Players—EVERYBODY INSISTS on "AUTOMATIC CHANGING ODDS"! And with "PAMCO PALOOKA" and "RED SAILS" incorporating this VALUABLE FEATURE together with NEW and DIFFERENT Principles of Scoring in MECHANICALLY PERFECT Machines—it's "PAMCO"—and LEADERSHIP for YOU!

JOBBER OPERATORS! A Sincere APPEAL!!!

An unprecedented Number of Sample Orders for "PAMCO PALOOKA" is absorbing our early production. In fairness to all—orders are being filled in rotation and shipped by Wednesday, March 18th. If you haven't received your Sample "PAMCO PALOOKA"—please be patient. For production is INCREASING EVERY DAY to meet a TERRIFIC DEMAND. Naturally, your Regular and QUANTITY ORDERS for "PAMCO PALOOKA" will follow QUICKLY as Production MULTIPLIES day after day. And in NO TIME AT ALL we'll be shipping "PAMCO PALOOKA" in ANY QUANTITY the SAME DAY orders are received.

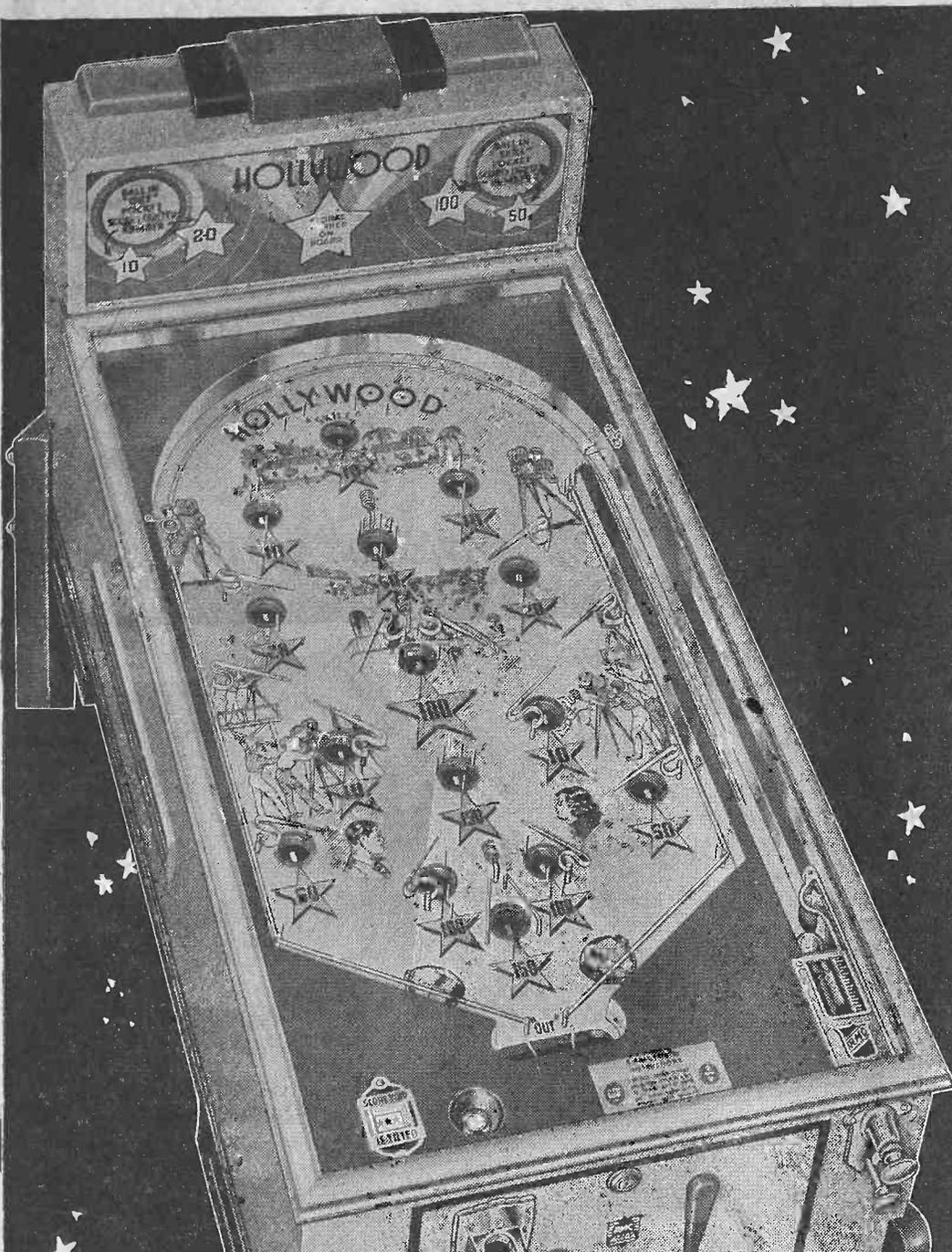
I. M. McCarthy, Gen'l Salesmanager Fred C. McClellan, President

