

RADIO — STAGE — LIST NUMBER — PICTURES — OUTDOOR

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15 Cents

APRIL 25, 1936

The Billboard

The World's Foremost Amusement Weekly



XLVIII-17

MARIE ALMONTE

Society's Favorite Songstress

HARRY RESER

*and his Cliquot
Club Orchestra*

with
**LYNN GORDON
ERNIE WEBER
JOHN ZELLNER**
and the
ESKIMO TRIO

On the air and every-
where!...An all-star en-
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an outstanding box-office
attraction with versa-
tility and dance appeal...
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work at 3:00 p.m. every
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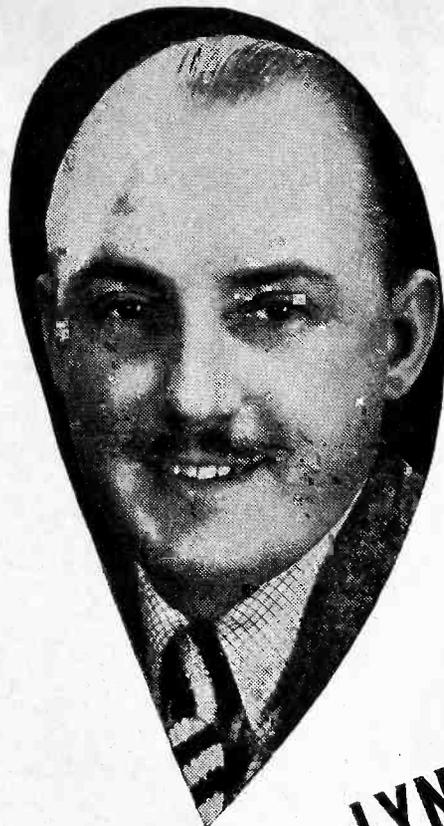
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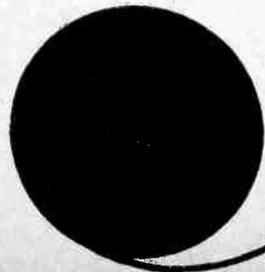


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Dance Recital Season at Peak in New York, Philly

Hollywood Ballet steals New York spotlight — Ballet Russe back from tour of 112 cities — modern dance groups active — Littlefield Ballet scores in Philly

NEW YORK, April 18.—With a disregard for the newer, more modernistic dance forms, the Hollywood Ballet presented at the Metropolitan Opera House a series of lightly executed ensembles last month which, while not providing solid fare for the confirmed addicts, revealed occasionally a feeling for satire and burlesque greatly relished by the audience. Starting with a few classical numbers, *Danse, The Dance Master, Le Bonheur* and *Prometheus*, the troupe from California scored best with *Hollywood*, a take-off on every-day activities on motion picture producing acts. Not the least of the good things in the number was the musical score by Ferde Grofe.

Receiving mixed press notices, it is obvious that the Hollywood Ballet offers nothing new or extraordinary in the field of traditional routines. The basis of its out-of-town success has been its aptitude for satire, in which field its abilities are unquestioned.

Seen here last fall, the Monte Carlo Ballet Russe, after a tour embracing 112 cities, returned Sunday to the Metropolitan to begin a two-week engagement. Relying on a solid, conventional program and performing before a well-filled house, it is likely that Colonel de Basil's company will repeat here its provincial successes. Among the most praiseworthy numbers of the opening program were *Le Mariage D'Aurore, Scherezade* and *Choreartium*.

The Doris Humphrey-Charles Weidman group on April 5, at the Adelphi Theater; the Lillian Shapiro dancers at the Civic Repertory, March 23, and the presentation of five dancers of the Dance Guild at the Vanderbilt, also March 23, were additional outstanding programs scattered over the month. The Humphrey-Weidman offering in particular, a dual program consisting of *Theater Piece* and *New Dance*, received an enthusiastic reception.

Other programs of interest were those of Mona Rani, Indian dances, at Town Hall, March 23; Olga D'Allaz, Eastern European Folk dances at the Guild Theater, March 30; the Labor Stage Associates on March 9, Finnish and Ukrainian Folk dances, at the Labor Stage Studios; the Chalif dancers, with the Philharmonic Symphony Concert, at Carnegie Hall, March 28; Anna Sokolov and the Dance Unit, April 5, at the YMHA; and April 8, the Dance Club of New York University and the Experimental Group of Bill Matons and Muriel Erdreich, in the fourth program of *Modern Dance Recitals* offered by the New School for Social Research.

More recently, on April 11, Ann Middleton offered five numbers in a varied (See *DANCE RECITAL* on page 10)

"Jumbo" Statistics

NEW YORK, April 18.—The Billy Rose office has compiled the following set of figures on *Jumbo*, which closes tonight and whose next stop is the Texas Frontier Centennial, July 1. Performances have totaled 233; 700,000 paid admissions have totaled \$1,072,658; radio broadcasts have accounted for \$240,000, and other items such as advertising, concessions, etc., \$60,000. Cost of the production was \$340,000.

AMPA Slate Drawn Up

NEW YORK, April 18.—The nominating committee of the AMPA met Thursday and drew up a regular ticket to be voted on at the annual election meeting, now set for Thursday, April 30. Slate is as follows: For president, Gordon S. White; for vice-president, Charles Leonard; for secretary, Ralph Lund; for treasurer, Herbert Berg; for board of directors (in addition to the officers), S. Barret McCormick, Thomas Waller, George Gerhardt and Milton Silver; for trustee, William Ferguson.

Pitt Bank Night Suits

Suits on various causes in many other spots—Hub has track betting tieup

PITTSBURGH, April 18.—Art England, local representative of the Bank Night owners, states that damage suits charging infringement of his firm's copyright were filed in the local Federal District Court last week against Garland West, operator of the Colonial Theater in Buckhannon, W. Va.; and the Oil City Theater Company, operator of the Drake Theater in Oil City, Pa. A similar court action already on file is aimed at M. Akselrad, operator of the Regent Theater in McKees Rocks, Pa.

LOS ANGELES, April 18.—Drastic echoes on the future status of Bank Night giveaways are likely to be heard (See *PITT BANK* on page 10)

New York Dailies Censoring Dance School Guarantee Ads

NEW YORK, April 18.—Local newspapers carrying dance-school advertising are recognizing the need for more careful censoring of ad copy, as indicated by the results of the Dance Teachers' Business Association's campaign.

Thomas Parson, president of the DTBA, reveals that *The Herald Tribune*, *The Times* and *The World-Telegram* have already pledged their co-operation. In addition, Donnelly's Red Book has also agreed to eliminate the use of the word "guarantee" when referring to courses or lessons.

The big fight is over the guarantee angle and over definition of the word "lesson." The DTBA objects to advertising of "guaranteed lessons," claiming these promises are not honest and make it tough for legitimate teachers to secure students. It had a run-in with

Federal Musical Revue Has Big L. A. Opening; Cast of 100

LOS ANGELES, April 18.—Follow the *Parade*, first musical production of local Federal Project, was given an enthusiastic welcome at the Mayan Sunday night when it opened for a two-week stay.

Running about three hours, it would measure up with the best of them were it cut down in several spots. Song lyrics are clever, music and settings are

Toledo School Staging Night Club Floor Shows

TOLEDO, April 18.—Two girl lines from the Beatrice Gardner studio here are booked for weeks ahead in other cities. One chorus of six still has another month to go after eight weeks to date in Harry's Wonder Bar, New York.

This chorus has Loleta Warner, Ginger Francis, Jeanne De Tray, Paddy Palmer, Peggy Burk and Dorothy Rock. Each is also a specialist.

Second line of seven, recently returned from Florida, is in Sharon, Pa., for a two weeks' booking. In this line are Jerry Layne, Jean May, Marge Allen, Daune LaSalle, Peggy Foster, Nita La Tour and Jean La Vere. Doing winter work here in the Commodore Perry and New Secor hotels are Ellen Glattes, Doris Rideout, Dolly Norman, Dorothy Cochran, Betty McCully, Ila May Keiser, Florence Mae Hackett and Mildred Daschner.

Three of Miss Gardner's pupils danced with the Ballet Russe when it appeared in the Museum of Arts here. They are Jerry Monetta, Eileen Bloom and Patsy Goode.

Several new lines are rehearsing now for spring engagements booked thru Charley Rose in Chicago. Miss Gardner opened her school 15 years ago.

CHICAGO, April 18.—Myron C. Fagan, producer and playwright, who five years ago produced *Nancy's Private Affair* here, is in Chicago forming a play-producing organization. If his plans mature he will produce four shows here. Further announcement is expected next week.

The Times advertising department this week, objecting to the Miss Alma ad, which read: "Will you give us five hours of your time to make you a good social dancing partner? . . . Learn to lead or follow correctly. All the latest steps in social dancing. Results guaranteed."

Another complaint of the DTBA is against improper use of the word "lesson." "The public," said Parson, "is being taught to think in terms of lessons, however short in duration of time, and the teacher who tries to uphold the accepted standard is often looked upon as having extremely high prices." Parson says the newspapers should accept as a standard a minimum of 30 minutes for private lessons and 60 minutes for class lessons. When lessons have been defined once and for all, then schools can compete on a fair basis, he says.

sophisticated. Costuming is smart and the entire piece adroitly presented.

Conceived and supervised by Ada Edson, show opens with a prolog showing a group of unemployed vaudeville people in a boarding house. They decide to write a revue and the next two acts are the result. Gene Stone and Jack Robinson wrote the book; music and lyrics by Stone and Jack Dale.

About 100 Federal employees are used, including a chorus of 16 girls.

Among the outstanding tunes are *Follow the Parade, On a Holiday, The Dionne Quintuplets* and two blues songs, *Falling Stars* and *Pick Me Up*. Finale of the first act is a varied arrangement of *St. Louis Blues*, from a jungle setting to (See *FEDERAL MUSICAL* on page 10)

Turn to Pages 28-31
for Our Monthly Augmented
**THEATRICAL
SCHOOLS
DEPARTMENT**
News of Studios, New Summer
Courses, Recitals, Dance Asso-
ciations, etc.

Rogers Fund Drive Begins

Hopes to raise \$150,000--sell theater memberships--no vaude discrimination

NEW YORK, April 18.—The campaign committee for the Will Rogers Memorial Hospital Fund drive completed its organization setup this week under the guidance of Major L. E. Thompson, chairman. Explaining that Saranac Lake Lodge, formerly called the NVA san, needed about \$150,000 a year, Thompson said the drive for money this year will be based on two angles: selling memberships to theaters and basket collections from theater patrons. Aim is to build up the membership idea to enable eventual discontinuance of basket collections. Memberships will be based on seating capacity; \$10 up to 500 seats; \$15 for 500 to 1,000; \$20 for 1,000 to 2,000, and \$25 for over 2,000.

A trailer is being made now, with Lowell Thomas, May Robson, Bing Crosby and Irvin S. Cobb making the appeal for funds. Houses refusing to permit basket collections will be asked to make a membership contribution and, if doing so, will be permitted to display a card and a short trailer announcing the contribution.

Last year the drive drew less than \$59,000, houses contributing 10 per cent of one day's gross. The lowest figure (See *ROGERS FUND* on page 10)

McGarry Toledo School Pupils in Night Clubs

TOLEDO, April 18.—Mickey and Elsie McGarry are making plans now for their annual musical production to be given in June. McGarry school is concentrating on truckin' for the moment, altho both Elsie and Mickey feel the step is a fad.

Charley and Teddy McGarry passed thru the other day for a visit with their brother and sister. They are working night clubs. Florence McGarry, Mickey and Elsie's daughter, is dancing in Toledo night clubs this spring.

Harley West and Jean White, former pupils, completed an engagement at the Frolic night club here last week and are in South Bend. Lois Jane Palmer, another ex-student, is heating the Chicago hot spots.

Broder To Produce

NEW YORK, April 18.—I. Robert Broder, theatrical attorney, is entering the production ranks with *These Walls Have Ears*, a play by Michael Gales and Benjamin Gall. Not as yet decided whether the show will go on this spring or be held until early fall.

MARIE ALMONTE This Week's Cover Subject

MISS ALMONTE includes among the souvenirs of an interesting and romantic career her rating as a graduate of the Ziegfeld school. She was one of the glorified show girls, doubling in the reading of lines in the Ziegfeld productions "Annie Dear" and "Comic Supplement." She went into what developed as temporary retirement by marrying Baron Erwin von Rossauer, an Austrian. After the threads of the romance were broken Miss Almonte returned to the show business as a radio singer. For some time she sent her rich, deep contralto voice over the air waves under an assumed name. The reason for this was her desire to make good on her own. Her father, it must be explained, is John de Jara Almonte, evening general manager of the NBC Studios in Radio City.

Of Spanish and Irish extraction, Miss Almonte is included in the cluster of talented young ladies from the Park Avenue strata who have made a welcome invasion of the night club ranks this season. Her impressively tall and graceful figure and appealing singing have been the source of much favorable comment during her recent engagement at the Restaurant Larue. She has been re-engaged for the Club Deauville the third time this season.

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PAD STRIP TICKETS-COUPON
BOOKS-RESTAURANT CHECKS
ELLIOTT TICKET CO. (409 LAFAYETTE ST., N. Y. C.)
(127 N. DEARBORN, Chicago)
(615 CHESTNUT ST., Phila.)

Negro Theater's "Macbeth" Opens in a Blaze of Glory

NEW YORK, April 18.—The WPA Negro Theater's West Indian version of *Macbeth* went off to a flying start Tuesday at the Lafayette Theater in Harlem amid terrific enthusiasm. Kleig lights, band music and a big traffic crush which detoured automobiles from the vicinity. Scheduled for 8:40 and beginning at 9:25, the production proved to be surprisingly good theater in view of the freedom taken with the original script. With 19th century Haiti substituted as the locale, the philosophic and poetic elements of the play were submerged in favor of a flamboyant and barbaric voodooism admirably aided by the colorful settings and costumes of Nat Karson. Staged without restraint, the garishness of the presentation, once it had broken thru the traditional conception of *Macbeth*, achieved moments of wild and splendid effect. The ensembles particularly were highly decorative.

The roles of Macbeth, Lady Macbeth, Banquo and Duncan were played with distinction by Jack Carter, Edna Thomas, Canada Lee and Service Bell. Out-

side of a difficulty in hearing the lines at the beginning of the play, little was seriously wrong with the production.

Opulent, daring, well paced and with a sufficient number of thrills, *Macbeth* is easily worth the modest admission price. And just to show you how lightly the proprieties of time and place may be taken, Joe Jordan and the Negro theater orchestra will while away the minutes between the acts with some of the latest jazz. PAUL ACKERMAN.

FCC Settlement Soon On Brooklyn Outlets

WASHINGTON, April 18.—The situation concerning the grant of a new station to *The Brooklyn Daily Eagle* and the discontinuance of several stations now broadcasting in that borough of New York City continues to near final settlement. Federal Communications Commission has redesignated for hearing an amended application filed by WBBC, wherein a request is made for full-time use of 1,400 kilocycle niche, instead of the previous request to use the facilities of WLTH, WARD and WFWW, among the stations slated to go off the air under a previous FCC decision.

WARD, which filed a demurrer to the notice of desire to be heard (appeal) filed by *The Eagle*, was overruled by the commission. WFWW also took reverses. The commission denied a motion to default the application of WEVD, New York, for modification of license and overruled a demurrer by the station to the desire notice and statement of facts to be proved by WEVD. The station also lost its attempt to stop the permission given by the commission for *The Eagle* to take over as one station the facilities of the four other Brooklyn stations. Application of Arde Bulova, co-owner of WNEW, Newark, and Norman Winsor for a Brooklyn station, was denied because no appearance was made.

Memphis Record Booking

MEMPHIS, Tenn., April 18.—A record for an advance booking here was set this week when the municipal Ellis Auditorium scheduled Broadway's current *Ziegfeld Follies* for January 19, 1937.

The present season is apparently washed up. *The Old Maid* being the final attraction. Neither Nazimova's *Ghosts* nor Gladys George in *Personal Appearance* are coming this way, according to present indications.

Federal Music Project Aids Indoor and Outdoor Festivals

WASHINGTON, April 18.—Festivals seem to be the new order of the day in outdoor entertainment and social events throuth the country. Many promise to be on elaborate scales. This renaissance of festivals is to be featured to an extent by participation of units operating under the Federal Music Project. Units which have reached the approval stage and are now rehearsing or performing in festivals or like occasions include 163 symphony or concert orchestras, 51 bands, 15 chamber music ensembles, 62 dance orchestras, 22 choruses, 6 operetta and opera units, projects for soloists and so on.

Among spring festivals which are to utilize music project units is one in New York, where a festival program of American music will be given; a Virginia State Festival in Richmond, April 30, May 1 and 2; a four-day festival and two pageants in Portland, Ore.; a Beethoven

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Fisher Delays Circuit Plans

NEW YORK, April 18.—Arthur Fisher's plans for a unit circuit, similar, after a fashion, to Wilbur Cushman's Circuit in the West, have been postponed. Fisher revealed that he will not put his plan into effect until about the middle of August.

The postponement, according to Fisher, is the result of the lateness of the season, daylight saving and reluctance of managers at this time to guarantee four consecutive weeks for the units. He revealed that results so far, on inquiries to theaters, have been very satisfactory.

Fisher's unit plan calls for the production of inexpensive units, designed principally for the smaller theaters, and sending them out over a circuit of houses.

TCMA To Run Party at Broadway Night Club

NEW YORK, April 18.—At its regular meeting Tuesday at the Hotel Edison, the Theatrical Concession Managers' Association decided to hold its first social function since reorganization. An affair will be given at one of the local night spots, with the committee in charge comprising Edward Ross, Meyer Hamburg, Murray Cohen and Sid Kramer.

New members taken into the organization at the last meeting included Harry Hemeroff, Cleveland; Henry Kurtz, local concessioner; Nat Tash, Washington, D. C.; Jack Hochberg, Cincinnati, and Theodore Deeb, Indianapolis.

"Victoria"-Hayes Vacation

NEW YORK, April 18.—*Victoria Regina* will be closed for eight weeks, beginning June 20, in order to give Helen Hayes and the supporting cast a rest. The play will reopen August 17 with the present company intact. In the meantime the box office will remain open for reservations. The production has been doing unusually good business, having standees even on Good Friday.

Southern Theaters Aid Tornado Relief

NEW ORLEANS, April 18.—Approximately 100 theaters of Arkansas, Mississippi and Tennessee drew a total of about \$15,000 to be donated to the relief fund for victims of the Tupelo, Miss., tornado. Collections from shows were in charge of M. A. Lightman, president of the MPTOA of Mississippi, Arkansas and Tennessee. All of the theaters operated by Malco Theaters, Inc., numbering 50 in the three States, took part in the event. Several of the shows turned up to \$1,000 in receipts.

The feature attractions, some of the best shown at the theaters in many weeks, were donated by MGM, Fox, RKO, Vitagraph, Paramount, Columbia, Universal and Republic. All employees of the theaters gave both time and money and the express companies asked for no charges on special deliveries of films.

About 55 to 60 other theaters have signified their intentions of another show if more money is needed before federal relief is forthcoming.

HATTIESBURG, Miss., April 18.—Charity means little in the hearts of the city officials of this city. When operators of a motion picture house raised \$55 Sunday for the storm victims of Tupelo they were arrested, charged with violation of the Sunday law and fined \$100. In other words, it's a crime in this otherwise beautiful little city of South Mississippi to do an act of charity for the suffering, if it's against such a rule as Sunday law. No tickets were sold and all money raised was by free-will offering, but that meant nothing to officials.

MEMPHIS, Tenn., April 18.—Motion picture theaters of the Memphis territory, in conjunction with the Memphis film exchanges, staged 70-odd benefit performances for *The Commercial Appeal-Red Cross Tupelo Tornado Relief Fund*. The total finally raised from this source is expected to run well in excess of \$5,000.

The Lyric Theater at Tupelo was turned into a hospital after the tornado and hundreds of emergency operations were performed there by specialists hurried from Memphis and other points to the scene of the tragedy that cost more than 200 lives.

Donigan Places Artists On Exposition Job

CHICAGO, April 18.—L. E. Donigan, business agent of United Scenic Artists, Local 350, returned to his headquarters here after an eight-day trip to Toledo, Cleveland and Detroit. While in those cities he arranged for the placing of scenic artists on jobs with the Great Lakes Exposition at Cleveland and with the proposed summer opera to open at Walbridge Park, Toledo, some time in July under the management of either the Shuberts or Schwab & Mandel. He also opened a Detroit office in the Hippodrome Theater Building, which is under the direction of Paul Radder.

SPRING SALE
TAP WAHS—SPECIAL PRICES—\$7.00
3x4, \$3.50; 4x6, \$4.50; 5x7, \$5.50
Black Patent Leather Girls' Tap Shoes... 1.99

MEN'S PATENT LEATHER OXFORDS
Turned Soles, Taps. Reg. \$4... \$2.95

White Satin Musical Comedy Tie Shoes... \$2.95
Astrakhan (life time) Negro Wigs... .95
Silk Mohair Wigs, all styles and colors... .95
Amateur Make-up Kits (specify Ladies' or Men's)... 1.25
White or Red Silk Flat Crepe, 40" (reg. 65c)... .45
Beautiful Lustrous Panné Satin, all colors, 40".... .55

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Well-Known Theatrical House.
\$1.00 Up Daily—\$4.00 Up Weekly.
620 North State Street, Chicago, Ill.

Musical Comedy Co. WANTED
Can book two complete high-class Musical Comedy Companies with producers into big-money towns immediately, one Tent, one Theater. Sure-fire percentage deals. Permanent. Producer furnishes all. Wire SACK AMUSEMENT ENTERPRISES, San Antonio, Tex.

Original Floating Theater WANTS
Two Sax Players, Alto and Tenor, Double Clarinet or some other instrument. Must have experience and ability, be sober and single. Thirty-four weeks' work, but must be trouping musicians not tourists. Join immediately.
CHARLIE HUNTER, Wilmington, N. C.

WANTED for ROSE BROS. TENT SHOW, young, versatile Teams and Singles that can work in tabbed scripts and do vedvil acts. Dancing or Musical, change for week. Pianist that doubles Stage. Slap Bass that can play both Modern and Hill Billy. Rehearsals May 20. Write H. P. ROSE, Box 139, Claysburg, Pa. P. S.—Will buy Chairs or Two-People Benches, also Dye Scenery suitable for tent show.

AT LIBERTY, AGENT
Have 16 years' experience. Close contractor, result-producing hustler. Post. litho, banner, tack. Works all country routes. No booze. Clear headed and reliable. Join on wire. State best offer in first. T. M. ALLEN, Vinita, Okla.

WANTED To join on wire. Agent with car; must put up paper. One Chorus Girl. Banners open. Three-night stand. Other people write. Disappointment is the cause of this ad. GEORGE BISHOP, care Bishop's Tent Show, Waynesboro, Pa.

WANTED
Versatile Performers for a Modernized Med. Show. Preference if you double Music. Tell all and lowest salary in first letter. House cars welcome. G. TEX WORTHE, Tremont, Pa.

BUS To All Parts of U. S. Theatrical Chartering Our Specialty.
KNICKERBOCKER BUS TERM. 236 W. 50th, New York, C. O. 9-152.

WANTED Young juvenile man with specialties, musicians on all instruments or small organized swing band. Good summer job on week stand show. Night club location for winter. Meet job at once.
HARRY SHANNON, JR., Big Stone Gap, Va.

WANTED
General Business Team. Woman some Characters, doubling Piano. Man doubling Trumpet or Sax. Others write. BRASFIELD & IRWIN, Sylacauga, Ala.

WANTED QUICK—JACK LA PEARL
Write home, dear. Car; title trouble. Great caddy bargain at La Salle.

WANTED—Med. Performers, Musicians, Black-face Comic Producer, must be hot. Soubrette who sings and dances. Young, sober. Tell all. Pay your wires. F. C. KEITH, Arbyrd, Mo.

Chicago City Opera Engages Noted Artists

CHICAGO, April 18.—The Chicago City Opera Company announces that for its 1936 season, which opens at the Civic Opera House October 31, it has engaged Lily Pons, Lawrence Tibbett, Ezio Pinza, Lauritz Melchior, Tito Schipa, Giovanni Martinelli, Elisabeth Rethberg, John Charles Thomas, Marjorie Lawrence, Gertrude Wettengren, Rosa Raisa and Edith Mason. Roberto Moranzoni will be conductor, a position he held five years ago.

The first performances here of Hageman's *Caponsacchi* and Gruenberg's *Jack and the Bean Stalk* have been announced. Among the revivals to be presented are *Louise*, *Otello* and *Die Walkure*.

Important Announcement
Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14.
The advertising rate of 50c an agate line remains unchanged.

NBC Still Pruning Staff; 50 Let Out in New Sweep

Part of general plan to effect economies recently instituted by President Lohr, who sees increased efficiency thruout organization—further letouts, expected

NEW YORK, April 18.—As a part of a general reorganization plan to effect economies, and to divert the savings from those economies to other expansion moves, National Broadcasting Company last week let out about 50 people, mainly in the general service department and mainly in the way of page boys and reception clerks. This follows the release of 15 or 18 hostesses previously released. This week's cutting saw the press, sales and music departments cut down, in addition to the service department affected. It is generally accepted as an open secret that the program and artists' bureau setups will next be given a pruning.

Major Lenox Lohr, NBC president, who is instituting the cutting down of personnel, is said to believe that the network was previously overburdened as to staff and that there was far too much waste motion. The cutting down, it is felt, will bring about not only a centralization in the various departments, but an improvement in efficiency. Lohr is said to have established the fact that, before this cutting was instituted, NBC had twice as many employees as CBS and didn't need them.

In the newly set up general service department, of which Walter Preston is head, about 30 page boys were let out, with another half dozen expected to be dropped this week. In addition, a number of cleaners and porters were discharged. Service department has been set up with two branches. One, under Gordon Mills, handles all guest-relations problems and the other, under D. H. Van Houton, has to do with mail and messenger service. A number of minor details previously attended to by pages are being discontinued as unnecessary.

Majority of those given notice in the press department were clerks, altho Ben Pratt, brought in from Chicago two years ago as a sort of assistant manager of the department, was one of those to go. Pratt, lately, had been in charge of the department at night. He is reported set to go with the Republican National Committee, with which he was previously connected. Dick Bard, one of the press writers, was also let out and has since gone into independent publicity with Jack Banner. Others from the press department included Jane Allen, Frederic Kirkland, Richard Moss and Sadye France.

Three salesmen were noticed, with one or two more possibly going. These were John R. Overall, F. L. Stead and Wadsworth Wilbar. Latter worked in Boston, but reported to the New York office. Other salesmen will be assigned their agencies. In the music department seven arrangers and copyists were fired.

One surprise came in the resignation as assistant stations relations manager of Edward Zimmerman, one of the top men in the field. Zimmerman, a radio pioneer, has been named vice-president and general manager of a new corporation being formed by Colonel T. H. Barton, of the Lion Oil Company, and owner of KARK, Little Rock, and KELD, El Dorado, Ark. Zimmerman will be in charge of all radio activities for Barton, who is said to be planning to buy several more stations.

In connection with the expansion and use of the money saved by these cuts in other directions, one such named was the construction of the new WJZ transmitter when and if that station goes to 500,000 watts. General belief is that this application will be approved. Cost will be about \$350,000.

Sleininger Appoints Miller

CHICAGO, April 18.—Sleininger, Inc., station representative of Chicago and New York, has appointed M. Glen Miller, of this city, as its advertising agency. Advertising radio and amusement publications will be used.

WORLD BROADCASTING SYSTEM, New York transcription firm, is seeking approval of the Federal Communications Commission to broadcast to Northern Electric Company of Canada. Latter is the Western Electric subsidiary of Canada and sales representative in that Dominion for WBS. FCC approval must be had on all broadcasts from this country into others.

March CBS Peak; NBC Up Slightly

NEW YORK, April 20.—National Broadcasting Company gross revenue for the month of March totaled \$3,036,353, which is an increase over the same month of last year of 4 per cent or nearly the same figure. NBC Red network contributed \$1,913,837 and the Blue \$1,122,516. These figures include the Pacific Coast gross billing also.

Columbia Broadcasting System reached an all-time high with gross take of \$2,172,382, which is an increase over March, 1935, of 18.7 per cent. Thus the CBS web tops the individual NBC chains and the first time that any single web passed the \$2,000,000 mark. First quarter gives CBS a total of \$5,982,551, which is an increase over the same period in 1935 of 13.9 per cent.

First quarter for NBC shows a gross of \$8,325,316, which compares with \$8,678,664 for the same period in 1935.

Pittsburgh Stations Again Sell Baseball

PITTSBURGH, April 18.—WWSW and KQV, independent non-network stations here, are again broadcasting all baseball games played by the Pittsburgh Pirates away from home this season. Because of previous commitments New York and Brooklyn games will be omitted.

The sport, wired play by play from the playing fields into the studios, is being piped by staff announcers. At WWSW Jack Craddock is broadcasting the feature, sponsored by the Duquesne Brewing Company, and at KQV Tony Wakeman is at the mike handling the account for Cramer's, local men's clothing firm.

With a proven unparalleled listening audience, the stations have no trouble lining up sponsors. The first game was broadcast on Tuesday, the play-by-play description of the Pirates in Cincinnati.

WJAS, Pittsburgh outlet for CBS, also joined the baseball broadcasting parade this week. Regin Welch is at the mike piping all Pirate games played out of town.

Groundwork for Per-Piece Plan Started Via ASCAP Statistics

NEW YORK, April 18.—Managing Director James W. Baldwin of the National Association of Broadcasters has not given up hope of eventually working out a per-piece plan of payment for music license fees and toward that end has arranged with the American Society of Composers, Authors and Publishers to let the NAB make a complete index of all musical compositions in the ASCAP catalog. Selections that will be indexed are those performed one or more times on network key outlets during 1934 and 1935.

When completed the NAB will have available an index to some 25,000 compositions more or less used actively by broadcasters, and Mr. Baldwin believes that such an index and other statistics pertaining to it are absolutely essential for the foundation of a per-piece plan.

Plan under contemplation provides for a continuous service which will keep the index up to date and allow additions as they need to be made. ASCAP,

'Queen Mary' Broadcasts; Sir John Fails To Come In

NEW YORK, April 18.—First of a ballyhoo series of broadcasts originating on the new British liner "Queen Mary" got under way on Thursday, both the major webs carrying a description of a trial run by A. E. W. Mason, novelist.

Awkward and somewhat humorous situation developed in the evening when a two-way conversation was scheduled between David Sarnoff, president of RCA, and Sir John Reith, director-general of the British Broadcasting Corporation. Sarnoff spoke from his suite in an Atlantic City hotel, which was heard here, but Sir John failed to answer. Sarnoff continued with more of his talk, but still no "John." Finally it was announced that due to weather conditions beyond control, etc., the broadcast could not be carried out.

Maxwell May Drop 'Showboat' a While

NEW YORK, April 18.—Drastic revisions reported as due for the Maxwell House coffee sponsored *Showboat* are taking definite form, with the present shape of the show, including the script idea, to be dropped for the summer in favor of a straight dance-orchestra policy. In the fall the show will resume the continuity idea and most likely will again star Charles Winninger as Captain Henry.

Al Goodman and his orchestra, with about 32 men, were almost definitely set this week for the summer show, which will start June 25. Several singers will also be on the show. Lanny Ross, who is now starred on the program, is taking a summer vacation and will do picture work on the Coast. In the fall he will return as co-star with Winninger, who is now also on the Coast doing pictures. Broadcasts may emanate from the Coast and may again be produced by Bill Bacher, who left *Showboat* shortly after Winninger and soon after started producing *Hollywood Hotel*.

Showboat has fallen off in its draw since Winninger and Bacher left. Meanwhile the dance-orchestra idea, with Goodman said to be getting big money, is based on the success of similar shows sponsored by Lucky Strike cigarettes.

WIP and KYW Personnel Make Several Changes

PHILADELPHIA, April 18.—Past week finds the program directors at WIP and KYW handing in their resignations. Effective April 30 John Hayes leaves WIP for a similar post with WNEW in New York. James Allen, WIP press chief, moves into the program post and will continue to supervise the press department.

At KYW Arnold Hartley leaves for the Pacific Coast on the 20th; Jim Begley, assistant program director, moving up a step. Frank Kessler, KYW sales promotion head, also leaves the station for a post with a local advertising agency.

Midwest Kiddie Program Survey

Preferences lean toward educational shows rather than blood and thunder

CHICAGO, April 18.—A three-year study of the radio preferences of children has revealed that most children do not find a great appeal in the blood and thunder type of air shows but rather prefer the educational type.

Results of the survey, which has been conducted by Norman Alexandroff, were presented for the first time at a meeting and luncheon held here this week by a group of educators, heads of parent-teacher clubs and officials of women's organizations. Alexandroff in his research enlisted the talent of more than 50 artists, dramatists, singers and musicians and put on specially written programs in his own studios, invited groups of children to listen to them and studied their reactions. With a practical demonstration of the method used by the Child Radio Research Institute in experiments with 300 children, Alexandroff proved that even an educational program "jazzed up" to a peppy tempo will bring as great interest and enthusiasm as radio programs filled with sound effects of blood and thunder, gangsters, cowboys and bandits. These latter shows, he said, just don't mean a thing to a child if the tempo is slowed down a bit. He found, however, that the programs that appealed most to the children were those that entertained yet improved the mind.

"Every previous attempt in the field of radio education," Alexandroff told the group, "has been handled with the idea of educating the child to what he should like and prefer, but not what a child will like and does prefer. A child is more eager to obtain information than the adult and teacher realizes."

In the analysis it was found that the child preferred programs based upon American history, the Arabian Nights and incidents in the daily life of children. The Chicago Board of Education has become vitally interested in the developments of Mr. Alexandroff's research.

WHN Makes Changes And Switches Staff

NEW YORK, April 18.—WHN, New York, has effected numerous personnel changes and divisions, principally in its production department. Three have been added to this department, being Jackson Beck, Maurice Barrett and Charles Redlick. Charles Windsor has resigned from the production staff.

Eugene Moore Jr., who has been with Loew's and MGM for years, has been put in charge of the WHN sound effects setup. Moore was with Loew's and Metro as a technical supervisor.

Raymond Katz, former assistant night manager of the station, has been shifted to the program department as assistant to Russ Clancy, head of the department. Theodore Schneider has been added to the personnel to replace Katz.

Milton White, of the MGM press staff, has been named contact man between the picture-producing firm and WHN.

G. B. Storer Quitting Broadcasting Field

DETROIT, April 18.—George B. Storer, chief stockholder in CKLW, Windsor-Detroit station, has sold out his interests in the station and is leaving the broadcasting field. E. S. Rogers heads the group that bought him out. Rogers is of the Rogers-Majestic Company, of Toronto, handling Majestic radios and also an owner of CFRB, Toronto. Malcolm G. Campbell remains as president of CKLW. Station remains on the Mutual network.

Storer left New York last year after his attempt to operate a new network, the American Broadcasting System, failed. Storer controls a manufacturing firm making steel tubing for Ford autos and said he was going to devote his time entirely to that field.

Booking Setup Argued by AFM

Three-cornered discussion between NBC-AFM-Green to decide NBC band status

NEW YORK, April 18.—The National Broadcasting Company, Charles E. Green and the American Federation of Musicians are participating in three-cornered confabs over the question of the withdrawal by the AFM of NBC's band-booking franchise. Situation is considerably complicated, but an amicable deal will unquestionably be worked out which will have Green back in the booking business as an independent and with a working arrangement of some nature with the network.

Causes of the complications are these: NBC just signed Green to a year's contract as head of the booking department on a guarantee and percentage after negotiations which took some time. Actually the network wanted Green as the head of its orchestra setup a year ago. When Green took the NBC offer he disbanded his own firm, Consolidated Radio Artists, as well as selling the furniture, etc., of the outfit. Obvious questions then to be settled include those of reimbursing Green on both his contract and disbanding his firm. Some arrangement will be made, it was said by Dan Tuthill, NBC Artists' Service manager, within a week.

Insofar as the CBS-MCA deal is concerned, only one CBS band has signed with MCA, this being Isham Jones. Others are still free agents. CBS has kept on only one man in its band department, James Peppe acting as orchestra contact man for the network. Peppe is believed to have a contract, given him early this year when he took charge of the CBS band bureau.

New Biz, Renewals

NEW YORK, April 18.—One new account for the National Broadcasting Company:

PLYMOUTH MOTOR CORP., thru J. Stirling Getchell, Inc.; starts May 12 on WEA and 63 stations Tuesday, 9:30-10 p.m. Ed Wynn.

New York Area

UNITED DRUG CO., thru Spot Broadcasting, Inc.; starts April 28 for five days, 10-10:15 a.m. *Magic Hour*. WMCA.

CLARK SHOE CO., thru Friend Advertising Agency; started April 14, 300 announcements. WMCA.

ALLEGHANY STEEL CO., thru Walker & Downing, announcements. WHN.

SALLY'S STUDIO, thru Kashuk Advertising Agency; started April 10, announcements. WHN.

SACK'S CORSET, thru Glicksman Advertising Company, announcements. WHN.

U. S. RUBBER PRODUCTS, INC., thru Campbell-Ewald, New York, announcements. WHN.

FLORIDA CITRUS COMMISSION, thru Ruthrauff & Ryan; started April 13, announcements. WHN.

A. H. LEWIS MEDICINE CO., thru H. W. Kastot & Sons, renewal, effective April 13, announcements. WHN.

RICHARDSON & ROBBINS, thru Birmingham, Castleman & Pierce, announcements. WHN.

Newark

PHILIP MORRIS & CO., LTD., thru the Blow Co.; started April 16, Thursday, 9:45-10 a.m. *Olyanova*, graphologist. WOR.

REMINGTON RAND, INC., starts April 20, daily, 8-8:15 p.m. *Five Star Final*. WOR.

CHEVROLET MOTOR CO., thru World Broadcasting System, renews effective April 19, Monday and Wednesday, 9:15-9:30 p.m. *Rubinoff*. WOR.

FLORIDA CITRUS COMMISSION, thru Ruthrauff & Ryan, started April 13, announcements. WNEW.

Philadelphia

BELL TELEPHONE CO. OF PA., thru Aitken Kynett Agency, started April 11 for six weeks, Saturday and Sunday, three spot announcements. WIP, WFIL, WCAU and KYW.

FORD MOTOR CO., thru N. W. Ayer & Sons' Agency, started April 13 for 13 (See *NEW BIZ* on page 8)

Hearing at Watts

LITTLE ROCK, April 18.—The State department of public utilities will join the Oklahoma Corporation Commission Friday in a hearing at Watts, Okla., to consider persistent complaints that inductive interference from some power source is causing very poor radio reception along the Oklahoma-Arkansas line. It is believed that the main trouble is coming from a power plant at Siloam Springs, Ark.

WCAU Musical Award For School Student

PHILADELPHIA, April 18.—Five-hundred-dollar musical scholarship, the WCAU Musical Achievement Award, to be given to Philadelphia's outstanding instrumentalist in December, 1936, gets under way on the 20th with the final selection of an audition board. Award, open to only grammar and high-school students, is sponsored by Dr. Leon Levy, WCAU and KYW prexy.

Board is headed by Mrs. Mary Louise Curtis Bok, donor of the Curtis Institute of Music, and includes Eugene Ormandy, conductor of the Philadelphia Orchestra; Alfred Reginald Allen, manager of the Philadelphia Orchestra; J. Francis Cooke, editor of *The Etude* magazine; Mrs. Ellis Clark Hammann, of the Philadelphia Art Alliance; Dr. George L. Lindsay, director of music in the Philadelphia public schools, and David Hocker, chairman of the Youth Committee of the Philadelphia Orchestra.

Idea is the brain-child of Ken Stowman, WCAU publicity chief, and as a showmanship angle is expected to stamp WCAU as outstanding. Names on the audition board preclude any possibility of personalism entering the selection of winner.

More Phone Co. Time

PHILADELPHIA, April 18.—Bell Telephone Company of Pennsylvania, following the lead of other telephone companies in using spots to plug the long-distance service, has placed the half-minute transmissions on four Philly stations. WIP received the first series, running on a three-a-week schedule for 13 weeks on Saturday and Sunday, WFIL, WCAU and KYW following suit. Aitken-Kynett Agency, of Philadelphia, making the contacts.

Ives for Woodbury Show

PHILADELPHIA, April 18.—Anice Ives, who conducts the Every Woman's Club on WFIL, has been set to handle the beauty commercials on Paul Whiteman's Woodbury show. Miss Ives was with Whiteman three years ago and for two years a member of the *Dangerous Paradise* cast. She will continue her post with WFIL.

ABC Network Goes on the Air; 17 Stations Take First Shows

CHICAGO, April 18.—Altho the formal opening of the new Affiliated Broadcasting Company was not scheduled until today, it actually went on the air Tuesday of this week with play-by-play accounts of the opening major league game between the St. Louis and Chicago teams. Harold (Shorty) Fall, veteran sports announcer, described the action, which was broadcast over 17 of the 20 stations in the ABC group.

Today marked the first full-day broadcast of the new network and the programs had every variety of entertainment found on the major networks except an amateur hour. The 20 or more musical programs ranged from hymns and folk songs to dance music picked up from Chicago dance bands; there was organ music, dramatic sketches, women's programs, hillbilly music, news flashes, a symphony orchestra, speeches by well-known personalities and a complete variety of other acts.

Among those who appeared on the opening day's broadcasts were Harve and Ray Lind, the Black Dots; Jane Harvey and Dave Bacal, organists; the Bennett Sisters, the Hilltop Girls, John Burdette, the Chicago Concert Com-

Copyright Hearings Closed; Quick Action Is Doubtful

Subcommittee may be the means of holding up measure being reported to House—opponents believe enormous mass of conflicting testimony created confusion

WASHINGTON, April 18.—Hearings on copyright held before the House Committee on Patents came to a close as scheduled on Wednesday, altho parties interested have been given until today to file briefs or further statements they may wish to submit. Hearings started on February 25 and, altho copyright in general was to be discussed, it developed that the Duffy Bill (S. 3047) virtually took up the entire hearings. Main battle centered around the \$250 minimum damage fee for infringements, for which there is no provision in the measure.

April 26 Gala Day For Pine Ridge, Ark.

CHICAGO, April 18.—Extensive preparations are being made for the official change of the name of the little village of Waters, Ark., to Pine Ridge in honor of Lum and Abner, radio team, who have made Pine Ridge famous on the air.

Practically all of the citizens of Waters are planning to journey to Little Rock on Sunday, April 26, to attend and participate in the broadcast over NBC marking the official transformation of Waters to Pine Ridge. Change is by authority of the post office department following a petition by the citizens of Waters due to the nation-wide popularity of Lum and Abner and their Pine Ridge antics. During the broadcast Governor J. M. Futrell will be heard proclaiming the change of name. Chester Lauck (Lum) and Norris Goff (Abner) will speak briefly, and the Little Rock high-school band and the KTHS barn dance band will play. A highlight of the program will be the impersonation of characters in the Lum and Abner series by natives of the actual region described in the program. Citizens of Mena, Ark., home town of Lauck and Goff, also are planning to attend the broadcast. Charles Lyon, announcer, will act as master of ceremonies. Broadcast will originate at the State Capitol in Little Rock.

Socony To Change "Tavern" Program

NEW YORK, April 18.—Lennie Hayton and his orchestra are expected to leave the Friday night Socony show on CBS within the next three weeks.

Program is then due for a new form, with Ted Fio-Rito and his orchestra going on the show with a straight musical policy.

While copyright legislation and hearings are up almost every session of Congress, the hearings just held were probably the longest on record and every side had an opportunity to be heard. At the close of the final hearing a heated argument arose between committee members relative to the date the Duffy Bill was to be reported, and Congressman O'Malley, of Wisconsin, seconded a motion by Congressman Church, of Illinois, that the committee meet on Thursday or a day or two later. Finally Congressman Kramer, of California, seconded by Daly, of Pennsylvania, made a substitute motion to get together and consider the bill on Monday, April 20. This was agreed upon. What may further delay a report is the forming of a subcommittee to work out the report to be submitted to the House. (Senate passed the Duffy Bill at the last session.)

Nathan Burkan, general counsel for the American Society of Composers, Authors and Publishers, figured in the final hours of the hearings. Burkan attacked all proponents of the Duffy Bill. Dr. Wallace McClure, of the Department of State, was again called to the stand and he repeated his contention that the United States should become a party to the international convention and that the \$250 minimum damage penalty should be removed from the copyright law.

NEW YORK, April 20.—Subcommittee of 11 members of Congress which is expected to be appointed today to study the huge mass of evidence will probably work out a new bill of its own in the opinion of copyright authorities who have been attending the Washington hearings. Consensus appears to be the usual situation wherein "no copyright bill can ever hope to merge the conflicting interests or satisfy completely the conflicting views."

Both the proponents and opponents of the Duffy Bill realize that there has been an unusually hard fight with the latter plainly optimistic that copyright status will not be materially changed by the current session of Congress.

More Band Programs Set by Lucky Strike

NEW YORK, April 18.—Freddie Rich and his orchestra have been set for the Saturday Lucky Strike program succeeding Carl Hoff and his band, winding up on a regular contract. However, Hoff is already set with a new contract to follow Al Goodman and his orchestra on NBC Wednesday nights, Goodman's present contract on that show expiring in about seven more weeks. Goodman replaced Ray Sinatra, whose contract was bought up by the American Tobacco Company.

Sales chart of Luckies has climbed steadily since the *Hit Parade* idea was started by them, sales showing a boost of just less than 20 per cent.

NAB Annual Meet Set for July 5-8

WASHINGTON, April 18.—National Association of Broadcasters has definitely decided upon the dates July 5, 6, 7 and 8 for the 14th annual convention, which is to be held in Chicago. Hotel has not yet been selected.

Bert Phillips, recently appointed sales manager of KFRC, San Francisco, has resigned and is back in Los Angeles to join McGregor & Sollie, transcription company.

Station Notes

Address All Communications to the New York Office

DON KELLEY, previously with WMT, Waterloo, Ia., is now with the Central States Broadcasting Company in Omaha. These stations include KOIL, KFAB and KFOR. . . . LOWELL MacMILLAN, sports announcer of WHAM, made three hours of 15-minute baseball transcriptions on a trip thruout the baseball training camps. They were used on his regular program on the Rochester station, and in addition, are on KWK, St. Louis. . . . LAYMAN CAMERON, Central States Broadcasting Company announcer, is now assistant to LYLE DeMOSS, production manager, in the Lincoln, O., branch office of the chain.

LAWRENCE HERRING, son of Governor Clyde L. Herring, former merchandise field man for IBS, Des Moines, has resigned to go to Washington, D. C. . . . EDMUND TURNER JR., formerly of KFRV, Columbia, Mo., added to the announcing staff of KRNT, Des Moines. . . . GENE AND GLENN, of WHO and the Corn Belt Web, who took in \$6,035 cash during the Christmas drive for the poor kids of Des Moines, got, in actual cash, \$1,700 in a one and one-half hour program over WHO the night of March 20 for the local Red Cross seeking donations for flood victims. The boys left for the Kansas City food show for Kellogg's the next day, and that night in a program from 10:30 to 1 a.m. cleared \$1,200 in cash donations for flood relief—and this in a new territory.

LINN CHURCH, on the KYA, San Francisco, announcing staff approximately five years, has been made chief announcer, succeeding HARRY BECHTEL, who resigned April 15 to join the artist staff of MacGregor & Sollie, Inc., transcription producers, who on that date moved their plant from San Francisco to Hollywood. BECHTEL was KYA chief announcer for six years. KENNETH HIGGINS has been added to KYA's announcing staff, filling the spot vacated by RODERICK MAYS, who is on a six months' leave of absence to regain his health. DUDLEY MANLOVE has also joined KYA as announcer, coming over from KROW, Oakland. . . . L. SCOTT PERKINS, well known in Pacific Coast radio, and former production manager of KHJ, Los Angeles, has been appointed commercial program production manager for the Northern California Broadcasting System, San Francisco.

New Orleans offices of ERPI have been moved from the Pere Marquette Building to the Canal Bank Building, Walter E. Woodward, Southeastern divisional sales manager, announces. . . . The only three weeks old, Southern Broadcasting System, Louisiana State-wide network, has increased Sunday afternoon hookup time to three consecutive hours, two programs of half hour being commercial. One hour beginning at 2 p.m. is taken over by dramatics and music in charge of Louisiana State U. and final hour by vesper services from Baton Rouge. . . . DICK HUDDLESTON, owner of the store made famous by radio skit of Lum and Abner, is advertising in dailies of this section that autographed picture with first cover postmarked "Pine Ridge, Ark." is for sale at 25 cents per throw. . . . TEMPLE BLACK, one of the best liked announcers and head publicity man for WSMB, has quit to become connected with Fitzgerald Advertising Agency, New Orleans. . . . EARL SMITH, the off-and-on-again announcer for WDSU, has rejoined the station staff as assistant station manager.

GARDNER COWLES JR., general director of the Iowa network, and Mrs. Cowles are off on a six weeks' vacation in Europe. . . . Frankel Clothing Company has bought all of the baseball scores for the summer and football scores for next season on KSO. . . . Bill Spargrove pinch-hitting for Priscilla Wayne on her *Friendly Counselor* program while she is in Hollywood.

TRACY-LOCKE-DAWSON, Inc., Dallas and New York agency, was the successful handler of the new Dr. Pepper account that establishes a new record for largest hookup of regional stations by taking on 18 of leading outlets of the South. . . . KALB, Alexandria, La., has been granted unlimited time on 1420

k. c., effective when WJBO, Baton Rouge, moves soon to higher wave, while KWEA, *Shreveport Times* third station, has been granted right to remain quiet for another 30 days. . . . U. S. Rubber began a series of 13 one-minute transcriptions over a half dozen Southern stations on April 5. Account is handled by Campbell, Ewald Company.

WNAC, Boston, shifting soon to the NBC network from CBS, is seeking a power boost to 2½ night time, 5 kilowatt daytime. . . . WCKY, Cincinnati, broadcast a salute April 13 to Powel Crosley Jr., owner of WLW and WSAI, in the same city, and the Cincinnati baseball team. WCKY event went so far as to announce that the ball games would be broadcast over WSAI and WCPO. . . . WSM, Nashville, tells of another "different style" amateur show, broadcast on the recent occasion of the Tennessee teachers' convention. Instead of presenting the teachers and politicians in speechmaking, the prize-winning student bands, singers, glee clubs and the like were brought before the mike. . . . Daylight saving is causing the annual muddle of program changes and cancellations all over the country. . . . Incidentally, limerick contests are gaining in favor as mail response testers, both for new stations and stations just given power increases.

NEW BIZ

(Continued from page 7)

weeks, three 15-minute periods weekly. ET variety show, WIP, WCAU and WFIL.

CHEVROLET MOTOR CO., thru Campbell-Ewald, Inc., starts April 19 for 13 weeks, three 15-minute periods weekly. Rubinfoff, ET, WFIL and WCAU.

FISCHER BAKING CO. (bread), placed direct, started April 13 for 13 weeks, Monday thru Friday, 4:45-5 p.m. Junior G Men, ET, WCAM (Camden).

MOTOR PARTS CORP. (Grunow Refrigerators), thru Lavenson Bureau, started April 13 for six weeks, daily 15-minute periods except Sunday. Pickard Family, Hillbillies, WFIL.

THOMAS MARTINDALE (grocer), thru Feigenbaum Agency, started April 14 for three weeks, Monday thru Saturday, 8:45-9 a.m. Health talk, WFIL.

GARDNER NURSERY (shrubs), thru the Northwestern Radio Advertising Co., starts April 19 for two weeks, three five-minute periods weekly. ET, WFIL.

YVONNE PRODUCTS (nail polish), placed direct, starts April 20 for six weeks, three participations weekly in Anice Ives show. WFIL.

FOX-WEIS (furriers), thru Feigenbaum Agency, starts April 20 for four weeks, 18 spot announcements weekly. WFIL.

BREYER ICE CREAM CO., thru McKee & Albright Agency, starts April 20 for 20 weeks, 13 spot announcements weekly. WFIL.

VAN MOLEN (mint-carbonate), thru Mays Agency, started April 14 for 13 weeks, Tuesday and Thursday, 6:15-6:30 p.m. Songs by June Grey, WFIL.

TREMONT MILLS (yarn), placed direct, starts April 20 for eight weeks, three participations weekly in Anice Ives show. WFIL.

Green Bay, Wis.

LEATH & CO., daily 15-minute period. WTAQ.

T. S. TONIC CO., daily 15-minute period. WTAQ.

Cincinnati

ZENITH RADIO, thru H. W. Kastor & Son, announcements. WCKY.

ESTATE STOVE CO., thru Ralph H. Jones, announcements. WCKY.

CHEVROLET MOTOR CO., thru Campbell Ewald Co., renewal, transcriptions starring Rubinfoff. WCKY.

HOTEL VICTORIA (New York), thru Alfred Rooney, announcements. WCKY.

Denver

DAVIS & SHAW FURNITURE CO., one weather report daily for 13 weeks. KOA.

GOLDEN EAGLE DRY GOODS CO., 10 one-minute announcements. KOA.

COLORADO REO, Inc., eight announcements. KOA.

MOREY MERCANTILE CO., thru the Ball & Davidson Agency, one 15-min-

ute program daily except Sunday for six months. KFEL-KVOD.

ONEIDA, Ltd., 36 announcements. KOA.

WALKER REMEDY CO., Waterloo, Ia., 26 announcements. KOA.

HOME PUBLIC MARKET, 96 one-minute announcements. KOA.

SAFEBAY STORES, Inc., 56 announcements. KOA.

McCLOSKEY VARNISH CO., Los Angeles, 56 daily announcements. KOA.

JOHN MORRELL CO., three five-minute programs weekly for 20 weeks. KOA.

UNION PACIFIC SYSTEM, 275 announcements. KOA.

GOETZ SALES CO., 26 15-minute programs. KOA.

WEBSTER EISENLOHR, Inc., one weather report daily for 13 weeks. KOA.

BARNSDALL REFINING CO., Tulsa, 26 15-minute programs. KOA.

GENERAL ELECTRIC CO., 11 15-minute programs. KOA.

TIVOLI TERRACE NIGHT CLUB, 25-minute program daily for one year. KFEL-KVOD.

O. K. RUBBER WELDING SERVICE, 26 announcements. KFEL-KVOD.

CLARA STANTON, druggist for women, one announcement daily except Sunday for three months. KFEL-KVOD.

PIONEER MOTORS, Inc., three announcements daily for one month. KFEL-KVOD.

LA RAE MILLINERY SHOP, thru the Connor Agency, one announcement daily except Sunday for one year. KFEL-KVOD.

JOSEPH GOALSTONE, jeweler, thru the Raymond Keane Agency, one announcement daily except Sunday for one year. KFEL-KVOD.

GOLDEN EAGLE DRY GOODS CO., 50 news announcements. KFEL-KVOD.

Cleveland

The following new accounts have been signed by Station WHK:

SPENCERIAN COLLEGE, s. a., three times, night (Rose & Winsor, Cleveland).

JINDRICH'S CLOTHES, s. a., 12 times, daytime, direct.

BANK OF CLEVELAND, s. a., daytime, direct.

FIRST FEDERAL SAVINGS & LOAN CO., s. a., daytime, direct.

PHILIP LAMP CO., s. a., daytime, four times, direct.

GRAHAM PAIGE MOTORS (U. S. Adv. Corp., Toledo, O.), s. a., night, six weekly, 26 times.

RAINBOW AUTO STORES, five-minute T's, daytime, six weekly, 13 weeks, direct.

EVEREADY PRESTONE, 26 times, s. a., night, six weekly (J. M. Mathes, New York).

PONTIAC DEALERS' ASSN. OF CLEVELAND, 15-minute T's, six weekly, (See NEW BIZ on page 66)

JUDY CONRAD

AND HIS ORCHESTRA
106th Week on the Stage.
TOWER THEATRE, KANSAS CITY, MO.

WINGY MANNONE

(The New Orleans Swing King and His Swing Band) Now Playing at the Hickory House, New York. Doubling at the STORK CLUB. Recording for RCA Victor.

ED WEEMS

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

PHIL HARRIS

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

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

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

FLETCHER HENDERSON AND HIS FAMOUS ORCHESTRA.
NOW ON TOUR.
Management MOE GALE.
RKO Building, Radio City, N. Y.

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

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

LEITH STEVENS
Conductor
exclusive management
COLUMBIA BROADCASTING CO.

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

VICTOR YOUNG
At SHELL CHATEAU,
Shell Oil's Program.
WPAF, Saturday, 9:30-10:30 P.M. NBC Network.
Harry A. Romm, Representative,
RKO Bldg., Radio City, N. Y.

charles carlile
Now Playing De Luxe Loew Theatres.

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

the Harlem Express! Himself
JIMMIE LUNCEFORD
AND HIS ORCHESTRA

the new King of Syncopation
BROADMOOR HOTEL,
Philadelphia, Pa., April 25.
Direction
HAROLD OXLEY, 17 E. 49th St., New York, N. Y.

DONALD BAIN
(IMITATOR-COMEDIAN)
UNUSUALLY LIFE-LIKE IMITATIONS OF BIRDS, ANIMALS, WILD BEASTS, ETC.
Room 902, 729 Seventh Ave., New York City.
BRyant 9-5107.

Program Reviews

(EST Unless Otherwise Indicated)

"Folies Bergere"

Reviewed Wednesday, 8-8:30 p.m. Style—Comedy and musical. Sponsor—Sterling Products, Inc. Station—WJZ (NBC network).

Previous other experiences of the Howard brothers, Willie and Eugene, have not been attended with the happiest of results. All of which has been attributed more or less to the material used at the time. It now appears that the worthy comedian Willie Howard has solved the formula of the successful radio laugh getters and is finally on the right track. First show at least was plenty strong, with all hands clicking. Fifi D'Orsay, comedienne; Victor Arden Orchestra and vocal group blended into a fast half hour of comedy, songs and music.

The title *Folies Bergere* is the result of comedy French atmosphere and in the skits pertains to the locale as well. Early part of the show has the Howard brothers sailing for France to fulfill an engagement at the Folies. They carry this off nicely, more or less building to the climax. There are some songs and orchestral pieces meantime, and upon arrival in France Willie goes into the French accents. They meet Fifi D'Orsay in the wings at the Folies and this soon works up to the highlight, which wowed them in the studios and sent not a little of the hullabaloo out of the receiving sets. Best individual business by the comedian was the Prof. Ginsberg spiel as a French teacher. Miss D'Orsay's singing, acting as foil and her own particular accents were unusually good. As usual Eugene Howard was the perfect straight man for Willie.

Credits for Dr. Lyon's tooth powder, handled by Ford Bond, were not excessive as to claims, were short and mostly pertained to powder as a cleansing agent for teeth. If the pace is maintained the series will firmly establish both the Howards and the show as a hit.

M. H. S.

The Effervescent Trio

Reviewed Tuesday, 7-7:15 p.m. Sponsor—Dr. Miles Laboratories, Inc. Style—Singing. Station—WGN (Chicago).

Newest of the many Alka-Seltzer programs, this one is well taken care of by Tom, Dick and Harry, a harmony trio well known on the local air lanes. Opening with the singing of *Help Yourself to Happiness*, the boys followed with *Wake Up and Sing*, a medley of smile songs, *Some Little Bug Is Gonna Get You*, *I've Got Plenty of Nothin'* and others. Tunes were interspersed with talk and the advertising brought on in a clever manner. Carl Hoefle accompanied on the piano, and the singing was of the usual high standard of Tom, Dick and Harry.

F. L. M.

Dave Vine

Reviewed Sunday, 7:45-8:30 p.m. Style—Comedian, orchestra and guest stars. Sustaining on WMCA (Intercity network).

Dave Vine, vaude comedian, is again trying his hand at radio, where he and all other funny men are really needed. Vine's previous attempt didn't work out so well, but this show is a better one than that built for him previously. His material, too, as it sounded the evening caught, had bright spots in it that were truly laugh provoking, along with some lesser and duller moments. But the program has a handicap that does not augur well for it, that will not allow it to stand as a final test of Vine as a radio performer. This handicap is the opposition coming in the heat of the Sunday night radio battle, the toughest fight there is in the radio week for audiences. Vine finds himself up against such draws as Ripley and Phil Baker (7:30-8) and Major Bowes from 8 p.m. on. And just before he comes on the air there are Eddie Cantor and Jack Benny to think about. As a true test the program should be moved, if possible, to another time. To bring on a new radio name against such competition is asking plenty, if not too much.

Best part of Vine's comedy this night was his speech at a Hollywood wedding.

Good stuff. Support as guests included Rosaline Greene, radio actress; Betty Cashman, legit actress, who sang one number, and Nick Lucas, who did two. Sammy Wilson's Orchestra plays for the show, which comes from the Edison Hotel, New York. Wilson's outfit sounds okeh on a floor but didn't show well on the air giving the impression of being spread all directions from the mike and with a bad balance resulting.

J. F.

"The Blues Chasers"

Reviewed Wednesday, 10-11 a.m. Style—Orchestra and vocalists. Sponsor—Participating commercials. Station—KQV (Pittsburgh).

This program, now in its fifth year, is a boon to the small radio advertiser whose spot announcements are given the benefit of entertainment. Originally started on this station with a two-piece band, the outfit has now grown to seven men, plus a vocalist, under the direction of Harry Baker. Mr. Baker also plans and produces all programs. Most of the program is taken up by request numbers pouring in daily from listeners. As many as 15 sponsors have had their products plugged on this one-hour show. The outfit serves generally entertaining music, and vocals are well handled by Ralph (Hector) Hubertson and two boys from the band, Cutty Buthall and Bill Rose.

The commercial announcements are made by Herb Angell and Herb Morrison, station staff men. The nature of the entire affair carries a homey aroma which is clicking with the morning fans. Program is on daily except Sunday.

S. H.

Carefree Carnival

Reviewed Saturday, 9-9:30 p.m. (PST). Style—Variety show, with emcee. Sustaining on KPO (NBC network).

No sustaining variety show has graduated more talent into the radio big leagues from San Francisco than this Saturday night half-hour transcontinental. Alumni roster contains such names as Tim Ryan and Irene Noblette, Charlie Marshall's Mavericks, Ben Klansen, Helen Troy and Gogo DeLys. Weekly *Carefree Carnival* is built around a definite theme, and tonight's show, which Van Fleming produces, presented samples of and took several pot shots at the current rage, swing music.

Ned Tollinger, who has emceed the show since its inception nearly three years ago, works hard, reads well and chuckles lustily. Meredith Willson's Orchestra, a highlight of the weekly broadcast, has always furnished the carnival music, which is consistently good, sometimes exceptional. After Tollinger reads a letter from his mother deploring swing music and requesting that none be played during the broadcast the Williams Sisters, harmony trio, one-time Bing Crosby act, present "Swing Music," assisted by the orchestra. The composition, by the way, is the work of Cliff Nazarro and Tommy Harris, two youthful-NBC vocalists. It's exceptionally good, too. After exchange of gags by

Tollinger and Betty Joyce, program's dumb dame, Tommy Harris, "little king of song," did right by *You from The Great Ziegfeld*.

Came then Nuts and Bolts, two of radio's screwiest-singing comedians, with a lightninglike exchange of nonsense. Jeane Cowan, bluester, next warbled *Let Yourself Go*, with a capable demonstration of animation and power. Sounded plenty okeh, too. After a well-arranged flawlessly executed Willson presentation of *With All My Heart* "Dr." Ransom Sherman, a crackpot if there ever was one, gave a lecture on *Spring—What of It?* In this monolog he was occasionally interrupted by the dumb Betty and a character known as Elmer, portrayed by Cliff Nazarro. A bit slapstick but very amusing. In this act the sound-effects department took advantage of the fact that nothing heightens radio comedy like plenty of loud, unexpected noise. To close the show the whole gang took part in a song-story built around the number *Mama Don't Allow*. A clever presentation of the question "what is swing music?" the answer to which was left up to listeners. Carnival, during its long and diversified life, has offered better episodes than tonight's, but for all-round light-hearted entertainment, presented without prestige of sponsorship, it was as good a program as the next and probably helped to enliven many a noisy Saturday night brawl from Pasadena to Penobscott.

D. H. G.

The Pickard Family

Reviewed Monday, 7:15-7:30 p.m. Style—Hillbillies. Sponsor—Motor Parts Corporation. Station—WFIL (Philadelphia).

No mistaking on this one that Grunow refrigerators is the product. Fortunately there are a half dozen in the Pickard Family, and with the aid of Tom Stone, announcer, hearing seven different voices, including little Ann Pickard, plug the product does relieve the monotony of sameness in voice. At least it's novel, and if only the engineer would join into the spirit of things and tell why he would like a Grunow the whole mess would certainly keep the sponsor happy.

As for entertainment values this reviewer hardly remembers any. The fact that for 20 words I can win an electric box and be eligible to win \$500 in cash or one of the other 200 cash prizes is still ringing in the ears.

The Pickard Family is a McCoy first edition of the popular conception of Tennessee hill entertainers. Previous air stanzas have proved that this clan have a mountain freshness for the ether listener with their countless number of songs, hymns and novelty ditties. But they hardly have a chance to prove it on this daily shot. Did one group number, *High Silk Hat*; Ann warbled a chorus of *Carolina Moon* and then shot the 15 minutes full of commersh copy.

The moral is evident.

O.R.O.

KNX, Hollywood, gets three new programs this week. Harry Balkin, character analyst, takes over a 15-minute period, doubling from KHJ. *The Tree of Knowledge*, a program dealing in odds and ends of information, answering listeners' questions on any subject, started Thursday, with Norman Frescott at the helm. *Watchdogs*, third new period, dramatizes dog heroism after the manner set by Albert Payson Terhune's Sunday series. Frank Foster Davis writes, directs and acts in the period.

West Coast Notes; MBS Rumor Again

LOS ANGELES, April 18.—When the Don Lee network bows off the Columbia chain early this summer to make way for CBS's newly acquired KNX channels, the Don Lee network, it is rumored, will become affiliated with Mutual Broadcasting System as Coast outlet, adding nine stations to Mutual's coverage.

Don Lee's contract with CBS ends in June, and if the Coast-to-Coast Mutual deal is negotiated it is understood that KMBC, Kansas City, will be included in the deal as a relay post.

Coast radio department of J. Walter Thompson Agency moved into its new building, being the Hollywood NBC studios, this week. Building is a separate unit from NBC structure and has offices and rehearsal rooms for the advertising agency's radio executives, producers and writers. Building's staff will work independently of the downtown Thompson offices, confining itself entirely to radio business.

For the next three broadcasts Hollywood Hotel gets a new production head. Bill Bacher is vacation bound in Honolulu, giving way to Henry Hayward, who arrived this week from New York. Ken Niles, who resigned as dramatic supervisor at KHJ to join production staff of F. Wallis Armstrong Agency, assists Hayward. Charles Bullotti Jr. takes over Niles' old spot.

KFWB inaugurated this week a new program which might be good bait for the networks as sustainer. Called the *Sidewalk Reporter*, Don Hastings is operating a portable microphone in Pershing Square and interviewing "the unemployed." Tho a little dangerous, broadcasts so far have been orderly. Wen Niles, brother of Ken, is assisting on the job.

Bill Goodwin, now on Charlie Vanda's West Coast CBS staff, planned to New York during week for three-month break-in period. He is to get a working knowledge of Columbia's method of handling programs. . . . George Fisher, press agent and film gossip on KFWB, has been taken for a six months' contract on the Variety Hour in addition to his sustaining broadcasts and p. a.-ing. . . . Owen Crump is recording a series of one-minute "drive carefully" dramas titled *I Am Death* for Chamber of Commerce. . . . John Conte has been added to announcing staff at KHJ.

San Francisco

SAN FRANCISCO, April 18.—The California-Washington crew race on Lake Washington, Seattle, Wash., will be aired to NBC Pacific Coast Blue network listeners at 4:15 p.m. (PST) today under sponsorship of the Associated Oil Company of California. Hal Wolf, veteran sports announcer, and Frank Blethen, of *The Seattle Times*, will short wave the account to KJR, Seattle, for release on the network. Maurie Rider, KOMO-KJR announcer, assistant to Wolf in various sports casts, will lend a hand.

Altho the football season is five months away, Harold Deal, advertising and promotional manager of the Associated Oil Company, has practically completed his lineup of games to be broadcast next fall. Deal's trouble is engaging networks which will hit the smaller centers, and plans to repeat the method used in basket-ball games this season, organizing his own chains. . . . Associated Oil has consistently broadcast football and other sport events on the West Coast for more than 10 years and is a pioneer in the field.

KSFQ is airing a new thrice-weekly dramatic serial, *Kid Mystery*, and under sponsorship of Tilton's, local men's clothing shop. Contract is for 26 weeks, and Jim Morgan, station's production manager, writes as well as produces the script, which is about a mysterious young boxer.

Carlotta King, NBC vocalist, during her Red network broadcast from KPO with Meredith Willson's Orchestra last night, offered the world premiere of *My Spirit Like a Shepherd Boy*, a composition by Sidney King Russell, who is her husband. Song was especially orchestrated for the broadcast by Willson.

Dorothy Scott, former NBC dramatic actress, who is featured as Connie in Richard Holman's *Cub Reporter*, transcription serial, moves to Hollywood this coming week to continue her work with MacGregor & Solie, Inc., transcription producers, who have transferred their activities to Southern California.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, April 10, to Thursday, April 16, both dates inclusive.

Putting All My Eggs in One Basket . . . 27	Yours Truly Is Truly Yours 18
Melody From the Sky 27	Love Came Out of the Night 17
Lost 24	What's the Name of That Song? 17
Touch of Your Lips 24	Beautiful Lady in Blue 15
Let's Face the Music and Dance 23	It's Great To Be in Love Again 14
Let Yourself Go 21	No Greater Love 13
You 21	Moon Rise on the Lowlands 12
All My Life 20	It's No Fun 11
You Started Me Dreaming 20	Rhythm Saved the World 11
If You Love Me 19	At the Codfish Ball 11
It's Been So Long 19	Wah-Boo 10
Every Minute of the Hour 18	Will Stand By 9

SHEET MUSIC best sellers will be found on page 13.

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

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

FLETCHER HENDERSON AND HIS FAMOUS ORCHESTRA.
 NOW ON TOUR.
 Management MOE GALE.
 RKO Building, Radio City, N. Y.

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

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

LEITH STEVENS
 Conductor
 exclusive management
 COLUMBIA BROADCASTING CO.

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

VICTOR YOUNG
 At SHELL CHATEAU,
 Shell Oil's Program.
 WEAF, Saturday, 9:30-10:30 P.M. NBC Network.
 Harry A. Romm, Representative,
 RKO Bldg., Radio City, N. Y.

charles carlile
 Now Playing De Luxe Loew Theatres.

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

the Harlem Express! Himself
JIMMIE LUNCEFORD
 AND HIS ORCHESTRA
the new King of Syncopation
 BROADMOOR HOTEL,
 Philadelphia, Pa., April 25.
 Direction
 HAROLD OXLEY, 17 E. 49th St., New York, N. Y.

DONALD BAIN
 (IMITATOR-COMEDIAN)
 UNUSUALLY LIFE-LIKE IMITATIONS OF BIRDS, ANIMALS, WILD BEASTS, ETC.
 Room 902, 723 Seventh Ave., New York City.
 BRyant 9-5107.

Station Notes

Address All Communications to the New York Office

DON KELLEY, previously with WMT, Waterloo, Ia., is now with the Central States Broadcasting Company in Omaha. These stations include KOIL, KFAB and KFOR. . . . LOWELL MacMILLAN, sports announcer of WHAM, made three hours of 15-minute baseball transcriptions on a trip thruout the baseball training camps. They were used on his regular program on the Rochester station, and in addition, are on KWK, St. Louis. . . . LAYMAN CAMERON, Central States Broadcasting Company announcer, is now assistant to LYLE DeMOSS, production manager, in the Lincoln, O., branch office of the chain.

LAWRENCE HERRING, son of Governor Clyde L. Herring, former merchandise field man for IBS, Des Moines, has resigned to go to Washington, D. C. . . . EDMUND TURNER JR., formerly of KFRV, Columbia, Mo., added to the announcing staff of KRNT, Des Moines. . . . GENE AND GLENN, of WHO and the Corn Belt Web, who took in \$6,035 cash during the Christmas drive for the poor kids of Des Moines, got, in actual cash, \$1,700 in a one and one-half hour program over WHO the night of March 20 for the local Red Cross seeking donations for flood victims. The boys left for the Kansas City food show for Kellogg the next day, and that night in a program from 10:30 to 1 a.m. cleared \$1,200 in cash donations for flood relief—and this in a new territory.

LINN CHURCH, on the KYA, San Francisco, announcing staff approximately five years, has been made chief announcer, succeeding HARRY BECHTEL, who resigned April 15 to join the artist staff of MacGregor & Sollie, Inc., transcription producers, who on that date moved their plant from San Francisco to Hollywood. BECHTEL was KYA chief announcer for six years. KENNETH HIGGINS has been added to KYA's announcing staff, filling the spot vacated by RODERICK MAYS, who is on a six months' leave of absence to regain his health. DUDLEY MANLOVE has also joined KYA as announcer, coming over from KROW, Oakland. . . . L. SCOTT PERKINS, well known in Pacific Coast radio, and former production manager of KHJ, Los Angeles, has been appointed commercial program production manager for the Northern California Broadcasting System, San Francisco.

New Orleans offices of ERPI have been moved from the Pere Marquette Building to the Canal Bank Building, Walter E. Woodward, Southeastern divisional sales manager, announces. . . . The only three weeks old, Southern Broadcasting System, Louisiana State-wide network, has increased Sunday afternoon hookup time to three consecutive hours, two programs of half hour being commercial. One hour beginning at 2 p.m. is taken over by dramatics and music in charge of Louisiana State U. and final hour by vesper services from Baton Rouge. . . . DICK HUDDLESTON, owner of the store made famous by radio skit of Lum and Abner, is advertising in dailies of this section that autographed picture with first cover postmarked "Pine Ridge, Ark." is for sale at 25 cents per throw. . . . TEMPLE BLACK, one of the best liked announcers and head publicity man for WSMB, has quit to become connected with Fitzgerald Advertising Agency, New Orleans. . . . EARL SMITH, the off-and-on-again announcer for WDSU, has rejoined the station staff as assistant station manager.

GARDNER COWLES JR., general director of the Iowa network, and Mrs. Cowles are off on a six weeks' vacation in Europe. . . . Frankel Clothing Company has bought all of the baseball scores for the summer and football scores for next season on KSO. . . . Bill Spargrove pinch-hitting for Priscilla Wayne on her *Friendly Counselor* program while she is in Hollywood.

TRACY-LOCKE-DAWSON, Inc., Dallas and New York agency, was the successful handler of the new Dr. Pepper account that establishes a new record for largest hookup of regional stations by taking on 18 of leading outlets of the South. . . . KALB, Alexandria, La., has been granted unlimited time on 1420

k. c., effective when WJBO, Baton Rouge, moves soon to higher wave, while KWEA, *Shreveport Times* third station, has been granted right to remain quiet for another 30 days. . . . U. S. Rubber began a series of 13 one-minute transcriptions over a half dozen Southern stations on April 5. Account is handled by Campbell, Ewald Company.

WNAC, Boston, shifting soon to the NBC network from CBS, is seeking a power boost to 2½ night time, 5 kilowatt daytime. . . . WCKY, Cincinnati, broadcast a salute April 13 to Powel Crosley Jr., owner of WLW and WSAI, in the same city, and the Cincinnati baseball team. WCKY event went so far as to announce that the ball games would be broadcast over WSAI and WCPO. . . . WSM, Nashville, tells of another "different style" amateur show, broadcast on the recent occasion of the Tennessee teachers' convention. Instead of presenting the teachers and politicians in speechmaking, the prize-winning student bands, singers, glee clubs and the like were brought before the mike. . . . Daylight saving is causing the annual muddle of program changes and cancellations all over the country. . . . Incidentally, limerick contests are gaining in favor as mail response testers, both for new stations and stations just given power increases.

NEW BIZ

(Continued from page 7)

weeks, three 15-minute periods weekly. ET variety show. WIP, WCAU and WFIL.

CHEVROLET MOTOR CO., thru Campbell-Ewald, Inc., starts April 19 for 13 weeks, three 15-minute periods weekly. Rubinfoff, ET. WFIL and WCAU.

FISCHER BAKING CO. (bread), placed direct, started April 13 for 13 weeks, Monday thru Friday, 4:45-5 p.m. Junior G Men, ET. WCAM (Camden).

MOTOR PARTS CORP. (Grunow Refrigerators), thru Lavenson Bureau, started April 13 for six weeks, daily 15-minute periods except Sunday. Pickard Family, Hillbillies. WFIL.

THOMAS MARTINDALE (grocer), thru Feigenbaum Agency, started April 14 for three weeks, Monday thru Saturday, 8:45-9 a.m. Health talk. WFIL.

GARDNER NURSERY (shrubs), thru the Northwestern Radio Advertising Co., starts April 19 for two weeks, three five-minute periods weekly. ET. WFIL.

YVONNE PRODUCTS (nail polish), placed direct, starts April 20 for six weeks, three participations weekly in Anice Ives show. WFIL.

FOX-WELS (furriers), thru Feigenbaum Agency, starts April 20 for four weeks, 18 spot announcements weekly. WFIL.

BREYER ICE CREAM CO., thru McKee & Albright Agency, starts April 20 for 20 weeks, 18 spot announcements weekly. WFIL.

VAN MOLEN (mint-carbonate), thru Mays Agency, started April 14 for 13 weeks, Tuesday and Thursday, 6:15-6:30 p.m. Songs by June Grey. WFIL.

TREMONT MILLS (yarn), placed direct, starts April 20 for eight weeks, three participations weekly in Anice Ives show. WFIL.

Green Bay, Wis.

LEATH & CO., daily 15-minute period. WTAQ.

T. S. TONIC CO., daily 15-minute period. WTAQ.

Cincinnati

ZENITH RADIO, thru H. W. Kastor & Son, announcements. WCKY.

ESTATE STOVE CO., thru Ralph H. Jones, announcements. WCKY.

CHEVROLET MOTOR CO., thru Campbell Ewald Co., renewal, transcriptions starring Rubinfoff. WCKY.

HOTEL VICTORIA (New York), thru Alfred Rooney, announcements. WCKY.

Denver

DAVIS & SHAW FURNITURE CO., one weather report daily for 13 weeks. KOA.

GOLDEN EAGLE DRY GOODS CO., 10 one-minute announcements. KOA.

COLORADO REO, Inc., eight announcements. KOA.

MOREY MERCANTILE CO., thru the Ball & Davidson Agency, one 15-min-

ute program daily except Sunday for six months. KFEL-KVOD.
 ONEIDA, Ltd., 36 announcements. KOA.

WALKER REMEDY CO., Waterloo, Ia., 26 announcements. KOA.

HOME PUBLIC MARKET, 96 one-minute announcements. KOA.

SAFWAY STORES, Inc., 56 announcements. KOA.

McCLOSKEY VARNISH CO., Los Angeles, 56 daily announcements. KOA.

JOHN MORRELL CO., three five-minute programs weekly for 20 weeks. KOA.

UNION PACIFIC SYSTEM, 275 announcements. KOA.

GOETZ SALES CO., 26 15-minute programs. KOA.

WEBSTER EISENLOHR, Inc., one weather report daily for 13 weeks. KOA.

BARNSDALL REFINING CO., Tulsa, 26 15-minute programs. KOA.

GENERAL ELECTRIC CO., 11 15-minute programs. KOA.

TIVOLI TERRACE NIGHT CLUB, 25-minute program daily for one year. KFEL-KVOD.

O. K. RUBBER WELDING SERVICE, 26 announcements. KFEL-KVOD.

CLARA STANTON, druggist for women, one announcement daily except Sunday for three months. KFEL-KVOD.

PIONEER MOTORS, Inc., three announcements daily for one month. KFEL-KVOD.

LA RAE MILLINERY SHOP, thru the Connor Agency, one announcement daily except Sunday for one year. KFEL-KVOD.

JOSEPH GOALSTONE, jeweler, thru the Raymond Keane Agency, one announcement daily except Sunday for one year. KFEL-KVOD.

GOLDEN EAGLE DRY GOODS CO., 50 news announcements. KFEL-KVOD.

Cleveland

The following new accounts have been signed by Station WHK:

SPENCERIAN COLLEGE, s. a., three times, night (Rose & Winsor, Cleveland). JINDRICH'S CLOTHES, s. a., 12 times, daytime, direct.

BANK OF CLEVELAND, s. a., daytime, direct.

FIRST FEDERAL SAVINGS & LOAN CO., s. a., daytime, direct.

PHILIP LAMP CO., s. a., daytime, four times, direct.

GRAHAM PAIGE MOTORS (U. S. Adv. Corp., Toledo, O.), s. a., night, six weekly, 26 times.

RAINBOW AUTO STORES, five-minute T's, daytime, six weekly, 13 weeks, direct.

EVEREADY PRESTONE, 26 times, s. a., night, six weekly (J. M. Mathes, New York).

PONTIAC DEALERS' ASSN. OF CLEVELAND, 15-minute T's, six weekly.

(See NEW BIZ on page 66)

JUDY CONRAD

AND HIS ORCHESTRA
 106th Week on the Stage.
 TOWER THEATRE, KANSAS CITY, MO.

WINGY MANNONE

(The New Orleans Swing King and His Swing Band) Now Playing at the Hickory House, New York. Doubling at the STORK CLUB. Recording for RCA Victor.

ED WEEMS

AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA

Now Playing

EMPIRE ROOM

OF THE PALMER HOUSE

CHICAGO,

PHIL HARRIS

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

Program Reviews

(EST Unless Otherwise Indicated)

"Folies Bergere"

Reviewed Wednesday, 8-8:30 p.m. Style—Comedy and musical. Sponsor—Sterling Products, Inc. Station—WJZ (NBC network).

Previous ether experiences of the Howard brothers, Willie and Eugene, have not been attended with the happiest of results. All of which has been attributed more or less to the material used at the time. It now appears that the worthy comedian Willie Howard has solved the formula of the successful radio laugh getters and is finally on the right track. First show at least was plenty strong, with all hands clicking. Fifi D'Orsay, comedienne; Victor Arden Orchestra and vocal group blended into a fast half hour of comedy, songs and music.

The title *Folies Bergere* is the result of comedy French atmosphere and in the skits pertains to the locale as well. Early part of the show has the Howard brothers sailing for France to fulfill an engagement at the Folies. They carry this off nicely, more or less building to the climax. There are some songs and orchestral pieces meantime, and upon arrival in France Willie goes into the French accents. They meet Fifi D'Orsay in the wings at the Folies and this soon works up to the highlight, which wowed them in the studios and sent not at little of the hullabaloo out of the receiving sets. Best individual business by the comedian was the Prof. Ginsberg spiel as a French teacher. Miss D'Orsay's singing, acting as foil and her own particular accents were unusually good. As usual Eugene Howard was the perfect straight man for Willie.

Credits for Dr. Lyon's tooth powder, handed by Ford Bond, were not excessive as to claims, were short and mostly pertained to powder as a cleansing agent for teeth. If the pace is maintained the series will firmly establish both the Howards and the show as a hit.

M. H. S.

The Effervescent Trio

Reviewed Tuesday, 7-7:15 p.m. Sponsor—Dr. Miles Laboratories, Inc. Style—Singing. Station—WGN (Chicago).

Newest of the many Alka-Seltzer programs, this one is well taken care of by Tom, Dick and Harry, a harmony trio well known on the local air lanes. Opening with the singing of *Help Yourself to Happiness*, the boys followed with *Wake Up and Sing*, a medley of smile songs, *Some Little Bug Is Gonna Get You*, *I've Got Plenty of Nothin'* and others. Tunes were interspersed with talk and the advertising brought on in a clever manner. Carl Hoefle accompanied on the piano, and the singing was of the usual high standard of Tom, Dick and Harry.

F. L. M.

Dave Vine

Reviewed Sunday, 7:45-8:30 p.m. Style—Comedian, orchestra and guest stars. Sustaining on WMCA (Inter-city network).

Dave Vine, vaude comedian, is again trying his hand at radio, where he and all other funny men are really needed. Vine's previous attempt didn't work out so well, but this show is a better one than that built for him previously. His material, too, as it sounded the evening caught, had bright spots in it that were truly laugh provoking, along with some lesser and duller moments. But the program has a handicap that does not augur well for it, that will not allow it to stand as a final test of Vine as a radio performer. This handicap is the opposition coming in the heat of the Sunday night radio battle, the toughest fight there is in the radio week for audiences. Vine finds himself up against such draws as Ripley and Phil Baker (7:30-8) and Major Bowes from 8 p.m. on. And just before he comes on the air there are Eddie Cantor and Jack Benny to think about. As a true test the program should be moved, if possible, to another time. To bring on a new radio name against such competition is asking plenty, if not too much.

Best part of Vine's comedy this night was his speech at a Hollywood wedding.

Good stuff. Support as guests included Rosaline Greene, radio actress; Betty Cashman, legit actress, who sang one number, and Nick Lucas, who did two. Sammy Wilson's Orchestra plays for the show, which comes from the Edison Hotel, New York. Wilson's outfit sounds okeh on a floor but didn't show well on the air, giving the impression of being spread all directions from the mike and with a bad balance resulting.

J. F.

"The Blues Chasers"

Reviewed Wednesday, 10-11 a.m. Style—Orchestra and vocalists. Sponsor—Participating commercials. Station—KQV (Pittsburgh).

This program, now in its fifth year, is a boon to the small radio advertiser whose spot announcements are given the benefit of entertainment. Originally started on this station with a two-piece band, the outfit has now grown to seven men, plus a vocalist, under the direction of Harry Baker. Mr. Baker also plans and produces all programs. Most of the program is taken up by request numbers pouring in daily from listeners. As many as 15 sponsors have had their products plugged on this one-hour show. The outfit serves generally entertaining music, and vocals are well handled by Ralph (Hector) Hubertson and two boys from the band, Cutty Buthall and Bill Rose.

The commercial announcements are made by Herb Angell and Herb Morrison, station staff men. The nature of the entire affair carries a homey aroma which is clicking with the morning fans. Program is on daily except Sunday.

S. H.

Carefree Carnival

Reviewed Saturday, 9-9:30 p.m. (PST). Style—Variety show, with emcee. Sustaining on KPO (NBC network).

No sustaining variety show has graduated more talent into the radio big leagues from San Francisco than this Saturday night half-hour transcontinental. Alumni roster contains such names as Tim Ryan and Irene Noblette, Charlie Marshall's Mavericks, Ben Klassen, Helen Troy and Gogo DeLys. Weekly *Carefree Carnival* is built around a definite theme, and tonight's show, which Van Fleming produces, presented samples of and took several pot shots at the current rage, swing music.

Ned Tollinger, who has emceed the show since its inception nearly three years ago, works hard, reads well and chuckles lustily. Meredith Willson's Orchestra, a highlight of the weekly broadcast, has always furnished the carnival music, which is consistently good, sometimes exceptional. After Tollinger reads a letter from his mother deploring swing music and requesting that none be played during the broadcast the Williams Sisters, harmony trio, one-time Bing Crosby act, present "Swing Music," assisted by the orchestra. The composition, by the way, is the work of Cliff Nazarro and Tommy Harris, two youthful-NBC vocalists. It's exceptionally good, too. After exchange of gags by

Tollinger and Betty Joyce, program's dumb dame, Tommy Harris, "little king of song," did right by *You* from *The Great Ziegfeld*.

Came then Nuts and Bolts, two of radio's screwiest-singing comedians, with a lightninglike exchange of nonsense. Jeane Cowan, bluester, next warbled *Let Yourself Go*, with a capable demonstration of animation and power. Sounded plenty okeh, too. After a well-arranged flawlessly executed Willson presentation of *With All My Heart* "Dr." Ransom Sherman, a crackpot if there ever was one, gave a lecture on *Spring—What of It?* In this monolog he was occasionally interrupted by the dumb Betty and a character known as Elmer, portrayed by Cliff Nazarro. A bit slapstick but very amusing. In this act the sound-effects department took advantage of the fact that nothing heightens radio comedy like plenty of loud, unexpected noise. To close the show the whole gang took part in a song-story built around the number *Mama Don't Allow*. A clever presentation of the question "what is swing music?" the answer to which was left up to listeners. Carnival, during its long and diversified life, has offered better episodes than tonight's, but for all-round light-hearted entertainment, presented without prestige of sponsorship, it was as good a program as the next and probably helped to enliven many a noisy Saturday night brawl from Pasadena to Penobscott.

D. H. G.

The Pickard Family

Reviewed Monday, 7:15-7:30 p.m. Style—Hillbillies. Sponsor—Motor Parts Corporation. Station—WFIL (Philadelphia).

No mistaking on this one that Grunow refrigerators is the product. Fortunately there are a half dozen in the Pickard Family, and with the aid of Tom Stone, announcer, hearing seven different voices, including little Ann Pickard, plug the product does relieve the monotony of sameness in voice. At least it's novel, and if only the engineer would join into the spirit of things and tell why he would like a Grunow the whole mess would certainly keep the sponsor happy.

As for entertainment values this reviewer hardly remembers any. The fact that for 20 words I can win an electric box and be eligible to win \$500 in cash or one of the other 200 cash prizes is still ringing in the ears.

The Pickard Family is a McCoy first edition of the popular conception of Tennessee hill entertainers. Previous air stanzas have proved that this clan have a mountain freshness for the ether listener with their countless number of songs, hymns and novelty ditties. But they hardly have a chance to prove it on this daily shot. Did one group number, *High Silk Hat*; Ann warbled a chorus of *Carolina Moon* and then shot the 15 minutes full of commersh copy.

The moral is evident.

ORO.

KNX, Hollywood, gets three new programs this week. Harry Balkin, character analyst, takes over a 15-minute period, doubling from KHJ. *The Tree of Knowledge*, a program dealing in odds and ends of information, answering listeners' questions on any subject, started Thursday, with Norman Prescott at the helm. *Watchdogs*, third new period, dramatizes dog heroism after the manner set by Albert Payson Terhune's Sunday series. Frank Foster Davis writes, directs and acts in the period.

West Coast Notes; MBS Rumor Again

LOS ANGELES, April 18.—When the Don Lee network bows off the Columbia chain early this summer to make way for CBS's newly acquired KNX channels, the Don Lee network, it is rumored, will become affiliated with Mutual Broadcasting System as Coast outlet, adding nine stations to Mutual's coverage.

Don Lee's contract with CBS ends in June, and if the Coast-to-Coast Mutual deal is negotiated it is understood that KMBC, Kansas City, will be included in the deal as a relay post.

Coast radio department of J. Walter Thompson Agency moved into its new building, being the Hollywood NBC studios, this week. Building is a separate unit from NBC structure and has offices and rehearsal rooms for the advertising agency's radio executives, producers and writers. Building's staff will work independently of the downtown Thompson offices, confining itself entirely to radio business.

For the next three broadcasts Hollywood Hotel gets a new production head. Bill Bacher is vacation bound in Honolulu, giving way to Henry Hayward, who arrived this week from New York. Ken Niles, who resigned as dramatic supervisor at KHJ to join production staff of F. Wallis Armstrong Agency, assists Hayward. Charles Bullotti Jr. takes over Niles' old spot.

KFWB inaugurated this week a new program which might be good bait for the networks as sustainer. Called the *Sidewalk Reporter*, Don Hastings is operating a portable microphone in Pershing Square and interviewing "the unemployed." Tho a little dangerous, broadcasts so far have been orderly. Wen Niles, brother of Ken, is assisting on the job.

Bill Goodwin, now on Charlie Vanda's West Coast CBS staff, planned to New York during week for three-month break-in period. He is to get a working knowledge of Columbia's method of handling programs. . . . George Fisher, press agent and film gossip on KFWB, has been taken for a six months' contract on the Variety Hour in addition to his sustaining broadcasts and p. a.-ing. . . . Owen Crump is recording a series of one-minute "drive carefully" dramas titled *I Am Death* for Chamber of Commerce. . . . John Conte has been added to announcing staff at KHJ.

San Francisco

SAN FRANCISCO, April 18.—The California-Washington crew race on Lake Washington, Seattle, Wash., will be aired to NBC Pacific Coast Blue network listeners at 4:15 p.m. (PST) today under sponsorship of the Associated Oil Company of California. Hal Wolf, veteran sports announcer, and Frank Blethen, of *The Seattle Times*, will short wave the account to KJR, Seattle, for release on the network. Maurie Rider, KOMO-KJR announcer, assistant to Wolf in various sports casts, will lend a hand.

Altho the football season is five months away, Harold Deal, advertising and promotional manager of the Associated Oil Company, has practically completed his lineup of games to be broadcast next fall. Deal's trouble is engaging networks which will hit the smaller centers, and plans to repeat the method used in basket-ball games this season, organizing his own chains. . . . Associated Oil has consistently broadcast football and other sport events on the West Coast for more than 10 years and is a pioneer in the field.

KSFO is airing a new thrice-weekly dramatic serial, *Kid Mystery*, and under sponsorship of Tilton's, local men's clothing shop. Contract is for 26 weeks, and Jim Morgan, station's production manager, writes as well as produces the script, which is about a mysterious young boxer.

Carlotta King, NBC vocalist, during her Red network broadcast from KPO with Meredith Willson's Orchestra last night, offered the world premiere of *My Spirit Like a Shepherd Boy*, a composition by Sidney King Russell, who is her husband. Song was especially orchestrated for the broadcast by Willson.

Dorothy Scott, former NBC dramatic actress, who is featured as Connie in Richard Holman's *Cub Reporter*, transcription serial, moves to Hollywood this coming week to continue her work with MacGregor & Solle, Inc., transcription producers, who have transferred their activities to Southern California.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, April 10, to Thursday, April 16, both dates inclusive.

Putting All My Eggs in One Basket . . . 27	Yours Truly Is Truly Yours 18
Melody From the Sky 27	Love Came Out of the Night 17
Lost 24	What's the Name of That Song? 17
Touch of Your Lips 24	Beautiful Lady in Blue 15
Let's Face the Music and Dance 23	It's Great To Be in Love Again 14
Let Yourself Go 21	No Greater Love 13
You 21	Moon Rise on the Lowlands 12
All My Life 20	It's No Fun 11
You Started Me Dreaming 20	Rhythm Saved the World 11
If You Love Me 19	At the Codfish Ball 11
It's Been So Long 19	Wah-Hoo 10
Every Minute of the Hour 18	I'll Stand By 9

SHEET MUSIC best sellers will be found on page 13.

Air Briefs

By JERRY FRANKEN

EITHER Frank Crumit and Julia Sanderson, or Joe Cook, may act as the summer replacement on the Gulf Oil show in place of Phil Baker. If the team gets the show, they may leave the Bond Bread broadcast, which they have had for years and which would naturally conflict as a Sunday program. After the summer the agency, Young & Rubicam, may spot the replacing act on another account's program. . . . Plenty of orchestra commercials are in the offing for the summer, one reason being in anticipation of time-clearing difficulties for the fall. . . . Colgate-Palmolive-Peet is expected to fold its *Follies* program in a couple of weeks, results not satisfactory. Fall plans aren't set yet, it is said, with rumors of a possible agency switch going around. . . . Talking about rumors, there were podles of them last week about NBC's top executives, all of which are regarded as safe in their positions, and the rumors regarded as ridiculous.

Adam Hats wound up its session with Bud Rainey on the WHN midnight-to-morn show last week, but the station then sold Goldenrod Beer (Hittelman Brewery) and Bud continues on the air at this time starting Monday (20). . . . Fred Astaire is set for Heinz food products this fall, starting in October, account going to Young & Rubicam, previously handled by Maxon, Inc. Orches-

tra isn't set as yet, but it may be Johnny Green and his outfit. . . . A. & P. Bread is the latest account of that grocery firm to plan radio. McKnight and Jordan have been given a contract for the show thru Paris & Peart. They are looking for a comedian and will also use an orchestra. . . . WOR signed Stewart Gracie, a baritone, an hour after he had finished his audition. . . . At the Advertising Club luncheon to radio announcers last week, WMCA was forced to cut off its chief announcer, A. L. Alexander, because time was up.

NBC will again broadcast the Goldman band concerts which open their season June 17. . . . Webster-Eisenlohr have added WPRO to WMCA's broadcast of the racing results. Webster cigars credited in New York and Girard cigars in Providence, home town of WPRO. . . . *The Goldbergs* shifts from a late afternoon to a morning spot, as one of the many changes brought about by daylight-saving time. . . . Alan Courtney is doing the *Milkman's Matinee* on WNEW while Stan Shaw takes a vacation. . . . CBS has signed the French Trio under its managerial wing. . . . Conrad Thibaut given a screen test. . . . NBC is no longer holding a managerial contract with Lois Ravel, option having run out its time. She is set for a CBS commercial.

Chi Air Notes

By NAT GREEN

Major Lenox R. Lohr, president of NBC, spent three days at the Chicago studios last week but nothing happened. . . . It was just a routine inspection trip, according to local NBC officials. . . . In view of the various changes made in the Radio City studios, local NBC employees kept their fingers crossed until the major was safely back in New York. . . . Lee Francis, whose sparkling pianologs have been WBBM features the past year, is on a two-week vacation trip in New York and Philly. . . . WLS listeners contributed \$21,600 in the station's drive for Red Cross funds for flood sufferers. . . . Wendell Hall and Happy Jack Turner have written a new song entitled *My Golden Melody*. . . . Eddie Cantor, who winds up his Sunday air series May 10, will appear at the Chi RKO Palace week of May 22. . . . Cantor has signed for the Texaco show to start in September. . . . Harry Steele, formerly with WLS and later associate editor of *Radio Guide*, now on his own and has started a script service under title of Broadcast Features. . . . On April 16 Lester Tremayne, of the *Betty and Bob* show on NBC, celebrated both his birthday and his fourth anniversary on the air.

Burgess Meredith, star of *Winterset*, now at the Harris here, played Red Davis in the air show of that name last year. . . . Bob Hawk's *Red Hot and Low Down* program became a regular feature on WAAF April 13 and is heard six days a week. . . . It's a boy—eight pounds six ounces—at the home of Don McNeill, heard on the *Climalene Carnival*, *Sunset Dreams* and Pratt and McNeill, Unlimited, programs on NBC. . . . The youngster, christened Don Jr., was born at St. Luke's Hospital April 14. . . . He's the second child in the McNeill family, young Tom now being a year and a half old. . . . Griff Williams and his ork, opening at the Aragon Ballroom May 3, will be heard over WGN. . . . Freddie Martin, whom Williams succeeds, goes to Dallas for the Texas Centennial Exposition. . . . Art Wenzel, of Milwaukee, added his accordion to the National Barn Dance Novelodians Saturday, replacing Ken Wright, who went to Station WKY, Oklahoma City, as staff organist. . . . Little Jackie Heller, having completed his work in Hollywood, is back in Chi and starts a week's engagement at the Oriental April 24. . . . He will be heard from the Chi NBC studios for several weeks. . . . Joan Blaine, who plays the title role in *The Story of Mary Marlin*, celebrates a birthday April 22. . . . Frank B. Falk-

nor, WBBM's chief engineer, is hobbling about with a cane as the result of a fall. . . . Abe Lyman is using *Lights Out* as theme for his WBBM-CBS broadcasts from the College Inn instead of his familiar *California Here I Come*.

Bette Davis, picture star, who was in Chi last week, expects to do some radio work this summer. . . . Tom, Dick and Harry, WGN singing comedians, are making personal appearances before various civic and charitable organizations in Cleveland this week and their air programs are originating from the WGAR studios. . . . Halloween Martin, WBBM's *Musical Clobck* girl, fulfilled a lifelong ambition last Saturday when she made her stage debut in a little theater play produced in the auditorium of the Marshall Field-Garden Apartment homes. . . . Beatrice Lillie is making her Friday evening broadcasts from the local CBS studios while she is appearing here in *At Home Abroad*. . . . The Bernard Schwartz Cigar Company, Detroit, maker of a popular brand of cigars, has signed for a weekly half-hour program featuring 40 entertainers to be broadcast from the stage of the Regent Theater, Detroit, over WXYZ and the Michigan network. . . . This is the first time in Detroit that a variety program will have been broadcast from the stage of a theater. . . . The Mills Baking Company, Detroit, is making a house delivery of fan-mail pictures of Ann Worth, heroine of their radio script show *Ann Worth, Housewife*.

FEDERAL MUSICAL

(Continued from page 4)

the future. Outstanding in the second act is a magic toy shop sequence on the order of a miniature circus with aerial artists, living statues, dancers and singers.

There was far too much talking between turps, but it is understood there will be revisions. To cut running time, some of the numbers themselves could be spared. But such acts as Richard Edward's eccentric dancers, the macabre asylum suite and the lament of the Dionne quintuplets are first-class material, suitable for anybody's show and well staged.

Edwards, who plays "Limberlegs," a drunk, executes several short sketches and dances in pantomime. Jack Daly sings several songs and Patsy King sings in approved manner. Anna Chandler, blues singer, also acquits herself with top honors. Miss Edison, who stage the piece

and conducted the orchestra, merits a good round cheer.

Fifteen sets are used, as well as the regulation number of stagehands. It's a lot of show for anybody's money, most of it is good and some of it is utterly the tops.

Seymour Peiser.

DANCE RECITAL

(Continued from page 4)

program at the New School presented by the New Theater League; on April 15 Florence Ungar appeared at the McMillan Theater, Columbia University, and the Greenwich Dance Group of the Children's Theater presented a program April 16 at the Barbizon.

Tomorrow Senorita Montalva, a South American dancer, makes her debut at Town Hall, and The English Folk Dance Society of America presents its 10th annual festival in the Seventh Regiment Armory next Saturday.

PHILADELPHIA, April 18.—The very cordial reception given the first important appearance of the new Philadelphia Ballet Company, under direction of Catherine Littlefield, at the Academy of Music March 31, indicates that Philadelphia is fast becoming "ballet-conscious." Feature of the evening was Ravel's ballet, *Daphnis et Chloe*, given in its entirety for the first time in America.

The ballet is in three scenes, the title roles being taken by Iolas Coutsoudis, making his American debut and proving a real addition to the local group; Catherine and Dorothe Littlefield, Edward Caton and Alexis Dolinoff. The scenario of the Ravel ballet is based on the famous Greek love story and lends itself admirably to illustration and interpretation thru dance and pantomime. The choreography was highly imaginative and designed by Miss Littlefield to effectively employ movement and gesture for the fullest expression of the emotions and moods of the story. The ensemble, consisting of some 60 dancers, displayed a high perfection in timing, motion and controlled action. Eighty members of the Philadelphia Orchestra played the very difficult and complicated score, capably led by Saul Caston.

Program also contained two other items, *Fete Champetre*, a picturesque ballet in the classic style, danced to the music of Lully, Getty and Rameau, and the presentation of the Polovetsian dances from *Prince Igor*.

The previous evening, March 30, the Philadelphia Ballet participated in the annual musical revue staged by the Lit Brothers Chorus (department store) at the Bellevue-Stratford Hotel. The group contributed a suite of dances adapted to Tschalkowsky's *Nutcracker Suite*; a Mazurka of Glinka, and a group of dances from Smetana's *Bartered Bride*. They also joined with the chorus in the *Italian Street Song*, which was the evening's finale.

The sixth annual Russian Tea Party at the Mercantile Hall April 3 had Merle Hirsh and her New World Dance Group of modern interpretative dancers. Program consisted of the *Anti-Fascist March*, *Variations on a Celebration Theme for May Day*, *Georgia Prisoner*, *Patriotic Spectre*, *Valse Sentimentale* and also introduced a number of original choreographies by Miss Hirsh. Rose Sherman, Rea Laskin, Selma Silverman, Ruth Rand, Miriam Rosen, Matilda Mogul, Rose Medoff and Beatrice Rubinfine comprise the New World group of exponents of the modern dance, which is affiliated with the New Dance League of New York. Program was repeated Thursday in the final concert in the Youth Recital Series conducted by the YM-YWHA.

On Tuesday, concert of the Matinee Musical Club at the Bellevue-Stratford Hotel featured the dancing of Nini Theilade, gifted young Danish-Japanese artist, and Dimitri Romanoff, young Russian dancer. They are remembered for their work in the film production of *Midsummer Night's Dream*.

PITT BANK

(Continued from page 4)

as a result of reversal of recent Municipal Court judgment on \$400 claim by appellate department of Superior Court. Decision was handed down on appeal of Strand Theater to judgment giving Alfred Goodwin award. Favoring Goodwin, Municipal Judge May B. Lahey struck at theaters' rights to limit time necessary for lucky number holder to reach stage. In fighting suit house had asserted Goodwin failed to announce himself within three-minute limit.

Memo attached to reversal read, in part: "Either there is no consideration for defendant's agreement to pay the

money sued for to the winner of the drawing, in which case the agreement is not enforceable, or there is such a consideration, in which case the scheme is a lottery and the agreement is void for illegality.

NEW ORLEANS, April 18.—A suit that may result in a test of the legality of Bank Night was instituted last week in the first city court asking for \$105 from a neighborhood theater. The suit was filed by Charles G. Schanchell, Negro, on behalf of his minor son, Joseph, 14. Schanchell asserts that his son attended the theater regularly up until February 29 of this year, when he was denied admission on the grounds that the Negro balcony was being renovated and that the theater was no longer catering to his race until work was completed.

On March 7 the boy's name was called as recipient of \$105 and due to change in theater policy barring him from admittance he was not present under rules of award. This failure of the boy to be present, the father contends, constitutes a breach of contract.

Attorneys for the theater, owned by an independent op, have filed a petition of exception and no right or cause of action. The judge has set April 27 as date for hearing of the case.

INDIANAPOLIS, Ind., April 18.—James Zerafa, who originated a new "system" of theater Bank Nights here, was somewhat disappointed in business until this week when he saw three men enter his offices. "We saw your sign," the men said. "Something about the Theater Award Club—Win Double."

Zerafa explained: "You buy a lottery ticket from me for 15 cents. Then if you haven't already registered for a Bank Night at a theater you go and register. When the drawing is held it's not absolutely necessary for you to be present to win under my system. If the lucky number called is yours, then I pay the full amount of the capital prize. If you are in the audience you collect the theater's prize as well as mine."

One customer bought a ticket. But they turned out to be plain-clothes men and Zerafa was taken to headquarters and slated for operating a lottery and gift enterprise.

BOSTON, April 18.—New premium scheme is being offered here which ties in horse-race betting with theaters. Idea is called "pari-mutuel daily double night" and is said to be unique among present-day giveaways.

Patrons entering the theater are given numbered tickets, the stubs of which are placed in a box. Ten stubs are drawn from the box on the stage and the owners are given a selection sheet from which they can pick a daily double combination for the next day's racing at a designated track. Theater pays the bets for the ticket holders, and if lucky the patron wins what the daily double pays.

ROGERS FUND

(Continued from page 4)

collected thru basket collections was \$156,000 the year before, says Thompson.

The Will Rogers Memorial Commission has already collected \$280,000 thru voluntary contributions, but the theater drive will be the first time the Rogers name is being used to solicit money. The circuits, in turning over the Saranac san to the Rogers commission, have pledged \$100,000 a year the next five years. This money is not necessarily coming out of their pockets, however.

To make the drive a success the campaign committee is anxious to line up support of indie exhibitors. The five circuits are already pledged but they represent less than 2,000 of the country's 15,000 theaters. Thompson has asked the trade press to help secure the support of the indies.

Thompson assures *The Billboard* that under the new administration there will be no discrimination against vaudevillians, for whom the san was originally intended. He says all employees of the film industry will be eligible. Furthermore, the san need not be the only theatrical charity of the Rogers commission. If money is available it may set up hospitalization and other services independent of the san. In fact, Thompson hints that perhaps the Rogers commission will be linked with the Hollywood studios' charity fund, and thus form a Coast-to-Coast picture industry charity system. The studio charity fund is secured by taxing salaries one-half of one per cent.

Conducted by ROGER LITTLEFORD, JR.—Communications to 25 Opera Place, Cincinnati O.

Smart Shows In Chi Hotels

Stevens, Bismarck and Sherman install new snappy spring entertainment

CHICAGO, April 18.—With the encroachment of warm spring weather on business of the night spots, leading Loop hostelrys are installing new and smart floor shows to stem the egress of patrons to the suburban spots. Three of the larger Loop hotels have put in new shows during the past week and two have changed orchestras. Two more are changing soon—the Palmer House on April 29 and the Morrison on May 8.

Xavier Cugat's opening at the Continental Room of the Stevens on Friday night was a gala affair that packed the room to capacity. In fact, the inaugural was continued over to Saturday night, when another capacity crowd was registered, with many well-knowns in the audience. Floor show includes Carmen Castillo, singer of Spanish songs; Ramon and Renita, dance team, and Goff and Kerr, song stylists, and Cugat features tangos and rumbas.

In the new show at the Walnut Room of the Bismarck, where Phil Levant continues to please with his rhythmic dance music, are Edward and Rita Oehman, youthful twins and musical comedy dancers; M. Vincent Gottschalk, "Gentleman Emsee" and memory wizard; Gus Howard, comedian, singer and acrobatic dancer, and with the band George Wald, singer, who has an excellent voice; brunet Shirley Allen, popular vocalist, and Herb Arney, "slappin' the bass."

At the College Inn of the Sherman Abe Lyman and his breezy bunch are setting a fast pace. Among the top ranking features in his revue are Wes Pierce and Hazel Harris, dead-pan artists, acrobats, pantomimists and dancers; the "Bo" Brummels, a hirsute trio of musical clowns; 19-year-old "Tiny" Wolfe, 260-pound singer and dancer; Rose Elane, rhythmic blues singer, and a quintet of singers featuring Phil Neely. These in addition to the galaxy of ice-skating stars that has held forth at the Inn for a solid year.

The Palmer House will change both show and orchestra April 29 when Guy Lombardo comes in, and the Terrace Room of the Morrison welcomes Sophie Tucker and her orchestra and show on May 8.

Mannie Sachs Loses AFM Franchise; Will Close Office

PHILADELPHIA, April 18.—Having been requested, on April 10, to return its franchise for band-booking to the American Federation of Musicians, the Universal Artists' Bureau, operated by Mannie Sachs as a subsidiary of Dr. Leon Levy's radio stations, KYW and WCAU, is planning to fold up next month at the expiration of current contracts. Having controlled everything worth while and proving a gold mine for Levy, local independent booking will become a wild scramble, more so since the Democratic Convention in the city and the seashore resort spots will be clamoring for talent.

Altho Sachs believes the bureau can operate at a profit without the bands, he feels that the musician is necessary for a harmonious working relationship, and without the sharps and flats boys will close shop.

Sach's future plans are a matter of conjecture. Formerly public relations chief for WCAU, it was reported that Dr. Levy offered him a post with the station. But Sachs is inclined to stick to the booking field and may join either the Music Corporation of America or the Rockwell-O'Keefe office. However, there is a stronger possibility that he will move out of the radio station and open his own office in Philadelphia. Meanwhile, local bookers are anxiously awaiting his move, geared up for a grab.

PAUL SMALL, New York agent, booked Willie and Eugene Howard into the Versailles Restaurant, New York, in association with Curtis and Allen.

"Gloomy Sunday" Tune Makes Him Ambitious

TOLEDO, O., April 18.—One enterprising dealer's efforts to sell "Gloomy Sunday" in his store brought police investigation the other day. Al Usher, the proprietor, splashed red paint on the sidewalk in front, the trail of artificial glue leading into the store. Skulls and daggers are painted on the display windows.

"Suicide Cells in Our Basement," reads one sign, and "We Cater to Cowards" reads another. At the time of this writing, Usher was angling for a real skull to hang over the store entrance. Passers-by kicked and the police department was swamped with phone calls, for the store is in the heart of downtown Toledo. Detective Ralph Murphy of the homicide squad paid a hurried visit, and resorted to a lecture on good taste instead of arrest. Murphy is reported to have stated that he would have to wait until completion of a suicide before he could make an arrest. Usher reports, pretty fair sale of the alleged morbid song hit.

Michigan Spots Get More Time

LANSING, Mich., April 25.—The Michigan State Liquor Board handed down a ruling this week that will give night club and tavern operators located outside of the Detroit metropolitan district an additional half hour in which to vacate their places of customers, after the liquor sale deadline at 1 o'clock. Previous to this all clubs had to be vacated promptly at 1 o'clock regardless of whether patrons had finished drinks served prior to the deadline.

Cocoanut Grove, Los Angeles

Operating in the Ambassador Hotel and decorated in a soft tropical manner with clever lighting arrangements, this is still one of the two ultra-swank spots in town, running even with the Trocadero in dress crowd lure. While the spot generally avoids too elaborate floor shows, there's always one of the country's top-ranking bands here along with several specialties.

Current entertainment is George Olsen and Ethel Shutta, who moved in April 13 and have been surpassing receipts of their predecessors, Velloz and Yolanda. Smoothly operating as emcee, Olsen introduces his own numbers as well as the turns of Ethel Shutta, the quartet, Fran Fry and Lee Sullivan, soloists, and the Two Zephyrs.

Swing Johnson and Laughin' Williams, colored lads billed as the Two Zephyrs, play hot tunes on a string of tin cans and a washboard, with the band as accompaniment. They go into a pantomime crap game and knifing, an exhibition of muscle control, and some fast dance stuff.

Opening night Miss Shutta offered five numbers at each show, three of them with the quartet, and each delivered just a bit differently. Uses her own lyrics from time to time, packing a real wallop along the line somewhere. She sang *See the Sea, Face the Music, Top Hat, Back Row Girl*, a chorine's lament, and her hillbilly number with the orchestra donning straw hats.

Olsen's isn't a swing band. With essentially a hot combination of instruments, the boys pass out sweet rhythm that keeps the dancers on the floor. His oratorio arrangement of *Music Goes 'Round* is good satire. *Minsky Takes Over the Opera* is done with the quartet, Bobby Borger, Bob Rice, Jack Gifford and Henry Russell, to a background of operatic airs. *Rape, Ride and Rescue*, another number of the quartet, hands out the laughs.

Fran Fry and Lee Sullivan, soloists, work with the ork. Show is in for six weeks. Peiser.

Barrel of Fun, New York

This spot on West 51st street is about a year old and doing nicely. Operated by the Cohen family, with Irving Cohen doing the managing, it is a good-sized

Performers Protest Forced Mixing and Drinking Rules

Petition AFA for aid—claim night spots want girls who mix and drink rather than real entertainers—AFA campaign extends to Boston—active in key cities

NEW YORK, April 18.—Progress in its efforts to organize the night club field is reported by the American Federation of Actors. It says its appeal to night club performers has been answered with a steady stream of new members and with scores of letters and petitions from performers complaining against poor working conditions and asking for help. A petition signed by seven acts has come in from Rochester. It claims 9 out of 10 clubs in New York State are more interested in hiring girls who drink and

Walter Windsor Busy in Dallas

DALLAS, April 18.—A housewarming party celebrating the opening of the Walter Windsor Attractions, Dallas' newest booking agency, was staged last week with many well-known local show people attending.

Considerable progress is being made in the development of the *World's Fair-est Beauty Congress*, a national trade show unit, sponsored by the Windsor office. Ruth Cheaney, of the Booth Division, leaves next week for New York to confer with executives there.

Windsor has made arrangement with Alf T. Wilson, of New York, for name attractions to be used in Texas Centennial bookings.

mix than in genuine entertainers. The petition, signed by Doris and Steve Pearl (Dancing Howards), Billy Morlen, Niffin and Dell, Betty Hayden, Dione Cortez, Chief Tendeon and Armstrong and Tenway, claims a Niagara Falls night club told them that it wasn't showmanship that was wanted, but that "if the girls didn't want to drink, then to get out."

The acts write: "This condition is not only an insult to our profession but also a menace to society." They list 14 night clubs up-State that have "forced mixing conditions." The acts add: "Not only that, but most agents are not licensed and their contracts are not worth the paper they are written on."

Ralph Whitehead, executive secretary of the AFA, reveals he is being petitioned by Negro night club performers in Detroit, Los Angeles and other key cities, asking the AFA to help them organize. In Detroit Negro acts claim \$1.50 a night is tops in most colored floor shows.

Whitehead will be in Boston Monday to address a meeting of night club performers at the Brunswick Hall Ballroom. Meetings of night club performers will also be held this summer in Detroit, Chicago and key cities, with Whitehead making the principal addresses.

In Detroit Walter Ryan, the AFA's representative, has been getting after celebrity nights, which had increased alarmingly. "Guest Nights," "Celebrity Nights" and other "special" nights still constitute one of the biggest headaches for night club performers.

In Pittsburgh the AFA branch has been concentrating on eliminating child performers in night clubs. William Jeffries, the AFA's local rep there, has been co-operating with George B. McDonough, supervisor-inspector for the Pennsylvania Department of Labor and Industry, who has made several arrests of night club operators employing amateurs and minors.

show and never lacks humor.

A snappy rhythm tap is presented by Judy Daye, a personable blond eyeful. Her wardrobe shows excellent taste. Miss Daye reports that she has just passed a screen test and will be Hollywood-bound ere long. Following her is the smooth ballroom pair, Nadine and Jirardo, a truly well-matched couple. Numbers caught at this show were the continental, an adagio and waltz; all proving effective due to their extremely graceful rhythm, equaled only by their versatility. Hyers continues with his mad antics, this time using the waiters as stooges. He also offers a comedy soft-shoe tap and a side-splitting pantomime of a woman taking a bath. Kay Keever follows, singing *After You've Gone* and *Two Cigarettes in the Dark*. She has a rather pleasing voice but could improve her act thru the selection of newer tunes.

Good dance music is furnished by Lee Dixon and his Duke University Orchestra, an aggregation of 12 youngsters who know how to blow their horns. The music could be toned down a bit to match the atmosphere without losing its effectiveness. The band gives an excellent concert arrangement of melodies from *Showboat* to close the floor show. Policy is a change of show every two weeks, with the exception of Frank Hyers, who has now been rolling 'em in the aisles for some 17 weeks.

The Penthouse is under the direction of Leo Fields, and the floor shows are booked by Jack Pomeroy. Lehman.

NEW YORK, April 18.—Ben Marden has already begun rehearsing his show for his Riviera, Fort Lee, N. J., a summer spot. Georgie Hale is staging the numbers. Will use a line of 16 girls.

Night Club Reviews

street-level room cut off from a large bar up front. Appears to have a capacity of around 150, not counting the bar space.

New floor show, staged by Chester Dougherty, is a lively affair. Francis Dunn and Arthur Budd, doing swishy comedy, are featured. They exchange patter and sing spicy lyrics, getting quite a few laughs. Material is very suggestive and, at times, pretty dull. But the customers seemed to like them.

Bennett Green, young and likable chap, does emcee and also a bit of singing. He has an ingratiating personality, a fair enough singing voice and an engaging modesty when doing comedy talk. Lillian Wayne, a svelte redhead, is at the piano accompanying her own singing. She is swell at rhythm songs, giving them a vigorous and skillful delivery. Most polished performer in the whole show.

Claire Felix, a tiny blonde, has a couple of song and dance numbers. Her singing is not so hot, but she does all right at straight hoofing. In addition to solo spots, she leads the line of eight girls. Girls are tall and shapely and are given interesting formations and routines to handle. Costumes are snappy enough. Their golf number is their most ambitious effort.

Frank Minor's Orchestra handles the show and the dancing. Comprises guitar, piano, sax, trumpet and drums. Good enough for this spot, dishing out the dance rhythms in conventional style.

Dinners are \$1 and up. No cover and no minimum. Interior is tasteful and spot definitely achieves a sense of informality and intimacy. Denis.

Penthouse, Baltimore

This delightful rendezvous atop the Stanley Theater continues as one of Baltimore's few ultra-smart night spots. The club is spacious and well ventilated, eliminating the usual smoky condition existing in dance spots. The spacious dance floor, subdued lighting and modernistic furnishings lend a classy atmosphere.

Excellent entertainment is dished out nightly in two 45-minute floor shows. Heading the list is Frank Hyers, billed as "the Madcap Master of Ceremonies," and he certainly lives up to his reputation, being one of the funniest comedians ever to set foot in Baltimore. His tomfoolery continues thruout the

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London Night Spots

LONDON, April 14.—Clifford Fischer's *Folies Parisienne* recently at the French Casino, New York, and in Chicago and Miami, is making its English debut at the London Casino, new theater-restaurant. Nudes are out and there is a very small display of flesh. Strange to say as most of the acts were originally recruited from Europe quite a few of them are known quantities here. This applies to George Campb, pantomimist, and Elsie Ray; Lalage, graceful trapeze and rope specialist, and the Four Craddock, knockabouts. Others who have been to England before include Gloria Gilbert, who is a sensation with her one-foot piroettes. She's twice as fast as any rival at this trick. Carmen Romero, Spanish danseuse, is no stranger either, and the same goes for Emil Boreo, Parisian entertainer. Jack Harris and his band are a good aggregation. Business is moderate at evenings but the matinees do not draw customers and will probably be dropped.

Charles B. Cochran is staging his annual cabaret revue at the Trocadero Grill Room. Each revue lasts for a year. Current edition is tabbed *Round and Round* and it is good entertainment. Chief applause hit is scored by Marion and Irma, fascinating girl acrobatic contortionists, with plenty of sex appeal. Rob Carre is an efficient juggler, specializing in hoops, and Draper and Shires score well, with ultra-modern dances.

Dorchester House and Grosvenor House remain intact. The Two Valors, contortionists, and Sherkot, pantomimist, are big hits at the Savoy Hotel. Wilbur Hall, American musical comedian, continues to score freely at the Cafe de Paris. George Beatty, American monologist and raconteur, is a holdover at the Ritz Hotel. Harriet Hutchins, American comedy artist and impressionist, scores at the Trocadero. Girl has a dandy rep and knows how to sell her material.

More Pomeroy Bookings, N. Y. and Out of Town

NEW YORK, April 18.—Sammy Harris, of the Jack Pomeroy office, has spotted a raft of talent into local and out-of-town spots. Booked Sybil Kaye and Patricia Shaw into the Town Casino; Marjorie Maye, into Wivel's; Kay Parsons and Barbara Maye, into the Caliente; Micky Braatz, Fairfax, Ted and Mitzi Diamond and Eleanor Gordon into the Garden City Country Club. Also a new show into the Brown Derby, Boston, comprising Ed and Arline Kinley, Dawn and Darro, Helene Miller and Howard Brooks; Jimmy and Nora Bell and Judy Daye into the Penthouse, Baltimore, and Miller Sisters, Muriel Thomas and Sylvia Walters, into the Rendezvous, Pittsfield, Mass.

Marty Rubin, assistant to Harris, is handling the local spots, with Harris concentrating on out-of-town dates.

Heavy Rochester Bookings

ROCHESTER, April 18.—Arthur Argyles has booked the Four Golden Gate Girls for a return date at the Times Square Supper Club here, along with the Three Flying Aces and Ed Jordan. Also booked Harriman, Swan and Lucille and Bell and Grey into the Bartlett Supper Club; Powers and Joyce, Chick and Bonnie and Three Roxana Girls into the Club Ray Ott, Niagara Falls; Beh-ney's Continental Revue into Moonlight, Syracuse; Croft Sisters and Helen Gray into the Club Lido, Syracuse, and Whirling Aces, Gamble Brothers and Jean, and Gladys Bryson into the Melody Gardens, Elmira, N. Y.

N. Y. Spot Adds Show

NEW YORK, April 18.—New Chesapeake House, recently opened by J. C. Lipsey and Fred C. Schanberger Jr., has added entertainment. John Steel and Molly O'Doherty comprise the show.

Club Chatter

NANCY HEALY opened an engagement April 10 at the Hotel Commodore, New York, going in from a two weeks' stay at the Hotel Syracuse, Syracuse, N. Y. She recently appeared at the Mayfair Casino, Cleveland's big theater-restaurant. . . . Billy Kent, emcee, continues for a couple of more weeks at the Torch Club in Canton, O. . . . Little Stanley Ross, diminutive comic, joined Lowe and Hite April 21. Act will work night clubs until summer and then goes out for Ernie Young. . . . Roy, Rita and Roule, the "International Adagio Trio," last week moved from the Hotel Jefferson in St. Louis to the Bismarck Hotel in Chicago. . . . Martie Miller will carry on indefinitely as mistress of ceremonies at the Turf Club, Pittsburgh. Current Turf bill includes Eva Herbert, songstress; Ione, dancer, and the Cassinilli swing band. . . . Dixie Dixon, fem impersonator, leaves Fay Norman's unit to emcee the show at the Jungle Inn, Youngstown, O. . . . Montrose and Pearl head north soon after a winter in and around St. Petersburg, Fla.

JOHN BOOTH, "The Royal Canadian Magician," is in his seventh week at McVan's Club Padio, Buffalo. Went in on an original two-week contract. . . . Mario and Floria, ballroom dancers, currently appearing in the Trianoa Room of the Hotel Ambassador, New York, are set there indefinitely. The couple are featuring an interpretation of the music of Debussy's *Au Clair de Lune*. . . . Al Norton, Rochester, N. Y., booker, is currently handling the following people: The Dance Cocktails, Gwen Shaw Girls, Bostonettes, Francis Sisters, Chatea Trio, Dione Cortez, Tommy and Mary Ryan, Nina Shepard, Armond and Jullanna, Villano and Lorna and the Four Dudley Brothers. Jack O'Meara, at one time connected with the Paradise Showboat, Troy, N. Y., is assisting Norton. . . . Reynolds and Collette, ballroom artists, and June Johns, specialty dancer, featuring her upside-down routine, closed at the Ark in Dayton, O., and returned to Detroit. Booked by the Betty Bryden office, Detroit.

JEAN AND LOIS STERNER, reinforced by a new crop of tap and acro routines by Johnny Mattison, left New York Saturday aboard the S. S. Paris to open in the *Crazy Show* at the Palladium, Lon-

don. Have eight months' bookings lined up. . . . New Commodore Hotel, New York, show comprises Brian and Winsome, the Heat Waves and Nancy Healy. . . . Ailine Cook is heading the Greenwich Village Inn, New York, show. . . . Sully's Showboat, New York, is still finding it profitable to show old-time movies.

Following the success of the basket-ball games at New York nighteries, the Hotel Walton Roof in Philadelphia has 10 of its comely line girls romping over the spot's dance space for the nightly enjoyment of sport-minded patrons. A local sports promoter is planning to organize teams in all the better-class Philadelphia spots and then conduct an open tournament for the cafe championship at Convention Hall.

MARC LACHMAN has given up press agenting New York night spots and will fly to the West Coast this week on picture business. . . . Homer Nelson is now head waiter at Dan Healy's Broadway Room, New York. . . . Portia Portar, young bullfighter, is now dancing at the Club Gaucho, New York. . . . George Orda, Russian basso, has returned to the Hotel St. Regis, New York. . . . Erika Zaranova has replaced Mildred Monson at the Radio City Rainbow Room, New York. . . . Benny Fields run at the Hollywood, New York, extended another four weeks.

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Small Bands To Be Helped

Easier for small ork to build name with radio stations out of booking field

NEW YORK, April 18.—Action of the American Federation of Musicians in withdrawing from all radio stations and networks their band-booking franchises is being hailed as a break for lesser-known orchestras and orchestra leaders, as well as the smaller booking offices. Belief is that the rocky road upward to "name" status will be made a little easier now, since it was nearly impossible under the old setup for a band other than those already well known to get anywhere.

Previously, it was obvious and an established fact, that networks felt their preference should be given to bands under their management. This was to be expected. However, and this applies mainly to the Columbia network, the chains were somewhat loath to sign new orchestras, since they had more than enough to fill their time allotments and also had work enough selling those bands on locations and one-nighters. NBC might have changed this for lesser knowns when it signed Charles E. Green as band booker and started to build this department to big-time stature. Then the AFM withdrew its franchise and the plan went up in the air. To make it tougher for smaller bands and bookers, Music Corporation of America and Mutual Broadcasting System had a working understanding to provide time on MBS for MCA bands. Now MCA has a reciprocal deal with CBS, as well as its MBS setup. NBC will most likely create a similar arrangement with Green.

Most important factor, however, from another standpoint, is that the many hotel and night club spots that were heretofore almost always aligned, from the orchestra standpoint, with one of the networks, because of the broadcasting facilities made available, are now on the open market. The spots will have to make their own arrangements now for network or local radio time, since it is understood that the AFM will not stand for any subterfuges in buying orchestras thru sources that promise wires on the cuff. This means that bookers now find an open door instead of a locked safe and that they do not have to have a name band. Naturally, names will always be given the break, but getting that name will be much easier.

Sears, Roebuck Set On Music Returns

NEW YORK, April 18.—John G. Paine, chairman of the board of the Music Publishers' Protective Association, has completed arrangements with Sears, Roebuck & Company, whereby a form of return arrangement is set up in regard to sheet music handled by the mail-order business only and applying to that which is listed in their catalogs. It is believed that the members of the

MPPA will accept the arrangements. Publishers were amenable to having the returns apply to the mail-order business but not the retail counters. To this the mail-order house agreed.

In a letter to Mr. Paine, E. H. Marozick, of Sears, Roebuck, stated that the proposition offered of returning all unsold copies 30 days after the expiration of the last catalog in which they were listed, has been approved. Thus songs discontinued from the spring catalog, which expires June 30, would have to be returned before the end of July and the same in regard to every quarterly catalog.

As to a "minimum listing," however, the concern was of the opinion that it was not feasible since they sought to be fair and give all publishers a break, but that the final listing must be left to their discretion. Some publishers more aggressive than others and who have more hits selling are entitled to larger representation since space is limited. Mr. Marozick also said in his letter that the lists were made up after conferences with music men and vari-

Brunswick Records Signs Rudy Vallee

NEW YORK, April 18.—Rudy Vallee has been signed to an exclusive contract by the American-Brunswick Record combine, Vallee until now having been with the Victor organization. First releases by the Connecticut Yankees will be on the market in about 10 days under the following labels, all put out by the American Record Corporation, Perfect, Oriole, Banner, Romeo and Melotone.

First tunes will include *Would You?, She Shall Have Music, The Glory of Love, The Call of the Prairie* and others.

ous jobbers and the songs that seemed mostly likely to sell were given preference. No favoritism is intended to be shown. In conclusion, he believed that the co-operation proffered by the publishers would result in increased sheet-music sales thruout the country.

Sheet-Music Leaders

(Week Ending April 18)

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

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

- | | |
|------------------------------|--------------------------------|
| 1. Lost | 9. Love Is Like a Cigaret |
| 2. All My Eggs in One Basket | 10. Every Minute of the Hour |
| 3. Goody, Goody | 11. Touch of Your Lips |
| 4. Melody From the Sky | 12. Tormented |
| 5. You Started Me Dreaming | 13. No Greater Love |
| 6. It's Been So Long | 14. Sing an Old-Fashioned Song |
| 7. Let Yourself Go | 15. Lights Out |
| 8. Beautiful Lady in Blue | |

PHONOGRAPH RECORD best sellers will be found on page 75.

Bands and Orchestras

GUS ARNHEIM'S ork and Edouard Durante's rumba outfit are set to play the Mayfair dinner dance in Los Angeles this week. . . . Ben Bernie follows George Olsen into the Cocomat Grove of the Hotel Ambassador, Los Angeles, in six weeks. Following Bernie are Eddie Duchin, Jan Garber and Freddie Martin. Bernie goes to the San Diego Exposition for one week beginning May 30. . . . Nat Leslie's swingsters will supply music at the new Red Barn Club, to open this month in Los Angeles. . . . George Stoll will play for the initial Hollywood Community Dance April 24. . . . Jerry O'Neil, manager of the William Penn Hotel in Pittsburgh, is trying out the idea of two types of musical organizations for one hotel. Last week Johnny Maitland's swing band came in from the Gibson in Cincinnati, and joined Basil Fomeem's ork at the Chatterbox. . . . Bobby Schaeffer replaced Jean Wald and her all-girl band at the Union Grill in Pittsburgh this week. Wald and friends have played the spot for nearly a year. . . . Nelson Maples is back at the Showboat in Pittsburgh.

Klub in Jackson, Mich. Personnel has Eddie Rouch, George Francis, Erv Tussey, Lew Hall and Willis. . . . Ace Brigode and his Virginians have been selected to play the General Motors exhibit at the Texas Centennial in Dallas this summer. Opens June 27. . . . Lon Chasay is directing the Meyer Davis Ensemble at the Greenbrier Hotel and Cottages in White Sulphur Springs, W. Va.

CAB CALLOWAY played the Apollo Theater in New York last week to big biz, and after several single night dance dates in the vicinity of the big city, headlines the stage presentation at Loew's State next week. Stage dates in Washington and New Haven follow. . . . Jack Sprigg has returned to Cincinnati from the West Coast and this week takes over the direction of the pit band of the Shubert Theater in the Queen City. Sprigg just recently completed an Oriental tour with his own orchestra. . . . Jimmie Lunceford swings his way south early in May for an extensive tour thru Oklahoma, Texas and Louisiana. Before leaving Lunceford will complete his Vitaphone short titled *The Bustin' of Rhythm*. . . . Johnny Ringer, veteran swing maestro, returned to the Casino Venezia in New York City for a six months' engagement. The spot, recently damaged by fire, has been completely rehabilitated.

BEN POLLACK and his orchestra, who just closed a six weeks' engagement at the Club Greyhound, stopped off for a few days in Chicago on their way to an engagement at the Peabody Hotel, Memphis. . . . Hersch Hokinger, billed as Hersch De Vere and his orchestra, opened recently for an indefinite engagement at the Club Hollywood, Lansing, Mich. The band features three tenors.

