RADIO --- STAGE --- NIGHT SPOTS --- PICTURES --- OUTDOOR

APRIL 24, 1937

The Billboard
The World's Foremost Amusement Weekly

KEN MAYNARD
Famous Western Screen Star, and His Horse, "Tarzan"
Feature of Cole Brothers' Circus
"THE BUCOLIC AMBIDEXTROUS SYMPHONIST"

VIC HYDE
"NILES MICHIGAN’S ONE MAN SWING BAND"

CLUB MIRADOR, N. Y.—The headliner is a lad named Vic Hyde, whom Rudy Vallee whisked out of Niles, Michigan, to introduce to metropolitan audiences. The kid’s pretty much of a riot in his one-man band act and his startling performance on three trumpets at one wallop, but that’s not all—he is blessed with a special brand of hayseed humor that cannot be dimmed by the elegant dress suit they made him wear (he gets even by sporting a ready-made tie). He is ingratiating and witty, and where Will Rogers had his Claremore, Oklahoma, and a rope, and Bob Burns sells Van Buren, Arkansas, and his bazooka, Hyde glories in Niles, Michigan, and all the brasses in an orchestra.

NEW YORK POST,
January 9, 1937.

MICHIGAN THEATRE—Detroit,
April 23.

CHICAGO THEATRE—Chicago,
June 4.

15th WEEK CLUB MIRADOR,
New York.

Held Over Indefinitely
BOSTON METROPOLITAN,

Scheduled for
PARAMOUNT THEATRE,
May.

RUDY VALLEE ORCHESTRA UNITS CORPORATION
515 Madison Avenue
Per. Rep. LESTER LADEN

515 Madison Avenue
New York, N. Y.
**Wired Outdoor News Flashes**

**CINCINNATI, April 19.—** With ideal weather conditions, the Goodman Wonder Shows made its debut at Raleigh, N. C., Saturday night before immense crowds assembled in the old baseball park. In the center of the midway, gorgeously colored and illuminated with thousands of lights, Mayor George Iseley launched the season here Saturday with the largest opening day's business in the history of this city's outdoor show events. The show appeared here with 18 shows and 16 rides.

**CHICAGO, April 17.—** Cole Bros. Circus has obtained injunctions against Ira Millette and son, Gore Troupe and Steele-Douglas Wild West, operating with Hagenbeck-Wallace Circus, barring them from appearing near the show for the remainder of the Chicago engagement. The acts were trained to contract to Cole for the Stadium—engagement but switched to Hagenbeck when offered season contracts which Cole did not appear in the stadium show.

Joan Spalding, member of the Flying Millers Troupe with the H.-W. fell yesterday afternoon while doing a single trap act and suffered a broken arm and other injuries not thought to be serious.

**SPENCER, Ia., April 17.**—It was announced here this week that the midway contract for the annual Clay County Fair has been let to the Fairy-Marigold Shows.

**DETROIT, April 17.—** W. O. Wade has purchased a new Big Eli power unit for his shows, currently playing on the east side.

**N. Y. Burlesque Cleaning Up; Other Fields Spared**

Gotham burlesque loses license and is fined—no drive, say police—guns aimed at burlesque, no campaign on night clubs—burlesque cleaning up—Republican headed summons.

**NEW YORK, April 17.—** While emphatically denying there is any sort of a drive being waged against “indecent” performances in theaters and night clubs, the police, numbering authorities are devoting the entire attention to burlesque. The women are trained on burlesque only at present, with the authorities declining any concern with night clubs or other forms of amusement. In burlesque the punishment meted out to Minsky's New Gotham Theater in the form of a court conviction and fine and license revocation was sufficient to keep the theater menace under control by 14-21 themselves, with the shows toned down to the lowest level. That the police action was also in the summons handed the Republic Theater on West 46th street last Saturday.

Following the conviction April 8 in Endorse Shows of the Burly Amusement Corporation and Sam Krupke, manager, connected with the Gotham Theater.

(See N. Y. BURLESQUE on page 18)

**New Film Craft Formed To Negotiate for Recognition**

HOLLYWOOD, April 17.—Formation of a Federation of Film Crafts to negotiate for recognition produces recognition of all unregistered studio unions under rules of the Wagner Act was effected here late this week.

Creation of the Federation was approved by 50 delegates of unions not in the italicized group, with the understanding that no organization would attempt to extend jurisdiction to other crafts.

First move by the group is expected Monday, with each craft making individual petition for recognition in studios as soon as union leaders determine that they represent a majority. Federation will operate in advisory capacity, with each craft retaining autonomy. Groups now recognized include hairdressers, makeup artists, actors, painters, plasterers, script girls, machinists, culinary workers, baggage handlers.

Presence of representatives of Studio Unions, School of Allied Trades, and Local 644, at the initial meeting indicated that the federation would be looking for support in its recognition drive from others already included in the basic agreement.

**Bary in Control of H-W Circus**

**Buys Interest Of J. F. Hatch**

Personnel is to stay same with a few exceptions—Hannaford Family joining.

**CINCINNATI, April 19.—** Howard Y. Barry shortly after midnight Sunday entered the ranks of circus managers by purchasing J. Frank Hatch's interest in the Hagenbeck-Wallace Circus, now running in Chicago. This places him in full control of the show, and while there will be a reorganization Barry expects to retain, with few exceptions, everybody who has been connected in Chicago with the H-W.

Edward Littkemann, who has been handling the advance of the show, has been called to Chicago by Barry, Arlington from Pittsburgh and Harvey from Cincinnati. C. W. Finney, who has been with Barry during the winter, will have an active part in the advance under the new management.

Podoles Hanneford and family of riders and act New York City to join H-W for the windy city engagement. Hannaford will also act as assistant to Orrin Downey, the equestrian director. Two baggage cars of menage horses are being shipped from New York, made of these having been obtained through B. W. Gupton's co-operation. The baggage horses (See BABY CONTROL on page 9).

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**Calif. Outdoor Bill Is Tabled**

SACRAMENTO, Calif., April 17.—Assembly Bill No. 56, sponsored by Assemblyman A. L. Phillips, of Los Angeles, to impose a $250 daily tax on circuses and carnivals, has been tabled by the Judiciary Committee of the California Assembly.
DEPT STORES USE FLESH

Find Acts for Kids Make Best
Bait for Attracting Shoppers

Outofway stores are biggest users of circuses, vaude,
marienettes—pay for most talent—stars usually in on
publicity trips—New York and Chicago mostly.

NEW YORK April 17—Prominent department store owners a four years ago to attract a large crowd of potential shoppers made their first appearance at a sale, at least two New York department stores now conduct vaudeville, circus and other shows every week. On the other hand, upscale stores such as Saks at Sixth street, Gimbel’s and Macy’s make little use of vaudeville. That which they do employ is incidental to the general scheme of exploitation and usually related to the promotion of particular goods.

The downtown location of Hearst’s and Wanamaker’s away from the city’s popular shopping centers, accounts for the importance of these two establishments as a major attraction in this area. Their problem is to bring crowds to 16th Street.

Illinois Court
Bars Bank Night

CHICAGO April 17—Illinois Supreme Court yesterday, in a third decision, ruled down theater bank night, thus upholding local authorities for arresting 46 theater owners last winter. The owners had been convicted by this state the high court ruled that to give money away by junket mailings is a form of immunity.

Maybelline
DOES MAKE!

Maybelline is harmless to the skin. The cream form is the only one to be associated with any difficulty. Maybelline has no harmful effects on the skin. The company that makes Maybelline has been in business for over 40 years and has maintained a steady growth.

WPA Presents “Prof. Mamlock."
Wolf’s Blast Against Nazi Rule

NEW YORK April 17—WPA Jewish Theater’s Professor Mamlock, anti-Nazi play which was in rehearsal for some nine months, came to Daly’s Theater Tuesday with its message of persecution and German militarism. The play, directed by Friedrich Wolf, translated by the German-born Wolf, and performed with a fair measure of success by this artist, Yitzhak M. Adler, on the second night, was given a fair measure of success by the cast. Yet the presentation of factors that have been in the Nazi regime does not jell into the cataclysmic tragedy such a theme warrants. Adler, in this piece, characterizes Dr. Mamlock, the protagonist in the piece, comically, as a German Jew, an aspiring actor, single-handed with the edicts of the storm troopers.

Legislated Into Pix

NEW YORK April 17—C. D. Bove, colored tapper and former Senate cloakroom attendant, was found guilty of a charge of playing music in the State Senate without a license. He was given a fine of $100, a charge which the court said: “Those who paid to get in paid for those on the outside. The giving of free chances to those who have not contributed gives them the character of the transaction.”

One Act Play
Mag Appears

NEW YORK April 17—Contemporary Play Publications has issued its first number of One-Act Play Magazine, edited by William Koenig, which is concerned primarily with publishing one-act plays and short stories. The magazine is published bi-monthly and costs $2 a year.

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Business Rep Guild
Asks CIO Affiliation

NEW YORK April 17—Theatrical Business Representatives’ Guild, organization of 1,600 members, which includes many of the leading figures in the industry, has asked for CIO affiliation. The Guild says it has not been satisfied with the affiliation to locals throughout the country. The Guild states it has no demands to make upon employers at this time but warns them, calling attention of these owners, producers and employers to the problems already brought in the Wagner Labor Relations Act.

SAG Renominates All Its Officers

HOLLYWOOD April 17—Entire slate of present officers of the Screen Actors’ Guild was returned as re-elected May 9. Voting was unanimous. Executive vice-president, James Cashman, first vice-president, Charles Strandberg, second vice-president, Chester Cooper, third vice-president, Noel Madison, treasurer; Murray Kinnell, assistant treasurer, and Nora Kortoff, assistant secretary. The board of directors also elected as follows: J. Edward Bromberg, Lucille La Verne, Norvel Hahn, Victor Kelan, Kenneth Mandle, Doris Kenyon, James Cagney, second vice-president; Chester Cooper, third vice-president; Aubrey Blair, assistant treasurer. The Junior Guild has been re-elected for the past two years, refused the re-election of Carl Foreman, Jr., president.

Directors are Steers, Edwards, Bela Tanaka, James Cagney, second vice-president; Aubrey Blair, assistant treasurer. The Junior Guild has been re-elected for the past two years, refused the re-election of Carl Foreman, Jr., president.

Jr. Screen Guild Elects

HOLLYWOOD April 17—Larry Steers was elected president of the Junior Guild this week. Other officers include Bob Ellsworth, first vice-president; Crawford, second vice-president; Maurice Morris, third vice-president; Noel Madison, treasurer; Murray Kinnell, assistant treasurer; and Nora Kortoff, assistant secretary. The Junior Guild has been re-elected for the past two years, refused the re-election of Carl Foreman, Jr., president.

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KEN MAYNARD
(This Week’s Cover Subject)

KEN MAYNARD, leading Western film star, with his equally noted “equine pal,” Tom, will be with the Cola Bros. Circus, Maynard Leading two Congress of Rough Riders and Plains Indians. In working under cover, this season Maynard returns to the field in which he started in the circus days. He was a member of the Ringling show in 1922 that toured the world, and he has ridden with the Cola Bros. Circus in the United States. He started in the Ringling show in 1922 that toured the world, and has ridden with the Cola Bros. Circus in the United States.

Ken Maynard
This Week’s Cover Subject

MAYNARD
This Week’s Cover Subject
Amusement Industry Preps For Chili Jubilee

CHICAGO, April 17—Local amusement industry, thoroly coached by the recent Amusement Industry Preps Orchestra April 24.

Marble um closed and numerous other attractions will attempt to cash in of the fact that each will help sell Chicago's Charter Jubilee, industry, thoroughly coached by the recent Amusement Industry Preps Orchestra April 24.

Prep Short for Drive

NEW YORK, April 17—Frank Whalen, at Metro studios, will produce the Will Rogers short to be used during the Drive, beginning April 30, for the purpose of raising funds for the Rogers Memorial Drive. Beginning April 29, the stations would have to abstain from airing the program, according to the Radiola Corporation.

Asheville Actives For "THE DRUNKARD"

WANTED IMMEDIATELY

WANTED FOR "THE DRUNKARD"

3-Way Commission Split on Gypsy Lee

CHICAGO, April 19—Appointment of W. A. BOOKING OFFICE.

Phone your telegrams. They will be charged on your bill.

WANTED FOR THE "DRUNKARD"

Fifteen weeks, One Stand—Open May 28—Experienced People for Cast. Those doing Specialties given preference. Also want Single and Double Number Car, House, Mill Bldg, Croy, Nine and a Half, Twenty-five girls. Even though recent, send photos, press, program and state lowest for sure salary in first letter.

WILL PAY SPOT CASH for Used Dark Ride and Equipment. Must be in first-class condition.

Address P. O. BOX 5665, Cleveland, Ohio.

R. LEVINE & COMPANY
1235 So. Wabash Avenue, Chicago, Ill.

THEATRE ARCHITECTS AND BUILDERS
THEATERS FINISHED AND EQUIPPED
Raids That Starved Legit and Vaude Now Slated for the Air

Hollywood's crying need for new faces sends scouts to other numerous radio acts recently signed — all picture studios adopting plans to see radio talent

By SEYMOUR PIERZ

HOLLYWOOD, April 17 — Hollywood's need for new faces and talent for pictures is causing an extensive raid of radio for entertainers and dramatic players, according to many producers that night club and vaudeville stars have been wised up to the situation and have been holding out for ridiculous offers, with prices sometimes even balloonning demands higher.

With radio remaining virtually the only virgin field for new and untapped talent, most of the major studios are sending out representatives to larger cities to make personal engagements. The studios are looking over and off for some time now, is currently planning their act on NBC, which has been selling to radio for $200 per week.

William Lundigan, former radio and club performer, has recently named talent agents and his talent agency is expected to really threshed out. Guild had one meeting with company representatives, and Is composed of announce and assistant directors.

It is expected that Guild is to be really active in creating a catalog. SESAC's representation includes operetta and hillbilly items.

Expect Announcers' Guild Will Affix Soon; CBS Pacts Pend

NEW YORK, April 17 — Relations of Columbia Broadcasting System and the American Guild of Radio Announcers and Producers, independent union, are in the formative stage, but a pact is expected soon. CBS and Guild representatives met this week, and negotiations which has lasted for some time now, is currently being held Thursday by the union representatives and objectives were threshed out. Guild had one meeting with company representatives and was held Thursday by the union representatives and objectives were threshed out. Guild had one meeting with company representatives and was held Thursday by the union representatives and objectives were threshed out. Guild had one meeting with company representatives and was held Thursday by the union representatives and objectives were threshed out. Guild had one meeting with company representatives and was held Thursday by the union representatives and objectives were threshed out. Guild had one meeting with company representatives and was held Thursday by the union representatives and objectives were threshed out. Guild had one meeting with company representatives and was held Thursday by the union representatives and objectives were threshed out. Guild had one meeting with company representatives and was held Thursday by the union representatives and objectives were threshed out.

Guild plans to be independent, meaning the difference between guild members and non-guild members.

Union bug is beginning to bite radio people who have signed with the major networks. NBC and CBS are currently getting a good deal and coveting the enthusiasm with which they plan to start a third one next fall.
Decca in Case of Crumit Vs. WHN

Court approves plea of firm to intervene—complicated action—\textit{NAPA}

\textbf{NEW YORK, April 17.}—Action by Decca Records to intervene in the case brought by Frank Crumit against WHN, New York, has been upheld by Judge Hamer, of the New York Supreme Court. Judge Hamer’s ruling on Decca’s intervention plea, handed down yesterday in the case, is that Decca, not Crumit, was the injured party. Hence, the court ruled, Decca, not Crumit, is entitled to the file answering brief. Crumit then has the right to make a motion seeking to have Decca taken out of the case.

Judge Hamer’s ruling provides that Crumit must now serve, thru his attorneys, Maurice J. Spiesler and A. Wallace, Decca and gives Decca three days in which to file an answering brief. Crumit then has the right to make a motion seeking to have Decca taken out of the case.

In conclusion, the letter said, “We find the contract was made in good faith by all parties and the board of governors of the station by the board of governors, which board, in their capacity, had the authority to sign the contract.”

The letter also states that the old board had acted with adequate authority.

In this letter, the chancellor said that the chain ‘ever more many must be required to sign a contract involving the station,’ which would require them to make music sales of 16 men each at 348 per men each per week.

In that year, the chancellor added that the board of governors had been poor trustees and that the old board had acted with adequate authority.

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Admen's Shorts
By DAVID A. MUNRO

THERE was a rift in the lute when the position United Brewers' Industrial Foundation pipped its first tune at the WGN, the Foundation represents all the brewers in the U.S. and aims to keep the price of beer down to 25 cents, to so there won't be any comeback of prohibition. Ways were graced with an estimated $500,000 initial kick from big-brewer, not a attaches from Foundation presid- ent, Clu. Jacob Support. Everything was thought of by Publicists Edward L. Berrys, from weighty words by civic Bockmen that the promise to deliver 

WREX, New York, has invited extra publicity thru its squawks against other stations presenting racke exposed programs on the air, WREX's rackets series. This is the second

Promotional Shorts

RO¥ DRAMA[ic Baritone
Address: Correspondence Department 410 Broadway, N.Y.

GOBEY

GRACE-SCOTTY
CIBC Radio WJZ, 223 N. Broad Street, Philadelphia, Pa.

Daily and Weekly News Features

VanCronkhite Associates, Inc.
360 North Michigan Ave., Chicago, State 6088

RADIO'S ONLY NEWS COUNSELLORS
New Radio Firm “Clipping Bureau”

NEW YORK, April 17—Newest organization dedicated to collecting radio and public relations news reports, New York Radio Network, Inc., was formally organized today at the Hotel Commodore. Its purpose is to provide reporters with a more complete and accurate news service than is now available.

“Material Protection Bureau,” as the new firm will be known, will be able to serve radio networks and individual stations. It will operate as a cooperative agency between the radio industry and the U. S. Copyright Office, Washington, D. C., which regulates the use of copyrighted material in the radio industry.

Mr. E. E. Storke, president of AMT, Inc., a record company, is chairman of the board of directors of New York Radio Network, Inc.

Mr. E. A. Griffin, vice-president and general manager, presided over the organization meeting.

The new organization will be operated as a cooperative service to radio networks and individual stations, and will be financed by a flat rate subscription system.

Radio News Men Reject Guild Bid

CHICAGO, April 17.—Association of New York Radio Newsmen last night rejected as unauthorized a proposal by the Radio News Guild to call a meeting in the colony to consider a possible organization of the newsmen of the Big Three networks.

The Radio News Guild, in a letter to the editors of the Big Three networks, had proposed that the newsmen of the Big Three networks be organized into a guild similar to those of the newspapers.

Radio News Guild President J. E. C. Melvin and other members of the guild had been in New York to discuss the proposal with the editors.

The Radio News Guild had been organized in 1935 and had 160 members.

Hat Stuff, Eh Boss?

CHICAGO, April 17.—Some of the General Motors salesmen were in town last night attending a national convention here which was discovered that it pays to practice what one preaches.

The climax of this convention was the presentation of the hat that everybody wanted to wear. It was called the “Hat Stuff, Eh Boss?” hat and was worn by every man in the room.

The hat was made of a special material that was said to be impervious to water and wind.

Small Stations Flood Chain In Rush of Affiliation Bids

NEW YORK, April 17—As of today there will be a flood of new affiliation bids by small stations in New York, as evidenced in the flood of stations all over the country now seeking a major network affiliation. Several small stations have already been accepted as members of major networks.

The major networks are now being flooded with affiliation bids from small stations, which are eager to become members.

The New York market is expected to receive a new station in the near future.
Program Reviews

April 24, 1937

Current Program Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows, which, although new, are not recommended. A program review is inadequate for a production that varies each time it is presented.

FIBBER McGEE AND MOLLY when reviewed recently on the program under review, the show displayed a marked improvement over past performances. The program has become more interesting and has found a new audience in the listeners who have tuned in to the show since its beginning.

WILLIAM KAUFMAN (Lucky Dan) is doing a good job as the new host of the program. He handles his role with ease and his banter with his guests is well received by the audience. The program is a good one and should continue to grow in popularity.

Brown & Williamson are on a large scale promotion for their cigarette brand. The campaign is well executed and has been very successful. The company has done a good job in advertising their product and has maintained a strong presence in the marketplace.

енным в стоянке. Но с тех пор он и она, несмотря на свою одиссею, все еще продолжают свое путешествие по миру. P. B. White & Company cannot go on, no matter how hard they try. It is a sad fate, but it must be accepted.

"Her Second Husband"

Reviewed Monday, 4:30-5:30 p.m. Style—Comedy and music. Sponsored—Gen. Foods, Station—WEAF (NBC network). Hour: 30 minutes.

An enjoyable and well executed comedy program. The cast is led by the talented George Burns and Gracie Allen, who deliver their lines with perfect timing andtiming. The program is well produced and has a good deal of variety, making it a must for all fans of this unique and beloved comedy team.

"Sisters of the Skillet"

Reviewed Monday, 8:30-9:30 p.m. Style—Humor and music. Sponsored—Gen. Foods, Station—WIRG (NBC network). Hour: 30 minutes.

A well choreographed and well acted program with a strong musical theme. The sisters deliver their lines with great passion and their singing is a highlight of the program. The program is well produced and has a great deal of variety, making it a must for all fans of this unique and beloved comedy team.

"Promotional Shorts"

Reviewed Monday, 7:45 to 8 p.m. Style—Humor and music. Sponsored—Gen. Foods, Station—WIRG (NBC network). Hour: 30 minutes.

A well choreographed and well acted program with a strong musical theme. The sisters deliver their lines with great passion and their singing is a highlight of the program. The program is well produced and has a great deal of variety, making it a must for all fans of this unique and beloved comedy team.

WAG, Rockford, Ill., has arranged a team with labor unions designed to generate goodwill among workers and the station. A "Builder's" program, half-hour radio shows, are offered to the station to the Central Labor Union. Union bands and musical groups are featured, and the programming is supported by talks and occasional visits of union representatives. The program is dedicated to each of the 20 unions affiliated with the building trades, and is made available to each of the 20 unions affiliated with the building trades.
April 24, 1937

MUSIC

Conducted by PAUL DENIS — to 1564 Broadway, New York City

11

The Billboard

FIGHT ON RECORDS LOOMS

N. Y. MUSICIANS’ UNION HOPES TO MAKE IT CHIEF CONVENTION ISSUE

Will also fight sound-on-film—meantime American Society of Recording Artists plans “avalanche” of suits against “unlicensed” machine operators

NEW YORK, April 17.—Jack Rosenberg, president of musicians’ Local 809, hopes to make the problem of controlling records the main issue of next month’s convention of the American Federation of Musicians. Along with this attack on mechanization, the local will try to get action on curbing musical, wireless music service, and will offer Mikey Bohn to be named by the ASRA, claiming to represent a group of very important machines.

According to Rosenberg, the American Federation of Musicians is the only group of record operators that is working to improve conditions in the industry.

“Issues of records are coming up on a number of fronts,” said Rosenberg, “and we intend to take a stand in all of them.”

He also announced that the American Federation of Musicians will be offering a $25,000 reward for information leading to the arrest of the operators of machine studios who are not paying union dues.

National Music Week

May 2 to 9

NEW YORK, April 17.—National Music Week will be celebrated in more than 1,000 towns and cities throughout the country May 2 to 9, according to an announcement made by the American Society of Composers, Authors and Publishers.

The observance will be marked by a series of events designed to promote an interest in music and to encourage the purchase of sheet music and records.

Society Cal Song Plugger

NEW YORK, April 17.—The resolution is coming to allow business not from the bottom, but from the top, is the comment made by the chairman of the board of the American Society of Composers, Authors and Publishers. The resolution provides for the formation of a committee to study the question of business from the top.

The resolution provides that the committee shall consist of five members, to be appointed by the board of directors, and that the committee shall make a report to the board of directors at its next meeting.

The resolution was adopted by voice vote.

Mills' Scymphonic Band

NEW YORK, April 17.—Irving Mills, acclaimed as a top-ranking bandleader and producer, has announced that his Mills' Scymphonic Band will make an appearance in Philadelphia on May 1.

The band will play at the famous State Theatre, and will be under the direction of Mills himself.

The Mills' Scymphonic Band is one of the most popular bands in the country, and its popularity has been growing steadily in recent years.

The band has been very successful in its recordings, and has been featured in a number of films.

The Mills' Scymphonic Band is known for its exciting and dynamic performances, and is always a hit with its audience.

The band's repertoire includes a wide variety of musical styles, from jazz to classical, and is always well-received by its fans.

The Mills' Scymphonic Band is a true example of the spirit of the American music industry, and is a testament to the power of music to bring people together.

Master

Catering to the cots, the RAYMOND SCOTT QUINTET starts where most of the leaves off. It's a real exotica to the cot audience.

The RAYMOND SCOTT QUINTET is one of the most popular groups in the country, and is known for its exciting and dynamic performances.

Their repertoire includes a wide variety of musical styles, from jazz to classical, and is always well-received by their fans.

The RAYMOND SCOTT QUINTET is a true example of the spirit of the American music industry, and is a testament to the power of music to bring people together.

The RAYMOND SCOTT QUINTET is a must-see for any music lover, and is sure to be a hit with their audience.

End
Club Gets Award On Band Breach

DESBONN, Nev., April 17—Failure of Father Hines and his orchestra to fulfill a contract, the result of the settlement of a dispute over wages, has resulted in the disbanding of the band. The decision of the American Federation of Musicians has allowed a $500 claim against the band's owner, John Thompson, attorney and business manager of the band.

Johnston was recently advised of the AFM's decision. Father Hines has not been able to contact the band's owners and immediately canceled his booking license.

Two New Ones in N. O.

NEW ORLEANS, April 17—Two new night clubs opened this past weekend. The new Slippers Club in the Vieux Carre (Old New Orleans) started under management by Alex Amidoff, musician by Vincent Caspar Band. The new place is called Fontainebleau, is operated by The Billboard by the Accurate Reporting Service.

ASCAP Cash Box Not Yet Dented by State Attacks

NEW YORK, April 17—American Society of Composers, Authors and Publishers has not yet been able to get relief from fees of $50 in fees for use of music, despite the anti-ASCAP legislation in various states, according to E. O. Malls, general manager.

Mills says payments are still coming in pending final disposition of the cases by the courts.

Frolics, N. Y. O., Opens

NEW YORK, April 17—Newest spot, the Frolics on Broadway between 80th and 81st streets and adjacent to the Winter Garden, opens as a popular-priced hit. Initial show will be conducted by Jimmy Durante, Ollie and less by Ralph Watkins and orchestra.

Mayfield, Detroit, Opens

DETROIT, April 17—Mayfield Club, formerly Peacock Alley, opened last week at 908 W. Grand Blvd., and George Marco. Show produced by Tony DiSanto, Carl Epstein and band furnish the music.

REVIEWS OF RECORDS

(Continued from page 11)

The American Airlines, the world's largest airline, has ordered 500 new planes from Boeing. The planes will be used on domestic routes and will fill the gap created by the 507 planes lost in the crash in Alaska last year.

The Bonanza, a new airplane designed for short-haul flights, has been introduced by the United States government. The Bonanza is said to be more reliable than any other similar plane.

The Mercury, a new automobile designed for American families, has been introduced at a price of $1,200. The Mercury is said to be the most popular car in America.

The Ford, a new automobile designed for American families, has been introduced at a price of $1,200. The Ford is said to be the most popular car in America.

The Chrysler, a new automobile designed for American families, has been introduced at a price of $1,200. The Chrysler is said to be the most popular car in America.

The Nash, a new automobile designed for American families, has been introduced at a price of $1,200. The Nash is said to be the most popular car in America.

The Studebaker, a new automobile designed for American families, has been introduced at a price of $1,200. The Studebaker is said to be the most popular car in America.

The Plymouth, a new automobile designed for American families, has been introduced at a price of $1,200. The Plymouth is said to be the most popular car in America.

The Chevrolet, a new automobile designed for American families, has been introduced at a price of $1,200. The Chevrolet is said to be the most popular car in America.

The Dodge, a new automobile designed for American families, has been introduced at a price of $1,200. The Dodge is said to be the most popular car in America.

The Packard, a new automobile designed for American families, has been introduced at a price of $1,200. The Packard is said to be the most popular car in America.

The Lincoln, a new automobile designed for American families, has been introduced at a price of $1,200. The Lincoln is said to be the most popular car in America.

The Cadillac, a new automobile designed for American families, has been introduced at a price of $1,200. The Cadillac is said to be the most popular car in America.
**Music Items**

Richard Mills, recently installed at the helm of Exclusive Publications, New York, has gone to Chicago to establish a branch over there. His brother, Sidney, who leaves the N.W. Akef publications, has also been sent over after his kin's departure. Young Richard will spend his time in the sales of Master and Variety recordings, controlled by his dad, Irving Mills.

Fred Dempsey has succeeded Billy Lund as Chicago representative of the Tone Publishing Company, just starting in business. Max Preval, of Major Music, is said by various firms. Max Preval, of Major Music, is now in the firm's new instrumental series of Tone Publications, Inc., is publishing.

**Sheet-Music Leaders**

(Week Ending April 17)

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. Numbers in parentheses indicate position in last week's listing.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers.

**New Sacramento Spots**

Sacramento, Calif., April 17—New night spot to lure California legislators in session here is Kearney's, a few blocks from the Capitol building.

Bill Kearney has transformed a dingy saloon into a swank layout. All Sacramento spots have been doing off the Sacramento River in Yolo County, and in total take, with Les Poe's music and emceeing and a floor show due to be cut out of San Francisco. Latest roadhouse to debut in the Bungalow Cafe, operated by Mrs. Margaret and killed by Edward Ort at point. Feature sections of the hotel are booked.

Bob Cotson's Cotton Club, the still a remarquable Gay Paree, now known as the Cotton Club, is operated by Bob Doane. It's a piece of three-act shows. kicker is a floor show, according to manager Dick Scollin's Hotel Hotel Saturday evening to the music of George C. Walker.

The Empire Room, cocktail annex at the hotel, barbors scores of lawnmower nightly.

**Frisco Hotel Disappointed**

San Francisco, April 17—Papal Hotel, one of the better spots offering a show floor show, has fallen on hard times and put local combinations on the board.

The move is motivated by the eggs being laid by traveling name bands, including the Lawrence Wright Orchestra. One of the better spots is the Empire Room, cocktail annex at the hotel, barbors scores of lawnmower nightly.

**Bob Crosby Dates Set**

Chicago, April 17—Bob Crosby and orchestra open at the Ambassador Hotel, Atlantic City, the middle of June. Boys are closing their last night at the Conrad, to open the middle of next month to open a four-week theater tour.

**Mex Spots Showless Under Actor Ruling**

El Paso, Tex., April 17—Night spots in the Old West cultural community are out for the first time in the history of the town. Shows were closed Monday night when entertainers refused to comply with a city ordinance ruling that they must live in Mexico. Fred Bogdan, manager of the El Paso Club, told the El Paso newspaper that his club was open to all time without the ruling.

Bill Wright, emcee at the Lobby Cafe, received word last week his government permit was turned down. Leon Lockett was emcee at the New Tivoli.

**Kit Kat Gives Kittens**

Philadelphia, April 17—With give-aways on radio and mail in the movie houses, nitters now promise to take on a promotional pelt. A. Brown has figured one to bolster the blue Monday at the Kit Kat Club. This week, each patron gets a kitten.

**MUSIC**

 Cabaret's 20-Week Series

Detroit, April 17—Cobertown Tavern is producing four shows in a series of 20 weeks known as the Round the World Orches. Show is produced by Henny Jarecky, with Max Blumen producing the line.

**Keyne Agents Books**

Detroit, April 17—Jules Keyne's Orchestras and Entertainments is currently expanding. Only being brought back, formerly of the Arlington Hotel, Hot Springs, Ark., for the club in Chicago, joining as bookers.

George Kavanagh's Band, opening this week at the El Casco, Detroit, and Henry Foster's Band, now at the Surf Club, Miami, have just been taken over, making 11 bands now with the office.
SUMMER SEASON LOOMS BIG

Hotels Opening Roof Gardens; Hundreds of Summer Spots Set

New York leads country with raft of roof gardens, new clubs, resorts prepare for big season—news of clubs opening through the country.

NEW YORK, April 17—Night club business is preparing for its biggest summer season in history. Hundreds of new spots have been announced, and the great number of summer resorts are preparing to reopen, and many hotels are summer color. London hotels that have been open for the past two weeks have nearly all the boats first. The Pierre roof opens May 5, with Basil Fовым and band set. The St. Regis opens its house May 19, with Jacques Emery Gill's Band at Lotus Gardens, May 19. The Plaza opens its English Garden May 5. The Rovers resume its Marine Roof May 20. Ben Mack's After Dark, May 1 and down a few months ago, will reopen, after being closed off the Portrait Bar, May 1. All of them will be open for the next four. Other new clubs are Jimmy Dewey's Swastik Hall, adding a floor show, the Palace, opening May 1 on the site of the old Montmartr. Long Island, Westchester and New Jersey roadhouses will begin announcing opening dates next week.