SEE YOUR JOBBER QUICK-WRITE-WIRE FOR SPEEDY DELIVERIES!

PACIFIC

AMUSEMENT MANUFACTURING CO.
4223 W. Lake St. Chicago, Illinois
1320 S. Hope Street, Los Angeles, Calif.

You are back on velvet with these 3!



★ **HOLLYWOOD** For your No. 1 take HOLLYWOOD. It's as pretty and sweet a one-shot as ever stood on legs. What's more, HOLLYWOOD gets the play and the coin. It's an all-over beauty from coin chute to cashbox. Comes equipped with the new Rock-Ola Universal Pay Unit, which is 100% clog-proof . . . the Star Award Panel . . . the "out" pocket score . . . and has all the appeal of a jackpot bell. No wonder the boys are all flocking to HOLLYWOOD. They know it's the hottest thing in town and gets the biggest money-play of them all!

★ **DITTO** For No. 2 there is DITTO, America's newest and most popular 10-ball table. 10 scores to shoot for and 1,000 ways to win. It gives you the number idea in a fascinating manner. And it comes to you in a cabinet with lots of flash and class. Mechanically, DITTO is a perfect diamond. Not a thing to go wrong. And the score card is just right. The whole American family is playing DITTO. Ma and pa, sister and brother, the cook and the butler. Better get going with this great fun-maker now. It's a sure thing and certain to put you back on velvet!

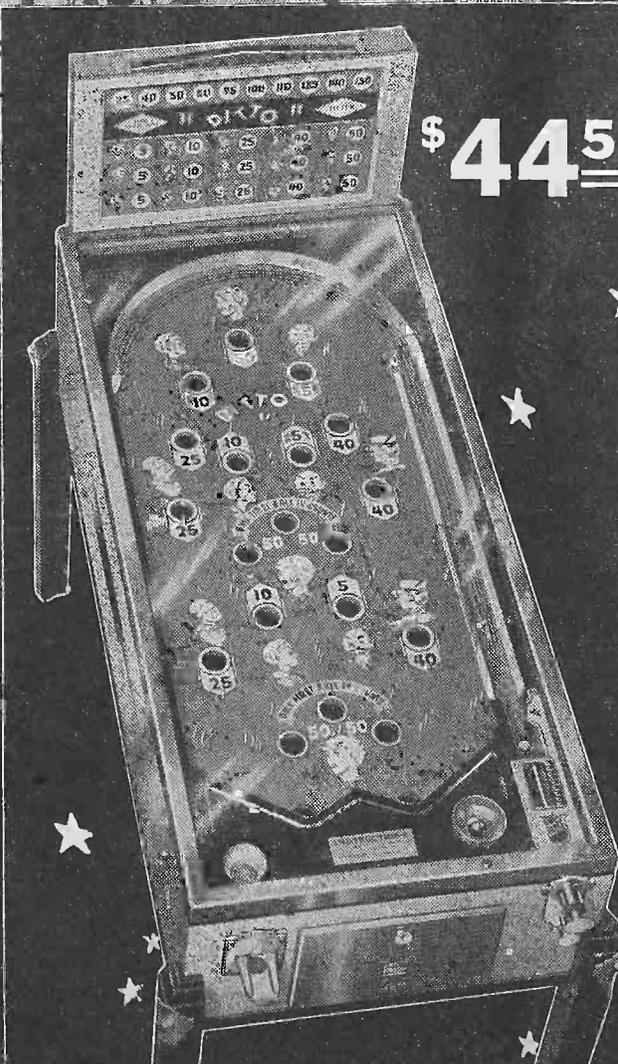
★ **TRANS-ATLANTIC** And, then, there is TRANS-ATLANTIC—a table that gives more entertainment per square inch than most others do on their entire playing area. TRANS-ATLANTIC thrills the public with its flying action. Balls perform seeming miracles right on the field. Oceans, airports, airplanes, maps—they are all there on TRANS-ATLANTIC. It gives you mechanical motion right on the field as did Jigsaw and the World's Series. TRANS-ATLANTIC is doing the job for operators mechanically and profitably. It's a money-maker second to none! See your nearest Rock-Ola Distributor today—at once! Get back on velvet with these 3 tables!