GRIFF WILLIAMS, now at the Mark Hopkins Hotel, San Francisco, will open at the Aragon Ballroom, Chicago, in May. . . . Carlos Molina opened at the Muehlebach Hotel, Kansas City, April 19, being placed by the Irving Mills office. . . . Carl (Deacon) Moore, with Marge Hudson featured, closed a four-week engagement at the Wagon Wheel in Nashville, Tenn., April 19. . . . Moore is being followed at the Wheel by Jay Castle and band on April 21; Jack Campbell on May 5 and Ayars LaMarr on May 12. . . . Herbie Willis and his swing band continue to hold forth at the Kibby

Music News

Publisher members of the MPPA are considering the appointment of Ralph B. Todd, as their Argentine representative to collect mechanical royalties. Currently the publishers are represented by Mr. Linderman, who is with the RCA Victor company and wishes to resign the publisher angle. Altho accountings have been received by the publishers, the actual cash has not been able to leave Argentine, due to the embargo on the export of money. Todd is highly recommended by Linderman as being ideal for the job of representing the music men in the South American republic.

Will Rockwell, of the Miller Music Publishing Company, announces that the song, *Texas Star*, by May Singli Breen, Leonard R. Barrett and Peter De Rose, has been accepted as the official composition of the Texas Centennial, Texas. It was sung by John Charles Thomas in his final broadcast of the season Wednesday night, April 15, and made a decided impression.

Following quite a spell in California, Sam Fox, head of the Sam Fox Publishing Company and general manager for the Movietone Music Corporation, has returned east. He issued a statement that new offices will be opened on Sunset Boulevard, Hollywood, Calif., with the present Los Angeles quarters retained for general trade and professional activity.

A pair of newcomers, Myron and Julia Degnon, are knocking at the door of success with two songs, *Love Made Me a Beachcomber* and *Ma Belle of Tahiti*. We have the word of Bob Miller, the individual behind their publication, that the effusions are unusual and potential hits with many unsolicited "plugs" in the offing. Miller further wishes it understood that the fair name of Tahiti, at least, has been justly dealt with and with no libel on its widespread fame.

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Many Agents Deserting the Field or Trekking to Coast

NEW YORK, April 18.—With the summer season drawing on and this past vaude season one of the worst encountered by the smaller agents, indications are that many of them will finally desert the field and seek other retreats. The majority of them are openly declaring that the field holds nothing for them any longer, with the result that they will hie themselves to other lines of endeavor. A minority of hopefuls are eying the Coast, figuring that there is an opportunity for them out there.

This past season's slackness in the indie field broke many a smaller agent, and then, too, franchise holders with RKO and Loew found the going tough in view of the circuits leaning to attractions. The majority of the suffering agents sought incomes from the night club and private entertainment fields, but they found this to be a more or less closed shop.

Right now there are considerably more agents in the field than the playing time and amount of acts require.

Acts Lose Suit Against Booker

DETROIT, April 18.—A suit brought in court by the Bedouin Arabs and Wilfred Gregory and Company against Henry H. Lueders of United Booking Association for \$120 for dates they did not work last fall was dismissed Monday, according to Lueders.

Lueders stated that the contracts read that the acts were not to be paid if they did not work any of the dates specified, and that he decided to cut down the show after the unit went out, giving these acts a week's notice accordingly. Lueders stated that the play-or-pay contract has never been tested in court in Michigan and expressed a doubt whether under existing laws it could be enforced.

Ceylon J. Ashton, assistant administrator of Private Employment Agencies, said that his office was not directly interested in the case, stating: "We are interested only to the extent of seeing how legal the contract issued by United Booking Office is. They claim that this contract is for work that is not connected with the office, but is a personal contract between the agent, who is the producer in this case, and the act."

Bowes Splits With NBC Artists' Bureau

NEW YORK, April 18.—Major Bowes and NBC's artists' bureau split this week after being in effect since the first amateur unit went out on the road, with Bowes setting up his own office for amateur unit booking. The actual agenting is to be done by Lew Goldberg, his general manager and publicity head.

Bowes now has 13 amateur units on the road, with another to go out shortly. According to reports, Bowes figures that in the last six months NBC collected in the neighborhood of 175 grand in commissions on the units, and that by booking them himself he will save at least 300 grand on the year.

NBC, while losing the Bowes account, will continue to sell other units from radio programs on the network.

Phoney Benefit Lads Jailed

WASHINGTON, D. C., April 18.—Attempts to sell tickets to a fake "National Vaudeville Actors' Benefit" March 2 at the National Theater brought jail sentences to two men. Giving their names as William Mandell and Robert Herrick, the men were given jail sentences of 120 days each.

Reopen Pitts AFA Office

PITTSBURGH, April 18.—The AFA office in the Fort Pitt Hotel here, closed since March 18 due to building damage sustained by the recent flood, reopened last Saturday. Representative Jeff Jeffries will continue with his regular office hours.

There hasn't been the scramble over act-stealing this season as in others, because for the most part the units prevailed as did the playing of "names." The demand for the standard acts was negligible.

Several of the agents plan to make pot-luck trips to the Coast this summer by auto. Most of them prefer to call it a vacation but are hopeful that it will evolve into getting them berths cut there. In view of the fact that many former vaude agents are now successful in the picture business, it is likely that the vacationing agents will besiege them.

Sho-Window Into Red on First Week

NEW YORK, April 18.—Gus Edwards' Broadway Sho-Window goes into its second week tomorrow after registering a take of a little better than 10 grand on its first week, which represented a loss. On Monday, its second day, the house did \$1,250 for two shows, but the business thereafter was spotty.

Tomorrow night the house will institute "Sunday Night Parties," and among the "names" scheduled to participate are Eddie Cantor, Milton Berle, Belle Baker, Daniel Frohman, Billy Gaxton, Joe Weber, Herman Timberg and Jackie Osterman. Monday night will be "Audition Nights," with about 8 to 10 hopefuls getting an opportunity at the tail end of the show.

It is understood that if the show does not click here, that Edwards may fashion it into a unit for vaude dates.

Casino, Pittsburgh, Closing

PITTSBURGH, April 18.—The Casino Theater, George Jaffe's former combo house, which lately switched to a double-feature policy, is folding late this month, the all-screen fare proving a total failure. Jaffe, it is reported, lost plenty of money with his flesh bills. Current plans call for extensive remodeling of the house and a reopening in the fall with stage and screen programs.

Butterfield Time All Pix

DETROIT, April 18.—Butterfield Theaters Circuit has dropped all vaude bookings for the balance of the season. All houses of the circuit will play straight pictures for the next several months.

ABE LASTFOGEL, of the Morris Agency, left New York Thursday for Chicago, from where he departed Saturday bound for the Coast. . . . He trained it all the way this time. . . . The Duncan Sisters, now on the Coast, are expected east next month to play some dates for Loew. . . . They've got Baltimore and Washington penciled in. . . . Bebe Daniels and Ben Lyon are headed for the Coast to do some radio broadcasting, but they'll return to New York soon to sell for European engagements. . . . Nikita Balleff and his *Chauve-Souris* company, at the St. Moritz Hotel, New York, are considering offers from a Hollywood night spot, probably going out in June. . . . Balleff and his crew went into the Moritz for four weeks and so far have been there 22 weeks. . . . Amos 'n' Andy have picked up more Coast vaude dates. . . . Last week played the Golden Gate, Frisco, and this week, opening Wednesday, are at the Orpheum, Los Angeles, and May 4 go into the Orpheum, Denver, for five days.

ALEX HYDE, WHN maestro, is still writing tunes as a sideline. . . . Two new numbers, for which Eddie DeLange wrote the lyrics, are *My Heart Is in a Violin* and *Jelly Fish*, the latter a swing number. . . . Both have been placed with Jack Mills. . . . Gracie Barrie will be the New York Paramount's added attraction when Guy Lombardo's Ork fol-

Schlinker Out of Providence; Meyers Supervises the Town

PROVIDENCE, R. I., April 18.—Edward Zorn has succeeded Harry Schlinker as manager of the RKO Albee here, along with the town being taken out of the New England setup and given over to the supervision of Fred Meyers, home-office film booker.

Meyers also has supervision over Rochester and Syracuse, in addition to his film duties.

RKO Boston Shows To Bow Out May 13

BOSTON, April 18.—The RKO Boston Theater here will drop its stage shows and go straight pictures May 13, a summer move. Unavailability of "name" product prompted Charles Koerner, division manager, to make this move, but in view of the success the house has had with stage shows Koerner will restore them in the fall or earlier if material is available.

While the theater holds contracts for June appearances of Eddy Duchin and orchestra and Frank Fay, these contracts will be postponed until the new season.

Koerner's attempts to secure *Jumbo*, the New York show, for RKO fell thru Thursday when Koerner conferred with Billy Rose, producer of the show. The deal could not be arranged, either financially or mechanically. Koerner planned to put the show into the Keith Memorial here, running it two-a-day without pictures.

Tenth Clark Unit

CHICAGO, April 18.—Harry Clark's 10th unit for the Cushman time opened at the Orpheum Theater, Winnipeg, Monday. The show, named *Monkey-shines*, has a cast consisting of the Seven Music Masters, directed by Casey Gorman; Bob and Elva Stanley, Vici Bell, Bennie Rand, Jackson and Clifford and the Five Steppers. The production was cast and rehearsed here.

Siamese Twins Meet Up

ATLANTA, Ga., April 18.—Unusual event here was the booking of two Siamese Twin acts here simultaneously. Daisy and Violet Hilton, playing theaters in Georgia, North and South Carolina and Florida, appeared at the Capitol Theater. The Godino Twins played the Empire and Buckhead theaters.

Vaudeville Notes

lows the Little Jack Little-Ethel Merman combo into the house. . . . Tom Kearns is now in the Midwest, in advance on the Al Pearce-June Knight-Pinky Tomlin unit. . . . John Hickey, never one for gambling, won a punchboard lighter after Charlie Grohs used much persuasion to get him to take a chance. . . . Jack Davies, New York artists' representative, lost his dad a week ago Wednesday night. . . . His father passed away at his home in Plymouth, Pa. . . . Ferde Simon went off on another of his many trips to Chicago last week, to look over a couple of units.

EDDIE McDONALD, formerly of the McDonald Brothers, old-time acrobatic act, joined the second WPA vaude project in Pittsburgh. . . . Now 60 years old, he is completing his 48th year as an active performer.

CHICAGO NOTES: Will Harris' unit, *The Kit Kat Club Revue*, chalked up some nice box-office figures last week at the State-Lake, Chicago, where the show played under the name of *Casino de Patee*. Show took in around \$15,500, which is about \$3,500 over average business and the house's biggest business since New Year's. . . . Ferde Simon spent some time here this week on business. . . . Ken Harvey introduced a new electric vibro-guitar in his act when he played the Palace last week.

Vaude's Legit Show Suffers

"Summer Wives," mostly all vaude people, panned—may have an early closing

NEW YORK, April 18.—Vaude's wholesale storming of the legit field, thru the show, *Summer Wives*, which opened Monday night at the Mansfield Theater, has not worked out as hoped, critics panning it unanimously and there is a report that it may fold tonight. Major portion of the cast is made up of vaude performers, and one of the producers is a vaude booker.

Jack Linder, partnered in the indie booking field with George Godfrey, is one of the producers, in association with D. S. Wolfson. Stars of the show are Joe Smith and Charlie Dale, the comedy half of the famed Avon Comedy Four. The show itself has a vaude background, a booker's office in the Bond Building, placing entertainers into Catskill Mountain resorts.

Among the vaude people in the cast, besides Smith and Dale, are Helen Charleston, Phil Arnold, Ben Marks, Clarence Rock, Milton Douglas, Daniel Makarenko, Eddie Miller and Burns, Moriarity and Dell. Makarenko's vaude activity was as a producer, while all the others are performers.

Except for Miller and the trio, all the others had parts in the show. The former were spotted as acts, working as tho a part of a Labor Day floor show at a resort.

Orpheum, Paterson, Into Combo Policy

NEW YORK, April 18.—The Orpheum, Paterson, N. J., a Brandt house, has been taken over by Stateray, Inc., headed by David Weinstock, with plans calling for a combo policy. Arthur Fisher is booking the house, the first show going in this Saturday, following a two-week run of *Modern Times*. It will be a full-week stand.

First show going in is the Count Berni Vici unit, *Spices of 1936*, to be followed by the Major Bowes No. 2 unit. The combo policy will remain for about three weeks, the house going straight pictures for the summer, but the policy will be resumed in the fall.

Units Combine for Benefit

ATLANTA, Ga., April 18.—Last Saturday night here two units combined to stage a benefit performance for sufferers in the Gainesville tornado disaster. The Olsen and Johnson unit, *Anything Happens*, which was at the Georgia Theater, and Marie Purl's *Say It With Ladies*, next door at the Capitol, were the units, and all other employees of the Georgia Theater contributed their services. About 2,800 people attended the benefit show.

Hartford's Flood Showman

HARTFORD, Conn., April 18.—An outstanding figure in the recent floods here was Lewis Shonty, former vaudevillian and now constable of East Hartford. He contacted the A. J. Clements Entertainment Bureau and arranged free shows to entertain the flood sufferers quartered in various refuges. He also arranged the benefit show April 5 at the Astor Theater here, with proceeds going to the Red Cross.

Marcus Show Breaks Records

CHICAGO, April 18.—The A. B. Marcus show, *La Vie Patee*, is reported to have broken all records over the Butterfield time in Michigan, and the territory is proving an excellent one for shows. Abe Marcus says it has taken him a long time to realize there was a Santa Claus, but in playing Michigan he found out that there is no Lent in that State and no Holy Week in Grand Rapids. The Marcus show opens the new Lirico Theater, Mexico City, April 24, where it is booked for six weeks with options.

AFA Annual Meeting May 5 in New York

NEW YORK, April 18.—The American Federation of Actors will hold its annual meeting Tuesday afternoon, May 5, in the Empire Room of the Hotel Paramount here.

The AFA Council will submit its plan for a death benefit system, which must get a 75 per cent vote in order to become operative. It will make a report of the union's finances, organization activities, relationships with other unions, etc. Members will also vote on eight council vacancies. Official nominations are Sophie Tucker, Eddie Cantor, Fred Keating, Eddie Miller, Frank Lynch, Sid Williams, John Dilson and Harry Miller. There is talk of an opposition ticket, but a petition has not yet been filed.

This meeting will be preceded by a party Friday night, May 1, at the Hotel Delano.

Another AFA membership meeting for vaude and night club performers will be held Monday afternoon at the Brunswick Hall, Boston.

Material Protection Bureau

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

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

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

Lowie Returns to Coast

NEW YORK, April 18.—Edmund Lowe, film actor who has been signed by Metro-Goldwyn-Mayer, has been compelled to cancel vaude dates to return to the Coast. He leaves here tomorrow, with the Loew office forced to take him out of the Fox, Detroit, week of April 24.

Sherman's New Sundays

PHILADELPHIA, April 20.—Eddie Sherman, local booker, has added two more Sunday stands to his books. The Sylvan Hall, Woodside Park, started its shows last Sunday, while the Willow Grove Theater, Willow Grove Park, starts this Sunday.

Brooklyn Folly Settles

NEW YORK, April 18.—An out-of-court settlement was effected by the AFA for the act of George Stanley and Georgia Crackers against the Folly Theater, Brooklyn. The act was paid short, and the AFA filed suit in behalf of the act.

New Acts

Benay Venuta

Reviewed at Loew's State, New York. Style—Singing. Setting—In one. Time—Six minutes.

With a buildup gained from Al Jolson's air program and for succeeding Ethel Merman in legit's *Anything Goes*, Benay Venuta steps into vaude and is no great shakes as a single. Her voice is adaptable to certain songs, and it's definitely out of the picture for straight singing. She's better off at tricky arrangements. Her appearance is okeh, tho in that neat light blue gown she seemed a bit too heavy.

Her best item was that sort of Al Siegel arrangement which followed the opening *Shootin' High*. She also did *Let's Face the Music and Dance* and *She's the Topic of the Tropics*. Her delivery is good.

Fared but mildly in the deuce spot of this five-act show. S. H.

Paul and Sarah

Reviewed at the Folly, Brooklyn. Style—Skating, acrobatic. Setting—In two. Time—Four minutes.

This act was introduced as Paul and Sarah and then as Paul and Esther, neither showing in the files as a new

act. Brief time consumed in the act indicates the full repertoire wasn't shown.

Opens with a bit of acrobatics, tumbling and balancing and then into the skating routines. Latter is the usual style of work, twirling, speed work and swinging the girl around as she holds on by one skate, etc. Neighborhood stuff. J. F.

Future Stars

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

A fast, five-people flash which may some day realize the anticipation of its billing. Act is heavy on tapping, but the performers are of such talent that the lack of ballroom routines is scarcely noticeable. The boy, coupled with a beautiful and fresh-looking blonde, click twice, particularly with *Let Yourself Go*. Another better-than-average tapper is a brown-haired girl dressed in blue, who scores easily with unusual routines performed easily with all taps clearly audible. Two brunets, one of whom fills in with *Some of These Days*, sung beautifully in a low-pitched voice, and the other, who executes a beautiful acrobatic turn with uncommon grace, complete the bill. Nice stuff here. P. A.

ing in his baton-waving, emseeing and instrumental bits. He even sings a bit, too.

Standout of the unit, tho, is Cookie Bowers, pantomimist and mimic par excellence, who despite the fact that he's been seen here many times, scores one of the biggest receptions yet demonstrated here. Spotted up in the early moments of the show, he offered his barnyard imitations and other sound effects. Then topped it off with pantomime of a man arising in the morning, for which he actually got cheers. Only got off on Rogers' promise that he'd return later. He did, and registered a convincing showstop, doing pantomime of a lady going to bed and also his Coney Island bit.

Rogers has 14 bandsters with him and they're a good musical aggregation, doing many chores. They ably handle such items as a satire on *Music Goes 'Round*, a number on collegiates selling magazines, imitates other bands, and in general sweep thru good musical items. Bill Steele is the band's vocalist and he handles his several singing assignments in nice style. In addition he does some novelty bits cleverly. Most of the band

COOKIE BOWERS

this week

LOEW'S STATE

New York

Stanley, Pittsburgh

(Reviewed Friday Afternoon, Feb. 21)

The first show-stopping act came next with the appearance of the inimitable Cookie Bowers. Scored solidly with his domestic animal imitations and figuratively had the customers rolling in the aisles with his takeoffs of a man greeting daylight in the morning, a lady going to bed and a mother and daughter in a public swimming pool. It is very encouraging to hear such hearty laughter created by one of the cleanest acts in show business. Cookie could have gone on indefinitely.—SAM HONIGBERG, in *The Billboard*, issue February 29, 1936.

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bits are good, but a few items of poor taste are allowed to creep in.

Jeannie Lang gets over well enough with her cute singing. She's tiny and cute and in small voice sings a brace of pop tunes. After a *Little Bit Independent* and *Sweetie Pie* she does a romantic medley with Rogers which is nice. Then there's Ruthie Barnes, a red-headed tap dancer who's spotted well and goes over with her rhythmic beating out of clear taps. Her tacit number is her best.

Ruby Zwerling and the pit boys have a vacation this week. SIDNEY HARRIS.

State-Lake, Chicago

(Reviewed Saturday Afternoon, April 18)

With one exception, the current bill is one of the most entertaining vaudeville layouts in some time. Jack Major, who has a spot of his own further down on the bill, acts as emcee and provides a few stories between the acts.

Jordan and Grace were a good opener. A novelty wherein the man swings a drum major's baton, manipulates devil sticks, twirls a rifle and swings water buckets. The woman assists and plays the banjo and accordion. For the closing trick the man spun an 85-pound cartwheel on his head while jumping the rope. Good hand.

Gautier's Toy Shop entertained royally in the deuce spot with one of the best dog and pony acts on the boards today. Four Shetland ponies and four dogs do a variety of stunts with Liberty formations and riding tricks by the dogs. Big hand.

Roscoe Ates, stuttering screen comic, had them laughing with his monolog and was helped in putting over some chatter by red-headed Barbara Ray. Ates put over some funny cracks during his playing of the violin and left to a good hand.

The stage revue opened with the Stage-Lake Sweethearts, in legs, doing a lively routine. They were followed by Jack Major, who whistled, told stories in an Irvin Cobb manner and recited a dramatic poem, which, altho is a classic of its kind, doesn't quite fit into a vaudeville routine. Major sang *The Last Roundup* as originally written 100

(Continued on next page)

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THIS WEEK, Main Street Theater, Kansas City, Mo.



(Continued from preceding page)
years ago and garnered a nice hand. Reilly, Thower and LaDayne, two men and a woman, put over some nifty stepping and comedy acrobatics, working up to a three-high buildup that sent them off to three bows.

Estelle Taylor, with Dudley Wilkinson at the piano, unfortunately was in poor voice, so much so that many of the audience walked. She did a medley from *Follow the Fleet*, *Solitude*, and appropriately closed with *I've Got Plenty of Nothin'*. Light but polite applause. As Verne Buck took the spotlight for the playing of *The Blue Danube* on his violin the adorable State-Lake Sweethearts did some beautiful toe work, and the curtains closed as Verne waltzed with one of the girls as he played. A swell finale. F. LANGDON MORGAN.

Shubert, Cincinnati

(Reviewed Friday Afternoon, April 17)

Broadway Jamboree is a misnomer for the current Shubert layout. The name would indicate a hotcha revue, but in reality this week's offering is strictly a vaude presentation. Six standard acts, which make for a fair brand of stage entertainment. Weather fair, but only a meager crowd at today's first show.

The Niess Troupe, three lads and a girl, give the show a refreshing start with their trampoline and casting work. The casts are in miniature, but they ring in some tricky twists which bring them frequent applause during the running and good finish hand.

The Libonati Trio, apparently father, son and daughter, please with a good brand of xylophone work and some okeh dance work by the youngsters. Trio opens with a medley on the woodpiles, after which the boy and girl step out for some terpsichorean efforts at which the lad is particularly adept. Libonati solos a medley in showmanly manner, after which the trio contribute another medley and the boy and girl some more dancing. Took a sound hand.

Red Donahue and Uno, consisting of Donahue, in blackface; a stubborn, balky donkey and a lad in cop attire doing straights, made the third spot fairly amusing. The action and chief comedy evolve around the efforts of Donahue and the straight to get the stubborn donk off the stage. The chatter material, however, is pretty weak. Turn pulled its share of laughs and bowed to substantial handclapping.

Alexander and Santos, comprising two lads and two fems, knock out a fair brand of entertainment with an assortment of burlesqued dancing. As an opener one of the girls does a legitimate toe waltz routine to good returns. Alexander and the other lad follow with their hoke dance offering, the former attired in a ballet costume, but with a tux coat. This Alexander fellow is no slouch on his toes. Next the two lads and a second girl present a rough and tumble burlesqued adagio, with the latter taking a mauling. The trio make their way off via a series of triple embrace back-wheels to a sweet hand.

The 12 Aristocrats, six boys and six girls, occupy a brief spot here with a mixed routine, nicely executed, which clicked in good style.

Ross, Pierre and Schuster grab off the show's laughter honors with a series of hoke take-offs on various radio personalities. The lads, Ross and Schuster,

pleased immensely with their comedy efforts, and Anita Pierre got good results with her warbling of *Speak to Me of Love*, done a la Irene Bordoni, and *Goody, Goody*. The finish, with Miss Pierre singing *St. Louis Blues* and Ross doing trumpet imitation thruout, brought the biggest hand of the afternoon. After that Ross and Schuster came back for more imitation horseplay. The 12 Aristocrats closed with a classy ballroom adagio and novel tap routine. They skipped to a liberal hand.

BILL SACHS.

Roxy, New York

(Reviewed Friday Evening, April 17)

They've held over the picture at the Roxy—Jane Withers in *Gentle Julia* (20th Century-Fox)—but changed the stage show, turning the latter into *Old Home Week*. For Freddy Mack, who has led the band boys and acted as emcee for the past couple of years, is off on vacation and his spot is being filled by Dave Schooler, band-leading emcee, who inaugurated the present Roxy policy when, some years ago, the big house was in the dumps and the hands of receivers. He's introduced by the Gae Foster Girls, house troupe, and takes over the emceeing and leading, alternating between the pit and the stage. In midshow he does a number with the girls in which he theoretically teaches them piano playing (they working on little toy pianos) and they teach him dancing. Also he does one of his grand piano numbers, Liszt's *Second Hungarian Rhapsody*, splendidly played. He still has his ingratiating manner and his willingness to get into the spirit of things, doing an all-round excellent job.

The big sock, as it was last week, is the Foster kids' magnificent bicycle routine, which has been held over along with the picture. It is the swellest and most exciting chorus number that this reporter has ever witnessed, and if it had been spotted in a legit revue it would have been the talk of the town for seasons to come. The kids deserve unlimited credit.

Carlton Emmy and his pooches, standard animal act, deliver well, as is their habit, and Carl Simpson, assisted by Mrs. Simpson, presents a novel and altogether excellent marionette act. It's apart from the usual run, with many trick effects, particularly the magician who makes things appear out of thin air, and the ostrich that lays an egg from which a serpent later emerges.

There are two amateur air winners on the bill, Frank Matalone and Bill McNulty. The former gets some really clever effects as he imitates such things as a canary, a cuckoo clock and the rolling of dice, while the latter is a lad with a pleasant radio voice, displayed singing *Blue Heaven*. The 12 Cosmopolitans, six lads and six gals (the latter from the chorus), lead the house troupe in the opening tap number, also held over from last week's show.

House was weak the supper show opening day. EUGENE BURR.

Stanley, Pittsburgh

(Reviewed Friday, April 17)
(First Show)

Following a month's layoff due to the recent flood disaster, the Stanley returned to its combo policy this week

with a bang-up show on its enlarged stage. Only nine performers on the entire 65-minute bill, but all clever entertainers and some of them solid show-stoppers.

Eddie Peabody, ace performer and banjo wizard, doubled as emcee and whipped the program into great shape. Harry King and the personable Sinclair Twins were received well in the opener, displaying a couple of hot dance turns, including *The Lady in Red*, and exiting with a novel mechanical routine. King returns in tails to do a fast tap number, using his skating trick for a smash finish. The twins follow with a speedy acrobatic bit, joined by King next for a novel arrangement of *Truckin'*. Big hand.

Peabody is on with his timely offering of *Lights Out* on his 16-string harp guitar to make way for another dance act, Moore and Revel. The team scored heavily with their original burlesque takeoffs of ballroom, Spanish and rumba strutters. The highly flexible Miss Moore and the talented Mr. Revel had no trouble in gaining audience recognition on their first appearance in this city. Miss Moore's imitation of a spring-song singer straining for high notes is anticlimactic, however.

Roger Pryor, Hollywood's handsome leading man, follows, and his sincerity in his work proved a great applause winner. He has an excellent speaking voice, knows how to put a gag over and is even more than mildly entertaining when singing *Eenie Meenie Minee Mo* and *No Other One*. Was hand-clapped back to deliver another gag and to warble *It's a Lovely Day*. Gets away from another chance to work by introducing Block and Sully, who take the next-to-closing spot on this bill.

Block and Sully have gone places since their last appearance here. Their act could stand some new material, however. Their bits of song and dance turns sandwiched in between gags help and their smooth work has a way of winning response. Four bows and back for an encore.

Eddie Peabody closed and had no trouble stealing the show. His comedy is so refreshingly different and his banjo and violin playing so crowded with depth and feeling that he could have stayed on for hours. Eddie gets to work on the banjo first, playing *With All My Heart* and then imitating two banjos strumming that tune. Follows with *Lost* and a classical selection. He next turns to the violin and proved that he can play it even in Rubinoff's town. The customers thought so, too. He offers *Alone* and *Listen to the Mocking Bird*, the latter including his amazing string imitation of the bird. Comes back for a banjo medley, including *Shooting High* and *Hold That Tiger*. A solid show-stopper if there ever was one.

Dave Broudy and his orchestra are back, this week furnishing the musical accompaniment from the stage. The screen stars Warner Baxter in *Robin Hood of El Dorado* (MGM), and house was good at this viewing.

SAM HONIGBERG.

Radio City Music Hall, N. Y.

(Reviewed Thursday Evening, April 16)

The Music Hall is giving a buildup to the *Mr. Deeds Goes to Town* film, trimming everything else to allow for

five shows today, one more than usual. Business was very big at this late show. At this show the house cut the newsreel, the overture, and the only items left were the feature film and the stage show. Latter is of only 25-minute length and is nothing to speak of, altho it is colorful.

The stage show is labeled *Frost and Flame*, with a heavy buildup for the Sergei Soudeikine settings. First one short item and then a longer number given to impressionistic interpretations from Gounod's opera *Faust*.

The opening number, *Penguin Island*, entails a modernistic set which is colorful yet hardly distinguishable as to meaning, and it affords the flawless Rockettes an opportunity to be their precision selves. In costumes faintly resembling penguins, the girls line off in grand style, showing them to be still the best precision troupe around.

Mephisto's Kingdom, the *Faust* number, is in two parts, the opening being a singing session, a takeoff on the well-known *Soldiers' Chorus*. The glee club, in evening capes, do an excellent singing job, followed by Viola Philo, Jan Peerce and Yasha Davidoff, who do the *Trio Finale* (prison scene). Glee club was best of the two.

Festival is the second number in the session, enlisting the services of Betty Bannister, Marie Grimaldi, Louise Fornaca, Nicholas Daks, Gary Mohr, Michael Arshansky, male dancers and ballet corps. Also two horses in the opening. It's the *Nuit de Walpurgis* ballet scene, in which Mephisto, trying to win over Faust, shows him all the joys and splendors of his wicked kingdom. Not much is shown except for a lot of ballet cavorting and the like. Also colorful costuming, and scenery.

SIDNEY HARRIS.

Orpheum, Los Angeles

(Reviewed Thursday, April 16)

With the Major Bowes' amateur unit being held over here for the second week, Georgie Jessel comes into the house this session to augment the show and top the bill as master of ceremonies. House was well filled first show today and audience encouraged the Bowes group No. 6 to the utmost.

Bill opens with Waldemar Guttererson's combo on stage, where it remains for entire presentation as background for the acts. From opening till close Jessel is on stage and off, participating in the acts, encouraging the players and adding much comedy and polish.

First turn goes to the String Swing Five doing a Hawaiian number and *Rhythm Is Our Business*, heavy on the steel guitar. Bob Parrish, Negro baritone, comes next, offering *Without a Song* and *Chloe*. Boy is plenty good and should go far. A marimba specialty is next by Dorothy Heick, followed by Roy Ross, tap dancer extraordinary, who works with the ease and grace of any top-liner. Ross does a stair-tap that brings down the house in addition to a smart, varied routine.

Jean O'Neill, singing in a strong, vibrant voice, comes on for the next spot and shows great possibilities for night clubs. The gal is a comer, has looks and fine stage charm. Sang *It's Been So Long*, *Sing an Old-Fashioned Song*.

Best impersonator to come here in several years is Sid Raymond, following

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this week

new york

Jean O'Neill. Works with a quick-change table behind him and not only does he accurately reproduce mannerisms and vocal characteristics of his subject, but he manages to contort his features in such a manner that, with proper lighting, he could pass for the celebrities he mimics. Did pieces on Cantor, Jolson, Bert Lahr, Edward G. Robinson and W. C. Fields, as well as singing *Now's the Time To Fall in Love*—in the approved Cantor fashion.

Next performer is a purely local product—Frank Profta, 60-year-old West Coaster and the father of 10 children. Sings Italian opera with a fine voice that reaches high E and has plenty of volume and depth. Came on for two encores and several bows. Three Youmann Brothers take last amateur turn, and with fiddle, clarinet and accordion simulate the tones and styles of radio's famous orchestras. Job is well done, trio offering imitations of Ted Lewis as encore.

Jessel, the same old George, with new stories, gags and Yiddish interpolations, takes over the stage himself for closing, safely tucking the show away and putting the customers in the best possible mood. Reminisced of the old days of vaudeville, trouping with Gus Edwards and compared early Tin Pan Alley love tunes to those of today. Audience wanted more of him but the bill had already overstayed its time.

SEYMOUR PEISER.

Fox, Philadelphia

(Reviewed Friday Afternoon, April 17)

HOLLYWOOD SECRETS UNIT
(Holdover second week)

Entertainment with color and novelty is put on by the Hollywood Secrets Unit, featuring a number of performers from studio land who mix some inside movie technique with their music and nonsense.

Show opens with Warren Wilson as emcee explaining some stunts in movie making, defining some of the technical terms used in the studios and telling of musical "dubbing," which leads to the entrance of the California Collegians as the band which will demonstrate for him. Setting has the studio appearance, with lights and a boom mike. The orchestra opens with a supposed screen recording.

Chiquita, attractive Mexican lass, who

appeared in *In Caliente*, sings two songs in her good coloratura voice, the first being an operatic aria and the second being Herbert's *Italian Street Song*. She is followed by Dawn O'Day, introduced as the dance double for many of the stars, who offers a good tap routine.

Wilson then explains the "play-back" technique and shows how the music is fitted to the action. The original recording is played and the orchestra fakes its motions to fit. In this number Dawn O'Day wields the baton and seemingly plays the clarinet. It is a novel presentation.

The orchestra then goes into its comic routine, offering its circus stunt to a supposed casting director. The bit in which the boys impersonate trained seals is extremely funny and brought down the house. The Collegians follow with their deft impersonations, the announcement being made by one of the members in a Clark Gable makeup that had the audience gasping. When the curtain parts the band is revealed to be made up of Joe Penner, Mahatma Gandhi, Rudy Vallee, Gable, Halle Selassie, Ed Wynn and Jimmy Durante.

Finale is a drawing-room studio set, ready for shooting with full light equipment. Wilson explains that a short sequence will be shot with the help of Walter McGrail, Hollywood comedian, and the entire company. McGrail turns it into a gag fest with some amusing mixups and brings down the show in a gale of hearty laughter.

The film is *Captain January*.

H. MURDOCK.

Grand Opera House, N. Y.

(Reviewed Friday Evening, April 17)

The Grand Opera this half presents some good talent, both young and old. Opener, the Helen Bach Trio, is a solid dumb turn with two men and one woman. Latter is not merely there for effect, but participates in difficult acrobatic stunts, including one in which, lying on her back she balances one man hand to hand and the other hand to feet. Closing sock bit is an iron-jaw number, with the suspended girl twirling and dangling from the man who hangs by one foot from an improvised rigging. A fair hand.

George Hunter, a song and gag man with a style impersonating Al Jolson's,

faired okeh in the second, *Ain't Love the Horse's Knuckles?* and *Making the Best of the Day*, the latter both sung and whistled, were included in his repertoire. More emphasis on the tunes and less chattering, together with a clearer enunciation, would probably help the act.

Next-to-closing spot to Marion Cleveland and Company—and her mugging, gesturing, singing and repartee scored tremendously. Her partner has not much chance to display any talent on his own account outside of acting as an accomplished Casper Milquetoast type of foil for the inanities of Cleveland. Act is one of changing moods, with Cleveland first domineering, then singing some amusingly childish gibberish about *The Good Ship Lollipop*, etc. Encored with a tap dance, amazingly good considering everything, and had to beg off.

A neat dance flash, *Future Stars*, for closing, and the billing is not an idle boast. Four girls, one of whom sings *Some of These Days* in a low voice of silky and uncommon quality, and one boy. Following a bit of ensemble stepping, a brown-haired girl solos with a clean and fast tap which nearly scored a show-stop. The boy with a girlish blonde, a very good-looking team, offer two tapping numbers, scoring particularly in the last to the tune of *Let Yourself Go*. Third girl dancer does an acro turn, full of beautiful cartwheels, somersaults and soft-shoe tapping. Act is fast and never bores, despite the lack of ballroom numbers.

The two features were *The Voice of Bugle Ann* and *You May Be Next*.

PAUL ACKERMAN.

Chicago, Chicago

(Reviewed Friday Afternoon, April 17)

When *The Great Waltz* closed here two weeks ago Balaban & Katz signed three of the production's principals, Guy Robertson, Marion Claire and Vivien Fay, who head the bill this week. The current show also marks the return of the Fred Evans Girls, who are augmented to 28 dancers this week.

The Evans Girls or the Chicagoettes, as they are announced, opened before an attractive gold drop for a routine that featured pirouetting. Colorfully costumed, the damsels drew a healthy hand at their exit. Georges Andre Martin, a plump, bespectacled Frenchman, recently here at the Palmer House, put his dancing fingers to work and with the aid of several small costumed dolls, which he slipped over his right hand, he did a variety of dances that included a fox trot, Russian, ballet and tap, all done on a specially constructed small stage. Good hand.

Guy Robertson socked over *Rose Marie*, *Without a Song* and *Sweet Melody of Life*, the latter introducing Vivien Fay, premier ballerina, who emerged from a huge gold ball after the Evans Girls had done some preliminary ballet work and contributed some classy and beautiful dancing with fast turns. Big hand.

The Three Were Brothers held the next spot, opening with a nifty soft-shoe precision novelty routine and following with their eccentric derby-hat number, some clever pantomime, a song, and closing with an acrobatic number. Big hand.

Marion Claire sang *I'll See You Again* and *Alone*, and then with Guy Robertson they duetted *While You Love Me*, from *The Great Waltz*, drawing a very heavy hand for their reward.

The finale was laid in a garden setting and featured the Strauss ballet from *The Great Waltz*, with the Evans Girls and Vivien Fay, in the solo spot, doing beautiful work. Miss Claire returned in crinolines and sang *The Blue Danube* as Robertson conducted the orchestra for her, returning to the stage to share the heavy applause and numerous bows. F. LANGDON MORGAN.

Folly, Brooklyn

(Reviewed Wednesday Evening, April 15)

Vaudeville still rears its somewhat pallid head in this venerable Brooklyn theater, showing a rather weird admixture of standard acts, not so good acts, plus a line of girls, with the first two items named definitely catering to a whistling balcony type of audience. But whatever may be said about the acts and how they work and whatever disparagements may be made about the audience vaude is still at this house and business was good the night caught.

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Well it might be. A vaude show in a semi-revue form, plus two features, a boss opera and a flop Laurel and Hardy pix, *Bohemian Girl*, plus gift night on the stage. Last is a raffle, prizes donated by local Graham avenue merchants. At 30-cent top.

There are 12 girls, nicely costumed but lackadaisical, as expected, in their work. They do about three numbers. Emsee this night was Martin, of Stuart and Martin (Stuart and Lash, Stuart and Samuels), Charles Stuart having taken a new partner. The two work together very well, present plenty of entertainment and should do okeh. The act is quite similar to that of Stuart and Lash.

A skating team, announced once as Paul and Esther, then as Paul and Sarah, had about five minutes. Customary roller work, preceded by some tumbling and acrobatic work. Usual whirling around of the girl by the man, holding on by one skate, etc. Another girl, Lola Reynolds, probably from the line, had a brief acro dance number.

Smiling Jerry Baker, from WMCA, held over as the headliner, and probably this reviewer was the only one in the house who failed to see why his reception should have been so thunderous, as it was. Baker had to beg off by using the laryngitis excuse, and even then had to take two encores. Singing flush to the mike, with the electrician apparently out in the alley, the volume was almost ear-shattering and tinny to boot. Scant chance was given to gauge Baker's voice, altho his phrasing seemed to be pretty bad and his breathing not up to standard. This may have been because of the cold.

Gene Bayliss, mugging comic, followed the skaters in a short number, Martin as straight. Strictly nut stuff, mugging and the like, fairly funny. He wears a rummy outfit with a powdered pan. The two-man comedy team then closed. **JERRY FRANKEN.**

bill steele

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Week April 17th Now **ROXY THEATRE** NEW YORK

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Exclusive Direction—MAX RICHARD

R K O THEATRES

1270 Sixth Ave.

Radio City, New York

Equity Indie Ticket Sure

Four names already proposed and more coming—individuals nominated

NEW YORK, April 18.—That the regular council slate offered by Equity's administration-controlled nominating committee will be opposed by independent nominees became a certainty this week when Equity headquarters received four nomination petitions in behalf of four independent candidates. Headquarters refused to divulge the names of those nominated but indicated that more nominations would come in later, perhaps by Monday. It is safe to say that the four already received are among those which were rumored to be planned by the present Equity opposition.

The additional nominations, it will be noticed, are not being offered as an opposition slate, but simply as independent, individual candidates. An opposition slate was put into the field last year and lost out. This time the candidates will be run separately, with the result that tickets can be split in voting.

Those spoken of as probable independent candidates are Allyn Joslyn, John Brown, Anne Revere, Alexander Kirkland, Edith Van Cleve, Mary Morris, Sam Jaffee, Paul McGrath, Sheppard Strudwick, John B. Litel, Edward McNamara, Richard Gordon, Eric Dressler and Burgess Meredith, and it is safe to say that the four petitions already received nominate people on this list.

With many names on the independent lineup showing great strength, it is possible that a split ticket may be elected to places on the council.

Chi Loop Has Two Smash Hits

CHICAGO, April 18.—Freed from Lenten inhibitions, Chicago theater lovers are packing the Grand Opera House and the Harris Theater, where *At Home Abroad* and *Winterset*, respectively, opened this week for short stays. Both shows had brilliant openings and the critics have acclaimed them grand entertainment.

At Home Abroad, which opened Saturday night, has been acclaimed the best revue seen in Chicago this season. Vincente Minnelli has contributed largely to the show's success with his eye-filling spectacles. Beatrice Lillie stands out above all others in the cast in her very clever comic portraits. Ethel Waters' singing is excellent, but the songs for the most part trite. Mitzl Mayfair's tap dancing scores. Show is slated for four weeks and there is a large advance sale.

Winterset opened Monday night to near capacity. Tense and gripping from rise to fall of the curtain, it is given a magnificent performance by a capable cast. The work of Margo and Burgess Meredith stands out sharply. Show originally scheduled for two weeks, but has been extended to three.

Boy Meets Girl, only other Loop show, still going along but nearing the end of its stay.

Status Quo in War On Film Dough

NEW YORK, April 18.—The dramatists-managers' war over the division of money resulting from the sale of plays to films has developed no new aspects with the exception of one angle, lightly treated at first as a rumor along Broadway, concerning the justice and propriety of giving actors a share in the stream of Hollywood money. With the League of New York Theaters getting united support from the managers, and Sidney Howard, of the Dramatists' Guild, lending a deaf ear to all entreaty thus far, Equity has thrown its hat into the ring in a peaceful way, claiming that the actor, whose skill materially

aids in making a play successful and therefore helps its sale to Hollywood, should receive a share of the cut.

Declaring that the actor should not go unrewarded, an editorial in *Equity Magazine* states:

"The actor is the expert salesman to the public, whose work contributes in no small measure to the success of a play. If, as a result of that work, a motion picture deal is arranged for the play in which he has appeared, it seems only fair to Equity that the actor should be considered to have qualified for a certain part of the compensation.

"And so Equity stands ready to listen to any proposition that may be made to the actors on this matter from either the managers or the dramatists."

Much Broadway talk centered around the last paragraph, most of it to the effect that Equity seemed ready to throw its weight to the side offering it the biggest cut, but this interpretation was denied by Frank Gillmore, Equity president, who added that Equity did stand ready to hear both sides.

The New Plays on Broadway

MAJESTIC

Beginning Friday Evening, April 10, 1936.

THE MIKADO

(Repertory Revival)

An operetta written by W. S. Gilbert and composed by Arthur Sullivan. Staged by Frank Moulan. Settings designed by Franklyn Ambos and constructed by Edward Golding. Costumes designed and executed by Brooks Costume Company, from sketches by Billie Livingston. Musical conductor, J. Albert Hurley. Presented by S. M. Chartock.

The Mikado of Japan.....William Danforth
Nanki-Poo (his Son, disguised as a wandering minstrel, in love with Yum-Yum).....Roy Cropper
Ko-Ko (Lord High Executioner of Titipu).....Frank Moulan
Pooh-Bah (Lord High Everything Else).....Herbert Waterous
Pish-Tush (a Noble Lord).....George Hirose
Three Sisters, Wards of Ko-Ko:
Yum-Yum.....Vivian Hart

Pitti-Sing.....Frances Baviello
Peep-Bo.....Dean Dickens
Katisha (an elderly lady in love with Nanki-Poo).....Vera Ross

LADIES OF THE MIKADO'S SUITE: The Misses Jane Ann Edwards, Dorothy Forsythe, Geraldine Bork, Marion Ross.

THE MIKADO'S BODYGUARD: Joseph Olney, Norman Van Emburgh, David Milton and John Willard.

ENSEMBLE OF SCHOOL GIRLS, NOBLES, GUARDS, COOLIES: Evelyn Adler, Eirida Anabel, Mildred Burke, Kay Curl, Margaret Henzel, Emily Marsh, Celia Schiffrin, Gertrude Wandon, Georgia Dieter, Edith Maison, Jean Matus, Frances Wade, Bruce Barclay, August Loring, Joseph Olney, Paul Curtis, LeRoy McLean, David Milton, John Moore, John Cardini, Siegfried Langer and Joseph Scandur.

ACT I—Court yard of Ko-Ko's Official Residence. ACT II—Ko-Ko's Garden.

Altho howling blasts may roar thru the streets, altho rain may with icy fingers probe a wintry fog, we none the less know that spring is here. Last Friday night S. M. Chartock brought his troupe of Gilbert and Sullivan performers back to Broadway, installing them in both the Majestic Theater and *The Mikado* as the start of the usual spring series.

Inevitably, the Three Musketeers of American G&S are back in their accustomed parts. That means that William Danforth is playing the title role, Frank Moulan is doing Ko-Ko and Herbert Waterous is appearing as Pooh-Bah.

On second thought, tho, not quite all. It has been Mr. Moulan's custom, as Ko-Ko, to make verses of his own for *I've Got a Little List* and to offer so-called character interpretations as encores to *The Flowers That Bloom in the Spring*. This year, since Mr. Moulan is for the first time his own director, further innovations might have been expected; they did not, however, materialize. As a matter of fact, Mr. Moulan has even done away with the interpolations in the *List* number, tho he does continue to give his idea of various comedy versions of the other song. He is too all-fired fine a Ko-Ko to mar his performances with such cheap and tasteless trash—but since the *List* additions have disappeared we should probably be grateful for small favors.

As for Mr. Danforth's Mikado, it remains the most fiendish characterization known to the stage. It is with inimitable glee that he fits the punishment to the crime, and he makes his D'Oyly Cartian counterpart, highly praised by local critics, seem pale and ineffective in comparison. Mr. Waterous continues to be the most imposing and supercilious Pooh-Bah who ever mortified his family pride in a splendid basso.

Roy Cropper has returned to the troupe as Nanki-Poo, and does an acceptable enough job of it, tho he'll probably have to play a few more Savoy tenors before he gets entirely back into the swing. Vivian Hart, most charming and delightful of American G&S sopranos (and you can leave out "American" so far as this corner is concerned), is in fine fettle and splendid voice as Yum-Yum, proving definitely that she should, as indicated here at the time, have had the role last year. Frances Baviello, who has come up from the chorus, displays a beautiful voice and magnificent diction as Pitti-Sing, while Dean Dickens is a lovely Peep-Bo.

Vera Ross, whose voice is quite as beautiful as her left shoulder blade as Katisha, repeats her usual success in the part, while Pish-Tush is sung by George Hirose, a gentleman from Japan whose vocal powers and personality are both highly pleasant.

The male chorus offers fine work thruout, with the gal singers doing almost as well. A major objection, however (as usual with the troupe) concerns the orchestra, which sounds as thin and ineffective as ever.

Starting Monday (20), *The Pirates of Penzance*.
EUGENE BURR.

ADELPHI

Beginning Monday Evening, April 13, 1936

LADY LUCK

An "American comedy" by Hyman Adler and R. L. Hill. Staged by Hyman Adler. Settings by Stagecraft. Presented by Robert Sterling.

Uncle Tige.....Leslie King
Leander Fraley.....Seth Arnold
Winnie Fraley.....Maud Richmond
Petricoff Chernioff Karonsky.....Sam Sidman
Rudy Larkin.....Charlie Eaton
Lorna Fraley.....Eileen Myers
Alice Fraley.....Viola Frayne

From Out Front

By EUGENE BURR

Now that the Gilbert and Sullivan troupe has opened its annual spring and summer engagement on Broadway, this reporter wants to ask a question he has had in mind for quite a while: why is it that America has no permanent Gilbert and Sullivan repertory company?

Of course, it may be argued that this present troupe approximates a permanent company, since its members vary very little from year to year—but that is not the point. What is meant is a company that performs constantly, year in, year out, establishing a tradition of the Savoy classics thruout the country. In such a company the members would have no outside connections; they would, of course, be always available; and, most important of all, new singers could work their way up to leading roles, absorbing the tradition of Savoy performances. Thus a real permanent company could be established.

For, tho we have the present company, there is no guarantee that we will have it for long. Messrs. Danforth, Moulan and Waterous, the bulwarks of G. and S. singing in America, have devoted long years of service to the cause; they have given lavishly of their talent. But Messrs. Danforth, Moulan and Waterous, because of these very facts, cannot be expected to shoulder the burden indefinitely. They are all approaching a stage when retirement becomes their due, if they so wish it, despite the loss that such retirement would be to us. And if they decide that they have had enough, where are we to turn for replacements?

There are a certain number of possible substitutes at hand—John Cherry, Bertram Peacock, Joseph Macauley, Frederick Persson, William C. Gordon and various others—but they lack training in the tradition, and we have no guarantee that they would be available when we need them. A permanent company, of course, would solve both difficulties.

No one can tell this corner that there aren't 52 weeks a year for Gilbert and Sullivan in a land so large as this. Four to eight weeks in New York are now being played. Surely cities such as Chicago, Boston and Philadelphia would go to hear the full repertoire for two weeks, at least, each year. Surely cities such as St. Louis, Kansas City, Washington, Pittsburgh, Detroit, Cincinnati and numerous others would support the troupe for a week at least. Surely there are numberless cities thruout the land that would offer profitable playing places for split-week stands. Surely there are weeks of one and two-nighters to be found, ready for return engagements of the troupe each year. Surely there are 52 weeks for Gilbert and Sullivan in America.

It is quite conceivable that an American Gilbert and Sullivan company, touring the land year in and year out, would find its visits as welcome and as much a part of the yearly community life as the visits of the circus.

It may be objected, however, that the talent to be found here would hardly warrant the establishment of such a company, particularly when contrasted with the D'Oyly Carte organization, England's permanent Gilbert and Sullivan troupe, which paid a visit to these shores last season. Certainly it is the fashion for the critics to sneer superciliously at the work of the American group, sniffing at the inexpensive decors and harping on the shortcomings of an indubitably inadequate orchestra. But both defects would automatically disappear with the foundation of a successful permanent company.

And it is the fashion, too, to sneer somewhat at the available American talent. That, of course, is only natural. Home talent never seems as good as that from abroad in the minds of self-conscious arbiters of so-called sophisticated taste.

This reporter is no flagwaver, as past records should indicate. He saw the performances of the D'Oyly Carte troupe when it appeared here, and he gave the players the tremendous praise that was their due. Yet he is firmly convinced that the talent available here generally equals and in many cases surpasses that offered by the English troupe. That statement, undoubtedly, is heresy, but it stems from a firm conviction. Discounting the superiority of the English production and orchestra, and taking in the obvious advantages of a permanent company, the American singers can hold their own.

Mr. Moulan, except for his annoying extravagances in *The Mikado*, is surely a more effective buffoon than Martyn Green of the English company—the Green's rendition of the patter songs has the edge. Mr. Danforth's Mikado is the ace of all G. and S. interpretations; tho his Dick Deadeye tends to over-mug, he is in general more effective than the well-known Sydney Granville of the D'Oyly Cartians. Mr. Danforth's Grand Inquisitor, for example, may be lower comedy than Granville's, but it is far more intriguingly fiendish. As for Mr. Waterous' basso profundo, it, like Katisha's tooth, almost stands alone.

And others can bear comparison, too. Miss Vivian Hart is as fine, and certainly as charming, a G. and S. soprano as is to be found anywhere. Miss Ruth Altman, not with the company now, is acceptable in certain parts. Miss Dean Dickens is as charming and as vocally gifted as any of her English counterparts. And Miss Vera Ross is, despite the praise lavished on Miss Dorothy Gill, still by long odds the most effective G. and S. contralto, in this reporter's opinion. It is true that the tenor department is, in general, weak, but Roy Cropper is coming along nicely in the current series of revivals.

And the replacements mentioned above, almost all of whom would be parts of a permanent company, are far from being inferior talent. As a matter of fact, some of them are topnotch.

The talent is here, despite commentators who think it fashionable to rap native players as compared to the great artists from overseas. The talent is here. Surely, America can guarantee 52 weeks a year to a first-line Gilbert and Sullivan company of its own.

That's really a challenge.

BROADWAY RUNS

Performances to April 18, inclusive.

Dramatic	Opened	Perf.
Bitter Stream (Civic Rep.)	Mar. 30	24
Boy Meets Girl (Cort)	Nov. 27	170
Bury the Dead (Fulton)	Apr. 18	1
Call It a Day (Morosco)	Jan. 28	99
Children's Hour, The (Elliott)	Nov. 20	601
Co-Respondent Unknown (Ritz)	Feb. 11	79
Dead End (Belasco)	Oct. 28	202
End of Summer (Guild)	Feb. 17	72
Ethan Frome (National)	Jan. 21	103
First Lady (Music Box)	Nov. 26	171
Fresh Fields (Empire)	Feb. 10	80
Idiot's Delight (Shubert)	Mar. 24	31
Lady Luck (Adelphi)	Apr. 13	8
Lady Precious Stream (49th Street)	Jan. 27	96
Libell (Miller)	Dec. 20	139
Love On the Dole (Longacre)	Feb. 24	64
Moon Over Mulberry Street (Second Engage.) (44th St.)	Jan. 13	112
Mulatto (Vanderbilt)	Oct. 24	205
One Good Year (Fulton)	Nov. 27	167
Postman Always Rings Twice, The (Lyceum)	Feb. 25	62
Pride and Prejudice (Plymouth)	Nov. 5	194
Russet Mantle (Masque)	Jan. 18	108
Saint Joan (Beck)	Mar. 9	48
Summer Wives (Mansfield)	Apr. 13	8
Three Men on a Horse (Playhouse)	Jan. 30	521
Tobacco Road (Forrest)	Dec. 4	1024
Victoria Regina (Broadhurst)	Dec. 26	133
Musical Comedy		
Follies (Winter Garden)	Jan. 30	89
Gilbert and Sullivan Rep.—The Mikado (Majestic)	Apr. 10	11
Jumbo (Hippodrome)	Nov. 18	221
May Wine (St. James)	Dec. 5	156
On Your Toes (Imperial)	Apr. 11	9

Benny Ben Marks
 Sammy Harold Kahn
 Murray Lowen Joe Smith
 Jennie Green Annette Hoffman
 Joe Wilder Clarence Rock
 Fred Bernard Milton Douglas
 Dan McGillicuddy Morgan Conway
 Minna Salmon Mary Douglas
 Mrs. Roslyn Berg Gertrude Mudge
 Betty Pratt Jane Walsh
 Mrs. Mortimer Rich Fay Martyn
 Mr. Mortimer Rich Herbert Warren
 Jacob Adelman Daniel Makarenko
 Max Jack Huntley
 Page Boy Seymour Linder
 Laura Gloria Cook
 Jack Archibald Jhoreck Rai
 Syd Sayre and His Orchestra
GUESTS, FIREMEN, BELL BOYS, Etc.—Jack Hassler, Robert Turner, William B. Newgard, John Wheeler, Max Beck, Jack Zero, Debby Dare, Bassine Alfaux, Marjorie Joyce, Bertha Mack, Jeanne Temple, Alma Ross, Roslyn Kay, Freya Schorr, Herbert Ritter Lynne, Saul Daniel.
 ACT I: Mike Chisley's Booking Agency, Times Square, New York City. June. ACT II: Porch of the Lowen-Green Country Club. Afternoon in Early September. ACT III—Scene 1: Lover's Lane, Lowen-Green Country Club. Scene 2: Social Hall, Lowen-Green Country Club. Labor Day Eve.

Only a reviewer's principle of exactness prevents this long-suffering one from dubbing *Summer Wives* the world's worst play. Not having scrutinized every patch that goes to make up the crazy quilt of the current scene, so far as *The Billboard's* columns are concerned, the abortion of dramaturgy spewed forth by Mark Linder and Dolph Singer falls short of this distinction.

This dreary hodgepodge of small-time vaudeville dialog, undistinguished song and deplorably inept staging was fashioned to fit the antics of Joe Smith and Charles Dale, whom vaudeville audiences knew for many seasons as the resourceful comedians of the Avon Comedy Four classic. Few comedians of this type are funnier than their lines. Smith and Dale owed as much to their material during their halcyon days as to their flair for Hebe dialectic. In this opus the material actually hinders them. So far as they are concerned *Summer Wives* is a thinning out of their choicest material, which emerges from the process as unappetizing as a portion of Oscar soup diluted to feed a regiment.

This is the story in the Montague Glass tradition (pardon the sacrilege) of a booking agent who supplies a Catskill mountain resort with its entertainment staff; of the resort owner; of a loan shark's machinations among the resort owner and his staff; of sacred and profane love in the fastnesses of what two-a-day comedians used to call the Jewish Alps; of menu trouble in a hotel that exists only in the gag-infested minds of the authors and of the haranguing of as unrealistic a pair of dialecticians as their obvious models, Abe and Mawruss, were real.

Charity dictates that little be said about Sam Morrison's music and Singer's incidental lyrics. The staging of Ira Hards is to be blamed to a large extent for the sputtering and spluttering of the action. Mabel Buell's settings are quite all right.

Helen Charleston, second in importance

to Smith and Dale, is not well cast. Miss Charleston is a young lady of definite talent, but she is as unconvincing here as Mussolini would be as Hamlet. Daniel Makarenko gives a comparatively good account of himself in a character part.

ROBERT BIKE.

IMPERIAL

Beginning Saturday Evening, April 11, 1936.

ON YOUR TOES

A musical with book by Richard Rodgers, Lorenz Hart and George Abbott. Music by Richard Rodgers. Lyrics by Lorenz Hart. Staged by Worthington Miner. Settings designed by Jo Mielziner, built by Turner Scenic Construction Company and painted by Triangle Scenic Studio. Costumes designed by Irene Sharaff and executed by Helene Pons Studio, Brooks Costume Company and Eaves Costume Company. Dances directed by George Balanchine. Orchestrations by Hans Spialek. Orchestra under the direction of Gene Salzer. Entire production under the supervision of Dwight Deere Wiman. Presented by Dwight Deere Wiman.

Phil Dolan II Dave Jones
 Lil Dolan Ethel Hampton
 Phil Dolan III Tyrone Kearney
 Call Boy Beau Tilden
 Lola Betty Jane Smith
 Phil Dolan III Ray Bolger
 Frankie Frayne Doris Carson
 Sidney Cohn David Morris
 Vera Barnova Tamara Geva
 Anushka Mae Noble
 Peggy Porterfield Luella Gear
 Sergei Alexandrovitch Monty Woolley
 Konstantine Morrosine Demetrios Vilan
 Snoopy William Wadsworth
 Mishka Valery Streshnev
 Vassilli Robert Sidney
 Dimitri Basil Galahoff
 Leon Harold Haskin
 Call Boy Bob Long

In the "Princesse Zenobia" Ballet:
 Princesse Zenobia Tamara Geva
 Beggars Demetrios Vilan
 Old Prince William Baker
 Young Prince George Church
 A Singer Earl MacVeigh
 A Waiter William Baker
 Stage Manager Harry Peterson
 A Policeman George Young
 First Thug Nick Dennis
 Second Thug Louis Walsh
 In "Slaughter on Tenth Avenue":
 Hooper Ray Bolger
 Strip-Tease Girl Tamara Geva
 Big Boss George Church
 ACT I—Scene 1: A Vaudeville Stage, 16 Years Ago. Scene 2: The Vaudeville Dressing Room. Scene 3: A Classroom at Knickerbocker University—WPA Extension. Scene 4:

Vera's Apartment, the Next Morning. Scene 5: Central Park, Night. Scene 6: A Green Room, Cosmopolitan Opera House, the Next Evening. Scene 7: A Dressing Room, Cosmopolitan Opera House. Scene 8: "La Princesse Zenobia" Ballet—Cosmopolitan Opera House. ACT II—Scene 1: A Planetarium Roof Garden. Scene 2: The Stage of the Cosmopolitan Opera House. Scene 3: The Green Room, a Week Later. Scene 4: "Slaughter on Tenth Avenue" Ballet. Scene 5: The Stage of the Cosmopolitan Opera House.

There are so many things to commend in *On Your Toes*, the musical that Dwight Deere Wiman brought to the Imperial Theater last Saturday night, that one hesitates, wondering in what order they should be mentioned. First place could go to the music and lyrics, which represent Richard Rodgers and Lorenz Hart at the top of their form, a form they lost, completely but briefly, when they did the songs for *Jumbo*; or the lead-off position could (and probably should) go to the amazing dancing of Ray Bolger in the leading role, dancing that ranges from a tense and tremendous interpretative tap to the comedy falls which first made him famous; or all else could bow before the startling, beautiful and overwhelmingly effective choreography which George Balanchine has studied thruout the show; or premiere spot could be given to the lyrics individually or the music individually or the direction of Worthington Minor or the splendid work, individual by individual, of the entire cast. But for the purposes of this review first place will go to Mr. Wiman's production, which offers a lavish, colorful, exciting and constantly entertaining evening in the theater.

From all of which it may be gathered that *On Your Toes* is quite a show. It is. It presents as grand a musical entertainment as has been offered this season—or for several seasons, maybe.

If *On Your Toes* has any weakness at all it is in the book—but that's silly, because the book is certainly strong enough to withstand the demands of a musical comedy. However, it starts out as a satire on concert dancing and it never emerges as quite the satire that it might have been. A swift and ribald debunking of the plastic-movement-and-recital boys is eminently in order, and *On Your Toes* just misses being

(See NEW PLAYS on page 27)

JOE DORRIS

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 BROADWAY THEATRE, NEW YORK

A FEW PRESS COMMENTS

NEW YORK DAILY NEWS

"BROADWAY" (April 14)

By Ed. Sullivan

"The audience liked best Joe Dorris, who did a grand imitation of Ray Bolger. Dorris is from New York's famous Tenth Avenue—in the old days it was called 'Double Fifth.'"

WILLELLA WALDORF

New York Post (April 13)

"The Big hit seemed to be Joe Dorris in a Ray Bolger routine that brought down the house. He was so thrilled at his reception that he tumbled down the stairs into the orchestra, but bounced right up again, smiling."

NEW YORK HERALD TRIBUNE

(April 13)

"Joe Dorris, a young fellow who does an impression of Ray Bolger that is good enough to pass for the master himself. He stopped proceedings last night."

W. G. K., New York Sun (April 13)

"The act that stopped the show, however, was the offering of a limber-limbed eccentric dancer named Joe Dorris, who comes very close to out Bolgering Ray Bolger."

JOHN CHAPMAN

New York Daily News (April 13)

"One Joe Dorris got last night's big band with his Bolger act."

EUGENE BURR

The Billboard (April 18)

"The first half is ended by a production called 'Following Famous Footsteps,' in which various of the performers imitate those who have already hit high. Joe Dorris does Ray Bolger. The individual hit is Dorris, who does the most amazing dance imitation that this reporter has ever seen. He is, as a matter of fact, the individual hit of the entire show, the customers blowing off the roof for him, and with reason."

Thanks to

GUS EDWARDS • BILL POWERS and "PRIMROSE"

Mark Fraley James Norris
 Ted McCoy Hurst Amyx
 Robin Boyd Hall Shelton
 "Whip" Lash Jack Harwood
 Matt Corrigan Robert Haag
 The Entire Action Takes Place in the Living Room of the Fraley Home in Los Angeles. ACT I: Evening in June. ACT II: Several Nights Later. ACT III: Four Nights Later.

The chief news from the Adelphi this morning concerns the start of what is known as Play Profit Sharing, which seems to be an attempt to bring a modified "bank night" technique into the legitimate theater. "Bank nights" in film houses have turned out to be tremendously popular. Play Profit Sharing will, one fears, meet with a different fate, chiefly because it chose as its first production *Lady Luck*, an "American comedy" by Hyman Adler and R. L. Hill, which is as puerile a little mistake as any of the puny stage flowers which habitually go boom in the spring.

Play Profit Sharing sells to its subscribers a \$1 coupon which not only entitles them to a \$2.20 seat at *Lady Luck*, but also to a part in the distribution of \$10,000 worth of the play's profits, the dividends to be awarded as a result of a contest for the best criticism of the play. It is as unsatisfactory way of spending a dollar as ever a customer could devise; not only do coupon-holders have to sit thru *Lady Luck*, but they also have to assault the tender sensibilities of Robert Sterling, president of Play Profit Sharing, with criticisms of the play. It is a thankless procedure—entirely aside from the fact that the \$10,000 worth of profits is a somewhat problematical sum.

Turning for the moment to the Messrs. Adler and Hill's play (and a moment is quite enough) it deals with the Fraley family out in Los Angeles, inveterate gamblers all of them, who wait for their luck to turn. Meanwhile they sponge on little Alice, who earns \$40 a week in a secretarial job. Those are pretty good earnings for a secretary these days, and one suspects that Play Profit Sharing can eye them with envy.

At long last Alice revolts, throwing up her job to take a course in scenario writing which is sold by a gentleman who eventually turns out to be a G man (the inference evidently being that he's out to get the writers of the various G man scenarios). He does, however, get the city slicker who planned to run off with Alice's little sister, and he also gets Alice, which is a punishment that fits the crime so perfectly that the Mikado is probably sorry he didn't think of it himself.

There is, however, no punishment to fit the crime perpetrated by Messrs. Adler and Hill. They have not only written a bad play, but one that is appallingly inept and monumentally dull.

As for the cast, it is literally snowed under by the lines.

The coupons issued by Play Profit Sharing were even sent to the critics (who attended Wednesday and Thursday, since subscribers took up the first two nights). At the bottom of the handsome slips there is a note: "Give your best opinion of *Lady Luck* in one word." I'm afraid you all know the word.

EUGENE BURR.

MANSFIELD

Beginning Monday Evening, April 13, 1936

SUMMER WIVES

A "comedy with music" by Mark Linder and Dolph Singer. Music by Sam Morrison. Lyrics by Dolph Singer. Staged by Ira Hards. Scenery designed by Mabel A. Buell and constructed and painted by Buell Scenic Company. Presented by Jack Linder and D. S. Wolfson.

Gertie Linda Lee Hill
 Mike Chisley Charles Dale
 Mel Tane Eddie Yubell
 Molly La Rue Helen Charleston
 Helen La Mott Miriam Battista
 Barney Phil Arnold

A New Laugh Riot. Tryout Production.

"VENUS" ADONIS

By ANSON VAN ALSTYNE.

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Exhibitors' Organizations

At the beginning of the conference on April 16 between MPTOA representatives and distributors' heads at the Cinema Club, New York, called for the purpose of ironing out difficulties in connection with trade practices, it was found that most of the sales managers were in favor of a 10 per cent cancellation privilege for doing away with restrictions and the setting up of local boards to arbitrate disputes.

Unofficial opinions seemed to infer that the meetings would be productive of a better accord between the distributor and exhibitor factions. Ed Kuykendall, heading the MPTOA committee, was optimistic in view of the frankness and apparent willingness of the members of the conference to discuss problems openly. Points favored by the MPTOA committee, besides the minimum rejection privilege of 10 pictures and establishing of arbitration boards, have to do with clearance, over-buying, cut-rate competition, a standard exhibition contract, the score-card dispute and the problem of throwing shorts at the exhibitor together with the feature.

At the annual meeting of Intermountain Theater Association in Salt Lake City April 15 Stanley Robbins, of Ogden, Utah, was named president, succeeding E. C. Huish. John H. Gillette was elected vice-president; John Rugar, treasurer, and Beverly S. Clendenin, secretary. Huish remains as director, together with Stanley Rich, Joseph Lawrence, I. H. Harris and A. F. Johnson.

Fox Midwest, which has been the target of a suit filed against it and major distributors by independents who are trying to secure an injunction against zoning, is trying to have the case dismissed on the ground that there is no real cause for action. The answer of the defendants will attempt to prove nonexistence of conspiracy, on which point the suit rests.

Denver Theater Managers, Inc., a well-known exhibitor group in the vicinity of Denver, will probably change its name soon to Rocky Mountain Theater Owners' Association. A. P. Archer, president, says the change will be voted upon at the next meeting.

The semi-annual meeting of the Arkansas Independent Theater Owners' Association will be held Sunday and Monday, April 19-20, at Hotel Marion, Little Rock, with approximately 125 members from over the State expected to attend, President Ray Morrow, Malvern, announced this week. J. F. Norman, of England, Ark., is secretary.

Nathan Yamins, Allied president, has accepted the invitation of the newly organized Independent Motion Picture Theater Owners of Connecticut to address a special luncheon-meeting on Tuesday, April 21, at the Hotel Garde, New Haven. Yamins has stated that he will discuss matters of immediate importance to independent exhibitors and all indies in the State are invited to attend the meeting.

The organization is proceeding with incorporation steps and has adopted a constitution and by-laws as drawn by a committee headed by Samuel Bailey and Joseph Shulman.

"THINGS TO COME"

(UNITED ARTISTS)

TIME—95 minutes. RELEASE DATE—April 24.
PRODUCER—Alexander Korda.

PLOT—The world is plagued by continuous war, gas and disease, leading into barbarism. Finally at about 1970 the few remaining men of science set out to re-establish order and sanity. They conquer the barbarians and build vast cities that utilize the amazing progress of science. Finally the superman leader aspires to send his daughter and her lover on a rocket to the moon at the moment that a reactionary leader is leading the populace which is demanding a stop to progress.

CAST—Raymond Massey gives a magnificent performance as the superman who leads the world out of darkness. He is ably assisted by Ralph Richardson, Sir Cedric Hardwicke, Pearl Argyle, Patricia Hilliard and Margareta Scott. A supporting cast of 20,000 is advertised.

DIRECTOR—William Cameron Menzies, who has done an intelligent job out of an incredible story.

AUTHOR—H. G. Wells, of course.

COMMENT—An astounding production. This typical Wells fantasy of a world to come has been put on the screen with remarkable faithfulness. Scenes of destruction, cities of glass, enormous airplanes and huge rocket gun are breathtaking. Only danger is that audiences may find picture too incredible and laugh instead.

APPEAL—Everybody.

EXPLOITATION—A pushover. Play up Wells and angle of the next century being on the screen.

"MR. DEEDS GOES TO TOWN"

TIME—114 minutes. (COLUMBIA) RELEASE DATE—April 12.

PLOT—A small-town lad has \$20,000,000 dropped into his lap by the death of an uncle. He's brought to New York, where he's the prey of newspaper girls and boys, money-sucking leeches and the like. Despite his apparent simplicity, he's got a shrewd head on his shoulders and manages to handle his affairs capably. Only one newspaper lassie fools him, and in stories colors him as a simpleton. He learns of his being a dupe for her, after he idolized her and fell heavily in love, and then he's discouraged. It is then that he decides to give his inheritance to the needy, which action is pounced upon by a relative and crooked lawyers who try to have him adjudged insane. The girl, now madly in love with him, helps to make him contest the insane charge, and it's the happy windup: he's adjudged sane, continues with his philanthropy, and reunites with the girl.

CAST—Gary Cooper and Jean Arthur, starred; George Bancroft, Lionel Stander, Douglass Dumbrille, Raymond Walburn, H. B. Warner, Ruth Donnelly, John Wray, Jameson Thomas, Mayo Methot and others. Swell casting, with Cooper and Arthur brilliant, and Stander and Dumbrille other standouts.

DIRECTOR—Frank (Academy Award) Capra, who brings to this film the deft touch of *It Happened One Night*. For the most part directed brilliantly, the 114-minute running time certainly not seeming that long.

AUTHORS—Story by Clarence Buddington Kelland; screen play by Robert Riskin. Of popular appeal with much hokum thrown into it.

COMMENT—Not an Academy award aspirant, but it's a swell programer nevertheless. Entertaining from interest, laugh and heart-throb standpoints.

APPEAL—General, with the romantic teensters in line for it.

EXPLOITATION—Ask your patrons what they'd do with \$20,000,000. Plug the Cooper-Arthur combo, also Capra's distinction. Opportunity for tuba contest and other diversion subjects.

Film Consensus

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

Name	Favorable	Unfavorable	No Opinion	Comment
The Great Ziegfeld..... (MGM)	20	0	0	"Hits a new high."—Showmen's Trade Review. "The last word."—Journal.
The Singing Kid..... (1st National)	14	2	3	"A good show."—Hollywood Reporter. "Good mass entertainment."—Harrison's Reports.
Little Lord Fauntleroy..... (UA)	19	1	1	"Really a masterpiece."—Film Curb. "Triumph."—Box Office.
A Message to Garcia..... (20th-Fox)	9	5	6	"Story weak."—Showmen's Trade Review. "Good entertainment."—Harrison's Reports.
Small-Town Girl..... (MGM)	10	0	6	"Enjoyable."—Film Daily. "Destined to clean up."—Post.
The Unguarded Hour..... (MGM)	12	3	4	"Unquestioned b.-o. appeal."—Showmen's Trade Review. "Interesting entertainment."—Journal.
Give Us This Night..... (Paramount)	3	11	6	"A weak one."—Box Office. "Needs selling."—N. Y. Exhibitor.
Gentle Julia..... (20th-Fox)	15	1	4	"Will delight all."—Daily Variety. "Sure-fire b. o."—Box Office.
O'Malley of the Mounted.... (20th-Fox)	8	2	5	"No better than many times before."—Film Curb. "A fair Western."—Harrison's Reports.
The Mysterious Avenger..... (Columbia)	1	1	4	"Satisfactory."—Film Curb. "Without distinction."—The Billboard.

News of the Week

FitzPatrick Pictures, Ltd., a company set up by James A. FitzPatrick, is scheduled to make 12 pictures in England within the next half year. *All the World's a Stage*, *Gangway* and *Old Lang Syne* are already under way at Sound City. FitzPatrick Pictures, Inc., controls releasing rights in the United States, MGM in England and United Artists in Continental countries.

In an effort to better the quality of its trailers, Radio Pictures is experimenting with an enlarged production staff. The work has been progressing for over one month now and it is expected that the beginning of the season will see an improvement in product. National Screen Service has had its contract renewed for distribution of Radio trailers.

In its recent tabulation of 13 films the National Legion of Decency okehed 12, five of which were classed as good fare for general trade and seven for adults. In the first category are *Comin' Round the Mountain*, *Desert Phantom*, *Lawless Border*, *Alles Weg'n Dem Hund* and the recent Italian importation, *Re Burlone*. The seven listed for adults are *Moonlight Murder*, *The Great Ziegfeld*, *Karneval und Liebe*, *La Figlia Ritrovata*, *Small Town Girl*, *Schoen Istes Verliebt Zu Sein* and *Brilliant Marriage*. *Lightning Jim Carson* did not get the nod.

It is expected that Edward L. Alperson will be named president of Pathe very soon, possibly right after this column goes to press. The board of directors has already begun work on its reorganization plans for a new production and distribution setup.

According to Will Whitmore, of the Society of Motion Picture Engineers' Electrical Research Products, Inc., New York, the Douglas Shearer developments in sound recording and reproduction will be demonstrated at the Edgewater Beach Hotel, Chicago, April 27-30. The new developments of Shearer, who is director of sound recordings at MGM's Culver City studios, have caused considerable interest.

When the Alabama Legislature recently adjourned its special session two tax bills detrimental to theaters were shelved. One measure proposed a 10 per cent levy on receipts and the other a 10 per cent admission tax.

Harry Brandt's Colony Theater, Queens, L. I., accused of denying admittance to Negroes on August 24, 1935, and sued on that basis for \$4,500, was found not guilty of racial discrimination by a Manhattan Municipal Court jury recently. The defendant was represented at the trial by Melvin D. Albert, of the Weisman law firm.

The New Jersey Senate at Trenton April 15 defeated the proposed amusement tax measure providing for a proportional sliding levy on theater admissions.

According to a financial report filed with the United States District Court, New York, by Milton C. Weisman, Fox Theaters Corporation shows a loss of \$46,748 for the second six months of the 1935 season.

Construction is to be started soon on a new Warner Bros. theater at the northeast corner of 79th street and Rhodes avenue, Chicago. The house is to seat 1,600 and will cost \$250,000, it was announced by James E. Coston, Warner Bros. zone manager. It will be completed about October 1.

The Chicago Film Laboratory, Inc., producer of commercial and educational motion pictures, has leased the entire Opera Club Building, Chicago, for a term of years. The building will be remodeled for use as a motion picture studio.

Eddie Grossman, former manager of the Warner Bros. exchange in Chicago, is building a new 800-seat theater in Joliet, Ill., in association with Carl Fulton, president of the E. E. Fulton Equipment Company.

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"DESIRE"

(PARAMOUNT)

TIME—96 minutes.

RELEASE DATE—February 28.

PRODUCER—Ernst Lubitsch.

PLOT—Madeleine, member of a jewel-robbing gang, plants a set of stolen pearls in the pocket of Tom Bradley, American engineer vacationing thru Spain. Because he has the jewels, she gets him to her gang's headquarters, where Margoli, head of the thieves, takes them away as part of a magic routine. Margoli instructs Madeleine to get rid of Bradley, but she can't since the pair are in love. She finally tells him about herself, he arranges her escape from the gang, the return of the jewels and their marriage. Plot has additional side lines, with the actual jewel theft magnificent.

CAST—Marlene Dietrich, Gary Cooper, John Halliday, William Frawley, Ernest Cossart, Akim Tamaroff, Alan Mowbray, Effie Tilbury, Enrique Acosta, Alice Fellz, Stanley Andrews. Dietrich does her best job in years, but Cooper steals the picture. Halliday, of course, is grand. Mowbray and Cossart, as the robbery victims, are also swell. Frawley and Tilbury stand out in bits.

DIRECTOR—Frank Borzage. Borzage did a masterful job, but it's easy to see a constant flow of Lubitsch touches that make the picture the sock it is.

AUTHORS—Edwin Justus Mayer, Samuel Hoffenstein, Waldemar Young. An intelligent, deft and brisk piece of writing, aided immeasurably, tho, by the direction and production.

COMMENT—A cinch for box office, combining names and solid entertainment. Only thing the picture needs is to have about 10 minutes cut out. Otherwise it's a Hollywood rarity, maintaining a bright, crisp pace.

APPEAL—Adults.

EXPLOITATION—The reviews it will get, the stars and Lubitsch.

"PEG OF OLD DRURY"

(PARAMOUNT)

TIME—75 minutes.

RELEASE DATE not given.

PLOT—The life of Peg Woffington, famous actress at the old Drury Lane at the time of David Garrick. Somewhat telescoped due to demands of the screen, but reasonably faithful. Script follows her from Dublin to London, where she goes to find her unfaithful lover. Adrift, she goes into the theater, criticizing the great Garrick and later becoming his protegee. She becomes the idol of the London public, playing with Garrick. One night, as she is giving the epilog of *As You Like It*, she collapses. Film indicates that she died then and there, tho she actually lived for a few years after.

CAST—Anna Neagle, Sir Cedric Hardwicke, Maire O'Neill, Arthur Sinclair, Hay Petrie, Jock Hawkins and others. Neagle, as Woffington, gives an admirable performance, as does Hardwicke as Garrick, tho both could be better in the excerpts from famous plays. Real honors, however, go to O'Neill and Sinclair, of the Abbey Theater, in the Dublin sequences.

DIRECTOR—Herbert Wilcox. A fine, reverent and highly imaginative job.

AUTHOR—Scenario by Miles Malleon. Good work, particularly considering the limitations.

COMMENT—An English production, released thru Para, that is an outstanding job in any language. Charming and interesting thruout, it's an ace effort.

APPEAL—Class spots particularly, but general, too.

EXPLOITATION—Loads of stuff on Woffington, the theater of her period, Garrick, etc.

"THE WITNESS CHAIR"

(RADIO)

TIME—64 minutes.

RELEASE DATE not given.

PLOT—Stanley Whittaker, business man, is found dead in his office. Indications of suicide, including a note confessing embezzlement of \$75,000 of the firm's money and absolving his partner, Trent, of any guilt in either the theft or the death, do not head off a court inquiry. Trent is tried for murder and is apparently innocent. The prosecution, however, suddenly unearths the fact that Trent's daughter has been carrying on a love affair with Whittaker, and on the night before the latter was found dead she had been planning to run off with him. As Trent was known to be an excessively fond father, this turn of affairs casts a new light on the question of his innocence. At this point Paula Young, Trent's secretary, confesses the murder. In love with Trent and aware of Whittaker's intention of running off with the girl and pinning the embezzlement on Trent, she forced the latter at the point of a gun to sign a confession. A struggle followed and Whittaker was accidentally killed. Indications at finish of picture are that Paula will be acquitted and marry Trent.

CAST—Ann Harding, who still suffers; Walter Abel, good as Trent; Douglas Dumbrille and Frances Sage.

DIRECTOR—Follows the usual pattern well.

AUTHORS—Screen play by Rian James and Gertrude Purcell from the story by Rita Weiman.

COMMENT—Murder mystery and court routine stuff.

APPEAL—General.

EXPLOITATION—No new angles.

"MURDER ON A BRIDLE PATH"

(RADIO)

TIME—66 minutes.

RELEASE DATE—April 17.

PRODUCER—William Siström.

PLOT—A woman is murdered while out riding, and Inspector Piper gets the case, aided by the amateur but excellent Hildegard. Many suspects are rounded up according to the usual formula, which also includes the stock spooky house with strange servants. In the end the sleuths track down the right party, not very startlingly, tho there's a moment of excitement at the end when Hildegard is threatened by a looney.

CAST—James Gleason, Helen Broderick, Owen Davis Jr., John Arledge, Leslie Fenton, Sheila Terry and others. Gleason good as ever in the Piper part. Broderick, playing Hildegard, which in previous items was played by Edna May Oliver, does typically grand work. Others okeh.

DIRECTORS—Edward Killy and William Hamilton. Do what they can to maintain suspense.

AUTHOR—Novel by Stuart Palmer.

COMMENT—Despite the work of Gleason and Broderick it's definitely a minor item in the Piper series. Way below par.

APPEAL—Mystery addicts.

EXPLOITATION—Cash in on the Piper stories. Some interest may be aroused in a new Hildegard.

"GIRL FROM MANDALAY"

(REPUBLIC)

TIME—68 minutes.

RELEASE DATE—April 15.

PLOT—A moth-eaten yarn of white men living in the tropics, made interesting enough by an adequate assortment of man-eating tigers and sahibs. John Foster, manager of a teak plantation in Burma, runs off to Mandalay for a good time, when he hears that his fiancée, a girl to whom he had been engaged for years, married another man back in London. In Mandalay Foster annexes a dance-hall hostess, marries her, and both return to the interior. Life for the newlyweds is made uncomfortable when Kennedy Grainger, Foster's neighbor, recognizes the girl as one of his old loves. Gossip, fever, jealousy and all the other paraphernalia of tropical yarns threaten to wreck the marriage, but true love emerges triumphant.

CAST—Kay Linaker, Conrad Nagel, Donald Cook, Esther Ralston, Harry Stubbs and Jack Santos.

DIRECTOR—Howard Bretherton. Has gone the hilt and given the hocus-pocus a lot of thrills.

AUTHORS—Screen play by Wellyn Totman and Endre Bohem from the novel, *Tiger Valley*, by Reginald Campbell.

COMMENT—A couple of business-like tigers lift this one to upper double billing.

APPEAL—Non-class, but wide general draw.

EXPLOITATION—Some swell shots to work with.

"SILLY BILLIES"

(RADIO)

TIME—65 minutes.

RELEASE DATE—March 20.

PLOT—Doc Pennington, a dentist, and his sidekick go out West where they're sold space in a ghost town. Later they join a covered wagon train, overhear a plot to sell the settlers to the redskins, join a tribe under false colors, warn the wagon train and win the day.

CAST—Bert Wheeler, Robert Woolsey, Dorothy Lee and others. The comedy team is as ever; if you like them you probably like them. Lee is cute and pretty, but her delivery of lines isn't up to the standards set by the little kids whom she, as a school mistress, is supposed to teach.

DIRECTOR—Fred Guiol. Obvious stuff all the way.

AUTHORS—Script by Thomas Lennon and Fred Guiol. Elementary slapstick farce that is neither interesting nor funny.

COMMENT—Rather a tragedy than a comedy.

APPEAL—People who insist on laughing at anything.

EXPLOITATION—Wheeler and Woolsey in the wild and woolly West.

"KING OF THE PECOS"

(REPUBLIC)

TIME—55 minutes.

RELEASE DATE—March 9.

PLOT—John Clayburn studies law and practices with a six-shooter so that he can some day avenge himself against Salamander Stiles, who, while gaining control of vast cattle lands thru intimidation, had killed John's father. As soon as he passes his bar examination Clayburn moves into Stiles' territory and champions the cause of the independent ranchers, proving in court that Stiles' control of strategic water-holes is invalid. Beaten legally, Stiles and his men resort to open warfare, and in the mass battle which follows justice is meted out to all the villains. Law and order come to the Pecos, and John marries Belle, daughter of one of the suffering ranchers.

CAST—John Wayne, Muriel Evans, Cy Kendall, Jack Clifford, Frank Glendon, Herbert Heywood and Arthur Aylesworth. All up to par.

DIRECTOR—Joseph Kane. Plenty of punch.

AUTHORS—Original story by Bernard McConville. Screen play by Bernard McConville, Dorrell McGowan and Stuart McGowan. Old yarn.

COMMENT—Murder, shooting and action in huge chunks.

APPEAL—Sure-fire for the alfalfa boys.

EXPLOITATION—Routine.

"WILD HORSE MESA"

(PARAMOUNT)

TIME—60 minutes.

RELEASE DATE not given.

PLOT—Chane Weymer incurs the hatred of Rand, a villainous trapper of wild horses, when he prevents him from catching animals with barb-wire netting. Rand, however, after a period in town, resumes operations and manages to inveigle into the horse-trapping expedition Mrs. Melberne, owner of a general store and employer of Chane's brother, Ben, together with the latter and his girl friend, Sandy, who is Mrs. Melberne's daughter. Rand, seeing that his partners' enthusiasm is cooling off owing to Chane's presence at the scene of operations, intrigues to have Ben believe that his brother is having a secret affair with Sandy. Chane clears himself, further proving that Rand previously committed a robbery for which Ben was blamed, and finally beats up Rand and throws him into the barbed wire. Rand, escaping, is kicked over a cliff by the king of the horses, which it seems remembered that one of its colts died as the result of one of Rand's barb-wire expeditions. Ben fades out and the girl marries Chane.

CAST—Randolph Scott, Sally Blane and Fred Kohler. Fair.

DIRECTOR—Henry Hathaway. Material in yarn for a good Western but direction is careless.

AUTHORS—Story by Zane Grey. Screen play by Harold Shumate and Frank Howard Clark. A jerky adaptation.

COMMENT—Contains humor, action and passable story, but elements are not fused.

APPEAL—Horse-opera trade.

EXPLOITATION—Routine.

Indie Circuit Members and EBMA Hold N. Y. Meetings

Groups held several meetings last week—the indie wheel lays next season's groundwork—Eastern managers seek to strengthen group

NEW YORK, April 18.—Various manager meetings, veiled by much secrecy, were held early this week, the two groups concerned being the Independent Burlesque Association and the Eastern Burlesque Managers' Association. As far as the Indie Circuit is concerned, the members of that outfit met to discuss plans for next season as well as various problems confronting them. As for the EBMA, an effort is being made to strengthen the organization. Both organizations held meetings on Wednesday, altho several members of the Indie wheel met Sunday and Monday also. The Indie Circuit is understood to be considering forming a corporation, as a possible attempt to bring about harmony with the Burlesque Artists' Association, which is seeking to establish the responsibility of the group. While theaters participate in the group, the BAA has no knowledge as to any particular party it can hold responsible in any dealings, members revealing they are interested in their own theaters only.

Furthermore, it is reported that the Indie Circuit members intend to approach the BAA with a request that the actor organization submit contracts earlier this season so that everything can be gone into before the season gets under way. The Indie meeting is also said to have discussed many plans for the new season, the possibility of spreading out into the Midwest. It is likely that Issy Hirst, who heads the circuit, and Harry Brock will make a trip out to that territory shortly. Those present at the Indie meetings this week were Hirst, Brock, Jimmy Lake, Hon Nichols, Al Somerby and Sam Cohen.

Wednesday's EBMA meeting, held at the Brill Building, rallied Sam Scribner, who returned from Pinehurst; all the Indie Circuit members, Joe Weinstock, H. K. Minsky, Emmett Callahan, Max Wilner, Max Rudnick and Harold Raymond. Charles Schwartz was unable to make the meeting, while I. H. Herk and Abe Minsky are understood to be apart from the group. It is rumored that the managers were impressed with the importance of continuing this organization, for their own protection, and they were further asked to continue their membership in the organization and not withdraw as several did earlier this season.

THIS IS A COMPLIMENT!

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REES in VARIETY April 8th, 1936

"VIRGINIA" WOODS

The Golden Girl With the Golden Voice.
Burbank Theatre, Los Angeles, Calif.

MARY WOODS

THE VERSATILE SENSATION.
Burbank Theatre, Los Angeles, Calif.

JEANNE PARDOU

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

MAC DENNISON

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

BILLIE BIRD

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

BOOTS BURNS

THE GAL FROM DALLAS.
A New Independent Circuit Sensation.

NELLIE CASSON

Stripping, Singing, Talking, on the Indie Cirle—Dir. PHIL ROSENBERG.

CHIQUÉ RIONE

The Rave of the Indie Circuit

NOW WITH "THEY'RE OFF"

Thanks to Izzy Hirst and Phil Rosenberg

Detroit Houses Barred From Using Barkers

DETROIT, April 18.—Orders were issued this week removing barkers from the fronts of all burlesque theaters. This action was the result of four such convictions and one on indecency against the Empress Theater, according to Lieutenant Lester Potter, local police censor.

All film houses have been ordered to discontinue the use of barkers as well. This applies even to men standing on their own property, in the door or lobby, as this is considered maintaining a public nuisance.

One theater, the National, a burlesque house, has a man at the entrance to answer questions, but he does not do any public barking or solicitation of customers. This is assumed to be within the terms of the ordinance.

New Frisco Burly House

SAN FRANCISCO, April 18.—Liberty Theater, local burly house in the heart of the Latin quarters, became a link this week in a chain of five burlesque theaters and reopened after a period of remodeling and renovating under guidance of the Harry Farros Organization and a policy of road-show productions, with Joe Meyer as resident manager. Other houses include the Oxford, New York; California, Los Angeles; Rex, Fresno; Moulin Rouge, Oakland, and one in Seattle, Wash.

DOTTIE VAUGHN KANE, of the Star, Brooklyn, visited by father, Col. Bob Vaughn, Spanish-American War vet, in New York on a vacash from his home town, Parvin, Ky. Dottie and husband, Paul Kane, number pro at the Star, will be rewed, this time in a Catholic church on May 9. First time wedded by a justice of the peace in 1930 in Chicago.

JACK (TINY) FULLER, comic at the Palace, Buffalo, out of the cast five days week of April 5 because of an accidental shot from a pistol backstage which grazed the skin on one side of the face.

Burlesque Reviews

Eltinge, New York

(Reviewed Tuesday Afternoon, April 14)

This 42d street spot that houses the *Eltinge Follies* is runner-up to the Apollo and Republic across the street, both from business and production standpoints. All angles considered, the smaller production budget, etc., the house gets by quite well, this matinee playing to a well-filled house. And it was the second show.

Beverly Carr is doing a fair enough job of production, moving the show along at a nice pace and embellishing it somewhat effectively with okeh wardrobe and scenery, tho that snow-capped mountain set for a rumba routine is a mystery. The show was clocked at exactly an hour and 28 minutes.

The house works with two comics, Bert Carr and Charles (Peanuts) Bohn, an energetic pair who are in the know on batting out good laugh scores. Of course, they, too, suffer from use of material that creaks with age, stuff for which the customers know all the answers. Still they spice up things sufficiently to get all the laughs possible out of the material.

Their adept straights are Al Golden and Lou Denny, the former carrying most of the load.

The Eltinge, too, gives out with overdoses of strip routines, with six girlies doing their disrobing turns. There's Dolores Leland, a tall and attractive brunet, who sings an amusing song and teases artfully. She's kept busy throughout the show with mild dances in production numbers. In addition, there's Lolita Cordova, a Latin type, who teases and shows little; Zonia Duval, who does a lovely disrobing turn; Dawn De Lees, who's plenty pleasing to the folks; Peggy Hill, a lovely looking lass who knows her business, and Diane Logan, the feature, who certainly sells her wares.

This audience showed definite approval of the stripping numbers, and if the girls didn't reveal enough the folks out front kept pounding their mitts until the girls returned to satisfy them. Majority of the girls double ably in talking bits.

The 16-girl house line handle their chores capably, showing attempts to observe precision and always working energetically. SIDNEY HARRIS.

Burly Briefs

BILLY (BOOB) REED, Danny Jacobs and wife, Vivian Hope, survivors of the fire which swept the Gayety, Louisville, opened at the Empress, Cincy, last Saturday. Danny is still nursing leg injuries sustained when he fell from a fire escape while trying to save his wardrobe from the flames. Reed lost his moth-eaten comedy coat and an overcoat in the fire. He also cracked his lower plate when, in dashing from the burning theater, he fell, landing on his back pocket. . . . Bob Brewer and wife, forced out of the Gayety, Louisville, by the recent fire, have opened with Henry Prather's troupe at the Princess, Youngstown, O. . . . Stan-

ley Montfort, straight, and Mildred DeVoe, featured stripper, are in their eighth week at the Empress, Cincinnati, with no end of their run in sight. . . . Virginia Mylie, after three weeks as principal woman at Empress, Cincinnati, has transferred to Jack Kane's other house, the Colonial, in Indianapolis. . . . Sam Davis opened last Saturday for George Young at the Roxy, Cleveland.

DELLA CARROLL, whose press agent would have one believe she once romanced with Clark Gable and who has been a feature of Harry's New York Bar in Chicago, has been signed by N. S. Barger to appear at his Rialto Theater, Chicago, where she opened April 17.

The Gayety, Minneapolis, is closing April 25, ending one of the shortest seasons it has had in several years. Nadja was the last featured attraction. The house will remain dark thruout the summer, and Harry Hirsch, manager, will, as usual, run boxing and wrestling (See BURLY BRIEFS on opposite page)

U-Notes

By UNO

"RENEE," featured with *They're Off*, Indie show, was born in Salt Lake City and received her early education in a Mormon temple. With husband, Eddie Haywood, straight-tenor, after the season will return to vacash at their home in San Francisco.

MERRY MAIDS, Indie show, honored by Charles Hirsh, new owner of Zelsse's, Philadelphia, with party last week upon his acquisition of the hotel. Entire company attended. Other guests included Mrs. Al Darr; Jack Austin, of the Major Bowes unit; Bud Carbell and DeRosen, J. Allen, Fred Smith, Rita and Marie LaMott, Dave Fishman and Lou Goodman. Entertainers were Al DeMayo Troubadours, Frank Richardson, Lee Gilbert, Jean Astor, Tom Jafola and Gloria DuBois.

ESTA ALJA and Teddy Underwood motored to New York from Detroit, arriving April 15 after a four-day trip. Esta opened at the Gayety April 17, booked by Dave Cohn, and Teddy, a new member of the reorganized TCMA, is due to join the concessioners at a local theater booked by Oscar Markovich.

EVELYN MYERS leaving the Wilners June 1 on a vacash tour to California until September, when she returns to the 42d Street Apollo, New York.

BEVERLY CARR, number pro at the Eltinge, New York, is so conscientious with her work that she makes weekly trips to the public library on West 42d street to dig up new ideas in ensemble formations, costume designs and color schemes.

TERRY LOY, showgirl, taking a gym course at Val's on upper Broadway, New York.

WILMA HORNER flower-gifted by an admirer in New York on her opening performance April 10 at the Roxy, Cleveland.

CHIQUÉ RIONE, one of the raves in *They're Off*, Indie show, and husband, Dr. Edward Litt, of Philadelphia, will celebrate their first wedding anniversary May 28 with a big party.

JAN DEAN, dancer in *They're Off*, Indie show, with her team mate, Harry Cornish, and straight-character man, Ray Parsons, played in a bowling contest all week of April 12 against the (See U-NOTES on opposite page)

"RENEE"

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Milt Schuster Books Me Westward
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It It's a "Renee" It's a Sure Winner

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JUVENILE BARITONE.

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SINGING—STRIPPING—TALKING.
Direction—DAVE COHN.

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TALENT PLUS SEX APPEAL.
Always a Show Stopper.

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ECCENTRIC COMEDIAN.
Also Plays Instruments, Sings and Dances.

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The Million-Dollar Personality Stripper.

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

Tab Tattles

CHARLES V. TURNER, veteran tab manager and promoter, who recently resigned as manager of the Casino Theater, Pittsburgh, is set for the season with the James M. Cole Wild Animal Circus. He is in charge of the No. 2 car, with six men under him. . . . Charles A. (Kid) Koster is now handling a hot colored show produced by Douglas & Spouse and titled *Night Life in Harlem*, working out of Chicago. Koster says that if the show continues to have difficulty in booking houses it will move under canvas at an early date, working under mammoth top with accommodations for 2,000 people. Show will feature Little Sammy Davis, a line of 18 girls and Don Clark and his orchestra. Koster will serve as general agent, with John Loveland, Tom Sullivan, Frank Mathers, Will Wright and Otto Cleives assisting him. Koster was to have gone out ahead of Harry Howard's *Going Hollywood* out of Cincinnati the other week, but the deal chilled. . . . Had a line the other day from big Ed Lee, formerly of Dodge and Lee, with Johnny Burton's *Frolics*. The bass-singing landsman is still emceeing at the Club Lido, Minneapolis, but may move eastward soon. . . . Finally got word from Charles (Slim) Vermont, b.-f. comedian and, when necessary, a darn good paperhanger, who says he spent the winter in the sunny South. "I have been in some bad weather in my time," Slim typewrites from Donalds, S. C., "but never as bad as this winter. I know that this will make you think I'm either a damn liar or crazy—but I have not touched a drop of anything from December until now. But, don't worry, I'll give it hell as soon as I feel like it. Do me a big favor—don't say anything about it in *The Billboard* (the drinking part of it), as I don't want those memory hounds on me." . . . Ernie Broderick, erstwhile tabster, now handling Hugh Cross and his Gang over WWVA, Wheeling, W. Va., writes under date of April 15: "I enjoyed Tab Tattles more than ever this week, altho I read the column each week to keep track of the folks that I have worked with in the past. In this week's column there is a reference to the Gallagher party in Onancock, Va., and even I can remember that party. Possibly Dome Williams, Mack Ferguson, Mack Fry and Henry Prather will remember the trunk that I watched so carefully all that season so that none of the 'props' would be 'spilled.' It was a great season with a lot of swell folks. Would be pleased to have any of the folks drop in for a visit if they get in the vicinity of Wheeling. However, Henry Prather will have to bring his own knife if he wants to whittle."

GLEN DALE and members of his *Mardi Gras Nights Revue* passed thru Cincinnati last Friday, en route from Baraboo, Wis., to Logan, W. Va., where the show opened Sunday for Hal Kemp. Company is set for four weeks in the Kemp houses thru the South, after which it begins a string of dates for Bob Shaw, of the Sun office. . . . George LaTour, novelty juggler and a member of the Dale unit, was a visitor at the tab desk during a several hours' layover in Cincy. . . . It is reported that Wilbur Cushman will shortly begin sending a show a month to Australia. Units will be assured of 16 weeks, with an option on 16 more, the report says. . . . Sid

Marke, of the National Theatrical Exchange, Pittsburgh, is now placing Jimmy Hodges' *Havana Nights* in Pennsylvania territory. . . . A *Night in Havana*, a new 20-people tab featuring Don Alvarado, formerly of the films, and his South American Marimba Band, played the Mishler Theater, Altoona, Pa., last week. . . . Peggy Allen played the Cat-and-the-Fiddle, Cincinnati night spot, last week, teamed with Billy (Boob) Reed, well-known tab and burly comic.

MARIE PURL and her *Say It With Ladies* are finishing up their Southern time and are headed into the Middle West. In the cast are Julian Stanley and his Collegians, Charley Carlisle, Reggie Vestal and Duney Truax, comedians; Princess Dede, dancer, and the Six Modernettes. . . . Charles W. Benner, of *Peck's Bad Boy* fame and one of the first managers ever to take out a tabloid unit, is still living in retirement in Canal Winchester, O. . . . Frank (Red) Fletcher is at his home in San Antonio, where he was called recently due to the serious illness of his father, Fred Fletcher, retired banker and 33d degree Mason. His dad passed on April 13. Red expects to get back in the hitch again soon. . . . Chuck Morrison, the well-known straight, is working the clubs and beer halls in the Detroit area. . . . *Broadway Merry-Go-Round*, the second New York Variety Guild unit to play the Southern time this season, is current this week at the Capitol, Atlanta. In the outfit are Billie and Beth, swing duo; Cliff Crane, comedian; Kohn and DePinto, Jack and Judy Kane, the Three Little Words and Joan Brooks' Sorority Sisters. Charles (Nook) Hay is company manager and Jack Kane stage manager.

Indie Spots Start To Post Notices

NEW YORK, April 18.—Notices of closing started to go up today in the houses on the Independent Circuit, the usual summer closing notices. Empire, Newark, expects to drop its burlesque about the first week in May, and the Hudson, Union City, and Variety, Pittsburgh, are expected to do likewise.

The circuit is planning to produce an all-colored show to play the last week of the season at each house, following right in as the burlesque shows close. Newark will probably get the show first, and it is expected that it might move on to Union City, Pittsburgh, and whatever other houses want it.

Morris Luther, Notice!

CINCINNATI, April 18.—A wire to *The Billboard* from A. J. Kelly, of Pontiac, Mich., asks that Morris Luther, well known in the tabloid business, be notified that his daughter is very ill. The telegram further urges that Luther hasten to his daughter's bedside at once.

U-NOTES

(Continued from opposite page) stagehands of the Hudson, Union City, with champ honors going to Jan.

RUTH WILSON, chorine at the People's, New York, jumped into the number-producing end and did good work for the April 11 week's show during Jimmie Allertin's illness.

I. B. HAMP, comic, out of the hospital and the hotel bed after a battle of three weeks with pneumonia, rejoined the Marshall-Leonard Indie show April 11 in Union City.

FREDDIE O'BRIEN, former burlesque number producer, now allied with Rush and John G. Jermon in the Globe Theater Building, New York, booking and unit producing.

TOMMY FITZGERALD, backstage doorman at the Republic, New York, for many years, who died April 9 at the age of 70 in his Brooklyn home, will be missed by all burlesquers.

JOY ST. CLAIR tried out her own written scene, a real new bit, week of April 5 at the Star, Brooklyn, with Joe Lyons as the cop and Mildred Clark as her break-in pal on a park bench.

MAX RUDNICK will invade Long Beach, L. I., again this summer, but this

time not with burlesque shows, but with dramatic plays.

MACK SISTERS, Betty and Shirley, acro dancers, on their third trip around the Indie cirk, adopted Pinky, a Japanese toy dog, bought in Washington.

HERB LEIPSIG and Patricia Morgan, who closed with *Vanity Fair*, Indie show on the one-nighters, have been re-engaged for another trip around the wheel, their third this season.

DIANA KING, talker-stripper, is still at the Roxy, Toronto, while friend husband, Chuck Morrison, holds forth in Detroit. Diana expects to join him there in another month.

INCLUDED IN THE CAST at the Roxy, Toronto, are Ernie Holder, Diana King, Kay Topez, Florence Naomi, Bill Ansley, Bill DeShon, Sammy Spears, Francis Parks and Ferber and Marvin. The show has just been augmented, due to the added competition in the town.

BURLY BRIEFS

(Continued from opposite page)

matches at the Auditorium during the summer. . . . Jack Lamont is closing at the Roxy, Cleveland, April 23. He is being replaced with Lou Devine by Milt Schuster. . . . Jimmy Lennon, former burly straight man, was an unsuccessful candidate for committeeman at Ingle-side, Ill., at the recent election. Lennon retired from burlesque in 1933, his last engagement being at the State-Congress Theater, Chicago, now a parking lot.

George Young, manager of the Roxy, Cleveland, was a recent Chicago visitor when he came in on business in connection with some concessions he will operate at the Great Lakes Exposition in Cleveland this summer. . . . Harry Hirsch has an option on a Kansas City theater which he expects to operate next season in conjunction with the Gayety, Minneapolis. . . . Dolores Green is playing a return engagement at the Gayety, Detroit, and opened there April 18. . . . Reports from Canton, O., are that the burly stock there managed by Bob Burch is enjoying very good business. "Peaches" Strange returns to the Rialto, Chicago, May 1 after a short absence. She previously played there for 18 weeks. She was booked by Milt Schuster. . . . Rita Ray, a blues singer under the wing of Bert Peck and who recently arrived from Texas, made her stage debut at the Rialto, Chicago, April 17.

GEORGE KATZ, theater operator, is now employed at the People's Theater, New York. . . . Matt Mannix, musical director at Jimmy Lake's Gayety, Washington, D. C., has had bad family breaks lately. . . . His mother, a church organist, died suddenly March 27 of a heart attack, while his wife, Ann, in the b. o. of Loew's Fox, Washington, is getting over a severe attack of pneumonia. . . . Fritz Bey is now working at the Fifth Avenue Theater, New York. . . . Rose La Rose, at the Star, Brooklyn, has novelized capitalized on her name by introducing a very effective rose routine.

GAYETY, Buffalo, has taken in some burly people after a spell of using vaude acts. . . . Dave Cohn sent Charlie Harris, Bobby Morris, Iona O'Donnell and George Kay there. . . . They opened last Friday. . . . Cohn also sent Louise Stewart last week to the Palace, Buffalo, for two weeks, while he put McAllister

and Fields into the Star, Brooklyn, for four weeks, also Jo Ann Dare, and Peanuts Bohn goes into the house April 24, along with Kenza Vinton. . . . Eddie Kaplan, George Murray and Jack Coyle went into the Apollo, New York, and Hello Jake Fields went into the Oxford, Brooklyn, also Cohn bookings.

MARY SUNDE, "blond Venus," injured her back last week when the car in which she was riding with her manager, Gerhard Sunde, crashed into another car in Lincoln Park, Chicago, and had to spend several days in bed. . . . Miss Sunde went thru her act at the Harding Theater the night of the accident and almost collapsed on the stage. . . . It was then the doctor ordered her to rest until her partially dislocated vertebrae were back to normal.

BILLY EDWARDS, one of the concession staff at the Apollo, New York, is publicity director of the reorganized Theatrical Concession Managers' Association. . . . Some info relayed by him about his brother members includes the recovery of Sam Reiss, of Minsky's Brooklyn, from tonsillitis; Henry (Heinle) Kurtz's funny impressions of a deb at the meetings, and that Joe Gale and Willie Honig, the latter recently in Miami Beach for the Minskys, are to operate respective concessions in Canton and Baltimore. . . . Bower Sisters came on to New York by bus last week from Louisville, Ky., where they escaped the Gayety Theater fire. . . . Annette, after a successful season, left New York Sunday by train for a vacation at her home in Miami. . . . She'll remain there until the opening of the Globe, Atlantic City.

REX WEBER and his wife paid a visit to the Republic last week and for a while it seemed that the old act of Wilton and Weber was reunited. . . . Phil Silvers was in the same box with Weber, doing a crossfire bit with Joe Wilton, who was on stage. . . . Sam Gould, after 17 weeks at the Palace, Buffalo, opened last week at the Apollo, New York. . . . Other newcomers were Joe DeRita and Joan Lee. . . . Harry Evanson replaced Hello Jake Fields at Minsky's Gotham, New York, last week. . . . Elvie Herndon, Mildred Clark, Harry Seymour and Nazare Halo were replaced by Madge Carmyle, Jo Ann Dare, Shorty McAllister and Stinky Fields at the Star, Brooklyn, last week.

SAM COHEN, manager of the Hudson, Union City, N. J., eliminated his matinee show the Saturday before Easter Sunday but gave two shows that eve instead. . . . George Broadhurst and Eddie Lloyd, while playing the Republic, New York, were exiting from the front of the house instead of the stage entrance. . . . Lew Hollander, in Reading, Pa., with H. K. Minsky for the opening of the Minsky vaude unit, was surprised on entering the lobby to be accused of being one of the men who held up the b. o. a few hours previous. . . . Of course, he had an out. . . . Some woman bystander considered Lew a suspect. . . . Roxanna was the only member of the Indie show that closed last week at the Republic, New York, to continue on to Philadelphia. . . . Phil Silvers, of the same company, went into the Oxford, Brooklyn, for two weeks. . . . Walter Miller is house manager of the new stock burly which opened April 11 at the Grand Opera House, Canton, O., and Joe Rodell is treasurer in charge of the box office. . . . Both are from New York City.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

RUSSELL SWANN sailed from New York on the Aquitania April 14 for London, to be featured in the new Mayfair Club revue there.

PELKIN will have the magic and illusion attraction with Sol's Liberty Shows this season. It will be a stage show, Pelkin says, with all new canvas and a special front. There will be three changes of program on the week. Pelkin has been playing school dates thru the winter.

INTERNATIONAL Brotherhood of Magicians' 11th annual convention to be staged at Batavia, N. Y., June 9, 10, 11 and 12 promises to be one of the greatest affairs of its kind ever staged. The entire city is behind the convention and elaborate preparations are being made to entertain the visitors. The convention slogan is, "Everything free and the sky the limit." The shows and meetings will be held in the Lafayette Theater, donated free by the city. A main street clubhouse and the Mancuso Amusement Center have also been donated to be used as headquarters. A record-breaking crowd will attend the four-day conclave, judging from advance reservations. John Ramsay, of Ayr, Scotland, has booked passage on the Queen Mary for its maiden voyage to attend the Batavia meeting, and Will Blyth, of London, will represent the IBM London Ring. Convention will open on the evening of June 9 with a huge party, which promises to surpass any blowout ever staged by magicians. It will be an all-night session, with everything free.

DANTINI entertained a group of crippled children at the North Avenue Hall, Baltimore, recently on the same bill with Prof. Stacks, Polish magician, who, Dantini reports, is getting most of the club work in and around the Monument City.

LEONARD KINGSTON has just finished a week at Moonlight Gardens, Saginaw, Mich., where he was booked by Hershall Johnson, of Detroit.

JEAN AND JO EISENBARTH are now playing theaters and schools around Atlanta after completing a successful winter in Florida. They are planning several changes in their act for the coming season.

AMEDEO was given a new billing by the Albany, N. Y., papers recently. Because of his needle-swallowing trick, they dubbed him the "Mad Magician." Played the exposition show at the New Kenmore Hotel there. Opened April 12 at the Gayety, Boston, followed with the Gates, Lowell, April 16 and 17; the Inman Square, Cambridge, April 19, and the Modern, Brockton, April 22 to 25. Vaude tour will be followed by night club dates in New York.

THURSTON'S DEATH was kept in the limelight for three successive days in the three Pittsburgh dailies. Aside from reporting extensively the facts relating to his death and publishing his life history, the papers dug into their files and published dozens of incidents which made Thurston the most popular

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magician in Pittsburgh in recent years. Dozens of his friends there were interviewed and asked to recall interesting scenes with him. Thurston was a heavy draw in Pittsburgh theaters for years. During the "good old days" he played the Alvin Theater for three successive weeks to capacity business. A number of friends traveled to Columbus, O., to be present at his burial.

A WELL-KNOWN rendezvous for magicians in Chicago is the Miller Magic Shop, on North Clark street. Ed Miller, who owns the shop, is himself a magician of no mean ability.

PERCY ABBOTT, Australian magician, and his Magic Novelty Company, of Colon, Mich., grabbed off a fine bit of publicity in *The Jackson (Mich.) Citizen Patriot* April 6. An illustrated four-column story headed "Thriving Industry Wins Colon 'City of Magic' Title" goes into detail on Abbott's history and his operations at his mammoth magic factory in Colon.

KENNEDY is at the Casino Municipal in Nice, France.

HYANDI AND COMPANY, magicians, are at the Moulin Rouge, and Prof. Sancedis and Melioska, mentalist, are at the Montmartre Music Hall in Strasbourg, France.

KARMAH AND COMPANY are at the Casino Music Hall in Algiers, Algeria.

RALPH REDDEN, for many years in the Downie Bros. and Sparks Circus side shows, will this season do his Punch and magic in the Ten-in-One with the Rubin & Cherry Exposition.

CARDIEL, the "gay deceiver," who has been working in and out of Detroit since November, is current this week at the Capitol Theater, Toledo, O.

PEGGY WALKER was the mistress of ceremonies at the recent annual *Night of Magic* show presented by the Knights of Magic at the McAlpin Hotel, New York. Thru an inadvertent error her name was omitted from *The Billboard's* story of the affair. We are sorry, for Miss Walker did such a fine job of keeping the show running smoothly.

KARSTON AND COMPANY are playing theaters in the Indiana territory.

MAX TERHUNE, magus, mimic and vent. artist, postcards from Fort Frances, Ont., under date of April 15: "Recently caught Giovanni at the Palmer House, Chicago; LePaul at the Bismarck there, and Hoffman, of California, at the Stevens Hotel, that city. All great showmen. Also enjoyed sessions with Rufus Steel and Paul Rosini, card wizards."

RECHA, illusionist, is playing his second season with the Cirque Amar Freres on tour in France.

London Magic Notes

LONDON, April 17.—Horace Goldin, internationally known magician, has perfected a new and baffling mystery in which a girl appears and disappears in a large balloon that has been inflated on the stage. Trick is causing much comment here.

Back from a month's engagement in Paris, Ade Duval, American magician, is presenting his *Rhapsody in Silk* at the Holborn Empire, where he clicks solidly in a strong 11-act vaude bill.

The Great Levante, with several new tricks added to his extensive repertoire, is headlining over the Stoll Tour.

Zomah, mentalist, has been re-elected president of the Institute of Magicians. Paul Graham, the "boy with a double vision," who presents a blindfold act in which he reads and does calculations and other feats, made a successful stage debut at the Collins, London, recently.

Max Laval, Continental illusionist, makes a successful English debut at the South London Palace.

Sirdani, South African magician, is scoring in English vaude with a novel comedy magical interlude.

EDITORIAL DEPT.



GLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For VAUDE

JACK MILFORD — young mimic now with Milton Berle at the Hollywood Restaurant, New York. Does takeoffs on Jimmie Walker, Charles Butterworth and others, achieving a surprising similarity in appearance, voice and personality. Looks like a real comer.

For LEGIT DRAMATIC

GENEVIEVE DUFFY—recent graduate of the American Academy of Dramatic Arts, where she gave some excellent performances in the student presentations. Not an ingenue type, but can handle difficult dramatic roles in topnotch style, giving sound, sensitive and effective interpretations. Rates a chance.

FLORENCE TARR—petite brunet, who appeared in a recital given by students of the Fay Foster Studios at Aeolian Hall, New York. Did three monologs, giving each a sensitive and highly dramatic rendition. Has

poise, diction and fine expression. A real find.

For RADIO

EDDIE GREEN and his company of comedians—heard as guest artists on the Rudy Vallee-Fleischmann Yeast hour. Green's skits on historical episodes, done in typical Negro comedy fashion, are worthy of a spot on a half or one-hour program as comedy relief. Material is consistently good, and delivery of Green and others is loaded with laughs.

For FILMS

DAVE OLIVER—Universal cameraman, who did a bit as a sweepstakes loser in a recent newsreel. One of the funniest bits ever screened, it marks Oliver off as a real laugh getter. He screens excellently in character, and his delivery, mugging and line handling are howls. Would click heavily in any comedy assignment.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

HARRY PYLE, writer of minstrel material, reports that he has had a lively winter writing for coaches. Harry is credited with having done some worthwhile material for such notables as Bert Swor, Billy Beard and others of equal fame.

BURT V. BARNES, trap drummer and slide trombonist, typewrites from New York to say that he still remembers his last season with Hi Henry's Minstrels in 1896-'97, when the adage was: "Give the boys all the eggs they want" (and the business of holding up one finger). Burt will have his own band on the Jones Bros.' Wild West Circus this season. It will also be his fifth season on there as mail man and *The Billboard* agent. "They can count on me to do the 11:45 hikes again," Barnes writes.

JACK NALOR'S Alabama Minstrels, under the management of H. F. Kuykendall, are playing one-nighters under canvas in Texas. There are eight trucks, three sleeping cars, a dining car, office car, two living cars and a sound truck. A sedan and bill truck are on the advance. Trucks are decorated for parade, which is a daily noon feature. Show sports a 10-piece band and six-girl drum corps. Company is working under a 70, with two 30s and one 20. Buck Williams is feature comic; "Red" Jones and "Happy" Wendebush, endmen; F. C. Auntwine, interlocutor, and Gladys Jones, blues singer. There is a 10-girl chorus, featuring Juanita Williams, 14-year-old buck dancer. Staff includes Jack Nalor, owner; H. F. Kuykendall, manager; Mrs. C. W. Martin, concessions; Charles O'bum, canvas, and Tex Collins, banners. Only a few dates are slated for Texas, as the show is headed north.

CHARLES W. BENNER, of Peck's *Bad Boy* fame and former boss of the minstrel veteran Steve Berrian, postcards in to say that I. S. Potts, old-time minstrel agent, is slowly recovering from a long illness at his home in Highland

Park, Mich. Potts would be very much pleased to hear from old friends, Benner says.

FROM COLUMBUS, O., where he played the Depalmas Night Club last week, Al Tint shoots: "Sam (Fish) Gill has deserted me. I thought we would get the rep Walter Winchell and Bernie have, but Sam ran out of answers. So now I guess Sam is silent until his brain starts working again. Maybe he went back to Mexico, where he said there were no *Billboards*, but I know better. If 'Hi-Brown' Bobby Burns wants to pick up where Sam (Fish) Gill left off he is more than welcome. If not I'll consider silence a polite negative."

MINSTREL MEN who at any time played New Orleans will remember Mina Glucksmann, noted costumer of the old French quarters, who knew many of the boys of the old Neil O'Brien and Al Field shows by their first names. On April 10 Mina passed to her reward, leaving five sons, two of whom are connected with the show business.

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DTBA Protests Government's Invading Dance School Field

NEW YORK, April 18.—The Dancing Teachers' Business Association has started a drive on alleged abuses attending the government's employing people to teach dancing for the Federal Theater Project, Recreation Project, National Youth Administration, etc. At its last meeting the DTBA adopted a resolution acknowledging the need for taking care of unemployed dance instructors, but also pointing out certain alleged abuses that have crept in.

The DTBA attacks improper checking "on the ability of the pupils (of free classes) to pay a competitive price for instruction." It stresses the angle that some of the teachers employed on the projects are "not bona fide dancing teachers," and alleges improper checking on "the ability of the institutions to which teachers are supplied to pay teachers at current salaries or rates," and that "many of these semi-public non-profit fee-charging institutions are using free dancing lessons as inducements to increase their paid membership."

The resolution reaches the conclusion that these "abuses" constitute "an undue invasion of a field generally reserved to private enterprise by unfairly attracting paying pupils away from privately owned and maintained schools and studios."

Thomas Parson, DTBA president, says other dance associations are preparing resolutions on the same situation.

Rose Keeps Hippodrome

NEW YORK, April 18.—Billy Rose, by consent of the 44th Street Corporation, will continue to operate the Hippodrome after the departure of Jumbo tonight and will probably produce a musical show there at the beginning of the next season, in accordance with his contract for the management of the property. In the interim it is likely that the house will be booked for conventions and other mass gatherings. Wrestling and boxing matches, together with "undignified" assemblages, are ruled out by the 44th Street Corporation, thus negating a rumor that Mike Jacobs intended to lease the building for a series of bouts.

Tax Jolt for Pensacolans

PENSACOLA, Fla., April 18.—Despite vigorous opposition Pensacola City Council last Monday night passed an ordinance imposing a heavy tax on entertainment admissions, including even shows given for charity, that deals a blow to shows and showgoers alike. John M. Coe, attorney, representing employees and officials of the Saenger and Isis theaters, declared that the company which operates them would reduce operations drastically and curtail employees' salaries. E. V. Richards, president of Saenger Theater Corporation, had stated previously that if the tax was passed the Saenger would operate only two days a week instead of seven and the Isis one day instead of three. The tax, effective May 6, provides for 2 cents on admissions of 11 to 25 cents, 3 cents from 26 to 50 cents and 5 cents over 50 cents.

Arnold Still Cine Prez

HOLLYWOOD, April 18.—John Arnold was re-elected president of the American Society of Cinematographers for sixth consecutive term at annual cameramen's election last week. Victor Milner becomes first vice-president; Charles Land, second vice-president, and James Van Treen, third vice-president. Fred Jackson and Frank Good were re-elected treasurer and secretary.

Tidbits

By RICHARD S. KAPLAN
NEAA General Counsel

The walkathon, walkashow, derby-show and similar forms of endurance contests were struck another blow, this time at Racine, Wis., thanks to those operators who did what we've pleaded with operators NOT to do. And the legitimate operators MUST suffer.

Tulsa and Okmulgee were closed because of this unfortunate condition. The bad ones hurt the good ones. Meanwhile George Pughe is running a splendid show that is grossing handsomely, and the city fathers in that city have no complaint. That's what happens when a legitimate operator runs a show.

In Springfield, Ill., Hugh Talbott, well known in the field, is running one of the best shows of the year. SEVEN emsees are handling the stand. The crowds are coming thick and heavy and the show will be chalked up a winner or I'm a monkey's uncle.

And what does this prove? That the people want these shows. But contestants who have no business being in the game and operators who should be run out of the field have ruined it. That being the case, why should legitimate operators have to suffer for the misdeeds of others? It's grossly unfair and public officials should use some degree of judgment and tolerance in permitting legitimate shows to run and keeping others closed.

Answering Earl Pittman, of Charlotte, N. C.: Thanks very much for your kind and encouraging letter. I have the facts before me with reference to the Saginaw show. The girl who died did not die as the result of her participation in the show. An autopsy disclosed a sudden lesion of the heart which could not be determined beforehand. Don't forget that she had been in the show only 12 hours and you must appreciate the fact that ordinarily the girl would certainly be up and awake for more than 12 hours. Her death wasn't attributed to the show she was in. So my statement still goes. There has never been a death in the endurance contest field which could be attributed as arising directly out of participation in such a show. Today even greater care is taken to determine any fault in the physical makeup of a contestant before such contestant is accepted. This column will be very glad to hear from you at all times.

Received a nice letter from Gene de Kerguelen, a former participant and a member of the NEAA. He's another who was smart and left the field for steady employment. He tears the daylight out of chiseling promoters and talkative contests. And justly so. And thus I leave you. If this is the last issue of Tidbits blame those who have hurt the game.

has it that ambitious Leo is getting set to move into the Big Town with a further eye on London, Paris and other across-the-pond spots to follow. Well, they're a refreshingly different show to watch and John Q. Public's fancy runs in cycles. The man who springs something unique right now has a real chance.

WALKATHON

OPENING VIRGIN SPOT APRIL 28.
WANT Only Entertaining and Sprint Teams with Wardrobe.

WALTER PICKER
Albany Hotel, Denver, Colo.

HAL J. ROSS and RAY DUNLAP

Will announce the opening date and location of their most Sensational European-Type Walkathon in Next Week's Issue of The Billboard.

This contest will be held in the East, opening May 7, located in a city with drawing population of over 2,000,000 people whose last contest was three years ago.

WARNING—DO NOT COME UNTIL NOTIFIED
Staff and contestants, write us air mail letters at once. Positively no collect wires accepted. Write, care
WALNUT PARK PLAZA HOTEL, Walnut, at 63d St., Philadelphia.

Endurance Shows

Conducted by DON KING, Cincinnati, Office

DON J. KING, contestant, writes from Akron, O., that he is working an angle with theaters and doing well. He asks: "What has happened to the game? Meet so many who gave it the best years of their life and are now left out in the cold. The promoters don't seem to care what happens to the kids who were the drawing cards. Tho I realize the 'sharpshooters' gave the legitimate shows a hard way to go. I believe that good times for Endurance show may come again. Would appreciate a line from C. K. Clark care the Letter List. I was caught in the flood at Cumberland, Md."

MARY LANDISSO writes from Los Angeles that it is very important Nellie Saylor get in touch with her care the Letter List.

SYLVIA McCALL, New York, says she would like 'em from Danny Bramer, King-Kong Wright, Pop Miller, Jimmie Farrell, Jackie Craig and Buddy Berkshire.

C. A. DILL writes from Ponca City, Okla.: "The Endurance field is certainly slipping from indications in *The Billboard*. Aren't near as many shows opening these days. I was auditor on the last two Noltimier shows but have dropped out of the game for a while. Am doing okeh at my present work but would like to get on a show again. Would like to hear from Alto Locke, Charles F. Noltimier, Doc Roberts, Cora Tracy and others who know me. Will keep an eye on the Letter List."

LES McCULLAM shoots in a few lines from Upper Darby, Pa.: "I have gone into the night club field and find it all okeh, but still have a real soft spot for the old walkathon life. I have come to the conclusion that any emsee who worked in walkathons for any length of time need have no worries when it comes to landing a job in clubs. Even the top club emsees can't compare with the men I worked with on Endurance show floors. The club man seems to be satisfied to do his one routine week after week and his work is over in about an hour. On the other hand the endurance man has been trained to work hours every day and week after week in front of the same people. They have been forced to develop a wealth of material and that is what the average club emsee sadly lacks. I really think the Endurance business has a chance to come back one of these days, and night clubs will keep the boys working until it does. This also applies to many contestants. I am at the 69th Street Raths-keller here in my sixth week and expect to be here another six weeks. This to bear out my foregoing statement about material, etc. The average night club man is not in a spot in Philadelphia ter-

ritory more than two weeks. Will be glad to hear from contestants and emsees who know me."

DON KING, walkathon drummer, and Margie are in Elmira, N. Y., working at The Arch, a local club. They would like to hear from Patsy Hobaugh, Hughie Henderson, Dick Edwards, Harold Lindy and all the bunch who know them.

JIMMY (SCHNOZZLE) CARR writes that he is back at his old stand at the Moulin Rouge Cabaret, Juarez, Mexico. Says he has been a reader and booster of *The Billboard* since entering walkathons some six years ago.

TILLIE SWEET and Duffy Tarantino want all their friends to know they are dancing in the Hugh Talbott Springfield, Ill., show and would like to hear from Krankle Little, Millie Sweet and Maxie Capp.

BERNIE SHAPOFF is with Illinois Endurance at Clinton, Ill., and would appreciate hearing from Al Crosby, Chuck Payton and Gene, Val and Joan Ryals and Bob Carver care the Letter List.

MELVIN MASON has been working club dates in and around Philadelphia and says he soon starts on a 34-week booking. The dance team is known as Mason and Allen.

DONNA WAMBY, prima donna and a newcomer to burlesque, opened April 11 at the Grand Theater, Canton, O., with Hazel Miller's *Easter Bunnies*.

BEVERLY BURDINE discusses walkathons in a letter in *The Forum*. See Page 32.

MORE POWER to friend Leo A. Seltzer! Since leaving walkathons he has been promoting his Roller Derbies with considerable success in a number of spots about the country, latest being the Miami tent show. Last week he and his Roller Derby were given a feature writeup by that ace sports commentator Damon Runyon in his Universal Service syndicated article. Rumor

NEW PLAY—

(Continued from page 19)

that debunking. You think it's going to be—but in the color and splendor and topnotch performing of the second half you forget about it, and so does the plot. By that time it hardly makes any difference.

The story, more coherent than most musical comedy books, tells of Phil Dolan III, son of a headliner and grandson of a headliner, whose mother insists that he become a music teacher. He does become a music teacher—in a WPA university—but traces of his hoofing and headlining forebears crop up. One of his students writes a modern ballet which Phil takes to the impresario of a Russian ballet troupe and which, thru the intervention of the rich American lady backer, gets on the schedule. Phil himself gets on the schedule of the leading ballerina, much to the disappointment of the little girl who loved him while he was teaching music at dear old WPA.

Phil gets himself a job as super in the old-line Russian ballet, thus giving an excuse for as hilarious a burlesque of the Russ dancing technique (old school) as anyone could imagine. Later, when the new ballet is being put on, the leading male dancer walks out; Phil's atavism catches up with him and he takes the part. There's a bit of piped-up excitement, including a switch to the right girl, but the chief thing thereafter is the production of that new ballet. It's worthy of discussion by *The Billboard's* Mr. Denis, who's an expert on the light fantastic as seriously practiced by our concert artists—but by any standards, including those of the concert dance, it's a honey. It is a pity that the plot breaks into it for a comedy anti-climax—the such breaking in does give Mr. Bolger a chance to show his versatility and to score the greatest and most sensational solo dancing success in Terpsichore alone knows how many seasons.

Mr. Bolger's work will be described here simply as amazing; any attempt to comment in detail would beggar the meager array of adjectives in this corner's vocabulary. And Mr. Bolger is admirably aided by Tamara Geva, whose dancing is splendid, whose seductiveness is extremely and pleasantly disturbing, and whose ability to handle lines is excellent; by Luella Gear, as grand as ever, which is another way of saying very, very grand; by Monty Woolley, as the impresario; by David Morris, as the composer of the ballet, and by numerous others. Not quite measuring up to the rest is Doris Carson, whose handling of numerous singing and dancing assignments is acceptable enough but hardly on a par with the entertainment in general.

More than a word should be said in praise of such songs as *Two a Day for Keith*, *Too Good for the Average Man*, *There's a Small Hotel* and *On Your Toes*; more than a word should be said in praise of the production number built around the last named, as unusual and effective a presentation as this reporter can remember.

More than a word, for that matter, should be said in praise of the show as a whole. It's a beauty.

EUGENE BURR.

THEATRICAL SCHOOLS

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

Dancing as Aid to Health Advocated by Many Doctors

Philadelphia professors urge greater publicizing of dancing as health aid—widens field for schools—can attract new students strictly on this angle

PHILADELPHIA, April 18.—Dr. Ann Tomkins Gibson, surgeon and former clinical professor of obstetrics at the Woman's College Hospital here, said the medical profession has not taken free advantage of the dance as a therapeutic aid. The terp tutor and the medico should get together, doses of dancing making an excellent prescription for good health. The therapeutic value of the dance in straightening minds and backs is being furthered by doctors, as well as dancers. Dr. Gibson has prescribed dancing for curative and preventative benefits for some years. Because of the good results obtained in dancing classes in public schools, Grover C. Mueller, director of health education, consented to act as consultant for many dancing groups in Philadelphia. Mr. Mueller considers dancing "beneficial as a health activity because it stimulates and develops organic vigor."

At the Woman's College Hospital, a dancing instructor teaches "body mechanics," especially important in orthopedic work. Dr. Gibson has always been a firm believer in supplementing medical and surgical treatment with mental hygiene. "What is the use of a straight back if the mind is crooked?" she asked. "Dancing helps both the crooked back and the crooked mind. It releases the mind. It sets something free. This is an important and neglected field. Its proper utilization may mean a proper preparation for life."

Dr. Gibson believes that dancing is important to the woman who expects to bear children. She believes women should begin ballet and acrobatic work while children and should be taught by professional dancers. Dancing corrects conditions in which nerves and muscles are in a state of tension, it gives muscles not only strength but elasticity.

She believes in its "profound effect" on the mind of neurotics and adolescent girls. "By improving the circulation and clearing the mind, it acts as a mental stimulant, gives a sense of accomplishment and confidence and thus a feeling of security, reflected in the posture and carriage." The rhythm and balance required in acrobatic work are aids in that direction.

Dr. Gibson said there is nothing better for flat feet than dance exercises. While jumping over the moon could not correct muscles destroyed by infantile paralysis, ballet work can strengthen those not destroyed and can change the mental attitude of a paralytic victim.

Miss Vida Hunt Francis, secretary of the corporation of the Woman's Medical College, said "the physicians of the college, particularly the women physicians, are very much interested in the ballet because, for a number of years, they have been using the dance for medical, physical and mental benefits with excellent results."

Altho her primary aim is naturally

not therapeutics, Miss Catherine Littlefield (founder, director and premiere danseuse of the Philadelphia Ballet Company) said she has taken several pupils in her classes who could never become dancers, but who had been referred by physicians and were really in need of what dancing could give them—amazingly varied needs from the correction of flat feet and curved spines to self-consciousness and neurotic tendencies.

One was a girl who limped badly as a result of infantile paralysis. She could use both legs but was afraid to. Another was a child with a definite anti-social attitude, the result of an accident. Miss Littlefield said that the forced respiration, brought about by executing a series of jumps, had improved the acute asthmatic condition of one child, referred by a doctor.

"It will not be long before the tired business man will find his way to the ballet class," said Dr. Gibson. "And it will do him good."

N. Y. Society Holds Successful Meetings

NEW YORK, April 18.—New York Society of Teachers of Dancing, Inc., held its monthly meeting April 5 at the Hotel Astor. An open forum on the popular trend to ballroom dancing preceded demonstrations by Roderick C. Grant, Saratoga lancers; P. J. Mastrolia, ballroom; Bernie Sager, tap, and Kyoko Omura, authentic Japanese dances.

The March meeting was also held at the Astor and had A. J. Weber presenting the lancers, which dance academies once taught to music from Gilbert and Sullivan operas; Donald Sawyer, ballroom; Oscar Duryea, 10-step tango, and John Lonergan, tap.

Return to Ft. Worth

FORT WORTH, Tex., April 18.—Frank Mack and Norene Thrask, operating the Thrask-Mack Dancing School here up to a year ago, have returned from a 54,000-mile tour of night clubs in the United States, Canada and Cuba.

Dance Teachers and Actors' Union Discuss Tieup Angles

NEW YORK, April 18.—Leaders of dance teacher associations and of the variety performers' union have been discussing the possibility of a tieup whereby graduates of accredited dance schools would get preference when applying for membership in the union.