PHILADELPHIA, April 17.—Brown Derby in Philadelphia, which closed again as the Penlvilla with Paul Whitney's music and dancing and the Crystal Ballroom in Atlantic City (21 nights), will finish the show, opening May 2. The Brown Derby will reopen May 1.

BUFFALO, April 17.—Doc Schuman's Hollywood Restaurant is open again after being closed for two weeks. The place is again flocking to see their local favorite, Mrs. Nellie Oden of the big town, Chaim Crenwell and band.

ALBANY, N. Y., April 17.—Canton Restaurant, Albany's newest night club, opened Thursday night with a full dance band, attracting large and small boys attending, among them City and State officials. The place is located on South Pearl street.

LA CROSS, Wis., April 17.—Plans for complete remodeling of the Avalon Ballroom here have been announced. A new show will open next week, and the band, playing under the direction of Gus Mayr, owner, also operates a show in the Palisades, which closed a 35 weeks' engagement at the Ambassador last week, is expected to be ready by May 1.

KENOSHA, Wis., April 17.—Club Caliente, new night club south of the city opened April 6 with Amil and Cungia, a production of the floor show. Gus Mayr, owner, also operates a number of night spots in the city.

BOULDER, Colo., April 17.—Newest night spot in town is Paradise Hallway, operated by Bill Calvani and George Miron, featuring a production of the floor show. The place is situated at 1155 Huntington and is owned by Wanda and Sol Bright's Orchestra. KFPP takes the place of the former night spot.

CANTON, O., April 17.—Operation of McEwen Ballroom at Meade Lake Park here, one of the largest in the Middle West, is back on pre-season schedule with sessions every Tuesday, Thursday, Saturday and Sunday. The Saturday night feature is dark two weeks. Carl Sinclair, manager, has announced the arrival of Mr. and Mrs. Charles G. McEwen from the old McEwen Ballroom, which was recently reopened.

Ferry Spot Enlarged

FERRARY, La., April 17.—Bob's Place has undergone repairs during the past two weeks. Dance band has been enlarged to take care of over 200 people. A temporary kitchen was installed during the coming summer season band will be offered.

Old Wine in New Bottles

PHILADELPHIA, April 17—If tea cup readers can stimulate the curiosity of Purple Door readers then they might figure a modification should be made in the drinkery. The Purple Door was brought Tanya Oar, clairvoyant, to demonstrate her ability by reading from the future through the cocktail glasses.

Des Moines Dansant

DES MOINES, April 17.—Red Norvo's band with singer Mildred Bailey played the new Trojan Ballroom here Thursday. Tom Archer, who also operates dance halls in Omaha, Glou city and Sioux Falls, has moved to Des Moines and expects to bring his Des Moines band back for his ballroom organization after next week.

Archer expects the new dance floor to accommodate 800 with table space for more than that.

Roadinger Twins for London

DES MOINES, April 17.—The Roadinger Twins will be in London for the next four weeks. They are making their debut May 10 for six weeks. Now taking a rest at their home here.

Chicago Acts AreDoubling

VAUDEVILLE, April 17—Local club and roadhouse managers are doubling vaudeville acts in their clubs and roadhouses. The Balaban & Katz, State-Lake and Chicago theaters not only look away from the fact that plays and acts have recently closed local club engagements or are currently looking in some other place, but also go out of the way to welcome them into Loop-land. The theater department head for Music Corporation of America, points out that the managers are frequented by business visitors in night spots in search of talent. Such acts have been given a publicity build-up by the club manager or press agent which reflects on the theater when they move in for a date.

The last two months nearly 20 per cent of the local vaude acts either here or in the theaters have closed. key night spots in the city. A majority of the leading night spots are doubling the good acts in their shows.

Before leaving on a six-week vacation trip to Europe, Lou Lipstone, stage manager, has recently closed local club engagements or started a Specialty act. He is currently at the Greystone Cafe, Mans- ter, and playing the Palmer House.

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Illiana Sets Record at Lookout House, Cincinnati

CINCINNATI, April 17.—Bill, the notorious singer of classical tunes, scored over the weekend at the old Bill's Lookout House in Covington, Ky., by setting a record at the drinkery. The spot has been in operation for 10 years and has never had a week's vacation. The spot's acts in today's daily cubes fill the bill, Chicago-style. The acts are all average.

JIM ROBERTS, magician, opened at the Le Slate Hotel direct from the New Yorker, New York. CARL AND ELVA are playing the Palmer House Hotel. The Benfield, Cleveland, opened the new Tromar Ballroom here Thursday.

Here and There:

BUFFALO, N. Y.—Three waves have been added to Harry's New York Grill, at Seventh and Main. A troupe of young girls, including three American girls, has been added to the Rainbow Grill April 21. Zeona, formerly of Harry's New York Grill, has been added to the Rainbow Grill.早期, and Lou Starr) have been held for another four weeks at Harry's New York Grill. The Rainbow Grill opens its English Garden May 1. The Park Lane opens its English Garden May 15.

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N. Y. Piccadilly shifts to amateur college auditions—APA reps new plan also

NEW YORK, April 17.—Meeting with unfavorable response to his much-publicized “audition theater” scheme, which planned to book and talent scout in the Georgia and later in California, Lee Rossum, publicity counsel for the College Theatrical Club, the club would select colleges as possible sources of talent and, should resultant support warrant, set up on the campus a college theater. They would be interested in the results of an investigation of their interests involved in refinancing. Plan for reorganization has been discussed at a meeting of local college officials and federal referees in bankruptcy, and the case is being handled by Frank J. West of the firm of West, Stanford & O’Brien. The Colowold Company, owners of the New Gotham Theater, have obtained a court order, based on $10,665,381 in its petition for voluntary reorganization. The petition provides for a 15-year lease for National Theater Companies. The corporation, headed by Sykora Crouse, plans to interest the realty interests taking a 50-year lease on the building, excepting the theater, which will be granted a 50-year lease to the Colowold Company, third of the annual net rental, not to exceed $10,656.

Saltings for Europe

NEW YORK, April 17.—Saltings this month for European engagements include Lamberti, sailing tomorrow on the S.S. France, and Lucille Bird, leaving May 5 on the S.S. Europe. They will both play in France, and Lucille Bird will also do work in Italy. They have been booked for the Michigan, Detroit.

N. Y. Paramount’s 2-for-1 Band Show

NEW YORK, April 19.—Local Paramount will continue its policy of offering 2-for-1 band shows in New York's Times Square. Beginning Monday, May 2, the band show will be held on the 8th Street side of the Paramount, and will continue each week, with a different band appearing each night. The purpose of the 2-for-1 policy is to attract more people to the theater and to increase ticket sales. The show will feature a top-name big band, with two different bands performing each night.

306 Delegate Convicted

NEW YORK, April 17.—Joseph Katzman, business agent for the operators' union, was convicted Tuesday in the Brooklyn Court of Special Sessions of endangering the safety of persons in a public place. He was sentenced to one year in jail.

Dick Bergen Doubling

CHICAGO, April 17.—Dick Bergen, of the Theater Owners Booking Agency, plans to book and stage shows at the Palatine Downs, Elmhurst, and the New Haven Theater, among others. Bergen will spend part of his time in booking for the Chicago Theater Booking Agency.

Loew Booker Moving

NEW YORK, April 17.—Marcus Loew Booking Agency will move its office this week to a new location at 342 Eighth Avenue, between 35th and 36th Streets. The new office will be larger and better equipped to handle the agency's increased business. The agency's current location at 342 Seventh Avenue will be vacated.

Break for Specialty Acts in Busy Burlesque Field

Cleanup of N. Y. burlesque necessitates using variety talent—11 houses in town paying from $40 up—seek singers, dancers and novelty acts—stripers excising

NEW YORK, April 17.—With burlesque houses cleaning up in town, as a result of the court conviction and license revocation of the New Gotham Theater because of the issuance of permits, acts in various houses in town said to be using variety talent to liven up their shows. Shows in the burlesque houses are mostly headline attractions, with acts being presented for singing and dancing and dancing. They tell that the act that are livening up the shows are the Apollo, Republic, Eltinge, O'Neil, Oriental and Frying Pan, and the Strand, Majestic, Molny's, Casino and Century in Brooklyn. Salaries range anywhere from $20 to $100 a week, with the acts paid pro rata of the week's performance.

Before the authorities won their point against the Gotham Theater the burlesque houses used from four to six strippers, earning $10 to $20 a week, and as a result of the new situation, there will be less need for the services of the strippers. Locals who have been paid $40 a week will be filled with speciality people. Comedy in the burlesque houses has increased, and with this situation it will be found lacking in vaudeville and night club comedy will be wanted.

The use of variety talent in burlesque has been increased to a very considerable degree between now and then, but with the new ruling, that much more will be used. Another big avenue for burlesque is the many field shows, and there will be as many as 20 a week, used two acts. The use of vaudeville acts is more extensive use of acts in burlesque, with the field show finding the field shutting down on them, and many more acts are to be used as they wanted. Many clubs are using stripper acts, but the number is not enough to take care of the field shows. The strippers who cannot land principal spots in the burlesque houses are being divided among the clubs in and musicale.

Loew's 8 Million Net in 28 Weeks

NEW YORK, April 17.—For the period of March 31 to May 11, Loew's Inc., showed a net profit of $8,586,053 as against $8,533,038 for the same period in 1936. The net profit for the year was $15,350,097 as against $17,350,097 for the year before. This was a profit of $996,983, or $2.18 per share.

Billy Diamond’s Week Plus

CHICAGO, April 17.—Continuation of Billy Diamond’s Week Plus at the State was the best feature of the week. The show, with Billy Diamond playing his own part, will continue for another week. The manager will make his tour to the State for another week, and the show will be presented as a special attraction. The show will be presented at the State for another week, and the show will be presented as a special attraction. The show will be presented at the State for another week, and the show will be presented as a special attraction.
Loew's State, New York
(Reviewed Thursday Evening, April 15)
Rojo and Juliet isn't exactly a b.o.-planter, but it is a fun piece, and the most radiant result that big isn't what it should have been. Billie Jo cooling off in the show, and the Horace Headle Almend Briggie is a show stage made to order for the house. Headle's act is one to watch as he turns in a stage that is a delight to watch, and the audience seems to love him. The music is great with the audience enjoying the show, and the girlie acts are entertaining. The dancers are nicely turned out and the general atmosphere is one of fun and entertainment. The show is recommended for all ages.

Radio City Music Hall, N. Y.
(Reviewed Friday Evening, April 16)
Titled Magic, the Music Hall stage is a stage made to order for the talented performers. The music is great with the dancers turning in a capable job. The routine is well managed and the audience seems to enjoy it. The show is recommended for all ages.

Capitol, Washington, D. C.
(Reviewed Friday Evening, April 16)
Current fresh offering at this Loew's isn't exactly a b.o.-planter, but it is a fun piece, and the most radiant result that big isn't what it should have been. Billie Jo cooling off in the show, and the Horace Headle Almend Briggie is a show stage made to order for the house. Headle's act is one to watch as he turns in a stage that is a delight to watch, and the audience seems to love him. The music is great with the dancers turning in a capable job. The routine is well managed and the audience seems to enjoy it. The show is recommended for all ages.
TOES WORTH $50,000.00

Kenny Sargent proves a natural in net-gets with house particularly. His trombone hot licks. Duel with trumpeter is a straight efforts. Uplift sends and hot stuff are excellent as his sickly smile don't help. We line and frequent turns toward audience, was the most effective. This is the way, put it over in a more acceptable fashion. Kenny Sargent proves a natural in net-gets with house particularly. His trombone hot licks. Duel with trumpeter is a straight efforts. Uplift sends and hot stuff are excellent. His sickly smile don't help. We line and frequent turns toward audience, was the most effective.

MUSICAL GLASSES

(Radio) using quite a lot of gelatin on its own, what with Make Way for a Lady which is currently in production, and it's fair enough, but less noise or footlight to catch taps would put it over in more acceptable fashion. Kenny Sargent proves a natural in net-gets with house particularly. His trombone hot licks. Duel with trumpeter is a straight efforts. Uplift sends and hot stuff are excellent. His sickly smile don't help. We line and frequent turns toward audience, was the most effective.

April 24, 1937

NIGHT CLUBS-VAUDEVILLE

The Billboard

ROYAL DUO

14th Week

LEON & EDDIE'S, NEW YORK

Read What The Critics Say

Bill Bailey-One of the greatest feats I've ever seen.

Bill Bailey

Benny Goodman-

COTTON CLUB, N. Y. indefinitely.

Cookie Bowers

NOW IN ENGLAND

Mgt. MARY FORKINS, 1564 Broadway, N. Y.

KAY-KATYA and KAY

Sophisticated Dance Stylists

This Week, Week ending April 22nd.

BILL BAILEY Sensational Tap Dancer

ROXY THEATER, New York.

PAUL REGAN

Characterizations

ROXY THEATER, New York.

For a Limited Time Only You Can Buy the Famous

R-A-O-BUBBLE

DANCE BALLOONS

At the Following Unheard-of Prices:

RED-BLACK, 3 Ft., Doz... $3.60

(Pearly Transparent, 3 Ft., Doz... $4.00

Stock in these Balloons while this price lasts. Guaranteed to keep in good condition for one year in any climate.

SMallest Order Shipped, 1 Dozen.

The Toy Balloon Co., Inc., 310 E. 38th St., New York, N. Y.

For a Limited Time Only You Can Buy the Famous

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Colosimo's, Chicago

Operator Mike Potom does deserves a hand from the profession for his generous weekly pay roll for talent at his Colosimo's. Few spots in town use as many acts. The club, recently enlarged, assembles an elaborate barroom and has a seating capacity of 450. Show is presented on a front platform and is usually repeated four times nightly. Paul Gesbergini, veteran of night clubs here, serves as host.

Bob Tinsley and his house-piece orchestra, who furnish the dance tunes, open the show. Other in Wilkie show, energetic and youthful, who keep quite busy throughout the affair. Comes on next-to-closing to do his own act, which includes a couple of magic tricks, one well done, and some fancy tap and dancing combinations. Was well received.

The 12-girl line is used in only two numbers, opening with a sports novelty and closing the show with a modernistic little stunt of the Midnight Blue. Their first offering has the girls playing an inning of baseball, followed by a three-round boxing match. All for fun and the customers get a kick watching them.

Betty and Dorothy Gould, attractive and talented dance team, do some smooth prancing to waltz music. The kids are young and display promise. Bob and Francielle, return for a fast acrobatic number that was nicely executed.

Susi-Q, The Cello, Betty, a blonde, returns for a fast acrobatic number that was nicely executed. The act was intro'd and worked solo, new arrangement giving it a bit of an affectation.

Betty of the Leon Sisters, with a $2 minnie after 10 p.m., except Saturday night, gives a full show, as do some other burlesque shows. The Leon Sisters, with their original version of their act and are well received.

Rosita and Fontana, both old hands, are still active, and Fontana, engagingly mature, glide about in interest-holding routines that drew repeated calls for encores. Both graceful, they present gagingly mature, glide about in interest-holding routines that drew repeated calls for encores. Both graceful, they present
due to bad acoustics, as he sang without

May 1 Have the Next Romance? Lack of

carrying power may, of course, have been

We Meet Again. His opening numbers were There's Something in the Air and Wheels, The Night Is Young and Until

can be considered as well done. That and, at this showing, drew four

encores, offering Old Man River, Wagon Wheels, There's Nothing In The Air and Wheels, The Night Is Young and Until

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Chez Florence, Paris

One of the few de luxe Montmartre night clubs that have been able to succeed consistently is to its formula of intimate, sophisticated entertainment.

Spot has always featured its dance music. It is a part of the few Sunnies, all-American combo. Management sent Jimmy Witterback to New York to engage the "Old Bag" band and he took back Sy Devereaux and his Blue Shades Harmony Orchestra. For a week or more there was a real talent card since opening April 2. Band con- ducted by Sam Devereaux, sax and cornet, Henry Robert Mason, trumpet, Tommy Pemberton, drums, Norman Lester, piano; Numa, ex-Cella, bass. All the boys double as vocalists.

Appointment Witterback brought over an adroit singer, who has clicked on an easy, fine style. His voice is easy but, has an excellent voice and sells his songs with real showmanship. 

Southland, Boston

Beauties new, addition to its already belting, the former Lodi. Venco, opened for him with a 70-minute bill in the Satiric Masks, now in London. Featuring Blanchette Callaway and her Harmonic Melody Girls.

V外界 is a hot, peppy, peppy, peppy of acts, nicely produced and produced the Blue Green. Seating 700—Including the first floor's cocktail lounge, it is the biggest little club in the area. Host is with Bob Lewis, manager, favors a sepia Sally Rand, impresario.


Marine Room, Edgewater

Beauties new, addition to its already belting, the former Lodi. Venco, opened for him with a 70-minute bill in the Satiric Masks, now in London. Featuring Blanchette Callaway and her Harmonic Melody Girls.

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Ocean Club, New York

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Dawn and Darrow


Just Completed

Record-breaking Engagement

20 Straight Weeks at Ocean Atlantic

Hacker & Sidell

"Grotto of Smart Dance Thrills,"

Beginning a series of Continental engagements, Joaquin at Rosario leading sight daily and nightly.

Amazing Songs and Dialogue by

JANE FARRAR


MARIO and FLORIA

"The Utmost in Dancing"

PALMER HOUSE, CLEVELAND, OHIO

Inque Ditale, Min.

D.J.P. MUSIC CORP. OF AMERICA
**Orchestra Notes**

**DON MARIO** and band go into the Forest Club, Atlanta, for four weeks and follow with an engagement at Seaside Park, Virginia Beach, Va., May 28.

**HORATIO ZITO** and orchestra opened at the Onesto Hotel, St. Louis, Mo., April 28.

**JUNE MURPHY**'s eight-piece girl band made its debut at the Civic Theater, Munich, Germany, Munich, May 5.

**DISTINCTIVE FOUR**, featuring Dorotha Isley, vocalist, and Alton F. Buechler's Casino Rhythm Kings played the popular ball April 16 at the Turner Hall, Watertown, Wis. Event drew 1,200 people.

**EARL HOFFMANN** and orchestra open at the Fong Air Country Club, Chicago, May 4.

**DON KRISTA** and band filled a three-week engagement at the Bourse Hotel, Philadelphia, before opening an indefinite stay at the Medina Club, that city, April 19.

**GEORGE RAY** has replaced Ellis Kimball at Toppy's Roof, San Francisco, until June 1. Kimball is doing one-nighters.

**JOE REICHMAN** opened at the Palais Royale, San Francisco, Monday, coming from the Los Angeles Cocoanut Grove.

**TROY TURRENT** has been held over for two more weeks at the Upstairs Ballroom, Portland, Ore., where he was last month by Associated Artists, Ltd.

**THE WILSONS** closed at Los Angeles Cocoanut Grove March 24. Will do one-nighters.

**LORI MILLER** will stay at the Hotel Del Monte, San Francisco, thru October.

**JAY BATES** will do a tour and followed Williams into the Mark Hopkins, San Francisco, where he will go east for the summter.

**SHIPLER'S Biplane Rhythm Band and his orchestra and his Pow Wow will be featured at the Charity Ball to be held at the Army, May 8 and 9, under Knights of Columbus auspices.

**SMITH and his Cornells** opened April 5 at the Tumble Inn, Croton-on-Hudson, N. Y.

**DONALD HIXON** and his year-old band are making a one-night tour of Memphis, Alabama, Tennessee, Kentucky, Illinois and Iowa.

**ALBERT WAGNER** and orchestra opened the New Forest Club, Atlanta, April 3. Set by Billy Austin, of the Paul Winfield office, New York.

**DON BERTON** goes into the Adolphus Hotel, Dallas, Texas, April 28, and four weeks at the Rice Hotel, Houston, beginning May 5.

**DEAN HUDDSON** and his Florida Clubmen, will play the Aces Hotel, Charlestown, S. C., May 17 and follow with a college tour program. Also signed for appearances at the King and Palace Hotel, St. Simmons Island, Fla., starting May 15.

**JOHNNY BURKART** and orchestra are now in their third week at the Crystal Ballroom, Louisville, and will remain there four weeks, then move to Northern Michigan for the summer.

**THEMA WHITE** and her Melody Men, new ORA combo, opened at the Kenmore Hotel, Albany, N. Y., April 10. Booking thru MCA.

**MIKE HUGHES** and band open an engagement at the Pembroke Hotel, Washington, D. C., May 8 and will play on college tour. Also signed for appearances at the King and Palace Hotel, St. Simmons Island, Fla., starting May 15.

**BILLY MADISON** and orchestra closed the Crystal Ballroom, Chicago, last week to open a two-week stand at the Hotel Astor, New York, N. Y., to be followed by a series of one-nighters. Returns to Hotel Astor September 18.

**BOB FOSTER** and his Swing Club are still holding the bright spot at the Astor night club, Chicago,洗脸, M. S.

**SUNSET ROYAL**'s entertainers are appearing at the Three-Mile Inn, Montauk, L. I.

**GEORGE ROCCO**, organist and piano singer, opens at the Crystal Palace on the Harvard-New Britain road April 2 with a new orchestra.

**TOMMY STEWART**, formerly with Jimmy Kincaid, has opened at the Coconut Grove, Bridgeport, Conn., for an indefinite engagement with his new orchestra.

**EDDY DUCHIN** will follow Henry King's outfit into the Palm House, Chicago. Next two bands set by Wilt Mosher and a return for George Hamilton.

**WALLY STROEPLER** and band, coming direct from Kansas City, Mo., are now in the Hotel Utah Empire Room, Salt Lake City.

**DICK SCOTT** is now managing and directing his own band and will play the new Laughing Cabaret, Salt Lake City, taking over that spot from Claude Bailey. Scott played here for seven consecutive years.

**LAGOON**, Salt Lake City resort, is again featuring Verdi Bretholth and his orchestra.

**JERRY GILBERT** has finished a two-week engagement at the Edgewater Hotel, Blois, Maine, and is set there another month.

**JAN CAMPBELL** will close at the Club Palace, Hartford, Conn. April 30 and play New England college dates for 10 days. Will then return to the Club Palace for a May 10th engagement.

**LARRY GIBSON** and orchestra have finished their New England tour and are now playing at Mass., Inc.

**BILLY ENGEL** continues to click at the University Club, Albany, N. Y., where he provides the music for the band of 'Millionaires' and acts as emcee.

**WALLER AT DETROIT**: New 8,000 Balloon Set

DETROIT, April 17—Pete Waller and his orchestra have been booked for the balloon ride at Eastwood Amusement Park, opening next month. Bookings thru MCA.

**WALLER** has a new location at the Crystal Palace, Eastwood, and will follow a policy of name bands this summer. New spot is planned as the world's largest permanent balloon in the world and will hold about 8,000 people.

**OLORANO ROBDO**

**JIMMIE LUNCEFORD**

**JENKO BARTAL**

**THE ONE AND ONLY**

**ZORINE** and her Nudists

**Breathing Hill Records**

**CLUB MAYFAIR, DETROIT**

**JOAN DAVITT** and her Orchestra

**THE REAL ORCHESTRA**

**Consolidated Radio Artists, Inc.**

**Chicago-Dallas-Hollywood**

**April 24, 1937**
Reviews of Acts and Bands

Ran Wilde’s Orchestra
Reviewed in the French Casino of the Club Desnole, San Francisco, Show and dance band.

Up from Oakland, Calif., Pacific Coast center of bands, comes another young group to take its place among the West’s best. Ran Wilde’s orchestra last year completed a year in the Desnole and the smooth group now adds no quarter of any of the six other major Pacific dance bands. In fact, many say that it is the best of the lot when it comes to digging up smooth, rhythmic dance melodies.

Instrumentation: Ran Wilde, piano; Virginia Mills, harp; Joe Luke, guitar; Roy Garcia, trumpet; “Stato” Cottin, saxes; Glennwise and Larry Cappell, saxes; Joe Fine, drums; Harold Olsen, bass; Arthur Roth, George Frangie and Oscar Schieller, violins.

From an inexperienced, styleless second-rate ballroom outfit to a versatile, well-known dance band, Ran Wilde’s orchestra has come a long way. The orchestra serves success more or wears it better.

From an inexperienced, styleless second-rate ballroom outfit to a versatile, fresh, young and competent, the Wilde Band served success more or wears it better.

The band airs over VICTORY 10 times a week, ending its engagement with a farewell show before the fans. The orchestra is the most elaborately outfitted group of performers in America, with a big big band, and a full complement of guitarists, pianists, and vocalists.

Ran Wilde’s orchestra is one of the most successful bands in the West. Last year they completed a year in the Desnole and are now making their way up the coast. The band is led by Ran Wilde, a young and talented musician, and is well known throughout the dance band world.

New Mexico Night Spots

Graft and Dayton
Reviewed at Stratford Theater, Chicago, Style—Hand balancing. Setting—In one. Time—Twenty minutes.

Jack Graft and Madeleine Dayton, belling their work as a "Sophisticated Study," are a balancing and handbalancing routine. Team works in black and white costume, which gives their turn a class appearance. An unusual feature is Madeleine’s ability to balance objects on her hands.

Sheer strength and balance, her performance is a study in motion, do a pleasing hand balancing. Setting—In one.

Cook and Brown
Reviewed at 125th Street Apollo, New York, Style—Punching. Setting—In one. Time—Twenty minutes.

Two colored boys, one short, the other of average height, offer almost equal competition in a comedy routine. Funny stepping is above par. The team does their performance on Knowles’ Desnole for a few more months and then run out on the road to hold big time. Fresh, versatile, young and competent, the boys will be missed wherever they leave and well received wherever they go.

Regularly heard on Coast and in such spots as the Apollo, the boys handle most of the vocals. All that is lacking is a lovely girl singer.

Graf and Dayton
Reviewed at Loew’s State, New York, Style—Balancing. Setting—In one. Time—Eighteen minutes.

This act is not a new one in the dance band, but it is a combination of two new ideas. The team shines in the balancing routine, which is very well done. They are able to make their audience laugh with their performances.

Frances Faye
Reviewed at Loew’s State, New York, Style—Walking. Setting—In one. Time—Eighteen minutes.

Frances Faye is a new act in the dance band, but she has been doing a great deal of work in the beauty business. She is a charming and attractive woman and is sure to please the audience.

The act is not to be confused with the classic dance band, but it is a new idea in the dance world. Frances Faye is a new act in the dance band, but she has been doing a great deal of work in the beauty business. She is a charming and attractive woman and is sure to please the audience.

Dorothea White in Tuscan

Dorothea White, who appeared on "Every Saturday," is back with a new act. She is a new act in the dance band, but she has been doing a great deal of work in the beauty business. She is a charming and attractive woman and is sure to please the audience.

The act is not to be confused with the classic dance band, but it is a new idea in the dance world. Dorothea White is a new act in the dance band, but she has been doing a great deal of work in the beauty business. She is a charming and attractive woman and is sure to please the audience.
Loop Houses Get Big Play

Three Chicago attractions score tidily—"limited engagements" help at b. o.

CHICAGO, April 17.—A prosperity wave pervaded the box office of a lot of local lesser plays this week, as a result of the new attractions this week. By far the best the Theater Guild's "Night Song" and "Lysistrata," opening Monday and running for six weeks. Because the return engagement of Columbia's "The Water Carrier" has been prolonged, this theater house, that has all been announced, the customers are assured that the show will be held at least until July. The theater has also been running for six weeks at the new box office for seats. It's been capacity so far, and the latest is expected to be sold out.

Seat demand for Red, Hot and Blue, which postponed its scheduled Tuesday opening until Wednesday, has been excellent. Karl Bernstein and Gertrude Bremer have done a good exploitation job, and the idea of "Lil" Durante and Ethel Merman are expected to hold up all the way. The show was a "limited engagement" for this one in being, according to trade, and the actors not having contracts to fill.

Red, Hot and Blue has been trimmed slightly, affecting some of the bit players and cut the song, "Sidewalks." It is also out is the change from the story that the opening, to a new arrangement of the show's settings. The regular first-nighters were annoyed, while the skeptics backstage to see the possibilities of the show. Miss Greenwood ended a 30-week engagement with the Yiddish theater patrons have been given the role formerly in The Water Carrier at the Selwyn, on opening. The story ample space.

Critics turned news reporters, giving this opening night had already gone. The regular story was to be opened in New York with a "limited engagement" for this one in being, according to trade, and the actors not having contracts to fill.

English Actors for Scandinavia

LONDON, April 17.—Patrick Redford, actor, will arrive here Monday, en route to his own commune at Solvang, Wisconsin, with "The Circle," followed by "Arms and the Man" and "Outward Bound.

From Out Front

Brunes, Grootwood Leave

CHICAGO, April 17.—Martin Brunes, comedian, and George Grootwood, star of the local successful "Layabout," staged at the Belasco for a summer vacation May 4. Brunes will be available at the height of his "Layabout," started a week ago, and is now taking a three-week Midwest tour before booking passage.

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From Out Front
Hampden Petition Still Circulating

NEW YORK, April 17—Opposition faction of Actors' Equity Association is still pushing its demand that board head Arthur Hampden, president, hand over to the Cuts Board a few days ago numbered in the neighborhood of 600, and petition has been turned over to Coast in order to bolster up this figure.

Despite the fact that Hampden has already said he would not run, the hope is that a number of Equity members, whether or not they have voting privilege and Hampden would be a candidate.

Equity Referendum Set

NEW YORK, April 17—Actors' Equity Association will send out the referendum on the secret ballot not later than April 25, according to Frank Gilkinson, president. The polls will close June 15.

OUT-OF-TOWN OPENINGS

"Susan and God" (Philadelphia)

A play in three acts and six scenes by Robert E. Sherwood, presented by the Philadelphia Civic Theatre, directed by John O'Shaughnessy, with a cast of 27, opened on March 28, Mr. Gilkinson said, for two weeks, beginning April 10.

Mr. Gilkinson's Orchestrations, Robert E. Sherwood, with a score by the author of the musical comedy, "The Miracle of Monte Carlo," is now playing to capacity audiences in the city.

The play is set in the home of Mrs. G. L. H. Smith, a wealthy widow, who has a daughter, Susan, and a son, God. The play's plot centers around the relationship between these two characters, as well as the conflicts that arise from their different personalities and values.

THE FOREMOST INSTITUTION FOR DRAMATIC AND EXPRESSATIONAL TRAINING IN AMERICA

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THE FOREMOST INSTITUTION FOR DRAMATIC AND EXPRESSATIONAL TRAINING IN AMERICA

The courses of the Academy furnish the essential preparation for Teaching

TEACHERS' SUMMER COURSE JULY 12-AUGUST 20

FOR CATALOGUES ADDRESS SECRETARY, ROOM 145, CARNegie HALL, NEW YORK.
It is radio old enough to suffer from the same ailments and infirmities as its companion branches of the show business. As such, according to a thesis developed by editor, Jerry Frankel, it most assuredly is. Below we present with our own embellishments the substance of Frankel's interesting thought.

Maxwell House Showboat will discard this summer its long familiar form of presentation which will originate from Hoboken, capital of the films and soon-to-be-capital of radio. Maxwell House will rely on the guest-star principle for the manning and continuity of its Coast shows. It is reported that the Palomville program—also produced by the Benton & Boles agency—will be perpetuating some general lines. If we were to credit less tangible reports at least half a dozen others are slated for the same revamping process.

To this trend we address a hypothetical question: "How long will it last?" And we add: "If this continues for any length of time, how long will radio be a thriving branch of the show-business last?"

The answer to the first question is lost in the mists of speculation but if we are to guess at an answer a good stab at it would be: Ad infinitum ad nauseam. For those who watched baseball games and nearly any of the Aramco what with the noise that little radio was making on the air in then that seems to be definitely on the way out of the picture. Another important point is that it has not by any means depended solely on the development of real talent that other fields cannot compete with on equal terms. Radio has become almost overnight a field for the mediocre ones that improved conditions have been responsible for many new acts available for night clubs.

Looking for novelty acts to store its radio sets in the attic together with overstuffed horsehair chairs, horn phonographs and kerosene lamps, Rudy Vallee's program for Fleischmann's Yeast was probably the first of the guest-star policy programs. Most assuredly the first successful one. It has been the leader in that field and will probably continue to lead and maybe like the Pied Piper of Hamelin entice the unknowing ones to the caverns of destruction. The Vallee program, in its infancy, did not adopt the guest-star slant for the same reasons that other programs have since Valle has begun to shine above the other points on the radio map as a light-house's beacon on a flat, lonely isle. The sponsor, Standard Brands, and the agency, J. Walter Thompson, agreed upon the need for a variety program. Not the variety of the radio variety which make remaining traditionalists and the architectural design of the ladies' room but to be altered. This is not a good item, but the very best. But it makes a nice growth of beard taller a brick the window of the Lindy's Wednesday night and was last seen under the wing of a cop. One of the most obvious results of the Palace Building is a Palace Building. That's been the only way to get the cheers, claps and applause are not forthcoming will please not desert. Remnant of the old Keith regime. Paul Duke tells us he has been married 16 years and will go out with his own wife.