★
ROCK-OLA MFG. CORPORATION,
 800 NORTH KEDZIE AVE. All Phones: Kedzie 3264. Chicago

\$89⁵⁰

\$44⁵⁰

\$44⁵⁰



Today is the time . . . the hour is here . . . to put yourself back on velvet with these 3 winners! Write, wire, phone, or come in at once!



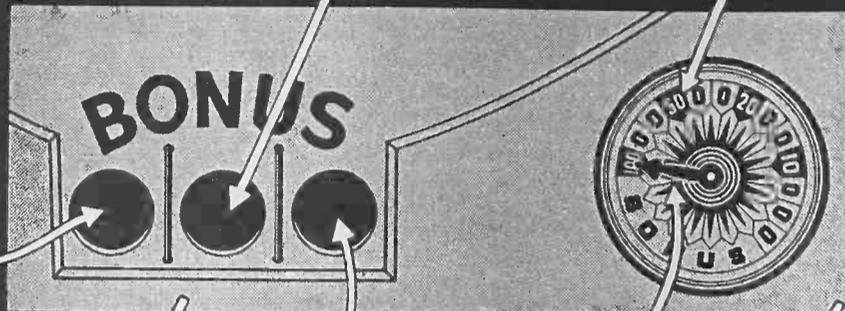
"LOOK TO ROCK-OLA FOR LEADERSHIP!"

WHY BALLY BONUS GETS CONSTANT REPEAT PLAY!

Ball in center pocket pays—

AMOUNT SHOWN ON DIAL

Ball placed here



or here operates clock-hand



REPEAT PLAY by the hour is insured by the sensational "Build-up-a-Bonus" Dial—because nobody likes to quit with a juicy 10, 20, 50 or 100-point Bonus ready to pop!

BONUS dial clock-hand moves ahead every time ball goes in right or left BONUS

hole. Ball shot into center BONUS hole pays award shown on dial—from 10 points to 100! Clock-hand does not re-set till a payout is made—but remains a constant REPEAT PLAY stimulator—as well as a magnet for other players. This great feature results in overflowing cash-boxes wherever BALLY BONUS is placed on location. It has the right psychology to insure record-smashing play.

DOUBLE PAYOUT — \$7.00 GOLD AWARD

4 FREE PLAYS — 4 SEPARATE PAYOUTS ON 1 COIN

BALLY BONUS also features the sensational ELECTRIC BALLY-HOLE—gives player as many as 4 Free Plays and up to 4 Separate Payouts in the course of one game—topped off with a Special Gold Award—a total of \$7.00. And just for good measure, the famous "Jumbo-style" \$1.00, \$1.50 and \$2.00 winners in the middle of the board! How can you miss cleaning up with this combination?