Ralph Whitehead, executive secretary of the American Federation of Actors, which is a union comprising dancers, singers and other professional entertainers, has already laid out a preliminary plan of co-operation. He is leaving next

We Get Results!

CHICAGO, April 18.—Fran Scanlan, who has been a consistent advertiser in the Theatrical Schools section since its first issue, writes our Chicago office:

"I just want to let you know what marvelous results we are obtaining thru advertising in *The Billboard*. We are receiving mail orders from New York to Hawaii and from Porto Rico to Manitoba, Canada."

DTBA Annual Meet Aug. 8-10

NEW YORK, April 18.—The Dancing Teachers' Business Association, Inc., will hold a three-day convention and school August 8 to 10 at the Park Central Hotel here. This will follow the DMA convention from July 20 to August 3 at the Hotel Roosevelt. The DTBA will feature an all-member faculty and expects to draw at least 30 out-of-town teachers.

Regular monthly meeting of the DTBA will be held May 3 afternoon at the Park Central Hotel. Faculty will comprise John Lonergan, of the Sara Mildred Strauss School, who will present the latest Astaire-Rogers number; Karl Peters, adagio, and Thomas Parson, ballroom.

Serova Stages Ice Carnival

NEW YORK, April 18.—Mme. Sonia Serova, who operates a large dance school here, again supervised production and lighting for the International Skating Carnival at Madison Square Garden this year.

The Ice Carnival engaged Mme. Serova for the third successive year to coordinate the numbers, arrange lighting effects and props and handle all production angles. With Jack Dayton as stage manager, she did a swell job with a difficult situation, considering the vastness of the Garden. Thru intelligent use of soft moving floodlights and elimination of waits, the show was given a surprisingly fast pace and sense of intimacy.

Attendance was capacity for all performances. Denis.

Bennington Dance Courses

BENNINGTON, Vt., April 18.—The Bennington School of the Dance opens its six-week session beginning July 3. Martha Hill and Mary Josephine Shelly are the directors. The faculty will include Doris Humphrey, Charles Weidman, Martha Graham, Hanya Holm, Louis Horst and John Martin. Miss Humphrey and Weidman will each direct a concentrated Workshop Program for a limited number of students. Students and the Humphrey-Weidman concert groups will combine for a large public production August 12 to 15.

Big Interest In Contests

Chicago and N. Y. dailies effect big tieups with teachers in dance contests

CHICAGO, April 18.—The interest manifested in the Dance Festival Contest being conducted by *The Chicago Herald-Examiner* has resulted in thousands of entrants who have already begun action in a series of preliminary eliminations being held in various parts of the city. Winners of these preliminaries will compete at the main contest to be held at the Stadium May 9.

Arthur L. Kretlow, director of the contest, has engaged a competent coterie of judges, among them being Jesse Charleston, Nicholas Tsoukalas, Bobby Earl, Thomas Birchler, Jack Hallen, William J. Ashton, Maestro Stephano Mascagno, Agnes Gleason, Bobette Wherley, Walter Stephany, Lola Menzell and Mrs. Carlene McBride Heier.

The King and Queen of the contest will be awarded \$150 each and receive a one-week contract to appear in a Balaban & Katz theater at \$200. There will be cash awards of \$100 each to the winners of each of the five divisions: ballet, ballroom, tap, acrobatic and comedy eccentric, besides contracts for appearances in B. & K. theaters. Others will receive cups and bronze, silver and gold medals.

NEW YORK, April 18.—*The Daily News* is already planning its second annual Harvest Moon Ball for early September. This time its judges will include more social ballroom authorities. Last year's judges included only one social dancing teacher, Arthur Murray. Last year's tie-up also included the Loew Circuit.

Puppetry Gains In Detroit Area

DETROIT, April 18.—Interest of Detroiters in marionettes and puppets has been spectacularly shown by a recent survey by Paul McPharlin, editor of *The Marionette Yearbook*, who discovered that 60 of the 250 schools in the Detroit district have worked with marionettes as part of the regular school work during the preceding year. McPharlin is conducting classes in puppetry at Wayne University, attended largely by teachers who plan to instruct their own school classes.

A national conference of puppeteers is to be held at Holland, Mich., in June. McPharlin is also teaching at the Artisan Guild in Highland Park, sponsored by Henry Ford.

13-Year-Old Soloist

CHICAGO, April 18.—Nicholas Tsoukalas is presenting Dorothy Hendrickson in a dance recital at the Little Theater of the Dance Sunday afternoon, May 17. Thirteen-year-old Dorothy is one of the youngest dancers ever to be presented in solo recital in the Loop. She will be assisted by Muriel Burch, dramatic pupil of Gertrude Payette.

Fastofsky Music Recital

NEW YORK, April 18.—Jascha Fastofsky Music School, of Jamaica, L. I., offered its 12th annual concert at Odd Fellows' Hall recently. Students were featured, with Fastofsky and faculty members Vaclav Divina and Cecil Mahoney also appearing. The school has tied up with the Wurlitzer Music House, offering lesson scholarships to buyers of Wurlitzer instruments.

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* * *

This material will be consulted
when making recommendations to
those inquiring about schools and
courses.

All Set for Spring Revues

Pittsburgh schools busy rehearsing shows—news of leading dance studios

PITTSBURGH, April 18.—Two former pupils here joined the growing ranks of talented youngsters who have made good. "Tiny" Wolfson, formerly with Lou Bolton's School of the Theater, has landed a steady position with Abe Lyman's band. "Tiny" sings and dances. Bill Pillich's studio contributes Marguerite Bowen, who, after a stay on Broadway doing tap, acro and Spanish work, left for the Coast and work at the 20th Century-Fox studio.

Gene Kelly, after directing the Cap and Gown's *Out for the Count* revue which opened at the Nixon Theater Monday, will swing into rehearsal of his school's annual show at the same theater June 2. Gene will also present a show in Johnstown this summer.

Jack Bowman will again be the first dance master here to present a yearly recital. His show, listing a cast of over 200, will be given at the Syria Mosque April 28. His Beaver Falls unit will present a show in the town's high school May 15. Bowman, by the way, will operate Kimmel's Diamond Dance Palace here beginning May 1.

Vera Liebau, of the Institute of Dance Arts, is busy as a bee these days preparing an elaborate production at the Nixon Theater the week of May 26.

Don Martini, ballroom dance master, reports good business at his studio. Don also operates a school in Cincinnati.

Verna Ulrich's School of the Dance will be seen in its annual recital at the Grotto Ballroom June 8.

Jimmy and Betty Ray, local dance teachers who have been featured during the Saturday morning shows at the Enright Theater, did a dance specialty in Al Jolson's *The Singing Kid*. The team is working night spots in spare time.

A highlight of the Carnegie Tech Players' presentation of *Hippolytus* week of April 14 here was Cecil Kitcat's adroit direction of the dance movements of the chorus. Miss Kitcat is in charge of dance classes at the university.

Outstanding recital here this month featured Sarah Osnath-Halevy, mime-singer, at Carnegie Music Hall April 8. Mme. Osnath-Halevy, in her first appearance here, has proved herself a master in achieving moods that run the gamut of the religious, tragical, exotic and satirical, and all within her range.

Irene Kaufmann Settlement will again see Lou Bolton's revue next month and the Nixon Theater will be honored once more by Harry J. Kayser and his Studio of Dance recital in May.

Star Urges Dancing

PHILADELPHIA, April 18.—Not the usual method, perhaps, but dancing is nevertheless not a bad preparation for the dramatic stage at all, in the opinion of Marjorie Peterson, leading lady of "Her Week-End," playing here now.

"Dancing, I think, lends poise and confidence to the dramatic actress," opines Miss Peterson. "It also should help her to move gracefully and to know how and where to move." A musical comedy star, there was little difficulty for Miss Peterson making the jump to legitimate drama, "walking out on the stage without music."

Hollywood War On Gyp Schools

Film producers, Better Business Bureau, established schools join in drive

HOLLYWOOD, April 18.—War was declared here last week on Hollywood's racketeering schools of acting, with the formation of an investigating committee sponsored by the Association of Motion Picture Producers, the Los Angeles Better Business Bureau and the Board of Education. The drive will be given full co-operation by legitimate schools and teachers.

With the current popularity of child-star pictures has come a revival of bogus fly-by-night schools, catering mainly to youngsters and gullible mothers, according to J. H. Thomas, committee chairman and Board of Education executive. The racket school holds out false promises of employment in studios, Thomas stated.

Thomas and Guy Hoyt, of the school board, met last week with Fred Beetson, executive secretary of the producers' association, and discussed problems of the use of children in films. The association pledged its co-operation in stamping out fraudulent acting schools.

While the school board and producers' association were discussing the racket acting schools in relation to children of school age, secret plans were being formulated, it is understood, by legitimate and long-established theatrical schools here to stamp out the business and menace to good will created by the gyp classes.

On the heels of these activities music teachers have organized the Los Angeles Musical Arts Committee to pursue a similar course in their own field. Andres de Seguro was named temporary chairman; Harold Hurlbut, secretary.

N. Y. Dance Studios Active; New Courses, Student Shows

NEW YORK, April 18.—Local dance studios are enjoying heavy enrollments and are now knee-deep preparing for student recitals. In the forefront is the Jack Blue School, which has just set up the new Jack Blue Music Publishing Company. Blue will market his own songs thru this company, popularizing the numbers over the radio first. Latest batch of Blue songs includes *Wandering Alone*, *Spanish Eyes*, *Gas House McGee*, *Springtime*, *The Jinny Shag*; *A Blessing To Look At*, *a Curse To Love*, and *Rosie O'Grady Herself*.

Blue aired 10 songs during a recent Madison Square Garden broadcast. He will introduce new songs tomorrow at Pythian Temple.

Because of the recent fire at the Jane Gray Studios Johnny Mattison is now operating out of the Plummer Studios. He is still working on ensembles, group routines and solo dances for Leonard Sillman's new revue, *New Faces*, at the Vanderbilt Theater.

Ellen Dane, pupil of the Peggy V. Taylor School of Concert Dancing and who conducts a school in Bayside, L. I., will give a recital May 15 at the Community House, Great Neck.

Peggy V. Taylor is arranging a teacher's tour, starting next month. She is also distributing dance lessons and her latest catalog of original routines

New Orleans Dance News

Louisiana DMA elects Hazel Nuss to national convention—studios plan shows

NEW ORLEANS, April 18.—End of the Lenten season, closely observed by dance and drama schools of Louisiana, means schools are due to become once more active. Temporary lack of interest was particularly noticeable at the last meeting of the dancing masters. With unanimous vote Hazel Nuss, head of one of the oldest dance schools in the city, was given the honor of representing the Louisiana group at the DMA convention in August in New York. President Vergez presided. This year's school revues, from all appearances, will break records. Majority plan to use either big theaters or auditoriums to handle what they expect to be big audiences and equally large numbers of performers.

A dozen to a score of the bigger schools will use the Tulane Theater. Events start within a fortnight and come in one to three nights apart up to the middle of June. In the meantime scores of other schools plan to use smaller auditoriums. Some will convert their studios into decorated halls for their events.

South California DMA Has San Diego Party

LOS ANGELES, April 18.—The Associated Dancing Teachers of Southern California, affiliated with the DMA, are holding a luncheon and demonstration tomorrow in San Diego.

The program includes folk dancing, a short tour of the exposition and then demonstrations at the Ratliff Studio. Vera Getty, Venola Imrie, Senora Flores and Mr. Ratliff himself will demonstrate.

Music Teachers Meet

PHILADELPHIA, April 18.—Philadelphia Music Teachers' Association met to discuss "pieces found interesting and useful in the teaching of pupils." Misses Julie Kane, Virginia Madden, Jessine Olsen and Anna Blanche Price comprised the speakers and demonstrators for piano. Miss Rebekah Van Brunt Conway discussed voice. Music Teachers' Forum held its annual luncheon April 1 at the Adelphia Hotel. At its monthly meeting April 15 Gustave L. Becker, noted piano teacher of New York, spoke on *Music as a Language*.

News of Philly Dance Studios

PHILADELPHIA, April 18.—Junior Theater Guild of Miss Shalet's School of Expression and Dramatic Arts presented Watkins E. Wright's *April Showers* April 1 in its own theater. Cast included Harry Rohrman, Sari Victor, Betty Ziegler, Jeanne Clements, Mildred Glass, Don Carrol, Joseph Martina, Roslyn Jaffe, Kay Conlin and Morton Levin.

Annual production of the Upton School of Stage Training was a highlight in the social calendar of the Main Line set.

Junior Dramatic Group of the Hamilton School of Music presented a program yesterday in the Upper Darby School.

Harrison Stagecrafters of the Settlement Music School presented Moliere's *A Doctor in Spite of Himself*.

Holiday was offered by the players of (See NEWS OF PHILLY on page 31)

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dios busy—little theaters,
radio schools also active*

LOS ANGELES, April 18.—Henry Wag-
staff Gribble's farce, *March Hares*, was
given a two-week run at Jean Muir's
Workshop Theater. Cast leads were
Frank Prince, Jane O'Brien and Viola
Lowry.

Penthouse Girls, comedy farce by Bet-
ty Laidlaw and Bob Lively, is in re-
hearsal at the Twentieth Century School
Auditorium. Cast is made up primarily
of advanced students, with Georges
Renavent directing.

First production of the new Ben Bard
School's Little Theater will be *The Vir-
gin Queen's Daughter*, by Father W. W.
Whalen, one-time actor, and for the past
20 years pastor of the Old Jesuit Mission
at Ortanna, Pa. Piece opens Tuesday.

KMTR Starlets of the Hollywood As-
sociated Studios presented an Eastern
nursery fantasy at the Broadway-Holly-
wood Department Store little theater.
The Starlets are on the air from the
studio school Tuesdays, Thursdays and
Saturdays. School is also on KMTR Sat-
urday nights.

Special radio equipment has been in-
stalled in the Harold Hurlbut Studios
for new courses in radio and picture
singing.

Ernst Belcher School of the Dance has
beginners' classes open for new pupils.
Olympe Bradna, Paramount find, has
been placed with Belcher for dancing
training.

Dorothy Stone is offering scholarships
to the Journey's End Studio. Scholar-
ship includes voice and drama courses.
Maestro Guido Casselotti is opening
new voice studios in Hollywood.

Noel Wesley, musical comedy actor
and dancer, has been signed by the
Agneta Slany School to teach ballroom
technique.

Hollywood Conservatory of Music is
opening a department of Spanish danc-
ing under Rafael Cansino, of the famous
Cansino family. He taught with his
father in Madrid and Seville.

Jimmie Fawcett, famous vaude danc-
er, has joined the Ernst Belcher Studios
in charge of the acrobatic department.
Fred E. Blickfelt, in addition to teach-
ing in his own studio here, is making
two trips monthly to San Francisco to
conduct a class there.

Bud Murray trained the Our Gang
troupe of Hal Roach children for their
present vaude tour. He staged and
taught them several dances.

Robert E. Bell, ballet master of the
Fanchon & Marco School, has been
engaged by Edwin Lester for solo danc-
ing in a coming light opera series here.

Ethel Meglin recently supervised sev-
eral juvenile sequences in Paramount's
Too Many Parents, in which more than
20 Meglin Kiddies were employed.

BUSINESS ANGLES

SUMMER APPEARANCE—Now is the
time most people are thinking of bath-
ing suits and slick summer clothes. Ned
Wayburn School, New York, is cashing
in on this angle with display ads in the
dailies featuring the catchline "How
Will You Look on the Beach This Sum-
mer?" This is followed by an appeal to
be "radiantly healthy" and to reduce
weight without "harmful drugs or rigor-
ous diet." "It's a method of music,
rhythm and pleasant exercise."

Dance schools making a similar appeal,
however, should be careful not to prom-
ise medical aid, as this would violate
the law.

CONTESTS — The Wurlitzer music
house in New York is advertising an ac-
cordion contest, limiting it to those who
have not had previous instruction. The
company loans entrants an instrument
and gives them 10 free lessons. Winner
gets a piano-acordion free.
Of course, the contest is aimed at at-

*Reviews of N. Y. and
Phila. Dance Recitals*

A review of the more important dance
recitals presented the past month in New
York City and in Philadelphia will be
found in the Feature News section of this
issue.

**Chicago Dance
Studio News**

*What the bigger schools
are doing — activity of
teachers—student shows*

CHICAGO, April 18.—Teachers and
students are anxiously looking forward
to the appearance of Martha Graham
at the Studebaker Theater here April 26
and to the return of the *Ballet Russe*
to the Auditorium Theater April 29.

Jack Carlton, dancer who has been ap-
pearing at the Blackhawk Cafe with his
partner, Nita, has opened a dancing
studio in the Capitol Building.

Erika Thimey, modern dance inter-
preter, has been appointed director of
the annual Buckingham Fountain Festi-
val, to be held July 17-19 in Grant
Park. Miss Thimey will direct the teach-
ing of 500 girls.

Betty Jones, of the Betty Jones School
of Dancing, Evanston, Ill., directed the
dancers appearing in the opening pag-
eant of the Cole Bros.-Clyde Beatty Cir-
cus playing at the Stadium.

Bruce R. Bruce, head of the acrobatic
school bearing his name, is taking a six-
week vacation to visit Los Angeles and
Honolulu. Ernie Gelbel is in charge
during his absence.

Mrs. Michael Suranyi has succeeded
Jack Saurin as head of the Nicholas
Tsoukalas booking department.

Fran Scanlan reports that 10 of his
students average 300 miles per round
trip each in taking their weekly lessons.
They come from Indiana, Illinois, Iowa
and Michigan. The Chan Knoll Trio,
adagioists, who have been working in this
territory, are learning a new soft-shoe
routine from Scanlan.

Mary Vandas had a group of eight girls
working the Women's Pageant of Pro-
gress held at the Navy Pier here April 18-
26. Another one of her groups of five is
at the Blue Moon Cafe, Milwaukee, in-
definitely.

Jay J. Gallagher and Jean Cortez will
conduct normal schools in tap in sev-
eral cities this summer. They will be in
Detroit May 15-29; Pittsburgh, June 1-
15, and then New York City until Sep-
tember 1.

Detroit Players Perform

DETROIT, April 18.—*Wolf and the
Seven Kids* was presented by Junior Play-
ers March 14 and 15 at the Players' Play-
house. The cast included 27 girls and
boys. Bertha Wright Knapp, director of
the group, wrote the lyrics.

**School Shows
Hit by Flood**

PITTSBURGH, April 18.—The recent
flood disaster here, while it has not di-
rectly damaged any theatrical schools,
interrupted classes for nearly two weeks
and caused cancellations of at least two
annual revues. Ben Hassen will not
have a show this year, his annual pa-
trons having suffered heavy losses. Olive
& Amdur, producers of an elaborate
production yearly, feel that the high
admission prices always in effect for
their recitals will be a burden to their
customers at this particular time.

Delay in rehearsals, due to flood con-
ditions, forced postponement of Bill
Pillich's show at the Nixon from the
last week in April to the third week in
May and put back Jack Barry's show to
around the middle of May.

Plan Detroit Recital

DETROIT, April 18.—Ethyl Riddle Stu-
dios of Stage Art are working on their
annual recital to be given June at the
Masonic Temple. New classes in tap and
acrobatics now being formed.

For Further Information:

Anyone interested in obtaining street
addresses and other information concern-
ing any schools mentioned or advertised
in this department should communicate
with Theatrical Schools Editor, The Bill-
board, 1564 Broadway, New York.

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Camden Music Studio News

CAMDEN, N. J., April 18.—Pupils of the Sternberg School of Music were presented in concert before the Camden Woman's Club. The two honor students were Helen McKeown and Maud Corsiglia. Other pupils were Margaret Elberston, Elizabeth Weest, Phyllis Pendrill, Jane Wehner, Jean Hosking, Judy Smith, Betty Ann McConnell, Annasteen Hurst, Jean Troyer, Jane MacDonald, Ruth Supplee, Betty Stretch, Alice VanBuren, Lois Guyer, Priscilla MacDonald, Lillian Bawden, Maryanne Bawden, Betty Crawford, Lillian Alden, Mildred Young, Barbara Gardiner and Charles Fox.

Rasco Conservatory of Music had the following pupils in recital: Barbara and Roberta Adams, Dorothy Stewart, Raymond Benson Jr., Francis Schuck, Raymond Weber, Louis Rosenheim, Harry and Wilson Gominger, Tommy Cowgill, Wilbur Maine, Edward Shemeley, Emily Cain, Andrew Surman, Helen Gibson, Charles Larsen, Joseph Diraddo, Boone Clyborne and Edgar Macy.

The sixth in the Instrumental Series sponsored by the Richter School of Music was given Thursday. The last in the Treasure Chest concert series given by faculty members and guest artists of the school was presented April 11. A puppet theater was built to help illustrate some of the music.

Gladys Kochersperger School of Dancing in Merchantville is busy preparing for the New Ballet and Review to be given May 16. This year's performance will be in three acts, *Woodland Glen*, *Tapping Around the World* and *In a Pleasant Land*. All types of dancing will be shown. Miss Patty Kochersperger will be ballerina in *Woodland Glen*. Benjamin Sauselein and Raymond Lafferty will lead with the group of Gay Tappers in the second act. Miss Kochersperger will lead the group in *A Pleasant Land*.

At the Fuhrman School of Music, the dramatic classes presented a one-act play, *Demi-Tasse*. Pupils of Clarence Cox, instructor of violin, are preparing for a students' recital. The following pupils of Emille Hagemann were presented in piano recital: Marion Rodan, Diane Meyers, Rowe Beale, Barbara Riebel, Gordon Russell, Shirley Campion, Jean Wiant, Ross Wiant, John Scudder Boy, Marion Levering, Esther Levering, Margaret Hall, Harriet Wheeler, Virginia Cunningham, Catherine Wolf, Josephine Wisniewski, Homer Bardsley, Mrs. Gertrude Bardsley and Doris Chew. J. Harry Tipping, head of the vocal department, arranged a recent Fuhrman Singers Concert here.

Criticism

NEW YORK, April 18.—Ethel Merman, musical comedy star whose rhythm singing made her an overnight sensation, said in a recent interview that she has never taken a singing lesson in her life and never would. People studying singing think more of their diaphragms than they do of the songs, she says. "If I have to take a breath, I take a breath."

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National Dance Week

NEW YORK, April 18.—National Dance Week begins next Sunday. Miss Lucile Marsh is head of the National Dance League, which is directing the celebration. The league is located at 505 Fifth avenue in this city and is prepared to make tieups with dance teachers thruout the country.

Teachers Claim Unfair Rivalry

CHICAGO, April 18.—Members of the Chicago Association of Dancing Masters have finally begun to realize that some very bad conditions exist in their profession, conditions which some of the members were prone to ignore. Following the speech of Jay J. Gallagher at their March meeting, in which some of the evils were pointed out, and the publishing of a story in the last Theatrical Schools section of *The Billboard* calling attention to certain bad conditions, William J. Ashton, secretary of CADM, began to receive numerous complaints and protestations from teachers thruout the country.

Some complaints have come from teachers established in territories that have been invaded by WPA and NYA dance projects which have made the rates so low, in some instances giving free instruction, that legitimate schools cannot meet the competition. Some teachers were of the opinion that this condition is no worse than what some of their own members were doing by teaching too cheaply. An effort is expected to be made to establish a minimum price by teachers who belong to the CADM. They also took up the methods practiced here by chain dancing schools and the giving of free dancing lessons in department stores.

Normal School program given at the regular monthly meeting at the Hotel Sherman April 5 consisted of a new ballroom number by R. Holmes Walsh to go with the new swing music; a *Baby Sister Blues* and *Crazy Rhythm* demonstrated by Marjorie Jeanne Burgauer, of Muncie, Ind., and four child dancers, Donna Jean Ginns, Joan Silvers, Beverly Armstrong and Shirley Ann Veneman; two numbers by Alice Broderick and an adagio by Grace Bowman Jenkins, of Decatur, Ill.

Modern Dance in Detroit

DETROIT, April 18.—A *Modern Dance Festival* was presented April 4 at the Detroit Institute of Arts by five dance groups: Olga Fricker Dance Group, Theodore J. Smith Dance Group, Rebelarts Dance Group, New Dance Group and the Wayne University Dance Group. Sponsors were the Rebelarts Dance and the New Dance groups. Directors were Miss Fricker, Mr. Smith; Tosia Mundstock, of

Philadelphia Music, Vocal Studios Busy With Recitals

PHILADELPHIA, April 18.—Louis Kazze, noted local pianist, composer and teacher, introduced his first artist-pupil, Ida Meroff, as co-recitalist in the two piano recitals he gave Tuesday in the Academy of Music Foyer.

A recital by pupils of Harriet van Emden in voice was given at the Curtis Institute by Elise MacFarlane, Barbara Thorne, Charlotte Daniels, Jane Shoaf and Selma Amansky, with Vladimir Sokoloff at the piano.

Granoff Violin Studios presents students in recital tomorrow with Isabel Ogden as guest artist.

Grace Welsh Piper presented Charles Wistar Yearsley, baritone, and Mary Woodfield Fox, at piano, in recital at the Ethical Culture yesterday.

The Settlement Music School had Stephanie Schehatowitsch, pianist, and Emanuel Zetlin, violinist, in recital.

The Evans Singers of the Edwin Evans Vocal Studios presented a vocal and instrumental recital on the "Club Varieties" broadcast over WFIL.

Ornstern School of Music is presenting senior and junior students in monthly recitals.

Rosalyn Tureck, pianist, is presenting a series of 10 lecture-recitals at the Philadelphia Conservatory of Music.

News of N. Y. Drama Studios

NEW YORK, April 18.—Harold Yessner and Jack Miller, of the Rialto Studios of Stage and Radio Arts, are forming spring classes in dramatics, with Miss Violet Hill in charge. Stage dancing classes continue.

Alviene School of the Theater had Teddy Bergman, radio comedian, discussing the technique of delivering comedy roles for the benefit of students last week.

Hilda Spong School presented students in *Common Ground* April 4 and 5. John Kirkpatrick directed.

Bonstelle School of Drama and Dance has its spring classes well under way, with special courses in phonetics and diction featured.

Fred LeQuorne Studios offering two drama scholarships. Applicants apply in person at the studios.

Central School of Speech and Drama is offering scholarships covering full tuition for a six-week summer session. Applicants apply at Drama League of America, 325 East 41st street, here.

Feagin School of Dramatic Art held its graduation exercises recently, with Reginald Bach making the principal address.

Atlanta Studios In Big Festival

ATLANTA, Ga., April 18.—Three performances staged by pupils of local dancing schools were a feature of the first annual Dogwood Festival at the Fox Theater here.

An afternoon performance was staged by the pupils of the Virginia Semon School, with Vincent Lopez and his orchestra playing the program. Featured were Doris Corrie, Mildred and Eugene Adams, the Apollo Trio, Marion Ross and Catherine Dittig.

The Dance Crafters, composed of the leading local dancing schools, staged a matinee and night performance of *Hansel and Gretel*, with Mary Ann Linane and Gregory Boyd in the title roles. *Midsummer Night's Dream* was also a feature, with Maurice Evans as Titania, Bee Ritz as Oberon and Pitman Corley as Puck. The cast was composed of 600 pupils from the schools of Dorothy Alexander, Lottie Haenschell, Louise Smith, Jane Boyd, Sunya Shurman, Jack Band, Marion Springer, Evelyn Delaney, Mary Bell Darsev and Louise Southard, with Dorothy Alexander as general director. Special groups of girls from the Fulton and Girls High Schools also participated in dances.

Rebelarts; Rith Murray, Wayne University, and Far Arnold, All Blanc and Edith Segal, New Dance Group.

School Recitals

Fay Foster, New York

NEW YORK, April 18.—Fay Foster, teacher of vocal and drama the past 25 years and located in this city the past three years, presented some of her students in a variety show at Aeolian Hall April 8. She hopes to present monthly revues of the same type before paid-admission audiences.

Florence Tarr, doing three monologs, was easily outstanding. Possesses expression, diction and poise. Good enough to be in a first-class show.

Cecilia Michel also displayed surprising dramatic powers in a monolog, *The Job*. Edward Pearlman, a vigorous tenor, showed a good voice but needs more polish. Harry Schiller handled himself well in several song numbers.

Others who appeared were Dorothy G. Wyth and Myra Bender, singers; Sylvia Ross, recitalist; Constanza Ursini, dancer; Robert Phillips, Llewellyn De Foe and Lillian McCuen, singers. Miss Foster was at the piano thruout and, of course, provided excellent accompaniment. William E. Bradell was a sly and ingratiating master of ceremonies.

Denis.

Dancers Caught in Fire

YOUNGSTOWN, O., April 18.—Five local night club dancers from the Billy Erhardt School of Dance here were overcome by smoke which recently destroyed the Regal Hotel, Hull, Quebec, according to word received here from Dion (Doc) Benner, unit manager. The revue which Erhardt has had on the road the past three seasons moved to Ottawa after the fire. Those in the troupe were Mary Drennen, Florence Tripp, Thetis Storey and Lee and Adele Rogers.

NEWS OF PHILLY

(Continued from page 29)

the Bessie B. Hicks School yesterday. Production was under direction of William D. Hicks. In the cast were Eleanor Eliason, Vivienne Officer, Louise Mitten, Margaret Cryer, Julian Caldwell, Louis Pierce, George Adams, Theodore Brockhouse, William Hankin, Sheridan Corson and Ralph Wolpert.

A faculty recital by the Irene Lingo School of Dance and Dramatic Arts had readings by Elizabeth McCarty and two piano works by Marie L. Grew and Edna Reynolds Dale.

Keenan Studio of Dance Arts has moved to new quarters opposite the WCAU and KYW studios and give evidence of being the last word in heel-and-toe modernness.

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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Cleveland. Theatrical men in their complaints about poor show business of the past few years blame all its ailments on the depression. But to my way of thinking they could learn the true reasons for

Sees Nothing New in Modern Dance Revues

existing conditions if they could only forget that they are showmen when trying to judge the effectiveness of their new "productions" or the productions of others by putting themselves in the position and condition of experienced theatergoers whose judgment of the entertainment value of a show decides its fate and who resent unfulfilled promises of advance publicity that lured them to the theater, since rehearsed, hackneyed stuff, presented under some fancy title as something new, is easily recognized by present-day audiences. And it is such misrepresentation that has a whole lot to do with the failure of spectacular musical comedies of the stage and screen. For instance, most of the emsemble-dance divertissements, introduced with a great ballyhoo in the past season's most sumptuous of the screen's revue productions as "new" ensemble-dance designs, the creations of Hollywood's best advertised "dance creators," were merely reproductions of the old-fashioned cotillon figures that, up to about 25 years ago, were performed in the so-called "German," the feature of social dance events, by ballroom dance participants without any previous rehearsals. And about the only visible difference is that the "figures" in these screen revues were performed by beautiful girl dancers, magnificently costumed, in gorgeous stage settings. Furthermore, the "dance movements" in these ensemble-dance divertissements, while not new in the broadest meaning in that word, were performed in time with the music but were not arranged so as to interpret the "rhythm" of its particular musical accompaniment; also the "groupings" were brought about by artificial poses instead of being the result of the natural sequence of the dance. In writeups in newspapers and periodicals the motion picture industry is said to employ only experts in every line to supervise filming of its plays. Still one of the featured scenes in a big production that represented a so-called housekeeping room, equipped with a stove, kitchen table, etc., had a large double bed prominently displayed. According to the play, this room was occupied by a brother and sister, who are seen preparing their breakfast while presenting a novelty tap-dance act. And I understand they are brother and sister in real life. The so-called modern dancing introduced on the stage in recent years (a misnomer, since that name has been applied to ballroom dancing for the past 25 years) should be called "modern prancing," as its performance consists mostly of a conglomeration of meaningless gyrations and arm movements that conflict with all the rules and intents of the dance arts.

M. F. TROSTLER.

Hollywood, Calif.

With so many theaters on the verge of closing and the apparent absence of suitable entertainment for the public, it is to be deplored when conditions reach the stage of where worth-while attractions cannot find bookings unless for "coffee and money." Magic has always been the ideal entertainment, in my opinion, for the reason that any audience is the magician's audience; the only thing necessary for the latter is sight, and I have seen a group of blind persons enjoy a magic performance. And there should be a good living for the magician today were his plight a trifle more favorable—in that he did not have to take lunch money for a date. Of course, magicians must live, and I can't say that I know of one who is able to produce his dinner or rent money out of

a hat. But were more of the fraternity to refuse the dates for nothing I feel that magic would benefit, especially were more of the boys to brighten up their acts. Patter is a vital adjunct to a magic act, particularly when the magician has not the assistance of a chorus, spectacular illusions or gorgeous scenic effects. Too many magicians forget the importance of talk that is entertaining and humorous. People want to laugh, so why not give them a chance? A good laugh will cover many poor tricks, just as one well-performed bit of magic will outshine some of the most elaborate of illusions. Another argument I make—and I have almost come to blows over it—is that too often more is made of a deception than is good for the best results of the trick. Of course, it requires showmanship to make something from nothing, but it is not good showmanship on the part of a magician to prolong the performance. As an example, let me cite the instance of one illusionist who often devoted anywhere from 20 to 30 minutes in presenting the trunk-escape trick. Far more favorable audience reaction would have rewarded the magician had he done the trick in from three to five minutes, for it would have been more mystifying and the audience would not have been tired out by a lot of meaningless words and poor comedy. But differences of opinion exist or we wouldn't have horse races. Thus were more of the boys to give the above phases of their acts more attention I believe they would profit greatly. On the other hand, were there more showmen among managers of theaters more magicians would be working, because the former would recognize that magic well presented provides great entertainment for all.

AL SMITH.

Mansfield, O.

In Chicago in 1898 I played at the Olympic Theater on South Clark street, personally managed by George Castle Jr. and booked by his father, known as "Pop" Castle. The office was across the

They Saved Many a Show From a Flop

street from the theater. One day I heard Junior make a remark that I will never forget. He said: "Dad, I need a headliner every week to fill my house but cannot do without the standard acts to give a good show. I will book the star act while you give me the good acts as you have done before." A statement like that from a man who knew vaudeville from the bottom up, I think, was very significant. As the head of the Kohl & Castle Circuit he later became associated with the Western Vaudeville Association, with offices in the Majestic Theater Building. Yes, I have worked several times on bills where the headliners did not fit in a vaudeville entertainment. But their names in electric signs in front of the theaters drew the crowds. That's what they were paid for and there was no kick coming from the management; at least not from a financial standpoint. I can recall some of the acts, no headliners in the strict sense of the word, but they always made good on any bill and saved a good many shows from being flops: Dick and Maggie Leoni, Roman rings; Frank Perez, gymnasts; Bessie Louise King, operatic singer; Hayter and Janet, Dutch sketch; Cora Miskell and Gold Dust Twins; Thomas and Hall, sketch; Gene Green, emperor of ragtime; Red-dington and Grant, bouncing tramps; Lane and Susanetti, cannon-ball act; Alrona-Zoeller Trio, acrobats; Esher Sisters, acrobatic song and dance; Jack Reed and Ella Gilbert, sketch; Renee Family (5), international transformation act; Howard and Alton, sailor and lady; Higgins and Milligan, blackface; George Spence and Minnie Sartelle; the Nellos, jugglers; Barney First, dancing Hebrew; Phroso, mechanical doll; Provol, whistler; Bert Geyer, hand balancer; Lelsen-ring Children, acrobats; Wallace Sisters, Grace, Mabel, Hattie; John X. Coughlin, electric act; Great Siegfried, Man of Many Faces; Zanfretta and Mansfield, sketch; De Hollis and Valora, juggling; Clever Conkey, club act. I know that

some of these have answered the call of the final curtain, but I hope the majority are still with us and setting a good example for the younger professional generation by upholding the reputation of those in the days gone by.

HARRY LAKOLA,
Formerly Harry Alberti.

New York. After reading Richard Kaplan's "Tidbits" in the Endurance Shows department of *The Billboard* of April 11, I feel strongly inclined to believe that he is

Walkathoner Demands New Ideas in Biz

all too right about the appalling situation of the marathon world, and I am also of the opinion that it's up to both promoters and kids to snap out of it and do something while something can be done. I was a fan long before I came off the sidelines and into the "heat." From that viewpoint, the public viewpoint, someone should make a few suggestions to marathoners, one and all. People are definitely tired of the same thing. They want originality in a show and, among all the smart, experienced promoters, Hugh A. Talbott is the only one I've seen of late who was making an attempt to put forth any sort of new ideas. If the kids and emsees would work up a few more skits and special features and those who have talent or haven't, for that matter, would try to exercise some, I'll bet a month's cigaret money that box-office sales would come 50 per cent nearer the skyline, at least. Another good asset is a comedian. I only wish that we had been blessed with a few more ace comedians. I saw a comic in an Eastern show pull a big one not so long ago. He was working a show where nearly every one of the kids had a particular song which they sang in every visit to the mike, and half of them wouldn't even go. The operator has a good rep from running A-1 shows, but if the comic to which I refer, along with some swell emsees and feeble assistance from a few extra-energetic kids, hadn't pleased the public with his witty skits, jokes and songs, I'd like to see a show that would have fallen any flatter. As it was, the house was jammed every night and I was always in that jam! Orchids to this ace comic and the assistants that put that one over. But it's onions to these so-called marathoners who stay around hotels, restaurants, auditoriums, etc., where the kids are, and try to get everything for nothing. If someone doesn't eliminate these people, bring in originality and get the wheels turning we may as well plan our "walks" on sidewalks or country roads without box-office profit, because there'll be no walkathons! If that comes to pass we'll have only ourselves to blame, and we can't revive it if it goes out once.

BEVERLY BURDINE.

Saranac Lake

By BETTY HUNTINGTON

The *Rock*, a three-act play, was presented at the Town Hall recently thru co-operation of the churches of Saranac Lake. It included a very able cast, consisting of some of Saranac Lake's local talent, which was staged and produced by some of our NVA boys. All patients had the pleasure of witnessing the dress rehearsal from our stage at the Lodge last Saturday night.

Tommy Abbott and Armand Monte are sporting some keen-looking pajamas, given to them by their friend Dr. LaPorte. Both boys are grateful not only to Dr. LaPorte but also for the admiring glances of approval from the opposite sex.

Herman Levine, the Will Rogers representative and also known as "the little man with the big heart," paid another of his monthly visits to the Lodge recently and was given a warm welcome by his many friends here. He always has the interest of the sick at heart and is loved for his kindness and consideration.

Lizzie (Girl in Red) Rogers is looking forward to a visit from her sister, Mrs. P. A. Halpin, of Portland, Me., who is expected here soon. Lizzie is feeling fine and has gained three pounds within the last few weeks.

Maxie (Trump) Pfeffer is up for two meals daily. Maxie had the "phrenic" a few months ago and from all indications it seems to have done the trick.

We, the patients of the NVA Lodge, wish to thank Bessie Lastfogel for the useful donations sent to us thru Mother

42d YEAR

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Vol. XLVIII. APRIL 25, 1936. No. 17

Morris and also would like Mother Morris to know that she is missed by her friends here.

Jess Rosenberg has only been here for a short while and is up for an occasional meal and showing remarkable improvement.

Peggy McCarthy, new arrival at the Lodge, is much pleased with her surroundings. Peggy was formerly a showgirl with Earl Carroll in *Floretta* and at the Paramount Grill. She also did pictures in shorts for Warner Bros.

The Jewish Sedar was celebrated by many of the patients here, who had a special table in the dining room. Dr. Fischel at one end and Jack Eskins at the other. The food was specially prepared by our able chefs, Mr. and Mrs. Weiss, and relished by all.

Ben (Veil-I'll-Tell-Yer) Shaffer and his pal Tommy Abbott have been moved to the ambulatory department. Both boys are doing well and showing good results.

Walter LaPorte, who attends school in Mamaroneck, N. Y., spent the Easter holidays with his parents, Dr. and Mrs. LaPorte. Mrs. LaPorte has taken an apartment in Saranac Lake and is a daily visitor to her husband, who is a recent guest patient here at the Lodge.

George Faricy has returned to Lake Placid to fill a summer engagement at Roy's American House, where he will entertain nightly with his piano melodies.

Bob (Capitol Theater) Merrick has had a slight setback but is coming along nicely, as is his wife, Dorothy (Petite) Merrick, who has been thru quite a siege of it at the General Hospital, where she has been for some time. I'm happy to say she expects to leave the hospital next week.

Marya (Spunky) Blake celebrated a birthday last week at the home of her friend Mrs. Blood, who gave a luncheon party for Marya and some of her friends. Congratulations were in order and a "very" good time was had by all.

Eddie (Four Carltons) Ross has returned to Saranac after a brief visit to the Bellevue Hospital, New York. He was at the General Hospital here, where he underwent the first stages of a thoracoplasty operation, which was performed by our famous staff surgeon, Dr. Warriner Woodruff, of Saranac Lake.

Dr. Paul Weil, Bill Kazanjan and George Faricy accompanied Martha Ware (first lady of Lake Placid) on a pleasure trip to New York last week. They returned tired but happy.

Please check on your health to avoid "the cure" and write to those you know in Saranac Lake.

April 25, 1936

The Final Curtain

ANDERSON—William H., 84, former president of Western Michigan State Fair Association, at his home in Grand Rapids, Mich., April 12 after a long illness. He was a banker and officer in several corporations. During his regime many improvements and additions to the fairgrounds were made. Survived by a sister.

BASSETT—Frederick F., 75, April 10 at the Cook County Hospital, Chicago. Burial in Mt. Hope Cemetery, Chicago. Bassett is survived by his widow and a daughter, Mrs. Dick Lee, known professionally as Georgie Noble, and two granddaughters, one of whom, Hope Parker, is a tap dancer playing Chicago clubs. Mrs. Dick Lee's husband is with a Tobacco Road company.

CALDWELL—Anne, 37, former Broadway showgirl, April 12 at University Hospital, Philadelphia, where she had been a patient for more than two weeks. Survived by her parents.

DALLAVO—Mrs. William D., 25, wife of Bill Dallavo, orchestra leader in and around Grand Rapids, Mich., suddenly at her home in Grand Rapids April 11. Surviving are her husband, her parents, two sisters and two brothers. Interment in Grand Rapids.

FLETCHER—Fred, 61, father of Frank M. (Red) Fletcher, well-known tabloid comedian, at a hospital in San Antonio April 13. Fletcher was a 33d degree Scottish Rite Mason and had been active in Masonry for many years. He was a retired banker and was active for years in amateur minstrels in San Antonio. Many years ago he worked as chief electrician at the old opera house in that city. Funeral services in the Scottish Rite Cathedral, San Antonio, April 15, with Dr. J. M. Todd officiating. Surviving are a daughter, Mrs. Florence Tilford, and two sons, Frank M. and Tilford H. Fletcher.

FULTON—A. D., 70, secretary-manager of annual Stewiacke (N. S.) Fair for the last 30 years and magistrate there, at his home in Stewiacke from influenza. Survived by his widow and a son and daughter.

GALENDO—Marie, 28, wife of Raphael Galendo, concert violinist for NBC, in New York April 12. Survived by her husband and two children.

GILMORE—Helen, 35, actress, was found dead of natural causes in bed in her New York apartment, April 12. Survived by a brother, Charles David Reardon, of Louisville, Ky.

GODFREY—Ernest Bert, 38, brother of Lolabel Godfrey, stock leading woman, at Mogollen, N. M., April 2 of heart trouble. He was a State mining engineer. Interment at Silver City, N. M.

GULDEN—Daniel W., 70, prominent leader in Reading, Pa., musical circles, April 11 at his home in Reading. Gulden was an accomplished clarinetist and former leader and business manager of the well-known Ringgold Band. Survived by his widow and two children.

HAGER—Arnold F., 52, musical instructor at Elmira (N. Y.) Reformatory, and as a youth a bandsman with the Sawtelle Canal Boat Circus, April 14 at Elmira, N. Y.

HALL—Alfred E., 83, veteran actor, at his home in Schenectady, N. Y., March 31 after a five-day illness. He made his stage debut 50 years ago and during his career appeared with Campbell's Minstrels, Dailey's Comedy Company, Shaffer & Cohan's Irish Comedy Company, J. B. Howard's Boston Theater Company, Minnie Foster's *Madcap*, Stetson's *Uncle Tom's Cabin* Company, Tony Farrell's *Irish Corporal*, Jerry Cohan's *Molly Maguire* and other shows. He also appeared for two seasons with Joseph Jefferson in *Rip Van Winkle*. Hall was a life member of the Knights of Pythias and was active in politics in

Schenectady. Funeral services April 2, with burial in Parkview Cemetery, Schenectady. Survived by a daughter, Mrs. E. H. Latham, of Kaslo, B. C.

HATAWAY—Noble, young musician and radio artist, was shot to death in Corsicana, Tex., April 15.

HEBRON—Arthur, president of the California Rodeo and Stock Show, Salinas, Calif., and vice-president of the Rodeo Association of America, at Sacramento, Calif., April 10. Burial at Salinas April 14.

JOSEPHS—Lew, 38, box-office attendant at the Erlanger Theater, Philadelphia, April 13 at the Jefferson Hospital, Philadelphia, after a brief illness with lobar pneumonia. He was formerly treasurer of the Nixon Theater, Pittsburgh. Survived by his widow.

KELLEY—James Harold, 74, who appeared on the stock and vaude stage for many years under the name of Hal Kelley, March 28 at his home in St. Joseph, Mo. He was a member of the Harry Davis stock at the Opera House, Pittsburgh, many years ago and played the major vaude circuits of his day in a sketch with his wife. Later he owned and controlled a string of theaters in Nebraska, Iowa, Missouri and California. He sold out to

MILLER—Fred J., 35, known in Midwest carnival circles, found dead behind his parked car in a wooded lane on the outskirts of Des Moines, Ia., April 12. Death was apparently due to a heart attack.

MOCK—Jacob, widely known concessioner, native of Girard, O., April 8 in a hospital in Texarkana, Tex., after a brief illness. He left Girard early this year to spend the winter in the South. He was one of the first to operate miniature golf courses. He followed many Eastern Ohio fairs with concessions. Survived by a daughter, three sons, three sisters and a brother. Funeral in the home in Girard and burial in Liberty Union Cemetery there.

MURRAY—Robert E., 55, brother of Charlie Murray, film comedian, April 11 at his home in Ocean Park, Calif., of a complication of diseases.

PATUZZI—Mrs. Elizabeth, 85, mother of John Patuzzi, concert cellist and member of the Beethoven Trio, Bridgeport, Conn., in that city April 13.

READER—Harry Jr., 14, son of Mr. and Mrs. Harry Reader, showfolks, in St. Elizabeth Hospital, Danville, Ill., April 6 from severe head injuries sustained earlier in

SMITH—Mrs. Anna (Mom), widow of Chris (Pop) Smith, who died in 1933, and mother of Chris M. Smith, this season with Majestic Exposition Shows, and Ed K. Smith, of late years in business in Tennessee, at a hospital in Springfield, O., April 15. With her husband and two sons she operated the old Smith Greater Shows for many years. Interment at Springfield April 17.

SNYDER—Henry (Tubby), 76, formerly well-known outdoor showman, not very active of late years because of ill health, at his home in Chicago April 14. Early in his career he spent some years with circuses, also had concessions at special events. In the early 1900s was a partner with the late Col. I. N. Fisk in the Fisk & Snyder Carnival Company, afterwards operating his own shows. Was best known thru his Great Cosmopolitan Shows—a collection of pay attractions, concessions and free acts—innovating the idea of exhibiting under one mammoth tent. The last two decades he was a concessioner with various carnivals when his health permitted. A few years ago settled in Chicago. He was a member of the Showmen's League of America, which organization had charge of his funeral service and interment in the League's Showmen's Rest in Woodlawn Cemetery, Chicago, April 16.

SPENCER—Arthur, 43, minstrel, April 13 at the St. Francis Hospital, Trenton, N. J., following an operation for appendicitis. Spencer, who resided in Florence, N. J., was a member of the Burnt Cork Association, of Burlington, N. J., and musical director of the Blue Center Minstrel troupe, Roebing, N. J. Survived by three sisters and two brothers.

STEPPACHER—W. Maurice, 44, secretary and treasurer of Station WDAS, Philadelphia, April 15 at the University Hospital, Philadelphia, after a short illness of high blood pressure and complications. Since September, 1931, Steppacher was part owner of WDAS. Survived by widow, Mrs. Cecile Steppacher; two sons and a daughter.

STILLMAN—Mitya, 43, composer and violist, attached in the latter capacity to the Columbia Broadcasting Studios, in New York April 11. Mr. Stillman composed eight symphonies, including *Dnieprestroy*, and a number of pieces for string ensembles. Survived by his widow, a daughter and a son.

STRAUSS—Malcolm, 53, who gave up an art career to devote himself to fiction and motion picture scenarios and who produced a 15-reel film, *Wanted by the Police*, at Beth Israel Hospital, New York, recently.

TITTERTON—Nancy Evans, 34, author and wife of Lewis H. Titterton, executive of the National Broadcasting Company and head of that organization's literary rights department, found murdered in her apartment, New York, April 10, as briefly mentioned under Late Deaths in last issue.

TROTTER—Wilson, formerly a professional musician and for a number of years identified with various shows, including the Barnum-Bailey Circus, April 3 at his home in Mena, Ark. He also toured the (See FINAL CURTAIN on page 70)

HOWARD THURSTON

Howard Thurston, internationally known magician and for more than a quarter of a century the leading mystifier and illusionist on the American stage, died April 13 at Miami Beach, Fla., of pneumonia, following a cerebral hemorrhage suffered March 30. He was 66. Thurston was forced to quit the stage when he suffered a stroke in a restaurant while showing at Charleston, W. Va., December 13 last. He went to Miami Beach early in the winter in an attempt to regain his health.

Born at Columbus, O., July 20, 1869, Thurston spent five years of his early youth studying for the ministry. His imagination fired by the then famous Herrmann the Great, he soon abandoned his religious studies to dabble in magic. He received his first magical experience as an assistant to a magician appearing at a fair in Portland, Ore., more than 45 years ago. Three months later he went out on his own, working theaters, halls, museums and similar engagements. Thurston also worked for a time as a pitchman, using his magic tricks to draw the crowds.

After a tour of the West and Middle West, Thurston headed eastward and made his New York debut at Tony Pastor's theater. In 1905 he returned to San Francisco and started out on a world-tour, which proved a huge success. In 1908 he succeeded Harry Kellar, who at that time was the top-ranking American magician and with whom he had appeared for about a year before. From that time on Thurston played practically all of the leading cities of the country with his mammoth magic show, carrying 25 assistants. He was always regarded as a master showman. In recent years, with the roadshow business at a low ebb, Thurston played with his company in the country's major vaudeville houses. It was Thurston's boast that his was the last big time, full-length magic show traveling on the road.

Thurston was past president of the Society of American Magicians and a member of the International Brotherhood of Magicians, the Kiwanis and Lions. He was also a 32d degree Mason and an Elk.

His body was shipped to Columbus, O., for burial. Funeral services were conducted Friday night, April 17, with the Howard Thurston Ring No. 9, International Brotherhood of Magicians, holding the special and symbolic wand-breaking services, with S. W. Reilly, president of the group, officiating. The Parent Assembly of the American Society of Magicians conducted a similar wand-breaking ceremony in New York earlier in the week. Burial was made in Columbus April 18.

Surviving are his widow, Paula; a daughter, Jane, by a previous marriage; two brothers, William, of Columbus, and Harry, of Chicago, and a sister, Mrs. Myrtle O'Hagen, of Brooklyn.

chain interests a number of years ago and moved to California. Kelley later returned to Iowa to open several theaters and about seven years ago entered commercial lines in St. Joseph. He was a member of the Masons, Shriners and Eastern Star.

KIRK—Frank, 65, veteran colored minstrel and trouper, recently at Passavant Hospital, Jacksonville, Ill., after a brief illness. He had appeared with the Pringle & Richards, McCabe & Young and the Harvey minstrels, *Darkest America*, *Black Pat* companies and one season on Broadway with *Bringing Up Father*, in which he played the part of an African magician. His last trouping was done with the Beck & Walker Minstrels. Interment was made in Jacksonville Cemetery. His sister, Mrs. Florence King, of Jacksonville, survives.

KLEIN—Mrs. Alverda, 57, wife of Ben H. Klein and active in circus and carnival circles for a decade, at Albany, N. Y., April 4. Besides her husband, survived by four sisters and three brothers. Burial at her former home city, Vandergrift, Pa., April 8.

LAPORTE—Barbara, 30, night club entertainer, whose last engagement was with the Howdy Club in Greenwich Village, New York, found dead in a New York apartment April 15.

LOTTER—Thomas Toliver (Skippy), 2, son of Mr. and Mrs. W. E. Lotter, known in the show world as Happy and Marie, in Los Angeles April 11. Death caused by double pneumonia, following measles. Body was cremated.

the day when he collided with an auto while crossing the street. His father is now with the Chief Rolling Cloud Show, while his mother, residing in Danville, was formerly with various stock companies. His parents survive.

RICE—Dan Jr., 50, son of the late Dan Rice, in San Francisco March 15. Interment in that city.

ROBERTSON—Robert, 72, known in stock company circles thruout the country as Punch, April 12 near West Salem, Wis., after an illness of eight months. For many years he played in stock companies and during the latter years of his career managed his own production organization. He retired from the stage in 1900. Survived by a sister-in-law and a nephew.

ROUDEBUSH—Jasper Harrison, 61, many years a director of annual Carroll County (O.) Fair, at his home in Carrollton, O., April 11 after a long illness. His widow and two daughters survive. Funeral in Christian Church and burial in Grandview Cemetery, Carrollton.

SIMS—Edward A., 44, former circus acrobat and dancing instructor, recently at Hudson, Mass., after a short illness. Sims was born in Lowell, Mass., and started his circus career at the age of 12 and continued circus work until he was 21. In 1928 he opened a dancing school in Cambridge, Mass., and later expanded to take in other Massachusetts towns. Funeral service at the Hudson Unitarian Church, the Rev. Robert S. Stevens officiating. Burial in Forestvale Cemetery, Hudson. His widow survives.

Billie Burke

William J. Burke, 59, known in vaudeville as Billie Burke, formerly of the comedy teams of Howard and Burke and Burke and Dempsey, and later a leading producer of vaudeville acts, died of pneumonia April 15 in Ford Hospital, Detroit.

Best known of Burke's acts was "Tango Shoes," which made the rounds of the circuits for seven years. Some of his other sketches were "The Ten Funny Folks," "The Foolish Factory," "Jardins de Paris," "Fixing the Furnace," "Ketchum & Cheatem" and "The Man Off the Ice Wagon." Burke was buried in Springfield, Mass., April 18.

Felix F. Feist

Felix F. Feist, general manager of Metro-Goldwyn-Mayer for the last 11 years, and connected with the motion picture industry since 1907, when he started as advertising manager for Kinemacolor Company of America, died in Mt. Sinai Hospital, New York, April 15. He was 52.

In 1909 Mr. Feist became president of the Celebrated Players Corporation of Chicago, a post he held until 1913, when he became associated with Equitable Pictures Corporation as general manager and secretary. The organization later was merged with World Films Corporation.

In 1920, as a result of his outstanding work, he was appointed vice-president and general sales manager by Goldwyn Distributing Corporation, and two years later he became attached to Joseph M. Schenck Productions as supervisor of distribution of special features, a position he held until 1925, when he joined MGM.

He is survived by his son, Felix Jr., now at the MGM studios, and his daughter, Mrs. Myron Nast, of New York. Services, followed by interment at Woodlawn Cemetery, were held April 17 at Temple Emanu-El, New York.

ACTS, UNITS AND ATTRACTIONS

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

A
Abbott & Robey (Marbro) Chi, t.
Adler & Taubman (Ambassador) NYC, h.
Adreon, Emilee (French Casino) NYC, nc.
Allen, Bobbie (Jungle Inn) Youngstown, O., nc.
Allen, Jean (Swanee Club) NYC, nc.
Alexander & Santos (Shubert) Cincinnati 20-23, t.
Allen, Martha (Fifth Avenue) NYC, h.
Allyn & Gaudraux (Cecil) Mason City, Ia., 22-23, t.
Aloma, Princess (Wivel's) NYC, re.
Ames & Arno (Southtown) Chi, t.
Amstel, Felix (Russian Troyka) New York, nc.
Andrews, Ted & Catherine (Barbizon-Plaza) New York, h.
Anise & Aland (Connie's Inn) NYC, nc.
Anthony, the Bird Man (McAlpin) NYC, h.
Arden, Dorothy (Grosvenor House) London 1-30, nc.
Aristocrats, Twelve (Shubert) Cincinnati 20-23, t.
Armstrong, Maxie (Connie's Inn) NYC, nc.
Ates, Roscoe (State-Lake) Chi, t.
Avery, Gertrude, Diamond Revue; Randolph Avery Band (Carolina) Greenville, S. C., 22-25; (Victory) Charleston 26-28; (Paramount) Hickory, N. C., 29-30, t.

B
Bacon, Faith (Colosimo's) Chi, nc.
Baduc, Ray (New Yorker) NYC, h.
Bailey, Bill (Ubangi) NYC, nc.
Bain, Betsy (Guest House) Easton, Pa., re.
Baird, Bill (Maj.) Chillicothe, O., 23-24; (Athens) Athens 25; (Pal.) Marion 26-27; (O. H.) Ashland 28, t.
Baker, Don (Paramount) NYC, t.
Baker, Josephine (Chez Josephine Baker) NYC, nc.
Balleff, Nikita (St. Moritz) NYC, h.
Banks, Sadie (Old Rumanian) NYC, cb.
Barnes, Eddie, & Fred Steger (Yacht Club) NYC, nc.
Baron & Blair (Waldorf-Astoria) NYC, h.
Baroness Von Brennecke (Club Normandie) NYC, nc.
Barren & Lane (Hollywood) N. Y. C., re.
Barrett & Smith (Commodore Club) Detroit, nc.
Barri, Bebe, Girls (Boston) Boston 20-23, t.
Barrie, Kathaleen (Weylin) New York, h.
Barrina, Olga (Buckingham) NYC, h.
Barstow, Dick & Edith (Tower) Kansas City, t.
Barth, Frances, Revue (Oxford Club) Rhineland, Wis., nc.
Beale St. Boys (Broadway Room) NYC, nc.
Beaujean, Pierre (Buckingham) NYC, h.
Beauvel & Tova (Waldorf-Astoria) NYC, h.
Bee, Connie (Broadway Room) New York, nc.
Behm, Arthur (Gay Nineties) NYC, nc.
Bell & Grey (Rose's) Binghamton, N. Y., nc.
Bell's Hawaiian Follies (Roanoke) Roanoke, Va.; (Maj.) Johnson City, Tenn., 27-28; (Princess) Greenville 29; (Central) Pennington Gap, Va., 30, t.
Belostozky, Boris (St. Regis) NYC, h.
Beno, Ben; Cookeville, Tenn., 20-25.
Bentley, Gladys (Ubangi Club) New York, nc.
Berg, Alphonse (French Casino) NYC, nc.
Bergen, Edgar (Riverside) Milwaukee, t.
Berle, Milton (Paradise) NYC, re.
Bernard, Bobby (Biltmore) NYC, h.
Bernard & Henrie (Colony Club) Chi, nc.
Bernard, Mike (Gay Nineties) NYC, nc.
Bernard, Phil (Cecil) Mason City, Ia., 22-23, t.
Bernie, Dave, Girls (Club Sharon) N.Y.C., nc.
Bernie, Harry (Club Richman) NYC, nc.
Bernivici, Count, Co. (Paramount) New Haven, Conn., 20-23, t.
Berry, Robert (Buckingham) NYC, h.
Bessinger, Frank (New Yorker) New York, h.
Bert & Jay (Colonial Village) Peoria, Ill., nc.
Beauvel & Tova (Waldorf-Astoria) NYC, h.
Bickford & Crandall (Merry-Go-Round) Akron, O., nc.
Bigelow, Bob, & Larry Lee (Gay '90s) NYC, nc.
Blanche & Elliott (Top Hat) Union City, N. J., nc.
Blanchard, Eddie (Club Elegante) NYC, nc.
Blanchard, Terry (Normandie) New York, nc.
Blane, Rose (Hollywood) New York, re.
Block & Sully (Stanley) Pittsburgh 20-23, t.
Blue Blowers, Seven (Rivoli) Monmouth, Ill., 23-24, t.
Blue, Jack (Blakeland Inn) Denver, nc.
Boran, Arthur (Century) Baltimore 20-23, t.
Boreo, Emil (London Casino) London, nc.
Boring & Lazar (Wivel's) NYC, re.
Boston Sisters, Three (Gang Plank) NYC, nc.
Boves, Major, Amateurs (Pal.) Cleveland 20-23, t.
Boves, Major, Amateurs (Orph.) Springfield, Ill., 23, t.
Bowker, Betty (Man About Town Club) NYC, nc.
Bowly, Al (Rainbow Room) NYC, nc.
Brawn's, King, Brevities (Orph.) Waco, Tex., t.
Bredwins, Three (French Casino) NYC, nc.
Brent, Jerry (Bar Intime) New York, nc.
Brent, Romney (Wyndham's) London 1-30, t.
Briefe, Gertrude (Hollywood) N. Y. C., re.
Ering, Lou (Cafe Venezia) NYC, nc.
Broadway Jamboree (Shubert) Cincinnati 20-23, t.
Brooks Twins (Yacht Club) NYC, nc.
Brown, Arthur (Hector's Club New York) New York, nc.
Brown & Brown (Anna Held's) NYC, nc.
Brown, Evans (Red Gables) Indianapolis, nc.
Brown, Isabel (Club Richman) NYC, nc.
Browne, Louise (Gaiety) London 1-30, t.
Browne & LaVelle (Roxby) Colfax, Wash., t.
Browning, Mitchell & Wilson (Leon & Eddie's) NYC, nc.
Brydon, Louise (Hickory House) N. Y. C., nc.
Budd, Arthur (Barrel of Fun) NYC, nc.
Burn, Billie, & Dennis White (Hollywood) NYC, re.
Burns, Dave (Wyndham's) London 1-30, t.
Burrage, Alice Hathaway (Chateau Moderne) New York, nc.

C

Calloway, Cab, Orch. (Loew's State) NYC 27-May 2, t.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; t—theater.

Calvo, Pilar (El Chico) New York, nc.
Caperton & Columbus (St. Moritz) N. Y. C., h.
Cardona, Kay (Dizzy Club) NYC, nc.
Carenina, Lena (Club Gaucho) New York, nc.
Carlisle, Una (Dizzy Club) NYC, nc.
Carlton, Jack (French Casino) NYC, nc.
Carlot, Nita (Shelton) NYC, h.
Carlos & Marchon (Jack Dempsey's) NYC, re.
Carr, Billy (Paddock Club) Chi, nc.
Carr Bros. & Betty (Colonial) Dayton, O., t.
Carlton Sisters (Rex) Seattle, t.
Carroll, Earl, Vanities (Albee) Providence 20-23, t.
Carrol, June (Penthouse) Baltimore, nc.
Carroll, Nita (Snelton Hotel) NYC, h.
Carroll & Shalita (Morrisop) Chi, h.
Carson, Jack (Tower) Kansas City, t.
Carvelle Sisters (Rivoli) Monmouth, Ill., 23-24, t.
Castain & Crane (Larue's) NYC, re.
Castle, Billy (Chateau Moderne) N. Y. C., nc.
Caston, Bobbie (Connie's Inn) NYC, nc.
Catalina, Rose (606 Club) Chi, nc.
Charles & Barbara (Biltmore) St. Louis, cc.
Charles & Celeste (Kenmore) Albany, N. Y., h.
Charles, Ernest (Normandie) New York, nc.
Cherie & Joe (French Casino) NYC, nc.
Chita (Anna Held's) NYC, re.
Chiyo, Princess (Cocanut Grove) Boston, nc.
Chmara, Gregory (St. Moritz) NYC, h.
Christine, Bobette (Chateau Moderne) NYC, nc.
Chuck & Chuckles (Connie's Inn) NYC, nc.
Cholet, Paul (Kimo) Albuquerque, N. M., t.
Church, Bill (Princes Club) Detroit, nc.
Claire, Marion (Chicago) Chi, t.
Clambake Seven (Lincoln) NYC, h.
Clarence & DeLores (Roxby) Colfax, Wash., t.
Claudet, Marguerite (McCurdy) Evansville, Ind., h.
Clifford & Marion (Uptown) Chi, t.
Codolban, Cornelius (St. Regis) New York, h.
Coghill, Homer (Rivoli) Monmouth, Ill., 23-24, t.
Coleman, Arlene (Wivel's) NYC, nc.
Colleen (Liberty Inn) Chi, nc.
Collins & Anita (Francis) Monroe, La., h.

Donaldson, Joe (Ritz) Muskogee, Okla., 22-23, t.
Donagan, Nellie, & Seven Wonder Girls (Stadium) Chi, until May 3.
Doner, Kitty (Lido) Montreal, nc.
Donna & Darrell (Commodore) NYC, h.
Dosh, Freddie (Marbro) Chi, t.
Dossena, Adelina (Club Minuet) Chi, nc.
Dougherty, Marie (All-Stars Club) NYC, nc.
Dova, Ben (Grosvenor House) London 1-30, t.
Dove, Evelyn (Connie's Inn) NYC, nc.
Drake, Connie (Deauville) New York, nc.
Draper, Paul (Radio City Rainbow Room) NYC, nc.
Drena & Her Dancers (London Casino) London, nc.
Drew, Cholly (Number One Bar) NYC, nc.
Drew, Hotcha (Connie's Inn) NYC, nc.
Drum, Dotty (Hector's Club New Yorker) New York, nc.
Duffin & Ruth (St. Francis) San Francisco, h.
Duke, Paul (Uptown) Chi, t.
Dunn, Francis (Barrel of Fun) NYC, nc.
Dunn, Johnnie (Ritz) Muskogee, Okla., 22-23, t.
Duval, Ade (Empire) Sheffield, Eng., 27-May 2; (Palladium) London 4-10, t.
Duval, Sheila (New Town Bar) New York, nc.

E
Easter & Hazleton (Penthouse) Baltimore, nc.
Eberle, Eleanor (Lido) Montreal, nc.
Edwards, Jack, Revue (Palais Royale) Akron, O., nc.
Efanti, Hilda (Anna Held's) NYC, nc.
Elaine & Douglas (Rex) Seattle, t.
Elda Ballet (Fox) Washington, D. C., 20-23, t.
Elissa, Senorita (Nini's French Cabaret) New York, c.
El-Wyn (Midland) Newark, O., 24; (Weller) Zanesville 25; (Sixth St.) Coshocton 28; (Vine) Mt. Vernon 29; (Strand) Delaware 30, t.
Emerald Sisters (Marbro) Chi, t.
Endor & Farrell (Savoy-Plaza) NYC, h.
Enos, Rue, Trio (Police Circus) St. Louis 24-May 3.

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

Collins, Chink (Connie's Inn) NYC, nc.
Comedy Stars of Hollywood (Roxby) Colfax, Wash., t.
Comeford, Marie (New Yorker) New York, h.
Connors Jr., Chuck (Tin Pan Alley) New York, nc.
Conti, Jean (Meurice) NYC, re.
Continental Varieties (Club Cluquett) NYC, nc.
Coogan, Mac (Edison) New York, h.
Cook, Gloria (Hollywood) New York, nc.
Cooley, Marion (Stork Club) NYC, nc.
Cooper, Jane (Paramount) NYC 20-23, t.
Corday & LaMonte (Jungle Inn) Youngstown, O., nc.
Cordona, Kay (Dizzy Club) NYC, nc.
Cornwell, Frank, Trio (Biltmore) NYC, h.
Cortez, Al & Tom (Hickory House) NYC, nc.
Covert & Reed (Hollenden) Cleveland, h.
Covey, Edna (Grosvenor House) London 1-30, nc.
Cropper, Roy (Wellington) NYC, h.
Cross & Dunn (Versailles) NYC, nc.
Cugat, Carmen (Waldorf-Astoria) NYC, h.

D

Dailey, Cass (Hollywood) New York, nc.
Dale, Glen (Rembert) Longview, Tex., 22-23, t.
Dale, Maryon (Chateau Moderne) NYC, nc.
Dalton, Jack (Athletic Club) Milwaukee, c.
Dancing Debutantes (Nut Club) NYC, nc.
Danny & Edith (Kit Kat Club) NYC, nc.
Danwill Troupe (American Music Hall) NYC, mh.
Darling, Jeanette (Madison Casino) Chi, nc.
Dau, Rilla (Club Gaucho) New York, nc.
Davidson, Trudy (Paddock Club) Chi, nc.
Davis, Eddie (Leon & Eddie's) New York, nc.
Davis, Lew (Lang's) Albany, N. Y., h.
Daw, Dorothy (Broadway Room) N. Y. C., nc.
Dayton, Joe & Eddie (Cecil) Mason City, Ia., 22-23, t.
Defrees, Lois (Dizzy Club) NYC, nc.
DeCamp, Ronnie (Old Rumanian) NYC, cb.
De Cicco, Richard (Old Aligiers) NYC, nc.
DeMarco & Osborne (Club Richman) NYC, nc.
DeMarcos, The (Plaza) NYC, h.
DeRing, Trudy (Yacht Club) NYC, nc.
DeVega & Ynez (Le Mirage) NYC, re.
De Vito & Denny Co. (Hackney Empire) London 20-25, t.
DeWitt, Millicent (606 Club) Chi, nc.
Deering, Della (Cocanut Gardens) Chi, nc.
Denise Dancers, Six (Rex) Seattle, t.
Devon Sisters (Madison Casino) Chi, nc.
Di Michael, John (Casino Venezia) N.Y.C., nc.
Dickson, Dorothy (Saville) London 1-30, t.
Dimetri & Helen (Club Gaucho) New York, nc.
Dion & Sparkettes (Chateau) Rochester, N. Y., nc.
Donahue, Red, & Uno (Shubert) Cincinnati 20-23, t.

Erma, Gypsy (New Town Bar) New York, nc.
Errante, Charles "Happy" (Place Elegante) NYC, nc.
Esquires, The Three (Lincoln) NYC, h.
Estelle & Leroy (French Casino) N. Y. C., nc.
Eting, Ruth (Michigan) Detroit 20-23, t.
Evans, Rex (Beachcomber Bar) NYC, nc.
Everett & Conway (Shrine Circus) Lincoln, Neb., 20-25.
Everett, Ruth (Town Casino) NYC, nc.
Excellos, The (Grand) St. Louis, t.

F

Farrell, Frances (Town Casino) NYC, nc.
Farrell, Marita (French Casino) New York, nc.
Farrell, Bill; (Place Elegante) New York, nc.
Farrell, Billy, Co. (Oriental) Chi, t.
Fast & Stuart (Frolies Cafe) Niagara Falls, N. Y., c.
Fay, Paul (Club 429) Chi, nc.
Faye, Vivien (Chicago) Chi, t.
Feindt, Cilly (French Casino) New York, nc.
Felicia & DelRey (Club Avalon) Cleveland, nc.
Fermil & Mary Lou (El Toreador) N.Y.C., nc.
Fields, Benny (Hollywood) NYC, re.
Fields, Irving (Buckingham) NYC, h.
Fields, Lillian (Monte Carlo) NYC, nc.
Fiorella, Mario (Hollywood) NYC, nc.
Fiske, Dwight (Savoy-Plaza) NYC, h.
Five Nit Wits (Tin Pan Alley) New York, nc.
Flames, Three (Riverside) Milwaukee, t.
Fletcher, Tom (Village Barn) New York, nc.
Flo-Rito, Ted, & Orch. (Earle) Phila 20-23, t.
Flore, Dany (French Casino) NYC, nc.
Fogarty, Alec (Weylin) NYC, h.
Folies Comiques (Downtown) Detroit 20-23, t.
Fordham, Louise (Number One Bar) NYC, nc.
Fox, Dorothy, & George Breton (St. Moritz) NYC, h.
Foy, Boy (Oriental) Chi, t.
Francis, The Mystery Man (Shelton Corner) New York, nc.
Franks, Four (A. B. C.) Paris 10-30, t.
Frank, Polly (Prince Edward Casino) London 2-30, re.
Freddy & His Dogs (French Casino) New York, nc.
Freedz & Laurenza (McVan's Padio) Buffalo, N. Y., nc.
Fry, Bob & Virginia (Man About Town) New York, nc.

G

Gaby, Frank (Pal.) Chi 20-23, t.
Galloyd, Slim, & Jackie Johnson (All-Stars Club) NYC, nc.
Gale, Tracy & Leonard (Royale-Frolies) Chi, nc.
Gall-Gall (Radio City Rainbow Grill) NYC, nc.
Garber, Jan, & Orch. (Earle) Washington, D. C., 20-23, t.
Garcia, Louis (Congress) NYC, h.
Gardner & Reed (Dizzy Club) New York, nc.

Gaston & Edouard (Monte Carlo) NYC, c.
Gautier's Toy Shop (State-Lake) Chi, t.
Gay Nineties Quartet (Gay Nineties) NYC, nc.
Gay, Shirley (Francis) Monroe, La., h.
Gaylene Sisters (Palladium) London 1-30, t.
Geraghty, Bob (Pal.) Manchester, Eng., 20-25, t.
Gerard, Justine (Dutch's) Chi, nc.
Ghezzi Bros. (Holborn Empire) London 20-25, t.
Giants of Rhythm, Three (Connie's Inn) New York, nc.
Gibbs, Johnnie (Palais Royale) Lansing, Mich., nc.
Gibney, Marian (Criterion) Oklahoma City, Okla., 24-30, t.
Gibson, Billy (Granada Inn) Atlanta, nc.
Gilbert, Bob & Florette (Delmonico's) NYC, re.
Gilbert, Ethel (Gay Nineties) NYC, nc.
Gilbert, Gloria (Prince Edward Casino) London 2-30, re.
Gifford, Jack (Paradise) NYC, re.
Gilmore, Patricia (Leon & Eddie's) NYC, nc.
Giovanni (Palmer House) Chi, h.
Girl Friends (Lido) Montreal, nc.
Givot, George (Southtown) Chi, t.
Gleason, Art, Town Scandals (Cecil) Mason City, Ia., 22-23; (Paramount) Waterloo 24-26, t.
Glory, Camille (Broadway Room) NYC, nc.
Glover, Alice, & Walter Le Nay (Park Central) NYC, h.
Goff, Jerry, & Jack Kerr (Yacht Club) NYC, nc.
Gold & Bernie (Colonial) Dayton, O., t.
Gonanz, Inez (Silver Club) Chi, nc.
Gonzalez & Rangel (Barbizon-Plaza) NYC, h.
Gooding, Sally (Kit Kat Club) NYC, nc.
Goodwin, Jack (Yacht Club) NYC, nc.
Gould Sisters (Hi-Hat Club) Chi, nc.
Graumann, Saul, Co. (Michigan) Detroit 20-23, t.
Gray, Frank (Club 429) Chi, nc.
Gray, Helen (Versailles) NYC, re.
Gray, Margaret, & Oliver Gardner (Radio City Rainbow Grill) NYC, nc.
Gray, Maxine (Pennsylvania) New York, h.
Gregory, Kay (Morrison) Chi, h.
Green, Bennett (Barrel of Fun) NYC, nc.
Green, Jackie (Oriental) Chi, t.
Green, Terry (Park Central) NYC, h.
Greenwood, Dawn, & Dorothy Jeffers (Paradise) NYC, re.
Griffin, Joe (Pal.) Manchester, Eng., 20-25, t.
Growler Man, The (Gang Plank) NYC, nc.
Gwynne, Jack (Mayfair Casino) Cleveland 20-23; (State-Lake) Chi 25-May 1, t.
Gyldenkrone, Baron Ebbe (Wivel's) N.Y.C., re.
Gypsy Albert Trio (Beverly Bar) NYC, nc.

H

Hacker, Monty (Cecil) Mason City, Ia., 22-23; (Paramount) Waterloo 24-26; (Orph.) Sioux City 28-30, t.
Hadjji Baba Trio (Rembert) Longview, Tex., 22-23, t.
Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.
Hardy, Moore (Gabriel's) NYC, nc.
Harrington, Pat (Gang Plank) NYC, nc.
Harris, Harry (16 Club) Chi, nc.
Harris, Irve (Place Elegante) NYC, nc.
Harris Twins & Loretta (Scale) Berlin 1-30, t.
Hart, Carl (Number One Bar) NYC, nc.
Hart, June (Colonial Village) Peoria, Ill., nc.
Hartmans, The (St. Regis) New York, h.
Hayes, Evie (Pal.) Manchester, Eng., 20-25, t.
Healy, Chuck (Torch Club) Canton, O., nc.
Healy, Dan (Broadway Room) New York, nc.
Healy & Garnella (Grand) St. Louis 20-23, t.
Healy, Nancy (Syracuse) Syracuse, N. Y., h.
Hector & Pals (Oriental) Chi, t.
Heidt, Horace, & Band (Lyric) Indianapolis, t.
Henning, Pat, & Betty (Michigan) Detroit 20-23, t.
Herbert, Grace & Charlie (Paddock Club) Chi, nc.
Herman, Irving (Man About Town Club) NYC, nc.
Hess, Edith (Cedarwood Cabin) Melaga, N. J., nc.
Hildegard (Gaiety) London 1-30, t.
Hilliard, Harriet (Lexington) NYC, h.
Hilton, Maud, Co. (Century) Baltimore 20-23, t.
Hin Low, Florence (Royale-Frolies) Chi, nc.
Hirsch, Jack (Old Rumanian) NYC, cb.
Holland & Hart (Savoy) London, h.
Holly, Edna Mae (Ubangi Club) New York, nc.
Hollywood Holiday (Ritz) Muskogee, Okla., 22-23, t.
Hollywood Secrets (Fox) Phila 20-23, t.
Horan's, Nick, Band (Orph.) Waco, Tex., t.
Howard, Joseph E. (Gay '90s) NYC, nc.
Howard, Kathleen (Deauville) New York, nc.
Howard, Vivian (Number One Bar) NYC, nc.
Howard, Willie & Eugene (Versailles) NYC, nc.
Howe, Dorothy (Bossert Grill) NYC.
Howell, Adelaide (Sherry-Netherland) NYC, h.
Howell, David (Arhmont Club) NYC, nc.
Hubert, Elsie (All-Stars Club) NYC, nc.
Hughes, Dick (Liberty Inn) Chi, nc.
Hunt, Pee Wee (Radio City Rainbow Room) NYC, nc.
Hurok, Jemma (Sherry-Netherland) NYC, h.

J

Jackson & Clifford (Rivoli) Monmouth, Ill., 23-24, t.
Jackson, Lawrence (President) New York, h.
Jandrane, Dale (Von Thenen's) Chi, nc.
Janis, Jack (Hipp.) Coventry, Eng., 13-18; (Shakespeare) Liverpool 20-25, t.
Jarrett, Lucille (Madeleine's) New York, nc.
Jerry & Jean (Roxby) Colfax, Wash., t.
Joffe, Ruth (Club Minuet) Chi, nc.
Johnson, Al (Casino Venezia) NYC, nc.
Jones, Dick & Dotty (Delmonico's) NYC, re.
Johnny & George (Kit Kat Club) NYC, nc.
Johns, June (Frolies Club) Toledo, O., nc.
Johnson & Dean (Connie's Inn) NYC, nc.
Johnson, Mae (Kit Kat Club) NYC, nc.
Johnson, Rose (Club Dixie) San Francisco, nc.
Johnson, Winnie (Connie's Inn) NYC, nc.
Jones, Little Johnny (Nixon) Pittsburgh, nc.
Jordan & Grace (State-Lake) Chi, t.
Jorden & LaSalle (Bat Gormley's) Lake Charles, La., nc.
Jordan, Sylvia (Old Rumanian) NYC, cb.
Julienne (St. Moritz) NYC, h.

K

Kaiser & McKenna (Frolies) Niagara Falls, N. Y., c.
Kalmus, Bee (Yacht Club) NYC, nc.
Kanazawa Japs, Two (Kimo) Albuquerque, N. M., t.

Kantor, Lee (Nut Club) New Orleans, nc.
Kauff, Benn (Place Elegante) New York, nc.
Kay, Beatrice (Tony's) NYC, nc.
Kay, Mary (Von Thenen's) Chi, nc.
Kay, Sylvia, & Carroll Dean (Nut Club) NYC, nc.
Kaye, Johnny (Trotta's) Baltimore, Md., nc.
Kaye, Phil (Cocoanut Gardens) Chi, nc.
Kaye, Sibil (Village Nut Club) NYC, nc.
Kayne, Don (Capri) Lawrence, Mass., re.
Kedrova, Lili (St. Moritz) NYC, nc.
Kehr, Hollyn & Charles (Radio City Rainbow Grill) NYC, nc.
Kelly & Hayes (Orph.) Waco, Tex., t.
Kelly, Nancy (Hi-Hat Club) Chi, nc.
Kenanedy, Billie (Howdy Club) New York, nc.
Kennedy, May (Butler's Tap Room) NYC, nc.
Kenny, Lillian (Hotel Montclair) NYC, h.
Kent, Billy (Torch Club) Canton, O., nc.
Khmara, Gregory (St. Moritz) New York, h.
King, Bert (Shelton) NYC, h.
King, Blanche (Brill's) Newark, N. Y., nc.
King & De Costa (Gay '90s) Chi, nc.
King, Harry, & Sinclair Twins (Stanley) Pittsburgh 20-23, t.
King's Jesters (Morrison) Chi, h.
Kingston, Leonard (Anchor Club) Sandusky, O., nc.
Kirkwhite, Iris (Casino de Paris) Paris 1-30, t.
Kit Kat Klub Revue (Kimo) Albuquerque, N. M., t.
Knight, June (Pal.) Chi 20-23, t.
Komisarjevskaja, Elena (St. Moritz) NYC, h.
Kortez, Nadia (St. Regis) NYC, h.
Krajakaks, Flve (Connie's Inn) NYC, nc.
Kramer, Dick (Lebus) New York, re.
Kramer, Dolly (Paul's Inn) San Diego, Calif., nc.
Kramer, Ida (Swanee) NYC, nc.

L

La Palomas (Deauville) New York, nc.
LaMae, Trixie (Butler's Tap Room) NYC, nc.
LaMae, Walter (Park Central) NYC, h.
LaRue, Bobby & Kenn (Derby Club) Hot Springs, Ark., nc.
LaRue, Dorothy (Rembert) Longview, Tex., 22-23, t.
LaRue & LaVale (Delmar Club) Galveston, Tex., re.
LaVerne, Jean (Jungle Inn) Youngstown, O., nc.
LaTour, George (Rembert) Longview, Tex., 22-23, t.
LaVola, Don: Lincoln, Neb., 20-25, t.
LaZellas, Aerial (Police Circus) St. Louis 24-May 3.
Labafo, Paddy (Barton's Paradise Club) Youngstown, O., nc.
Lalage (Prince Edward Casino) London 2-30, re.
Lambert, Helen (Man About Town) NYC, nc.
Lamberton, Charlotte (Hollywood) NYC, nc.
Lamberton, Marguerita (Hollywood) NYC, re.
Lamont, Lester (Club Richman) NYC, nc.
Lamonte, Jean (Jungle Inn) Youngstown, O., nc.
Lane, Emily (Plaza) NYC, h.
Lane & Harper (Grand) St. Louis, t.
Lane, Lillian (Dizzy Club) New York, nc.
Lane, Ted (Hickory House) New York, nc.
Lang & Lee (Grand) St. Louis 17-23, t.
Large & Morgner (Fay) Phila; (Fay) Providence, R. I., 24-30, t.
Larmita & Mulet (Oasis) Detroit, nc.
Larson, Al (Top Hat) Union City, N. J., c.
Lassiter, Frank & Warren (Paramount Astoria) London 13-27, t.
Lathrop Bros. & Lee (Uptown) Chi, t.
Lawler, Alice (Calleente Club) NYC, nc.
Lawrence, Lucille (Swanee) NYC, nc.
Lawton, Reed (Le Mirage) NYC, re.
Lazaro, Leo (Place Elegante) NYC, nc.
Laurie Jr., Jack (All Stars Club) NYC, nc.
Lee, Ada (Royale-Frolics) Chi, nc.
Lee, Betty (Tower) Kansas City, t.
Lee, Bob (Wivel's) NYC, re.
Lee, Dave (Grand) St. Louis, t.
Lee, Jeannette (Kimo) Albuquerque, N. M., t.
Lee, Linda (Hotel Biltmore) NYC, h.
Lee, Syble (Ritz) Muskogee, Okla., 22-23, t.
Legon, Jeni (Adelphi) London 1-30, t.
Leed, William (Dizzy Club) New York, nc.
Leonard, Edna (606 Club) Chi, nc.
Lenora Dandies (Pennsylvania) Phila, h.
Lenti, Steve (Place Elegante) New York, nc.
Leonard, Jack (Lincoln) NYC, h.
Leroy & Regina (Von Thenen's) Chi, nc.
Let's Have a Party (Rex) Seattle, t.
Leu, Paul (Windmill) Pittsburgh, nc.
Lewis, Norman (Chez Paree) Hartford, Conn., nc.
Libonati, Jess, & Co. (Shubert) Cincinnati 20-23, t.
Lido Girls (Club Richman) NYC, nc.
Light Brigade (McAlpin) NYC, h.
Lightning Duo (Rivoli) Monmouth, Ill., 23-24, t.
Lidley, Joe & Harold Woodall (Number One Bar) NYC, nc.
Liptova, Schura (St. Regis) NYC, h.
Liscleron & Adams (Royale-Frolics) Chi, nc.
Little, Little Jack, & Orch. (Paramount) NYC 20-23, t.
Little, Marjorie (Paddock Club) Chi, nc.
Lodjensky, General (Sherry - Netherland) NYC, h.
Logan, Marjory (Stork Club) NYC, nc.
Long Jr., Nick (Adelphi) London 1-30, t.
Lopez & Anita (Brill's) Newark, N. Y., nc.
Lorna & Carr (Capri) Lawrence, Mass., re.
Lorraine, Bill, & Ed Furman (Gay Nineties) NYC, nc.
Lorraine, Jackie (Chez Paree) Hartford, Conn., nc.
Lorraine, June (Broadway Room) NYC, nc.
Lowe, Jack (Rembert) Longview, Tex., 22-23, t.
Lowery, Fred (Ambassador) New York, h.
Lubina, Ada (St. Moritz) New York, h.
Lucas, Nick (Hollywood) NYC, re.
Lydia & Joresco (Plaza) NYC, h.
Lynch, Louise Dudley (Stork Club) NYC, nc.

M

McCabe, Sara Ann (Biltmore) NYC, h.
McCormick & Kidd (Will Oakland's Casino) Paterson, N. J., nc.
MacDonald, Grace & Gay (Leon and Eddie's) New York, nc.
McGill, Billie (Wonder Bar) Owasso, Mich., nc.
McGlynn Sisters (Broadway Room) NYC, nc.
McKay, Doreen (Paradise) NYC, nc.
Maddux, Frances (Radio City Rainbow Room) NYC, nc.
Mae, Edna (Paradise) NYC, re.
Magnante, Charlie (Waldorf-Astoria) NYC, h.

Maguire, Dorothy (Stubb's) Park Falls, Wis., nc.
Mahoney, Will (Pal.) Manchester, Eng., 20-25, t.
Major, Jack (State-Lake) Chi, t.
Malina, Luba (Hollywood) New York, re.
Mandell, Kitty (New Town Bar) New York, nc.
Manhattan Four (Palmer House) Chi, h.
Mann, Sid (Mon Paris) NYC, nc.
Manners, Gene, & Bernice Lee (Paradise) NYC, re.
Manya & Drago (Palmer House) Chi, nc.
Mara & Renalto (Jimmy Kelly's) N.Y.C., 4c.
Maravellas (El Chico) New York, nc.
March, Patricia (Orph.) Waco, Tex., t.
Mardi Gras Nights (Rembert) Longview, Tex., 22-23, t.
Marguerite & Arthur (Embassy Club) Toronto, nc.
Marino, Joe (Club 429) Chi, nc.
Marlowe, Gwen (Village Nut Club) NYC, nc.
Marsh, Carolyn (Palladium) London 1-30, t.
Martin, Marion (Hollywood) NYC, re.
Martin, Muriel (Dizzy Club) New York, nc.
Martin, Tommy (Versailles) NYC, nc.
Martinet & Crow (Grosvenor House) London 1-30, nc.
Masked Countess, The (Leon & Eddie's) NYC, nc.
Mason, Jack, & His Playboy Revue (Club Richman) NYC, nc.
Maurice & Cordoba (Savoy-Plaza) NYC, h.
Maughan, Dora: (Thru the Looking Glass) New York, nc.
Mavery, Jackie (Kit Kat Club) NYC, nc.
Martin, George Andre (Chicago) Chi, t.
Marvo (Rivoli) Monmouth, Ill., 23-24, t.
Masters, Frankie, & Band (Uptown) Chi, t.
Mayfair Sisters (Cecil) Mason City, Ia., 22-23, t.
Max & His Gang (Scala) Berlin 1-30, t.
Maxim Sisters (Rivoli) Monmouth, Ill., 23-24, t.
Meade & Meeres (Adelphi) London 1-30, t.
Mele, Vi (Commodore Hotel) NYC, h.
Melzers, Flying: Nashville, Tenn., t.
Melody Men, Eight (Rex) Seattle, t.
Mercedes, Eileen (Calleente) NYC, nc.
Mercer, Mary (Hickory House) New York, re.
Merman, Ethel (Paramount) NYC 20-23, t.
Meroff, Benny, & Orch. (Paramount) Springfield, Mass., 20-23, t.
Metaxa, Georges (St. Regis) NYC, h.
Michel & Hero (Hansa) Hamburg, Germany, 1-30, t.
Miller, Joan (Jimmy Kelly's) NYC, nc.
Miller, Marion (606 Club) Chi, nc.
Miller, Marty (Turf Club) Pittsburgh, nc.
Mills & Cappy (Riverside) Milwaukee, t.
Mills, Tommy (Place Elegante) New York, nc.
Minor, Frank (Barrel of Fun) NYC, nc.
Mitchell & Durant (Pal.) Chi 20-23, t.
Monforti Sisters (Anne Millstone's) Chi, nc.
Monroe, Freddie (Club Richman) NYC, nc.
Monson, Mildred (Radio City Rainbow Room) NYC, nc.
Monte, Hal (Royale-Frolics) Chi, nc.
Montgomery, Anne (Brill's) Newark, N. Y., nc.
Monty, Paul (Man About Town Club) NYC, nc.
Moore & Larrye (Connie's Inn) NYC, nc.
Moore & Revel (Stanley) Pittsburgh; (Michigan) Detroit 24-30, t.
Moore, Wally & Grayce (Modern) Brockton, Mass., t.
Moreno, Consuelo (El Chico) New York, nc.
Morgan, Marion (Colosimo's) Chi, nc.
Morgan, Rita (Madison Casino) Chi, nc.
Morris, Dwight (Gabriel's) NYC, nc.
Morrison, Joe (Pal.) Chi 20-23, t.
Mossman, Earl (Colonial Village) Peoria, Ill., nc.
Munoz & Balan (Club Gaucho) NYC, nc.
Mura, Corinna (Waldorf-Astoria) NYC, h.
Muriel, Mimi (Meurice) NYC, re.
Murphy, Edna (New Yorker) New York, h.
Murray & Alan (Del Monico's) NYC, re.
Murray, Arthur, Dancers (Vanderbilt) NYC, h.
Murray, Betty (Jimmy Kelly's Village Rendezvous) New York, nc.
Music Hall Boys (St. Moritz) New York, h.
Musical Jordans (Rainbow Review) Amarillo, Tex., nc.
Musical Maniacs, Three (Calleente) NYC, nc.
Musical Rogues, Three (Essex House) NYC, h.
Myers, Jack, & Marion Wilkins (Hotel New Yorker) NYC, h.
Myra (Tillie's Chicken Grill) New York, nc.

N

N. T. G. & Girls (Boston) Boston 20-23, t.
Nadine & Girardo (Biltmore) NYC, h.
Natascha (Gay '90s) Chi, nc.
Naylor, Marjorie (Hickory House) NYC, nc.
Nazarenka, Tasha (St. Regis) NYC, h.
Nedell, Bernard (Wyndham's) London 1-30, t.
Neeley, Phil (Hollywood) NYC, re.
Neiss Troupe (Shubert) Cincinnati 20-23, t.
Nelson, Nelle (Hi-Hat Club) Chi, nc.
Nelson & Knight (Colonial) Dayton, O., t.
Nesbit, Evelyn (All-Stars Club) NYC, nc.
New Yorkers, Three (Stork Club) NYC, nc.
Newell, Bobbie (Brass Rail) Ogdensburg, N. Y., re.
Newdahl, Clifford (Club Normandie) NYC, nc.
Newman, Harry (Beverly Bar) NYC, nc.
Niles, Noma (Swanee) NYC, nc.
Noble, Leighton (Waldorf-Astoria) NYC, nc.
Noble, Ray, & Orch. (Century) Baltimore 20-23, t.
Nolan, Nancy (Governor Clinton) NYC, h.
Noibe, Carolyn (Versailles) NYC, nc.

THE THREE NONCHALANTS

Gus Edwards' Broadway "Sho-Window," New York.
Dir.: MUSIC CORPORATION OF AMERICA.

Norman, Karyl (Cafe La Rouge) Brooklyn, N. Y., nc.
Norton's Speedster Revue (Chateau) Rochester, N. Y., nc.
Novoa, Fantasia (El Toreador) NYC, nc.
O'Dell, Dell (King Edward) Toronto, Can., h.
O'Doherty, Molly (Chesapeake House) NYC, re.
O'Neill, Cackles (Hollywood) NYC, re.
Odey, Guy (Jack Dempsey's) NYC, re.
Oldfield, Emmett (Dorchester Hotel) London 1-30, nc.
Ondrea & Michel (Hi-Hat Club) Chi, nc.
Oolala Continental (Coleman) Miami, Okla., 23; (Criterion) Oklahoma City 24-30, t.
Orda, George (St. Regis) NYC, h.

Original Rhythm Boys (Weylin) NYC, h.
Orlins, Toddy (Nut Club) NYC, nc.
Ortons, Four (Palladium) London, t.
Our Gang Follies (Minnesota) Minneapolis 20-23, t.

P
Paderewski, George (Yacht Club) NYC, nc.
Pady Twins (Tap House) Elmira, N. Y., nc.
Pagano, Paul (Oriole Terrace) Detroit, nc.
Page, Harriet (All-Stars Club) NYC, nc.
Page, Powell & Nona (Empire) Holborn, Eng., 27-May 2; (Alhambra) Paris 4-9, t.
Paige, Helen (Delmonico's) NYC, re.
Paige, Reggie (Anne Millstone's) Chi, nc.
Palmer, Kay (Vanderbilt) NYC, h.
Parker Bros. (Orph.) Waco, Tex., t.
Parra, Emile (Starland) Winnipeg, Can., nc.
Parries, Jean, & Dean Goodelle (Vanderbilt) NYC, h.
Pat & Marilyn (Euclid Club) Bay City, Mich., nc.
Paul, Danny & Gene (State) Baltimore, t.
Payne Bros., Three (Kimo) Albuquerque, N. M., t.
Peabody, Eddie (Stanley) Pittsburgh 20-23, t.
Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.
Perlee, Mildred (Ritz) Muskogee, Okla., 22-23, t.
Perona, Anthony (Gabriel's) NYC, re.
Pete, the Dog (Minnesota) Minneapolis 20-23, t.
Phepls Twins (Colony Club) Chi, nc.
Pickford, Merry (Trotta's) Baltimore, c.
Picon, Molly (Alhambra Music Hall) Paris 10-23, t.
Pierre & Harris (Hollywood) New York, nc.
Pierre & Temple (New Yorker) NYC, h.
Piroška (French Casino) NYC, nc.
Plaut, Jerry (Dizzy Club) NYC, nc.
Plybon-Allen Girls (Grey Wolf Tavern) Sharon, Pa., nc.
Pope & Thompson (American Music Hall) NYC, mh.
Potter, Lisa (Club New Yorker) NYC, nc.
Powell, Ruth Sue (Kimo) Albuquerque, N. M., t.
Presnell, Geo. (Von Thenen's) Chi, nc.
Prince & Princess Orelia (Connie's Inn) NYC, nc.
Princess Ahi (Leon & Eddie's) NYC, nc.
Pryor, Roger (Stanley) Pittsburgh 20-23, t.

R

Radio Aces (Morrison) Chi, h.
Rafael (Sherry-Netherland) NYC, h.
Rafferty, Tommy (Oriental) Chi, t.
Ramage, Gladys (Linger Bar) Sheboygan, Wis., nc.
Ramon & Florina (Silver Cloud) Chi, nc.
Ramon & Lucinda (El Toreador) NYC, nc.
Randall, Andre (French Casino) N.Y.C., nc.
Randolph, Amanda (Black Cat) New York, nc.
Ranson, Glenda (Broadway Room) NYC, nc.
Raye, Allen (Biltmore) New York, h.
Raye, Gilbert & Vicky (Club Madrid) Buffalo, N. Y., nc.
Raymond, Billy, Co. (Rex) Seattle, t.
Raymond, Jean (Cocoanut Gardens) Chi, nc.
Raymond, Lou (Village Nut Club) NYC, nc.
Raymonds, Three (Jimmy Kelly's) N.Y.C., nc.
Rea, Kit (Park Central) NYC, nc.
Reasons, Three (Jack Dempsey's) NYC, re.
Rebell, Margot (Harry's N. Y. Cabaret) Chi, nc.
Reed, Billy (Dizzy Club) NYC, nc.
Reed & Blane (Wellington) NYC, h.
Rees, Jack (Normandie) New York, nc.
Regan, Jimmy & Eileen (Little Eden) Grand Rapids, Mich., nc.
Reilly, Thrower & LaDayne (State-Lake) Chi, t.
Reis & Dunn (Tower) Kansas City, t.
Remy, Dick & Dorothy (Michigan) Detroit 20-23, t.
Rene & George (Town Casino) NYC, nc.
Reynolds, Helen, & Seven World Champions (Stadium) Chi, until May 3.
Rhodes, Doris (Paradise) NYC, re.
Rhythm Boys (Weylin Hotel) NYC, h.
Richards, Charlie (Bowery) St. Louis, nc.
Richardson Sisters (Kimo) Albuquerque, N. M., t.
Richman, Harry (Chez Paree) Chi, nc.
Rhodes, Dorothy (Kit Kat Club) NYC, nc.
Rimacs, Ciro (Adelphi) London 1-30, t.
Roark, Edith (Yacht Club) NYC, nc.
Robbins Family (Paradise) NYC, re.
Roberts, Dave & June (Francis) Monroe, La., h.
Robertson, Guy (Chicago) Chi, t.
Robinson, Florence (Club de Lisa) Chi, nc.
Robinson & Martin (Hipp.) London 1-30, t.
Rocky Twins (Versailles) NYC, re.
Rodrigo, Nano (Radio City Rainbow Room) NYC, nc.
Rogers, Buddy, & Orch. (State) NYC 20-23, t.
Rogers, Jimmie (Mon Paris) NYC, nc.
Rogers, Joyce (Cecil) Mason City, Ia., 22-23, t.
Rohckast, Marianne (Club Normandie) NYC, nc.
Rollins, Mimi (Hollywood) NYC, re.
Rolph, Wynne (Wivel's) New York, re.
Romer, Bill, Orch. (Cecil) Mason City, Ia., 22-23; (Paramount) Waterloo 24-26, t.
Rosita & Fontana (Ambassador) NYC, h.
Ross, Benny (Oriental) Chi, t.
Ross, Pierre & Schuster (Shubert) Cincinnati 20-23, t.
Ross, Dr. (Waldorf-Astoria) NYC, h.
Rosseau, Sue (Dutch's) Chi, nc.
Rossi, Pat (Cafe Loyale) NYC, re.
Rousseaux, Jaime (Radio City Rainbow Grill) NYC, nc.
Rowe, Dorothy (Bossert Grill) NYC, nc.
Royal Hawaiians (Dizzy Club) NYC, nc.
Royal Whirlwinds (Grand) St. Louis, t.
Rush, Edna (Colony Club) Chi, nc.
Russell, Frank (Gay Nineties) NYC, nc.
Russian Choir (Sherry-Netherland) NYC, h.
Ryan, Rosy (Black Diamond) Scranton, Pa., nc.

S

Sadovskaja, Lidia (Sherry - Netherland) NYC, h.
Salama, Andre (St. Moritz) NYC, h.
Sandino & Fairchild (Firenze Restaurant) NYC, re.
Santelli, George (Hotel St. Regis) NYC, h.
Santos & Elvira (Jimmy Kelly's) N.Y.C., nc.
Sargent, Kenny (Radio City Rainbow Room) NYC, nc.
Savage, Jean (Southern) Baltimore, h.
Savo, Jimmy (Fox) Washington, D. C., 20-23, t.
Sawyer, Bobby (Gabriel's) NYC, nc.
Schloss, Chick (Silver Cloud) Chi, nc.

Schooler, Dave (Roxy) NYC 20-23, t.
Scott, Catherine (Kit Kat Club) NYC, nc.
Scott, Mabel (Ubangi Club) NYC, nc.
Scott, Virgie (Ubangi) NYC, nc.
Seal Spud (Ritz) Muskogee, Okla., 22-23, t.
Seigfried & Co. (Century) Baltimore 20-23, t.
Shannon & Harris (Rembert) Longview, Tex., 22-23, t.
Shawn, Jack (Club Royal) McAllen, Tex., nc.
Shelton, James (Club Normandie) NYC, nc.
Silhouette Frolics (Rivoli) Monmouth, Ill., 23-24, t.
Silver Twins (Orph.) Waco, Tex., t.
Simpson's Marionettes (Roxy) NYC 20-23, t.
Shipstad & Johnson (College Inn) Chi, nc.
Shore, Willie (606 Club) Chi, nc.
Simon, Arlette (French Casino) NYC, nc.
Simpson, Carl (Roxy) NYC, t.
Simpson, Kay (Hotel Piccadilly) NYC, h.
Small, Frank, Revue (New Yorker) N.Y.C., h.
Smart Set Four (Radio City Rainbow Grill) NYC, nc.
Smith, Alma (Connie's Inn) NYC, nc.
Smith, Bessie (Connie's Inn) New York, re.
Smith, Bill (Fifth Avenue Hotel) New York, h.
Smith, Chubby (Swanee Club) NYC, nc.
Smith & Sully (Dizzy Club) NYC, nc.
Snyder, Billy (Hi-Hat Club) Chi, nc.
Snyder, Marguerite (Hotel Shelton) N.Y.C., h.
Sonia, Gansser, & Andre (French Casino) NYC, nc.
South, Bob, Co. (Rembert) Longview, Tex., 22-23, t.
Spelle, Mary Lou (French Casino) NYC, nc.
Spirits of Rhythm, Six (Jack Dempsey's) NYC, re.
St. Claire, Putnam (Ubangi) NYC, nc.
Stalac Bros. & Pearl (Ritz) Muskogee, Okla., 22-23, t.
Stadler & Rose (Hansa) Hamburg, Germany, 1-30, t.
Stanley, Toni & Mae Four (Scala) Berlin 1-30, t.
Star, Barney (Kimo) Albuquerque, N. M., t.
Steel, John (Chesapeake House) NYC, re.
Stefano & Serena (85 Club) Kansas City, nc.
Sterling, Frank (Rex) Seattle, t.
Stewart, Larry (Leon & Eddie's) N.Y.C., nc.
Stewart Sisters (Dizzy Club) NYC, nc.
Stiles, Beebe (Show Bar) Forest Hills, L. I., nc.
Stone, Bernice (Savoy Hotel) London 13-26, nc.
Stone, Harold (Chateau Moderne) NYC, nc.
Stone & Kane (Ritz) Muskogee, Okla., 22-23, t.
Stone, Maxine (Oriental) Chi, t.
Stone, Neil (Howdy Club) NYC, nc.
Stretch & Strain (Junction Inn) Mountain View, Calif., nc.
Sullivan, Bobby (Swanee Club) New York, nc.
Suter, Ann (American Music Hall) NYC, mh.
Sutton, R. Patrick (Roxy) Colfax, Wash., t.
Swann, Evelyn Eppee (Vanderbilt) NYC, h.
Sykes, Harry (Indoor Mardi Gras) Cedar Falls, Ia.; (Grand) St. Louis, Mo., May 1-7, t.

T

Table Tooners (Chateau Moderne) NYC, nc.
Tanner Sisters, Three (Bat Gormley's) Lake Charles, La., nc.
Tanya & Emmett (Club Troyka) NYC, nc.
Tapps, George (Paradise) NYC, re.
Tappan, Maxine (Ambassador) New York, h.
Taylor, Estelle (State-Lake) Chi, t.
Taylor & Martha Trout (Francis) Monroe, La., h.
Taylor, Peggy, Co. (Wintergarten) Berlin 1-30, t.
Tegnor, Michael (Number One Bar) NYC, nc.
Tennill, Frank (New Yorker) NYC, h.
Teplova, Schura (St. Regis) NYC, h.
Terris, Norma (Versailles) NYC, re.
Thais (Nut Club) NYC, nc.
That Quartette (American) NYC, mh.
Theodore & Denesha (Montclair) NYC, h.
Thomas, Eloise (Anne Millstone's) Chi, nc.
Thompson, Kay (St. Regis) NYC, h.
Thornton, Billy, Co. (Ritz) Muskogee, Okla., 22-23, t.
Tic, Toc and Toe (Paradise) NYC, re.
Tic Toc Girls (Park Central) NYC, h.
Tien, Paul (Old Rumanian) NYC, nc.
Tiffany, Charles & Virginia (Lotus Tavern) Longview, Wash., nc.
Toots & Al (Kit Kat Club) NYC, nc.
Toropova, Nadine (St. Moritz) NYC, h.
Tracy, Gale & Leonard (Royale-Frolics) Chi, nc.
Trado Twins (Michigan) Detroit 20-23, t.
Trask, Billy (Number One Bar) NYC, nc.
Travers, Jane (Versailles) NYC, nc.
Trent, Tommy (Uptown) Chi, t.
Treyes & Violeta (El Toreador) NYC, nc.
Truckin' (Chez Josephine Baker) NYC, nc.
Tscherkassy, Alexis (St. Moritz) New York, h.
Turry, Dorothy (Chateau Moderne) NYC, nc.
Tyner, Evelyn (Radio City Rainbow Room) NYC, nc.

V

Valaida (Grand Terrace) Chi, nc.
Valda (Club de Lisa) Chi, nc.
Valencia, Magda (Club Gaucho) New York, nc.
Valerie, Armand (Town Casino) NYC, nc.
Valley, Vivian (Club Normandie) NYC, nc.
Van Loon, Willem (Chez Josephine Baker) NYC, nc.
Varkas, Juline & Leon (Lido) Montreal, nc.
Vasilio & Yoanna (Nixon) Pittsburgh, nc.
Vaughan, Ray (Riverside) Milwaukee, t.
Velas, Ester (Roosevelt) NYC, h.
Venuta, Benay (Fox) Washington, D. C., 20-23, t.
Vernelle & Donaldson (Versailles) NYC, re.
Vernon, Pat (Roosevelt) New Orleans, h.
Verrill, Virginia (Hotel New Yorker) NYC, h.
Vestoff, Florida (Broadway Room) NYC, nc.
Vietro, Tony (Chateau Moderne) NYC, nc.
Villano & Lorna (Savarin Club) Buffalo, N. Y., nc.
Viniagra, Fermin (El Toreador) NYC, nc.
Vogel, Mickey (Old Algiers) NYC, nc.

W

Wages, Johnnie (Ambassador) Cleveland, nc.
Wagner Sisters (Kimo) Albuquerque, N. M., t.
Wahl, Dotty (606 Club) Chi, nc.
Wahl, Walter Dare (Alhambra Music Hall) Paris 10-23, t.
Waldron, Jack (Hollywood) NYC, re.
Walders, Darlene (Femina) Vienna, Austria, 1-30, t.
Walker, Buddy (Club Sharon) NYC, nc.
Walker, Kirby (Hickory House) NYC, nc.
Walker, Mildred (Colony Club) Chi, nc.
Wallace, Frank (Butler's Tap Room) NYC, nc.
(See ROUTES on page 58)

Conducted by CHARLES WIRTH—Communications to 25 Opera Place, Cincinnati, O.

MORE SHOWS OPEN SEASON

Downie, Rice Robbins, Main

**Big biz for Downie—Rice
start marred by rain—3
performances by Robbins**

MACON, Ga., April 18.—Downie Bros.' Circus, under management of Charles Sparks, had a brilliant inaugural of the season here Thursday, playing to the biggest opening day's grosses in the history of the show. It was the sixth year show has opened here. Weather conditions were ideal.

Performance has many new acts, and some of the favorites of former years have been retained. For brilliance of costuming it far surpasses any other performance produced by Mr. Sparks. The new costumes, designed and created by Mrs. Charles Sparks, are especially evident in the opening spectacle, *The Evolution of Rhythm*.

The atmosphere of minstrel pageantry is cleverly and authentically captured amid the circus settings, and one of the outstanding novelties of the opening is the "cake walk" by a score of colored performers.

Jack Hoxie, Western film star, returns after a season's absence, as does also the Butters wire act. The George Hanneford troupe of riders is retained.

New acts include Ernie White in his feats of head balancing; the Roberts aerial trio and Bert and Corinne Dearo, aerial contortionists.

Among old favorites retained are the Larkins in the "furniture movers" act; Miss Georgiana doing a foot slide and Mickey Larkin a head slide; Frisco's seals, worked by Captain Pickard, and the leaps, featuring Stanley White and Tony Scalar.

Bert Wallace is the new equestrian director, and the opening performances were smooth, running approximately one hour and 55 minutes.

All of the canvas is new except the Side Show, which was used latter part of last season. Big top is a Baker-Lockwood 120 with three 40-foot middles. Menagerie is a 60 with four 30s, and Side Show is a 60 with two 30s. Outside candy stands, with striped canvas, unusually attractive this year, with lunch stand, operated by Bench Hand and wife, one of most elaborate on the road.

Harry Mack, who handles press back, does a creditable job of announcing.

Show moved out of here in good time for its first road stand, Athens, Ga., with motive equipment, under supervision of Joe Gilligan, in splendid condition.

At the matinee there were approximately 500 orphans from local institution as guests of the show. Many local
(See MORE SHOWS on page 57)

Ivan Bros. Tour Is Successful

WANGARETTA, Victoria, Australia, March 17.—The tour of the Ivan Bros.' Circus continues to meet with success along the country lines en route to its Easter engagement in Melbourne. Traveling but four days behind the advance car for the past week, business has been exceptionally good, especially in towns where arrival was early enough to permit the erection of the two big new tops which served as an excellent advertisement for the show during the day. Only one show a day is scheduled on this tour inland while weather is so hot. Evenings are cool and business has been near capacity (2,600) at the night shows. Jumps are small, averaging about 30 miles, and railroad accommodations of the best.

The American contingency with the show is proving a big draw. Due to her
(See IVAN BROS. on page 58)

Atterbury Show Opens April 25

DAKOTA CITY, Neb., April 18.—Atterbury Bros.' Circus will open April 25. Show will travel on its own 15 trucks and about eight extra trucks will be carried by the various acts.

Approximately 165 people will be with the show, one of the largest the Atterburys have had on the road in several seasons. The advance will move on three trucks and two sedans. All special paper will be used, along with a newspaper herald. No. 1 advance crew will travel 14 days ahead. Advance agents have been on the road since March 12. Many spots are set, some under strong auspices with protection.

Show will be under an 80-foot big top, with three 40-foot middle pieces; Side Show and menagerie combined under a 50, with three 30s. A pit show also will be carried. Animals in Side Show will include two elephants, camel, lions, tiger, hyena, monkeys, goats, dogs, pigs, 14 ponies and eight horses. Show will be under management of R. L. Atterbury. W. A. Allen is press agent.

Among performers who have signed are Atterbury Duo, double traps and bounding tight wire; John Kanerva, slack wire and juggling; Gordon's pets; Mary McDonald, aerialist; Johnny Judge, acrobatic clown; Dave Little, whip cracker; Wesley West, aerialist; Tom Smith's trained ponies, monkeys and leaping Russian wolfhounds; Atterbury Twin Sisters, iron jaw and tight wire; Mary Atterbury, muscle grind and Spanish web; Tiger Bill Snyder Jr.; Eve Huntley, elephant act. Spencer Huntley, trainer; Rose Atterbury, trained dogs. A large elephant and African lion were received last week. G. G. Gray was a recent visitor.

More New Trucks For Bockus-Kilonis

MANCHESTER, N. H., April 18.—As this is being written seven new Ford trucks are being brought on the grounds at winter quarters of the Bockus & Kilonis Circus. All rolling stock will be new and these latest trucks make 17 new ones to date.

Capt. William Schulz and his troupes will arrive shortly from Montreal, where a date was played.

J. H. (Doc) Oylor will also soon arrive. L. M. Shaver, boss ticket seller, will be on from New York next week.

The three advance trucks are now ready and with the arrival of the paper this week everything is in readiness. Howard Mitchell and crew will be ready for the road Monday.

George L. Myers has signed as equestrian director. Al Massey, band leader, was a visitor twice this week. Frank Renfrow, boss canvasman, is very busy at present.

The big top, a 90 with a 40 and two 30-foot middles, arrived Monday. The Side Show top also is here.

Wheeler's Annex Roster

OXFORD, Pa., April 18.—Attractions in Wonderland Annex of Eddy Bros.' Circus under direction of Al F. Wheeler will be Musical Johnsons, Belmont's Bird Circus, Jimmie Campbell's Scotch Lassies; Mabelle Delno, illusion; Freda Johns, sword box; Bennie Bernard's Punch and magic and inside lecturer; Pony Hippodrome and six cages of animals.

Everett Lowe and Archie Mack will be on ticket boxes, and Jack Farnsworth will be in charge of canvas.

Fair Crowds at Philly Show

PHILADELPHIA, April 18.—Frank Wirth presented a circus this week at Metropolitan Opera House for a local charity. Attendance has been fair. Program included Lady Barbara's ponies, dogs and monkeys; Ray Goody, tight wire and slide from roof to stage; Adele Nelson's Elephants, Golden Horse, Capt. Snyder's Bears; Ora and Minerva, bar act; De Guichas Japs; bucking mule;

Reo Opening May 1

UPPER DARBY, Pa., April 18.—Reo Bros.' Circus, being organized here, will open May 1. New light plants have been constructed under supervision of Pop Hornung and a new 24-foot trailer has been received from Albemarle, N. C. Show will move on its own fleet of trucks.

Clyde Mallory, general agent, has arranged for the first few stands. Bob Russell will have charge of big top. Anthony Tedesco will have frozen custard concession, and other privileges have been leased by Frank Keane, Scotty Jacobs and Don Harwood.

Acts already engaged are Harry Cress troupe, Adele Nelson's elephants, the Guthries, Delzaro Duo, Alpers dogs and ponies and Darling Sisters.

Jones, Sheidler Buy Bailey Show

RATON, N. M., April 18.—Sam Miles Jones has bought the Bailey Bros.' Circus equipment and will add equipment he now has stored at San Antonio. Has five trucks stored there and some animals which were bought at zoos in Texas and the Southwest. Show will have 11 trucks; light plant, a 16 k. w. mounted on a Ford V-8. New title will be the Sam Jones Circus and will open approximately May 5 at Raton.

Big top is a 70 with two 30-foot middles; Side Show, a 50 with one 30-foot middle. Show will move at night as soon as it can be loaded. None of the exec staff of the Bailey show will be connected with the new show. It will be under sole management of Jones and S. J. Sheidler, who has been with Christy, Sam B. Dill and Robbins Bros.' circuses.

The *Raton Daily Range* in issue of April 14 stated that William Snyder had foreclosed on the Bailey show after it ran into difficulties in Trinidad, Colo., and had disposed of most of the property to Jones and Sheidler.

CINCINNATI, April 18.—A report was received by *The Billboard* that Bailey Bros.' Circus closed in Trinidad April 4 after a week of bad business, a serious wreck and a blowdown at night.

Mix Recuperating At Hollywood Home

OAKLAND, Calif., April 18.—Tom Mix, movie actor and head of the Tom Mix Circus, is at his Hollywood home, recuperating from an illness which for a time threatened his life. Mix, recovering from an attack of pneumonia, suffered a relapse when the show reached Monterey, Calif., more than a week ago. He was rushed to a Hollywood hospital, but is now home and expects to rejoin the circus within the next 10 days, according to H. C. Baker, legal adjuster for the show, which has been playing here for the last four days.

A story that Mix had been attacked and severely injured by one of the show animals was scoffed at by circus executives.

Engaged for Lewis Show

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10-girl presentation in three numbers; Laddie Lamont, ladder; Hip Raymond, rocking tables; riding mechanic act.

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**Afternoon crowds capacity
—Bary's pygmies now real
land lubbers—staff listed**

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(See BIG SHOW on page 61)

With the Circus Fans
By THE RINGMASTER

CFA, Secretary, FRANK H. HARTLESS, *W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill. (Conducted by WALTER HOHNADDEL, Editor "The White Tops," care Hohnadel Printing Company, Rochelle, Ill.)

The spring issue of *White Tops* is being mailed to members. Phyllis Werling and Joe Minchin, Circus Fans of Paterson, N. J., attended the

opening of the Ringling-Barnum Circus. Alfredo Codona Tent of the CFA recently gave a banquet in honor of Manuel King, youngest lion trainer, at St. Anthony Hotel, San Antonio, Tex. Those present were Paul McSween, Porter Loring, R. Curda, G. F. Neuhauser, J. C. Cochran, J. Devoe, Sims Potts, Rev. A. H. Rabe, F. E. McLucas, F. H. Hartless, Harry Hertzberg, Mayor C. K. Quinn, Bishop W. T. Capers, Col. Fred Beckmann, W. A. King, Ollie Webb Jr., Kent Hosmer, Tom Scaperlanda, Lalo Codona, Col. C. G. Sturtevant, Datus E. Proper, A. Biedenbarn, John Meusebach, Dr. W. M. Wolf Jr., Walter Loughridge, P. J. Scaperlanda, Clayton Behee, Joe Abrue and Fred Glasscock.

The Almer Coe Company, 18 S. LaSalle street, Chicago, has a large display in its show windows of 8x10 photographs belonging to Burt Wilson, Circus Fan. The photos are shots taken on the Cole-Beatty Circus now showing at the Stadium.

Circus Fans attending opening of the Cole show were Mr. and Mrs. B. L. Wilson, I. K. Pond, Ed Shanks and guest, Morris Kaplan and wife, Mr. and Mrs. Collins, Bill Sneed; Mr. and Mrs. N. Harry Cancie and Clint Beery, of Chicago; Fred Schlotzhauer, Oquawka, Ill.; A. T. Sawyer, Monmouth, Ill.; W. H. Hohnadel, wife and two sons, and Glenn and Melvin Olson, of Rochelle, Ill.

The John Robinson Tent held a luncheon meeting at the Netherland Plaza Hotel, Cincinnati, April 16. Dr. Robert Carothers, president of the Tent, presided and gave an interesting and entertaining talk on his recent visit to the Ringling-Barnum show and several Broadway stage productions. He had nothing but words of praise for the Big Show.

Cole Attendance Building Steadily

CHICAGO, April 18.—Attendance at the Cole Bros.-Clyde Beatty Circus is steadily building and indications are that the second week will be a big one. The show, which ran extremely long at the start, has been cut to a little under two hours and a half and is due for further trimming. Some further changes in the general routine also have helped to improve the show, which is running in splendid form.

A clown stunt that has been added since the opening and is getting a tremendous reception is Otto Griebing's auto number. Otto speeds around the hippodrome track in a big new auto, stops opposite the center stage and steps from the car. Looks around in apparent bewilderment, then opens the car door, and from what appeared to be the empty car there emerge 15 clowns in quick succession, Emmett Kelly, in tramp attire, being the last out. Cleverly built up and gets a tremendous hand.

Another extremely clever stunt that goes over as big as anything else in the show is Chester Barnett's dog walk-around. As Barnett marches around the track beating a drum a little terrier walks on his hind legs alongside of Barnett, completely circling the track without once stopping. It's a stunt that must be seen to be appreciated.

Outstanding aerial act is the Flying Potters, trained by the veteran Harry Potter.

The Great Gretonas, high-wire act, present a performance that is replete with thrills and gets a great hand. Earl Reynolds' two roller-skating acts also come in for plenty of applause. They are fast and spectacular. Jack Joyce is to be highly complimented on his magnificent Liberty horse act. Eddie Allen has done a thoro job of training the various elephant groups. The group of eight in the center ring, worked by Eddie and his wife, is outstanding.

Several of the acts working in the Stadium will not go on tour with the show. Among those in only for the building are the Earl Reynolds skaters, the Eugene troupes, Florescue and the Peerless Potters.

The Staff

A few additions are yet to be made to the show's staff, but as it stands now the management gives out the following list:

Jess Adkins and Zack Terrell, owners and managers; Jake Newman, general agent; William J. Lester, contracting agent; Fred C. Kilgore, contracting agent; William Backell, manager Car No. 1; Clyde Willard, manager Car No. 2;

Dexter Fellows Tent Tattles
By FRED PITZER

NEW YORK, April 18.—We learned with regret of the death of Magician Thurston in Florida recently. We remember a few conversations we had with him when he reminisced about his circus adventures. He seemed to look back at those memories with boyish pride. He was a splendid character and a great loss to his profession.

It looked as if a big part of the CSSCA was at the opening of the baseball season. Especially proud are we of the fact that one of our members threw out the first ball. Mayor La Guardia tossed it out into the field. . . . Ray Schindler and Bill Steinke talked to the members of the American Fiction Guild last Friday. Schindler held the crowd with his detective stories, while Steinke caricatured some of those present. . . . What has become of Al Sielke and Jim Strobridge?

The new membership cards are out. They are of a size to fit into a wallet and contain the picture of a circus tent over the front of which are the words DEXTER FELLOWS TENT. A pennant flies from the top bearing the letters CSSCA. One lifts up the front flap of canvas and underneath reads Member, followed by the name of the member. All is hand-painted. The card was designed by Prexy Tony Sarg and it is a fine piece of work. . . . We are in receipt of the April issue of *The Adventurer*, and we notice that it has been reduced from six pages to four pages, which is a good change. It takes away the folder effect.

The Fellows Tent must take some credit for the Big Show getting its lot permit in Brooklyn despite residential protest. Mayor La Guardia, who overruled Commissioner Moss' decision not to permit the show the lot, is an ardent member of the Tent and on the day he was initiated promised to do all that he could to foster the interests of circuses. . . . A post card from Havana, Cuba, from Robert E. Sherwood couched in equatorial language.

Mike Lyons, manager brigade; Don Hanna, checker up; Floyd King, general press representative; Robert E. Hickey and Ora Parks, story men; Rex de Rosselli, radio; Earl Sisson, contracting press; J. L. Murden, national advertising; Jack Mills, banners back with show; Earl Lindsey, treasurer; Harry Harrel, secretary; Al Hoffman and John Corey, 24-hour men; Noyells Burkhardt, superintendent front door; George Cutschall, superintendent inside tickets; Arnold Maley, white wagon; Harold Smith, downtown tickets; Robert Courtney, Sidney Ayles, E. W. Adams, Mike Mahoney, Charles Vale, inside tickets; Nick Carter, head porter; Charles Young, boss canvasser; Henry Brown, boss hostler; Al Dean, steward; John James Washburn, side-show canvas; M. F. Campbell, boss ring stock; Fred C. Seymour, lot superintendent; E. F. Partello, legal adjuster; Fritzie Partello, physician; Mrs. H. J. McFarlan, wardrobe; H. J. McFarlan, equestrian director; Ray Dean, announcer big show.

Side Show: Lou C. Delmore, manager; Jack Ryan, announcer; Jack Fraser, Arthur Dupius and Frank Loving, tickets; Judge A. B. Palmer, front door.

Ted Elder is a sensation with his stunt of jumping two horses over a burning auto.

A party of some 60 Kivanians from Rochester, Ind., visited the show in a body Thursday afternoon and were royally entertained by Messrs. Adkins and Terrell.

OLIVER LUTZ, protege of William G. Schultz, Manitowoc, Wis., has been placed with the St. Leon troupe of riders in the Walter L. Main Circus.

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UPPER DARBY, PA.

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TIGER BILL CIRCUS WANTS
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MORE SHOWS OPEN SEASON

Downie, Rice Robbins, Main

**Big biz for Downie—Rice
start marred by rain—3
performances by Robbins**

MACON, Ga., April 18.—Downie Bros.' Circus, under management of Charles Sparks, had a brilliant inaugural of the season here Thursday, playing to the biggest opening day's grosses in the history of the show. It was the sixth year show has opened here. Weather conditions were ideal.

Performance has many new acts, and some of the favorites of former years have been retained. For brilliance of costuming it far surpasses any other performance produced by Mr. Sparks. The new costumes, designed and created by Mrs. Charles Sparks, are especially evident in the opening spectacle, *The Evolution of Rhythm*.

The atmosphere of minstrel pageantry is cleverly and authentically captured amid the circus settings, and one of the outstanding novelties of the opening is the "cake walk" by a score of colored performers.

Jack Hoxie, Western film star, returns after a season's absence, as does also the Butters wire act. The George Hanneford troupe of riders is retained.

New acts include Ernie White in his feats of head balancing; the Roberts aerial trio and Bert and Corinne Dearo, aerial contortionists.

Among old favorites retained are the Larkins in the "furniture movers" act; Miss Georgianla doing a foot slide and Mickey Larkin a head slide; Frisco's seals, worked by Captain Pickard, and the leaps, featuring Stanley White and Tony Scalar.

Bert Wallace is the new equestrian director, and the opening performances were smooth, running approximately one hour and 55 minutes.

All of the canvas is new except the Side Show, which was used latter part of last season. Big top is a Baker-Lockwood 120 with three 40-foot middles. Menagerie is a 60 with four 30s, and Side Show is a 60 with two 30s. Outside candy stands, with striped canvas, unusually attractive this year, with lunch stand, operated by Bench Hand and wife, one of most elaborate on the road.

Harry Mack, who handles press back, does a creditable job of announcing.

Show moved out of here in good time for its first road stand, Athens, Ga., with motive equipment, under supervision of Joe Gilligan, in splendid condition.

At the matinee there were approximately 500 orphans from local institution as guests of the show. Many local
(See MORE SHOWS on page 57)

Ivan Bros. Tour Is Successful

WANGARETTA, Victoria, Australia, March 17.—The tour of the Ivan Bros.' Circus continues to meet with success along the country lines en route to its Easter engagement in Melbourne. Traveling but four days behind the advance car for the past week, business has been exceptionally good, especially in towns where arrival was early enough to permit the erection of the two big new tops which served as an excellent advertisement for the show during the day. Only one show a day is scheduled on this tour inland while weather is so hot. Evenings are cool and business has been near capacity (2,600) at the night shows. Jumps are small, averaging about 30 miles, and railroad accommodations of the best.

The American contingency with the show is proving a big draw. Due to her
(See IVAN BROS. on page 58)

Atterbury Show Opens April 25

DAKOTA CITY, Neb., April 18.—Atterbury Bros.' Circus will open April 25. Show will travel on its own 15 trucks and about eight extra trucks will be carried by the various acts.

Approximately 165 people will be with the show, one of the largest the Atterburys have had on the road in several seasons. The advance will move on three trucks and two sedans. All special paper will be used, along with a newspaper herald. No. 1 advance crew will travel 14 days ahead. Advance agents have been on the road since March 12. Many spots are set, some under strong auspices with protection.

Show will be under an 80-foot big top, with three 40-foot middle pieces; Side Show and menagerie combined under a 50, with three 30s. A pit show also will be carried. Animals in Side Show will include two elephants, camel, lions, tiger, hyena, monkeys, goats, dogs, pigs, 14 ponies and eight horses. Show will be under management of R. L. Atterbury. W. A. Allen is press agent.

Among performers who have signed are Atterbury Duo, double traps and bounding tight wire; John Kanerva, slack wire and juggling; Gordon's pets; Mary McDonald, aerialist; Johnny Judge, acrobatic clown; Dave Little, whip cracker; Wesley West, aerialist; Tom Smith's trained ponies, monkeys and leaping Russian wolfhounds; Atterbury Twin Sisters, iron jaw and tight wire; Mary Atterbury, muscle grind and Spanish web; Tiger Bill Snyder Jr.; Eve Huntley, elephant act. Spencer Huntley, trainer; Rose Atterbury, trained dogs. A large elephant and African lion were received last week. G. G. Gray was a recent visitor.

More New Trucks For Bockus-Klonis

MANCHESTER, N. H., April 18.—As this is being written seven new Ford trucks are being brought on the grounds at winter quarters of the Bockus & Klonis Circus. All rolling stock will be new and these latest trucks make 17 new ones to date.

Capt. William Schulz and his troupes will arrive shortly from Montreal, where a date was played.

J. H. (Doc) Oylor will also soon arrive. L. M. Shaver, boss ticket seller, will be on from New York next week.

The three advance trucks are now ready and with the arrival of the paper this week everything is in readiness. Howard Mitchell and crew will be ready for the road Monday.

George L. Myers has signed as equestrian director. Al Massey, band leader, was a visitor twice this week. Frank Renfrow, boss canvasman, is very busy at present.

The big top, a 90 with a 40 and two 30-foot middles, arrived Monday. The Side Show top also is here.

Wheeler's Annex Roster

OXFORD, Pa., April 18.—Attractions in Wonderland Annex of Eddy Bros.' Circus under direction of Al F. Wheeler will be Musical Johnsons, Belmont's Bird Circus, Jimmie Campbell's Scotch Lassies; Mabelle Delno, illusion; Freda Johns, sword box; Bennie Bernard's Punch and magic and inside lecturer; Pony Hippodrome and six cages of animals.

Everett Lowe and Archie Mack will be on ticket boxes, and Jack Farnsworth will be in charge of canvas.

Fair Crowds at Philly Show

PHILADELPHIA, April 18.—Frank Wirth presented a circus this week at Metropolitan Opera House for a local charity. Attendance has been fair. Program included Lady Barbara's ponies, dogs and monkeys; Ray Goody, tight wire and slide from roof to stage; Adele Nelson's Elephants, Golden Horse, Capt. Snyder's Bears; Ora and Minerva, bar act; De Guichas Japs; bucking mule;

Reo Opening May 1

UPPER DARBY, Pa., April 18.—Reo Bros.' Circus, being organized here, will open May 1. New light plants have been constructed under supervision of Pop Hornung and a new 24-foot trailer has been received from Albemarle, N. C. Show will move on its own fleet of trucks.

Clyde Mallory, general agent, has arranged for the first few stands. Bob Russell will have charge of big top. Anthony Tedesco will have frozen custard concession, and other privileges have been leased by Frank Keane, Scotty Jacobs and Don Harwood.

Acts already engaged are Harry Cress troupe, Adele Nelson's elephants, the Guthries, Delzaro Duo, Alpers dogs and ponies and Darling Sisters.

Jones, Sheidler Buy Bailey Show

RATON, N. M., April 18.—Sam Miles Jones has bought the Bailey Bros.' Circus equipment and will add equipment he now has stored at San Antonio. Has five trucks stored there and some animals which were bought at zoos in Texas and the Southwest. Show will have 11 trucks; light plant, a 16 k. w. mounted on a Ford V-8. New title will be the Sam Jones Circus and will open approximately May 5 at Raton.

Big top is a 70 with two 30-foot middles; Side Show, a 50 with one 30-foot middle. Show will move at night as soon as it can be loaded. None of the exec staff of the Bailey show will be connected with the new show. It will be under sole management of Jones and S. J. Sheidler, who has been with Christy, Sam B. Dill and Robbins Bros.' circuses.

The *Raton Daily Range* in issue of April 14 stated that William Snyder had foreclosed on the Bailey show after it ran into difficulties in Trinidad, Colo., and had disposed of most of the property to Jones and Sheidler.

CINCINNATI, April 18.—A report was received by *The Billboard* that Bailey Bros.' Circus closed in Trinidad April 4 after a week of bad business, a serious wreck and a blowdown at night.

Mix Recuperating At Hollywood Home

OAKLAND, Calif., April 18.—Tom Mix, movie actor and head of the Tom Mix Circus, is at his Hollywood home, recuperating from an illness which for a time threatened his life. Mix, recovering from an attack of pneumonia, suffered a relapse when the show reached Monterey, Calif., more than a week ago. He was rushed to a Hollywood hospital, but is now home and expects to rejoin the circus within the next 10 days, according to H. C. Baker, legal adjuster for the show, which has been playing here for the last four days.

A story that Mix had been attacked and severely injured by one of the show animals was scoffed at by circus executives.

Engaged for Lewis Show

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land lubbers—staff listed**

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Circus Fans

By THE RINGMASTER

CFA.

President, Secretary,
FRANK H. HARTLESS, *W. M. BUCKINGHAM,
2930 West Lake Street, Thames Bank
Chicago, Ill. Norwich, Conn.
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J. C. Cochran, J. Devoe, Sims Potts, Rev.
A. H. Rabe, F. E. McLucas, F. H. Hartless,
Harry Hertzberg, Mayor C. K. Quinn,
Bishop W. T. Capers, Col. Fred Beck-
mann, W. A. King, Ollie Webb Jr., Kent
Hosmer, Tom Scaperlanda, Lalo Codona,
Col. C. G. Sturtevant, Datus E. Proper,
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its show windows of 8x10 photographs
belonging to Burt Wilson, Circus Fan.
The photos are shots taken on the Cole-
Beatty Circus now showing at the Sta-
dium.