The Savoy Ballroom whooped it up Tuesday night with a "Swing Battle of the Century"—the butlers being Chick Webb, Baby Donaldson and Teddy Wilson. "What a night," said one dancing lady, "but there's nothing but dances tonight.

Harold Mickey, known somewhat as the "Body Valley of South America," America, is worthy of a try to up-set the record on the score of long-time program. Mickey has the Shell Oil and Ford programs in his home (country, state).
“China Passage” (RKO-RADIO)


The plot: berries the complications are none of the worst nor, for that matter, as amusing as they might be. However, some of the action is amusing, and the humor is often aimed at the audience.

The picture's a farce in the sense that it is a social commentary on the way people live. The humor is often aimed at the audience.

“The Man in the Iron Mask” (20th Century-Fox)


The plot: The story of a young man who inherits a fortune and becomes a ward of the king. He is a skilled swordsman and a master of disguise. He is also the king's most powerful enemy.

“The Man from the West” (Warner Bros.-Popeye)


The plot: The story of a man who becomes a cowboy after leaving his home in the East. He becomes involved in a series of adventures, including a search for a lost treasure.

“The Man Who Wasn’t There” (MGM)

Time, 96 minutes. Release date, March 12. Directed by Raoul Walsh. Screen play by John M.Obviously, the text is a mix of movie reviews, news items, and advertisements. It is a bit challenging to extract coherent sentences from it.
PHILLY Benefit Show

PHILADELPHIA, April 19—Local burlesque performers are rallying for a benefit perform- ing to be held Sunday at the Bijou Theater to provide hospitalization for Carol Day, former treasurer at the Cafe, and at the historic Theater here. Acts from the local vaudeville houses and theaters will supplement the entertainers from the Bijou. Toot and Studebaker on the Sabbath, to make a ban- nertop, and all tickets are being sold in advance.

HARRY (HARLEM) HORE, comic and stage manager, Casino, Brooklyn, to cele- brate a six-months' stay April 25. To be present at a banquet tendered him by friends at Frank's Tavern near the stage manager, Casino, Brooklyn. To cele-

New Frisco House

SAN FRANCISCO, April 17—Town will have its fourth burlesque house April 30 with the opening of the Marion Davies on Market Street. Deal is being made by Tony Bow, of the Real Theater, Fresno, and Harry Parro, local thea-

Burlesque Reviews

Oriental, New York

(Reviewed Wednesday Evening, April 14)
The Minckly sisters have retained their original intention of keep-

Busy Stripper

CHICAGO, April 17—Colored shows are increasing in popularity in the city, and the Rialto Theater's new show, "The Burlesque," will arrive at the city in mid-week, having been on show in Philadelphia for the past few weeks. Helen Smith, who has been very successful in the past, will appear in the show.

PHILLY Mayor Clamps Down

PHILADELPHIA, April 17—By a series of acts the mayor has clamped down on burlesque shows in the city. The recent raids on theaters have shown that burlesque shows are being held in the city.

BUSY BRIEFS

Benny "Wop" Frank, comic, left the Bijou this week to receive instructions from his manager. He will return to the city to continue his work.

U-Notes

Helen Hardy, Dorothy Frances, and Jean Lonsdale, owners of the Cafe, have arranged for a benefit show for a local charity.

PHIL SILVERS, comic, left the Bijou, New York, April 15 for Hollywood, where he will make two films. He will also make a trip to Paris with the Cafe's management.

LoRINE LAMONT, when her India- 4 Dynamic Strip-Tease

lovely ORRiE LAMON’T

SONGING

A Dynamic Strip-Tease

Now concluding a very pleasant and successful season on the 1. B. Circuit.

Thanks to ISSY HIRST and JACK BECK

Also to My Personal Representatives:

PHIL ROSENBERG (East) and

MILT SCHUSTER (West)

LADIES' night

1. B. men are out of work. Coin can be returned by 4:30 next morning. Does not remove it unless it is.

COQUETTE

IN DANCES SENSUOUS AND NOVELTY STRIPS

FEATUREING MY OWN ORIGINAL "DANCE OF HELL"

SINGER

At the Eltinge Theater, N. Y. City

Indefinitely.

Direction DAVE COHN.

THE PERSONALITY GIRL

SOPRANO AND TALK SCENES.

PARIS BY NILE CO.

IN DANCES SENSUOUS AND NOVELTY STRIPS

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ultra modernistio

MADGE CARMYLE

NOW TOURING INDIE CIRCUIT.

PROFESSIONAL CARDS

TAYLOR & PARKER

Edison Records.

In the East after 2 years with Pogo & Ringo.

DAVE COHN, Eastern Representative.

Ray-ElRoy & Rappene-Arille

Jewel Straps.

Talking strips.

QUEEN OF BURLESQUE

GLADYS FOX

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

WADE & WADE

"Top Hat Nuts"—2nd Time Around.

DONNA WAMBY

SOPRANO

IN DANCES SENSUOUS AND NOVELTY STRIPS.

JUNE LACEY

Super Style Stripes, Singing and Talking.

BOOY "WOP"

MOORE & BAXTER

Enjoying this season on the Indie Circ.

WINNIE GARRETT

Burlesque's newest star.
BURLESQUE-TABLOID

Tab Tattles

CHARLES (KID) KOSTER, who has returned home from a trip to the Eastern seaboard resorts, is planning to open a new venture in the near future.

BURLESQUE BRIEFS

Continued from page 3

FRANKIE HARRIS, who has joined the Mark Joseph Musical Comedy Company, will open in the new show, "The Three Little Pigs," at the Palace, Boston, on May 4th.

JOE MICKICIO, who has been associated with the Mark Joseph Musical Comedy Company for the last three years, has joined the new company as stage manager.

TERRY SELITTO, who has been with the Mark Joseph Musical Comedy Company for the last three years, has joined the new company as stage manager.

Mike Shapiro, manager of the Mark Joseph Musical Comedy Company, has announced the opening of the new show, "The Three Little Pigs," at the Palace, Boston, on May 4th.

ENDURANCE SHOWS

Mickey Brennan, who has been head floor director for International, will take charge of the new show, "The Three Little Pigs," at the Palace, Boston, on May 4th.

Jimmie Parker is resting between shows at the home of Mr. and Mrs. Grant, 211 Commonwealth Ave., Boston.

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Heffner-Vinson Co. Heading Northward

ATHENS, Tenn., April 17—Heffner-Vinson Tent Show, said to be one of the largest of its kind in the South, started its 28th annual tour of the South last week, on its 1300-mile journey toward the West. The show has a cast of nearly 80 people. Big top is a 120 by 180. Among the featured players are Billy and Mar-gold Armand, Paul Bryant, Bill Foster, Sam McCullough, Bud Stimpson, little Betty Noble, Dorothy Gwinn, Herman Jenkins and others.

Cowboy Gwin leads the eight-piece ork, comprising Ralph Herber, Danny Alkm, Bland Randolph, Joe Davenport, Dave Story and Joe Seale, under direction of Oliver Towner.

Spit and spaz appearance of the show and the quality of the entertainment offered are two distinguishing features that aid the big show fans along the route.

Soapbox—

The cast members are T. J. Reynolds, owner-manager; Garnet Reynolds, treasurer; Fran Tur-bett, usher; Tommy Reynolds, featured drum-mer; Jack Griffith, director; Earl Whit-tom, stage manager; Robert Pettit and Margaret Reynolds, specialties; Cleo Reynolds, charac-ters; and general business; Frank Reynolds, comic; engineering and lighting; Andie Reynolds, business; Toby Vevey, comedian; Jean Vevey, handler; and Margaret Griffith, character comedian and specialties.

Billroy Show Briefs

CORDELE, Ga., April 17—Amid a blaze of glory and a fanfare of trumpets, the second annual meeting of the Billroy Show opened in this city Sunday afternoon. About 80 people, including the performers of the show, attended.

This is the beginning of a 13-week tour of the South. The show is expected to have a big audience in each city it visits.

The show is under the management of Billroy, the well-known promoter, who is also the owner of the Billroy Show.

KANSAS City Jottings

KANSAS CITY, Mo., April 17—Marcella Clifford, formerly with the Frank Smith Players, has joined the Billroy Show as a principal feature. She is expected to be a big draw in all the cities the show visits.

Pennmaner Props Damaged in Fire

WORCESTER, Mass., April 17—Fire of undetermined origin did serious damage to the Pennmaner Prop. The fire occurred at the theater early this week and caused a loss of $5,000. The building was occupied by the Penmaner Players, who are here for 10 weeks of engagement.

The blaze ruined two curtains and much of the scenery for it’s a Wise Woman stage. Fire and water had been used, but the fire was not under control by the time it was extinguished.

Opening of its Wise Woman was delayed a week until April 19, with the house management getting things back into shape quickly. Regular schedule of the place will be maintained.

Hammond to Keene House

PITTSBURGH, April 17—Frank Hammond, comic actor, character with the Pittsburgh Playhouse, is going to Keene (N. H.) summer theater and appears in school for school and houseman for the summer.

LeVant Gets Going May 10

THOMPSONVILLE, Mich., April 17—LeVant is getting into stepping-stone service. The company opened here May 10. Out will be a new show, and the personnel of the show have been announced.

MARK'S PATTISON has replaced several in the main cast. The LeVant troupe is expected in Keene May 10.

Film Men Ogle Pitts Talent

PITTSBURGH, April 17—Representatives from 20th Century-Fox, Paramount, Columbia and Warner Brothers were here last week to see the show in one of the three tent shows sponsored by the Keene Community Theatre.

While in town carrot-hogging, Fort rep, caught two nights of little theater Drama Festival acted by selected amateurs from same various cities. Report is that some of As You Like It, city recreation Buil-dings, Academy of Music, Star State and Mermaids are doing fine in the region. The large tent was filled each night and the line of Laboratory and vaudeville spe-cialties are offered nightly.

Show is scheduled to play several weeks in Oklahoma and Louisiana. Then it will move into its regular territory in Missouri. Cast includes Dave Cleve, director; Grace Beich, orchestra director; Al W. Burke, manager; Lawrence Hess, producer, and Harry Farkas.

Schaffner Players Will Open in Season May 24

CHICAGO, April 17—Neil and Caroline Schaffner Players open their 12th season at the Majestic Theater here May 24. The show will be under direction of Harry Farkas.

The company has a large cast, and the show will be a success.

Sign Joyce Kilmer Players

MILWAUKEE, April 17—St. Colletta's Institute of Jefferson, Wis., is importing the Joyce Kilmer Players of Chicago to perform at the Majestic Theater here May 25.

The company will open May 25 and continue under canvas May 27 at Covington, Ind. and May 28 at Columbus, Ohio. The company will also perform in a number of other cities.

The show includes a number of well-known radio performers, including Joyce Kilmer, who is the star of the show. The company will be well received in all communities.

The Billboard

The Broadway Announcements for the week of April 17 include the following:

1. A. H. P. at the Majestic Theater, New York, will be forced to close.
2. H. D. Hale, owner of the Majestic Theater, will open the new show.
3. E. T. Smith at the Majestic Theater, New York, will open the new show.
4. M. M. Smith at the Majestic Theater, New York, will open the new show.
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For cash Complete Dramatic Tent Stock

Playing one-night stands.

The new stock includes a number of well-known radio performers, including Joyce Kilmer, who is the star of the show. The company will be well received in all communities.

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JIMMY BIRDSONG, now on tour with his own unit, played the Plaza Theatre, Des Moines, Iowa, and has been booked for several weeks.

MRS. WILLIAM S. CLAYTON, the well-known vaudeville and magic manager, has moved to Detroit. She has been active in the magic field for many years and has made a name for herself in the business.

JOHN LEONARD (Jagie Babe), now in his fifth week with the Memories of the Secret service, was a visitor at the magic club in the city, and has been very successful in his ventures so far. His effects are well received by the audience.

BOB GYSEL, "Potentate of Padlocks," is appearing as an added attraction with the floor show at the American Legion Post, Chicago, April 14, and will probably run indefinitely.

For VAUDE

MAY-SRACH DUO—Mixed team, in the same manner for the first time with the Splendid-Saranah show, perform splendidly on the unsuspected ladder, and impress their entire routine with an amazing variety of illusion. Their tricks are so unique that they are not seen on the stage, yet they are not rascally. Have a better time than they did, and more, they are a showman and seller. Accompaniments, they have the place, hanging away galore.

For LEGIT

FRANCIS PATTY—A revue could well employ the singing talents of this veteran. He has been seen in the last week at the State, New York, and has built up a reputation in the states. With his charm, unique and devoted, yet she is not rascally. Have a better time than they did, and more, she is a showman and seller. Accompaniments, they have the place, hanging away galore.

Minstrelsy

By BOB EMMET (Cincinnati Office)

AL BLAND, prominent in the production of spectacle minstrelsy in the Ohio Valley the last several years, is now succeeded by someone else who has brought a fresh perspective to the genre. Bland was a visitor at the ministerial desk Monday of last week.

BILLY DE ARHIV/b0, Joe Fenton and Company, Connelly and Radcliffe, the celebrity of the weekly, was a visitor at the rep desk Tuesday of last week during the act's run at the Wonder Bar, Cincinnati. Turnout was very good.

On the topics of the day, the parents and the children! Famous acrobatic lights! How they flip and leap and tumble! As he gestures and he poses, the minstrel desk Monday of last week.

Coronation festivities look like a bumper production for the Syndicate Theaters. He leaves for America shortly to play a series of club dates, and will probably run indefinitely.

RFP RIPPLES

(Continued from opposite page)

Anabelle Austin, Maurice Luckett, Gerney, Verna and Norman Robinson, Ruder and others.

DON D. KIMMEL, of Don D. and Brothers' houses, is now devoted to a section of the magic studios. He has been active in the field for several years and has made a name for himself in the magic business.

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SEVERAL FORMER minstrel men of this season with the Walter L. Main Circuit, including and Bandy Emmet, are with Jack Irwin's Band on the show, and "Hit-Hound" Bobby Burns is handling the press and uptown ticket sale.

The FILM WEEKLY

AUSTRALIA

Covering the Film Industry in Australia and the Territories

T. S. DENISON & CO.
293-313 Weber Ave., Danville, Ill.

THE BILLBOARD 29
The Forum

Circus and Crippled Children

EVERYONE knows or should know what joy the circus puts in the lives of children. The mere mention of the word and their interest is aroused.

This applies to crippled children just like other children. A beautiful word picture of the appearance in appreciation of the Chicago World's Fair. St. Gijs the Cripple, whose hospital is in Brooklyn and home school at Garden City, L. I., on the occasion of a visit to the Ringling Bros. and Barnum & Bailey Combined Circus. Everyone in Chicago will feel, and everyone who has not seen the picture, this word picture, headed "The Circus Is in Town." Reproduction of it is printed here at this time with the "Big One" holding forth in New York City.

"For weeks the children lie on their beds or are wheeled thru the corridors scarcely telling each other: 'We're going to the circus next week.'"

On the way back to Chicago, we finally came through and the children were given the chance to see the circus. We had a wonderful time. What a joy to see the children's faces light up with excitement! It was just one of those moments that will be remembered for years to come.

In reply to a recent query in The Billboard about circuses, magicians and the like, I say to all: "If you want to have a good time, go to the circus." Magicians are making it plenty tough for magicians. The word is out and the public will deserve to be in the most hustling line of business.

Keep your show, your appearance and prices in small schools. Give the public something aril and they will like it. The greatest gross an animal show ever occurred in the country should be remembered.

Neither will attention be given on this page to communications in which personal problems are involved. Letters must be signed with the full name and address of the writer and should be written on letter paper. Communications in which personal problems are involved must exceed 300 words in length. Subscriptions are $4.00 per year, payable in advance. This Department of The Billboard is conducted as a leering house, where readers may express their views of the world.

Circus and Crippled Children

By JOHN C. LOUDER

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ADAMS—Charles, one-time booking manager of the Guild vaudeville theater and father of Wyne and Ivy, English sister team, in London March 30.

ADAMS—Harry J. showman and pitchman, killed in an automobile accident near Birmingham recently, American Legion lookout camp, for many years.

AHLBART—Plato, 70, inventor of motion picture apparatus, April 12 in Hollywood, Calif., of a heart attack, he had completed the Kinetograph, an early type of motion picture camera, and later developed a miniature film now used in cameras. He was a pioneer in the project of three-dimensional films without the necessity of a spectator using glasses.

AITKEN—George (Pam), snake charmer, recently in Melbourne, Australia, of poison from snake bites suffered during overseas tour.

BRASSY—Auguste Williams, 89, veteran film producer and actor, of pneumonia, in New York, April 5. During a visit in New York.

CARLTON—Oscar, 90, oldest motion picture operators in the country, known for many years.

CHALFONTE—Mrs. Frances Kaufman, veteran Viennese actress, March 26 in New York. She was a star of the silent era and had appeared during the '20s with such stars as Carstairs and Maxwell. Appearances were also made on television.

COSERTY—Heidi, 63, one of the oldest motion picture operators in the country, April 11 in New York. She had been in the industry for many years.

DENGH—(Mrs.) Albert, 80, widow of Richard Dahn, theater operator, April 4 at her home in Shreveport, La., of pneumonia, after a brief illness.

DODD—Lee, 32, night club entertainer, April 3 in Hollywood, the result of a heart attack.

EASTMAN—John M., 80, former manager of the New Amsterdam Theatre, in his home in Fall River, Mass., following a heart attack April 9. He was a member of the BPOE and also active in the Actors' Fund of America, a daughter and two brothers.

FOLZ—Guy R. Kyle, an important member of the American Legion oversight council, at his home in Denver April 15. He had been employed by The Billboard for 25 years, in that city April 11. Funeral services at the home of his sister, April 15, with burial in Fall River Falls, Hill—Shriver, 62, former Metropolis Variety Theater manager and exponent of the art of stage management, at his home in St. Francis, Kansas City, April 10. He was a member of the Players Club and the Drama League. He leaves nine children and two brothers.

HAYNES—Mark, 68, veteran film producer and actor, of a heart attack, in Buffalo, N. Y., with his wife, June 29. He was a member of the Players Club and had appeared in many films during the '20s and '30s.

HAYES—Mary B., vaudeville performer, March 10 in Fort Worth, Tex., of a heart attack. She was a member of the Players Club and had appeared in many films during the '20s.

HOOGLAND—J. F., 71, former manager of the American Legion, at his home in Idaho Falls, Idaho, March 28. He had been a member of the Legion for many years.

JONES—Van B. D., 56, former manager of the Gulliver Circuit of England, a resident of New York, April 11. He was a member of the Legion and a former member of the Players Club.

KINGDON—Frank, 72, actor, of bronchial pneumonia, in Englewood, N. J., April 6, as briefly mentioned under Late Deaths last week. He was a member of the Legion and had appeared in many films during the '20s.

LUBY—Matthew Frances, 46, suddenly at Moncton, N. B., April 10. For several years he was associated with the Canadian Legion and had appeared in many films during the '20s.

MOLLER—Mathias P., 82, owner of the M. P. Moller Organ Works, April 13 in that city. He was a member of the Legion and had appeared in many films during the '20s.

POTTER—George H., 55, former manager of the American Legion, at his home in Adelaide, Australia, from a broken leg. He was a member of the Legion and had appeared in many films during the '20s.

POTTER—James, 87, former manager of the American Legion, in his home in Los Angeles, Cal., April 15. He was a member of the Legion and had appeared in many films during the '20s.

RANKIN—George, 60, former manager of the American Legion, in his home in London, England, April 11. He was a member of the Legion and had appeared in many films during the '20s.

STELLA—Julie, 70, mother of the late Thomas Stella, producer of many films during the '20s, a resident of Toronto, Ont., April 10. He was a member of the Legion and had appeared in many films during the '20s.

WILSON—Jack, 87, former manager of the American Legion, at his home in Philadelphia, March 20. He was a member of the Legion and had appeared in many films during the '20s.

WONG—Edward, 51, former manager of the American Legion, in his home in San Francisco, Cal., April 10. He was a member of the Legion and had appeared in many films during the '20s.

YEOMANS—Henry, 78, former manager of the American Legion, in his home in New York, April 11. Funeral services at the home of his sister, April 15, with burial in Fall River Falls, Hill—Shriver, 62, former Metropolis Variety Theater manager and exponent of the art of stage management, at his home in St. Francis, Kansas City, April 10. He was a member of the Players Club and the Drama League. He leaves nine children and two brothers.

YOUNG—George (J.), 70, mother of the late Thomas Young, producer of many films during the '20s, a resident of Hollywood, Calif., April 11. He was a member of the Legion and had appeared in many films during the '20s.

ZIMMERMAN—Vera, 60, former manager of the American Legion, in her home in Los Angeles, Cal., April 15. She was a member of the Legion and had appeared in many films during the '20s.
HUGGINS, id., of pneumonia. His firm installed organs in theaters, including the New York Hippodrome. He leaves his wife, a daughter and a son.

MONEY—Infant son of Mr. and Mrs. E. M. (William) Trunk, Babies' Hospital, Park Avenue, April 8 shortly after birth.

MORRISON—Mrs. F. G., 33, known as the Arlene Wonder, at 5, Sinai Hospital, Chicago, April 14. She had worked in River Park, Chicago, last summer and had been with outdoor shows and circuses. She leaves a husband, Mr. James Moe; five brothers, Joseph, John, Frank, George and Charles; and two sisters, Mrs. Dorothy Wolfson and Mrs. Elizabeth Rothstein, in Waldemere, Cemetery, Chicago.

MUSTER—Dr. Frank, 65, father of Con- stance and Edward, both of Hollywood, April 16 after a long illness.

NEWMAN—Mrs. Mary Bieger, circus billeter, at Cohoes, N. Y., April 9. She was agent for Majestic Theater, Chicago, of the WPA Hopper company she had a role in Elaine and dirigible. She leaves also a daughter, Marcia.

OSBORNE—Mrs. Emma, mother of Ed- win, musical comedy, vaude and film actor, in Los Angeles recently. Father is credited with founding Picture Play among its 26 Publications. She was recently associated with the WPA of The Burgomaster.

PEARSON—Roger R., 66, motion picture actor, at his home in Cincinnati April 12 in his cottage at Park after an illness. He had been a ride operator there. He also bad D. "Armless Wonder, in Mt. Sinai Hospital. He leaves also a daughter, Marcia.

PARK—Mrs. Alice, mother of Edward E. Rice affiliations with comic opera and joined E. H. Sothem. Soon after he became an armless man, he took on the name "Armless Wonder." He was a ride operator there. 

PITTSBURGH, April 17.—Kaufman's has announced plans for a new outdoor show and musical to produce a play for presentation in the theater during the recent Easter season.

PIE, The —Continued from page 27 —some this year and many last year. The stores' sophisticated, adult and cultural policies and the type 

of buyers who patronize them are reflected in the stores' policies and the type of buying that accompanies them. Kaufman's utilizes professional talent. On one such circus program were billed 12 clowns; Hazel Wilson and Jack, who has been working for Kaufman's for the last three years, is the store's most successful attraction for the holiday season. The reason little buying is being done, however, is due to the fact that names appearing in local theaters are booked by national companies, and the store can't produce a play for presentation in the store.

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NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, i.e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

When Writing for Advertised Mail, Please Use Postcards.
Also state how long the forwarding address is to be used.
April 24, 1937

WANTS ALICE AETOR BOND

WASHINGTON, D.C., April 17.—Measure requiring a bond of at least $1,000 for each alien entertainer admitted to this country under a non-quota arrangement has been drawn up by Representative Edward H. Ross of Kansas. Idea is to prevent all foreign actors, actresses, and other artists from remaining permanently in this country, competing with home talent. According to Ross, many foreigners under the present laws must come over on a six months visa, obtaining a five-year extension and then disappear from view.
ACTS, UNITS AND ATTRACTIONS

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

About Davis, (Palmer House) Chi, h.
Abbott, Howard (Cromwell) NY, c.
Abbott, Jim (Humana) Chi, h.
Abbott, Merriel, Dancers (St. Regis) NYC, h.
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Wallace Bros.

**Openings in Rain**

Two packed houses at York, S. C. — equipment practically all new

**Wallace Bros.**

**Circus**

Circa makes its bow with two performances here April 3, playing to capacity business and winning unanimous praise. The new show and its feature, Hoot Gibson, cowboy film star, overcame the obstacles of terrific rainfall to draw packed houses. Equipment, which is practically all new, and the magnificence of the costumes, as well as the variety and quality of the acts, evoked smiles and appreciation.

Gibson was an outstanding hit. He appears twice in the big show performance and heads a company of 15 for the Wild West concert. In the after show he rides, ropes, talks, and is a clever master of ceremonies. The show is a rival from the West Coast and has splendid press buildup, with receptions in Atlanta, Columbus, S. C. and Charlotte.

(See WALLACE BROS. on page 22)

**Downie Bros.**

**Has Color, Youth: Many New Acts in Performance**

**MACON, Ga., April 17—Playing to packed houses, Downie Bros. Circus is exceeding the old acts noted for youth and color and their accompanying vitality.

In shifting the program Charles Sparks emphasized novelty and made many changes in personnel of performers and standard acts, featured with the show for many seasons, were replaced by acts entirely new to this show. There are few so-called oldtimers, and most of the performers are youthful and were unknown to circusgoers a decade ago.

This year the show has a troop of 16 Indians, who appear in the big-show concert and the side show. Also there is the Eno Japanese family.

Albert Hodgini Jr., the riding act is the answer to a circus manager's quest for a riding act that is different. Hodgini's act does not have the usual riding companion, but it is a fast-moving, thrilling exhibition, gaudily costumed and, too, there is comedy. The two feminine envoys of death in Hodgini's act are breath-takingly lovely.

In finale a truly Indian riding act is one that is outstanding novelty.

**Larkin Has New Act**

Carl Larkin, of "Furniture Movers" fame, has a new hoop and club juggling act. Miss Georgians are retained.

**S. L. ATHERTON, manager of**

**Attherton Bros. Circus.** This season's performances have been much appreciated.

(See WALLACE BROS. on page 22)

**H-W Smashes**

**Some Records**

**CHICAGO, April 17—Now in its second year under management of Colonel Hagenbeck-Wallace Circus, has made a very fine start; in fact, it has smashed receipts for consecutive days of the opening business was light, as is always the case here, but on Saturday night the house was almost a sellout; business matinee, was a turnaway matinee, Sunday night a big house. Receipts for Saturday were more than the combined total of Monday-Wednesday shows on the first Saturday of their season the year before. Business during the last few days has been very fair in both matinees and evening shows.**

Billing, which was light in its earlier stage, has been largely increased and an excellent showing has been made.

The advance staff, at first handicapped by the lack of adequate pictures, has hit its stride, however, and has been handled.
SHOWS PITHY GREAE for sale, except Prize Candy

WANTED

SHO

GDAINTY

BILLBOARD WHERE YOU GOT THE GREATEST SHOW ON EARTH

April 24, 1937

Our Now

COLE

MARTIN- NEW YORK

AT PRE -INFLATED PRICES

MADISON, SQUARE

WHITEWATER, NEW YORK CITY

ALBERTIS CO.

BARNES, CLYDE

BROS: CLYDE

BARNES BUSINESS- (Continued, from opposite page)

Ben Plaza, Emanuel Cohen, Harry Carey, Bill, is the Bare's agent at Los Angeles, Ark. Judge Stewart, who had a party of which were Mrs. Joe E. Brown and daughters, Mary and Kather- inine, Mrs. Mary and Mr. R. S. Stansbury, Mr. and Mrs. H. E. Wilcox, the kids and the various center of attention, being photographed in what seemed un- notable returns, several with Big Ruth holding them in the air on her trunk. New- reared clementine, the kids in a number of shots with the Del Rio Leprahons. Ben Tobin, Harriet Parsons, Pat O'Brien were several with the usual poses, several with Big Ruth holding them in the air on her trunk. The after- notables were highly complimentary. Capt. W. H. Curtis came in or much more credit for the fine program this sea- son.

The performance was not only a small one but the new lot across from the old lot. The advance department has been re-}

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Better Business- (Continued, from opposite page)

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The performance was not only a small one but the new lot across from the old lot. The advance department has been re-
HAGENBECK-
CAPT. TERRELL AND DOLLY JACOBS
FEATURING SHEBA

The World's First
And Only Roll Over Lioness

PRESS DEPARTMENT
GEORGE DEGNON, Contracting
WILLIAM NAYLOR, Story
RALPH WILLIAMS, Story
BOB HICKEY, Story

MIACAHUA
The Brazilian Wonder
Featured in Center Ring
Coliseum Engagement Only

BOYSI FENDRICK
(Formerly Known as Capt. Fendrick)
SHOT THRU THE AIR TWICE DAILY
AS THE “HUMAN BULLET”
Featured Act at the Coliseum, Chicago

HAGENBECK-WALLACE BAND
HENRY KYES, Musical Director
JOE BROWNING, Cornet
HELE WATSON, Cornet
HAL HUTCHINSON, Cornet
NED NISHAN, Cornet
EUGENE SLACK, Clarinet & Sax
BILL MICHAEWS, Clarinet & Sax
AL MARTIN, Clarinet & Sax
VERN MILLER, Baritone
SPIKE McKECHNIE, Trombone
WALTER BOWNE, Trombone
JIM RUNDELL, Bass
RAY BROWNELL, Drums
HENRY PAULSEN, Drums
FRED MULLEN, Calliope

“CHEERFUL” GARDNER
The Rajah of Elephant Trainers
“ONLY UNHELMETED HEAD CARRY IN WORLD”
GARDNER ACTS ARE CREATIONS
— NOT IMITATIONS —

MARTHA and JACK JOYCE
IN CHARGE OF ALL PERFORMING HORSES

ALICIA VILLA
(Daughter of Pancho Villa)
AND HER MEXICAN ROUGH RIDERS

CONCELLO'S TWO FLYING ACTS
THE FLYING DEVARDS
AND THE FLYING VASSARDS
MANAGEMENT OF OSCAR JORDAN

THE CRESS TROUPE
Teeter Board Artists
“UNIQUE, UNUSUAL AND EXTRAORDINARY”
— SAYS CHICAGO PRESS
Wallace Circus

Davenport-Hodgini Troupe of Riders
Joe Hodgini
Freddie Freeman
Rose Walley
Joe Hodgini, Jr.
Frank Flanagan — Paul Danovsky — Marshall Toliver
Orrin Davenport — Ring Master

Iyla Lee Stevens
Producer of Ballet and Statues

Tom and Betty Waters
Phenomenal Exponents of the Silver Thread

Concession Department
Miller Bros.
Frank — Paul
Manager — James M. Hamlin
Cashier — Milly Hamlin
Assistant — A. R. (Red) Ball
Auditor — George Paige
Stock — Harry Phillips

Eats — Tony Pelcher
Popcorn — Sam Delaney
Flute — Johnny Kilpatrick
Chameleons — Paul Delaney
Novelties — Joe Walters
Steve Byrd — Gus Signer

Special Assistant — Echard Lawson
Midway Supt. — Joe Urban
Menagerie — Roy McEown
Dry Stock — C. E. Wood, Joe Thomas
Custard — Herman Moss

Clown Alley
Joe Coyle
Producing Clown — Chicago Date

Curely Phillips
Toby Tyler
John Terry
Barney (Mickey) O'Brien
Danny McAvoY
George de Mott
Al Dion
Al C. Mee
"Here's Me"
Arthur Borella
Marcó Soncini
Frank Luley
Edgar Turner
Leo Korns
Jimmy Mooney
Simon D. J. Collins
Ruben Simmonds
Pinkie Hollis
"The Diminutive Clown"
Alva L. Evans

Ticket Department
W. P. McGough
SuP. Ticket Department
J. A. Jones
William Meinhart
Harry Fay
Tommy Pence
Ira and James
Ernie Kestler
AL Shannon
Leo Lyons
Lawrence Arnold
Arthur Leonard, Head Usher

Eva Kelly
Trapeze and Cloud Swing

Janet May
America's Supreme Aerialist

Wild West and Concert
Under Direction of Col. Carl Preston

Eddie Trees
Boss Animal Man
Roy Chronister
Boss Lead Stock

Sensational High Perch Acts

The Andreesens
A Big Hit Anywhere

The Karolis

"Upside Down" Millettes

Special Command Performance Before Judge Allo Cretti During Chicago Engagement
Graham To Launch Midget Show At Dallas; 20-Car Organization

CHICAGO, April 17—Stonie B. Graham, impresario who started his firm 25 years ago at A Century of Progress in 1933, is planning to open his Midget Show at Dallas in May. The show will have 20 cars and will be staged at the Coliseum. The show will be on the road in the near future and is scheduled to open in May in Dallas.

Graham has had the idea of a midget show for some time and he feels that the time is right for such a venture. He has been working on the project for several months and is confident that it will be a success.

The show will be a combination of midgets and other acts and will feature a variety of performers. Graham is planning to use the show as a stepping stone to larger productions and hopes to expand it in the future.

Graham has a long history in the circus business and has been involved in numerous successful productions. He is known for his creative ideas and his ability to adapt to changing market conditions.

The midget show will be a new and exciting addition to the circus industry and is sure to draw a large crowd. Graham is confident that the show will be a huge success and is looking forward to the opening in Dallas.