Order From Your Jobber Today!



PAYOUT
\$115
TICKET
\$125

Check Separ-
ator \$5.00 Ex-
tra.
F. O. B.
Chicago.



PAYOUT
\$115
TICKET
\$125

RAMBLER

Giant 10-BALL PAYOUT OR TICKET game with BIG 1 3/8-INCH COMPOSITION BALLS.

BALLY DERBY

Still going strong—due to wonderful appeal of CHANGING ODDS! Order more today—your competitors are!



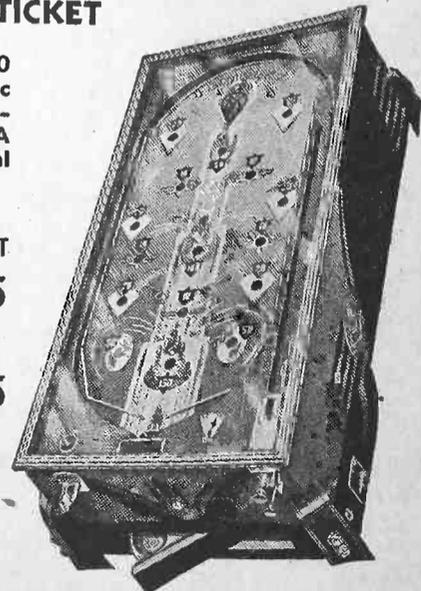
PAYOUT
\$115
TICKET
\$125

PEERLESS 1-Shot

PAYOUT or TICKET

Double Payout, \$7.00 Gold Award. Electric Bally - Hole. Odds - Booster Lights. A truly sensational money maker.

PAYOUT
\$115
TICKET
\$125



BALLY MANUFACTURING COMPANY

2642 BELMONT AVE.

CHICAGO, ILL.

GRAND OPENING

Saturday, March 21, and Sunday, March 22

**IT'S OUR TREAT
THE PARTY IS ON US!**

**FREE — Eats—Refreshments—Entertainment — FREE
ATTENDANCE PRIZES AMOUNTING TO \$1,000.00
GIVEN AWAY ABSOLUTELY FREE**

**WE ARE MISSOURI AND SOUTHERN ILLINOIS DISTRIBUTORS
FOR THE FOLLOWING LEADING MANUFACTURERS:**

BALLY MFG. CO.
J. H. KEENEY & CO.
AMERICAN CHICLE CO.

BUCKLEY MFG. CO.
EXHIBIT SUPPLY CO.
MILLS NOVELTY CO.

G. M. LABORATORIES.
CALIF. EXHIBIT MFG. CO.
NORTHWESTERN MFG. CO.

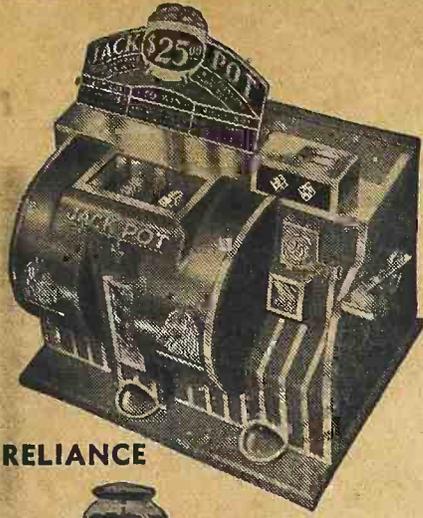
EVER-READY BATTERIES.
SUPERIOR PRODUCTS CO.
RUBE CROSS & CO.