Circus Fans attending opening of the
Cole show were Mr. and Mrs. B. L.
Wilson, I. K. Pond, Ed Shanks and guest,
Morris Kaplan and wife, Mr. and Mrs.
Collins, Bill Sneed; Mr. and Mrs. N.
Harry Cance and Clint Beery, of Chi-
cago; Fred Schlotzhauer, Oquawka, Ill.;
A. T. Sawyer, Monmouth, Ill.; W. H.
Hohenadel, wife and two sons, and
Glenn and Melvin Olson, of Rochelle,
Ill.

The John Robinson Tent held a
luncheon meeting at the Netherland
Plaza Hotel, Cincinnati, April 16. Dr.
Robert Carothers, president of the Tent,
presided and gave an interesting and
entertaining talk on his recent visit to
the Ringling-Barnum show and several
Broadway stage productions. He had
nothing but words of praise for the Big
Show.

Cole Attendance Building Steadily

CHICAGO, April 18.—Attendance at
the Cole Bros.-Clyde Beatty Circus is
steadily building and indications are
that the second week will be a big one.
The show, which ran extremely long at
the start, has been cut to a little
under two hours and a half and is due
for further trimming. Some further
changes in the general routine also have
helped to improve the show, which is
running in splendid form.

A clown stunt that has been added
since the opening and is getting a tre-
mendous reception is Otto Griebing's
auto number. Otto speeds around the
hippodrome track in a big new auto,
stops opposite the center stage and
steps from the car. Looks around in
apparent bewilderment, then opens the
car door, and from what appeared to
be the empty car there emerge 15
clowns in quick succession, Emmett
Kelly, in tramp attire, being the last
out. Cleverly built up and gets a tre-
mendous hand.

Another extremely clever stunt that
goes over as big as anything else in the
show is Chester Barnett's dog walk-
around. As Barnett marches around
the track beating a drum a little terrier
walks on his hind legs alongside of
Barnett, completely circling the track
without once stopping. It's a stunt
that must be seen to be appreciated.

Outstanding aerial act is the Flying
Potters, trained by the veteran Harry
Potter.

The Great Gretonas, high-wire act,
present a performance that is replete
with thrills and gets a great hand. Earl
Reynolds' two roller-skating acts also
come in for plenty of applause. They
are fast and spectacular. Jack Joyce
is to be highly complimented on his
magnificent Liberty horse act. Eddie
Allen has done a thoro job of training
the various elephant groups. The group
of eight in the center ring, worked by
Eddie and his wife, is outstanding.

Several of the acts working in the
Stadium will not go on tour with the
show. Among those in only for the
building are the Earl Reynolds skaters,
the Eugene troupes, Florescue and the
Peerless Potters.

The Staff

A few additions are yet to be made
to the show's staff, but as it stands
now the management gives out the fol-
lowing list:

Jess Adkins and Zack Terrell, owners
and managers; Jake Newman, general
agent; William J. Lester, contracting
agent; Fred C. Kilgore, contracting
agent; William Backell, manager Car
No. 1; Clyde Willard, manager Car No. 2;

Dexter Fellows (CSSCA) Tent Tattles By FRED PITZER

NEW YORK, April 18.—We learned
with regret of the death of Magician
Thurston in Florida recently. We re-
member a few conversations we had with
him when he reminisced about his circus
adventures. He seemed to look back at
those memories with boyish pride. He
was a splendid character and a great
loss to his profession.

It looked as if a big part of the CSSCA
was at the opening of the baseball sea-
son. Especially proud are we of the fact
that one of our members threw out the
first ball. Mayor La Guardia tossed it
out into the field. . . . Ray Schindler
and Bill Steinke talked to the members
of the American Fiction Guild last Fri-
day. Schindler held the crowd with his
detective stories, while Steinke car-
icatured some of those present. . . . What
has become of Al Sielke and Jim Stro-
bridge?

The new membership cards are out.
They are of a size to fit into a wallet and
contain the picture of a circus tent
over the front of which are the words
DEXTER FELLOWS TENT. A pennant
flies from the top bearing the letters
CSSCA. One lifts up the front flap of
canvas and underneath reads Member,
followed by the name of the member.
All is hand-painted. The card was de-
signed by Prexy Tony Sarg and it is a
fine piece of work. . . . We are in re-
ceipt of the April issue of *The Adven-
turer*, and we notice that it has been
reduced from six pages to four pages,
which is a good change. It takes away
the folder effect.

The Fellows Tent must take some
credit for the Big Show getting its lot
permit in Brooklyn despite residential
protest. Mayor La Guardia, who over-
ruled Commissioner Moss' decision not
to permit the show the lot, is an ardent
member of the Tent and on the day he
was initiated promised to do all that he
could to foster the interests of circuses.
. . . . A post card from Havana, Cuba,
from Robert E. Sherwood couched in
equatorial language.

Mike Lyons, manager brigade; Don
Hanna, checker up; Floyd King, general
press representative; Robert E. Hickey
and Ora Parks, story men; Rex de Ros-
sell, radio; Earl Sisson, contracting
press; J. L. Murden, national adver-
tising; Jack Mills, banners back with
show; Earl Lindsey, treasurer; Harry
Harreld, secretary; Al Hoffman and John
Corey, 24-hour men; Noyells Burkhardt,
superintendent front door; George Cut-
shall, superintendent inside tickets;
Arnold Maley, white wagon; Harold
Smith, downtown tickets; Robert Court-
ney, Sidney Ayles, E. W. Adams, Mike
Mahoney, Charles Vale, inside tickets;
Nick Carter, head porter; Charles Young,
boss canvasser; Henry Brown, boss
hostler; Al Dean, steward; John James
Washburn, side-show canvas; M. F.
Campbell, boss ring stock; Fred C.
Seymour, lot superintendent; E. F.
Partello, legal adjuster; Fritzie Partello,
physician; Mrs. H. J. McFarlan; ward-
robe; H. J. McFarlan, equestrian di-
rector; Ray Dean, announcer big show.
Side Show: Lou C. Delmore, manager;
Jack Ryan, announcer; Jack Fraser,
Arthur Dupius and Frank Loving,
tickets; Judge A. B. Palmer, front door.
Ted Elder is a sensation with his
stunt of jumping two horses over a
burning auto.

A party of some 60 Kiwanians from
Rochester, Ind., visited the show in a
body Thursday afternoon and were
royally entertained by Messrs. Adkins
and Terrell.

OLIVER LUTZ, protege of William G.
Schultz, Manitowoc, Wis., has been
placed with the St. Leon troupe of
riders in the Walter L. Main Circus.

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buy for cash—we work—we sell for cash. That is
how we can sell better TENTS for less money. Write
us what YOU want.

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"The Show That's Different"

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World-Renowned Riding Troupe

Tremendous Ovation at Every Performance of
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Featuring

LUCIO CRISTIANI

Greatest Rider Since the WORLD BEGAN

AL G. BARNES SIDESHOWS

Presenting Vast Array of

"THINGS MOST UNUSUAL"

STERLING (DUKE) DRUKENBROD, Manager; JACK ELKINS, Assistant
Manager; GEORGE (RED) WHITE, ART CHENEY and TOM HART,
Ticket Boxes; FRED (DOC) CAMPBELL, Inside Lecturer.

MME. VIRGINIA, MENTALIST

Under the Marquee

By CIRCUS SOLLY

THE JAMES M. COLE CIRCUS is now scheduled to play Detroit May 18-26.

At present he is producing acts for Station WHBF at Rock Island, Ill.

HOLLAND AND DOCKRILL will be at the Police Circus in the Stadium, St. Louis.

WADE H. MAYNARD pens that Barney Bros.' Circus opened at E. St. Louis, Ill., April 11 to good business considering weather. Show looks good with new trucks and canvas. Billy Dick has the Side Show with a new banner line and a good lineup of attractions.

BUDDY WEDIN will again be in clown alley with Seils-Sterling Circus, his third season with show.

EDDIE WILLIAMS and Chet Hooper are again in the clown lineup of Downie Bros.' Circus.

RALPH K. SPIDELL, of Chambersburg, Pa., recently met three men of advance department of Kay Bros.' Circus—Frank Ketrow, Thomas F. Kennedy and Mr. Richie. Show will exhibit there April 24. The trio saw Spidell's model miniature circus.

THE COLE-BEATTY Circus will be the first show in Pittsburgh this season, scheduled to play the East Liberty lot May 25-26.

FRANK B. HUBIN, of Atlantic City, saw Ringling-Barnum in New York May 11, guest of S. W. Gumpertz, and visited many old-time friends.

ROY ROBERTS has joined Atterbury Bros.' Circus as car manager. C. T. Cass has been advanced to special agent. The car, with six billers, opened at Ida Grove, Ia., April 11 and is 14 days in advance. Two small cars are carried for country routes. All special paper is being used.

IT APPEARS as if Chuck D. Gooden will be out of circus business this season, as he has been looking for a location in Wisconsin.

C. B. COLVIN is back home after four months in the Southeast with his exhibit and lecture on Painting of the Lord's Supper.

SHOWMEN'S LEAGUE circus notes: At the opening night of the Cole-Beatty Circus, members of the League were guests of management of the show at the Stadium, Chicago. Many brothers took advantage of the occasion and the League was well represented. Annually the League visits the circus on the opening night in Chicago. . . . While the late "Spike" Hennessey, old-time legal adjuster for shows, was not a member of the League many members of the order knew him well. . . . Few persons know that Harry Thurston, a member of the board of governors of the League, is an old-time circus man. Some of his early and valuable training was with the white tops. He can talk old-time showmen without end. . . . News that E. H. Jones, son of the late J. Augustus Jones, is going to have a circus on the road this summer came as a pleasant surprise. His father was a widely known showman and the pioneer in many circus features. The League wishes the new enterprise a world of good luck. . . . Larry Benner, who returned from six months in Hawaii, will have charge of the inside of the Side Show with the Bockus & Kilonis Circus. He also will put on his magic show. . . . Ray Marsh Brydon, of Rice Bros.' Circus, has issued a handsome season ticket for his friends. Some have reached his fellow members in the League.

EDDIE McDONALD formerly of McDonald Brothers' acrobatic team which joined the Scribner & Clement Circus in 1888, joined Pittsburgh's second WPA theater project unit.

CHARLES WADDELL will not troupe this year, but will operate the Epworth Hotel, Ludington, Mich. Will be pleased to see any circus folks up that way this summer.

Manuel King Guest Of San Antonio Tent

GEORGE A. CLINE, of Ann Arbor, Mich., postcards that the old circus lot at Packard street in that city has been sold to a land company, which will develop it.

LEMORE, "iron-tongue marvel," and Linton, sword swallower, now with E. K. Fernandez in Hawaii, will be with Lew Delmore's Side Show on Cole Bros.-Clyde Beatty Circus.

PROF. JOHN A. JACKSON saw the Tom Mix Circus in San Francisco afternoon of April 2. When the Barnes show plays there Jackson will visit with his old friends, Capt. William H. Curtis and George Tipton.

GRACE BAKER, press agent back with Tom Mix Circus, landed quite a bit of space in San Francisco. Incidentally, *The Chronicle* there ran a nice little story concerning Miss Baker, together with her picture.

JUNE WILLIAMS, somersault leaper, with Downie Bros. last season, was unable to open with show this year due to a recent operation. Would like to hear from friends. Her home is in Jeffersonville, Ind.

ROY (RED) LANCETT, traveling demonstrator, postcards that circuses playing Southern Minnesota will make no mistake, the towns being in the best shape since the World War. Big crops in that section last year. Lancett was with circuses for several years.

EMIL A. ARP, of Davenport, Ia., states that he will have a small truck circus this season, opening latter part of May. Will use his old title, ARP's Great American Circus. He has been operating a circle stock company with Charles Berkell the last four seasons.

SAN ANTONIO, April 18. — Manuel King, young lion trainer, was guest of honor at a banquet given here in St. Anthony Hotel night of April 7 by the Alfredo Codona Tent, CFA. Marking his advent into the circus world, the banquet was a tribute to the accomplishments of King and an expression of Godspeed and good luck to him in his engagement with the James M. Cole Wild Animal Circus, which he will join in Cleveland, O.

Harry Hertzberg was toastmaster and introduced visitors and speakers with deft touches of wit and humor. Prominent among these were Mayor C. K. Quin; Lalo Codona and Clayton Behee, of the Flying Codonas; Frank H. Hartless, Chicago, national president of the CFA, and Col. C. G. Sturtevant, national historian of the Fans. At conclusion of banquet King was presented with a gift from members of the tent as a token of their esteem and good wishes.

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14.

The advertising rate of 50c an agate line remains unchanged.

The Corral

By ROWDY WADDY

RODEOS should not be staged without purses and salaries in the pay-off bag. Box-office receipts too big a chance.

REGRETS: The death of Arthur Hebron, president California Rodeo, Salinas, and first vice-president Rodeo Association of America.

TEXAS JACK SULLIVAN gave interesting exhibitions of lightning-action pistol manipulations during the Rodeo at St. Louis.

CONTESTANTS and exhibition workers should assure themselves of pay-off money in bank or otherwise "guaranteed" before signing up.

COL. W. T. JOHNSON will probably again produce a rodeo at some Central States city between Texas and his next fall date in New York City.

LEON LAMAR and Robert Furbee were recent entries for Shreveport (La.) Riding and Polo Club's Rodeo. They will soon leave Shreveport with the United Shows of America.

SACRAMENTO, Calif.—Governor Merriam in a proclamation has set the period between July 16 to 19 as horsemanship week in honor of the California Rodeo to be held at Salinas during that time.

SINCE SHE and her hubby retired from the road to reside on their farm at Pahokee, Fla., Mrs. B. F. (Jack) Hughes has become quite active in social gatherings — playing bridge, attending Parent-Teachers' Association meetings, women's clubs, etc. Yessir, Ruby has been a very busy ex-show gal. Jack has also been busy with his dentistry and farming.

THE "LISTS NUMBER" issues of *The Billboard* (the last Saturday date of issue in each month during outdoor seasons) gives much and varied information for "Wild West" performers and contestants. Not alone rodeos, roundups, etc. (listed under Frontier Contests), but also fairs, parks, conventions and other data. This week's issue is an early season List Number.

THE COWBOY SPORTS contingent of Cole Bros.-Clyde Beatty Circus, which includes Jim and Alice Foster, Earl and Mary Doering, Albert and Estelle Jones, Edward and Mabel Hornett, Ted and Christine Elder, Cecil and Estelle Tatum, Ralph Clark, Louise Mann, Frank Gilbraith, Al Stevens, Sultan Shakmanoff and Prince Orskioffski, have had oodles of visiting acquaintances during the opening engagement at the Stadium in Chicago.

ST. LOUIS.—The prize-money winners during the first three days at the Rodeo being held at the Arena here, under the direction of Milt Hinkle and Art Mix, were as follows: Bronk Riding—Slats Jacobs, Steve Heacock, Junior Caldwell. Calf Roping—Mike Fisher, Bill Eaton, Hugh Posey. Bulldogging—Shorty Ricker, Mike Fisher, Howard McCrory. The Steer Riding and Bareback Riding were run off for mount money. Details of all events and final prize-money winners will appear in next issue.

ACCORDING TO an article in a recent edition of *The Ardmore* (Okla.) *Ardmore*, Florence Randolph, well-known trick rider contestant and of late manager the Ardmore Rodeo, brought to the attention of localites that altho plans were completed toward a greater show than ever before financial backing would be necessary if the annual event is staged this year. She was quoted, in part: "It is necessary that sufficient underwriting support be furnished by Ardmore business men before it is safe to proceed with assuming financial obligations necessary for the success of the show." There is no "shoeing" take-a-chance in that statement. Surely there are sufficient home-town-interest people in Ardmore to put it over. More power to Florence!

LOS ANGELES.—A representative of *The Billboard* ran across Buck Moulton, president Riding Actors' Association, now at work on the Bing Crosby picture *The Rhythm of the Range*, being

done at Paramount studios. A lot of the folks on this film, among them Neal Hart, Helen Holmes, Mabel Strickland, Paris Williams, Francis Kellogg, Vera McGinnis, Mary Hurley, Lloyd Saunders, Spike Backman, Frank Cordell, Al Allen, Vester Pegg, Scoop Martin, Andy Jauregul. . . . Tim McCoy left recently for the opening of the Ringling-Barnum Circus. . . . Sam Garrett, Bob Woodward, Joe Rickson and 10 others left for Long Pine, Calif., with a Warner Bros. location unit to make the picture *Charge of the Light Brigade*. . . . Jack Gallagher is compiling a list of riders for the RKO film *The Garden of Allah*. Hugh Strickland and his crowd at the California Pacific International Exposition, San Diego. . . . Ken Maynard using 20 cowboys in the start of his new picture being made in the San Fernando Valley. . . . Ione Redd working at studios, doing doubles and stunts. . . . It was stated that Paul Hill would be in charge of the Hoot Gibson Rodeo at Saugus, and Andy Jauregul supplying stock. . . . Francis Miles recovering from a nervous breakdown, having lost both mother and father within a month.

From Hollywood—

Burt Dillard has a broken arm, received when he did a fall doubling Tim McCoy in his last picture.

Up to this time very few of the boys have worked on the *Charge of the Light Brigade* at First National.

Cap Steinbrink received word from Booger McCarthy at Sarasota, Fla.: He and Vern Goodrich left for Madison Square Garden with the Big Show. Both are good members of Riding Actors' Association.

Ken interest shown in Jimmy Glines' new Plymouth—Jimmy has been working with his brother in Arizona.

Many of the boys are expecting to work on the *Garden of Allah* picture at RKO Pathe. Company is at Yuma, Ariz., shooting desert scenes.

Otto Myers selling his outfit of horses and motion picture equipment at auction—going to Texas to get a new start.

Universal is making a Western serial, starring Buck Jones and using a few of the boys of the association.

Lloyd Saunders back from Coalinga, Calif., where he won in bulldogging. Lloyd has some real saddle stock.

The Ken Maynard Circus wagons are being rebuilt at the Metropolitan Airport by Jack Goodrich (Vern's father)—will be ready for parade for opening at the Diamond K Ranch on May 2.

On the Warner Bros. lot—Dick Foran is starting a new Western picture. Dick is an honorary member of Riding Actors' Association and a swell fellow.

Noticed in The Corral column, some boys leaving to play the shows.

Saw George (Buck) Connors in Hollywood. Back from his ranch at Quartzsite, Ariz. Going to play "Stubby" in *White Fangs* at 20th Century-Fox studio.

Abel Leffon, Hugo Strickland and Pete Knight back from the San Diego show, which was a big success.

Yours Truly would like to hear from Bill Bender and some of the "boys" who used to be on the old 101 Ranch show.

Saw Frank McCarroll going to location at Boulder Dam on second General Motors picture from the Talisman studio. Frank is doing fine.

PITTSBURGH.—A heavy advance sale assured a well-attended opening night of the Jim Eskew-Howard Harris 10-day Rodeo at the Duquesne Garden here on April 15. The exploitation campaign was aided by the co-operation of Mayor William N. McNair, who served as honorary arena director. Three-column pictures appeared in *The Sun-Telegraph* and *The Post-Gazette* of Mayor McNair on a steer in the downtown area, surrounded by a smiling throng. The rodeo participants who came several days ahead of the opening made all the newspaper plants with Tex Sherman, their trips resulting in much publicity. George Tyson, of the Harris Amusement Company, who is staging the affair here, helped paper this territory thoroughly and invaded street cars with attractive cards announcing the event. Several rodeo performers appeared in person at one of the large department stores and performed before

a crowd of customers. Their appearance, a day before the opening, was advertised by the store in its daily ads. Plans were made to stage a special Sunday matinee for the newspaper delivery boys. The staff includes Jim Eskew and Howard Harris, producers; Herb Maddy, personal representative; Tex Sherman, publicity; Bill Parks, superintendent construction; Ray and Roy Niblick, superintendents of stock; Pete Adams, announcer; Mary Parks, timekeeper; Buddy Medford, Charlie Aldrich and Bill Parks, judges. Results of the first six days will be published in next issue.

Barnes Ends Tour Of Southern Calif.

LOS ANGELES, April 18.—The Al G. Barnes Circus at Glendale, Calif., completed the Southern California tour. Weather has been ideal. Business has been far in excess of anticipation. The seven days on Washington and Hill lot showed the business much above last year. Most remarkable was the business done Holy Week. Opening day in Hollywood, Good Friday, a straw matinee and packed at night; Saturday, two straw houses; Easter Sunday, somewhat of a falling off, the matinee a bit short of capacity and night house about three-quarters. Santa Monica, very fair matinee and a night turnaway; Pasadena, matinee two-thirds, night almost capacity; Glendale, fair matinee, near capacity at night. Bert Nelson, the Cristiani Troupe, Mabel Stark and Capt. Terrell Jacobs have been receiving great applause.

The Side Show has been doing very big business. The concert, handled by Jack Wolf, Mel Smith doing announcements, has had very big business. Jack does whip cracking and roping; Marie Rogers, trick rider and roper; Chet Howell, trick rider and whip cracker; June Sergi, rider and roper; Manuel Garcia, roper and knife thrower; the Hollywood Revue, eight girls in song and dance numbers; Fay Walcott clowns the Wild West numbers.

In the medical department Dr. George W. T. Boyd has a neatly improvised hospital, with Margaret Allard, nurse, and assistant. Dan Dix, 24-hour man, has been succeeded by Lee McDonald. The appointment of Frank Chicarelli as assistant to general superintendent announced by Manager S. L. Cronin. Jake Posey, forage inspector, left and will return to his new home in Baldwin Park. Ralph Richey is assistant to Pat Parent in the dining tent.

The train dining car is in charge of Leonard (Winnie) Wakeling, who is also head porter. Carl Lewis is chef; George Reeder, night manager; Curly Skimmins, day manager.

Notes

A most friendly gesture noted in Manager Cronin entertaining Mr. and Mrs. Ken Maynard and the introduction of the couple to the audience.

Mel Smith's announcements at each performance thanking officials for courteous treatment and the audience for patronage gets a hand from the customers.

Mr. and Mrs. Paul Eagles have been in frequent attendance as guests of Mr. and Mrs. Cronin.

Arthur Hopper, general agent, left for the North after the show was set at the new Hollywood lot.

Paul Eagles is assisting W. H. Colp, legal adjuster, in the Los Angeles area.

At Glendale, home of Bert Nelson, he received an enthusiastic reception from old friends and neighbors. The annual entertainment for children at the Orthopedic Hospital, Los Angeles, again handled by E. Snapper Ingram. Bob Thornton handled the program. Eddie Woekener's Band, Ova Thornton, Walter and La Verne McClain and seven elephants; Bimbo, singing mule; the Canastrellis; the Pearsons; Babe Thomassen; clowns—Milt Taylor, Ross Trio, Bill and Pat Kling, Fay Walcott; Marie Rogers, trick roper; Chet Howell, June Sergi and Jack Wolf, of the Wild West contingent, made up the program.

Escalante on Six Trucks

SAN FERNANDO, Calif., April 18.—Escalante Sons' One-Ring Mexican Circus, owned and operated by Mariano Escalante, opened here April 11 to turn-away business. Show has all new canvas and moves on six new Chevrolet trucks and trailers. Features are Escalante family flying act (nine people),

Diamond K Show Is Incorporated

LOS ANGELES, April 18.—The Diamond K Circus Corporation, just incorporated under laws of California, is title of holding company of the new Wild West, Circus and Indian Congress now being assembled at the Diamond K Ranch at Van Nuys. Ken Maynard, noted Western movie star, heads the organization. The show of 30 cars will open for road tour early in 1937. Will open at the ranch May 2 and will show each week-end, Saturday and Sunday, remainder of this year. At the ranch John Agee, Bert Dennis and others are working in three rings and on track breaking stock. Wild West contingent working at the corrals and on the ranch.

Opening spectacle will be titled *The Old West in Review*, and closing spec *The Battle at the Water Hole*. Show will have 19 displays. Joe Metcalfe has taken charge of elephants and menagerie. Four rosin backs have been purchased. A new riding act of five people is being rehearsed. Show has one steam and two air calliopes, 17 tableau cages for street parade. A Zouave troupe of 34 people is being rehearsed.

Fifty-five Indians in charge of Bill Penny arrived April 16 for appearance for a benefit at Hollywood Legion Stadium. Charles Redrick is musical director with 14 men. Harry Wills will play steam callope and Roger Bell and Helen Ayers air calliopes. For parade and present ballyhoo purpose steam callope will be transported on truck unit to 55 California towns; also eight head of baggage stock, hook-up and parade thru these towns.

The plans include the selling of the show to organizations, special days set aside. It is stated that the first eight weeks have been sold. Show has new electrical plant and big searchlights. Includes recent purchase by Maynard of the huge light that was used at opening of San Diego exposition last year. Show also has new flags and pennants and a five-foot red netting around canvas spread.

Side Show will be handled by Doc Collins. T. K. McIntire is in charge of advance. Joe Metcalfe has the bulls on movie location for rental, and Curly Phillips, assistant, has camels and lead stock en route to Yuma, Ariz., on movie location. Ken Maynard is working on his new picture. This will not prevent his appearance at every performance, he stated, having arranged for that in contract with the studio.

Peru Pickups

PERU, Ind., April 18.—Waters Hotel, stopping place of most showfolk moving thru Peru and residing winter months, saw Mike Malas, Bill Hind, Abraham Delan, Harry and Sam De Lano and Morris Guslen registered past week. Stated that several concession men will be with Nick Carter on Cole-Beatty Circus, and others branching out independently with carnivals.

Charles (Getz) Wellbrooke, patient at farm ward, was on downtown streets past week. Had been confined with intestinal ailment. Operation by Dr. S. D. Malouf was successful.

The Walter Neiss Troupe, featured many years with H-W and other circuses, has been renewing acquaintances. Stated act booked for vaude dates and later fairs.

Wilno (William Weidderach), cannon man, moved his apparatus into city for redecorating and awaiting opening of fairs and parks.

Calvin Blankenship, who recently suffered amputation of left leg, was removed from farm to Dukes Hospital with unknown ailment for treatment and observation.

Mrs. Charles Sweeney is back from winter stay at Cambridge, O.

Home of James Irwin, owner of South Side circus and carnival grounds, was broken into and ransacked.

working on a double flying rigging, and Phillomeno, "drunk" on slack wire. Escalante states that show will be out all year. Will play in and around Los Angeles for several weeks before heading up the Coast.

ARCHIE ROYER, retired showman, is busy on his farm at Bangor, Mich. He recently finished writing a book of poems, philosophy, circus and vaudeville history.

Record Easter Biz for A. C. Points to a Great '36 Season

More than 300,000 visitors checked into resort by WPA crews—Steel Pier goes over 25 per cent better than last year—M.-D. Pier draws one of biggest throngs

ATLANTIC CITY, April 18.—Hitting a new crowd record, this resort went to town for Easter with more than 300,000 visitors from 50 per cent of the States and five Canadian provinces. This is the first time a check has been made on Easter visitations, checking being done by WPA workers stationed at railroad and bus terminals, airport and on all motor lanes. Amusement interests without exception were hanging up SRO signs for Saturday night performances and from late Sunday afternoon to Sunday evening. Steel Pier, largest amusement spot opened for the holidays, went over 25 per cent better than last year. Manager Richard Endicott said it was the largest Easter the pier has had. Scheduled to have two picture houses open, early in the afternoon the pier was forced to open an additional house to accommodate crowds. Marine Ballroom, playing Jan Garber and ork, had a crowd estimated as topping anything ever witnessed in midsummer. President Frank P. Gravatt is more optimistic than ever over prospects.

WPA enumerators counted approximately 22,466 cars entering the resort, while others on Boardwalk counted 675,000 persons on the wooden way between 10 a.m. and 10 p.m. on Sunday, but this figure does not match incoming traffic figures, as enumerators said many were no doubt counted twice as they re-passed the checking point.

Count of boulevard auto traffic was 22,173 passenger cars; 125 busses and 168 trucks, total of 22,466. Of cars 59 per cent were from Pennsylvania, 25 per cent from New Jersey and rest scattered over 25 States.

Manager Harvey Anderson, Apollo Theater, reported crowds reached peak in mid-afternoon on Sunday and continued thru late Sunday night, causing SRO's at majority of shows. Floyd Wesp, at the Stanley on the 'Walk, said the top was hit Saturday night. Million-Dollar Pier, with net hauls, said Capt. Young, had among the heaviest crowds the pier has seen, parking space being at a premium and most beach front hotels sold out. Resort biz and amusements predict a big season ahead.

ASBURY PARK, N. J., April 18.—On Easter Sunday seven women and a man were injured when a section of the Boardwalk collapsed under weight of promenaders. About 40 others who fell were unhurt. First-aid squads from Asbury Park, Neptune, Ocean Grove and Wanamassa treated the injured. City Manager Milford F. Farley estimated that about 3,000 persons were on the part of the Boardwalk which collapsed.

May Not Reopen in Wheeling

WHEELING, W. Va., April 18.—State Fair Park and fairgrounds on south end of Wheeling Island, badly damaged by recent floods, are still filled with debris. WPA workers have begun a partial clearing of the site. It appears doubtful that this, only amusement park in the Greater Wheeling district, will be reopened. WPA has been asked for \$13,000 by Ohio county school board for rebuilding Island Stadium, partly demolished by water, but the amount is not expected to be sufficient.

New Spot Opened in Havana

HAVANA, April 15.—Prado Park, a new spot, has been opened on the site where Santos & Artigas Circus showed under canvas this season at Prado and Animas, in the heart of Havana. Owners are Cubans, Hinojoso and Guardado. Roland's motordrome, a Loop-o-Plane, Airplane Ride, Dodgem, Merry-Go-Round, Wax Works, Ferris Wheel, board ride, boat rides and Shooting Gallery are operating. Good business is reported.

Chippewa Back to Operator

MEDINA, O., April 18.—Chippewa Lake Park, operated the past two years under receivership, will revert to the original operator, Chippewa Lake Park Company. Max Beach, many years managing director here, will again serve in that capacity, it is said. It is understood that the staff has been selected and the season will open on May 30.

D. G. Hertz Named Columbia's Skipper

NORTH BERGEN, N. J., April 18.—Deal has been made between Fred and Otto Aeschbach and Douglas G. Hertz whereby the latter is named to Columbia Park's managerial post. Mr. Hertz has been identified with rodeos and horse racing as promoter, brought greyhound racing to New York after building a track in Staten Island eight years ago and also has theatrical connections.

His first consideration was remodeling of the Castle at park's gateway, plan being to convert it into a night club. The Aeschbachs, former operators and sons of the founder, have been placed in managerial spots in the reorganization. Fred continuing to manage the Castle and Otto Athletic Hall. Lester Drambour, civil engineer, is supervising expansive reconstruction. He resigned as construction engineer of the Boardwalk in Long Beach, Calif., to associate himself with Mr. Hertz.

Philly Woodside Air Plugs Are To Continue for Season

PHILADELPHIA, April 18.—Woodside Amusement Park, reopening today, will sponsor radio programs again in exploiting park features, with visual broadcasts from Sylvan Hall offering added inducement to visitors.

Jack Steck, WPEN program director, as emcee, will supervise programs. Starting tomorrow a Children's Hour will be aired from the park, WDAS carrying the juve entertainers 2:30-3 p.m. Bowling on May 6, Wednesdays will be Celebrity Nights, Steck producing a musical revue and introducing sport stars visiting the grounds, WPEN airing the show 9-10 p.m. For the sixth consecutive year Steck will emcee Woodside Park Radio Amateurs, starting on April 23, WPEN airing the ams on Thursday, 9:30-10 p.m.

Besides inviting parents and children to the park for broadcasts, games, rides and concessions will come in for an air plug. Crystal swimming pool will open late in May.

LINCOLN, Neb.—Ralph Beechner, pool manager at Capitol Beach, has left a hospital after an eye operation to remove a cataract. He has had several successful seasons in the park, and will resume work soon.

Counteract Unfavorable Publicity, Hodge Tells NAAPPB Committee

CHICAGO, April 18.—Having been requested by President Harry C. Baker, National Association of Amusement Parks, Pools and Beaches, to briefly outline/duties of the association's publicity committee, Secretary A. R. Hodge has addressed the members as follows:

"I believe duties of the committee are pretty well defined in its name. Its work is not confined to convention time only, altho a lot of its work can be done to the benefit of the association at that time. As publishers, a majority of the committee members are in an excellent position to give their co-operation and, I might say, they have done so generously in the past.

"In addition, however, I believe that the committee can well serve as 'look-



BILL BEASLEY, Toronto, who announced that Beasley Amusement Company will spend \$50,000 in remodeling the pavilion in Sunnyside Park there, and who has been successfully operating Grand Ballroom at the Canadian National Exhibition, presenting notable bands, Rudy Vallee having been in the 1935 attraction. Following a court decision victory, Mr. Beasley will again have game concessions at the CNE.

Gravatt Host at Opening Of New Exhibit for Pier

ATLANTIC CITY, April 18.—President Frank P. Gravatt, Steel Pier, was host to a large gathering of resort amusement people, business men, city officials and representatives of Ford Motor Company on Easter Saturday at luncheon before Mayor Charles D. White officially opened the new Ford exhibit on the pier. General Manager Richard Endicott was emcee, with Mayor White, W. W. Mitchell, manager for Ford, and city officials as honored guests.

Mayor White declared it his aim to bring as many national exhibits to the resort as possible and to increase its scope of amusements. Jose Manzanares and his South American Girl Orchestra played for the opening. Among those introduced were Tony Sarg, Commissioner Cuthbert and Casey; Norman Reed, manager of Station WPG; Louis St. John, manager of Central Pier; Lenora Slaughter, director of Florida pageants and parades; Carl Voelker, president of the Press Club, and resident managers of all national exhibits.

Two Chartered in Arkansas

LITTLE ROCK, Ark., April 18.—Incorporation charters filed at the State Capitol include that of Hein Park Corporation, capitalized at \$21,000, with officials given as H. E. Humphreys, Guy P. Long and L. Harris, all Arkansas residents. Also chartered was Rainbow Lake, Inc., officers given as Humbert Pieraccini, Orleandro Pieraccini and Edilo Bellanti.

FITCHBURG, Mass.—An appeal for lower assessment rates for Forrest L. Abbott, operator of Whalom Park Ballroom, has been made to Lunenburg board of selectment by General Manager Louis Cushing, Fitchburg & Leominster Street Railway Company, owner of the park.

Big Program For Conneaut

Changes and added rides are in outlay of \$75,000—acts and bands on bills

CONNEAUT LAKE, Pa., April 18.—More than \$75,000 has been spent in Conneaut Lake Park and resort by Peoples-Pittsburgh Trust Company, operator, and three more rides have been installed. William Kleeb has been named park general manager. M. D. Bigelow, Pittsburgh, has been appointed manager of the three resort hotels.

Season opens on May 15 and indications are it will be most successful in years. A new building for 10 concessions has been constructed, bringing total number of concessions to more than 50. Beach Club is operating daily with new features and entertainment thruout the season. Name bands will play in Dreamland Ballroom, redecorated and improved to accommodate more than 1,000 people.

Free acts will be presented during convention and picnic season, first time in several years that acts in any number have been employed. A new 600-foot boardwalk in front of the Conneaut Hotel will greatly add to the beach. Convention hall has been enlarged, 35 cottages have been refurnished, all drives have been resurfaced and some \$1,500 worth of shrubbery planted. Heaviest convention and picnic bookings in several years is encouraging the management to usher in polo games on its race track on Sundays, open a Skeet Club and improve its 27-hole golf course.

New rides are the Dodge-Em, Aerial Swings and Old Mill. All other rides are being retained. An outdoor movie theater will be under management of Harry Lewis. Fireworks are set for Decoration Day and plans under way for national swimming and speed-boat races. Advertising program, to get under way early in May, includes radio, newspapers in Western Pennsylvania and Ohio and 35 signboards. Convention and picnic bookings are in charge of E. Don McKibben.

N. J. Luxury Tax Is Killed

ATLANTIC CITY, April 18.—New Jersey amusement men are feeling relieved following the licking given the so-called luxury tax bill by the State Senate after the Assembly had passed it for additional revenue, which would have considerably hurt prospective summer biz. Senate defeated the bill Wednesday night, 8 to 12, three short of passage.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Much ado around amusement sectors now. The "ado" should have been sooner, but the weather put an anchor on it. . . . Tercentenary celebration begins first week in June. Old Oriental Hotel, Seaside, torn down. A historic spot for years. . . . George McAneny, 1939 World Fair biggie, speaks at all kinds of functions around Island on forthcoming expo. They give him a meal; he gives them a spiel.

Eddie De Lange, who had a part in creation of *Moonglow*, *Solitude* and other song hits, may lead a band on Island this year. Eddie's ex of the Roadside Rest, Long Beach. . . . Gil Jones, Broad Channel cabaret chieftain, was a childhood playmate of Jimmy Wilde, great Welsh boxer, in Wales. . . . Lot of European celebs scheduled to give Jones Beach the look-over this summer, with idea toward instituting similar layouts in their countries. Soviet Russia is most interested.

William (Bill) Austin, possessor of enough wealth to make it easy enough for him to while away the hours, days and weeks as he desires, is a just-the-other-way-around sort of a fellow. He prefers work—hard work, too. Which may account for the fact that he is one of Island's largest owners of resort prop-

(See LONG ISLAND on page 42)

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

World's Chumpion

It won't be long before the world's championship high-diving contest, which started as a single-line suggestion in this column, will be an actual fact. Time is Decoration Day for the inaugural of the competition. Place is Palisades (N. J.) Amusement Park. Prize is \$1,000 plus a guaranteed booking route by the George Hamid office and official right to the title.

Many divers have asked how long the tourney will take. Of course, you know by now that rules similar to those employed in high jumping will prevail, with the one making the highest leap being declared winner, and so on down the line. Contest will start on the afternoon of May 30 and will probably

last a few days, about four at the most. Sleeping accommodations are being supplied free to all divers and trainers in the park during the contest.

A few divers have said they don't feel like canceling bookings they have for that time. Many others, however, realizing value of the world's championship as well as the cash awards, are not taking any dates during that entire week, preferring to compete for the crown. As one diver put it: "This is a chance of a lifetime for high divers. The majority of those who tell you that they are booked for that time are either lying and are yellow and afraid to compete or else they are just plain chumps."

A number of professional divers have written, requesting names of some of those who have already entered. Let it be recorded therefore, here and now, that the following have asked for entry blanks so far and are to compete: Capt. Kenneth Blake, Chicago; Lucille Anderson, New York; Capt. Dan Cherry, Pampa, Tex.; Bench Bentum, New York; F. H. Cushing, New York; Harald Arias, Germany; Capt. G. E. Craig, Union City, N. J.; H. (Buddy) Siegel, Wichita, Kan.; Ray Woods, St. Louis; Jimmy Jamison, New York; Paul McDowell, Philadelphia; Dare-Devil Jack, Albany, N. Y.; Walter Codona, Jessups, Md.; Capt. Sol Solomen, New York; W. B. Wecker, St. Louis; Wayne Andrews, Wichita, Kan.; Bill McNulty, Boston; Bob Rodgers, Philadelphia; J. B. Spencer, Coffeyville, Kan.; Carl Rio, Farrell, Pa.; Capt. Leo Simon, Midland, Tex.

Time is getting short, so send in your entry immediately. Don't be a world's chumpion but get to work and try to become the honest-to-goodness world's chumpion.

Chris, Live Wire

Leave it to Chris Eagen, manager of Bronx Beach Club, on Long Island Sound in New York, to get the jump on all the other tanks. He broke the first ad of the season last week-end, announcing special season rates for the Bronx Beach establishment. Regular season prices of \$8 for admission and \$12 for locker privileges have been shaved to five and eight bucks, respectively, if season tickets are purchased during April. On May 1 same rates as last year go into effect. Chris, besides fulfilling the duties he had last summer, also takes over John Gill's work, with the latter out. Gus Henkel, however, continues at the club as assistant manager. With his organization already set in motion, while many of his competitive pool men are still vacationing, Chris Eagen rightly deserves the title of Chris, the live wire.

Municipal News

Westside Park municipal swim pool, Paterson, N. J., will not be operated this (See POOL WHIRL on page 45)

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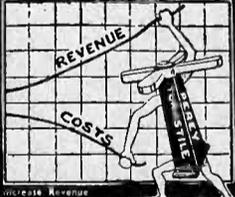


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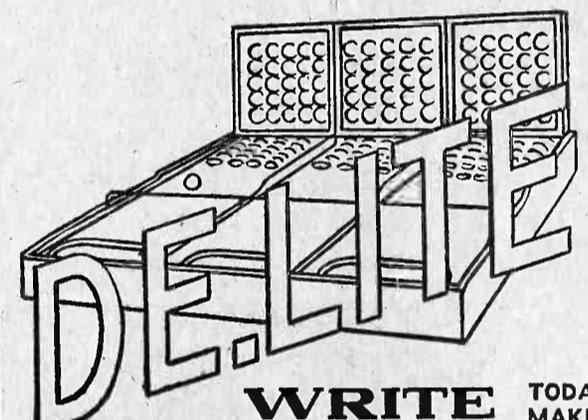
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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

American Recreational Equipment Association

By R. S. UZZELL

The fraudulent claim racket is illuminatingly set forth in *The Saturday Evening Post* of April 11. Every park man, carnival operator and concessioner should not fail to read it. The whole crooked game is exposed and most effective remedies proposed. Atlanta, Ga., leads the cleanup by drastic methods that are getting results. Crooked lawyers and fake physicians have found hard going in Georgia's capital city.

Insurance companies have grown a backbone and put on the gloves for a fight to a knockout. No longer do they make spineless settlements and thereby encourage fake claims. The way has been marked out for us. No longer should anyone take the attitude, "I should worry; I am insured." But now all should co-operate in every way for a cleanup. It will mean ample dividends in lower "accident frequency" and, best of all, lower rates for us. Why cannot our program chairman procure the author of the article as a program speaker for us? It is the biggest nickel's worth of insurance ever yet produced. Insurance companies could afford to reprint and distribute the article. How about it, Johnny Campbell?

Weather Hurts Opening

Playland, Rye, N. Y., has issued an artistic pamphlet announcing the closing of the winter season and the spring opening for summer operation. It's a fine job, beautifully designed and well edited; no doubt by Paul Morris. The front cover illustrates the story. A boy, muffled in winter togs, carries a suitcase marked "Winter Playland." He is being kicked out of the park by an animated flower pot and with a flower in bloom for a head. He has a background of winter and leafless trees, while her background is the famous music tower and flowering mall, a fine way to illustrate Playland's change from a white mantle to her gorgeous gown of color. Herbert O'Malley and Paul Morris have given us a gem.

With steel production above 60 per cent of capacity, the highest since 1930, and always the business barometer, we feel that our courageous stand for better days for amusement parks becomes more and more justified.

Palm and Easter Sunday operation along the Atlantic seaboard has not been notably successful. Cold weather and excessive rain is the answer. The results have hardly justified the early effort this year. Nevertheless, let's all be ready when our spring patronage does return. They are going to be more anxious than ever for the change from indoor to outdoor diversion.

Thurston as Inventor

Yes, Ben Roodhouse is an editor. For proof read his editorial in April *Big Eli News*. It is timely and appropriately blends into the season and fitness of things. It is broad in conception yet intensely interesting to each member of our industry. You will go far to find a better or more appropriate one. Some

day publicity men and writers of our industry will have an annual round table. Why not; we all have a common objective?

Howard Thurston's passing is noted only as a great magician and one-time divinity student. Nothing in the press was said of his inventions. He built a ride in Luna Park, Coney Island, N. Y., known as the Kiss Waltz. It was a flop in Coney. Moved later to Atlantic City, it was the leader in the ill-fated Rendezvous Park. It led the Old Mill and the big Coaster. Had a ride man taken it over, it could easily have had a great go. All of us liked him, admired his first order of ability and regret his untimely passing. He thought, after a stroke in Charleston, W. Va., that his greatest trick was the recovery of his health in Florida. Alas, he spoke without full knowledge.

Bartlett on Europe

Norman Bartlett has just returned from England and the Continent after some sojourn over there. He is very much disillusioned as to possibilities for our fraternity in England and Europe generally. He says the statement that there are great possibilities for amusement rides over there "is the boloney." "Five or six concerns," he says, "are building Scooter or Dodgem cars and," he further states, "are extending too much credit." They must run now at the equivalent of 6 cents and in many places at 4 cents.

It is a fine illustration of how American devices are copied unless amply protected by better patents and placed in the hands of someone of experience. He also confirmed what others have been telling us of the Belgian Exposition. Also he made a repetition of the very unsatisfactory operation at Olympia Fun Fair. He is en route to Dallas to put up his ride there at the exposition.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, April 18.—With a record Easter out of the way, amusement interests are working up big week-ends and plenty of good attractions are being booked between now and May 30, when season is to get under way in full force. A fashion show to continue thruout summer is center of attraction at the new Dupont exhibit, while Ford and girl illusion is center of that company's exhibit on Steel Pier. . . . First meeting of committee on Headliners' Frolic set for next week, with former Mayor Harry Bacharach possibly set for chairmanship. . . . About 15,000 delegates expected to attend Rotary International Convention here on June 22-26, and city biz men have it figured they will leave \$1,000,000 behind, which is another reason for early spring fixing and openings; much advanced this year, if not earliest in history.

Frank Elliott, director of Steel Pier Minstrels, down for week-end, said minstrels definitely on comeback and announces big card. . . . Eddie Sherman booking one of biggest shows pier ever attempted. . . . Fred Schwarz, Steel Pier, has been named publicity man for Elks' Convention in June. . . . Harry Biben, booking Hollywood, will again book Million-Dollar Pier and has two other big resort places lined up. . . . Alex Bartha, Steel Pier, will transfer his ork to a resort beach-front hotel for summer. . . . Eddie Morgan, Million-Dollar Pier, now holding down spot in Dennis Hotel.

Lawrence Brumell and Lou De Joseph have their scales set up in the only two okehed spots on the Boardwalk near Convention Hall and report biz on the up over holidays. . . . Brumell has been on the Walk 27 years, while De Joseph this season starts his 15th year at same spot. . . . Walk scale spots are closed, as city fathers will grant no new permits.

LONG ISLAND

(Continued from page 40)

erties. The tony Atlantic Beach is a product of Austin's process of doing things, and the less swanky but nevertheless just as successful Rockaway Point bungalow colony is also an Austin creation. In recent years Bill has had his little and big hurdles to jump, and he's done them admirably.

ROCKAWAY BEACH: Little bit of building's been going on around the Boardwalk section. Concessions being erected at Edgemere, and some over in

Animal Circus For Norumbega

Bryan Woods is signed for season—Totem Pole Ballroom has been redecorated

AUBURNDALE, MASS., April 18.—Arch E. Clair, manager of Norumbega Park, has closed a deal with Bryan Woods which brings Bryan Bros.' Circus in its entirety to the park on the Charles for the full season. Management will supply added sawdust atmosphere with circus-blues seats. Arrangement came about via Mr. Clair's visit to Florida, where he caught the show in its new dress, altho he's been familiar with the Woods type of product for years.

Show consists of 22 trained baboons and monkeys, with two mothers and their brood, and another blessed event slated for June, this enabling heavy exploitation. In addition, there are four ponies and two goats, a goose, a pig, 15 hounds, including racers with simian jockeys. Mrs. Billie Woods handles the charges. In each species are animals doing specialties, a leaping monkey climbing with a 40-foot plunge. Latter has made newsreels during winter engagements. Mr. Clair said that the animal training school, developed here last year, will be continued with the Woods contingent. Layout will be the free act.

Totem Pole Ballroom swung open today for week-end operation (Friday-Saturday) with Dan Murphy and his Musical Skippers. Palace has been redecorated thruout. Unusual sight here on Monday, when there was a snow flurry, but Mr. Clair opines that means spring weather in immediate offing.

Record crew is still at work dolling up, with all rides repainted and color scheme of Merry-Go-Round changed. Horses will go Pullman idea, being named after such nags as Man o' War, Top Row, Discovery and film name steeds, all done to stimulate kid interest.

the Seaside zone. . . . Ukin, Chinese food specialist, back again on the 'Walk, shaping up his place and dusting off culinary formulas. . . . Irv Berzner out of town for a while. . . . Frank Austin, Steeplechase pool life guard, is awaiting appointment to New York City police force. . . . Jim O'Mara's nose was bobbed in Jamaica Hospital. . . . Streamlined life boats for Rockaway's 175 life guards this year. . . . The Point, Jarvin Lane, being run by Bill Morrison. . . . Harry Steinberg marched in the Easter parade on New York's Fifth avenue with a rip in the back of his coat, and didn't find out until he finished his strutting. . . . The Fabers, kings of pin-game biz locally, looking over the field for locations. No Coney Island for them this year, it appears.

LONG BEACH: Phil Kohut, Long Beach's new police commish, is a college grad, and held the post before. . . . Ex-Mayor Frank Frankel's home robbed of \$3,000 worth of valuables. . . . Long Beach is twisting around things in every possible fashion in an effort to set the stage properly for the introduction of a bill to legalize collection of a fee for use of the beach for bathing. Argument is that this will be the only way for the community to keep itself out of the red, bills accumulating as they have. . . . Electric service has been fully restored on Long Beach's streets, after having been partly shut off for awhile, due to "bill trouble."

FOND DU LAC, Wis.—Permission to sell beer in containers only at a stand in Lakeside Park has been granted by the park board to Mrs. Charles Heber, first such concession ever granted here.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

BEAL BROS., New Kensington, Pa., had their skating mat ruined in the recent flood. Speaking of skating mats, the one used by Helen Reynolds was designed by her brother-in-law, Francis La Maire, the ice skater. It has a perfectly smooth surface, no excess weight and it folds very compactly.

LITTLE SHIRLEY FOSTER and her team mate, Mary Collins, left Philadelphia on April 12 for Bridgeport, Conn., where they will play engagements in several of Ben Morey's rinks in that territory. They were accompanied by Mrs. Betty Williams, who handles the check-room in Circus Garden Rink, Philly.

SKATING HAMILTONS, American roller-skating team, have broken Paris records by playing an engagement of more than 30 consecutive weeks in the revue of Casino de Paris, which closed its run on April 5. The Hamiltons were the only specialty act remaining with the revue for the entire run.

RUSS GOLDEN, vet rink manager, who has been commuting for several months between Akron and Canton, O., in which cities Leo Maytnier is operating rinks, said Land o' Dance Rink, Canton, probably will close for the season on May 1. Outdoor rink in Summit Beach Park, used the past several summers, may be converted into a dance pavilion and roller skating continued in the old Casino building, where skating has been offered nightly all winter.

JOHNNY UEBEL, Dover (O.) speedster, on the night April 11 won two feature races in Land o' Dance Rink, Canton, O. In first event he spotted a group of Canton racers half a lap and easily defeated them in a mile race. In the second he won over Johnny Dragon, Akron, in a mile event.

MOST popular of stunts of Bill and Betty Wheeler, skating in Lobby Cafe in Juarez, Mexico, across the Rio Grande from El Paso, Tex., is their basket whirl, in which patrons are given free rides. Many come back for third and fourth trips and spectators wager with riders on whether they can walk away after their whirls.

UNDER direction of Joseph H. Barnes Sr. and management of G. Buck, who formerly managed it, Rollerdom in Woodside Park, Philadelphia, opened on April 18, with sessions nightly. Manager Buck, who predicts a good season, reports the big rink renovated and equipped with good music and skates and that new attractions will be presented.

PALASIDES RINK, McKeesport, Pa., will continue regular sessions until end of the season on May 2.

"I ENJOYED another visit, the third this winter, with Earle Reynolds and wife, Nellie Donegan, who accompanied the Helen Reynolds ensemble of skating girls while playing the Carman Theater here recently," advises E. M. Moar, Carman Rink, Philadelphia. "While here she rehearsed another bunch of girls, who will appear in her act with Cole Bros.-Clyde Beatty Circus. Earle is taking keen interest in rinks again, and don't be surprised if he promotes another skating association which, if formed, will mean lots to all concerned. He was much impressed with Jesse (Pop) and Malcolm Carey's string of speed skaters in Circus Garden and got a great kick out of seeing Malcolm Carey's son, Junior, give the big boys plenty of worry over a five-mile jaunt. The new Circus Garden organ, *Chatterbox*, is a nifty sheet. A recent edition had this item: 'Pop' (See RINKS on page 45).



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FAIRS MAKE BIG MISTAKE

“Jumbo” Goes To Ft. Worth

Intact circus musical will be at Frontier Days show, housed in novel building

FORT WORTH, April 18.—Not only will Paul Whiteman be at Fort Worth Frontier Days Centennial, but the circus musical, *Jumbo*, will be brought here intact, according to announcement of Billy Rose after meeting with the local board of control. *Jumbo* will be housed in an old-fashioned circus building, contract for which was let on April 9 to the same three contractors who have the other buildings.

Circus building will be similar to one in New Orleans in the '70s and the Hippotheatron in New York earlier and circular, with two fan-shaped menagerie rings flanking the structure proper. Circus ring will be 40 feet across. Seats for 2,800 will slant from ground level to ceiling. Building will be red.

Army officials have agreed to send 3 officers, 84 enlisted men and 92 horses from Second U. S. Cavalry Division in Fort Riley, Kan., to be stationed here from July 1 to October 1. This division descended from the old Second Dragoons, stationed in Fort Worth at its establishment. Men will wear uniforms patterned after those of the first soldiers here.

Billy Rose left for Chicago to negotiate for showing at the Centennial here “Golgotha,” called the largest oil painting in the world. It is planned to hang the picture in a specially designed building. Ned Alvord to press agent the local show, arrived on April 13.

First concession contract was approved on April 13 by the board of control, according to J. Ed Brown, in charge of concessions. Charles L. O'Reilly, New York, and Jacob L. Beresin, Philadelphia, were given the soft-drink, sandwich and novelty concession for advance payment of \$25,000 and percentage of gross receipts. Concessioners are to erect, at their expense, all stands and booths as prescribed by the Centennial architect, and to costume all employees as directed by the costume director.

Visitors to the Brown office included Mrs. C. A. Wortham and son, Clarence, and bride; Walter K. Sibley; Dan Odum, San Antonio; Frank P. Duffield, M. H. Barnes, Ben Keith, Joe Wolken, Tom Lyman, Lewis Montaleone, Whitey Gore, Jule Connors and twins, Ernie Young, J. Alex Sloan, Lew Dufour and Joe Rogers and S. S. Millard. Mr. Brown attended a meeting by concession men last week in Dallas.

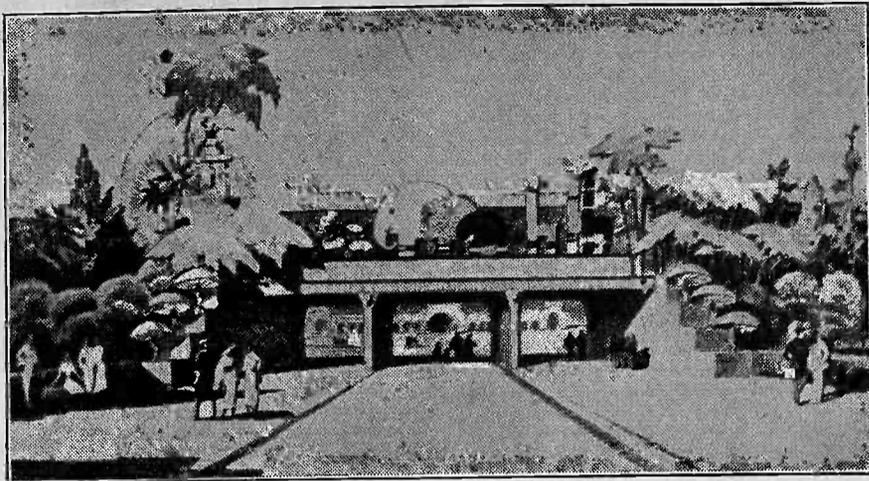
Kids' Field for Paris Expo

PARIS, April 14.—As part of the Exposition of 1937 the city of Paris will create a permanent Center of Youth, which will remain after close of the fair. This children's village will be constructed in a large space along the Boulevard Kellerman, near the Porte d'Italie. Plans call for a spacious park, palace of toys, palace of books, museum, auditorium, restaurant, small zoological garden, boat basin, swimming pool, playgrounds, sun-bath beach and athletic field.

Corn-Fed Cuties and Beebes

LINCOLN, Neb., April 18.—Corn-fed cuties, as well as beebes, will come in for a share of the spotlight at 1936 Nebraska State Fair. Secretary Perry Reed plans a State-wide beauty contest in co-operation with county fairs and picnics all over the area. Also considering negotiating with one of the Nebraska-born movie famous to come here for judging finals.

PITTSBURGH—Frank Cervone, local representative of George A. Hamid, Inc., moved his office from the Century Building to 1219 Empire Building.



JUNGLE OF FANTASY, model of the picturesque \$50,000 entrance to the amusement zone of Great Lakes Exposition, Cleveland, June 27-October 4. Now under construction, this steel and concrete structure or tunnel entrance will connect upper exhibit area with amusement zone. A permanent structure, it is to be left intact for civic use at the close of the show. Two 20-foot sidewalks and a 20-foot vehicular road for intramural bus and individual vehicular travel will provide ample room for traffic.

Liquidating Chicago Century of Progress

CHICAGO, April 18.—Rufus C. Dawes, president of the board of directors of A Century of Progress, reported at a meeting this week that there is still on hand a balance of \$276,084, with only a few pending claims not covered by insurance. He recommended that court action be taken to clear up all claims against the association and to dissolve and liquidate its business.

Since the fair association was organized as a corporation not for profit, a special act must be passed by the Legislature to extend to such corporations the right to the same court procedure for closing of business as that granted to business corporations, Mr. Dawes said.

The association was incorporated on January 5, 1928, and \$271,400 was raised from sale of 1,000 founder memberships and \$50 sustaining memberships. Public contributed \$600,000 more by purchasing \$5 books of World's Fair legion certificates exchangeable for admission tickets. The president estimated total disbursements for all purposes by the fair association, exhibitors and concessioners from January 5, 1928, to December 31, 1934, at \$100,200,989.

LANSING, Mich.—Five new members appointed to the board of managers of Upper Peninsula State Fair, Escanaba, by Governor Fitzgerald are James Miller, Rexton; Herbert Case, Munising; Dr. William T. King, Ahmeck; Frank H. Speese, Ontonagon, and John C. Brennan, L'Anse.

Dallas Advance Sale Opens Big; Midway Construction Is at Peak

DALLAS, April 18.—Opening of Texas Centennial Exposition advance ticket sale on Monday, with special souvenir combination books featured, saw by nightfall a total of 100,000 sold, 20,000 going to Fort Worth and 5,000 to Shreveport, La. Other communities thruout the Southwest evidencing equal interest led Harry P. Harrison, in charge of sales, to predict a sale of 500,000 ducats by end of the week.

Grand quota for the sale is 2,000,000. Mr. Harrison saying tickets will not be sold after June 5, day before the show opens. Largest single buyer to date was American Express Company thru Domestic Tours Manager Bert White. Veteran of Chicago and San Diego, Mr. White is enthusiastic for the Dallas exposition and announced the travel organization, thru R. E. Towle, vice-president, had authorized him to contract

Vallee Signed At CNE Again

Toronto return engagement is announced by Hughes—broadcasts also

TORONTO, April 18.—General Manager Elwood A. Hughes, Canadian National Exhibition, wired his office here from Los Angeles to the effect that Rudy Vallee and company have been re-engaged for the exhibition this year, engagement going to Vallee because of his success last year.

Upon conclusion of his engagement at the exhibition last year, Vallee expressed his desire to return in 1936 and General Manager Hughes was said to have been averse to a return engagement, but Vallee's unquestioned popularity overruled his objections.

Sponsored broadcasts which packed the ballroom in 1935 will be repeated. Vallee is especially interested in the \$50,000 band shell being erected and proposes to try out its acoustics during one of his rehearsals.

DOVER, O.—Tom Taylor, Strasburg, and Herman Wolfe, Dover, have succeeded J. D. Craig, Tuscarawas County Fair, as secretary and grounds superintendent, respectively.

Plea - for - Help Argument 'Wet'

Selling exhibitors should be cold business proposition, officials at Washington feel

WASHINGTON, April 18.—Fairs now being numerous in the offing, and having in mind frequently occurring suggestions to the effect that business interests in some communities are prone to cite objections to participation in them thru industrial and trade displays, efforts recently upon the part of the writer—along inquiring reporter lines—to get reactions to this reported attitude were met with a rather gratifying degree of success. For example, one reaction right off the bat was that fair executives, who might have been inclined to do so in the past, make a big mistake by seeking community business support upon sympathetic or “support your com- (See FAIRS MAKE on page 44)

Barnes Contracts Five State Fairs

CHICAGO, April 18.—Returning from an extended trip, M. H. Barnes, president of Barnes-Carruthers Fair Booking Association, said that he closed contracts for all of the grand-stand attractions at Iowa, Minnesota, Kansas, Oklahoma and Louisiana State Fairs; also for Kansas Free Fair, Topeka, featuring the company's newest production, *Rise and Cheer America*.

Mr. Barnes said that *Rise and Cheer America* will be a definite departure from any of the large musical extravaganzas produced by Barnes-Carruthers in the past, and that, by means of mechanical devices, it will be possible to make a complete change of scenery within the proscenium without interrupting the performance, thus giving audiences two scenic spectacles instead of one.

Boonville, N. Y., Advances Dates To Lure Tourists

BOONVILLE, N. Y., April 18.—Aiming for Adirondack Mountains tourist trade, Boonville Fair has set dates ahead to August 3-8 to coincide with peak of vacation season. R. H. Ryder, manager, announced booking of B. Ward Beam's attractions, including his Congress of Dare-Devils, with fair set on largest grand-stand bill in its history.

Directors are broadening agricultural end, and big cattle show is in view. Midway contract has been let to Art Lewis Shows. Intensive exploitation is being planned, with Mr. Ryder saying the biggest advertising budget to date will be devoted to billing and newspapers. Fair is the first on Northern New York Circuit, Watertown, Gouverneur and Malone following in succession.

Milwaukee Aud Take Is Up

MILWAUKEE, Wis., April 18.—Income of the City Auditorium from leases and rentals for six months ending on March 31 totaled \$68,247.50, as compared with \$50,655 for a similar period of the previous year, Manager Joseph C. Grieb reported. Increased activity reflects improved business conditions, he said.

SAN FRANCISCO—Ellis Levy, many years manager of San Francisco office of Thomas Lee Artists' Bureau, has resigned to head Western Booking Corporation here. With his new venture Mr. Levy takes from the Lee bureau Olga Olson, his secretary for the past two years, and Sam Rosey, who will be in charge of night club, resort and band bookings, with Miss Olson as office manager.

Fair Breaks

By CLAUDE R. ELLIS

MANY a free fair of the past few years will have a pay gate this season. This can be construed only as another of the favorable indications in freedom. Reports from North, South, East and West declare prospects never were brighter. Improved industrial and agricultural conditions and pending veterans' bonus payments are factors which have been reflected in increased and earlier booking of attractions and in peppy preparations not seen heretofore. It cannot be considered that conditions are adverse in so many communities from which announcements have come that admissions will be charged, as against the free gates that flourished so generously in the years of low ebb.

A TEXAN, evidently miffed over reported rivalry among cities for first call for visitors during the Centennial Celebration, remarked: "Everyone seems to be boosting except Texas."

AN INVITATION to attend Michigan State Fair as guests of the State has been extended to 1,200,000 school children in Michigan by James F. Thomson, State commissioner of agriculture. One ticket admitting each child to the fairgrounds in Detroit for one day will be made available upon application to State school teachers, with tickets being issued to schools before summer vacation. Free tickets will be good on any day of the fair. Arrangements are also being made by Mr. Thomson for Upper Peninsula children to attend Upper Peninsula State Fair in Escanaba. Tickets will be distributed in schools there.

EXPOSITION fever, now in the ascendancy, has been taken cognizance of in Washington, D. C., from whence comes this dispatch: Prospects for increasing business thruout 1936 are seen in the national capital in activities for the number and character of expositions now operating or to operate during the next couple of years. California Pacific International Exposition, San Diego, is scheduled until September 9. Others carded are Inter-Antillian Fair and Celebration, San Juan, April 1-May 31; Texas Centennial Exposition, Dallas, June 6-November 29; Frontier Days, Ft. Worth, opening July 1; Great Lakes Exposition, Cleveland, June 27-October 4; Manchoukuo World Exposition, Hsin-

king, August 5-September 25; International Exposition, Paris, 1937; Japanese Pan-Pacific Peace Exposition, Nagaya, March 15-May 31, 1937; Pan-American Exposition, Miami, 1937; Los Angeles Pacific Exposition, 1938; San Francisco Bay Bridge Exposition, New York World's Fair and Pan-American Exposition, Tampa, 1939.

NO GREAT favorable reaction apparently has come on a suggestion by Norman Bartlett, of Flying Turns and Rocket Speedway note, at the International Association of Fairs and Expositions convention in Toronto in November, 1934. To refresh the memories of fair men, here is the meat of it: "To make it more profitable to put out new rides I believe that arrangements might be made in America, similar to those in Europe, whereby a new ride operating at a fair . . . is given a reduced percentage rate for the first year and also is allotted the best location. While fairs in America naturally give a good location to a new ride, they do not make a percentage reduction and, as American fairs are keenly interested in getting new rides, I would recommend that they consider the idea of making a 50 per cent reduction in the rate normally paid a fair for a new ride for the first time it operates on the grounds. This would create a demand for new rides that would be met by manufacturers. Ride operators would invest in new rides, being sure of a definite advantage in having one. Obviously, an operator can afford to pay larger percentage the second and following years when his ride has normally paid for itself."

TOO MUCH care cannot be exercised in naming fairs, thinks D. K. Baldwin, assistant secretary of Minnesota State Fair. "The county agricultural society or fair must be as unanimous as possible," he argues. "While John Jones may be secretary of the fair and upon him may fall the greater part of the work, it is well-nigh fatal to success of the fair to have it become known as 'John Jones' Fair. By the same token, it must not be known as the 'Centerville Fair.' It must be, in fact as well as in name, 'the County Fair.'"

SHORTS: Many fairs to tie up with Texas and Arkansas Centennial celebrations. . . . April bulletin of International Association of Fairs and Expositions lists dates of 62 members. . . . John R. Wade will manage Gibson County Fair, Trenton, Tenn., and Weakley County Fair, a revival after six years in Dresden, Tenn., both members of Barrel Head Circuit. . . . Manager Sam Burgdorf put out a swell premium book for Kingdom of the Sun Fair in Ocala, Fla., last week. . . . Mason County Fair, Ludington, Mich., had a tough break when it outgrew its grounds and had to suspend. Is okeh now, however, with a new 185-acre site, says Secretary Fred O. Lagesen. . . . Night angle is being heavily stressed at the fire company's annual in Selinsgrove, Pa. . . . Lexie Smith is still with it in Linton, Ind. . . . Secretary Charles A. Smith explains that dates of Tompkins County Fair, Ithaca, N. Y., were changed to avoid conflicts with neighbors. . . . Dallas declares there will be no gyp during the Centen Expo and that rooms for more than 12,000,000 will be available at no extra rate. . . . No one has yet disputed the claim that the late D. L. Sampson, 85, Carthage Fair, Cincinnati, member of that board 43 years and oldest fair executive in Ohio, also was the oldest fair secretary in the U. S. . . . Secretary Gilbert Pease got out a newspaper supplement boosting Adams County Fair, Friendship, Wis. . . . Fairs, more fortunate than amusement parks, have many weeks in which to repair flood damage.

Big Inaugural Anticipated For Auto Races in Reading

PHILADELPHIA, April 18.—First Eastern auto racing of the season is scheduled for Reading Fair grounds half-mile track on Sunday, April 26, Ralph A. Hankinson, president of Hankinson Speedways, announced here, First competitions on a mile course will be held on Hankinson's Langhorne Speedway's dirt course, near Philadelphia, on Sunday, May 17.

Nearly 100 drivers, including national and sectional championship contenders, will attempt to qualify for the Reading program. At the 1935 inaugural meet in Reading more than 31,000 spectators attended and arrangements are being made to accommodate even more this season. Hankinson's schedule has about 50 racing dates this year, all sanctioned

by AAA contest board.

Besides still dates in Reading, Langhorne, Altamont, N. Y.; Milwaukee; Springfield, Ill.; Mineola, L. I.; Allentown and other Eastern tracks this spring, Hankinson has contracted for speed programs at fairs in Altamont, N. Y.; Middletown, N. Y.; Little Valley, N. Y.; Bedford, Pa.; Pottsville, Pa.; Bloomsburg, Pa.; Wilmington, N. C., and others previously announced.

FAIRS MAKE

(Continued from page 43)

community" lines. Presentation of the opportunity to participate commercially in a fair on the basis of a cold business proposition, one likely to yield real results if intelligently utilized, was suggested as an alternative to the plea-for-help argument.

Analysis of the modern fair or exposition, from the standpoint of opportunities offered for capitalizing it thru industrial or trade displays, should not fail to take in the fact that these institutions furnish ready-made audiences upon which to draw. Exhibitor does not have to spend time or money in planning to get crowds out, as fair managers may be sure to take care of this if they have been given the advance support to which they usually are entitled. The old cry about money being taken out of town, it is suggested, should be met with the retort that this will not happen to any appreciable or hurtful extent if the business community will take necessary steps to keep a fair share of the money in town.

Displays by Circuits

Psychological phases of the made-to-order audience are worth pondering and presenting to prospective supporters along commercial lines. For example, prospective exhibitors might be told, if they did not or pretended not to know, that people come to a fair in an expansive mood. Usually they are on a kind of vacation. "Going to the fair" is an adventure with them, in a sense. Few come to a fair without some money to spend. Man, woman or child, they are looking for entertainment and education suited to their tastes.

But one thing a fair offers is variety in all things. Space often is sold out in advance of opening of fairs which have gone right after such patronage, it is pointed out, but in such cases it usually develops that live-wire industrialists and merchants are prominent among those taking space, exhibitors who have appreciation of opportunities afforded them and build up striking and novel displays. All too often merchants and others fail to get back of local fairs due to a lack of appreciation of fundamental qualities necessary to make exhibits worth while.

Co-operation upon the part of fair managements, where co-operation may be desirable and practical, is productive of excellent results. An example of what may be done along these lines had its initial impetus in a chance meeting of three fair managers at a fair. Problems of mutual interest being discussed, it was decided to hold another meeting and develop the thought further. Out of this second meeting grew a decision to form a circuit for utilization of government exhibits. Office of Exhibits in Washington being so advised, it made up a chart for approval of the executives. This approval following, the Washington unit was able to develop a display at one time for the three fairs, with a minimum of effort as to packing, transportation and routing facilities.

Varied Groups Attend

The fair managements benefited from this arrangement in that they were spared the usual time and attention necessary to a consideration of individual exhibits. The fairs were in Spartanburg, Memphis and Birmingham. Still another wrong impression, which many potential exhibitors seem to have, is that fair patrons are made up almost exclusively of people from immediate neighborhoods or States. Nothing could be farther from the truth, according to information available, which is that possibly 50 per cent of fair visitors, at least at State fairs, come from population centers.

Good roads having helped wonderfully to increase attendance at fairs, big and little, and highways supplementing rail lines in providing easy transportation from urban centers or agricultural sections, exhibitors today have not only larger numbers from which to expect patronage but may reasonably look forward to attendance of diversified groups, which means diversified inclinations to purchases, entertainment or education.

Big Exhibits For Cleveland

Florida and Firestone to have large spaces—more amusement contracts set

CLEVELAND, April 18.—Lincoln G. Dickey, general manager, and Almon R. Shaffer, associate director of Great Lakes Exposition, June 27-October 4, announced signing of two exhibit contracts. Florida National Exhibits, signed by Earl W. Brown as vice-president and general manager, is reported as having cost about \$250,000 and will present murals, sculptures, dioramas and panoramas. Contract of Firestone Tire and Rubber Company, Akron, O., signed by Frank K. Starbird, advertising manager, is for some 180,000 square feet, largest individual space sale reported to date. Firestone plans landscaping to surround a central building displaying novel and scientific features. Singing Fountains and colorful illuminated cascades, flowing to continuous music, will complete the exhibit picture.

Mr. Shaffer reported signing of 46 additional amusement and concession contracts, including Mammy's Cabin and Sportsmen's Paradise. Rene J. Zouary and Morris Miller will have two shows, Ethiopia and Monkey Land. Other contracts went to J. Gilbert Noon, shooting gallery; Francis G. Wetzell, golf-driving game; Nik-o-Lok Company, pay-toilet concession; Walter Moffett, Rocket ride and shooting gallery, and David Irwin, moving pictures and arctic exhibit. National Cash Register Company, Beech-Nut Packing Company, Havard Lumber Company, California Redwood Shops and Bettcher Manufacturing Company have been added to special exhibits roster, according to Peg Willin Humphrey, director of space sales.

Recently registered visitors were Dr. F. A. Moulton, of A Century of Progress note; Sam J. Levy, Barnes-Carruthers; Paul Lorenzo, Four Aerial Lorenzos; David Irwin, arctic explorer; Bill Hargadon, president and general manager of Lighthouse Tavern; Berte C. Randall, veteran minstrel; Mrs. Irene Collins, and Captain Curly Wilson, wild animal trainer and superintendent of Brookside Zoo here.

Barnes To Stage Circus For Okla. City Milk Fund

CHICAGO, April 18.—Oklahoma Publishing Company, Oklahoma City, sponsor of the Milk and Ice Fund of that city, has awarded to M. H. Barnes, president of Barnes-Carruthers Fair Booking Association, a contract for presentation of the Greater Olympia Circus.

Engagement will serve a dual purpose, according to Mr. Barnes, as it will also be the initial and dedicatory attraction in Lincoln Park Amphitheater. Circus will be three rings and two stages and will present many novelty attractions.

Grand-Stand Shows

MERRILL BROTHERS and Sister contracted for a return engagement at Adair County Fair, Greenfield, Ia., in September.

THREE KRESSELLS, aerial comedy acros, started on April 6 eight weeks of bookings at merchants' expositions, prior to the season of fairs.

GUY WEADICK has signed a contract with Yorkton (Sask.) Exhibition board to stage a rodeo and stampede during the fair in July, with riders from Western Canada and the States and stock from Weadick's ranch in Alberta.

HENRY H. LUEDERS, head of United Booking Offices, Detroit, is putting out four shows for fairs in Ohio, Michigan and Indiana. Two will have casts of 35 and two will consist of 50 people, he said. *Parisian Revels* and *Manhattan Vanities* to be the larger, and the smaller units to be *Oriental Fantasies* and *Fads and Follies of 1936*. Bookings to date are reported double those for last year at the same time.

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ARMBRUSTER TENTS ABOVE EVERYTHING!
R. H. ARMBRUSTER CO.
SPRINGFIELD, ILL.

CARNIVAL WANTED

LAWRENCE COUNTY FAIR
LOUISA, KY., AUG. 30 TO SEPT. 5.
Want To Buy—Used Ferris Wheel.

WANTED

Free Acts and Other Entertainment, for
FULTON, MO., STREET FAIR,
October 1-2-3, 1936.
Write
FULTON CHAMBER OF COMMERCE,
Fulton, Mo.

WANTED CARNIVAL

BIG CELEBRATION,
Sponsored by Elks and Legion Drum Corps.
JUNE 28 TO JULY 5.
Population 10,000. County Seat. Mining Center.
JEFF CHLEBUS, Chairman,
Care Family Tavern, 109 So. Washington Street,
Taylorville, Ill.

WANTED A CARNIVAL

For the Dates August 4, 5, 6, 7, 1936,
CLARK COUNTY FAIR ASSN.
LYNNE GREGORY, Secretary,
Kahoka, Mo.

WANTED—A Carnival to play THE WAYNE COUNTY FAIR During the Week of September 15, 1936, 4 Days of the Fair, Wednesday, Thursday, Friday and Saturday. Will arrange date from last week in August to the week of September 15. Front gate admission 10c to all. Population of county approximately 13,000. Three good towns in county, and splendid roads connecting with other towns.
H. L. EDWARDS, Secretary, Waynesboro, Tenn.

WANTED FOR FOURTH OF JULY CELEBRATIONS—Merry-Go-Round, Ferris Wheel, Whip, Loop-o-Plane and Concessions of all kind. Address ADOLPH ZORN, Manager, Chatsworth, Ill.

NEWS

NOTES

CALIFORNIA PACIFIC

International Exposition
SAN DIEGO



By FELIX BLEY. Office, Press Building. Residence, Riviera Apartment Hotel, 1312 12th Avenue, San Diego.

School Week Good at Gates

Attendance is 497,393 up to and including April 12--thousands see Sally Rand

SAN DIEGO, April 18.—Greatly increased attendance last week was attributed to school vacation week, a period of features, ending on Saturday with a gigantic Easter egg hunt for children, with more than 1,000 eggs hidden on the grounds. Cash prizes went to boys and girls finding gold and silver eggs.

Outstanding attraction is Sally Rand. A crowd estimated at 4,000 Saturday afternoon jammed the Palace of Entertainment to acclaim first performance of her fan and bubble dances, inaugurating a week's engagement during which she was to appear four times daily as a free attraction. Preceded by a band concert by Jay Warde Hutton's Orchestra and vocal solos by Judith Lawton, blues singer, Miss Rand made a spectacular entry to a tumultuous reception. Art Frask, formerly musical director of the Palace Theater, New York, is musical director; Charles Mayon, stage director; Ralph Hobart, make-up man, and Dorothy Streiker, ballet captain for Miss Rand. A ballet of 12 girls is part of the extravaganza. All performances were presented to as many as could jam into the hall and around the plaza.

Special Postal Stamps

Oceanside Day last Saturday, with a program in the House of Hospitality by the Orpheus Club, featured numbers by 15 singers under direction of Edith Howell Jones; Pat Tyson, tap dancer, accompanied by Alice Kruse; Betty Lawrence, who won the exposition rodeo queen contest, and Jose Arias and his Exposition Troubadours.

Formal opening of Ford Bowl Sunday afternoon had the combined Bonham Boys' Band, 230 pieces, in an Easter musical concert under direction of Jules Jacques. Sunrise Easter services on Mount Helix featured music of the exposition 350-voice chorus and the exposition orchestra, while Elwood T. Bailey, executive vice-president, delivered the Easter address, broadcast thruout the world under sponsorship of the NBC.

Band of the German light cruiser Karlshue gave two concerts, and officers were feted at a dinner in the House of Hospitality, preceded by a reception in the Sala de Oro. Jose Arias and his troubadours, Max Etkorn and Hans Schenerer, song and dance team of Eckert's Bavaria, entertained. Miniature room in the Palace of Transportation was formally dedicated last Sunday by President Frank G. Belcher, marking a new step in compact presentation of models of every modern type of conveyance.

Management was advised by Postmaster-General James A. Farley that it will share in a special sheet of four postage stamps to be issued in conjunction with the third international philatelic exhibition in New York, May 9-17. Events to be honored are California Pacific International Exposition, San Diego; Connecticut Tercentenary, Michigan Centennial and Texas Centennial Exposition, Dallas. Sheets to go on sale May 9. Brigadier General William E. Gillmore, U. S. A., retired, executive officer of San Francisco Bay Exposition, visited last week to study operations of the exposition and to consult Major Fleet regarding plans for construction of huge air hangers on Yerba Buena Shoals, to be used as exhibition buildings during the 1939 fair.

Ben Bernie Engaged

Executive Manager Wayne W. Dallard announced that Ely Culbertson, contract

bridge authority, will lecture at the exposition on April 21 and that he has engaged Ben Bernie and his orchestra as a free attraction, one of Bernie's weekly broadcasts to emanate from the exposition's studios. Cafe of the World entertained largest party of the season at annual dinner and dance of Bartenders and Waiters' Union No. 500. Floor show included Cafe of the World show; Joy Williams, dancer of Granada Cafe; Tiny Waite, a 450-pound Days of '49 dancer, in Hawaiian hula dance, and floor shows from downtown night clubs, with Neely Edwards as emcee.

Globe Theater Players will close on May 1 and prepare for a summer at Texas Centennial Exposition under auspices of Dallas Shakespeare Club. In their place here another company will arrive, which is being rehearsed in Chicago in a new repertory under direction of Thomas Wood Stevens. E. C. Edson, publicity director, has been asked to go to Dallas in advance of the company. Major O. J. F. Keatings will continue Old Globe Theater, Falstaff Tavern and Old Curiosity Shop. Richard Parker, manager of the Old Globe Players, will remain with the company until its departure. Exposition attendance up to and including April 12 was 497,393.

RINKS

(Continued from page 42)

Carey's theme song is *Lights Out*. Incidentally, 'Pop' and wife hid themselves to Miami, Fla., to look over the roller derby, but we opine that it was to get more (free) light (sunlight). Malcolm Carey is rounding into form and has taken off much weight, piloting his string of speed boys in workouts nightly in Circus Garden. He is giving a watchful eye to training his boy, Junior, who undoubtedly will follow the Carey tradition and become a champ. Carman Rink is still the Mecca for many skaters, notwithstanding that Circus Garden took a large number of old patrons when it opened. Business in Philly rinks during Lent was anything but encouraging and far from being up to former years. Mike Peters, well-known pro speed skater and a protege of 'Pop' Carey, is the proud father of a baby boy. Mike, who owns and operates a gas station in Philadelphia, would like to trade it now for a dairy.

SKATING surface in Whalom Park Rink, Fitchburg, Mass., enlarged and remodeled and opened on April 18 under management of E. W. Laventure, has been increased. Rink, largest in that section, has been repainted and new equipment is installed. Lease was taken by Manager Laventure from Fitchburg & Leominster Street Railway Company, owner.

ART LAUNAY, Eastern States star, advises from Brooklyn, N. Y., that he is still winning races and is open at any time anywhere. "Silent Art," 46 years old, has been skating 33 years.

MADISON GARDENS RINK, Detroit, operated by Orville and Edward Godfrey, is drawing near capacity business Tuesday nights with Detroit Skating Club of 1,600 members. Members are admitted Tuesdays at reduced prices and are allowed to stay for a dancing party after skating hours. Madison Rink installed a new photograph concession, operated by Charles Collins, who reports it is popular among skaters. A new floor will be installed at a cost of \$3,000, it is said, to be ready for fall opening. Rink will not be closed this summer.

WALLED LAKE RINK, Walled Lake Park, Mich., will be managed again this summer by Orville Godfrey, Detroit, and is expected to open a week before Decoration Day.

POOL WHIRL

(Continued from page 41)

summer. Tank, which was a wooden structure, is being demolished and so commercial pool men in that area have one less city natatorium about which to worry.

Park Commissioner Robert Moses, New

York, has his own troubles these days after giving plenty of headaches to the privately owned tank operators with his new string of modern municipals. The park commissioner is puzzled over what action to take on possible Negro patronage of his new swim establishments.

Frisco Learns

Understand the annual joint Learn-To-Swim campaign sponsored by Jantzen in conjunction with *The San Francisco News* and Sutro Baths, San Francisco, was most successful this year. Sutro Baths free-lesson stunt is always the first of the Learn-To-Swim drives thruout the country, and this year it was held on April 6-11. Paul Huedepohl, of the Jantzen organization, supervised the campaign personally, and William Waters, life-saving head of Frisco Red Cross, lent a hand. Local daily co-operating gave it the usual big publicity boost and many sports stores tied in as registration headquarters. Probably one of the reasons for the great success of this particular Learn-To-Swim stunt, which adds to its former record each year, can be found in a brief sentence in one of the big press stories on the drive. The sentence is: "Paul Huedepohl guarantees that at the end of the course every entrant who attends class regularly will be able to swim at least 50 feet."

Let George Do It

Another New York pool man who deserves recognition for the fine work he's doing is George Scheiderman, boss-man of Castle Hill Bathing Park, also in the Bronx, New York. As has been written before in this department, that particular swim emporium is, to my mind, the best equipped in the country. And as if they didn't have almost everything there is to have there, George announces that there will be eight new single-wall handball courts this summer. Park will open on May 23, and another innovation this year is publication of a regular newspaper for Castle Hill patrons. Jack Davis continues as athletic director. And the crowd who operate the park are apparently practicing the slogan, "Let George Do It," and apparently, too, are not sorry that they are.

Pearce Executives Have Good Reports

DETROIT, April 18.—At a meeting in offices of Fred W. Pearce Amusement Enterprises here executives of three of their parks were in attendance. Those present were Fred W. Pearce, Detroit; J. Eugene Pearce, Frank L. Danahey and R. S. Shogran, Walled Lake (Mich.) Amusement Park; Fred W. Clapp, Joseph P. Colihan and John Ganley, Excelsior Amusement Park, Minneapolis; Arthur J. Netzdorf and Phil J. Kinsella, Wildwood Park, St. Paul.

Schedules for promotion ideas were laid out and types of advertising were decided upon. Improvements in the parks were agreed upon, work to be started immediately. During the depression work of this nature was curtailed, but with business conditions vastly improved it was decided to proceed with a number of major improvements needed to take care of increased business expected.

Executives from Minnesota reported a decided improvement in conditions in their territory, and with automobile plants in Detroit running to capacity there is every indication that Walled Lake will have the best season in five years, Mr. Pearce said.

Glen Echo in Early Opening With Outlay for New Ideas

WASHINGTON, April 18.—Glen Echo (Md.) Park, under management of Leonard B. Schloss, opened today, the earlier date having been decided upon as a result of permanent spring weather being in sight. While at the brink of recent high water from the Potomac, the flood was not high enough to reach Glen Echo. Park will present former popular features under new guises in some instances and in addition a lot of new thrills which promise to be drawing cards.

One development of Manager Schloss and his aids is a scenic water way, equipped with 20 motor boats, on what was formerly an old parking lot. This fleet, being featured in publicity, is new for Washington and vicinity. The Whip has been moved and rebuilt, Old Mill

THE STRATOSPHERE MAN



World's Highest Aerial Act. Available for Fairs, Parks, Celebrations.

Address

Care of The Billboard, Cincinnati, O.

WANTED—AMERICAN LEGION CELEBRATION—WANTED CANNELTON, IND., WEEK OF JUNE 15-20. Dedication of New Hugo Athletic Field. All kinds of clean Shows, Twenty-in-One, Minstrel, Illusion, Outlaw, Fun House, etc. All kinds Legitimate Concessions. Few X sold. Five Rides already booked. First outdoor doings in four years. Big Cotton Mill and several other plants operating full time. ALSO WANT Free Act. High Divers answer JOE FUNK, S. Green St., Henderson, Ky., or Legion, Cannelton, Ind.

ELKS JUBILEE MONROE, MICHIGAN

JUNE 8 TO 13, INCLUSIVE.

WANTED—Shows and Concessions, also High Dive Free Act. SAM W. MORRIS, Secretary.

NEW CARLISLE FALL FESTIVAL—STREET FAIR

SEPTEMBER 10-11-12.

WANTED—Shows, Concessions and Games. G. P. TROSTEL, Chairman, New Carlisle, O.

ANNUAL MID-MICHIGAN HOMECOMING

ST. LOUIS, JULY 1-2-3-4.

Heart of Michigan's Richest Oil Fields. Concessions wanted. Apply HOMECOMING SECRETARY, St. Louis, Mich.

LUCILE ANDERSON

America's Premier Lady High Diver. Some Open Time. Direction ARTHUR L. HILL, 235 West 46th Street, New York, N. Y.

NEELD'S CONCERT BAND

FOR FAIRS. 323 West 9th, Columbia, Tenn.

WANTED SHOWS

For Jay County Fair, Portland, Ind., August 9 to 14, inclusive. MIKE ANKROM, Secretary.

WANTED

SHOWS, GAMES, for the BIG FAIR, AUGUST 11 TO 14, RICHWOOD, O. O. E. STOUT, Secretary.

RIDES WANTED

For THE BIG STONE COUNTY AGRICULTURAL FAIR, September 2-3-4-5, 1936. F. W. WATKINS, Secretary, Clinton, Minn.

WANTED Shows, Rides and Concessions for Veterans of Foreign Wars' Celebration, Sunday, June 21. Address PATRIK F. COLE, V. F. W., Chilton, Wis.

WANTED—FOR FOURTH OF JULY, Special Rides, Kiddie Rides, Outdoor Acts and Features. AMERICAN LEGION POST, Moorhead, Minn.

WANTED BIG CARNIVAL for 4th of July Celebration, including Merry-Go-Rounds, Ferris Wheel, other Rides. Also all kinds Concessions and Shows. ADOLPH ZORN, Chatsworth, Ill.

treated to florescent paint scenes, new devices added to the midway, with Dodgem boat rides and other improvements to the tune of about \$20,000.

Maryland Tax on Passes Presents a Picnic Problem

WASHINGTON, April 18.—Maryland amusement parks will be subject to a new tax of 1 per cent on gross receipts under action taken by a recent special session of Maryland Assembly. Delegates declared it necessary for relief needs. In addition to the 1 per cent there are taxes of 5 cents on every pass up to 50 cents, 10 cents from 50 cents to a dollar and 15 cents over a dollar.

While amusement park operators were naturally not enthusiastic over this additional excise, it was viewed as an improvement over the original Senate measure for 1 cent on every 10 cents of admissions. Latter provision went to the House after passing the Senate, was killed and the substitute was adopted.

The tax on passes promises to prove a problem to executives such as Leonard B. Schloss, Glen Echo, who has always featured free admission for children in connection with school and similar picnics. He has been in conference with authorities in the hope of getting some interpretation of the tax-on-passes provision of such character as to take care of free-admission groups.

Eight Shows Inaugurate Their New-Season Tours

Johnny J. Jones At Charlotte, N. C.

CHARLOTTE, N. C., April 18.—Johnny J. Jones Exposition, fresh from its winter months of preparation in winter quarters at Augusta, Ga., is playing its season's opening engagement here this week, under auspices of Knights of Columbus Club, located on the Tremont circus grounds on South Tryon street. Weather has been mostly favorable and business, with tonight's receipts to be added, has averaged fair.

The attractions include: Temple of Mystery, with Thalia, mentalist, and Great George, magic; George Marquis, talker. Lillian Murray Sheppard's Rain—(See JOHNNY J. JONES on page 52)

Mighty Sheesley At Salisbury, N. C.

SALISBURY, N. C., April 18.—Mighty Sheesley Midway inaugurated its tour for 1936 here this week. During the winter-quarters months Manager John M. Sheesley and his department heads and their assistants carried out a program of advancement, as to remodeling and rebuilding attractions and construction of new offerings, as was planned by Manager Sheesley shortly after the close of last season. This is evidenced by the extensive list and inviting appearance of the shows and other units of entertainment. Another notable feature is modernized changes in operating policy of some departments, as was also (See MIGHTY SHEESLEY on page 52)

Cetlin-Wilson at Reidsville, N. C.

REIDSVILLE, N. C., April 18.—The opening date for Cetlin & Wilson Shows, scheduled for last Saturday, was postponed until Monday because of inclement weather. A truck move of 21 miles was made from winter quarters at Greensboro to this city for the opening and all attractions were in readiness for Saturday night. With all the work that was done during the winter there is still much to do.

The lineup at the opening is as follows: Rides — Merry-Go-Round, Twin Ferris Wheels, Chairplane, Lindy Loop, Caterpillar, Loop-o-Plane, Loop-the-Loop, U-Drive-It, Pony Express, Kiddie Auto Ride and Kiddie Chairplane. Shows (See CETLIN-WILSON on page 52)

Snapp Shows Start At Picher, Okla.

JOPLIN, Mo., April 18.—Snapp Greater Shows are playing their season-opening engagement this week at Picher, Okla., about 20 miles from this city, under auspices of United Veterans. Ideal weather favored the opening. The show is pronounced the largest and best of its career, with all riding devices overhauled while in winter quarters here and all shows behind new panel fronts. Business men of Joplin sent a large floral "good luck" horseshoe for the opening, which was placed in honor in front of the office wagon. Joplin news—(See SNAPP SHOWS on page 49)

Imperial Shows Make Bow at Cairo, Ill.

CAIRO, Ill., April 18.—Imperial Shows, Solomon-Hock amusement organization, inaugurated their initial tour here Saturday, the engagement, running thru this week, under auspices of Veterans of Foreign Wars and located on the ball park at 17th and Cedar.

After midafternoon Saturday there was alternating sunshine and cloudiness, also some wind and rain, which made the grounds muddy, but shavings were spread and all attractions opened at 7:30. Unfavorable weather hampered the midway attendance and patronage of the shows, rides and concessions. With (See IMPERIAL SHOWS on page 53)

Dodsons Encounter Inclement Weather

NORFOLK, Va., April 18.—The opening engagement of Dodson's World's Fair Shows, brief announcement of which was provided for last issue, encountered some inclement weather this week. Wednesday was especially spoiled by rain and wind. The roster, except the five free acts, which were given in last issue, includes the following:

Shows: Circus Side Show—McLeo family, Scotch band; Joe Grendall, sword swallower; Al Lomaine, giant; Hagar, White Hindu; Pearl Grendall, ballet; Buffalo Ben and wife, knife throwers; Marie Raymond, tattooed lady; James Jagger, tattoo artist; Marie Weeks, half-girl, with Mrs. Weeks; Agnes Higginbotham, rubber-skinned girl; Billie Hogan, Buddha; "Mongo," wild man; Eva Latour, big snake; Tallagher Sisters, pygmy performers; Falkner and son, 30 fingers and 30 toes; Sandy Hogan, manager; Joe Lee, talker; Ed Wallick, tickets; Oscar Bates, chef; Richard Smith, waiter; Dennis Lee Hogan and Sonny Grendall. Posing Show—Operated and managed by Mr. and Mrs. Jack (See DODSONS ENCOUNTER page 52)

Bruce Greater At Talladega, Ala.

TALLADEGA, Ala., April 18.—Bruce Greater Shows started their new season tour here late last week, auspices American Legion, on the North street show-grounds. Weather has been mostly favorable and business has averaged as fair.

The color scheme this year is aluminum and red. All wagons, show fronts and railroad cars have been painted, and the show in general presents a striking appearance. Show will remain in Alabama four weeks, then into Tennessee.

Shows: Circus Side Show—Doc White, operator; C. B. Christian, front; Frank Cochran, tickets, inside lecturer and magician; Lady Lenora, midget; Zeld White, mentalist; electric chair, illusions and other offerings. Streets of



RUBIN GRUBERG, president Rubin & Cherry, who with disposition of paraphernalia of one large amusement unit for this year has concentrated his plans and incorporated finances on one major organization, the Rubin & Cherry Exposition.

Cairo—Charles Fay, operator; Virginia Fay, tickets; Gene Russo, Ruth LaFrance, Ethel Jackson, Vivian Doyle, Estelle Johnson and Laura Wilson, (See BRUCE GREATER on page 53)

West Tour Starts At Norfolk, Va.

NORFOLK, Va., April 18.—West's World's Wonder Shows inaugurated their new season last Saturday, the location at 13th and Monticello. Business is reported as averaging fair, despite some inclement weather, for the opening engagement. All shows, rides and wagons have been repainted and present a very attractive appearance. On the top of the electrical wagon are two high-powered searchlights, the beams of light they throw to be seen many miles. Most of the canvas is new.

Among the shows are Nudist Colony, Puppet Show, Doc Collins' "Ossified Leo," Hot Harlem (colored minstrels), (See WEST TOUR on page 53)

Demand for Touring Shows in N.S. Grows as Opponents Sing Blues

ST. JOHN, N. B., April 18.—A delegation of motion picture exhibitors, announced as representing the Nova Scotia exhibitors, recently had an interview with the Nova Scotian government at Halifax, asking that further restrictions be imposed on touring tent shows of all kinds. It was claimed by the delegation that the tent shows take much money outside the province.

Notable, qualifying mention was not made at the conference that carnivals touring Nova Scotia are owned in that province and have their headquarters in Nova Scotia, as follows: Bill Lynch

Shows, of Halifax, owned by William Lynch; Walker's Shows, of Dartmouth, owned by A. C. Walker; Bluenose Shows, of Amherst, owned by Frank J. Elliott. Also, it is estimated that about 90 per cent of the employees of those carnivals are permanent residents of Nova Scotia.

There is a growing demand among the masses for tent shows during summer seasons in Nova Scotia. Apparently unable to cope with such a situation by purely business opposition, the movie men are going to the legislators for assistance.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

TAPPSVILLE, Va. Week ended April 18, 1936. Dear Charlie:

Booking this town was an accident. For three weeks everyone on the show prophesied that we would soon "tap out and go to Tappsville." So strong was the propaganda even the bosses began to believe it. Even wired our agent, "Money short. Mailing mileage and cookbook. Looks like Tappsville next week." The only State that boasted of such a named town was Virginia. So he booked it immediately. Our newer troupers had their mail come there after hearing the

propaganda, which made the show honor bound to play it if only to pick up their mail.

Auspices here the Lost Bankroll Colony. A small village before the depression, but now boasts of a population of 150,000. Ex-bankers, ex-brokers and other ex-business men made up the bulk of the population. We were surprised to find several ex-carnival owners, ex-showmen and ex-concession operators making it their home town.

All local business was operated on a credit basis. Everybody owed everybody, and everybody held everyone else's

Gold Medal Shows Add 3 More Fairs

ST. LOUIS, April 18.—Oscar Bloom, owner and general manager Gold Medal Shows, during a visit to The Billboard office here informed that during the past week he contracted to play the Walworth County Fair, Elkhorn, Wis.; Louisiana Delta Fair, Tallulah, La., and South Louisiana State Fair, Donaldsonville, La. According to Bloom this practically completes the show's fairs route, giving it the longest string of fairs in the history of that amusement organization.

Gold Medal Shows opened their season at 18th and Ann streets recently. Moved to Belleville, Ill., where they open tonight for an eight-day engagement. Due to the limited space on the lot here they were unable to put up all of the rides and shows, but the entire spread will be on view in Belleville, and a roster will appear in a later issue.

Truck Driver Sentenced In Death of Rita Latlip

CINCINNATI, April 18.—An article in a newspaper of Ironton, O., Monday recalled the death last fall of Rita Latlip, daughter of Mr. and Mrs. David Latlip, of the Latlip Shows and Latlip Family free acts, in a truck and automobile collision. The article read as follows:

"Floyd McMeans, 28, of Portsmouth, entered a plea of guilty before Judge Dan C. Jones in Common Pleas Court and was sentenced to the State Reformatory at Mansfield. McMeans, it will be recalled, was indicted by the last grand jury on two charges, one of driving a car while intoxicated and the other manslaughter. The latter case was the result of the death of Rita Latlip, of Charleston, W. Va., a dancer, whose car was struck by a truck driven by McMeans and owned by the Reinhart Trucking Company, of Portsmouth. Miss Latlip died shortly after the accident, which occurred on the evening of November 8 on the State highway in Sedgwick."

Ladies' Aux., HASC, Holds Last Meeting of Season

KANSAS CITY, Mo., April 18.—The Ladies' Auxiliary of the Heart of America Showman's Club held its last meeting of the season Friday of last week. It was a combined business and social meeting.

Mrs. Juanita Strassburg, president, was in the chair and asked all the members to get as many new members as possible during the ensuing months, when most of the members will be on the road, as she wants to open the fall season with a big increase in membership. All present were presented with bright-colored Easter eggs as a souvenir of the Easter season.

PHILADELPHIA, April 18.—It now seems probable that this city will be open to carnivals this season. A number of applications have been tendered. One permit has been granted, one approved and others are being considered. According to report, certain restrictions on concessions and shows will be enforced if permits are granted.

ALBANY, N. Y., April 18.—The Ray H. Boaz Company, a new carnival enterprise, was recently granted a charter of incorporation by the Secretary of State. The company has a capital of 200 shares of stock of no stated par valuation and plans to operate fairs, exhibitions and other forms of amusements.

LOS ANGELES, April 18.—An executive of Hilderbrand's United Shows advises that the following engagements have been contracted by that organization: Idaho State Fair, at Boise; Bannock County Fair, Pocatello, Ida.; Rose Festival, Portland, Ore.; Bridge Celebration, North Bend, Ore., and Fourth of July Celebration, at Raymond, Wash.

I O U's. All citizens had filed bankruptcy each April 11, cleaned their slates for another year and started all over again. The show arrived just at the time each citizen was starting anew. "Money isn't everything" popular here. No one knew if a pay gate had been (See BALLYHOO on page 49)

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, April 18.—Vice-Presidents Jack Nelson and J. C. McCaffery being out of town on business, Treasurer Lew Keller presided at Thursday's meeting. Past President C. R. Fisher and Secretary Joe Streibich were also at the officers' table.

Members arose in silent prayer for the departed Brother Henry (Tubby) Snyder, who passed away Tuesday. His body was laid away in Showmen's Rest, members of the League being in attendance.

Letters were received from Past President Edward A. Hock, John M. Sheesley, Al Rukin and Cole Bros.-Clyde Beatty Circus. Members of the League, with their families, were guests of the circus at its opening performance last Saturday. A pleasant evening and a wonderful performance. Whitey Lehrter must have itchy feet—has not missed a day at the circus since its opening.

Long-distance call from President Conklin advises that he is slowly recuperating after his illness. The Conklin Shows pulled out of winter quarters Wednesday for their opening stand.

The application of Sam Taylor was presented for ballot and he was duly elected to membership.

The Al C. Hansen Shows sent a fitting letter of condolence at the passing of Brother Tubby Snyder. This has been delivered to the widow.

A letter of condolence has been sent the family of Howard Thurston.

Received another bound volume of *The Billboard* for the last three months. The library is gradually increasing and these are valuable additions.

Brother Frank Ehlenz, putting his outfit in shape for an early opening, says he is working hard and goes home early every night.

Ralph Woody, Howard Gloss and Charles Hall advise that they are expecting to be with the Gooding Shows this season.

Al Rukin asks for application blanks. Membership committee, please note.

The new signs of the league were sent to a number of the shows during the week. It is the sincere hope that these will be given a prominence that may help to deliver their message.

Each week finds fewer of the brothers at the meeting, and it will not be long now until the closing meeting. As you go on your way, brothers, keep the League in mind. The opportunity is there and a word in the right place may mean a new member. Perhaps the other fellow has not learned to appreciate the League as you have and all he needs is the right contact.

Remember, the date for the expiration of the fiscal year has been set for September 1. All dues will hereafter be due and payable on that date. This action has been taken for the reason that it is the time when the boys have the dough and it will not be missed as much as when the snow is falling and you have four of five months of idleness ahead of you.

As you go on your way the League gives you its message of best wishes and the hope that the season may be kind to every one of you.

LADIES' AUXILIARY

CHICAGO, April 18.—President Mrs. Lew Keller presided at the regular meeting Thursday. With her at the table were First Vice-President Mae Taylor, Second Vice-President Leah Brumleve, Third Vice-President Hattie Lotto, Secretary Cora Yeldham and Treasurer Edith Streibich.

The meeting season is gradually drawing to a close. There will be but three more meetings before their stoppage for the summer.

Leah Brumleve and her committee are

working hard for the success of the farewell party to be held in the League rooms on April 25. "Good friend" Harry Coddington is giving his full support to this affair, and the members are very grateful for this co-operation.

A number of the members enjoyed the hospitality of the Cole Bros.-Clyde Beatty Circus at its opening performance.

To raise funds for the Auxiliary a novel idea was suggested by Secretary Cora Yeldham. Penny bags have been sent to all members. These are to receive what odd pennies you can spare during the summer months and to be returned in the fall, at which time prizes will be awarded according to results.

Hennies Bros.' Shows

El Dorado, Ark. Week ended April 11. Auspices, Fire Department. Location, Nash Field. Weather, a bit chilly; rained out one night. Business, fair.

There had not been any show of size playing the town in many years and with a break of better weather the date would have been a "red one." A new 60-foot roundtop of green canvas arrived for Don Carlos' Monkey Hippodrome, but will not be used for a couple of weeks—until the inside stage, blues and ring banks are completed. Four new public-address outfits arrived and will be put in operation next stand on four of the new shows. Speedy Loftus has completed his new circular ballyhoo platform for the front of his Motordrome.

Billy Streeter, special agent, is getting some great billing ahead of the show, directing the work of the show billposter, Fred Gruber. Mr and Mrs. Doc Holtkamp and Doc's brother and wife and Mr. and Mrs. Frank G. Wallick, of Smackover, were nightly visitors. Slim Johnson and "Kentucky" Ray visited one day. Artist Landacker is engaged in building a novel attraction that he has kept a secret. John Lavin and his wife joined with a set of Bill Bartlett's diggers. R. C. Borros purchased Mr. and Mrs. Eddie Phillon's house trailer. The Phillons intend buying a new one in the next few weeks. Ray Damer, who had been assisting Speedy Loftus, left to go in a park at Chicago with a Mickey Mouse Circus. Jimmy Chevaney is back with Johnny Bejano, handling the front of the Circus Side Show. All of which is from an executive of the show.

Joe Krug ran in from San Fernando for the meeting. Said he and the missus were doing nicely with Crafts 20 Big Shows. Nick Vincent, of the West Coast Amusement Company, in town for short stop, visited the club.

The "home guards" will "carry on" during the summer—there will be the usual Monday night meetings, with lunch and refreshments. Ed Nagle will be what John Miller said, "Chief Wrangler" of the temporary summer club.

Claud Barie presented a floor show that was much appreciated by the members—Davis and McCoy, singers and dancers; Song Singing Sisters (Audrey Clyde, Bella Morton and Vera Kiley), harmony singers; Beaudine and Steiner, piano and songs.

Reports on the membership drive: Many sent in names of those who had been solicited and who could reasonably be expected to come in. A letter from President Theo Forstall ordering letters to go each week, from April 15, to all those who had voluntarily set a quota of new members for themselves, and a form letter to go out to shows and individuals to stimulate their efforts to go out twice monthly.

Much regret was expressed at the accident suffered by Frank and Vera Downie, Vera has been discharged from hospital, Frank reported as being in a more favorable condition.

O. H. Hilderbrand in from Hawthorne, Calif.

Henry Emgard in Antelope Valley Retreat, gaining slowly. Chief Sky Eagle, who was seriously injured, discharged from Alhambra Hospital.

Now that most of the Western shows are en route, it is suggested to eligibles for membership in PCSA to think seriously over the importance of being affiliated with this organization. If there was general knowledge of some of the cases that came to its attention the real necessity of being a member would be apparent. The small cost and the great benefit that obtains should be a matter of thought.

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Ed Rhoods.

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CRESSON, Pa., April 18.—Mrs. E. S. Corey spent the Easter holidays at her parents' home in New York City. Joe Rea is building a new Jungle show and has completed a new house trailer. John (Dutch) De Witt is repairing and repainting Irving Udowitz's concessions. One unit of the show will open April 30 and the other May 11. Percy Dalrymple was one of the show's personnel who had to hit to the hills to get out of the recent flood at Johnstown. Sam Collier and George Ammon have been helping to clean up stores on the Main street of Johnstown. W. T. Yount writes that he will arrive April 27 with his ride, Arcade and concessions from Virginia. Kid Simmons, who has been busy with wrestling matches, will arrive soon to get the Athletic Show outfit ready. He will also have a concession. Mr. and Mrs. Frank Madish, concessioners, are expected in winter quarters soon.

Wanted—CONCESSION PEOPLE.

CAN PLACE Frozen Custard, Long Range Gallery, Caramel Corn, Snow Cones, Ice Cream, Ball Games, etc. Also capable Grind Store Agents, Ladies on Ball Games, Wheel Workers, Working Men on Concessions. WILL PAY CASH for Devil's Bowling Alley. We have the following fairs: Vinton, Burlington, Mason City, Algona, Marshalltown, all Iowa; Bentonville, Ark., and others pending. Reply ROY GOLDSTONE, Concession Manager, CROWLEY'S SHOWS, Marshall, Mo., this week; Booneville, Mo., next week.

LOOP-O-PLANE FOR PROFITS. ROBIN REED, Box 237, Salem, Ore

Pacific Coast Showmen's Assn



816 New Orpheum Bldg., Los Angeles

LOS ANGELES, April 18.—The scheduled meeting for last week was flagged so members might attend the Al G. Barnes Circus. Dr. Ralph E. Smith presided at this week's meeting on Monday. Ross R. Davis, treasurer, unexpectedly came in and was "introduced" to the assemblage—however, Ross handed a swell alibi for recent non-appearances.

The new furniture selected by the chairman of house committee, Ed Walsh, and Steve Henry adds much to the appearance of the rooms and there is a lot more comfortable seating.

Communications: J. Ed Brown wrote a short letter from Fort Worth, Tex. Harry Wertz wrote from Long Beach and sent an appreciated inclosure. Charley Walpert wired of the death of Charley Manos, of West Coast Amusement Company, in Oakland. A wire from PCSA authorized an Oakland mortician to care for and bury his remains at its expense. Will Wright wrote from Lompoc, Calif. Ted LeFors, State Fair Shows, wrote of local man in Miami, Ariz., shooting Tonnerville, electrician, and Wallace Brunk, fry cook, the latter seriously shot in stomach. Ted also wrote of a novel idea he is putting into effect in interest of the membership, and members at the Monday night meeting were pleased with the idea. Harry Chipman wrote of an exploitation stunt being done for the Ken Maynard Circus-Wild West.

Jay Dee Summers is a new member, credited to Ted LeFors.

A vote of thanks was recorded for Manager Cronin and Treasurer Theo Forstall of Al G. Barnes Circus for the splendid entertainment enjoyed by members of PCSA and Ladies' Auxiliary when they were guests April 6 at Washington and Hill streets.

Joe Krug ran in from San Fernando for the meeting. Said he and the missus were doing nicely with Crafts 20 Big Shows. Nick Vincent, of the West Coast Amusement Company, in town for short stop, visited the club.

The "home guards" will "carry on" during the summer—there will be the usual Monday night meetings, with lunch and refreshments. Ed Nagle will be what John Miller said, "Chief Wrangler" of the temporary summer club.

Claud Barie presented a floor show that was much appreciated by the members—Davis and McCoy, singers and dancers; Song Singing Sisters (Audrey Clyde, Bella Morton and Vera Kiley), harmony singers; Beaudine and Steiner, piano and songs.

Reports on the membership drive: Many sent in names of those who had been solicited and who could reasonably be expected to come in. A letter from President Theo Forstall ordering letters to go each week, from April 15, to all those who had voluntarily set a quota of new members for themselves, and a form letter to go out to shows and individuals to stimulate their efforts to go out twice monthly.

Much regret was expressed at the accident suffered by Frank and Vera Downie, Vera has been discharged from hospital, Frank reported as being in a more favorable condition.

O. H. Hilderbrand in from Hawthorne, Calif.

Henry Emgard in Antelope Valley Retreat, gaining slowly. Chief Sky Eagle, who was seriously injured, discharged from Alhambra Hospital.

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NOT STOCK POSTERS
.....
NO TWO ALIKE

Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks
We will submit designs, created exclusively for your show.

H.W.M POLLACK
POSTER PRINT
SHOW PRINT
DIVISION
BUFFALO, N.Y. PHONE GRANT 8205

CRAZY NEW NOVELTY
PAYS 'Fortune' To Salesmen!

PITCHMEN-DEMONSTRATORS DISTRIBUTORS-MERCHANTS
Amazing "LASSO"
Makes Cowboy Tricks Easy
You won't believe your eyes! Yet with a simple twist of the wrist you can perform like an expert all the thrilling tricks cowboys do with their rope lassos! (Not a rope, yet gives SAME effect.) Wedding Rings, Corkscrews, Skipping through Loops—the whole bag of tricks, easy with RO-LO, an amazingly clever, astonishingly simple, patented invention. This latest craze spreads like wildfire—the more you do it, the more you like it. Youngsters wild about it—grownups, too! Demonstration draws a crowd! Everybody buys! Profits come fast!

SPECIAL
Low Prices to Quantity Users
Rodeos, Circuses, Carnivals, Fairs, Theatres

WILD 10c SELLER!
Yes—10c! One dime. High as 200% profit for you! Sells with machine gun speed—5, 10, 25 sales at a demonstration. With RO-LO you figure profits by the minute. Merchants grab RO-LO for fast, sure profits—for resale and as sales builder. New display, adv'g. sales plan. SEND 10c for sample for quick action! Or rush \$1 for 20 RO-LOs. prepaid. Brings \$2 quick! (Satis. guar.) BE FIRST with this wildest, hottest seller in years. ACT NOW! RO-LO SALES, Dept. 448, Oak Park, Ill.

Yes—10c! One dime. High as 200% profit for you! Sells with machine gun speed—5, 10, 25 sales at a demonstration. With RO-LO you figure profits by the minute. Merchants grab RO-LO for fast, sure profits—for resale and as sales builder. New display, adv'g. sales plan. SEND 10c for sample for quick action! Or rush \$1 for 20 RO-LOs. prepaid. Brings \$2 quick! (Satis. guar.) BE FIRST with this wildest, hottest seller in years. ACT NOW! RO-LO SALES, Dept. 448, Oak Park, Ill.

"Going To Town"

This New TLT-A-WHIRL
With a Blaze of Flash—Streamlined Cars—Chromium Plating—Durochrome Decorations—Animated Signs—All Timken Bearings—Masterful Engineering. 100% Portable.
SELLNER MFG. CO., Faribault, Minn.

COATES HOUSE
KANSAS CITY
"THE SHOWMEN'S HEADQUARTERS,"
Home of the
"HEART OF AMERICA SHOWMAN'S CLUB."
Now Under New Management.
RATES: 75c and \$1.00 per Day Without Bath; \$1.25 and \$1.50 with Bath. Special Weekly Rates to Showfolk.

CONCESSION TENTS
CARNIVAL
Our Specialty for Over 46 Years.
UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

HAPPY DAYS SHOWS, INC.
WANT Ride Help in all departments. Carnival Electrician. Bellomo wants White Clarinet and Bass Drummer. Long season, salary certain. Sober Front Man for Girl Show, experienced Lot Man. Custard, Photos and Stock Concessions. Join on wire. Cookeville, Tenn., this week.

Midway Confab

By THE MIXER

Another veteran showman, "Tubby" Snyder, passed on. In his heyday in the big-league class.

RIP WEINKLE is reported as having 10 neatly stocked concessions on the Cetlin & Wilson midway this season.

PRINCE ECO HALE, the "Pony Boy," infos from North Carolina that he will again be with Kelley's Side Show on World of Mirth Shows.

BACK for the second consecutive year with F. H. Bee Shows, as annex feature at Alfredo's Curiosity Show, postcarded Lewis-Louise.

Madame Odus, of Big State Shows, while wending her way thru downtown crowds in Houston caused other pedestrians to roar with laughter. Shriill-voiced newsboy approached her and shouted, "Latest news, prominent man dies" so loudly it jarred her eardrums. Madame impressively shouted back, "G-o-o Bur-r-ry him!"

THE AUSTIN & KUNTZ Palace of Wonders will operate at Cedar Point (Sandusky, O.) for the summer, starting in June.

to be "back home" again and has as his personal entertainer Maxwell the Magician.

MARION KESSLER and wife, Billie, have settled in Cambridge, O., where Marion has accepted a position as service manager of machines for a sales company. He was formerly with Blue Ribbon Shows for some years.

SEVERAL show letters (after opening weeks) received during the last few weeks were current-week news (instead of the previous, completed-week stands), which explains why they did not get into print.

TOM C. ROGERS and Princess Yucamia, who spent several weeks with Zimdars Greater Shows, recently arrived at Columbus, O., to again be with L. B. (Barney) Lamb's Side Show, with Gooding Shows.

A REPORT in last issue stating that William Kessler would manage the Side Show with Coleman Bros.' Shows this season is pronounced erroneous in a letter from Thomas J. Coleman. "In fact," stated Coleman, "a Side Show has not been booked at this writing."

we were passing thru here tonight, going to Canada. . . . I will go to St. Louis?" Several names given, which might take care of the "we," but who was the "I" going to St. Louis—there being no signature?

MIKE T. BENTON, genial president of the Southeastern Fair Association, Atlanta, is also adept as a songwriter. His latest is *Dogwood Time in Georgia*, a song dedicated in honor of the spring event in that city, and which has been adopted as the official theme song for the Dogwood Festival. Mike wrote the lyrics and composed the music.

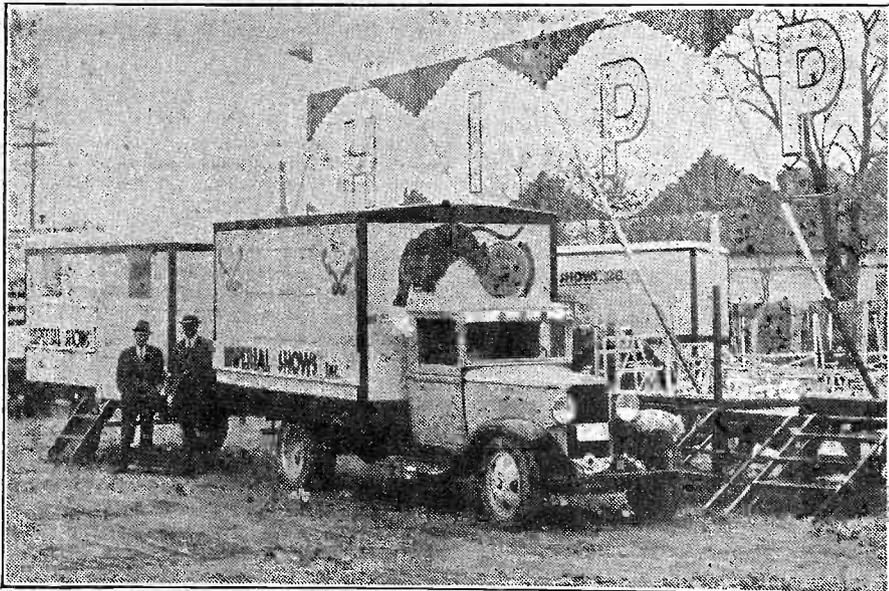
As a compliment of one trouper to another, Frank C. Wallick, ex-carnival owner and band director of circuses and carnivals, now located in Smackover, Ark., and teacher and director of the Smackover School Band, took his boys and girls' band, of about 60 pieces, to El Dorado, Ark., the second night of Hennies Bros.' Shows' engagement there. Ballyhooed before leaving Smackover and in downtown El Dorado and then to the lot—bringing along one of the biggest crowds of the week on the Hennies lot.

Frank stepped in and played with Earl Strout's Military Band when it appeared in concert just before the main gates were thrown open for the evening entertainment—stating, "Just wanted to see if the ol' circus lip was still percolating."

THE FIRST edition for this year of *Midway Breeze*, "shop" paper of United Shows of America, Roy B. Jones as editor, made its appearance recently. In it were 12 panel ads of Shreveport (La.) business firms. Replete with comment stories, paragraphs of personal mentions (and kiddings), cuts, etc. On front cover cuts of "Old reliables back again"—Oscar Halverson, rides super; Homer Gilliland, contracting agent; Tom Adams, chief electrician; Jack Rhoades, construction super, and Grant Chandler, master transportation.

FRED (HAPPY) MYERS, who is handling the commercial end of a radio station at Lowell, Ariz., and for a while will return to promotional activity in connection with a special event at that city in May, has been visiting shows and midway acquaintances in that territory. Among them the Frank Burke Show, Great Western Shows, State Fair Shows and Zeiger's United Shows. In February "Happy" assisted Verne Newcomb with a Baby Show and Queen Contest affiliated with a Veterans of Foreign Wars event at El Centro, Calif.

DOC WADDELL sends some "siftings" from Houston: William (Whitey) Owens, in former days with Gaskill-Mundy Carnival, living retired life at Houston. Will soon return to his birthplace, Tyler, Tex., to spend the homestretch of life. . . . Nat Crollman, old-time concessioner, now dry goods store man at Tomball, Tex. . . . Joseph Sarti and his artist, G. Benedetti, makers of Italian plastic art, engaged to make a massive figure for display at the Dallas Centennial. . . . Mr. and Mrs. Fred Jobe framing moving picture presentation for schools in Texas, his concessions with



THE LATELY CONSTRUCTED midway office (rear) and motorized sound truck of the new Imperial Shows, photographed at winter quarters at Caruthersville, Mo. Standing between them, Lew Marcuse (left) and Edward Hock, both members of the organization, the former as manager and the latter as one of the incorporators.

LARRY ARDENDARCY infos that he will do his strong-man act with James Hodges' Side Show on De Luxe Shows of America this season.

HARRY C. DUVALL, formerly with Rubin & Cherry for four seasons, will this year have package candy privilege with Strates Shows. Says that he will handle Universal candy.

SOME OF THE Rubin & Cherry show-folks motored from Atlanta to Marietta, Ga., early last week to visit Famous Robbins Circus. "Good performance; had a fine time," the report.

Any and all writers of news for any publication know or should know that their submitted copy should be double-spaced—between typewritten lines. Incidentally, several long-experienced press representatives have not displayed such knowledge in their communications to the carnival editor.

AT LAST REPORT Mrs. Iva Velare, of Royal American Shows, was well on the road to recovery following an operation she underwent at Tampa, Fla., about six weeks ago.

JIMMIE SAKOBIE again with Cetlin & Wilson Shows this year after an absence of four years. Jimmie formerly made a considerable amount of money but has since lost and is ready to start "all over again." Says that he is glad

F. D. BERST, veteran showman, was agreeably surprised recently by the visit at the Elks' Home, Harrisburg, Pa., of Col. Charles Maitland, Ralph Sheppler and R. W. Woods. Berst entertained his visitors in his naturally amiable manner.

LITTLE BABETTE KORTE, daughter of Mr. and Mrs. Louis J. Korte, of Crafts 20 Big Shows, was not disappointed in expecting a visit by the "Easter bunny." She received many "pretties."

GEORGE LEE, last couple of years, off and on, handy man around Cash Miller's Side Show and winter-time museum, rambled into Cincinnati last week from the South. Part of the past winter was employed in a hotel near Tampa, Fla.

THE MANAGER OF the Minstrel Show with Dixie Exposition Shows is really an oldtimer colored entertainer, "Diamond Tooth" Billy Arnte. Be it recalled that back in the early 1900s Billy was featured comedian and dancer with Fred S. Millican's Original Old Plantation.

L. DELADO, who has presented the Beppo Marionettes at lodge, social and religious functions around New York, Long Island and New Jersey, has signed to present the offering as an individual attraction with Conklin's All-Canadian Shows.

WHO MAILED at Cincinnati a postcard communication to *The Billboard* recently reading, in part, as follows: "As

WHEELS
Park Special
30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price.
\$12.00
BINGO GAME
75-Player, complete, \$5.25. Including Tax.
Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
Send for Catalog No. 235. Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$24.00.
SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1936.
Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
Analysis, 3-p., with Blue Cover. Each.03
Analysis, 8-p., with White Cover. Each.15
Forecast and Analysis, 9-p., Fancy Covers. Ea. .05
Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold & Silver Covers. Each .30
Wall Charts, Heavy Paper, Size 28x34. Each 1.00
Gazing Crystals, Ouija Boards, Planchettes, Etc.
NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Polity. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, \$0.15
HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet, Beautifully Bound. Samples, 25c.
FORTUNE TELLING WITH CARDS. Same Binding. 24 Pages. Samples, 25c.
HOW TO BECOME A MEDIUM. Same Binding. 30 Pages. Sample, 30c.
ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO.
Instant Delivery. Send for Wholesale Prices.

EYERLY LOOP-O-PLANE
"Ride of the Century."
SUPERS ATTRACTION.
MODERN-AERONAUTIC.
PROFITABLE
For Permanent and Portable Ride Operators.
"EIGHTY Units Sold in 1935."
"THERE'S A REASON."
Write for Our Easy Finance.
EYERLY AIRCRAFT CORP.
SALEM, ORE.
ABNER K. KLINE, Distributor.

BINGO CORN GAMES
100 CARD SET, \$3.00
200 CARD SET, 6.00
300 CARD SET, 9.00
All Sets complete with Calling Numbers and Tally Sheet. We pay the postage. Please remit with order.
GEO. W. BRINK & SON
1454 Gratiot Ave., DETROIT, MICH.
Dept. BC.
(Over Thirty Years in Business.)

POP CORN
South American, Choice Shelled. \$7.50
South American, Fancy Shelled. 8.00
Per 100-Lb. Sack, F. O. B. Kansas City, Mo.
Cash With Order.
BAGNALL COMPANY
Station A, Kansas City, Mo.

1936 ASTRO FORECASTS
Buddha Papers, 1-4-7 and 35-page Readings. Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.
NEW 124-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.
NELSON ENTERPRISES
198 S. Third Street, Columbus, O.

SHOOTING GALLERIES AND SUPPLIES.
Write for Circular Real Targets. G. W. TERPENING, 118 Marine St., Ocean Park, Calif.

100 to 3000 Cards
BINGO Pads and Cards, Lap Boards, Paper Markers, Magic Slum, Look-Backs, Books, X-Rays, Trick Cards. SYL-MAGIC, 189 Eddy, Providence, R. I.

Miner's Model Show
Last call! Last call! Season opening Saturday, April 25th. All people booked with this show report to Boyertown, Pa. We will be on the show grounds Monday, April 20th. Few more concessions open, also a few more shows and a small Merry-Go-Round, one Flat Ride. Address all mail to R. H. MINER, Boyertown, Pa.

THE OLD RELIABLE
Among rides the No. 12 has earned a reputation for reliability. 45 feet, 3 inches high, it has plenty of prominence in a n y Amusement Park and has a majestic appearance on a n y Midway. The "Old Reliable" is a safe, profitable investment for any Ride Man and will give years of continuous, reliable money-making service. Write for additional information.
ELI BRIDGE COMPANY
Builders of Dependable Products.
800 Case Avenue, JACKSONVILLE, ILL.

POPCORN
5c AND 10c PACKAGE
DELICIOUS—Good Profits. Also Popping Corn and Seasonings of All Kinds. Write for Samples and Prices.
STAR BRAND POPCORN CO.
394 HUDSON ST., NEW YORK, N. Y.
DARE-DEVIL OLIVER
World's Premier High Diver has some open time in 1936. Permanent Address, Tonawanda, N. Y.

Big State Shows being handled by Bert Coppins. Mr. and Mrs. Robert Paulson, former carnival folk and until recently radio entertainers, have purchased and located on small farm near Houston.

The main entrance sound vehicle of Big State Shows was once an undertaker's "ambulance." One evening recently, as music floated from the car, a six-year-old colored boy was right up against it, sort of spell-bound. His widowed mother, on spying him, gave a quick "hop, step and jump," grabbed her youngster away from it, shook him severely and blabbed out: "Chile, dat mout be hanted. Youh daddy was carted to his grave in dat wagin!" (Check that one off to Doc Waddell.)

HAZEL STENDAHL, as she is probably best known among outdoor showfolks, tells of being en route on a highway in Georgia during the recent tornado that struck Gainesville and other cities. "I am indeed thankful that I and mine are alive," says Hazel. "We were en route to catch the Milliken Show when I said, 'Oh, Buck, let's stop.' I ran into a little country store and just as Mr. Buckner got in over went our housecar. It was awful, and to top it off someone took my purse—didn't miss it until we were 40 miles away. I will never forget the roar of the storm."

NOTES FROM Campbell United Shows, prior to their opening at Fairmont, N. C.—The new 25 by 30 marquee, with the Dize green top and woven tripe side-walls, is a thing of beauty. . . . Jack Norworth arrived with his troupe for Parisian Beauties; also Al LaVerne with his Deep Sea Exhibit—built on a new Chevrolet truck. Pat Brady completed installing of three large transformers in the new electrical truck. . . . Matt Crown, assisted by Zana, built a completely new set of riggings for his show, which this year will be operated as a pit show. . . . Louis G. King's first edition of his "booster" booklet for this year was in connection with the Fairmont engagement—a neat and attractive getup.

"PICKUPS" FROM BALTIMORE—Reports have it that there will be a number of shows here this season. 'Tis said that K. F. (Brownie) Smith, R. H. Work, William Glick and several other managers have their thoughts drifting this way. . . . Ralph Decker moved his equipment for two shows to Hagerstown, Md., to open with William Glick Shows. . . . Doc Hubert recently arrived from a tour to Puerto Rico and opened a pitch store here. . . . Harry Bowen, who bills as Cho Cho the Clown, of the John T. McCaslin office, has been playing society and children's engagements. . . . Charles Buellis, a master of miniature carving (on small objects), has contracted to appear at Revere Beach, Boston, the coming season.

BALLYHOO

(Continued from page 46)

used here by other shows. Our committee informed us that everyone came in via the sidewalk, so the gate was left off. The crowd came out with feather dusters and spent the first night dusting each other off. . . . For the first five days not a coin changed hands on the midway. Office issued the ticket sellers \$50 in 5, 10 and 15-cent I O U's to use for change. A patron laying up a \$1 I O U and buying a 15-cent ticket was given 85 cents in smaller I O U's in change. One seller got a 60-cent I O U walk away. . . . We paid our light, lot and license with I O U's taken out of the gross. Gave our committee \$15,000 in I O U's for its bit. Which was three times more than any other show had paid them. We broke all gross records here. Our employees paid off with the same currency. They being used to it, didn't object. Just took their I O U's home and pasted

them in their scrapbooks along side of their 1934 and '35 salaries.

Show's gross up to Saturday morning eight trunks full of I O U's, two trunks full of first, second and third mortgages on some imaginary property and one trunk full of "Last Will and Testaments" of some of the insolvent citizens.

Saturday night a crowd came from a neighboring city. We crossed the railroad move and pulled out of town. MAJOR PRIVILEGE.

SNAPP SHOWS

(Continued from page 46)

papers gave the show splendid stories. The management received many telegrams of well wishes from showfolks and heads of business institutions.

Twenty-one 24-foot semi-trailers are included in the transportation fleet. There are also nine privately owned trucks and trailers, besides other motorized conveyances.

Rides: Merry-Go-Round—William R. Snapp, owner; Henry Walsh, foreman; Jack Burns and Stanley Seward, helpers; Mrs. Jimmie Ross, tickets. Ferris Wheel—William R. Snapp, owner; Red Norman, foreman, and Tex Baker, assistant; Mrs. Jack Burns, tickets. Tilt-a-Whirl—William R. Snapp, owner; Jim Brazil, foreman, and Happy Moss and Frank Robertson, assistants; Mrs. Tex Baker, tickets. Glider—William R. Snapp, owner; Jimmie Ross, foreman, and Jack Delozier, helper; Mrs. Harris, tickets. Loop-o-Plane, Mrs. William R. Snapp, owner; Bruce Cheek, foreman, and R. A. Murray, helper; Mrs. Every, tickets. Ding Bat—William R. Snapp, owner; Charles Lewis, foreman, and Bill Stepper and Charles Every, helpers; Mrs. Lewis, tickets. Aero Swings—Mrs. William R. Snapp, owner; Fuzzy Walsh, foreman, and Dug Lester, helper. Pony Track—Curley Reynolds, owner, and Dan Kelly and Ezio Weils, helpers; Mrs. Wells, tickets. Kiddie Autos—Bill Chalkias, owner; W. M. Moreley, foreman, and Lefty Hayes, helper. Kiddie Mixup—Mrs. Snapp, owner; Ted Raleigh and Mrs. Henry Walsh, operators.

Shows: Circus Side Show—140-foot banner line. Bill Chalkias, owner and manager; Bill Davis, talker; Johnny King and Jimmy Brown, tickets; Bob Roberts, sword swallower; Sailor Jack, tattoo artist; Sargo Twins, midgets; Billie Chalkias, iron tongue; Jack King, fire eater; Madam X, mentalist; Gladis Kelly, sword box; Lester, Dog Child; Professor Elmer, magician; Easterman, glass blower; Professor Burns, pin cushion. Athletic Show—Jack Rivers, manager; Curley Eastman, Bulldog Stevens, Jack Hillar and Lew Armstrong, wrestlers and boxers; George Farley, talker; Dick Lewis, tickets. Girl Revue—Earl Burke, talker and manager; George Williams, comedian; Charles Hendricks, straight; chorus, May Stephens, Marie Pal, Lillian White, Roxie Wardell, Ella Hayes, Maybell Chester; featured dancer, Maxene Ross; Mrs. Lillian Chalkias, tickets. Ada Meyer's Big Colored Revue—housed behind a 70-foot steamboat front—Robert (Pewee) Cade, Bernice Cade, Ella Thomas, Willie Keith, John Clymer, Nellie May Dunlay, Elnora Taylor, Frank Thomas, Larmon Monday, Vivian Spratlen, Jessie Langford, Henry Giles, E. H. Henderson, Kid Eckers, Fern Stevens, Rose Darling, Charles Devlin, Mose Anthony, Bill Hayes, Fools Williams, Estelle Williams and Ada J. Meyers on stage; Pat Innes and Sol Ewing, tickets; Ada Meyers, openings. Darkest Africa—Seth Lenard, manager; Tug Wilkes, inside lecturer; Marion Stoltzer and Bingo Stiles, handling animals; Ruth Billings, tickets. Law and Outlaw—Sid Edwards, owner; Ralph Maxwell, inside lecturer. Posing Show—Gus Langtry, manager. Doc Hanley's "Birth Control"—Mrs. Hanley, inside lecturer; Sid Jones, talker; Sallie Angus, tickets.

Concessions: Cookhouse—A. N. Opsal, owner; Mrs. A. N. Opsal, Vergil Boone, Harvey Langmon, L. K. Carr, Frank Baker and Litten Proctor. Corn Game—Mrs. William R. Snapp, owner; I. W. Quick, Blacky Harrison and Mrs. Billie Brazil. Diggers—Mr. and Mrs. Curley Reynolds. Tom Wilson, three concessions—Mrs. Wilson, George Rand and Billy Grandstaff. Pat Bales, six—Bill Hogan, Pete Bales, Penny Pitch, Mrs. Pat Bales, Vick Davis, Dick Williams. Eddie Davis, three—L. D. Calk, Willie Davis, Cecil Powers, Charles Humphrey and Ruth Davis.

Staff: William R. Snapp, owner and manager; Dick O'Brien, general agent; Jud Calkins, assistant manager; M. S. Tate, special agent; John Morton, lot superintendent; Bert Norton, electrician; Frank Thomas, musical director.