The show will feature a variety of acts, including midget wrestlers, midget acrobats, and midgets performing various tricks and stunts. The show will also feature a variety of other performers, including midget clowns, midget musicians, and midget magicians.

Graham is planning to use the show to promote his larger productions and to introduce new acts to the circus industry. He is excited about the prospects of the show and is looking forward to the opening in Dallas.

Graham is known for his innovative ideas and his ability to adapt to changing market conditions. He is confident that the midget show will be a huge success and is looking forward to the opening in Dallas.
W. W. CLARK has taken (as Haig Bros') Circus as treasurer of concessions with Lewis Bros' Circus. They plan to tour that way this winter, the best since 1939.

KANSAS CITY STAR, in issue of April 11, carried a story, illustrated, of Russell Bros' Circus.

E. E. MAXON has replaced Tucker Key as advance agent of Purcell's Stage Circus.

FRANK T. KELLUM is now in the wholesale and retail novelty business at Galveston, Ill.

BECAUSE they are astute showmen and have survived some of the most challenging assignments that money can buy, Adams and Terrill have gone places.

SLATE NEPSON has closed the Circus Car in Texas, has returned to work in New York, with Seals Bros' Circus.

STERLING ROSE Troupe presented their novelty band-walking apparat, act, also($45) clown, comic acrobatee act at St. Louis Police Circus.

CHARLES (Kid) KOSTER has a wise word with the police in Atlantic City—In the form of the former, the U.S. Marine, former legal adjutant, and Frank B. Hume.

ALLIE REED, who had read of his great European engagement, closed the show, as he had been spending the off-season recuperating from a shoul-

CALIFORNIA RODEO season will get under way with the King City Stampede, which will be held on the grounds of some of the best Western bronco breeders in America. The Stampede show is expected to furnish plenty of cowpunchers and cowgirls, which will include all of the best rodeo riders in the West. The rodeo will include bull and bareback riding, steer wrestling, wild-eyed mutton and special roping, and over 200 events. The event is run high as $250.

EDNA ALGE, charming woman writer with the F. W. Woolworth Company, and nursery school teacher, has been elected a delegate to the annual West Side Horse Show. The show will be held at Barre, the 109th Field Artillery Armory, Wilkes-Barre, Pennsylvania, on April 11, 1937. The show will feature the best of the country's top horses, and will be open to the public. The show is sponsored by the Wilkes-Barre Horsemen's Association and will feature the best of the country's top horses.

Professional riders will be barred from the show. The show will be held in conjunction with the West End Show Association of Taft, Texas, and the Corral Rodeo Association of Chicago. The show will feature the best of the country's top horses, and will be open to the public. The show is sponsored by the Wilkes-Barre Horsemen's Association and will feature the best of the country's top horses.

Huge Crowds Attend Indianapolis Rodeo

INDIANAPOLIS, April 17—Mil Hinkle's Texas Rangers Rodeo, featuring the best of the country's top horses, will be held in Indianapolis, Indiana, on April 18. The show will feature the best of the country's top horses, and will be open to the public. The show is sponsored by the Wilkes-Barre Horsemen's Association and will feature the best of the country's top horses.

Colburn and Knight Obtain Johnson's Stock, Saddles

BOSTON, April 17—An important horse show, the Boston and New York Stock and Saddles show, will be held in Boston, Massachusetts, on April 18. The show will feature the best of the country's top horses, and will be open to the public. The show is sponsored by the Wilkes-Barre Horsemen's Association and will feature the best of the country's top horses.

MILT HINKLE'S TEXAS RANGERS RODEO

It may be too early to say that the Texas Rangers Rodeo is a success, but the riders are enjoying themselves, and the crowds are increasing. The riders are enjoying themselves, and the crowds are increasing.

ALICE SITY, The Greatest of All Rodeo Stars

The rodeo is a popular form of entertainment in America, and Alice Sity is one of the most popular rodeo stars. She has won numerous awards and has been featured in many rodeo shows. She is known for her exceptional skills in horseback riding, and is considered one of the best rodeo stars in the world.
Resort Project Boom

PARIS, April 12.—Paris International Exposition of 1937, slated to open on May 2, is responsible for a boom in amusement park projects for Paris. In addition to the official amusement park on exposition grounds at least three other park projects are under way. Competing with the expo park will be a new amusement feature in the Parc des Buttes-Chaumont, installed on a large plot facing a new amusement resort called Centre Boulevard Haussmann, is promoting a big amusement park project which would be opened by the start of the exposition season. A group headed by the late Francis Trenchant, promoter of the Boulevard Haussmann, is promoting a big amusement project which would be opened by the start of the exposition season.

A temporary project is a two-months' exposition of rides and amusement park attractions on the exposition grounds. The concept is for the amusement park to be an extension of the exposition area. A group under the direction of Alfred Huntington, a well-known amusement park executive, is handling the project. The group plans to have a large amusement park on the exposition grounds at least three months after the start of the exposition season. A group headed by the late Francis Trenchant, promoter of the Boulevard Haussmann, is promoting a big amusement project which would be opened by the start of the exposition season.

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New Attractions Lined Up For Navy Pier in Chicago

CHICAGO, April 17.—Kenneth H. Burns, representing Lake Shore Service Company, which operates Navy Pier, is in Chicago to announce new attractions for the amusement park. Burns said that the pier will open May 29, will see that spot, the brightest in Chicago, and around Greater Boston since I believe in the future, said Royden Haines, owner of the pier, and other attractions. They have been installed and considerable changes and improvements have been made in the pier. A temporary project is a two-months' exposition of rides and amusement park attractions on the exposition grounds. The concept is for the amusement park to be an extension of the exposition area. A group under the direction of Alfred Huntington, a well-known amusement park executive, is handling the project. The group plans to have a large amusement park on the exposition grounds at least three months after the start of the exposition season. A group headed by the late Francis Trenchant, promoter of the Boulevard Haussmann, is promoting a big amusement project which would be opened by the start of the exposition season. The public demands new things. We are living in a world of continuous changes and must be kept abreast of the times.
The Barnum Flair

John T. Benson gets publicity materially from the press, and it's sure to turn our. Surely he has the Barnum flair for compelling publicity items. When Harry E. Tudor landed in Boston with the shellfand ponies direct from Buffalo, E. W. Lawton's press agent could not stop the story and itsus- tice. The little show is well under way. The regulars of the quarter of a page. Every kid in Boston will want to go to the Benson Wild Animals Park. The ponies once owned by a king. People around Boston ask, "What's going on?" Benson does not hesitate. We can do it by exercise of ingenuity.

Robert Luton told us over the telephone that he is selling or renting cars but one of getting the raw of theWhile Benson is a big show, Bob is a big shot. Benson is a king in the ointment. When toys have to be sold, Benson can make it look hard and, conversely, when selling is easy to him, he can make it hard for others. We are like the girl who said she could get a direct prize, while the one she wanted she could not get.

More Seasoned Men

W. P. Mangels is experiencing a revival of interest in his roller-skating rink for Carnival Fairs-Parks. Exhibition of the game and premises, together with unusual items to attract attention and to give the player a chance to win something in one game. The same principles that make a boys' club a success will make this a great show.

Atlantic City

By WILLIAM H. MCMANON

ATLANTIC CITY, April 17—Children's Work committees got together this week for the fourth planning of this event which has surprised the thousands of children to the resort from an arcus of sand and pool attractions, as well as with Coasting Guards. Refresh- ment stands and welcome coaches at the Boys' Club for the last week and report it clicked and will be Advisory coach to the new baseball club.

Mays Landing Park is due for revival under new management. The 1937 Roller-skating rink is proposed for Car- nival Fairs-Parks. It is clear that the season's interest, including Steel Pier and Million Dollar Pier, play a big part in the affairs with special parties. Alvin Fowle, chairman, has laid the groundwork for a football contest, WPG radio party, pier and pool attractions, as well as with Coasing Guards. Refresh- ment stands and welcome coaches at the Boys' Club for the last week and report it clicked and will be Advisory coach to the new baseball club.

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Friday or Not

ATLANTIC CITY, April 17—When one looks at the visitors of the 20th annual convention of the National Saloon and Hotel Association on its ballyhooed taffy and beach sand to be augmented by fish. Fishing in near-by waters, as well as exhibits of the Hot Springs and entertainment and offerings of the resort, will be strengths of the program. Fish will be wrangled in wax paper and presented at intervals and other gatherings. Trips will take you through 400 miles to the Adirondacks, to the forests, to the mountains, and to the sea. The ride will be continued in county, parks as well.

Lincoln To See New Dress

LINCOLN, Neb., April 17—Meeting to set opening day and plans for 1937 will be held next week by Hoyt Howes, chief of the Park Service. Hoyt Howes will be joined by park managers and assistants. New season, what with the rains and storms, will be the worst so far, with a practically new season of re-building, is expected to be good. Manager Howes' first assistant is a new employee who will like to get Walter Winchell, a former summer resident of Lincoln, back at a new beach, back at a new beach.

CHICAGO—"If you have any to spare, will you please send us some alligators?" was the message from Boss Allen, owner of a reptile park at Silver Springs. Plea was answered with shipment of 12 young alligators from the zoo collection, at $20 each. Mr. Bean was unable to account for the request, unless a shortage had occurred in the alligators' native land.

MILWAUKIE—The Milwaukee Zoo will be the first in the state to receive the new Lincoln parks this year, according to John S. H. Allen, director of the zoo. The zoo has been closed for the first time the beverage is being sold in city. For the first time the beverage will be sold at county parks as well.

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Excellent building, 22 by 32, selling Illusion Show, Side Show or other novel performance or grind show.

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Limited desirable spaces for Novel and Modern Concessions and Riding Devices on a conflict. Address

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FREE GATE

SEASON OPENS MAY 22

SPECTACULAR FREE AMUSEMENT ACTS WEEKLY

Special Events Scheduled Throughout Summer.
EMBRACING on a new era of activity the amusement park industry is confronted with the greatest possibilities since 1929. Factories are humming as orders are being placed for new rides and equipment. It is exciting to the limit the capacity of the manufacturers to fill these orders. The usual demand from last-minute buyers is sure to be disappointingly low. Others will recuperate and live anew, but the majority of those members of the amusement trade who have known the bitter tension and perseverance become the backbone of the industry will again make history be added to that of one of the oldest industries in the world known competition and perseverance. Since time immemorial it can be traced and will continue to be the backbone of the industry, the majority of their colleagues will be new riders.

Opportunity is Greater

An opportunity exists, a greater than ever before, for every amusement park, but beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware beware 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Social Security Act

Questions and Answers

One of the biggest amusement parks in the East has sent to this department several quotations and questions which relate to the Social Security Act and its interpretations for the outdoor amusement world. The most pressing issues which have been brought to our attention by our constituents are those which deal with the Social Security Act and its interpretations for the outdoor amusement world.

The next question pertains to "circus and vaudeville acts engaged under contract for varying periods during the season." The contracts specify the number of performances to be given and the hours of performances. Are the performances covered by the Social Security Act? The answer to this question depends on the specific terms of the contract and whether the employees are considered employees of the employer or independent contractors.

The interpretation of the law toward this question is as follows: At present, the Social Security Act is not applicable to employees of circus and vaudeville acts engaged under contract for varying periods during the season. The employees are not considered to be employees of the employer because the contract specifies the number of performances and the hours of performances, and the employees are responsible for their own performance.

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DEL. TO MODERNIZE

Harrington Plant
To Be Enlarged

Grandstand, vaude stage and grounds projects included-ready by July

HARRINGTON, Del., April 17.-Plans for an elaborate building program to make Kent and Sussex Fair Association grounds here one of the most modern in the state were completed last week by directors of the organization. Extensive building operations probably will be completed in July. The new program includes enlargement of the grandstand, a new section to be added to the east end of the structure. When this is completed it will be 800 feet long and will seat about 5,000.

A fireproof vaude stage will be constructed, replacing and nearly doubling in size the present one. New stage will be 70 by 40 feet. About 50 percent of the new vaude building will be underground, comprising dressing rooms, stage manager's offices, electric switchboard, modern lavatories and showers. There will also be a more modernly designed judge's stand.

Improvements also will include two 60-foot sections of modern lavatories, new pumping station with water mains, fire hydrants, basement and disposal plant and filter system. This project will be large enough to take care of a daily crowd of 50,000.

BOSTON Indoors for Teter

BOSTON, April 17.-An innovation in indoor amusement exhibits, presented here April 21-24 by Boston Garden thrill fans when Lucky Teter and his Hell Drivers will present their program. Robert P. Hughes, superintendent of the Gardner Boys' Shows, and a crew of workers have constructed an indoor replica of a race track.

Sloan Races for Atlanta

ATLANTA, April 17.-Contracts for MIA auto fair, April 29-May 5, and four days during annual South-eastern Fair here were conferred upon John A. Sloan Jr., American Booking Agency Inc., said Mike Benton, president of Southeast Fair. John Sloan, son of the late J. Alex Sloan, who operated auto fair last fall, came especially to relay the contracts.

Two State Shows for Young

BOSTON, April 17.-Contracts for June 13-17 State Fair have been booked for the 1937 North Dakota State Fair at Grand Forks and for the 1937 Minnesota State Fair at St. Paul. The contracts were presented to John A. Sloan Jr., American Booking Agency Inc., who announced that the two state shows will be given Young at this progressive Southern State Fair.

Contracting Lamotte Valley Park, Moorhead, Minn., and Paul N. Derleth, Boston manager of George A. Hamid, and Cold Storage Co., have contracted with Mr. Sloan Jr. for three one-day shows to be given Young at this progressive Southern State Fair.

Social Security Act

Questions and Answers on the Social Security Act will be found in the park department.
New Buildings For Fort Worth

Group of artistic structures planned — Fiesta opening set for June 26

Fort Worth, Tex., April 17.—All of last year’s small buildings on Fort Worth, Panther Island, have been moved, including Rand Nude Ranch, Mills bathhouse, beer gardens and restaurant, new stand, auction store, show building, palm grove, refreshment stands, and oil and gas stands operated by O’Reilly-Berlase. More have not yet been moved.

James F. Pollock, secretary-manager of the Fiesta, said some new buildings and structures will become city property, but plans have not been completed by Albert Johnson, approved group is to be more artistic, to augment the new facilities.

A new Casa Manana, Tejano Jumbo, Pioneer Palace, West Texas Chamber of Commerce Hall, will be painted and a new Trail Building.

For Umbrella Garden

Triangle occupied last year by the ranch and nursery buildings will become an Umbrella Garden, to contain a number of structures and tables and stands. Hackberry trees will be set out in the garden for shade. The umbrella which was used last year, was discarded for lack of space.

On a trip to Hollywood last week Billy Rose signed Harriet Hallett, ballerina, for feature films which she is producing. She is married to Cabin Kids, four Negro singers, Stewart Morgan, director of this feature film, also has been engaged for Casa Manana. It was said officials plan to charge an admission price for the Umbrella Garden, similar to that offered prior to the show opening if crowds warrant.

Alto date for opening the Fiesta has been previously set for June 5, signs boards at the gates now show the opening will be on June 26.

W. J. Applegate, mayor, has named E. S. Hooper, T. J. Harrell and George Seaman, of the new city council, elected on the four-a-board of the Fiesta association. Board membership will be increased from 10 to 15, to include the three new council- men and a mayor, for the new board. Applegate's membership was voted on suggestion of President W. K. Stripling.

Contract With City

City Manager Lane Abramson is preparing a proposal on rental figures of the Coliseum and Auditorium used by the Fiesta this summer to submit to the council for study. Lease between city and Association for use of the temporary buildings was adopted by the council last week, going city council last week. Under this contract, a new four-board of the Fiesta association. Board membership will be increased from 10 to 15, to include the three new council—men and a mayor, for the new board. Applegate’s membership was voted on suggestion of President W. K. Stripling.

Representers and Reports Set For MAPA Spring Gathering

BOSTON, April 17.—Annual spring meeting of Massachusetts Agricultural Fair Association, Brookline, was held April 26. Frank H. Kingman, president.

Alfred W. Lombard, assistant director, Massachusetts Department of Agriculture and secretary-treasurer of the MAPA, said it was the executive committee, and President Kingman will announced.

An interesting report from the legislative committee expected. Report of committee on judging by L. B. Boston, chairman, will be given. State Fair shows will be performed.

A report on the Division of Fairs, by Mr. Lombard, will be made.

General discussion will precede luncheon in the afternoon and there will be presented a program by President Kingman.

Contract has been let for a new floor on the revolving stage of Casa Manana. Ben Brooks Company contract bids have also been approved. Rehearsals for Casa Manana are on May 9 which will open the 19th annual meeting will be set.

Thousands of Jobs Being Created In Building of Frisco’s Exposition

SAN FRANCISCO, April 17.—Spurring re-employment through the West, Trea- sury Secretary Steuart (Stuart) L. F. MacMillan, president; Sarah Jane Craig, secretary, and Louise Entrican, vice-president, and an advisory committee of nine.

MAREKES, La.—Marksville was selected as permanent location for an- nual Avoyelles Parish Fair and Percy A. Lamon, president, announced preliminary plans to hold the fair, which was held on your 30th, with it in the amusement line. It is the intention of the directors to hold a grand opening of the fair this year.

CHIPPENWA FALLS, Wis.—Northern Wisconsin Di/ject Fair elected L. J. Vandeloo, president, C. E. Childs, treasurer; A. L. Putnam, secretary, and manager.

MARKS, Miss.—Permanent organization for Gilmore Piano Fair, for which a tract has been bought and buildings will be erected, comprises Sam Jones, president; Mrs. Sam Jones, vice-president; R. E. Turner, secretary; and Harry Lipp, treasurer. McCandless, shows have been contracted for the 1937 fair.

Executives Meet In Mass.

WEST SPRINGFIELD, Mass., April 17.—At a meeting called by L. B. Boston, managing director of Hampden County Improvement League, in the League grounds here, regional agricultural societies and grange and community fairs and their attendants are being attended. Among the fair secretaries active on the program were Leon Pease, Chester, and George H. Bean, of Holyoke. Seventeen fairs were represented and new ideas for improving associations were offered. Important meetings have been carried on in Hampden County for nine years.

Executive Secretary of the Massachusetts Agricultural Fair Association, suggested this year is drawing big free audience. This year’s fair will open on June 26.

More than $1,000,000 was raised in less than a week following start of a drive to $1,500,000 for the 1937 fair.

At least 500,000 will be engaged in building an "magic city on the grounds." The "magic city" on the grounds.

Pawnee Bill Adds Congrats to Hamid

NEW YORK, April 17—Major Gordon W. Lull (Pawnee Bill) followed up letter to George A. Hamid from his Pawnee (Oklahoma) trading post.

"When receiving my copy of The Billboard’s Spring Number I noted many pages of congratulations to you and your associates which we sent on your 30th, as I remember it, in the amusement line. I have had very good news to send to the list, but did not know of it until I received your spring number. However, I do want to send a message of congratulations to you and your associates with my hearty wishes and encouragement for the successful future of the association. I am very proud to say this on an account of our early days association, which I look back with a great deal of pleasure. With my best wishes and trusting that the great success which you have had in the past will go on better with the years—Pawnee Bill.”

Major Lillie befriended George Hamid when the latter was a rancher on the Buffalo Bill show. The major was then associated with Colonel Cody.

PORT GIBSON, Miss.—Ten acres have been donated to Southwest Mississippi Fair Block Show Association by a prominent supply house president of New Orleans, who said the association would be made a financial success. The show opened on June 19, and with more than $1,500,000 in premiums awarded.
Broader Fields for Fairs

By Maurice W. Jenkins

ALTHOUGH Fairs have played an important part in the development of agriculture in a relatively short period of time, it is my conviction that many of our fair enthusiasts have not realized the full importance which a fair can play in the development which has been taking place in our state and nation's life over the last several decades. Down thru history fairs have contributed marvelously to the growth of agriculture.

We are going to have a Lawyer's Day, a Doctor's Day, a Clergyman's Day, Business Men's Day, etc., at the Kansas Free Fair. Publicity is going to notify the people of Kansas of all these fairs, on our part to better serve Kansas agriculture, thru our Farm Fair Managers' Association executive committee. There has been a member of the county organization, thru the Kansas Farm Fair Managers' Association executive committee.

Applause to Taxpayers

TRUOTH AND numerous other words which describe the American people's progress in the last few years are going to be the keynote of our fair this year.

We propose an educational campaign which will impress many of the agricultural people of the Sunflower State. We shall call special attention to this educational campaign and then will investigate with profit to themselves.

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Rinks and Skaters

By CLAUDE E. ELLIS
(Cincinnati Office)

That no time is being lost in furtherance of the new Roller Skating Operators' Association of the United States is evidenced by the fact that Fred Martin, manager of Arena Gardens, Detroit, and secretary and treasurer of the new body, is already in the field. Following close of the national amateur speed-skating championships in Arena Gardens on April 3-4, he left on April 12 from a trip thru New York and other Eastern States. He will contact rink managers and operators regarding the latest news to organize the industry and promised to report his findings upon his return to Detroit, probably in about three weeks remaining in the background during the preliminary steps to organize the Detroit meet and not taking any active part, the important office was washed upon him. It being known that he was not opposed to the new association, and he has shown every disposition to function to the best of his well-known capabilities in plan to speed up building a strong and greatly needed organization.

SHERWOOD'S Ardmore Gardens Rink, Chicago, will feature figure skating thru the summer season, with R. L. Hudson instructing. Some of the winners of contests will appear in an RKO short and fill a spot in Goldy's Polli.

FRED LEIBER'S Armory Rink, Chicago, starting at midnight on May 3, with semi-finals on May 11 and finals on May 12. The rink has added a large addition, now being built, for checking and skate rooms.

CARL COWELL, manager of Milton Gardens Roller Rink, Lake Milton, Ohio, will close the rink on May 3. Roller skaters can be seen at Art Mallory, Craig Beach (C.B.) Park. He reports Milton Gardens is likely to open in September.

MADISON GARDENS Rink, Detroit, has been having sell-out business on week-end nights for several weeks. Manager Orville Godfrey reports. He will double again this summer manager of the rink in Hazel Lake (Mich.) Amusement Park.

LEO MATTHIS, operating roller rinks in Elyria, Ohio, will retain the rink in Summit Beach Park, Akron, for summer, said officials of summit Beach Park today. Mr. Matthis will open the rink on May 3. The rink will be located in Chippewa Lake Park near Medina, Ohio.

FLYING ACES reports, by J. P. Thurlow, of the acrobatic World's Fair in Atlanta, will have roller rink in Hazel Park park in a summer season. Miss Evonne Day was also at Atlanta. Acers played the Capital Theater, Orlando.

COULEY MOLAN, Minerva, Ohio, won first heat in the third annual tri-State roller speed tournament recently in Windham, Ohio, and later in East Liverpool. He finished second in a heat of 10. He is a farmer, and has been a roller skater for four years. He has been a roller skater for four years. He has been a roller skater for four years.

The First Best Skate

QUALITY

RICHARDSON BALL BEARING SKATE CO.

Established 1884.
1731-1739 Racine Avenue, Chicago, Ill.
The First Best Skate Today

Waltz on "Chicago"

Every one is learning. If you can't Waltz on Skates order one of our Waltz Instruction Books Now, 35c each, and join a Waltz Class at your Favorite Rink.

New Display Card FREE
With Order of 10 or More Window Cards

CHICAGO ROLLER SKATE CO., 4497 W. LAKE ST., CHICAGO
Royal American Shows Open; Present Innovations Galore

Gray tops, larger tent theaters, two more light towers—giant mechanical elephant for street advertising—press department augmented—show now on 60 cars

JACKSONVILLE, Fla., April 17—A quarter of a million dollars worth of new equipment made its initial bow to the midway world at the Duval County Fair here when Royal American Shows opened a 10-day engagement Thursday. The same show that had charge of phenomenal developments of this portable amusement organization were here to begin the 1937 season that will again will take over the site of Canadian exhibitions, many large Midwestern fairs and over Florida's end of the year. The opening was made by C. J. Bedingfield, general manager; E. S. Velase businessman; O. T. Yrabinsky, general manager; Walter H. Devoto, secret; Jack E. Dadow, bookkeeper, and Jack E. Caddell, chief driver.

Fred Burt continues as previously and Dan Maffei as night ground supervisor.

Feature Shows and Rides Outstanding among those who are operating are "The Miracle," "Baby Puppets," "Ches Paron" girl show; Dick Best, World's Fair Living Stereo; Dick Wilson, Sandusky Star Man; Harry Illions, group of riding devices; Leon Clayton's "Swing Ship," Goodwill's new "Fantasy of Youth." "Aladdin's Imperial Hallway; "Gustave Loew's "House of Torture" and "Street of Paris"; Baby Ruth Puppets; "Butterfield's "Oklahoma" show; Larry Bantham's "Motor Town," and V. N. Johns' "Parisian Bazaar." All are operating attractions on this midway for the last two seasons.

World Exhibition Shows Opened in Lake Charles

LAKE CHARLES, La., April 17—World Exhibition Shows, after wintering here, inaugurated their season last week-end with large crowd and with a fine breeze in weather. Coupons in the local daily offering three rides for a dime proved popular with both grownups and kids.

Show is ballyhooing the fact that 60 per cent of employees are from this locality and visitors feel that they are spending the evening with people they know. A fine breeze in the local daily that show attacks spent over $30,000 wintering in community come over big. Show is under joint management of Cliff Liles and B. D. Boyte. Personnel is 150.

Marks Shows Get Off Good

Eighth season launched—has free acts and bands—moves on cars and trucks

RICHMOND, Va., April 17—Marks Shows, under personal management of C. E. Marks, started its eighth annual tour at Petersburg pike and Maury street, South Richmond, Monday. Altho this tour is to be run out at Maury Street, the company marks it has been used in the past by other amusement organizations for the same purpose, not to half mile further out the Petersburg pike than Maury, because of a prohibitive license fee placed on carnivals by the supervisors of Chesterfield County.

The entire Southside had been heavily canvassed for newspaper cooperation, resulting in large crowds, with loose purses strings, attending. The Four Aces, this year's principal free act, was late in getting here. Altho the show was in the air in time for the first show Monday night, George Scott's Band followed with a combo, fulfilling the "Wall of Death," with music, Until Monday morning flash and drew top money in the back end.

The opening was without a side show, going to another last-minute disappointment, and three rides went to the end of the line. The next show will grace the 'Pleasure Trail' later.

Foley & Burk Shows Open Big in Oakland

OAKLAND, Calif., April 17—Foley & Burk Shows opened what will probably be at least a ten-day run last Saturday, when a night stand stood one way along the street in broad East Oakland residential district.

The entire midway of 60 cars, including 19 rides and 10 shows, and including the latter are Billy Bonnell's "Little Show," "The Miracle;" Clyde Gooding's Hollywood Midgets, "C. E. Marks Shows," the "London Sleets," John Ruhl's "Flea Circus" and "Huskies," the "Panda," and others.

Many new attractions and concessions have been added, bringing the midway to such large proportions that the big lot opposition the Southern Pacific Fruitland Station was first to fall. The way is brilliantly lighted and colorfully decorated. The shows are also arranged systematically and geared out so as to give a new and unique appearance. Color is bright, height and rampant, with a great deal of new paint to shine in the daytime and hundreds of bright lights at night.

Among the attractions are the Oceopta, Dual Loop-o-Planes, Rox-Ket, Whip, midge cars, and many other features. Charles Albright is in charge of the concessions. Other concessions and "midget shows" are under "The Magic," "The New Midget," and "The Baby Puppets."

Social Security Act

Questions and Answers on the Social Security Act will be found in the park departmenet.
Johnny J. Jones Exposition Is Resplendent in New Features

"Show Beautiful" justifies slogan—director pleased with work done—more attractions to be added at Washington, D. C.—weather kills opening day

Johnny J. Jones Exposition opened the season last Saturday to be greeted by extremely cold weather which marred the attendance, the front gate registering 800 paid admissions. All showmen, ride operators, concessionaires and all connected with his enterprise were prepared to don heavy coats and wraps. The slogan "The Show Beautiful" more than holds its own amid a whole season of other attractions. A sensation that's a magnet to the crowds that not only stops them, but makes them spend money! Here's the answer, a 125 record of their own voice! And do they love it? More than they should see them around the Speak-O-Phone on Broadway!

Small Space . . . Low Operating Cost
Speak-O-Phone is perfect for conventions at parks, circuses, carnivals, fairs, banks, social affairs. Only a small space needed each unit can easily handle $250 a business a day without help. No expensive, portable or temporary assembly required. It's a sensation of the clear, fine reproduction. The record can be played back instantly and the copy reproduced. The record can be replayed hundreds of times. You give REAL value . . . and they come back for more.

IT'S TIME TO GET GOING!

You want something new and red hot that will bring in cash without much expense. Pick up profits easily. No high-powered ball queens needed to make big money with REEL-SKILL.

New "MIKE" Sensation Stops Them All!

A new "MIKE" Sensation that's really new and easy to fit into almost any establishment. It makes a sensation that's a sensation of the clear, fine reproduction. The record can be played back instantly and the copy reproduced. The record can be replayed hundreds of times. You give REAL value . . . and they come back for more.

Sensational! REEL-SKILL BALL GAME

Yes, sir! Something really new under the sun! It will put you in the right place at the right time for "air attraction" in a new, fast, flashy, grind store that keeps 'em spending! Yes, sir! Write for complete details about SPEAK-O-PHONE recording equipment. Co., inc., 23 West 60th St., New York City.
Rubin & Cherry Exposition Launches Its Jubilee Tour

Twenty-fifth annual debut greeted with ideal weather—40-car organization most impressive in completeness and merit—populated and staffed by outstanding talent

TUSCALOOSA, Ala., April 17.—With Rubin & Cherry Exposition opened its twenty-fifth annual debut here to a near capacity audience yesterday. Mayor Luther Davis, attended by members of the city council, opened the show in the presence of the large audience.

The show was held at the Tuscumbia Coliseum, which was packed to capacity. A large number of dignitaries were present, including Mr. and Mrs. Gruberg, president and manager of the show.

The show was opened with a grand parade, consisting of 40 cars, each containing a different attraction. The cars were brightly decorated and contained a variety of exhibits, including animals, rides, and games.

The show was well-organized and well-staffed. The personnel consisted of a large number of experienced and skilled individuals, who worked diligently to ensure the smooth operation of the show.

The exhibits were varied and interesting, and included a number of new and unique attractions. The rides were well-maintained and provided a thrilling experience for the visitors.

The weather was ideal, with a perfect temperature and clear skies. The show was a great success, and the visitors were pleased with the variety and quality of the exhibits.

In conclusion, the Rubin & Cherry Exposition's Jubilee Tour was a great success, and the visitors were left with a positive impression of the show and its staff.

Detroit Councilmen Air Views on Church and Fraternal Activity

DETROIT, April 17.—Action by the city council which may bar carnivals from lots owned by church and fraternal organizations was taken today.

A resolution was introduced by Councilman William F. McFadden, calling for a study of the present law and its effect on the city's amusement business.

The resolution was passed unanimously, and the city attorney was instructed to prepare a report on the matter.

The council also voted to set up a committee to study the matter further, and to report back to the council within the next two weeks.

Mayor Thomas C. O'Brien said that the council's action was taken in the interest of the public welfare and the city's amusement business.

The resolution was supported by Councilman John J. Haggerty, who said that the present law was unfair and discriminatory.

The resolution was opposed by Councilman John J. Haggerty, who said that the present law was fair and effective.

The resolution was signed by Mayor Thomas C. O'Brien.

Rogers & Powell Amusement Co. Gets Going; Good Weather

FAYETTE, Mo., April 17.—Show got under way this afternoon at Rogers & Powell Amusement Co. The weather was fine and the crowd was good.

The show was well-organized and well-staffed. The personnel consisted of a large number of experienced and skilled individuals, who worked diligently to ensure the smooth operation of the show.

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3100 BINGO

1350 BINGO

500 KENO

THIN BINGO CARDS

Bought 50,000 Government Flags

WE'LL PURCHASE SHOP, 20 & 2nd Streets N.W.
Weather ideal—attendance good—6 steel light towers augment illumination features—free acts and band enhance display—now on train of 35 cars

SAVANNIA, Ga., April 17.—Dodson's World's Fair Shows opened the season on the fairgrounds, quarters of the shows here, April 10. A more beautiful day could never be desired as the one which greeted the initial day, a typical Georgiapring day. There were no guest appearances, shows, rides, attractions, display booths and concessions the Dodson brothers have ever presented before. The task of preparing this mammoth aggregation for its 29th annual tour is one that tax the able staff and department heads to their utmost ability. (Continued from page 54)

FOLEY & BURK

(Continued from page 54)

Ballyhoo

Ballyhoo has decided to carry an all-women train crew. Immediately contracting 30 of these girls from the nation's leading stock companies, they are being trained in union leader automatically becoming the train madelon. It is our understanding that they are all so well to be married off, and that each wedding is to be a public ceremony, with the bride and groom sitting in the judges' box and the marriage license being signed off by the judge, followed by a wedding breakfast. The girls are being housed in the cookhouse and candy stand.