THE LATEST HITS WHICH WE HIGHLY RECOMMEND

NEW PIN GAMES	NEW COUNTER GAMES	NEW AUTOMATIC GAMES	Multiple
Fair Play	Beat-It	Bally Baby	\$167.50
Harvest Moon	Buckley Puritan Venders	Punchette	115.00
Line-O	Win-A-Smoke (10 Cig.)	Bally Derby (Straight Money)	119.50
Soccer	Cris Cross Jr. (Pin)	Bally Derby (Ticket)	97.50
Torpedo	Penny Pack	Big Richard	89.50
Mad Cap	Teaser (Pin Game)	Electric Eye	89.00
Big Shot (5 ball)	Tit-Tat-Toe		Ray's Track (write for prices)
			Bally Bonus
			\$115.00

SEND FOR 1936 CATALOG OF SUPERIOR SALESBOARDS

ALL FAST SELLERS, AND A COMPLETE STOCK CARRIED ON HAND AT ALL TIMES



RELIANCE



NORTHWESTERN PEANUT VENDERS

Model 33 Peanut Vender \$ 5.55
Penny Merchandiser 8.75
Penny-Nickel Merchandiser 10.00



RAY'S
TRACK

TRIPPE'S SENSATIONAL GRAND OPENING BARGAINS IN GUARANTEED USED MACHINES

AUTOMATIC GAMES

Ace (1 Ball)	Jumbo (1 Ball)	Mills Q. T. Pay Table	Play Ball (10 Ball)	Silver Streak (Counter)	Sportsman (10 Ball)
\$27.50	\$52.50	\$ 27.50	\$49.50	\$10.00	\$20.00
Champion	Jumbo (Ticket-1 Ball)	New Yorker (10 Ball)	Red Arrow	Spark Plug	Ten Grand
15.00	85.00	25.00	15.00	10.00	85.00
Do or Don't (1 Ball)	Match Play (2 Ball)	Pace Races (New Model)	Rocket (New Model)	Sportsman (Jennings Visible)	Traffic (Model A)
25.00	20.00	290.00	12.00	30.00	22.50
Ivory Golf (2 Ball)	Mysterious Eye (Dice)		Rodeo (1 Ball)		
39.50	29.50		39.50		

PIN GAMES

ABT Special	Beacon, Sr.	Forward Pass	Lightning	Pigskin	Split Fire
\$ 2.00	\$12.50	\$ 2.50	\$ 3.00	\$ 2.50	\$15.00
Action, Jr.	Bean Ball	Flying Color	Line O	Play Ball (Tkt. Exh.)	Split Second
6.00	5.00	12.50	25.00	39.50	7.50
Action, Sr.	Big Game (Rock-Ola)	Flying Trapeze, Sr.	Lite-A-Line (Baby)	Radio Station	Spot Light
13.50	17.50	7.00	9.00	5.00	10.00
Airway	Big Shot	Football (TKL Exh.)	Lukey Stars	Rapid Transit	Star Lite
2.50	17.50	39.50	22.50	20.00	7.50
Angle Lite	Cavalcade	Frisky	Major Keys, Sr.	Rebound, Jr.	Super 8
7.50	8.50	13.50	4.00	7.50	4.00
Auto Bank (With Extra Top)	Cannon Fire (Large)	Gold Coast	Major League (Batter Up, Jr.)	Rebound, Sr.	Tlok-A-Lite (Ticket)
11.50	5.00	2.50	6.00	12.50	10.00
Auto Count (With Extra Top)	Contact, Jr.	Golden Gate, Jr.	Manhattan	Rock-E-Lite	Three-In-Line
11.50	5.00	5.00	15.00	7.00	8.00
Auto Flash	Crazy Lane	Gridiron	Marl-Jax	Relay	Traffic (Plain)
15.00	12.50	17.50	4.00	2.50	7.00
Auto Whirl (With Extra Top)	Cris Cross Allie	High Hand	Merry-Go-Round	Rock-Ola "21"	Travel
13.50	12.50	22.50	3.50	12.50	7.00
Ball Fan	Drop Kick	Impact	Mills Official	Rodeo (Ticket)	Tri-A-Lite
17.50	5.00	8.50	2.00	32.50	12.80
Barrel Roll	Esquire	Jack Rabbit	Mills Pay Table	Scrimmage	West Bound
15.00	4.00	3.50	15.00	20.00	2.50
Beacon	Fifty-Fifty	Jig Saw	Par Golf	Sensation	Winner (ABT with extra top)
7.50	20.00	3.00	15.00	10.00	11.50
	17.50	Kings	Pennant	Signal, Jr.	Whirlpool (Ticket)
	3.50	Knickerbocker	Pippin	Signal, Sr.	William Tell
			20.00	10.00	12.50
				Six Sixty Six	Wing Lite
				25.00	20.00