RIDEE-O

THE TOP MONEY RIDE ON FIVE MAJOR SHOWS
PEP UP YOUR MIDWAY AND FATTEN YOUR BANK ROLL WITH THIS
PROVEN PERFECTED RIDE



RIDEE-O FACTS FROM RIDEE-O OWNERS:

- "Crossed \$1,885.95 first five days of operation." (1935)
- "16,000 customers in 9 hours Sunday."
- "Has topped all other rides. I am mighty pleased."
- "Crossed \$608.15 Saturday, \$2,807.05 for 6 days." (1934)
- "It has a large repeat patronage—it is absolutely safe."
- "Ridee-o is always at the top in receipts."
- "Its speed and thrills answer the patrons' demands."
- "For a thrilling, money-getting ride there has never been one to equal the Ridee-o—our most popular ride."
- "I predict it will be a long time before a flashier, better-paying ride is built."
- "Very easily to gilly—loads readily on two trailers."

MR. PARKMAN—MR. SHOWMAN—Here Is Your Opportunity—GRASP IT!

Loop-The-Loop, Kiddie Auto Rides, Carouselles

IMPROVED MODELS FOR 1936.

A few recent purchasers include: Beckmann & Cerety Shows, Gooding Amusement Company, Art Thomas Attractions; Lakeside Park, Dayton; Woodside Park, Philadelphia; Art Lewis Shows, De Luxe Shows, Hennies Brothers Shows, James Carr, on Strates Shows; Mel Vaught's Shows, Conklin & Garrett Shows, Sol's Liberty Shows and Imperial Shows.

SPILLMAN ENGINEERING CORPORATION
NORTH TONAWANDA, N. Y.

FRUIT CONCENTRATES

ATTENTION! CONCESSIONAIRES AND PARK MANAGERS WHO OPERATE
SOFT DRINK OR ICE BALL STANDS.

Get started right this year. Use Gold Medal Fruit Concentrates, the kind that have the True Fruit Flavor. They are low in price, easy to make, yet you will say that they are the finest you have ever used.
Stock Flavors, Orange, Lemon, Lemon-Lime, Cherry, Grape and Root Beer. Price \$2.00 per QUART, makes 48 gallons of drink. Sample sufficient to make six gallons of drink, 35¢ each, any three for \$1.00.

SEND FOR YOURS RIGHT AWAY.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati

STOP! LOOK! LISTEN!

GREAT INTERNATIONAL SHOWS

THE FIRST SHOW TO OPEN PHILADELPHIA IN 4 YEARS

Strong Auspices. Choice Locations. Long Season. Democratic National Convention in June. WANT Shows. Will furnish outfit to reliable showmen. Rides. Legitimate Concessions. NO RACKET of any kind. Sell exclusive Cook House, Strictly Merchandise Wheels, Palmistry. WANT Sensational Free Attractions, High Dive preferred. Talkers and Grinders. Write or wire TOM HASSON, South St. Museum, 1419 South St., Philadelphia, Pennsylvania.

COLEMAN BROS. SHOW

WANTED. OPENING AT MIDDLETOWN, CONN., APRIL 30. WANTED. First-Class Side Show, Acts for same. Will furnish outfit to reliable party. Pit or Platform Shows, Grind Stores and Wheels. Legitimate only.
THOMAS J. COLEMAN, Cody Bldg., 508 Main St., Middletown, Conn.

BLUE RIBBON SHOWS

CAN PLACE the following Shows: Motordrome, Mechanical City, Illusion, Animal, Life, Crime, Wax, Half-and-Half, or any Show of merit that don't conflict. Will furnish new Tops and Fronts to reliable Showmen. Colored Musicians. Salary and percent. Spot Tipps, wants Hula Dancers to feature, also two Guitar Players. CONCESSIONS—Henry Arcade, Photo Gallery, Frozen Custard, Candy Apples, Candy Floss, Bumper, Scales. All Concessions open. Hymie Cooper no longer connected with this show. Mike, wire. The strongest route of Still Dates and Fairs of the Show's career. Starting Fairs early in July. Spartanburg, S. C. this week; Knoxville, Tenn. Grotto Spring Festival, next week, with Middleboro, Corbin, Bowling Green and Evansville following. All address L. E. ROTH, Manager, Blue Ribbon Shows, Spartanburg, S. C.

(LAST CALL) CUMBERLAND VALLEY SHOWS (LAST CALL)

WANTS FOR BIG OPENING AT COPPERHILL, TENN., APRIL 25 TO MAY 2—2 SATURDAYS Shows and Rides that don't conflict, A-1 Athletic Man, Organized Minstrel Show with Band; salary and percentage. All Legitimate Concessions Open except Cookhouse, Corn Game and Photo. All capable showmen get in touch with me. Pat Price and Jess Pendergrass, come on. Address all mail to ELLIS WINTON, Mgr., Copperhill, Tenn.

POPCORN

South American, Jap, White Rice, Glassine Bags, Boxes, Cartons, Cones, Seasoning Oil, Equipment, Etc.

PEANUTS—GREEN & ROASTED

For Lowest Prices, Drop a Card to

MOSS BROTHERS ROASTING CO.
Philadelphia, Pa.

Carnival Owners Attention!

Will book my organized Rhumba Girl Revue for season. Girls all do Specialties. Comedy Singing and Dancing. Must have aftershow privilege. What kind of a frameup have you? Wire, don't write or misrepresent. JACK DE LORIS, 419 Webster Avenue, Chicago, Ill.

RAFFLE WHEELS



Finest Made for Parks, Carnivals, Bazaars. 36" in Diameter. Balanced Ball Bearing. 30 Numbers. Beautifully Finished in New Colors, Highly Lacquered.

Special Price \$12.00

FELT LAYDOWN FOR WHEELS, 30 Numbers, \$2.00

M. B. WATERMAN & CO.
Manufacturers, Chicago, Ill.
526 S. Dearborn St., Chicago, Ill.

Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Calif., April 18.—Rudy Cornell has left the Fanchon & Marco revue and returned to Hollywood. . . . Johnny Meyers, who was chief talker at the Midget Circus, went to Dallas, where he will be connected with one of the attractions of Stanley Graham. Earl Keats, manager, has taken over the Midget Circus front. . . . Bill Harris, old-time cookhouse man, showed youngsters how to sell hotdogs in the grand stand and bleachers during the rodeo last week. . . . Joe Glacy, manager Hix's "Strange as It Seems" show and museum, received a cable from Doc Harris, of Tait-Harris Philippine Enterprises, Manila, that a 17-year-old Philippine girl midget, 16 inches tall; a Chinese "lion-face man" and six Igorrote fire walkers are en route for his show. . . . Roy Ludington and wife, Elmer Hanson and wife, and Frank Lentini, three-legged man, all of Crafts 20 Big Shows, visited the midway last week.

Gaston Akoun, secretary of the Paris (France) Exposition, visited the midway last week and booked Joe Lowndes' Loop-o-Plane. . . . Dutch Treat Club had an interesting meeting in the Granada Cafe. "One-Gun" Harry Foster got the radio which was auctioned for the benefit of emergency fund and he gave it back to the committee to be auctioned again at the next meeting. Prof. Harry Mays, owner of the Robot and the Death Ray attractions, entertained with selections from grand opera, accompanied on piano by Ben Black, manager for the Fanchon & Marco attractions. . . . Bob Crawford, talker on the front of "Strange as It Seems," left to join Ringling-Barnum Circus. . . . E. R. Hatfield and J. E. Carlson, bird trainers, have a novel concession in Spanish Village and are meeting with success. . . . Girls have replaced the cane boys. Carroll Reed, Dorothy Counce, Ealline McDill and Gertrude Kelley are now selling walking sticks all over the grounds.

Bly, the rice writer, left the "Strange as It Seems" show to join United Shows of America. . . . Bob Davis now sole owner of lion cubs, official mascots of the exposition midway. . . . Roscoe Turner, famous aviator, and Strangler Lewis, wrestler, visited with friends on the midway last week. . . . Happy Johnson returned from Grand Rapids, Mich., and has been engaged as publicity man for Palace of International Art. Mrs. Johnson is in charge of the Dresden Shop in the same building. . . . Mack Macoy, show-front talker, and wife visited several days last week while en route to Dallas and Chicago. . . . Frank R. Brown, Harold Lloyd double in the Hollywood Revue, has been engaged as emcee in Days of '49. . . . Prof. Harry Mays is on a business trip to Dallas and Ft. Worth. . . . Pearl Alton, "sweetheart of the midway," is reported recovering after two blood transfusions at Hartman Memorial Hospital. . . . Barry Gray, official time-keeper on the midway, who has a valuable watch which was presented to him by Jolly Irene, fat girl, at Dreamland, Coney Island, season 1931 and which he values very highly, is being asked the time of the day so many times daily by members of "Strange as It Seems," where he is doorkeeper, that he pulled out the stem last week when taking the timepiece out of his pocket to oblige someone. . . . American Legion champ bowlers from all over California were taken on a tour of the midway by Harry Foster, operations director of the exposition and commander of the San Diego County Council, American Legion.

decorating and improving his eating emporium and will soon have it in first-class shape. Ross (Dad) Crawford is kept busy these days keeping the lot in shape, in addition to handling the merchants' tickets. Mrs. Rose Holston returned from a short visit to relatives at Memphis, Tenn. Honors for the week go to Charles Noel, for he surely gets those banners. MARTIN A. WIRTH.

New Pop Corn Machine

Production of something new in the way of a pop-corn machine has been announced by a prominent manufacturer of pop-corn machines. It is a large capacity cabinet model, all electric in operation, big enough for the busiest location, yet priced within reach of even the smallest operator. A new feature of the machine is a thermostatically controlled popping unit to eliminate guess work connected with popping corn. It is in the kettle and can be set at the proper popping temperature. The steel panels of the cabinet are attractively finished in a new, modern design in a black and red pattern. All trimming is of chrome-plated steel. The model measures 36½ inches long by 26½ inches wide by 67 inches high to top of cabinet.

Al C. Hansen Shows

Nashville, Tenn. Week ended April 11. Auspices, American Legion. Location, 40th street and Charlotte pike. Pay gate. Weather, cold and rainy. Business, practically none.

For the third week in succession the weather man supplied a brand of weather not conducive to the successful conduct of outdoor amusements and overcoats were much in order. A mysterious fire here destroyed the Athletic Show and banners. Danny Klein met with an accident while tearing down his concession tent and seriously injured an eye. Robert Fox had the misfortune of losing his hand baggage. A long list of visitors, among them L. J. Heth and Doc Howell, Walter M. Leslie, Robert R. Kline and F. H. Bee. Also Earl and Nellie Bascom, who now claim Nashville as their home town, visited several times during the week. Earl now connected with a local oil company in an executive capacity. Roy Hillebrandt rejoined the show here after an absence of several weeks. H. J. (Dutch) Rogers now in the frozen custard business. Harry Berger now operating four concessions. Gladys Hansen returned to school after spending her Easter vacation with Mr. and Mrs. Hansen. All of which is from an executive of the show.

Great Coney Island Shows

Albany, La. Engagement ended April 12. No auspices. Lot, in center of town. Weather, rainy early part of week, clear last four days. Business, fair.

The first of the strawberry towns to be played by the show this year. The crop the best in five years and the natives accordingly jubilant. As the crop is of such a perishable nature the picking and handling of it creates a heavy demand for labor with the result that transient workers flock into the district for the berry season. Strawberry pickers thronged the midway each night, with quite a few of them proving to be carnival workers in various capacities. Mopey started off scarce but as pay days came the visitors seemed to find money for midway attractions. Mike Murphy has opened a Monkey Theater and is having his share of customers. Dr. Ellwood Brown and wife joined and are framing two new shows. J. L. McDermott, with his Kiddie Ride, rejoined the show after a long winter vacation in his home State, Maryland. Manager Harry Burk returned from a trip to his Tennessee home. All of which is from an executive of the show.

Larkin Shows

BATTLE CREEK, Mich., April 18.—Everyone preparing for the new season and looking forward to its opening for this show on May 18. Earl (Slim) Wells has bought a new Erie Digger and has it nicely framed. June Earl and her All-Girl Revue will be at the opening this season. Boris Siegel will have an attractive electric-beam shooting gallery. Will Smith advises that he has a new corn game outfit; Joseph Fredericks will have a new Arcade and two pit shows, and B. S. Luce will be on hand with his Cat and Snake Show, with new front for the snake attraction and

Big State Shows

Houston. Week ended April 11. Grounds, North Main and Minaux (virgin lot). No auspices. Weather, rain, chilly—two ideal days. Pay gate. Business, fair.

All attractions ready to operate at 4 p.m. Monday. New banners appropriate to Dallas-Fort Worth Centennial year for first time at main entrance, with flashy painted frames. Tuesday marked 39th milestone in life of Louis Bright, secretary - treasurer. Received many gifts and congratulatory telegrams. Writer made churches, schools, lodges and service clubs, also with performers on air. L. G. (Red) Cahoon and family, in new bungalow, gave dinner, honoring Frank Marvin, veteran sweetmeat concessioner. Manager Jesse Wrigley made booking to Humble, Goose Creek and Alvin and returned with all contracted. Received new canvas for all his concessions, also other midway attractions. Frank Walters, scheduled to launch Wild Animal Circus, was host to Big State folk on his farm. Ed (Snake) Ruyle joined on Monday. Ruth Gray Young inaugurated "action picture snaps" on midway. Going big. Visitors: Nat Crollman, Joseph Sarti, G. Benedetto, Mrs. Fred Jobe, Dad Coball and son, Fred (Doc) Shugart, Rev. J. W. Airey, Robert Paulson and wife, William (Whitey) Owens, Col. C. A. Lilienthal, Rob Roy, Victor E. Trueblood, Cleveland C. Williams, George Prause, Hon. H. D. Meister, G. C. Hardman, Frank Walters, Bert Rutherford, George Davis and wife, Gordon McRitchie, Dr. Alfred C. McDaniel and wife, Bertha Elois Hilton, Robin Cook and mother, the Skaggs Family, Jennie Rees, Norma E. Wallace, C. W. and Pauline Webb, Frank Trego, J. V. Cossaboom, Dorothy Underhill and mother, Byron Spaun, Rev. Carl McIntire and B. K. (Dad) Bond. Ed Wright's new portable dining tent nearing completion—on one large trailer. Robert Young, electrician, has light plant installed on one large truck.

DOC WADDELL.

R. H. Work Shows

Burlington, N. C. March 30 to April 10. Auspices, P.T.A. Weather, rain. Business, good when weather permitted.

Burlington was played with just the riding devices (the show to open April 13 in Lawrenceville, Va.) Work was started in winter quarters on March 1 with a full crew and much was accomplished. The Merry-Go-Round was completely rebuilt and everything repaired and painted. H. E. McNaughton, who with Mr. Work owns the Tilt-a-Whirl, joined in Sanford, N. C., and his wife and children joined in Burlington. J. E. Burt and wife came in from Titusville, Fla., in time for Burt to take charge of the painting department. They again have the pop corn and bumper concessions with the show. Mr. and Mrs. Joe Ihle joined with their concessions. Mr. and Mrs. Sol Wasserman will have three concessions. Sol and the missus were in winter quarters for several weeks, Sol having charge of rebuilding the Merry-Go-Round. Harry Miller joined at Burlington, bringing his bride of two months, and got busy getting his cookhouse and other concessions ready. General Agent F. E. (Red) Kelly has been busy up the country. He will have his diggers on the show, managed by Mrs. Harry Baker. Mr. and Mrs. H. C. Hopkins en route from Miami. They will have three concessions. Mr. and Mrs. Thomas LaRose en route from Georgia, and will have charge of the Mickey Mouse Show. Purl Shields' Minstrel Show will be on hand for the opening; also Doc Hall and Gertie, giantess. Manager R. H. Work, who was ill, is up and about again. Thad Work is again in charge of transportation. Mr. and Mrs. Ihle had as their guest Florence Devine, of Chicago. Al Gordon getting his two concessions ready. A complete lineup of the attractions and personnel will be given after the opening. HAZEL REDMOND.

COTE WOLVERINE SHOWS

WANTED—Experienced Ride Help that can drive Truck and operate Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl, Loop-o-Plane, Chair Plane, Whip, Kid Ride. Also Canvasmen.

Dean (Frenchy) Normandeau, Harry Mohler write or come on. Address 11728 Broadstreet Avenue, Detroit, Mich.

HOWARD BROS. SHOWS

OPENING MAY 9, GLOUSTER, O. TWO SATURDAYS AND SUNDAY. LEGION DISTRICT CONVENTION.

WANTED—Shows. Furnish 100' Panel Front and Top for a Ten-in-One, Geek Show, Motordrome, any Show of merit not conflicting with what we have. CONCESSIONS—American Palmistry, Long Range Gallery, Blankets, Candy Floss, Pitch-Tilt-You-Win, Bowling Alley, Ball Games. WANT Merry-Go-Round Foreman. BOOK OR BUY Loop Plane.

RAY S. HOWARD, Manager, Millfield, O.

Corey Greater Shows

WANTED—Merry-Go-Round, Chair-o-Plane, Loop-o-Plane, Loop-the-Loop, Kiddie Auto Rides, Tilt-a-Whirl, Motordrome, Ponies, Flea Circus, organized Plant, with Band (have new outfit), Hill Billy Acts, Hawaiian Show. Will furnish outfits for Shows of merit. Also want Frozen Custard, Photo Gallery, Stock Wheels, Ball Games, Grind Stores. Show opens April 30. Address Commercial Hotel, Cresson, Pa.

WANTED

for **BIG MERCHANTS' FESTIVAL**

ON STREETS OF ORION, ILL., MAY 14-15-16. A Big Three Days.

Shows, Rides and Legitimate Concessions.

S. RUBY, Chairman, P. O., Orion, Ill.

WHIP FOR SALE

Can be seen in operation at Union and Havemeyer Streets, Brooklyn, N. Y. \$1,500.

NELLIE MURPHY
Mail as per Above Address.

KAUS SHOWS, INC.

Due to disappointment can place at once an organized Minstrel Show. WANT Billboard. State all in first letter. Sowash write. E. B. Roberts here. Ride Help in all departments. This week Elizabeth City, N. C.

WANT FOR SILVER BROS. SHOWS.

Musicians, Performers, Clowns. Some Privileges and Pit to let. State all in answering. Opens April 25. BOX 391, Petersburg, Va.

FOR SALE—Calliope, Engine and Blower, \$250.00; 14x26 Tent and Wall, new, \$350.00; Striped Ball Game Hood, \$15.00; Striped Top, used, 10x15, \$15.00; Set Punch Figures, \$15.00; Vent Figure, \$10.00; Marionette Act, complete, \$20.00.

RAY BRISON, Above Address.

SECOND-HAND SHOW PROPERTY FOR SALE.

\$7.00 Genuine Ethiopian Spear, Long Handle.
\$35.00 Swoed Box with 16 Swords, Money Getter.
\$15.00 Headless Chinaman Illusion. Working Order. Others.

\$35.00 Per 100, Used Govt. Code Flags. Get List.
\$75.00 14 Wax Specimens Child's Birth, Gil's Case. We buy Candy Floss Machines, Portable Shooting Galleries, Arcade Machines. WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

PEARSON SHOWS WANT

Fun House and Concessions. Show opens May 2, PANA, ILL. Winter Quarters, Ramsey, Ill.

INFORMATION WANTED

As to location of W. O. SEYMOUR. Wire me collect, please. GERALD HOLCOMBE, Court House, Columbia, Tenn.

FREE ACTS WANTED

CAN USE several Small Acts, stock preferred. State all. Eighteen weeks' work. ART THOMAS, Bombshell of 1936, Lennox, S. D.

Wallace Bros.' Shows

Murray, Ky. Week ended April 11. Location, old ball park. No auspices. Weather, rain and cold all week; business, accordingly.

Two days were lost, altho the management made strenuous efforts to keep the midway in walkable shape thru hauling all the available cinders in the city. Friends of Harry Cohen regret his taking sick with influenza and express hope that he will be up and at the diggers again soon. Johnnie Webb left on Friday to visit his mother at Shannan, Ga. William Wallace is ever busy

St. Louis

ST. LOUIS, April 18.—The shows playing the lots here this week had favorable weather and as a result business was far beyond that of last week, when bad weather was the vogue. They are Dee Lang's Famous Shows, Gold Medal Shows, Mighty Majestic Midway Shows and Charles Oliver Amusement Company.

Harry A. Smith, special agent Beckmann & Gerety World's Best Shows, left Wednesday for Joplin, Mo., where he will handle the advance details of the show's appearance there starting April 28. L. S. (Larry) Hogan, general agent, is in the city arranging for the show's appearance here following Joplin on the circus lot at Grand and LaCleda for two weeks.

Mrs. Nelle Allen entertained members of the Missouri Show Women's Club at American Hotel on Thursday of last week. Following a delicious luncheon bingo and guessing contests were held and prizes awarded the winners. Mrs. Allen was voted a delightful hostess. Among those present were Mrs. Mary Francis, Mrs. Dee Lang, Mrs. George Jacobson, Mrs. Robert Hancock, Mrs. George Davis, Mrs. Peggie Wilson, Mrs. Rose Fitzgerald, Mrs. Earl Riebe, Mrs. Gertrude Lang and Mrs. Charles T. Goss.

Fred W. Miller's traveling museum, which recently closed a successful winter season at Bastrop, La., will join Gold Medal Shows at Belleville, Ill.

J. C. McCaffery, of Rubin & Cherry Exposition, visited *The Billboard* office here Wednesday while en route south.

E. V. Whittington arrived in the city this week to place a frozen custard stand with Mighty Majestic Midway Shows. Pat Templeton, last season with Teddy Webb, is now associated with Whittington, having arrived here Monday from his home in Indiana.

Jack Wish, accompanied by Harold Locke, Frank Minor, R. D. Lewis, Speedy and Jimmy Wilson and Slim Wortham, arrived last week and is operating concessions with Greater Exposition Shows.

William (Bill) Pink arrived in the city Wednesday and immediately joined Mighty Majestic Midway Shows with his rides and arcade.

Frank Hanasaki, after spending the winter months in Kinder, La., arrived here last week and joined the Charles Oliver Amusement Company with his string of concessions.

Jean DeKreko was a visitor to the local office of *The Billboard* Wednesday while in the city visiting his relatives. Leaves tomorrow to join Imperial Shows at Mt. Vernon, Ill., with which he will have the Musical Comedy Show for the season.

Crafts 20 Big Shows

San Diego, Calif. Second week ended April 12. Auspices, American Legion. Location, Embarcadero showgrounds. Weather, cool nights. Business, fair.

The engagement for 12 days. Cool nights, fog and high wind held down the crowds the fore part of the last week, but the last two days ideal show weather prevailed and business became normal again. Around the lot: Prof. Ed Kanthe with his Athletic Show doing good business during this engagement with the sailor boys. Had plenty of navy talent nightly. W. H. McCormack, operator of the two Funhouses on the midway, returned from the hospital at Calexico, where he was taken last week account of illness. Mack is recuperating at his sister's home in Los Angeles and will return to the show in San Fernando. Several parties of showfolk visited the German battleship Karlshue during its anchorage at the pier opposite the showgrounds. Oberleutenant Hyman Von Kleinschmidt, Cadet Oscar Krausmyer and Capt. Wilhelm Von Schmauzer were guests of O. N. Crafts and Roy E. Ludington during the Karlshue's stay, and were taken for a cruise around the harbor and Mexican waters in O. N. Crafts' yacht, the Maybelle, which is at present in San Diego waters. Karl Miller left for a couple of days' stay in Los Angeles searching for talent for his Scandals of 1936 attraction. Phil Stopeck, Harry Bernard and Louis Waldo dieting on matzoth bread the last few days. Al Maler and George Bryant having a nice time this week keeping the Arcade sidewalk fastened account of Acroplane ride being opposite. Pat Murphy, foreman Ferris Wheel, and C. L. (Red) Turner, of the kiddie rides, two fast steppers on handling rides up

and down. An oldtimer visiting the lot here was Frank (Tex) Kissinger, of the old Rice & Dore Water Carnival. Frank is owner of the sailboat Queen of the Pacific, used in filming the photoplay *Mutiny on the Bounty*. The boat was built in 1886 and is now being used for museum purposes. Bill Barry, another oldtimer, also put in his appearance. Orville Crafts busy man this year looking after his various interests—Crafts 20 Big Shows, Golden State Shows and unit of rides at the San Diego Exposition. He flies his own plane on all business trips. But despite his many pressing business duties finds time for recreation in fishing cruises on his yacht. ROY SCOTT.

Western States Shows

Freer, Tex. Engagement ended April 12. Auspices, American Legion. Location, heart of town. Business, bad.

This is an oil town. Showed Sunday, then moved to Alice, Tex., to open Monday—Manager Jack Ruback says that is when trucks prove their value. Mrs. Rose Ruback visiting her mother in Overton, Tex. Will return in a few days to resume her duties as secretary. Olin Thornton says concession agents do not worry him, as he has his 6-month-old son, Clifford, to fall back on. Ben Hyman, lot superintendent, leaves for San Antonio to locate the shows and rides. Jack Ruback and A. Obadal have opened their bingo place in San Antonio, with Steve Burk as manager. Bob Grant, manager of Harlem Revue, to arrive in San Antonio with his performers from Louisville, Ky. Billy Williams will have charge of front and Bill Tank will have tickets and charge of tops. SOPHIE MULLINS.

Bantley's Greater Shows

REYNOLDSVILLE, Pa., April 18.—Since the return of Mr. Bantley from New York State, where he purchased four new rides, things are coming along rapidly at winter quarters. Mr. Ankney, artist, has completely repainted the Merry-Go-Round and working now on show fronts and banners. The Automatic City and Crazy House arrived recently. Plans are being completed for the shipment of the Caterpillar and the Loop-o-Plane. The show will carry two free acts, Reckless Phoenix, high diver, and Fred Reckless, a stratosphere act; also Mettler's band and band wagon with six ponies. A recent visitor was Lee Sullivan, of the Ell Bridge Company, who received an order for a new No. 5 Ell Wheel and a semi-trailer. The show will have 10 riding devices, 10 shows and a limited number of concessions. Bert Rosenberger, general agent, has been busy with booking engagements. Show opens May 2 at Dubois. WILLIAM S. WHITMORE.

Zimdars Greater Shows

Russellville, Ark. Week ended April 11. Location, circus lot. No auspices. Weather, unfavorable for four days. Business, fair.

Everything was arranged for a big "Carnival Night" on Wednesday night. Some high civic officials sponsored the high-school band on the midway, and the players were placed in charge of Artie Zimdars. Altho a light rain fell, the youngsters had a fine time and closed their visit with their school yell for the show. Friday night carriers of *The Courier Democrat* were entertained and another "big night" was recorded for youths of the city, who left the midway with a hearty "thank you." Dutch Waldron bought a new car. Heavy Grady, an old-time showman, the first time the writer had seen him in 15 years, was on the midway. He is head steward at a local hotel. Ira Miller joined with two concessions, also Mr. and Mrs. Demco with one concession. Visitors included Harry Miller, Blacky Weiss, Bert Lyons, C. R. Leggette and wife, Joe Turner and wife, William Chalkias, P. J. Clark and Blacky Haskin. CHARLES SEIP.

Hilderbrand's United Shows

Alhambra, Calif. Engagement ended April 5. Main and Atlantic streets. Auspices, American Legion. Weather, rain. Business, fair. San Pedro, Calif. Engagement ended April 14. Auspices, Spanish-American War Veterans. Location, O'Farrell, at Palos Verdes. Weather, ideal. Business, good.

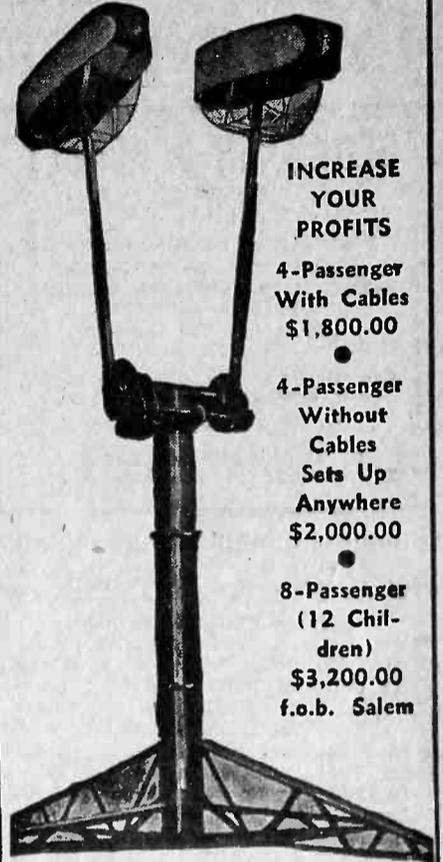
At Alhambra: Two nights lost because of downpours of rain, and several of the show tents were blown down during windstorm. Gordon Pickard and Mr. and Mrs. Robert Schoonover left to open a picture gallery in Fillmore, Pickard selling his photo outfit on the show to Mr. and Mrs. Ralph Balcom. Madam Delmar a nightly visitor on the midway. Capt. and Mrs. Charles Soderberg arrived, Captain as free act for the season. Mrs. J. Foss taken seriously ill and confined to her home. Pappy Miller busy in his capacity of shooting bombs. Another new 35-foot semi-trailer arrived, to carry Lillian LaFrance's Motordrome. Visitors so numerous a list of them could not be compiled.

At San Pedro: One day added to allow Columbia Studios to take scenes on the midway for its forthcoming production *Queer Money*, featuring Chester Morris and Marian Marsh. Many of the showfolks used for bits. Bands and drill corps from the various Spanish War Veterans' camps entertained on the midway nightly. Lillian LaFrance fell from her motorcycle the first evening while performing her act and sprained her ankle sufficiently to prevent her from continuing her act for the remainder of the week. Eva Perry's Hawaiian Show, featuring Pat Hill, Alice Menahan, Agnes Matula and Yvonne Guilford, well attended by the boys from the Navy fleet. Mr. and Mrs. Ralph Balcom and Mr. and Mrs. Leon Whitney entertained relatives. Mrs. E. W. Coe and Mrs. O. H. Hilderbrand entertained the stars of the Columbia Studios at luncheon in their housecars. General Agent E. Pickard left on a tour towards the Northwest. Special Agent Lucille King departed on her route. Mr. and Mrs. Glenn H. Perry, of San Diego, guests of the writer. A gay Easter party was held on the midway in the Ten-in-One by Bessie Bessette. The guest of honor was "Marvo, the Wonder Boy." An egg hunt was staged which was won by Dusty Adams finding 80 eggs. Lola Griffens won second prize, finding 50 eggs. A dutch lunch was served following the egg hunt. WALTON DE PELLATON.

W. E. West Shows

McLOUD, Okla., April 18. — All the shows, rides and concessions have been moved from winter quarters to showgrounds to receive final touches in preparation for the opening engagement under auspices McCloud Baseball Club. *The Daily Oklahoman* and *Times* have been very liberal with stories and pictures of activities at the winter quarters. Strawberry Rohn, ride superintendent, reports that he has a fine crew and also has the rides in readiness for the opening. The Merry-Go-Round was cut to a two-abreast and overhauled and painted. Electrician Jack Orr has rewired the entire show. A new panel front has been constructed for the Mixup. Jack Mabry has built a new Athletic Arena. A new public-address system has been purchased for the corn game. The fleet of trucks have been painted aluminum and will make an impressive sight when the show takes to the road. Mr. and Mrs. Harry Badger and Shorty Thompson, of the B. & M. Shows, were visitors. Mr. and Mrs. Swinson, concessioners, and Bill Mabry among the new arrivals. Owner W. E. West and the writer on a recent trip in the interest of the show contracted Bristow, Okla., for the first road engagement. EDGAR MEEKS.

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INCREASE YOUR PROFITS

4-Passenger With Cables \$1,800.00

4-Passenger Without Cables Sets Up Anywhere \$2,000.00

8-Passenger (12 Children) \$3,200.00 f.o.b. Salem

Write To ROBIN REED, Jobber BOX 237 SALEM, OREGON

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Bingo Blackboard, cloth, size 24x36 (Rolls up) 2.00. Bingo Record Sheets, 24x36, 20 for 1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO. 19 W. Jackson Blvd., Chicago

CANDY FLOSS & CORN POPPERS

Cheapest, best, genuine; many models; 10 patents. Floss, \$45 up. Gasoline Poppers, \$28. Elec., \$30. Also Burners, Parts, etc. Guaranteed. Catalog Free. NATIONAL FLOSS MACHINE CO. 310 East 35th St., New York City

STUFFED FUR ANIMALS

SPECIAL OFFER TO CARNIVAL CONCESSIONAIRES. Large Fur Dog with genuine Leather Collar and Leash, Also 30" Fur Teddy Bear. We manufacture a variety of small animals priced as low as \$3.00 per Dozen Up. Write for Particulars and Prices. FAMOUS STUFFED ANIMAL CO. 135 West 20th Street, New York, N. Y. Tel.: Chelsea 3-8878.

HAL GRAHAM SHOWS

WANTS Concessions, Ride Help, Wrestler who can manage Athletic Show and make openings. No graft. Address Ware, Ia.

BURNETT & MATUS SHOWS

WANT Small Cook House, Stock Stores, Blankets. Opening April 27, St. Charles, Mich. Under Firemen auspices. Other good spots following. WILL BOOK OR BUY Ferris Wheel. 1823 Stanley St., Saginaw, Mich.

WANTED—Aerial Acts for 20 weeks. Good, clean Shows with own outfits. Have real good spots in Illinois, Wisconsin and Iowa. GUERTIN AMUSEMENT CO., 504 Walnut, Rockford, Ill.

D. & H. AMUSEMENT CO. now booking Shows, Rides and Concessions that don't conflict. Opening May 16 in Missouri. Write what you have. Address 917 Oak Street, Quincy, Ill.

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14.

The advertising rate of 50c an agate line remains unchanged.

LEADING CARNIVALS

WHICH INVITE

Your Investigation and Inspection

BECKMANN & GERETY SHOWS

World's Largest Carnival Attractions
Opening the Season of 1936 at
**THE FIESTA SAN JACINTO AND
BATTLE OF FLOWERS**
San Antonio, Tex., April 20

Can Use Competent Ride Help of all
kinds after April 15th.

Address:
BECKMANN & GERETY SHOWS,
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WORLD OF MIRTH SHOWS

Strongest, Largest, Finest—Now or Ever

All people holding contracts with
this show are advised to get in
touch with me at William Byrd
Hotel, Richmond, Va. Show train
will leave on May 1.

MAX LINDERMAN, Gen. Mgr.

DODSONS ENCOUNTER—

(Continued from page 46)

Faige; Helen Chapman, Evelyn Wayne, Joan Day, Polly Wade, Julie O'Neill, Verri Caldwell, Mickey McKay, Louise Chapman and LaBelle Rosina, models. Gay Paree Revue—Nancy Miller, manager, with Toots Nadine, Harold (Bozo) Lowe, Earl Bouette, Dewey Von Eberstein, Pat Strong, Jean Bouette, Lydia Osborn, Faye Lowe, Eva Welch, Lois Hankinson, Flo Belwins, Florence Whitey, Carol Dean, Betty L. Loran, Iris Simson, May Sherman, Evelyn Brown and Ruby Dodson; orchestra, Carter Belwins, Curtis Berry, Frank Palmer, Gene Piccolo, Richard Chaney; tickets, Doc Welch and Jimmy Royal; electrician, "Chief" Brendal. Harlem Chocolate Buddies—Sol Speight, director; Melvin Dodson Jr., business manager; Sweetie Walker, Henry Reynolds, Vesta Ingram, Florice Powell, Louise Whitaker, Katie Irving, Nellie Smith, Bernice Spencer, Myrtle Speight; music, J. C. Powell, Clarence Redd, Otis Mimms, Lewis Hinton, Richard Wallace, Roland Hayes, Robert Morgan, Kermit Clark, Charles Bell and Charlie Kenny. "What Is It?"—F. W. Stires, manager and talker; Ralph Stires, lecturer. Frink's Circus-Menagerie (15 cages)—Otis J. Frink, owner-manager; Paul Raymond, talker and lecturer. Two Franciscos—Francis Leslie, Mrs. H. S. Trainer, T. E. Leggett and W. F. (Curley) Smith. Vampire—W. H. (Bill) Davis, owner-manager; Ed Bowen, lecturer; May Lentz, tickets. Crime Show—Scout Younger, owner-manager; Whitie Turner, talker and lecturer; Clyde Warren, tickets. Glass House—Jack Bailey, owner; A. Barber, manager; John Bibbs, talker. Motor-drome—Bob Laverne, manager and talker; Dutch Peterka, Ruth Harris, Carolyn Laverne, riders; Jimmie Hanlon, tickets. Monkey Children—Doc Ward, manager; Mrs. Ward, lecturer. "Unborn"—Moe Eberstein, owner-manager. Streets of Paris—Moe Eberstein, owner-manager. House of Troubles—Jack Bailey, owner-manager. Barnyard Shuffle—J. George Roy, owner-manager; Mrs. Roy, assistant manager and cashier. Lollipop Ship—J. George Roy, owner-manager; Mrs. Roy, assistant and cashier. Trained Monkey Hippodrome—E. S. Roop, owner-manager; Sam Spencer, tickets. Beautiful Orient and Trip to Mars not ready to open here.

Rides: Caterpillar—Jack Higginbotham, Mrs. Wesley Higginbotham, Sebrin Hinson and Claude P. Harris. Twin Ferris Wheels—James Keatts, foreman; Andrew H. Andrew, Earl Higginbotham and W. Fletcher; Emily Stone, tickets. Tilt-a-Whirl—Dan Leslie, owner-manager; Robert Leslie, George Hercha, Clarence

Lanbeck. Dodgem—Jack Bailey, owner; Robert Allen, foreman; Joe Vitovitch and Ben Schillenberg; Mrs. A. Stark, tickets. Merry-Go-Round—E. McAtee, foreman; Mrs. Hankinson, tickets. Loop-o-Plane—Clayton Webber, manager; Mrs. Houchin, tickets. Merry Mixup—B. Brundage, owner-manager. Whip—B. B. Brundage, owner-manager. Baby Autos—Ted Townsend, owner-manager. Baby Airplanes—L. H. Naugle, owner-manager. Pony Ride—Mrs. H. McAuley, owner-manager. Ridee-O—Fred Loftus, foreman; Betty Ballou, tickets. Heyday—Pete Loftus, foreman; Mrs. Townsend, tickets. The Waltzer and third Ferris Wheel not at opening.

Concessions: Johnny Fox, 10; Rodney Spencer, superintendent. Corn game, Jack Bailey, owner; L. Walberg, Pete Booth, Mack Maccurdy, Jean Willham, Joe Allen. Shooting gallery, Abe Stark, Mrs. Brooks, assistant. Hoop-La, Mrs. Jack Bailey, one; Mrs. C. A. Barber, assistant. Frozen custard, Al A. Crane, manager; Mary Crane, owner; Betty Buster, Teddy Miller and Eddie Morton. Prize candy, Al A. Crane, manager; "Candy Red" and Slim Pleasant. Cotton candy, Millie Miller. Snowball ice cream, Mary Crane. Candy apple, Jack Tullopo. Mrs. Ray Balzer, two. Cookhouse, Dannie Laryesch, owner-manager; Al Niblick, H. E. Barr, Sam Cannon, Luke Stubbs, Joe Starpath, Ed Lock, and A. A. Ivey (chef). Mr. and Mrs. C. E. Sherman, one; Charles Norwid, one; Al Ruskin, one; Charles Schub, one; Louis Handle, one; Barney Ohkline, one; Lucille Dodson, one; Pauline Lennon, one; Peggy Schol, one; Miches Gazinski, one; Grace Marion, one; Jack Galupo, one.

Band: Charles Clarke, leader; Ralph McCormick, Sid Antell, J. P. Margan, Al Casarant, Jess Crews, Jack Nordeen, Sid Miller, Vernon Giles, Al King, Sam Brewside lecturer; Howard Hughes and John McFarland, tickets; Alice Lester, Diane Rivers, Nadine Heigel, Helen Madison, Judy Sladis, Dorothy Davidson and Jean Drake, on stage. Monster Show—Hilton Hodges, owner-manager; Frank Loughney, inside lecturer; George Davis, tickets. Cotton Queen Minstrels—W. A. (Wingy) Schafer, manager-talker; Tommy Sawyer and Wally Moore, tickets; Elizabeth Blount, Preston Blount, Luke King, Mildred Henry, Jack Hardy, Wilbard Harris, Irene Keck, Baby Burleson, Van Robs, Margaret Owens and Eloise Bradley, on stage; Daniel Blount, William Canad, Daniel Hines, Bill Henry, Joshua Harris, Clifford Brooks and Bee Jones, orchestra. Palace of Living Wonders—Al Renton, owner-manager; Al Renton Jr., talker; Freddie Harris, inside lecturer; Speedy Smith, Paul Nardini, Raymond William and Johnny Kimmer, tickets; Paul Seymour, mechanical man; Virginia Vigilante, illusion; Joe Hatfield, painless wonder; H. H. Parks, giant; Patricia, sword swallower; Sadu, iron-tongue man; Prof. Carl Ferguson, tattoo artist; Judy Talbert, sword box; Sam Roberts, death ray; Victor Victoria, featured in annex; Jean Renton, nurse; Henry Smith, cook. Arcade—Jack Murray, owner; Fred (Dutch) Fredrickson, manager; Mike Condor, Leo Gowda and R. H. Axley, assistants. Monkey Circus—Jack Winslow, owner-manager; Harry MacNelly, talker; Helen Winslow, tickets; Albert Suedneyer, trainer. Hall of Science—Doc Garfield and Tom Scully, owners; R. J. (Whitey)

er, Bob Mills, Charles Elliott, William Gunther, Carter Belvins, Ed Soper, Marino Oberno.

Train crew: Wallace Cobb (trainmaster), Ed Bishop, Early Blue, Carl Coats, Luther Goodman, Timothy Hill, Charlie Jackson, Hugh Jackson, George Lamm, T. S. Norris, Paul Phillips, J. Tucker, Fred Hanson.

Executive staff: G. Guy Dodson, general manager; Melvin G. Dodson, general representative; Harold G. English, treasurer; Richard Guy, private secretary; Ed Brewer, special agent; Joe Baker, legal adjuster; Lee Faulkner, electrician; Happy Graff, lot man; Johnny Fox, concession manager; Charles Clarke, salesman *The Billboard*; G. H. McSparon, assistant manager; James Sparks, billposter.

MIGHTY SHEESLEY—

(Continued from page 46)

announced during the winter by the management.

The show's railroad cars and the show fronts and riding devices, as well as concessions, are aglow in bright colors and decorations. There is an abundance of electrical illumination, into which new ideas have been incorporated.

The first two nights of the showings were not favored with ideal weather and business suffered accordingly. With better weather and local pay days receipts took on a notable spurt Thursday. Some of the attractions did not arrive here in time for operation during the opening engagement. Following is the present roster:

Staff: J. M. Sheesley, general manager; Charles E. Sheesley, assistant manager; Tex Smith, lot superintendent—Harry Cramer, assistant; Charles H. Pounds, secretary-treasurer; Floyd Newell, press; William Muehe, radio; J. D. Hendershot, promotions; C. W. Cracraft, general agent; E. C. May, special agent; Howard Ingram, superintendent transportation—Dan Parker assistant; Jack Lampton, billposter; Earl Ketting, sound technician; Robert Sykes, electrician—Willie Williams and Robert Mack, assistants; Jimmie Austin, train custodian; William Pickett, night watchman; Ward (Dad) Dunbar, mail and *The Billboard*; Lee Kennedy, fireworks; J. H. Jackson, blacksmith; Elmer Peyton, tractors; W. W. Rowan, chief mechanic; Joe De Trapani, scenic artist—Stanley Allen, assistant.

Shows: Nite Life in Paris—Louis (Pickles) Weiss, owner-manager; Kay Weiss, producer and talker; Nick De Rose and Pat Carney, tickets; Johnny Partee, stage manager; John Othan, lights; Ruth Estes, Lynn Carey, Billie Carr, Bonnie Oster, Dee Rogers, Anna Fleck, Doris Lorow, on stage; Don Phillips, piano. Hawaiian Village—Louis Weiss, owner-manager; Kay Weiss, producer; Frank Tezzeno, talker; Tom McGee, tickets; Buddy Irvin, construction; Rose Allen, Irene Myers, Elsie Henry, Christine Irving, Evilen James and Princess Carol, on stage; Harold Kennedy and Bill Browning, music. Great Lester's Arabian Nights—Noel Lester, owner-manager; Aaron Black, talker; Richard Brown, in-Norman and Steve Clark, tickets; Chief Diablo, human volcano; Princess Maja, mentalist; Ralph Krooner, elephant-skin boy, featured in annex. Wall of Death—Capt. Jack Roberts, owner-manager; William Reynolds and Jack Pierce, tickets; Paul Simmons, mechanic; Marion Roberts, Earl Ketting, Benny Snapp and Florence Ketting, riders. Hell's Dungeon—Tommy Vigilante, manager; Steve (Butch) Kutney, talker.

Rides: Loop-o-Plane—Lee Cuddy, owner; Richard Russell, manager; W. J. Sneed, clutch; Mrs. W. W. Rowan, tickets. Flyer—A. D. Smith, manager; Dick Miller, clutch; Arlene Johnson, tickets. Lindy Loop—Roy Wingate, manager; Richard Turner and Jerry Teach, clutch; Mrs. Jeanne Williams, tickets. Caterpillar—John Murphy, manager; Ernest Christian, clutch; Mrs. A. Smith, tickets. Waltzer—P. O. Johnson, manager; Carl Mills, Clarence Pierce, Ralph Smith, Andy Christian and Marvin Brookshire, helpers. Heyday—E. C. Crowe, manager; Jack Collins and Harold Bradley, clutch; Mrs. E. C. Rowe, tickets. Zeidman's Rides—William Zeidman, manager; Pat Anger, general superintendent. Merry-Go-Round—Joe Williams, Gordon Leindamood and Frank McNair, assistants; Rex Thompson, tickets; Twin Ferris Wheels, Mrs. W. Zeidman, tickets; Roe Young and Angie Peterman, clutch; Baby Ride, Johnny McCall. Colorado Mac's Pony Ride—John McCasters, owner-manager; David Birdsey and Ernest Taylor, helpers.

Concessioners: Mrs. Minnie Pounds—Cookhouse, with Mrs. Dale Pickett, cash-

ier; William Reed, chef—Oscar Hullett, assistant; Jimmy Ragsdale, head griddle man; Samuel Boon, head waiter; Ray Arter, Bud Gallagher, Marvin Kimmer, Claude Kimmer and Ray Chamberlin, waiters; Ruston Hawkins, vegetables; William Michael, stock man; A. D. Glass, steam table; Adolph Watson, night watchman; Ernest St. Clair, Walter Thompson and J. L. Thomas, grabstands. Barber shop and laundry, George Birdsey. "No. 70," Carl Baker. Ben Weiss—12 concessions—Harry Weiss, manager; R. S. Clifton, stock man; Ben Irving, bookkeeper; C. F. Stout, Nate Silberg, Johnny Connors, Hughy Wadsworth, Sarg Jones, Carl Hathaway, Bert Appolo and Sam Goldstein, truck drivers and helpers; Emil Manfield, George O'Brien, Phil Rubin, R. L. Thomas, John Wilson, W. Mac McRary, William Myers, Homer West, John P. Stallings, Jack Rollins, C. F. Stout, Bob Brumleve (corn game manager), Clarence Pounds, Al Rogers, George Julian and James Finn, agents. Henry Curtin, three—Mrs. H. Curtin, Thomas Vetrie. George Collins, Jim Clark, Peter Maddox, Claude Alltop and Bob Arla, agents. Mr. and Mrs. Gayler Henderson (pop corn). Jack Murray, four, with Mrs. Jack Murray, Mrs. Harry White, A. W. Lyerly, Bob Rogers, Frank Arone, Romero Perron, Mrs. E. Miller and Clyde Zock. John D. Sheesley, several, with Harry White, Michael Goodwin, Eddie Allen, Jimmy Hicks and Milton Ross, agents. Mrs. J. M. Sheesley, three, with Walter Archie, James McNeill, Herman List, Dixie Hicks and Mr. and Mrs. H. R. Mullis, agents. Clyde Jordan (novelty package candy); Bill Gray one, with S. J. Carroll, Ray Johnson and Claude Lavender, agents.

Free act, Aerial Bauers—Harry and Sue Bauers—Joe Brumback, chief rigger; John Reams, helper. Front gate ticket sellers, Mrs. R. L. Thomas, Bob Joyce, M. Gruzard, Jim Mullens and Nate Lewis. Train crew, Clifford Brooks, Marvin Bradley, Speedy Smith, Dick St. John, Tick Tock and Oscar Johnson.

CETLIN-WILSON—

(Continued from page 46)

—Circus Side Show, Monkey Circus, Illusion Show, Paradise Revue, Moulin Rouge, Hot Harlem, "Crime and Criminals," Jewell Joann, Wall of Death, Sumatra Monsters and Seehofer's One-Ring Circus.

Great Wilno is the free attraction. For music: Mettler's Band and Scotch Highlanders, also a public-address system for the marquee and street advertising. There are about 30 concessions, with I. Firesides having the eating emporium. A complete roster of the personnel of the show will be given by a member of show for a later issue.

General Agent Harry Dunkel returned for the opening but will leave shortly. Recent visitors to show included C. M. Hight, secretary Henderson (N. C.) Fair; Mr. and Mrs. Eddie Lippman, of Endy Bros.' Shows; Leo Bistany, of Mohawk Valley Shows; Billy Senior, Gus Sun Booking Agency; Harry and Alma Devore, of Kaus United Shows.

During the recent tornado at Greensboro the winter quarters was spared, tho it demolished everything around it. Mr. Wilson and Mr. Cetlin have both received new cars, as those wrecked were covered by insurance. I. Firesides' car, which was slightly damaged, is also being taken care of by his insurance.

JOHNNY J. JONES—

(Continued from page 46)

bow Frolics, Mrs. D. C. McDaniel's Rocky Road to Dublin, Olive Hager Lewis' Motordrome, Nixon's Monkey Circus (Rube Nixon, manager), Carl Lauther's World's Fair Oddities, Richard Scott's Night in Harlem (colored minstrels). There are many other shows and an abundance of riding devices. A complete roster will be provided by the show's press department for a later issue. E. Lawrence Phillips, director, and Walter A. White, general manager, and other members of the staff have entertained many visitors.

A tieup was made for Thalia with *The Charlotte Observer* and carriers of that daily newspaper were entertained on the midway Tuesday night. A local chain store sponsored a "Kiddies' Jubilee." Charlotte's afternoon newspaper, *The News*, has been generous with space relative to the show and its local engagement. Radio Station WSOC broadcasts by remote control from the grounds. Friday afternoon residents of orphanages and other charitable institutions were guests. Treasurer Arthur Atherton received the encouraging news that his mother is expected to recover rapidly from a recent stroke.

Wanted Shows and Concessions for Big Spring Opening **GREAT CONEY ISLAND SHOWS**. At Annual Strawberry Festival, on the Streets, Bells, Tenn., Six Days and Nights, Starting May 11; Annual Legion Celebration, in Heart of Town, Paris, Tenn., week May 18; Cotton Carnival and Horse Show, Dyersburg, Tenn., week May 25; Legion Celebration, McKenzie, Tenn., week June 1. All above Celebrations have Free Gate. Our Fairs start week July 27. Will finance any worth-while Showman or Concessioner. Show will operate in Louisiana Strawberry Section near Hammond until May 10. Moving this year on railroad. All communications to Hammond, La. Have for Sale Allan Herschell Two-Abreast Merry-Go-Round, just like new. Price \$2,000.

EASTERN BAZAAR CO. WANTS

Two Small Shows only. Have all our own Rides and Concessions. Would give Midget Show guarantee. Open May 15. **EASTERN BAZAAR CO.**, 100 7th Street, Bangor, Me.

Golden State Shows

Lompoc, Calif. Week ended April 11. Auspices, Chamber of Commerce. Weather, cool. Business, good.

This little town, nestling right in the heart of the mountains, proved to be a very good spot for shows and rides, but a little quiet for concessions as compared to previous spots played. Mexicans, Filipinos and Japs formed the major part of the attendance. The Athletic Show had a big play all week, with Saturday night topping receipts for the season to date, while the Side Show and Motordrome also did big business. Ed Lahey, who operates cookhouse, was down with an attack of pneumonia but has been progressing favorably and hopes to be back on the job within a few days. Little Bobby Radenbaugh, son of the operator of Acroplane, now handling the mail and *The Billboard*. Mrs. Will Wright, Maxine DeMouchelle and Mrs. Hugh Bowen were guests of Mrs. Galloway, wife of the local chief of police, at a party given in honor of her daughter's engagement. Quite a fleet of house trailers with the show, Hugh Bowen and C. Q. Elliott being the latest to buy new ones. Wonderful co-operation given by local committee and contract signed for next year before leaving. Manager Wright delighted with the show's business to date. Everyone on the show looking forward to paying a visit to the Al G. Barnes Circus, which will be in close proximity to the show next week. All of which is from an executive of the show.

Glenn in Hospital

TALLADEGA, Ala., April 18.—C. C. Glenn, who formerly traveled with various carnival organizations, is sick in hospital at Tuscaloosa, Ala., R. L. Davis, of Bruce Greater Shows, exhibiting here this week, advises. Davis also states that Glenn would appreciate letters from showfolk acquaintances and can be addressed care of Veterans' Administration Facility, Tuscaloosa.

WEST TOUR

(Continued from page 46)
Beauty Parade, Adam and Eva (chimps), Wild West Show, Ten-in-One, Girl in Aquarium and Down on the Farm. There are also many riding devices. A complete roster will be provided for publication in a later issue.

Among concessioners Fitzie Brown has an attractive lineup, including eating emporium. A novelty at his birds concession are "canary concerts" over a broadcasting system. Gene O'Donnell has a well-flashed corn game. Buck Weaver is again with the show, with frozen custard, pop corn and peanuts.

Jack V. Lyles, general agent, returned from a successful booking trip and is spending some days back with the show. Among visitors were Matthew J. Riley and Foster Bell, of Strates Shows Corporation.

IMPERIAL SHOWS

(Continued from page 46)
better weather business later took on a momentous spurt. Many well-wishes telegrams were received at the show's office.

Fresh from being prepared at Caruthersville (Mo.) winter quarters the shows, rides and concessions present a very attractive appearance, with nearly all new canvas, brightly painted fronts and an abundance of electrical illumina-

tion. A complete roster of the organization will be given by a member of the show for a later issue.

Sunday the show was host to members of Sol's Liberty Shows, members of the VFW and others. A delectable dinner-party was served at the midway eating-emporium, prepared by Larry Hall, assisted by L. Kelly, E. Kirby Rose Kirby, and Larry's son, Bob. Music and entertainment was furnished by Ruby Hall. Among the guests at the party were Mr. and Mrs. Sam Solomon, Mr. and Mrs. Sam Lieberwitz, Mr. and Mrs. Thomas Berry, Mr. and Mrs. Ralph Otto, Captain and Mrs. Alton Pierson, Mr. and Mrs. Tally, Mr. and Mrs. Clayton (Buzz Saw) Holt, Mr. and Mrs. Lee Kimball, Ann Lussion, H. B. O'Reilly, T. A. Stevens and Mrs. Maybelle Pierson. Others were Dick Ehs, John Winstead, Miss O'Kane, Joe McGruder, Paul S. Clutts, Mr. and Mrs. Charles Koehler and son, and Rube Liberman, who is taking the advance of the show, arrived in time for the party. James O'Neil is salesman of *The Billboard* for the show.

BRUCE GREATER

(Continued from page 46)
dancers. Ace High Revue (colored minstrels)—Chick Deloth, operator; R. L. Davis, talker and tickets; Chick Deloth, Pewee Parker, Ethel McCoy, Belle Deloth, Marie Brown, Viola West and Margaret Browning, of stage; Elmer Wheeler, Joshua Sterling, Offord Peals, Charles Scott and West Olds, orchestra. Irene's Pets—George Gilbert, operator, with Irene as assistant. Trip Around the World, a new show joining here—no roster of personnel at hand. Doc Hall has Giantess Show. Carl Mack is manager Mrs. Bruce's Funhouse.

Rides: Merry-Go-Round—Henry Davis; Raleigh Gibson, foreman, and Eddie Maupin, assistant; Mrs. Davis, tickets. Ferris Wheel—Henry Davis; Pete Kahle, foreman and clutch; Bob Mullikin, tickets. Kiddie Auto Ride—Mrs. Henry Davis; Buster Chopwood, operator. Tilt-a-Whirl—Mrs. Bruce; Henry Rovoir, foreman, and Jimmie Payden, helper; Ray Kriswell, tickets. Chairplane—Joe Evans; Lester Masterson, foreman. Whip—Mrs. Bruce; Steve Lawrence, foreman, and Willie Jackson, helper.

Concessioners: Joe Decker, cookhouse—Mrs. Peggy Sleeman, cashier; Phil Baker, front griddle; Jimmie Steinwinder, head waiter; Joe Hale, waiter; William Smith, kitchen helper; grab stand operated by Slim Sleeman—Buster Decker is night watchman. Sheik Rosen, six concessions; W. A. Spears, four; Tom Hale, two, including corn game; Bennie Gibson, two—Ruby Smith and Myrtle Smith, agents; Kenneth Johnston, manager the photo gallery; Bill Spain, one—E. Lambert and Frank Crawford, agents; E. M. Wagoner, one; Wayne Hatfield, one—Curly Stanley and Babe Goodrich, agents; Mrs. Joe Evans, palmistry; Harvey Hartsell, one—Jack Knight, agent; Smith Brothers, one; D. D. Hale, one; George Adkins, one; George Evitts, one; Red Parkin, one; Hattie Rudd, one; Robert Crutchfield, one; Earl Connors, one; Peggy Sleeman, one.

Staff: Mrs. Margrett Bruce, owner and secretary; W. R. Harris, manager and agent; W. E. Franks, assistant manager; George Parrott, lot man and train-master; Charley Carpenter, superintendent lights; Elsie Franks, front-gate tickets; Cecil McCarey, mail man and *The Billboard*; Lou Travis, master mechanic; R. L. Davis, director of publicity.

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ALL SHOWS with OWN OUTFITS
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Large 100x240-ft. plot of attractive Ground with complete Floodlighting System installed at Point Pleasant, N. J., on Boardwalk and Ocean Highway, available for complete Carnival, Shows of all types with own outfits, Concessioners, etc. Approximately 30,000 people in immediate vicinity to draw from. One and one-half hours from New York City. Will permit any legitimate amusement enterprise to come in on reasonable percentage deal from July 1 to Labor Day.

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CAN PLACE—Photo Gallery, American Palmist and a few Legitimate Grind Stores. To shows with outfits we offer reasonable percentage and a season booked to October 15 in good spots. WANT—Glass Blower, Pin Heads and any new and novel acts for high-class Side Show. Side-Show People write John T. Rea. Also want man and wife to take complete charge of neatly framed money-getting grind show, write Ray Tahash. CAN PLACE—A few single young men, experienced on rides. HAPPYLAND SHOWS, INC., 3633 Seyburn St., Detroit, Mich.

KEYSTONE SHOWS

WANTED FOR TEN WEEKS' STREET FAIRS AND CELEBRATIONS.

LAST CALL. Opening Date April 30, Latrobe, Pa. All People holding contracts report in time for opening. On account of disappointment, want party for Five-in-One Show that can furnish Acts for same. Have complete outfit. CAN PLACE Monkey Circus or Speedway, Snake Show, or any Show not conflicting. Have several choice Concessions open, including Bingo, Cook House, Frozen Custard, Candy Apples, Wheels and Grind Stores. Flat Stores save your time. CAN USE one more Ride, Loop-o-Plane or Loop-the-Loop. All Free Acts booked. Committees wanting a clean, up-to-date Show, look us over. All address
C. A. HARTZBERG, Manager, Latrobe, Pa., Until May 9.

WANTED CARNIVAL, July 1st, 2nd, 3rd, 4th
GREENVILLE, S. C.

BIGGEST CELEBRATION EVER HELD IN GREENVILLE, NIGHT AND DAY.

Competitive Drills, Fireworks, Free Acts, Night Drills by 8 Drum and Bugle Corps. Something doing all the time. A Real Celebration by the American Legion Drum and Bugle Corps, Celebrating the Bonus Payment. Thousands will attend. Wire or write. Address
C. A. H. BILL POE, Captain, Drum & Bugle Corps, Greenville, S. C.

European One-Ring Circus at Playland, Rye, N. Y., went to Rye this week to look after his interests for the coming season at that resort. The writer, who leaves this week, will be replaced by Ben Reilly, who canceled his engagement to go to San Diego in favor of this position, and will also be at Rye with Salih this summer. **GEORGE E. MOORE.**

Hubbard in Baltimore
BALTIMORE, April 18.—Prof. D. Stack Hubbard, just returned from Puerto Rico, has reopened his museum left vacant last week by Ralph Decker. Hubbard is operating commercial pitching out front with Eddie Stone and Harry Perkins on the rostrum, while in the annex he is presenting five dancing girls. Mickey Brown is emcee. Hubbard states that altho this was his first season in South America, the results were most gratifying and he plans returning next winter. He intends keeping his museum here open as long as weather permits before taking a tent show out for the summer.

Austin & Kuntz, Rochester
ROCHESTER, N. Y., April 18.—The Austin & Kuntz Palace of Wonders is ready to start its fifth week on its location on South Clinton avenue. The show operates seven days a week and business has been very good. Max Cohen, of the American Carnivals Association, and Joe Pearl, of Johnny J. Jones Exposition, have been frequent visitors. Serpentina, management of William Gregor, continues the crowd-drawing feature in the annex. All of which is from an executive of the museum.

Closed Contract
Cedar Point Park, Sandusky, Ohio

Always paying proposition for Palace of Wonders. Short hours. Can use Half-and-Half and Fat Girl, or any Novelty Act that goes with Show. Acts that wrote before, write again. Address

AUSTIN & KUNTZ
882 South Clinton Avenue, Rochester, N. Y.

WANT TO BOOK
On Reliable Midwest Show

No. 5 Eli Ferris Wheel and Two-Abreast Parker Merry-Go-Round. Both in excellent condition. If you now have a No. 5 Eli Wheel but no Merry-Go-Round, will buy your Wheel and book the two Wheels and the Merry-Go-Round with you show. Promoters, please let off. Wire T. MAR-TONE, Lamar Hotel, San Antonio, Tex., until April 26; then Coates House, Kansas City, Mo. Pay your wires.

Christ United Shows

Opening 1936 Season April 27, Ashland, O. Uhrichsville and Girard, O., To Follow.

WANT Athletic People to take over show. Have complete outfit. Also organized Minstrel Show, with or without own outfit. CAN PLACE any other money-getting Shows, also Silodrome. CONCESSIONS—Have opening for Erie Diggers and other legitimate Concessions. WANT Chair-o-Plane and Merry-Go-Round Ride. CAN USE Agents for Ball Game and Penny Pitch. FOR SALE. Cheap for Cash, Tangley Calliope mounted on Chevrolet Truck. Address all mail or wires Norwalk, O., until Saturday, April 25; then Ashland, O.

Museums

Philadelphia Houses

PHILADELPHIA, April 18. — South Street Museum continues to good business with the following bill this week: Sunny Radcliffe's Harlem Revue of eight people; Cleve, Seal Boy; Neil Johnson, bag punching; Al Paulete, presenting electric chair with figure in chair; sword-box illusion; Mme. Verona, mentalist; in the annex, dancing girls. John

McIvor is now lecturer. Eighth Street Museum is having good business with the following: Congo, South African Bushman; Bimbo Brothers, musical entertainers; Leo, magician, presenting levitation illusion and "sawing woman in half"; poses plastique; in the annex, dancing girls and Mary Morris.

Dime, Newark, N. J.

NEWARK, N. J., April 18.—This week, tho the weather has not been so good, business has held up remarkable. The lineup is as follows: Prof. Villani, magician, second week; Joe the Prospector, hill-billy music, second week; Maude Mills and her Revue; Headless illusion, Fay Weston and Ben Rielly lecturing; Leapo the Frog Boy, contortionist; Zenda, mentalist; Oriental Revue in the annex. Namy Salih, manager, and also manager of the

SOUTH STREET MUSEUM

WANT for balance of season, until June 10, good Side-Show Attractions, Freaks, Novelty Acts, Fast Mind-Reading Act, Talkers, Lecturer, Oriental Dancing Girls. Long summer season to follow. Send photos. Write or wire TOM HASSON, South St. Museum, 1419 South St., Philadelphia, Pa.

CONVENTIONS

ALABAMA
 Anniston—Junior Order. May 12. E. R. Calhoun, Box 850, Birmingham.
 Athens—Odd Fellows' Encampment. Aug. 3. H. G. Nixon, 8017 S. First ave., East Lake, Birmingham.
 Athens—Order of Odd Fellows. Aug. 4-5. H. C. Follard, Box 626, Huntsville, Ala.
 Birmingham—G. A. R. Encampment. Apr. 25. M. D. Friedman, Box 494.
 Huntsville—American Legion. July 19-21. D. T. Jones, Whitley Hotel, Montgomery, Ala.
 Lanett—Order of Red Men. May 23. A. Mixon, Ensley, Birmingham.
 Mobile—Knights of Columbus. May 10. N. F. McGowan, 2311 Ave. H, Ensley, Birmingham.
ARIZONA
 Bisbee—Knights of Columbus. Approx. June 15. M. F. McCue, Box 963, Douglas, Ariz.
 Phoenix—American Legion. Sept. 3-5.
ARKANSAS
 El Dorado—Veterans of Foreign Wars. July 12-14. W. A. Bolding.
 Ft. Smith—American Legion. Aug. 24-26. R. W. Sisson, Little Rock.
 Hot Springs—Knights of Pythias. May 19. S. Cassell.
 Pine Bluff—Knights Templar. May 19. A. C. Becker, 700 Scott st., Little Rock.
CALIFORNIA
 Hollywood—American Legion. Aug. 10-12. J. K. Fisk, 117 Veterans Bldg., San Francisco.
 Hollywood—Soc. of 40 Hommes & 8 Chevaux. Aug. 9-10. R. W. Lingle, Fresno.
 Lodi—State Firemen's Assn. Aug. 17-20. H. E. Strasser, 3404 32d st., San Diego.
 Los Angeles—Elks Grand Lodge. July 12-16. J. E. Masters, 2750 Lake View ave., Chicago, Ill.
 Oakland—State Elks' Assn. Sept. —. R. Benbough, San Diego.
 Red Bluff—Order of Red Men. Aug. 17-20. F. L. Bliss, 240 Golden Gate ave., San Francisco.
 Sacramento—Canadian Legion, British Empire Service League of Calif. July 1-4. P. B. Snashall, 218 Ray Bldg., Oakland.
 San Bernardino—Un. Spanish War Vets. Encampment. May 21-22. G. F. Kohler, Alameda, Calif.
 San Diego—Order of Odd Fellows. May 15-18.
 San Diego—State Moose Assn. Aug. 6-8. J. Weger, Oakland, Calif.
 San Diego—Knights of Columbus. May 17-18. C. C. McKeon, 345 Santiago st., San Francisco.
 San Jose—State Assn. of Nurserymen. Aug. 27-29. H. W. Kruckeberg, 340 S. San Pedro.
 Santa Barbara—G. A. R. of California and Nevada. May 3-8. Lillian Gardner, 257 1/2 E. 30th st., Los Angeles.
 San Francisco—Western Soc. of Dancing Masters. Sept. —. Miss R. Allen, 2787 Calif. st.
 San Francisco—91st Div. Assn. Sept. 25-27. A. G. Boss, 624 Market st.
 Santa Rosa—Knights of Pythias. May 18-22. H. A. Thayer, 1182 Market st., San Francisco.
COLORADO
 Colorado Springs—Knights of Pythias. Aug. 25-26. W. S. O'Brien, 411 Bank Bldg., Denver.
 Denver—Disabled Amer. Vets. of Col. May 15-16. J. Graham, Pueblo, Colo.
 Denver—Daughters of Nile, Supreme Temple. June 1-6. Mrs. L. K. West, 308 Kinnear Place, Seattle, Wash.
 Denver—Un. Spanish War Veterans. June —. E. A. Mead, Greeley, Colo.
 Denver—Veterans of Foreign Wars of U. S. Sept. 13-18. R. B. Handy Jr., Broadway at 34th st., Kansas City, Mo.
 Denver—Knights Templar. Sept. 18. C. A. Patton.
 Ft. Collins — State Stock Growers' Assn. June —. Dr. B. F. Davis, 1641 Stout st., Denver.
 Idaho Springs—Order of Red Men. Aug. 11. S. D. Stiles, 1715 California st., Denver.
 Manitou—State Firemen's Assn. Late in June.
 Clinton Turnbull, 215 Boston Bldg., Denver.
 Pueblo—American Legion. Aug. 21-22. M. L. Lyckholm, State Museum Bldg., Denver.
 Pueblo—G. A. R. of Colorado and Wyoming. June 9-11. Harry Hoffman, Museum Bldg., Denver.
CONNECTICUT
 Danbury—Knights Templar. May 5. W. W. Barber, Box 136, Sta. A, Meriden, Conn.
 Danielson—P. M., Order of Odd Fellows. June 20. Capt. E. R. Anderson, 121 Cliff st., Naugatuck, Conn.
 Derby—Foresters of America. May 9. P. J. Cavanaugh, 79 Main st., Torrington, Conn.
 Greenwich—State Firemen's Assn. Aug. 21-22 (tentative). D. W. Harford, 10 Chestnut st., S. Norwalk, Conn.
 Hartford—Ind. Order of Foresters. June —. H. C. Smith, Bridgeport.
 New Britain—Order of Red Men. May 8. F. L. Dalgle, 389 Park st.
 New Haven—State Grotes Assn. Aug. 21-22. Joseph Moorhead, Box 1774.
 Seymour—Order of Odd Fellows. May 20. Wm. S. Hutchison, Box 1689, New Haven, Conn.
DELAWARE
 Wilmington—American Legion. Sept. —. H. Booth, Dover, Del.
DISTRICT OF COLUMBIA
 Washington—Ladies Oriental Shrine of N. A. May 19-21. Mrs. C. J. Hartung, 2264 Mayville Place, Toledo, O.
 Washington—Kiwanis International. June 21-25. Fred C. W. Parker, 520 N. Michigan ave., Chicago, Ill.
 Washington—Natl. Sojourners. June 25-27. Major G. F. Unmacht, Box 1822, Pittsburgh, Pa.
 Washington—Order of Red Men. Sept. 14-18. H. F. Stetser, 1521 W. Girard ave., Philadelphia, Pa.

Washington—G. A. R., Natl. Encampment. Sept. 21-25. J. Risley, State House, Des Moines, Ia.
 Washington—American Legion. Aug. 6-8 or Aug. 13-15.
FLORIDA
 Clearwater—Veterans of Foreign Wars. June 7-10. O. H. McFarland, 215 W. Rogers st. Fort Myers — Order of Red Men. May 19. W. Beecher, St. Augustine, Fla.
 Miami—P. M., Order of Odd Fellows. May 10-11. H. Wendler, Miami Beach.
 Ocala—Un. Spanish War Veterans. June 14-17. W. T. Garry, Ocala.
GEORGIA
 Americus—A. F. & A. Masons. June 9-10. S. C. Johnson, 1009 W. Broad st., Savannah.
 Atlanta—Order of Red Men. June 19. C. C. Gillett, 160 Central ave., S. W.
 Atlanta—Junior Order. Aug. 11-12. V. Echols, Palmer Bldg.
 Columbus—Order of Elks. May 3-5. R. E. Reynolds, 708 Park Drive, N. E., Atlanta.
 Macon—R. A. Masons. Apr. 29. W. J. Penn Jr., 801 Mulberry st.
 Macon—Knights of Pythias. July 7. H. L. Ferrell, 277 1/2 Auburn ave., N. E., Atlanta.
 Savannah—Knights Templar. May 13. C. S. Wood, Box 773.
 Savannah—Order of Odd Fellows. May 26-27. D. L. Nichols, 191 1/2 Whitehall st., S. W., Atlanta.
IDAHO
 Boise—G. A. R. or Idaho. June —. J. S. Thom, State House, Boise.
 Grangeville—Knights of Pythias. June 14-15. H. R. Elliott, 133 North ave., Kellogg, Ida.
 Idaho Falls—American Legion. Aug. 9-12.
 Moscow—Veterans of Foreign Wars. July 13-15.
 Pocatello—A. F. & A. Masons. Sept. 8. C. F. Pike, Box 1677, Boise.
ILLINOIS
 Bloomington—Veterans of Foreign Wars. June —. C. Wellman, Springfield, Ill.
 Chicago—Premium Adv. Assn. of Amer. May 5-9. Howard W. Dunk, 105 Hudson st., Jersey City, N. J.
 Chicago—Order of Eagles, Natl. Aug. 13-17. J. S. Parry, Kirkwood Bldg., Kansas City, Mo.
 Chicago—Natl. Assn. Music Merchants. July 27-29. W. A. Mennie, 45 W. 45th st., New York City.
 Danville—American Legion. Aug. 24-25.
 Evanston—Knights of Pythias. July 21. C. Crawford, 6610 Evans ave., Chicago.
 La Salle—State Elks' Assn. May 21-23. J. Owen, Aurora, Ill.
 Lincoln—Un. Spanish War Veterans of Ill. June 17-20. Chas. N. Neal, 412 E. Monroe st., Springfield, Ill.
 Moline—G. A. R. Encampment. May 19-21. J. C. Thomas, Memorial Hall, Chicago.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:
 American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

Mooseheart—Chicago—Loyal Order of Moose. June 30-July 4. M. R. Giles, Mooseheart, Ill.
 Peoria—Dram. Order, Knights of Khorassan of Ill. July 4-5. Raymond Blair, Bennett Bldg.
 Peoria—Catholic Order of Foresters. June 9-10. L. J. Georgen, 30 N. LaSalle st., Chicago.
 Quincy — Order of Eagles. June —. J. O'Keefe, 4245 W. Madison st., Chicago.
 Rock Island—Knights Templar. Sept. 26-28. E. A. Glad, 3037 Fullerton ave., Chicago.
 Springfield—Knights of Pythias. Sept. 22-23. Al Douglass, 618 S. 6th st.
 Springfield—20th U. S. Infantry Veterans Assn. Sept. 4-6. R. N. Matthews, R. R. 1, Albion, Ind.
INDIANA
 Bloomington—Veterans of Foreign Wars. June —. R. DeVault, K. P. Bldg., Indianapolis.
 Bloomington—G. A. R. of Ind. June 21-24. Mr. Lockwood, Chamber of Commerce.
 Garrett—Northern Ind. Volunteer Firemen's Assn. June 10-11. W. H. Collinson, Winoba Lake.
 Indianapolis—Knights Templar. May 13. W. A. Swintz, Masonic Temple.
 Indianapolis—M. O. V. P. Ench. Realm (Grotto). June 8-11. G. F. Hatch, 1046 Lincoln-Alliance Bk. Bldg., Rochester, N. Y.
 Indianapolis—Junior Order. Aug. 27. I. McFarland, Portland, Ind.
 Indianapolis—Holstein-Friesian Assn. June 1-5. Houghton Seaverns, Brattleboro, Vt.
 La Fayette—Order of Eagles. June 10-11. P. Nicholas.
 La Porte—State Elks' Assn. June —. W. C. Groehl, Box 193, Shelbyville, Ind.
 Marion—P. M., Order of Odd Fellows. June 21-23. E. M. Tomes, 615 S. Anderson st., Elwood, Ind.
 Muncie—American Legion. Aug. 22-25.
 Richmond—Disabled Veterans of World War. June 4-7. Harry Turner, 427 N. 6th st.
 Vincennes—Un. Spanish War Veterans. June —. W. C. Oren, Soldiers & Sailors' Monument, Indianapolis.
IOWA
 Boone—Veterans of Foreign Wars. First week in June. F. H. Bostwick, Slaughter Apts., Boone, Ia.
 Cedar Rapids—Knights of Pythias. Aug. 26-28. Robt. R. Hibbs, 517 Fleming Bldg., Des Moines.
 Clear Lake—P. M., Order of Odd Fellows. July 15. C. B. Schack, Harlan, Ia.
 Clinton—Un. Spanish War Veterans. June 21-24. A. J. Meyer.

Clinton—American Legion. Aug. 24-26. G. A. Anderson, 214 S. Fourth st.
 Davenport—A. F. & A. Masons. June 9-11. C. C. Hunt, Box 271, Cedar Rapids, Ia.
 Davenport—Order of Eagles. June 13-14. W. H. Beuse, Eagle Bldg.
 Des Moines—Supreme White Shrine of Jerusalem. May 2-4. Clara C. Hannon, 5343 Congress st., Chicago.
 Des Moines—G. A. R. Encampment. June 7-10. J. P. Risley, State House, Des Moines.
 Des Moines—American Rose Soc. June —. R. M. Hatton, Box 687, Harrisburg, Pa.
 Eldora—State Firemen's Assn. Sept. 15-16. F. A. Soener, Box 486, Independence, Ia.
 Iowa City—Loyal Order of Moose. July 31-Aug. 2. E. U. Meyer, 405 Brady st., Davenport, Ia.
 Ottumwa—State Fire Fighters' Assn. Early in June. W. Hottel, Des Moines.
 Spirit Lake—Knights Templar. June 23-27. Clinton Kastner, Boone, Ia.
 Waterloo—Cath. Order of Foresters. June 21-23. C. E. Byrnes, 1300 Third ave., E., Cedar Rapids, Ia.
KANSAS
 Abilene—Knights of Columbus. May 17. M. A. Dorzweiler, Hays, Kan.
 Independence—Knights Templar. May 12-13. E. F. Strain, Masonic Grand Lodge Bldg., Topeka, Kan.
 Salina—State Elks' Assn. May 3-5. W. H. Lamoreux, Farmers' Natl. Bk. Bldg., Great Bend, Kan.
 Salina—G. A. R. of Kansas. May 18-20. Irene Hinkle.
 Wichita—American Legion. Sept. 6-8. E. A. Ryan, Topeka, Kan.
KENTUCKY
 Frankfort—Junior Order. Aug. 25-26. O. C. Stubbs, First Natl. Bank Bldg., Covington, Ky.
 Louisville—State Outdoor Adv. Assn. May 18. C. A. Merrill, 506 Baxter ave.
 Paducah—American Legion. July 20-22. T. H. Hayden, War Memorial Bldg., Louisville.
 Paris—Knights Templar. May 20. W. H. Woods, Winchester, Ky.
 Richmond—Order of Red Men. Aug. 11-12. E. H. Musterman, 2233 Rowan st., Louisville.
LOUISIANA
 Lafayette—Knights of Columbus. June 21. P. Zimmerman, Lake Charles, La.
 Lake Charles — Un. Spanish War Veterans. June 5-7. J. S. Favrot, Box 220, Baton Rouge, La.
 New Orleans—American Legion. Aug. 27-29. Shreveport—Confederate Veterans' Reunion. June 9-12. Dr. E. L. Sanderson, care Charity Hospital.
MAINE
 Belfast—P. M., Order of Odd Fellows. June 5-6. Major L. E. Robbins, Kittery, Me.

Lewiston—American Legion. June 25-27. J. Boyle, 104 Main st., Waterville, Me.
 Portland—Knights of Pythias. May 20. H. S. Elder, 341 Cumberland ave.
 Portland—Masonic Grand Bodies. May 5-8. C. E. Leach, Masonic Temple.
 Portland—Natl. Soc., Sons of Amer. Revolution. May 17-21. F. B. Steele, 1227 16th st., Washington, D. C.
 Rockland—G. A. R. of Maine. June 8-10. C. E. Nason, R. F. D. 2, Gray, Me.
MARYLAND
 Annapolis—Order of Elks. Aug. 3-5. R. E. Dore, 12 Brewer ave.
 Baltimore—Knights Templar. May 20. G. A. Eitel, Masonic Temple.
 Frederick—Order of Eagles. June 9-11. W. S. Sudler, 3323 E. Baltimore st.
 Hagerstown—State Firemen's Assn. June 24-26. G. E. Lindsey, 221 E. Washington st.
 Sallsbury—Un. Spanish War Veterans. June —. G. H. Gillman, Rm. F, War Memorial, Baltimore.
 Snow Hill—Order of Red Men. Apr. 23-24. J. W. Walker, 131 E. North ave., Baltimore.
MASSACHUSETTS
 Boston—Knights of Pythias. May 7. G. Howe, 389 Commonwealth ave.
 Boston—Adv. Fed. of America. June 28-July 2. Earle Pearson, 330 W. 42d st, New York City.
 Boston—N. E. Gladiolus Soc. Aug. 15-16. G. E. Folk, Oakdale, Mass.
 Byfield—Junior Order. Sept. 15. E. C. Dorr, 28 Union st., Groveland, Mass.
 North Adams—Order of Eagles. June 28-30. M. L. Foley, 59 E. Housatonic st., Pittsfield, Mass.
 Plymouth—Order of Odd Fellows. June 11. G. Fuller, 170 Newbury st., Boston.
 Springfield—Soc. of Amer. Magicians. May 28-30.
 Springfield—Un. Spanish War Veterans. June —. T. F. Sullivan, 403 Orange st.
 Springfield—American Legion. Aug. 20-22. H. P. Redden, Room 159, State House, Boston.
 Springfield—State Firemen's Assn. Sept. 8-9. D. Looney, Old South Bldg., Boston.
 Worcester—Foresters of America. May 16-17. W. J. Mitchell, 248 Boylston st., Boston.
 Worcester—Yankee Div. Veterans' Assn., AEF. June 26-28. E. J. Noyes, Hotel Bancroft.
MICHIGAN
 Alpena—State Firemen's Assn. Last part of July. C. V. Lane, 506 State Office, Lansing, Mich.
 Battle Creek—G. A. R. Encampment. June —. I. F. Davidson, Lansing, Mich.

Calumet—Un. Spanish American War Veterans. July 2-4. Nell Hume, Skandia, Mich.
 Calumet—Order of Eagles. July 9-12. James Givogre, 572 Elm st.
 Detroit—Amer. Fed. of Musicians. June 8-13. Wm. J. Kerngood, 39 Division st., Newark, N. J.
 Detroit—Junior Order. May 11. W. S. Endrich, 14157 Fairmount drive, Detroit.
 Detroit—Knights of Pythias, Supreme Lodge. Aug. 10-15. H. M. Love, Sec. Bldg., Minneapolis, Minn.
 Detroit—Cath. Order of Foresters. June 4-6. T. R. Heaney, 30 N. LaSalle st., Chicago, Ill.
 Escanaba—American Legion. June 19-21.
 Flint—Odd Fellows' Encampment. May 19-20. E. Hoyt, 44 Eldred st., Battle Creek, Mich.
 Grand Rapids—F. & A. Masons. May 26-27. L. B. Winsor, Masonic Temple, Grand Rapids.
 Holland—American Puppetry Conference. July 8-11. Wm. M. Connolly, Chamber of Commerce.
 Kalamazoo—State Elks' Assn. June 12-14. A. E. Green.
 Lansing—American Legion. Aug. 16-18.
 Mackinac Island — State District Kiwanis Conv. July 9-11. F. W. Clement, 1015 Lincoln ave., Ann Arbor.
 Traverse City—Knights Templar. June 1-4. A. L. LaFranier, Hotel Traverse, Traverse City, Mich.
 Traverse City — Reunion 328th F. A. Vets. Assn., AEF. Sept. 10-12. L. J. Lynch, Grand Rapids.
MINNESOTA
 Brainerd—Knights Templar. June 17-18. John Fishel, Masonic Temple, St. Paul.
 Brainerd—American Legion. Aug. 17-19. O. A. Zwerner, St. Paul.
 Detroit Lakes—Cath. Order of Foresters. June 9-10. Hugh Young, 616 3d ave., S., Minneapolis.
 Detroit Lakes — Veterans of Foreign Wars. June 28-July 1. Hans Paulson.
 Marshall—National Veterans' Assn. June 18-20. R. B. Lee, 1523 E. Lake st., Minneapolis.
 Minneapolis—G. A. R. of Minn. First week in June. B. Williams, 1358 Sherburn st., St. Paul.
 Red Wing—Order of Red Men. Aug. 11. A. H. Wohning, 1911 N. Queen st., Minneapolis.
 Virginia—Order of Odd Fellows. June 19. J. T. Haglund, 390 Maple st., St. Paul.
MISSISSIPPI
 Canton—Knights of Pythias. July 14. R. W. Currie, Box 168, Vicksburg, Miss.
 Columbus—Un. Spanish War Veterans. May 24-26. P. K. Patterson, Box 94, Artesia, Miss.
 Greenville—American Legion. July —. Ignace Layscano.
 Hattiesburg—Order of Odd Fellows. June 17-18. W. S. P. Doty, Box 728, Grenada, Miss.
 Jackson—State Farm Bureau Fed. July 19. O. H. Harrod.
 Macon—Junior Order. Apr. 28-29. W. D. Hawkins, Box 543, Meridian, Miss.
MISSOURI
 Columbia—Knights Templar. May 19-20. R. V. Denslow, Trenton, Mo.
 Eldorado Springs—Un. Spanish War Veterans. June 21-24. J. W. Castanie, 509 Broadway, St. Louis.
 Jefferson City—R. A. Masons. Apr. 28. R. V. Denslow, Trenton, Mo.
 Joplin—G. A. R. Encampment. May 5-8.
 Joplin—State Order of Elks. May 11-12. W. C. Markwardt.
 Kansas City—Natl. Assn. Rainbow Div. Veterans. July 12-15. S. C. Cover, 4643 Nottingham road, Detroit, Mich.
 Kansas City — Internatl. Baby Chick Assn. July 20-24. R. V. Hicks, 215 Pershing rd.
 Kansas City—Intl. Alliance Thea. Stage Employees & M. P. Operators. June 7-12. F. J. Dempsey, Earle Thea. Bldg., Washington, D. C.
 Moberly—Order of Odd Fellows. May 26-27. B. Weidle, 3765 Lindell blvd., St. Louis.
 St. Louis—Order of Red Men. May 18. C. E. McCartney, 1535 S. Kimbrough, Springfield, Mo.
 Sedalia—Disabled American Vets. of World War. June 5-7. F. J. Harris, 613 Medical Arts Bldg., Kansas City.
 Springfield—American Legion. Sept. 6-8.
MONTANA
 Butte—A. F. & A. Masons. Aug. 19-20. L. T. Hauberg, Box 896, Helena, Mont.
 Lewistown—Knights Templar. June 17-18. F. D. Jones, Masonic Temple, Helena, Mont.
 Lewistown—State Assn. of Moose. July 9-11. V. G. Warren, Helena, Mont.
 Missoula—American Legion. Aug. 9-12. Joe D. Brown.
 Whitefish—Un. Spanish War Veterans, GAR, VFW and auxiliaries. June 15-17. L. R. Christman.
NEBRASKA
 Columbus—Knights of Pythias. May 12. W. H. Love, 1210 P st., Lincoln, Neb.
 Columbus—G. A. R. of Neb. May 19-21. S. S. Warren, State House, Lincoln, Neb.
 Grand Island — Veterans of Foreign Wars. June —. C. Thorpe, Omaha.
 Omaha—A. F. & A. Masons. June 2. L. E. Smith, Masonic Temple.
 Omaha—American Legion. Aug. 23-26. H. H. Dudley, Capitol Bldg., Lincoln, Neb.
NEVADA
 Reno — Knights Templar. June 8. E. H. Beemer, Box 2444.
 Reno—F. & A. Masons. June 11-12. V. M. Henderson, Masonic Temple.
 Reno—Order of Odd Fellows. June 16. C. J. Gault.
 Reno—Knights of Pythias. Sept. 17-18. S. H. Rosenthal, Box 2464.
 Reno—American Legion. July 30-Aug. 1. H. S. Baldwin, Box 124, Las Vegas, Nev.
NEW HAMPSHIRE
 Concord — F. & A. Masons. May 20. H. Cheney, 44 S. Main st.
 Manchester—Outdoor Adv. Assn. of N. H. Sept. —. Albert Schlink, 30 Bridge st.
 Newport—American Legion. Sept. 10-13.
 Plymouth—Order of Odd Fellows. May 6. E. C. Dudley, 20 Pleasant st., Concord, N. H.
NEW JERSEY
 Asbury Park—Order of Odd Fellows. June 10. H. S. Pine, 137 E. State st., Trenton.
 Asbury Park—State Exempt Firemen's Assn. June 19-20. Ellsworth Post, Wharton, N. J.

Fair List

The Fair List appeared in the issue dated April 11. A copy of that issue will be mailed to you upon receipt of 15 cents. The next list of fairs will be published in the issue dated May 30.

Asbury Park—Veterans of Foreign Wars. June 25-27. B. Thomas, Trenton.

Asbury Park—American Legion. Sept. 10-12. R. F. Cowan, War Memorial, Trenton.

Asbury Park—Knights of Pythias. Sept. 23-24. E. E. Margerum, Box 47, Trenton.

Asbury Park—Internat. Assn. of Fire Fighters. Sept. 14-18. G. J. Richardson, 205 A. F. of L. Bldg., Washington, D. C.

Atlantic City—Tall Cedars of Lebanon. May 15-16. L. Groh, 1700 Sansom st., Philadelphia.

Atlantic City—G. A. R. of N. J. June 27-29. Miss E. J. Shaff, 58 Tinton ave., Eatontown, N. J.

Atlantic City—Rotary International. June 22-26. C. R. Perry, 35 E. Wacker Drive, Chicago.

Atlantic City—Natl. League of Masonic Clubs. June 4-6. A. B. Eaton, 810 Land Title Bldg., Philadelphia, Pa.

Atlantic City—State Firemen's Assn. Sept. 18-19. E. F. Benners, Chamber of Commerce Bldg., Newark.

Atlantic City—Supreme Council 33d Deg., A. A. S. R. Masons. Sept. 19-24. C. H. Spillman, 1117 Statler Bldg., Boston.

Paterson—Knights of Columbus. May 15-16. R. J. Noncarrow, 15 Olyphant Drive, Morristown, N. J.

Perth Amboy—Odd Fellows' Encampment. May 5. F. R. Jummel, Box 196, Trenton, N. J.

Trenton—Order of Red Men. May 7-8. Wm. F. Kater, 1037 S. Clinton st.

NEW MEXICO

Albuquerque—Knights of Pythias. Sept. 21-22. J. E. Elder.

Clovis—American Legion. Aug. 6-8.

Raton—Veterans of Foreign Wars. June —. G. R. Bloodgood, 322 W. 12th st., Clovis, N. M.

NEW YORK

Albany—Junior Order. Sept. 28. F. S. Faye, 1 Madison ave., New York City.

Alexandria Bay—Un. Spanish War Veterans. July 12-15. J. J. FitzPatrick, Box 9, Capitol, Albany, N. Y.

Batavia—Int'l. Bro. of Magicians. June 10-12. Ted Heuber.

Buffalo—Knights Templar. June 8-10. J. B. Mullan, 608 Terminal Bldg., Rochester, N. Y.

Carthage—Northern N. Y. Volunteer Firemen's Assn. June 10-12. A. H. Morgan, Potsdam.

East Aurora—S. Western Assn. Volunteer Firemen of N. Y. Aug. 4-6. Sanford Peek.

Garden City—Odd Fellows' Encampment. May 26-27. Harry Walker, 31 Union Sq., New York City.

Jamestown—P. M., Order of Odd Fellows. June 25-27. E. G. Alexander, 310 Cayuga st., Ithaca.

New York—F. & A. Masons. May 5-7. C. H. Johnson, 71 W. 23d st.

New York—Natl. Fraternal Congress. Aug. 24-29. Foster F. Farrell, 30 N. LaSalle st., Chicago.

New York—Order of Odd Fellows. Aug. 18-20. C. W. Boyce, 31 Union Sq., W., New York City.

New York—Dancing Masters of America. Aug. 2-7. W. U. Soby, 563 Farmington ave., Hartford, Conn.

New York—Premium Adv. Assn. of America. Sept. 28-Oct. 1. H. W. Dunk, 105 Hudson st., Jersey City, N. J.

New York—Amer. Dahlia Soc. Sept. 23-24. C. L. Ailing, 251 Court st., West Haven, Conn.

New York—Order of Odd Fellows, Sovereign Grand Lodge. Sept. 21-26. J. E. Kroh, 16 W. Chase st., Baltimore, Md.

Niagara Falls—Knights of Columbus. May 29-30. H. A. Doyle, 271 North ave., New Rochelle, N. Y.

Oran—Order of Eagles. June 11-12. W. Neale, Valhalla, N. Y.

Poughkeepsie—State Elks' Assn. May 31-June 3. Philip Clancy, 19 W. 27th st., New York City.

Poughkeepsie—Eastern Assn. Fire Chiefs. Aug. 7-8. C. E. Clark, Wayne, Pa.

Rochester—Western N. Y. Firemen's Assn. July 28-29. H. A. Clark, Batavia.

Saratoga Springs—Un. Spanish War Vets., Natl. Encampment. Aug. 30-Sept. 3. C. M. Address, Box 473.

Syracuse—G. A. R. of N. Y. June 9-11. B. Case, Capitol, Albany, N. Y.

Syracuse—Knights of Pythias. Latter part of July. S. J. Harnett, 271 Madison ave., New York City.

Syracuse—American Legion. Sept. 3-5. Maurice Stember, Room 305, Hall of Records, New York City.

Tonawanda—Firemen's Assn. of N. Y. Aug. 18-21. F. A. Davis, Drawer E, Fort Edward, N. Y.

Troy—Veterans of Foreign Wars. July 8-11. John Dougherty, 2707 5th ave.

NORTH CAROLINA

Asheville—American Legion. Aug. —. J. Caldwell, Lexington, N. C.

Asheville—Junior Order. Aug. 18-20. S. F. Vance, Box 245, Kernersville, N. C.

Durham—Order of Red Men. May 18-20. W. B. Goodwin, Box 226, Elizabeth City, N. C.

Greensboro—Order of Odd Fellows. May 19-20. H. A. Halstead, Mooresville, N. C.

Raleigh—Knights of Pythias. June 16. G. E. Lovell, Clayton, N. C.

Winston-Salem—Int'l. Bro. of Magicians. May 28-30. T. H. Heuber, 241 Atwood st., Pittsburgh, Pa.

NORTH DAKOTA

Fargo—F. & A. Masons. June 16-17. Wm. Stockwell, Box 1269.

Fargo—State Hort. Soc. Aug. —. A. F. Yeager, State College Sta., Fargo.

Harvey—Veterans of Foreign Wars. June 7-9. W. L. Sherwin, Box 263, Bismarck, N. D.

Jamestown—Knights Templar. May 18-19. W. L. Stockwell, Box 1269, Fargo, N. D.

Jamestown—American Legion. July 12-14. Jack Williams, Fargo, N. D.

Minot—Order of Odd Fellows. June 2-4. B. A. Fahl, Devils Lake, N. D.

Oakes—State Firemen's Assn. June —. H. L. Reade, Box 522, Bismarck, N. D.

OHIO

Akron—Rainbow Div. Veterans' Assn. of Ohio. June 5-8. I. C. Henry, 131 N. Main st., Marysville.

Bowling Green—Northwestern Ohio Vol. Firemen's Assn. June 17. J. W. Gardner, 52 E. Main st., Ashland, O.

Cedar Point—State Elks' Assn. Aug. 23-28. H. D. Hale, Newark, O.

Cincinnati—Int'l. Assn. Display Men. June 28-July 2. J. D. Williams, 509 S. Franklin st., Chicago, Ill.

Cincinnati—Army and Navy Legion of Valor. Aug. 30-Sept. 2. Lt. B. Prager, Court House, Pittsburgh, Pa.

Cincinnati—Direct Mail Adv. Assn. Sept. 30-Oct. 2. Henry Hoke, Hotel Pennsylvania, New York City.

Cincinnati—37th Div. AEF Vets Assn. Sept. 5-7. C. W. Goble, 1101 Wyandotte Bldg., Columbus, O.

Cincinnati—Amer. Inst. Park Executives, Amer. Park Soc. & Zoo Parks & Aquariums. Sept. 21-23. W. H. Walker, 1829 Portage ave., South Bend, Ind.

Cleveland—Republican Natl. Convention. June 9.

Cleveland—G. A. R. of Ohio. Week of June 14. Lida S. Lucas, Memorial Hall, Columbus.

Cleveland—Natl. Conv. Allied States Assn. Motion Picture Exhibitors. June 2-4. H. M. Richey.

Cleveland—Institute of Radio Engineers. May 11-13. H. P. Westman, 330 W. 42d st., New York City.

Cleveland—American Legion, National. Sept. 21-24. F. E. Samuel, 777 N. Meridian st., Indianapolis, Ind.

Cleveland—State Assn. of Moose. Aug. 28-30. Lawrence Grove.

Columbus—Knights of Pythias. Sept. 22. E. E. Coriell, Bowling Green, O.

Columbus—Un. Spanish War Veterans. June 21-24. J. P. Edwards, 1109 Wyandotte Bldg.

Columbus—Knights of St. John, Supreme Commandery. June —. L. G. Schu, 305 Metropolitan Bldg., Evansville, Ind.

Columbus—Junior Order. Aug. 31. W. A. Clark, Box 110, Urbana, O.

Fostoria—Odd Fellows Encampment. July 8. W. L. Ryan, 15 S. Jefferson st., Dayton, O.

Fostoria—P. M., Order of Odd Fellows. July 6-7. E. C. Boyer, 317 Arlington ave., N. W., Canton, O.

Hamilton—Veterans of Foreign Wars. June 25-27.

Lakeside—Internat. Lyceum Assn. Aug. 31-Sept. 1. R. L. Myers, Auditorium Hotel, Chicago.

Portsmouth—American Legion. Aug. 23-25. J. J. Saslavsky, 17 N. High st., Columbus.

Springfield—Order of Red Men. June 9-10. F. Neuhaus, Toledo, O.

Steubenville—Order of Odd Fellows. June 16-18. C. T. Cross, IOOF Temple, Columbus, O.

Steubenville—State Fire Chiefs' Assn. June 9-10. F. Harty, Youngstown, O.

Zanesville—Disabled Amer. Veterans. June 4-6. E. J. Thornton, 2840 Melrose ave., Cincinnati.

OKLAHOMA

Bartlesville—Knights Templar. May 19. J. Latham, Muskogee, Okla.

Enid—State Firemen's Assn. June 1-3. Chas. Slomp, 1701 N. E. 63d st., Oklahoma City.

Kingfisher—Odd Fellows' Encampment. May 19. E. L. Hayes, Guthrie, Okla.

Kingfisher—P. M., Order of Odd Fellows. May 18. J. H. Donart, 401 Duncan st., Stillwater, Okla.

Oklahoma City—Knights of Pythias. May 13-13. T. H. McCoy, 219 Pythian Bldg., Tulsa, Okla.

Shawnee—Veterans of Foreign Wars. June 27-30. R. H. Williams, State Capitol Sta., Oklahoma City.

Tulsa—American Legion. Sept. 6-8. Milt Phillips, Box 37, State Capitol Sta., Oklahoma City.

OREGON

Albany—Veterans of Foreign Wars. July 9-11. C. R. Cochrane, 723A Court House, Portland.

Eugene—State Fire Fighters' Assn. Sept. —. F. McFarland, Portland.

Lebanon—P. of H., State Grange. June —. Miss B. J. Beck, 705 W. 6th st., Albany, Ore.

Portland—G. A. R. Encampment. May 12.

Portland—Pacific Coast Assn. of Nurserymen. June —. C. A. Tonneson, Burton, Wash.

Portland—F. & A. Masons. June 10-12. D. R. Cheney, 1119 S. W. Park ave.

Roseburg—Order of Odd Fellows. May 20-21. W. A. Morand, 1019 S. W. 10th st., Portland.

Roseburg—American Legion. Aug. 13-15.

The Dalles—Un. Spanish War Veterans. July 12-15. G. F. A. Walker, 326 Morgan Bldg., Portland.

PENNSYLVANIA

Altoona—Veterans of Foreign Wars. June 25-27. T. G. Peoples, 622 Bell ave.

Greensburg—Disabled Amer. Veterans of World War. Week of May 4. Lloyd Reese.

Johnstown—American Legion. Aug. 20-22. Max Bloomberg, P. O. Drawer M.

Lykens—Volunteer Firemen's Conv. June 12-13.

McKeesport—Order of Eagles. June 15-16. A. J. Dougherty, 431 Third ave., Pittsburgh.

Peckville—Firemen's Convention. Week of Sept. 7. Tom Gill, Wilson Fire Co. No. 1.

Philadelphia—Order of Red Men. June 9-11. C. E. Bell, 1521 W. Girard ave.

Philadelphia—Democratic Natl. Convention. June 23.

Philadelphia—316th Infantry Assn. Sept. 26. R. A. Cullen, 6630 Dorel st.

Philadelphia—Bryn Mawr Horse Show Assn. Sept. 30-Oct. 3. St. George Bond, 270 S. 15th st.

Philadelphia—Ind. Order of Odd Fellows. Sept. 7-9. T. C. Reutter 225 Zeralda st., Germantown, Phila.

Pittsburgh—Order of Odd Fellows. June 7-11. Frank Shannon, 1516 N. 16th st., Philadelphia.

Punxsutawney—Central District Firemen's Conv. Aug. 3-8. G. E. Douthitt, Box 366.

State College—Junior Order. Sept. 8. C. H. Hall, Box 4475, Philadelphia.

Williamsport—Knights of Columbus. May 24-25. B. Hanlon, New Castle, Pa.

Williamsport—State Elks' Assn. Aug. 24-28. W. S. Gould, 408 N. Washington ave., Scranton.

RHODE ISLAND

Pawtucket—Order of Odd Fellows. May 5. A. E. Pike, 86 Weybosset st., Providence.

Providence—Int'l. Assn. of Lions Clubs. July 21-24. M. Jones, 350 McCormick Bldg., Chicago.

Providence—Knights of Pythias. May 12. W. A. Cole, 49 Westminster st.

Providence—American Legion. Aug. 13-15. W. Buhler.

Providence—Veterans of Foreign Wars. July 10-12.

Providence—All-American 82d Div. Assn. May 16.

SOUTH CAROLINA

Anderson—Knights of Pythias. May 27. C. D. Brown, Abbeville, S. C.

Charleston—American Legion. Aug. 9-11. F. W. Gouldlock, Box 355, Columbia, S. C.

Laurens—Order of Odd Fellows. May 12. S. F. Killingsworth, Columbia, S. C.

SOUTH DAKOTA

Aberdeen—Catholic Order of Foresters. June 9. Martin Mollenbeier, 323 N. Arch st.

Hermosa—P. of H., State Grange. June 16-17. V. Katsch, Fairburn, S. D.

Huron—F. & A. Masons. June 9-10. G. A. Pettigrew, Masonic Library, Sioux Falls, S. D.

Lead—Knights Templar. Aug. 24-26. G. A. Pettigrew, Masonic Library, Sioux Falls, S. D.

Madison—G. A. R. Encampment. June 9-12. Bessie A. McAdam, Madison.

Sioux Falls—Order of Odd Fellows. June 16-20. L. L. Trotter, Huron, S. D.

Sioux Falls—State Elks' Assn. June —. C. Nelles, Madison, S. D.

Sioux Falls—Knights of Pythias. Sept. 15-16. J. R. Johnson, Huron.

Yankton—American Legion. Aug. 3-6.

TENNESSEE

Chattanooga—Order of Red Men. May 19. C. Eberhardt, Nashville.

Chattanooga—G. A. R. of Tenn. May 17. B. Bashor, R. 6, Knoxville, Tenn.

Chattanooga—American Legion. Aug. 23-25. Sam Borisky, Cameo Theater.

Memphis—State Firemen's Assn. June 17-19. Joe Martin, Fire Dept., Nashville.

Morristown—Junior Order. May 12. T. J. Oline, 205 Empire Bldg., Knoxville, Tenn.

Nashville—30th Div. Assn. Sept. 29-30.

TEXAS

Beaumont—American Legion. Aug. 29-Sept. 1. F. Young, Austin, Tex.

Dallas—Southwestern Assn. of Nurserymen. July 21-23. Mrs. T. B. Foster, 2401 Fannin st., Houston, Tex.

Dallas—Amer. Assn. of Nurserymen. July 21-23. Chas. Sizemore, Box 355, Louisiana, Mo.

Ft. Worth—Knights of Pythias. May 12-13. Theo. Yarbrough, Box 314, Weatherford, Tex.

Ft. Worth—Optimist International. June 22-24. R. F. Meyer, 1721 Ry. Exch. Bldg., St. Louis, Mo.

Ft. Worth—Junior Order. July 6. W. A. Lee, 225 S. Patton st., Dallas.

Ft. Worth—State Firemen's Assn. June 9-11. Olen Culbertson, Austin.

Galveston—Knights of Columbus. May 19. G. Kreyenbuhl, Majestic Bldg., Ft. Worth, Tex.

Houston—American Bandmasters' Assn. Apr. 23-26. G. C. Bainum, Fisk Hall, Northwestern University, Evanston, Ill.

San Antonio—Order of Eagles. May 19. W. T. Souter, 306 N. Pessa st.

San Antonio—State Florists' Assn. July —. W. Adkisson, Box 576, Greenville.

San Antonio—Order of Red Men. Sept. 1-2. C. R. Lemke, 415 Austin ave., Waco, Tex.

UTAH

Ogden—State Firemen's Assn. Aug. —. J. J. Creedon, Box 25, Bingham Canyon, Utah.

Price—Knights Templar. May 12. J. M. Dunlap, Salt Lake City.

Salt Lake City—Order of Odd Fellows. May 18. W. N. Gundry, 41 P. O. Place.

Salt Lake City—American Legion. Aug. 20-22. C. S. Schramm, Box 1323.

VERMONT

Barre—Knights of Columbus. Second week in May. A. F. Hill, 28 River st., Winooski, Vt.

Burlington—Knights Templar. May —. J. E. Baxendale.

Burlington—American Legion. Aug. 13-16 (tentative). L. E. Wilson, Box 396, Montpelier.

Montpelier—Knights of Pythias. May 27. F. A. Whitaker, Box 302, Bellows Falls, Vt.

St. Johnsbury—Cath. Order of Foresters. June 9. D. W. McGarry, Proctor, Vt.

St. Johnsbury—G. A. R. of Vt. June 23-25. W. W. Holden, Northfield, Vt.

Waterbury—Order of Odd Fellows. May 20-21. G. P. Cole, 25 Lafayette Place, Burlington, Vt.

Waterbury—Odd Fellows' Encampment. May 13. G. F. Walker, Box 212, Bellows Falls, Vt.

VIRGINIA

Alexandria—Knights of Columbus. June —. H. J. McGrath, Clarendon, Va.

Alexandria—Veterans of Foreign Wars. July —. S. B. DeVaughan.

Charlottesville—Order of Odd Fellows. May 26-27. T. W. Davis Jr., 8 N. 6th st., Richmond.

Danville—Order of Red Men. May 20. A. M. Tennis, Box 485, Hampton, Va.

Norfolk—Knights Templar. May 14-15. C. V. Eddy, Box 58, Winchester, Va.

Norfolk—State Firemen's Assn. Aug. 11-14. O. W. Dabney, 338 N. Madison st., Staunton, Va.

Richmond—Order of Eagles. June —. W. T. Robinson, 703 Court st., Portsmouth, Va.

Richmond—29th Div. Assn. Fourth week in July. Capt. H. Lepper, 343 High st., Newark, N. J.

Richmond—80th Div. Reunion. First week in Aug. C. C. Kramer, 413 Plaza Bldg., Pittsburgh, Pa.

Richmond—Odd Fellows, National (Colored). Aug. 10. J. Needham, 12th & Spruce sts., Philadelphia, Pa.

Roanoke—American Legion. Aug. 23-26.

WASHINGTON

Aberdeen—P. of H., State Grange. June 2-5. F. W. Lewis, 3104 Western ave., Seattle.

Aberdeen—Veterans of Foreign Wars. July 15-17. N. Kime, Tacoma.

Longview—Un. Spanish War Veterans. July 16-18. C. C. Humber, Box 1002.

Longview—American Legion. Aug. 20-22.

Seattle—Pacific Coast Assn. of Magicians. July 9-11. Dr. H. F. Schoonover, 826 Medical Bldg.

Seattle—A. A. O. N. of Mystic Shrine, Imperial Council. July 14-16. J. H. Price, Box 2028, Richmond, Va.

Seattle—Order of Red Men. Aug. 10-11. M. J. Davis, Rm. 215, 814 Second Ave. Bldg.

Seattle—Pacific Coast Assn. Fire Chiefs. July 20-23. J. W. Stevens, 1014 Merchants' Exch. Bldg., San Francisco, Calif.

Spokane—Junior Order. July 24-25. C. E. Riggs, 2814 Rainier ave., Seattle.

Tacoma—Masonic Bodies. May 11-15. H. W. Tyler, Masonic Temple.

Tacoma—State Firemen's Assn. June 18-19. L. J. Ficklin, Kalama, Wash.

Tacoma—F. & A. Masons. June 16-17. H. Tyler, Masonic Temple.

Walla Walla—Order of Odd Fellows. June 23-25. L. J. Jones, 602 Fawcett st., Tacoma.

WEST VIRGINIA

Charleston—Knights of Pythias. Aug. 4. C. W. Boyd.

Huntington—Knights Templar. May 20. H. F. Smith, Box 336, Fairmont, W. Va.

Huntington—American Legion. Sept. 6-9.

Martinsburg—Order of Red Men. May 19-20. T. H. Clay, Box 147, Huntington, W. Va.

Martinsburg—State Firemen's Assn. Aug. 13-14. H. G. Fridinger, 306 Liberty st.

Martinsburg—Cumberland Valley Vol. Firemen's Assn. Aug. 11-12. C. L. Jacobs, 203 Tritle ave., Waynesboro, Pa.

Morgantown—Odd Fellows' Encampment. June 3. C. M. Tarr, Box 316.

Farkersburg—Junior Order. Aug. 24-25. R. F. Lambert, Box 81, Huntington, W. Va.

Wheeling—Knights of Pythias. Aug. 26-27.

Wheeling—Un. Spanish War Veterans. June 14-16. Norris Bruce, Box 269, Piedmont, W. Va.

White Sulphur Springs—Lithographers' Natl. Assn. May 12-14. Maurice Saunders, 295 Madison ave., New York City.

WISCONSIN

Appleton—State Moose Assn. Aug. —. F. Fairchild, Kenosha, Wis.

Baraboo—Order of Odd Fellows. June 2. A. Arveson, 745 N. 10th st., Milwaukee.

Chippewa Falls—Knights of Pythias. Aug. 18-19. V. Moser, Caswell Blk., Milwaukee.

Eau Claire—State Elks' Assn. Aug. —. Lou Uecker, Two Rivers, Wis.

Madison—G. A. R. of Wis. June —. E. Helmstreet, Lake Mills, Wis.

Milwaukee—Disabled Amer. Veterans of World War. July 18-25. V. D. Corbly, 2840 Melrose ave., Cincinnati, O.

Milwaukee—32d Div. Veterans Assn. Sept. 19-20. Byron Beveridge, 1148 Florence Ct., Madison, Wis.

Neeah-Menasha—American Legion. Aug. 16-18. G. H. Stordock, 225 E. Michigan ave., Milwaukee.

Oshkosh—Veterans of Foreign Wars. June 25-28.

Stevens Point—Cath. Order of Foresters. June 8-9. L. P. Fox, 32 N. State st., Chilton, Wis.

Sturgeon Bay—Order of Eagles. June 24-27. E. M. LaPlant.

WYOMING

Laramie—American Legion. Aug. 20-22. E. V. Knight.

Rock Springs—Knights of Columbus. June 13-14. J. F. Sullivan, 3101 Snyder ave., Cheyenne, Wyo.

Sheridan—Order of Eagles. July 6-7. Wm. Edwards, Box 139, Rock Springs, Wyo.

Sheridan—F. & A. Masons. Aug. 24-25. J. M. Lowndes, Masonic Temple, Casper, Wyo.

Wheatland—Order of Odd Fellows. July 21-22. R. W. Chase, 1228 S. Ash st., Casper, Wyo.

CANADA

Brantford, Ont.—Knights of Pythias. July 10-11. A. Coulter, 92 Park rd., Toronto.

Calgary, Alta.—B. F. O. Elks of Canada. July 29-30. R. Burritt, Winnipeg, Man.

Chilliwack, B. C.—Order of Odd Fellows. June 9-11. E. L. Webber, 142 W. Hastings st., Vancouver.

Halifax, N. S.—Int'l. Assn. of Gyro Clubs. July 14-17. E. L. Kagy, 786 Union Trust Bldg., Cleveland, O.

Midland, Ont.—Cath. Order of Foresters. June 9. M. Barry, Toronto, Ont.

Montreal, Que.—Odd Fellows Encampment. May 19. H. R. Wilson.

Niagara Falls, Ont.—Canadian Fraternal Assn. May 19-20. Clair Jarvis, Box 552, London, Ont.

Penticton, B. C.—Knights of Pythias. May 20. Wm. Woodburn, Box 659.

Quebec, Que.—Order of Odd Fellows. May 19-20. G. Laing, Montreal.

St. John, N. B.—Knights of Pythias. Aug. 17-20. W. C. Peters, 94 Spring st.

Saskatoon, Sask.—Order of Odd Fellows. June 10-11. F. D. Gray, 2 Black Block, Regina, Sask.

Sault Ste. Marie, Ont.—Can. Order of Foresters. June 16-18. A. P. Van Someren, Brantford, Ont.

Toronto, Ont.—Amer. Peony Soc. June 24. W. F. Christman, Northbrook, Ill.

Toronto, Ont.—Order of Odd Fellows. June 18-19. W. Brooks, 229 College st.

Toronto, Ont.—Int'l. Assn. Fire Chiefs. July 28-31. J. J. Mulcahey, 16 Franklin ave., Yonkers, N. Y.

Vancouver, B. C.—Knights Templar. Aug. 4-5. J. Macerrow, Montreal, Que.

Winnipeg, Man.—Odd Fellows' Encampment. June 6. G. S. Munn.

Winnipeg, Man.—F. & A. Masons. June 10. J. Russell, Masonic Temple.

Windsor, Ont.—Loyal Order of Moose. July 31-Aug. 3. S. V. Ponton, Box 201.

Windsor, Ont.—Order of Odd Fellows. Aug. 11-12. E. Munro.

Coming Events

ARKANSAS

Bald Knob—Centennial Celebration. July 13-18. J. J. Webb, sevy.

Camden—County Celebration & Water Festival. July 2-4.

Conway—Pageant. June 25.

Damascus—County Homecoming. June 14.

Little Rock—County Pageant. June 29-July 2.

Little Rock—Statehood Day. June 15.

Lockesburg—County Homecoming. May 24-31.

Mena—County Picnic. July 4.

Pine Bluff—Cotton Week. June 1-6.

Van Buren—Pageant. June 15.

CALIFORNIA

Brentwood—Apricot Festival. June 26-28. Chico—Butte Co. Spring Fair & Fiesta. May 11-27. Coronado—Horse Show. July 11-19. Fullerton—Valencia Orange Festival. May 14-16. Chamber of Commerce. Oakland—Mills College Horse Show. May 15-16. Sacramento—Horse Show. Apr. 25-26. San Diego—California-Pacific International Expo. at Balboa Park. Feb. 12-Sept. 9. Frank G. Belcher, pres. Stockton—Horse Show. May 3.

CONNECTICUT

Ansonia—Merchants & Mfrs.' Expo. Apr. 21-25.

FLORIDA

Ruskin—Florida Tomato Festival. May 6-9. George D. (Buck) Buchanan, secy.

ILLINOIS

Astoria—Celebration. May 13-16. Wm. Diamond. Chicago—Premium Expo. & Conv. May 4-8. Howard W. Dunk, secy., 105 Hudson st., Jersey City, N. J. Chicago—Women's Pageant of Progress, Navy Pier. Apr. 18-26. Mrs. Walter D. Burr, secy., 185 N. Wabash ave. Chicago—Chicago National Boat and Sport Show, Navy Pier. May 3-10. Chicago—Indoor Bazaar, Riverview Park. Apr. 11-May 10. Edw. F. Hill, concessions. Chicago—Natl. Conference of Visual Education and Film Exhn. at Parker School, 330 Webster ave. June 22-25. A. P. Hollis, educ. dir. Elgin—Trade & Industrial Show, Chamber of Commerce. Week of May 11. H. G. Lawrence, secy. Lake Forest—Horse Show. June 24-27.

INDIANA

Evansville—Food Show. Apr. 26-28. C. J. Steiss, secy., 283 Central Bldg., Ft. Wayne, Ind. Indianapolis—Home Show. Apr. 17-26. J. F. Cantwell, dir., 412 Chamber of Commerce Bldg. Indianapolis—Auto Races. May 30. Vincennes—American Legion Celebration. Week of July 4.

KANSAS

Florence—Celebration, Business Men's Club. Fourth of July week. H. F. McCreedy. Hanover—Days of '49. Aug. 18-20. Business Men's Club.

KENTUCKY

Pineville—Ky. Mountain Laurel Festival in Pine Mountain State Park. May 29-30. J. H. Bailey, chrm.

LOUISIANA

New Orleans—La. Live-Stock Show. Last week in Apr. B. B. Jones, secy., Box 1460.

MAINE

Lewiston—All-Maine Fair Assn. Mid-Summer Meet. July 13-18.

MASSACHUSETTS

Boston—New England Hotel Expo. Apr. 22-24. W. N. Davis, Pierce Bldg. Springfield—Morton-Hamid Circus. First week in May.

MICHIGAN

Benton Harbor—Blossom Festival. May 3-10. Maurice D. Read, chrm. Grand Rapids—National Inventors' Congress. June 9-12. Holland—Tulip Time Festival. May 16-24. Wm. M. Connelly, secy., Chamber of Commerce. Manistee—Forest Festival. July 2-4. Owosso—Owosso Centennial Celebration. July 1-4. Chamber of Commerce. Traverse City—National Cherry Festival. July 15-17. George Anderson, secy.

MINNESOTA

Luverne—Home-Coming Celebration. June 28-July 4. David H. Smith, secy. Ruthdon—Two-day Celebration during week of June 15, ausp. Community Club. Harold Sattler, chrm.

MISSOURI

Hamilton—Legion Races. Aug. 24-28. R. C. Hendren, chrm. St. Louis—Police Circus in Coliseum. Apr. 24-May 3. Sidney Belmont, mgr. St. Louis—Horse Show. May 21-23. St. Louis—Shrine Jubilee Circus. May 7-9. Tom W. Allen & Al P. Rauer, directors.

NEW HAMPSHIRE

Hampton Beach—Shrine Circus. July 1-10. Morton & Hamid, mgrs.

NEW JERSEY

Atlantic City—Horse Show. May 12-16. Robert W. Leeds, secy., Haddon Hall, Atlantic City.

NEW YORK

Albany—Albany 250th Anniversary. May 29-31. W. E. Fitzsimmons, chrm. New York—American Toy Fair. Apr. 20-May 2. H. D. Clark, secy., 200 Fifth ave. New York—Intl. Stamp Expo., Grand Central Palace. May 9-17. New York—World Two-Way Trade Fair, Port Authority Bldg. May 18-30. R. H. Sexton, 111 8th ave. New York—Lamp Show. July 20-24. George F. Little, 220 Fifth ave. Rochester—Knights of Columbus Society Circus. April 22-27.

NORTH CAROLINA

Asheville—Rhododendron Festival. June 15-19. Fred L. Weede, secy., Chamber of Commerce. Henderson—American Legion Auto Show & Merchants' Expo. Apr. 20-25. Dave Costello, dir. Oxford—Shrine Expo. Week of May 4. C. K. Proctor, secy. Rocky Mount—Morton Hamid Circus. Week of May 11. Selma—Exposition & 4th of July week. Jack C. Roberts, secy. Wallace—N. C. Strawberry Festival. Week of June 2. Mayor Harrell, secy.

NORTH DAKOTA

Bismarck—Pioneer Days Festival. July 3-5. Frank Milhollan, chrm.

OHIO

Cleveland—Great Lakes Expo. June 27-Oct. 4. Lincoln G. Dickey, gen. mgr., 1803 Terminal Tower. East Palestine—Street Fair. Aug. 27-29. Henry N. Ashbridge, secy. New Waterford—Fire Dept., Street Fair. Aug. 5-8. C. A. Klein. Silvertown—Cincinnati-Spring Festival. June 2-6. E. R. Meinzen, 6731 Highland ave.

Toledo—Sportsman's & Motor Boat Show, Civic Aud. Apr. 28-May 5. Grover C. Graham, secy. Twinsburg—Home-Coming Celebration. July 31-Aug. 1. L. E. Holt, chrm.

OKLAHOMA

Pond Creek—American Legion Reunion. July 20-25. Tulsa—Petroleum Expo. May 16-23. Leslie Brooks, 112 E. 3d st.

OREGON

Portland—Portland Rose Festival. June 10-13.

PENNSYLVANIA

Amberson—Amberson Valley Picnic. July 24-25. M. A. Beam. Berwick—Berwick Sesquicentennial. June 29-July 4. Clyde Croft. Devon—Horse Show & Country Fair. May 25-30. S. Bond, 901 Market st., Philadelphia. Franklin—Rocky Grove Volunteer Firemen's Fair. Aug. 4-8. John B. Peterson, chrm. Greenwood Furnace—Old-Timers Homecoming. Aug. 8. M. A. Beam. Henrietta—Farmers' Reunion. July 22-23. M. A. Beam. Milton—Firemen's Week. Second week in June. Miltonian Fire Co. Osceola Mills—Firemen's Fair. July 1-4. Leon Luxenberg, secy. Philadelphia—Univ. of Pa. Relay Carnival. Apr. 24-25. H. J. Swartz, mgr. Philadelphia—Indoor Horse Show. June 10-13. Mrs. R. A. Cannon, Ardmore, Pa. Pittsburgh—Municipal Jubilee & Expo., Forbes Field. Week of June 22. Jas. N. McGrath Jr. Selinsgrove—Carnival & Night Fair. Week of July 20. Roland E. Fisher, chrm. Shade Gap—Shade Gap Picnic. July 29-Aug. 1. M. A. Beam.

SOUTH DAKOTA

Aberdeen—American Legion Celebration. June 10-13. W. J. Kane. Yankton—Diamond Jubilee. June 7-13. E. J. Dowling, Dir., Box 216.

TENNESSEE

Bells—Strawberry Festival. May 14-16. Chamber of Commerce. Collierville—Cheese Carnival. Apr. 23-25. John Montgomery, chrm. Humboldt—Strawberry Festival. May 6-8. Memphis—National Cotton Show & Memphis Cotton Carnival Assn. May 11-16. R. B. Snowden Jr., chrm., Hotel Chisca. Nashville—Nashville Iris Festival. May 3-9. W. A. Manier, pres.

TEXAS

Amarillo—Centennial Pageant. May 15. Austin—American Legion Centennial Celebration. July 2-4. Ballinger—Golden Anniversary. June 28-30. Bastrop—Centennial Pageant & Celebration. July 2-4. Bay City—Centennial Play Day. Apr. 25. Beeville—Historical Celebration. May 8. Belton—Centennial Memorial Celebration. May 10. Belton—Celebration & Rodeo. July 4. Benjamin—Knox Co. Semi-Centennial. June 3. Borger—Pageant & Rodeo. July 3-5. Bowie—Pageant & Celebration. July 4. Brady—Centennial Carnival. July 1-4. Breckenridge—Anniversary Celebration. July 10-12. Brenham—Centennial May Festival. May 13-14. Brownsville—Intl. Pageant of Transportation. May 15. Brownwood—Centennial Regatta. June 19-21. Center—Watermelon Festival. July 17-18. Childress—Texas Under Six Flags Pageant. June 25. Cisco—Golden Jubilee Celebration. July 4. Clarendon—Celebration & Pioneers Roundup. July 4. Coleman—W. Texas Historical Expo. July 13-15. Comfort—Rodeo & Pageant. July 4-5. Commerce—Centennial Pageant. May 23. Corpus Christi—Water Pageant & Sports Parade. June 10-13. Cotulla—Centennial Celebration. July 3-4. Crowell—County Jubilee Celebration. Apr. 27-28. Dallas—Texas Centennial Central Expo. in Fair Park. June 6-Nov. 29. W. A. Webb, gen. mgr. D'Hanis—Fort Lincoln Celebration. May 26. Eagle Pass—Border Jubilee. July 3-5. Electra—Oil Expo. & Centennial Jubilee. June 19-20. Farmersville—Onion Festival. June 1-2. Floydada—Pioneer Day Celebration. May 28. Fort Stockton—Water Carnival. June 11-13. Ft. Worth—Texas Frontier Centennial. June 6-Dec. 1. Freeport—King Fish Rodeo. July 1-5. Fredericksburg—Founding Anniversary. May 9-10. Freeport—Battle of Velasco Commemoration. May 14. Galveston—Water Carnival. July 19-26. Galveston—Oleander Festival. June 18-21. Groesbeck—Mexico—Celebration of Fort Parker. May 19. Hillsboro—Pageants of Progress. May 20-22. Jacksonville—National Tomato Show. May 31-June 6. Jasper—Historical Pageant. June 1-3. Kerrville—Historical Celebration. July 4. Killen—Birthday & Pioneer Celebration. May 31-June 7. Leonard—Centennial Pageant. June 3. McAllen—Amer. Legion Celebration. July 4. Marshall—Historical Pageant & Celebration. May 4-6. Mart—Centennial Homecoming. July 1-4. Midland—Rodeo & Fair. June 26-28. Mt. Pleasant—Milk Festival. June 23-24. New Braunfels—Centennial Celebration. July 4-5. New Ulm—Centennial Celebration. May 21. Ozona—Rodeo & Stock Show. July 2-4. Paducah—Cattle & King Pioneer Jubilee. May 26-28. Pampa—Panhandle Centennial & Oil Expo. June 2-5. Plainview—Pioneers' Roundup. May 23. Port Aransas—Tarpon Rodeo. June 19-21. Port Lavaca—Centennial Regatta. June 1-2. Rock Springs—Live-Stock Exhibit & Rodeo. July 3-4.

San Antonio—Annual Fiesta & Battle of Flowers. Apr. 20-25. Jack Raybould, secy., 207 Insurance Bldg. San Antonio—Music Under Six Flags. May 3-9. San Augustine—Historical Celebration. May 28-30. San Marcos—Centennial Pageant. May 1. San Marcos—Pioneer Day. May 8. Seguin—Historical Pageant & Musical Festival. Apr. 20-May 2. Slaton—Silver Anniversary Celebration. June 15. Sulphur Springs—Centennial Celebration. June 3. Sweetwater—Water Carnival. July 16-17. Temple—Pioneer Day & Birthday Celebration. June 29. Terrell—Amer. Legion Celebration. July 2-4. Tulla—Centennial Roundup. July 17. Uvalde—County Honey Festival. May 7-8. Van Horn—Centennial Day. May 15. Vernon—Historical & Industrial Review. Apr. 27-May 3. Weatherford—Parker Co. Fruit & Melon Exhibit. July 30-31. Wortham—Colonization of Texas Pageant. May 7. Yoakum—Tomato Tom Tom Festival. June 5-6.

VIRGINIA

Keller—Eastern Shore Potato Blossom Festival. May 29-30. L. F. Purvis, secy.

WASHINGTON

Spokane—Spokane Sportsmen's Show. May 18-24. W. G. Oves, secy., Civic Bldg.

WISCONSIN

Beloit—100th Anniversary. May 30-June 1. Eau Claire—Home & Flower Show. Apr. 22-25. Chamber of Commerce.

Fond du Lac—Centennial & Home-Coming Celebration. June 28-July 4. Madison—Centennial Celebration. June 27-July 5. Wm. Whitney, chrm. Oshkosh—Centennial Celebration. July 19-25. E. A. Clemans, chrm. Rhinelander—Heart of the Lakes Expo. Aug. 2-8. Joseph Mercedes, dir. Watertown—Centennial Celebration. July 2-5. Harry N. Smith, chrm.

CANADA

Kenora, Ont.—Old Home Week. July 4-11. Montreal, Que.—Morton-Hamid Circus. May 10-17. Vancouver, B. C.—Golden Jubilee Celebration. July 3-18.

Prescott—Prescott Frontier Days. July 2-5. Grace M. Sparkes.

CALIFORNIA

Alturas—Alturas Roundup. July 4-5. E. F. Auble. Corona—Corona Rodeo. May 2-3. Dinuba—American Legion Rodeo. Nov. 10-11. Gilroy—Gilroy Roundup & Gymkhana. May 20-31. George C. Millas Jr., mgr. Hanford—Hanford Pioneer Rodeo. May 3. Lee Rice. Hayward—Hayward Rodeo. May 23-24. J. H. Rowell. Hollister—San Benito Co. Saddle Horse Assn. Aug. 21-23. Roy A. Hubbell. Lakeside—Lakeside Rodeo. July 4-5. George R. Miller. Lakeside—Lakeside Rodeo. Sept. 6-7. George R. Miller. Livermore—Livermore Rodeo Assn. June 13-14. M. G. Callaghan. Madrone—Madrone Rodeo. May 17. Alfred H. Escoffier. Marysville—California Stampede. May 30-31. J. A. Frederick. Modesto—Modesto Frontier Days. May 2-3. Lucky McFall. Sallinas—California Rodeo. July 16-19. Fred S. McCargar. Sonoma—Sonoma Rodeo, ausp. Chamber of Commerce. June 21. Wade H. Wilson. Sonora—Mother Lode Rodeo. May 9-10. J. H. Rowell, Hayward, Calif. Visalia—Visalia Rodeo. June 6-7. Frank Keefe. Willits—Willits Frontier Days. July 3-5. Allan M. Sacry.

COLORADO

Akron—Eastern Colorado Roundup. Aug. 19-21. R. E. Fisher. Greeley—Greeley Spud Rodeo. July 4. E. H. Folbrecht. Monte Vista—Ski-Hi Stampede. July 29-31. J. H. Beatty.

IDAHO

Caldwell—Homesteaders' Jubilee & Night Rodeo. Aug. 20-22. Chas. Laursen. Filer—Rodeo. Sept. 8-12. Gooding—Gooding Rodeo. Aug. 27-29. Herb Love. Lewiston—Lewiston Roundup. Sept. —. Mrs. Fred C. Erb. Nampa—Harvest Festival & Rodeo. Sept. 7-9. Burton W. Reeves. Soda Springs—Henry Stampede & Stockmen's Reunion. Aug. 6-8. S. E. Matthews.

ILLINOIS

Springfield—Rodeo. May 4-9. Milt Hinkle, arena dir.

IOWA

Des Moines—Rodeo, ausp. Police Dept. May 25-30. Milt Hinkle, arena dir. Sidney—Iowa's Championship Rodeo. Aug. 18-21. R. N. Archie.

MAINE

Lewiston—Stampede & Rodeo, Fair Assn. July 13-18.

MONTANA

Butte—American Legion Rodeo. July 9-12. Earle N. Genzberger. Livingston—Livingston Roundup. July 2-4. Sol Frank. Miles City—Miles City Roundup. July 3-5 (tentative). L. B. Foster. Red Lodge—Red Lodge Rodeo. July 3-5. L. M. Slavens. Wolf Point—Wolf Point Stampede. July 9-11. O. C. Johnson.

NEBRASKA

Alliance—American Legion Panhandle Stampede. June 27-29. E. V. Black.

Broken Bow—Fair-Rodeo. Sept. 2-4. P. G. Richardson. Burwell—Nebraska's Big Rodeo. Aug. 12-14. F. W. Manasil. North Platte—North Platte Roundup. July 3-5. John A. Stryker.

NEVADA

Fallon—Fallon '49 Show & Rodeo, ausp. American Legion. Sept. 5-7. W. A. McCaw. Las Vegas—Rodeo. Apr. 24-26. Reno—Reno Rodeo. July 3-5. Dud R. Day. Winnemucca—Nevada Rodeo, ausp. Fair Assn. Sept. 5-7. H. C. Oastler.

NEW JERSEY

Woodstown—Salem Co. Fair-Rodeo. Aug. 4-8. Howard Harris Jr.

NEW YORK

New York—Madison Sq. Garden Rodeo. Oct. 7-25. Frank Moore, mgr.

OHIO

Cleveland—Rodeo. Apr. 20-25. Milt Hinkle, arena dir.

OKLAHOMA

Ardmore—Ardmore Rodeo. May 29-31. Florence Randolph. Buffalo—Doby Springs Rodeo. July 17-19. Ace Soward. Hinton—Kiwanis Club Rodeo & Round. Aug. 5-7. Elmo C. Rankin. Okeene—Pratt's Rodeo. July —. Woodward—Elks' Rodeo. Sept. 18-20. J. O. Selman.

OREGON

Gresham—Rodeo. Aug. 24-30. Heppner—Heppner Rodeo. Aug. 27-29. L. L. Gilliam. Molalla—Molalla Backeroo. July 3-5. E. R. Wallace. Pendleton—Pendleton Roundup. Sept. 10-12. Roy W. Ritner.

SOUTH DAKOTA

Belle Fourche—Black Hills Roundup. July 3-5. L. C. Morrison. Deadwood—Days of '76. Aug. 6-8. Neil Perriquet.

TEXAS

Big Spring—Cowboys' Reunion & Rodeo. Sept. 7-9. Canadian—Anvil Park Rodeo. July 2-4. C. A. Studer. Dallas—World's Championship Rodeo at Texas Centennial. June 6-25. Col. W. T. Johnson. Dallas—World's Championship Rodeo at Texas Centennial. Sept. 7-22. Col. W. T. Johnson. Falfurrias—American Legion Rodeo. July 2-4. Fort Worth—Frontier Days' Centennial Celebration. Opens July 1. Billy Rose, managing dir. Pecos—Wild West Rodeo. July 2-4. Stamford—Cowboys' Reunion & Rodeo. July 2-4.