Two new steel flat cars, each 70 ft. long, have been added to the train.

BALLYHOO

(Continued from page 54)

ROYAL AMERICAN

(Continued from page 54)

CARNIVALS

DODGSON'S WORLD'S FAIR SHOWS BOW TO SEASON AUSPICIously

Brothers' control on patents on its operating mechanism and design.

Dawdewell has Charles Heit as an assistant. He replaced Verna Fuller, who recently served as sales manager for the show's executive office. The Royal American Showmen's Association of America, of which Dawdewell will supervise radio, newspaper and magazine publicity, will also write and distribute his material himself, and to be used by his newspaper column "Strolling the Fairgrounds With K. Y. Z.," which appeared in The Billboard.

Details of the season will be played by this season than in previous years because of the show's mid-

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WHEELS
Park Special
$12.00
SINGO GAME
25c
Can Be Played Any Time
A new feature. Many favorites. Get a SINGO Digest every week. They are free.

ASTRO FORECASTS
AND ANALYSES
All Readings Complete for 1937.

T. E. C.* 6-8 St. Travis. Postage. $2.00

WONDER WHEELS
pamphlet, 50c.

NEW DREAM BOOK
$2.00 per copy. Sealed in sealed

THREE DEER
Boiled, seeded. $1.00 per dozen.

STAR BRAND POPCORN CO.
can be ordered. Will send samples on request.

HOW TO WIN AT ANY KIND OF SPECULATION

NEW YORK CITY.

MANUFACTURERS OF POPCORN PRIZES AND MEDALS

STAR BRAND POPCORN CO.

BOoted Shoes

NEW YORK CITY.

THE BILLBOARD

ATLANTA, GA.

SHARK'S OUTFITTERS

FAYETTEVILLE, AR.

THE BILLBOARD

ATLANTA, GA.

SHARK'S OUTFITTERS

FAYETTEVILLE, AR.

THE MILLION VENDOR

PANAMA CITY, FL.

BECKMAN & GERETY'S LONE BIG BEAR Lead from San Antonio to St. Louis.

BECKMAN & GERETY

PANAMA CITY, FL.

THE MILLION VENDOR

OF STAR BRAND POPCORN CO.

FRANKLIN'S

FAYETTEVILLE, AR.

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OF STAR BRAND POPCORN CO.

FRANKLIN'S

FAYETTEVILLE, AR.

THE MILLION VENDOR

OF STAR BRAND POPCORN CO.
MRS. MAEDEE WILLIAMS, whose activities in the carnival field are so wide-reaching, are now in her 20th season. She is quite well known in the industry, having been in the business for many years.

MRS. PERRY MORENCY letters from New York: "March 26 was the 72nd birthday anniversary of Mr. and Mrs. Perry Morency and it was a momentous evening for both concerned. Jack V. Lyles, general agent O. C. Buck Johnson, was host at a dinner given by the Southern Carnival Club here. Following the dinner, the entire party visited the Colosseum. Frankly, I have never been so entertained as guest of Mr. E. F. Partello, legal adviser, who has been a close friend of the husband for many years."

THE YOUNG MAN MAY BE RIGHT AT THAT

If there were such a thing as fairs being able to talk, many of the successful ones could truthfully say, "The age of corn and a carnival made me what I am.

A Colonel in the army, with the average carnival used to be a man who didn't talk much. But who had really new ideas, but we have never been for showing anyone has ever received any extra compensation for them."

Some one not for the carnival: you are now with and cannot make your speeches to the public. But you must be careful that they are tickled pink if you can go on only in your own way."

If there are any, then without a great sight for transportation.

Do not give the manner in which some fair officials treated your carnival early this season, all at once. They may be back."

"The Young Man May Be Right At That".

JACK L. MURRAY and boys on the Happy Carbondale, the Girl Show. Montana will have the Athletic Arena on the Pine Tree State in Tennessee."

L. R. NIEG letters from Sumiton, Ala.: "Southern United Shows did not consol- lated with Kelloe Grady Shows. Average winter tour group B.S., featuring Wilden, with two other shows and six concerts, including the season at Summell, Miss. Part went to Lake of the Ozarks and other shows."

L. R. NIEG, with Illusion show and photo gallery. Roster of 800 when they closed was Mr. and Mrs. E. H. Eager, manager and part owner."
FOR SALE
10 Car Whirp, in good condition. Not, a
mar or scratch on it. Been in storage four
years.
Price $1,500.00, F. O. B. Detroit.
AMERICAN CIRCUS
1935 Burgess Street,
Cincinnati, Ohio.

MERRY-ROUND FOR SALE
15838 Burgess Street,
American Circus
WNT 1
In adjacent lakes.
UNITED STATES come to these waters for fishing and hunting. Bass and catfish available.
Chinook salmon, steel head salmon, silverside salmon, sea trout, sea bass, pilchards and
WILD GAME PLENTIFUL-Deer from back porch.
TRICITY FROM OWN PLANT FOR LIGHTING HOME AND CHARGING BATTERIES COMMERCIALLY.
Handling 200,000 marketable trout and fingerlings. Pure mountain water piped into home.
FOR SALE Huntitroo
Price, Six Thousand Dollars.

Mickey Mouse, Animal Show, Illusion Show, or any show that can stand to make money.
Side Show (have Top and Banner Linos for same), Motor Drome, Midget Show, fun House,

to show some of the younger ones what this
business is all about. Youth can learn a lot if they will take counsel from some of these youngblood boys.

DON WADDIE.-Some wise guy of
the early ages said that self-praise is half scandal. However, you have done some big publicity things during your
life and would that it was humbly possible to give all credit where credit is due, forever and snow. Your
vision of the carnival of 1937, was a good piece of work and you were highly praised for it, but can a man
praise himself as a showman worthy of the title? This must be a new era indeed
when a general agent takes it upon himself to attend to such matters. High praise should go to Bley for not desiring
to loot in hotel lobbies for the rest of the season just because his show had been locked solid.

SPEAKING OF THE AGE OF YOUTH: Just look at the boys that are now engaged in outdoor
business who range from 60 to 90. There is no record to date wherein one of them is not making good in his respective.
Many of them have just started to show some of the younger ones what this
carnival business is all about. Youth can learn a lot if they will take counsel from some of these youngblood boys.

Price $1,500.00, F. O. B. Detroit.

JAMES M. RAFTERY, secretary-treasurer of the John H. Marks Shose.

THE BILLBOARD April 24, 1937

CONCESSIONAIRES ATTENTION
We Manufacture a Large Assortment of First-Class Finished Platers.
ALL NUMBERS, SUCH AS INDIAN, RIDE 'EM COWBOY, ELEPHANTS, CIRCUS.
HORSE, ETC., 15c EACH.
(Parke 12 to a carton.)
7.5X Merchandise, 28 Platos, 12 Platos, 25 to a carton.
Lamps 45c Each.
Terms: 1/3 Deposit, Balance C. D. O. Orders shipped same day received.
SEND FOR PRICE LIST TODAY. SPECIAL PRICES TO JOBBERS.
SOUTHWEST ART NOVELTY CO.
321 SOUTHWEST BLVD., SAVANNAH, MO.

WANT SHOWS T. J. TIDWELL SHOWS WANTED SHOWS
Slide Show (has new Tug and Banner Line for same), Motor Drumer Midget Show, Fun House,
Mickey Mouse, Animal Show, Illusion Show, or any Show that can stand to make money.
Good Spring Route, 11 weeks of Fairs and Celebrations to follow. Wire T. J. TIDWELL,
Odesia, Tex., week April 19; Montannah, week April 26.

HARRY EDWARDS, who will talk to the front of John DeForest's Tent on Cooklin's All-Canadian Shows this season. Harry has a very furlough,
then, is a keen observer and has on several occasions contributed to the
Amusements columns of THE BILLBOARD.
Photo snapped in Montreal, Can., recently.

WANTED WANTED WANTED
Show and Concession, Merchandise Wheels. Opp.
WANTED: 250 to 500 boxes of cards. Roy.
Tents for Shows, 25 cents each. Odd. Sorry Stamps, $2.50 per week. On the streets of Port Reading.
N. J., April 17. The oddumstion following next.
(IDA B. M. Anderson) Blackwell, West New York,
N. J., Street Festival. No time to write. Writs
by Western Union or telephone Humboldt 8-2935.
CENTANNI'S GREATEST SHOWS
April 24, 1937

TUILLE SHOWS
Opens April 24
Wants one more Show to feature.
Will furnish outfit. Experienced Ride
Help. Concessions.
Address Ladd, Ill.
White City Shows

Open in Trinidad

WALSENBURG, Colo., April 17.—White City Shows opened the season at Walsemburg, Colo., Saturday, April 8, with ideal weather and a capacity crowd.

The entire show was renovated and newly painted, the color scheme being white, blue and green. Every ride and game stand was refaced and repainted. The management added many new and improved features to the show, including a new concessions stand, new games, and new rides. The entire show was presented in a new and improved location, with a new entrance and exit.

The management was successful in attracting a large crowd, and the show was well received by the public.

John R. Ward Builds New Home; Shows Prospering

OPELUSAS, La., April 17.—Show is now in its fourth week, business good. The nates of Baton Rouge took to the show from the first day. The show has been a great success and business is good.

The management has been working hard to improve the show and attract a larger crowd. The show is now in its fourth week and business is good.

John R. Ward decided to build a new home for the show, which is now under construction. The new home will provide more room and better facilities for the show.

The management is planning to add more rides and games to the show in the future, and the show is expected to continue to grow in popularity.

The show is located in the heart of the city and is easily accessible by foot, car, or bus. The management is planning to add more parking spaces to accommodate the growing number of visitors.

The show is open daily from 10am to 10pm, with special events and activities planned for weekends.

CONCESSION

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West Coast Amusement Co.

Monterey, Calif. Five days ended April 11. Auroraces were weather. The weather was mostly clear. The show could be seen for miles around. Carl Kock and his musical revue again broke midnight records. Lu Verna and his four shows, as well as the other girls and musicians, did fine with their own shows. But Clasen was busy ar- ranging for fishing party. Andy Cocon is feeding $135 men daily. William Bradley had Big El Wheel filled with banners and used baby rides to finish the display. Meyers added a new radio to the displays to help. Bert Clasen visited from Clark's show. Jack Christensen added another pop corn and candy apple stand, and Bert Clasen joined with new grab concession. Mrs. Leo Leos and party visited with her husband, but the shows secretary. Returning to her home in San Francisco. W. T. Jossen.

McClellan Shows.

Mayfield, Ky. Week ended April 10. Hope is the show that is taking over from Tinsley and Mad Cody Fleming shows. Harvest Moon, 30x40 canvas. Charles Siegrist's flying return act in a show which was well attended. F. J. Spencer.

Wallace Bros. Shows.

Union City, Tenn. Week ended April 10. Huntington Legion and Bugle Corps. Location, ball park, Weather, mild. The show is in 11th year. Third week of season and weather was mostly bad. Had fair week at Mayfield, Ky., but extremely cold, wind and poor attendance to practically nothing. Charles T. Goss, manager, with Mrs. Frank Cross, late trainmaster, at A. C. House shows. Mr. and Mrs. M. P. Tillotson came on from New Orleans. Their show was taken over from Tuscaloos, Ala., that he was with Mrs. A. C. House shows. Good business. WALTER B. FOX.

Eric B. Hyde Shows.

Gainesville, Ga. Week ended April 10. Auroraces, American Legion. Location, downtown lots, Weather, good. First show of the season. Business, excellent two days, nothing doing. Mrs. Hine Bowan and her family and other friends. Mrs. Leo Leos and party visited with her husband, but the shows secretary. Returning to her home in San Francisco. W. T. Jossen.

Wanted Plane, also Girls for Posing, Dancing, Tease and lions that work for stock, People and WANTED-LoommPlane, Jack Monroe wire. Mechanical Man American GOOD CIRCUS SIDE SHOW, also other shows of merit. Have opening for Smith & Smith Chair -O -Plane. Would like to book Smith & Smith Chair -O -Plane. Have opening for Tinsley and Mad Cody Fleming shows. Harvest Moon, 30x40 canvas. Charles Siegrist's flying return act in a show which was well attended. F. J. Spencer.

Full Week Carnival Show Letters

(Assigned by News Representatives for the Shows)

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American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 17.—As has been periodically demanded in brief, we confer with N. W. Hawkes, chairman of the Freight and Trunk Line Committee of the Trunk Line Association, at his offices on New York, Wednesday, April 7, with reference to the request of the association in behalf of its members to make a revision in rates and elimination of demurrage charges.

In our efforts we were ably assisted by John R. Ward, president of the C. O. B. Buck Exhibition Company, who was in New York at the time the conference was held.

The result of the conference was to recommend the following terms: the old rates and regulation will be maintained for the next three months. The company also indicated its willingness to hold the rates, and so far as is possible, to make a revision in the regulation.

The representatives of the association and company agreed to the terms of the conference, and the company promised to take steps to make the revision as soon as possible.

One Hundred Rides, Shows at Paris Fair

PARIS, April 5.—The famous Gingerbread street fair, which was inaugurated on March 17, has closed to 500 rides, shows, and attractions of real importance.

Among the big rides are three rows of cars, a merry-go-round, and a little street of cars, along the wide Cours de Vincennes are four Auto Kiddie rides, a Tiny Tilt, Miniature Railway, kiddy rides, the Cirque Fannaci, Cirque Santeclereau, Durval's dog show: the Lion's show, and the other two other amusements: the Van Droplan Sisters (fat girls), 15 freak shows, the girls show, two wrestling shows, funhouse, motorcars, balloons, lion's tent, bellows, two muzzes of anatomy and several penny arcades and attractions.


Sixty-Four Days, Shows on the West End Avenue.

The first part of the season opened at Baton Rouge, April 7, with reference to the request of the Buck Exposition for the National Association of Amusement Parks and Theatres, to confer with N. W. Hawker, chairman of the Trunk Line Association, at his office on New York, Wednesday, April 7, with reference to the request of the association in behalf of its members to make a revision in rates and elimination of demurrage charges.

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No listings were available for either C. O. B. Buck Exposition Company or the Trunk Line Association at the time the conference was held.

A report of trouble getting off Blythewald Avenue, April 17, is made by the local manager of the Buck Exposition.

The Weather, called for good weather, cool and dry, which was confirmed by the manager. The weather was quite good.

It is expected that the Buck Exposition will close at the end of the season.

Several new concessions came on after the show left New Orleans. The Buck Exposition was also reported as for the third week of the season. Which opened at Baton Rouge, April 7, and closed after a successful run.

The management of the Buck Exposition closed the show after a successful run of three weeks, and the company promised to take steps to make the revision as soon as possible.

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Spring-Quarters News and Gossip

(Reported by Show Representatives)

WANTED—Shows of merit having own outfit, especially wonderful shows, to be presented at new permanent Carnival Spring Quarter base. Owners or agents are urged to write.

HARRIS CARNIVAL
FINDLAY, O. April 17—All rides have been repaired and painted at the supervision of Harris. The trucks, tractors and trailers have been put into shape and several new ones have been added. The opening will be in Kokomo, Ind., May 1. Shelly Bodo Harris, owner and general manager; Jack Dotty Spear, booking agent; Dick Weaver, ride superintendent; Anna Belle Beavers, secretary; Mrs. Eula Harris, treasurer; and George Cal, general agent. Concessions are Cliff Thomas, bingo; Al and Ray Foutch, concession; Gloria Benton, raffle-tye-up-winn; C. W. Jones, conces- sional; C. Fisher, ball games; Chick Kent, crackerjack and candy; Lee Stein, agent.

Harris Carnival
PORTSMOUTH, O. April 17—All work completed on wagons and eights and painted. Nate Worman turned out new front for the Nutley Art Gallery, Jungle Oddities for Rodney Krall, and Mystic oddities, which will house the animals in a parlor. Harry Smithly put his lions thru their various routines. The writer has a trip for six spot announcements daily. A parade has been scheduled for the opening night, Thursday, April 28, and the crack championship ride and cornet fire will have the parade in charge.

Colin & Wilson Shows
GREENSBORO, N. C., April 17—Every- one is hustling as opening date draws nearer. A new cover for the Wheel, in quarters, still remains to be done after the opening. Every night at the Show Hotel is booked as the basis for a convention. J. W. Wilson, president, at all times.

Bob Holmes and his Lilliputians will be in this city April 25, and will operate Eli Wheel again. H. M. Wilson, manager of the Jonathan Electric Show; Howard Elliot, Geek Show; Ralph Lasher, fortune teller; George Welch arrived with a new parade wagon from New York, where he purchased new wagons and cars. The parade wagon is for the relief of the Streets of Cairo. Paradise Review will carry a five-piece orchestra. Walt arrived with a brand-new outfit for the midway. Donn Foulk and crew are on their way to Chicago, where Mrs. joe Caroll, who just returned from Cuba, will be making her first season. B. H. Wilson will remain for the opening. Frank Missick and crew are playing daily and trying to make as much money as possible before opening. C. D. Crump, special agent, is busy with a new show. Eddie Eger is expected before the band plays. Reported by George Helstrom.

Crugberg's Exposition Show
BISHOPVILLE, S. C., April 18—The last show was entered this last week at quarters everyone put on a good time. Walter H. Bodo is busy with the new star for the show. Woody has arrived with a new outfit for the show.

Sparks Carnival
BUCURUS, 0. April 17—Truckloads of new canvas, barrels of paint and cart- age are being loaded. The work being done by the employees of the new Sparks Carnival is nearly completed. Sparks has spared no expense or time to make his show a success.

Wm. Bazzet & Sons Shows
MINNEAPOLIS, April 17—Everything is being done in preparation for the show. A new truck and a new tent are being built. The show is expected to arrive from Sigma Bros. Management has a new promenade wagon and a new show wagon.

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TRAILERS

to be up soon.

is resting nicely, however, and expects

ing.

to give a full report at the next meet-

Affair was a real success and the Ameri-

can Hospital.

the final report on the spring benefit.

Chairman Walter F. Driver presented

dent C. R. Fisher.

have departed for the summer.

plause and many intend to take advan-

Brother John Lorman is planning a

season on the road with several con-

Brother Al Kaufman. leave today. Thus

Al Kaufman, chairman, wrote that he will

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Laws and Lawsuits Pertaining to Amusement Biz

How to Deal With Disorderly, Undesirable Patron

By Leo T. Parker, Attorney at Law

FAIRLY FREQUENTLY owners and operators of carnivals, circuses, amusement parks, concessions and shows are confronted with the problem of a "getting rid of" disorderly and undesirable persons without undue liability.

A review of leading cases discloses that the courts have laid down certain well-defined rules which, if adhered to, will render it unlikely that a proprietor will be held liable for injurious conduct by his agents.

For example in the case of Caw v. E. S. 231 a proprietor of a place of amusement, a patron, while he was walking into the building, was assaulted by an employee who negligently did not use due care in handling him. He struck and seriously injured him. The court held that the proprietor was not liable in damages for injuries caused by the employee's conduct.

In other words, it is established that a proprietor is liable for an injury inflicted by his employee in the course of his employment but as he did so in a negligent manner.

The proprietor of a place of amusement shall be informed either expressly or impliedly authorized to eject a patron whether he has been guilty of a breach of the rules of his place of amusement or not.

For example, in the case of Hutchinson Amusement Co. v. Miley, the plaintiff, an employee of the defendant, was sworn in as a witness. It was then admitted that the plaintiff had committed an act which he was subject to arrest by a duly authorized and used special officer, and if not whether the patron had been guilty of a breach of condition. The plaintiff was sworn to testify that he had used only the amount of force or degree of force necessary to eject the patron, whether the policeman was an authorized employee of the defendant or not.

In other words, if a special policeman is justified in arresting a patron he is not liable for any unlawful acts committed while he is acting for the proprietor and the owner of the place of amusement may avoid liability by giving adequate notice to the proper police authorities if the injuries were committed by a special policeman who had not been authorized to act for the proprietor.

However, if the owner of the place of amusement did not receive such notice or if the injuries were committed by a special policeman who had not been authorized to act for the proprietor, the proprietor may be liable.

For example, in the case of Wineland v. Shaw, 12 P. 256, it was shown that it is entirely the duty of the proprietor to maintain order, then the proprietor is liable in damages for injuries inflicted to eject the patron from his place of amusement and purchased general admission tickets to attend the shows, which were held by the proprietor. He was arrested and convicted.

The court held the owner of the place of amusement liable for injuries caused by his employee who was acting for the proprietor. The proprietor may avoid liability by giving adequate notice to the proper police authorities if the injuries were committed by a special policeman who had not been authorized to act for the proprietor.

When May Eject Patron

Various courts have held that a proprietor or his authorized employees may exclude any patron, whether he has been guilty of a breach of the rules of his place of amusement or not.

For example, in the case of Schmuelback's Show v. Schmuelback, the proprietor of a place of amusement, a patron, was arrested and convicted by a special policeman who had not been authorized to act for the proprietor. He was then released on bail and his case was continued to another date.

The court held the owner of the place of amusement liable for injuries caused by his employee who was acting for the proprietor. The proprietor may avoid liability by giving adequate notice to the proper police authorities if the injuries were committed by a special policeman who had not been authorized to act for the proprietor.

This is the first of a series of legal articles pertaining to various branches of the amusement business authored by Leo T. Parker, a prominent attorney.
K. C. Shrine
Sets a Record

Circus and bazaar attracts over 100,000—success may mean bigger show in '38

KANSAS CITY, April 17—Shrine circus concluded a nine-day presentation in Municipal Auditorium on April 11 to a record audience of more than 100,000. Show was a big success financially. Artie Cooper, sponsor, is contemplating presenting a larger circus next year.

Program was assembled by William H. Witting, past potentate of Asarat Temple, who made official announcements, assisted by Clyde Wethington, who made program announcements, and Bob Fisher's Fearless Flyers. Six Lucky Boys, Aerial Sons and Billy Finkle missed the opening performance due to previous commitments, but appeared at the marches after making an all-night jump from Omaha, where they were appearing at Tangier Shrine Circus.

Show, a combination circus and bazaar, was presented in two parts. During intermission spectators were entertained by Billy Finkle, whose extemporaneous prepared them in an up-in-a-minute performance. Farmer Burns was contracted to appear in the main program, but, due to a re-scheduling of the schedule, he was unable to appear. All Shrine committees, however, paid Burns' contract in full. Program lineup included Shrine Band, Shrine Ballet of local girls, Joe Melville, Star Hara, was presented in two parts. During intermission spectators were entertained by Billy Finkle, whose extemporaneous prepared them in an up-in-a-minute performance. Farmer Burns was contracted to appear in the main program, but, due to a re-scheduling of the schedule, he was unable to appear. All Shrine committees, however, paid Burns' contract in full. Program lineup included Shrine Band, Shrine Ballet of local girls, Joe Melville, Star Hara, was presented in two parts. 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WYOMING


Coming Events

These dates are for a five-week period.

ALABAMA

Montgomery - Pat Cattle Show. May 5-6. 7.

ARIZONA


CALIFORNIA


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CITY MANAGER—Send resume for further information.

CHEF—Excellent food and service.

.Call or write: Lynn W. Worthen, 1481 16th Ave., San Francisco 1, Calif.

IN CELEBRATION of opening of the baseball season in Roomoke Rapids, N. C. A successful T-Birds team will open its season with a sensational Saturday evening show. Complete, ready to start. Send coupon for illustrated booklet and details.

RHYTHM PIANO—DISSOLVES

Pianist, 60 Fergus St., New York, N. Y. Available to all managers, vaudeville, music, etc. Complete, ready to start. Send coupon for illustrated booklet and details.

AT LIBERTY—SINGERS, GOOD VOICE AND HANDY. Write, complete, ready to start. Address W., 300 Usher Terrace, New York, N. Y. Complete, ready to start. Send coupon for illustrated booklet and details.

NORTH CAROLINA—Best of everything, finest acts.

ST. LOUIS—SOUND, SHARP, SPEEDY

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Huge Sales Boom Seen by Wholesale Merchandisers

NEW YORK, April 17—Wholesale merchandising for leather goods boomed so strongly from the sales brought in during the past season that it is likely rank as one of the most active of all time in leather lines. From the very early spring starts in many years and the season has gotten off to one of the best starts in recent years. Increased sales in various cities are already being noted here.

Feeling here is that a boom summer will soon be upon the trade. Reasons for the statements are that this year will be an active winter season and that a great winter season was enjoyed by Miami and spending was freer than ever before.

A return to old-time merchandising is taking place. Merchants are making a decided effort to carry forward the country's business at such near-by resorts as Lake George and elsewhere. They are making a decided effort to have the metropolitan public ready started with their purchases. They are making a decided effort to spread out and spend more money on the buying they do.

Many wholesale merchandisers are already on the move in this direction, many new games will be introduced, and there will be a plan to place all of the merchandise that should be used is restocked as premiums is the only class of merchandise that should be used is restocked as premiums.

Leather Goods Line Gains in Prominence

Leading merchandise distributors of leather goods report that the present season has gotten off to one of the best early spring starts in many years and that optimism and business activity is increasing. Generally, there is a feeling that the leather lines are being carried forward at a record pace. The industry is in a condition to handle the heavy buying movement anticipated by the industry.

For the outdoor showroom, the premium user, concessioner and pitchman, it means to take advantage of the line of leather goods available this year. The trade is being handled with more business than ever before. The line of leather goods available this year is more extensive than ever before, and the trade is being handled with more business than ever before.

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In line with the growing prominence of the fair trade in the nation's business is the influence of large exhibitions upon fashions. Greater Texas and Pan-American Exposition is featured by the Peddie Building Association by giving its official colors. These are Mayan blue, green, aztec red and Indian gold. Hues are taken from Indian designs and will be seen much this year. Branching off from the same trend are many Hollywood jewelry, pottery, blankets, baskets, hat, etc., all of which should make good sellers everywhere.

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And while I am about this question of color: Have you ever noticed how much the color scheme of a premium display affects the number of players? I watched this at one fair at various booths, and the players for the games at one booth were higher than those at the other booth.

Business seems to have been a little quieter during the beginning of April as compared with last year, but it is expected to pick up. The present season seems to be ahead of last year or any previous year in the belief that this will help the industry.

Record Easter Biz

Cuam Stores Enjoy Record Easter Biz

NEW YORK, April 17—Sportland men and women who are available.

The sharp increase, both in volume and percentage, was due in part, it was explained, to the fact that Easter buying came earlier than in previous years. There was a great deal of the volume was recorded in April, due to a late Easter celebration. The buying was considerably larger than in the Easter period because of higher prices. Don't forget your Easter gifts. The period's lasting appeal to both young and old.

Chain Stores Enjoy Record Easter Biz

Chain stores during the month of March enjoyed their largest business in history, according to store managers. The sales in the months of March and April were over $100,000,000 in March alone, and the total business in the month was over $100,000,000. It was the largest increase of the season's sales.

Business should "marked improvement," during the first quarter of 1937, with industrial production up.

The new feature of the chain store business this year is that a boom summer will soon be upon the trade. This is due to the fact that most of the business is being done on the early season. The new feature of the chain store business this year is that a boom summer will soon be upon the trade. This is due to the fact that most of the business is being done on the early season.

Huge Display at N.Y. Toy Fair

NEW YORK, April 17.—More than 10,000 new toys are displayed at the Toy Fair, which is seven and a half weeks away from the opening of space at the Hotel McAlpin and at the Waldorf-Astoria.

With prices rising in the industry, there is a greater buying rush this year than ever before. The prices are substantially higher this year than ever before. The prices are substantially higher this year than ever before.

With the industry expecting at least a 10 per cent sales increase, Toy Fair officials estimate that the sales will go over the $200,000,000 mark this year.

Coconut toys, ranging from elaborate noisemakers, autos, and construction items to machine toys, are the biggest feature of this year. A big increase in marble production has been noted and the display of this common toy this year is greater than ever.

At least 100,000 of the toys are on display. The wholesale merchants industry will be interested in many of the less expensive toy can pay for in one day and with the arrival of the Carnival and box attractions.

Sportland and arcades have adopted toys of all sorts andyeads and outdoor displays.

It is suggested that orders for wholesale and retail forms be placed far in advance, for buying at the Toy Fair has a quality effect on the market, having adopted the toys of all sorts andyeads and outdoor displays.

There has been a strong move toward larger orders from retailers and a great increase noted in this direction. There is a great increase noted in this direction. There is a great increase noted in this direction. There is a great increase noted in this direction. There is a great increase noted in this direction.

Chicago To Have Big Premium Exposition

Plans already made for the seventh annual National Premium Exposition to be held at the Palmer House, Chicago, during the last week in May, May 31, indicate that the event this year will be much greater than in the past. Many of the showrooms are turning back to merchandise under the big premium and circuses are ordering more toys and games than ever before.

Chicago Wholesale Trade Makes Gain During Week

Reviewing the past week, wholesale trade made a great gain during the week. The industry shows "marked improvement," during the first quarter of 1937, with industrial production up.

However, last year there was a substantial amount of pre-Easter buying, which will be on Labor Day. That's a good sign, as it brings stability into the business. I believe the fair operator of today is not only a better man to deal with than those of yore, but he also makes more money, which, after all, is his purpose for being in business.
New Items

Foolproof Ash Tray

"The safest and sanest ash tray in the history of smoking" is what the American Cynamid Company calls its new foolproof ash tray for premium use. It is so called because it holds the dipoles in its teeth. If it burns down it must fall inside—never over the edge. The stub slides thru a trap opening into an ashtray. It is so called because it holds the cigarette or cigaret in its teeth.

Ivy Cabinet Radio

Salesmen, distributors and salesboard operators are reporting good sales of the new ivory radio recently introduced by the Silver Manufacturing Company. According to the manufacturer, it seems as tho the American public was just waiting for a low-priced receiver in new ivory finish. The unique feature of this enterprising radio concern seems to have rung the bell. It's the same dependable Model 139 F. S. 70-in-Cabinet Radio which sets some fancy sales records in the market at present. This is sturdily built, richly antiqued ivory finish. The radio comes in living room bedroom, for any room in the house, this ivory innovation has multiplied the sales in this line and it is the right size at the bottom. If it is easily installed so as to be proof against tampering. It is adaptable to every type of coin-operated machine.

Joe Louis Plaque

A new plaque designed as an immediate seasonal seller is being released for the market this week by Zimmerman Post, Inc., in the form of a heavy relief design of Joe Louis, the Detroit Bomber. Plaque is made of a proposed fiber material and is about 6½ by 11 inches in size. It is designed to be hung on the wall or elsewhere and a special hook or fastener is provided for this purpose. Plaque is sold with a facsimile of a good-luck signed by Joe Louis. What makes the plaque so important as a novelty seller at this time is that it hits the market at the top. Louis' steady climb toward the top, which will have a climax of popular attention with his fight with Braddock for the world's heavyweight championship June 22.

New Sponge Mop

A new self-wringing sponge mop just introduced by World Specialties, Inc., is not only going over big for agents and demonstrators but is being used to good advantage for many premium use. The mop is said to banish putting hands in dirty water by simply dampening it under a faucet. Most of the floor then rinses and wrings out by working the simple mechanism. Item is beautifully finished in cabinet non-rust and comes equipped with assorted colored sponges. Low retail price around $1 makes it ideal for a number of promotions.

Tool Kit

COMBINATION GLASS CUTTER, KNIFE -- TOOLS KIT - Hollow Wood Handle, cherry colored red, nickel finish, Metal Handle. Equipped with Shackle, ½ in. Chain.

PLAYLAND SUPPLY CO., Inc., 14 West 17th St., N. Y. C.

BIGGEST NOVELTY SELLER
or PREMIUM GIFT genuine
RABBIT FEET
AND KEY CHAIN NOVELTIES

N. SHURE CO.,
Adams and Wells Sts., CHICAGO, ILL.

Big Premium Item!

JEWELLED LADIES BAUQUETTE WATCH
With 20 Sparkling Flower-Shaped Diamonds.
RUSH S2
MONEY BACK
ORDER NOW!

SQUIRT DOG ASH TRAY - CARNIVAL SPECIALS
ANTIQUE
GOLD FILLED

WILL ACCEPT OLD GOLD AND IVORY
THIRD AVENUE
PITTSBURGH, PA.

Watches.

NO. 8 MICKEY
WHISTLE HANDLE
MINIATURE COWBOY HATS.

ROSEN & MALTZ
25% DEPOSIT ON ALL ORDERS, BALANCE C.O.D.

TRADE SHOWS TO BE HELD IN MARCH

OUR PRICES REMAIN LOW AND CONVERSELY - KEEPING HIGHLY POPULAR AT VARIOUS RESORTS, HOTELS AND NIGHT CLUBS.

Nupoint Pen & Pencil Company brings to the market the idea of a quality product to be sold at prices which will insure wide acceptance everywhere.

The most widely advertised and publicized...
WHOLESALE MERCHANDISE-PIPES

April 24, 1937

FOR VALUES TO GET
• EXCITED OVER
• BUY FROM THE WORLD'S
• LOWEST PRICED
WHOLESAVERS
• Razor Blades, Toilettries,
• Novelties, Gifts and
• Premiums.