COUNTER GAMES

ABT Check Target	Churchill Downs	Get-A-Pack (like new)	Little Duke (new model)	Puritan (Buckley, 1c to 25c)	Tickette
\$ 4.00	\$ 2.50	\$ 7.00	\$17.50	\$ 8.50	\$ 6.00
Callie Puritan (1c to 25c)	Turf Flash	Gold Rush	Official Sweepstakes (Plain)	Puritan Venders (1c to 25c)	Totem (Ticket)
3.50	8.50	3.50	4.00	6.50	7.00
Cardinal (Beer Reward)	Electric Shockers (Advance)	Hold and Draw	Mills Puritan Bell	Select-Em Dice	Wagon Wheels
10.75	3.50	12.50	8.50	8.00	10.00
Chicago Club House	Five Jacks (Fields)	Horseshoes	Magic Clock	Steepchase	Whirlwind
6.00	7.50	8.00	2.50	2.00	5.00
Chicago Club House (Coin Divider)	Four Jacks (Rock-Ola)	Junior Flying Colors	Mills Target (1c)	Tavern	Win-A-Pack (10 Cig.)
8.00	6.50	5.00	2.50	9.00	12.50
	Four Star (Exhibit Dice)	King Six (Dice, 1c to 25c)	Penny Ante	Three Jacks	"21" Venders
	8.00	12.50	2.00	4.50	7.00
					Twins
					7.00
					Zig Zag
					8.00

SLOT MACHINES

Callie Single Jackpot, 25c	Mills F O K, Front Vender, Single Jackpot, 5c Play	Mills Jackpot Bell, No Vender, 5c Play	Mills Diamond Front Mystery, 5c, Double J. P.	Mills Golden Bell, 5c.	Stands, Collapsible, No Screws, No Bolts
\$12.50	\$17.50	\$17.50	\$87.50	\$60.00	\$ 2.50
Callie 10c Jackpot	Little Dutchess	Mills Q. T. (New) (Orange)	Mills Skyscraper, Double Jackpot	Mills Silent Eagle Front, 5c or 10c	Waiting, Front Vender Jackpot, 10c Play
15.00	25.00	57.50	35.00	50.00	20.00
Chips (Per 1,000)	Little Duke, Jackpot, 1c Play only	Mills Q. T. (Used)	Mills Silent Escalator, Front Vender, 5c Play, like new	Pace Double Jackpot, 5c	Waiting, Twin Jackpot, Front Vender, 5c play
5.00	17.50	32.50	45.00	25.00	27.50
Jennings Bell, Jackpot, 5c Play	Mills Bell Jackpot, 25c	Mills 5c Tiger Front Double Jackpot	Mills Silent Escalator, Front Vender, 10c Play, like new	Pace Bantam Double Jackpot, 5c	Waiting, Jackpot, Side Vender, 5c or 25c play
12.50	17.50	35.00	50.00	25.00	20.00
Jennings Single Jackpot, 5c	Mills Jackpot, Rock-Ola Side Vender, 5c Play	Mills Comet Double Jackpot, 5c		Pace Bantam Double Jackpot, 10c	Waiting, Gold Award, 5c
12.50	17.50	30.00		25.00	37.50
Jennings Bell No Jackpot, 25c				Percentage Clips-Gimmicks	Waiting Twin Jackpot Bell, 10c
4.00				.75	22.50