UTAH

Mona—Rodeo. May 16-17. Nephi—Ute Stampede. July 9-11. Dr. P. L. Jones. Ogden—Pioneer Days' Rodeo. July 22-25. Mayor Harman W. Peery.

WASHINGTON

Ellensburg—Ellensburg Rodeo. Sept. 5-7. Fred T. Hofmann.

WYOMING

Cheyenne—Cheyenne Frontier Days' Celebration. July 22-25. Robert D. Hanesworth. Cody—Cody Stampede. July 2-4. Meyer Rankin. Lander—Lander Pioneer Days. July 3-4. E. L. Newton. Sheridan—Sheridan-Wyo-Rodeo. July 15-17. H. T. Cheney.

CANADA

Calgary, Alta.—Calgary Stampede. July 6-11. E. L. Richardson.

Frontier Contests

ARIZONA

Prescott—Prescott Frontier Days. July 2-5. Grace M. Sparkes.

CALIFORNIA

Alturas—Alturas Roundup. July 4-5. E. F. Auble. Corona—Corona Rodeo. May 2-3. Dinuba—American Legion Rodeo. Nov. 10-11. Gilroy—Gilroy Roundup & Gymkhana. May 20-31. George C. Millas Jr., mgr. Hanford—Hanford Pioneer Rodeo. May 3. Lee Rice. Hayward—Hayward Rodeo. May 23-24. J. H. Rowell. Hollister—San Benito Co. Saddle Horse Assn. Aug. 21-23. Roy A. Hubbell. Lakeside—Lakeside Rodeo. July 4-5. George R. Miller. Lakeside—Lakeside Rodeo. Sept. 6-7. George R. Miller. Livermore—Livermore Rodeo Assn. June 13-14. M. G. Callaghan. Madrone—Madrone Rodeo. May 17. Alfred H. Escoffier. Marysville—California Stampede. May 30-31. J. A. Frederick. Modesto—Modesto Frontier Days. May 2-3. Lucky McFall. Sallinas—California Rodeo. July 16-19. Fred S. McCargar. Sonoma—Sonoma Rodeo, ausp. Chamber of Commerce. June 21. Wade H. Wilson. Sonora—Mother Lode Rodeo. May 9-10. J. H. Rowell, Hayward, Calif. Visalia—Visalia Rodeo. June 6-7. Frank Keefe. Willits—Willits Frontier Days. July 3-5. Allan M. Sacry.

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Akron—Eastern Colorado Roundup. Aug. 19-21. R. E. Fisher. Greeley—Greeley Spud Rodeo. July 4. E. H. Folbrecht. Monte Vista—Ski-Hi Stampede. July 29-31. J. H. Beatty.

IDAHO

Caldwell—Homesteaders' Jubilee & Night Rodeo. Aug. 20-22. Chas. Laursen. Filer—Rodeo. Sept. 8-12. Gooding—Gooding Rodeo. Aug. 27-29. Herb Love. Lewiston—Lewiston Roundup. Sept. —. Mrs. Fred C. Erb. Nampa—Harvest Festival & Rodeo. Sept. 7-9. Burton W. Reeves. Soda Springs—Henry Stampede & Stockmen's Reunion. Aug. 6-8. S. E. Matthews.

ILLINOIS

Springfield—Rodeo. May 4-9. Milt Hinkle, arena dir.

IOWA

Des Moines—Rodeo, ausp. Police Dept. May 25-30. Milt Hinkle, arena dir. Sidney—Iowa's Championship Rodeo. Aug. 18-21. R. N. Archie.

MAINE

Lewiston—Stampede & Rodeo, Fair Assn. July 13-18.

MONTANA

Butte—American Legion Rodeo. July 9-12. Earle N. Genzberger. Livingston—Livingston Roundup. July 2-4. Sol Frank. Miles City—Miles City Roundup. July 3-5 (tentative). L. B. Foster. Red Lodge—Red Lodge Rodeo. July 3-5. L. M. Slavens. Wolf Point—Wolf Point Stampede. July 9-11. O. C. Johnson.

NEBRASKA

Alliance—American Legion Panhandle Stampede. June 27-29. E. V. Black.

Dog Shows

CALIFORNIA

Del Monte—July 12. Miss Marion Kingsland, Carmel, Calif. Long Beach—Aug. 8-9. Mrs. K. M. Coke, 600 N. Freeman st., Oceanside, Calif. Los Angeles—May 23-24. John Bradshaw, 1814 S. Grand ave. Pasadena—June 14. H. H. Cannon, Edison Bldg., 601 W. 5th st., Los Angeles. Ventura—Apr. 25-26. Mrs. Grayce Greenburg, Camarillo, Calif.

CONNECTICUT

Darien—Aug. 15. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Greenwich—June 6. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Westport—June 7. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

DISTRICT OF COLUMBIA

Washington—Apr. 24-25. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

ILLINOIS

Kankakee—Apr. 26. Sidney Herbst, Hotel Kankakee.

INDIANA

Anderson—May 16-17. Mrs. J. L. Roby. Ft. Wayne—May 9-10. Mrs. B. Dennis, R. R. 1. Terre Haute—June 14. J. E. Bigwood, 1242½ S. 5th st.

KENTUCKY

Louisville—May 2-3. E. L. Morris, 2203 Edgehill road.

MARYLAND

Easton—June 7. Miss H. A. Schuyler. Pikesville—May 3. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa.

MASSACHUSETTS

Brookline—June 14. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Hamilton—Aug. 29. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Lenox—Aug. 22. Foley, Inc., 2009 Chestnut st., Philadelphia, Pa. Springfield—Apr. 25. Mrs. J. M. Bordeaux, 67 Pleasant st., E. Longmeadow, Mass. Worcester—May 2. Miss G. M. Sullivan, 67 Oxbridge st.

MICHIGAN

Flint—May 31. E. J. Blumenshine, 402 Burroughs ave.

MINNESOTA

Mankato—Apr. 28. E. W. Behrens, 320 S. 2d st. Minneapolis—Apr. 25-26. P. M. Kroeger, 631 Marquette ave.

April 25, 1936

Rochester—Apr. 30. Arthur E. Gates.
St. Paul—May 2-3. Mrs. T. A. Pederson, 967
Galvin ave.

NEW JERSEY

Hoboken—May 9. Mrs. H. S. Hotaling, R. D.
2, Westwood, N. J.
Madison—May 23. Foley, Inc., 2009 Chestnut
st., Philadelphia, Pa.
Rumson—June 27. Foley, Inc., 2009 Chest-
nut st., Philadelphia, Pa.
South Orange—June 14. Foley, Inc., 2009
Chestnut st., Philadelphia, Pa.
Trenton—May 10. Mrs. L. C. Haskell, 1433
Lawrence road.

NEW YORK

Hewlett Harbor—May 17. Foley, Inc., 2009
Chestnut st., Philadelphia, Pa.
Larchmont—July 5. Foley, Inc., 2009 Chest-
nut st., Philadelphia, Pa.
Middletown—May 16. Foley, Inc., 2009
Chestnut st., Philadelphia, Pa.
Mt. Kisco—June 13. Foley, Inc., 2009 Chest-
nut st., Philadelphia, Pa.
New York—May 22—Foley, Inc., 2009 Chest-
nut st., Philadelphia, Pa.
Rye—May 24. Foley, Inc., 2009 Chestnut st.,
Philadelphia, Pa.
Purchase—May 9. Mrs. W. K. Hitchcock, Box
145, Pleasantville, N. Y.
Schenectady—Aug. 23. Foley, Inc., 2009 Chest-
nut st., Philadelphia, Pa.
Syracuse—June 21. Foley, Inc., 2009 Chest-
nut st., Philadelphia, Pa.
Troy—June 20. Foley, Inc., 2009 Chestnut
st., Philadelphia, Pa.
White Plains—May 3. Mrs. M. C. McGlone,
1422 Pelham Parkway, New York City.

OHIO

Ashland—June 7. R. W. Bear.

PENNSYLVANIA

Allentown—June 21. C. S. Heck, R. 5.
Devon—May 30. Foley, Inc., 2009 Chestnut
st., Philadelphia, Pa.
Noble—May 31. Foley, Inc., 2009 Chestnut
st., Philadelphia, Pa.
Philadelphia—May 2. Foley, Inc., 2009 Chest-
nut st., Philadelphia, Pa.
Philadelphia—May 24. Foley, Inc., 2009 Chest-
nut st., Philadelphia, Pa.
Sewickley—June 27. Foley, Inc., 2009 Chest-
nut st., Philadelphia, Pa.
Skytop—Aug. 1. Foley, Inc., 2009 Chestnut
st., Philadelphia, Pa.
Whitemarsh—May 24. Foley, Inc., 2009 Chest-
nut st., Philadelphia, Pa.

RHODE ISLAND

Portsmouth—Aug. 8. Foley, Inc., 2009 Chest-
nut st., Philadelphia, Pa.

TENNESSEE

Memphis—May 14-15. B. W. Smith, 1190
Greenwood st.

WISCONSIN

Milwaukee—Aug. 27-28. M. F. Couillard, 937
N. 26th st.
Wausau—June 28. M. J. Splaine.

MORE SHOWS

(Continued from page 36)

officials, headed by Mayor Herbert Smart, were on hand for the opening.

Visitors noted at opening were Mrs. Wally Gollmar and son, Wally Jr., Evansville, Wis.; George Cable, who has the billposting plant at Waukesha, Wis., and wife; Mrs. Helen Haag Durrett and Brownie Rogers, of the Mighty Haag Circus; Major A. Korst, Marianna, Fla., and F. L. Fussell, Fitzgerald, Ga. Haag folks came over especially to visit Frank McGuyre, legal adjuster. Frank's daughter, Myrtle, is forging to the front as a performer and this season is in many spots on program.

The show has abandoned the street parade, at least for an experimental period. Manager Charles Sparks will study the reaction to elimination of parades and if unfavorable it is understood here that parade equipment can be added to show on short notice.

The Program

Opening spec and pageant, *The Evolution of Rhythm*, is a colorful, brilliantly consumed musical revue.

No. 2.—Introduction of Jack Hoxie, Western movie star.

No. 3.—Dogs riding ponies, worked by Bert Wallace and Irvin Arnold.

No. 4.—Leaps—Stanley White and Tony Scalar, principal leapers, and Roy Leonhart, Johnny Bossler, Eddie Williams, Shorty Hinkle, Minert D'Orla, Chet Hooper and others.

No. 5.—Miss Georgiana in foot slide and Mickey Larkin in head slide.

No. 6.—Principal riding act—Eddie Hendricks, George Hanneford and Isobel Gilligan.

No. 7.—Swinging ladders: Marian Shuford, Ida White, Georgia Lund, Belle Roberts, Mae McNeil, Jeanette Wallace, Frances Widener, Myrtle McGuyre, Inez and Pauline Butters, with Ella Harris, vocalist.

No. 8.—Two herds of elephants worked by Edward Doherty, Albert Moody, Ella Harris and Myrtle McGuyre.

No. 9.—Karl and Mickey Larkin in the Larkin "furniture-moving act" and comedy acrobatic number with Roy Leonhart, Stanley White, Johnny Bossler, Minert D'Orla and Tony Scalar.

No. 10.—Pigs worked by Bert Wallace and dogs by Jewel Poplin.

No. 11.—Clown walkarounds.

No. 12.—Roberts trio on aerial bars—Stewart Roberts, Charles Forrest and Jack Skimon.

No. 13.—Clown walkarounds.

No. 14.—Pauline Butters and Chris-

tobel Roberts in iron jaw number and Ernie White, head balancing.

No. 15.—Comedy boxing number. George Wells, Minert D'Orla and Roy Leonhart.

No. 16.—Liberty act, horses worked by Carlos Carreon and Bert Wallace and ponies by Irvin Arnold.

No. 17.—Clown walkarounds.

No. 18.—Bert Dearo and Corinne Dearo in aerial contortion.

No. 19.—Butters Family (five) on wire.

No. 20.—Two elephants on tight rope, worked by Edward Doherty and Albert Moody.

No. 21.—Frisco's seals, worked by Capt. Harry Pickard.

No. 22.—Muscle grinds: Ella Harris, Myrtle McGuyre and Corinne Dearo.

No. 23.—Hanneford family of riders, featuring George Hanneford, assisted by Eddie Hendricks, Isobel Gilligan and Mrs. George Hanneford. Charles Forrest in seats.

No. 24.—Menage numbers: Christobel Roberts, Jewel Poplin, Marian Shuford, Georgia Lund, Pauline and Inez Butters, Frances Widener, Ella Harris, Myrtle McGuyre, Mae McNeil, Carlos Carreon, Irvin Arnold, Jasper Davis and Bert Wallace.

No. 25.—Ernie and Ida White and Mickey and Karl Larkin in perch numbers and Bert Dearo, frog contortion.

No. 26.—High jumps. Riders: Carlos and Etta Carreon, Marion Shuford, Myrtle McGuyre, Jasper Davis, Irvin Arnold and Jewel Poplin.

The Staff

Charles Sparks, manager; Charles Katz, assistant manager; Jerome T. Harriman, general agent; Clint W. Shuford, treasurer; William Morgan, secretary and auditor; Frank McGuyre, legal adjuster; J. R. Hervey and Ralph Duncan, local contractors; Irish Horan, manager advertising cars; Charles (Cracker) Burke, brigade manager; William Wilken and Eddie Jackson, press representatives; Harry Mack, press agent back and announcer; Joseph Staley, checker-up; M. Malman, superintendent concessions; W. E. DeBarrie, manager Side Show; Bert Wallace, equestrian director; George Singleton, boss canvasman; Grady Blackwell, assistant boss canvasman; Everett Bridgeman, in charge front door; Barney Lonsdorf, superintendent properties; Clarence Harmon, assistant; Joe Gilligan, superintendent transportation; Edward Doherty, superintendent menagerie and elephants; Albert Moody, assistant superintendent menagerie; Irvin Arnold, superintendent ring stock; Arthur Berry, superintendent Side Show canvas; Rodney Harris, leader big show band; Antonio Lasky, chief electrician; Jack Alamon, assistant; Mickey O'Brien, superintendent wardrobe; Walter Harris, time-keeper; R. O. Scatterday, banner advertising; Chester Mays, superintendent inside tickets; Bob Parker, chief usher; Frank (Mitt) Carl, steward; Fred DeIvey, superintendent construction; Edward Washington, Side Show band leader; J. S. Kritchfield, Side Show front door; Leslie Avery, tax box; William McNeil, master mechanic; Jimmy Salter, 24-hour agent; Budd Cave, blacksmith.

Rodney Harris' band renders exceptionally good musical score for big show. Band includes J. W. Swiheart, Jake Mills, Earl Wescott, R. F. Stansbury, Bill Sund, J. Wilson Cliffe, O. R. Minelre, Woodrow Brokaw, Frank M. Eccles, Billy Todd, Craig Ferguson, Joe Paulson.

Cloves include Roy Leonhart, producing clown; Minert D'Orla, clown cop, who also works come-in; Mickey O'Brien, Stanley White, Chet Hooper, Eddie Williams, Harold Hall, Al White, Johnny Bossler and Shorty Hinkle.

Inside tickets, Chester Mays, Harry Miller, James McCarthy and Fleming Wilson.

Candy stands: M. Malman, superintendent; Ellsworth Somers, assistant and banners; B. F. Bussell, checker; W. Underwood and Somers, sweets; Frank Faircloth, snow machine; Clyde Welch, candy floss; Robert Branam, ice cream; Raymond Moody, No. 1 outside stand; J. Sullivan, No. 2 stand; Jake Jacobson, novelty stand; Ray Horning and John Brown, inside novelties; Harry Nantell, hop scotch; Bench Hand and wife, managers lunch stand—Joe Malone, Arthur Stephens, assistants; Harry Lord, Lee Faulkner, John Lindy, Al Abbott, seat men; Ches Johnson, porter.

The Side Show

W. E. DeBarrie's lineup for Side Show includes Jack Cavanaugh and K. L. Peck, ticket boxes; Carl Thorson, inside lecturer and juggler; J. H. McHugh and Princess Estelle, mental act; Mlle. DeBarrie's Australian bird circus; Mac's South Sea Islanders with Florence Peck and Miss Cavanaugh, dancers; Myrna Karsey, snakes; Siberian torture mystery,

and Edward Washington's minstrels and band of 14 people.

Rice Bros.' Circus

JACKSON, Tenn., April 18.—All elements of the weather seemed to have entered into conspiracy to annihilate the opening of Rice Bros.' Circus here April 11, under auspices of the West Tennessee District Fair Association, where the show had spent the winter at the fairgrounds.

Resplendent in gay spring attire, with everything repainted, rebuilt and decorated, with an excellent performance, credit for which goes to Equestrian Director Freddie Nelson, and with the calm and deliberate determination of General Manager Ray Marsh Brydon to give the people of West Tennessee one of the best circus performances they had ever enjoyed, all efforts came to naught as along came old man Jup Pluv and his cohort, King Zero, and effectually decided otherwise.

The opening preview, in reality a full-dress rehearsal, April 10, attracted several hundred.

On April 11, the official opening date, the show was rained out at night, only a mere handful of dyed-in-the-wool circus lovers braving the elements to put in an appearance. Confronted with many obstacles, Brydon proved himself a Trojan. With mud all around him he, with the help and loyalty of his staff and employees, succeeded in getting the show down and loaded. Sunday the cavalcade of trucks left Jackson and the following day the circus in its entirety played to good business in sunshine at Fulton, Ky.

Some of the outstanding features are Bedini and Sir Victor, with their beautiful English thoroughbreds; Prince Kozak, wire walker; sumptuous pageant, *Fiesta Days in Spain*, with Lillian Navarre; Al Bedell, whose slide for life on roller skates thrilled; Mary Miller with her aerial acrobatic ballet, and Taylor's high-jumping horses.

The following is a complete program of opening performance which caused *The Jackson Sun* of April 12 to say in headlines, "Rice Bros.' Circus draws much praise":

The Program

No. 1.—Grand entry.

No. 2.—Cloud swing, Ria Duffy, Mary Miller, Helen Duffy.

No. 3.—Clowns.

No. 4.—Ponies, trained and presented under direction of Jim Williams.

No. 5.—Swinging ladders, Helyn Duffy, Mary Miller, Esther Sutton, Anna Sutton, Ria Duffy.

No. 6.—Madame Bedini, in Act Beautiful.

No. 7.—Dogs, presented by Marion Pervis, Capt. Reed and Dolly Davis, trained by Reed. (First concert announcement.)

No. 8.—Foot slide by Al Bedell, done with roller skates.

No. 9.—Danny McPride and his wonder dogs.

No. 10.—High-jumping horses. Riders: Harry Butcher, Estelle Taylor, Jitney Wright, Harry Taylor, Mary Cardinal.

No. 11.—Rings, Ria Duffy; iron jaw, Flo Perez; aerial loop, Mary Miller.

No. 12.—Betty Burtis, trained doves; Betty Miller, toy fox dogs; cockatoos. On track, leaping greyhounds, Jim Williams.

No. 13.—Clown numbers.

No. 14.—Menage mules, Dick Colvin, Rube Eagan; bucking mule, James Henry.

No. 15.—Menage horses, trained and presented by Sir Victor and Madame Bedini.

No. 16.—Rice Bros.' elephants, presented by Capt. Smith. (Second concert announcement.)

No. 17.—Clowns.

No. 18.—Wire acts, Al Bedell, Great Kodaz, Mary Miller.

No. 19.—Clowns, headed by Danny McPride, producing clown.

No. 20.—Menage, Harry Butcher, Jitney Wright, Estelle and Harry Taylor.

No. 21.—Riding dogs and monks, presented by Esther Sutton, Jim Williams, Anna Sutton.

No. 22.—Clowns.

No. 23.—Perez Trio, acrobats, and Mary Miller, gymnast.

No. 24.—Clowns.

No. 25.—Rice ponies and Bedini ponies.

No. 26.—Five Flying Burtis.

Lillian Navarre, prima donna, sings with band during band concert.

During the program the Thousand Pounds of Harmony Quartet renders selections. The band is under direction of Tommy Comstock who also is calliope player, with John Dusch as leader; Frank Ludwig and Jack Cheuvrant, drummers; Bill Krajewsky, Ed Falte and Bill Fowler, cornet; Walter Cook and Percy Turner, trombone; Louis Mittendorf, baritone; E. W. Eyestone and Jack Fogg, bass; Jack

Leffel and Carl Piefer, clarinets.

The Wild West concert is headed by Harry Taylor, with Shorty Butcher, all-around hand; Jitney Wright, trick rider and knife throwing; Joe Moreno, roping and trick rider; Mary Cardinal, trick rider and jumping horse; Henrietta Moreno, trick rider and menage; Ester Sutton, trick rider; Anna Sutton, menage.

Famous Robbins Circus

MILLEDGEVILLE, Ga., April 18.—First-class circus entertainment at a fast pace is found in the performance of the Famous Robbins Circus, which began its tour here April 11. Three performances were given. The first was at 10:30 a.m., at which time 700 inmates of the Georgia State hospitals were guests of the management.

The Robbins show has wintered in the Middle Georgia fairgrounds, coming in late last November as the Bond Bros. Opening here was sponsored by the fair association and it was the first circus in many years to play inside city.

Show equipment is neat and in good shape. Big top is a 90 with two 30 and one 40 middles. Performance is given in three rings and a steel arena. Arena is located in rear of middle ring.

George Barton is equestrian director and announcer; also works in the Barton riding act. Performance on first night ran one hour and 27 minutes and had few rough edges. The opening spec features Marie Vann, soprano, singing *Roses of Picardy* in good voice.

Among principal applause winners were Bounding Johnson; the Barth teeterboard act; Frank Satori, in feats of hand balancing; elephant act with one unusually well-trained tusker and the Barton riding act. Wild animal act in arena, seven lions worked by Capt. Swede Johnson, closes show. Concert features Rex, movie dog. Music is furnished by Verne Perry and seven-piece band. Bumpy Anthony heads clown contingent.

Business at opening stand declared "satisfactory," a two-thirds capacity at night.

Many visitors from Downie show, including Mr. and Mrs. Charles Sparks, Charles Katz, Harry Mack and Jack Hoxie.

Show is under management of James Heron; advance under direction of James M. Beach, general agent; Side Show managed by Jack Sampson.

Delegation of Milledgeville civic leaders, headed by Capt. J. H. Ennis, invited show to winter here again.

Walter L. Main Circus

ROCK HILL, S. C., April 18.—Walter L. Main Circus opened here April 10 after wintering at the fairgrounds. Rain fell all day, lot was muddy but attendance was better than expected. A new big top and side-show top make an impressive appearance.

Show is billed as the 50th Golden Jubilee tour. Walter L. Main is general agent; F. J. Frink, contracting agent; Ben Holmes, in charge of opposition brigade, and Joseph Almond, in charge of 12 billposters and billers.

The Program

Tarzan, "The Human Ape," has headline space in the billing and gave a pleasing performance with his manager, Felix Patty. Harry LaPearl is producing clown. The St. Leon Family of riders is billed, as are Singing Tom Teyler, cowboy songbird, and Jerry Burrell's Wild West. Irah Watkins presents "Mickey McGuire" in addition to trained horses, ponies, monkeys and dogs. Kirk Adams has dogs, ponies and monkeys. Then there are Ernie Wiswell and his Funny Ford, Morris Troupe of acrobats and Tom and Betty Waters on the silver wire. The Omaha Indians made an impressive presentation with the entire company in opening spec, *Awake, America*. Willard Brothers, on horizontal bars; Newton's Elephants, Joe Hodgini and family and many other smaller acts made up a program that ran over two hours at opening matinee.

Jack Irwin is leader of 12-piece band. Blackie Freeman is boss canvasman on big top and Sandy Salee has charge of side-show canvas. Gly Newton is manager of Side Show, assisted by James Moran and C. C. Smith. Dr. Cyrus Young is announcer and presents Cupid, "talking pony." James McGee is superintendent of reserved seats and John Wall general superintendent. Louis Stone is secretary; William E. Newton, general manager; Horace Newton has charge of candy butchers; Mrs. William E. Newton is on front door and in charge of commissary; George St. Leon is equestrian director.

ROUTES

(Continued from page 35)

Waller, Fats, & Orch. (Fox) Detroit 20-23, t.
Walsh, Clara Bell (Ambassador) NYC, nc.
Walsh, Sammy (Hollywood) NYC, nc.
Wamby, Donna (Grand Terrace) Canton, O., nc.
Ward, Aida (Kit Kat Club) NYC, nc.
Ward, Helene (Italian Garden) Pittsburgh, nc.
Waring, Fred, & Orch. (Met.) Boston 20-23, t.
Watson, Hot Foot (Ubangi) NYC, nc.
Wayne, Clifford, Six (Roxy) Colfax, Wash., t.
Wayne, Carlyle (Roxy) Colfax, Wash., t.
Wayne, Marcia (Commodore) NYC, h.
Wayne, Wanita (Town Casino) NYC, nc.
Webb, Nella (Normandie) New York, nc.
Webster, Hazel (Number One Bar) NYC, nc.
Weicker, Florence (Ambassador) NYC, h.
Wells & Brady (Orph.) Waco, Tex., t.
Wells, Dickie (Ubangi) NYC, nc.
Wentworth, Dorothy (Wivel's) NYC, re.
Wesley, Howard, Co. (Colonial) Dayton, O., t.
West, Ray (Colonial) Dayton, O., t.
Weylin Knightcaps (Weylin) New York, h.
Whalen, Jackie (Happy's) Glendale, L. I., nc.
Whirlwinds, Four (Alhambra) London 1-30, t.
White, Anna (Club Deauville) NYC, nc.
White, Ann (Town Casino) NYC, nc.
White, Jack (Broadway Room) NYC, nc.
White, Jerril (Dizzy Club) NYC, nc.
White, Paul (Connie's Inn) New York, nc.
White, Teddy (Normandie) New York, nc.
Whitman, Flo (Gay 90s) Chi, nc.
Wicke, Gus (Gay Nineties) NYC, nc.
Wiene Bros., Three (Chicago) Chi, t.
Wilkinson, Dudley (Versailles) NYC, nc.
Willard, Clarence E. (Jack Dempsey's) NYC, re.
Williams, Bob (Marbro) Chi, t.
Williams Dorothy (Jack Dempsey's) NYC, re.
Williams, Dortha & Chic (Jackhammer Club) Indio, Calif., nc.
Williams, Jane Rowene (Commodore) NYC, h.
Williams, Jerry (Man About Town Club) New York, nc.
William, Robert (London Casino) London, nc.
Williams, Judy (Paradise) NYC, nc.
Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc.
Woods & Bray, (Shoreham) Washington, D. C., h.
Woods, Ginger (Marquette Club) Chi, nc.
Woods, Johnny (Biltmore) NYC, h.
Wright, Charlie (Hotel Weylin) NYC, h.
Wright, Eadythe (Lincoln) NYC, h.
Wynn, Natalie (Club Deauville) NYC, nc.
Wynton, Victoria (Dizzy Club) NYC, nc.

Young, Irwin (Valhalla) NYC, nc.
Youse, Alfred & Dorothy (Starland) Winnipeg, Can., nc.
Z
Zay, Freddy (French Casino) NYC, nc.
Zudella (Louise's) Detroit, nc.

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

A
Abrams, Al: (Arena Bar) Miami, Fla., c.
Adcock, Jack: (Yorktown Tav.) Elkins Park, Pa., nc.
Adams, Johnnie: (Jockey Club) Dayton, O., nc.
Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc.
Antobal's Cubans: (Chez Josephine Baker) NYC, nc.
Arias, Ramon: (Otis Tunnel) Chi, c.
Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc.
Ashman, Eddie: (Sharon) New York, nc.
Aven, Al: (Greyhound) New York, h.
B
Bannen, Al: (Mayflower) Akron, O., h.
Barron, Blue: (Paradise) Rochester, N. Y., re.
Batkin, Alex: (St. Moritz) New York, h.
Becker, Bubbles: (Sir Walter) Raleigh, N. C., h.
Eender, Val: (Antoine Club) San Francisco, nc.
Benson, Ray: (Chez Josephine Baker) NYC, nc.
Berger, Jack: (Astor) New York, h.
Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
Black, Art: (Yacht Club) Detroit, nc.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Botta, Charlie: (Club S-X) Chicago, nc.
Brandwynne, Nat: (Stork) New York, nc.
Breese, Louis: (Weylin) New York, h.
Brigode, Ace: (Steamer Island Queen) Cincinnati, h.
Bromberg, Sammy: (Von Thenen's) Chi, nc.
Brooks, Bobby: (Weylin) NYC, h.
Buccaneers: (George Vanderbilt) Asheville, N. C., h.
Bunchouk, Alex.: (Russian Eagle) NYC, re.
Burkhardt, Johnny: (Utah) Salt Lake City, h.
Busse, Henry: (Chez Parse) Chicago, nc.
Byard, George: (Old Country Club) Phoenix, Ariz., cc.
C
Carper, Don: (Old Country Club) Phoenix, Ariz., cc.
Carlton, Duke: (Club Nightingale) Wausau, Wis., nc.
Carroll, Frank: (Maples Inn) Lakeside, Que., Can., nc.
Caruso, Ben: (Old Algiers) NYC, re.
Castle, Jay: (Wagon Wheel) Nashville, Tenn., nc.
Cavanaugh, George: (Webster Hall) Detroit, h.
Chassy, Lon: (Greenbrier) White Sulphur Springs, W. Va., h.
Childs, Reggie: (Greyhound) Jeffersonville, Ind., nc.
Christie, Geo.: (Club Silhouette) Chicago, nc.
Codelban, Cornelius: (St. Regis) New York, h.
Cole, Eddie: (Panama Cafe) Chi, nc.
Coleman, Emil: (St. Regis) New York, h.
Collins, Harry: (Mile-Away) Grand Junction, Colo., h.
Conrad, Judy: (Tower) Kansas City, t.
Continental Gypsies: (L'Algon) Chicago, c.
Contreras, Manuel: (Mayfair Casino) Cleveland, nc.
Cornelius, Paul: (Club Joy) Lexington, Ky., nc.
Courtney, Del: (Bal Tabarin) San Francisco, nc.
Covert, Mike: (Seneca) Rochester, h.
Cugat, Xavier: (Stevens) Chi, h.
D
Dalley, Frank: (Meadowbrook) Cedar Grove, N. J., nc.

Damar: (Madeleine) New York, nc.
Danzig, Eli: (St. George) Brooklyn, h.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
DeBabary, Joska: (Biltmore) NYC, h.
De Torre, Emile: (El Chico) NYC, nc.
Delman, Cy: (Whitehall) Palm Beach, Fla.
Denny, Jack: (French Casino) New York, cb.
Dickerson, Carroll: (Sunset Cafe) Chi, nc.
Dictators, The: (885 Club) Chicago, nc.
Dolen, Bernice: (Vanderbilt and Sherry-Netherland) NYC, h.
Donahue, Al: (Bermudiana) Bermuda, h.
Dornberger, Charles: (Paradise) NYC, cb.
Dorsey, Tommy: (Lincoln) NYC, h.
Dubrow, Art: (Chop House) Hartford, Conn., nc.
Duchin, Eddie: (Plaza) NYC, h.
Duerr, Dolph: (Lake Shore) Cleveland, h.
Dugoll, Benny: (Cormaine) Niles Center, Ill., c.
Durst, Henry: (3 States Club) Rodessa, La., nc.

E
Emerson, Mel: (Ten Eyck) Albany, N. Y., h.
Engles, Charles: (Marquette Club) Chi, nc.
Ernie, Val: (Maxim's) New York, h.
Eslick, Jay: (Paul's Inn) San Diego, Calif., re.
F
Farmer, Willie: (Leon and Eddie's) New York, nc.
Ferdinando, Angelo: (Great Northern) NYC, h.
Fiddler, Max: (Towne Club) Pittsburgh, nc.
Finch, Freddie: (Club Paramount) La Salle, Ill., nc.
Flo-Rito, Ted: (Earle) Phila, t.
Fischer, Art: (Dutch's) Chi, c.
Fodor, Jerry: (Veterans' Club) Toledo, O., nc.
Four Aces: (Roxy Club) Chi, nc.
Franklin, Sid: (Yacht Club) NYC, nc.
Frisco, Sammy: (Tuite & Dean's) Chi, c.
Freitas' Hawaiians: (Thelma Todd's) Santa Monica, Calif., re.
Fulcher, Charlie: (Club Casine) Greenville, Miss., nc.
Funk, Larry: (Oriole Terrace) Detroit, nc.
Funk, Wash: (4444 Club) Cincinnati, nc.

G
Garber, Jan: (Earle) Washington, D. C., t.
Gardner, Dick: (Lord Baltimore) Baltimore, h.
Gasparre, Dick: (Savoy Plaza) New York, h.
Gendron, Henry: (Guyon's Paradise) Chi, b.
Gilberto, Don: (Toreador) New York, nc.
Gitlin, Irving: (Pierre) New York, h.
Golden, Neil: (Queens-Terrace) Woodside, L. I., N. Y., cb.
Lordon, Gray: (Lookout House) Covington, Ky., nc.
Gotthelf, Manfred: (Monte Cristo) Chicago, r.
Graham, Eddie: (Nut Club) New York, nc.
Gray, Glen: (Rainbow Room) NYC, nc.
Grunau, Harry: (Torch Club) Canton, O., nc.

H
Hall, George: (Taft) New York, h.
Halstead, Henry: (Jefferson) St. Louis, Mo., h.
Hamp, Johnny: (Peabody) Memphis, Tenn., h.
Handelman, Phil: (Fifth Avenue) NYC, h.
Hanson, Earl Barr: (Miami Biltmore) Miami, Fla., h.
Hanson, Lloyd: (Marcus Whitman) Walla Walla, Wash., h.
Hargraves, Bobby: (Kit Kat Club) NYC, nc.
Hartley, Hal: (Fairmount) Hull, Que., Can., cc.
Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Phil: (Netherland Plaza) Cincinnati, h.
Heidt, Horace: (Lyric) Indianapolis, t.
Herbeck, Ray: (Multomah) Portland, Ore., h.
Hess, Edith: (McCleams) Pensauken, N. J., nc.
Hessberger, George: (Old Heidelberg) Milwaukee, re.
Hill, Harry: (Inglaterra) Peoria, Ill., b.
Hill, Teddy: (Ubangi) New York, nc.
Hines, Earl: (Grand Terrace) Chi, nc.
Hoffman, Earl: (Bon Air) Chi, cc.
Holst, Ernie: (Mieorocco) NYC, nc.
Hopkins, Josh: (Broad St. Tavern) Pawtucket, R. I., c.
Horan's, Nick: (Orph.) Winnipeg, Can., t.
Howard, Ben: (Silver Tavern) Chi, nc.
Hudson-DeLange: (Coronado) Houston, nc.
Hummel Family: (Stouton Beach) Slippery Rock, Pa., b.
Huntley, Lloyd: (Statler) Buffalo, N. Y., h.
Hylton, Jack: (Drake) Chicago, h.

J
Janis, Freddie: (Parody Club) Chicago, nc.
Jergens, Dick: (Palomar) Los Angeles, b.
Johnson, Charlie: (Small's Paradise) New York, nc.
Johnson, Johnny: (Commodore) New York, h.
K
Kavanaugh, George: (Webster Hall) Detroit, h.
Kavelin, Al: (Blackstone) Chicago, h.
Kaye, Sammy: (Cabin Club) Cleveland, nc.
Keener, Lee: (Madison) Jefferson City, Mo., h.
King, Bert: (Shelton) NYC, h.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Klein, Jules: (Statler) Detroit, h.
Knapp, Orville: (Waldorf) NYC, h.
Korbin, Van: (Madison Casino) Chicago, c.
Krauss, Eddie: (Cocoanut Gardens) Chi, nc.
Krumin, Costya: (Russian Bear) New York, re.
Kyser, Kay: (Trianon) Chi, b.

L
La Marr, Frank: (Arcadia) NYC, b.
LaPorte, Joe: (Lombardy) New York, h.
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
Lamb, Drexel: (Club Lido) Jackson, Mich., nc.
Lang, Lou: (Bossert) Brooklyn, N. Y., h.
Lang, Syd: (Hi-Hat Club) Chi, nc.
LaPorte, Manny: (Manna-bar) Ardmore, Pa.
La Salle, Frank: (Wivel) New York, nc.
LeRoy, Howard: (McCurdy) Evansville, Ind., h.
LeBrun, Duke: (La Salle) South Bend, Ind., h.
Lee, Larry: (Beverly-Wilshire) Beverly Hills, Calif., h.
Lehmas, Al: (Granada) Chi, b.
Leipold, Arnie: (Chez Ami) Buffalo, N. Y., nc.
Levant, Phil: (Blsmarck) Chicago, h.
Lewis, Ted: (Morrison) Chi, h.
Light, Enoch: (McAlpin) New York, h.
Lindeman, Udo: (Gloria Palast) New York, cb.
Lishon, Henri: (Royale Frolies) Chi, nc.
Little, Little Jack: (Paramount) NYC, t.
Livingston, Jimmie: (Club Chalfonte) Pinehurst, N. C., nc.
Lombardo, Guy: (Roosevelt) New York, h.
Lond, Mort: (S. S. Zee) Chi, nc.
Lopez, Vincent: (Ambassador) New York, h.
Lube, Jacques: (Princess) Bermuda, h.
Lucas, Nick: (Hollywood) NYC, cb.
Lyman, Abe: (College Inn) Chi, nc.

Lyon, Bob: (Commodore) Valcouver, B. C., Can., cb.
Lyon, Russ: (Northwood Inn) Detroit, nc.
M
McCarn, Grace: (Chinese T Gardens) Detroit, re.
McCoy, Clyde: (Roseland) NYC, b.
McGill, Billie: (Jefferson Inn) Detroit, nc.
McKenzie, Red: (Famous Door) NYC, nc.
Mack, Austin: (Harry's N. Y. Cabaret) Chicago, c.
Mann, Milton: (Village Barn) New York, nc.
Mannone, Wingy: (Hickory House) NYC, nc.
Mantes, Gus: (Birch Gardens) Albany, N. Y., nc.
Manuti, Al: (Man About Town) New York, re.
Mansfield, Dick: (Governor Clinton) NYC, h.
Maples, Nelson: (Ye Olde Tavern) Fort Wayne, Ind., nc.
Marsico, Al: (Club Mirador) Homestead, Pa., nc.
Marshall, Bill: (Bellevue Stratford) Phila, h.
Martel, Gus: (Stork) New York, nc.
Martell, Paul: (Arcadia) New York, b.
Martin, Freddie: (Aragon) Chi, b.
Martin, Ted: (Childs' Paramount) NYC, re.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Meadow, Frank: (Barrel of Fun) New York, nc.
Meir, Harvey: (Gayety Village) Chi, c.
Meo, Jimmy: (Royale-Frolies) Chicago, nc.
Meroff, Benny: (Paramount) Springfield, Mass., t.
Messner, Dick: (Park Central) NYC, h.
Meyers, Jack: (Club New Yorker) New York, nc.
Miller, Joe: (Casa Blanca) Chi, nc.
Miller, Russ: (Edgewood) Treton, N. J.
Miller, Walter: (Breakers) Palm Beach, Fla., h.
Molina, Carlos: (Muehlebach) Kansas City, h.
Monroe, Jerry: (Boulevard) Union City, Mo., re.
Mooney, Art: (Oasis) Detroit, nc.
Morgan, Russ: (Biltmore) NYC, h.
Mullaney, Johnnie: (Brevoort) Chi, h.

N
Nagel, Harold: (Rainbow Room) New York, nc.
Nance, Ray: (Dave's Cafe) Chi, c.
Navarre, Ted: (Roseland) Brooklyn, N. Y., br.
Navarro, Al: (Belvedere) Baltimore, h.
Newman, Ruby: (Rainbow Grill) Rockefeller Center, N. Y., nc.
Niebaur, Eddie: (Casino Moderne) Chicago, nc.
Noble, Ray: (Century) Baltimore, h.
Nolan, Bob: (Gibson) Cincinnati, h.
Norvo, Red: (Dempsey's) NYC, re.
O
Ohman, Frank V.: (Pavilion Club) Miami Beach, nc.
Olson, Walter: (New Julius) Gardenville, N. Y., re.
Oliver, Eddie: (Reno) Reno, Nev., cc.
P
Pablo, Don: (Merry-Go-Round) Akron, O., nc.
Pancho: (Pierre) NYC, h.
Panico, Louis: (Olympic) Chicago, b.
Parham, Tiny: (Club Havana) Chi, nc.
Parker, Johnny: (Knickerbocker) Chicago, nc.
Paul, Eddie: (Columbia) Cleveland, b.
Peary, Bob: (Graemere) Chi, h.
Pecoraro, Dick: (Monte Rosa) NYC, re.
Perry, Ron: (St. Moritz) New York, h.
Peterson, Dee: (Grande Vista) St. Joseph, Mich., nc.
Pizzita, Julia: (Robert Morris) Trenton, N. J., h.
Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
Prima, Louis: (Famous Door) Hollywood, Calif., nc.
Purvis, Jack: (Thru Looking Glass) New York, nc.

R
Rainbow Ramblers: (Roma) Haverhill, Mass., re.
Ramos, Ramon: (Forge Club) Miami, nc.
Rapp, Barney: (Book-Cadillac) Detroit, h.
Ravazza, Carl: (St. Francis) San Francisco, h.
Reader, Charles: (Fort Montague) Nassau, B. W. I., h.
Redell, Herbie: (Casino) Chicago, c.
Redman, Don: (Connie's Inn) NYC, nc.
Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
Regis, Del: (Anchorage) Phila, nc.
Reichman, Joe: (Statler) Boston, h.
Resh, Benny: (Club Lido) Syracuse, N. Y., nc.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
Richards, Barney: (Limehouse) Chicago, c.
Rines, Joe: (Mayfair) Boston, nc.
Ringer, Johnny: (Casino Venezia) NYC, nc.
Rivot, Stan: (Club Rajah) Chi, nc.
Rivet, Joe: (Francis) Monroe, La., h.
Robbins, Ted: (Club Monarch) Boston, nc.
Rodriguez, Jose: (LaRue's) New York, nc.
Rodrigo, Nano: (El Morocco) New York, h.
Rogers, Buddy: (State) NYC, t.
Rosenthal, Harry: (LaRue's) New York, re.
Royal Arcadians: (Allyn House) Hartford, Conn., b.
Russell, Jack: (Melody Mill) Chicago, b.

S
Sales, Lew: (Club Minuet) Chicago, nc.
Sand, Carl: (Chateau) Chicago, b.
Sanders, Joe: (Blackhawk) Chi, c.
Schneider, Sol: (Old Rumanian) New York, re.
Scholl, Jack: (Coronado) St. Louis, h.
Schreiber, Carl: (Oriental Gardens) Chicago, c.
Schulman, Julius: (Veney Park) St. Petersburg, Fla., h.
Scoggin, Chic: (Jefferson) St. Louis, h.
Selzer, Irving: (Dixie) New York, h.
Singer, Lou: (Three Little Pigs) Hollywood, Calif., nc.
Smith, Joe: (Copley Plaza) Boston, h.
Smith, Joseph C.: (Versailles) New York, cb.
Smith, Stuff: (Onyx) NYC, nc.
Snyder, Frankie: (Winona Gardens) Chi, nc.
Solari, Phil: (Bath Club) Miami, cc.
Spaeth, Karl: (Marco's Grill) Detroit, nc.
Sterney, George: (Plaza) New York, h.
Stone, Al: (Leghorn Farms) Trenton, N. J., ro.
Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.

T
Terry, J. Frank: (McVan's Club Radio) Albany, N. Y., nc.
Terry, Ron: (St. Moritz) New York, h.
Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
Tinsley, Bob: (Colosimo's) Chicago, nc.
Tompkins, Tommy: (Arcadia) NYC, b.
Topps, Al: (Nut House) Chicago, nc.

Tormey, Bob: (Cesa Loma) South Bend, Ind., nc.
Toscuca, Tommy: (All Stars) NYC, nc.
Trask, Clyde: (Gibson) Cincinnati, h.
Travers, Vincent: (French Casino) NYC, nc.
Tremaine, Paul: (Gloria Palast) New York, cb.
Turner, Al: (Bachelor's Club) Pittsburgh, nc.
Turner, Jimmie: (Last Round Up) Detroit, nc.

U
Uhlar, Paul: (Club Mayfair) Detroit, nc.
V
Vallee, Rudy: (Arcadia) Phila, re.
Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.
Veil, Tubby: (Brun's Palm Garden) Chi, c.

W
Wallace, Roy: (Avenue Tavern) Indianapolis, nc.
Waller, Fats: (Fox) Detroit, t.
Waring, Fred: (Met.) Boston, t.
Watts, Kenny: (Dicky Wells) Harlem, New York, nc.
Weeks, Ranny: (Cocoanut Grove) Boston, re.
Weems, Ted: (Palmer House) Chicago, h.
Welkly, Wee Willy: (Columbia) Columbia, N. J., h.
Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
West, Neil: (Indiana) Richwood, Ind., 25-26, t.
White, Dave: (Oasis Grill) New York City, re.
Williams, Griff: (Mark Hopkins) San Francisco, h.
Williams, Joe: (Mark Twain) Hannibal, Mo., h.
Willis, Herbie: (Kibby Klub) Jackson, Mich., nc.
Wilson, Sammy: (Edison) New York, h.
Winegar, Frank: (Rowe) Grand Rapids, Mich., h.
Winston, Jack: (Blackstone) Ft. Worth, Tex., h.
Woods, Howard: (Robert Treat) Newark, h.

Y
Yankee, Fred: (Hollywood) Atlantic City, t.
Young, Sterling: (Mission Beach) Los Angeles, b.
Yuhasz, Johnny: (Durant) Flint, Mich., h.

DRAMATIC AND MUSICAL

At Home, Abroad: (Grand) Chi.
Boy Meets Girl: (Selwyn) Chi.
Children's Hour: (Biltmore) Los Angeles 21-25.
Hampton, Walter: (Ford) Baltimore 20-22; (Academy) Brooklyn 23-25.
Nazimova: (Cox) Cincinnati 22-25.
Night of January 16: (Shubert) Boston.
Old Maid: (State) Raleigh, N. C., 23; (Lyric) Richmond, Va., 24-25.
Personal Appearance: (Worth) Ft. Worth, Tex., 23; (Maj.) Houston 24-25.
Personal Appearance: (Capitol) Albany, N. Y., 22; (Court Sq.) Springfield, Mass., 23-25.
San Carlo Opera Co.: (Auditorium) Chi 20-26.
Three Men on a Horse: (Garrick) Phila.
Three Men on a Horse: (Hanna) Cleveland 20-25.
Three Men on a Horse: (Shubert) New Haven, Conn., 20-25.
Tobacco Road: (Plymouth) Boston.
Tobacco Road: (Shubert) Newark, N. J., 20-25.
Winterset: (Harris) Chi 20-25.

INDEPENDENT BURLESK

Beauty Parade: (Hudson) Union City, N. J., 20-25; (Variety) Pittsburgh 27-May 2.
Folles of Pleasure: (Gayety) Washington, D. C., 20-25; (Empire) Newark, N. J., 27-May 2.
Gayety Girls: (Bijou) Phila 20-25.
Hello, Paree: (Empire) Newark, N. J., 20-25; (Howard) Boston 27-May 2.
Jolly Girls: (Republic) NYC 20-25; (Bijou) Phila 27-May 2.
Legs & Laughter: (Gayety) Baltimore 20-25; (Gayety) Washington, D. C., 27-May 2.
Melody Maids: (Howard) Boston 20-25; (Hudson) Union City, N. J., 27-May 2.
Merry Whirl: (Variety) Pittsburgh 20-25; (Gayety) Baltimore 27-May 2.
Rounders: (Werba) Brooklyn 27-May 2.
They're Off: (Werba) Brooklyn 20-25; (Republic) NYC 27-May 2.

MISCELLANEOUS

Boulevard de Paree: (Theater) Newport, R. I., 20-25.
Bragg Bros.' Show: Warren, N. H., 20-25; Wentworth 27-May 2.
Caio, Magician: Hartford, Conn., 20-25.
Daniel, 2-10, Magician: Scottsville, Ill., 20-25.
Hoffman, Magician: E. Chicago, Ind., 23; Dyer 23; Calumet City, Ill., 24.
(See ROUTES on page 76)

IVAN BROS.

(Continued from page 36)
previous visits to Australia, Nellie Dutton is receiving much publicity as a former member of the Flying Jordans. Nadia and Ernesto Perez, novelty perch act, is a distinct novelty in this country and the fast-working double trapeze act of the Silverlakes has more speed in mid-air than Australian audiences are accustomed to. The Demnati Arabs are making a decided hit. The Casting Delcos (Jimmy Campbell and company) are also a big hit with their comedy routines. The Dutton Equestrian Revue is a touch of beauty in the circus that is new in this country and the other American acts are enjoying great receptions.

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$1.00. CASH WITH COPY.
Effective with June 6 issue the minimum will be \$2.00 Cash with Copy.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

PIANO-VOCAL SCORES FROM MELODY, \$2.00
—LEE, 109 Judson, Syracuse, N. Y. my16

AGENTS AND DISTRIBUTORS WANTED

ASTONISHING HAIR PREPARATION—Restores Original Color to all Gray Hair, quickly Ends Dandruff, Retards Falling Hair, etc. Easy to sell under money-back guarantee. Territory open in many States. Splendid proposition for alert distributors. Write PRESIDENT, Box 538, Jackson, Tenn. my2x

ATTENTION, SUBSCRIPTION SALESPERSON—Individuals or with crew, America's best Poultry Journal wants agent east of Mississippi River. Write for proposition. C. L. ROYSTER, 538 So. Clark St., Chicago, Ill. x

BARRELS OF FUN—1,836 TICKETS (153 Combination) and Two Jackpot Cards, \$3.25; 1,440 Tickets (120 Combination), \$2.00; Refills 25c less. Write for quantity prices. CHICAGO GAMES, 133 N. Central, Chicago.

BIG MONEY APPLYING GOLD INITIALS ON Automobiles. Easiest thing today. No experience needed. Free samples. "RALCO", 1084 Washington, Boston, Mass. tfrx

CARTOON BOOKLETS, PHOTOS, COMICS—Samples 25c. BUK, Box 2, Sta. W, New York. my23

CARTOONS, PHOTOS—STUFF YOU WANT! Samples complete line, \$1.00. NATIONAL SALES, Guntersville, Ala.

CARTOONS, PHOTOS—HOTTEST STUFF! Samples 25c; Catalog 15c. TRIPPE, Guntersville, Ala.

CARTOONS, BOOKLETS, CARDS, NOVELTIES—Samples, price lists, 25c. REALVALUE SALES, 566-Abea 35th, Chicago. x

EARN \$5.00 TO \$25.00 WEEKLY SELLING Loyal Angora Yarn. Write LONG ISLAND FARM PRODUCTS, Rosedale, N. Y. my2x

FREE "FOLDER OF OPPORTUNITIES"—WRITE FAIRMOUNT, 9-11 Hester, New York. my2x

GOOD INCOME SILVERING MIRRORS, PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write GUNMETAL CO., Ave. G, Decatur, Ill. tfrx

MAKE GOOD MONEY TAKING ORDERS—Shirts, Ties, Underwear, Dresses, Hosiery, Raincoats, Pants, Uniforms. Sales kit free. NIMROD CO., Dept. 43, 4922-28 Lincoln Ave., Chicago. ap25x

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. ELITE, 214 Grand St., New York. my30x

PROFIT 2,000%—AGREEABLE EASY WORK applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for details and free samples. AMERICAN MONOGRAM COMPANY, Dept. 20, East Orange, N. J. x

SELL CALIFORNIA ORANGE JELLY—BIG profits; 5-glass sample, 10c. JELIT COMPANY, 5003B Cimarron, Los Angeles, Calif.

SELL NOVELTY FUN CARDS, NOVELTIES, ETC. Samples, list, 10c. NATIONAL, Box 500-B, Cincinnati.

\$10.00 DAILY SELLING VANILLA TO STORES, jobbers. Prices. E. R. McCASH CO., Marinette, Wis.

100 PROFITABLE MAIL ORDER AND LOCAL Business Ideas; free literature. PRUITT PRESS, Elburn, Ill. my30x

ANIMALS, BIRDS AND PETS

A FRESH LOT GILA MONSTERS, HORN TOADS, Mixed Fixed Snakes. SNAKE KING, Brownsville, Tex. ap25

ALLIGATORS, LOW PRICES—FAT HEALTHY stock. Same old stand. No CODs. FLORIDA ALLIGATOR FARM, Jacksonville, Fla. my30

ANIMALS, BIRDS, SNAKES—EVERYTHING for shows. SNAKE KING, Brownsville, Tex. ap25

CHINESE DRAGONS, IMMEDIATE DELIVERY, \$5.00 to \$10.00 each. SNAKE KING, Brownsville, Tex. jul3

FOR LIVE ARMADILLOS—WRITE TO APELT ARMADILLO FARM, Comfort, Tex. my2

PLENTY SNAKES, GILA MONSTERS, ARMADILLOS, Iguanas, Horned Toads, Dragons, Alligators, Monkeys, Coati Mundis, Prairie Dogs, Ostriches, Parakeets, Parrots, Rats, Mice. Wire OTTO MARTIN LOCKE, New Braunfels, Tex.

RHESUS MONKEYS FOR SALE OR RENT—Write for prices and details. BARTELS CO., 72 Cortlandt St., New York City.

SNAKES—REAL DENS OF 20 MIXED LARGE Snakes, \$15.00 also \$10.00 Dens; immediate shipments; no delays. RATTLESNAKE JOE, St. Stephen, S. C.

SMALL CUB BEARS FOR SALE. RELIABLE BIRD CO., Winnipeg, Can. ap25

TRICK MULE, 40 IN. HIGH; RUSSIAN WOLF Hound; Five Grey Hounds, broke. J. G. IRWIN, Harrisburg, Pa.

WANTED TO BUY—YOUNG, TAME CAMEL. State lowest cash price. C. F. TUCKER, 504 Broadway, Joplin, Mo. x

YANKEE TERRIERS, ALSO BULL PUPS, \$10—TONNS KENNELS, Dallas, Tex. ju6x

BOOKS

PERSONAL MAGAZINE—CATALOG, PHOTOS, Cartoons, 15c. BOX 290-B, New Haven, Conn. x

BOOKING AGENTS

After the May 30 issue this heading will be discontinued. We suggest our readers become accustomed to look for "Booking Office" advertisements in the various departments of The Billboard.

NIGHT CLUB ENTERTAINERS—SISTER TEAMS, Novelty Acts, Line Girls. Must have photos. KAY FERRY, 404 W. Jefferson, South Bend, Ind.

BUSINESS OPPORTUNITIES

BILL PASSERS WANTED—SEND STAMPED envelope. BOX 31, Whitsett, Pa.

HOW TO MAKE MONEY IN YOUR SPARE time—Our 100-Page Book, "Treasury of Ideas," tells you how. Price 50 cents. Circulars free. H. W. WARREN, 15 Park Row, New York. my2

MAKE AND SELL YOUR OWN COSMETICS—We show you how; 1,000% profit. 10c brings you generous sample and particulars. ALBERCO, 303-M Fifth Ave., New York City. x

SELL BY MAIL BOOKS, NOVELTIES! Bargains! Big Profits! Particulars Free F. ELFCO, 525 South Dearborn, Chicago. tfrx

STOP SQUEALING—START CROWING! Unusual "plan." No canvassing! Work half days—home. Prepare for surprise! NATIONAL FOLIO-D, Metr-Sta, Los Angeles. ap25x

WHERE TO BUY AT WHOLESALE 500,000 ARTICLES. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 925 Broadway, New York. my30x

CARTOONS

ENTERTAIN WITH TRICK CHALK STUNTS and Rag Pictures. Catalog free. BALDA ART SERVICE, Oshkosh, Wis. ap25

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

A. B. T. NICKEL SPORTLANDS OR WAGON—Wheels, \$9.00 each. YANKEE SALES, 111 Merrimon Ave., Syracuse, N. Y. my2

BALLY DERBYS, \$70.00, BARGAINS, LIKE brand new; Jumbos, \$50.00; Prospectors, \$45.00; Pamco Parlays, \$70.00; latest models, Bally Rambler, \$75.00; Paces Races, \$290.00; Golden Harvest, \$70.00; Jumbo Ticket, \$60.00; Every machine guaranteed perfect, large supply of other machines at lowest prices. Write for complete price list. CHARLES PITTLE, New Bedford, Mass. ap25x

A-1 BARGAINS—SLIGHTLY USED GAMES. High serial, slightly used Paces Races, \$290.00; Trojan, \$45.00; Fortune, \$40.00; Golden Harvest, \$40.00; Side Door Put & Takes, \$10.00; Prospector, \$25.00; Ace, \$25.00; Champion, \$10.00; Rocket, \$8.50; Sportsman, \$15.00; Gold Rush, \$12.50; Kings of Turf, \$20.00; Criss Cross-A-Lite, \$9.00; Screamo, \$18.00; Castle Lite, \$6.00; Score-A-Lite, \$9.00; Beam-A-Lite, \$7.50; Turn Table, \$6.00; Radio Station I. O. U., \$6.00; Time, \$7.00; Home Stretch, \$7.00; Baby Shoes Dice, \$5.00. 50% cash with order, balance C. O. D. BRUTON'S AUTOMATIC SUPPLY CO., 1619 Main St., Joplin, Mo.

BARGAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write for new list. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. my9

BARGAINS GALORE—WRITE FOR LIST. Sportlands, \$7.50; Equity, Match Play, Put & Takes, \$15; Wahoo, Hit or Miss, \$10; Wagon Wheels, Smoke Up with Meters, \$12.50; Auto Bank with Tape and Totalizers, \$7.50. AMERICAN SALES, 3003 Harrison St., Davenport, Ia.

CAILLE QUARTER BEN HUR, REBUILT, \$22.50. COLEMAN NOVELTY, Rockford, Ill.

COIN-OPERATED MACHINES BOUGHT, SOLD—CHARLES PITTLE, New Bedford, Mass. my16

COIN-OPERATED MACHINES, BOUGHT, SOLD—JARL, 1704 Leavenworth, Omaha, Neb.

DEMONSTRATOR AUTOMATICS—GIANT, \$49.50; Rodeo, \$47.50; Caliente, \$47.50; Football, \$59.50. Guaranteed. COLEMAN, Rockford, Ill.

FOR SALE—RECONDITIONED MUTOSCOPE Cranes and Merchants. Very attractive prices. Write today. BOX 693, Billboard, 1564 Broadway, New York. tfrn

FOR SALE AT LOW PRICES—TWO ELECTRIC Hoists and Three Iron Claws. Apply SAMUEL LERNER, 5066 Whitaker Avenue, Philadelphia, Pa.

GREAT BARGAIN—4 SEEBURG MELOPHONE Phonographs, 12-Record, Non-Selective, \$65.00 each; mechanically o. k. ROY HALL-HILL, 313 W. Crawford Ave., Connellsville, Pa. my9

I BUY ANYTHING IF THE PRICE IS RIGHT—Spot Cash. CHARLES PITTLE, New Bedford, Mass. my2x

INDIANA OPERATORS, CALL OR WRITE FOR what you want. SILENT SELLING CO., 548 Massachusetts, Indianapolis.

LOOK! BARGAINS—5 JENNINGS 5c COUNTER Double Jack Pots, \$35.00 each; 1 Little Duke, late model, \$15.00; 1 Tickette, \$4.00, with 1,000 Tickets; 2 Bally Aces, \$20.00; 1 Watling Jack Pot, 25c Play, \$20.00; 3 Club Houses, \$4.00; 2 Sportsmans, good condition, \$15.00; 2 Keeney Repeaters, \$37.50. One-third deposit with order. SOUTHERN VENDING MACHINE CO., 514 Main St., Danville, Va.

MUST SELL—TROJAN, \$40.00; DE LUXE, \$35.00; many others. Terms, 1/3 cash, subject to inspection. ROCKPORT NOVELTY CO., Rockport, Tex.

OPERATORS—SEND 50c FOR KEY RING THAT holds 125 Keys and works to perfection. Money back if not satisfied. MARKS, 3740 Sullivan, St. Louis.

PEANUT, BALLGUM, CIGARETTE VENDERS, Games, Diggers. NOVIX VENDERS, 1193 Broadway, New York. my2

PHONOGRAPHS WANTED—WILL PAY HIGHEST cash prices for late model phonographs. NORTHLAND AMUSEMENT SERVICE, 2114 Buchanan, Grand Rapids, Mich.

VENDING MACHINES—MUST SELL, PRICES right. P. F. WHITE, Monroe City, Mo.

WANTED—25 HOCKEYS, 25 JUMBOS, 10 Aces, 10 Pearl Harbors, Slots, 25c play, with front or side vendors. ALBERT WEPPEL, 11 Broadway, New York. ap25

WE ARE OVERSTOCKED WITH USED PIN Tables. Send for our bargain list. GOODBODY, 1826 East Main, Rochester, N. Y. my2x

WILL SELL ALL EQUIPMENT, INCLUDING Big Ball and Small Ball Games; also all types of Slots. Advise what you are interested in and make offer. We can do business. No reasonable offer refused. VICTOR BALL CO., 246 So. Main, Salt Lake City, Utah.

WILL SACRIFICE 15 GABLE JUNIOR PHONOgraphs, A-1 condition, at \$95.00 each. 1/3 cash, balance C. O. D. AUTOMATIC MUSIC CO., 93 River Street, Woonsocket, R. I. my9

1 8-BALL LIBERTY BELL AUTOMATIC PAY, 1 Baby Lite-A-Line, \$12.50; perfect condition. One-third cash with order. SOUTHERN VENDING MACHINE CO., 514 Main St., Danville, Va. x

20 SIX-COLUMN CIGARETTE MACHINES with Stands, not mark on them, \$30 each; Iron Claws, \$20 each; good condition. Ad-Lee Counter Digger, like new, \$45; Fleets, \$4.50; Blue Ribbons, \$4.00; New Yorkers Pay Out Tables, \$22.50; High Pocket Pay Out, \$30.00; Rocket, \$15.00; several Double Jack Escalators, rebuilt, \$43.00 each. HANDBOOK MACHINE EXCHANGE, 110 East 31st, Erie, Pa.

COSTUMES—WARDROBES

BEAUTIFUL VELVET CURTAIN, 11x25, \$35; Regulation Band Coats, \$2.50; Caps, \$1.50; Mess Jackets, \$2; Bargains Scenery, Costumes, Trunks. WALLACE, 2416 North Halsted, Chicago.

EXCHANGE OR SWAP

TRADE PIN GAMES FOR HOUSE TRAILER. Brine Freezer or Portable Projector. F. SHAFER, Sumner, Ill.

FORMULAS

CHEESE-COATED POPCORN, INSTRUCTIONS, 25c. W. J. LYNCH, Springfield, Ill.

BARGAINS—WHOLESALE DIRECTORY, formulas, valuable information. McCoy, Gowanda, N. Y. x

FORMULAS, PLANS, IDEAS—LITERATURE free. H. BELFORD, 4042 N. Keeler, Chicago. my2

NEWEST GUARANTEED FORMULAS, ANALYSIS, Research, Biggest catalog free. Special prices, leads. GIBSON, Chemist, BH-4704 No. Racine, Chicago. x

SUCCEED WITH YOUR PRODUCTS—MAKE sell them. Formulas, Analytical Service. Catalog free. Y. THAXLY CO., Washington, D. C. ap25x

FOR RENT, LEASE OR SALE

After the May 30 issue this heading will be discontinued. We suggest our readers become accustomed to look for advertisements of this nature in the various departments of The Billboard.

FOR RENT—SUMMER PAVILION; ONE OF largest and finest in Michigan; account other business. Address J. S., 206 American State Savings Bank Bldg., Lansing, Mich.

LARGE AMUSEMENT PARK LOCATION—Eighteen acres, large Bath House, Boat Livery, Gas Station, Lunch Room, Large Residence and other Buildings. Best Sand Beach. Wonderful opportunity for large Amusement Enterprises. ROSE INSURANCE AGENCY, Walled Lake, Mich.

UNUSUAL OPPORTUNITY FOR NIGHT CLUB operator or name band. Equipment for sale of Western Pennsylvania's most exclusive outdoor supper club, with lease on percentage basis. Full details as to past earnings, etc., furnished interested parties on request. SKY CLUB, Box 18, Dravosburg, Pa.

FOR SALE—NEW GOODS

After the May 30 issue this heading will be discontinued. We suggest our readers become accustomed to look for "New Goods" advertisements in the various departments of The Billboard.

ARMADILLO BASKETS, LAMPS, ETC.—GET interesting quotations. APELT ARMADILLO FARM, Comfort, Tex. my2x

BALL GUM, FACTORY FRESH, 12c BOX—AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. my2x

BARBECUES—INTERIOR AND EXTERIOR models. PEERLESS STOVE CO., Columbus, O. my16

CORN POPPERS AND GASOLINE BURNERS, Stoves, Tanks, etc. Wholesale. IOWA LIGHT CO., 111 Locust, Des Moines, Ia. my2x

FROZEN CUSTARD MACHINE—BRAND NEW Cremo Model. Originally \$175.00. Will sacrifice. WILLIAMS CUSTARD CO., 1429 N. Clinton Ave., Rochester, N. Y. my2

PHOTO OUTFITS—4 FOR DIME STRIPS, OUR new Photostrip Machines, either 1 1/2 x 2, or 2 1/2 x 3 1/2 sizes, complete, \$140.00. All supplies at cut prices. WABASH PHOTO SUPPLY, Terre Haute, Ind. my2

Important Announcement

Effective with June 6 issue the minimum classified commercial advertisement accepted will be \$2. CASH WITH COPY.

The rate of 10c a word remains the same.

SAVE ON DIRECT POSITIVE SUPPLIES BY buying from one source. Rolls, 1 1/2"x250", \$4.75; 5x7 Enlarging Paper, \$5.40 gross. Stock absolutely fresh. Mounts, Mirrors, Cameras, Booths, Visualizers, etc. Catalog on request. MARKS & FULLER, INC., Dept. 1, 44 East Ave., Rochester, N. Y.

FOR SALE—SECOND-HAND GOODS

CONEY RACE DEVILS BOWLING ALLEY—GEORGE BENNETT, Russells Point, O. CUSTARD MACHINE ON TRAILER, \$450 CASH—A. B., care Billboard, New York City. POP CORN AND POTATO CHIP EQUIPMENT—LONG-EAKINS, 1976 High St., Springfield, O. ap25 POPCORN POPPERS, ALL KINDS—NORTH-SIDE CO., 2117 Harding, Des Moines, Ia. ma9x

SIX WHIRL-O-BALL JUNIOR ALLEYS, 15 FT., excellent condition, practically new, \$100 each. SALTZMAN'S AMUSEMENTS, Rahway, N. J. ap25

FOR SALE—SECOND-HAND SHOW PROPERTY

A GOOD USED BALLOON OUTFIT FOR SALE. JOHNSON BALLOON CO., Clayton, N. J. ap25 ADULTS CHAIR PLANES, KIDDY CARROUSELS, Aeroplanes. CALVIN GRUNER, Pinckneyville, Ill. ap25 AMPLIFYING TRUCK—CHEVROLET, Modern, complete, motor driven generator, 4 Fox Trumpets, cheap. Write CARLETON DEHNART, 1609 Shenandoah Rd., Toledo, O. BALLOONS, PARACHUTES, INFLATORS, Stunt Apparatus. THOMPSON BROS.' BALLOON CO., Aurora, Ill. Established 1903. ap25x

BALLROOM AND STAGE LIGHTING EFFECTS—Crystal Showers, Spotlights, etc. NEWTON, 253 W. 14th St., New York. my9

CAROUSEL, 3-ABREAST OVERHEAD JUMPING, complete, with Cottage in Park, Monkey Autodrome, Monkey Flying Circus, good 40-Foot Round Tent complete, Popcorn Machine. COUCH, Menlo, Ia. my2

CHAIRPLANES—ADULT OR KIDDIE, WITH two years' beach privilege here. Terms. PEAKMAN, Pensacola, Fla. my2

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and Used, out or indoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 W. Thompson, Philadelphia, Pa. my2

PARKER TWO-ABREAST MERRY-GO-ROUND for sale; will send picture set up. GUMBINERS, 65 S. Seminary St., Galesburg, Ill.

SEE ADVERTISEMENT CARNIVAL PAGES—WEIL'S CURIOSITY SHOP, 20 South Second, Philadelphia, Pa. tfn

40x80 TENT, ALSO CIRCUS SEATS, CHEAP—BOX 126, Manorville, Pa.

HELP WANTED

A-1 TALKER, GIRLS FOR ILLUSIONS. GIVE description. PELKIN, Mt. Vernon, Ill.

ADVANCE AGENT WITH CAR FOR REAL vaudeville attraction, no advance; also Specialty and Chorus Girls strong enough to feature. RAY RYAN, Billboard, Cincinnati.

COWBOYS, COWGIRLS, WITH OR WITHOUT stock, opening May seventh; ten weeks. Write JACK RAUM, Olney, Ill.

GIRL WIRE WALKER—STATE ALL; LONG season; pay expenses now till opening; act quick. WOLANDI, 8401 Holstein Ave., Philadelphia.

HIGH WIRE PERFORMER TO ENLARGE ACT—Must be able to handle truck. Give full details first letter; steady work. FRED DOBELL, 314 Logan, Danville, Ill.

AT LIBERTY ACROBATS

AT LIBERTY—A GIRL FLYER AND MAN Catcher; also Girl Featured Single Trap. THE PERSONALITY DUO, 348 E. San Bernardino, Covina, Calif.

AT LIBERTY to recognized act, Straight or Comedy. Can do three routines Tumbling, also Shoulder and Teeter Board work. Can hit board. Weight 130 lbs. height 5 ft. 6 in., age 24. Nice appearance on and off stage. Address BOX C-33, care The Billboard, Cincinnati, O.

AT LIBERTY AGENTS AND MANAGERS

AT LIBERTY—FAST STEPPING AGENT FOR tent season. Have car, possess all essentials. Past two seasons with Slout Players. State all in first. DAN ALSPACH, 110 Vine St., Bluffton, O.

AGENT—Minstrels and tent show experience, sober, reliable. Close contractor, fix license, post bills, tack cards, litho., work for show interest. Salary your limit. Know the South. Route your show to money; circus, repertoire or minstrels. Join immediately, on wire. Write or wire; need ticket. CLAIBORNE WHITE, 218 S. 4th St., Memphis, Tenn.

DON BRUCE, America's premier night club press agent, is now available. Does your club or hotel require publicity and exploitations that are positively unique and are guaranteed to get results? Can produce a series of floor shows that are new and different from the rest, also orchestras that are unusual. I offer you a no results no pay proposition, best of references. Write or wire immediately to DON BRUCE, 512 Wallace Ave., Wilkingsburg, Pa. P. S.: Zez Confrey, communicate with me.

WANTED—EXPERIENCED MED. PERFORMERS, play own music, strings. CASCADE MINERAL CO., Box 65, Adelphi, O.

WANTED—FREAKS, MIDGETS, NOVELTY AND Bally Acts. Must have banners. State lowest and photos. QUINNS SIDE SHOW, Camp Gullin, Quonsit Point, R. I.

WANTED—MED. SHOW PEOPLE; NOVELTY and Musical Acts preferred; others write; state lowest salary, etc. Season's work canvas. FLANDERS, 923 Chicago Ave., Minneapolis, Minn.

WANTED—FEMALE IMPERSONATORS; CLEAN acts, A-1 wardrobe. Long engagement to the right persons. Amateurs need not apply. Write or wire MANAGER JUNGLE INN, Youngstown, Ohio. my16

HELP WANTED—MUSICIANS

CARNIVAL MUSICIANS WANTED IMMEDIATELY. FRANK MEEKER, General Delivery, Kokomo, Ind.

DOUBLE DRUMMER WITH DRUMS—WIRE BANDMASTER, Maynard Bros.' Circus, Springfield, Mass.

LADY VIOLINIST, CELLIST, DRUMMER IMMEDIATELY. Resort. BOX C-32, Billboard, Cincinnati.

NAME ORCHESTRA LEADER WANTS CLEVER organized band or all girls orchestra. Answer BOX C-30, Billboard, Cincinnati.

PERFORMERS, DOUBLING PIANO TEAM WITH house car. LEE LeVANT, Thompsonville, Mich.

UNION TRUMPET—SOON, LOCATION. LEADER, 210 E. 3d, Seymour, Ind.

WANTED—ORGANIZED GIRL BAND. ELMER HALL, Box 349, Columbus, Neb.

WANTED—MUSICIANS, ALL INSTRUMENTS. LEADER, Kemp Hotel, Wichita Falls, Tex.

INSTRUCTIONS AND PLANS

LEARN VENTRILOQUISM BY MAIL—SMALL cost, 3c stamp brings particulars. GEO. W. SMITH, 125 North Jefferson, Room S-650, Peoria, Ill. x

START PROFITABLE BUSINESS, HOME, NO machinery. Instructions, 25c. SILVESTER, B-61, Old Bridge, N. J.

MAGICAL APPARATUS

NEW 124-PAGE ILLUSTRATED CATALOGUE, plus 8-page supplement, Mental Magic, Mindreading, Spirit Effects, Horoscopes and 33-page 1936 forecasts. Graphology sheets, books, crystals and lucky pieces. Most complete line in world. New catalogue, 30c; none free. NELSON ENTERPRISES, 198 S. Third, Columbus, O. ap25

PUNCH, VENTRILOQUIAL AND MARIONETTE Figures. Lists free. PINXY, 64 West Erie, Chicago.

X-RAYS, LOOK-BACKS, BOOKS, TRICKS, Puzzles, Novelties for selling. Biggest line. List and samples free. Bingo Cards for theatres, etc. SYL-MAGIC, 189 Eddy, Providence, R. I. my2

MISCELLANEOUS

OVER 1,000 SWAPS IN TRADERS BULLETIN, 10c copy. Ads 2c word. 190 N. Wells, Chicago. my2

ROLLS DEVELOPED—TWO BEAUTIFUL DOUBLE weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. RAY'S PHOTO SERVICE, La Crosse, Wis. x

SELL OR TRADE ANYTHING FOR YOU; 10% commission. TRADERS EXCHANGE, 190 N. Wells, Chicago. my2

M. P. ACCESSORIES FOR SALE

BARGAIN—MOTOR-DRIVEN \$300.00 PROFESSIONAL Silent Projectors; while they last, \$15.00 each; like new. Finest Semi-Portable Sound Projector. Write ZENITH THEATRE SUPPLY, 308 W. 44th, New York.

DeVRY PORTABLE 35 MM. TALKIE OUTFIT, sacrifice, \$195. A. J. GROBARICK, Trenton, N. J.

LIMITED QUANTITY—LIKE NEW PROFESSIONAL 35 MM. Silent Motor-Driven Projectors with Lens, Lamp, \$24.50; Sound Heads, Amplifiers, Portable Projectors; Nickel-Plated Power's 6B Mechanisms, \$35.00; Theatre Equipment. MOTION PICTURE PRODUCTS, 346 West 45th, New York.

THE NEW 1936 ACME MODEL SA AND MODEL SAW Sound-on-Film Portable Projectors; positively the last ounce of refinement in research and development from the world's greatest gigantic engineering and manufacturing organizations. WESTERN FEATURE FILM & SUPPLY CO., 1018 S. Wabash Ave., Chicago. my2

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. my2

M. P. FILMS FOR SALE

SUPERSPEED PANCHROMATIC 16 MM. FILM, 100 ft., \$3.75. Other films from \$2.19. Bargains in new, used equipment. Send for circular. FOTOSHOP, 136 1/2-D West 32d, New York. x

16 MM. FILMS BOUGHT, SOLD, EXCHANGED—Catalogue 10c. FOTOSHOP, 136 1/2-D West 32d, New York.

M. P. (TALKIES) FILMS

QUICK CLEANUP—HAUPTMANN CASE, RED-Hot, Authentic. Complete Trial, Conviction, All Sensational Facts. All Talkie, 2 reels, brand-new prints, \$100. WALDO FILMS, Suite No. 6, Waldo Bldg., Cincinnati.

SOUND ROAD-SHOW SPECIALS—ALSO WESTERN Action Features. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. ap25

SOUND FEATURES AND SHORTS, PERFECT condition, lowest prices. Lists. ZENITH THEATRE SUPPLY, 308 W. 44th St., New York.

M. P. ACCESSORIES—FILMS WANTED TO BUY

WANTED—PORTABLE TALKIE OUTFIT, GOOD condition. F. SHAFER, Sumner, Ill.

HIGHEST PRICES PAID FOR USED STILL AND 16 MM. Movie Equipment. Send description. FOTOSHOP, 136 1/2-D West 32d, New York.

MUSICAL INSTRUMENTS

JUST OUT—MUSICAL RHYTHM SPOONS. Sample 25c. EVANSVILLE NOVELTY CO., 308 N. St. Joseph, Evansville, Ind.

PERSONALS

WILL MARK AGLOW, OR AGELOWITZ, write to SISTER, MINNIE, at 46 Vaughan Gardens, Ilford, Essex, England.

SCENERY AND BANNERS

A-1 BANNERS FOR SIDE SHOWS—MANUEL'S STUDIOS, 3544 North Halsted, Chicago. my2

BANNERS, SCENERY, TAVERN PAINTINGS—Artistic, inexpensive. ENKEBOLL STUDIOS, Omaha, Neb. my2

DYE DROPS, LIKE NEW, ALL SIZES, \$10 TO \$20. SCHELL SCENIC STUDIO, Columbus, O. tfn

SCENERY CURTAINS, \$10.00; TRUNKS, BLUE Velvet Cyke, \$75.00; Red Band Caps, \$1.50; Coats, \$2. WALLACE, 2416 North Halsted, Chicago.

SIDE-SHOW BANNERS—COMPARE OURS with others. NIEMAN STUDIO, INC., 1236 S. Halsted St., Chicago. my2

TENTS FOR SALE

After the May 30 issue this heading will be changed to "TENTS—Second-Hand" and only advertisements for second-hand tents will be accepted for this column. We suggest our readers become accustomed to look for advertisements of New Tents in the various outdoor departments of The Billboard.

CONCESSION TENT, 10x14, NEARLY NEW. Write DOUGLAS ASHWORTH, General Delivery, St. Petersburg, Fla.

NEWMAN TENT & AWNING, 40x75, KHAKI, 40-Ft. Roll Top Tent, 75 Seat Ends, Lazy Backs. Bargain price for the complete outfit, \$450.00. WESTERN FEATURE FILM & SUPPLY CO., 1018 S. Wabash Ave., Chicago.

NEW SIDE WALL, 6.40 OZ., WHITE DRILL, hand roped, 8 ft., \$24.00; 10 ft., \$28.00; 100 ft. long. Tents, all kinds. KERR CO., 1954 Grand Ave., Chicago. my9

TENT FOR SALE—SIDE WALL AND POLES, 55x115, Dramatic Ends. Write HARRY HEARN, 5001 Pershing, Fort Worth, Tex.

THEATRICAL PRINTING

A BARGAIN—5,000 WHITE ENVELOPES, \$8.95; 5,000 6x9 Circulars, \$7.50; cash; post-paid. QUALITY PRINTING, 428-2 Brook Ave., Richmond, Va.

BUMPER SIGNS, 50 (6x24), \$2.65; ASSORTED Color Dodgers, 5,000 4x9, \$4.00; delivered. SOLLIDAY'S, Knox, Ind.

CATO SHOW PRINT FOR WINDOW CARDS, 1-sheets, 3-sheets, etc. Individually designed paper. Cato, N. Y. ap25

CIRCULARS—6x9, 5 OR 10,000 LOTS, 75c per thousand; assorted colors. Business Cards, \$1.00 thousand. F. O. B., samples. SHIRLEY ADVERTISING, Atlanta, Ga.

SHOWPRINT ADVERTISERS SPECIAL—SHOW-men, mail-order dealers, while ten thousand pounds of paper lasts: One Thousand 8 1/2 x 11 inch Mimeograph Letters or Handbills, \$1.90; delivered anywhere in the United States. Excellent art work. Free samples if desired. Send your order immediately. SOUTHWESTERN SERVICE, Albuquerque, N. M. x

WINDOW CARDS, 14x22, 100, \$2.50—50% deposit, balance C. O. D. BELL PRESS, Winton, Pa.

200 (14x22) 6-PLY CARDS, \$6.00; YOUR copy. DOC ANGEL, Ex-Trouper, Leavittsburg, O.

1,000 4x9s, \$1.10; 100 14x22 CARDS, \$2.90—CRESSMAN, Washington, N. J. ap25

1,000 LETTERHEADS, \$2.50; LOWEST ESTIMATES on anything. EWAN, Woodridge, N. J.

WANTED TO BUY, LEASE OR RENT

WANTED—CANDY FLOSS MACHINE OR other good money maker; full particulars. BOX C-521, Billboard, Cincinnati. ap25

WANTED LOCATION FOR SPOTLAND OR Penny Arcade. GREENFIELD, 776 Crown St., Brooklyn, N. Y. ap25

WANTED—CHICAGO SKATE GRINDER; CASH. SPRING BROOK PARK, Catawissa, Pa.

JOHNNY SITAR and His 7-Piece Union Orchestra wants steady summer booking. Hotel or summer resort. Could augment if necessary. Further particulars on request. JOHNNY SITAR, 71 Mountain St., Swoyerville, Pa. ap25

MUSICAL DIRECTOR-LEADER for vaudeville units, musicals, production, Guest Conductor. References, modern. Former pianist for Loew's, etc. SANDY KURTZ, 451 Kingston Ave., Brooklyn, N. Y.

8 TO 12-PIECE Collegiate Resort Orchestra—Plenty of swing with special style on sweet numbers. Neat, entertaining, reliable, best references. Club stage and hotel publicity. Non-union. Write BOX C-28, Billboard, Cincinnati.

AT LIBERTY CIRCUS AND CARNIVAL

WOULD LIKE TO HEAR

from reliable circus people or carnival. Eight professional animal acts. Go anywhere. CAPT. J. C. IRWIN, Harrisburg, Pa.

AT LIBERTY—YOUNG MAN, NINE YEARS IN show business, for Lecturing, High Wire, Clowning, M. C., Free Act, Rigger, or what have you? Have five-passenger Cadillac coupe. Sober and reliable. Open to any reasonable offer. COOK, 1319 Vermont Ave., Washington, D. C.

AT LIBERTY—TICKET SELLER FOR COMING season; circus preferred. Can drive truck. E. HINTON, Box 138, Edgewood, Ill.

ATTENTION! GIRL, SINGLE, FIVE FEET FOUR, 100 pounds. Manage Ladders, High Wire Props, or what have you? Any reasonable offer accepted. BETTY BENFIELD, Kenmare, N. D.

At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY BANDS AND ORCHESTRAS

AT LIBERTY—TEN-PIECE COLLEGE ORCHESTRA, playing modern swing style, available about June first. Write or wire your proposition. Will audition on request. Union or non-union. B. L. CRUTCHER, Box 1813, University of Kentucky, Lexington, Ky. my2

ATTENTION—FOUR-PIECE GIRLS' ORCHESTRA available for hotel, club or resort for summer season. Reasonable. Plenty rhythm, real entertainment. Vocalists, Uniforms. BOX C-20, Billboard, Cincinnati.

NATIONAL NAME BAND—DUE TO AGENT misrepresenting have open time. Will meet reasonable proposition half way. Twelve-piece Colored Band. Write or wire P. L. HARGREAVE, Walton Apts., Charleston, W. Va.

BERMUDIANS, 8 AND LEADER, SMOOTH swing, country club style, smart appearance, mess jackets, blue and gold stands, amplifiers, four vocalists. Available June 1st for hotel or club. ALAN CLEGG AND HIS, 191 Main Street, East Orange, N. J. my9

RESTAURANT-BEER GARDEN—4 TO 7 MUSICIANS, international dance music, experienced, business builders. INTERNATIONAL ORCHESTRA, 1937 Clinton Ave., Bronx, New York.

AT LIBERTY—Good sweet swing 7-Piece Dance Band, 3 Saxes, Trumpet, 3 Rhythm, 1 Arranger. FREDDIE BAKER, Green Lantern Night Club, 700 E. Main St., Ottumwa, Ia.

I WISH TO ANNOUNCE that Pat Darrell and His Orchestra will be at liberty on 30th of April. All propositions considered. DARRELL MILSTEAD, Manager, Wonder Bar Club, Zanesville, O.

JOSHUA'S FIDDLERS—Recording and broadcasting stars. America's finest Cowboy entertainers and dance orchestra now available, location or independent dates. This is positively the most sensational band in the East. Five men, young, snappy, flashy, playing twenty instruments, Singing, Dancing, Yodeling, Fiddling; featuring Fiddling Band, Novelty Washboard Band and snappy swing modern dance rhythm. Singing Cowboy Trio, Comedy Team and M. C. 30 minutes for vaudeville and entire floor show and dance band for club or hotel. Established over three years; featured over A. B. S. and Canadian chains. Want reliable advance agent who can really book seven nights a week. Apply JOSH WEBSTER, St. Claire Ave., R. D. No. 8, Trenton, N. J. my2

CLOWN PRODUCER—Plenty up-to-date numbers, play Snare or Bass Drum in straight band. Do Clown Policeman for come in. **ROY BARRETT**, Billboard, Chicago. my2

HERB TAYLOR'S CIRCUS REVIEW—Consist of Ponies, Dogs, Goats, Monkeys, Bucking January Mule; 4 people; also have complete Side Show, Magic, Punch, Vent., Hindoo Trunk Mystery, Electric Chair, Half Lady Illusion and Haile Selassie's Bodyguard. Also have Calliope and own transportation. Your best offer. Can also put on Clown numbers. **HERB TAYLOR**, 367 Washington St., Somerville, Mass.

PROF. PLANCK & GROSS Hill Billies in Song, playing Violin, Harmonicas, Drums, Bones, Flute, Accordion, Banjo, Rube Comedy and Ventriloquism. After May 15. Open for Circus. Troupers are we. 231 Dean St., Brooklyn, N. Y. my2

TOM FEEHLY desires to become trainer of lions, tigers, leopards, pumas, bears. Inexperienced, but have been around wild animals and trainers. Don't drink or smoke, age 19, weight 140 lbs., height 5 ft., 8 in. 3020 Abell Ave., Baltimore, Md.

WESLEY LAPEARL, with 2 Big Snakes, good wardrobe and pleasing lecture on snakes. 901 W. Broad St., Bethlehem, Pa.

**AT LIBERTY
DRAMATIC ARTISTS**

AT LIBERTY—TEAM. MAN, TOBYS, ECCENTRIC, Characters, General Business as Cast, except leads. Woman, General Business, Characters, as Cast, except leads. Specialties? Yes. Real Novelty, Single and Double, Ventriloquism, Burlesque, One-Woman Band, Musical Saw, Singing, etc. Car? Yes. Real troupers; go anywhere. **THE BELKNAPS**, 1539 South 22d St., Lincoln, Neb.

AT LIBERTY—Experienced Leader for dramatic show orchestra, symphonic or modern. Address **AL MORSTAD**, Box 66, Jerseyville, Ill.

INGENUO OR AS CAST—Singing specialty, pops and semi-classical, harmony. Good study, extensive wardrobe. Salary your limit. Responsible managers only. Transportation unless I know you. Available week of 19th. Write **FRANCES KING**, 820 Reynolds, Muskegon Heights, Muskegon, Mich.

**AT LIBERTY
MAGICIANS**

HIGHLY SUCCESSFUL MAGICIAN AND MENTALIST, 25 trunks, beautiful illusions. Have our own truck. **MAGICIAN**, 2020 N. W. 20th St., Miami, Fla.

FEATURE MENTAL ACT—Box office builder for any type of show. Oriental presentation. Will work private readings on percentage, but wants salary for act. **PRINCE YOSE**, Box 22, Peoria, Ill.

**AT LIBERTY
MISCELLANEOUS**

YOUNG MAN, American, refined, single, 29, high-school education, chauffeurs' license, would like position in hotel or apartment house or travel. Opportunity, maintenance and small salary, go anywhere, unquestionable references, not interested in carnival work. **BOX C-31**, Billboard, Cincinnati, O.

**AT LIBERTY
MUSICIANS**

TENOR SAX, CLARINET, Fiddle, arrange. Age 30, single, modern take off, cut. Salary only. **RALPH TAYLOR**, Hershey, Neb.

A-1 DRUMMER—CAN SWING, FAST READER, Celeste Bells, Sing. Cut shows, plenty experience. Nice appearance, age 26, strictly sober, hard worker. Carl positively satisfy. State all truthfully. **DRUMMER**, 2500 16th Ave., S., Minneapolis, Minn.

A-1 TRUMPET, EXPERIENCED, STATE FULL particulars. **TRUMPETIST**, 1511 8th St., Altoona, Pa.

ALTO SAX-CLARINET—SUMMER OR STEADY job. Age 30. Address 201 W. 75th St., New York City. ap25

AT LIBERTY—FEATURE TRUMPET PLAYER for dance orchestras. Real shows or summer resorts. Can sing or will take part on stage. Photo on request. State all. **MUSICIAN**, Box 244, Luverne, Ala.

CORNET AND TROMBONE AT LIBERTY MAY 15. Read, good tones, take off; prefer summer location; salary. **HAL HOREL AND BILL SHEETS**, Arlington Hotel Orchestra, Hot Springs, Ark.

DRUMMER—SWING, SWEET OR RIDE, PLENTY flash, read, new pearl outfit. Drums, Bells, Big Toms, Temple Blocks, etc. Don't drink, age 24, have car. Cut anything you have. Write or wire **BUD ROSE**, 12 W. Eichel Ave., Apt. B, Evansville, Ind.

DRUMMER; AGE 21, UNION, DESIRE STEADY work; no panics. **BOX 42**, Farnsworth, Tex.

GUITARIST — SPECIALIZE IN SWING rhythm; dance orchestra or vocal trio accompaniment; take hot chorus. Young, reliable. **AL COURTNEY**, care Billboard, 1564 Broadway, New York City.

GUITAR — SING, YOUNG, ALL ESSENTIALS. Satisfy or no notice; tell all. **RALPH Sizemore**, 75 Harris St., N. E., Atlanta, Ga.

MODERN TRUMPET, EXPERIENCED DANCE, radio and stage, young, reliable. **MUSICIAN**, 457 Walnut Street, Pottstown, Pa.

PIANIST AND DRUMMER—RHYTHM IS OUR business. Swing Drums all styles. Solid, modern Piano. Can swing any band as combo. Show, dance and radio. Congenial, neat and energetic team. **BOB BYRNES**, 3028 2d Ave., S., Minneapolis, Minn.

TRUMPET DOUBLING VIOLIN — MODERN style, tone and fast reader. Wire or write. **LES ROBINSON**, 187 N. W. 35th St., Miami, Fla. ap25

ALTO SAX AND DRUMMER—Both want travel or locate. Cut any stage, pit or floor show. **BOX 66**, care of The Billboard, Woods Bldg., Chicago, Ill.

HARPIST AND SINGER—Connect with organized act of radio. Fine Harp, good wardrobe, semi-classical music. **ROSELIND GRAY**, 2026 North Clark, Chicago.

STRING BASS Man wants job with good Hillbilly band or Hawaiian. Can cut anything. Young, sober and reliable. **JAMES PARKER**, 15540 Center Ave., Harvey, Ill. my9

STRING BASS MAN wants steady work. Modern, age 26. **BOB EHRMANN**, 625 Westwood Dr., Clayton, Mo.

TROMBONE—Young, neat, reliable. Good tone, swing take off, read anything. Sing and arrange. Go anywhere. Please don't misrepresent. **MUSICIAN**, 1436 So. Ridgeway, Chicago, Ill.

TRUMPET AT LIBERTY—Good reader, modern take off. Married, sober, reliable. Must be fair job. Ticket if far. **MUSICIAN**, Box 112, Alexandria, S. D.

**AT LIBERTY
PARKS AND FAIRS**

BALLOONISTS—BOYS AND THOMPSON BROS. BALLOON CO., Aurora, Ill. Established 1903. ap25

AMERICA'S FOREMOST AERONAUTS—BALLOON Ascensions reasonable. **TYRONE BALLOON CO.**, 1509 Oak St., Toledo, O. my2

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. **ROSCOE ARMSTRONG**, Montezuma, Ind. my30

BALLOON ASCENSIONS — NOW BOOKING parks, fairs and celebrations. Boy and girl Parachute Jumpers. Trapeze performance in mid-air. Write or wire **JACKSONVILLE BALLOON CO.**, Jacksonville, Ill. ap25

DOUBLE TIGHT WIRE—LADY, SLACK WIRE, Rolling Globe. Gent, Juggler, Magician. As good as the best. Write for prices and literature. **THE CHRISTYS**, Keokuk, Ia. my9

FOUR HIGH-CLASS FREE ACTS—DOGS, PONY, Mule. Fairs, parks, celebrations, circus. **HAPPY DAYS SHOW**, Blanchard, Mich.

SOUND SYSTEM SERVICE — MICROPHONE, Phonograph, radio, motor-generator equipped 1 1/2-ton, 131-inch panel truck. Four complete systems, high fidelity amplifiers, velocity microphones, eleven horns, 100 audio watts output; capable reaching 50,000 people, inside or outside audience. Reasonable rates for dependable contract. **R. D. WAGNER**, 1909 N. Capitol, Washington, D. C. ap25

A THREE ACT COMBINATION, consisting of a High Trapeze and Swaying Pole, 130 feet high, with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robing and Disrobing on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish bond to guarantee our appearance. Address **BOX C-389**, Billboard, Cincinnati, O. ap25

AERIAL COWBOYS, double Trapeze, Comedy Revolving Ladder, Illuminated Swinging Ladder. All standard acts. Celebration managers write for prices. Literature on request. Address **Billboard**, Cincinnati, O. my30

AT LIBERTY FOR Parks, Fairs and Celebrations—Comedy Slack-Wire Combination Juggling. Indoors or out. **CECIL WOODS**, P. O. Box 513, Poplar Bluff, Mo.

POPULAR—Work acts, produce all numbers, policeman on fair grounds, work in and out grand stand. Best of wardrobe and number. **ROY BARRETT**, Billboard, Chicago. my2

CLOWN DOING ACTS—Clown Motorcycle Corp on Funny Machine, Comedy Juggling, Boomerang Hats, Sensational Comedy Wire Act, Walkarounds, etc. Do all above single or supply trio. Also Clown Band. Playing St. Louis Police Circus this week. **ART ATTILA**, Billboard, Chicago.

SPECIAL FOR Parks and Fairs—Aerial High Bar Acts, Ground Tumbling and Bathing Beauty Dancing Girls. **M. MANSFIELD**, 524 W. Market St., Warren, O. my16

WESTERN ELECTRIC Public Address and Music Reproducing Systems. Most complete sound service ever offered. Carry 14 Speakers, 6 Microphones, 3 Complete Amplifying Systems. Can do street advertising. Serving such well-known fairs as Virginia State, Lewistown, Ebensburg, Stoneboro, North Carolina State, South Carolina State, Southeastern Expositions, Atlanta, etc. Write for descriptive circular and prices. State your dates. **ROELLER'S AMPLIFYING SERVICE**, Pottstown, Pa. my2

**AT LIBERTY
PIANO PLAYERS**

PIANIST, just finished season in Palm Beach, good reader, concert, etc.; hotel, radio, theatre, etc. Write state everything in first. **LARRY SOEBBEN**, 520 W. Sixth, Little Rock, Ark.

PIANISTE, girl, single, play anything. Exceptionally beautiful on ballads. Can go anywhere, Europe or America. In reply state pay and length of engagement. **DVARA POTOCKSKY**, The Carlton, 247 Michigan, Toledo, O.

**AT LIBERTY
VAUDEVILLE ARTISTS**

AT LIBERTY for med. show—Black-Face Comedian, Sing, Dance, change two weeks or longer, know all the acts and make them go. Sober and reliable. What have you. **HAPPY JACK WILSON**, Albany, Ind.

MUSICAL TEAM—2 Girls. Pianiste, Leader with Song and Pianolog Specialties. Violinist, small Parts, Specialties. Want reliable show. Have small car. **RAMSEY AND MURRAY**, General Delivery, Indianapolis, Ind.

BIG SHOW

(Continued from page 36)
duo, who feature boxing, vocal offerings with instrumentation and gay, brittle dialog. Jack Earle, stand-by giant, is here played against Shadow Slim and Sister, skinny team. Completing the attractions list are Alfred Langeven, human volcano and eye smoker; Hub-

bel, human bellows; Singhalee, fire-proof-skin man; Pop Eye the Sailor, who goes in for mugging and who looks the part of the famous cartoon character which he apes; Schuster, ball king, who manipulates a flock of rubber pellets on one hand; Habib, Egyptian wonder worker; Mimi Glarneau, sword and neon tube swallower; Burkhardt, human knot, and the perennial Clicko, African Bushman. On snakes is Miss Edith, and the socko sight specialty is furnished by Koo Koo the Bird Girl.

Harry Lewiston is assistant manager and Austin King lecturer.

Band

Merle Evans is here swinging into his 18th season with the Big Show and to celebrate the occasion recruits the popular swing tunes, as well as the parent of the species, jazz, while also bowling low to operatic selections and light waltzes for a shrewdly balanced repertoire. His company of 21 is divided as follows:

Cornets—William Kircheis, Joe Stefan, Henry Kyes, Joe Dobie and H. C. Wrener; flute and piccolo—A. V. Riggs; clarinets—Jimmie Austin, George Bishop and Tony Ramirez; horns—Paul Davis and Frank Bilton; baritone—Noble Howard and John Kulti; trombones—Lew Bader, Harry Hughes and Stanley Czerwinski; basses—John Evans and George Woolley; drums—Ray Floyd and Doss Gibson; callopie—Fred Mullin. Maestro Evans' trim blue outfit is contrasted with red worn by his men.

Wild West

Tim McCoy's easy-going manner and aplomb are in direct contrast to the rough-and-ready tradition of his American contemporaries perched in the strategic director position. 'Kid value is undeniable and season's concert take should prove it. The colonel prefers to background himself, aside from mike description from center ring in which his voice, clear and resonant, flows out like a pro gabber on ether waves. Film cowboy is a stickler for the Indian stuff and is an authority on the vanishing tribes. Lists 35 head of stock and a company of 36, divided as follows:

Trick riders and trick ropers—Verne Goodrich, Dave Nemo, Frank Gusky, Three Del Paos, Rose Washington, Tommy Cropper, Booger McCarthy, Myrtle Goodrich, Mrs. Frank Gusky, Dolores Nemo, Bobby Cropper, Ann Hamilton, Anne Louise McCarthy (the former Miss Hutchinson, daughter of the late Charlie Hutchinson), Erma Canastrelli; Six Cossacks, led by Sergt. Gabriel Solodohn; Chief Washington, archer; Australian Waites, whip crackers; a dozen Indians, five from Pine Ridge, S. D., led by Sitting Bull Jr., and seven from Oklahoma, including offspring, Shorty Miller, of Garden Rodeo, is Indian herder.

Clowns

Producing clowns are Felix Adler, Charles Bell, Hart Trio, Edward Guillaume (Poldor), Bluch Landolf, Billy Denaro, Tad Tosky and Ring Duo, Tom and Everett Hart, Paul Jerome and Paul Wenzel. Joys: Louis Bell, Lawrence Anderson, Dick Bell, Frederico Canastrelli, Paul Mortier, Harry Rittley and troupe, John Nelson, Skip Greenwood, Johnny Powell, Jacque Oldman, Splinters, Edes Trio; Jack, Santos and Johnny Guice; Chesty and company, Willie Moser and troupe, Applegate Octet, Elmer Petrie, Moon Davis, Rusty Moon, Wally Becker, Dudley Pond and troupe, Bob Klicky, Rudy Newmeyer, Ora Sparks and Joy Trio, Bill Houston, Bell Trio, Luke Le Croix, Johnnie Grady, Dan Blencoe, Tony Spragg, Lou Jacobs, Harry Nelson, Jeff Wenzel, Bill Barlow, Boots Berry, Clint Tinney, Floyd Ring, Gus Davis, Oscar Mince and Billy De Gaus.

Lilliputian comiques: Henry Bedow, Howard Marco, Henri Duchin, Charlie George, Frankie Saluto, Albert Moore, Franz Heidt, Con Cordon, Paul Horompo, Paul Prince, Monty Dell and Luis Mendoza.

Menage

High-school horse display, effectively supervised by Rudy Rudynoff, long a Hagenbeck-Wallace ace, contains the following riders: Charline Antony, Ella Bradna, Lavon Bornhauser, Bobby Cropper, Erma Canastrelli, Cora Davis, Elfrida Fredersdorf, Mrs. Frank Gusky, Daisy Guillaume (Poldor), Dorothy Herbert, Ann Hamilton, Gloria and Bonnie Hunt (whose father is manager of the State-Lake Theater, Chicago), Evelyn Joyce (Cook), Helen Leslie, Mildred Millette, Anne Louise McCarthy, Dolores

Nemo, Rudy and Erna Rudynoff, Betty Reiffenach, Trella Smiletta, Betty Stewart, Judith Sothorn, Harriet Snellen, Margaret Streckler, Martha Wallenda, Lucille Walberg and Maria Yacopi. Rudy Rudynoff Jr. is assisting his father.

The high jumpers are Bobby Cropper, Ann Hamilton, Evelyn Joyce, Lucille Walberg, Tommy Cropper, and Dorothy Herbert, who is featured.

Department Heads

Peter March, menagerie; Larry Davis, elephants; Steve Finn, baggage stock; Dr. John Scully, ring stock, assisted by Johnny West; Rudy Rudynoff, Gordon Orton and Frank Asher, horse trainers; James Whalen, canvas; Lawrence Bancl, wardrobe, assisted by Mrs. Ed Millette; Bobby Worth, ushers; William Yeske, blacksmith; Raleigh Davidson, illumination; Joe Dan Miller, sleeping cars; Ray Milton, trainmaster, assisted by Jack Bigger; David Davidson, tractors; George Blood, cookhouse; Mayer Bros., programs, commissary and chameleons; Frank Miller, all privileges except novelties, which are in charge of Sam Crowell. (This is the first time that Frank Miller has had privileges inside and outside, having for years operated the custard and midway concessions.) Mike Carey, paint.

Michael Bergen, M.D., head physician; O. F. (Curly) Stewart, general utility; John Brice, special officer; Ralph A. Gram, announcer; Howard Y. Bary, scout.

Roland Butler is general press representative; Dexter Fellows and Frank Braden, story men; Edward Johnson, contracting press agent.

William J. Conway and Al Butler are the contracting agents; Walter Wappenstein, Jack (Cow) O'Connell and Willie Carr, 24-hour men.

Mickey Graves is property boss. His chief assistants are three standbys—Bob Reynolds, Ralph Lill and Ray Olleck, who supervise a huge crew. The grips have plenty of hanging and dismantling to do and the job is put over in a smooth manner. Major Bowes, after paying particular attention to the prop gang, remarked that, strangely enough, the spectator is not conscious of their presence.

Charles A. (Chick) Bell is superintendent of reserved seats, and staff includes Matthew McGowan, uptown tickets; Thomas Haynes, Richard Smith, Harry Minor, Pete Grace, Leroy Howerton, Fred Harris and Herman Mussita.

Frank McIntyre is superintendent of the front door, and staff includes William Maxwell, Hugh Hart, Harry Whitaker, Eddie Causey, Andrew Carlisle, Tony Martin, Clem Pearsons, Jimmy McSorley, Freddie Harris and Mike Collins.

Acts at Des Moines Show

DES MOINES, Ia., April 18.—The Za-Ga-Zig Shrine Circus opened at the Coliseum April 13 for a week's engagement, before a crowd of 4,000. Alex Miller was general chairman and representing the circus committee were Omer J. Kenyon, manager; Sidney Belmont, director and announcer; D. E. McAllister, secretary, and Rink Wright, equestrian director.

The program: Shrine band, directed by Dr. A. Paul Atkins; McElroy, Harmon and Frodell; Grinn and Baret; Orlando Trio; Belew's high-school and menage horses, ridden by Mary Norton, Merritt Belew and Miss Lorenzo; clowns; Donahue and LaSalle, barrel jumping; Three Fredgies; Wilbur Trio, cradle act; Windisch Duo, rings; clowns; animals; Win-Will troupe, acrobats; McElroy Trio, Cal-Rolf-Ferris Phillips, Herb Shelly company; Rink Wright Duo, balancing feats on ladder; elephants, presented by Miss Lorenzo; clown band; Windisch Comedy Duo; LaSalle and Donahue, acrobats; Tiny Elaine, Spanish web; Rue Enos, trapeze; Wilbur Duo, aerialists; Laval Entine Sisters, muscle whirls; Zobeidie Sisters and Fred, double hand stands on crutches and walking upside-down on crutches; Patterson's funny Ford; Six Tip Tops; Windisch troupe, acrobats; McElroy troupe, comedy; Blondin Reilms troupe, high wire; clowns; Christy's Liberty horses; clowns; Flying Valentina.

Tiger Bill Opens in May

BELLEVUE, Mich., April 18.—Work is progressing at the quarters of the Tiger Bill Show here, with Larry White and Lee Stanley in charge of operations. Opening will be in May. New ponies have been added to the trained stock. Charles Schram has the band, making his third season with show.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Burns, J. W., 13c
Goodwin, Mart., 20c
Howard & Fuller, 10c
Howan, John, 15c

Ladies' List

- Adams, Jean
Adrian, Trudy
Alexander, Mrs.
Alford, Helen
Allen, Mrs. Roscoe
Allen, Myrtle
Allen, Prairie Lilly
Arlen, Bea
Armstrong, Myrtle
Bailey, Lula
Bailey, Melba
Baker, Mrs. Janie
Baker, Mrs. Laura
Barker, Joyce
Barry, Mrs. George
Beachum, Dee
Bentley, Mrs. S. D.
Bevan, Mary
Binks, Ruby
Biron, Pearl
Bishop, Mrs.
Blades, Mildred
Blanch, Mrs.
Bludworth, Mrs.
Boudry, Mrs.
Boring, Elvira
Bowen, Mary M.
Boyer, Mrs. Chas. G.
Branham, Mrs. Joe
Bresk, Ind.
Brewer, Lillian
Brovold, Mrs.
Brown, Gypsy
Burgess, Mrs. H.
Burleson, Madam
Burton, Mrs.
Carlyle, Mrs. Ethel
Carroll, Mrs.
Cass, Hazel
Cessna, Melba
Chandler, Ruby
Chapman, Peggy
Chavanne, Mrs.
Cherne, Joyce
Clark, Helen
Closson, Elizabeth
Coffey, Mrs.
Coleman, Jennie
Collins, Mrs. Thos.
Commett, Midge
Cook, Bellie
Cook, Mrs. Bertie
Cook, Mrs. Lue
Cornalla, Iula
Coronada, Mrs.
Correar, Ruth
Crane, Parica
Crawford, Mae
Crandall, Mrs.
Crooks, Mrs. W.
Cudek, Stella
Curran, Mrs. Jack
Czydek, Mrs.
Daniels, Mrs.
Davis, Mrs. Carol
Davis, Mrs. Daisy
Davis, Mrs. Jackie
Dawson, Lillian
Day, Mrs. Joan
Dayton, Madalyn
DeBelle, Jeannie
DeCauf, Mrs. Nora
DeDuke, Jean
DeBarrie, Hilda
Deano, Mrs. Lou
Dearo, Mrs. Bert
Delaney, Betty
Delano, Ruth
Dew, Mrs. D. W.
Dorothy, Tatooed
Dorsey, Mrs. Vera
Doss, Mrs. Jimmy
Dougherty, Muriel
Drew, Marion
DuBois, Jeattea
Dumpling, Dolly
Duncan, Jane
Dunlap, Mrs. Dr.
Dunn, Mrs. Jack
Dunning, Mrs.
Dunning, Mrs.
Ecker, Mrs. Chas.
Edwards, Gora Lili
Edwards, Johnny
Ellsworth, Lydia
Estridge, Miss
Eyer, Ruth
Fletcher, Beattie
Floyd, Ruth
Ford, Mrs. Jack
Frances, Kay &
Frances, Madam
Frances, Mrs. Edna
Fuller, Bessie
Furman, Josephine
Garland, Ethel
Garner, Ethel
Garrick, Marie
Gensler, Mrs. Roy
Gibson, Mrs. Cleo
Gibson, Tango
Goldie, Mrs. Pearl
Goodrich, Mrs.
Lavan, Pauline, 6c
Lee, Lewis E., 8c
Lenhart, Ray, 3c
Mooney, W. F., 12c
Grant, Mrs. Fred
Greensburg, Mrs.
Grice, Helen
Gresham, Mrs.
Griffin, Juanita
Gny, Mrs. Paul
Hale, Billie
Harper, Mrs. Lue
Harris, Lillian
Harris, Mrs. Roy
Harrison, Mrs. Flo
Harvey, Boots
Hawkins, Myrtle
Heath, Mrs.
Hilton, Daisy
Holmes, Mrs.
Howell, Mrs. Ed
Huffard, Mrs. Kate
Huffman, Mrs.
Hull, Mrs. Bert
Humphrey, Gladys
Hunt, Mrs. Walter
Hyde, Mrs.
Illington, Clair
Iola, Princess
Jackson, Erni
Jeanette, Madam
Jenkins, Mrs. Irene
Jenniers, Georgie
Jewels, Fern
Jewell, Mrs. Muriel
Johnson, Clara
Jones, Mrs. Marie
Jordon, Mrs. Peggie
Kansas City
Wonder Girl
Kate, Jolly
Kelly, Mrs. C. K.
Kelly, Mrs. J. B.
Kerwin, Margie
Kilian, Mrs. Rose
King, Helena
Kirch, Lettie
Kirschner, Mrs.
Kyle, Bee
LaBox, Mrs. Evelyn
LaCosta, Alice
LaFaro, Marie
LaFaro, Mrs.
LaHart, Thelma
LaRue, Jeanne
LaVola, Mrs. Don
Lampinos, Mrs. L.
Lampman, Peggy
Landrom, Mrs. L.
Lang, Ruby
Layne, Doris
Layne, Mary
Lee, Betty D.
Lee, Madam Ora
Leonard, Iris
Leroux, Josephine
Levoyer, Mrs.
Lewis, Gertrude
Lewis, Mrs. Jackie
Liberty, Aldis
Lieberwitz, Mrs.
Lloyd, Julia
Logan, Mrs. K.
Lotta, Mme.
Lovell, Mrs. M.
Lovell, Ray
Luken, Janet
McCauley, Mrs. V.
McCoy, Mickey
McCoy, Mrs. Clara
McCree, Mrs.
McIntyre, Mrs.
McKea, Mary
McKune, Mrs. Geo.
McNally, Sisters
McRoberts, Joan
Madden, Alma
Maddix, Mrs. Ruth
Maddox, Mrs. Jim
Main, Betty
Marr, Mrs. Ray
Martich Gdn, Pearl
Martinus, Leta
Mason, Judy
May, Madam Elsie
May, Mrs. E. C.
Mayer, Mrs. Vickie
Mayne, Mrs. D. B.
Melville, Mrs.
Merrinan, Mrs.
Meto, Pauline
Metz, Mrs. Grace
Michel, Leona I.
Miller, Babetta
Millier, Mrs.
Mitchell, Mrs. Geo.
Mitchell, Mrs.
Katherine
Monroe, Mae
Morgan, Vera
Morton, Alvia
Moss, Dottie
Mozelle, Madam
Mrquies, Mrs.
Murray, Ginger
Murrill, Mrs. Flow
Neal, Mrs. Anna
Neilson, Mrs. Lella
Nelson, Mrs.
Nemar, Mrs. J. T.
Neville, Maxine
Norman, Kay
Ololoms, Mrs. Mary
Olson, Mrs. Albert J.
O'Connell, Mercedes
Ortagus, Mrs. Leonard
Painter, Mrs. Annie
Parker, Mrs. H. L.
Parker, Mrs. Raymond
Parks, Mrs. B. F.
Perry, Lottie
Perry, Mrs. Jenny
Peterson, Mrs. Bonnie
Ponder, Sheila
Porter, Grace
Powell, Lena Mae
Pratt, Mary
Prescott, Ann L.
Price, Edna
Quinn, Ruth
Ramon, Edythe
Ramos, Goletta
Raymond, Anna
Reechee, Mitzie
Reed, Mrs. Annie Lee
Reed, Lucille
Reno, Pauline
Reno, Mrs. Sylvia
Reynolds, Tommy
Richee, Mitzie
Rison, Mrs. Teddy
Ritchie, Marie
Roach, Mrs.
Elizabeth B.
Robison, Vera
Rockne, Mrs.
Roe, Gertrude
Roland, Bonnie
Romig, Catherine E.
Rosch, Mrs.
Elizabeth B.
Ross, Carlene
Rowan, Hazel
Rowan, Mrs. W. W.
Ruth, Mrs. R. R.
Samelson, Mrs. Nellie
Sanders, Mrs. Doris
Sanders, Mrs. Inita
Saunders, Mrs. M.
Scott, Mrs. C. D.
Scott, Mrs. Myrtle
Schwartz, Mrs. Gene
Seeley, Minerva
Shahni, Signa
Shattuck, Miss Rae
Sheppard, Mrs.
Lillian Murray
Sherman, Mrs. Rosa
Shinkle, Genevieve
Shoots, Mrs. Red
Silvers, Mrs.
Augustine
Skinner, Mrs. Otis
Slanker, Mrs.
Duke
Smoinis, Mrs. Rose
Smith, Ann
Smith, Bessie Mae
Smith, Mrs. Chris
Smucker, Mrs.
Marie
Snodgrass, Mrs. Nona
Snyder, Lillian
Spot, Dolly
Stacey, Lida
Stanley, Bessie
Stanley, Daisy
Stanley, Dorothy
Stanley, Dorothy
Stanley, Mrs. Millzie
Stantliff, Sallie
Stokes, Ray
Strong, Myrtle
Summers, Viola
Swindese, Mrs. George H.
Taft, Thelma
Taylor, Phyllis
Terrill, Mrs.
Jeanette
Terrill, Mrs. Mary J.
Teska, Mrs. Joe
Thomas, Mrs.
Madge
Thomas, Mrs. Nick
Thomas, Peggy
Thompson, Babe
Thompson, Mrs.
Katheryn
Thorpe, Mrs. N. A.
Thorpe, Mrs.
Susie
Timmers, Mrs. P.
Timmons, Mrs.
Jennie
Tuller, Mrs. Joseph
Tyler, Mrs. Carl
Udonitz, Dolly
Usher, Mrs. Herb
Valentine, Mrs.
Henry Betty
Van Lidth, Mrs.
Evelyn
Vierra, Mrs. Albert
Vigilanti, Mrs.
Dorothy
Vitch, Mrs. Chas.
Von Lynd, Elma
Wade, Mrs. Myrtle G.
Warren, Mrs. Pauline
Watkins, Mrs. Doris
Weiss, Mrs. L.
Wheeler, Mrs. Geo.
Whipple, Mrs. Lullia
Whitehead, Mrs. Max
Whitehead, Mae
Whyte, Roelyn
Wilkep, Mrs. Grace

- Wilson, Elsie
Wilson, Roy
Madam Sarah
Willard, Helen
Willison, Mrs.
Williams, Mrs.
Wilson, Bobbie Lee
Wilson, May Erwin
Womack, Bertha
Wood, Elenore
Wood, June
Yeager, Mrs. S. A.
Yellowhorse, Beatrice
Yurkovic, Ann
Bunge, James G.
Bellmer, Whittie
Bement, Alfie
Bennett, Fred
Bennett, Joe
Benesch, Frank
Bentley, Claude
Bentley, (Claudett)
Benton, Earl G.
Benton, Earl G.
Benton, Frances
Berkowitz, Sam
Bernard, Billie
Bernet, Clarence
Beveridge, Glen
Bey, Ben
Bickford &
Crandall
Biddle, Wm.
Biggers, Larry
Bills, S. B.
Bird, Wiki
Bird, W. E. Willie
Birmingham, James L.
Biscow, Isador
Blackfoot, Blackie
Blacks, The Aerial
Blackstone, Joe
Blair, Bud
Blair, Jack
Blakely, Benton H.
Bland, Richard
Block, Bert
Blankenship, C. R.
Blumingsame, V. W.
Boardman, Orlando W.
Bobbio, Accordionist
Bolls, Fritz
Bolt, Lloyd J.
Boman, Chas.
Bousum, Robert
Bowen, Walter
Bowen, Ray &
Virgil
Bowin, Richie C.
Bowman, Chas. M.
Bowman, F. J.
Boyes, Chick
Boyle, J. W.
Boyle, Danny
Boyer, Ralph M.
Bozwa, George
Bradford, G. C.
Bradshaw, Tiny
Brady, Pat
Brassell, Floyd
Breez, Harry
Brennan, Merle
Brennans, Musical
Brenner, Eddie
Brent, Jim
Bresnahan, Ernie
Bresnoham, Russell
Brewer, Charley H.
Brewer, Eugene
Brewster, Harry E.
Briggs, Wm.
Bright, H. B.
Bright, Lee
Britt, B. H.
Britt, Tom
Britton, Ginger
Britton, Jack
Brockhoff, Wm. Carl
Brodie, W. N.
Brooks, Bill
Brooks, Jack &
Maude
Brooks, Red
Brooks, Sam
Brooks, Thos. A.
Brosn, Jo Jo
Brovold, Peter
Brown, Al
Brown & Bailey
Rev.
Brown, Bill
Brown, Cecil
Brown, Harry
Brown, Jo Jo
Brown, J. R.
(Brownny)
Brown, L. D.
Brown, Pat
Brown, Pluto
Brunk, Glenn D.
Bryan, Earl
Bryan, Jack
Bryant, Howard
Bryant, M. H.
(Tom)
Buckly, Dick
Buckminster, Richard
Bulfin, Emmet
Bulen, Dexter A.
Bulgar, T. E.