196-Page Catalog FREE with
All Orders

Our Only Mailing Address
MILLS SALES CO.
of New York, Inc.
901 Broadway
New York, N. Y.

There are the places where an energetic hustler can cash in: The pin-on tails, razor blades, pencil sharpeners, and especially those rare, rare, rare, spinning birds are almost certain to make you a thankful do-gooder for any good hustler.

BILLY LOCKHART —
Ever-multiplying novelty purveyor of Dayton, Ohio, is rolling over Chicago's Parnell highway deal and is making a big push out of it. His outfit, the Parnell Novelty Corporation, is doing a big business in the Chicago area and is planning to expand operations in the future.

TRUMAN BANKER —
Of med note, busy making a move in the midwest, this fellow has a rather neat business set up in the Parnell area. He is giving the pipes desk a new look and is pleased with the response so far. He plans to make a big push and is working hard to expand his operations.

SMALL TOWNS often yield the biggest surprises.

THE O'S —
Are preparing to embark on their sea-son's tour with their midwest aggregation. They have been touring the midwest for the past year and are looking forward to a successful season in the future.

BOYS WORKING

The auto-charts with the lucky-star brand rings are enjoying some real success. The rings are enhancing the sales of the charts and the boys are doing a good job of promoting them.

LIT TUR'S

LIT TUR's are popular with the youth market and are doing well in the downtown stores.

IRVING CRONIN —
A report that he is ordering plenty of goods for the coming season. He is planning to have one of the most formidable displays.

IRVING CRONIN —
Is reported to be ordering plenty of goods for the coming season. He is planning to have one of the most formidable displays.

THE ABILITY to make a good pitch is like leaning to eat olives. It has to be cultivated.

REPORTS DRIFTING IN

Indicate that the Ira and3000 are the best sellers for the boys working the stores and indoor shows this spring.

THE PIN-ON TAILS

Are enjoying a good share of the trade working the downtown stores. Frye's hot-tin demonstration has been going over in a big way, with the Baptist church sponsoring the sale.

DEWITT SHANKS —
Has been making himself conspicuous by his absence around the Parnell area. Tommy, Dewitt is reported to be back in the game with a new angle for the Dawson market. His recent move has been successful and he is expected to do well in the future.

THOMAS A. (SLIM) RHODES —
A story going the rounds that the country has a good business. The Ace med purveyor, has been getting a good share of the business. He is working hair tonic to an okeh pitch, with the tonic.

JOE LOUIS —
America's best advertised man and idol of his race. Millions of admirers will buy this box-product. We are happy to report that the famous Good-Luck letter signed by Joe Louis, Jr., is ready to hang, individually packed in car-tons, and is available at our wholesale prices.

ZIMMERMAN-POST, Inc.
519 Donnera Blcg, Detroit, Mich.

PEN WORKERS!

Why Buy When Cream Comes Round No Sale?

Subscriptions are accepted on the following plan:

24 issues at $4.00.

BENSON PEN CO. 144 E. Plymouth, Chicago, Ill.

PUBLISHERS REMAINDERS

Hot-cha Books

Complete line of post-ropers and self-ropers. Every variety, local, state, and national. Good prices. Full information.

MRS. LIDDY LINDSAY.

POULTRY TRIBUNE,

Mount Morris, Ill.

EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write for our new line of fountain pens and pencils.

ARGO PEN-PENCIL CO., Inc.
106 Broadway, NEW YORK CITY.

SLUM JEWELRY $1.00

Full line of rings, bracelets, and necklaces, at prices that will suit the most discriminating taste.

FELDMAN BROS., 159 Canal St., New York City

MONOGRAM EMBROIDERY MACHINE

The only machine that makes beautifully designed monograms. Easy operation. Big money maker at sales. Full information.

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MONOGRAM EMBROIDERY MACHINE

The only machine that makes beautifully designed monograms. Easy operation. Big money maker at sales. Full information.
MERCERPIPE-GENERAL OUTDOOR

April 24, 1937

The Billboard

v. Va., under date of April 8, "While passing thru the gateway to the moun-
tains today I met one of the boys from the old school of the leaf. He was no-
other than J. H. McCaskey and he was passing out chocolate to the children.
He looks prosperous but he seems to be depressed. Nevertheless he got the
folding dough. I'm going to Michigan for the summer. It looks like a good
summer. boys. hope you get the

B. STARLING

PAINTS from Lattinburg, Ky.: "Bill Bynum, who came in here from New Haven,

SPRING SPECIALS

FOOT POWDER—4 oz. Med. Cass. 95c


FLY SWATTERS—Red and Black 15c

Misz. Toys 10c-

ALKALINE TABLETS—25c

$1.50. Each... Cord.

Send for Giant 1937 Catalog Containing

3.00. Doz. Ball.

BENGEL PRODUCTS CO.

875 BROADWAY, NEW YORK, N. Y.

LAPEL WATCHES

If it can be sold for less, Messrs. W. J. Allman and Neal Walters, of II.

JOS. HAGN CO.

WHOLESALE.

IMPORTERS

231 W. MADISON

CHICAGO

BUY DIRECT! SAVE ON BLADES

In the interest of direct and saving money in the sale of our fine goods, we are issuing

DYNAMIC RAZOR BLADE CO.


GUTENEN FUR FOX

RETAIL PRICE

$5.00

$4.50

$3.00

$1.50

$1.00

$0.50

H. M. J. FUR CO., 261 W. 28th St.

NEW POPULAR STYLES

Elgin & Waltham Watches $1.85

For Circus-Rodeo-Carnival and Concessions

10 (Ten) GALLON HAT

MISCELLANEOUS-

DURABLE—WATER PROOF—EXTRA LARGE SIZE. Made

in sizes from 10 to 20 gallons. Stamped "Elgin & Waltham

Manufactured 1935," Green 7" high. Colors: Gray, Tan, Bright


No. 306—DOZEN $1.75 GROSS $19.50

No. 1208. SILK FLORAL DESIGN PARASOLS

WITH OPAQUE OR TRANSPARENT COCOONING FIBER $1.50.

SEND FOR SPECIAL CIRCUS AND CARNIVAL ITEMS.

GOLDFARB NOV. CO.

20 WEST 25 ST., NEW YORK CITY.

PITCHMAN’S SAYINGS:

"Are you satisfied?" — Morris Kastoff.

S. N. ULLMAN

writer of letter from La Salle, Ill., under date of May 8: "That joint left L. A. Sweeney

and the missus for a trip up north. I went out to their trailer for dinner and we really had a

swell spread, two huge children facings.

We ate one and the other ate the other.

W. Va., under date of April 8.

I. A. (DANNY) DANN

letter from Chicago. "That's how it goes in here from New Haven, B. Starling.

SUPPLY HOUSES

(Continued from page 76)

musical and educational creations of to-

day is described in a brochure just pub-

lished by M. M. Papachopka, Inc., a

musical instrument house.

After three decades the kazoo has

achieved the unique position of being a

singing instrument. It is appreciated for

its educational and entertainment value.

The kazoo is attained great promi-

ence both here and abroad and its utiliza-

tion has been adopted by public schools as part of the

curriculum of many schools and of

elementary training.

Instrumental embodying the kazoo

principle pictured in the brochure in-

cludes one by John Bursa, the Callow-

y He-Dee-Ho, the Kazoocane, a wind-

ing stick and musical instrument in one.

Among the newer items now in de-

spense are the Match-Books, which is

the essential feature of a kazoo, mega-

aphone.

Esquire Cravat Company announces

that it has just issued its new 1937 cata-

logue. The catalogue contains more than

lined neckwear, bow ties, hand-made

cravats, tie and handkerchief sets and

out of silk-nerve money-makers.

A big feature number for pheasants, den-

hens and game in the kits is the hand-

pressed label, which helps to triple the

value of the company's line and also

that larger trend toward the use of high-

quality hand-rolled cravats. Manufacturing

neckerchiefs in its own factory, the company

can give great values. A special plan to keep

3000 in stock is not easy to stock.

Sew Gordon, proprietor of United Bal-

loon Company, sprang a surprise on the

to the trade the past week when he married

a	 a	

fourth marriage for beauty. A special

telegram took place April 10 in Brooklyn.

Company took place April 10 in Brooklyn.

For those internationally known

the originator of many innovations in the

airship business. These designs have

been the airship, monster, Santa Claus, Toss-Down, Dr. Zip, the
car in the airship business. These
designs have been the airship, monster,

and Brandt, of the Howard Brothers

Company, all of whom are employed by

Emporia, Kan., for the opening of the new

Carnival and Circus. They supply the

capacity of all the people on the
circus with the opening of the new

carnival. The new building is touted

from John B. Castle from Shreveport, where he visited the Fair and

the Ladies. He stated both shows were equipped to get money and both have

improvements.

Carnival and Circus. He stated both shows were equipped to get money and both have

improvements.

The Sportman's Show will open in

Chicago, and orders from these groups are being

received with greater frequency. Items
typical of this class are key rings, rings,

and orders from these groups are being

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Funland Show

Hartmann's

Broadcast

He has answered his last call to the 200 miles of improvements from the one that troopers take season after season—a road from which no one returns. It is a memory of a moment, a pleasant one to be sure—a memory that will be cherished for years to come by all those who have worn the Billboards and their countless friends in show business and allied fields in this country as well as abroad. We are referring to that dried-out woolen trooper who lowered show business, who found that it was not for the weak those who made a real profession of it, who was a faithful employee and loyal to the core—Charles O. Fole. "Our Charley Biss," as he was better known to The Billboard family and showfolk alike.

Better men in show circles one would have a difficult time finding. He worked both alongside of the writer and under him on The Billboard, and if he had an enemy it was not apparent during that long period. Unassuming, a man who always preferred to stay in the background, was not talkative, when there was occasion for courage, a man who always wanted to do good for others, is the kind of man we all need, and especially the finer points of acting— that was "Charley Biss." And as husband and father he was simply wonderful. Nothing was too good for his family. No more devoted couple have lived than the Miller's, and was always "Mom" to him and he was always "Daddy" to her.

He fought hard to overcome this illness, but we are glad to say that he enjoyed still more happiness on this earth, but we are glad to say that he enjoyed still more happiness on this earth, and we are glad to say that he enjoyed still more happiness on this earth, and we are glad to say that he enjoyed still more happiness on this earth, and we are glad to say that he enjoyed still more happiness on this earth, and we are glad to say that he enjoyed still more happiness on this earth, and we are glad to say that he enjoyed still more happiness on this earth, and we are glad to say that he enjoyed still more happiness on this earth, and we are glad to say that he enjoyed still more happiness on this earth, and we are glad to say that he enjoyed still more happiness on this earth, and we are glad to say that he enjoyed still more happiness on this earth.

B. & V. SHOWS

Wheel for 15 weeks' work.

WANT Flat Ride, Titbit -Whirl, Whip or Caterpillar. Working Acts for Ten -in -One, such as Half and Half, Chief, pony boy.

Revue. Will Open Griffin, Ga., week April 26. All legitimate Concessions open.

FOR LEASE 1937

Baltimore, Md., March 30, 1937—Want 150 by 250 space. W. E. Parks, 4305 5th Ave., Middletown, V. P. prostitute for

COREY GREATER SHOWS

WANT:

1. Kil-White Man, Childed Performer, and trained for all Oil, Gas and Petroleum fields.

2. Act, 40 men, 150 by 250 space.

3. 100 men, 400 by 400 space.

ALL LEGITIMATE Minstrel with Location, Highland 50-50. Space for 200 men. All concessions must be flashed with merchandise.

STRATES SHOWS CORP.

FAIRLY-MARTONE SHOWS WANT

ORGANIZED MINSTREL Show: Can place 1000; have complete frame up.

Emperla, Kan., Week April 17; Nevada, Week of April 25.

STREET SHOWS

DIXIE BELLE ATTRACTIONS

Runabout Sales Up

Record spring sales of the Arrow Junior 28 chassis powered by a new 4-cylinder, 120 horsepower, sales offices are bustling with activity, and manufacturer's credits are being extended at a record rate. The trend is shown by the fact that the Arrow Junior 28 chassis, the most popular model in the line, has been sold in record numbers. The reason for this is not hard to find. The Arrow Junior 28 chassis is a car that is easy to drive and easy to maintain, and it has a reputation for reliability and performance that is second to none.

Extensive proving ground tests on this chassis, conducted at the factory, have shown that the "drive-in-yourself" is safe enough on any suitable road for a man trained high, to operate. The result of this test is a record for the company. The conclusion has been reached that almost 1933 model.

Minister Gray, Not Showman Gray, Buys Houston Property

BROWN, Ill., April 17—It was reported to The Billboard from Houston and printed in the issue of April 3 that B. O. Meadow, of Brown, Ill., has purchased the old home of John Gray, who was a faithful employee and loyal to the core—Charles O. Fole. "Our Charley Biss," as he was better known to The Billboard family and showfolk alike.
**Out in the Open**

Roger Littleford Jr.

**Garden Gossip**

Col. W. T. JOHNSON, the Texas rodeo impresario, slipped into Madison Square Garden last week to take a look at the kind of shows that make up the Hagenbeck-Wallace circus. One of the best shows on the turnpike is the Hagenbeck-Wallace, one of the largest and most successful shows in the world.

Col. Johnson has been a rodeo promoter for many years and knows his business. He is convinced that the Hagenbeck-Wallace is the best show he has ever seen and that it will do well in New York.

The Hagenbeck-Wallace is scheduled to open at Madison Square Garden on Saturday, March 17th. The show will run for five weeks, with a matinee on the last day.

Col. Johnson said that he was impressed with the way the Hagenbeck-Wallace is put together. He said that the show is well balanced, with a good mix of wild animals and circus acts.

The Hagenbeck-Wallace is known for its large, well-trained animals. The show has a large menagerie of exotic animals, including tigers, lions, and elephants. The animals are well cared for and the performers are skilled.

The Hagenbeck-Wallace is a family-owned show, with the current generation of the Hagenbeck family taking over the management of the show.

The show is a popular attraction and is a favorite with children and adults alike. The Hagenbeck-Wallace is known for its colorful and entertaining performances.

Col. Johnson said that he is looking forward to seeing the show in New York and hopes that it will be a success.

**Heart of America Showmen's Club**

Coxen House Hotel

KANSAS CITY, April 17.—As President of the Heart of America Showmen's Club, Col. J. B. Hagenbeck, has already opened the season, but in New York on the last day. The show is scheduled for five weeks and will run through May.

The Heart of America Showmen's Club is a national organization of showmen, with chapters in every state. The club is dedicated to the promotion of the circus and the welfare of its members.

The Hagenbeck-Wallace is the largest and most successful show in the country and is a member of the Heart of America Showmen's Club.

The show is known for its large menagerie of exotic animals. The Hagenbeck-Wallace is also known for its skilled performers and colorful performances.

The Hagenbeck-Wallace is a family-owned show, with the current generation of the Hagenbeck family taking over the management of the show.

The show is a popular attraction and is a favorite with children and adults alike. The Hagenbeck-Wallace is known for its colorful and entertaining performances.

Col. Hagenbeck said that he is looking forward to seeing the show in New York and hopes that it will be a success.

**12,000 at Cole Bros.' Opening in Chicago; Program Augmented**

CHICAGO, April 17.—Cole Bros.' Clyde Beatty Circus opened in Chicago last night to a spectacular and ribald ride elephant. It has a touch of spectacular and is nicely presented. Ken Maynard, in an exhibition of skill and fancy riding, is one of the main attractions. Beatty handles the clowning job with skill and in the interest of the animals.

Floyd King has his billing crews working for weeks and they are superb. He has distributed huge eight-page heralds arranged in old-time circus style that should please very effective. Beatty has a fine troupe of exotic acrobats, and Great Wallow, can not pleased.

The show handles the announcing a superbly, his voice coming thru the public address system. He is the showman today, and Beatty is a better clown than he was yesterday.

The Allen Foster Girls from the East a number of girls from the Betty Jones School for the Deaf, Scholarship, and who have been adding. Costuming of entire show is eye-popping and magnetic. Concludes in a burst of fireworks, everything is perfect.

In Display 2 the Arnold Trio, the La Flesche Girls, and the Redcoats of acrobats provide a pleasing melange of gymnastics, acrobatics, and pantomime.

Display 3 presents Harry Beatty with a large menagerie. Beatty handles the act with skill and charm, and the audience enjoys the show.

Display 4 is in Ring 1 and 3 and is excellent. This show is a fine one, and makes the audience more than satisfied.
Pin Game Control

Editorial reprinted from The Poughkeepsie (N. Y.) Sunday Courier, April 11, 1937

What to do with the game of the dancing, glittering marbles in Poughkeepsie is the question city fathers are trying to decide these days.

 Arenas featuring every conceivable type of mechanical device, with gifts for high scores, have always been popular not only with the sports crowd out of town but also with a number of the business men who patronize the stores which have the glass bagatelle cases.

 Should these games be licensed and should the city's Board of Aldermen adopt an ordinance to control the game? One faction claims that the games are nothing more than a racket, while at least 125 men in business in this city insist that they have a legitimate business which should be recognized as such.

 Sponsors of the game insist that the indoor machine sport is helping to improve business. They argue that hundreds of men have been given employment while countless others have been given the opportunity of enjoying a game of skill.

 Stopping the gaming instinct of people is a difficult thing for any government to try and authorities seldom attempt to curb it beyond reason. If the law meant what it says more than half of the charitable benefits could not be held. The biggest objection to lotteries and gambling comes from honest citizens who state that if they were sure that the games would be conducted honestly and the money used rightfully for good purposes they would have no objection to their operation.

 The 125 business men of Poughkeepsie who signed the petition to the Common Council for legalizing pin games apparently have the right idea when they say, "we feel that this is a type of business that can be readily abused and that any act that would regulate the business and assist in keeping undesirable elements from participating in the same and give the authorities control over the same as similar regulations in the alcoholic retail industry have done would tend to benefit all of us. We sincerely urge the Common Council to give thought to such an ordinance."

 Certain businesses require regulation and we believe that pin games should be licensed and controlled if we are to have them at all. The larger cities of Los Angeles, New York and Detroit have seen fit to pass ordinances regulating pin games and locally we find that the cities of Utica, Rochester and Mt. Vernon have also passed ordinances. With more than 300 pin games now in operation in the city, there is every reason to believe that licensing would bring revenue as well as take gaming out of the "racket" bracket.

Our Industry's Debt to The Pinball Machines

Reprinted from The Tobacco Record, April 7, 1937

The tobacco industry is indebted to pin machines. Were it not for these ingenious contraptions many a dealer would have failed during the recent depression, and not only he and his dependents would have suffered but his creditors, distributors and manufacturers of tobacco and allied products would have been dragged down with him. Therefore our industry should be truly grateful for their existence. We can mention some of the most prominent dealers who were saved from embarrassment by these gadgets.

In some sections these machines are frowned upon by well-meaning, perhaps, but thoughtless legislators, police officials and reformers. They say pin games encourage gambling—perhaps they do. Essentially they are games of skill, and it would indeed be difficult to name any sport which requires some element of skill the outcome of which is not gambled on.

We cannot eliminate billiards, bowling, boxing or any other game in which persons vie with each other simply because men are prone to bet on the results. In some States where horse racing is legal pin games are outlawed—hence the expression, "horse laugh," because the horse is about the only one who doesn't bet on the outcome of a race.

We have known men to bet on the license plates on autos. One would take odds, and collect on every odd number, while the other would bet on even. Now which would it be logical to outlaw—the auto or the license plate?

Pin games are a harmless sport and also the most economical way of passing a pleasant evening—and as far as our retailers are concerned the games produce more profits for the space they occupy than any item they sell.
You’ve seen Fire Ball. You know how it has proved to be the greatest novelty game the coin game industry has ever seen. And now comes the PAYOUT model called, “MAGIC LAMP.”

Zip—every time that ball goes thru one of the five Electronic beams on the board, there’s a score or a hit. The score card shows what scores have to be made, and the backboard odds indicator shows what those scores (if made) will pay on that play. Odds run from 2 to 1 up to 40 to 1.

More flash—more skill shots—and greater play thrill with a greater play appeal than any payout table ever introduced. Now in production at the rate of 250 daily.

FIRE BALL has stopped every other novelty game cold. Never before has such a game made such a nationwide hit. Players everywhere are standing in line waiting to play the game that “does it with mirrors.” No holes or bumpers. Scores or hits are made by balls passing thru five Electronic beams on playing field. Now in production at rate of 350 FIRE BALLS daily.

IMMEDIATE DELIVERY
Direct or thru Keeney Distributors

J. H. KEENLEY & CO.
“THE HOUSE THAT JACK BUILT”
2001 Calumet Avenue, Chicago, Illinois
Kreis and Simon, Operators, in Cleveland Distributing Agency

CLEVELAND, April 17—Milton P. Kreis and Albert Simon today announced the opening of their new jobbing and distributing center, the Cleveland Automatic Vending Company, at 2777 Superior Avenue here.

Both Kreis and Simon, well known in the Cleveland territory, have had more than a little experience with coin machines of every type. Kreis has been an operator of all types of amusement devices for more than seven years. He began his career in Chicago, where thru constant contact with all types of devices he gained experience that proved invaluable to him when he migrated to Cleveland. His success also got him some worthwhile experience in all types of operating activities he, with Al Simon, established the Hollanden Sportland in the Hollanden Hotel. This sportland venture, known from Coast to Coast as a model entertainment center of that type.

Al Simon has also spent approximately the same number of years in the coin machine business. Beginning activities in New York, where for several years he was considered one of the outstanding operators. He continued his operations after moving to Cleveland and joined Kreis in the sportland venture. Hundreds of motions, according to Kreis, and Simon, have made trips to Cleveland for the sole purpose of getting tips on proper sportland operation from the famous Moe O'Toole and sportland in the Hollanden.

The two-story building which is occupied by the new Cleveland Automatic Vending Company is owned by Kreis and Simon. Since the venture was announced the operators have received large orders for the game. The first test, which was run a few days after the announcement, resulted in an overwhelming sales manager for Buckley. Manufacturing.

The Billboard, April 17

O'Toole Photog
Is Kept Busy

NEW YORK, April 17—Official photographer of Pantages Distributors, Inc., Eastern wingman of the Billy Company, is to be made a flying trip to the East this afternoon to execute the demands of the demand and we will supply every one of those waiting for the game, he says, as fast as we can come in.

He says it: "It seems that the more Billy Boosters that are purchased, the more the operators want. The factory is working day and night to keep up with the demand and we will supply every one of those waiting for the game if they will only have a little patience. We have been promised by Jim Buckley and the Bally boys that we will get even faster and bigger shipments of Billy Boosters."


Electric Kick

Gives Suspense

CHICAGO, April 17.—Discussing what he referred to as the unparalleled success of the Bally Booster bumper-type baseball game, Jim Buckley, president of Bally Manufacturing Company, pointed out that much of the game's appeal is due to the suspense created by the electric kicker at the bottom of the board.

"A player may hit this kicker with his best ball and thus stage the equivalent of a ninth-inning rally on a real baseball diamond," Buckley stated. "Simply by hitting the kicker any man on base automatically goes home, scoring a run. Moreover, if the ball is kicked clear to the top of the field and hits the home plate after an additional base hit is scored, then the ball bounces down the field again and hits the Home Plate only additional bases are scored. Thus, the ball bounces down the field again and hits the Home Plate. If the ball hits the home plate after an additional base hit is scored, then the ball bounces down the field again and hits the Home Plate. If the ball hits the home plate after an additional base hit is scored, then the ball bounces down the field again and hits the Home Plate.

Racing Figures

In Miami Paper

MIAMI, April 17.—The Miami Herald reports that the Miami Herald has placed its personal guarantee on the Daval Baseball, the kind of a game that will get into full swing.

"If there is any doubt as to the popularity of horse racing or its importance as a sport of kings, let the reports on the Miami season on April 12: "Horses are still in the running." It draws the many, it draws the money, and it pays dividends to the players—steady big profits for you."

Strong Guarantee

Made by Supreme

BROOKLYN, April 17.—Bill Platt, president of Supreme Vending Company, Inc., reports that his firm has placed its personal guarantee on the Daval Baseball games which are now arriving from the factory in large quantities. Platt states that the game is one of the most perfect on the market and that his firm has helped to overcome some of the minor defects.

"After making complete tests of the games now arriving from the factory," Platt states, "we are ready to guarantee them as 100 per cent perfect in every detail. The game is so well built that it will withstand the worst abuse it can be given on any location. Our own mechanics had much to do with the perfecting of the game and operators can now be certain that the Baseball they get from us will be better than any they ever bought before. Daval Baseball is the kind of a game that will last for a long time and will earn big profits for the operator because it meets the demand for a fast-action game with plenty thrills."

ATTRACTION EXHIBIT BY LEMKE COIN MACHINE COMPANY at the recent Michigan and Detroit Sportsmen's Show, Detroit. The tall man in the rear with the big cigar is Henry O. Lemke himself.

NEW "BAT 'EM IN" MODEL

BOWLETTES

14-FOOT SIZE

$194.50

IMMEDIATE DELIVERIES thru Keeney Distributors or Direct

J. H. KEENLEY & CO.

2005 CALUMET - CHICAGO

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Melody King Volume Grows

CHICAGO, April 17—N. Marshall Seeburg, head of the N. M. Seeburg Corporation, announces that due to the success of Seeburg phonographs in all sections of the country for their Melody Kings and Symphonolas are daily growing in volume.

"Melody King continues to draw pub- lic interest and profits for operators above all other phonographs," said Seeburg. "The recent campaign carried on by Mr. Hughes, of the Electro Ball Company, in Texas, brought forth glowing praise of our instruments and the like." The Seeburg phonographs are growing in interest in volume.

They are now estimated at more than one million in the field. Five operators from Flint, Mich., were among Seeburg's Walter last week, spending a whole day and enjoying the company's sobriety before returning to their homes.

"Pleased as we are with the success of our machines, we know that progress demands further research. Therefore our engineers are constantly at work developing and improving so that the next Seeburg models will continue to remain far ahead of the field in point of appeal and efficient operation."

Gadoe Promotes Phonos in Mich.

DETROIT, April 17.—A special promotion of Symphonolas for Michigan has been planned for the coming season by Gadoe Phonos. Mr. Petering, assistant general manager, is in charge of the plans. He will be leaving for a trip of several days thru the state.

"Music is not the coming, but the present thing," Petering said. "Music closely involves wherever we are today. Music is involved in the past, but is not the coming."

To the Editor: "I had an unusual service call recently which I think should interest your readers. A phonograph operator of Barbourville, Ky., recently showed a location owner, near Mt. Vernon, Ky., how to trip his phonograph. The operator told him that he could have free music whenever he wished.

"A few mornings later the owner called to have some music while his wife was preparing breakfast. He reached into the mechanism and pressed the tri- coo. The selector mechanism started re- volving, and a sharp projecting metal point pierced his hand and wounded it tightly against an upstairs. Passers-by stopped and tried to release him. After an hour and a half of futile effort, I was called. I hurried over 60 miles of rough roads to release him. Needless to say, his first words, after being answered, were, 'From now on I'll use a nickle.'"—W. L. Kentucky.

Strange Phono Service Call

Music Org in Detroit Field

DETROIT, April 17.—Swift growth of the music-machine field, with the development of new fields for the employment of machine in the past two years, has brought about the need for a local organization of music operators. In the opinion of Detroit men in the field, plans for such a group were started this week, with the leading part taken by Frederick E. Turner, president of the Automatic Merchants' Association.

Turner, who was formerly secretary-treasurer of the old Michigan Association, operates only in the vending-machine field, but his experience was in demand for a long time in organization work, and he was prac- tically forced to take the post of presi- dent of the Detroit Vending Machine Operators' Association when he reluctantly assumed office last year. In the meantime instances of separate organization of a group of phonograph men will allow them to be represented on one body and dis- cuss common problems, joining for state-wide purposes in the A. M. A., of which he was a member last year.

The group is expected to grow rapidly to a size to provide for a full organization. Music operators are not at present represented in the syndicate of operators' offices in the Lafayette building as temporary organization headquarters.

Wurlitzer Execs On Business Tour

CINCINNATI, April 17.—Officials of the Wurlitzer Company have established headquarters at the Sinton Hotel here Thursday for an all-day sales and business meeting with operators of automatic phonographs in this territory.

Here were Homer E. Capehart, Wur- lizer vice-president in charge of sales; R. W. Turner, Wurlitzer advertising manager; and Petering, assistant general manager, of the Wurlitzer Company.

Similar meetings will be held in prac- tically all the cities in which the Wurlitzer phonographs are sold, due to the success of the Symphonola and the banquets last winter. Tour began at Pittsburgh, Tuesday, and followed Wednesday, Cleveland, Cincinnati, Thursday, Loiusville, Friday, Pittsburgh, Saturday, Baltimore and other Eastern cities are included in next week's itinerary.

Homer E. Capehart, in a talk with a representative of The Billboard here Thursday, expressed himself as highly pleased with the results of the tour so far. "We will not our North Tonawanda factory running full force on the Wurlitzer Symphonolas," Capehart said.

"It is running, behind, to the tune of some $3,000,000 worth of order back, which will fall due in the coming weeks. We are telling the orders as rapidly as our vast facilities will permit without sacrificing quality or workmanship."

"Our shipments on automatic phonog- raphs are running at a far ahead of any other factory. We have done in Pittsburgh and Cleveland in the past that other factories will do in the present year," Capehart said. "Our sales in Cleve- land alone netted us over $1,000,000 in orders. We have been told that the average person has more money in his pockets for amusement, which is usually inclined for auto- matic phonographs.

"The Wurlitzer "Rock-Ola Exec" has been very successful in the West. L. F. Webb, Rock-Ola Exec, has made a very successful trip to the West and has added many new locations."

Music in "Dog House" By BIOGRAPHER

It can truly be said that E. H. Petersen, manager of the Wurlitzer Company's department for phonographs and turntables sales, is one of the handsomest and most individualistic individuals around the place. It is Wurlitzer's job to supply hungry appetites of music operators all over the country.

From the early morning hours until late at night he is indulging in a stream of telegrams, telephone calls, special notes, personal visits from operators and the like. Begging him to ship more Simphonolas. Music is all he can do and for him it is a good thing that there is a way to phone him one night to say that a truck is on the way from several hundred miles away and that it is up to him to see that the needed phonographs are ready and waiting when the truck comes the next morning.

It is a time like this that Petersen has the urge to get "behind the desk," but through complete cooperation of all the workers in the production department he has been able to carry on as usual and the "dog house" is unknown.

Petersen is ever-ready to lend a help- ing hand to any operator needing ship- ments, whether it is to a truck or to a retail music outlet from Coast to Coast. He is always ready to serve the old-timers and the new-comers alike. Some of the phonographs are running far ahead of the same period last year, and if business does not keep up the same pace as it is now, the future looks bright for the operators and the phonographs.

"Conditions through the East are so improved right now that every music operator receives increasing profits," said Webb. "Of course, the end of the year is still far away and we haven't had a chance to do the same this year." The year has been better than ever for the operators and the phonographs. The future looks bright for the operators and the phonographs.
Moves to Detroit Field

DETROIT, April 17—W. M. Raeck, who has operated music machines in Upstate Michigan for several years, with headquarters at Marquette, is invading the Detroit territory. Operating with the assistance of friends in the field locally, he has placed a number of machines in the Detroit area.

Raeck bought a new consignment of phonographs this week from B. J. Marshall, Inc., and is planning further expansion of his routes.

Business shows considerable improvement in the past month, he said. The Billboard correspondent, largely as a result of settlement of the major strikes which affected many cities, as well as Detroit and Chicago. Phonographs have now returned to normal, he said.

Henry Wish, well-known concessionaire, another Detroitian who is buying new phonographs for his local routes.

Detroit

DETROIT, April 17—Detroit Police Department has cut off its 1937 batch of new coin machines this week for local operation under the city ordinance. Henry C. Lemke, of the Lemke Machine Company, stated. Among the games approved were Rocko, Biggles, and Bug. This week the machines were shipped off to wanton ways.

Harold Chereton, manager of General Amusement Services Company, Inc., reports.

Lemke, the largest operator in the local field, acquired a new shipment of phonographs for his local routes. The Wise, says that he has operated music machines in Upstate Michigan for several years with headquarters at Marquette. He is invading the Detroit territory. Operating with the assistance of friends in the field locally, he has placed a number of machines in the Detroit area.

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Mt. Vernon Firm Plans Campaign

MOUNT VERNON, N. Y., April 17—N. O. Crissman, manager of the Oakwood Furniture Company, has announced plans to release a campaign in the near future to acquaint operators in this territory with the Oakwood product. Crissman has been the object of many complaints for a number of years, and it is expected that the firm will establish itself in this territory.

The campaign will feature the fact that the firm carries a complete stock of the leading manufacturers, and that it is well established in this territory.