MISCELLANEOUS

Capehart Phonograph (Non-Selective)	Electric Piano, Wurlz'r	Mills Upright Porcelain Scales	Hot Peanut Machines (5c Play)	Postage Stamp Vending Machine	Norris Master 1c Peanut, Porcelain
\$30.00	\$20.00	\$ 10.00	\$ 2.00	\$10.00	\$ 4.00
Model E Seeburg Phonograph	Exhibit Phonograph	Batteries, Case of 25, Ever-Ready	Battery Testers	Phonograph Records, Per Dozen	Planetellus
95.00	50.00	4.90	.90	1.00	250.00
	7.50		6.00		Iron Claw (Model G)
					49.50



\$31.50

EACH
Which Includes Protection Against Fire and Theft for One Year.

**PROFITS: PROFITS:
SNACKS IS THE NUTS:**

You can get your share: By operating a chain of Snacks, the King of Merchandisers, not only for its beauty and appeal, but also because it is 100% mechanically perfect, and last but not least the best money maker of its kind. Do you know there are more pennies in circulation than there are nickels, dimes, quarters and half dollars combined? A word to the wise is sufficient.

WHY NOT GET YOUR SHARE?

SNACKS COMPANY of ST. LOUIS

STATE WHETHER 1c OR 5c SLOTS ARE PREFERRED AND METHOD OF SHIPMENT

TERMS: 1/3 Deposit, Balance C. O. D.

FOREIGN DISTRIBUTORS—IT WILL PAY YOU TO GET IN TOUCH WITH US

IDEAL NOVELTY COMPANY

1518 MARKET ST. (Phone: GARFIELD 0072) ST. LOUIS, MO.

...100% LEGAL...
TREMENDOUS VALUE Every PURCHASE!

50 ARTICLES
 100% PROFIT

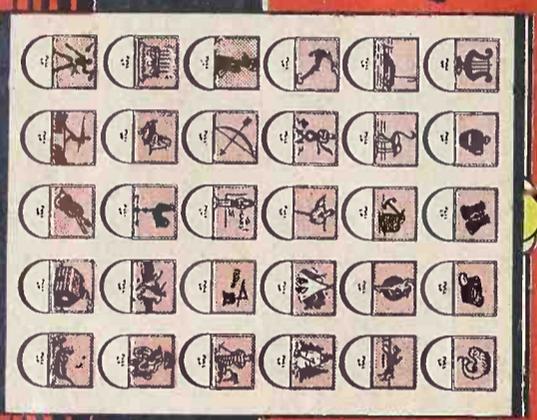
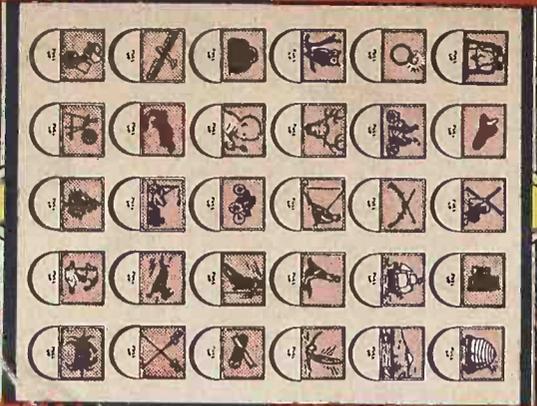
50 ARTICLES
 100% PROFIT

50 ARTICLES
 100% PROFIT

HONEST JOHN TRADE MARK PRESENTS



THE GREATEST ASSORTMENT OF EXTRAORDINARY ARTICLES THE MOST MARVELOUS VALUES EVER OFFERED... INCLUDING SILK NECKWEAR-SILK SCARVES AND SILK HOSE-SILVER PLATED AND PEARL INLAID CIGARETTE CASES AND CIGAR LIGHTERS-BRIAR AND ROSEWOOD PIPES-PEARL HANDLED POCKET KNIVES AND PERSONAL JEWELRY FOR THE GENTLEMEN. FOR THE LADIES-SILK LINGERIE-SILK HOSE-EXOTIC PERUMES-COSTUME JEWELRY. IMPORTED AND DOMESTIC NOVELTIES. UNIQUE! ASTOUNDING! THE PRICE-THE SMALL SUM OF TEN CENTS PER PURCHASE!