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

Gentlemen's List

- Adair, Jack
Adams, Frank
Adams, Frankie
Adams, Geo.
Adams, Geo. J.
Adams, Herb
Adams, Ned
Adkin, Alfred
Ailinger, Gabe
Akbar, Prof.
Alban, Jack
Alberts, Albert
Alder, Clarence
Alexander, S. C.
Ali, Chas. Lazaro
Alford, Jack
Alford, W.
Ali, Mohamed
Ali, Billie
Allen, Charles
Allen, Gene
Allen, Jack
Allen, J. O.
Allen, Tom
Allen, Don
Allesandro, Morio
Allen, Charles B.
Allen, Doc
(R. C.)
Aldrich, Billie
Ambler, Walter
Anderson, Candy
Anderson, Francis
Anderson, Jackie
Anderson, Jimmy
Anderson, Paul
Anderson, U. P.
Angel, J. S.
Anfenger, Harold
Arbuckle, T. E.
Arley, Towes
Armstrong, Milo K.
Arnold, Jerry
Arnold, Jack
Art & Leon
Arthur, Chas. A.
Arthur, Major
Arthur, Mickey
Asher, Charles
Augustino, Louie
Aulger Bros. Messrs.
Austin, Albert A.
Austin, Richard L.
Ayers, H. B.
Bachmann, Ted
Bait, Tiger
Baker, Donald
Baker, E. E.
Baker, Red
Baker, Joe S.
Balbridge, W. R.
Balfonte, Paul
Ballard, Jack
Balow, Charles
Bangs, Jerry
Barfield, H. A.
Barries, Charles E.
Barnes, Dr. W. B.
Barnett, M.
Barnett & Schutz
Barnhart, Clifford
Barr, Clyde Eugene W.
Barrett, Bill
Bartholomew, H. W.
Barton, Howard W.
Barton, Ottis
Bashaar, Chas. W.
Bates, C. A.
Bates, Geo. Linus
Baty, Joe
Bayles, Floyd
Bayne, Jack
Bays, Henry Speed
Baxter, Ross
Beach, Geo. (Hall Pint)
Beadles, W. H.
Beaird, Elbert
Beam, Merwyn
Beaman, Roy
Beatty, (Pollock)
Beardley, Frank
Bearing, Steve
Beasley, Jas. S.
Beasley, R. C.
Beckey, P. T.
Beckey, Billie
Beham, Archie
Behoe, Earl
Behoe, Clayton E.
Below, Charles
Bell, Hony
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Bell, Miles
Bell, Moses
Bellis, R.
Bellis, R. S.
Belmont, Clreno
Belmont, Harry J.
Bembow, William
Bemore, Bill
Ben Deb. All

- Faust, F. L.
Faust, Ike
Ferrante, Al
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Fierney, Ed
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Finn, Ira Lester
Fischer, Dr. Chas.
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Fitch, Don
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Fleetwood, Opola
Ford, Al
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Foster, Frank
Foy, Bob
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Franklin, Don
Frantz, Jerry
Frederick, Henry
Fredette, Arthur
Freeborn, James
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(F Cookie)
Freeman, Mitch
Freesland, J. G.
French, Doc
French, Wm.
Friedman, Jake
Fulbright, Henry
Fuller, Lew
Gaffney, Wm. H.
Gage, Robt. H.
Gallagher, James Robert
Gardner, Geo.
Garfield, Doc
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Geisler, Henry
Gennisie, Ben
George, Bert
George, Eli
George, Frank
George, James
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Gerad, Charles
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Gray, Bee Ho
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Gregory, L. B.
Griffith, B. S.
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Grimes, Loren
Grimsley, A. M.
Groffo, Miller
Grosblat, Joie
Grundten, Howard
Gwinn, Calvin Cowboy
Haas, Frederick L.
Haas, J. Harvey
Hackenbery, Lewis
Hale, Prince Eco
Hale, Tom
Hall, Loun D.
Hall, Perce
Hall, Robert
Halley, Leo
Hamilton, Prof. Ted "Okay"
Hammon, Johnnie R.
Hammond, Bill
Haner, Sam L.
Hanlon, A. W.
(Pat)
Hanson, Tommy
Hanna, H. L.
Hansell, Jewel
Hanson, Louis T.
Hao, Al
Hardman, Whity & Mabel
Harley, Jess L.
Harper, Harry
Harmon, Bill
Harper, Eddie L.
Harper, P. E.
Harriman, Malson
Harrington, E. A.
Harris, H. C.
Sun-down Slim
Harris, Pat
Harris, W. H.
Harrison, Edw. S.
Harrington, Jerry
Harry & Mario
Harry Players
Hart, Arthur
Hart, Paul
Hartig, Wm.
Hartigan, Pat
Hartley Jr., Geo.
Harts, Jack, Comedians
Harsock, Byron
Hartsell, Ray
Mechano
Hartwig, Johnny
Kennedy, H. D.
Kennedy, Lewis Leon
Kerns, Edw. C.
Keaterson, Loren
Keystone Carnival, The
Kilbourne, Mark L.
Kimbill, Lee
King, A. J.
King, Allen
King, Clarence
King, Don A.
King, Harry
King, Ray
King, Walter
Kingsbury, Donald
Kingsmore, Tiny
Kinko, Prof.
Kinny, John J.
Kinser, Lou
Kinzer, Jas. B.
Kirche, Leonard
Kirk, Eddie
Kirk, Lyle
Kirwin, Joe
Kish, Lew
Knauff, L. N.
Knight, Geo. Jack
Knovakoff, Geo.
Knowles, Jesse
Kohn, Eddie
Kokos, Joe
Koran, L. E.
Kranz, I.
Krafft, Perry E.
Krajewsky, Billy
Kramer, Benita
Kronru, A. T.
Kroner, R. A.
Kruitt, Jack
Kugler, Prof. Jas.
Kuhn, John M.
LaLenna, Frank
LaMont, Frank
LaMont, John
LaRose, Dannie
LaRouch, Dannie
LaValley, Capt. Oscar
LaZella, Aerial
Lamar, Col. Leon
Lambert, Frenchie
Lambert, K. E.
Lamb, Bonnie
Lamore & Frances
Lamors, J.
Lamperi, D. J.
Lampton, J.
Lands, Ben H.
Lane, Malcolm J.
Langdon, Burt
Langford, Walter
Lanham, Wm.
Lamour, Edmond A.
Lattin, Walter
Latto, Al
Laughney, Frank
Laverne, Helen & Al
Lawrence
Lawson, Happy
Lay, Bill
Layman, F.
Layne, Bert
Lazell, Elmer
Lazone, Elmer
Leaver, Robt.
LeVine, Joe
Lee, Alvin
Lee, Dick
Lee, Francis M.
Lee, Glen, Orch.
Lee, Harry W.
Lee, Julian
Lemons, Walter
Lenheart, L. R.
Leonard, Paul
Leopold, Leopold Man
Lester the Great
Letterman, W. E.
Levine, Harry
Lewis, Franklin
Lewis, H. J. Red
Lezark, Jack
Libsey, Edw.
Lionel, David
Lisle, Joe
Little Beaver, George
Littlefield, Jack
Llewellyn, Beryl
Locktee, Gus & Lovelia
Logan, John
Logan, Sandy E.
Logan, Wm. O.
Lollar, Roy E.
Lones, Leo
Long, Isaac A.
Loranger, Nelson J.
Lottidge, Harry
Lovell, T. C.
Lowe, Chas. R.
Loyd, Leonard
Ludwig, Franz
Lumford, Jimmy
Lumfords, Bat
Lumfords, Roy
Lush, Doc
Luther, M. H.
Lyda, T. J.
Lyons, J. J.
Lynch, A. E.
MacLean, Jas.
MacNab, (Pretty Boy)
MacNamore, Blackie
McAllister, Pat
McCall, Duke
McCall, H. L.
McCallister, H. E.
McCarthy, Emmet
McCarty, J. J.
McClane, Buddy
McCloud, Cuddy
McClung, C. C.
McClure, Mickey
McCloughan, C. S.
McCoy, Chuck
McCranie, Ruben
McCrary, E. D.
McCune-Grant Trio
McCune, Wm.
McDonald, Duncan
McDonald, Edw.
McDonald, Fred
McDonald, Red
McDonald, Sampson
McDonald, Wanzo
McEachern, Kenneth
McFarling, Willard
McGlowe, Ken.
McGowan, Vernon
McKay, Bob

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

- McKee, Alvin
McIntyre, Keith
McKinnon, Wm.
McLaughlin, A.
McLaughlin, G.
McLendon, R. F.
McNeil, Luther V.
McNeely, J. D.
McPherson, Eugene
McSpadden, John R.
McWilliams, Roy
Mace, M. & M. Show
Mace, Herbert
Macerial, Bob
Machel, Bob
Mack, Johnnie
Mack, Wm.
Mahoney, J. L.
Maller, Frank
Mansell, J. L.
Mansion, Mickey
Marcelles, Bud
Marcus, Geo.
Marcus, Will
Marion, Sidney
Margolen, Max
Markley, Dave
Marko, Geo.
Marks, B. D.
Marks, Joe
Mars, Walter J.
Martell, Jerry
Martin, Tom
Martz, Ray
Mason, Dick
Matthews, J. H.
Maximo, Mechanical Man
Maxwell, J. B.
May, Jackie
Mayvott, Edgar
Meade, Tommy
Melzer, John
Mendelson, Louis
Mengers, Jay
Mercer, Chas. W.
Merril, Speedy
Messick, K. O.
Metts, A. J.
Miles, Bob
Miles, Guy H.
Miller, Capt. M.
Miller, Chas. Joe
Miller, Fred M.
Miller, F. W.
Miller, Herman
Miller, Jack
Miller, Leo
Miller, Leon
Miller, Little Joe
Miller, Mervin
Miller, Ralph
Miller, W. A. Bill
Milton, Billy
Minsky Supreme
Minsky Show
Mitchell, Bob
Mitchell, Charley
Mitchell Circle
Mitchell, Dick
Mitchell, E. W.
Mitchell, Frank C.
Mitchell, Frank J.
Mitchell, Geo. M.
Mitchell, Larry
Mitchell, Louis
Mitchell, Mike
Mitchell, Miller F.
Mitchell, Miller J.
Mitchell, Steve G.
Mitchell, Theodore
Mix, Art
Monte, Johnny
Moon, R. E.
Moore, Ben E.
Moore, Blackie
Moore, Dinty
Moore, Hap
Moore, Mack
Moore, Montie
Moore, Thomas
Moore, Tommie E.
Moore, Walter O.
Mooney, Harry
Morales, Pedro
Morgan, Chas.
Morgan, Frank L.
Morosco, Ritchie
Morris, H. C.
Morris, Jimmy
Morris, Joe D.
Mortenson, Chas.
Mortenson, Sandy
Morse, Geo.
Mortensen, Fred
Mortenson, Mort
Mose, K. C.
Motts, Fred
Moulton, V. L.
Mr. Q
Mueller, Tex
Mullally, Tommy
Mullens, Jimmie
Mullins, Jack
Mummaw, Walter
Mund, Sunny
Mundt, Dr. Leon
Murdoch, Bobt. K.
Murphy, D. J.
Murphy, J. L.
Murray, Arthur
Murrey, Earl
Myers, W. E.
Nabone, R. J.
Nation, Al
Neal, Roy
Neilson, Douglas
Neipert, Clarence
Nelson, Bert
Nelson, (Rough House)
Nelson, Buck
Nelson, Douglas
Nelson, Walter
Nelson, Whitey
Nepo, Geo.
Neto, Natale
New, Bert
New, John A.
Newman, Frank
Newman, Ted
Newton, Harold
Niebery, Louis J.
Northrup, Jesse
O'Brien, M. R.
- O'Brien, Thomas
O'Connell, J. M.
O'Dare, Lerry
O'Hara, Husk
O'Mally, J. P.
O'Neal, Phil
Oberman, Harry
Odum, Homer
Ogden, Ray W.
Ohman, Theo
Olick, John
Olive (Picture Man)
Oliver, Otis L.
Olson, Swede
Ormer, Perry
Oshwa, Prince
Ossified Roy
Ott, Fred
Ott, Jerry B.
Owens, Frank
Owens, Tracey R.
Pablo Sr., Juan Jr.
Paddock, Buddy
Paden, James R.
Palmer, Bud
Palmer, Doc
Palmer, Don & Della
Palmer, Pete
Parent, Arthur
Parker, Dick
Parker Sales Service
Parks, Beni. F.
Pass, Herbert L.
Patrick, Wayman
Patterson, Herb
Patton, Cliff
Patton, Glenn
Pauls, F. W.
Payne, Jimmie
Pearce, Harrison
Pearline, Harry
Peck, Bert
Peke, Blackey
Pengelli, Dr. H.
Pensch, Keith
Perrin, Sid
Perry, Ernest
Perry, J. L.
Perry, Lincoln
Peterson, Dick
Petocher, Andrew
Pewe, the Clown
Pfeifer, E. W.
Pfeifer, W. J.
Phillips, Edgar
Pickard, Wm. J.
Pickering Family
Pickering, Dan
Pierce, Ralph J.
Pietro, Anthony
Pine, Andy
Piper, Lebs
Pitt, W. J.
Pixley, G. W.
Pledge, Willard
Pope, Chas. W.
Porter, La.
Posey, Bob
Potter Bros. Show
Powell, J. D.
Powers, Rex
Prather, Henry H.
Price, J. C.
Price, Ray
Pridgen, Jimmy
Proctor, James R.
Progressive Teachers' Service
Purvis, Cecil
Qualls, Knox
Rader, Chas. E.
Rae, Joe
Ragland, L. E.
Ragland, Rag
Ramsey, Joe
Rankin, Jake
Rawlinson, Chas.
Ray, Buster
Ray, Don
Ray, Engomar
Raymond & Marcus
Rea, John
Reagan, Bob
Reano, Prof.
Red Horse, Wm.
Redding, G. B.
Redfield, H. B.
Redman, J. Silvers
Reed, G. W. Bill
Reed, Lycop
Reed, Minoz
Reedy, Maynard
Reeves, Al
Reger, C. R.
Reid, Ed C.
Reid, Gr. Show
Reno, Edw. A.
Reno, Paul
Revilli, Chas.
Revolt, Paul
Reyman, Frank
Reynolds, Ellery
Reynolds, E. S.
Reynolds, Tom J.
Rhoads, John
Rhodes, Claude
Rice, Dan
Rich, Jimmy
Richards, A. L.
Richards, Buddy
Richards, G. O.
Richards, G. O.
Riggs, J. L.
Riley, E. G.
Riley, Harry
Rish, John
Rittley, Harry
Roberts Bros. Show
Roberts, Joe
Robertson, John S.
Roberts, Roy
Robeson, Geo.
Roberson, Whitey
Rodgers, Bill
Roeder, Henry
Roger, Albert
Rogers, S. L.
Rogers, Seigel
Roland, Henry
Rooney, Jimmy
Rosche, Frank
Rosenbach, Harry
Rosenbach, Wm.
Rosenberg, Geo.
Rosewall, Abe
Ross, Jack
Ross, Phil
Ross, Tom
Ross, Tony F.
Ross, Wm.
Rothrock, Paul
Rotmour, J. B.
- Round Tree & Shorty
Royer, Archie
Rowan, Doc
Royster, Dick
Runge, W.
Russell, B. H.
Russell, Geo. L.
Russell, Hall
Russo, Phil J.
Ruton, Eddie
Ruston, Jas. R.
Ryan, James J.
Ryan, Pat
Salinger, David
Salisbury, Wm.
Saltzgeber, D. D.
Sampson, Jack
Sampson, Walter
Sanders, Tex
Sanderson, C. L.
Sangor, Harry
Sartell, Oscar
Savoldi, Joe
Schaffer, Chas.
Schaffer, Herman
Schaffner, Neil E.
Schell, Jimmie
Schelle, Louis
Schiefelbein, Max
Schmeman, Lester
Schneider, Vic
Schofield, Jos.
Schreckengost, Arden
Schuler, Bert
Schwanenberger, Sch.
Scott, B. M.
Scott, Geo. W.
Scott, Walter Red
Scribner, Wm.
Seaman, Roy
Sears, Howard
See, Bunny
Sells, Virgil
Sexton, R. J.
Seymour, Tommy
Seymour, W. O.
Sharon, Alfred Joe
Sharpe, Maxie
Sharrock, Lowell
Shelton, Dace & Mitzi
Shelton, Toby
Sherman Jr., Carl L.
Shiels, Floyd
Shmidt, Louis H.
Shunatona, Chief
Shufro, Nate
Shuttie, Ferris
Sigel, C. S. Doc
Sigourney, Tom
Siach, John
Silvers, J. H.
Silvers, Jack
Silver Streaks, The
Simmonds, Alex
Simon, Leo
Simpson, Sam
Single, Moosa
Singleton, Harry D.
Sizemore, Asa
Skeeter Kell Co.
Sleight, Robt.
Slossor, Shots
Sloute, Verne L.
Small, Leo
Smith, Ben
Smith, C. H.
Smith, C. C.
Smith, Chris M.
Smith, Curley
Smith, Fletcher
Smith, Floyd
Smith, Frank
Smith, Herbert R.
Smith, J. Lacy
Smith, Lloyd T.
Smith, O. M.
Smith, Rollin
Smith, Roy H.
Smith, Texas Jack
Smith, T. J.
Smith, J. D.
Smith, Steve
Smith, W. F.
Snobar, John Mex
Snooks, Kid
Snow, Howard
Snyder, Dutch
Snyder, Merle O.
Solomon, Thlon S.
Sordlet, Hank
Sotiro, Frank
Southern, Bert
Spangler, Dr.
Sparks, Ted
Spellman, Dave
Spencer, Bill
Sperlock, Red
Sperry Players
Spring, Tony
St. Clair, Bob
St. Johns, Art
Stanley, Mark
Stanley, Goldblock
Stanley, Harry
Stanley, Paul
Stears, Melvin
Steel, Bob
Stegeman, Roger
Steinberg, Abraham
Stephens, G. W.
Stephens, Speedy
Stetson, Jack
Stevens, G. W.
Stevenson, J. D.
Stewart, Ed J.
Stewart, Richard H.
Sty, Jos.
Stork, David
Street, Wm.
Strong, Ervin
Stuff, Clifford
Sturkey, Big
Sullivan, John L.
Sullivan, Texas Jack
Sullivan, Wm. Tex
Summers, Jimmy
Summers, V. S.
Swain, W. I.
Swan, Tex
Swindell, Geo. H.
Swore, Cliff
Tait, D. W.
Tarrow, Jim
Taubert, B.
Taylor, R. Ferris
Taylor, Wm. C.
- Taylor, Wm. B.
Teer, Jimmie
Teitenberg, Herb
Templeton, Patrick G.
Terrell, Billie
Terry, G. H.
Thomas, Bob
Thomas, H. O.
Thomas, Jack E.
Thompson, E. L.
Thompson, Mike
Thompson, Tommy
Thornhill, Loui
Tinnel, Dan
Todd, Edward
Todd, Jas. Buster
Tolbert, Homer
Tolmace, Benny
Tom, Geo.
Tone, Paul
Traffon, Frank H.
Traugott, Dave
Traver Carnival Co.
Travers, Roy
Tripp, C. R.
Tronson, Rube
Trout, Max
Trout, Taylor
Trutt, Jos.
Tullis, Wm. A.
Turner, Lynn H.
Tweedy, Chas.
Twist, Egan
Tyler, Tobias
Tyree, O. H.
Usher, Herb
Van Dyke, Robt.
Van Houtens, Sam
Van, Jack G.
Vance, Francis
Vaughn, A. B.
Vermont, Chas.
Vernon, Wally
Villeponteaux, Harry
Vinson, Happy Jack
Vokel, Geo.
Voltaggio, Morris
Vondy, Fred
Waddell, Tony
Wagoner, M. E.
Wakole, Bert A.
Walker, James Tim
Walker, John Tex
Walker, M. R.
Walker, Thos.
Walters, Sidney
Walters, Walter S.
Walz, Doc
Ward, Dick
Ward, T. F.
Waters, Frank
Watkins, Ira
Watkin, Pierre
Watson, Eddie
Watts, Doc T.
Watts, Ira M.
Wax-Ize Products Co.
Weaver, O. L.
Webb, Joe B.
Webb, Johnnie
Webb, Teddy
Webb, Taft
Weber, Harry S.
Weber, John H.
Weiss, Carl
Welding, Prof. A.
Wells, Bill
Wells, James F.
Wentworth, W. L.
Wesselman, L. B.
West, Buck
West, Vernon
Western, Bill or Gill
Westfall, W.
Wetter, Victor
Wetzal, Baldy
- Weyman, Buddy
Whalen, Bobby
Whcary, Harry
Wheeler, Ned
Whiteley, Oscar
White, Earl S.
White, G. W.
White, William
Whitehead, Bob
Whyte, Jack
Wilkins, Grover C.
Williams, Chas.
Williams, (Dome)
Williams, E. E.
Williams, Jim
Williams, John
Williams, Clarence
Williams Jr., B. F.
Williams, Lawrence
Williams, Les C.
Williams, Lou & Jean
Williams, Sunnie
Williams & Williams
Williams, Walter
Willie-West & McGinty
Wilson, Bob W.
Wilson, E. B.
Wilson, Earl
Wilson, Harry E.
Wilson, Robt. W.
Wilson, Robt. Carl
Wilson, Windy
Wilton, G.
Wingert, Billie
Winniman, Sully
Winstead, E. S.
Winters, Floyd & Kitty
Winters, the Juggler
Wise, Ralph
Wise, Whitey
Wolf, Elmer E.
Wolfe, T. A.
Wollard, Bennie
Wood, Douglas A.
Wood, Edgar R.
Wood, Frank
Wood, R. F.
Wood, Ray
Woodcock, Bill
Woods, Punk
Woods, R. L.
Wonder, Tom & Betty
Woodburn, Thos.
Word, Earl P.
Wordley, Ralph
Worl, Geo. H.
Worslay, I. A.
Wright, Fred W.
Wright, Jack
Wright, Wm.
Wyatt, Carl & Louise
Wylie, E. C.
Yancey, Geo. P.
Yatko, Johnnie
Yellow, Chas.
Yogi, Rajah
Yonko, Leo
York, Capt.
Young, Billy Toby
Young, Fred H.
Young, George
Young, Harry
Young, J. K.
Young, Roscoe
Youngs, Aerial
Zangar, Taylor, W. T.
Zell, Bob
Zeller & Urlburn
Zingoni & Zira
Zoni, Prince
Zorn, Harry
Zumalt, Roy P.
- Cranwill, Lawrence T.
Dahl, Myrie
Davis, C.
Dehennis, A.
Dillon, Thos. P.
Doherty, Jos. A.
Dutaut, Edw.
Duffy, Fred
Du Pont, Bert
Elich, Robert
Engene, Gene Nino
Fagan, R. L.
Fair, Willie
Farrion, Jimmy
Franklyn, Wilbur
Gallagher, Thos. Monroe
Garry, Joe
Gerber, H.
Gibbs, Jerry
Giles, Dewey
Girard, Henri
Goad, Dude
Goodwalt, Sidney
Grenier, Norman
Haley, Whitney
Harem, David
Hartzell, Ernest
Hastings, Cuyler
Healey, Maurice C.
Hornbrook, Earl C.
Huyler, Frank
Jacobs, Danny
Jansen, Hen, & Co.
Jennings, Fred
Kattlip, Clarence
Kelley, Jack
Kempton, K. S.
Kerr, Bill
Klein, J.
Knight, Herb. M.
Koppel, Phil
La Rue, Bobbie
Lamont, Laddie
Lagasse Am. Co.
Layman, Forest
Leafer, Allan
Lee, Fred J.
Lewis, Daniel
Lorraine, Fred
McLeod, George
MacAllister, Pat
Maley, Dan
Marcus, O. W.
Marino, Eddie
Mayfield, Wm.
Mecklis, Al
Milton, Frank
Morgan, Danny C.
Moss, Charles
Mott, Fred
Musician
Nelly, Billy
Nias, Ike
O'Mehra, Henry
Patterson, Doc
Peshong, William
Petley, Arthur
Polack & Stern
Pudlin, Victor
Pyne, Dan
Quinlan, Ralph
Reid, Capt. Billy
Robertson, Pete
Rochfort, W.
Rose, John
Rothrock, C. A.
Rubin, Harry
Rubin, Robert
Santa Fe Expo. Shows
Sarkis, George
Saunders, Larry
Savage, Doc
Scott, James F.
Shufro, Nate
Stanton, Eddy
Stanton, Steve
St. Onge, Joe
Trevallion, Fred
Truesdale, Lyman
Twisto
Wagner, Charlie
Waits, Australian
Wall, Doc S.
Wallis, William
Weiss, Lawrence
Whitaker, Casey
Wirth, Mike
Wolfe, Thos. A.
Woolsey, Floyd
Wright, C. E.
Young, Lloyd
Zaza, Dr. All
- Mason's Black Crows
Mercedes (Joe)
Miller, B. J.
Milligan, Arthur A.
Mitchell, Bob
Moeller, James
Mohoney, E. T.
Mortenson, Mort
Moto, Francis
Nadeans
Nickles, George H.
Noble, Ralph
O'Neil, Tip
Ogle, Douglas
Oower, R. O.
Pak, Gene
Pelke, Chester
Phillips, Edgar
Rohan, Roy
Rohan, Mike
Ross, James
Schultz, Jack
Shufro, Nate
Smith, Chris M.
Stoddard Amusement Enterprises
Swan, Bert
Talbot, Eddie
Talley, Isaac E.
Tackman, Arthur
Thomas, Al
Thomas, "Tats"
Tidwell, Grady
Ton-E-Ka Medicine Show
Todd, Mike
Travis, James E.
Vaughn, Harry
Wentworth, W. L.
White, Billy
Whitney, Gordon W.
Willis, Billy
Wiseman, Frank
Ziller, Mr.
Zingoni & Zira
- Liberty, Aldis
Louise, Madam
Marshall, Mrs. J. W.
McDowell, Mrs. Thelma
McLemore, Mrs. Della
Moore, Mrs. Mae
Phillon, Mrs. Opal
Raglan, Eva
Rockwell, Mrs. Pat
Shaffer, Mrs. Lill
Stanley, Lela
Satterfield, Mrs. Irene
Talley, Rosa Lee
White, Mrs. Viola
Wilson, Mrs. Alice
Wilson, Mrs. Emily
Woods, Opal
Young, Mrs. Bob
Yurkovic, Ann
- MAIL ON HAND AT ST. LOUIS OFFICE**
890 Arcade Bldg., Eighth and Olive Sts.
Ladies' List
Adams, Bonita
Bennett, Marie
Brooks, Miss Jole
Brown, Mrs. Mary
Bryan, Mrs.
Carter, Frances
Cole, Mrs. Edw. R.
Curtis, Mrs.
Daniels, Mrs.
Davidson, Mrs.
Deck, Madge
Duncan, Essie Fay
Gore, Thelma
John, Elsie
Lane, Elta E.
Madden, Alma
Mason, Mrs. Dora
Meyers, Della
Morgan, Minnie
Noite, Mrs. Martha
Poole, Mrs. Bill
Stewart, Mrs. Ray
Swires, Mrs. Carl
Walkup, Mrs. Jack
Wilson, Mrs. F. N.
Krause, Joseph H. (Ken)
Lambert, D. J.
Lee, Tommy
Leroy, Geek
Levine, Joe
Lorenzo, Jack
Ludwig, C. B.
MacDonald, Mac
Mase, Link
Mason, Darby
Mayes, R. J.
McDonald, Slim H.
McKinley, Joe
McLaughlin, Bill
McPeak, Robt. E.
Miller, B. E.
Miller, Fred T.
Motherwell, T. R.
Nelson, H. L.
Nichols, W. S.
Parker, C. A.
Pelham, Nigel
Phillips, Frank
Rea, C. R.
Reynolds, L. C.
Robinson, Rolfe
Roth, John
Saunders, E. B.
Scott, C. B.
Scoville, Earl
Seulley, Tom
Shankland, Rex
Smith, C. L.
Twohouse, Chief
Vann, Don
Watkins, T. F.
Wentworth, W. L.
Wheat, W. C.
Whitney, Gordon
Williams, Mark
Wilson, Windy
Woods, Frank
Yager, Johnnie
Adams, Mrs. Lou
Ellingson, Mrs. Helen
Alice, Baby
Austin, Mrs. Ella
Badger, Mrs.
Baker, Miss Billie
Barber, Mrs. Harry
Brooks, Mrs. Monte
Bryer, Mrs. Sophia
Burleson, Madam
Dale, Mrs.
Eaton, Mrs. Edw.
Edwards, Estelle
Gibson, Mrs. Ella
Fisher, Mrs. G. F.
Geyer, Mrs. Dollie
Gilbert, Mrs. Reha
God, Versa
Goodwin, Mrs. J. P.
Green, Eula May
Hooper, Mrs. Juanita
Henry, Mrs. Billie
Kelley, Mrs. Edith
Kennedy Sisters Tent Show
Kramer, Sally
Scott, Fred
Scott, Harold G.
Simpson, Bill T.
Stanley, Jack
Stanley, Paul
Taylor, Rex
Wall, Mickey
Wallace, Hi
Wallace, Jerry
Ward, Hank
Wells, Fred L.
Whitehead, M. P.
Whittinghill, J. C.
Williams, Buster
Williams, Frank
- MAIL ON HAND AT CHICAGO OFFICE**
600 Woods Bldg., 52 West Randolph St.
Ladies' List
Astrella, Mrs.
Bayer, Buella
Bordeaux, Miss
Brashear, Mrs.
Clark, Sylvia
Clayton, Mrs.
Collins, Mrs. Ruth
Coon, Lorraine
Dayton, Madalyn
Delmar, Ethel
Dixon, Jean
Freitas, Gertrude L.
Gutkin, Sophie
Hale, Mrs. Ruth
Hart, Ervil
Hughes, Mrs. V. L.
Hutt, Myrtle
Leland, Tony
Leslie, Mrs. Holly
McCarty, Mrs. Billie
McFarland, Mrs. Grace
Mack, Mae
Nourse, Mrs. Stella
Regan, Mrs. Stella
Ritter, Mildred
Robertson, Virginia
Ruckman, Ruth
Shaw, Mrs. Darline
Sinclair, Peggy
Taft, Thelma
Tuttle, Florence
Wellen, Harriette
Wilson, Mrs. Frank
Alyn, Kirk
Anderson, M.
Ashers, Harry
Atterbury, Robert
Bailey, Forest
Barr, Arthur E.
Belote, Howard
Bennett, George
Bentley, George
Blow, Chick
Bowen, Charles B.
Breitenstein, W. D.
Burrighs, John R.
Burke, C. H.
Cain, John
Calvern, Roy
Carney, Jack
Cress, Harry M.
Davis, Ed
Davis, Harry
DePreister, Lawrence
Demnati, Haddo
Dennis, Jack
Diaz, Emigin
Druffy, Kid
Durrant, George
Dyer, John S.
Edenfield Jr. Danny
Egoff, Charles (Pitta Yellow)
Evans, Bill
Edwards, Earl
Epstein, Maurice
Frank, J. J.
Franks, Mr. & Mrs. Frank
Freitas, Al
Germano, Tony
Gerard, Jay
Gilmore, J.
Glaser, Marcus
Glovitch, John
Goebel, Arthur V.
Goldstein, Morris
Gomer, Horse R.
Graham, Hal
Grayson, Eddie
Greenwood, Capt. Harry
Hall, Dale
Harmer, Jack
Harrington, Ben
Hemokki, Joseph
Jaudon, R. Z.
Jewell, Frank H.
Kadir, Hamed
Kelly, Mr. & Mrs. P. B.
Kerr, Bob
Lake, Jack
Layman, John W.
Lee, L. L.
Lecman, Herbert
Leslie, Ken
Ludwig, C. B.
MacFadden, Fred J.
McCarty, Freddie
McGuire, F. C.
- MAIL ON HAND AT NEW YORK OFFICE**
1564 Broadway.
Ladies' List
Armstrong, Frances
Ballard, Edna
Bernard, Kay
Carlson, Hilda
Collins, Mrs. Jas.
Copeland, Renee
Courtney, June
Couture, Marion
Cox, Katherine
Crawford, Margaret
Dahl, Evelyn
Davies, A.
Davis, Florence
Delmar, Tiny
Devenau, Lillian
Evans, Josephine
Gilbert, Natalie
Grainger, Rita
Grey, Louise M.
Griffin, Tillie
Guice, Flora
Higgenbotham, Alice
Hubbard, Mrs. G. M.
Hudson, Dorothy
Hutchison, Clara
Jarvis, Arline
La Blanche, Mrs. P.
Lane, Barbara
Lane, Memory
Lee, Pauline
Lewis, Mrs. R. E.
Little, Marie
Lynne, Gwen
Louise, Adeline
McPherson, Mary
Mack, Mae
Mason, Martha
Miller, Bobbie
Miller, Carroll
Mohler, Delsie
Moore, Babe
Morales, Tensa
Murphy, Lorraine
O'Brien, Mrs. Pat
Owen, Frances
Owen, Madell
Parker, Geraldine
Price, Edna
Raff, Emma
Reddick, Madam
Reynolds, Violet
Ross, Sophia E.
Schnelzer, Margaret
Selletti, Madeline
Stanford, Irma
Stewart, Celeste
Stewart, Louise
Stone, Barbara
Viola, Lady
Waltzhauser, Dorothy
Waterman, Emily
Waters, Betty
Watkins, Alzora
Watkins, (Turtle)
Wilson, Marilyn
Woodard, Imogene
- MAIL ON HAND AT DALLAS OFFICE**
401 Southland Life Bldg., 1416 Commerce St.
Ladies' List
Adams, Mrs. Lou
Ellingson, Mrs. Helen
Alice, Baby
Austin, Mrs. Ella
Badger, Mrs.
Baker, Miss Billie
Barber, Mrs. Harry
Brooks, Mrs. Monte
Bryer, Mrs. Sophia
Burleson, Madam
Dale, Mrs.
Eaton, Mrs. Edw.
Edwards, Estelle
Gibson, Mrs. Ella
Fisher, Mrs. G. F.
Geyer, Mrs. Dollie
Gilbert, Mrs. Reha
God, Versa
Goodwin, Mrs. J. P.
Green, Eula May
Hooper, Mrs. Juanita
Henry, Mrs. Billie
Kelley, Mrs. Edith
Kennedy Sisters Tent Show
Kramer, Sally
Scott, Fred
Scott, Harold G.
Simpson, Bill T.
Stanley, Jack
Stanley, Paul
Taylor, Rex
Wall, Mickey
Wallace, Hi
Wallace, Jerry
Ward, Hank
Wells, Fred L.
Whitehead, M. P.
Whittinghill, J. C.
Williams, Buster
Williams, Frank

Gentlemen's List

- Adams, J. C. (Curley)
- Alfred, Jack & James
- Allen, John C.
- Anthony, Brownie
- Balech, Matt
- Barleston, Geo.
- Barlow, Dick Wayne
- Bell, Fat L. H.
- Benton, Frances-Francis
- Bly, Bob
- Boyer, Ralph M.
- Brewer, Allen
- Brodie, Eddie
- Brown, Charles
- Bryer, Allie
- Bryer, E. L.
- Carlos, Dun
- Carter, T. O. Jimmie
- Cecil-Cecilia
- Church, J. M.
- Clark, C. K.
- Clark, E. E.
- Coffelt, W. R.
- Collins, W. R.
- Conarroe, Lewis
- Cooper, Mickey
- Cooper, V. E.
- Costa, Zeke
- Crowe, W. J.
- Cudney Shows
- D'Orlo, Eldon
- Duncan, Phil
- East, Dan
- Feddiah, Peter
- Fields, Todd & Dorothy
- Finning, George
- Fletcher, Avery
- Garrison, B. F.
- Gatrell, Red
- Greenwood, Capt. Harry
- George, Frank
- Haley, George
- Henderson, Bob
- Henry, Pinchad
- Hester, Joe
- Hobison, C. C. (Shorty)
- Hughes, Thomas Fuzzy
- Iasley, Willard S.
- Kirkman, O.
- Kline, Ernie
- Krause, Joseph H. Ken
- LaBerta, Robert
- Lacoma, Chris
- Lavella, Buddy
- Lynn, W. E. Bud
- Madison, James
- McCue, Tiger
- McFadden, Texas Max
- Nash, John
- O'Neal, Capt. J.C.
- Osborne, Walker
- Oswald, R. W.
- Pitts, Eddie
- Portwood, Jack
- Propper, Stanley
- Rangey, Eddie
- Rahn, George
- Richardson, Carl
- Runge, H. E. (Whitey)
- Scott, Fred
- Scott, Harold G.
- Simpson, Bill T.
- Stanley, Jack
- Stanley, Paul
- Taylor, Rex
- Wall, Mickey
- Wallace, Hi
- Wallace, Jerry
- Ward, Hank
- Wells, Fred L.
- Whitehead, M. P.
- Whittinghill, J. C.
- Williams, Buster
- Williams, Frank

Building at Smith Quarters

PLAINVILLE, Conn., April 18.—Charles Smith has arrived at quarters of Yankee, Smith Circus and has things well under way. Several lengths of seats are being built with two trailer bodies to follow. Larry Hooper, who has been in charge of quarters, has taken over his regular duties of boss painter and press agent back. Happy Jack Bard will be special agent and 24-hour man.

Show will have a 60-foot top with two 30s, using ring and stage; Side Show top, 30 by 60, with two double mounted cages, two platform cages and eight platform acts. A half cat, half rabbit will be in kid show.

Acts that have been signed are Ralph Adams, rings and comedy hand balancing; C. A. Wright's six trained dogs;

Great Delzaros, double ring, swinging ladder, clowning and trained dog turn; Richards troupe, comedy table acrobatics; Boody, wire-walking dog; comedy Ford; Francis troupe, clown band number; Ted LaVelda and partner, acrobatic numbers.

Christy Unit to Des Moines

HOUSTON, April 18.—G. W. and Harold Christy left April 12 for Des Moines, Ia., with the ace unit of the Christy show, which included elephants, Liberty horses, ponies, dogs and two comedy mules. Merritt and Nita Belew, Jack Lorenz and wife, Mary Norton and several other performers are with the show.

Bert Rutherford is at the office and looking after bookings in this area.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

N. Y. Operators Start Test Case To Legalize Skill Game Awards

NEW YORK, April 18.—The pin-game operators in this city, after much argument, pro and con, on the question of the necessity of prize awards to stimulate play, have definitely decided that merchandise is necessary to stimulate and retain the big play they have enjoyed in the past years on their games.

Much of their legal difficulties are found to be due to the fact that merchandise prizes were awarded for high scores made on the games by the players.

When these difficulties became extremely troublesome many of the operators here believed that these could be immediately overcome by eliminating the use of merchandise awards and attempting to gain play from a strictly cash standpoint.

It has since been discovered that the public demands merchandise awards in return for skillful play on the pin games. Therefore the leaders of the pin-game industry here have started legal action which will take them to the Legislature at Albany wherein they are attempting to have an amendment passed to the anti-slot machine bill of this State legalizing the use of the pin game and the use of merchandise awards with the games.

The *New York Times* published a lengthy news story on this matter some weeks ago, wherein the special counsel for the operators in this territory, General John F. O'Ryan, former police commissioner of New York, stated that the use of merchandise awards would generally aid business here.

The merchandise-premium industry is extremely interested in the case from the standpoint of a victory to be gained in the Legislature at Albany. It is believed that once legalized by State law the use of merchandise will more than double that used in past years. At one time the pin-game operator outlet was considered one of the largest and best in the premium-merchandise industry.

This being an international outlet for the amount of merchandise purchased for use with the machines can be estimated in the millions.

In this city alone, combining the sportlands, arcades and general pin-game locations which featured merchandise for high-score awards, the belief is that many leading premium-merchandise manufacturers prepared many of their products solely for this field.

The merchandise men are aiding the bill with co-operative measures. Thru the insistence of the sportlands these manufacturers, jobbers and distributors have written and wired various officials telling of the hardship which would be forced upon them were the merchandise awards to be stopped.

It is also believed that the merchandise industry will retain its interest in this field for some time to come and that it is more than interested in the

Cameras in Strong Comeback

With the approach of the outdoor season, which all the merchandise industry is eagerly looking forward to and with the general demand for new merchandise, it is surprising to note that cameras are coming back stronger than ever as one of the items of major sales.

Thruout the entire industry the camera has become more or less a staple item. Most surprising is the fact that with the trend to more novel and new merchandise, the camera continues to rank in the first division of sales.

At the present time it is believed that the greatest sales are being made in the direction of the small movie cameras. These have gained much popularity. (See *CAMERAS IN STRONG* on page 66)

outcome of this State bill, which may act as a criterion for other States in the country.

To regain the large sales of merchandise to this field the coin-machine industry stands willing to spend a great deal of money, and it is believed that once the bill becomes law sales of merchandise will take alpine jumps thruout the entire State and that the premium-merchandise industry will greatly benefit.

Sun Glasses Sales Off to Early Start

Sun glasses have gotten an extremely early start this season. The sales already reported for this item have been the occasion for much surprise. Experienced merchandisers believe that this forecasts one of the brightest seasons in many years.

Sales generally have been to resort towns, but the fact that these small towns have seen fit to already greet and advance the season so many weeks, has created much optimism in merchandise ranks, with the general belief that sales will double on sun glasses this year.

Item has been one of the old standbys of the industry for many years: to have cards of sun glasses ready the moment the season approaches, but except in few cases have sales started so far in advance of the season for this item in any volume.

Perhaps the belief that there will be a greater crowded resort year due to the bad weather which was experienced during the winter, may have occasioned much of this advance "preparedness purchasing," but whatever the reason, (See *SUN GLASSES SALES* on page 66)

Manufacturers Out To Regain Lucrative Salesboard Volume

For some time salesboard operators have been using cash awards with their displays. This tendency developed when the premium-merchandise men became lax in their sales-promotion methods in this lucrative market.

Within the past six months leaders in the premium industry have again given greater attention to salesboards and business in this direction has taken a decided forward leap.

For some months the premium-merchandise industry believed that it would be hard to overcome the effect created by the use of straight cash awards on salesboards. The salesboard operators themselves showed a preference for this type of sales stimulation and fostered it by refusing to purchase merchandise boards.

Another reason that cash salesboards had become popular was due to the poor merchandise which was being featured. It appeared as if every time a premium manufacturer was caught with a load of merchandise he could not sell to his regular trade he would palm this off on some salesboard manufacturer at a ridiculously low price and thereby helped to create the condition causing the leading premium-merchandise men to avoid this market and seek a new one.

The return of the intelligent salesboard operator to the merchandise fold can be credited to the sales promotion which was used by leading premium firms. These firms, beginning to feel the loss of sales in this direction, adopted very ingenious methods to bring the salesboard operator to the use of better merchandise so as to insure his profits and to better develop his market.

To Sponsor Second Southwestern Show

Directors of the Southwestern Merchandise Exhibitors, Inc., met in Dallas, Tex., recently and completed plans for the 1936 Southwestern Gift Show. This second annual Southwestern show will be held September 13-18, inclusive, in the Baker Hotel, Dallas. The addition of the Crystal Ballroom to the exhibit space this year will make possible the display of many more well-known lines than were shown last year, and indications are that every available exhibit booth will be reserved long in advance of the event's opening. Merchandise from all over the world will be shown, including quality creations in gift goods, novelties, china, crystal, silver, jewelry and bronze. Plans are being mapped to handle the throng of buyers from over the entire Southwestern territory who are expected to attend the show, according to Fred Sands, show director, Kansas City.

Merchandise Manufacturers Plan 21st Annual Meeting

The 21st annual convention of the National Association of Direct Selling Companies is to be held at the Spink-Wawasee Hotel, Wawasee, Ind., on June 3, 4, 5 and 6, according to Enoch Steen, president of the association. It is reported that the tentative program is going to be outstanding from several angles and has been pronounced the most interesting and valuable that the industry has seen in many years. Every effort is being made to make the convention one of brass-tacks value to every manufacturer in the direct-selling field, including many large-scale makers of novelty and premium merchandise as well as numerous producers of items distributed thru agents, demonstrators and pitchmen.

Class Appeal In Rotogravure

To gain greater class appeal for a special category of merchandise, the industry is urged to make greater use of rotogravure catalogs.

China, glass, silver and many other items presented in rotogravure makeup are definitely more attractive than they are in the usual print jobs which are now common in the industry.

The expense involved in the preparation of a rotogravure catalog is somewhat greater than in the usual printed jobs, but there must be taken into consideration the savings effected on plates.

In roto there are no cuts or plates necessary. Pictures are used in the same manner that they are used in offset lithography. In this fashion there is a saving for all those who can use a large number of catalogs.

One of the large Eastern department stores has been featuring a rotogravure catalog which it mails to its customers four or five times per year. The results which they have received have truly been remarkable. They attribute (See *CLASS APPEAL* opposite page)

Costume Jewelry Good Seasonal Mdse.

Every day now more and more leaders in the premium-merchandise field are turning their attention to costume jewelry following reports from style centers emphasizing the fact that this year, more than any year in the recent past, is a costume jewelry year. Already all sorts of unusual creations, ranging from the very inexpensive to the very costly, are in brisk demand for daytime and evening wear. Extensive promotion efforts on the part of leading jewelry, department and specialty stores all over the country are largely responsible for this demand.

Never before have the costume jewelry designer and the dress designer cooperated as they are now, and the result is that to an unprecedented extent costume jewelry has become something which has to be regarded as a necessity rather than a luxury. Where in other years women could take it or leave it, today they must have it to complement suits and dresses deliberately planned to require costume jewelry accessories as a finishing touch.

Typical of this trend is the introduction of a new mode of attire which calls for dresses which change character with each change of accessories, and the accessories definitely prescribed for it include clips, bracelets, pins and necklaces.

Considered particularly essential during the outdoor season, the new attractive lines of costume jewelry present the premium-merchandise industry an excellent opportunity for handsome profit for some time to come.

Fishing Paraphernalia Coming Into Prominence

This year the premium-merchandise industry makes a major display of rods and reels; started in great fashion in the past few seasons.

Some of the leading merchandise men have continually frowned upon this item, declaring it more or less a sporting goods matter. But demand and sales have changed this attitude and there is a general tendency to larger sales in the fisherman's direction.

There is so large a variety in this merchandise that the industry has been forced to carefully consider each detail for promotion and sale.

From fresh-water fishing to salt-water game fish the variance in price of the (See *Fishing Paraphernalia* on page 66)

NEW ITEMS

HERE ARE BIG VALUES!

Ingersoll MITE WATCH



1.50 Each
Sample Watch **1.60** Each
Former Wholesale Price \$3.33 Each.

B1W78 — Chrom-ium-Plated Case with Open Link Metal Band Silvered Dial with Gilt Figures. Unbreakable Crystal. Each in Box with Original \$5.00 Price Mark.

Cash in on This Fast Seller



Per Gross **10.50**
No. B4C12

Midget Vest Pocket Flashlight. 3 in. overall, 1/2 in. diameter, metal case, enameled in colors, nickel-plated ends. Complete with Bulb and Batteries. 2 dozen assorted colors in carton.

N. SHURE CO.
Adams and Wells St.
CHICAGO

Factory Bargain Lot PHOTO HANDLE POCKET KNIVES



Assorted Models. Regular Size. Polished Steel, 2 Blades, Brass Bolsters and Linod.

A New Deal — Big Buy Per Dozen, \$2.25 Five Dozen for \$10.00

Send for New Catalog.

ROHDE - SPENCER CO.
Wholesale House,
223-25 W. Madison St., Chicago.

French Flapper Dolls

No. 96

\$24.00 Doz.

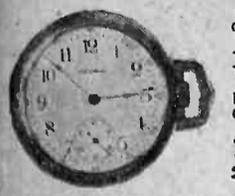
Beautiful Boudoir Dolls attract business. Doll 32 inches high and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. 25% with Orders. Jobbers & Distributors wanted.

STANDARD DOLL CO. Inc.
31 E. 12 St., N. Y. C.



Miss Hollywood.

5000 WALTHAM AND ELGIN Hunting Movements in New Open Face Chromium Cases.



16 Size, Cased in loco or Engraved:
7 Jewel \$2.75
15 Jewel 3.75
17 Jewel 4.75
12 Size, Cased in Round, Octagon or Engraved:
7 Jewel \$3.25
15 Jewel 3.75
17 Jewel 4.75
20% Dep't. Bal. C. O. D. Send for Free Catalog.

THE NEW YORK JOBBERS
74 BOWERY, New York, N. Y.

FOUNTAIN PENS

Western buyers order from us and save time

64 varieties in every desired color, all equipped with improved Durium points. Two-tone points if desired.

Get Our Newly Reduced Price List

STARR PEN CO., Dept. 7
300 W. Adams St., Chicago, Ill.

New York Mail Address FOR BUSINESS, OR PERSONAL PURPOSES, \$2.00 MONTHLY

Three Choice Locations (42d St.-Times Square) (5th Ave.-Madison Square) (Park Row-Broadway).
NEW YORK MAIL SERVICE, 15 Park Row, New York City.

Chrome Frying Pan

A new chrome plated type of frying pan in standard skillet size is being offered the trade by Associated Advertisers. The product, placed on the market last week, is already being distributed thru established premium outlets. It is a heavy 14-gauge, double-rolled, cold steel pan, with a special process of chromium plating. It is available in two different finishes—bright chrome finish both inside and out, or the bright outside and the duller "satin" finish inside the pan, considered more desirable by some housewives. It is furnished with a black handle. The new model is being marketed under the name of "The Chesterfield."

Desk Companion of Catlin

One of the newest and cleverest desk items to make its appearance lately is the Desk Companion, marketed by Plastik, Inc. Combining a removable perpetual calendar with a double letter rack on a Catlin oval base, it is especially appealing as a premium or advertising specialty. It's low priced and has been popular wherever exhibited.

Novel Wash Cloth

Savontex is a new type wash cloth being marketed by Styger Products. Cloth is of knitted construction and impregnated with pure soap which lathers readily when immersed in water. Excellent premium, with strong home appeal.

Lighthouse Clock

A clock fitted into the base of a Lighthouse is a new number being manufactured by M. Marcus. The Lighthouse is made of wood and stands about eight inches high. The clock is electrically operated.

CLASS APPEAL

(Continued from opposite page)

this to the class manner of presentation and to the fact that the roto catalog is a very attractive method for getting over certain merchandise.

One whole page is cleverly devoted to bathroom accessories, including a popular make of bathroom scale. This page has remarkably increased business in this department. Premium-merchandise men who have made a feature display of this same sort of items have also reported great results. In roto the items appear more attractive and more desirable to the buyer.

This same holds true of a page of electrical necessities in this catalog which can be featured in the same fashion by any of the leading premium firms.

Contained on the page referred to is an electric food mixer, an electric glass coffee percolator, an automatic electric iron, an electric heating pad, an electric urn set, an electric toaster, an electric griddle, an electric waffle maker and an electric sandwich grill.

Every one of these items is one of the better features in the premium-merchandise industry and can be just as well featured in roto for the premium purchaser as for the general public.

The industry once started using roto catalogs for special merchandise is certain to greatly raise the level of general merchandise sales and to also bring about greater consideration for premium merchandise.

Every day the premium-merchandise industry is introducing new products as features and which it attempts to popularize thru many outlets.

Those items receiving the aid of class promotion as they do with rotogravure can easily gain a much better following than they have ever previously enjoyed.

It is a certainty that the industry is gradually rising to better merchandise heights, and the use of better class catalogs will greatly increase respect and interest from prospects and customers who will gain the feeling of greater permanency and clearer understanding of the sales-promotion methods being attempted by the industry to further growth.

Invisible Fly Swatter

A new invisible fly swatter that won't scratch furniture or tear clothing promises to be an excellent item for agents during the warm months. It is mentioned by the maker, the Parisian Novelty Company, that the swatters are washable and sanitary and come packed two dozen to a display carton, and that in addition to the household it is a good number for offices, bakeries, hospitals and wherever the pesky fly is to be found.

Ice-Box Odors Eliminated

A new item known as Nox-Odor that "breathes in" and absorbs ice-box odors has just been introduced by a company of the same name. With the new product it is claimed that housewives, restaurants, hotels, etc., can put fish, melons, pickles, bananas, milk and the like in ice refrigerators without fear of odors tainting other foods.

Quints Again

The Dionne Quints are a decorative feature on an attractive series of new lamps produced by the Gregg Manufacturing Company.

New Dry Cell Radio

International Radio Corporation is about to market a new Kadette model which operates on dry cell batteries, to be known as the Kadette Battery Model 400.

SAVE MONEY!

164 PAGES OF PROFIT

Wholesale Catalog 1936

BENGOR

Now Ready!

3500 ITEMS

Moth Preventatives, Disinfectant, Fly Swatters, Fly Ribbon, Razor Blades, Novelties, Sun Glasses, Jewelry, Sales Boards, Etc., Etc.

SEND FOR FREE CATALOG.

LOWEST PRICES IN THE COUNTRY

DOUBLE-EDGE BLUE STEEL BLADES—5s. Guaranteed Quality. 1,000	\$2.95
SINGLE-EDGE BLADES—5s. Cellophanned, with Back. 100	50c
FLY SWATTERS—With Long Handles. Doz.	20c
FLY RIBBON—Best Quality. 100	73c
MOTH TABS—10c Self-er. Doz.	23c

25% Deposit With Orders.

BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K, New York City

Your New MONEY SAVING GUIDE



IS NOW! READY!

Everything that's new in fast-selling Novelties, Concession Goods, Premium Merchandise and Specialties, will be found in Our New 1936 Catalog. This book presents the finest and most extensive lines of Imported and Domestic Merchandise we have ever offered.

OUR PRICES DEFY COMPETITION!

Send for it Today!

If you're a live-wire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to send for your free copy.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

NEW! FIRST TIME AT THIS! AMAZING LOW PRICE!

5 TUBE GENERAL RADIO

LATEST MODEL.

For the first time in radio history you can buy High Quality Genuine General Radios at the price of ordinary sets. Latest Model. Modern. Smart walnut cabinet. A. C.-D. C. Illuminated airplane dial. Built-in antenna. Offset Dynamic Speaker giving full, undistorted tonal quality. All R. C. A. License Tubes. Packed in Air-Cushioned Cartons. Metal Ballast. Get aboard this Fast, Big Money Maker.

\$6.95 in lots of six
\$7.45 SAMPLE SET

25% with order, balance C. O. D.

GENERAL LABORATORIES 240 West 23d St. New York, N. Y.

ATTENTION

JOBBERS—DISTRIBUTORS—CREW MANAGERS

BUY QUALITY TOILETRIES DIRECT AT LOWEST PRICES.

3 Oz. Brilliantine, amber, red, green.	42c Dz.	6 Oz. Shampoos, sprinker bottle.	60c Dz.
4 Oz. Lotions and Shampoos.	50c Dz.	8 Oz. Lotions and Shampoos	68c Dz.
4 Oz. Cold Cream, vanishing, turtle oil, lemon cream, etc.	65c Dz.	16 Oz. Lotions and Shampoos	84c Dz.
6 Oz. Bay Rum, Quinine Hair Tonic, Illao vegetal, etc.	68c Dz.	16 Oz. Waveset	75c Dz.
6 Oz. Creams	75c Dz.	4 Oz. Imitation Flavor Extracts, vanilla, lemon, maple, etc.	50c Dz.
Fuller's Brushless or Lather Shaving Cream, Jumbo size	75c Dz.	8 Oz. Imitation Flavor Extracts, vanilla, lemon, maple, etc.	72c Dz.
Dr. Hill's Mag. Tooth Paste, large size, 65c value	64c Dz.	4 Oz. Imit. Vanilla with bean vanilla.	72c Dz.
2 Dram Perfume, individual gold foil box, 12 asst. odors in display car.	50c Dz.	8 Oz. Imit. Vanilla with bean vanilla.	\$1.00 Dz.
		4 Oz. Antisept. mouth wash, red, amber	50c Dz.
		8 Oz. Antisept. mouth wash, red, amber	75c Dz.

25% deposit with order, balance C. O. D. Merchandise guaranteed satisfactory or money refunded.

DR. HILL'S LABORATORIES, 180 N. Wacker Drive, Chicago

When Writing to Advertisers Mention The Billboard.

Watch "Mills New York" Forging Ahead
because of its Challenge
We Are NEVER UNDERSOLD
or We Will SELL for LESS!

Quantity.	Description.	Amount.
Blades, Dbl. Edge, Popular Brands, 1,000		\$2.60
Fly Spray, 16-Oz. Cans, Attractively Labeled, Dozen		1.05
Fly Swatters, Fine Wire Mesh, Gross		2.25
Mothball Hangers, in Mesh Bags with Ring, Gross		2.10
Moth Crystals, Large Can, Dozen		.70
Fly Ribbon, in Sealed Tubes, 100		.73
Disinfectant, 4-Oz. Bottle, Dozen		.33
Bowl Deodorizers, Asst. Colors, Cello. Wrap, Gross		3.60

And THOUSANDS of Other Items.
25% Deposit on C. O. D. Orders.
We have NO Branches Outside of New York. Order from NEW YORK and Get Direct IMPORT and FACTORY PRICES.

MILLS SALES CO.
901 BROADWAY, NEW YORK, N. Y.
ESTABLISHED 1916 Branch, 85 ORCHARD ST., NEW YORK

FORECASTS

and
Reviews of Values

By THE PROSPECTOR

Metals must have their style features as much as has apparel. In furniture, book ends, desk-pen sets, drinking utensils, picture frames and similar items the style seems to be chrome and black combinations. Chromium plating is lower in cost today than ever before and the contrasty effects with black make an appealing appearance of richness and dignity.

Pressed wood is also an item that is fast coming into its own as material for many commodities in the premium field. It is made by a variety of processes, in a variety of finishes and colors, by a number of concerns. I am thinking of Masonite at this time, because I have just witnessed some marvelous samples of this brand of pressed wood. Finishes

that look like onyx, marble, tile, mahogany, maple and almost every conceivable metallic finish are available. The fabricating companies that are manufacturing household items and various specialties are beginning to recognize the value of pressed wood and time is not far distant when this will be a most popular basis for all kinds of articles.

Even cork is proving that its only place under the sun is not for bottles. I understand that foreign researchers are experimenting with cork as a material for making artificial leather, even to the use of this material for gloves. Cork mats and cork in sheet form for walls and floors are already in use.

There was a time—not so long ago, for that matter—when a premium meant something that cost a few cents, a dime being about the top price. Today the trend is toward more impressive and more luxurious premiums. The more the cost of the premium the greater the volume of sales necessary to secure it. Result: greater sales IF the premium has sales appeal. The more expensive premiums can be promoted thru the use of cards for customers whereby after buying so much in regular merchandise they can get the premium free or for a small additional amount. Another advantage of this method is that it gets the customers to come back—more sales per customer, more dollars per sale.

Odorizing and deodorizing is a business in itself. Or should we say "a science"? Today manufacturers are taking the unpleasant odors out of such things as rubber and replacing them with pleasing odors. Even paper used for magazines is being deodorized. It is rumored that a magazine with stories of the North Woods has planned on using a paper with a pine odor. But from the premium viewpoint it is more important perhaps to consider the deodorizing field of products. For instance, ice boxes and refrigerators have food odors that may be unpleasant in themselves or which contaminate other foods such as butter and milk. Deodorizers for refrigerators are on the market and make a very fine premium article. The basis of these refrigerator deodorizers is activated carbon, the same material that was used in gas masks during the great war.

We're getting closer to the presidential nomination days and with this period comes the popularity and demand for novelties bearing the names or pictures of the favorite candidates. It won't be long now, but you can't begin to buy your presidential novelties unless you're pretty sure of who's who and whether the White House will renew its lease with the present tenant or find a new occupant. Nevertheless, don't wait too long to get your stock after you know what's what.

What's going to be the fad or craze this fall? Nobody knows, but take it from me it is going to be something in gambling form—maybe the resurrection of some old pastime.

SUN GLASSES SALES

Continued from page 64
It has created much happiness among many leading firms. Most impressive sales have been of sun glasses mounted on attractive cards, usually a dozen to a card. Also noticed is the fact that in the majority of cases the better glasses were purchased. The same shades remain popular, smoke, amber and fieuzal. Last year there was quite a bit of green and other colored glasses sold in certain sections.

CAMERAS IN STRONG

Continued from page 64
Popularity and prestige and many new manufacturers have entered into the field. Prices are unusually reasonable this year for fine merchandise of this caliber. It is believed that the camera will be among the leading items when the check is made on sales during the outdoor season.

Also continuing in popularity at this time are the reasonably priced cameras, which gained a very strong following last summer.

They have become more and more important during the past fall and winter months, and with the opening of the summer outdoor season are showing what strength of following they have gained. Tremendous demand is being noted thruout the entire industry.

Some years ago it was impossible to conceive dollar camera merchandise. Today these cameras have also so strongly

B & N'S APRIL VALUES

SUN GLASSES—1 Doz. to the Card, Per Dozen	\$.90
BLUE STEEL DOUBLE EDGE RAZOR BLADES—5s. Per 1,000	2.50
TINCTURE OF IODINE—Large Size, Per Gross	4.00
MARIGOLD PENCILS, Nos. 2 & 3, All Yellow, Per Gross	1.75
No. 2 BAKING DEAL—Your Profit per Deal \$1.73 Consists of 8-Oz. Bottle Vanilla, 4-Oz. Bottle Lemon Emulsion, 3-Oz. Can Black Pepper, 1 Stainless Steel Paring Knife. Cost per Deal	27c

Please Include 25% deposit on all C. O. D. orders.

Order From This Ad or Write for Our Big Free Catalog.

B & N SALES — Same Day Service

DALLAS, TEX.—1914 Main St.
CLEVELAND, O.—1444 West 3d St.
CHICAGO, ILL.—115 South Wells St.
CINCINNATI, O.—1005 Vine St.
DETROIT, MICH.—527 Woodward Ave.
MILWAUKEE, WIS.—1008 No. 3d St.
ST. LOUIS, MO.—112 North Broadway.
PITTSBURGH, PA.—967 Liberty Ave.

Order From Your Nearest Branch

ELGIN WATCHES, \$1.65 EACH

7-Jewel, 18 Size, White or Yellow Cases.
7-JEWEL, 16 SIZE ELGINS & WALTHAM, \$2.95.
FLASH CARNIVAL WATCHES, 50c Each.
Send for Price List.

CRESCENT CITY SMELTING CO.,
Old Gold and Silver Buyers and Refiners,
113 N. Broadway, St. Louis, Mo.

entrenched themselves that many in the field are featuring them as leaders.

FISHING PARAPHERNALIA

(Continued from page 64)
rods and reels alone, not counting the accessories, is so great that the intelligent merchandiser is many times at a loss as to just what would be the most appropriate feature.

One leading merchandiser has gained a tremendous following for his firm by attaching a rod and reel as well as hooks, tackle box and other accessories to a rectangular wooden board. The display value is tremendous when so arranged. The items take on the appearance of a complete fisherman's equipment, and the price that is asked for this combination becomes unusually reasonable.

This promotional plan is acclaimed as one of the finest for this type of merchandise ever originated. These boards have helped to increase sales from \$5,000 per season to far past the \$50,000 mark for one merchandiser.

This tremendous increase also gives some idea of the growing popularity of fishing items in the merchandise industry. The case of this lone merchandiser is but one of many and is being duplicated and surpassed in many instances.

NEW BIZ

(Continued from Radio Section)
daytime, 120 times (Lang, Fisher & Kirk, Cleveland).

REV. J. H. L. TROUT, s. a., six times, night, direct.

LAKE SHORE ELECTRIC CO. (Campbell-Sanford, Cleveland), s. a., night, five times.

L. MEIER & SONS, s. a., daytime, 13 times, direct.

LAURA DRESS SHOP, s. a., daytime, 12 times, direct.

SCHNEIDER'S, s. a., night, as ordered, direct.

NATIONAL RUG CLEANING CO., Inc., s. a., daytime, two weekly, four times, direct.

WEMCO PRODUCTS CO. (Gordon Vlchek Adv., Cleveland), s. a., night, 100 times.

BONDED GOLD & SILVER CO., 15-minute musical program, studio, day and night, three weekly, 12 times, direct.

West Coast

CALIFORNIA DENTAL SUPPLY CO., thru Austin Campbell Agency, Los Angeles, Tree of Knowledge, unusual facts, one year, beginning April 20, weekly 8:30-8:45 p.m. KNX, Hollywood.

WHITE KING SOAP CO., thru Raymond R. Morgan, Hollywood, 13 weeks of character analysis by Harry H. Balkin, effective April 1, Wednesday, 8:45 p.m. KNX, Hollywood.

CHEMICAL PRODUCTS, Inc., direct, 13 weeks of news broadcasts from April 6, Monday thru Saturday, 6:15-6:30 p.m. KNX, Hollywood.

MURINE CO., thru Neisser-Meyerhoff, Inc., Chicago, 13 weeks from April 8, Monday, Wednesday, Friday, 7:30-7:45 p.m. Program listing: The Newlyweds, live. KNX, Hollywood.

HELM'S BAKERIES, thru Martin Allen (See NEW BIZ on opposite page)



RIDE THE TIDE OF NATIONAL POPULARITY

LET POPEYE DO YOUR WORRYING
FOR NEW AND ORIGINAL CREATIONS
BE SMART—SEE "DE LUXE"
COMPLETE LINE OF NEW CONCESSION NOVELTIES.
Write for Your Copy of Our 1936 Catalog.

WARNING—INFRINGEMENTS WILL BE PROSECUTED.
We Own the EXCLUSIVE Rights to Manufacture ALL "KING FEATURES SYNDICATED" COMIC CHARACTERS.

WISCONSIN DE LUXE CORP.

1902 No. Third Street, MILWAUKEE, WIS.

MANUFACTURERS!

Housewares--Novelties, Etc.

We are importers and wholesalers covering the entire carnival and premium field through our catalog. If you manufacture items of interest to this trade and will confine exclusive selling rights to us, contact us. We want only useful items with eye appeal and low price. Our catalog will be ready for our trade May 25.

HEX MFG. CO., 468-470 Seneca St., Buffalo, N. Y.

O. K.'s SPECIALS
LUCKY CHARMS, Gross... 75c and \$ 1.00
MINIATURE STRAW HATS, Gross... 4.00
JUMPING FUR MONKEYS, 8", Gro... 4.00
FEATHER DRESS DOLLS—Hat, Cane, Earrings and Necklace, Gro. 2.50
BALLOONS—Bright Carnival and Circus Prints, Gross... 7.50
MINIATURE FELT RIDE 'EM COWBOY HATS, Gross... 1.50
MINIATURE FELT MEXICAN HATS, Dozen... 1.60
COWBOY RODEO HAT, Regulation Size... 8.50
—MILLER INFLATED TOYS—ELEPHANT, MONKEY, SNAKE and POPEYE, Gross... 4.80
ELEPHANT, MONKEY and SNAKE, Smaller Size, Gross... 25% Deposit with Order, Balance C. O. D. Write for Catalogue of Premium Merchandise and Toys.
OSCAR KAUFMAN & BRO., INC.
630 Ninth Avenue, (Between 44th and 45th), New York City.

Big Market for LEATHER TIES
Let Us Tell You Where and How To Sell Them—Big Profits
Concessionaires, full time and spare time workers. Big Profits selling beautiful embossed Leather Neckties, 50c seller. Look like silk, long wearing—Sample Kit, 35 cents. MONEY BACK GUARANTEE. Sales Plan Free.
ROYAL TIE CO.
Box 1306, Dept. 106, Milwaukee, Wis.

REX HONES 3c Each
Now Less Than \$4.25 a Gross
Send \$1.00, Bal. C. O. D. Plus Postage.
Each Hone in flashy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Hone men are cleaning up. ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-4, Chicago, Ill.

SPECIAL: ELGIN & WALTHAM \$3.50
18 Size, O. F. Movement, 7-J., in new Illinois Fancy Engraved Chromium Cases.
Same in 15-J., \$4.80; 17-J., \$5.50.
ATTENTION: Ladies' & Gents' R. B. Imp. Label and Fob Watches, in All Colors, 15-J., \$4.00 for Gents' and \$5.00 for Ladies', in quant. 1/4 Dozen. Sample Watches, 50c Extra. All Guaranteed, 25% Dep., Bal. C. O. D. Send for Special Circular. PALTER & SMITH, INC., Dept. BD, 110 Trinity Place, New York City.

KAPLAN AND BLOOM
Souvenirs, Toys and Novelties.
SOUVENIR AND NOVELTY CONCESSIONAIRES
TEXAS CENTENNIAL CENTRAL EXPOSITION
Office and Warehouse
4112 Commerce St., Dallas, Texas

ELGIN & WALTHAM
Small size Pocket Watch, new YELLOW Round Cases, Fitted with R. B. 7-J Movement. In Lots of 8, \$2.65 Each
25% Deposit, Balance C. O. D. 50c Extra for Samples. SEND FOR NEW 1936 CATALOG. PILGRIM WATCH COMPANY, 161 Canal St., New York City.

SUMMER ITEMS
FREE 1936 CATALOG
● GIANT MOTH CAKES, 44c Asstd Colors, Per Doz. Gross, \$3.50 (Cash with Moth Cake Orders)
● GOGGLES—FLY SWATTERS—WHITE SHOE CLEANER AND LACES.
● CARDED GOODS, BLADES, NOTIONS, HOUSE-TO-HOUSE ITEMS, CANDY DEALS.
● ELECTRIC CLOCKS AND LAMPS.
● SQUAWKER ANIMALS.
● MERCHANDISE FOR SIDE-LINE 60c SALESMEN, Per Gross.
CHAMPION SPECIALTY CO.
814-B CENTRAL ST., KANSAS CITY, MO.

SELL NAP-TA-KING CLEANING CRYSTALS
MAKES CLEANING FLUID 2 1/2 GALLON.
New Startling Discovery, NAP-TA-KING COM-POUND. Cleans Silks, Woolens and other fabrics by dipping same as with Naptha. Odorless, non-explosive. 25c Package makes 10 Gallons Fluid. Fast seller. Wonderful repeater. boxed. Trial Order, \$1.00 per Dozen, postpaid, with 2 Demonstrators free. Sample 10c. BN-4, NAP-TA-KING, 1500 W. Madison, Chicago, Ill.

NOTES from SUPPLY HOUSES

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 18.—During the last few days there has been somewhat of a lull in the railroad transportation situation. The outstanding occurrence of note is the fact the Eastern railroads hint that they may challenge in the courts the ICC order reducing fares on June 2. All of the large Eastern railroads, excluding the Baltimore & Ohio, have filed a petition with the commission requesting a postponement in the reduction order for 18 months. Whether the postponement will be granted is problematical at this time. It is our guess that in place of the postponement the carriers and the commission will probably effect a 2.6 cut compromise rate, which we mentioned in previous issues.

It is our plan to confer with N. W. Hawkes, chairman of the Trunk Line Association's General Freight Committee, at New York City within the next week or two with the particular objective in view of eliminating the demurrage charges in carnival contracts.

Austin & Kuntz Museum has been playing this city for several weeks and during the past week we were favored by a visit from Wendel Kuntz and other members of his organization.

Some time ago we called the attention of our motorized members to the necessity of filing an alternate form of application with the Interstate Commerce Commission under the new Motor Carrier Act. Altho the act will apply to very few motorized carnivals, we still have a supply of applications which are available to such shows as desire them.

An interesting decision has recently been rendered by the Municipal Court of the city of New York in connection with a place of amusement, which resulted from an action against a showman for damages sustained when a patron's clothing was damaged. The patron was in close proximity to a stranger who appeared to be intoxicated. As the court puts it, "Without warning, the stranger retched and spewed out, and the plaintiff found herself an unenviable target."

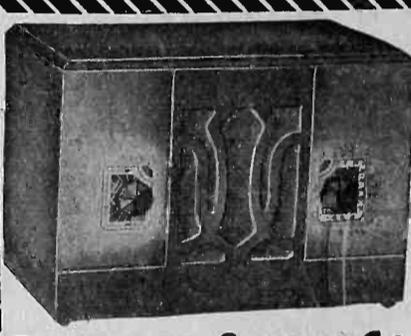
In granting judgment for plaintiff the court held that the showman is sovereign in the conduct of his enterprise and can lawfully evict any undesirable person or patron except as restricted by civil rights laws as to non-discrimination; that the showman has a duty to exclude undesirable patrons who are apt to interfere with the ordinary enjoyment of regular patrons, and that to allow an intoxicated patron placed the burden upon the showman to anticipate the possible result, which in this case

MIDWEST MERCHANDISE COMPANY'S SPECIALS

- | | |
|---|--|
| B100—BEACON MAGNET & MINGO BLANKETS, Case Lots, Each... \$ 1.50 | B110—PARASOLS, Floral Cloth, Gr. \$ 8.50 |
| B101—BEACON S H A W L S. Case Lots, Each... 1.90 | B111—PARASOLS, Rayon Silk, Gr. 16.50 |
| B102—17-PIECE TEA SETS, Large Pot. Case Lots, Per Set... 1.00 | B112—BALLOONS, Circus and Carnival Prints, Gross... 2.50 |
| B103—RADIO'S, beautiful cabinets, Ea. 6.50 | B120—STICKS, Gross... .25 |
| B104—DUMMY CABINETS for Above Radios, Each... 1.00 | B113—TOSS UP BALLOONS, large feet, assorted, Per Gross... 4.50 |
| B105—TABLE LAMPS, Big Assortment, as Low as, Each... .50 | B114—CANDY, large, flashy giveaway, Per thousand packages... 10.00 |
| B106—8-Quart STEAM COOKERS, Dozen... 11.50 | B115—POCKET KNIVES, 1 and 2 blades, Assortment, 100 for... 5.00 |
| B107—LUNCHEON SETS, 5-Piece, Linen finish, display box, Doz. Sets... 4.20 | B116—TOOTH PICK KNIVES, 3 blade, Jap. Gross... .75 |
| B108—Heavy PARADE CANES, best quality, Gross... 16.50 | B117—DICE ASH TRAYS, 4 in box, Per Gross Boxes... 4.50 |
| B109—PARADE CANES, medium wt., Silver Inlaid handles, Gross... 10.00 | B118—WHIPS, lash, imported, Gr. 4.50 |
| | B119—BOUNDER BASE BALLS, D. 1.15 |
| | B121—BASE BALLS, Special, Dozen... .80 |
| | B122—SWAGGER STICKS, Bright Colors, Gross... 6.50 |

We have on hand for immediate shipment: Bingo Cards, Hoop la Blocks and Hoops, Cane Rack Nets and Rings, Knife Rack Rings, Stock Wheels, Dart Boards, Snow Cone Machines and Supplies, Fruit Drink Powders, Juice Joint Glasses and the most complete line of carnival merchandise ever presented. Order from this ad, using numbers as listed; thank you. 25% with order, balance C. O. D. Our Representative, MR. E. (SLIM) JOHNSON, will be in Dallas for several weeks. Address care The Billboard.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.



TRY and BEAT IT!

1936 Sensational Radio Bargain. Amazes all who hear and see it. Take advantage. Volume production makes this buying possible. There is nothing in the market costing 8 times as much that can touch it.

LATEST MODEL.
5 TUBE RADIO
5 RCA Lic. Tubes
Including 1 Metal Tube.
Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current, Super-Tone Quality, Built-in Speaker, no ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons.

NOW **\$5.75**
In Lots of 6,
Sample **\$6.50**
F. O. B. New York, 25% Dep.

PLAYLAND SUPPLY CO.
118 East 28th St., NEW YORK CITY



LUCKY HONEY BEAR

Genuine High-Class Fur. Fully jointed.
Sizes, 18", 20", 22".
Made of Genuine High-Class Fur, Pure White.
Send \$2.00 For Sample Bear and Confidential Price List.
Don't pass up this marvelous new item. Best money-getter offered this season.
1/3 Deposit, Balance C. O. D. on All Orders.

LUCKY TOY COMPANY, Inc.
147 West 22nd Street, New York
Phone, Wat. 9-7485

was a reality rather than a possibility. We feel that this decision is a landmark in determining the rights of the (See American Carnivals on page 71)

JEWEL LADIES BAGUETTE WATCH

With 50 Sparkling Fac-Simile Diamonds



SPECIAL: No. 111—Modeled From a \$300 Article. In 1/2-Dozen Lots, Each... \$5.50
Samples, 50c Extra.
25% Deposit, Balance C. O. D.
Also Full Line of Waltham and Elgin Reconditioned Watches of All Types at Very Lowest Prices. Send for Latest List.
FRANK POLLAK 86 Bowery, NEW YORK CITY

Motor Transportation Dept.

We solicit your co-operation by sending us letters concerning difficulties and complications you encounter while traveling the highways or visiting cities and towns. We want to know the problems of showmen, so we may publish information of interest to all. Address your letters to Motor Transportation Department, The Billboard, 25-27 Opera place, Cincinnati, O.

MALCOLM F. PARTRIDGE, East Weymouth, Mass., postcards: "I note your article in the April 11 edition in regard to trailers in Pennsylvania. What do you mean by a new trailer? How are they going to know the year of manufacture of a home-made trailer? Have you any dope on the laws regarding trailers in the different States?"

The requirements of having NEW trailers or semi-trailers, except semi-trailers of less than 1,500 pounds gross weight, equipped with service brakes on all wheels applies to only vehicles SOLD in Pennsylvania on or after January 1, 1936, as the article in our issue of April 11 stated. Every trailer or semi-trailer from out of State and having a gross weight of 3,000 pounds or more must be equipped with adequate automatic brakes.

As Mr. Partridge says, we don't see how the Bureau of Highway Patrol and Safety of Pennsylvania would know the year of manufacture of a home-made

trailer and therefore would probably have trouble in classifying it as new or old, but the bureau, in our opinion, would not worry about this if the home-made trailer were from outside the State.

We have considerable data regarding trailers in other States, much of which has been published occasionally in this column. If Mr. Partridge will tell us just what he would like to know and name the States in which he is interested, we shall do our best to accommodate him.

MOTOR CAR salesmen in Canada boosted their selling averages considerably in 1935 with sales of new motor vehicles totaling 100,961 units with a retail value of \$101,285,655. This was an increase of over \$25,000,000 over the 73,358 new motor vehicles sold for \$75,785,461, in 1934, and more than \$55,000,000 in excess of the 45,332 new motor vehicles sold for \$45,450,230 in 1933.

Passenger car sales in 1935 numbered 83,242 with a value of \$83,429,114, and sales of trucks and busses totaled 17,719 with a value of \$17,856,541. Passenger car sales showed a gain over the 1934 totals of 35.3 per cent in number and 31.2 per cent in retail value. In truck and bus sales the increase was still greater, amounting to 40.5 per cent in

3000 BIG BARGAINS



AT WHOLESALE PRICES.
Hundreds of items from many parts of the world are shown in Sports Catalog, 198 pages, check full of Fast Sellers and 15 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free — send for it Today.
SPORTS CO.
3-36 Erie St., Le Center, Minn.

number and 46.1 per cent in retail value. While all sections of the Dominion recorded gains in number and value of cars, trucks and busses sold in 1935 over 1934, the relative increases were not uniform for all provinces. Over two-thirds of the new motor vehicle sales in 1935 were cash transactions, indicating the healthy condition of the Canadian market. The amount of financing of new motor vehicles amounted to 22.1 per cent of the total selling value of all such vehicles sold and involved 31,950 units which were financed to the extent of \$22,410,656.

NEW BIZ

(Continued from opposite page)

Agency, Los Angeles, year from April 17, participating in Housewives' Protective League program, 11 a.m. or 3:30 p.m. KNX, Hollywood.

STRASSKA LABORATORIES, thru Glasser Adv. Agency, Los Angeles, year from April 1, Monday, Wednesday and Friday, 5:30-5:45 p.m. Program listing: Congo Bartlett in Ethiopia. KNX, Hollywood.

GILMORE OIL CO., thru Bottsford, Constantive & Gardner, Los Angeles, four weeks live dramas from April 14, Tuesday, 8:30-8:45 p.m. Program listing: Watch Dogs. KNX, Hollywood.

DR. W. J. ROSS CO., thru Dan B. Miner, Los Angeles, participating in Housewives' Protective League program for four weeks from April 30. KNX.

OREGON STATE MOTOR ASSN., direct, floating night-time announcements for one month. KNX, Hollywood.

DUART SALES CO., LTD. (Creme of Milk Facial Cream), thru Howard Williams Advertising Agency, San Francisco, starts April 26 for 13 weeks, Sundays, 8-9:15 p.m. (PST). NBC-KPO, KFI, KGW, KOMO and KHQ. Program, The Passing Parade, news commentary series. Talent, John Nesbitt, commentator.

KAY JEWELRY CO., Oakland, Calif. (jewelry), thru Sidney Garfinkel Advertising Agency, San Francisco, started March 28 for 13 weeks, Sundays, 2:30-2:45 p.m. (PST). NBC-KPO. Program, The Kay Matinee, dramatic skits. Talent, University of California Little Theater Players, directed by Edwin Duerr.

GOLDEN STATE CO., LTD., San Francisco (dairy products), thru N. W. Ayer & Son, Inc., San Francisco, renewed March 23 for 40 weeks, Mondays and Fridays, 10-10:15 a.m. (PST). NBC-KPO. Program, Golden State Menu Flashes, woman's feature. Talent, Joan Andrews, domestic science authority.

GOLDEN STATE CO., LTD., San Francisco (dairy products), thru N. W. Ayer & Son, Inc., San Francisco, started April 10 for eight weeks, five minutes between 11-11:30 a.m. (PST). NBC-KGO. Program, "Confidentially Speaking With Helen Webster," household chats. Talent, Helen Webster, home economist.

ALBERT S. SAMUELS CO., San Francisco (jewelry), thru Will Russell & Co., San Francisco, started March 31 for 26 weeks, Tuesdays and Thursdays, 7:15-7:30 p.m. (PST). NBC-KGO. Program, Gold Rush Days, early California history. Talent, Louise Tabor, narrator.

OAK BRAND • HY-TEX BALLOONS

"MICKEY MOUSE AND PALS"

NEW SERIES of prints offering all the popular characters from Mickey Mouse comedies. Seven flashy 2-color prints, 2 sides. Sold by Leading Jobbers.



The OAK RUBBER CO. RAVENNA, OHIO

PIPES

by BILL BAKER

(Cincinnati Office)

"HAVE BEEN IN Birmingham, Ala., since the carnival in New Orleans," pipes Willard Griffin. "By the time this is read I will be en route to Chicago. Intend to be there all summer. Found Birmingham in better condition than any other city in the South. Open to a small reader and nice people to work to. Glad to see pipes from the fellows around the Windy City, Al Rice, Frenchy and George Mitchell. I can feel that Lake Michigan breeze calling me. Am all packed, bag and baggage, and leaving here first class. Wonder if Fred Miller got the sweater I left for him in St. Louis. Also if Jimmie Miller still dislikes the Southern people. If the Count still wears the same pair of slacks. If Henry DeGast still says please take one. If Doc Nye survived the winter. If Jimmie Ross is still a flat-joint man. If I was to say I was on the water wagon how many of the boys would believe it. Will ask the Count to save me a spot on Maxwell street. Hope Jimmie Ross is right when he says it will be a wonderful season. Would like to see pipes from all my old friends. The Pipes columns and dear old *Billboard* is my Bible."

farmers. My reason for this is that I would like to give the boys a tip on the State. Papermen, do not stop in Welch or Bluefield, as they sure are hostile to you and pitchmen as well. Pitchmen and peddlers must have a State reader and collect the State tax of 2 cents. And what I mean you better collect it. Tried to work a couple of pay days at the mines last week and got mine both times. So, boys, when and if you are coming thru use your own judgment. By the time this gets in the column I hope to be in Ohio or Michigan. Here's to all the Jiggs and Maggies. Would like to hear from some of the old bunch that were on Trade street last winter. Roads thru this State are in terrible condition and among the worst in the country."

"WELL, THE WEATHER is warming up and it won't be long till I am on the road," cards Ben (Slim) Wilmsent, Milwaukee. "Boys working here in chain stores include Earl Davis, ties; Martinellas, horoscopes; McDowal, peelers. Boys are getting money. I was in Madison last week. The food show was a flop. Milwaukee very good. Martinellas has been here for weeks and still getting big money. May Gorman, soap worker, has gone to Grand Rapids. She got big money here."

"NOW THAT SPRING is here and all the smart birds are heading north, where they can eat steak instead of sunshine, I thought I would do the same," pipes Joe Morris from Kansas City. "Am en route from New Orleans to Detroit, where I hope to meet many of the real pitchfolks. Couldn't resist stopping off here to give the factories a play. They are all working and you can see more fives and tens around here than you could see nickels and dimes in the South. By the way, all the factories are still workable and don't pass them up if you come this way. The town is closed but you can work the factories. The Spring Number of *The Billboard*, like all such issues, was a honey. Glad to hear that Frenchy Thibaut and Al Rice are knocking 'em dead in the Chi area. Two nice workers. Every pitchman and pitchwoman I know likes to read Pipes and yet very few of them ever pipe in themselves to show their appreciation for the space *The Billboard* gives us. So wake up, pitchfolks, and pipe in once in a while. As for Dallas, the town is closed and the price on everything has gone up. Unless you have something very important to do at the fair stay out."

M. I. GRISWOLD shoots from Philadelphia: "In answer to the pipe from the Peterson Bros. I have been here since closing with Doc Garfield's hall of science in Norfolk last fall. Have been playing clubs and vaude with my card act. Just closed at the Town Casino and going into the Coconut Grove. Will be on the seashore somewhere this summer. Am working under name of Le Cardo."

"THEY TRIED HARD to get us here," pipes Billy Parrish from Fulton, Ky. "Two boys, under the influence of liquor, ran their car into our trailer, overturning it and we are still in pretty bad shape. The wife is all plastered up. We have been working this country all winter with our little animals and have done fine in schools. This little city has been good to us. We worked seven schools here. Had my finest dog, Benny Boy, killed. Sure hated to lose him, but fortunately had another ready to take his place. We will be here several weeks until the wife gets okeh. We always read *The Billboard*. Would like to read pipes from all our friends, especially Doc Stumpf, Happy O'Curran, Billy Rimmer and Carl Landrum."

"THIS IS TO LET all the folks know I am still in the pitch business and must say that success has been mine in every respect," tells Salem Bedonie from Springfield, Mo. "For the limited time I have been in this business I don't take my hat off to anyone, speaking of those who are still active in my particular field. Would like to read pipes from some of the capable boys, including Morris Kahntroff, L. Chapman, Harry Corry. Drop a line, boys. I don't often pipe in, but thanks to *The Billboard*, it is the one sure way of communicating with a friend if he is in show business at all—and that covers quite a large section of the population. Here's hoping I will still be in the business a hundred years from now. Arkansas was plenty good for me. My next pipe will be from Tennessee."

THE MOON MAN E. W. Babbitt, pipes from the banks of the Pearl River down in Mississippi: "Boys, there's something wrong with this State. The people, climate and scenery are as fine as in any of the other Gulf States, but shows, carnivals, med and pitchmen are conspicuous by their absence. Since I am recognized as a pitchman by both troupers and city officials and must conduct my telescopic exhibits of the moon and planets in harmony with local city ordinances, I find an overwhelming majority of both

HARRY LA PEARL from the missus and Fido shoot a pipe from Welch, Va.: "It has been a long time since I shot in anything for the old column, tho I never miss reading it. Am still on the sheet, working single and hoofing it most of the time. A few of the boys are down here but not doing much, as miners are not much good as

IT SELLS PLUNGER FILLER VAC ZIP! ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS. JOHN F. SULLIVAN NEW YORK CITY. 458 Broadway, Fast Service Sully.

Everywhere You Go! Leave a Counter Card of La Salle Razor Blades

Profitable, Full or Part Time line that won't interfere with other lines. Dealers welcome you back as this genuine, quality blade builds more business. Special merchandising plans for salesmen who produce. Write for full particulars and territory desired. Send 25c for complete sample agents' assortment, including five packages of blades.

LA SALLE BLADE CO. 1916 Vermont Ave., TOLEDO, OHIO.

Make up to \$95 Weekly! Hand Out FREE CIGARETTES

SHOW MEN NEW WAY TO SMOKE We'll furnish Free Cigarettes to give away in your locality. Ask any man to have a Free Smoke. Then hand him a Lighted Cigarette from beautiful pocket-size "MAGIC CASE." Just touch button. Presto! Out comes lighted cigarette automatically. No batteries or electricity. Everybody wants one. Profits pile up big. Get a Magic Case for 15 Days' Trial at our risk and amazing money-making fame. Write today. Start a favorite brand cigarettes. MAGIC CASE MFRS., Dept. 4460-A, 4234 Cozens Ave., St. Louis, Mo.



EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE Write us your needs. ARGO PEN-PENCIL CO., Inc. 206 Broadway, NEW YORK CITY.

Save 80% Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog. THE N-R MFG. CO., Dept. H-61, Box 363, Hamilton, Ontario.

CHEWING GUM 20¢ BOX - Plus Charges RETAILS FOR \$1.00. Each Box Holds 20 Full Size 5¢ Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor. Get started. Send 40¢ for sample box (prepaid), 50¢ West of Mississippi. Great field for agents. Write AMERICAN CHEWING PRODUCTS, 4th & Mt. Pleasant, Newark, N. J.

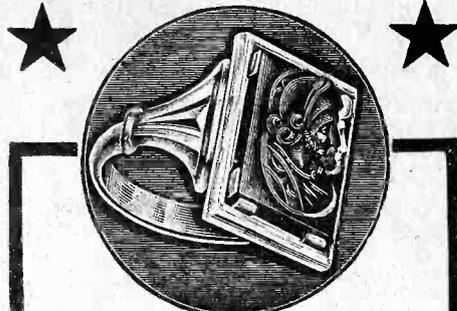
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Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14. The advertising rate of 50c an agate line remains unchanged.

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large and small cities closed to my business. High-grade telescopes such as I have are scarce and expensive. Telescope men are few in number now and are barely able to exist even under the most favorable circumstances. The trouble then must be from political sources when moon gazing is frowned upon. What I am able to show on the moon's face is in complete harmony with what is taught in the schools and colleges. It is exceedingly beautiful and educational, high class and moral. Gazing at the moon is a harmless sport and fit for a king. All my troubles are seemingly man made. Officials haggle with me over the question of licenses. This State has little or no natural resources, poor roads, etc., and yet is eager to force prohibitive licenses upon any and all kinds of small businesses, city, county and State. A few small industries exist but with pay rolls of importance to nobody. What then is there to attract the itinerant merchant? Summing up the whole situation, I consider that this State is practically closed to us. Such is the state of affairs that exists today. The new and vicious laws and ordinances that have sprung up since the depression will continue to harass us poor devils for years to come. My advice is for each to shoot square and ride out the depression in the manner most beneficial to each individual and his 'be-loved public.' "

FROM RACELAND . . .
Fat Courtney pipes: "Am still down here in Louisiana. Had my mitt camp in here for two winters and can't complain. Business fair. Pretty much the same old bunch in these parts, including McClinic, Jim Delaney, Windy Martin, Doc Saunders and Little Willie. O. H. Holzhauser is in Houston, Tex."

"HAVE BEEN MAKING . . .
sales and Saturday towns in West Kansas," infos Edgar F. (Pan Lifter) Clark from Colby, Kan. "The dust has been bad, but there seems to be money in circulation. Worked the tractor show here the 8th, 9th and 10th. Free on your o. m. Goodland is also free on your o. m. Will make Wray, Colo., Monday. Greeley, Colo., is open and plenty of sales. Pipe in, boys. Let's hear from the West Coast and Northwest, also Harry Clark."

R. L. GRISSON . . .
pipes from Canton, Miss.: "Am now engaged in the hotel business here. This will be my first season off the road in 25 years, most of which time was spent on paper. Would like to read pipes from all the boys."

"CAME BACK HERE FROM . . .
Terre Haute, Ind., after a business proposition fell thru," tells Doc M. A. Hathaway from Fort Smith, Ark. "Found my old friend Doc Happy O'Curran down with double pneumonia and in a very critical condition. The doctor told me that for two days he had given him up. But thanks to expert care and attention from his mother and Montez and Mary Pittman he is past all danger and will soon be well again. He would enjoy letters from his friends while convalescing. I opened April 14 on a lot. There are quite a few of the boys here and they all seem to be in fine spirits. Among those here are Doc Curtis and wife, Smoky Pittman and Mary, Doc O'Curran and Montez (St. Charles Hotel), Tex Conrad and wife and two children and many more with whom I am not acquainted. Catfish Dickson runs the travelers' bureau here and is quite a fellow. Business looks fairly good in this vicinity and times seem to be a wee bit better. Do not forget to drop a line to Happy O'Curran."

"I WILL BE IN . . .
Lewiston, Me., when you read this pipe," cards D. F. (Hoot) McFarland from Cleveland. "Will stay in Maine all summer. I am booking and selling community auctions. Also farm auctions and a few merchandise sales. Am booking auctions under auspices. Think this is something new as, as far as I know, I am the only one working the auspices angle."

"SURE WAS SURPRISED . . .
Easter Sunday," scribes Doc George M. Reed from Youngstown, O. "Jimmie Mayhew and missus and Junior drove over from Warren and spent the day with us. Mrs. Reed's daughter (Maude), Mrs. H. G. Rufright and husband, Harold, surprised

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WRITE TODAY FOR FURTHER PARTICULARS

PURATOAN PRODUCTS CO., St. Joseph, Mo.

us also by driving over from Canton. We all enjoyed a real Easter. Jimmie is an old-time demonstrator and has worked rug cleaner and many other articles in chain stores thru the East and Middle West. He is now owner of a large paint and glass store in Warren. I think he is one of the best demonstrators I ever saw work and he could go back any time. After spending the day with us he took Mrs. Reed and I over to Warren to show us the store. We enjoyed a few cold bottles. I have found that I have quite a few good friends in the pitch game. Tho I had to get hit by an auto to find it out, ha, ha! I sure was grateful to all who took the trouble to write or call to see me."

MADALINE RAGAN . . .
pipes from El Dorado, Ark.: "Have been visiting the Hennies Bros. Show for about a week. They have one of the nicest outfits on the road. Harry Cory has a beautiful auction store. I worked this town on the courthouse steps. No reader. See the sheriff. Expect to work Magnolia Saturday, then Springfield, Mo., and then back east for me, stopping at the home town, Indianapolis, for a week to settle my grandmother's estate. Pipes in the Spring Special were fine. Let's have pipes from the whole bunch."

"STILL STICKING . . .
around Utica, N. Y., working shops, etc.," tells Johnny McLane. "Pitchmen I have met recently include Quinlan, Shorty McDonald's side kick; Jack Nichols, shampoo; Solder Joe, blades, and Kid Reilly, who jams blades. Si Stebbins, the rustic card manipulator, was in my tip yesterday (14) and we had a little chat later. Si sure looks good for his age. He is putting on his act hereabouts."

NUDIST TIES
This new Tie Sensation comes in all colors. Nudes look like a flower design, until you get up close to the tie . . . then the big surprise! Only tie of its kind on the market. Order today; \$1.25 Dozen, \$12.00 Gross, 25% Dep., Bal. C. O. D. Sample, 25c.
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Washes—Whitens—Softens—Perfumes WITHOUT WATER. Makes Knock-out Demonstration—Rolls off dirt in lumps—a Marvelous Pitch. Sells 25c. Sample, 10c. **DOPKINS, 545 5th Ave., N. Y.**

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Write for prices. Hunt's Products are dependable. Prompt Service.
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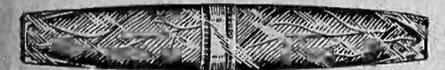
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Hartmann's Weekly Broadcast

MORE trouble for the traveling showman when he plays Ohio! The Buckeye State now has a law that requires him to take out an itinerant amusement license, as explained in a story elsewhere in this issue, and the Tax Commission, Excise Tax Section, has instructed its agents throuth the State to see that the act is enforced.

The fee for a license is reasonable enough, being only \$1 for making as many stands in the State as one wishes (unless he has more than one amusement place), but it's the trouble one has to go thru in making application for the license that is the thorn in the side. The itinerant must tell what towns he is to play, give the name of the premises or sponsors and specify the dates before entering the State.

Where bookings are more or less indefinite one can readily see what troubles there are ahead for these shows. In the case of rail circuses the routes are laid out far enough in advance to avoid the difficulties, but with some motorized circuses and also with many carnival and other show organizations switches in engagements are made frequently—and sometimes at the last minute.

The law says that "the holder of an itinerant amusement license shall notify the commission promptly of any change in the original contemplated itinerary, either as to date or time of the conduct

of the amusement at each place." That is exactly where troubles are bound to come in.

While no reason is given for the enactment of this itinerant amusement license law, it is easily apparent that it is for the purpose of checking up with shows on admissions taxes, as the first thing asked for in the application form is the "name or person or organization conducting the amusement and responsible for the taxes on admissions." The purpose can also be seen from that section of the law which reads: "When an exemption from the payment of the admissions tax is granted by the commission for a given amusement or series of amusements in accordance with the provisions of section 5544-3, Ohio General Code, such exemption shall be considered as the equivalent of the license herein provided for. The exemption form as executed on behalf of the commission shall be displayed in the same manner as is provided for the license."

RUMORS have been flying thick and fast of late about the Tom Mix Circus. In Chicago it was said Tom gave notice a few weeks ago that the show would close April 15 and then left, going to a hospital in San Francisco as the result of a "sick spell." It was also said that Mrs. Nettie Dill was trying to reorganize the show and keep it going and that a payment due her April 15 was not forthcoming.

In New York rumors were also circulated that Tom had quit the show, that new money men had been corralled and that the C. O. Robinson Band had left.

Similar rumors were spread in Los Angeles, also that a notice was posted in the cookhouse to the effect that Mix had left the show, had no interest in it any longer and that contracts would be good until April 19. Our correspondent in L. A. said he learned definitely that Mix left the show April 10 and went into L. A., and that his big housecar and six head of riding stock were sent to his home in Beverly Hills. He also learned that "the show would attempt

to go on and that Tom might rejoin later."

When the rumors that Mix quit his show, new money men had taken it over and the Robinson Band had left the show were brought to the attention of H. C. Baker, legal adjuster for the show, at Oakland April 16 by our San Francisco correspondent, Baker emphatically denied everything. The Robinson Band was still with the circus when it opened its Oakland four-day run.

ZACK TERRELL, manager of the Cole Bros.-Clyde Beatty Circus, received a severe jolt in Chicago last week when notified of the passing of his dear friend Billie Burke, veteran ex-showman, at the Ford Hospital in Detroit. In paying tribute to his memory Zack says: "Billie Burke was one of the cleanest showmen and had what I considered the finest character of any person I have ever met in all of my circus experience."

WE HAVE seen many titles used by publicity promoters and public-relations men, but Fred C. Weiss, now in Mexico City, has adopted one that is entirely new to us. It is "General Publicissimo"—probably a takeoff on generalissimo.

WHETHER it means more work for him or not we do not know, but anyway W. R. (Bill) Hirsch has annexed another title—publisher. Now *'s fair secretary, carnival owner and publisher — publisher of the *Midway Breeze*, "published weekly, somewhere" in the interest of the United Shows of America. "Terms of subscription optional," if you know what that means. Roy B. Jones is listed in the "flag" as editor and Tex Conroy advertising manager. Spring edition is just off the press.

FINAL CURTAIN

(Continued from page 33)

Orpheum Circuit. He was a member of the Mena Concert Band. His widow and a son survive.

WALTERS—Frank, 59, of Pittsburgh, well known in theatrical and circus circles, was killed in Columbus, O., April 16 when struck by a hit-and-run driver. He was formerly connected with the Pitt and Alvin theaters, Pittsburgh, for a number of years and last season was with George Sharp's *Drunkard* Company, which had a 39-week run at the Fort Pitt Hotel, Pittsburgh. He was a member of the Sharp company at the Virginia Hotel, Columbus, at the time of his death. Walters was formerly in the circus business and had out his own show several years ago. Funeral services Sunday night, April 19, at Herman's Funeral Home, Pittsburgh, with interment in that city Monday morning, April 20. Survived by his widow, Theresa; a daughter, Helen; a son, Frank Jr.; a brother, Gustave, and a sister, Mina, of Cincinnati.

WHITE—Mrs. Bernice Howard, 55, who toured in vaudeville for many years with her late husband, Jack White, as the team of Howard and White, in a Miami, Fla., hospital April 15 following a brief illness. She had been out of show business for the last 14 years and in recent years had operated the Bernice Hotel in Miami. Funeral services April 16, with interment in Miami Memorial Park Cemetery.

Marriages

ANDERTON-AYTES—Dick Anderton, rodeo performer and part owner of the Grove Night Club, Fort Worth, Tex., and Burl Aytes in Fort Worth recently.

COLLYER-GREEN—Clayton Collyer, actor, and Heloise Green, artist's model, April 17 in New York. Collyer was recently signed for a part in the production *These Walls Have Ears* and is also doing radio work.

DESMOND-RUCKER—Connie Desmond, WSPD staff sports announcer, and Virginia Rucker, nonpro, in Toledo, O., April 15.

FEGTE-O'KANE—Ernst Fegte, art director for Paramount Pictures, and Eileen O'Kane, dance teacher, in the Lady Chapel of St. Patrick's, New York, April 11.

MANZANARES-PLATT—Jose Manzanaras, leader of a South American orchestra, and Lorraine Platt, of Detroit, April 8 in Detroit.

METAXA-MUCKERMAN—George Metaxa, actor, and the former Byrnee Macfadden Muckerman, April 11 in the East.

O'CONNOR-RYAN—Charles O'Connor, NBC announcer, and Emily Ryan, daughter of New York Police Inspector Thomas T. Ryan, April 22 at St. Bartholomew's R. C. Church, Elmhurst, L. I., N. Y.

PERENTI-GREY—Lew Perenti, nonpro, and June Grey, radio singer on WFIL, Philadelphia, in Philadelphia April 7.

PIERCE-STEPHENSON—William Pierce, executive secretary to Charles R. Rogers, Universal Pictures executive, to Wilma Stephenson, nonprofessional, in Westwood, Calif., April 19.

Coming Marriages

Gerl Barman, screen actress, to Jack Sibert, nonprofessional, in Hollywood soon.

Bert Wheeler, screen comic, to Sally Haines, film player, soon.

Helen Simis, star of several Broadway plays under the name of Helen Wynn, and Shepperd Strudwick, stage actor, May 10 in New York.

Lois DeFee, former showgirl and dancer, to Capt. Frank Pryor, of Mitchel Field, L. I., N. Y., in New York City May 1. Miss DeFee, now working at the Dizzy Club, New York, was formerly known as Amazon.

Ed (Hippo) Siegal, manager of Warner's Ritz Theater, Pittsburgh, and Sylvia Steiner, nonpro from the same city, in New York around May 15.

Jesse L. Lasky Jr., scenario writer and son of the film executive, to Donna Drake, ballet dancer, in the near future on the West Coast.

Joe Bonica, film publicist, to Carolina Siejall, advertising model, in Los Angeles soon.

Births

To Mr. and Mrs. Maurice Edward Locke, a five-pound nine-ounce daughter March 30. Mrs. Locke is the former Elinore Kaye Moore, musical comedy dancer.

A son, Don Jr., to Mr. and Mrs. Don McNeill at St. Luke's Hospital, Chicago, April 14. Father is NBC master of ceremonies.

Divorces

Sylvia Sidney, film actress, from Bennett Cerf, New York publisher, in Los Angeles April 9.

Allan Forrest Fisher, known in the silent films as Allan Forrest, from Kathryn Vallitone Fisher, April 4 in Detroit.

Mrs. Shirley Poynter, former actress, from Victor Poynter, musician and former Milwaukee theater manager, March 26 in Milwaukee.

Jerry Harris, stock and rep ingenue, from Sam Davis, burlesque performer and emcee, in Los Angeles recently.

Marion McLaglen filed suit in Los Angeles April 6 against Arthur McLaglen, film actor and brother of Victor McLaglen.

Ruth Thomas against George Thompson, trainer of John Robinson elephants, at Cincinnati April 9.

Patrick J. Ryan from Geneva Ryan at Hot Springs, Ark., April 8.

Helen Twelvetees, movie star, from Jack Woody, nonprofessional, in Los Angeles April 15.

Marion Ochs filed suit against Millard Ochs, New York operator of a chain of movie houses, April 9 in Arkansas.

Yvonne Brulatour Kelly, daughter of Jules E. Brulatour, New York motion picture distributor, from Arthur H. Kelly Jr., of New York, in Reno April 14.

Barbara S. Loew, former artist's model and showgirl, from Arthur M. Loew, motion picture executive, in Reno April 13.

Ruth Marvin Ford Olsen from Leroy Olsen, of Bridgeport, Conn., in that city recently. Olsen is an orchestra leader.

Maude Gernert, mother of Myrna Kennedy, film actress, from Peter G. Gernert in Beverly Hills, Calif., April 14.

Gloria Anderson, Ziegfeld girl known as Gloria Glennon, from Harry C. Anderson, business manager and secretary for film players, in Los Angeles April 13.

Sebastian Lovergine, opera impresario, from Teresa Lovergine in Los Angeles April 12.

Katherine Crawford Edgar, former screen and musical comedy actress, filed suit against James Edgar II in Detroit recently.

Margaret Strickland Connell, night club entertainer and formerly under-

(See DIVORCES on page 77)

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PLAYING SPOTS IN STEEL DISTRICT IN WESTERN PENNSYLVANIA.
WASHINGTON, PA., APRIL 27 TO MAY 2.

WANT Ten-in-One, Outlaw Show, Fat Show, Freaks, Organized Minstrel, Hill Billy, Animal Show, Mickey Mouse, Midgets, Crazy House, Mechanical City, Small Motordrome, Monkey Speedway, Country Store, Rideo, Lindy-Loop, Loop-a-Plane, Loop-the-Loop, Tilt-a-Whirl and Kiddie Rides, Grind Stores and Wheels that use plenty merchandise. After Washington, CANNONSBURG, PA. The first Show in city limits in 12 years. Jobers' Midgets, Bonny Jean, Mr. Burton, Ride Foreman; G. C. Gorman, please wire. CAN USE one more good Free Act. Alliquippa, Pa., April 18-25.

LAST CALL—WEER SHOWS—LAST CALL

OPENS BENTON HARBOR, MICH., BLOSSOM FESTIVAL, WEEK MAY 4 TO MAY 9.
People in All Departments Be in Winter Quarters Not Later Than April 29.

SHOWS—Will book Shows of merit, with or without own outfits, on low percentage.
Curly Lewis wire.

CONCESSIONS—Fishpond, Bowling Alley, Bumper, Hoop-La, Pitch-Till-U-Win, Frozen Custard, or any other Concession that uses stock.

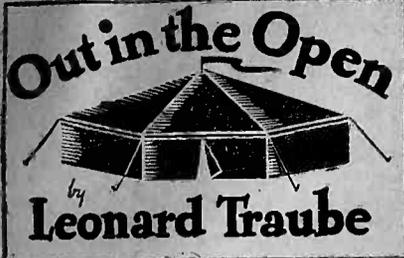
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HELLER'S ACME SHOWS, Inc. C. JACK SHAFER SHOWS Combined

CALL—PATERSON, N. J.—CALL

LAST CALL. OPEN APRIL 24TH, HALEDON AVE. AND HARRIS ST., PATERSON, N. J.
Shows and Rides on Lot now. WANT reliable Show People, Man for Chair-o-Plane. Concessions all open except Popcorn, Penny Pitch, Custard. Good proposition for Cook House. Concessions come on. All wires and mail to above address, or Phone Humboldt 3-0474.



Around the Whirl

RUMLINGS from California concerning the Tom Mix Circus reached New York in what looks like a distorted condition. The transcontinental trek must have taken its toll, because they would have us believe that Mix has left the show and so has the band. Talking of travels, John E. Hartwig, Canadian rodeo impresario, has returned to his 53 Ranch in Prince Albert, Sask., after a prolonged trip thru the eastern part of the Dominion. During his jaunt he utilized every available means of transportation—trains, busses, horse and dog teams and snow plane, autos being considered too fancy. Hartwig's boys and girls will assemble at the ranch early next month, when his train will be ready to leave with the contingent to fill bookings. . . . Frank Sullivan, of the Flying Sullivans, threatens to have a new wrinkle in the act. . . . Ditto Charles Carlos, of Carlos Society Circus. . . . Ditto George Traver, who is blossoming out with Fair at Home Shows. . . . Watch for a big carnival doings in Kansas next October. Man on phone inquires about a carnival, then says, "You know, like a one-ring circus." . . . A Pennsylvania Dutchman emotes about a world Utopia

in a Keystone State town and indicates amusements will play a big part.

All-Time Favorites

of MILT REED,
Hot Springs, Ark.

John M. SHEESLEY, Arthur HOFFMAN, J. F. DEHNERT, Benny KRAUSE, Jim ROGERS, Al C. HANSEN, Bill FLEMING, Bobby BURNS, "Crazy Horse" POWERS, J. Stanley ROBERTS*.

Send in your 10 favorite showmen, living or dead, to Leonard Traube, New York office.

*Deceased.

"TRAINER" SMITHLEY'S place in the West 40s, near the river, is more like a circus warehouse than a garage. It's the spot where Max Linderman, chief of the World of Mirth Shows, bought that lion and monkey. . . . Aside to Fred Pitzer, head tatter of the Dexter Fellows Tent Tattles column: I wasn't the first to reach the beer and franks at the circus opening. 'Twas your darling son, Melvin. What's more, I couldn't have broken any sprinting record. My dogs won't let me. . . . Columbia Park, over Jersey way, is undergoing a transfusion. Change in blood, in short, which looks promising. . . . I Told You So Department: *Jumpo* closed April 18. In February we said it would be the 15th, but we had the week right anyway. . . . Squire Riley, of Strates Shows, in town the other day with fresh jokes. Sorry, no can print. . . . Doc Shean, Dick Scatterday and Harry Bentum seen along Broadway. . . . Doc Beebe, weight prophet, goes back to Asbury Park this season. . . . Ted Merchant, trick roper and rider, is joining Bockus & Kilonis Circus in charge of concert with eight head of stock and 10 people. Merchant will contribute roping, shooting, a whip act and trick riding. Plays Hartford, Conn., for Frank Wirth this week before joining the B-K outfit in Manchester, N. H.

All-Time Favorites

of HERBERT E. SAIER,
Minneapolis.

Al C. BARNES*, Louis ROTH, C. ORTON*, Fred DARLING*, Andrew DOWNIE*, Frank E. HALL, Al RINGLING*, Tom ATKINSON, Cheerful GARDNER, Rose KILLIAN.

THE HERALD TRIBUNE editorializes the proposed New York's World's Fair. "It is unfortunate that the politicians continue to delay action on this matter. They seem not to realize that if they stall too long they will make it impossible to complete the fair in time and perhaps even force its abandonment. Already they have wasted months in bickerings. It is even rumored that certain political groups have persistently held up arrangements in the hopes of thus being able to extract concessions for themselves and their friends. Unless they come to a definite agreement soon they may have no World's Fair. For this result they would have only themselves to blame." It's nice to have such an esteemed journal support the printed sentiments of this pillar.

Billyboy Parade

NEW YORK, April 18.—*The Billboard* had a monster attendance at the Ringling-Barnum Circus in the Garden last night and by so doing hung up a local record for *Billyboy* representation at the Big Show. Present were R. S. Littleford, publisher, and E. W. Evans, business manager, Cincinnati office; G. J. (Jack) Nelson, manager Chicago office; E. E. Sugarman, editor indoor departments and general manager New York office; Leslie G. (Andy) Anderson, sales promotion staff, and Ben Barnett, of sales staff, plus Leonard Traube, editorial department, local office. There was hobnobbing with S. W. Gumpertz, circus' general manager, and Col. John Reed Kilpatrick, Garden prexy.

AMERICAN CARNIVALS—

(Continued from page 67)

showman in the conduct of his enterprise and will furnish a detailed copy of the decision to any of our members who may desire it.

VETERANS
invest your money in a
LOOP-O-PLANE

a sure, fast money maker

I WILL ACCEPT AT PAR VALUE

SOLDIERS' BONUS BONDS

as payments on or in full on this ride

Scores of single units made handsome profits for their owners. Names mailed on request.

OUT OF 15 DUAL LOOP-O-PLANES MANUFACTURED, SOLD AND EXPORTED LAST YEAR

- 8 GROSSED OVER \$10,000.00
- 3 GROSSED OVER \$12,000.00
- 1 GROSSED \$15,000.00 in nine weeks

Write **ROBIN REED, Jobber**

Box 237, SALEM, OREGON.
Eyerly Loop-O-Planes



- F.O.B. SALEM
- 4 Passenger with Cables \$1,800.00
- 4 Passenger without Cables \$2,000.00
- 8 Passenger (12 Children) \$3,200.00

WANTED
SIDE SHOW PEOPLE

Feature Freak, Scotch Bag Piper, Working Acts, etc. Long season. Sure pay. State all in first letter. **CLAUDE WOODS, Side-Show Manager, WEST'S WORLD'S WONDER SHOWS**
Norfolk, Va., April 20-25; Berkeley, Va., April 27-May 2.

WANTED
WHIP and LOOP-O-PLANE

FOR RENT: Restaurant and Bar (fully equipped), Dance Hall and Space for 3 Games. Entire Season Croton Point Park, Harmon-on-Hudson, N. Y.
Write
BOX 705, Billboard, 1564 Broadway, New York

P. J. SPERONI SHOWS

Manager for Minstrel Show with People, Side Show, or any Show of merit. Concessions, Grind Stores, Stock Wheels, Ride Help, Concession Agents. Open April 25, Rock Falls, Ill. Address communications Rock Falls, Ill.

Motorized Circus Wants Immediately

Real Wild West People with own Stock and Transportation. Stock must be in good condition. Also Circus Acts, Ground and Aerial Acts, Circus Musicians, Dog and Pony Act. No Goat Acts wanted. All wire, no time to write. Don't answer unless you can join immediately. Wire **MANAGER CIRCUS, Floyd, April 20; Hillsville, 21; Wytheville, 22; Marion, 23; Abingdon, 24; all Virginia.**

WILSON'S SHOWS

OPENING BAY CITY, MICH., MAY 2 TO 9. Catholic Auspices.
CAN PLACE Cook House, American Palmistry, Legitimate Concessions. Shows with own outfits. We carry no grift. Shows and Concessions make money with us. Address **WILSON SHOWS, Wesley Hotel, Saginaw, Mich.**

WANTED

Phone Men for Farmers' and Merchants' Tickets. Season's work, 30%, pay every night. Starting crews at once in Lansing, Saginaw and Bay City, Mich. Any Banner Ban worthy of the name can get well here. Wire or write **HARRY MILLS, 120 W. Shiawassee, Lansing, Mich.**

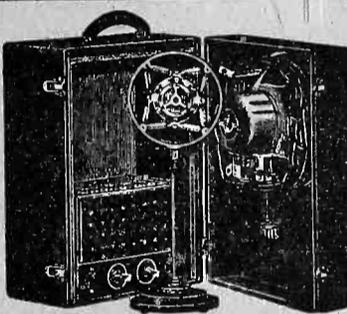
Concessions For Lease

All parts, Acts for Big Show, Band, Minstrels, Concert People, Electricians, Canvasmen in all departments. **SHELL BROS. CIRCUS, Route: Oberlin, April 21; Colby, 22; Goodland, 23; Oakley, 24; Wakeeney, 25; Norton, 27; all Kansas.**

MOHAWK VALLEY SHOWS WANTS

Side Show, Snake Show and others. Any legitimate Concessions. Want to hear from high, sensational Free Act. Write or wire **LEO M. BISTANY, Bennettsville, S. C., this week; Martinsville, Va., week April 27.**

It Helps You, the Paper and Advertisers to Mention The Billboard.



Portable Public Address and Ballyhoo Systems

A complete line of portable systems for most any requirement. Every feature to make these units the finest ever designed are included. New Metal Tubes, High Fidelity Output, Tone Control, a Large Dynamic Speaker are just a few found in these masterpieces of engineering. Each system includes a Double Button Microphone, 25 Feet of Microphone Cable, 25 Feet Speaker Extension Cable, Microphone Stand, Carrying Case and the Amplifier, complete with Tubes. Case is of weather-proof construction. Supplied complete with instructions for installation. Provision for Phonograph Pickup is also provided.

6-VOLT 20-WATT SYSTEM

Requires but a 6-volt storage battery for operation. 20 Watts Power output is sufficient to reach a large sized audience. Uses four tubes, including 2 6J7's and 2 6B5's.
NO. 669S—
Your Cost, \$46.45
Complete.

6-WATT A. C. SYSTEMS

Ideal for midway use. Sufficient power to attract and hold the attention of a fairly large sized audience. Operates from a 110-volt A. C. source. Uses three tubes, including 1 6J7, 1 6B5 and 1 5Z4. No. PA6—
Your cost, complete. \$21.50

20-WATT A. C. SYSTEM

Provides sufficient power for any medium sized indoor inclosure. Operates from a 110-volt A. C. source. Uses five tubes, including 2 6J7's, 2 6B5's and 1 5Z4. No. PA20—Your cost, complete. \$37.50
No. PA21—With two speakers in separate portable case. Your cost. . . \$49.95

TRY-MO RADIO CO., Inc., 85 Cortlandt Street, New York City

FAIR AT HOME SHOWS, INC.
FORMERLY
Traver Chautauqua Shows, Inc.

12 Rides 3 Free Acts

ANNOUNCES

ON ACCOUNT OF EXTREME COLD AND INCLEMENT WEATHER, THE SHOW WILL OPEN MAY 22, STARTING A NEW IDEA IN OUTDOOR SHOW BUSINESS.

WANT

HIGH DIVER OR WATER ACT AND SENSATIONAL FREE ACTS.

Good 10-in-1 and Novelty Shows, clean and capable of getting real money with real crowds. Will furnish outfit to real showman. Few choice Concessions open. Must be straight, as we will not tolerate grift in any form; making our Concessions a paying business.

CALL AT WINTER QUARTERS, TEANECK, N. J. Or Write or Wire

GEO. W. TRAVER, Mgr., 39 No. Summit Ave., Chatham, N. J.

AT LIBERTY, GENERAL AGENT

Know the business thoroughly and attend strictly to it. Capable of meeting officials of the highest, close contractor, sober, A-1 in appearance and have represented the best. Satisfaction guaranteed. Have car. Can join on wire.
Address **R. J. COUSINS, Lincoln Hotel, Indianapolis, Ind.**

WANTED IMMEDIATELY

EXHIBIT SALESMEN FOR UTICA, BINGHAMTON, SYRACUSE, TROY, OGDENSBURG, CLENS FALLS, MALONE, AMSTERDAM, ONEIDA AND SCHENECTADY.

To Sell Space on NATIONAL HOME SHOWS with the full co-operation of the Federal Housing Administration, and endorsed by local Chambers of Commerce, Better Business Bureaus, and other Civic Organizations. Must be sober, reliable and competent. Apply

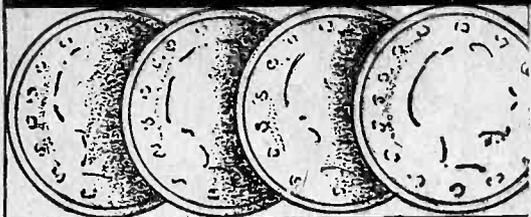
MRS. L. E. MURPHY, 66 Chenango St., Binghamton, N. Y.

COIN OPERATED

VENDING

SERVICE

MUSIC



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by TOM MURRAY—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

Dallas Attorney Defends Pin Games

DALLAS, April 18.—In his request Attorney Young, representing the Dallas coin-machine men, made an impassioned plea before the city council of Dallas, when approximately 1,500 operators and location owners stormed the city hall in protest of interference with pin-ball machines and other legal coin-operated equipment. Young's remarks were direct to the point and truthful.

"These operators and store owners who exhibit pin ball games are not gamblers," Young said. "They are law-abiding citizens with nothing to hide. If the high court holds that marble games are illegal they will take them off locations, but we believe the courts will hold that they are games of skill.

"These thousands of citizens want a fair deal. The State, the county and the city took their tax money, which was tantamount to license fee on their machines. The receipt for that money stated that the tax was for a 12-month period. It's not fair to take their tax money and then take their machines, their livelihood."

Digger Operators Circulate Petition

NEW YORK, April 18.—Digger operators' association here, known as the American Association of Automatic Merchandisers, is circulating a petition wherein it is hoped to gain a tremendous number of signatures to help gain favorable legislation at Albany on its machines.

Reliable authorities state that the best bet at this time is the pending legislation at Albany, wherein the pin-game operators are attempting to have an amendment passed legalizing the pin games and the use of merchandise for awards.

Merchandise manufacturers, distributors and jobbers are also helping to gain signatures for this petition. All locations are being asked to sign. The players of the games are also being directly approached. It is hoped that a tremendous number of signatures will soon be available.

The petition is addressed to "His Excellency, the Governor, and Members of the Senate and Assembly of the State of New York."

It reads as follows: "We, the undersigned residents of the city of New York, do hereby petition the passage and approval of a proposed amendment to Section 982 and other Sections of the Penal Law so as to legalize with proper restrictions the operation of pin games and crane devices. We submit for your respectful consideration,

"1. These devices have afforded innocent and harmless diversion and amusement at a comparatively little expense to hundreds of thousands of citizens of our city.

"2. They have aided and assisted manufacturers and jobbers of cigaret lighters, cigaret cases, fountain pens, clocks, compacts and other novelty and specialty articles in the sale and distribution thereof during the years of the depression and at a time when the sale of such articles would otherwise have been negligible.

"3. As an additional source of revenue, they have enabled small storekeepers, druggists and the like to receive an additional income or earning and to be able to pay rent charges which they might not have otherwise been able to pay."

The petition is then signed, after room for the signatures, by the American Association of Automatic Merchandisers.

Pin-game operators are also expected to sign this petition as well as have their locations and friends sign it, due to the fact that the pin games are specifically mentioned in the petition, and also since Section 982 is the section to

1936 Shows Gain in Coin Machine Sales

By SILVER SAM

The first three months of 1936 have terminated in success for the coin-machine industry. Manufacturers, distributors, jobbers and operators have enjoyed an abundance of prosperity and no letup is in sight. Regardless of the various cries of the crepe hangers and bluenoses, the coin-operated machine industry continues along at a nice clip. Manufacturers' experimental departments are working day and night on ideas that will terminate in new money-making equipment for the operators.

Never before during the history of the coin-machine industry has the business enjoyed the services of so many qualified and efficient workers. The depression sent many of the country's keenest inventors into the ranks of the coin-machine business. These super minds found the business interesting as well as profitable and they have remained as worth-while members of our business. Today the coin-operated device industry can boast that it possesses the cream of the inventive minds of this country.

The business also welcomed into its ranks the best of artists and designers, who are also happy to remain as fellow yokemen. Operators are receiving the benefits of these super minds of production in every coin machine they purchase.

These, as well as hundreds of other valuable features, are responsible for the success the industry is now enjoying.

Reports from various departments of the manufacturing end of the business are to the effect that sales are increasing. The year 1936 started off with a bang and has kept right on going at a lively pace. Every branch of the business has experienced its portion of this increase in business. The amusement-machine division, both floor and counter-type equipment, has no doubt enjoyed the largest sales. The coin-operated phonographs, without question, mark up the second high sale score.

Service and merchandise devices have not been left out of the picture of 1936 success. Penny and nickel merchandise vending machines have enjoyed a wonderful increase in sales during the first quarter 1936. Coin-operated service units have not failed to receive their portion of good business, and factories producing such equipment are running full force.

Salesboard manufacturers have almost tripled their shipments since the first of January. This business has enjoyed a huge comeback and there is no letup in evidence at this time. The large salesboard manufacturers are opening branch houses in various parts of the country and sending out hundreds of factory representatives to call on distributors and jobbers.

The sales outlet at the present time for all types of coin-operated machines is the best setup that has ever existed in the industry. This situation, of course, is also partly responsible for 1936 sales increase. At the present there is no letup in evidence in any department of the coin-operated device industry. The cry is "full steam ahead!"

be amended. Many pin-game operators report that they have signed the petition and believe that it will be of great value to the entire industry here.

The general belief is that if the digger operators and the merchandise firms will fully co-operate that almost 1,000,000 signatures should be obtained within a very short time.

Sachs & Silberling are getting plenty of business for their Flashy games. It seems the whole town has gone for these big babies in a big way. Ask Mrs. Sachs, she knows.

Tom Murray Visits Chicago Factories

One of the first things I enjoyed after reaching Chicago was my visit to the various coin-operated machine manufacturing plants. They are all a swell bunch of fellows and know how to make a stranger feel at home. . . . At Jimmy Johnson's Western Equipment & Supply Company plant I met Jimmy, all smiles. Lots of things going on out at Jimmy's place and operators are due some real happy surprises from Jimmy before long. Jimmy insisted that, after visiting his famous bar, of course, I go along with him and partake of a real sizzling steak lunch, and I did. Doggone, fellows, this Jimmy Johnson can make you feel at home, and was that a real steak! Just like we get down in the old Lone Star State. Guess Jimmy knew that. . . . At Seeburg Corporation I learned that Ed Johnson and Mr. Seeburg were away, so I moved on after observing that activities were in evidence at the hustling coin machine manufacturing plant. . . . At the Watling Manufacturing Company's plant I enjoyed a pleasant visit with Tom Watling himself, John Watling, Burns and Al. After paying off a bet I had won John escorted me thru the plant where the famous Rol-A-Top and the dependable springless scales are produced. I'm going back for another visit. . . . Things were really humming at the Bally Manufacturing Company's place. Out-of-town distribs lining up contracts and Jim Buckley shooting off his famous firecrackers. Ray Moloney whipping things into shape for the big New York Fitzgibbons opening and Herb Jones sweating over ad layouts. Nice bunch at Bally's and they gave this old Texas boy the works. Okeh, I'll be out again. I like it. . . . Production activities at the Pacific Amusement Manufacturing Company's place were much in evidence. Pamco Palooka still going strong, but other new surprises coming up. Real folks and plant this PAMCO. . . . At Exhibit Supply Company's place I rubbed shoulders with that genial sales manager, Leo Kelly, and shook hands with P. C. Smith and O. D. Soellner, who are some of the finest men in the coin machine industry. These boys know their stuff and they always work with the operators' interest in mind. You're doggone right I'm going back for another visit soon. . . . At Mills Novelty Company I found everybody busy as usual. However, James Mangan, Grant Shay, Wilds and others went into a huddle with me and I enjoyed a swell visit. Enjoyed meeting that swell fellow Art Cooley. Real hospitality is in evidence at the Mills factory at all times. . . . Dave Gottlieb gave me a hearty welcome at his plant on North Paulina street. The Gottlieb factory is working double shifts in order to keep up with piles of orders for Dally Races. Dave escorted me thru his plant and I was impressed with the unusual activities. . . . At the American Sales Corporation I found Lee S. Jones out. Yes, I was just a little late at this stop, so I missed that anticipated visit to Lee's bar. Bet your bottom dollar I'm going back. . . . At Genco, Inc., I was greeted by that swell fellow and manager, Meyer Gensburg. Plenty busy at this plant on several new numbers and production running full speed on Champs. . . . Made two stops at Buckley Manufacturing Company's place but missed Bill Woolen each time. Okeh, Bill, I'm coming back. . . . Louie Koren, at Chicago Coin Corporation, gave me one grand reception. Louie knows just how to make you comfortable and he doesn't fail to do just that. Plenty of production activities around Chicago Coin Corporation. . . . At Rock-Ola's I found everybody busy and Paul S. Bennett in conference with out-of-town buyers. The Rock-Ola plant is running full force in order to keep orders moving. This is one of the largest coin machine manufacturing plants in the country. . . .

Atlantic City Hotel Has Bagatelle Room

ATLANTIC CITY, April 18.—One of the most alluring additions to the diversions offered at this resort is the new Bagatelle Room in the Ambassador Hotel.

The new room is so arranged that pleasure seekers may combine the intriguing pinball bagatelles with the pleasures of sipping beverages from the bar in the adjoining cocktail lounge. Room has struck the instant fancy of the Easter shore visitors and has become the talk of the town in this community of pleasures.

Gayly decorated, with mirrored walls which give the impression of vastness, the "bagatelle while you sip" bids fair to become one of Atlantic City's most popular pastimes.

Philly Ops Organizing; License Plan Discussed

PHILADELPHIA, April 18.—Owners of various types of pin games of this city are forming an association with a view of obtaining favorable legislation.

At the present time city council's committee on public safety is considering an ordinance to license pin games or similar devices. Ordinance was introduced by Councilman Louis Schwartz, father of Sunday baseball and Sunday movies in Philadelphia. He insists that pinball machines are legal by virtue of the fact that Pennsylvania recognizes these machines as legal and charges a \$2 regulatory fee.

Move To Legalize Pinball in Akron

AKRON, O., April 18.—Members of city council are pondering a proposal to legalize pinball machines.

Sponsored by Councilmen Stanley Yale and Edmund Rowe, the measure would provide that operators of coin machines pay \$250 a year for the privilege of engaging in the business of selling and operating the machines. If more than 50 such devices are placed in operation an additional fee of \$15 on each machine would be collected by the city.

It is the belief of Rowe and Stanley that between \$15,000 and \$25,000 a year revenue could be collected in this manner by the city.

Slugs Get Man in Bad

MOBILE, Ala., April 18.—A man who rode a bicycle from here to New Orleans recently to "beat the coin machines with self-made slugs," left New Orleans this week, but not for home. The man has been sentenced to serve a year and a day at Atlanta for alleged passage of counterfeit nickels while playing a coin machine in New Orleans. He had over 100 slugs in his possession when taken into custody.

At Groetchen Tool Company smiling Karl Klein greeted me and showed me thru the Groetchen factory, where I met several of the Groetchen folks, including Mr. Groetchen. Activities were much in evidence at this plant. . . . My stop at the A. B. T. Manufacturing plant was another interesting one. Walter Tratsch and Mr. Lewis extended me a hearty welcome and I enjoyed a pleasant visit. . . . A. S. Douglas escorted me thru his plant to produce equipment and it was very interesting to watch the production activities. Mr. Douglas proved himself a real host. . . . At H. C. Evans & Company that happy and smiling manager, R. W. Hood, greeted me and I enjoyed a pleasant visit at this place. Mr. Hood, having just returned from his Florida home, amused me with some stories of that place. . . . There are a few places I have not been able to get around to at this writing, but I'll be coming, you bet!

Gottlieb Game Has Novel Play

Broker's Tip also includes multiple coin chute and changing-odds feature

CHICAGO, April 18.—From the North side of Chicago comes a new idea which is capturing the fancy of all who see it. The new idea in pin games is known as Broker's Tip and it's made by the man who the folks in the business generally look to for new ideas—Dave Gottlieb. Right now Broker's Tip is Dave's pet child. And when a game becomes this well-known coin man's pet it must deserve its position.

Broker's Tip, as you can guess, is a machine with a stock-market flavor. Just the kind of machine that appeals to those who are in the market and those who still haven't gotten over that little incident in '29. But whether the game is played by the gent with the silk top or the fellow with a plugged-in derby, Broker's Tip holds a real fascination. It is the nearest duplication of the suspense and action of a real stock exchange. It makes the "nickel nurser" feel like a real big-shot stock trader. It makes the big shot feel right at home.

You buy stocks, wait for rise in prices and, if you're skillful, you make a profit killing. Each nickel inserted in Broker's Tip's multiple coin chute flashes a light on the quotation board which indicates a purchase of a commodity and prices paid on its bonds, preferred stock and common stock. If you're not satisfied with the prices offered you have an opportunity of increasing them by inserting additional coins in the chute. Each coin gives you an additional commodity until all eight are purchased, then further nickels change only the prices paid.

There is no limit to what the multiple chute can collect on each play. As much as \$1 has been poured into it. Odds may run as high as 40 to 1, being a real inducement for the player to reach those odds.

Of utmost interest to operators is the mechanical award adjustment of Broker's Tip.

Broker's Tip may be had as a ticket game and for two or three-ball play at a slight additional cost. It also may be equipped with a D. C. Adaptopak, which can serve any number of machines in the location. Check separator and mint vender are likewise obtainable in Broker's Tip. The machine is offered for immediate delivery.

Detroit

DETROIT, April 18.—George C. Willis has signed the franchise as Michigan distributor for the Pack-It Company of America. Willis was formerly personnel director of the Kroger Grocery and Baking Company in Detroit. His new territory includes all of Michigan outside of the metropolitan Detroit area. Temporary headquarters are being established at the offices of the company on Fort street. Permanent quarters will probably be established later in a Central Michigan city.

The Greater Detroit Vending Machine Operators' Association is beginning an intensive drive for new members, following the first meeting of directors of the association last week at the Detroit-Leland Hotel. The next meeting will be held April 23 at the same hotel and all operators of vending, service and music machines in this territory are urged to attend, whether members or not. Prospects for increased membership and an active participation look good in this section, according to M. L. Joslin, first president of the new organization.

Michael A. Angott Jr., who with his brother, Carl, recently opened a new jobbing house on Linwood avenue, has renamed the organization the Angott Coin Machine Exchange Company, adding the word company to the title instead of following the form originally announced. In celebration of his opening Angott passed out a fine grade of cigars to all his friends in the industry, many of whom were at the housewarming.

The coin-machine business of Walter E. Whelan, who died recently, is being carried on, at least temporarily, by his son, Joseph Whelan, who is administrator for the estate. An operator for the routes will be appointed and the present machines will continue to be serviced as in the past.

Louis Apter Moves Quarters To Downtown Hartford, Conn.

HARTFORD, Conn., April 18.—Hartford Amusement Machine Company, headed by Louis Apter, which has been located at 289 Barbour street here for two years, has moved to new and larger quarters at 33 Albany avenue, in downtown Hartford.

Firm carries a line of new and used games, as well as a complete line of parts for all types of machines. Apter gives all transactions his personal attention and he invites all operators in the territory to visit his new showrooms.

Jennings' Party On April 23

CHICAGO, April 18.—The next outstanding coin machine event to take place in this city will be the big 30th anniversary party to be staged by O. D. Jennings & Company Thursday, April 23, at the company's factory at 4309 West Lake street. They have been sending out elaborate announcements and hundreds of reservations are being received.

The 30th anniversary celebration is going to be one of the biggest affairs ever held in Chicago coin machine annals, according to reports. Coin machine men and women will be in from every State and Canada. A pleasant time is promised to all.

Dixie Coin Firm Stages Big Party

NEW ORLEANS, April 18.—It will be a long time before New Orleans operators will stop talking about the big party put on Tuesday by the Dixie Coin Machine Company at the formal opening of its new office and display room at 1006 Poydras street.

With almost a hundred of the city's "who's who in coin and music-machines" on hand, piles of spaghetti Italiane and meat balls were consumed, in addition to a barrel of red wine and other food. The cuisine was supervised personally by Julius Pace, general manager and senior partner of the firm. Everybody had a good time and the entertainment lasted long into the wee hours of morning. Harry Batt and Sam Gentilich helped Mr. Pace welcome the guests and saw that everyone enjoyed himself.

The firm was organized about two months ago, but operated in conjunction with former separate offices of Pace & Gentilich on North Scott and North Rampart streets, respectively. The organization represents four of the largest manufacturing firms in the country thruout this territory.

Julius Pace is president of the local operators' association and was a partner in the firm of Pipitone & Pace for several years. Sam Gentilich has hundreds of friends and those who met him at the Chi convention are still talking about his knack of showing everybody a good time. Harry Batt, in addition to his part in the new firm's business, operates Ponchartrain Beach. Here are dozens of concessions, pleasure rides, a big bathing beach with plenty of free acts and a coin-machine sportland.

It pays 3 ways to use these two batteries in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Evereadys" present no fire hazard

Distributors! Jobbers! Operators!

Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

NATIONAL CARBON COMPANY, Inc.
P. O. Box No. 600
Grand Central Station
New York, N. Y.

Name.....
Address.....

Distributor Jobber Operator

PLEASE CHECK

Unit of Union Carbide and Carbon Corporation

Is the Vender Slugproof?

NEW YORK, April 18.—The experienced vending-machine operator when looking over a new merchandise machine always asks: "Is the vender slugproof?" At a private advanced demonstration of a new vending machine *The Billboard* reporter asked this question of the manufacturer. One after another various types of slugs were inserted into the coin chute and every one of them

was thrown into the machine without jamming or vending the merchandise.

Slugs made of aluminum, cardboard, steel, iron (both flats and punched) were rejected. Upon investigating the new chute your reporter was astounded at the simplicity of the mechanism. Dave Robbins, of D. Robbins & Company, who was demonstrating his new Two-in-One vender, claims that the chute was developed by Irving Mitchell after many years of experimentation.



THE DAWN OF A NEW ERA—F. G. Morhous (right), president Venitor Corporation, Detroit, handing first check to F. E. Turner (left), president of the Automatic Merchandisers' Association of Michigan, trustee of first manufacturers' "per capita levy" fund, created for the advancement of the coin machine industry.

B NEW PROVEN WINNERS B

HIALEAH	\$139.50
TYOON	149.50
HOLLYWOOD	89.50
DAILY RACES	125.00
PAMCO PALOOKA	189.50
BIG CASINO	89.50
BIG RICHARD	125.00
CHAMPS	49.50
DITTO	44.50
MAD CAP	47.50
TOUCH OFF	39.50
HORSES (Buckley's New Counter Game)	17.50

Remember: We Will Accept Your Used Machines as Trade-Ins.
WRITE FOR NEW PRICE LIST No. 200.

B BESSER NOVELTY CO. B
3020 OLIVE ST., ST. LOUIS, MO.

(Beat it if you can) Good Condition

PUT 'N' TAKES	\$ 8.00
CARIOCAS	7.00
GOLD RUSH	7.00
SPORTSMAN, Visible	7.00
EQUITYS	5.00
RAPID FIRES	7.00
DO & DON'TS	6.00
JUMBOS	30.00
SUNSHINE DERBYS	57.50
PAMCO PARLAYS	50.00
SPORTSLAND, C Games	10.00

MRS. D. W. WILLETT
313 M. & M. Bldg., HOUSTON, TEX.

WANTED
Mills Escalator, Blue, Grey, and Extraordinary Mystery, with or without Gold Award. WOLF REIWITZ, 1895 Mission St., San Francisco, Calif.

Weekly MUSIC Notes

Capehart Sales Up In Texas and Okla.

DALLAS, April 18.—Jack E. Yeager, district manager of the Capehart Corporation, returned here Tuesday morning after an extensive coverage of his territory in the Southwest. Mr. Yeager reports an unusual spurt in business and was optimistic over the way Southwestern music operators have taken to the de luxe machine manufactured by his company.

Yeager further reports that he has added several new members to his list of exclusive Capehart music operators, including the Midwest Novelty Sales Company, Muskogee, Okla., of which M. T. Pfrimmer is manager. The Midwest organization operates more than 200 music machines in Oklahoma and Arkansas.

The Boyle Amusement Company, Oklahoma City, Jim Boyle, manager, has been

doing an excellent business on Capehart machines, as has the Walker Sales Company, Fort Worth, Ernest Walker, manager. The Boyle Company is a distributor in the Oklahoma City territory, while Walker represents Yeager in and around Fort Worth.

Yeager, who has been in the music business for many years, opened offices in Texas six months ago. His knowledge of the music business qualifies him as an expert on tone and his experience in the coin-operated phono business identifies him in the class of mechanical experts. These qualifications, together with an exceedingly pleasant personality, puts Yeager among the leaders in his line.

Edgar W. Moon, former supervisor of the A. M. A. of Indiana, recently placed his order for 100 Wurlitzer Simplex phonos to be placed in the Peoria territory. He received his first 25 of the 100 ordered last week.

Texas Music Notes

DALLAS, April 18.—A word to the wise is sufficient. That big party to be staged by Harry Drollinger at Nickel-bult April 24 and for which friends, neighbors and countrymen hold invitations, is being held for the purpose of building a 45-foot concrete dam. So if you're not accustomed to mixing concrete better ignore the invite.

Anything can happen. A South Texas music-machine operator returned to the base of his operations recently to find that an operator working under him had stored 40 machines in a warehouse. Upon investigation the boss operator found that the sub operator had installed competitive equipment in 40 locations.

E. E. Trice, formerly a music operator around Waco, has moved the center of his activities to Del Rio, Tex., where his music equipment is now strung along the border.

D. E. Latimore, who recently suffered severe injuries from an auto accident, is able to make the rounds again. Latimore was at the point of death for several days. The new car which he was driving when he collided with a truck was demolished.

Bill Archer, Harry Drollinger's son-in-law, entered the music-operating business last week. He will be connected with the Drollinger organization for the Houston district. At present he is being schooled around the Dallas office.

The service men of D. & R. Music Company and of the music department of Electro Ball Company, Dallas, held a get-together luncheon at the Jefferson Hotel, Dallas, Tuesday. The luncheon will be a weekly affair, which eventually will develop into a big happy family of music-service men. This week it was staged by Electro Ball Company.

New Orleans Music Notes

NEW ORLEANS, April 18.—Among out-of-town visitors this week were J. C. Tirey and L. A. Foster, operators of Columbus, Miss. Both said that music machines are in demand thruout that section and that they came to New Orleans to look over additional machines for locating in their territory.

J. C. says that Mississippians have recently organized a music machine association, with two meetings having been held recently. A third meeting has been set for May 18 at Tupelo, Miss., and a number of operators, heretofore uninterested, have signified their intentions of joining up. J. J. Bertucci, of Biloxi and Gulfport, is president of the new group, with W. L. Douglas, of Tupelo, vice-president.

Quite a number of Mississippi operators are said to have anonymously contributed their machine intakes on several occasions to the storm sufferers in the past week. All have signified their desires to keep their names unpublished, but their fine spirit is to be commended.

Night Spot Features Phono

TEXARKANA, Tex., April 18.—Roy's Night Club, of this city, advertises its Capehart De Luxe phono over the local radio station. As a result business has kept the machine operating to near capacity. The announcement comes after a record program on the air, telling the listeners they can hear their favorite records played on the Capehart De Luxe \$1,000 phonograph at Roy's Night Club, on the State line.

Studios File Charters

NEW ORLEANS, April 18.—Among new corporations filing a charter in New Orleans this week was that of the Goldstone Recording Studios, Inc., capital stock of 100 shares of Class A, \$10 par value, and 400 shares of Class B, \$10 par. Board of directors consists of Caroline Olsen, Harry R. Hill and William M. Lennox. All are reluctant to give out any information for future plans at present, but setup will shortly be completed.

Capehart Corporation Selects Alfred Bloom

NEW YORK, April 18.—R. C. Vaughn, New York district manager of the Capehart Corporation, of Fort Wayne, Ind., has selected Alfred Bloom to distribute the new Prismatic Orchestrope in the New York City territory. Bloom has been successfully operating Capehart machines for the last five years.

Five years ago he bought 50 non-selective machines and started operating. The established operators told him he could not put that type of machine over and eliminated him from consideration as a serious competitor. They knew he had undertaken an impossible job, but he didn't know it. So he plugged away, minded his own business and before long had some of the best spots in town. These locations recommended him to other good locations and the boys who said he couldn't do it woke up to the fact that he had done it. In fact, not only had he put it over, but he had so strongly sold himself and the merits of his machines to his locations that they couldn't budge him out of a spot.

Al states: "My success in operating machines is due primarily to my doing everything possible to help my locations make money. In selling machines to operators it is my intention to pursue this same policy. I am going to do everything that is possible to see that

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, April 10, to Thursday, April 16, both dates inclusive.

Putting All My Eggs in One Basket.	27
Melody From the Sky.	27
Lost	24
Touch of Your Lips.	24
Let's Face the Music and Dance.	23
Let Yourself Go.	21
You	21
All My Life.	20
You Started Me Dreaming.	20
If You Love Me.	19
It's Been So Long.	19
Every Minute of the Hour.	18
Yours Truly Is Truly Yours.	18
Love Came Out of the Night.	17
What's the Name of That Song?	17
Beautiful Lady in Blue.	15
It's Great To Be in Love Again.	14
No Greater Love.	13
Moon Rise on the Lowlands.	12
It's No Fun.	11
Rhythm Saved the World.	11
At the Codfish Ball.	11
Wah-Hoo	10
I'll Stand By.	9

Sheet-Music Leaders

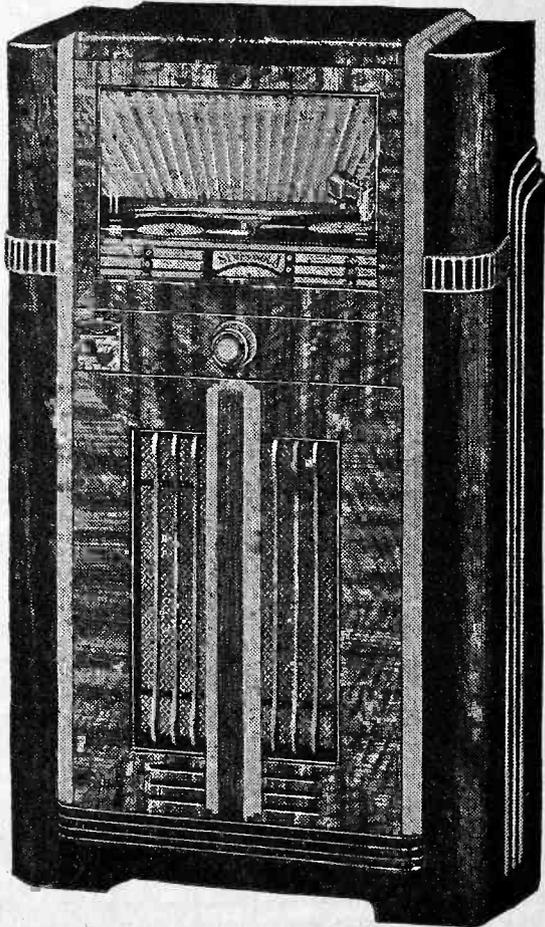
(Week Ending April 18)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

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

1. Lost
2. All My Eggs in One Basket
3. Goody, Goody
4. Melody From the Sky
5. You Started Me Dreaming
6. It's Been So Long
7. Let Yourself Go
8. Beautiful Lady in Blue
9. Love Is Like a Cigaret
10. Every Minute of the Hour
11. Touch of Your Lips
12. Tormented
13. No Greater Love
14. Sing an Old-Fashioned Song
15. Lights Out

THE SEEBURG FRANCHISE IS MORE VALUABLE



SYMPHONOLA STANDARD "A"

the Instrument without "Service Headaches"

J. P. SEEBURG CORPORATION

1502 DAYTON STREET • CHICAGO • ILL.

★ THE LEADER FOR OVER 30 YEARS! ★

PHONOGRAPH EXCHANGE—SELL OR BUY

We carry a complete Stock of All the New Games and a Large Stock of Used Games at the Lowest Possible Prices. Write for Babe's Bargain Buys.

RECONDITIONED MACHINES.
Introductory Offer Wurlitzer's SIMPLEX — P12—3 months old, like new. Ea. \$199.50
WRITE OR WIRE YOUR NEEDS.

BABE KAUFMAN INC.

455 West 42nd St NEW YORK CITY Tel. Meadlison 3-0468

any operators are the most prosperous operators in New York. I would not care to publish my plans at this time, but am confident that what I will disclose privately to my customers will be convincing.

"However, there is one thing I will say. I don't believe it is good policy to sell an operator all the machines you can induce him to buy and then let him shift for himself. The man who buys the most machines will not necessarily make the most money. It depends on an operator's setup. Some will be able to get a better income out of 50 machines than with 200. I am not going to let an operator buy more machines than I think he can operate profitably. And then if necessary I am going to live with him until I am sure that he is on the road to prosperity."



HOMER E. CAPEHART, Wurlitzer executive, was right at home on the Ed Mape 5,600-acre California ranch when he visited the West Coast recently. The photo shows H. E. and Ed taking their morning's ride.

Earl Holland on Jump

CHICAGO, April 18.—For the past six months, after his promotion to sales manager of the phonograph division of the J. P. Seeburg Corporation, Earl Holland has done little traveling. The big job of directing phonograph sales kept Earl hopping from sunrise to sunset.

Earl's multitude of friends know that he likes to sell phonographs, and plenty of them enjoy being on the selling scene.

A couple of weeks ago the Earl of Holland (formerly of Holland, Mich.) had occasion to visit Kansas City on a business deal. Needless to say, his sales in Kansas City were one of the largest orders shipped into that territory by a coin-operated phonograph manufacturer. After his "K. C." trip Earl was supposed to return to Chicago, but the selling urge was stronger and he continued to drive on. "Well, sir," as they say in Kentucky, Mr. Holland has traveled Miami, Daytona Beach, Tampa, Orlando, St. Petersburg, St. Augustine, Tallahassee and other cities in Florida and all thru the State of "Jawja." Earl writes: "Seeburg High Fidelity Symphonola sales are going faster than Sir Malcolm Campbell's Bluebird ever thought of going."

Just a note from Helen Bindel: "Earl, don't you please come home?"

New England Nifties

H. J. Becket Jr., of Eastport, Me., is the farthest Eastern operator in the United States. Altho he lives in the heart of the hunting and fishing district, he doesn't do much of either because, as he says, he is too busy making money with Wurlitzer Simplex phonographs.

Alvin C. Michaud, of Waterville, Me., after spending a week in New York, stopped off at Providence on his way back home and had lunch with M. J. Lockwood, district manager of Wurlitzer Manufacturing Company. He also placed an order for some additional Wurlitzer phonographs to augment his present operating activities.

While M. J. Lockwood was in the store of Louis S. Marquis, Springvale, Me., Simplex operator in that territory, Mr. Marquis received the appointment of postmaster for Springvale. Lockwood, of course, was the first to congratulate him.