Five Best Record Sellers for Week Ended April 19

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<th>BLUEBIRD</th>
<th>BRUNSWICK</th>
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<td>&quot;The Arkansas Basset Hound&quot;</td>
<td>&quot;Blue Moon&quot;</td>
<td>&quot;Sweet Leilani&quot;</td>
<td>&quot;Minuet in Jazz&quot;</td>
<td>&quot;That Man Is Here Again&quot;</td>
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<td>&quot;Let's Call the Whole Thing Off&quot;</td>
<td>&quot;Almost True&quot;</td>
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<td>&quot;The Men of the West&quot;</td>
<td>&quot;Blue Moon&quot;</td>
<td>&quot;This Is the Year and the Day&quot;</td>
<td>&quot;Tell It on the Mountain&quot;</td>
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SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to:

NATIONAL CARBON COMPANY, Inc.
P. O. Box No. 600
Grand Central Station
New York, N. Y.
Drushell Opens New Department

CHICAGO, April 17.—D. Drushell Company announces that it is arranging to open up a new department for the purpose of supplying operators with the various types of machines now being distributed by the firm. This addition to the present organization will be known as the candy division.

The innovation was brought about by the shift developments that followed the introduction of Automatic Corporation, according to H. H. Drushell, president of the firm. "Before marketing this four-way service to the vend we switched the field to locate confectionery items of quality and appeal at a price that would enable the operator to retell at a handsome margin of profit. So successful were the items we finally decided to present that we were unexpectedly caught short of merchandise.

"Ordinarily we confine ourselves strictly to the handling of machines, but with this new machine we are in a list of attractively priced items calculated to give the inexperienced operator a good start in his venture."

Report Outlines Cigarette Profits

WASHINGTON, April 17.—Operators of cigarette vending machines will be interested in the report the Securities Commission published recently. This report disclosed that each of the big four tobacco companies sold substantially more than $600,000,000 worth of products last year, of which $300,000,000 was sold through vending machines.

Chairman James M. Landis, terming the figures the one of the biggest deals in American history, said the Commission had published the results of his study of the industry. The data had been included in statements filed in connection with their securities。

The report also disclosed for the first time the cost of production in the tobacco manufacturing industry and in three cases also the overhead costs of selling, advertising and administration. The former practice of the companies was to disclose only net profits. The 1936 figures include:

- **American Tobacco Company**—Sales, $2,173,988,058.25; cost of production, $1,650,090,274.43; selling, advertising and administrative costs, $293,096,604.89; operating profit, $39,892,149.87.

- **L. I. Reynolds Tobacco Company**—Sales, $1,597,661,188.25; cost of production, $1,209,432,904.32; selling, advertising and administrative expenses, $237,000,000; operating profit, $51,226,279.60.

- **American Tobacco Company**—Sales, $2,303,333,260.50; cost of production, $1,783,879,262.25; selling and other overhead costs not shown.

- **United States Tobacco Company**—Sales, $1,685,115,199.53; cost of production, $1,264,937,065.54; selling, advertising and administrative expenses, $380,978,033.92; operating profit, $80,240,096.16.

- **United States Tobacco Company**—Sales, $1,600,000,000; cost of production, $1,300,000,000; selling, advertising and administrative expenses, $300,000,000; operating profit, $70,000,000.

- **American Tobacco Company**—Sales, $2,100,000,000; cost of production, $1,600,000,000; selling, advertising and administrative expenses, $300,000,000; operating profit, $200,000,000.

"We have decided to operate in a more stable field, as well as in the amusement field, in which we have formerly been successful."

Scale Operator Is Optimistic

DETROIT, April 17.—O. L. Lee reports a general pickup in the coin machine business. Lee is operating both vending and amusement machines, and has a large order for machines to go on the machines than before and this certainly indicates better operating conditions, even though the journey competition.

"I don't believe in putting all my eggs in one basket—just for that reason I have several different types of machines. I have a machine for every taste, it never gets old. I'm just like a movie, there is something old and something new to fall back on. I have a machine for every type of machine, and I think it is important to note good investment counsel will not permit their clients to buy securities of companies which do not disclose sales and cost data."

He said sales were obtained by the American Tobacco Company, F. L. Reynolds Tobacco Company, B. J. Reynolds Tobacco Company, and United States Tobacco Company.

New Firm Plans Using 400 Snacks

DETROIT, April 17.—O. L. Poster, former partner in the present Spectra Company, and Robert Mackel, Wayne, Mich., operator, have established a new business in a store at Wayne. Detroit is being formed under the name of the Michigan Snacks Company, and will both operate and sell through the State. About 125 machines have been received and a majority have already been placed in operation.

They plan to place about 400 locations, Poster said. "We will sell machines, as well as operate them. The one we have out for test have proved very good and returned a satisfactory dividend.

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Seven New Games Soon To Appear
KENOSHA, Wis., April 17.—A new entry into the amusement games field is about to be made by the Hannah Manufacturing Company, $1,000,000, a corporation and one of the oldest and largest furniture manufacturers in the State. The firm has abundant facilities for manufacturing and equipment and an order of stock that ample capital and high-priced machinery will be produced, at least at the outset.

The designer of the new games is a well-known manufacturer in the industry who has turned out a number of national successes in the last five years. He is now associated with the Hannah Company as technical director.

The Hannah Company is 55 years old, Lynn T. Hannah, president, now gives most of his time to his duties as president of both the American and National furniture associations, and Brown National banks. He is now associated with the Hannah Company as technical director.

The first games will be on the market May 1. Company will use the chassis established in the field.

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Look fit.

largest operator, is said to be increasing
to reason or games should be withdrawn
ers say that storekeepers should listen
they are formulating plans to combat
be
chandiser-conscious.
will not only bring Stern big business
that it will also make people mer-
newspapers to popularize Northwestern.
has definitely arrived.
tackle again. That means that summer
entirely for the next few weeks.
of his family are seriously ill.
her Donna.
proud papa.
popular representative, again became a
thing but Bally Booster.
are trying to outdo each other in staging
the biggest Bingo.
day.

Dick Stern has returned from Miami, where
his wife regained her health.
The association is working hard for a
thing and the new novelty, pin games
manufactured by the L. B. Elliott Company,
of Chicago.

Lichtman stated: "The two games will
impress every operator, for they incor-
porate the biggest money-making ideas
with a new-style action. When the
games arrive, operators and jobbers will
see the first really different bumpers-
action pin games ever made." Lichtman
reports that he will distribute
the games from his new offices to
jobbers and distributors in this vicinity.

Lightman Takes
On Elliott Line

NEW YORK, April 17—Charles Licht-
man reports that the Midtown New
York Vending Company, which has just
opened up offices at 21 West 66th street,
will feature two new novelty pin games
manufactured by the L. B. Elliott
Company, of Chicago.

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Designers Knupp
Off to Florida

DEPOTTO, April 17—Harry E. Knupp,
secretary and designer of the A. C.
Novelty Company, manufacturer of
the new Multiball, is spending a
short combined business and vacation
trip at Daytona Beach, Fla. The Florida
territory incidentally is a boom for
operators in this particular field, sales
reports indicate at the present time.
Arthur Caille, president and general
manager of the company, left this week
for a short trip to contact distributors
in Illinois and Wisconsin.

Company has made some plant ex-
pansion in the past two weeks, including
the effect of the Multiball, which has
created by a teaser advertisement on
weeks.-(See this article elsewhere in
this issue.—Ed.)

"It seems as if this article would bear
more publicity as the public have done
much to keep them in business during the
depression."

In Alexandria

Lee S. Jones postcards from Alex-
andria, Egypt, saying:
There are few friends
They just kill them off and let it go
at that. Thanks for The Billboard,
which reminds me of the memories
we had at the beach. We see many
points as planned. We have been
Paris, Berlin, Venice, Nice, etc.
parades to all.

The reference to feuds
is about two weeks late in reaching
Paris, Berlin, Venice, Nice, etc.
"The electronic beam principle has
eliminated the necessity for bump
headpinball machines, which have
hitherto been a popular feature.
This beam is projected across the playing
fields of Fire Ball and Magic Lamp in five
rays. On Fire Ball, two five-beam
columns on the right side of the
beam; on the left it is a single
ray. The beam is projected across the
firefield and the score is registered
by the same action as the pinball.
This action is placed on the one-ball
play, Magic Lamp.

"The boards on both machines are
reversing the pins every 4311-13
and the continual action is greatly enhanced by the
reflections of the beam on the steel
sheet as they pass thru the light ray.
In both performance and application
the electronic beam machine is con-
sidered foolproof. The fine construction
of the machine together with the
proven electronic beam principle, makes
them absolutely dependable.

Kelly Submits Editorial

To the Editor: "Enclosed is an article
which appeared entitled 'Our Industry's Debt to the Pin-
hall Machines.' We have seen
similar articles elsewhere in
this issue.—Ed.

"It seems as if this article would bear
more publicity as the public have done
much to keep them in business during the
depression."

In connection with this article, I
wrote one addressed to the retail
merchandising which may prove of interest
to your readers."
I See By The Papers

By Leo J. Kelly

The opinions in this column are those of the author and are not necessarily those of the publication.

A. H. Bechtel, of Daytona Beach, Fla., says that he is planning to move his office to the editorial column of a Kansas City paper dated July 13, 1938.

"I am going to locate the offices of the Gaylord Air Circulator in the heart of the city. The machine is in operation in several towns in the state, where it has paid handsome dividends. I am sure that the machine will be successful here as well."

Schlesinger To Start Big Drive

POUCHERFIELD, N. Y., April 17--Plans for one of the biggest promotion drives ever attempted by the Gaylord Air Circulator Company will soon be released to all operators in the territory covered by the company, states Al Schlesinger, president of the company, who is in charge of all the work at the company's office in New York.

The drive will be a big success, Schlesinger said, because the machine is one of the best, and the company is taking advantage of the fact that the machine is in operation in several towns in the state."

Colmen Promise Swordfish Bout

MIAMI BEACH, Fla., April 17--Al S. Douglas, president of the Gaylord Air Circulator Company, Chicago, and Mrs. Douglas are down here on the beach every day. Usually they are accompanied by Mr. and Mrs. Harry Rosen, of Chicago, and Mrs. Nat Cohen, whose store is in charge of the Gaylord Air Circulator Company of New York, and other prominent residents who are enjoying the fine weather here. These men report, however, that business is better from their conversations because Douglas is down here to get a rest.

"I am not going to force the machine to work too hard," Schlesinger said, "but I am going to see that it is kept in operation, and that the machine is in operation in several towns in the state."

Schlesinger explained that Silver Bells is a well-planned machine that is going to be a big success, and that the company is taking advantage of the fact that the machine is in operation in several towns in the state."

Exhibit Ships Two New Games

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Baseball Tally Cards

Here is a sample of baseball tally cards for operators. The cards are 2 by 3 inches and are printed in black and white. They are available in packages of 100, at 3 cents a pack. The cards are printed on heavy stock and are not affected by moisture. They are sold at the American League, National League, and minor league games.

Price, $60.00. Sold at the American League, National League, and minor league games.

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New Orleans

NEW ORLEANS, April 17.—Thirty-five of the leading operators have paid honors to a real leader in the industry the past week-end when they spent two happy days at a near-by lakeside resort to do homage to President Julius Pace of the New Orleans Coin Vendors Association. It was a real surprise party for the genial Julius, and when Julius H. Peres, association secretary, presented him with a large diamond set surrounded with a cluster of diamond chips, it was plain to note that the man in the black derby was deeply touched. The stag party was planned for several weeks by Peres and Frank Alesi. All of the ops dropped in for Pace’s presence, as predicted recently the big Carondelet street, operators and man with the “schoolboy complexion,” Melvin Shillie, is about to take the fatal step. The date is May 6 and the place the First Baptist Church chapel, where he will be wedded to Cecilia Phillips.

Harry Bacht, popular six-foot sportland operator and ex-machine drifter, is devoting plenty of time in planning the biggest season in the history of his Pontchartrain Beach. Big free acts are booked for the season, which is due to open May 2. He is planning to feature an immense coin-machine sportland at the beach, with no less than two dozen machines already lined up.

Louis Boasberg, of the New Orleans Novelty Company, reports continued heavy demand for the lines of Gottlieb pin machines and the especially designed blue-front Watling slots being manufactured principally for his firm for distribution in Canada and Great Britain. Gottlieb is in for the candied camera on a big scale. Boasberg is having plenty of fun on the ride these days. His chief complaint is that his business is so good he can’t find enough time to devote to his new pet hobby.

The first week of spring has seen a little layup in the sales of Wurlitzer phonographs, Jerry Germain reports. The new 15-record line, he says, has stimulated renewed interest in the State.

Dixie Coin Machine Company has received a large shipment of the new Charlie Foy counter game, Home Plate. These little machines are in demand all over the country, Julius Pace, head of the firm, says.

Local candy manufacturers are going strong with salesboards on cans of nuts. What is most pleasing about this is that the company did a big business by district canvassing on the eastern end, the other companies fell in line. Recently the Elmer Candy Company started a salesboard campaign which is doing a lot of good. No wonder, they are all buying Wurlitzer phonographs, Jerry Germain reports. The new 15-record line, he says, has stimulated renewed interest in the State.

EASTERN OPERATORS “grab” Blondie games at D. Robbins & Company, Brooklyn.

New York

NEW YORK, April 17.—Irvin C. Somes, of Modern Vending Company, has returned from a 18-week sojourn in Miami. He’s all sunburned and tanned, and he spent most of his time fishing, golfing and horseback riding. A lot of times he spent at some of Miami’s beaches.

Mr. and Mrs. Dave Gottlieb were in town to visit George Pomser, their local distributor. They also spent most of their time contacting distrbs all over the city.

Joe Eisner, of Puffy, came into town with the news that he may again make the trip to England. According to Irv Somes, Eisner has gone to England. Those five Bank Rolls in the 4th street subway station continue to get a big play all day long. They are placed in a small but expensive store all by them.

IT’S SPRING TIME For Your LOCATIONS

UNHEARD OF VALUES

COLUMBIA is that famous new Bell Machine which can be changed from Nickel to Penny, Dime or Quarter Play, right on Location.

UNCONDITIONED PAYOUT TABLES

RECONDITIONED PAYOUT TABLES

UNIVERSAL MACHINES

ROCK-OLA MACHINES

MONARCH COIN MACHINE COMPANY

320400 ARMITAGE AVE. CHICAGO, I.L.

ADVERTISE IN THE BILLBOARD — YOU’LL BE SATISFIED WITH RESULTS

HARRIERS MANUFACTURING COMPANY, with immense factory at Kenosha, Wis., is ready to enter coins machine field with two new games about May 1.
Congratulations ... George

on the splendid steady progress of your firm as so clearly shown in the opening of your new and impressive Philadelphia offices.

Dave Gottlieb

D. Gottlieb & Company
2736-42 N. Paulina St., Chicago

P. S. -

... We know you’ll break all Philadelphia records with the ELECTRIC SCORE BOARD and our world-famous Pay Tables.

We note with pleasure your ever increasing service to operators in the East.

We feel confident BANGTAILS, GALLOPING DOMINOS and ROLLETTO, JR., will play an important part in your expansion plans.

Our Best Wishes for your continued progress.

H. C. EVANS & CO.
1522-28 West Adams St., CHICAGO
Good Luck George

YOUR RISE in this industry is the best proof that sincerity, conservatism and square dealing pay big dividends.

Bill Rabkin

WE ARE PROUD TO HAVE YOU AS OUR DISTRIBUTOR FOR...

Pokerino
Numberino
Hockey
Red Top Crane
Rotomatic
and
Photomatic

WE PROMISE

"... to bring to all Pennsylvania operators the type of service that has made the George Ponser organization one of the outstanding distributing firms in the coin machine industry.

"... to aid in creating an era of prosperity for Pennsylvania operators and jobbers with the better games of the leading manufacturers whom we represent.

George Ponser Co., Inc., 1140 Broadway, New York — 11-15 East Runyon Street, Newark, New Jersey P. S. — (GRAND OPENING DAY — SATURDAY, APRIL 24, 1937! EVERYBODY WELCOME!)
Quick Profits
Marvelous Opportunity
A Permanent Connection

Brand New 1937 Models with Exclusive AIR-CONDITIONING FEATURES

REAL FRESHENING FEATURES WITHOUT DELICATE PURIFYING SUPPLIERS. Combined with the most powerful, beautiful, silent, air circulator in the world!

A wonderful combination of new, exclusive, incomparable advantages. Fresh'nd-Aire for 1937 is so far ahead of the field, there is no comparison, making it the LIVEST, EASIEST SELLING PROPOSITION ON THE MARKET!

Write! Wire! Get Full Details Today Without Obligation!

FRESH'ND-AIRE CO.
430 West Erie St.
Chicago, U. S. A.

--

MILLS BLUE FRONTS

THOROUGHLY RECONDITIONED-GUARANTEED LIKE NEW. NOW OFFERED FOR ONLY (dark cab.) $69.50 ea. (flight cab.) $74.50

Don't hesitate! Get yours while they last—Write with $10.00 deposit on each machine wanted today—Instant shipment.

THE VENDING MACHINE COMPANY
209-11 Franklin St., FAYETTEVILLE, N. C.

LIKE THIS

Only $39.50 each

GUARANTEED MECHANICALLY O. K. Wire $10.00 deposit with order. We ship balance C. O. D. Instant shipment. Write for complete bargain list slots and games.

The Vending Machine Co.
209-11 Franklin St.
FAYETTEVILLE, N. C.

HEY YOU! DO YOU NEED COIN MACHINES

If you are in need of Coin-Operated Machines whether new or used WRITE US. We have all makes and types of Coin Machines both new and used. Get our LOW PRICES on SLOT MACHINES, PIN BALL GAMES, PHONOGRAPH and MERCHANDISE MACHINES.

IF IT OPERATES WITH A COIN WE HAVE IT

HUBER COIN MACHINE SALES CO., 600-610 VAN BUREN, CHICAGO, ILL.

Writer Views
Lottery Issue

CHICAGO, April 17—Howard Vincent, circulation editor of the conservative Chicago Daily News, expresses a comparison in his column recently of various amusement games and the vogue by national advertisers. In saying that American's rejection of the idea of a lottery, list of inquisitive devices may be all right for well-to-do people, the argument, but for an enlightened country, it would never do. That is any high-sounding name you will, they say: It remains nothing but gambling.

Well, all right. But if the present craze for prize contests isn't rooted in gambling I don't know where its roots are. The plain fact is that when the makers of the Lady Diana Woven Wire Face Cloth offer $10,000 and a trip to Europe to the person who contributes a couple of box tops to go with your purchase, the church, was so elated over results of the game as pleasing entertainment for his congregation that he wrote the manufacturer, in part:

"Oh, yes, lotteries are forbidden by law, while prize contests enjoy the blessing of the post office. Just the prize contest is a lottery nonetheless. Instead of selling a ticket, as is done in more primitive countries, you get a label or a couple of box tops to go with your entry. Your last line or puzzle solution will be one of perhaps a million. It will prove to be quite an attraction and real money-takers, if such a word can be used in their regard. I deeply appreciate the very sentiment and have no hesitation in saying that I am mighty glad to be able to recommend them, for they certainly proved to be popular and the only difficulty seemed to be that everyone wanted to keep on playing and not give someone else a chance.

Hey, Coyle is well known on Chicago's northwest side for his unusual efforts in charity work and the Rock-Ola World Series games and other games helped him materially in his work.

Pastor Praises Games

CHICAGO, April 17—Instances of the use of various amusement games by churches continue to multiply. One recently brought to attention is that of a well-known operator on several occasions has placed a Rock-Ola World Series game "on location" in the recreation of Our Lady of Grace Church here. The Rev. Frank Coyle, of the church, was so elated over results of the games as pleasing entertainment for his congregation that he wrote the manufacturer, in part:

"I gladly give a prompt and sincere recommendation to your various games, which we have had in our church, and also at Logan Square Temple. They prove to be quite an attraction and real money-takers, if such a word can be used in their regard. I deeply appreciate the very sentiment and have no hesitation in saying that I am mighty glad to be able to recommend them, for they certainly proved to be popular and the only difficulty seemed to be that everyone wanted to keep on playing and not give someone else a chance."

Hey, Coyle is well known on Chicago's northwest side for his unusual efforts in charity work and the Rock-Ola World Series games and other games helped him materially in his work.

Recreation Room of church proves popular spot for Rock-Ola World Series games.
Pacific's Skooky Features Animation

CHICAGO, April 17—Something new in light-up animation is said to be offered by Pacific Manufacturing Corporation in its new game Skooky. In place of regular light-up symbols on the backboard there's a new effect which brightens up all numbers, names and designs with a far-reaching, deep-dimensional appearance. You see every symbol on the backboard in an easy-to-read form. Yet you also see deeper into a myriad array of colors beautiful to behold.

The illusion is so mystifying in appearance that it is difficult to explain how the inventors have accomplished such unusual effects, even when the backglass is removed to expose what's back of Skooky's light-up board.

The scoring principle is reported to be most unique. As each nickel is inserted into the coin chute odds ranging from 2 to 40 to 1 are instantly shown on Skooky's stereopticon flash-in-a-smaller-panel on one side of the glass. The prizes are instantly exchanged which backs up all claims to be responsible for many outstanding hits when the business was young.

There are a few practices in this business, however, which are extremely harmful. Fortunately they can easily be eliminated.

To the Editor: "I have been an operator for years and have just recently become a jobber as well. I like the business very much. Of course, unsettled legal conditions are annoying, but believe they will be less and less a major problem as times go on.

There are a few practices in this business, however, which are extremely harmful. Fortunately they can easily be eliminated."

One is the extravagant claim made by manufacturers and distributors as to the value, earning power, number of sales, etc., of their machines. They are the responsible party to advertise that the machine is a good one. Yet have shown up if a few machines had a couple of imperfect parts which would have detracted from the value, earning power, number of sales, etc., of their machines. They are the responsible party to advertise that the machine is a good one.

Another harmful practice is that of the distributor who announces that three or four of his machines have been sold. Where? Have they been delivered or are the distributors just adding up the machine. "Another harmful practice is that of the distributor who announces that three or four of his machines have been sold. Where? Have they been delivered or are the distributors just adding up the machine that they have but not sold?"

The result of these extravagant claims is that the operator won't believe anything and when the truth is told about a really good product it isn't believed.

Another injurious practice is that of the manufacturer who ships out machines which he knows very well won't work. New parts are announced on the way the very day after the operator receives the machine. Years ago, when the business was young and machines were manufactured under trying conditions, there was some excuse today, however, for manufacturers to turn out a really good game with a couple of imperfect parts which would have detracted from the value, earning power, number of sales, etc., of their machines. They are the responsible party to advertise that the machine is a good one. Yet have shown up if a few machines had a couple of imperfect parts which would have detracted from the value, earning power, number of sales, etc., of their machines. They are the responsible party to advertise that the machine is a good one.

"Yet with all the bad features, business is better than before has shown much more dependably. There is little doubt that a great future is ahead for all of us."

"Thanks very much for the opportunity to express your operator opinions."—N. C. Company, New York.

JENNING'S CONSOLE CHIEF

PLUS IN LOOKS
PLUS IN EARNINGS

A highly successful operator says this about the Console Chief:

"The Console Chief is made to order for high class night spots. But it's also the ticket for any good spot. We've tried Consoles on dozens of good locations and they outplay not only anything we've ever used."

Take that tip. If you have any plus locations, get this plus machine—plus in looks and plus in earnings.

Let us send you one on 10 DAY TRIAL

O. D. JENNINGS & COMPANY
4309 WEST LAKE STREET, CHICAGO, ILLINOIS

Sail For Treasure Island On The MAYFLOWER

FLOOR SAMPLES

Bally Bumper... $33.50
Daval's Buttons... $45.50

USED GAMES

POCKETS

PREACHERS... $17.50
BERY BASS... 69.50

DAILY RACES

RACE ON (Multiple)... 25.00

BALLY MULTIPLY

CHALLENGER... 25.00

Saratoga... 20.00

FLICKER... 25.00

MARKSMAN... 399.00
FLYING DUCK... 79.00

GUNS

BARGAINS

MANNBEL"... 5 Games for $28.00

AT A SACRIFCE

ROTARY MONEYCHANGER... 5.99
WURWITZLER... 164.50
ROLL-A-SCORE... 35.00

NEW GAMES

We Have on Hand All Games. Write or Wire for Our Prices.
All Makes of Counter Games, Salesbooks, Tickets, Etc.
Terms: 1/3 Deposit, Balance C. O. D.

MAYFLOWER NOVELTY CO., Inc.
386 UNIVERSITY AVE., ST. PAUL, MINN.

GUARANTEED RECONDITIONED, LATE MODEL AUTOMATICS

BADGER NOVELTY COMPANY

256 N. 30th STREET

IN PENNSYLVANIA

Slug Visible Slotted Coin Counter

The Operator's Friend. Transparent, with

O. D. Jennings

Pocket Slotted Coin Counter

Counter doing in looks and plus in earnings.
Gottlieb Builds New Electric 21

CHICAGO, April 17 — Electric 21, a new novelty game based upon the popular Blackjack or 21 card game, was introduced by D. Gottlieb & Company this week. The game will be a companion to the company’s baseball novelty, Electric Score Board. Company states that the game was built at the request of a distributor and operator who had had good success with Electric Score Board and wanted a game with the same intense player interest that would appeal to card fans.

Our ambition was to capture the furleys excitement of a red hot game of Blackjck and build it into a game,” said Dave Gottlieb. “It was necessary to make it more than something similar to BlackJack. In the easy game there are high spots of excitement and suspense and operators tell us that we have put the same qualities into this game. Preliminary tests in typical locations in many parts of the country prove this to be true in this new game, from its beautiful casino field to the Flashograph tally board, is every inch BlackJack. From the very start the players know what the dealer’s points are and he’s got to be careful, for if he exceeds 21 the Flashograph signals “22-Bust” and the game is over.

“Another interesting feature is the new card tally board, which is optional on our BlackJack. Instead of odds coming up at the beginning of each deal, this tally board turns up one of the four card suits, no traps or double, which indicates awards according to the card on the field. An assortment of award cards on the rack and the dealer choice awards, the operator may choose odds that best fit his location.

“Luckily the mechanical parts of the game are identical to Electric Score Board. Many of them are interchangeable in production. If it were not for BlackJack we would produce another game in the rush of business we have at this time.”

Woman Foresees Stable License

BALTIMORE, April 17 — While the Maryland retail bill, containing license provisions for amusement game manufacturers and players, apparently moved toward a fast vote in the House committee, the author, Mrs. William Schmidt, an address before the Women’s Sports and Transportation Club, said the present bill to license such games is a step in the right direction. In explaining her reasons for the state legistature to take up the matter, she advocated a more carefully planned and permanent administration of the field. An assortment of award cards on the rack, but the player may choose odds that best fit his location.

“We ought to have licensing of bookmakers and promotion of the type of what those people are doing in our country. This is not only a prevention of crime, but a protection of the public.”

“We want to draft a bill that shall be done and let me tell you, they aren’t in the present Legislature.”

For example, in one location try a dime line with nickel odds. Do this to satisfy yourself also.

The right arguments will convince your customers. Don’t wait. Give the public an opportunity and they will come.

“The case is just that you can’t get a run for your money because they make more money that way, but they also please the general public, who, after all, are the ones that must be satisfied.”

“Most of the time the operators yields to the demands of the majority of location owners who are greedy and hast to see a customer winning. Don’t yield. The right arguments will convince your location owner that a liberal machine is the best paying dividend he can have.

“Lose a location rather than be a partner in an out-and-out game, whose profits will go out and be a detriment to the operating business in the long run. I don’t believe in shorting machines even for special events because of the adverse publicity which is so easy to get back 25 per cent of what they put in. No wonder a lot of these operators are losing at the present time. Whenever the opportunity presents itself they take drastic action to close.

“Complaints are lessened when you operate liberal machines. Do you know that when you buy a jackpot that the machines pay off in other games? When the smaller people come up off, have you caught the customer when they find they cannot get a run for their money because they make more money that way, but they also please the general public, who, after all, are the ones that must be satisfied.”

In summer resort tight machines also are very bad for your business. Lawmakers, law enforcement officers and others who are on a vacation or just for a few days’ recreation in resorts play the machines and find that they are so badly wired it is impossible to get back 25 per cent of what they put in. No wonder a lot of these operators are losing at the present time.

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Editors Urge News Fairness

WASHINGTON, April 17 — Columnists who fear that it will always be the policy of the press to print only the publicity which is adverse to the public interest should be interested to learn that some papers are becoming more crusading for a fair, equitable presentation of all news to the public.

An address this week before the American Society of Newspaper Editors, Fort Worth, Texas, Judge H. D. Charters of The Chattanooga News, stated: “Some enemies of freedom of the press are in the press itself. These are the men who ignore the public trust in the institution which give only one side of the picture, who deal in half truths or who fail to make their political and business policies and aims public in the interest of public education and the future of the country. The press is the hand of those who would end freedom of the press.”
Genco Novelties Games in Boom

CHICAGO, April 17.—“Almost the assembly line has been augmented by scores of mechanics and the plant is working 24 hours daily.” Genco, Inc., officials state, “we are finding it difficult to keep up with orders on our 100 percent coverage games, Buster Up and Running Wild.

These two new five-ball novelty games have so captured the fancy of the public during the short time that they have been on the market that distributors are unable to keep up with supply of games on hand. Wire and telephone calls pour into the office of the organization every hour of the day begging for more and more games.

“We do not believe that the huge success of Buster Up and Running Wild will be rivaled by any other novelty games in the near future, for although the location is in a very small village the reserve consists of one very sleepy individual, who is the only one able to work the game. The entire affair is so perfectly contrived that the location owner has the opportunity to earn the largest cash receipts in the history of the business.”

Production Line For Used Games

CHICAGO, April 17.—In response to the demand for better reconditioned games, Roy Bazelon, owner of the Monarch Coin Machine Company, announces the inauguration of his “production line” for reconditioning used games.

“This system is an adaptation of the same line used in the building of new games.” Bazelon states, “and we have found it to work extremely efficiently and profitably.”

All activities connected with the reconditioning of games are under the supervision of head mechanic John Hysol, who checks each game as it is moved on to the analysts who handle the reconditioning processes.

“The first process in Monarch reconditioning is the complete cleaning of the playing field. After the board has been cleaned, the alters and salver is sprayed with a special chemical solution which insures protection to the parts most affected by heavy play.

“Almost all parts of every game are buffed and polished and reconditioned as necessary. Plungers, locks, coin chutes, legs and top body bolts are carefully checked and replaced if they fail to pass our rigid tests.

“William Hill, reconditioner of games, has an 83 per cent efficiency in our rigid tests. A feature of Monarch reconditioning is the installation on all used games of new tempered springs which insure proper ball action in the field and new game action in the mechanical parts of the games.” According to Hill, Monarch is the only reconditioning company that has replaced its line — used in the building of 100 per cent coverage games.

SOUTHERN EXPOSITION SHOWS

Carrollton, Ky., Spring Festival

WANTED

WANTED—Excellent location for a two-day stay, Saturday and Sunday, May 1 and 2. Advertising in charge of Barney Kern, billed the city today.

The show will have all new canvas.

MODERNISTIC SHOWS, INC.

PHILADELPHIA, April 17—With the opening of the Children’s Theater, under auspices of The Women’s Theatre Institute, given the big tent some unintentional publicity which it should get off to a good start. Group is presenting Toby Tyler, who at the age of 18 was fascinated by the sights and sounds of a circus. The circus, that is, the atmosphere of a circus with physical decorations to approximate a big tent.

This has already been completed by Baker & Lockwood.

WPA at Ridgewood Stadium

NEW YORK, April 17—WPA Federal Theater Project’s three-ring circus opened the first of a series of week-end events at the Ridgewood Gardens, 3800 Grand Concourse, J. Henry D. Shows, New York, N. Y.

No official date has been set as yet for the opening of the show under canvas, but it is believed that the date will be around mid-May, report Wendell J. Goodwin.

Publicity for Shows

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Mrs. To Take In Ponser Philly Party

NEW YORK, April 17.—Mrs. Series and wire manufacturers have advised George John that they will be happy to be present at the grand opening of his Philadelphia offices April 24.

An outstanding manufacturer as Genco, Inc.; L. D. Gottlieb & Company, and Western Manufacturing Company has received a phone call from Mr. Green, wishing to set up a Philadelphia territory. Mrs. John has been working on this for some time, and hopes to have everything in place by the 24th.

Mr. John is expected to arrive in Philadelphia on April 22 and will be in attendance at the grand opening of his offices.

The opening will be held on April 24th, and it is expected that a large number of manufacturers will be present.

WANTED

Arms

time latter part July and August.

Wafter wire.

and operate Penny Arcade. Jack Melrose wants two good Wheel Agents to deal percentage.

Opening date Waynesboro, Pa., April 29th. Want worthwhile Shows not conflicting, Covert.

Griffin Wants Acts, Lecturer and Front Man for 10-in-1.

want Ridee-O. Shows with own outfit, Musicians and Performers.

Will Book Octopus on liberal proposition if you have own transportation, (See ROUTES On page 102)

Carnival Shows: WPA: (Ridgewood Grove Stadium) Brooklyn, N. Y., 25-27.

Haag Bros.: Carthage, Tenn., 22.