**AMAZING ARTICLE
 ...FOR A...
 TRIFLING SUM**

**ASTOUNDING MERCHANDISE
 Each and every PURCHASE**

10¢
 per PURCHASE

SOME OF THE ARTICLES IN EACH CASE
"HONEST JOHN"

- Silk Hosiery
- Silk Lingerie
- Brassieres
- Panties
- Step-Ins
- Ladies' Silk Garters
- Men's Silk Neckties
- Silk Handkerchiefs
- Silk Sox
- Silk Scarfs
- Silk Suspenders
- Pearl and Bone Handled Pocket Knives
- Leather Wallets
- Leather Memo Books
- Leather Key Cases
- Silver Belt Buckles
- Leather Belts
- Fountain Pens
- Fountain Pen Sets
- Propel and Repeal Pencils
- Gold Plated Cuff Buttons
- Gold and Silver Tie Clasps
- Fountain Pen Flash Lights
- Pocket Flash Lights
- Pocket Cigarette Lighters
- Table Cigarette Lighters
- Briar and Rosewood Smoking Pipes
- Cigar and Cigarette Holders
- Imported Cigarette Cases
- Imported Cigarette Boxes
- Manicure Rolls
- Toilet Articles
- Babies' Silk Shoes
- Gold Plated Signet Rings
- Gold Plated Rings with Semi-Precious Stones
- Gold and Silver Bracelets
- Pearl and Jade Ear Drops
- Ear Rings
- Gold Plated and Nickel Safety Razors
- Pocket Compasses
- Vanida Pearls
- Peter Pan Pearls
- Costume Jewelry
- Exotic Perfumes
- Cosmetics
- Beaded Bags
- Leather Hand Bags
- Silk Hand Bags
- Imported Vases
- Miniature Statuary
- Imported Novelties
- Domestic Novelties
- Toys—Games
- Dressed Dolls
- Baby Dolls
- Incense Burners
- China Ware
- Glass Ware
- Silver Plated Bon Bon Dishes
- Silver Plated Crumb Trays
- Silver Plated Sugar and Creamers
- Silver Plated Salt and Peppers
- Miniature Roulette Wheels
- Silver Plated Picture Frames

\$50.00 TO \$100.00 PER DAY FOR YOU!
YOUR PROFIT \$1.25 FOR EACH CASE OF "HONEST JOHN" PLACED.
 YOU CAN EASILY PLACE 30 TO 50 ORIGINAL CASES PER DAY. AS "HONEST JOHN" REPEATS OVER AND OVER CONTINUOUSLY, YOUR PROFITS PYRAMID...
THERE IS NO LIMIT!

**RECORD SALE
 12 MINUTES PER CASE**

Average complete sale in retail store less than 12 hours per case!

100%
SALES GUARANTEE
 WE GUARANTEE THE SALE TO YOU, AND THRU YOU TO THE RETAILER... **100%**
 We will make full refund at any time on any full or broken cases and pay return charges on same.



"HONEST JOHN"
 HAS 60-10¢ PURCHASES
 RETAILER RECEIVES \$6.00 PER CASE
 HE PAYS YOU \$4.50 PER CASE
 YOU PAY US \$3.25 PER CASE
DELIVERED PREPAID
 25% DEPOSIT REQUIRED ON ALL ORDERS... BALANCE C. O. D.