Illinois Music Notes

R. S. Bleekman, Wurlitzer Simplex district manager, is all smiles these days as he settles himself in the new Chicago Wurlitzer headquarters at 111 South Wabash. Nearly \$40,000 has been spent on decorations in the new place and the coin-operated phonographs will have an attractive and individual showroom. Mr. Bleekman reports excellent business.

J. P. Seeburg Corporation reports swell business on phonographs to the Illinois operators. Several Illinois music operators are visitors to the Seeburg plant almost every day. "Our phonograph business is good all over the United States," says E. C. Johnson, general sales manager.

Orders continue to pile up at the Mills Novelty Company's plant for the Mills new phono, Do-Re-Me. Carload shipments go out daily and, according to reports, the instrument is a hit wherever placed.

Frank M. Miles, of the B. M. Amusement Company, Danville, has just taken his fourth carload of Wurlitzer Simplex phonographs. Frank covers Central Illinois with coin-controlled music instruments.

Sloan-Burts, large music operators of the Chicago territory, have added 200 new Simplex phonos to their already large string of 530 Wurlitzers.

There is no slowdown at the Rock-Ola factory on the production of the Multi Selector. The phono, after sweeping the country like wildfire, continues to grow in popularity and large shipments are rushed out daily to all sections of the country. The large volume of business for April is gratifying.

R. E. Groninger, music op, has just purchased 45 phonos and will place them in the Glasford territory.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Effective March 16 there is a 10% Federal Excise Tax on Venders as Well as Bells.

Made Only By **WATLING MFG. CO.** 4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLumbus 2770. Cable address "WATLINGITE" Chicago

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

10 Best Records for Week Ended Apr. 20

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B6336—"My Dear" and "If You Love Me Say So." Jan Garber and orchestra.	7640—"Christopher Columbus," Teddy Wilson and orchestra.	739—"Lost" and "The Touch of Your Lips." Jan Garber and orchestra.	25245—"It's Been So Long" and "Goody, Goody! Benny Goodman and orchestra.	3211—"Christopher Columbus" and "Blue Lou." Fletcher Henderson and orchestra.
2	B6337—"Wild Honey" and "Just Once Too Often." Jan Garber and orchestra.	7639—"You're the Cure for What Ails Me" and "Keep That Hi-De-Hi in Your Soul." Cab Calloway and orchestra.	732—"Will I Ever Know?" and "Za-Zu-Za." Jan Garber and orchestra.	25271—"Lost" and "No Greater Love." Guy Lombardo and Royal Canadians.	3192—"Shoe Shine Boy" and "West Wind." Wingy Mannone and orchestra.
3	B6345—"The Touch of Your Lips" and "I Hope Gabriel Likes My Music." Stew Fletcher and orchestra.	7637—"The Hills of Old Wyoming" and "It's a Sin To Tell a Lie." Music in Russ Morgan manner.	727—"Goody, Goody!" and "What's the Name of That Song?" Bob Crosby and orchestra.	25242—"I'm Putting All My Eggs in One Basket" and "But Where Are You? Guy Lombardo and Royal Canadians.	3191—"Goody, Goody!" and "Is It True What They Say About Dixie?" Wingy Mannone and orchestra.
4	B6343—"You" and "You Never Looked So Beautiful." Stew Fletcher and orchestra.	7631—"It's Been So Long" and "You." Freddy Martin and orchestra.	738—"The Hills of Old Wyoming" and "The Old Oak Tree." Jan Garber and orchestra.	25241—"Let Yourself Go" and "Let's Face the Music and Dance." Ray Noble and orchestra.	3190—"Sweet Violets" and "Honeysuckle Rose." Putney Dandridge and orchestra.
5	B6344—"I Don't Want to Make History" and "Will I Ever Know?" Stew Fletcher and orchestra.	7630—"Gloomy Sunday" and "Desire." Hal Kemp and orchestra.	729—"Christopher Columbus" and "Foggy Bottom." Andy Kirk and 12 Clouds of Joy.	25254—"Wake Up and Sing" and "A Melody From the Sky." Eddie Duchin and orchestra.	3189—"Dinner for One, Please, James" and "A Beautiful Lady in Blue." Putney Dandridge and orchestra.
6	B6303—"No Greater Love" and "Christopher Columbus." King Garcia and Swing Band.	7627—"Love Is Like a Cigaret" and "Kissin' My Baby Good-Night." Duke Ellington and orchestra.	733—"If You Love Me" and "My Dear." Jan Garber and orchestra.	25284—"You Started Me Dreaming" and "Robins and Roses." Tommy Dorsey and orchestra.	3170—"I'm Putting All My Eggs in One Basket" and "I Hope Gabriel Likes My Music." Stuff Smith and Onyx Club Boys.
7	B6278—"Hot Nuts," Washboard Rhythm Kings; "The Duck's Yas, Yas, Yas." Johnson's Crackerjacks.	7626—"The Touch of Your Lips" and "Lost." Hal Kemp and orchestra.	743—"Gloomy Sunday" and "A Waltz Was Born in Vienna." Henry King and orchestra.	25252—"Wah-Hoo" and "What's the Name of That Song?" Paul Whiteman and orchestra.	3169—"I'se a-Muggin'" and "I'se a-Muggin' Musical Numbers Game." Stuff Smith and Onyx Club Boys.
8	B6320—"Lost" and "A Melody From the Sky." Mez Mezzrow and Swing Band.	7621—"My Heart Is Keeping Company" and "Goody, Goody!" Freddy Martin and orchestra.	746—"Yours Truly Is Truly Yours" and "Honey." Ted Fio-Rito and orchestra.	25293—"Tormented" and "Every Once in a While." Richard Himber and Ritz-Carlton Orchestra.	3178—"I'd Rather Lead a Band" and "Let Yourself Go." Bunny Berigan and Boys.
9	B6321—"I'se a-Muggin'" Part 1 and "I'se a-Muggin'" Part II. Mez Mezzrow and Swing Band.	7609—"I'm Putting All My Eggs in One Basket" and "We Saw the Sea." Fred Astaire with Johnny Green and orchestra.	651—"A Beautiful Lady in Blue" and "Moon Over Miami." Jan Garber and orchestra.	25209—"A Beautiful Lady in Blue" and "With All My Heart." Ray Noble and orchestra.	3159—"O! Man Mose" and "Please Believe Me." Wingy Mannone and orchestra.
10	B6306—"Harlemania" and "Stevedore Stomp." Duke Ellington and orchestra.	7608—"Let's Face the Music and Dance" and "Let Yourself Go." Fred Astaire with Johnny Green and orchestra.	744—"I'se a-Muggin'" and "All the Jive Is Gone." Andy Kirk and 12 Clouds of Joy.	25212—"Lights Out" and "Moon Over Miami." Eddie Duchin and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet." The Sweet Violet Boys.

WRITE FOR PRICES ON ALL MACHINES! SPECIAL SALE!

LOWEST PRICES GUARANTEED ON COMPLETE STOCK OF PAYOUT TABLES, PIN GAMES, COUNTER GAMES, VENDORS AND NOVELTY MACHINES. NEW LIST NOW READY! SAVE MONEY—WRITE NOW!

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EXCLUSIVE DISTRIBUTORS For NEW JERSEY

Northwestern Merchandisers are the biggest hits! Get your route started TODAY! Write us for Complete prices and details. We carry stock ON HAND! Get into a steady profit NOW!

Write for Prices Today



Slug Protection At 5c Per Machine

CHICAGO, April 18.—One of the most effective ideas and one that is certainly eliminating the use of slugs in coin machines is the warning label or sticker. This sticker is placed on the machine and states just what the penalty is for using slugs in the machine. It also offers in big bright letters \$25 reward for arrest and conviction of any slug user.

Operators will be surprised at the effect this sticker has on the slugger. Richards Manufacturing Company is furnishing this protection to operators at the small cost of only 5 cents per machine.

HOLLYWOOD CHOCOLATES

Double Layer Asst. Chocolates, 4 Doz. to Carton. Asst. Boxes. Cellophane Wrapped, 20% Deposit with Order, Balance C. O. D.

Send for FREE Illustrated Catalog.

Doz. \$1.20
Per Carton of 4 Doz... **\$4.80**

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Calling all

Are you a live wire operator? Then you should not be without our NEW 1936 BUYERS GUIDE—It's a book of values—contains thousands of new items for all users AT AMAZINGLY LOW PRICES—BEACON BLANKETS, LAMPS, CLOCKS, CHROMEWARE, RADIOS, PLASTER, CHINA, SLUM, CANES, BALLOONS, NOVELTIES, ETC. Send for your free copy today!

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CONCESSIONAIRES CORN GAME OPERATORS COUPON-GRIND STORES PITCH-NOVELTY MEN

New Catalog Ready APRIL 25th

SEND FOR TODAY

CONTINENTAL PREMIUM MART 3RD & WELLS MILWAUKEE, WIS.



ROUTES

(Continued from page 58)

Lewis, H. Kay, & Hollywood Varieties: Los Angeles, Calif., 20-25.
Marine-Firestone Co.: Ranger, Tex., 20-25.
Mel-Roy, Magician: Holbrook, Neb., 22; Kearney 23; Loup City 24; Ord 25; Genoa 26-27; Tilden 28; Wakefield 29; Creighton 30.
Ricton's Show: Alpharetta, Ga., 20-22; Lebanon 23-25.

REPERTOIRE

Billroy Comedians, Billy Wehles: Kingston, N. C., 22; New Bern 23; Washington 24; Greenville 25; Rocky Mount 27; Wilson 28.
Tolbert, Milt, Players: Kingsport, Tenn., 22; Bristol, Va., 23; Abingdon 24; Marion 25.
Bishop Tent Show: Waynesboro, Pa., 20-25.
Blythe Players: Taneytown, Md., 20-25.
Princess Stock Co.: Gravette, Ark., 20-25.
Sadler's Own Co.: Menard, Tex., 23-25.

Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.

Catalog with New Low Prices

THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

CIRCUS AND WILD WEST

Atterbury Bros.: Ida Grove, Ia., 25.
Barnes, Al G.: Palo Alto, Calif., 21; San Mateo 22; San Francisco 23-26; Stockton 27; Fresno 28; Bakersfield 29; Modesto 30; Oakland May 1-3.
Bockus & Kilonis: Manchester, N. H., 30-May 2.
Cole Bros.-Clyde Beatty: (Stadium) Chicago, Ill., 11-May 3.
Kay Bros.: Winchester, Va., 22; Waynesboro, Pa., 23; Gettysburg 24.
Main, Walter L.: Bedford, Va., 22.
Mx. Tom: Stockton, Calif., 21; Sacramento 22; Grass Valley 23; Roseville 24; Woodland 25; Vallejo 26; Napa 27; San Rafael 28; Petaluma 29; Santa Rosa 30; Ukiah May 1; Eureka 2.
Ringling Bros. and Barnum & Bailey: (Madison Sq. Garden) NYC 8-May 2.
Schell Bros.: Goodland, Kan., 23; Bird City 24.
Seal Bros.: Hutchinson, Kan., 21; Lindsborg 22; Minneapolis 23; Abilene 24; Junction City 25.
Webb, Joe B.: Sterling, Kan., 21; Stafford 22; Kinsley 23; Jetmore 24.

WANTED FOR NEXT WEEK

Concessions, Stock Wheels, Monkey Speedway or Silodrome. Clean Shows. No crooked games or C wheels allowed. Veterans of Foreign Wars, 8-day Spring Carnival, Wakefield, Mass., May 1 to 9, four pay days. Address mail to

HARRY INGALLS, Mgr.
142 Burrill Street, SWAMPSCOTT, MASS.
Telephone Breakers 5421.

RIDES WANTED

For real ride territory. Open May 11. Attractive proposition to party with 2 or 3 rides. Free Acts and Shows. Concessions. **GOLD SEAL SHOWS**, Ulysses Hotel, Charleston, W. Va.

FOR SALE—Cheap, Four Iron Claw Diggers, equipped for Carnival use; also one 18 foot Living Trailer, with built-in wardrobe and closets. One of the best on the road. Same can be seen at Gainsboro, Tenn., all this week. Address **O. L. SMITH**, care Capital City Shows, Gainsboro, Tenn.

FOR SALE CHEAP—One of the best Living Trailers on the road. 18 ft. long, built in Wardrobe and Closets. Also 4 Iron Claw Diggers, equipped for show purposes. Can be seen all this week at Watertown, Tenn. **O. L. SMITH**, Capital City Shows, Watertown, Tenn.

WANTED SAM E. SPENCER SHOWS

OPENS APRIL 25. AT DU'BOIS, PA.

SHOWS WITH OWN OUTFIT. 75% 25% CONCESSIONS OF ALL KINDS. Wheels are all open. Come on at once. WANT Snake Show Manager and Geek, Free Act, Kiddy Auto-Ride-U-Self, Merry-Go-Round. WANT Plant, Show. Address: Brookville, Pa.

MOMAHON SHOWS

Want Pit Show and Pony Ride, few more Concessions, on account sickness. Electrician and Cook-house Second Man, Banner and Billposter. Ted, write. Show opens first week in May. Address: Marysville, Kan.

ANDERSON-SRADER SHOWS INC.

Open at Ellis, Kan., May 7th. Will furnish complete outfit for shows that can get money. Will Book Loop-O-Plane. Address: Ellis, Kan.

EYERLY LOOP-O-PLANE

Write for Our Special Finance Plan. **ABNER K. KLINE**, 3024 Olive St., Kansas City, Mo.

WANTED

Two more Shows that don't conflict, a few more legitimate Concessions. Opens in Kittanning, Pa., May 2. Address **ARENA SHOWS**, Kittanning, Pa.

PARTNER WANTED

For Outdoor Traveling Show. Real proposition. Assist in Management. No experience necessary. \$250 required. **MIDWAY AMUSEMENT CO.**, Charleston, W. Va.

GOLD MEDAL SHOWS

Opening St. Louis April 10. Address **390 Arcade Bldg., St. Louis, Mo.**

LOOP-O-PLANE FOR PROFITS.

ROBIN REED, Box 237, Salem, Ore

MOTORIZE

Write for Our Finance Plan. **CHAS. GOSS**, Standard Chevrolet Co., East St. Louis, Ill.

WANTED FOR ENTIRE SEASON

OPENING MOUNT VERNON, N. Y., MAY 11

First Show in Mount Vernon in Five Years. Rides, Cookhouse, Custard, Candy Apples, Popcorn. Legitimate Concessions of all kinds. Shows with own outfits. Free Acts. Managers—**EDDIE ELKINS, MIKE KORRIS**

552 Seventh Avenue, Suite 405-7, New York. Phone, Chickering 4-4178.

CETLIN & WILSON SHOWS

STAUNTON, VA., WEEK APRIL 27

WANT Wild West Show with good stock. Will furnish new 60-foot Round Tent with 2 20-foot Middles, Lighted Panel Front and Blues. Want Games of all kinds. No Coupons or G Wheels. Want two Ferris Wheel Foremen; George Donahoe, answer. All this week, Martinsville, Va.

Last Call--JOYLAND SHOWS--Last Call

LOOK THESE OVER

OPENING KALAMAZOO, MICH., MAY 2; LANSING, MICH., MAY 10; SAGINAW, MICH., MAY 17; BAY CITY, MICH., MAY 24; MT. PLEASANT, MICH., MAY 31.

All Under Strong Orders, Iron-Bound, First In.

Owing to disappointment, have complete Ten-in-One outfit, practically new 20x70-ft. Top, 120-ft. Banner Line, Calliope for Bally—ready to go. WANT capable Manager that has something. Must act quick. CAN USE few more legitimate Concessions. Positively no grift. WANT good Banner Man. Couple more Shows that do not conflict. Vic Horwitz wants Coupon and Wheel Agents. Have Al G. Marriott's Airplane Act for Free Attraction. Get with a live wire outfit that's going places. **ROSCOE T. WADE**, 917 Hunt St., Adrian, Mich.

AT LIBERTY

Elephants, Liberty Horses, Animal Units. Open May 4 to 14. Address **H. A. CHRISTY**, Care Police Circus, St. Louis, Mo., April 24 to May 3.

WANTED LEGITIMATE CONCESSIONS OF ALL KINDS

Diggers, Custard, Mitt Camp. Good proposition to Side Show Manager with Attractions. Will furnish complete outfit for same. Will book Corn Game with flash and transportation. Wanted capable Manager for Athletic Show. Will furnish outfit for same. Capable Ride Help for all Rides. **AL C. HANSEN SHOWS**, Princeton, Ky., week April 20-25.

CARNIVAL COMPANIES

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

Ala. United: Linden, Ala.; Demopolis 27-May 2.
Alamo: Ft. Valley, Ga.; Roberta 27-May 2.
B. & M. Am. Co.: Wetumka, Okla.
Bach, O. J.: Glens Falls, N. Y., 25-May 2.
Barfield's Cosmopolitan: Jacksonville, Fla.; Griffin, Ga., 27-May 2.
Barker: Benton, Ill.
Beckmann & Gerety: San Antonio, Tex.
Bee, F. H.: Clarksville, Tenn.
Berge, Louis J.: Hazel Park, Detroit, Mich.; Oakdale, Detroit, 27-May 2.
Big 4: Ball Ground, Ga.
Big State: Goose Creek, Tex.; Freeport 27-May 2.
Blue Ribbon: Spartanburg, S. C.; Knoxville, Tenn., 27-May 2.
Bruce: Boaz, Ala.; Bessemer 27-May 2.
Bunts Greater: Chester, S. C.
Burnett & Matus: St. Charles, Mich., 27-May 2.
Byers Bros.: Festus, Mo.
Campbell United: Newport News, Va.
Capitol City: Gainesboro, Tenn.
Centanni Greater: Carteret, N. J., 23-25.
Central State: Edmond, Okla.
Cetlin & Wilson: Martinsville, Va.; Staunton 27-May 2.
Christ United: Ashland, O., 27-May 2.
Coleman Bros.: Middletown, Conn., 30-May 2.
Colley, J. J.: Elmwood Park, Oklahoma City, Okla.
Conklin's All-Canadian: Windsor, Ont., Can.; Hamilton 27-May 2.
Corey Greater: Johnstown, Pa., 30-May 9.
Crafts 20 Big: Taft, Calif.; Bakersfield 28-May 3.
Crowley United: Marshall, Mo.; Boonville 27-May 2.

(See ROUTES on page 78)

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14.

The advertising rate of 50c an agate line remains unchanged.

CUT OUT THE WASTE

You spend from Thirty to One Hundred Dollars yearly per location—just to acquire a lot of DEAD batteries!

Even your games are DEAD—for at least a third of that time. Dry Batteries GO DEAD! No one can avoid that fact. And YOU pay for all the funerals.

But ONE ELECTROPAK stays ALIVE indefinitely—NEVER dead—and your game stays alive with it. One ELECTROPAK cuts your location costs from One Hundred to less than Five Dollars per year. For SEVERAL years—because ELECTROPAK is GUARANTEED for one year, and will last several.

Cut out the waste! Buy "Live Power" at ONE COST! Use ELECTROPAK to end service expense—to keep your games alive—to increase your profits!

YOU NEED—
ELECTROPAK—to eliminate battery expense and losses.
ELECTROLOK—to foil pay table cheaters and protect your profits.
EPCOFUSE—to eliminate all hazards.
 See Your Nearest Jobber—or Write Us TODAY.
ELECTRICAL PRODUCTS COMPANY
 6527 Russell Street, DETROIT, MICH.

AMAZING! TENDERIZES TOUGHEST MEATS

NO POUNDING MEN WANTED TO EARN HUGE PROFITS SHOWING RESTAURANTS HOW TO SAVE BIG MONEY ON MEAT BILLS AND SERVE TENDER, JUICY STEAKS, ETC.

Restaurant owners are amazed, chefs praise it to the skies, customers rave about the delicious steaks, chops, etc. Because **TENDRA**, sprinkled on the toughest cut of meat, instantly, in a few seconds, tenderizes it and makes it as palatable as the finest and most tender tenderloin. Meat fairly "melts in mouth"—so tender it can be cut with a fork. Now restaurants, taverns, cafes, lunch rooms, institutions, hotels, roadside stands, etc., can buy the cheapest, toughest cuts of meat and just add **TENDRA** (no pounding). Tasteless and odorless—meats retain all natural flavor, juices, purity, and vitamins. Patents pending.

Every Eating Place and Home a Prospect

We want men to show **TENDRA** to all food places. Saves big percentage of meat bills and increases repeat business. You can prove this to anybody in 2 minutes and make big sale and steady customer. Absolutely no competition. Amazing profits—up to 223%—permanent business with every eating place in your territory. Silver, N. Y., sold 20 bottles in 22 calls. Richard Brenner, formerly operator of all concessions at Palisade Park, N. J., says **TENDRA** most sensational product and profit maker has ever seen.

Write quick for **FREE SAMPLE** and Exclusive Territory offer.

JOE J. MARX, President,
Tendra Kitchens, Dept. B-646, Cincinnati, O.

STRATES SHOWS CORP. WANT

Concessions and Shows, will furnish outfit and wagons; Motordrome Riders for Reed's Motordrome. Write or wire Portsmouth, Va., till April 25; South Norfolk, Va., week April 27.

J. J. PAGE SHOWS

APPALACHIA, VA., NEXT WEEK, First Show in City Limits in Five Years.

WANT a few more legitimate Concessions. Reasonable rates. CAN PLACE two more Grind Shows. Will furnish outfits. Good opening for Kiddie Rides. Everybody address!

J. J. PAGE SHOWS,
 Bristol, Va., This Week.

MAIL ORDER DEALERS, ATTENTION, PLEASE

Cartoon Booklets, \$1.25 per 100. \$10.00 per M
 Transparent Cards, ass't. 3.00 " M
 Fold Paper Novelties (forms fig.) 1.00 " M
 Marriage Book, \$1.50 per C. 10.00 " M
 Cartoon Cards, 50 different ones. 1.50 " M
 Sepia Art Postcards, 15 Varieties. 2.00 " M
 And Other Novelties. Send 10c for Catalogue and Lists or 25c for 10 Samples.

T. R. PAYNE, 25 Cardinal Place, New York

4 New Firms in New York Authorized To Do Business

ALBANY, N. Y., April 18.—The following newly formed coin machine concerns have been authorized by the Secretary of State to conduct business in New York State.

Metropolitan Astro Vends Corporation, Manhattan. Vending machines, etc. Capital, 200 shares of stock. Shareholders, Maxwell Forster, Ralph H. Jones and Herman B. Jones, Ridgefield Park, N. Y.

Frumkin Vending Machine Company, Inc., Albany. Capital, 100 shares of stock. Shareholders, Lazarus Frumkin, Albany, and Abraham Naumoff and Rose Naumoff, Schenectady.

P-G Enterprises, Inc., Greenhurst. Coin-operated apparatus. Capital, \$1,000. Stockholders, Gerald C. Parker and Joseph S. Garwood, Greenhurst, and G. M. Blackmon, Jamestown.

Rockaway Skill Games, Inc., Queens County. To operate game known as Fascination and other devices. Capital, 200 shares of stock. Shareholders, Daniel Rosenberg, San Schneider and Marjorie Jungman, Rockaway Beach.

Fitzgibbons' Opening Gala Event; Heavily Attended

NEW YORK, April 16.—The long-awaited opening of the new Bally Building and celebration of John A. Fitzgibbons' 25th anniversary in the coin-machine business started today when the building began to fill up with operators and distributors from all over the country. The offices and showrooms were decorated with many colored bunting, banners and balloons. Baskets of flowers were being delivered in great quantities, and friends of "Jack" Fitzgibbons who could not attend sent wires of congratulations. Further details will be published in the next issue.

DIVORCES—

(Continued from page 70)

study to Rose Perfect in the *Scandals* under the name of Peggy Strickland, from Leroy Hyler Connell, of New York, in Reno April 11.

Walter A. Lang, concessioner with World's Exposition Shows, from Fannie Josephine Lang March 20 at Miami.

Webb Show Loses 3 Days

NEODESHA, Kan., April 18.—Joe B. Webb Circus opened at Mineral Wells, Tex., March 17 to good business and whenever the weather would permit the show has done business. However, severe wind and sand storms were encountered in the Panhandle which caused the show to lose three days. A 219-mile jump was made into Coldwater, Kan., losing the matinee, but had a packed house at night. The performance is running smoothly under direction of Fred Crandall, and many favorable afternoons are in the newspapers.

Many visitors have been on the lot, including Harley Sadler, Bud Anderson, Norman Anderson, Bill Wilcox, Shorty Lynn, C. A. Lawrence, Bill Durant, Arthur and Marie Henry, the Hardings, Reb Russell, Bob O'Hara, Phil Isley, Major Gordon W. Lillie and Frank L. Bynum.

Several new acts have been added, including Janie Waters, Mary Atterbury and Gene Rogers, in big-show performance, and Rex Taylor and Maxine Waters, in Side-Show. Four cages were added to the menagerie, show having purchased several cage animals from the zoo at Independence, Kan. Rolling stock is in excellent shape.

On the run from Canadian, Tex., to Coldwater, Kan., one of the elephant trucks, turned over, doing considerable damage to truck. Bill Woodcock, superintendent of elephants, suffered severe bruises and lacerations. Truck is being put back in shape in Independence. Mrs. Webb's sister, Willie Mae Willis, is visiting on show. G. Felix Duvall is now general agent, replacing Jack Turner, who was called back to show to act as assistant manager. Evelyn Turner is handling special advertising back with show.

Betty's Cafe, under personal supervision of Betty Webb, is doing a nice



Punchette WITH THE NEW

MYSTERY TAPE AND STEP-UP SALESBOARD

Besides the innumerable small awards, the new Tape has "mystery" punches which allows the player a free punch in the mystery row of the salesboard. "Mystery" Row pays from 50c to \$5. A "Jack Pot" punch in the mystery row allows the player one punch in the Jack Pot row which pays from \$5 to \$25. The greatest of all "come on" plays ever presented.

STEP-UP MODEL \$21
 STAND-AROUND MODEL \$19.75

Foreign Buyers ATTENTION!!!

PUNCHETTE can be furnished with Coin Chutes for the English Penny, 6 Pence, French Franc, 1 Anna Piece, etc. Ticket Tapes to suit.

ORDER TODAY!

GROETCHEN Tool COMPANY
 126 N. UNION ST. * CHICAGO, ILL.

BANTLY'S GREATER SHOWS

OPENING MAY 2, DU BOIS, PA., AUSPICES FIRE DEPARTMENT.

WANT Caterpillar Ride Operator. Opening for another Flat Ride, Sandy-Loop or Tilt-a-Whirl. WANT Shows of all kinds. Those with own outfit will be given liberal proposition. All Wheels open that can work for stock. George Hartly write Bert Rosenberger. All people holding contracts acknowledge this ad. WANT Talkers, Grinders and Working Men in all departments. WANT TO BUY 20 or 22-ft. Living Trailer. Must be cheap for cash. Address H. BANTLY, Reynoldsville, Pa.

WANTED CONCESSIONS FOR MIDGET CITY, CONEY ISLAND, N. Y.

LOCATED IN HEART OF CONEY ISLAND, EIGHTH STREET AND SURF AVE.

Opening Decoration Day, May 30, Coney Island's Newest and Greatest Attraction, Restaurant, Drug Store, Ice Cream and Drink Stand, Hot Dog Stand, Souvenir and Antique shop, Miniature Fruit Candy Store, Postal Cards and any other live-wire Concessions for a complete Midget City. Will consider proposition party leasing all Concessions. Write **BILLY JACKSON**, Room 202, Palace Theatre Bldg., 1564 Broadway, New York City. Telephone: Long Acre 5-9535.

BARFIELD'S COSMOPOLITAN SHOWS

WILL OPEN NEXT WEEK AT GRIFFIN, GA., THEN PLAY CARROLLTON, GA., IN HEART OF CITY, UNDER STRONG AUSPICES, WEEK MAY 4, WITH ROSSVILLE CHAT-TANOOGA FOLLOWING. FURTHER ROUTE TO INTERESTED PARTIES.

WANT Shows of all kinds, especially good Colored Minstrel with Band. Salary allowed Band for Midway work. WILL BUY Top and Outfit suitable for Minstrel. WANT Loop-o-Plane, Tilt-a-Whirl or Novelty Rides, also Grind Stock Concessions. WILL BUY Monkey Speedway. Address **C. E. BARFIELD**, Barfield's Cosmopolitan Shows, Jacksonville, Fla., all this week.

WANT WANT WANT

SHOWS, RIDES, CONCESSIONS, FREE ACTS.

Pennsylvania State Convention of Disabled American Veterans of the World War
 GREENSBURG, PA., MAY 4-9.

In the Heart of Town. This Town Not Touched by the Flood. 15,000 People Daily, Parades, Pageants, Contests.

WANT Ten-in-One, Pit Shows, Snake Show, Johnnie Rae, Billie Winters, Whittie Usher, all who know me, write. WANT Banner Man, Contest Man. Good opening spot for the season. 50,000 drawing territory.

Freaks and Attractions

Wanted for Museum. All summer's work. Place high-class Attractions and Novelty Musical Act. Address **CLEO MILLER'S TRAVELING MUSEUM**, 115 South Jefferson Street, Dayton, Ohio.

OPENING MAY 2nd WALLINGTON, N. J. WANT

B. & V. ENTERPRISES
 5 Westminster Place, GARFIELD, N. J.
 PHONE: Passaic 2-3195 R.

COTE WOLVERINE SHOWS OPENS SATURDAY, APRIL 25TH.

WANT—Ride Foremen for following rides: Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Whip, Loop-a-Plane, Chairplane. Boss Canvasmen, Electrician, same to be able to drive trucks, as we will be completely motorized. Want legitimate Concessions that work for stock, flat joints save your stamps. Want American Palmistry, Diggers, Photo Gallery, Pitch-Til-You-Win, Bowling Alleys, Cigarette and Lead Shooting Gallery, Frozen Custard, Candy Apples or any other legitimate Concession.

SHOWS—Can place 5 or 10 in-1, Musical Comedy, Hillbilly, Big Snake, Fat Man or Fat Lady, or any other money-getting shows in keeping with the standard of this show. All former Ride Help get in touch with me at once. Dean (Frenchy) Normandeau and Harry Mohler, wire or come on. Address **COTE WOLVERINE SHOWS**, 11728 Broadway, Detroit, Mich. Phone: Hogarth 1185.

ROYAL AMUSEMENT CO.

Opening April 27, at Amory, Miss., Festival of Progress. Will book Shows with or without own equipment. Also book Kiddie Ride. Opening for Photos, Diggers, Ball Game, Fish Pond, Bowling Alley, Hoopla, Bingo, Candy Floss and similar Concessions. W. J. Lindsey, Frankie Mullins and Art Davis, come on. Wire **J. E. CLAYTON**, Manager, Amory, Miss.

LATLIP SHOWS WANT

To join at once, right here in the heart of Charleston, W. Va., and we will play the very best territory in West Virginia. Five-in-One or any good Pit Show with outfit. Office take 80 per cent. Also want Auto Kiddie Ride, office take 40 per cent. Don't write but wire. Charleston, W. Va.

BLOOD PRESSURE COIN MACHINES.

Original, patented. The biggest hit of the year. Hundreds now on display. Ideal for resorts, amusement centers, etc. Operated with or without an attendant. Income as much as \$150 per week. Now at \$39.50. Send for illustrated circular. **LAUFMANOMETER CORP.**, 4532 Park Avenue, New York City.

Jerome Smith Enlarges Act

CANTON, O., April 18.—Capt. Jerome Smith, who presents the lion act with Lewis Bros. Circus, said here last week that six instead of three cats would be used this season. A new steel arena, 10 feet higher and several feet larger in diameter than the old cage, has been delivered to the Lewis show and was used for the first time at the Canton Shrine show.

Capehart Faces House Committee On Behalf of Phono Men's Assn.

WASHINGTON, April 18.—Making a plea for the protection of members of the Automatic Musical Instrument Association, composed, according to a statement made, of 90 per cent of the manufacturers of automatic coin-controlled phonographs, in connection with any copyright legislation which might be enacted, Homer E. Capehart, vice-president of the Rudolph Wurlitzer Manufacturing Company, of North Tonawanda, N. Y., told the House Committee on Patents that the manufacturers desired amendments to the Sirovich bill or a similar provision to be included in any proposed legislation by the committee or the retention of the 1909 statute dealing with this subject. Protection also was sought, he told the committee, for the secondary or incidental users of music by those whom he represented.

Committee members seemed much interested in the information furnished by Capehart. His brief listed the different bills pending before the committee, four in number, the Duffy, Daly, Sirovich and Bloom measures, set forth fears of manufacturers of automatic coin-controlled phonographs that as a result of pending bills a multiplicity of licenses, fees and royalties might result; the desire of manufacturers that interests of the secondary and incidental users of copyrighted music be fully protected and the possibility of adverse legislation either entirely eliminating or seriously handicapping the industry.

The brief emphasized the fact the group which Capehart represented was opposed to no other group in the formation of a copyright law while understanding that no group opposed it; that there appeared to be nothing in the Berlin convention or in the Rome convention that prohibits the adoption of the amendment suggested by the manufacturers; that, on the contrary, both conventions leave the mechanical reproduction of musical compositions entirely up to each country; that it appeared utterly impracticable and impossible to compensate copyright owners on any basis other than by paying them on each record or at the source, as it applies to the specific manufacturers of automatic coin-controlled phonographs and to the incidental and secondary users of music and that the amendment suggested be inserted in the Sirovich Bill and a similar provision included in any provision included in any proposed legislation by the committee.

Capehart discussed each of the bills before the committee as regard their application to the industry he spoke for and outlined the classifications of users of music. He said the third classification, those who buy the phonographs that he and his associate manufacturers make and sell, the secondary and incidental users, include the small tavern and other small concerns, probably 25 or 30 in number as to classifications.

Present with him when he spoke, according to Capehart, were W. D. Donahue, of the Mills Novelty Company, Chicago; N. Marshall Seeburg, of the J. P. Seeburg Corporation, Chicago; D. C. Rockola, of the Rock-Ola Manufacturing Company, Chicago; Herman Fleer, of the Seeburg Corporation; W. D. Nance, attorney for Automatic Musical Instrument Association, Chicago; Sydney S. Siegel, of the Rudolph Wurlitzer Com-

pany, and C. S. Darling, of the Automatic Musical Instrument Association, Chicago.

Amendments proposed by Capehart to the Sirovich Bill (H. R. 11420) follow: "On page 3 strike out lines 16, 17 and 18 and insert in lieu thereof the following: 'Provided further, That musical compositions which have been lawfully adapted to mechanical instruments before this act takes effect shall be subject to the provisions of Sections 1 (e) and 25 (e) of the act approved March 4, 1909, as amended.' On page 47, after line 11, insert: '(k) 'To perform publicly for profit' does not include the reproduction or rendition of a musical composition by or upon a coin-operated machine unless (a) a fee is charged for admission to the place where such reproduction or rendition occurs, or (b) the reproduction or rendition occurs at a point or is transmitted by any method or means to a point other than the place where the operated machine is located.' On page 48 strike out lines 1 and 2 and insert in lieu thereof the following: '... of musical works shall remain in full force and effect for the purposes and to the extent provided in Section 1 (e) of this Act.'"

Chicago Coin Offers Monopolee

CHICAGO, April 18.—A reporter for *The Billboard* dropped in at the Chicago Coin Corporation this week, seeking news about the new Monopolee one-shot automatic pay-out game. Upon entering the executive offices he was amazed to find the sales and executive crews heaped around a pin table. Not a word was spoken until all of a sudden the walls of the building almost shook from the loud whoops and yells emitted from the crowd. Lou Koren was playing Monopolee, "had seven pieces of property bought" and then lost all because the ball dropped into a mortgage hole. Mr. Koren, however, had his feelings eased because the mortgage hole paid off enough so that he could "try to buy" more property.

The play of Monopolee is powerful, fascinating and interesting. Because of the "build-up" appeal the player has a definite incentive to keep on playing. All operators may soon see and play Monopolee at their local jobbers. Monopolee may also be had with two balls for territories that may require it.

Chicago Coin Corporation announces that with the introduction of Monopolee it presents for the first time its new motor-driven absolutely trouble-free pay-out unit. This is said to be one of the most simple and most compact devices, yet efficient, ever produced. Designed and built by two master engineers who are responsible for many of the great successes, the Chicago Coin firm claims the pay-out unit will absolutely stand up under all usage and is absolutely bugless. It is made exclusively from stampings with no parts that require special dies.

DROME RIDER

(Continued from page 3)

opening engagement here tonight and Mincey was beginning his second tour with Reed's Motordrome. Formerly he was with Purtle's Motordrome with World of Mirth Shows, with Joe Dobbish's Motordrome at Rockaway Beach and with Rubin & Cherry Shows.

Barnes Entertains Numerous Showfolk

LOS ANGELES, April 18.—Again the Al G. Barnes Circus, thru the courtesy of Manager S. L. Cronin, was host to a large crowd of showfolks. It has been his custom for several years to invite members of Pacific Coast Showmen's Association and members of the Ladies' Auxiliary of PCSA to attend the first Monday night show during the local engagement. John Miller, of PCSA, handled the tickets for the showfolks. For the occasion everyone around the show had on his "special scenery," especially Mel Smith, announcer and director of public relations. Incidentally, Smith is doing a splendid job as announcer. The folks were met at the door by

Brainteaser No. 8

A location has \$1.15, all in change and each coin less than \$1. Yet he could not change a nickel, dime, quarter, half dollar or dollar. What coins did he have?

Answer to No. 7:

The head of a fish is as long as the tail and one-half of the body. The body is as long as the head and the tail together. The tail measures 12 inches in length. How long is the fish?

Answer: The fish is 96 inches long. The tail is 12 inches; body 48; head 36.

Messrs. Cronin and Forstall, Jack Grimes, Bernie Head and Arthur Hopper, with Mrs. Cronin greeting the women, pre-arranged without knowledge of PCSA. Lewis Harrell and troupe of Boy Scouts met showfolks with an appropriate song and cheers.

The following were registered: Mr. and Mrs. John Miller, Mr. and Mrs. M. D. Howe, Mrs. Steve Henry, Mr. and Mrs. Ernest Schmidt, Mrs. H. E. Schmidt, Carolyn and Dorothy Northy, Mr. and Mrs. Ed De Mirjan and daughter Marlon, Mr. and Mrs. A. Samuel Goldman, son Bernie and Kay Howell, Mr. and Mrs. Ross R. Davis, Mr. and Mrs. Felix Bley, Mrs. Mabel Nothstein, Stella Kirkendall, Nell Woodward, George Tipton, Esther Carley, John Backman, Mr. and Mrs. Ernest Downie, Mr. and Mrs. Ben Dobbert, Mr. and Mrs. Leo Haggerty, Mr. and Mrs. John J. Kleine, Blossom Robinson, Harry B. Chipman, Mr. and Mrs. John Agee, Dr. and Mrs. Ralph E. Smith, Dr. and Mrs. Harold Perry, Mr. and Mrs. James J. Perry, Mr. and Mrs. James J. Jeffries, Maybelle Bennett, Wellington Mack, George Genac, Charles Redrick, Mr. and Mrs. J. Francis Miller, Mr. and Mrs. Harry Bayless and daughter, Dick Hunter, Joe Diehl Sr., Mr. and Mrs. John D. Reilly, Whitey Gore and daughter, Mr. and Mrs. M. Goldberg and son Jerry, Rudolph Amendt, Olga Celeste, Joseph E. Feistel, Aaron Goldberg, Julia Amendt, Mr. and Mrs. Ed Walsh, John and Ed Walsh, Mr. and Mrs. Lester Burk, Mr. and Mrs. Chester Bryant, Price E. Payne, Mr. and Mrs. Claude Barie, Mr. and Mrs. Harry G. Seber, Mrs. Paul Gerfen, Loretta Ward, Mrs. Will J. Farley and son Melbourne, Mr. and Mrs. Tony Aretta, Mrs. Jane Barnes and daughters Rosemary and Virginia, George Wiler and daughter Donna, Mr. and Mrs. Ray Dodson, Mr. and Mrs. Ed Nagle, Mr. and Mrs. Harry Fink, Milt and Pearl Runkle, Mrs. Ken Howard, Eddie Gamble, Chi Morgan, Mr. and Mrs. Mark Smith, C. C. (Doc) Cunningham, George Anthony, Winifred Mansfield, W. J. Thornhill, Fred Shafer, Blanche Reed, Harry Hargreaves, Mr. and Mrs. Jack Schaller, "Mother" Mary Sherwood, Frank Messina, Edna Ardelle, Frankie Dinsmore, H. F. Dunham, Vesta Wettengel, Mr. and Mrs. Pete Knight, Mr. and Mrs. Harry Knight, (Ruth Mix), Mr. and Mrs. Abe Leiton, Pete and Harry Knight, Marjorie Colter, John Allison, Claire Forrer, J. L. Cooley, Joseph Miller, A. C. Barton, Leonard Claire, Mr. and Mrs. Len Flam, Harry Fink, Mr. and Mrs. Poh Fountain, Robert Belcher, Wane Allen, Mr. and Mrs. Harry C. Rawlings, Charles F. Haley, Joseph Marvella, S. B. McIntire, F. Gersbach, R. Wirschman, Daniel Swope, Mr. and Mrs. H. E. Doty, Lew Keller, C. L. Schultz and great-grandsons, Herbert Mitchell and Jerry Cyphers, Mrs. A. J. Ziv, Betty Lou Rogers, Dr. Vance Offut, Mr. and Mrs. George Moffat, Mr. and Mrs. I. A. Fromm, Louis Bacigalupi Sr. and Jr., Mr. and Mrs. Harry Levine, Mr. and Mrs. A. C. Weber, Freddie Weber, Lucille Weber, Mr. and Mrs. Rosard, H. Perry, Ed Smithson, Lucille King, Mrs. Sherman Cowen, Mrs. S. Cunningham, Mr. and Mrs. A. J. Oleson, F. Pat Shanley, Pat Lyon and daughter Mary Louise, Mr. and Mrs. Francisco, Mr. and Mrs. Alvin Jansen, Howard Agnew, Mr. and Mrs. Frank C. Foley, Capt. W. D. Ament, O. W. Lewis, Mr. and Mrs. R. M. Conley, Doc Hall, Will Harvey, Dave Tennis, Mr. and Mrs. Charles Guberman, Pat Armstrong, Mr. and Mrs. Denny Thaller, Gomer Morgan, Lewis Ruengling, Mr. and Mrs. Joe Metcalfe.

Marvin Studebaker College Press Agent

EDMOND, Okla., April 18. — Marvin Studebaker, formerly of Swift Zouaves, is directing the press relations at Central College here while completing his work on a degree in arts. He is a former troupier on the Big Show, 101 Ranch Wild West, Bailey Bros., and was with the log-rolling show during the Chicago Fair.

CRASHING THRU WITH BIG STAKES ON ALL COUNTERS



HORSES

BUCKLEY'S THRILLING ODDS CHANGING COUNTER VENDER 4-WAY COIN CHUTE

BUCKLEY offers you the biggest value you've ever received in HORSES! The big odds, from 4 to 30, attracts and keeps big profitable play. The 4-way coin chute enables the player to insert 1c, 5c, 10c or 25c, and is paid off accordingly. You may also have straight 1c or 5c coin chute. Specify when ordering.

HORSES vends a ball of gum with every coin. ORDER HORSES today—we know you'll come back for more!

Guaranteed Immediate Delivery.

\$17.50
10% Excise Tax Additional
Register and Double Door \$1.50 Additional

BUCKLEY MFG. CO.

2160 W. Washington Blvd., Chicago, Illinois

TRADE YOUR OLD PIN TABLES FOR NEW
Save Money—Buy Direct From Distributor. Western Shells, Harmony Balls, Keeney Double Score, Mills Tycoon, Daily Races. We are distributors for all Leading Manufacturers.
18 Years of Dependable Service.
BADGER BAY CO., GREEN BAY, WIS.

"HEY YOU" LOOK ! ! !
IF YOU ARE A CIRCUS PITCHMAN, or a STREETMAN or a STOREKEEPER, or a user of Fast-Selling items. — "READ ON!"
For Circus. Our new Bulletin listing all the fast Shum is now on the press.
HOROSCOPES — YES! 1936 4-page folder in Washy Colors, \$1.00 per 100 or \$8.00 a 1,000.
STOREKEEPERS, our new REDUCED PRICE CIRCULAR is on the press—SEND FOR IT—saves you \$8—NEW ITEMS—AND HOW!
SNAKE CHOCOLATES will FOOL anybody and sells like hot cakes; packed 3 pieces in attractive box, doz. boxes 80c.
NUDIST CAMP SCENE—It's "HOT", FUNNY and a SURE SALE when shown, \$1.50 per 100 (Asstd).
WALK an ELECTION Novelty, doz. 60c. And many others too numerous to mention. Send \$2.00 for 50 samples of Fast Sellers or a DEMO will bring our Catalogue and Circulars. MAGNOTRIX NOV. CORP., 136 Park Row, New York.



MILLS

TYCOON

ONE SHOT • 7 SLOT

PAY TABLE

Makes More Money than
5 Ordinary Tables
Combined

\$149⁵⁰

MILLS NOVELTY
COMPANY

4100 FULLERTON AVENUE

CHICAGO

Order Direct or from
Your Jobber

Excitement At Rock-Ola's

Advance information on
new Rock-Ola table—pre-
dict instant approval

CHICAGO, April 18.—Thruout the big Rock-Ola plant these days there is an air of tense suspense and expectancy. One visitor this week described it as "the feeling you have just before the curtain goes up at a celebrated first-night performance!"

Something big is going to happen! As you walk along past locked doors you see men quickly disappear inside and lock the door behind them. Men slip quickly into the directors' room. They come out. More men walk swiftly with important-looking documents thru the general office.

The sales department is a beehive of activity. At rows of desks sit busy girls typing at top speed. A peek into the office of the advertising department discloses stacks of drawings, layouts and other material to be used in an extensive national advertising campaign.

Thruout the entire plant you can feel and see this same surge of activity. In the shipping department, for example, you see large areas of space being cleared, as it were, ready for action.

All this excitement obviously foretells the introduction of a new Rock-Ola table. This is an event that is always headline news to the entire coin-machine industry, and *The Billboard* is glad to be the first with this advance information.

It has been indicated that the new table is a one-shot payout. It has also been indicated that among its many features are the multiple coin chute—the new Rock-Ola combination pay-out and ticket unit—and an entirely new scoring and playing arrangement that is sure to start a new trend in player appeal.

Beyond that no more facts are available. However, full information is promised by next week. Rock-Ola officials say emphatically that the new table is sure to win instant nation-wide acclaim and approval. They say that all operators will immediately recognize it as a \$500 table in every respect.

EASTER HOLIDAYS—

(Continued from page 3)

lesque is still averaging okeh with its 25-cent matinees. Gus Edwards' *Show Window* is having fair biz but still is going into a loss on its first week. And *Jumbo* is heaving a terrific last gasp with its trick free admissions.

NEW OHIO LAW—

(Continued from page 3)

This also applies to a carnival and concessioners making Ohio territory under the same sponsor need not take out a license, as their activity is covered in the license issued to the owner or operator of the carnival.

If applicant has more than one place of amusement within the State, application shall state the location of each place, and in the case of itinerant form of amusement, the date and length of time such amusement is to be conducted at each place. Any changes made in an itinerary must be brought to the attention of the Tax Commission immediately.

It is unlawful for the owner, lessee or custodian of the premises upon which an amusement is to be conducted, to lease to or permit the same to be used by any person who is not the owner of a license duly issued.

The license must be conspicuously displayed at the place or places for which issued during the period of ticket sale and conduct of amusement. Permanent licenses expire December 31 each year, while itinerants' expire at the time specified therein. Licenses are not transferable.

Violation of the act means a fine of \$25 to \$100 and each day such violation continues shall be deemed a separate offense.

United Shows of America

SHREVEPORT, La., April 18. — Only finishing touches to be applied to have everything in readiness for the opening, which will be at Ft. Smith, Ark. There will be many things new between the 150-foot marquee at the front entrance to the horse tents in the rear, with new tents for every show and fronts changed considerably from the last two years. All the fronts will cover more frontage, with the International Museum of Oddities having a space of 250 feet. The *Harlem on Parade*, in charge of Boston Towne, will cover 200 feet and other attractions have been constructed accordingly. Elsie Calvert's *Hy-Hat Revue* will be the most pretentious show of her career. The Louisiana Melo-Boys, a radio orchestra, will furnish the musical background. Gertrude Karns and her two kiddies will have a new idea in attractions of its kind with the frameup built along modernistic lines. Bly, the rice writer, is here and doing his work in a 5-and-10 store. Lloyd Fowler, frog boy, and Bobbie, Bull Face Girl, have also reported. Max Goodman has his concessions stored in wagons and his manager, Max Klepper, reports that the boys are all ready to start. Sis Dyer has built an entirely new camp. Mr. and Mrs. Gordon Middleton, with *Vogstad Attractions*, drove in from Newton, Ia., in a new auto. Boston Twone's step-daughter, Della Green, arrived from New Orleans. New press wagon is a thing of beauty. George Vogstad's *Fountain of Youth* has been completely changed. Rajah Gould will handle the front of this attraction. Bobby Chandler on the sick list. Also Clint Nogle. Mr. and Mrs. Johnny Castle away for a few days' visit. A group from show entertained at "40 and 8" Clubhouse on Cross Lake. A rather novel program, "Major Bull's Amateur Radio Hour," with Bob Lohmar as the Major; Jake Brisendine, station announcer; Tex Conroy, announcer for sponsor, and the writer as stage manager. The following entertained: Boston Towne, recitation; Earl Chamber's monkeys, with Captain Lyons, trainer; Pop Campbell, magician; Gertie O'Rillion, songs; Nadine Sylvester, tap dancer, and five girls from *Hy-Hat Revue* did a pleasing "Dionne Sisters" bit.

ROY B. JONES.

Philadelphia Pickups

PHILADELPHIA, April 18. — Bobby Hasson has left for a vacation of couple of weeks in Florida.

Word comes from Henry Meyerhoff that he is doing nicely in the Pacific Northwest. Plays all still dates, no fairs. Has five rides, four shows and some concessions. Everything owned and operated by the office. Shows British Columbia, Vancouver Island and as far north as Fairbanks, Alaska. Opens in April and closes in October.

Bill Hasson, who has been on the front of South Street Museum, will go with Heller & Shafer Shows this season.

Reo Bros.' Circus will take to the road in the early part of May.

Rubin & Cherry Exposition

ATLANTA, Ga., April 18. — Only the finishing touches and the show will be ready for its opening here at Lakewood April 18-26. Working force augmented the last two weeks and 156 men checking in at the winter quarters dining rooms. Every wagon now equipped with steel wheels and rubber tires. A new Waltzer wagon, 22 feet in length, turned out of the shops. Rubin Gruberg purchased a new Diesel-powered "60" Holt-caterpillar and another Diesel "40," increasing the motive power and facilitating getting show on and off the lots. J. Gilbert Noon arrived with his long-range shooting gallery, and F. J. Bligh will handle the package candy. Richard Lusse here, with Nate Miller, supervising the erection of the new Skooter, a beautiful creation. Boots Walton here to join the *Faming Youth* musical comedy revue. "Mysteria," the title of the new illusion show featuring Lady Leona, management of Jack Halligan. Will have own hospital unit this year, in charge of Dr. W. B. Davis, completely equipped. Mrs. Gertrude Cain arrived from Miami. Recent visitors were Harold Anfenger, whale magnate, and his general manager, Arthur Hoffman, spending a day at winter quarters; Mr. and Mrs. J. C. (Jimmy) Simpson—Jimmy's eyesight fully restored, and hale and hearty; Jimmy Gallagher, banner man of Downie Bros.' Circus; Louis Leonard, concessioner, en route to Jack-

Correcting a Show Roster Type Mixup

On page 52 of this issue there was a mixup in placement of type in the rosters of Dodson's World's Fair Shows and Mighty Sheesley Midway.

The lower 39 lines in the second column should have been placed between the 39th and 40th lines from bottom of the lower portion of the third column. The upper 20 lines of the third column should have been toward the bottom of the second column.

sonville, Fla. George Shannon and August (Dutch) Christ, veteran of the Rubin & Cherry forces, still with it. Rubin Gruberg, back from a business trip and supervising the final details prior to the opening.

WALTER D. NEALAND.

American United Shows

WENATCHEE, Wash., April 18.—The staff and crew are busy in quarters getting ready for the opening here May 4. Pat Hogan has both hands full cooking for 25 people. Virgil Snow and his assistant, H. (Hank) Carlyle, are building a new 20x40 corn game. Red Mason repainting his lead gallery. Delbert Durrence has the Twin Ferris Wheels almost completely repainted. Jack Harris, painter, has a crew, including Peggy Snow, Dora Brasel, Torrence O'Riley, Bill (Indian Bill) Cassidy and Marvin Hyland, adding plenty of color to the whole show. Prof. Eddie Gunther and his helper, Wayne Endicott, building a Wild Animal Exhibit. John (Mex) Snowbar, electrician, has a new Chevrolet truck for the transformer, and he and his assistant, George Templer, are building new junction boxes—an idea all his own. Bill Moscow is putting some of his dreams into a new fish pond. Frenchie Ryan will arrive soon to overhaul his high striker. Floyd Brasel en route from Southern California with two carloads of freaks, to take charge of the Slide Show. Billy Allin's new Auto Ride is a showy device. Orlando Allin, manager, keeps the crew supplied with paint and building material. Hank Carlyle, agent, returned from a successful booking tour. The show will open with 10 rides, 8 shows and 30 concessions. Visitors in winter quarters included Ray Wilson, James Kelly, Bill Macy, Shortie Moller and Frank Barker. All of which is from an executive of the show.

Elk River Reservation

ELKTON, Md., April 18. — Rex M. Ingham, director of public relations, and Alfred Tamargo, publicity director of the reservation, have returned here after a 3,000-mile trip thru Wisconsin, Minnesota, Iowa, Nebraska, South Dakota and Oklahoma.

They brought back with them Chief Blow Snake of the Winnebagoes, his squaw, Blue Sky, and their daughter, Willing Eagle; Rain Under the Roof, his squaw, Blue Cloud, and their family; Sac and Fox; Walking With the Wind, his squaw, Stands on a Cloud, and their family; Menomonees, from Wisconsin; Wing Touches the Ground and family, Otoes from Oklahoma, White Wing and family, Potowatomis from Kansas, White Eagle and family, Chippewas from Minnesota, Brown Eagle and family, Sioux from South Dakota.

More families are en route here for the opening of the reservation April 19. Expected daily are the Little Wolf family, Chippewas from Leech Lake Reservation in Minnesota, and the Lone Tree family of Winnebagoes from Wisconsin Rapids, Wis.

Behees Join H. D. Smith

CORPUS CHRISTI, Tex., April 18.—The Flying Behees have joined the H. D. Smith Society Circus. Earl Behee will do principal comedy leaps. Show also has Delnow Bros., comedy acro act; Johnny Davis, the Texas ranger and cowboys; Dixie Belle and Patsy Lou, who will present entire concert (will broadcast in every city, featuring cowboy band); Nina Stanley; Woods Bros., trick horse act.

It will be a one-ring show, playing auspices only—two to ten-day stands. Approximately 30 people, including band, will be carried. Will open here at the field of the Senior High School.

JACK O' HEARTS
JACKPOT **TWO \$5.00 TICKETS**
 PAYS \$5.00 OR \$1.00 IN JACKPOT
 \$2.50 RELAY ROWS \$2.50
 50-75 PUNCH IN JACKPOT 25-50
 PUNCH IN EACH SECTION RES. PUNCH IN RELAY ROWS
 NUMBERS 15, 25, 35, 45, 55, 65, 75, 85, 95, 105, 115, 125, 135, 145, 155, 165, 175, 185, 195, 205
 LAST PUNCH ON BOARD RECEIVES PUNCH IN JACKPOT

JACK O' HEARTS

Two \$5.00 TICKETS IN JACKPOT

Delayed Jackpot Feature Keeps Board Alive Down to Last Punch.
 No. 446—440 Holes
 Takes in \$22.00
 Average Payout 8.65
 Average Gross Profits . \$13.35
 Price \$1.82 Plus 10% Tax
 A HARLICH JUMBO BOARD—The Best in Salesboards. Extra thick, with extra large, easy-to-read Tickets.
 Send for our complete Catalog of money-makers. Write, stating your line or business, to

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VEMCO

SPECIAL BULLETIN NO. 190

NOTICE: We have listed here the kinds of Used Machines and the actual quantity of each which we now have on the floor. We are continually receiving additional machines, thus replenishing our stock from day to day and insuring our being able to make shipment of your order within 48 hours, at the latest, from time received.

USED AUTOMATIC PAYOUT GAMES

1—A. B. T. Captain Kidd, 3 Balls . . . \$67.50	2—Fortune 48.50	3—Rock-Ola Gold Award 37.50
2—A. B. T. Trans-Pacific, 1 Ball . . . 67.50	1—Fair Play, Model "A" . . . 27.50	6—Sr. Pamco Parlay . . . 77.50
1—Big Ben 68.50	3—Golden Harvest . . . 57.50	1—Shells Game 78.50
5—Bally Prospectors . 37.50	1—Hit or Miss, 1 Ball . 17.50	2—Stook Market 92.50
3—Bally Ace 34.50	4—Jennings Visible Sportsman 18.50	1—Seven-Eleven 17.50
11—Bally Derbys 77.50	4—Liberty Bells, 10 Balls 11.50	31—Traffic, model "A" . 14.80
17—Bally Jumbos 49.50	3—Mammoths 47.50	19—Traffic, model "B" . 13.50
5—Big Five, Sr. 64.50	6—Mills Ten Grands . 77.50	2—Trojan 52.50
3—Big Five, Jr. 49.50	2—Mills Pearl Harbors . 32.50	USED TICKET GAMES
7—Cocktail Hour 94.50	2—Repeaters 79.50	18—A. B. T. Autodarts . \$15.50
9—Daily Limits 99.50	5—Rock-Ola De Luxe "A8" . 47.50	7—Bally Derbys 85.50
3—Daily Doubles 47.50	21—Rockets, new style . 11.50	2—Bally Golden Harvest 85.00
3—Double-Up 59.50		8—Bally Jumbos 67.50

USED GAMES WITHOUT AUTOMATIC PAYOUT OR TICKET VENDING UNIT

2—A. B. T. Auto-counts \$ 9.00	3—Cyclones 9.00	1—Spilling Bee 4.95
3—A. B. T. Archers . . 15.50	2—Cavalcades 6.50	5—Sink or Swim 4.95
1—A. B. T. Autowheel . 10.50	2—Dealers 8.50	4—Star-Lite 6.00
2—A. B. T. Winners . . 14.00	1—Domino 7.50	3—Screamo 21.50
1—A. B. T. All Stars . . 12.00	1—Drop Kick 3.95	4—Touch-Off 24.50
1—Army and Navy 6.00	3—Flash-Lites 82.50	1—Three-In-Line 9.00
3—Beacons 6.50	2—Hi-Lites 18.00	1—Tango 11.00
2—Battle 17.50	2—Jack Rabbit 9.95	7—Traffic, model "C" . . 7.00
4—Bombs 21.50	2—Kings 9.00	3—Touch Down 11.00
6—Big Games 14.50	2—Live Power 4.95	14—"Vemco" Special Marble Games, complete with reward cards & frame . 4.25
2—Beam-Lites 5.75	3—Mail Keys Kickers . 3.95	60—ASSORTED GAMES, Our Selection, No Two Alike, 5 for 10.00
2—Big Five Junior with free game feature 47.50	4—Mills Cannon Fires . 6.00	
3—Castle-Lites 4.00	5—Mills Balance 14.00	
1—Cross Roads 12.50	2—Neontact 10.50	
	4—One-Two-Three 7.00	
	3—Rebound Junior . . . 4.95	
	2—Rockellites 6.00	
	2—Roly-Poly 31.50	

USED MISCELLANEOUS MACHINES

1—A. B. T. Five Jacks, 5c Play . . \$ 7.50	4—Jennings Little Merchants . . . 8.00
12—A. B. T. Churchill Miniature Pool Tables, new covering and completely equipped with new accessories . 18.00	1—Jennings 1c Rock-Away Five Jacks . 7.00
3—Black Magic Dice Machines, Automatic Payout 37.50	5—Jennings Confection Vending Scales . 24.50
4—Chester-Pollard "Play Golf" Machines . 17.50	1—Mills Owl Lifter, Floor Sample, never on location 28.00
2—Chicago Club House 8.50	1—Brand New Mills Confection Vender, Canteen 14.00
4—Cortex Venders, vend one package for 25c, comes equipped with sufficient merchandise to pay for cost of machine, used only two weeks 17.50	65—Mills Tickets, \$5.50 each, or 5 for 25.00
1—Get-A-Pack Dice Machine 6.00	9—Mills Triple Slot Troubadours . . 167.50
1—Hershey Candy Bar Vender, Floor Sample 14.00	4—Mills Model 801 Selector Phonographs 122.50
2—J. O. U. Dice Machines 4.50	1—Nelson-Wiggins Piano with Xylophone, Drum, etc. 62.50
6—Junior Flying Colors 7.00	31—Penny Pack Cigarette Machines . . 8.75
	4—Sportland Counter Games 12.00
	2—Smoke-Up Counter Games 14.50
	9—Tempter Gum Venders, like new . . 8.50
	5—Western Electric Horse Race Planos . 37.50

USED SLOT MACHINES

14—Mills 5c Blue Front Mystery Golden Venders \$74.50	2—Mills 1c Regular Golden Venders . . 54.50
17—Mills 5c Mystery Golden Venders, Skill Control 82.00	2—Mills 1c Yellow Front Mystery Golden Venders 59.50
4—Mills 5c Escalator Silent Jackpot Front Venders 49.50	3—Mills 1c O. T. Jackpot Venders . . . 40.00
2—Mills 5c Skyscraper Jackpot Side Vdrs. . 47.50	3—Mills 1c Dial Venders 44.50
11—Mills 5c War Eagle Silent Jackpot Bells 49.50	1—Jennings 5c Chief Mystery Golden Side Venders 82.50
4—Mills 5c Single Jackpot Bells 21.50	1—Jennings 5c Escalator Silent Jackpot Front Vender 47.50
1—Mills 5c Baseball Front O. K. Vender . 22.50	2—Jennings 5c Double Jackpot Victoria Front Venders 42.50
11—Mills 5c F. O. K. Venders with Original MHLS Double Jackpot Front . . 34.50	2—Jennings 5c Duchess Venders 37.50
3—Mills 5c Single Jackpot Front O. K. Venders 27.50	2—Watling 5c Baby Gold Award Twin Jackpot Venders 47.50
3—Mills Dial Venders, like new 47.50	4—Watling 5c Regular Twin Jackpot Front Venders 44.50
2—Mills 2-for-5c Skyscraper Jackpot Bells . 47.50	4—Watling 5c Blue Seal Jackpot Bells . 27.50
4—Mills 10c Blue-Front Mystery Golden Venders 77.50	2—Watling 5c Rol-A-Top Mystery Golden Venders 72.50
6—Mills 10c Mystery Golden Venders, Skill Control 85.00	1—Watling 5c Single Jackpot Front Vd. . 34.50
3—Mills 25c Blue Front Mystery Golden Venders 80.00	2—Watling 5c Big Jackpot Wonder Vdrs. . 64.50
3—Mills 25c Mystery Golden Venders, Skill Control 88.00	3—BRAND NEW Watling 1c Skill Control Big Jackpot, Mystery Payout Vds. . 62.50
1—Mills 25c Escalator Silent Jackpot Front Vender 54.50	4—Watling 1c Regular Twin Jackpot Front Venders 39.50
5—Mills 25c Golden Bells, Regular Payout 64.50	1—Watling 1c Baby Gold Award Twin Jackpot Front Vender 42.50
7—Mills 1c Blue Front Mystery Golden Venders 63.50	3—Baby Grand 5c Jackpot Bells 32.50
9—Mills 1c Mystery Golden Venders, Skill Control 72.50	1—"Good Fortune" Ball Gum Vender, Automatic Payout, 10-5c Play 32.50
14—Mills 1c Skyscraper Jackpot Side Vdrs. . 42.50	2—Pace 5c Bantam Jackpot Side Vdrs. . 34.50
	2—Pace 5c Bantam Jackpot Ball Gum Venders 34.50

TERMS: On all used equipment 50% certified deposit with order, shipment C. O. D. for balance due.

SUPPLIES

Eveready Batteries, 25 to the case. Per case \$ 5.00	Traffic, Whirlpool Tickets. Per Roll85
Adams Five Star Ball Gum. Per case 11.75	Collection Books. Per Dozen 1.50
Phonograph Needles, 2,000 Plays. 5 for . . 2.50	Canvas Machine Covers. Each75
Tickette Tickets. Per 1,00090	ELECTROPAK UNITS for Pin Games. Ea. . 4.75
Traffic, Whirlpool Slots. Each 2.15	

ABSOLUTELY BRAND NEW PIN GAMES

AUTOMATIC PAYOUT	Mills Ten Grand 89.50	GAMES WITHOUT AUTOMATIC PAYOUT OR TICKET VENDING UNIT
A. B. T. Captain Kidd, 3 Balls \$ 89.50	Mills Tycoon, 1 Ball 149.50	A. B. T. Top-It \$57.50
Bally All Stars 115.00	Pamco Parlay Sr., 1 Ball 115.00	Champs 49.50
Bally Big Richard 125.00	Pamco Pinch Hitter 119.00	Ditto 44.50
Bally Hollywood 89.50	Pamco Speedway, 1 Ball 115.00	Ginger 39.50
Bally Parl-Mutuel 177.50	Pamco Palooka 129.50	Harvest Moon 49.50
Bally Multiple, 1 Ball . . . 142.50	Red Sails, 1 or 5 Balls . . . 119.00	Line-O 44.50
Bally Rambler, 10 Balls . . . 115.00	Shells Game 87.50	Mad Cap 39.50
Bally Reliance, Dice Machine, 5c Play 119.50	Stock Market, 1 Ball 145.00	Over and Under 39.50
Bally Reliance Dice Machine, 25c Play 124.50	Sunshine Derby, 1 Ball . . . 89.50	Ponies 57.50
Bally Hialeah, 1 Ball 139.50	Silver Cup, 2 Balls 99.50	Roly-Poly 42.50
Big Casino, 1 Ball 89.50	Track Odds, 1 Ball 115.00	Rotation 44.50
Daily Races, 1 Ball 125.00	Wild Fire, 10-Balls 115.00	Stock Exchange 47.50
Double Score, 1 Ball 115.00	Trans-Pacific 89.50	Short-Wave 39.50
Golden Harvest, 10 Balls . . . 99.50	TICKET GAMES	Shoot-the-Chute 39.50
Jennings Daily Limit, 1 Ball 125.00	Bally All Stars \$125.00	Soccer 39.50
Jennings Cocktail Hour, 10 Balls 125.00	Bally Rambler, 10 Balls 125.00	Torpedo 47.50
	Daily Races, 1 Ball 135.00	Trans-Atlantic 44.50
	Silver Cup, 2 Balls 99.50	Triks Junior 39.50
	Stock Market, 1 Ball 123.00	Triks Senior 74.50
	Wild Fire, 10 Balls 123.00	

The VENDING MACHINE CO.
 205-215 Franklin St. FAYETTEVILLE, N. C.

SAVE MONEY ON NEW MACHINES
 OUR MASS BUYING POWER BRINGS YOU LOWER PRICES

Brand New in Original Crates—Shipments Instantly.

PAY TABLES.	Daily Double, Sr. . . . \$67.50	Streamlines \$16.50
Bally Derby \$99.50	Put 'N' Takes 27.50	Crusaders 37.50
Repeaters 69.50	Do or Don'ts 29.50	
Mammoths 59.50		
Aces 42.50	NON-AUTOMATIC TABLES.	COUNTER GAMES.
Cariocas 33.50	Blue Streaks \$ 7.50	Tickers \$ 5.00
Prospectors 52.50	Blue Ribbons 19.50	Steeplechase 5.00
		Harmony Bell 55.00

Write for Complete Lists, Giving Bottom Prices All New and Used Machines.
 Terms: 1/3 Cash Deposit, Balance C. O. D.

OPERATORS' SERVICE SYSTEM
 Main Office: 632 Madison Avenue, Memphis, Tennessee

EVERY MACHINE IN GOOD MECHANICAL CONDITION
 SPECIAL—ONE TOP HAT \$29.50

ALL 5c PLAYS	Baseball Genco. \$ 9.50	Esquire \$ 4.00	Pigskin, Pee . . . \$ 4.50
	Beacon 4.50	Five & Ten 13.50	Rebound 4.75
	Beam-Lite 4.50	Flying Colors . . . 10.50	Signal 3.75
	Cheer-Leader 13.50	Golden Gate 4.00	Spot-Lite 6.50
	Chicago Express. . . 6.50	Luoky Star 15.00	Super "8" 3.00
	Contact 3.00	Neontact 11.50	"3" In Line 6.00

One-third deposit with order, balance C. O. D. Positively no machines shipped unless cash deposit accompanies the order. State clearly all shipping instructions thereby avoiding unnecessary delays.

J. LESTER TEMPLIN, 105 Murray Street, Binghamton, N. Y.

Pinch Hitter Is Name Of New Pamco Pay Table

CHICAGO, April 18.—A new 1 or 5-ball pay-out table is announced by Pacific Amusement Manufacturing Company. It depicts a baseball game—ninth inning—two men gone—bases loaded—score 1 to 0 in favor of visiting team—with the player "pinch-hitting" for a payout. Pamco's original odds commutator is cleverly tied in with changing values on all pay-out pockets, ranging from a dime to a \$1.50.

The odds commutator spins when a coin is inserted. If the player wishes to improve his odds he may direct the ball over a skill lane and contact switch located at the top center of the board, to again spin the odds-changing device. There's another lane on the board which spins the odds changer again if by chance a ball should roll over the switch. All in all, the player's odds may change three times on a single shot. On the 5-ball model even more.

Noteworthy among the features included in Pinch Hitter is a series of re-roll bumper springs and wings so designed and tempered that the action obtained is especially full of suspense. The

foregoing features have brought an unusual amount of favorable operator and jobber comment, according to Fred McClellan, president of Pamco interests. In heavy production now, Pinch Hitter is said to be meeting with a rush for re-orders from operators who've placed sample machines on location.

Evans Announces Roll-Ette

CHICAGO, April 18.—For those special "big time" spots and "big time" profits H. C. Evans & Company are offering a suitable piece of coin-operated equipment in their new and sensational Roll-Ette.

The distinctive game is played by one to three players, along the lines of regulation roulette. Odds range from 6 to 20 to 1 and payout is automatically made when winning number is hit. The game has many outstanding features and is a real beauty in appearance.

It is housed in a black and silver cabinet, 45 by 20 inches, and is equipped with Electropak. One marvels at its beauty and smooth playing. Mechanism is accurate and playing action is easy.

Roll-Ette is an attractive number for operators to consider for many of their choice spots.

Skill Predominates In New Shyvers Game

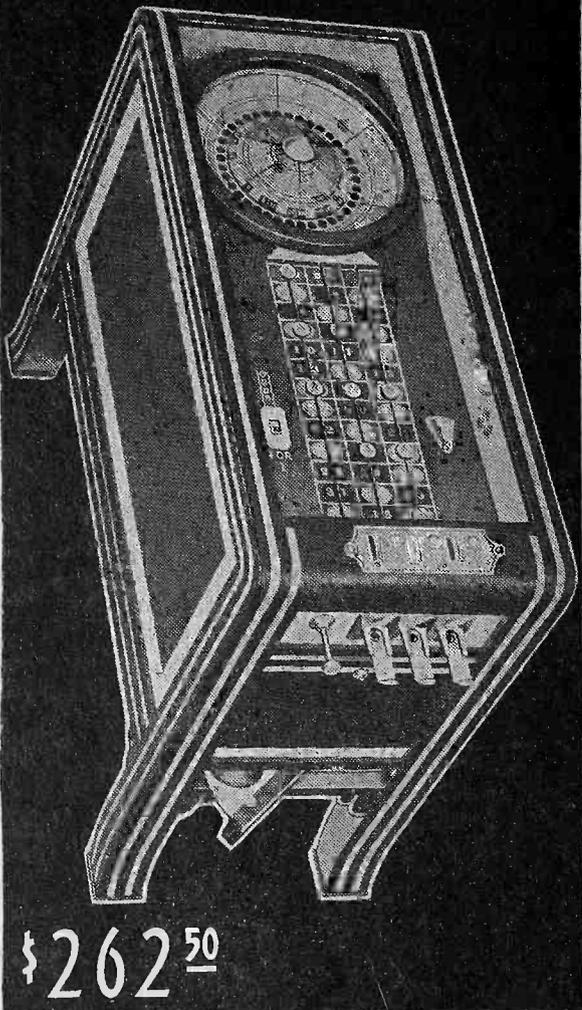
CHICAGO, April 18.—Round-n-Round, that new skill game by Shyvers Manufacturing Company, is meeting with hearty approval. It is a real skill game with many features. Comes equipped with 5 or 10 balls. Special 2-ball, payout only, same skill, for smoky speed.

This new game is equipped with the famous and original Shyvers score totalizer.

Dallas Case Won by Ops

DALLAS, April 18.—The first marble machine case in Dallas County under criminal law ended Thursday evening when a six-man jury brought in a verdict of not guilty for Harry H. Turner, Dallas operator. The verdict came on the third ballot after a two-day trial. The charge against Turner was that of maintaining a lottery thru ownership and display of Bally's Jumbo marble game. The case was tried in Judge Henry King's County Criminal Court. Attorneys Jesse Martin, Harold Young and Jake Newberry represented Turner.

Evans' Roll-Ette



THE SENSATIONAL AUTOMATIC PAYOUT ROULETTE GAME!

HERE is a masterpiece for operators who want the best. A "big time" attraction for those special spots that must bring "big-time" profits!

ROLL-ETTE is played by one to three players along the lines of regulation roulette. Each coin chute controls a row of numbers. By rotating the proper selector the three checks may be moved up and down to a combination of three numbers. Odds ranging from 6 to 20. Ball is released by touching a button and spins swiftly around a beautiful, inlaid roulette wheel. If a player is on the winning number, payout is automatically made.

From mechanical and beauty viewpoints ROLL-ETTE has everything... brilliant coloring... indirect illumination of field... mushroom light on wheel... big black and silver 45"x20" cabinet... Electric Pack equipped. See it! Marvel at its stately beauty and smooth playing action. Test it for profits! You will agree it's the biggest money-earning attraction on the market. Immediate delivery.

At Your Jobber or Direct

A PERMANENT INVESTMENT

1522-28 W. ADAMS ST. CHICAGO, ILL.

\$262⁵⁰

H. C. EVANS & CO.

MERCHANDISE MACHINES

Mills Heralds New Cig Vender

Five years ahead, firm's claim — machine has a host of new features

CHICAGO, April 18.—Five years ahead! That's what the Mills Novelty Company claims for its new 12-column 300-pack capacity cigaret vending machine. In appearance the unit is a beauty, while its mechanism will take care of any price changes that may occur in the next five years. Its construction is so sturdy that it will operate smoothly and efficiently for five years, Mills officials claim. The capacity will meet any merchandising emergency that may arise in the next five years.

The new cigaret vender has double cigaret and match capacity. Money changers are on every column and money-return units are attached. Free or penny match unit is also attached and interchangeable price marks are on each column. Machine returns all coins when inserted in empty column and will accept all seven combinations of nickels and dimes, making penny change from one to four pennies on any one or more columns as follows:

For 10-cent packages, insert two nickels or one dime. For 15-cent packages, insert three nickels or one nickel and one dime. For 20-cent packages, insert two dimes or four nickels or one dime and two nickels. There is no need for worry about price changes of cigarets with the Mills cigaret vender. The machine also has automatic counter attached, with a special lock and key included on all models.

The new Mills cigaret machine coin chute, with its almost human ability to select and reject, is the proudest achievement in the history of the Mills Novelty Company. You can slug it all day with brass, aluminum, iron, die-cast metal, lead, copper, tin, foreign coins, street-car tokens, tax tokens, purchase tokens, wood, linoleum, paper, candy, asbestos, mica, cardboard, center-hole slugs with both large and small holes, slugs with spokes and sticky coins and, bang, bang, one right after the other they go into the scavenger box and do not operate the machine. This may sound like a dream—an operator's dream—but it's a fact.

W. W. Rosebro is the sales manager of the cigaret machine division of the Mills Novelty Company and he knows the cigaret machine business from every angle. His experience goes back many years and he is in a position to render every assistance to operators all over the United States.

Replacing Machines in Pittsburgh Flood Area

PITTSBURGH, April 18.—Many new merchandising and pin-game machines are adorning stores in the flood-stricken downtown area, where many coin-operated machines were damaged or put out of commission by the high waters.

James H. Martin, of the Automatic Cigaret Sales Company, has a number of new and attractive cigaret machines in that territory, particularly in Isaly's Dairy Stores, where an ultra-modern designed machine is placed near each exit.

N. H. Lazier, of the Berlo Vending Company, last week installed more than 12 new candy machines in the downtown theaters. While old machines were left undamaged in a number of houses, replacements have been made just the same. Ed Segal, manager of the Ritz Theater, one of Lazier's customers, reports that the new machine, streamlined in design, almost doubled the previous weekly receipts during its first week.

Gum Venders Go Well In Pittsburgh District

PITTSBURGH, April 18.—A new penny gum machine distributed by the Automatic Sales Company here is meeting with good success.

Small in size but highly attractive, it requires little space and produces sales results. Bus station stops in the downtown section have recently been equipped with such machines.

Chi Merchandisers Hold Monthly Meet

CHICAGO, April 18.—Vending Machine Operators' Association of Chicago held its regular monthly meeting Monday night at the Great Northern Hotel in the Loop. There was fair attendance and several important matters were discussed. W. P. (Pat) Considine, chairman, introduced Tom Murray, of *The Billboard*, as guest of the evening.

Members of the association, the oldest organized group of coin-machine men in the United States, report their business good and many expansion plans in view for the summer.



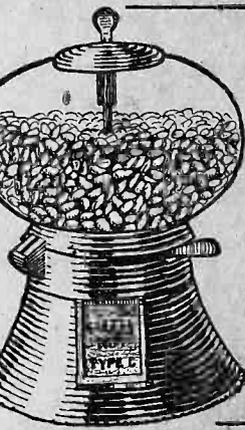
STEADY PROFITS

Operating TID BIT SHOPS

- Many New and Exclusive Features.
- Ultra-Modern.
- Fine Performance.
- Cartridge Loading.
- Practical Size.
- 5c & 1c Combination.
- Slug Proof.
- Vends 28 Products.
- Secures and Holds Best Locations.

VENITOR CORPORATION

Little & Trust Bldg., DETROIT.



LITTLE NUT

Type C is one they're all talking about. Will vend anything. All cast aluminum, highly polished. Distributors wanted.

LITTLE NUT VENDOR CO. Lansing, Mich.

BASEBALL SALES TALLY CARDS

and all kinds Coupons for Operators. Daily and Weekly Series. Names, and Numbers in Nat. and Amer. Leagues, with other Amer. Ass'n, Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tips, Games, etc., galore. Get new copyrighted confidential Course of Instructions, just out—"HOW TO START IN THE BASEBALL TICKET BUSINESS." Price, \$50.00. Full particulars FREE! Make \$300.00 weekly. Send \$2.00 NOW for \$5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est. 1919. Ref. Dun & Bradstreet.) Season is here. Rush! Write for

FERGUSON MFG. CO., Dept. 10 322 N. Senate Avenue, Indianapolis, Ind.

WANTED Radio Riffles

Communicate with MEYER WOLF

Vermont Apt., Atlanta City, N. J.

Experienced Merchandise Vending Machine Route Salesmen, financially able to get sample outfit, travel and appoint New operators of entirely New Combination 5c and 1c Bull Vender. Elaborate national set-up; fair price; liberal commissions. Address J. W. S. LANGLEY, 307 W. Fort St., Detroit, Mich.

WANTED

100 Mills Blue Front Slots. Will allow \$60.00 each in trade on any automatic payout machine at factory prices!

We are distributors for all the leading manufacturers! Save Money! Get on Our Mailing List!

Rush one-third deposit, balance C. O. D. on all games.

AUTOMATIC SALES CO.

191 SECOND AVE., N.

NASHVILLE, TENN.

- Daval Daily Double\$35.00
- New Repeaters, 200 Checks..... 65.00
- Repeaters, Used One Week..... 50.00
- Big Five 50.00
- Electric Baffle Ball 40.00
- Mammoths 40.00
- Prospectors 30.00
- King Fish 20.00
- Aces 20.00
- Black Magic 35.00
- Do & Don'ts 12.50
- Put 'n' Takes..... 12.50
- Red Arrows 10.00
- Rockets 8.00
- Champions 8.00
- Rainbow Ball Gum, 1/2 Case, 50 Boxes 5.00
- Paces Races at Bargain Prices.

GOOD NEWS

Spring is here and house cleaning is in order. Look over our Specials and rush your orders to us before all these bargains will be scooped up. Our games are thoroughly reconditioned and are guaranteed to be in A-1 Shape.

- American Beauty.....\$ 6.00
- Battle 20.00
- Beacon 6.00
- Big Bertha 6.00
- Ball Fan 12.00
- Blue Ribbon 3.00
- Cheer Leader 14.00

- Ginger\$20.00
- Lightning 4.00
- Rapid Transit 15.00
- Score-A-Lite 7.00
- Signal, Jr. 5.00
- Split Fire 15.00
- Spot Lite 14.00

- Tilt for Tat\$12.00
- Traffic, Model A 23.00
- Penny Packs 9.00
- Penny Smokes 7.00
- Select 'Em 5.00
- Skippers 3.00
- Boscos 3.00

Write for Complete Price List. We can save you money. Full Line of New Games.

All orders must be accompanied by one-third certified deposit. State method of shipment preferred.

HARTFORD AMUSEMENT MACHINE CO., Tel. 7-7902.

33 Albany Ave., Hartford, Conn.

DELIVERIES NOW

- BALLY'S MULTIPLE\$142.50
- BALLY'S ALL STARS 115.00
- BALLY'S RELIANCE DICE\$119.50
- GROETCHEN'S PUNCHETTE 19.75
- BARGAINS IN GUARANTEED USED GAMES.
- Bally Derby\$57.00
- Bally Jumbo 30.00
- Rock-Ola's Fortune\$57.00
- Rock-Ola's Trojan 44.50
- Pacific Parlay, Sr.\$57.00
- Sunshine Derby 44.50

MANY OTHER LATER BARGAINS. WRITE FOR PRICES. One-Third Deposit. No Exceptions.

ROLFE STANLEY

717 Walnut Street

HOUSTON, TEXAS



SUPERIOR SALESBOARDS

GIFFTS—NOVELTIES—PREMIUMS—PRIZES. Write for Catalog.

MARKEPP Co. 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O. 1410-12 CENTRAL PARKWAY CINCINNATI, O.



AN *Important* ANNOUNCEMENT

CONCERNING A SUPERB NEW PRODUCT

★ Finishing touches are now being put to a superb new table. It is a one-shot, engineered by master mechanics. Without question, it will become the most important table on the market. Its appeal will be so powerful, so dynamic, that it will overshadow every other pay table in existence. The instant you see this table you will recognize in it a \$500.00 job. Once you play it, you will realize that its idea is the most com-

elling, the most fascinating that has yet been devised in the coin machine industry. A picture and complete facts of this great product will be shown in the following issue of the Billboard. Thousands of operators will be watching for it. Be sure you are among the first to be with this table in your territory!

David Rockol
PRESIDENT

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE · CHICAGO



Texas Trade Twinkles

DALLAS, April 18.—Dallas coinmen spending a great deal of their time on an old game—trying to pick winners on the Arlington Downs race track.

We're glad to report that practically those in Dallas who were on the sick list are recovered. Earl Reynolds, newly elected president of the State association, is not completely okeh, but a big improvement in his condition indicates an early return to his office.

John Backman, whose friendliness and congenial personality, together with his knowledge of the coin-machine industry, drafts him for organization

work, is now secretary of two of Texas' most important coin-machine associations—the Texas Coin Vending Machine Operators' Association and the newly formed jobbers and distributors' association, for which a name has not as yet been selected.

Helen Savage, charming miss in charge of the Automatic Amusement Company's Fort Worth office, was forced to go to her home in Memphis over the Easter holiday season because of a severe attack of homesickness. "When the tears flow, home you must go." She returned in tiptop shape and will probably ward off another attack of that dreadful disease until vacation time this summer.

Arthur C. Hughes, in charge of the music department of Electro Ball Company, is back in the city after a week in New Orleans, where he addressed a meeting of music operators.

Blackie Ashford, handy man around the Automatic Amusement Company branch in Fort Worth, is one of the best coin-machine mechanics in the business. Blackie deserted Beall street in Memphis to become a Texan when Miss Savage, Automatic's Fort Worth manager, migrated to Fort Worth.

Mr. and Mrs. Vonnice Halle were visitors for several days the fore part of the week. They were seen around Coin Machine Row and other popular coin-machine places. Vonnice reports business conditions very good in his territory around Texarkana. Incidentally, Vonnice owns 150 acres of land in East Texas on which an oil company holds a lease for drilling. The latest report from the drilling is that an oil gusher is assured before the end of the week.

Leslie Frankrich, of the Frank-Rich Distributing Company, Fort Worth, is fixing up an original private office for himself. When a local night club remodeled recently Frankrich obtained the pictures that had hung on the club

walls, and has hung them on the walls of his new office, with the result that he has about eight different business scenes to look at if the machine business ever gets dull. All the pictures were painted by a local artist and are on the order of the art work or cartoons found in *Ballyhoo* or *Esquire*.

Chi Coin Chatter

CHICAGO, April 18.—Bill Rabkin, of International Mutoscope, New York, was a Chi visitor last week. Bill reports a good business in all lines, especially on his Photomatic number. Bill made a call at *The Billboard* offices and his visit was greatly enjoyed.

C. S. Darling, secretary of the Coin-Operated Machine Manufacturers' Association, has been in Washington looking after some important business matters.

Judging from the excessive activities around all the manufacturers' experimental rooms, operators are going to have plenty of winners to finish the year with.

Bill Blatt, Supreme Vending Company, Brooklyn, has been registered at the Sherman the past week. Bill is now distrib for the Daval products in the Metropolitan New York area.

Operator Gerstmayer has been busy painting up all his scales. A little bright paint on equipment will increase business, says Mr. Gerstmayer.

A large gang of Chi coinmen are in New York attending the big Fitzgibbons anniversary.

Jim Ashley, well-known Detroit coin-machine man, has returned to his home town after several days' stay in the Windy City.

Every day finds several coinmen registering at the Sherman desk.

SELLING OUT ALL USED GAMES AND SLOT MACHINES

- | | |
|--------------------------------|-------------------------------------|
| Beacons . . . \$ 4.75 | 1-BALL PAYOUT GAMES. |
| Dealers . . . 4.75 | Carlocas . . . 18.75 |
| Signals . . . 4.75 | Mills Equities 18.75 |
| Subways . . . 4.75 | Gold Rushes. 18.75 |
| Army & Navys 6.75 | King Fishes.. 22.75 |
| Cross-Cross-A-Lites . . . 6.75 | Giants . . . 22.75 |
| Sensations . . 6.75 | Rodeos . . . 23.75 |
| Rebounds . . . 7.75 | Score-a-Lite . 10.75 |
| Star-Lites . . . 7.75 | COUNTER GAMES. |
| Batter-Ups . . 8.75 | Turf Flashes. 511.75 |
| Tri-A-Lites . . 9.75 | Cigarette Machines . . . 8.75 |
| Tit-for-Tats . . 9.75 | Baby Griss-Cross . . . 10.75 |
| Jockey Clubs . 9.75 | Selectems . . . 5.75 |
| Spotlites . . . 11.75 | I. O. Us . . . 5.75 |
| Balance . . . 12.75 | SLOT MACHINES. |
| Twenty-Ones. . 12.75 | Mills J. P., 5c & 25c Play. \$17.50 |
| Cyclones . . . 12.75 | Mills J. P., 5c Play . . . 19.50 |
| 5 & 10s . . . 14.75 | Slots, exceptionally good. 24.50 |
| 1-2-3s . . . 14.75 | Face J. P., 10c Play.. 23.50 |
| Cheer Leaders. 15.75 | Jennings J. P., 5c Play . . . 19.50 |
| Gold Medals. 18.75 | |
| Lucky Stars . . 18.75 | |
| Tricks . . . 22.75 | |
| Red Arrows. . 10.75 | |

PLEASE NOTE—Every machine looks like new and in perfect condition. TERMS 1/3 Deposit With Order, Balance C. O. D.

OHIO SPECIALTY CO.
129 W. Central Pkwy., CINCINNATI, OHIO

BARGAINS RECONDITIONED GAMES

- | | |
|--|---------|
| ROCKET | \$10.00 |
| LIBERTY BELL, 10 ball | 13.50 |
| SPORTSMAN, brown cabinet | 13.50 |
| TREASURE SHIP | 15.00 |
| CARIOCA | 15.00 |
| ELECTRIC BAFFLE BALL | 47.50 |
| PROSPECTOR | 35.00 |
| RAMBLER, 10 ball | 65.00 |
| HIT OR MISS, 1 ball Bally | 15.00 |
| WHIRLPOOL, ticket | 32.50 |
| FOOTBALL, Exhibit 10-ball payout | 32.50 |
| BONANZA, Exhibit 10-ball payout. | 32.50 |

1/3 Deposit, Balance C. O. D., F. O. B. Milwaukee.

NEW GAMES—Get Our Prices.

MILWAUKEE COIN MACHINE CO.
3725 W. Center St., Milwaukee, Wis.



FRANK BAKER, of Quinton, Okla., and on the right Dan Moloney, brother of Ray Moloney, of Bally Manufacturing Company. Dan has just completed a trip thru Oklahoma, calling on the coin-machine trade.

MAD CAP

**STONER'S
GREAT
NON-PAYOUT
GAME!**

\$47.50

ELECTRO-PAK
available at small
additional charge



STONER

CORPORATION

Aurora, Illinois

Punchette Popular In Foreign Markets

CHICAGO, April 18.—Karl Klein, of the Grotchen Tool Company, announces that the Punchette counter machine is enjoying great popularity in the foreign markets as well as in the United States. Because of the tremendous volume of foreign trade Punchette is now being furnished with coin chutes for the English penny, sixpence, French franc, one anna piece and various other coins. Ticket tapes are furnished to suit.

Mr. Klein points out that the appeal of Punchette is international. All over the roll salesboards have thoroly gripped the people's fascination. The automatic mechanical salesboard increases the player's interest many fold. The player at all times may select any one of the maximum 1,100 or 2,200 punches in the roll. He is not confined to a small choice of 9 or 10. This complete freedom is one of the most important features of the machine.

Sales have been steadily increasing due to the multitude of reorders received.

PROTEST NEW—

(Continued from page 3)

wired Harry Hopkins, WPA head in Washington, and congressman last night that "We are advised that a bill is about to be introduced in the House which if enacted into law would place the arts program under State control. In the interest of thousands of needy actors and actresses, we sincerely recommend that this proposed legislation be killed and that the program be continued on a national plan permitting additional eligible applicants to be added, regardless of quotas or home relief restrictions. We are convinced that under State control the objective could not be reached and such limitation would prove disastrous."

His action was followed today by letters and wires from other theatrical unions and project workers, also protesting the State plan. There may be a joint union protest meeting next week.

NEW HAVEN, April 18.—WPA's Lincoln Theater has presented its sixth production, *The Would-Be Gentleman*, set to John Barrows' music and adapted by Walter Bradley Klavun. Production is experimental, using startling innovations in set, costumes and stage technique. Marshall U. Rourke is doing the publicity.

DETROIT, April 18.—Detroit Federal Theater opened Monday with *Liliom* at the Lafayette Theater. Proceeds of the opening go to the Red Cross fund for flood sufferers.

A permanent stock company is sought by the directors of the project. Abner Larned, civic leader, in a curtain speech, stated: "This is the only lighted theater in Michigan tonight with real actors on the legitimate stage. It perhaps heralds the return of the stage in this city."

Opening curtain was a little over an hour late, waits averaging 10 minutes between scenes.

Difficulties were chiefly due to red tape which made it impossible to buy supplies without an elaborate system of requisitioning.

Considering these handicaps, Edwin Gramercy, who directed the production, did a commendable job. In Jay Michael and Dorothy Fenn there was evident genuine acting talent.

As for minor roles, they show what happens when actors from vaudeville, tab, magic or any other department of show business are placed in a legitimate production just because there is no WPA Project for their own department available.

Production directed by Jack Marvin, staged by Gordon Fairclough, settings by Stephen Nastfogel.

Project is employing 127 people, including 30 ushers from the National Youth Administration at \$20 per month. Lawrence McDermott is business manager, assisted by Charles Hagedorn.

BRIDGEPORT, April 18.—Federal Theater Project at the Park Theater is entering its sixth successful week with the musical production *Buddies*. Previous productions have been *Shannons of Broadway*, *House of Fear*, *Hollywood Extra*, *Trial of Mary Dugan* and *Post Road*. Productions are under directions of Cecil Spooner, former stock star, while

REBUILT GAMES

THIS WEEK'S SPECIALS

50 ROCKETS \$9.50 ea.

50 TRAFFIC A'S \$14.50 ea.

100 MILLS TICKETTES \$3.95 ea.

RUSH YOUR ORDERS
1/3 Down, Balance C. O. D.

GERBER & GLASS
914 DIVERSEY BLVD. - CHICAGO

Charles Blaney is supervisor and James Conroy is house manager. Vaudeville acts are played before the productions and between the acts. These are under direction of Homer Mason.

HARRISBURG, Pa., April 18.—Attendance at WPA music units in the State has passed the million mark, Administrator Edward N. Jones reveals.

Report shows that music units have been paying out an average of \$29,532 weekly in wages and from November 1, 1935, to March 31, 1936, a total of \$228,648 was paid to musicians and conductors.

Variety of presentations on the bills range from two-hour symphony concerts to solo performances and string trios.

HOUSTON, April 18.—Advance information is that Houston Federal project will offer its first production at least three weeks ahead of other Texas units. Opens with *Pioneer Texas* Friday and has a tentative route of a score of the larger cities following the local houses. R. R. Baldwin is manager of the Houston unit.

CLERGYMAN ON—

(Continued from page 3)

of a 15-minute dramatization of these principles over WFIL each Sunday, beginning April 28. A further feature of his air series will be a "Mother's Corner," in which he will volunteer to answer all questions pertaining to juvenile psychology in its relation to the silver screen.

Revolutionary as his theories may appear, they are, says Dr. Colony, "based on sound thinking and years of painstaking research. We must reach those outside the church. Religion must be brought to the people; they must be attracted. We must go out into the highways and bring them in. One of the most heavily traveled of human avenues is the field of entertainment. Research has shown me that 80 million people weekly go to the movies. They go primarily for entertainment and to escape from life's harsh realities. However, it is possible for entertainment to be both instructive and inspiring. Observation has proved to me that in most cases the plot of a cinema clearly illustrates a text of the Bible.

"More so in many cases, without the slightest stretch of the imagination it would seem that a Biblical text had inspired the film; that its decorative scenes had been built upon a framework of Holy Writ.

"It is my intention then, thru the medium of my broadcast column, to impress the movie fans with the moral and religious implications in the current films. This with the hope that, having seen a sermon preached upon the screen, the people will be inspired to a greater curiosity; that they will go in search of the God from whom all wisdom and inspiration flow, and that having found Him they will remain to worship."

The *Sermon on the Movies* series has been indorsed by the WFIL Religious Advisory Council, a group of local clergy representative of the various creeds that govern all the station's religious activities. Despite the unqualified approval voiced by this body, both Dr. Colony and officials of the station have been receiving no little criticism for the campaign from local clergy and prominent laymen.

IMMEDIATE DELIVERY!
MAD CAP \$47.50

Operate Cigarette, Gum and Peanut Machines in addition to Pin Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

1c or 5c Peanut Vendor. 1c Gum Vendor.

OPERATORS LOOK AT THIS BIG VALUE
Takes in \$24. Profit \$12.65

2,400-HOLE 1c SALESBOARD
Pays Out 36 Packages 15c Cigarettes—\$5.70.
High Power Large Binocular.
Vest Pocket Folding Camera.
2 Pocket Knives.
2 Cigar Lighters.
2 Fountain Pen and Pencil Sets.

NO. B116 PRICE—SAMPLE, \$5.95 EACH.
3 LOTS EACH \$5.75 6 LOTS \$5.65 EACH
25% with order, balance C. O. D.

SEND FOR OUR NEW CIRCULAR—Full of New 1c and 2c Salesboards.

LEE-MOORE & CO., 180 W. Adams Street CHICAGO, ILL.

RADIO SPECIAL!
\$6.75 SAMPLE
LOTS OF 6 \$6.45

Majestic-International Set. 5 RCA Licensed Tubes. Dynamic Speaker. Marvellous Reception. GUARANTEED for 90 DAYS!
A REAL BUY! Cabinet of High Polish Walnut. ORDER NOW! WRITE FOR FREE CATALOG!

JERSEY TRADING CO.
11-15 E. Runyon St., Newark, N. J. 900 N. Franklin St., Philadelphia, Pa.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

PRICE TALKS! WHY PAY MORE? DAILY RACES



IMITATION—The Most Sincere Form of Flattery. DAILY RACES MUST BE GOOD! Others are trying to copy, BUT—They can't beat our PRICE! They can't beat our QUALITY! They can't give IMMEDIATE DELIVERY!

THE LOWEST PRICED MULTIPLE COIN SLOT ONE BALL PAYOUT WITH CHANGING ODDS

The First Game With Mechanical Arrangements for Regulating Payouts—Adjustable for Tight or Liberal Rewards

Real horse-race atmosphere . . . real horse-race action! Play 'em "across the board"—3 times the opportunity for the player to win. And the Operator's chance to collect not merely one nickel on each play, but as many as 8, 10, 15, 20 and upwards. Here's how DAILY RACES is played: Put a nickel into the slot . . . immediately the massive, colorful light-up rack flashes your horse and shows odds for Win, Place and Show. BUT, if you're not satisfied with the odds, insert another nickel and take a chance at increasing the odds. With each nickel inserted an additional horse flashes on the rack and the odds change. As many as all eight horses can be played. After eight horses are being played, each additional nickel gives the player an opportunity to change the odds. Pays as high as 40 to 1.

DAILY RACES has one of the most beautiful, dazzling playing fields ever seen. Ten brilliant colors really makes it a game of spectacular beauty. Get in on this "sure-thing" . . . Place DAILY RACES today—the game that accomplishes more than products selling for as high as \$500.00.

50" x 24"
\$125
Electro-Pak equipped, (batteries optional).
D. C. Adaptopak, List Price, \$12.00 Extra.
(One Adaptopak can serve any number of machines in the same location.)
Ticket Game, \$135.00.
Check Separator, \$5.00 extra.
Mint Vender, \$10.00 extra.
May Be Had in 2 or 3-Ball Play, \$5 Extra.

SUNSHINE DERBY GOING STRONGER THAN EVER

The outstanding one-ball automatic payout with player changing odds that is the profit-sensation of the day. Operators all over the country are making real money with SUNSHINE DERBY for it's the **\$8950** LOWEST PRICED payout in its class. Get yours today! 50"x24".

D. GOTTLIEB & CO. 2736-42 N. PAULINA ST. CHICAGO, ILL.

From London Town

When Cambridgeshire Quarter Sessions considered a recommendation from Devonshire Quarter Sessions calling for legislation against coin-operated machines upon lines of Royal Commission lotteries and betting, Capt. R. S. Cocks, a magistrate, said: "I think there is too much restriction upon people as regards gambling. If they want to gamble I don't see why they should not. There is nothing in the world I enjoy more than a good gamble, but I think rather hard lines that I should be allowed to gamble and others not."

Members of British Automatic Machine Operators' Society, official delegation of Paris Coin Machine Exposition, will attend banquet to be held in French capital May 27.

Jersey Trading Firm to Distribute Clocks

NEWARK, N. J., April 18.—Samuel Broudy, president of Jersey Trading Company, this city, well known as wholesale premium outfitters to the men, reports that his firm has been awarded the exclusive distribution in this State of the Hammond electric clocks.
Mr. Broudy feels that the operators of this superior merchandise and that the prices of the clocks will increase daily with the opening of the summer season.

Mills Novelty Leases Plant

CHICAGO, April 18.—Mills Novelty Company has acquired a long-term lease on the building formerly occupied by the Strom Bearing Company, at Palmer Street and the North Western Railroad. They will utilize the premises for the manufacture of some of the well-known Mills products, including their counter-top cream freezers and auxiliary equipment. The newly acquired plant occupies a seven-acre tract and has a floor area of 78,000 square feet.

Pick Your Odds On Pari-Mutuel

CHICAGO, April 18.—"Not just a pin game with a row of coin chutes, but a game designed to actually get four to six nickels every play," that's what Jim Buckley, sales manager of Bally Manufacturing Company, has to say about Bally's latest release, Pari-Mutuel, one-shot payout game.

"It's all the name Pari-Mutuel implies," says Jim, "as players can play long shots or favorites, just as they do at the track. The game is equipped with six chutes and the player makes his selection by depositing coin in chute corresponding to the odds he selects. He can match his skill against the big winners or make a steady play for the smaller but more frequent awards, depending on his individual skill or self-confidence."

The average conservative player will select and shoot for the 10 or 20 point holes; the "one-shot sport" will plunge on the 100 or 200 point hole. And then there are always players who will split the difference and concentrate on 50-point winners. In other words, Pari-Mutuel is everybody's game—anybody can win—and when all six chutes are played somebody's "gotta" win, as there are no out-holes."

Pari-Mutuel features the new Bally in-a-drawer mechanism, the Jiffy check separator, enabling operator to change from cash to check play without extra equipment or extra cost and many other refinements developed by Bally during the last few months. The cabinet is an unusually attractive gold tone, with a striking but dignified design, and the panel, the colorful, carries a design which emphasizes the selection idea by its simplicity.

Issues Attractive Organ

Bally Coin Chute, house organ published by Fitzgibbons Distributors, Inc., New York, did its stuff with the Silver Anniversary edition. With silver ink predominating, the issue was highly attractive. The wide-awake distributing firm is to be commended for publishing such a creditable organ.

FRANCE

affords a wonderful opportunity for special types of coin-operated machines or devices. Read about big coin machine show in France in May.

Get a FREE COPY of
REVUE DE L'AUTOMATIQUE
24 Rue d'Athenes,
PARIS, FRANCE

the only French Coin Machine Publication distributed in all Europe.

AUTOMATIC PAY BARGAINS

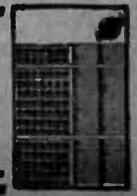
1c PLAY	SEND HALF DEPOSIT	5c PLAY
PUT 'N' TAKE DO OR DON'T GEM VENDERS RAPID FIRE	9.95	AGE or STAMPEDE PROSPECTORS GIANTS—1 Ball GOLDEN HARVEST
OPERATORS AMUSE CO.		29.50
		2500 Ross, Dallas, Tex.



3 BIGGEST SMASH HITS

- 1—Central Automatic Salesboard.
- 2—Square Deal Poker Game.
- 3—Complete Line of Push Cards.

Newest Fast Sellers for Cigars, Cigarettes, Candy and all other Merchandise. Jobbers and Operators, write for Circular and full information.
Manufactured by
CENTRAL PRESS, 425 Market St., Philadelphia, Pa.



HORSES

WESTERN GIVES YOU QUALITY AT A PRICE!



with Western's Fast Positive Payout Unit

24' x 50'

RUSH YOUR ORDER! IMMEDIATE DELIVERY!

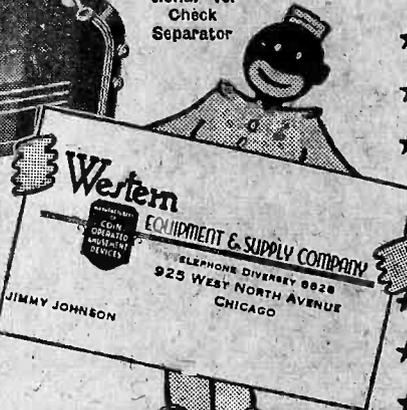
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

JUST READ THIS!

1 Ball Automatic Payout . . . Changing Odds . . . Multiple Coin Slot . . . Adjustable Payout Mechanism. When coin is inserted lite-rack shows horse and win, place and show odds. 8 horses may be played, each coin lighting an additional horse and changing the odds. After 8 horses appear, player may insert more coins to try for the 40 to 1 odds. RACES often "takes" more than 20 coins on one play. 24x50 de luxe cabinet. 1 inch bronze ball.

Stancor Inverter or Batteries Optional **\$125**
TICKET MODEL, - - - - **\$135**

\$5 Additional for Check Separator



Western EQUIPMENT & SUPPLY COMPANY
TELEPHONE DIVERSEY 8828
925 WEST NORTH AVENUE
CHICAGO
JIMMY JOHNSON

Eastern Chatter

Eddie Cantor's introduction of Clyde McCoy and his orchestra over his radio hour last Sunday evening as "the maker of the biggest selling record of all time, *Sugar Blues*," should have mentioned that the sales were due largely to the coin-operated phonographs, which Eddie failed to mention.

Nat Cohn, of Modern Vending, says that he will soon have a new ticket game which will stand them on their toes.

Attorney Ben Haskell is overflowing with optimism these days since the amendment started in Albany. Ben claims the men can count on better times again.

Willie Blatt is "going to town" with Daval's Box Score baseball pin game and Stock Exchange. And he's pulling hard for Clearing House to be a big winner.

Word comes in that the winning letters of the newspaper contest have already been chosen and that they may soon be seen in advertisements planned for all local newspapers.

Babe Kaufman's Phonograph Exchange has received letters from operators in 38 States and Canada who want to join. Babe believes that before the month is out she will have received letters from every State in the Union and also from foreign countries.

Little things that do much. Those tubular coin wrappers are becoming more and more popular, Standard-Johnson Company reports.

It seems that everyone is signing the digger association petition. It is hoped that the organization will get its members out on the street to get every signature they possibly can and perhaps induce some of the local authorities to also sign up.

Leon Taksen's looking for a golf-ball vender. Remember the machine that used to repaint the golf balls white when a nickel was inserted? If memory is correct, there used to be a cylindrical vender which sold golf balls. Can you recall it?

Started plenty of chatter. The new Skill-Ball machine of Stirling Novelty Company, Newark.

George Ponsler is featuring all the leading makes of pay tables in his showrooms. George calls his offices the Eastern headquarters for pay tables. He claims that every one of the payout games will be on display and in stock.

Bill Rabkin's Photomatic machine keeps on bringing them over to the Mutoscope offices in droves. It is believed that if this product could be produced like a pin game that the country would be flooded with them.

Herman Budin is doing a leading job in Brooklyn. Claim is that Herman has become one of the largest users of games.

Leon Berman is the new representative for Electrical Products Company, Electropak and other electrical wizardry, in New York.

Dave Stern, of Royal, was all excited last week over the great buy of Jumbos he made.

Sammy Gisser spent most of his time in Pittsburgh last week. And poor Irving Orenstein worked from morning until late into the evening, he says, making out sales tags. Just like that.

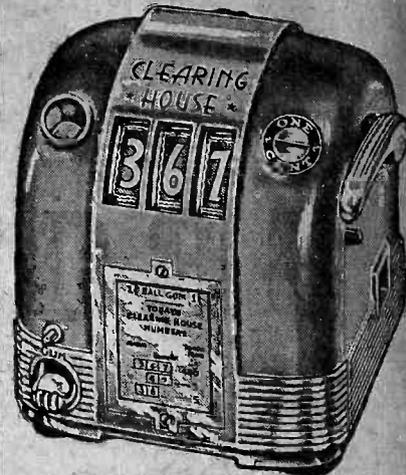
Sam Broudy, of Jersey Trading Company, surprised the Philadelphia boys with that big three-story building. He also announces that he will have the largest variety of merchandise the Quaker City has ever seen.

Howard Kass claims that George Ponsler now "just takes a notion" and simply leaves the offices to fly to Chi. Howie is afraid to leave the place for fear that George will fly away any minute.

Archie Struhl now makes his own afternoon tea with one of his own ket-

CLEARING HOUSE

With Gum Vender! 3 Games in 1.



Double Door and Register, \$2 Extra. See Daval's Ad for Description **\$17.50**

ORDER YOURS FROM

GERBER & GLASS

914 DIVERSEY BLV'D. CHICAGO, ILL.

ties and one of his own electric stoves. Not only are they calling him "the Russian-Englishman," but they claim this proves that Struhl merchandise actually works.

Newspaper comment has been favorable as far as the Albany legislation is concerned. Complete column in *World-Telegram* was very revealing.

Woollen Claims Horses Is a Great Counter Unit

CHICAGO, April 18.—"In all of my years in the coin-machine business never have I seen the overwhelming response that greeted the Buckley Manufacturing Company's announcement of the new counter odds-changing vender, Horses," says Bill Woollen, Buckley sales manager.

"Based on the avalanche of orders received from operators everywhere, I am sure that I am not talking out of turn when I say Horses is one of the greatest counter venders ever produced. The most convincing proof of Horses' ability to pile up big profits for the operators is the way initial orders have been followed with a volume of reorders from the same operators."

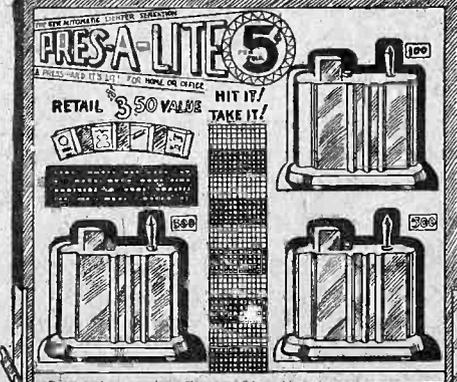
This must be the real dope, fellows, because Bill Woollen's legion of friends know that he is not inclined to be boastful. So Horses must be the McCoy.

Horses is a well-built attractive counter vending machine. A slight press of the lever, after the player has inserted his coin, sets the four positive reels spinning. The first reel indicates the odds. If the player is fortunate enough to have the reels stop at Z-E-V or D-A-N or any other of the many winning combinations he is paid off according to the odds showing on the first reel. Horses has a four-way coin chute that will take 1 cent, 5 cents, 10 cents or 25 cents. Naturally the player is paid according to the coin he inserts. Horses is also available with a straight 1-cent or 5-cent coin chute. Regardless of what type coin chute the operator orders there is no extra charge. "It's the biggest value for the money that I've ever seen," was the opinion of a prominent Chicago operator. After seeing Horses you will agree it's a real buy at Buckley's low price.

Showroom on Wheels

CLEVELAND, April 18.—And now we have a coin-machine showroom on wheels. Yes, sir, the showroom on wheels pulls up to the op's home, throws an extension cord thru the op's window and displays to him all the latest equipment. This unique idea is being introduced by Meyer Marcus, of the Markepp Company, local distributor of coin machines.

Pres-A-Lite Table Lighter Deal



A lively, profitable deal. Three big, colorful Plaskon Desk Lighters with chrome Base, on special cutout Board. Lighters fully guaranteed. Pay out 40 Packages of Cigarettes. Take in \$30.00. Can be resold to dealers at \$7.50 to \$15.00. Cost to you complete only **\$4.50**
Order No. B16.

Three Deals for \$18.00, Less 2% Cash. F. O. B. Chicago. 25% Deposit on C. O. D. Orders.

JOSEPH HAGN COMPANY
"The World's Bargain House"
217-225 W. Madison St. CHICAGO

NEW TOPSY KNIFE



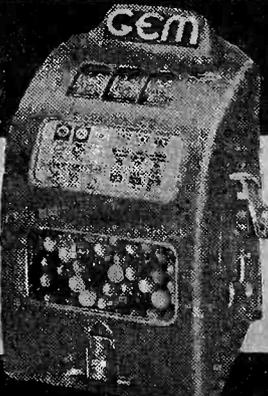
TOPSY NEGRO KNIFE—10 BEAUTIFUL TOPSY KNIVES IN JACK POT IDEA. ASSORTED COLORS. TAKES IN \$35.00
PAYS OUT 9.00
PROFIT \$26.00

SAMPLE \$3.25—LOTS OF 10 \$3.00

ATLAS NOVELTY & PREMIUM CO.
623 E. Wyoming Ave., PHILADELPHIA, PA.
Send for Circulars on 6 New Numbers.

The GEM

It's a Jewel for Profit Making



A REAL BUY AT \$12.95
F. O. B. Chicago

The GEM of all Penny Play Cigarette Machines and a jewel in class and design. Silent operation—built for life-time service—7-day refund offer.

BUY GEMS—
Make Steady Year 'Round Profits

GARDEN CITY NOVELTY MFG. CO.
4331 RAVENSWOOD AVE. CHICAGO, ILL.

OPERATORS! Pacific's Fleet of Payout Tables Opens New Ports of PROFIT for YOU!

PAMCO PINCH HITTER

a SMASHING "HIT" in every part of the Country! Depicts a BASE BALL game—9th inning—two men gone—score "1" to "0" in favor of "visitors." Then player "PINCH HITS" for a Payout of 10c to \$1.50! ODDS actually CHANGE THREE TIMES on a single coin in 1-Shot "PINCH HITTER"—MORE in 5-Ball Play through SKILL and CHANCE! Order "PINCH HITTER" at once—A BUY at

\$119

PAMCO PALOOKA

1-Shot—and it CAPTURES Locations IMMEDIATELY! Six Coin Chutes pull SIX TIMES the MONEY into "PAMCO PALOOKA" that any BELL Machine or average Pay Table could bring. In HEAVY PRODUCTION—this Super De Luxe Job is the BIGGEST VALUE in Multiple Coin Payout Machines ever built! Price

\$18950

PAMCO RED SAILS

PLENTY OF WALLOP in "RED SAILS"! Blasts ALL Competition SKY-HIGH—for its NEW ANIMATION—and GREATER APPEAL in a 1 or 5-Ball Payout Table that ATTRACTS and HOLDS the play. Steadily INCREASED EARNING POWER forces VOLUME PRODUCTION. Order "RED SAILS" for Same-Day Deliveries at

\$119



50" x 24" Electropak Standard Equipment. Check Separator and Checks Extra.

PACIFIC AMUSEMENT MFG., CO.
 4223 West Lake St. Chicago, Ill. 1320 South Hope St. Los Angeles, Calif.

Richard's Sales Co. 940 Wrightwood Ave. Chicago, Ill.

NOTICE

\$1000.00 FINE or 5 YEARS IMPRISONMENT is the penalty for using slugs or any substitute for money in this machine.

United States Statutes at Large, Act of March 4, 1909, 10339 (Criminal Code 168) Making of Uttering Devices of Minor Coins

Whoever not lawfully authorized shall make, issue or pass, or cause to be made, issued or passed, any coin, card, token or device in imitation of any coin, cent, two cent, three cent, five cent piece or of equal value, or imprisoned for more than \$1,000.00 or five years.

Chap. 321-168, 35 U. S. Statutes at Large, 1120

\$5.00 Per 100

\$25.00 Reward Will be paid by owners of this machine for arrest and conviction of anyone violating above laws on this machine.

RICHARDS MFG. CO.
 940 Wrightwood Ave., Chicago

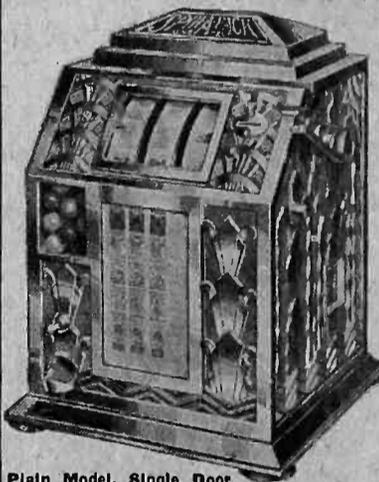
OPERATORS!

Here's Your Best Protection Against Slugs! Do Your Players Know the Law? and the Penalty for Using Slugs?

Most sluggers think that your machine is illegal and there is no law against slugs. By placing THIS STICKER under the glass of your machines you can reduce your slug evil to a minimum. This protection is yours at the small cost of 5c per machine—less than the loss from one slug. Think it over, Mr. Operator. One slug can knock off the grand prize. NOTE—Reward is paid only for ARREST and CONVICTION only. Price \$5.00 Per 100. No orders accepted for less than 100.

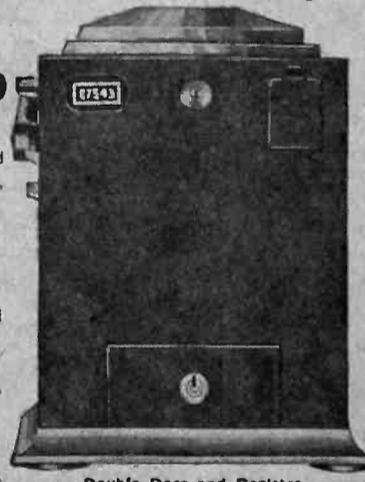
"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

Hundreds of locations waiting for this new, 10 stop Reel Cigarette Machine. SPIN-A-PACK location tested and guaranteed for 2 years against mechanical defects. Average payout 50%. Double Door and Register are made for the purpose of allowing the operator to leave key with location for lower door. Register keeps track of all plays. Register shows through special window. Operator retains key for upper door. No one can tamper with register.



Plain Model, Single Door

Plain Model, \$12.00 With Register and Double Door, \$1.50 Extra



Double Door and Register

BALL GUM 15c a box (100 pieces) CASE LOTS, 100 Boxes, \$12.00. 1/3 Deposit With Order.

CLEARING HOUSE

WITH GUM VENDER. Three Games in One (1) CLEARING HOUSE AWARD, with the tantalizing odds of 400 to 1. (2) CIGARETTE AWARD, with maximum odds of 150 to 1. (3) BEER AWARD, with maximum odds of 100 to 1. Average Total Payout 50%.

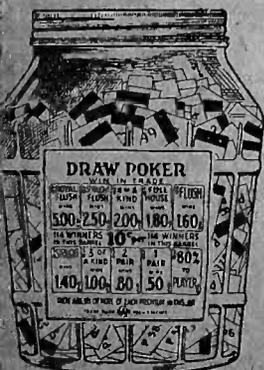
HOW THEY WILL GO FOR IT! Get busy while it's hot! Be first in your territory to clean up with CLEARING HOUSE! Order Today!

\$17.50 Register and Double Door \$2.00 Extra

BALL GUM—Box of 100, 15c. Case of 100 Boxes for \$12. 1/3 Deposit, Balance C. O. D.

SICKING MFG. CO., INC.

1922 Freeman Ave., Cincinnati, Ohio AMERICA'S OLDEST DISTRIBUTORS—EST. 1895



RED HOT! DRAW POKER JAR

1740 Tickets Takes in\$174.00
 PAYS OUT\$135.00
 NET PROFIT\$ 39.00
 SAMPLE \$3.00 TAX PAID LOTS OF 6 OR MORE \$2.50

Operators, write for prices on refills for all types of jars. Also new Jackpot Jar Deal. All Prices F. O. B. Peoria.

PETERS SALES and SERVICE,
 225 Merriman St. Peoria, Illinois

Bally's GREAT "6-CHUTER" PARI-MUTUEL

PLAYERS "Pick their own odds"

This IS something new! Play "long-shots" or "favorites" just as you do at the track! Match your skill against the BIG WINNER pockets—or make a play for the smaller but MORE FREQUENT awards!

Due to this popular "PICK-YOUR-ODDS" feature—for the first time incorporated in a pin game—6 PLAYERS REALLY DO PLAY EVERY GAME—because each player shoots in accordance with his individual skill and self confidence. And there are NO OUT-HOLES—one player is bound to win!

PARI-MUTUEL solves the problem of the crowded "noon-hour spots" where they wait in line to play. One PARI-MUTUEL takes the place of 5 or 6 machines. Try PARI-MUTUEL and see how it feels to be in the big money again! Order yours today!



\$177⁵⁰
F. O. B. CHICAGO

**6 WITH
MACHINE
EARNING POWER**

Originated and
designed by
Fred Marco

**1-BALL PLAY
AUTOMATIC
PAYOUT
IN-A-DRAWER
MECHANISM**



50 In. by 24 In.

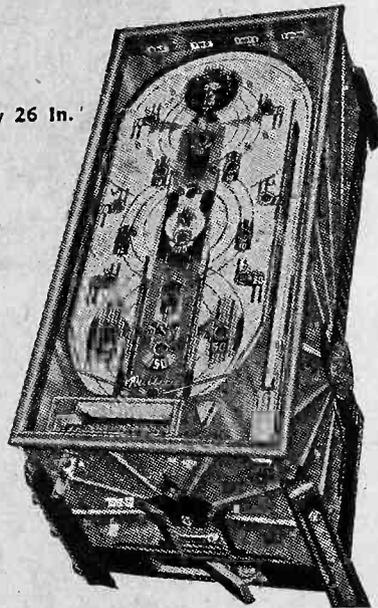
ALL-STARS

BASEBALL thrills in a high-speed 1-SHOT game with ANIMATED ODDS CHANGER—DOUBLE AWARD feature — MYSTERY AWARD pocket with \$3 Top. Already ahead of Bally Derby's record for sales volume and profits to operators—so tell your Jobber to rush your ALL-STARS today!

\$115.00

Ticket Model, \$125.00.
Check Separator \$5.00
Extra.
F. O. B. CHICAGO.

50 In. by 26 In.



MULTIPLE

Operates on 1, 2, 3 or 4 nickels—and automatically MULTIPLIES EVERY PAYOUT BY NUMBER OF COINS PLAYED! 1-Ball Play. Ideal for crowded spots, as it can be played by 1 to 4 players—and all players collect on winners! Escalator SHOWS LAST 12 COINS! Many MULTIPLES on location earn cost first week. Are you getting your share?

\$142.50

No extra charge for
Check Separator.
F. O. B. CHICAGO.

50 In. by 26 In.



HIALEAH

Takes in 8 OR MORE NICKELS PER GAME, whether played by 1 or 8 players, as player has every incentive in the world to play extra nickels. ANIMATED ODDS CHANGER—BIG ODDS always in sight—DAILY DOUBLE feature doubles award—80-TO-1 TOP! Escalator SHOWS LAST 12 COINS. Electro - Pak equipped. Destined to be greater hit than JUMBO—so get in on ground floor!

\$139.50

Ticket Model, \$149.50.
No extra charge for
Check Separator.
F. O. B. CHICAGO.

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).



BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, INC., Eastern Distributor, 453 W. 47th St., NEW YORK, N. Y.

1000 \$ A DAY

with EXHIBIT'S Perfected **BIG RICHARD**

TAKES THE PLAY AWAY FROM ALL OTHER PAYOUT TABLES
(The Newest Included)

AGAIN WE REPEAT 'BIG RICHARD' is the greatest game of all time. It's income capacity is beyond all known bounds—greater than any pin table ever devised.

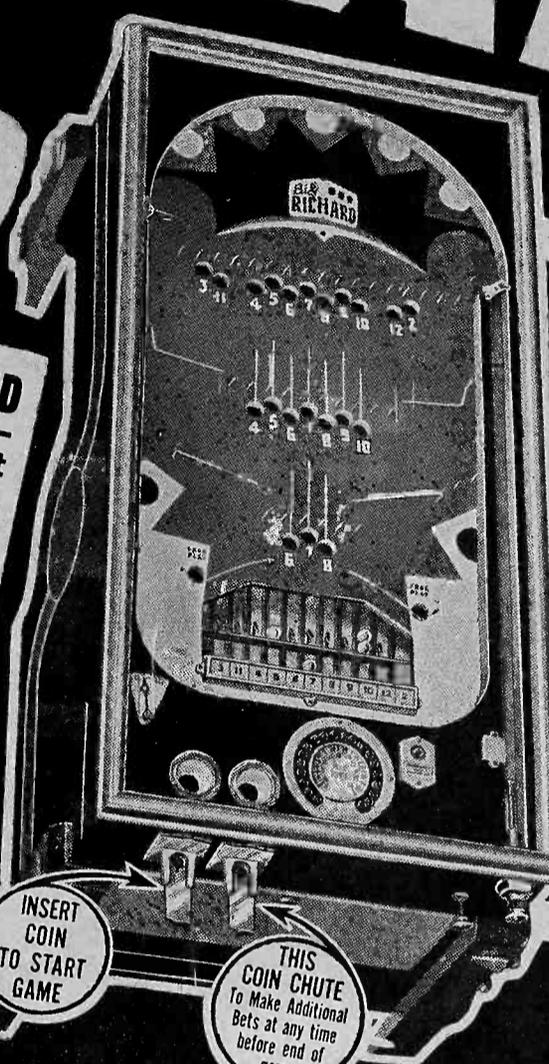
THINK OF IT!
20 COINS PER GAME
\$60.00 PER HOUR!!!

'BIG RICHARD' will positively make more money than you ever made before with anything else. **PROVE IT TO YOURSELF**—get the improved perfected 'BIG RICHARD' on location immediately.

WE HAVE PROVED you must have something different to get **TOP MONEY** from locations.

YOU'LL NEVER KNOW what big collections are—till you put 'BIG RICHARD' on your **SPOTS.**

DON'T BE FOOLED changing holes and pins doesn't make a great game. 'BIG RICHARD' is **NEW** from top to bottom **DEMAND IT** from your **JOBBER**



INSERT COIN TO START GAME

THIS COIN CHUTE To Make Additional Bets at any time before end of game

\$18 a DAY

\$90 a DAY

\$65 a DAY

\$20 a DAY

\$40 a DAY

\$22 a DAY

EXHIBIT SUPPLY CO. 4222-30 W. LAKE STREET CHICAGO

ONLY 12500 FOR

ORDINARY LOCATIONS PAY FOR IT IN LESS THAN A WEEK



JUMBO PROFITS

Fastest Selling Novelty Item of Today
400-Hole 5c Six Cutout Board, complete with 6 JUMBO FOUNTAIN PENS, four times as large as ordinary pen. Takes in \$20.00. Pays out \$4.50 worth of cigarettes (30 Packages). Nets \$15.50.

Operator's Special Price \$4.75 for Sample, \$4.50 in Lots of 10 or More. ORDER NOW.

H. G. PAYNE COMPANY
312-314 BROADWAY NASHVILLE, TENN.

PUT 'N TAKE

400 Hole Form 3875
Takes in \$15.00
Average Payout 7.54
Price with Easel 1.10
Plus 10% Federal Tax.

CHAS A. BREWER & SONS
LARGEST BOARD and CARD HOUSE in the WORLD
6320 Harvard Ave., Chicago, U. S. A.

READY FOR IMMEDIATE DELIVERY

Mills' Tycoon, Double Header, Ten Grand, Keeney's Repeater, Groetchen's Punchette.
KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts., PHILADELPHIA, PA.

THE TALK OF THE INDUSTRY
PUNCHETTE \$19.75
ORDER YOURS TODAY

MARKEPP Co. 3902-4-6-8 CARNEGIE AVE. CLEVELAND, O.
1410-12 CENTRAL PARKWAY CINCINNATI, O.

COME IN AND SEE - - - WRITE OR WIRE
For Information Pertaining to A. B. T.'s LATEST COUNTER GAME SENSATION
HALF MILE
One to seven can play. Coins played always visible. Changing odds. Beautiful cabinet. Excellent money maker. Price only **\$32.50**
First With the New and Novel
LA BEAU NOVELTY SALES COMPANY, 1946 University Avenue, ST. PAUL, MINN.
(Vending Machines—Skill Games—Phonographs)

BASEBALL TALLY C

All kinds of Coupons for Operators. 120 Tickets, Names and Numbers of National Leagues, \$13.20 per Gross. We make all kinds of Tip and

Write for Quantity Prices. Distributors Wanted.
TRI-STATE NOVELTY CO., INC. BRIS



SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$19.80 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.60. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.
General Sales Company
121 4th Avenue, South, NASHVILLE, TENN.

Takes \$2
Cost \$2
One with ance

MEDICINE MEN!

Sidney C. Anshell

Who gave you the "BALLY" Candy Package, the idea that has actually made you individually many thousands of dollars—has a brand-new sales proposition for you for this season and the years to come that will make greater profits than you ever dreamed were possible.

CHEST O' GOLD

IS A STRAIGHT MERCHANDISE SALES PROPOSITION (NO CANDY)

THAT IS SO ENTIRELY NEW that its tremendous possibilities

must be actually experienced to be realized.

Through our extraordinary purchasing organization throughout the world we purchase merchandise direct from the makers' workshop to be enclosed in "CHEST O' GOLD" enabling us to give such extraordinary value in this proposition as to be absolutely astounding.

"CHEST O' GOLD"

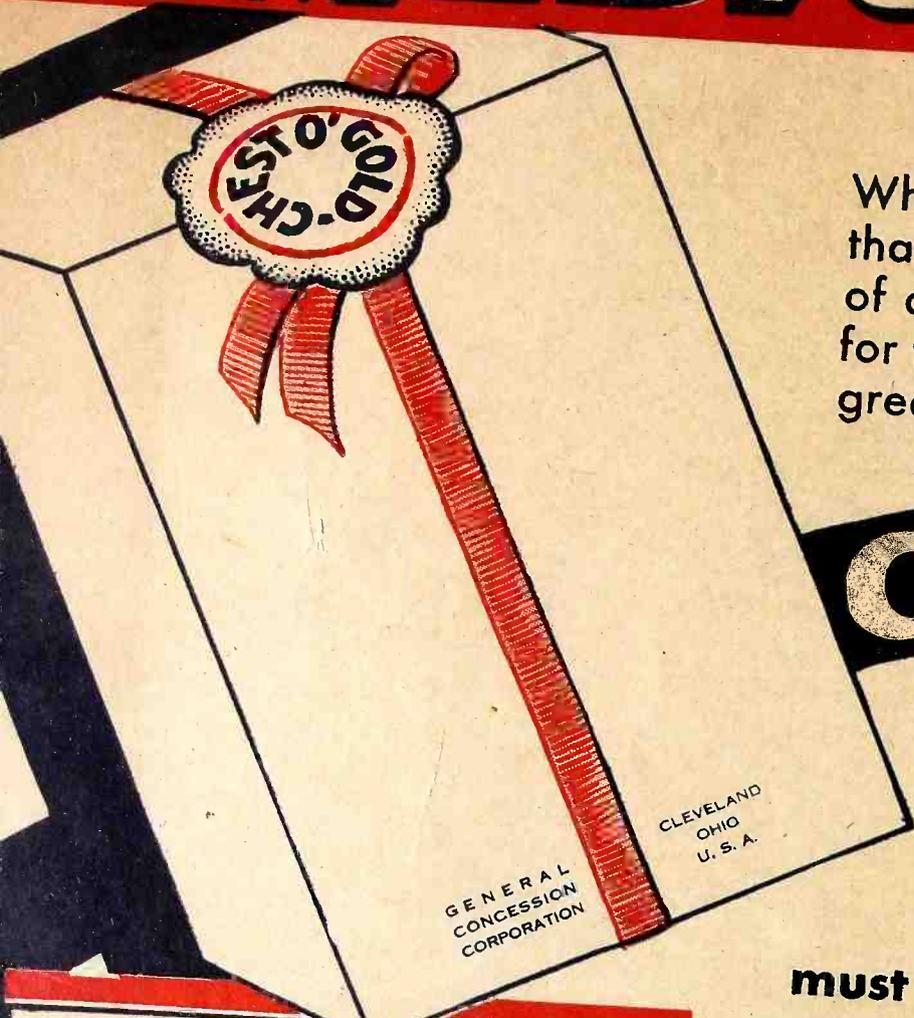
THE FIRST AND ONLY SALES PROPOSITION ever created that actually gives tremendous value in merchandise to each and every member of your audience at every performance! And for a dime

\$200 to \$500 Per Week PROFIT
FOR EVERY TENT SHOW AND MED. SHOW
OPERATOR IN THE U.S.

"CHEST O' GOLD"
SELLS TO YOUR AUDIENCE
AT 10c PER PURCHASE
COSTS YOU
\$50.00 PER THOUSAND
DELIVERED PREPAID
Packed in Units of 200 Packages
25% Deposit Required on all Orders
Balance C. O. D.

WE GUARANTEE
THE SALE OF
"CHEST O' GOLD"
to 100% of your audience at
each and every performance.

CHEST O' GOLD
can be returned
at any time at
our expense for
full refund.



Some of the Many Articles in Each Case of
"CHEST O' GOLD"

- Silk Hosiery
- Silk Lingerie
- Brassieres
- Panties
- Step-Ins
- Gold Plated Rings with Semi-Precious Stones
- Gold and Silver Bracelets
- Pearl and Jade Ear Drops
- Ear Rings
- Gold Plated and Nickel Safety Razors
- Pocket Compasses
- Amida Pearls
- Water Sun Pearls
- Costume Jewelry
- Exotic Perfumes
- Cosmetics
- Beaded Bags
- Leather Hand Bags
- Silk Hand Bags
- Imported Vases
- Miniature Statuary
- Imported Novelties
- Domestic Novelties
- Toys—Games
- Dressed Dolls
- Baby Dolls
- Incense Burners
- China Ware
- Glass Ware
- Silver Plated Bon Bon Dishes
- Silver Plated Crumb Trays
- Silver Plated Sugar and Creamers
- Silver Plated Salt and Peppers
- Miniature Roulette Wheels
- Silver Plated Picture Frames

Articles of
Merit!



A PRODUCT OF
GENERAL CONCESSION CORPORATION
6545 BEECHMONT AVENUE
CLEVELAND, OHIO, U. S. A.

JOHN A. FITZGIBBONS, INC., Eastern Distributor, 453 W. 47th St., NEW YORK, N. Y.