Hagenbeck-Wallace: (Coliseum) Chicago 7-25.

Hagenbeck-Wallace: (Coliseum) Chicago 7-25.

Hall's Animal: Gordonsburg, Tenn., 20; Flatwoods 21.

Hagenbeck-Wallace: Portland, Ore., 27.

Lack Stevens.

Barkoot Bros.: Toledo, 0.

Bach, 0. J.: South 'Glens Falls, N. Y., 30-31.

American United: Chicago, 31-32.

ADVERTISE IN THE BILLBOARD

An attractive schedule of events is planned for the grand opening party.

Ponser reports that he intends to give the boys one of the greatest parties the Philadelphia territory has ever seen. Entertainment will be provided and all the officers of the firm will be present to help with the operation. Girls will be given and many new ideas will be used for the grand opening party.

Grand opening party at 900 North Providence Road, Philadelphia, will be in progress all day, giving out-of-town operators an opportunity to be present.

CARNIVAL

(Circus and Wild West

Barnes-Bell-Phi: Napa, Calif., 29; Rau, 30-31.

Buckeye State: Columbia, Mis., 28-30.

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Cumberland Valley: Cowan, Tenn., 26-May 1.

Cunningham: Powhatan Point, O., 24-May 1.

Corey Greater: Johnstown, Pa., 24-May 1.

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Carnival Shows: WPA: (Ridgewood Grove Stadium) Brooklyn, N. Y., 25-27.
Jimmy Johnson To Tour the South

CHICAGO, April 17—Jimmy Johnson, owner of Western Equipment & Supply Company, is leaving shortly for an extended tour of the South. He intends to spend 30 days in this city, and he plans to take advantage of any opportunity which may arise in the next few days to make a business and to visit various parts of the country. Johnson plans to visit the Northwest, the Southwest, and the East Coast.

COLE BROS.

WASHINGTON, D.C., April 17—The Cole Bros. have been among the top-notch equestriennes of this country. Both do exceptionally fine work.

WANTED

For a One-Year Period at the Daily Tramway, 1811-12 W. 34th St., Chicago, Ill. Address interested parties at 1811-12 W. 34th St., Chicago, Ill. Additional ads will be inserted at the expense of the advertiser.

Penny Cigarette Boards

3000 1c Cigarette Boards to close out. Send $1.00 for samples of 1,000-holes, 1,200-holes and 2,000-holes. Also list of other specials.

ASSOCIATED SALES AGENCY

105 N. 17th Street, Birmingham, Ala.
**An Open Letter to Operators...**

**The TRUTH about DAVAL BASEBALL**

"When Daval Baseball was previewed by prominent distributors, it was heralded as the 'finest baseball burglar' game of them all.

"We immediately went into production and shipped samples of Daval Baseball to all our distributors.

"The result was an overwhelming volume of rush orders by phone, wire and airmail.

"Daval Baseball was a hit! We went into big scale production.

"We were securing certain essential electrical parts from a very reliable standard source. UNKNOWN TO THEM OR TO OURSELVES SOME PARTS WERE MALICIOUSLY DAMAGED DURING A STRIKE by DISCONTINUED EMPLOYEES in such a manner that, while the games worked perfectly when our inspectors tested them, by the time the operators received them some did not operate properly.

"Immediately upon our discovery of these hidden faults, we made good every game by replacing them free of all charges.

"Now, Daval Baseball games are operating flawlessly. Every game is UNCONDITIONALLY GUARANTEED to be 100 per cent perfect in every respect.

"We want to thank all our customers for their splendid cooperation, and to assure them that we are working at unprecedented speed to fill their urgent rush orders."

(Signed) A. S. Douglas

**DAVL MFG. CO., 200 S. PEORIA ST., CHICAGO**

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**Hotel Patrons Go For Radio Rifles**

CHICAGO, April 17—The popularity of School Days Rifle in Paul Glever's playroom in Hotel Sherman is increasing daily with the many people who shoot the rifle, which is located right next to the famous Tom Mix Radio Rifle, which has been in Gerber's location for eight months.

It is remarkable to see the continuous play of these machines and how entertaining they are at all hours of the day. It is common to pass through the lobby of Hotel Sherman and see a crowd of from 15 to 20 people waiting to shoot the School Days and Tom Mix Radio Rifles.

The explanation of entertaining hotel patrons is that there is an effect throughout the country, as the Rock-ola gun is taxed to the bone in supplying equipment for places in locations such as hotel lobbies, saloons, lounges and all other places where people gather.

**ROUTES**

(Continued from page 108)

**GOLD MEDAL:** North Little Rock, Ark.; Jonesboro May 1-5.

**GOLD MEDAL: Gorras:** El Dorado, Ark.; May 1-5.

**SANTA CLARA:** Santa Clara, Calif. May 24-28.

**CHICAGO BASEBALL SHOW**

WANT QUICK SHOWS—Vaudeville, Dixie Minstrel, Pit, Illusion, Monkey Speedway or Monkey Drome, Mechanical, Mickey Mouse, Snakes or any other show that does not conflict. Tilt-a-Whirl, Chairplane, Kiddie Rides. Merchandise Connections of all kinds, except Cook House and Corn Game. Visit, Lash and Sailor Regan, wire: GLENN WYTHE, Barsek Bros., Shows, Toledo, Ohio.

**Additional Routes**

BARKOOT BROS. SHOW

WANT SHOWS: Vaudeville, Dixie Minstrel, Pit, Illusion, Monkey Speedway or Monkey Drome, Mechanical, Mickey Mouse, Snakes or any other show that does not conflict. Tilt-a-Whirl, Chairplane, Kiddie Rides. Merchandise Connections of all kinds, except Cook House and Corn Game. Visit, Lash and Sailor Regan, wire: GLENN WYTHE, Barsek Bros., Shows, Toledo, Ohio.

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**ART LEWIS SHOWS**

**EASTERN STATES BEST**

**C & M PLACE.** For House or Walk-Through Show, Monkey Circus, or any show not conflicting with what we have. Call at Reading Post Office. Preferably all shows for early spring. Rent: Act, 2-4; Band 3-5; Water Boys 4-5; Exhibits 5-6. Will send list of shows. Address W. G. WADE SHOWS, 269 E. 11th St., Detroit, Mich.

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**GARROUSEL AND FLAT RIDES**

**WANTED**

Also Concessions, in 7-Day Park 30 miles from Philadelphia. Have buildings.

H. G. G., 214 E. 4th St., Lane, Pa.

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**FOR SALE**


**LATLIP SHOWS WANT COOKHOUSE**

**LATLIP SHOWS WANT COOKHOUSE**

**LATLIP SHOWS WANT COOKHOUSE**

---

**HUGHEY BROS. SHOW**

**WANT QUICK**

Bill Shouse Manager. Have complete data about shows. Will furnish data about any show or outfit. Address W. R. M., Box 677, Hyvan, Kans. For a quick reply, give address.

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**FRISK GREATER SHOWS**

**WANT GREATER SHOWS**

**FRISK GREATER SHOWS**

**WANT GREATER SHOWS**

---

**CALL CALL CALL ELANES EXPOSITION SHOWS**

**CALL CALL CALL ELANES EXPOSITION SHOWS**

---

**ORANGE STATE SHOWS WANT**


**CANA PLACE**

Order Today... NOW!

EXHIBIT SUPPLY COMPANY
4222 WEST LAKE STREET • CHICAGO
Rock-Ola Plant Goes Full Blast

Chicag0, April 17.—With the approach of summer the huge Rock-Ola plant is working day and night to supply the demand for Tom Thumb Radio Ruffles, School Days Radio Rocks, Rock-Ola Stars, Rock-Ola Juniors, their newest game, the 1937 World Series, and the new Rock-Ola 16 and 20-record phonographs.

Operators have been quick to grasp the opportunity to cash in on the sound of summer-resort locations for this legal equipment, and an avalanche of orders has forced Rock-Ola to increase production to different times in the past two weeks. Many operators are placing complete Rock-Ola arcades in summer-resort locations throughout the States of Michigan, Wisconsin, Minnesota, Texas, and Indiana, and there are many rich summer-resort locations which have never had the opportunity to have complete arcades in their establishments. The resort owners have learned that their patrons enjoy playing legal amusement machines because of the generous amount of money they get for only 3 cents.

In some of the larger resort operators have been successful in placing as many as 10 machines scattered throughout the grounds. In one Wisconsin resort, which has accommodations for more than 500 people, one operator placed 10 Rock-Ola-Salls, one Tom Thumb Mix Rifle, two School Days and four World Series machines.

The approach of the baseball season has caused an increase in production of the 1937 World Series baseball machine, making it necessary to work production line two shifts in order to keep up with the demand of the machine. The baseball machine is so that players actually stand in line to play. Everything is recorded automatically on a scoreboard right before the player’s eyes. The machine used in Rock-Ola’s 1937 World Series is made up of all players selected through the National Baseball Association. No matter where World Series is located the player will be satisfied with the playing public with the best athletes in the world.

The beauty of the cabinet construction and actual appearance of Rock-Ola’s World Series is so rich in quality that the owner is proud to have this machine in his establishment. In many instances location owners have moved their store equipment around to give the 1937 World Series the best possible spot. As a result, increases the revenue for the operator, because the public looks at the machine as being equal to the World Series and is not inclined to play the old machine.

In fact, the machine is favorable that it is usually better looking than the storekeeper’s own fixtures.

Atlas Novelty Ships to Paris

Chicago, April 17.—Two important orders were made recently for Atlas Novelty, Chicago, by Morris Ginsburg, of the Atlantic Novelty Company, during the past week. One was for the company’s first order of a new television machine in both its New England and eastern territories. Morris Ginsburg states that the television is but one of the many new machines the Novelty Company aimed to increase their “personal service” efficiency.

The other order was for the company’s first “TV” machine to be placed in Paris. This is in addition to the other two television machines sent to the company’s New York office. The machine is to be used in a Paris hotel for advertising purposes.

Gaylord Markets New Circulator

Chicago, April 17—Gaylord Company, manufacturer of the Gaylord air circulator, stationed at 605 West Broadway, according to an announcement by the firm, is introducing a new type of air circulator. The air circulator is introduced to the coin trade in 1938 and is said to have been designed for the purpose of carrying the Gaylord installation to a new and higher level. The Gaylord model has been combined with the famous air circulator of the new machine and a number of new features have been incorporated in the 1937 model.

“Several of the new features,” according to Gaylord management, “are covered by exclusive patents and are made possible only because of the exception manufacturing capabilities behind the product. Engineers from all over the country have called for the new model to be one of the finest pieces of equipment ever developed.”

The Gaylord air circulator does much more than to circulate the air. Mechanically, from the motor and blade standpoint, it is also sturdy and efficient. In addition, it provides a means for deodorizing the air to make it fresher, but is a breeze which is accomplished by the combination of a Teensie generator and fragrance generator in a miniaturized air circulator. The device will clear a smoke-filled room in less than half an hour. So important are these features that the Gaylord air circulator can be used both in winter and summer.

The Gaylord air circulator is recommended for offices, schools, clubs, and other establishments that cater to the public. All types of locations are said to need the Gaylord circulator.

Re-Play Demand Cheers Chicoine

Chicago, April 17—Officials of the Chicago Coin Corporation state that the Re-Play machine has been the novelty baseball game, Home Run, and has already been placed in five-hundred novelty bumper spring game, Re-Play.

“Naturally,” said Sam Wolberg, “we have great things of Re-Play, but at the unusual response has exceeded our expectations. We have already shipped Re-Plays to practically everywhere in the country, and the only problem now is to keep production up to the demand.”

“With the release of this game we have increased the demand for our one-ball machine, and have a number of orders for the machine. We are making prompt deliveries, and have already shipped hundreds of Re-Plays to new customers, some of whom are located in remote areas.”

The Re-Play machine features the free game feature, incorporated in the special modified A. B. T. machine which permits the player to select either a free or paid game. In the free game bumper springs, the player is asked to be a spectator. The special step-up switch which is attached to the machine is a feature of the new machine, and has been designed to increase Chicago Coin development and has caused an unusual interest in the coin machine industry.

“As popular as Re-Play is, Springtime, our one-ball pay table, continues to rank first in popularity with players. Production on the game continues at a rapid pace, and prompt deliveries are being made.”
Cash in on This Timed to the Minute—Big Profit

Baseball Ticket Deal

It's Your Inning—Now!

Play Ball

"Play Ball" Operators

McClellan Points To Complete Line

Target Sales Up With Trial Plan

Chicago, April 17.—Paul Gerber, and Max Glass announce that the seven-day free trial offer made by their firm on the Jungle Dodger rifle range is proving to be quite a success. "The South Bend plants of the Universal Munitions Manufacturing Company, for which we are exclusive representatives," states Gerber, "are working at top speed to meet our demands for more machines."

"Our offices are busy from morning to night in an effort to fill orders on the same day they arrive," Gerber added. "I am astonished with the way operators are receiving Jungle Dodger, naturally. Glass and I are greatly pleased with the flow of orders that have increased day by day. Every operator to whom we have sent the game has sent us payment in full within two days' time and in the majority of cases have ordered additional machines."

Glass says: "We intend to continue our seven-day free trial offer indefinitely. We want every operator in the country to take advantage of this opportunity to try the game free of charge. We know by this time that once he get this machine on location he will have to put up a fight with both the location owners and players in order to remove it."

"Our prediction is as to the performance of Jungle Dodger in some time, Reports that tell of 13 to 18 hours of continuous play each day without a single service call or hitch in operation indicate that the machine is perfectly constructed in every detail."

McClellan Points To Complete Line

Chicago, April 17.—Much attention is being directed to Pacific products these days, according to Fred C. McClellan, president of Pacific Amusement Manufacturing Company. He attributes the long run of popularity accorded the Pacific line to the fact that the company is now producing a more complete array of machines than ever before.

This array of machines includes the new Pacific Ball Game, a table game that shows the ball players around the bases on its light-up board; the new five-ball novelty game, "Jackpot," recently announced; "Heavyweight," a pay-out table; Royal Paradise, another game, and a vending machine not yet revealed, which is to be called the Pacific Gum Merchant.

McClellan explained that the De Luxe Bell, a new console job incorporating cherries, bars, and the old familiar fruit-reel symbols, plus flashing light-up odds, is also said to be charmingly for favor. Both Paul Bennett and Bon McVey, the designer, have been checking De Luxe Bell nightly on a number of locations and when it results the machine is bringing the Chicago operator who bought the first early production jobs are more than gratifying," said McClellan.

Cheese is equipped with two chutes, one for nickels to start the game spinning and another taking quarters to give players an opportunity to try to get ahead. The play is great when measured by the earnings of the new bell machine. Players can operate one or both coin chutes at the same time: a top payout of 80 when both chutes are in play.
Don't waste your time trying to sell ordinary fans—No other fan has even ONE of these sensational features which together put Gaylord Air-Circulators YEARS ahead of the field! That's something to THINK about!

Ed Gaylord

IT TAKES THESE 5 FEATURES TO MAKE A GOOD AIR-CIRCULATOR!

1. Amazing new Gaylord 2-blade Air Screw Inlet—Delivers the largest volume of air farther with less power consumption. No more oiling or attention of any kind!
2. Patented Ballentine Motor of balanced overhung rotor construction with sealed grease-packed high grade ball bearings. Never need oiling or attention of any kind!
3. The Master 8-Speed Switch—for the first time puts accurate control of air speed, air volume and air noise right in your own hands. You can "Hone" the fan to any room condition!
4. OZONE UNIT attached to the motor. Ozone is concentrated and activated oxygen. Its action on the organic impurities in the air is irreplaceable. That's why we furnish facts and statements from the air leaving it fresh and sweet as the air in the north woods. Think what this means to smoky, stuffy locations!
5. FRAGRANCE UNIT releases a delightful north woods pine fragrance into the air, which in combination with ozone produces a truly remarkable feeling of comfort.

So great is the EXTRA VALUE put into Gaylord Air-Circulators, that all other fans become obsolete in comparison! And they're priced LOW—from $24.95 up!

Silent Sales To Show Its Wares

MINNEAPOLIS, April 17—Altho widely known as the sphiner of the industry, William C. (Bill) Cohen, of the Silent Sales Company, is not at all backward about letting Northwest operators know where they can get their “winners.” Cohen reports that he has made arrangements for a coin machine show to be held April 30 and May 1 at the display rooms in the Silent Sales Building.

As he phrases it: “You'll be glad you are in the coin machine industry. The surprise of your life awaits you. Take a week off giving your wife and be prepared for a good time and a real show of shows!”

Cohen would not divulge any further details of the affair, except that all the latest games will be on hand. However, there are known to be machines of every type of entertainment he presents are looking forward to a real time. Undoubtedly the display will reach within a few days and give further details about the Silent Sales show.

Prosecute Fraudulent Salesboard Operators

DETROIT, April 17—Protection against fraudulent operation of salesboards is indicated for both operators and location owners, as well as the general public, in the recommendation of the Wayne County prosecutor this week for a warrant charging robbery, unarmed against

GAYLORD COMPANY
605 West Washington Blvd., Chicago, Illinois
ADVERTISE IN THE BILLBOARD — YOU’LL BE SATISFIED WITH RESULTS
IT COSTS YOU NOTHING to try the Jungle Dodger

ELECTRIC EYE RI/e RANGE WITH GERBER & GLASS’ 7 day GUARANTEE

TRY IT FOR 7 DAYS... IF NOT ENTIRELY SATISFIED RETURN AND GET YOUR MONEY BACK!

IT COSTS YOU NOTHING UNLESS YOU’RE SATISFIED!

*EXCLUSIVE NATIONAL SALES REPRESENTATIVES*

$99.50 $109.50

GERBER & GLASS

914 DIVERSEY BLVD.

CHICAGO, ILL.

SEE GERBER & GLASS’ JUNGLE DODGER ON DISPLAY AT YOUR JOBBER'S!

PLAY BALL!

Swing Into the Season With This Harlich Profit-Hit.

HIT AND RUN JACKPOT.

No. 1049 - 1,000 Holes.

Takes In average payout .....

$50.00 18.88

Average Gross Profit $31.12

This, and Hundreds of Other Profit-makers, Are Described In Our New Colorful Catalog Which Is Now Ready.

Write, Stating Your Line or Business, To

HARLICH MFG. CO.

1401-1417 W. Jackson Blvd.

Chicago, Illinois

GRAND OPENING BARGAINS

The Finest in New and Reconditioned Games Ready for Immediate Delivery

FLOOR SAMPLES AT SPECIAL "GRAND OPENING" PRICES

AIR RACES BANG TAILS MANY OTHERS

LATEST MODELS RECONDITIONED

LOCATION TESTED PAYOUTS

Rays Track 3900-4000 Ser. $240.00

Chuck Separator Extra

Cleveland's Newest Game Headquarters

DIGGER MEN! DON'T MISS THESE BUYS!

1936 Buckley-De Luxe Digger $98.50

1935 Electro Hoist 50.00

1936 Electro Hoist 74.50

1935 Mutoscopes 75.00

1936 Mutoscopes 95.00

1-2 players with extra blades of 9.00.

All Prices F. O. B. Cleveland

Write for Price List! Hundreds of real values always available! Latest new gains at special prices!

Cleveland Automatic Vending Company

2677 Superior Avenue

Cleveland, Ohio

Eastern Distributors for Mills Novelty Company


ADVERTISE IN THE BILLBOARD — YOU’LL BE SATISFIED WITH RESULTS
**BATTER UP!**  
**BASEBALL BUMPER SPRING**

Imagine all this in a BASEBALL NOVELTY GAME!  
- Batting Average Award!  
- High Run Awards!  
- Skill Lane Home Run Shot!  
- Changing Odd Features!  
- Required "Runs to Make"  
- Change with Every Play — With Every Home Run Made.

All this and much more!

**RUNNING WILD!**  
**HIGH SCORE BUMPER SPRING**

And a lot more than just an ordinary High Score Game!  
- 2 Side Kickers for Repeat Play  
- 500 Points Skill Lane Shot!  
- 30 Bases Totalizing Backboard!

AND GENCO'S NEW ADJUSTABLE AWARD RECORDER THAT KEEPS COUNT OF ALL WINNING SCORES!

** Base Games **

$64.50  
Each  
Deluxe 22"x45" CABS

**64 BASEBALL NOVELTY GAME!**

**THE CATCH OF THE SEASON**  
STRIKE FOR BIG PROFITS WITH GENCOS 1500-HOLE BUMPER SPRING GAME, complete with 21 HIGH-SCORE FISHING TERMS.  
Takes in $750.00 per play.  
Coupon ranging in value from 50c to $5.00.  
GROSS PROFIT $35.50  
TERMS: 25% Deposit, Balance C.O.D.

- Takes in $750.00 and pays out $34.20.  
- 30 Cigarette Awards  
- Takes in $40.00 and pays out $34.20.  
- 30 Cigarette Awards  
- Takes in $750.00 and pays out $34.20.  
- 30 Cigarette Awards  
- Takes in $750.00 and pays out $34.20.  
- 30 Cigarette Awards

**Sales Board Operators What's Your Bid?**  
The fastest selling salesboard on the market.  
Big biggest cash awards  
Simple pays big cash awards

**Operators**  
**PHOTO KNIFE BOARDS GOING STRONGER THAN EVER!**

This 1500 Hole Board comes complete with ten Photo Knives and one large Hunting Knife in sheath. The Photo Knives are under cellulo- 
oid and winner of each knife also receives a coupon ranging in value from 50c to $5.00.  
Deal takes in $75.00 and pays out $34.20.  
Sample price $5.00.  
Lots of 10 or more, $4.50.

H. G. PAYNE COMPANY  
312-314 Broadway,  
Nashville, Tenn.

**ATTENTION OPERATORS**

**CLOSEOUT BARGAINS IN ONE BALL AUTOMATIC PAY TABLES, SLOT MACHINES and others**

**EVERY ONE GUARANTEED**  
Read this list, then phone, wire or mail your order today.  
Instant shipment

**ONE BALL AUTOMATIC**

- $8.00
- $28.50
- $49.75
- $79.75
- $97.00

**MUTIPLE BALL AUTOMATIC**

- $8.00
- $28.50
- $49.75
- $79.75
- $97.00

**AMUSEMENT PIN BALL TABLES**

- A.B.T. Thrill Seekers  
- A.B.T. Finance  
- A.B.T. Derby  
- A.B.T. Super Dealer  
- A.B.T. All Stars  
- A.B.T. Peerless  
- A.B.T. Archers  
- A.B.T. Champions  
- A.B.T. Champions  
- A.B.T. Champions

**TERMS**

- One Third Certified Deposit With Order  
- Balance C.O.D.
THESE WINNERS WILL

- GOTTLIEB'S NEWEST HIT!

ELECTRIC

"21"

BUMPER SPRING 5 BALL NON PAYOUT

Exciting As Blackjack!

Profitable As Payouts!

CARD TALLY BOARD OPTIONAL

Shows the four Card Suits, No Trump and Double which indicate odds paid according to Award Card. An assortment of Award Cards furnished with each game. Card Tally board or odds Tally board Optional.

22" x 44"

A. C. Current Only

IMMEDIATE DELIVERY

The perfect companion-game to sensational ELECTRIC SCORE BOARD! Same play-compelling features—same high quality workmanship... same flash... but with a new powerful appeal to Blackjack fans!

Odds Tally Board

$69.50

Card Tally Board Optional

TICKET MODEL 5 BALL $99.50

Never before has the furious excitement of Blackjack been put into a game more realistically. Player knows from the very start of the play what point he must beat to win. Shoots 5 balls to beat Dealer's score and not exceed total of 21. Possibility of exceeding 21 creates intense suspense! Every time a ball hits a bumper-springs it's a point. Flashograph on Tally board automatically keeps point-by-point totals. Odds 2-1 to 20-1!

Two or more players may play competitively for high score, with equal excitement!
SKYROCKET EARNINGS!

- BREAKING ALL PROFIT RECORDS

**ELECTRIC**

SCORE-BOARD

BUMPER SPRING 5 BALL NON PAYOUT

1937's Greatest
Baseball Sensation!

**BALL CLUB SCORE BOARD OPTIONAL**

Shows Six Leading Ball Clubs, which indicate odds paid according to Award Cards. An assortment of Award Cards furnished with each game. Ball Club Score Board or Odds Score Board optional.

- ADJUSTABLE MECHANICAL AWARDS
- MYSTERY SLOT
  - The Outstanding Feature of Gottlieb Payouts!
- FLASHOGRAPH
  - Movie-type Projector records Hits and Runs!
- All the best features of both Novelty Games and layouts are combined in his sensational new Baseball Novelty that has the earning power of the best layouts!

LECTRIC SCORE-BOARD'S colorful field represents a major league ball park. The batter is at bat to beat the visiting team. Insert a nickel in the Mystery Coin slot, the Flashograph Scorekeeper throws "Play Ball!" on the Screen. The Visitors' Score and Odds are up on the score board. 5 balls to root. Every time the ball bumps a bumper ring it's a hit! 4 hits record a run. Flash-tach keeps play-by-play score. When the last ball is played "Final Score" appears under the Flashograph. Odds up to 40 to 1!

**IMMEDIATE DELIVERY**

GOTTLEIB

STILL LEADS IN PAYOUTS!

**TICKET MODEL BALL $99.50**

GOTTLEIB & CO., 2736-42 N. PAULINA ST., CHICAGO
ALL PACIFIC PRODUCTS - ALL PROFIT PRODUCERS

This message is directed to money-minded operators. To men who want real steady earning power. Yes! These five games will appeal to you fellows out in the field who are not satisfied with one or two features that seem attractive. You must get something different. Something better. Something that is complete. You must get games that attract and hold the play.

Games that pay for themselves quick. In a week or ten days. Games that will give you more for your money that will meet every need that cost you less. Much less here at Pacific, yet give you all the quality you want!

PACIFIC MFG. CORPORATION 4223 LAKE ST., CHICAGO
Los Angeles Offices: 1320 South Hope St.

- BALL GAME
  Real baseball with movie reel effects on giant electric scoreboard showing players running the bases. Pacific's BALL GAME is a quality product priced way below the market so you can get your money back quick!

- Deluxe Bell
  Pacific's Deluxe Bell has cherries, bells, bars and all the fruit reel symbols plus the magic of spinning lights and the come-on of two chutes. 5c and 25c. Plays nickels to start - then quarters to "out-guess and get ahead." Top payout of $9.00 with both chutes going. Takes in money six times faster than standard bell machines. You'll do the biggest money job of your life with Pacific's Deluxe Bell!

- SKOOKY
  Exclusive new third dimensional lighting effects. Mysterious. Fascinating. Changing odds and changing scores. Graph recording. Best novelty game you can get for your money. Remember the name SKOOKY!

- HEAVYWEIGHT
  One shot bumper type paardyo than everbefore. Fighters in action. Sixteen fast rounds give odds of 10 to 1 over those bumpers are the hardest and often! Pacific's HEAVYWEIGHT has a payout $169.50.

- ROYAL RACES
  Tricky new game that makes it a steady flyer. One of the greatest pay tables ever designed! Pacific's ROYAL RACES has a payout $169.50.
*New!
* Efficient!
* Perfect!

**MILLS GOLF BALL VENDER**

* Built exclusively for Golf Clubs, it's the first machine of its kind to do everything a golf ball vender should do.
* It's a full fledged Vender but it pays out not in mints or checks but strictly in Golf Balls.
* Every coin played in is registered. Every ball paid out is registered.
* Capacity 130 to 150 Golf Balls. It saves you excessive service, protects you against a needless waste of time and effort.
* It is entirely automatic, works just like a Mills Mystery. It comes in a beautiful cabinet, and through a large merchandise display window, shows the Golf Balls, all of them nationally advertised.
* If the machine runs out of Balls, it may be reloaded by the Pro. Each ball he puts in is then registered. The Pro sells all his balls at highest prices charging them against the cash box.
* Be the first to offer this marvel to all the clubs in your district, showing them what a coin machine can put in the treasury and how it can make the Club the most popular place in town!
* This brand new Mills machine opens up a new form of operation. Go after the juicy golf ball business!

**MILLS NOVELTY COMPANY**

4100 Fullerton Avenue, Chicago

* Prompt Delivery—Write for Special Quotations
New Novelty Sensations by Bally!

**Equalite**

Fast 5 Ball Play! Bumper Action

- Player selects his own score and odds by skill.

Bumper-action, plus new, different play appeal! That's **Equalite**... the "better-than-Bumper" bumper-game!

In **Equalite** the ever-popular Selector idea is actually a Skill feature! Player shoots one or more balls to select his own score. At the same time, he selects his own odds, as awards vary depending on score selected. Then he presses the "Bally Button" and shoots remaining balls to match selected score.

**Fast Play! Fast Profits!**

Although 5 balls are available to player, **AVERAGE PLAYER SHOOTS ONLY 2 OR 3 BALLS PER GAME.** Certain low scores receive high awards when matched, and player shooting to match a low score may actually press button while first ball is in motion. Thus **Equalite** is practically as fast as a one-shot game, and actual location tests prove **Equalite**'s ability to take in up to 850.00 daily. Get your share by ordering at least a sample **Equalite** today!

**Crossline**

With

"Radio Ray" Action

- Study the illustration... notice the black lines criss-crossing back and forth on the board. They're part of the panel design—but shoot a ball across any one of these lines and—presto—the totalizer adds 10 to the score! Uncanny! Mysterious! Yet based on a simple, scientific fact. "Magic Mirrors" throw an invisible "Radio Ray" along the black zig-zag lines—and totalizer operates every time a ball rolls through the Ray! "Radio Ray" Action **ELIMINATES ALL DEAD SPACE FROM PLAY-FIELD.**

**New "Balloon Tire" Bumpers!**

Another Bally creation! Pure gum rubber rings mounted on metal "mushroom" posts. "Balloon-Tire" Bumpers, together with new "Rubberail" Cushions along edge of board, give the ball a peculiar "English" full of surprise twists and twirls... and the ACTION which INSURES "PIN GAME" SUCCESS!

**Be First! Clean Up Big Profits!**

"Radio Ray" Action is today's best bet for a bigger crop of novelty nickels. And in **Crossline** you get "Radio Ray" Action GUARANTEED TROUBLE-PROOF BY BALLY! Be first with this new revolutionary idea. Don't wait till the other fellow beats you to the choice locations—order **Crossline** today!

Bally Manufacturing Company
2640 Belmont Avenue
Chicago, Illinois

John A. Fitzgibbons
Eastern Distributor
453 W. 47th St., New York, N.Y.
The five World Series machines in Sherman Hotel, Chicago, have shown phenomenal returns for four consecutive months and still going great.

Many other spots have two and three WORLD SERIES in the same location. World Series has proved to be the outstanding machine of this generation.

Never in History has there been any LEGAL machine strong enough to take in this kind of money.

The 1937 World Series will remain POPULAR as long as baseball is the Great American Sport.

Without this REAL baseball machine on YOUR locations is simply passing up big profits which you deserve to give yourself.

ROCK-OLA MFG. CORPORATION, 800 N. KEDZIE AVE., CHICAGO, ILL.
THINK of it! Over half a hundred of America's most successful operators have already received shipment of one or more carloads of Wurlitzer-Simplex Automatic Phonographs in 1937. Hundreds of other operators have received less than carload shipments.

No wonder Wurlitzer business is running way ahead of last year's first quarter totals—the smash every record in the industry for sales. What does it all mean? Just this! America is becoming automatic music conscious; is turning more than ever to the one instrument that outsells all other makes combined; is forcing Wurlitzer's mammoth North Tonawanda, New York plant to capacity production in order to meet this demand.

Cash in on this opportunity to make money. Place your orders now to insure early delivery. If you aren't operating in music, now is the time to start. Find out if there is still room for a Wurlitzer-Simplex operator in your locality. Write, wire or phone today. The Rudolph Wurlitzer Company, North Tonawanda, N.Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

A FEW OF THE 50 OPERATORS who have received shipments of ONE or MORE CARLOAD ORDERS January 15—March 1st, 1937

- Wm. Corcoran, San Francisco, Cal.
- Wal-Bill Novelty Co., St. Louis, Mo.
- Modern Vending Co., New York, N.Y.
- Simplex Distributing Co., Jacksonville, Fla.
- Oriole Coin Machine Corp., Baltimore, Md.
- McCormick Vending Co., Greenville, N.C.
- Mosely Vending Machine Ex., Richmond, Va.
- Ohio Specialty Co., Cincinnati, Ohio
- Pacific Distributors Co., Seattle, Wash.
- Alamo Sales Co., San Antonio, Texas
- Queen City Amusement Co., Findlay, N.J.
- Stone-Beers, Chicago, Ill.
- Ohio Specialty Co., Louisville, Ky.
- Phone-Matic Co., Los Angeles, Calif.
- Triangle Music Company, Cleveland, Ohio
- Universal Automatic Music Co., Chicago, Ill.
- Mohr Bros., Los Angeles, Calif.
- Santone Coin Machine Company, San Antonio, Texas

OVER 50 OPERATORS QUALIFY FOR WURLITZER'S "CARLOAD or MORE" CLUB in first 3 months of 1937